

# Impact report

2024



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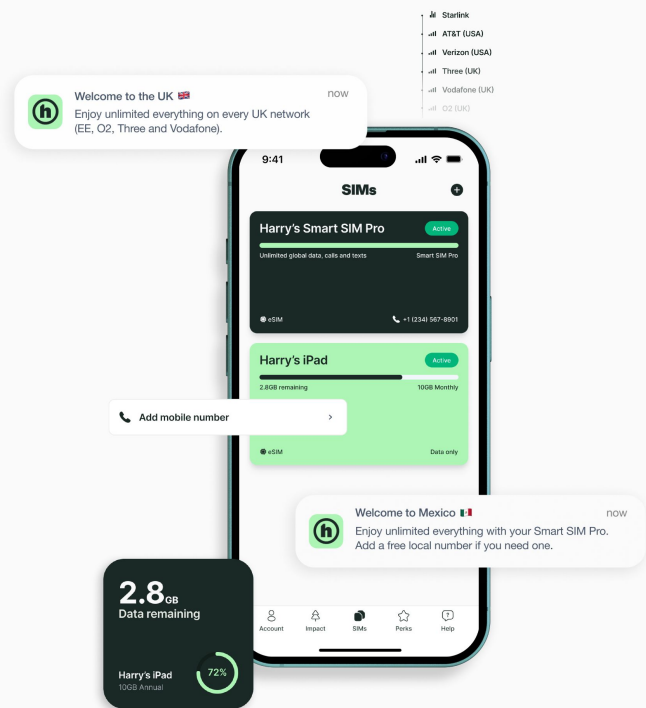
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# Introduction

It's time for mobile done right • A message from our founders



# It's time for mobile done right

Honest is the network doing mobile right. Founded in 2019 by school friends Andy Aitken and Josh Mihill, it's on a mission to show a broken industry there's a better way to do mobile.

Honest is powered by cutting-edge tech, including our unique Smart SIM that offers better coverage and free use of 500 + essential apps worldwide. Customers also benefit from bills that drop every month, support in seconds, and a smarter app that keeps them on the right plan.

As well as the UK's first and highest scoring B Corp mobile network, Honest is a carbon-negative company and member of 1% for the Planet. It's also one of the UK's top-rated mobile networks on Trustpilot.

In this report we tell you what we've been doing for people and planet in 2024, and what our plans are for 2025 and beyond.



# A message from our founders

Hi, we're Andy and Josh, the Co-Founders of Honest Mobile.

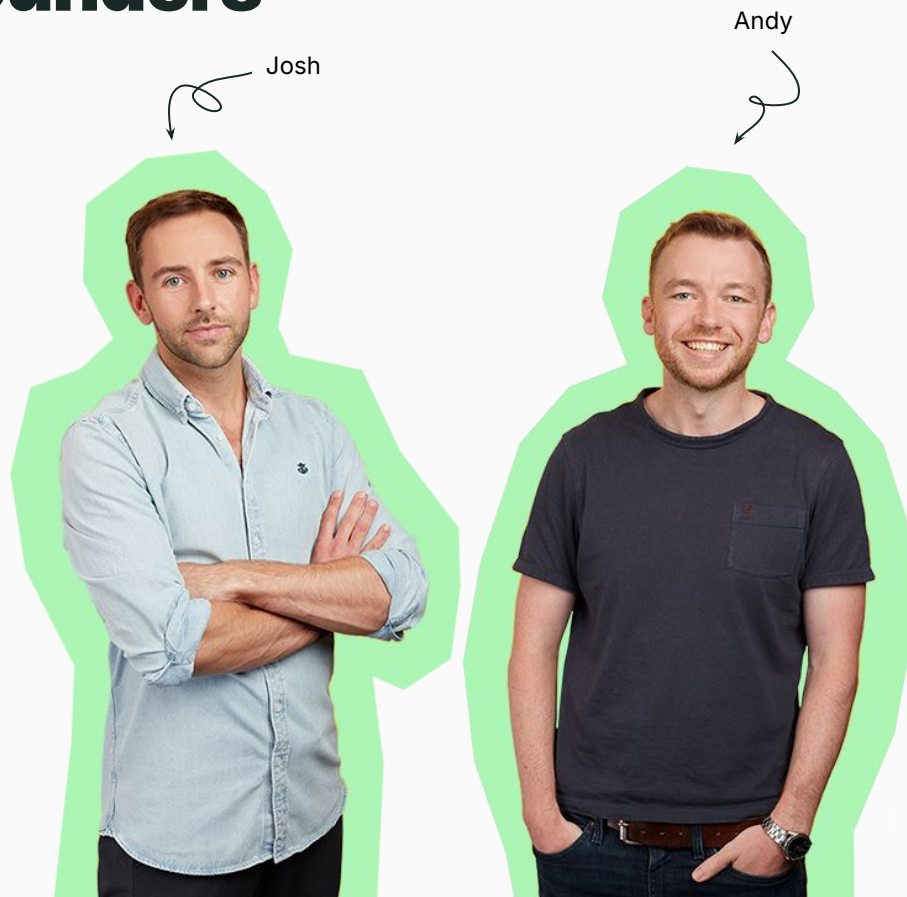
Since starting Honest in 2019, our impact has been a driving force in our mission to show a broken industry there is a better way to do mobile.

