

2022 IMPACT REPORT



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Dear reader,

Welcome to our 2022 Impact Report.

This report matters hugely to us. Demonstrating measurable positive change is why we founded Zedify. It's why we remain fully committed to operating the lowest impact fleet and urban delivery model possible, and why we continue to measure and report on a growing range of sustainability indicators across climate, air pollution, resource consumption, and diversity, equity & inclusion.

Logistics is a microcosm of many of the broader issues that urgently need to be tackled in our cities: The UK delivery van fleet continues to grow and account for ever greater carbon emissions and congestion. Air pollution is the biggest environmental threat to health in the UK, with up to 36,000 deaths a year attributed to long-term exposure. Many in the logistics sector struggle with insecure work, low pay, and poor conditions. To cap it all off, customers often end up frustrated with poor service from inefficient and overstretched operations.

We're scaling up a model for deliveries that addresses all these issues coherently, efficiently, and in a way that makes it easier than ever for our partners to drive down emissions while improving service levels.

We've identified the UN Sustainable Development Goals that we can impact the most and we strive towards generating positive change in the following areas:

**3 -
Good health
and
wellbeing**



**8 -
Decent work
and economic
growth**



**11 -
Sustainable
cities and
communities**



**13 -
Climate
action**



The report outlines the progress we made in 2022 towards these goals in more detail.



Rob King,
Zedify Co-founder and
Chief Executive Officer



Sam Keam,
Zedify Co-founder and
Chief Sustainability
Officer

CLIMATE



OUR CLIMATE IMPACT

We're passionate about tackling climate change. We're always zero emission at the tailpipe, preventing climate-warming carbon dioxide from being released into the atmosphere.

278 
TONNES
OF CO2
SAVED

278 tonnes CO2 were directly prevented by Zedify's delivery service in 2022.

Many logistics companies' carbon neutral claims are based on offsetting their emissions rather than reducing emissions from their own operations. With the transport sector accounting for the biggest chunk of the UK's carbon footprint and 32% of that arising from HGVs and vans, we've simply got to get a handle on real emissions reductions.

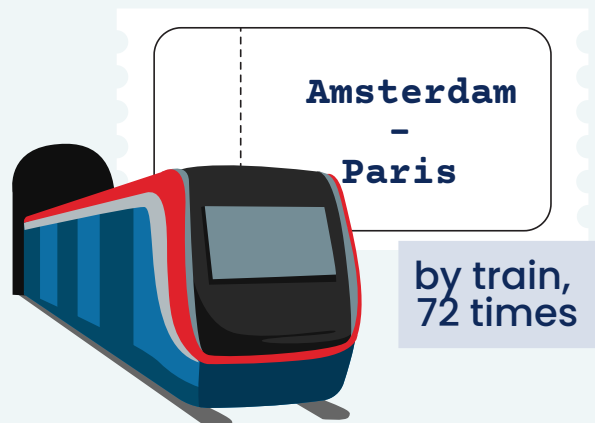
Zedify is on a mission to shift the norm and roll out a new model for urban logistics, one that's tightly aligned with a net zero future.

Just one tonne of CO2 looks like...



1 petrol car driving over half a year (6200 miles)

