



Greenr

Impact Report

2021 / 2022



Contents

Introduction

- [2.](#) A note from our CEO
- [3.](#) Highlights
- [4.](#) SMEs and Climate Change

Our Business

- [5.](#) Values and Vision
- [6.](#) Greenr Products
- [7.](#) Steps to Sustainability
- [8.](#) B-Corporation
- [9.](#) Advocacy
- [10-11.](#) Recognition and achievements

Our Impact

- [12.](#) Carbon Reduction
- [13.](#) Lifestyle Changes
- [14.](#) Carbon Offsetting
- [15-19.](#) Offset Portfolio
- [20.](#) Business Partners
- [21.](#) Brand Partnerships
- [22.](#) Education
- [23.](#) Community

Our Future

- [24.](#) Product development
- [25.](#) Scaling up
- [26.](#) Team Spotlight
- [27.](#) Join Us



A note from our CEO

Welcome to Greenr's first Impact Report!



“By polluting the oceans, not mitigating CO2 emissions and destroying our biodiversity, we are killing our planet. Let us face it, there is no planet B.”

Emmanuel Macron in 2021

Dr. Gabrielle Bourret-Sicotte
Greenr Co-Founder / CEO

If the World is to meet the Paris Agreement's goal of limiting global warming below 2 degrees Celsius, urgent action is required across society.

We are at a critical point now, where we stand a chance to mitigate further impact to the planet by changing our behaviours and habits. This is why Greenr was born — an end-to-end solution which enables businesses and employees to accurately Track their carbon footprint, Compete against colleagues to be the 'Greenr-est', and Offset emissions they can't avoid. The team was made up of Jimmy, navigating the business side of the start-up and myself navigating the climate and product development, and we've achieved a lot!

In the last year, Greenr has released 3 fully functioning products, rolled out across 15 enterprise clients and is used by thousands of employees, school children and individuals. We have seen an emissions reduction of 150kg-600kg of CO2 per user. If the entire UK got on the Greenr platform we would save nearly 12m tonnes of CO2 per year! This is equivalent to the emissions of all waste produced in the UK, or 600m trees planted.

I am proud of what Greenr has achieved so far and wish I could reassure my 16 year old self who was worried about entering (male-dominated) engineering! Being a Woman in Tech has been incredibly inspiring, and I've met amazing mentors along the way, allowing Greenr to be backed by giants such as the United Nations COY16, Accenture, Octopus Energy and Innovate UK.

I am looking forward to witnessing the impact Greenr can drive across our society but none of it will be impossible without all of you: generating change within your companies, schools and families. So to you I want to say all my thanks, for believing in us and sharing our mission to make the world that little bit Greenr.

Gabrielle

Highlights

Our year in numbers

2,310,000
trees*

15 UN Sustainable
Development Goals

9 Carbon Offset
Projects

15 Greenr for Business
Partners

38 Brand
Partners

27 Greenr Brand
Ambassadors

4,457

total tonnes of CO2e
saved through offsets
and lifestyle changes

3,658

kg of CO2e saved through
lifestyle changes

1,300

vegetarian meals
recorded

8,350km

of walking and cycling
journeys recorded

160

carbon reducing
pledges

3

Awards

1

Grant

3

Accelerators

SMEs and Climate Change

Climate Crisis

We are two years into what has been deemed the 'Decade of Action' (UN, 2019), a time to tackle the biggest challenges humanity has ever faced. The most recent Intergovernmental Panel on Climate Change report emphasises the 'unequivocal' threat to both human and planetary health and well-being if significant action is not taken to limit global warming to 1.5 degrees above pre-industrial levels.

A coordinated effort is needed from governments, businesses and society in order to address the devastating impacts of climate change before it is too late.

Increasing Legislation

2021 saw COP26 bring environmental politics to the mainstream, gaining traction for legislation surrounding businesses and global warming. With a particular focus on prohibiting green washing and mobilising net zero initiatives.

The UK has not only committed by law to reach Net Zero emissions by 2050 but has also introduced mandatory reporting of climate related risks and opportunities. Whilst only the largest firms are required to do this currently, by 2023 all registered companies will have to report on how they plan to transition to net zero.

To achieve ambitious targets action is needed today.

5.6 million SMEs account for close to 50% of business emissions in the UK, the environmental cost of inaction from these organisations will be significant.

Role of SMEs

Climate commitments and reporting are currently not mandatory for small and medium sized enterprises, however it is clear that their environmental impact can be substantial. By taking meaningful voluntary action SMEs can play an influential role in the transition to a decarbonised economy.

Many of these organisations already appreciate the importance of these issues and they are searching for comprehensive solutions. **This is exactly what Greenr provides.** Together the application of technology, incentives and support for proven nature-based solutions enables us to make sustainability targets achievable.

Values and Vision

Why do we exist?

- To make climate action a lifestyle.
- To enable people and organisations to make small steps to improve their impact everyday.
- To create a feel good movement of climate conscious Greenr changers
- To disrupt business as usual when it comes to carbon emissions.

What do we aspire to be?

- End-to-End solution for businesses of every size to tackle and reduce their carbon footprint
- The UK's climate companion app, providing personalised recommendations and coaching on how to meaningfully reduce your carbon footprint and save the planet.
- The most accurate, intuitive and fun tool to calculate your carbon footprint and reward positive lifestyle changes

What do we believe?