We are proud of our sustainability journey and all of the work our team has done so far, but we know there is always more we can do.

As we grow, we will continue to look for ways we can improve our sustainability efforts, challenge the status quo, and make the biggest possible positive impact for people and our planet.

Andy and Josh  
**Co-founders**

**honest**



# 2024 look back

2024 highlights • Our journey • B Corp recertification • Trees planted • Carbon removed

# Our journey

## Honest Launches



Honest  
to be  
Net  
Zero

# 2024

Reduce our  
Scope 1  
and 2 by  
42%

### 2025 Goals

- Reduce our Scope 1 emissions
- Develop JEDI strategy
- Diversify our carbon removal portfolio
- Set tangible goals in line with our near term and net zero targets

**Recertified as a B Corp** 🏆  
Successfully recertified as a B Corp gaining 13.5 points, and becoming the UK's highest scoring mobile network

**Began our path to Net Zero** 🎯  
Set near term and net zero Science Based Targets in line with the SBTi SME route, and began our path to be Net Zero by 2042

**Launched eSIMs** 📶  
Introduced our first plastic-free SIMs 🌱

**Top Rated Network on Ethical Consumer** 😊  
For the second year in a row 🏆  
**Launched 100% post-consumer recycled SIM** ♻️  
Reducing single use plastic

**First Carbon Negative mobile network** 🌱  
Removing double the CO<sub>2</sub> we emit

**Voted most ethical mobile network** 😊  
Rated 100 by the Good Shopping Guide

**B Corp** 🏆  
Certified as a B Corp. Becoming the UK's first B Corp mobile phone network

**1% for the Planet** 🌱  
Committed to giving 1% of our revenue to global environmental organisations

# Proud to be a B Corp

In early 2024, we officially recertified as a B Corp.

We're excited to continue our journey as a B Corp and celebrate the progress we've made since first certifying in 2020. We increased our score by 13.5 points to reach 94.8, maintaining our position as the highest-rated mobile network in the B Corp community.

Being a B Corp is more than just a label - it's a movement we're proud to be part of, demonstrating our commitment to considering both people and the planet in every business decision we make.

With new standards arriving in 2025 and our next recertification in 2027, we'll be embracing change and driving improvements to keep making the best choices for people and the planet.

[You can find out more here.](#)

# 94.8

## Our B Impact score





**41,539** trees

Trees planted | 2024

**honest**



**674,000** kgCO<sub>2</sub>e

Carbon removed | 2024

# Planet

What we're up against • Carbon negative • Our emissions • SIM evolution • Reducing emissions  
Carbon removals • 1% for the Planet • Tree count

# What we're up against

By 2040, communication technology will account for 14% of the global environmental footprint.<sup>1</sup>

**As an industry, we need to do more.**

Making it possible for people to switch their utilities to sustainable alternatives adds up to make a big difference.

So, at Honest, we're doing things a little differently. We provide a more sustainable option for your mobile – because we care about our planet, and people.

