



**Impartial mobility comparison**

Annual Impact Report, 2022 - 2023

Certified



Corporation

This company meets the highest standards of social and environmental impact



**PlanetMark**

Certified Business



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# **Our Impact Reporting**

**Karfu's second Annual Impact Report continues the work in progress approach, as we refine and improve upon our methods of measurement, whilst the tools available to us offer more granularity in some areas.**

We will continue to report on the performance that we feel is attributable to our efforts, whilst iterating upon the framework for our potential impact at scale. We envisage that this will be the basis on which we develop and report upon KPIs for the years ahead.

In the last year, Karfu participated in Cranfield School of Management's Net Zero Growth programme, inviting external critical review of the business and its growth plans.

In the last three years, we have been able to minimise certain financial costs and emissions by adopting a predominantly home-working set-up. Although 2023 remained a transitional year, growing the business will necessitate some changes to that approach, notwithstanding where costs have increased in changes to the economic climate.

Continued engagement with existing and new business partners will incur downstream impact. Our downstream scope emissions will be increased, making accurate forecasting challenging.

Please note, the some elements, including the Impact Assessment slides, are repurposed from last year, with changes anticipated from B Corp before Karfu's recertification date.

Our report is intended to indicate our achievements, challenges and be a document with which we may communicate our efforts to employees, shareholders and fellow SMEs, as we move towards delivering the goals of our business.



**Help people make sustainable travel choices**



**Help people save time, money and effort**

# What do we do?

## The launch version of Karfu will position it as an impartial car comparison website

Our tools help consumers discover, understand and compare the lifetime financial and environmental costs of choices when it comes to cars.

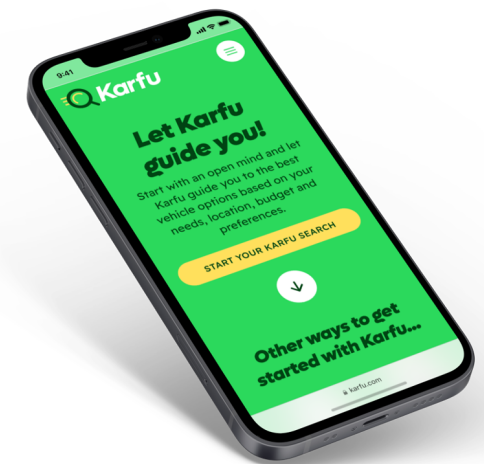
This represents a slight departure from the product description in last year's report, which also included bicycles, scooters and motorbikes in the vehicle suite. These remain in scope for later phases but are not planned to be part of the launch version of the website.

Karfu shows you how to compare the different choices available to you to optimise your ongoing costs. Our results show how much you are currently spending, what it would cost to acquire and to run a different car over its lifetime, plus how best to access cars according to your personal circumstances.

We break down the different options including vehicle finance, leasing, subscription, sharing and rental. Alongside this information, Karfu displays the lifecycle environmental impact of each car and planned use case, so you can understand the carbon footprint of your car use.

Karfu's tools can help to explain how to balance the ongoing financial costs with switching to more environmentally friendly cars and, in the near future, alternative vehicle choices.

Karfu can help you find better value, save time on car research and contribute to saving the planet, by making it easy to switch to more sustainable car choices.



# Being a B Corporation strengthens our purpose

## A word from our Co-founder and COO, Dominic Thomas



Looking back on an economically challenging twelve months, we are delighted to have been able to uphold our sustainability principles and improve upon a handful of measurements. We strongly believe in the principles of being a B Corporation and continue to believe that transparency is as beneficial for our team as it is for our investors, future customers and partners.

As a business, we have made less outwardly discernible progress, making difficult decisions around the planned launch schedule in response to both financial and operational challenges.

Nevertheless, we were successful in improving upon our emissions reporting and even won an award. Well done, Team Karfu!

With proposed changes to [the B Corporation standards for certification and re-certification](#) undergoing the consultation and feedback process, we are happy to be working towards continuous improvement principles.

Once the website product is launched, it will share similar principles with our customers, helping people understand how to save themselves money and effort, whilst lowering their environmental footprint, which we continue to believe could be a productive way to share new knowledge, raise awareness and prompt behaviour change in ourselves (as consumers) and others.

Our goal is to show how thinking about car use over a period of time is more cost effective than trying to justify and adapt an expensive purchase to your future needs. We want people to make the best use of products and services available for the lowest cost over time.