2.6 economy flights from Amsterdam to Rome



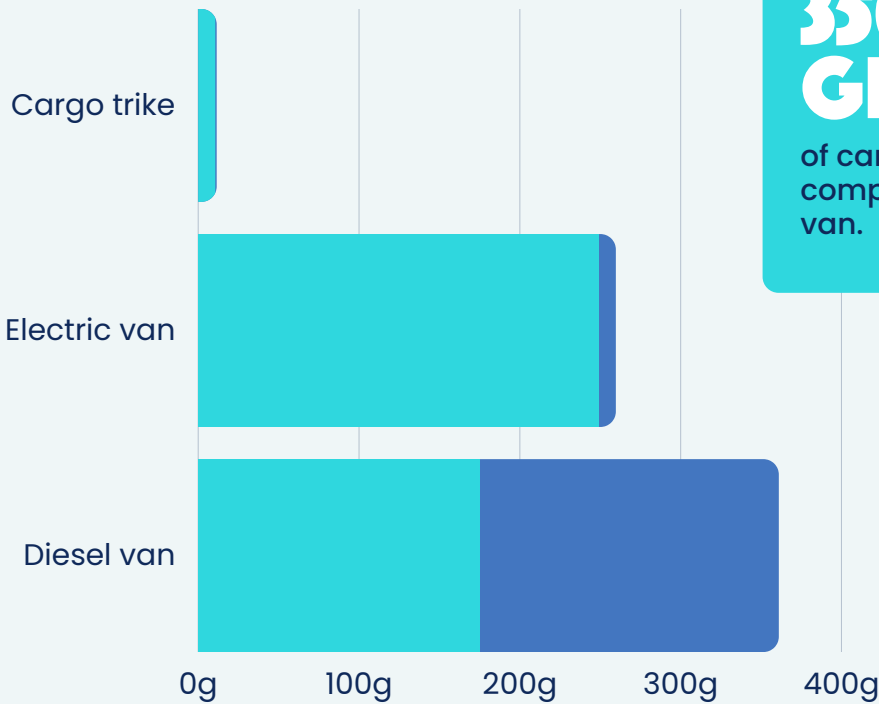
If just 7.5% of Britain's diesel van fleet switched to cargo bikes more carbon would be prevented than if we ceased ALL domestic aviation - a small commitment for truly radical change.

Because cargo bikes are so effective, we place them at the top of our fleet hierarchy and use them to complete the vast majority of deliveries and other logistics tasks. This means we always opt for a cargo bike first over other electric vehicles (such as electric vans or electric cars).

86%

of our deliveries were completed by cargo bike in 2022.

CO2 (grams per delivery)



Each cargo bike delivery saved

350 GRAMS

of carbon when compared to diesel van.

That's a saving of **97%**

And, compared to electric vans, cargo bikes CO2 saving per delivery is

96%

- from operating emissions
- from embodied carbon





HEALTHIER CITIES

OUR HEALTHY CITIES IMPACT

Delivering better cities requires that we go much further than just removing CO2 - this is about making neighbourhoods safe, clean, healthy, inviting places to work and live in.

327
KG OF
NOX
SAVED



NOx and PM2.5 are both emitted in significant quantities by diesel vans, and their health impacts are severe. Short-term exposure to NOx can cause inflammation of the airways and can increase the likelihood of respiratory infections. Exposure is particularly risky for those with existing lung and heart conditions. PM2.5 has been shown to cause asthma, COPD, coronary heart disease, strokes, and lung cancer.

There is now evidence that also links PM2.5 to low birth weight, diabetes and diseases such as Alzheimer's and Parkinson's. Zedify's service prevents approximately 1.4g of NOx per km that we pedal. By eliminating tailpipe emissions at source our service is helping to reduce poor health outcomes for people living in cities where air pollution currently often exceeds legal limits.



91%

of deliveries in cities could be made by cargo bikes

Cargo bikes offer a number of positive outcomes for cities, but a huge reduction in noise pollution is one that's often overlooked. Cargo bikes offer a quiet, low-profile, and quick alternative to traditional delivery vehicles. Vans block roads and create noise that has a negative impact on city-dwellers. Put simply, cities work better when their inhabitants are happy and healthy. Living in a safe and person-first environment is key.