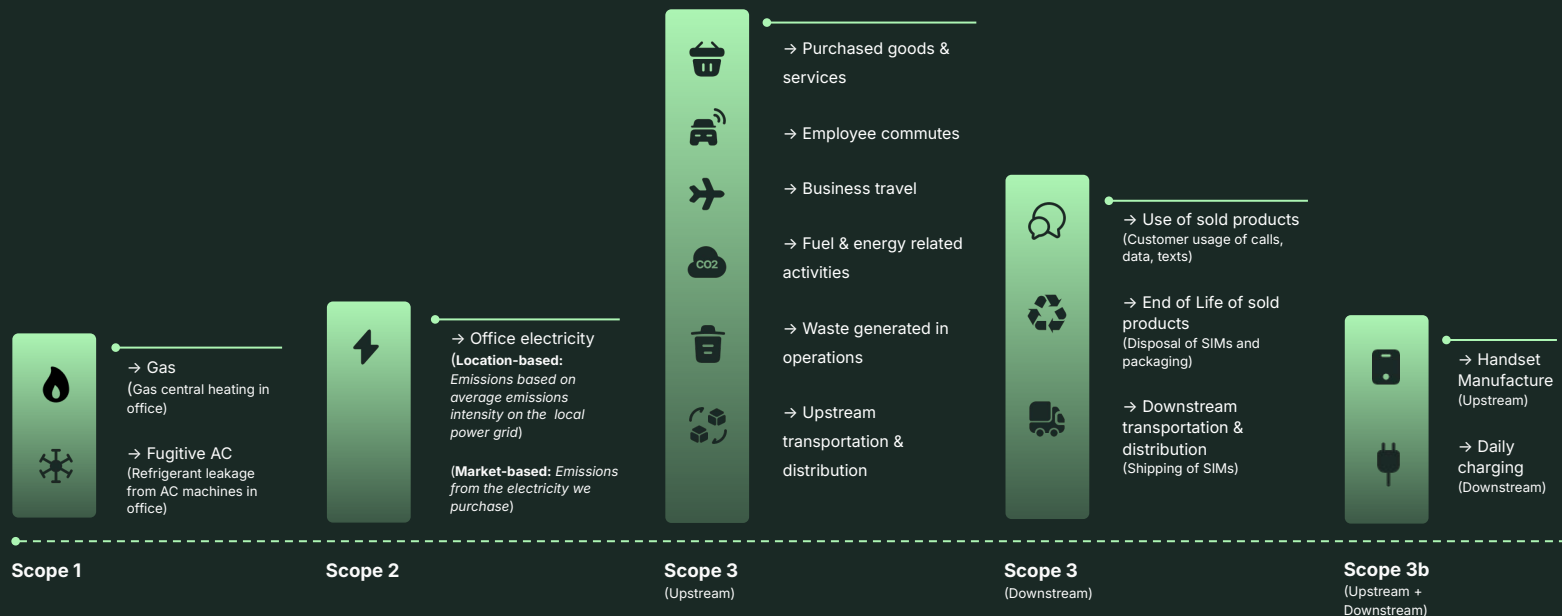


“In the case of climate, we are not the dinosaurs. We are the meteor. We are not only in danger. We are the danger.  
But we are also the solution.”

UN Secretary-General António Guterres,  
World Environment Day 2024



# Our carbon footprint



# What is Scope 3b?



We always strive to challenge the status quo and make the biggest impact possible, and our decision to become a carbon negative network was no exception. We knew we had to go above and beyond to achieve this goal.

That's why we introduced our own emissions category: Scope 3b. Scope 3b goes beyond the Greenhouse Gas (GHG) Protocol Corporate Standard reporting framework of Scope 1, 2, and 3 emissions.

Our Scope 3b includes the carbon emissions from both the manufacturing and daily charging of our Classic SIM users' phones.

We add these figures to our total annual carbon emissions and then double-remove that carbon.

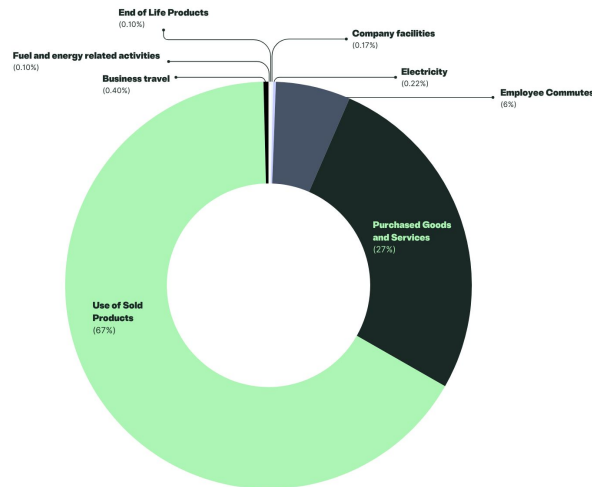
This means Honest members can rest assured that their phone is a force for good, actively helping to remove CO<sub>2</sub> from the atmosphere.

# 2024 emissions

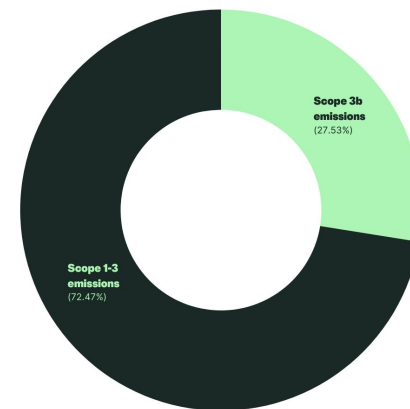
We work in partnership with [Zevero](#) to measure, calculate and report our annual carbon emissions, in line with scope 1-3 with the Greenhouse Gas (GHG) protocol. This includes all of our [Scope 3b](#) emissions.

In 2024, we've seen a large increase in our Scope 3 (Downstream) emissions, due to significant growth in our customer base.

A further breakdown of our Scope 1-3 and 3b emissions can be found on the next page.



Scope 1-3



Scope 1-3 vs Scope 3b

**244** tCO<sub>2</sub>e

Scope 1-3 emissions

**336.68** tCO<sub>2</sub>e

Total emissions (inc. scope 3b)

**673.36** tCO<sub>2</sub>e

Total CO<sub>2</sub> removed

# 2024 emissions

Scope	Description	Emissions (tCO <sub>2</sub> e)
Scope 1	Emissions created from company facilities or company vehicles	0.41
Scope 2 (Location-based)	Purchased electricity	0.53
Scope 3 (Upstream)	Water supply, water treatment, purchased goods and services, employee commuting, data processing, business travel, capital goods, water generated in operations, transportation of distribution and fuel and energy related activities	65
Scope 3 (Downstream)	Use of products sold (data, calls & messages), transportation and distribution, end of life of sold products	163
Scope 3b* (Upstream)	Phone manufacture	82.39
Scope 3b* (Downstream)	Daily charging of phones	10.29

\* Scope 3b emissions go beyond the scope of the GHG Protocol Corporate Standard (Scope 1-3), introduced by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD). Full details of our 2023 emissions are available [here](#).