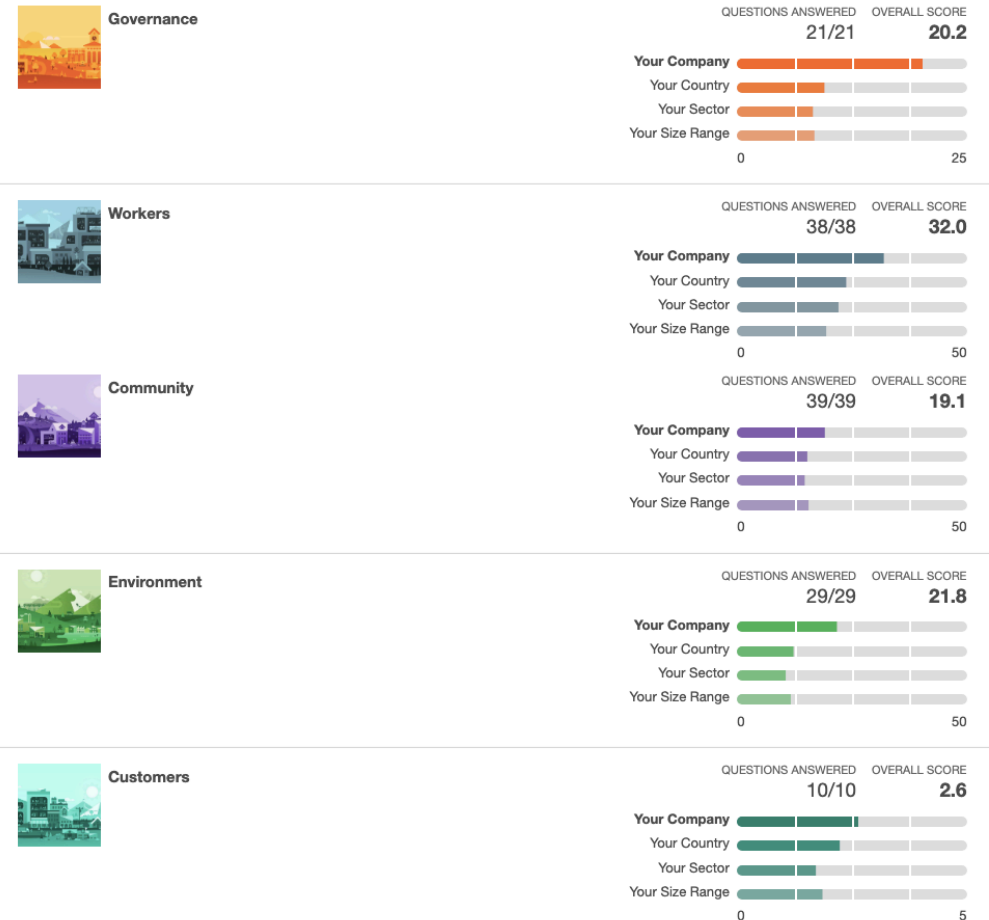
For some, consumers, modifying their thinking may be constrained by cost, or stimulated by learning about new options and understanding how to make use of them. There can be a benefit to exploring unfamiliar options and reconsidering our choices, planning for future opportunities to save on costs, or reduce our impact, if not both. Similarly, if our data can help to raise awareness of where there is an unmet consumer need, we may uncover new areas for potential impact growth.

We continue to think about our business impact in the same way. Adaptive thinking about the financial and environmental impacts of our business planning is part of our net zero planning as an SME and proud B Corporation.

# Looking back on our initial Impact Assessment

## The distribution of our scores reflects our stage and size

- As revealed in the benchmarking provided our B Corp's report, we are ahead of other businesses in our sector and in the UK, though some differences are marginal.
  - We have been performing strongly on our Governance measurements and have made good on our early commitments to Workers.
  - The publication of our first Impact Report was further progress, yet we remain constrained by our size, principally in the financial and free time resources required to make significant improvements in up-skilling our team.
- Where we have more room for improvement, we are also constrained by our size and available resources.
  - Our Community score is reflective of the current lack of diversity in our core team. The diversity of candidates joining us as interns and on fixed contracts,
  - As a digital-first business, we have a small Environment footprint, whilst our website product will only demonstrate the value of our Impact Business Model once live (expected Q1 2024).
  - Similarly, our product will contribute to matching and / or improving social and environmental outcomes for our Customers once live.



# How did we do? (1/2) - 2023

## Measuring our progress and plans against our 2022 Impact Report goals

	GOVERNANCE	WORKERS	COMMUNITY
<b>Plan</b>	<ul style="list-style-type: none"><li>• We will report on the commitments we have made public and deliver a Net Zero business plan.</li></ul>	<ul style="list-style-type: none"><li>• We will seek to increase engagement with the activities of the business and grow empowerment across the team.</li></ul>	<ul style="list-style-type: none"><li>• We will invite the wider team to dedicate some time to volunteering in their community and increase our policy advocacy engagement with government.</li></ul>
<b>Did</b>	<ul style="list-style-type: none"><li>• We published our second annual Impact Report (this one) and we did complete a Net Zero business plan.</li></ul>	<ul style="list-style-type: none"><li>• We did and do frequently discuss wider and planned business activities. All employees have a voice and are engaged in the testing and feedback processes.</li></ul>	<ul style="list-style-type: none"><li>• We supported Stonewall's Proud Stadium and registered for updates to the APPG for Entrepreneurship. As a team, we did discuss volunteering at the start of the year...</li></ul>
<b>Did not</b>	<ul style="list-style-type: none"><li>• However, we are not reporting on some of the planned commitments, including employee representation.</li></ul>	<ul style="list-style-type: none"><li>• Although logged, feedback is informal. We did not introduce a way of capturing statistics. Employee turnover would at least imply less than 100% engagement.</li></ul>	<ul style="list-style-type: none"><li>• ...although follow-through was less successful, with fewer volunteering hours contributed and less direct government engagement than in 2011-2022.</li></ul>
<b>Why not?</b>	<ul style="list-style-type: none"><li>• Personnel changes made certain proposed measurements uninformative. Economic changes meant others were unrealistic under changed circumstances.</li></ul>	<ul style="list-style-type: none"><li>• We have yet to implement a way of measuring feedback and consensus from within the team that can point to empowerment and be included in performance management.</li></ul>	<ul style="list-style-type: none"><li>• With much of Q1 and Q2 split between fundraising and development necessities, we made less time available for community and policy activities.</li></ul>