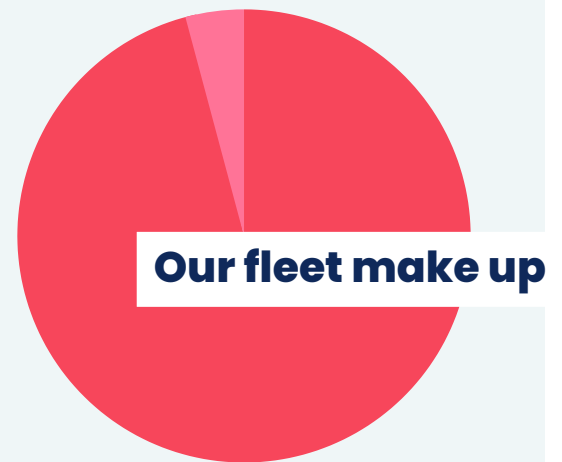
Why we don't just use electric vans

Not only do electric vans have high embodied emissions, they also have a bigger road footprint and are inefficient at getting around congested city centres. In fact, vans have been proven to be up to 60% less efficient at delivering parcels in urban areas compared to cargo bikes.

They contribute to and become trapped in traffic jams, whilst cargo bikes can navigate cycle infrastructure and designated shortcuts. Electric vans also need much more space to park, whereas smaller cargo bikes can pull up on the roadside right by each doorstep.

Electric vans

4.2%



Our fleet make up

Cargo bike family

95.8%

In 2022, we travelled 584,000km by cargo trike and electric van.

584,000km = 14.5x round the Earth's equator

14.5X





SOCIAL IMPACT

OUR SOCIAL IMPACT

We value each and every person that works at Zedify. All our riders get paid an hourly real Living Wage and are employed by us - we don't pay per drop around here.

134 REAL LIVING WAGE EMPLOYED STAFF



In 2022, we employed over 130 riders across our 10 hubs and all of them were paid the real Living Wage. Every rider passes through our rigorous training programme. This means that our riders are well equipped to carry out their work safely and confidently. We work hard to create a work culture that is positive and jobs that are better for health and wellbeing than driving vans. Our riders and hubs deliver a truly exceptional service for our clients and their customers; they're at the heart of our business.



We asked our riders what they like most about working at Zedify

Fun work, a real Living Wage, a friendly atmosphere where everyone is welcoming



Work flexibility, variation and freedom

“ 100% of our riders said they get on well with their team and feel valued

SUPPORTING THE CIRCULAR ECONOMY

As well as delivering parcels for local and national retailers and brands, we're also involved with varied sustainability-focused and community-led projects - often working alongside local authorities and policymakers.

Our work in Waltham Forest in 2022 has been heavily community-led, varying from delivering food for local schools to working with **HMPO** to safely and reliably deliver passports. In Plymouth, the hub teamed up with recycling superheroes **Valpak** and have collected more than 1500kg of batteries on cargo bikes since June 2022.



In Brighton, our Zedify team works alongside **Smarter Uniforms** to provide a one-stop shop by collecting donations and delivering orders direct to families. This provides a simple, easy way to extend the use of children's uniforms and to tackle household resource use.

On a nationwide basis, our teams support the **Velorim** initiative to collect and recycle end-of-life bike tyres and tubes.

In London, the Zedify team supports zero-waste start-up **CLUBZERO** in their mission to keep food packaging circular. Empty takeaway cups and boxes are collected and delivered by our zero-tailpipe emission cargo bikes.



AWARDS AND ACCREDITATIONS

We are delighted with the awards and accreditations that Zedify has picked up over the last year. We continue to move forward with our certified BCorp status, which is currently pending.



BusinessGreen
Leaders Awards



BETTER DELIVERIES, BETTER CITIES - OUR PLANS FOR FUTURE GROWTH



Our city hubs are expanding across the UK

Existing hubs



London [Hoxton] | London [Waltham Forest] | Glasgow | Bristol | Cambridge | Edinburgh | Brighton | Southampton | Plymouth | Norwich | Winchester

Launching soon



Manchester | Birmingham | Nottingham | Leeds | Liverpool | Cardiff | Bath | Oxford | York

We have big goals and a mighty team who are working incredibly hard to make better deliveries the norm in UK cities. We're growing our network of hubs across the United Kingdom, providing the best possible service to businesses, local authorities, and everyone living in cities.

Want to be part of the next stage of our growth? Follow our journey:



@zedifyuk



Zedify UK



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88

= our NPS score, compared to an industry average of 0-40