# Reducing our emissions

At Honest, we've prioritised sustainability from day one. Here's how we're keeping our emissions as low as possible:

## eSIMs

### 100% plastic and packaging free SIMs

We promote plastic and package free eSIMs over physical SIMs to all customers to reduce the emissions associated with SIM manufacture, packaging and shipping.



## Paperless billing

### We've never sent a single paper bill

We send digital bills to our customers to help minimise waste.



## Office

### We'll always opt for second hand furniture over new

Where possible we purchase second hand furniture to kit out our office space to help reduce waste.



## Technology

### We purchase refurbished laptops and phones

In 2024, 75% of laptops and 100% of phones purchased for our team were refurbished, helping to eliminate e-waste.



## Electricity

### Our office is run on 100% renewable energy

When moving office, we chose one that runs off renewable energy and holds annual sustainability events and initiatives.



## Transport

### Our team travels by public transport

We travel by public transport whenever business travel is required.

# Our path to Net Zero

In 2024, we officially began our path to Net Zero. Setting near term and net zero targets in line with the Science Based Targets Initiative SME route. Below are our targets:

**Near term target:**

Our company commits to reduce absolute scope 1 and scope 2 GHG emissions by 42% by 2030 from a 2023 base year, and to measure and reduce its scope 3 emissions.

**Net zero target:**

Our company commits to reach net-zero latest by 2050. As part of this, it commits to reduce absolute scope 1, 2 and 3 GHG emissions 90% from a 2023 base year by 2042.

In 2025, we'll be looking at how we can take meaningful actions to reduce our Scope 1, location-based Scope 2 emissions, and overall Scope 3 emissions.

For Scope 1, we'll be specifically looking at our office space, and if we are able to reduce our carbon emission, by eliminating natural gas from Scope 1.

For Scope 2, we'll be understanding how to reduce the electricity usage in the office when electrical items aren't in use.

For Scope 3, we'll be exploring carrying out a company-wide supplier review to understand where and how we can reduce our emissions through purchased goods & services.

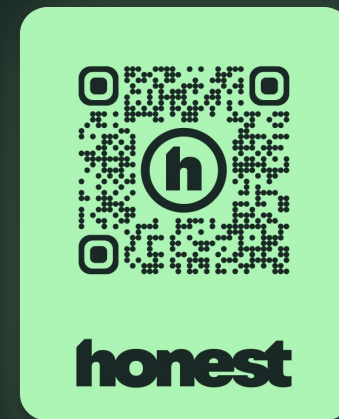
# eSIMs

In September 2023, we launched our first eSIM. An eSIM puts sustainability at the heart of our tech infrastructure. Instead of fiddling with a physical plastic SIM, you download a digital version, **eliminating waste and carbon emissions from manufacturing, packaging and shipping.**

Since Honest's inception in 2019, making SIMs as eco-friendly as possible has been a key goal. We started by reducing the size to half the size of a standard SIM, then became the first UK network to use only 100% post-consumer recycled plastic. The next step in our sustainability journey was to launch the eSIM to remove plastic altogether while improving the customer experience.

Since the launch, **we've seen 68% of customers ordering eSIMs over physical SIMs.** Looking ahead, we aim to eventually phase out physical SIMs entirely in Honest's operations. Helping to drive industry-wide adoption, reducing the telecoms industry carbon footprint for a positive impact on people and the planet.

**honest**



eSIMs produce **46% less** CO<sub>2</sub> emissions compared to physical SIMs

# The UK's only carbon negative mobile network

honest

We're proud to be the UK's only carbon negative mobile network.

Being carbon negative means the CO<sub>2</sub> we remove from the atmosphere is greater than the amount of CO<sub>2</sub> we emit.

**At Honest, we go one step further and remove double our carbon footprint.**

We measure and report on all of our carbon emissions, from everything we do at Honest HQ to the daily usage of our customers' phones and beyond. We then calculate our total carbon emissions for the year, double that figure and remove that amount of carbon through a diverse portfolio of global carbon removal projects and technologies.

This means we're removing as much carbon from our supply chain and operations as possible.



# Carbon ~~offsetting~~ removals

We need to invest more in high quality carbon removal methods – to help them scale and meet future demand.

This is key to hitting global 2050 net-zero targets.

Reducing greenhouse gas emissions is paramount to the world reaching a net zero future. **But just reducing won't be enough.**

We need to invest in high quality carbon removals to have the long-term impact required to meet global 2050 net-zero targets.