# How did we do? (2/2) - 2023

## Measuring our progress and plans against our 2022 Impact Report goals

	ENVIRONMENT	CUSTOMERS
<b>Plan</b>	<ul style="list-style-type: none"><li>• We will submit our Scope 1, 2 and 3 emissions to Planet Mark for reassessment.</li><li>• We will publish an updated version of the core components of the lifecycle models on our website.</li></ul>	<ul style="list-style-type: none"><li>• We will seek to improve upon our Customers score by monitoring and responding to the efficacy of this framework, once the website product is live (Q2 2023).</li></ul>
<b>Did</b>	<ul style="list-style-type: none"><li>• We submitted expanded Scope 1, 2 and 3 emissions to Planet Mark for reassessment, based on our internal models, and won an award on our data collection efforts.</li></ul>	<ul style="list-style-type: none"><li>• We maintained engagement with prospective customers, prioritising understanding their needs and expectations for future collaboration.</li></ul>
<b>Did not</b>	<ul style="list-style-type: none"><li>• We did not update the lifecycle models on the website, or publish further detail.</li></ul>	<ul style="list-style-type: none"><li>• We did not progress a live version of the website product to the point of release, so Q3 and Q4 customer score targets were not tested.</li></ul>
<b>Why not?</b>	<ul style="list-style-type: none"><li>• Following feedback from an independent, 3rd party lifecycle assessor, we prioritised development work on the core website product over changes to the lifecycle models until post-live.</li></ul>	<ul style="list-style-type: none"><li>• Development complexity, particularly in the cleaning and interrogation of incomplete 3rd party data sets, led to reprioritisation towards a robust launch product instead of beta testing.</li></ul>

# Going Forward - Impact Assessment areas (1/2) - 2023

## Measuring our progress and plans against our Impact Assessment goals

	GOVERNANCE	WORKERS	COMMUNITY
<b>Last Year</b>	<ul style="list-style-type: none"><li>• We aimed to report on our public commitments and KPIs, whilst delivering a Net Zero business plan.</li></ul>	<ul style="list-style-type: none"><li>• We sought to increase engagement with the activities of the business and grow empowerment across the team.</li></ul>	<ul style="list-style-type: none"><li>• We proposed to invite the wider team to dedicate some time to volunteering in their local communities and increase our policy advocacy with government.</li></ul>
<b>Next Year</b>	<ul style="list-style-type: none"><li>• We will continue to report on the commitments we have made public and iterate upon the Net Zero business plan.</li></ul>	<ul style="list-style-type: none"><li>• We will explore the applications of more effective metrics, to allow us to better track and report on this area in future.</li></ul>	<ul style="list-style-type: none"><li>• We will explore introducing more specific individual and company goals regarding time for volunteering in the community and continue our policy advocacy engagement with government.</li></ul>
<b>How?</b>	<ul style="list-style-type: none"><li>• We will make our successes and failures public, as part of our next annual Impact Report, and invite feedback on our Net Zero Growth Plan, developed with the assistance of the Cranfield School of Management.</li></ul>	<ul style="list-style-type: none"><li>• We will invite all team members to regularly input on how to improve processes and / or working conditions and benchmark employee satisfaction to relevant industry benchmarks.</li></ul>	<ul style="list-style-type: none"><li>• We will seek opportunities to contribute to sustainable small business advancement via participation in mission-aligned roundtables and / or community events.</li></ul>



# Going Forward - Impact Assessment areas (2/2) - 2023

## Measuring our progress and plans against our Impact Assessment goals

	ENVIRONMENT	CUSTOMERS
Last Year	<ul style="list-style-type: none"><li>• We completed our third business footprint assessment with Planet Mark.</li><li>• We won an award for business emissions data collection from Planet Mark.</li></ul>	<ul style="list-style-type: none"><li>• We sought to improve upon our Customers score by monitoring and responding to the efficacy of our customer support policies and framework, once live (expected Q2 2023).</li></ul>
Next Year	<ul style="list-style-type: none"><li>• We will submit our Scope 1, 2 and 3 emissions to Planet Mark for reassessment.</li><li>• Once the 3rd party lifecycle review changes are complete, we will revisit plans to publish the core components of the lifecycle models on our website.</li></ul>	<ul style="list-style-type: none"><li>• Supported by updated operational compliance tools, we will again seek to improve upon our Customers score by monitoring and responding to the efficacy of our customer support policies and framework, once the website is live (Q1 2024).</li></ul>
How?	<ul style="list-style-type: none"><li>• Alongside Planet Mark, we completed Cranfield School of Management's Net Zero Growth programme, providing additional tools for planning and monitoring our digital and remote working footprint.</li><li>• An independent, 3rd party lifecycle assessor, gave us feedback on and suggested improvements for our lifecycle models.</li></ul>	<ul style="list-style-type: none"><li>• We will learn more about the effectiveness of our plans once live. Our controls should allow us to learn quickly from customer feedback and adapt.</li><li>• We have made improvements to customer data privacy, which are ready to test.</li><li>• We will also learn from prepared metrics whether the product has the forecast ability to benefit underserved populations, such as those on low income.</li></ul>