Courage
Everyone is a leader



Patience
We're building a movement



Innovate
The landscape is constantly changing



Meaningful Metrics
Ensure accountability and collective focus



Learn Fast
From failure and past experience



Have Fun
Work hard and celebrate our success



External Focus
On the environment, politics, customers

Greenr Products

Greenr's Sustainability as a Service Platform provides practical, strategic and measurable solutions.

Carbon Reduction App

The Greenr App uses education, gamification and competitions to reduce carbon emissions at source. Featuring an onboarding quiz to calculate individuals carbon footprints and the ability to track daily habits such as diet and transport, the app allows organisations to gain accurate data while individuals gain rewards and incentives



Business Carbon Calculator

The web-based self-service calculator allows organisations to baseline their carbon emissions across scopes 1, 2 and 3. From this organisations receive an emissions report and the ability to offset historical emissions. As well as being able to invite suppliers and customers to view this report.



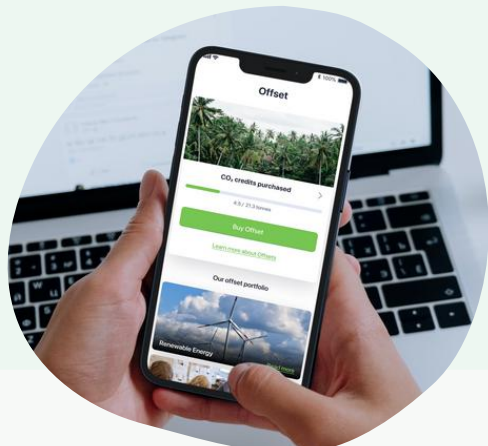
Live Emissions Dashboard

The dashboard allows organisations to track their emissions and access offset subscriptions. As well as set targets and access out-of-the-box toolkit. Organisations using the dashboard will receive tailored carbon reduction coaching and have the option to reduce ongoing emissions by supporting climate projects.



Custom Offset Portfolio

Investing in climate projects for the amount of carbon you're responsible for allows individuals and organisations to become carbon neutral. We research and select certified carbon offset projects to ensure our customers can sustainably offset their historical and ongoing emissions.



Steps to Sustainability

Greenr allows people and organisations to measure, track and reduce their carbon emissions at source.



Measure

- Calculate scope 1, 2 and 3 emissions based on office bills and best guesses of employee commute using the [Business Carbon Calculator](#).
- Crowdsource homemaker's emissions, employee commute and business travel emissions using the [Carbon Reduction App](#) to refine scope 2 and 3 emissions.

Track

- Track individual transport and diet habits, compete and make meaningful changes in the Carbon Reduction App.
- Set gamified pledges and competitions to engage workforce in sustainability initiatives.
- Analyse the effectiveness of sustainability policies and benchmark progress in the Live Emissions Dashboard.



Reduce

- Make proactive and informed decisions to reduce carbon emissions.
- Unite organisations and employees to reduce workforce emissions.
- Invest in the [Greenr Offset Portfolio](#) to offset historical and unavoidable emissions.

Abiding to high standard protocols

Our tools for measuring and reporting business carbon emissions follow best practice protocols. This includes the [Greenhouse Gas Protocol](#) which establishes global standardized frameworks to measure and manage greenhouse gas (GHG) emissions from private and public sector operations. As well as [ISO 14064-1:2018](#) which provides specification with guidance at the organization level for quantification and reporting of greenhouse gas emissions and removals. Additionally we are supporting the UK government's Department for Business, Energy and Industrial Strategy's framework for energy and carbon reporting.



Department for
Business, Energy
& Industrial Strategy

B-Corporation

A B-Corporation is an organisation that demonstrates high social and environmental performance, transparency and accountability. We are really proud to have gained enough points in our Business Impact Assessment to qualify as a certified B-Corp. Special thanks to Suchet, Rohan and Jimmy for leading this project!



Business Impact Assessment

Category	Score
Governance	18.3
Workers	23.2
Community	23.7
Environment	19.9
Customers	3.7

We were identified as a company with an Impact Business Model, this recognises that Greenr is an organisation which was intentionally designed to create a specific positive outcome for the environment.

Our mission to support other organisations in reducing their carbon emissions contributed to a substantial number of points in categories such as Governance (10 points for 'Mission Locked') and Environment (15.5 points for 'Environmental Education and Information').

Additionally we scored highly in Diversity, Equity and Inclusion due to our workforce gender split (currently 4 out of 6 team members are women), which is far above the industry standard.

We're looking to improve:

- Governance - Focus on updating our internal ESG monitoring and performance through measuring and reviewing KPIs, creating a Social Impact template and public reporting on social and environmental performance (starting here!)
- Customers - We have already begun working to ensure all users are able to decide how their data will be used
- Environment - Greenr is already a Climate Positive Company but we are always looking to reduce our emissions at source

Advocacy

Climate Anxiety

Greenr is concerned about not only the environmental impacts of climate change but the social impacts too. That's why providing solutions to climate anxiety is something that remains at the core of our philosophy. The overwhelming fear or worry about climate change has become increasingly discussed but we think this quote from Prince William before COP26 really sums up the issue well:

“We are seeing a rise in climate anxiety. Young people now are growing up where their futures are basically threatened the whole time. It’s very unnerving and it’s very anxiety making” - Prince William

Greenr at COP26

In the run up to COP26 our team travelled to Glasgow and Gabrielle had the opportunity to present a talk about climate anxiety at the UN Conference of Youth. The talk centred around climate anxiety in young people and then discussed how Greenr can provide actionable solutions through it's ability to inspire daily small actions, positive conversations and education.