According to a [report](#) by the Intergovernmental Panel on Climate Change (IPCC), large-scale deployment of carbon dioxide removal (CDR) methods is now “unavoidable” if the world is to reach net-zero greenhouse gas emissions.

**We're proud of our 100% high-quality carbon removal portfolio, independently verified by [Klimate.co](#).** It currently includes Direct Air Capture, Biochar, Forestation and Microbial carbon mineralisation.

We're guided by the Oxford Offsetting Principles, and aim to transition to carbon removal technologies with greater permanence and climate impact.

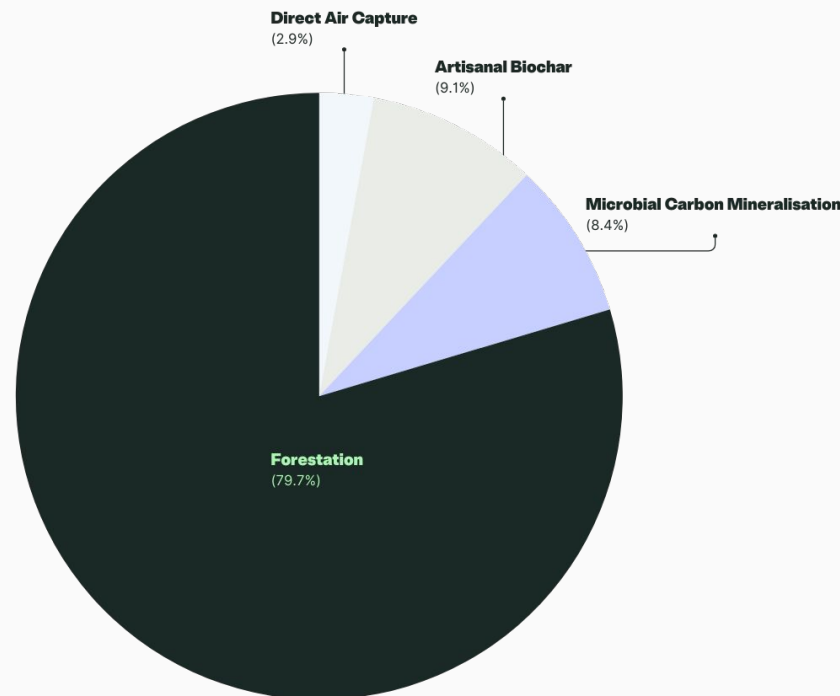
# Carbon removal investment portfolio

We want to lead the way in how businesses remove carbon from the atmosphere. That's why we invest in a diverse portfolio of carbon removal technologies.

Investing in range of carbon removal projects is critical. Each type of technology stores carbon for different lengths of time, and therefore each has a different length of impact. Plus project has a number of co-benefits which can lead to a greater impact.

Working with [Klimate.co](https://www.klimate.co), we've created a carbon removal portfolio that achieves the biggest impact for the amount of investment we are able to make.

On next pages see a full breakdown about the projects we have invested in for our 2024 carbon removals, including methods and some of the co-benefits.



# Carbon removal methods



**Location**  Nicaragua

**Founded** 2007

## Forestation

Trees are the earth's natural carbon removal machines. Trees sequester CO<sub>2</sub> using photosynthesis and store it in every part of the tree. A single tree can capture up to a ton of CO<sub>2</sub> in its lifetime. We've partnered with [Taking Root](#), who work with local farmers to remove CO<sub>2</sub> from the atmosphere, restores ecosystems, and improves the livelihoods of communities while mitigating climate change.

### Co-benefits

- The project has created more than 200 permanent jobs and thousands of seasonal jobs across Nicaragua.
- Reforestation plans are designed to provide benefits to farmers, either through sustainable timber management or agroforestry.



**Location**  India,  Ghana

**Founded** 2021

## Artisanal Biochar

Heating excess biomass to high temperatures without oxygen turns it into carbon-rich biochar. Once added to soils, biochar is permanent for 100+ years, while simultaneously increasing agricultural productivity. We've partnered with [Carboneers](#). They utilise excess biomass such as bamboo, wood trimmings, corn cobs, and rice straw to produce biochar in soil pits.

### Co-benefits

- The project provides an extra source of income for farmers and prevents openfield burning practices, which are a significant source of carbon emissions.
- Carboneers focuses specifically on equality and empowering women.

# Carbon removal methods



**Location**  Kenya

**Founded** 2022

## Direct Air Capture

Direct Air Capture uses large fan-like machines to pull CO<sub>2</sub> directly out of the atmosphere. Captured CO<sub>2</sub> can either be stored permanently in rock formations underneath the earth's surface, or reused for other materials. We work with the Kenyan company [Octavia Carbon](#). They are the first to harness East Africa's energy, geology and talent to do DAC, and hope to make Kenya the world's most cost-effective place to permanently remove CO<sub>2</sub> from the atmosphere.

### Co-benefit

→ Octavia Carbon works with local communities to restore nearby ecosystems and recently released a community engagement strategy to recap their research of historical context and learnings so far. This includes direct investments of some revenue from the project into local anti-poverty and community development initiatives.