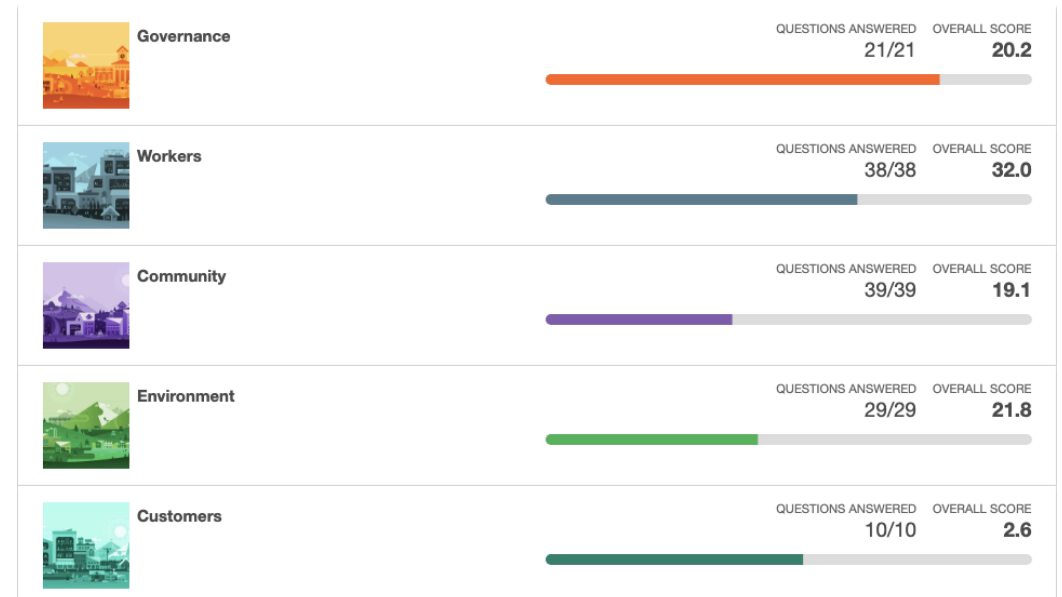
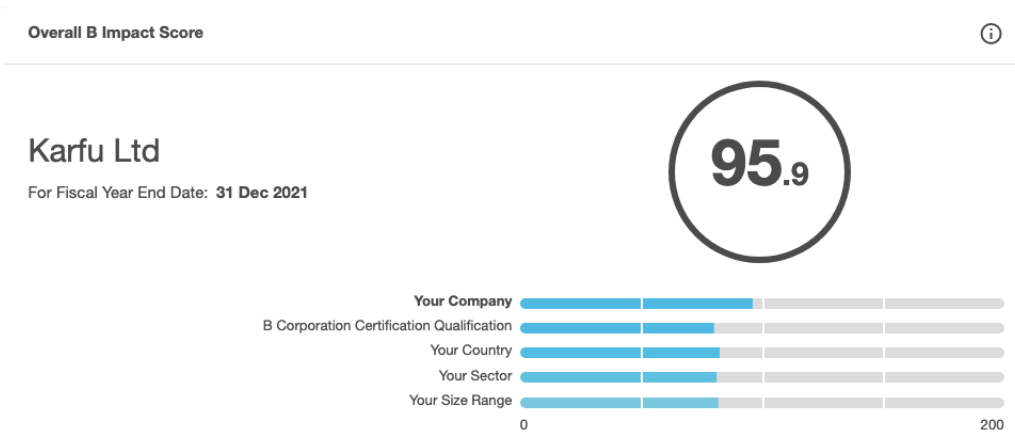
# Our next Impact Assessment goal

For our next Impact Assessment, our target is to achieve a score over 100.

Mindful that the B Corp released the results of one [public consultation on updating the B Corp standards](#), with an update anticipated in late 2023, it may be unrealistic to set specific goals at this time. When Karfu comes to re-certify in February, 2025, the criteria and impact areas may be different.

Instead, we will continue to support the tenets of the existing standards and impact assessment methodology to support our improvement efforts.

- The median score for ordinary businesses is 50.9.
- The benchmark for B Corp Certification is 80.
- Karfu's initial impact score is 95.9



# Our Emissions Report

## We are reporting on our Scope 1, 2 and 3 emissions.

In 2021, a [Net Zero Survey](#) conducted by the British Chamber of Commerce (BCC) indicated that only 1 in 10 SMEs were measuring their carbon emissions. Without a legal requirement for measuring and reporting, the onus is on businesses to take those steps for themselves.

As a [B Corporation](#) and as a committed member of the [Tech Zero](#) initiative and [SME Climate Hub](#), we believe it is the right thing to do and are happy to be a part of helping to set the standard.

Because we are a growing business, we may not successfully capture all of our emissions and may underestimate others, particularly where the measurement is an estimate linked to expenditure.

In support of our efforts to improve our reporting techniques, we were selected for and completed Cranfield School of Management's Net Zero Growth programme, providing us with additional practical guidance and calculation tools.

Iterating upon this impact report, the annual submissions to Planet Mark and revising the Net Zero Growth Plan, will remain useful learning exercises, as well as providing a system of checks and controls..

As a digital-first business, Scope 3 is where the bulk of Karfu's emissions will lie, with 3rd party services a significant contributor.

## What is covered?

### Scope 1:

Direct emissions from the combustion of fuel in assets that a company operates, such as fuel emissions from company-owned cars, diesel generators, gas boilers and air-conditioning leaks.

### Scope 2:

Indirect emissions from the generation of energy purchased from a utility provider, such as heating, cooling, steam, and electricity.

### Scope 3:

All indirect greenhouse gas emissions that do not fall under scope 2 - upstream and downstream, including upstream emissions from purchased goods and services, capital goods, upstream transport and distribution, plus business travel.