Gabrielle's talk was very well received, leading to Greenr being voted 'Best Green Project' at the conference awards, an appearance on BBC News, and Gabrielle receiving a letter of praise from the TRH The Duke and Duchess of Cambridge!



Read: 'Climate Change Anxiety - What is it and how to tackle it.'



Watch: 'Climate Anxiety: Finding Solutions for the Youth of Tomorrow'



Recognition and achievements

We're really proud to share the support that we have received from the worlds of business, technology and sustainability. Our team have been working hard to share the Greenr message so it is rewarding to see this recognised by a number of organisations from the UN to the University of Cambridge

Awards Received



Our Co-Founder Gabrielle was awarded 'Innovator of the Year' at the Women in Tech Excellence Awards 2021.



Awarded 'Best Green Project' at the COY16 conference awards following Gabrielle's talk on climate anxiety.



Greenr was awarded 'Friend of the Earth' at the Mayfair Times Community Awards 2022.



Shortlisted

The Greenr team have been shortlisted for a couple of awards coming up later in 2022. Gabrielle yet again inspired us all having been shortlisted as a Forbes 30 under 30 honoree. As well as this Greenr, and Jimmy have been selected as a 2022 finalist for the Green Award at the North West StartUp Awards National Series.



Recognition and achievements

Invited Speaker

J.P.Morgan

Gabrielle was invited by JP Morgan to speak at their Women in Tech and GoGreen Network, covering topics such as women in STEM and climate anxiety.

Accelerators

Greenr was selected as one of 14 'FinTechs for Good' to join the Fintech Innovation Lab London 2022 Cohort as part of the Sustainability stream. FinTech Innovation Lab London is a highly competitive program that helps early to growth-stage companies who are redefining the fintech industry to grow their business with support from the world's top financial service firms.



Greenr was selected as one of 17 start-ups to participate in the prestigious University of Cambridge Institute for Sustainability Leadership Accelerator to Net Zero 2021, a program designed for scaling up companies with novel technology-based products that have rapid market adoption and high impact potential for the net zero transition.

Greenr was selected for the CMS equiP accelerator. CMS is a full service law firm that works with some of the biggest names in tech. CMS equiP is a dedicated programme to support start-ups who are intellectual property rich. The programme will allow Greenr to get special treatment from CMS, introductions to like-minded industry players and access to meeting venues allowing Greenr to meet fellow entrepreneurs.



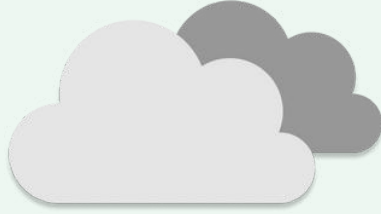
Grant



Greenr was selected for an Innovate UK Grant. Innovate UK is the UK's national innovation agency. They support business-led innovation in all sectors, technologies and UK regions. With the help of Innovate UK, it will allow Greenr to grow through the development and commercialisation of new products, processes, and services.

Carbon Reduction

Total Carbon Impact



4,621 tonnes of CO₂e emissions saved to date through lifestyle changes and offsets

After measuring carbon footprints, we focus on the sustainable changes that can be made by people and organisations to reduce emissions. Alongside this, we offer carbon offset opportunities to tackle ongoing and historical emissions. Together lifestyle changes and offsets make up the total amount of carbon emissions we save.

Visualising Impact



2,310 cars driving for 1 year



1,997 homes powered for 1 year



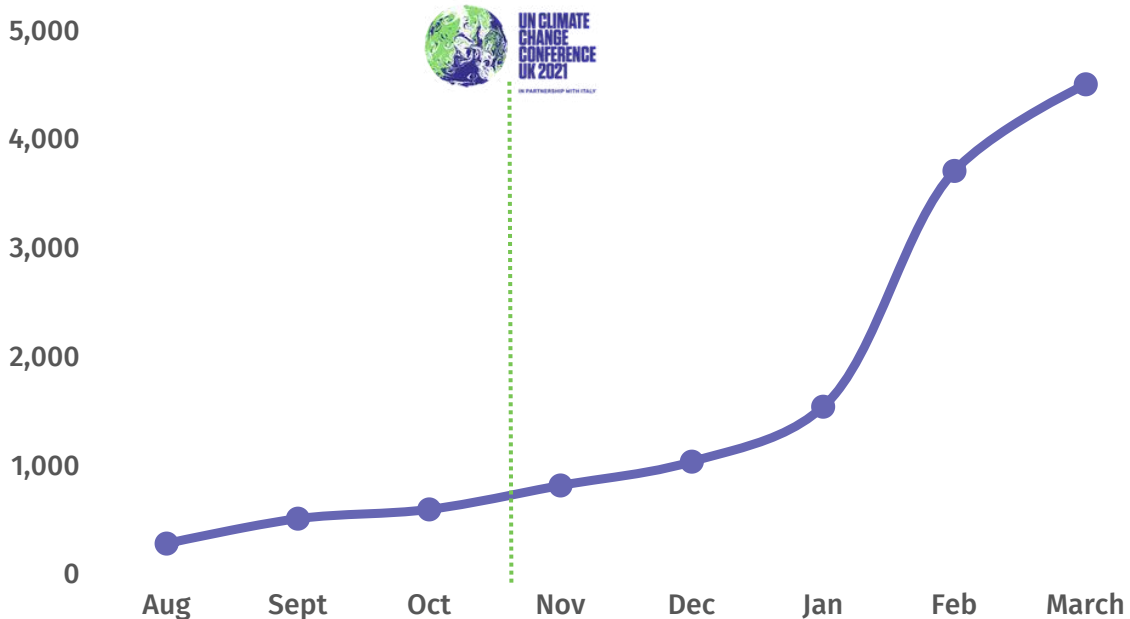
***231,050 trees growing for 1 year**



1,321,606 hamburgers

Total Carbon Emissions Saved (tCO₂e per month)