**Location**  United States

**Founded** 2021

## Microbial carbon mineralisation

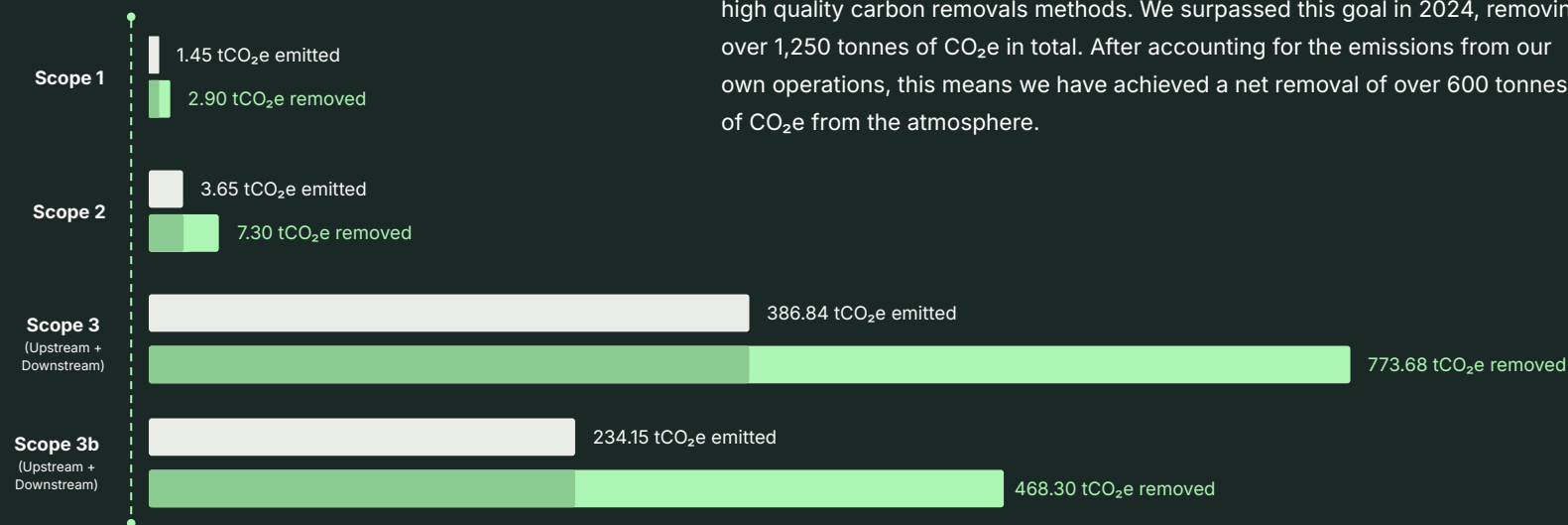
Microbial carbon mineralisation turns CO<sub>2</sub> into minerals by applying microorganisms to soil with agricultural seeds, such as corn, soybean, and wheat. These microorganisms grow with plant roots and help accelerate the conversion of CO<sub>2</sub> into soil inorganic carbon called carbonates. With rainfall, the carbonates are transported deep into the soil, locking away the carbon for millennia. We work with the US company Andes Bio's.

### Co-benefits

→ The project improves plant health through increased nutrient availability, improves the soil structure allowing for deeper root penetration, and improves water drainage.

→ Carbon stored in the inorganic form is highly permanent.

# We've removed over 500 tCO<sub>2</sub>e



Reducing our carbon emissions is critical to reaching net zero. However there will always be emissions we are unable to reduce due to the size and growing nature of our business. That's why removing carbon through high quality methods is imperative to our operations.

In 2021, we set a target to remove 500 tonnes of CO<sub>2</sub>e from the atmosphere using high quality carbon removals methods. We surpassed this goal in 2024, removing over 1,250 tonnes of CO<sub>2</sub>e in total. After accounting for the emissions from our own operations, this means we have achieved a net removal of over 600 tonnes of CO<sub>2</sub>e from the atmosphere.

# People and planet over profit

## We're proud to be a member of 1% for the Planet.

1% for the Planet is a global organisation that exists to ensure our planet and future generations thrive. They were founded on the idea that a company has a responsibility to give back for use of our planet's resources.