Source: [normative.io](https://normative.io)

# Our Emissions (1/2)



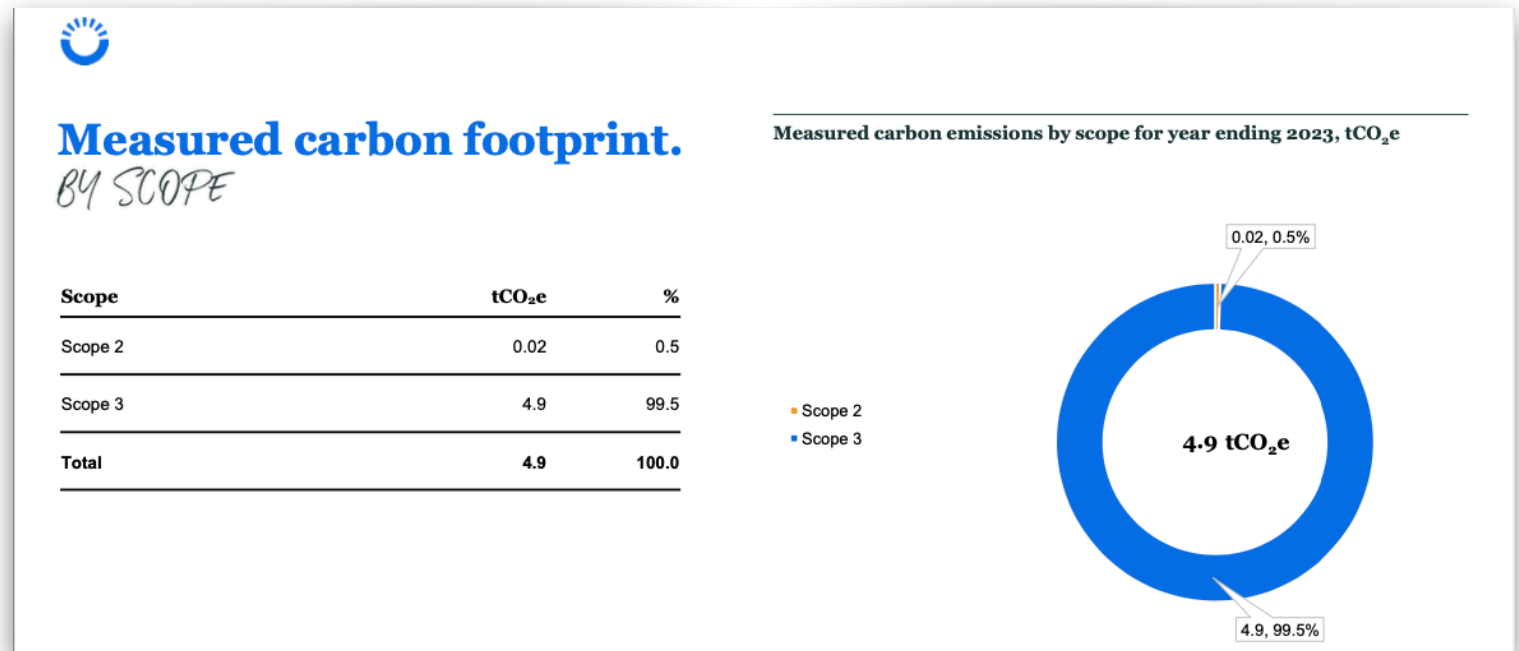
Planet Mark has assessed Karfu's business emissions for the last three years.

In each assessment period, we have reported on our carbon activities across our Home Working and Procurement use.

We present Planet Mark's findings on this and the next slide.

Although the overall footprint is modest, it has increased from 3.6 tonnes in 2022.

This is as a result of increased expenditure, taking into consideration changes we anticipated in the last reporting period.



# Our Emissions (2/2)



Planet Mark has assessed Karfu’s business emissions for the last three years.

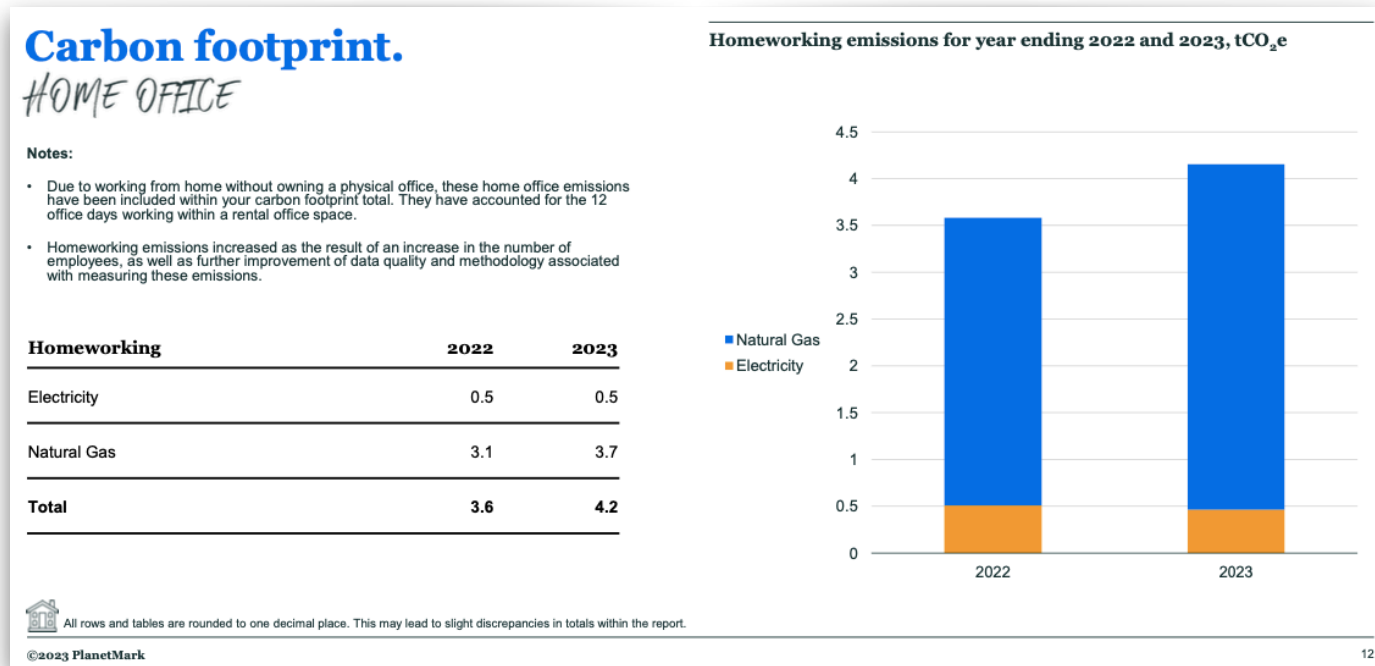
As anticipated, increased headcount contributed to an increase in home working emissions, although the increase was modest and tempered by a per person net decrease (see overleaf).