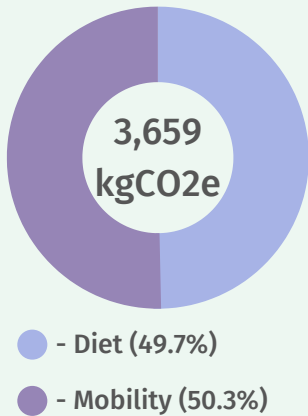
In the months following COP26 we have seen an increase in Greenr offset activity. This graph represents our cumulative impact since the launch of our B2B services. It's exciting to see businesses stepping up and making an impact and we hope this trend continues throughout 2022.



Lifestyle Changes

Carbon Saved

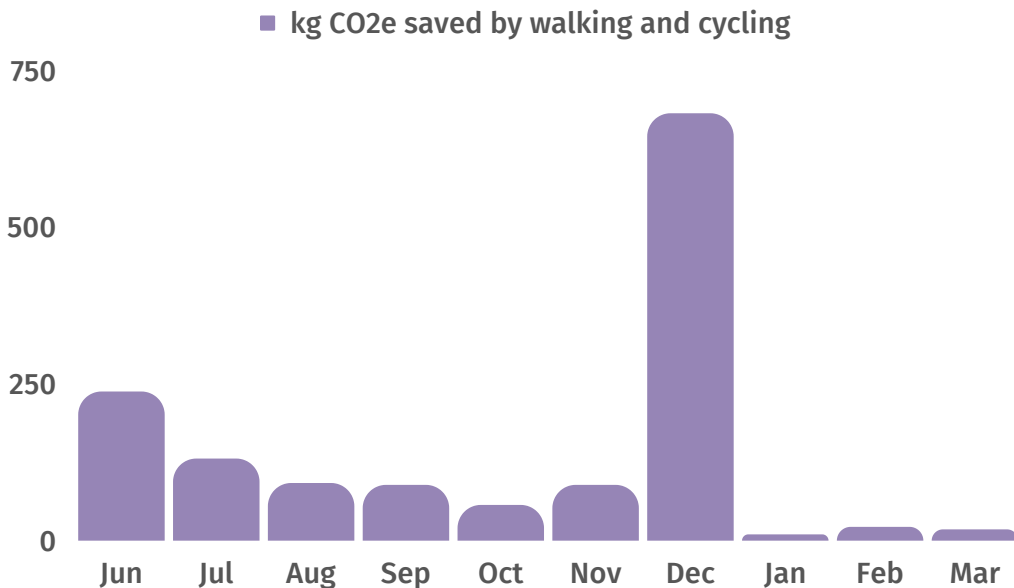
The Greenr App allows people to track changes to diet and mobility habits, encouraging people to live a less carbon intensive lifestyle. We strongly believe that making these changes is the most sustainable way to live in a more planet friendly way. Our meal tracking tool is the most accurate diet emissions calculator, allowing users to calculate the carbon footprint of specific ingredients.



	Recorded:	Saved:
	1,300 vegetarian meals	1,817.2 kgCO2e
	8,350km of walking and cycling	1,841.96 kgCO2e

User carbon saved over time (kgCO2e)

Here's what the carbon emissions savings of these lifestyle changes looked like on a month by month basis since the launch of our Beta app. In December 2021 we saw a spike in our impact which reflects a challenge one of our Greenr for Business partners took on, this demonstrates the effect that gamification, pledges and challenges can have on overall carbon emissions reduction. We're looking forward to more challenges like this in the future!



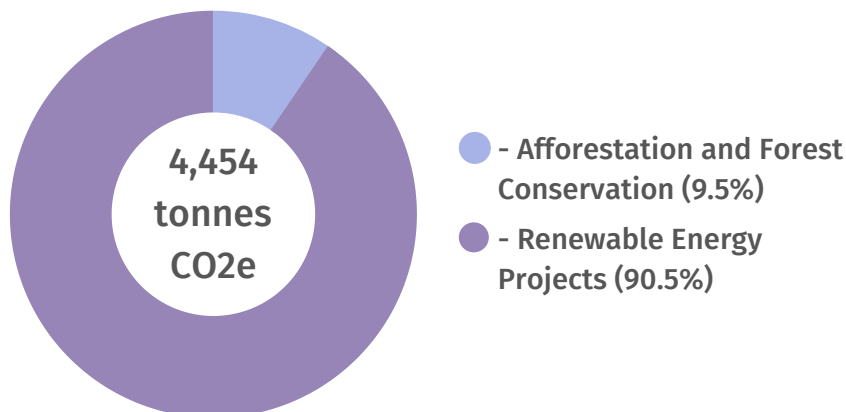
Carbon Offsetting

How we know our projects are impactful

All 9 of our projects have gone through rigorous scrutiny by independent offset accreditors in order to ensure that they meet best practice standards for climate and sustainable development interventions. Each project must be:

1. **Additional** - it would not have happened without support from carbon offsets
2. **Contained** - it won't cause emissions in another area
3. **Permanent** - it is protected against destruction by human or natural causes
4. **Sustainable** - more than reducing carbon it also has a positive impact on communities
5. **Verified** - it is routinely inspected and verified by an independent third party
6. **Unique** - each project has a unique ID on a public ledger and can only be counted once

Percentage of total tonnes offset per project type



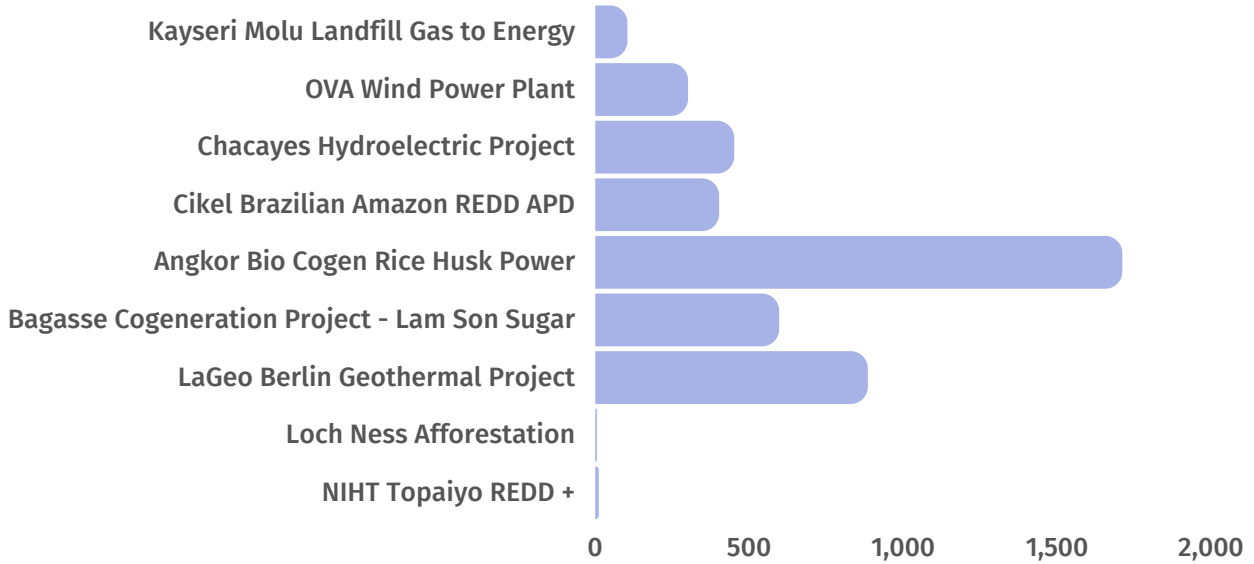
Why don't we just plant trees?

At Greenr we love trees, but we don't solely plant them to offset your carbon footprint. We've got a few reasons for that. Trees are amazing carbon eating machines, but they need to get pretty big before they can capture enough carbon. In fact, a single tree can only offset 1 tonne of CO2 in about 100 years. That's a pretty long time, and lots of things can happen to your tree. What if it's cut down, or has a disease? In order to guarantee that the carbon you have offset is in fact offset we generally choose projects with a shorter "carbon buy back period".

That's why 90.5% of our total offsets have been saved via investment in renewable energy projects. These projects are not only beneficial for the planet but for people too, stimulating economic growth, creating employment opportunities and reducing energy costs. Factors such as these contribute to a diverse number of development goals, our 9 projects support a total of 15 UN Sustainable Development Goals.

Offset Portfolio

Total Greenr Offsets Across Certified Climate Projects (tCO2e)



The projects we're supporting



Koca Sinan District - Turkey

Gold Standard

Kayseri Landfill Gas to Energy Project



This biogas power plant project is to be built close to the Molu village of the Koca Sinan district in the province of Kayseri in Turkey. The Gold Standard Certified project aims to avoid greenhouse gas (GHG) emissions from existing landfill areas by collecting biogas to generate electricity. In addition to the direct avoidance of GHG emission reductions, further indirect emission reductions are achieved through the CO2 neutral replacement of fossil fuels used for power generation. The activities of this project include the installation of landfill gas extraction system, an enclosed flare, as well as a biogas driven genset for electricity production.

Offset Portfolio

The projects we're supporting



Ödemiş and Köşk Districts- Turkey OVA Wind Power Plant

Gold Standard



Ova Wind Farm is located in Ödemiş district of İzmir province and in Köşk district of Aydın province in Turkey. The project has 9 wind turbines with a unit capacity of 2 MW each. Expected annual emission reductions of the project is approximately 23,299 tCO₂/year which total of reduction of 163,092 tCO₂-eq over the 7 year crediting period. The project produces positive environmental benefits through displacing the electricity by fossil fuel fired power plants by utilising the renewable resources to avoid GHG emissions, contributing to economic development of the region by providing sustainable energy resources, reducing dependencies on foreign fossil fuels in the area by strengthening the wind energy sector in Turkey, and the production of pillar and other equipment will allow for knowledge transfer and empower local industry.