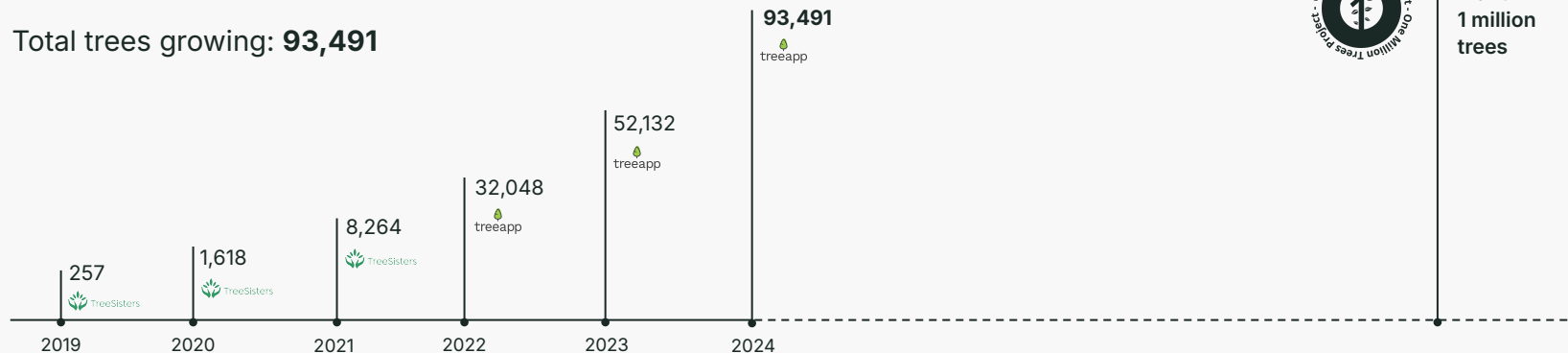
We've committed to donating at least 1% of our annual sales revenue to environmental organisations. We're currently working with [Treeapp](#) as our 1% for the Planet environmental partner.

In 2025, we're planning to expand our efforts and explore additional environmental organisations we can work with – to help reach as many organisations as possible, and have more impact.



# Our tree count

Total trees growing: **93,491**



We're currently working with [Treeapp](#) in our mission to plant one million trees.

[Treeapp](#) is a tree planting organisation operating across the world. They support thousands of businesses with their sustainability goals by funding reforestation projects and planting trees where they're most needed. These projects also celebrate everything trees do beyond absorbing carbon - like improving biodiversity, preventing soil erosion and providing work to local communities.

In 2024, with the help of [Treeapp](#) we moved closer to our goal; planting trees across 15 countries, including sites in Peru, Ethiopia and Mozambique.



# People

Our members • Our community • Our team



# Building a network to be proud of

## Support in seconds

Customer support is at the heart of everything we do at Honest. Providing best-in-class, live customer support in seconds gives your time back to spend how you want!

## Certified B Corp

The UK's first B Corp mobile network. Being a B Corp means we're constantly looking to improve. We think about people - our team, customers and suppliers - and the planet in every decision we make.

## Loyalty rewarded

Our unique loyalty discount rewards our members for being part of our journey and helping to build a better network.

## UK's most ethical network

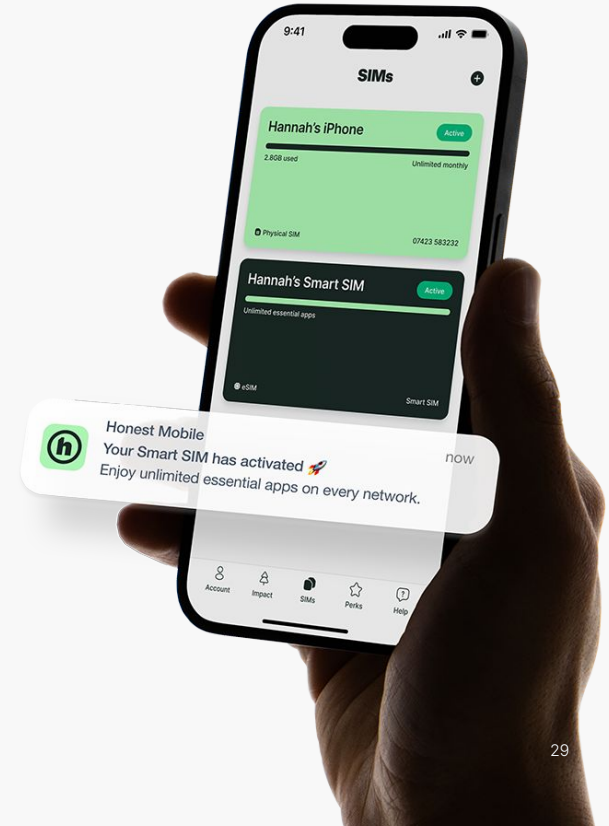
Recognised as the most ethical mobile network by The Good Shopping Guide with an Ethical Index Score of 100.

## Top-rated on Ethical Consumer

Ethical consumer rates us with a score of 10.5, putting us joint first in the ranking of mobile networks.

## The right plan

We tell our members when they should switch to a cheaper plan. And when we dropped our prices, we dropped them for everyone - not just new members.



“Honest are completely different from other mobile networks. They’re not just talking the talk - they’re actually making a positive impact with their green initiatives.”

Craig, Honest member

# As Honest grows, so does our community

We choose to partner with companies using business as a force for good, and give discounts for these companies to our members.

Our customers thank us for helping them reach more ethical businesses like Honest, and we're happy to be able to support other businesses looking to do right by people and planet.

## Are you a sustainable business?

If you would like to partner with Honest, [please apply here](#).