The ongoing contributing impact of additional hires and how to mitigate that effect will continue to form a key part of our net zero strategy.

Planet Mark follows the GHG Protocol for Corporate Emission Reporting and The National TOMs Framework for Social Value Reporting:

[GHG Protocol](#)

[Social Value Reporting](#)



# ***A Year on from our Baseline***

## **Home-working doesn't tell the whole story but it is a starting point from which to build.**

Last year, we decided to set 2022 as our baseline, even though it represented our second reporting cycle with Planet Mark.

We felt this was the responsible approach to take, because both our first and second reporting cycles encompassed periods of lockdown and home-working, which may have made using the data from 2021 alone an unrealistic starting point.

In this 2022-2023 reporting period, the business saw increases in employee travel, to attend events and make use of co-working spaces, complementing the day-to-day remote working behaviours and more closely representing the type of activities on which we can expect to report going forwards.

Headcount increases included contract and permanent hires, with decreases in the form of employee turnover and the culmination of the six month Kickstart scheme placements, which the firm was glad to offer to four talented young people at risk of long term unemployment.

Nevertheless, we managed to reduce our measured carbon per employee by 25.6% from the previous year. We are both pleased with this achievement and mindful that a similar improvement is less likely in the year ahead. There are other areas to target, too.

Because our resources are limited, not every solution can be a paid one. Frequently, we rely upon the resourcefulness and ingenuity of our team to improvise with available data, or to iterate upon an existing model repurposed to act as a proxy, at least until such time as we can gather sufficient supporting points of comparison to determine its appropriateness.

Below, under the section '**What's not in this report?**', we look ahead to the impact costs perhaps not yet accurately captured in our reporting and address how we have attempted to calculate them.

# **Net Zero by 2035**

## **2050 feels unambitious, yet we also want to be realistic about our ability to reduce as we scale.**

Our forecasts for growth over the next four years include the expectation that we will continue to expand the team into 2027 and, as a result, are likely to occupy premises in a central London location.

As the Karfu website grows, the emissions generated from hosting and traffic are expected to increase. Similarly, a larger headcount is anticipated to result in increased emissions, whether from a contribution derived from home-working, or directly from the use of office space.

These assumptions do not take into consideration the potential for advances in net zero hosting technology, or our future ability to afford to pay extra for green energy solutions, including sourcing temporary shared green office spaces and, ultimately, a fully offset workplace.

Each year, we will learn more about managing our emissions and what is realistic to achieve. We will continue to engage with our employees about lessening their impact whilst working from home, commuting and using office space.

In the course of our efforts to explore appropriate offsetting projects that may be of interest to our users and through regular consultation with our own sustainability accreditor, the Planet Mark, we will continue to monitor opportunities to bring forward this target and be transparent about where we are falling short.

We will review the options available to us in each reporting year and update on our progress in the next iteration of this document.

# Short Term Goals

We have annual goals for our business and for our employees, which remain consistent with last year

## Business Goal:

Planet Mark sets us specific targets as part of the annual assessment, which is also tied to our contributions (made via our certification fees) to The Eden Project and Cool Earth.

**Total  
Reduction  
Target  
0.2 tCO<sub>2</sub>e  
(5%)**

## Business Engagement:

As a B Corporation and sustainable business, we feel it is our responsibility to communicate with our suppliers and partners about our collective interest in reducing supply chain emissions.

We will seek out opportunities to engage with our partners, the various networks of which we are members, and to contribute to the discussion with our contemporaries, industry, government and regulatory bodies.

## Employee Goal:

The 5% per employee reduction target is the most realistic, because we know that our business impact costs will increase overall as we scale and hire.

**Employee  
Reduction  
Target  
0.03 tCO<sub>2</sub>e  
(5%)**

## Employee Engagement:

We regularly engage with our employees on sustainability issues, making tools and information available and inviting discussion on how to improve.



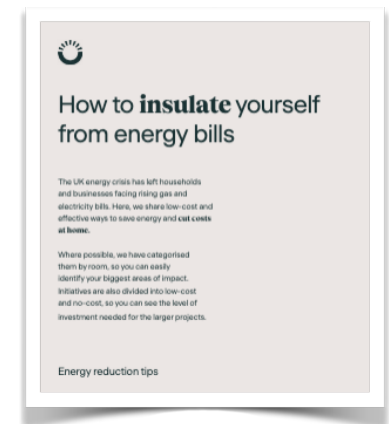


# How will we get there?

**Because we are small and growing, our total carbon footprint will increase.**

Addressing our per employee footprint is the most realistic approach to meeting our targets in the short term, starting with the recruitment process, through continuous engagement:

- In our interview and hiring process, we emphasise our business commitment to sustainability and seek like-minded members of the team.
- We share information about energy efficiency at home and encourage suggestions for what we could each do differently, whether changing energy supplier or switching other services, like delivery.
- Our product tools, which the whole team tests regularly, detail the environmental lifecycle impact of different car types and access methods.
  - Air Quality data adds to the GHG impact picture.
  - Health (in the form of calorie burn) data encourages active travel.
  - Substitution (making use of different vehicle types) data provides context to habitual car use
- We encourage our team to be resourceful, to interrogate resources and challenge us on our knowledge and understanding.
- We each contribute personal and external feedback to help improve language use, results presentation and data visualisation on the website.
- We encourage each-other to support sustainable businesses, where feasible.