Cachapoal Valley - VI Region - Chile Chacayes Hydroelectric Project

VERRA



The Chacayes Hydroelectric Project is a run-of river hydroelectric power plant located in the Cachapoal valley, VI Region of Chile. The plant has an installed capacity of 110.8 MW and an expected annual net generation of approximately 560 GWh of electricity per annum using the waters of the Cipreses and Cachapoal Rivers to generate hydroelectricity for export to the SIC grid. The project activity will reduce the carbon intensity of the SIC grid by reducing GHG emissions, reduce air borne pollutants by reducing the combustion of fossil fuels and increase energy security in Chile by reducing dependence on imported fossil fuels. Additionally, social benefits include the creation of direct employment with conditions imposed to preference the hiring of local staff, the creation of a community fund called 'Creciendo Juntos' ('Growing Together') to sponsor local education and health projects to improve the welfare of the local community, as well as improvements to infrastructure such as roads and bridges to improve access to the remote area.

Offset Portfolio

The projects we're supporting



Para State - Amazon - Brazil



Cikel Amazon Rainforest Protection



The Amazon is the largest remaining rainforest on our planet, however 63% of it has already been lost. This project located in Para State, Brazil, focuses on using sustainable logging practices certified by the Forest Stewardship Council to avoid the deforestation of 27,400 hectares of the Amazon Rainforest which would have been lost had conventional logging practices been used. In addition to reducing emissions from deforestation (REDD) the CIKEL project is making strong contributions to social development in the region as well as maintaining, improving and monitoring biodiversity. These sustainability benefits are guaranteed by Verra, as the first REDD project within the Verified Carbon Standard framework the CIKEL Project will help to reduce 9.4 million tonnes of CO2 emissions over the next ten years.



Kandal Province - Cambodia



Angkor BioCogen Rice Husk Power Project



Based in the Kandal Province of Cambodia this renewable energy project utilises rice husk as biomass fuel for electricity generation. There are three ways in which this project reduces greenhouse gas emissions. Firstly, the rice husk used as biomass fuel would produce methane emissions if left to decay. Secondly, the renewable energy generated is exported to the Angkor Rice Mill, this partially replaces their use of a captive diesel power generator and leads to a resultant decrease in GHG emissions associated with the diesel power plant. Finally, the surplus power generated provides renewable electricity to the community living outside the project premises. The project is part of the UNFCCC Clean Development Mechanism, meaning that it has achieved certified emission reduction credits.

Offset Portfolio

The projects we're supporting



Lam Son - Vietnam

Bagasse Cogeneration Project at Lam Son Sugar



The Bagasse cogeneration project at Lam Son Sugar JSC involves the construction and operation of a cogeneration plant at Lam Son Sugar Joint Stock Company (LASUCO), Lam Son town, Tho Xuan district, Thanh Hoa province of Vietnam. Prior to the implementation of the project activity, LASUCO operated two boilers in order to burn bagasse - a biomass residue generated from the existing sugar plant. The existing system is able to supply sufficient steam for the sugar plant including a planned expansion but not enough electricity for the expansion sugar plant. The main components of the proposed project activity include a new boiler house, a new bagasse store, a new biomass boiler with auxiliary equipment, a new extraction steam turbine, a new generator, a new transformer and collection line to generate power without any GHG emissions, displacing electricity that would otherwise be supplied by fossil fuel power plants, as well as this the surplus renewable energy will be exported to the national energy grid.



Departamento de Usulután - El Salvador

LaGeo Berlin Geothermal Project



LaGeo, S.A. de C.V., Berlin Geothermal Project, Phase Two is a 44 MW geothermal power unit that uses a condensation unit to produce electricity. The primary objective of the project activity is to supply El Salvador's rising demand for energy, by increasing renewable energy's share. LaGeo has also established a wildlife protection park, named Georesguardo, this park promotes local development through the environmental education and recreation of the communities. Many animals have found a home in the wildlife protection park, and young people from the surrounding communities work in the park as rangers. They have had the opportunity to be trained in environmental conservation, animal health care, forest protection and English skills. Additionally La Geo has supported projects covering environmental, social and economic dimensions of sustainable development, 24 communities of Alegría, Berlín and Mercedes Umaña municipalities have been benefited.

Offset Portfolio

The projects we're supporting



Scottish Highlands - UK Loch Ness Afforestation



Located in the Heart of the Scottish Highlands, on the south side of Loch Ness, this is a native woodland restoration project. In total, 100,000 trees will be planted, comprising a diverse range of species including Caledonian Scots pine, sessile oak, hazel, downy birch, rowan, eared willow and aspen. This will expand existing woodland on the estate and is contiguous with forests on an adjacent estate. The Highland Carbon Code project follows the official framework of the UK's Woodland Carbon Code and has been issued Pending Issuance Units representative of the carbon sequestration potential. As well as sequestering carbon, this project aims to encourage a number of rare species to inhabit the estate. This includes Red Squirrels, Pine martens, Golden plover, dunlin, Golden eagles (nesting sites), white-tailed eagles (feeding), ospreys (feeding), capercaillie, ptarmigan, otters and water voles.