# Our team

Here at Honest, we're all about doing the right thing, even *especially* when no one's looking.

That includes creating an inclusive environment where everyone feels like they belong and proud to show up as their true selves everyday. We're committed to offering the support our team needs to thrive and do their best work.

We believe it's our differences that make us stronger. Diversity across the Honest team is something we actively celebrate, because learning from each other's unique experiences, perspectives and ideas is how we grow and succeed.

That's why we strongly encourage applications from people of all backgrounds and lived experiences. No matter your ethnicity, sexuality, gender identity, disability, neurodiversity, caregiver status, economic background or anything else that shapes who you are - we welcome you.



# Our team

We want to make sure that our team is always supported and cared for throughout their journey with Honest.

We are on a mission to make Honest the best place to work by building a truly people-first experience. Our team are the most important part of our business - they're at the heart of what we do.

This means being able to offer them flexible working, paying a certified living wage salary and fostering a company culture which our team are proud to be a part of.

We strive to create an environment that enables our team to do their best work, giving them the space, training and support they need to grow.

 Flexible and hybrid working for everyone in the team

 Annual wellbeing allowance through HEKA

 All the tools and technology the team needs to do their best work

 Paid annual volunteer days

 £500 annual learning budget for all our team members

 Cycle to work scheme

 Free vegetarian and vegan snacks available

 Quarterly in-person team socials









 Private Medical Insurance

 Inclusive and enhanced parental leave

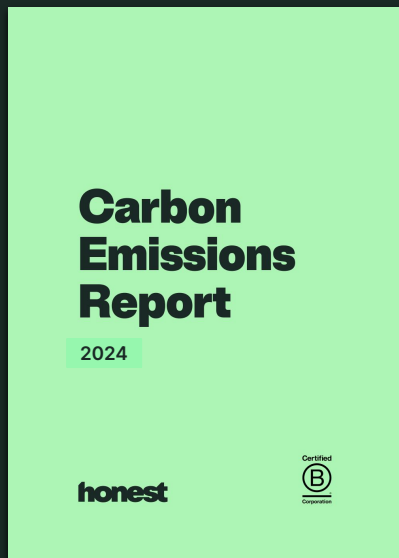
# Goals and progress

What we've achieved • What we're still working on • What we're planning next

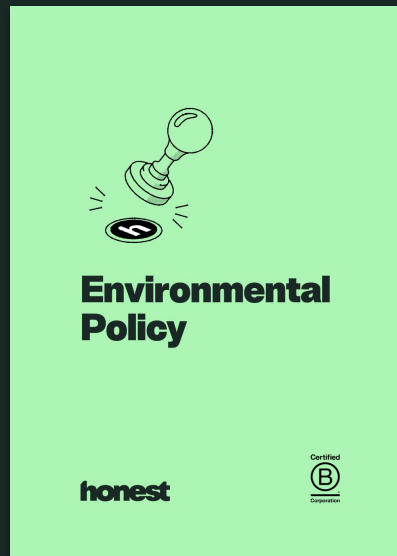
# Our goals and progress

Goal	Status	Progress
Remove 500 tons of CO <sub>2</sub> from the atmosphere by the end of 2024	 Achieved	We've now reached our target of removing 500 tons of CO <sub>2</sub> from the atmosphere by the end of 2024. See page 25 for more information.
Begin our journey to Net Zero	 Achieved	In 2024, we spent a lot of time understanding our path to net zero, especially what that path looks like in a small but growing business. We worked with SBTi to set near term and net zero targets in line with their SME route.
Successfully recertify as a B Corp, and increase our current score	 Achieved	We successfully recertified as a B Corp in January 2024. We gained 13.5 points, moving from 81.3 to 94.8.
Develop our JEDI (justice, equity, diversity and inclusion) strategy as a business	 New	We know we can do more to build an inclusive environment. This year, we're beginning our JEDI journey, to understand where we are today and shape the path ahead.
Create goals to reduce our carbon emissions in line with our Science Based Targets (SBTs)	 New	Now we've set SBTs, in 2025 we'll focus on developing specific goals to further reduce our Scope 1-3 emissions, aligning directly our newly set targets.
Diversify our carbon removal portfolio to have even more impact	 Ongoing	Growing a diverse carbon removals portfolio helps us create greater impact, and as our business grows, are committed to review our investment in high quality projects on an annual basis.
Review suppliers to ensure we're partnering with the most sustainable options	 Ongoing	We're reviewing our suppliers to ensure we partner where possible with sustainable, like-minded businesses.
Lobby mobile networks with partners for a swift switch to renewable energy	 Ongoing	We're working with our partners to lobby mobile networks for a faster switch to 100% renewable energy.

# Report and policies



[Download](#)



[Download](#)



# Get in touch

At Honest, we're always looking for ways to be better for the planet, our members and our team.

We're proud of the work we've done, but know there's always more we can do.

We love hearing your ideas, so if you have any please send us an email at: [contact@honestmobile.co.uk](mailto:contact@honestmobile.co.uk)