We share resources such as the above (from Planet Mark) with our team, to help them with their domestic footprint (and our home-working impact).

# Offsetting vs Reducing

## Why don't we just pay to offset our total footprint?

Quite simply, we cannot afford to pay to cover every footprint cost. Whilst it is not an available option for us in good stewardship of the business, we also do not feel it is the right mindset for net zero growth. Aside from having limited resources, we are of the opinion that paying is not the same as actively trying to reduce our own impact, which would in turn require less paid offsetting.

The challenge for us is to balance the need for specific services to support ongoing business operations at a price point which is economically sustainable and to source those services from sustainable businesses.

We do directly contribute to sustainability causes as part of our annual certification, supporting The Eden Project and Cool Earth.

As a sustainable business, we are supportive of renewable energy initiatives and projects which deliver measurable social impacts. We seek to partner with like-minded businesses, where possible, and hope that our future customers will embrace this approach when making choices to meet their own needs.

A future iteration of our website toolkit will allow our users to have visibility of sustainable and / or charitable causes which contribute to net zero, when they consider offsetting their car lifecycle impact.

We will monitor the level of uptake and the messaging associated with offsetting, because we want our customers to understand the value of active reduction ahead of paying to offset their impact.

The logo for Eden Project, featuring the text "eden project" in a white, lowercase, sans-serif font centered within a solid dark red square.

eden project

[edenproject.com/](https://edenproject.com/)

The logo for Cool Earth, featuring the words "COOL" and "EARTH" stacked vertically in a bold, black, uppercase, sans-serif font.

COOL  
EARTH

[coolearth.org/](https://coolearth.org/)

# Going Further to Enhance our Credentials

**We took the opportunity to improve our knowledge and reaped a reward**

## **Cranfield School of Management's Net Zero Growth Programme.**

We were successful in applying for a place on Cranfield's six month tutor-led programme, helping us to re-evaluate our costs and confront how some of our product and operational choices were impacting our business footprint. We graduated in June, completing a Net Zero Business Plan for the year ahead, which will be reviewed by Cranfield when we certify in June 2024.

## **Normative Carbon Accounting Engine.**

Last year, we tested the beta version of Normative, to get a feel for how it could assist us in future. This year, because we used [normative.io](https://normative.io) estimates in calculating emissions from the financial cost of our Scope 3 emissions during the Cranfield programme, we prepared a comprehensive review to share with Planet Mark.

## **In 2023, Karfu won its first award**

Our award from Planet Mark was in the 'Data Quality and Collection' category, awarded to the organisations achieving the highest percentage data quality score in 2022, accounting for relevance of boundary, data completeness, transparency, accuracy and consistency in reporting.



# What are the limitations of this report?

**Some of our reported data is approximated by cost, with our product's potential yet to be captured.**

Headcount is a significant contributor, though the team has managed its impact well.

Although we have been in a position to take-on additional staff, our ability to influence the carbon footprint of their home-working set-up is limited to the information and guidance we share, as well as each individual's ability to act upon it, whether owner or tenant. Happily, Planet Mark found that our team had made a net reduction per person in this period.

Costs of software and systems use are a blend of home and company use.

In this reporting cycle, home energy costs are also representing the use of software for meetings, online collaboration etc. The costs of software and hardware distributed for team use are included in our scope emissions by financial expenditure, calculated by Normative.

Travel and food waste calculations remain a work in progress.

We made a few national and international business trips in the period, with the costs of road, rail and air transport use estimated by financial expenditure. Some paper and plastic waste will have occurred at home in the course of routine working and through food waste, which we have approximated from our use of shared working spaces.

Use of new tools has widened the scope of reporting.

Making more effective use of tools (such as the [online carbon accounting tool](#) from [normative.io](#)) with Cranfield prompted us to review spending for previous financial years. Previously, we registered to trial the Scope 3 [greenhouse gas protocol calculator](#) at [quantis.com](#), though did not use it this year.

Insufficient data points for product performance KPIs.

Review, implementation and launch of our lifecycle model should be achievable before the next reporting period, allowing us to capture additional measurements from which to establish science-led reduction targets for our product (and customers) that we can observe over time.

# What's not in this report? (1/2)

**Our digital footprint, though light whilst in Beta, will grow once launched to the public.**

Karfu's main product is a website, which means there are impact costs associated with its hosting, upkeep and consumer use.

In addition to the website use carbon footprint estimate included on this page, we have also approximated a carbon footprint for the expenditure on supporting hosting costs, which may have contributed a further 0.213 tonnes of CO<sub>2</sub>e in the financial year.

Since this is a new measurement for us, we will compare our findings for the same period next year.

As per the last period, Karfu has made steps to approximate the carbon footprint attributable to its digital presence (a) for hosting and (b) for user activity in the form of visits (which combines assumptions for new and return users).