New Ireland and East New Britain - Papua New Guinea NIHT Topaiyo REDD +



NIHT Inc. has partnered with the traditional landowners of New Ireland and East New Britain, Papua New Guinea to put an end to deforestation initiated by industrial logging in the region. The preservation of these rainforests is essential to not only the carbon and biodiversity benefits inherent with projects of this nature, but also for the wellbeing and prosperity of the people of New Ireland and East New Britain. The project has evolved based on the input and needs expressed by persons living in the region. What began as a traditional timber operation has been recognized as an opportunity with enormous carbon sequestering potential, and has evolved into a forest protection project that will provide substantial economic benefits to the people of Papua New Guinea. Through the avoidance of carrying out exploitative industrial commercial timber harvesting in the project area, the project expects to generate nearly 60 million tons of CO2 emissions reductions across the 30 year project lifetime.

Business Partners

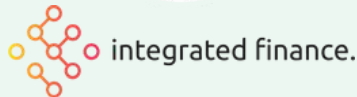
Climate Commitments

Following the launch of Greenr for Business, spearheaded by both Jimmy and Gabrielle, we have supported 15 organisations in their transition to net zero. Our current Greenr for Business Partners are from a wide range of industries including accounting, finance, consulting and technology.

There are a number of commitments organisations can make with Greenr.

- Carbon aware companies are climate conscious organisations taking sustainable steps with Greenr, for example offsetting or reducing some of their emissions.
- Carbon neutral companies are organisations offsetting all of the emissions they are responsible for.
- Carbon positive companies are organisations offsetting more emissions than they are responsible for.

Greenr for Business Partners



Case Study - Toronto Prep School

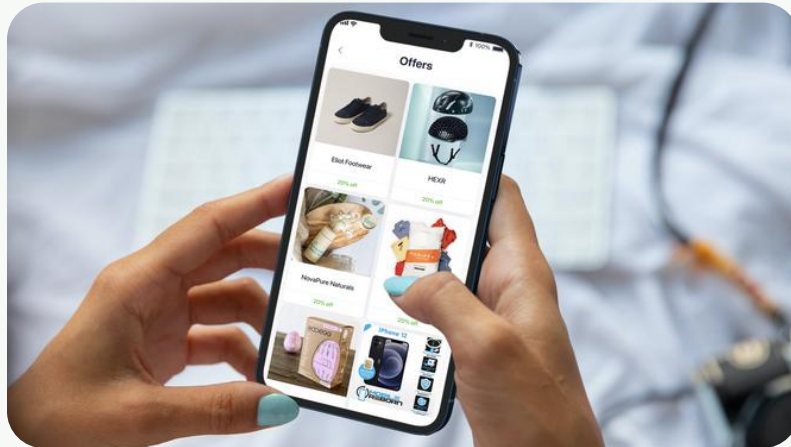
Using Greenr to educate their community and tackle climate anxiety by offsetting 1 tonne CO₂e per student.

'Greenr has allowed our school community to quantify our carbon footprint and give our students and staff more agency with respect to the choices we make each day without judgement.'

Eric Oest - Director of IT and Head of Science

Brand partnerships

Our brand partners provide in-app discounts that act as incentives for users to make more planet friendly decisions. As we expand we are increasing the diversity of our partnerships and making it easier for our users to make more sustainable purchases. We currently have **38 partnerships** with sustainable brands across a range of industries including energy, mobility, fashion, household, health and finance. Special thanks to Millie for leading this part of the Greenr Team and for developing the charter!



It is important to us that all of our brand partners share our values and vision. To ensure that this is always the case we use the **Greenr Charter** which consists of a range of questions that hold brands accountable. Our questions address topics such as:

- Sustainability commitments and timelines
- Carbon emissions related to operations, products and services
- Workforce emissions
- Current offsetting activity
- Impact on energy, GHG emissions, water and waste
- Educating customers and employees about the environmental impacts of products and services

Increasingly we have seen our brand partners making Greenr climate commitments to address their carbon impact and emissions.



Education

Greenr Blog

As we've mentioned education is one of the best ways to tackle climate anxiety, this is what we keep in mind when writing our monthly blog posts. So far we've addressed issues such as climate anxiety, biodiversity and greenwashing, however many of our blog posts focus on providing simple every day steps to become more sustainable.



How to live sustainably on a budget!



Which 5% of the population protect 80% of biodiversity?



Could changing up your commute save you the carbon footprint of 125 beef burgers?



How to lower your carbon footprint in 3 simple steps.

EMAIL EMISSIONS FACT LIST

- 
An email emits on average 10g of CO2 per year
- 
This is the same as a low-energy light bulb on for 3 hours
- 
Which is also equivalent to the carbon footprint of a plastic bag

One easy way of reducing your emissions through your emails is unsubscribing from newsletters you don't read.

A flashy newsletter emits as much CO2 as a plastic bag?!

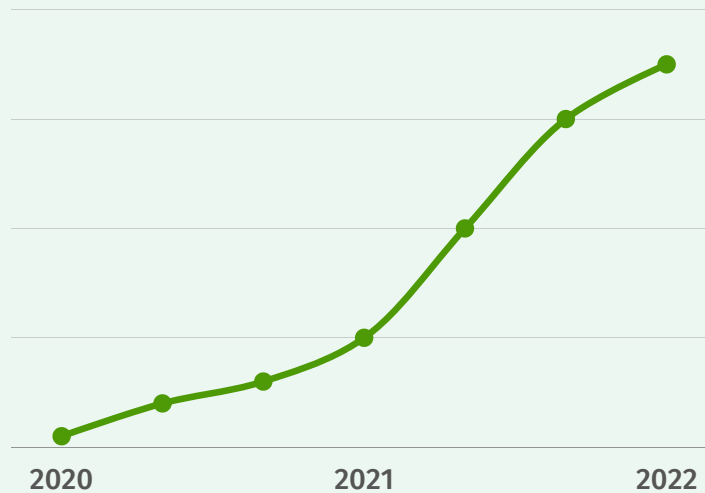


What is Greenwashing?

Community

App Users

We've seen thousands of users download the Greenr App since its launch. Growing our community of users is important as it demonstrates an increase in people thinking about their carbon footprint and taking action to reduce their emissions.



Global Reach

Although we're UK based our community of change makers is global. So far we have reached 90 countries, displayed are our top user locations.



Greenr Ambassadors

The Greenr Ambassador program is comprised of people who are passionate about sustainability and want to share the Greenr message with their organisation, friends and family. In total we have 27 ambassadors.

At COY16 in Glasgow the Greenr team were able to network with UN Global Youth Delegates and bring 20 of them on to the Ambassador Program. A youth delegate in the United Nations context is a young person selected by a Member State to participate in one or more intergovernmental meetings. These young people are the future of sustainability so it is exciting having them as part of our community.

Product Development

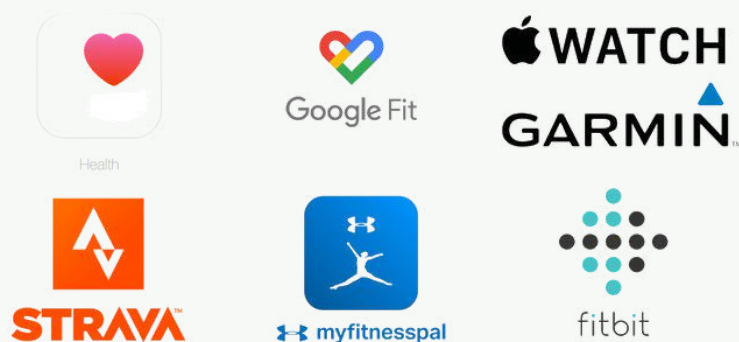
New App Features

We're constantly developing our technology, products and features. The more engaged users are with the app then the more likely they are to reduce their carbon emissions. This is why we're introducing carbon reduction goals, competitions and pledges, as well as a social feed so users can share their journey to sustainability with their colleagues, friends and family. So far we have researched and written 160 carbon reducing pledges across categories such as food, travel, home, purchasing, and voice. Most of these pledges have tangible carbon footprints we will measure and report on, however some pledges in the voice category focus more on education and advocacy which contribute to the collective movement for climate justice.



Third Party Integrations

Similarly, third party app integrations will enhance user experience. One of our priorities is collecting meaningful metrics, using data from third party apps will improve the tracking capacity of Greenr. As a result our carbon emissions reduction calculations will become even more accurate whilst making the experience more effortless for our users.



Scaling Up

Growing Green

As an early to growth stage start-up you can imagine we have a lot of plans and goals for the future. In order to make these a reality funding is necessary.

In April 2022 we found out Greenr has been selected for an Innovate UK Grant. Innovate UK is a government organisation driving productivity and economic growth by supporting businesses to develop and realise the potential of new ideas, including those from the UK's world-class research base. Our grant will allow us to invest in the research and development of our technology.

Additionally, we will be kicking off our crowdfunding campaign later this year. By seeking investors we will be able to grow our operations, onboard so many more workforces and help more organisations in the transition to net zero. Reducing carbon emissions and increasing our support for nature-based offset projects.



What does this mean for impact?

Hopefully by the end of this report we have shown how important impact is to us here at Greenr. We really want to make sure that we remain transparent, especially as we grow. So there are a few things we have planned to ensure our impact is always visible.

Firstly the 'Greenr's Impact' section of our website will be regularly updated, this shows our key impact performance metrics, total carbon saved as well as how this equates to practical measures such as driving a car or trees growing. As well as this, we will publish regular updates on the projects within our carbon offset portfolio, so you can understand the impact your green investment is having. And finally, annual impact reports like this one, next year we will have additional factors to report on following the implementation of the new app features such as competitions, pledges and carbon reduction targets.

We're excited to see how our positive impact grows with us!

Team Spotlight

What has been your Greenr 2021/2022 highlight and what are you looking forward to?



Amelia Lucas

Outreach and Community

"My 2021 highlight was definitely attending both COY16 and COP26. After watching the Paris Agreement on the news in 2015, I became inspired to practise what I preached and began taking real action against climate change. So, attending the convention felt like I had come full circle in my Greenr journey. With our recent launch of the Greenr SME Calculator, I can't wait to help more businesses help the planet."

Megan Potts

Impact Analyst

"I was a Greenr Ambassador before joining the team as an Impact Analyst in February, so for me a real highlight has been the transition from enjoying using the app myself to researching and writing new carbon reducing pledges to help others make an impact. I'm really looking forward to them being in the app and seeing how much carbon we can save as a community!"



Note from the Greenr Team:
"Thanks Megan for your amazing work on this impact report!"



Tanisha Patel

Marketing

"Whilst working in Greenr's marketing team, I have gained a great insight as to how social media can be used as a force for good. My particular favourite is posting Greenr's Good News stories as I feel it's important to spread good climate news amongst our more educational posts. I look forward to seeing the Greenr community grow!"

Our Future

Join Us



Make the world that little bit **Greenr**



Contact Us:

www.greenr.com/contact-us



Download on the
App Store



GET IT ON
Google Play