Leaning on [emissions information from Sustainable Web Design](#) as a guide, we have taken data from our Google Analytics software to calculate g/CO<sub>2</sub>e per visit equivalent of the kWh generated per visit to the site, which we estimate to be 0.61 g/CO<sub>2</sub>e, higher than last year.

We also used examples found on the [Website Carbon Calculator](#) and [Ecograder](#) as points of comparison.

Since this reading was taken, we have revisited the code and composition of the site, looking to make improvements

Once the website product is launched, we will look to report more accurately on: the total number of users; time spent; device type used.

This should enable us to iterate upon our calculation and arrive at a value for g/CO<sub>2</sub>e per search conducted on our site.

We have shared this methodology with our assessors at Planet Mark and will also review the available paid and free resources for helping us to calculate more accurately in the next period.

# What's not in this report? (2/2)

## Our footprint for purchased goods and services may be more significant than we think.

As with the estimate for the impact of software and services that support hosting the website, described on the previous page, we have looked to calculate supply chain emissions which may not be captured elsewhere.

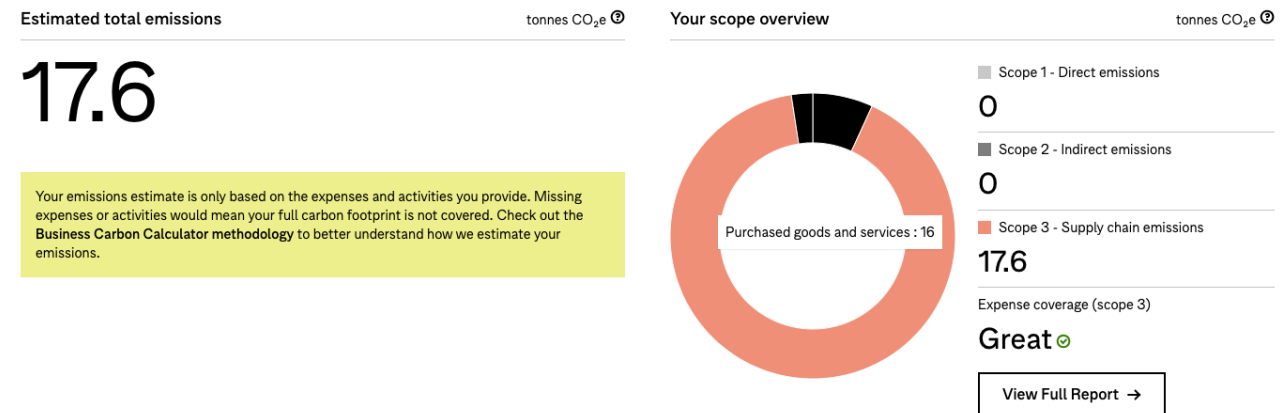
Because this necessitates a blend of approaches, it should be considered to be a work in progress.

We find it to be a useful exercise in helping us to identify in scope costs which we may not otherwise have considered and as a complementary tool for monitoring our ongoing and ad hoc spending habits.

We will review this estimate against the same period next year.

Whilst we think of ourselves as a digital first business whose product is a website, our costs cover a multitude of business sectors, the use of which attracts differing levels of downstream impact.

Using Normative's approach and toolkit, we consider costs for Business Travel (which overlaps with Planet Mark's independent assessment), Capital Goods, Freight and Purchased Goods and Services.



The latter is by far the largest contributor, accounting for 91% of our impacts costs in the period, and may have contributed an additional 16 tonnes of CO<sub>2</sub>e.

**DONE**

# Our Contribution

**Karfu is committed to being a force for good and a sustainable business.**

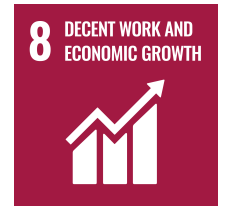
Our product helps people to understand the total financial and environmental impact of their private car choices, comparing their current vehicle to alternatives.

By showing people how to affordably make the switch to more sustainable choices, we contribute to the reduction in carbon emissions generated by the use and in the lifecycle of these products.

Whilst we are not yet able to contribute to sustainability from our bottom line, we do so with our effort and commitment to the cause.

By measuring and reducing our carbon footprint with the Planet Mark, we directly contribute to the United Nations' Sustainability Development Goals (SDGs).

We continue to believe that having clear, mission-led business practices will enable us to build a better team and deliver a better business for our customers and shareholders.



# ***Next year's Impact Report and Thank You***

## **Some of our impact is upon our own people and our customers**

Last year, we planned to take into consideration the composition of our team, how it has changed and the successes (and failures) we have had in making a positive contribution at an individual level.

However, because the composition of the team at the end of the reporting period reflects that of the period before, there is not new data to draw upon to illustrate the areas on which we intended to report.

Similarly, without a live product launch in this period, we are not yet in a position to report upon customer demographics and how they are reflected within our own team, or on our assessment of potential bias in the product.

We remain eager to widen our impact reporting to include social and governance metrics on the composition and performance of our team and product.

Finally...

There are some unsung heroines and heroes who have made significant contributions during their internships over the last two years and would like to extend our gratitude to the all of the student and graduate interns who trusted us with their time, embraced our business as their own and supported us in working towards our goals with their considerable talents.

A huge thank you, Janan, Jee Woo, Mila, Prerana, Yuanye, Anmol, Jai, Vasilis, Wolf and Nick!



# Thank You!



## Impartial mobility comparison

Annual Impact Report, 2022 - 2023

Get in touch and tell us what you think we could be doing better:

[general@karfu.com](mailto:general@karfu.com)



## Accelerators and supporting partners



CAPITAL ENTERPRISE



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