



# IMPACT REPORT

January 2024





# Always Seeking Better...

“ We fell in love with Micro due to the positive impact a little three-wheeled scooter had on our families’ lives. We also fell in love with Micro due to the potential we saw for it to benefit the health of our planet.

15 years on, as Micro UK has developed and grown, our founding motivation continues to drive all we do.

In fact, it’s our Micro purpose:

**To make everyday journeys better – for people and planet.**

But this has never been about a nice set of words – this is about action. So we measure ourselves, each and every day, by the actions we take.

From engineering every Micro to last multiple generations. To revamping and rehoming used scooters with children in need.

From transporting our products using next generation planet-friendly fuel, to working tirelessly to champion behavioural change and reduce our reliance on the car for short journeys.

We don’t claim to be perfect. But we do hold ourselves accountable for the impact we have – on the customers we serve, on the people who make up team Micro, and on the world we live in.

This report aims to detail our progress and define our roadmap from here.

We’re thrilled to share our journey with you.

**Philippa & Anna**



The background of the entire page is a photograph of ocean waves. The water is a deep blue, and the sky above the horizon is a soft, hazy mix of orange, pink, and light blue, suggesting a sunset or sunrise. The waves are in the foreground, with their crests and troughs clearly visible, creating a sense of movement and depth.

# Understanding our Starting Point

## Our Carbon Audit

### **Understanding our carbon footprint – our first step in reducing it.**

Choosing to scoot is an environmentally friendly choice – giving children and adults ways of getting from A to B while treading lightly on our planet. And operating sustainably has always been at the heart of Micro – from the way we build our scooters to last, to our suite of replaceable parts. However it's an unavoidable fact that every scooter leaves its mark in terms of greenhouse gas emissions.

At Micro we're determined to do all we can to limit our carbon footprint. And we know that to understand how to do better tomorrow, we need to start with clarity on where we are today. So between 2021-2023 we have been a partner with Carbon Neutral Britain to measure our emissions for the years 2020, 2021 and 2022.

Clearly, working to reduce our emissions will be a long-term journey of change. This report details the findings of our audit. And it sets out the actions we're taking to get better. It's a roadmap. But it's also a commitment.

A commitment to building a business that does good for our planet and the people on it.

## Understanding our Starting Point

# Micro UK's Emissions - The Numbers

### SCOPE 1 DIRECT EMISSIONS

0

The organisation does not own / lease any vehicles and no other direct emissions were produced.

### SCOPE 2 ENERGY INDIRECT

2020: 14.30 tCO<sub>2</sub>e

✓ DECREASE OF 7.5%

2021: 13.23 tCO<sub>2</sub>e

✓ DECREASE OF 26.9%

2022: 9.67 tCO<sub>2</sub>e

Scope 2 energy emissions were produced from the office. These are indirect emissions that are a consequence of the organisation's activities - but occur at sources that the business does not own or control. These emissions would be the energy usage by the organisation and staff working at sites under the operational control of the business.

### SCOPE 3 INDIRECT OTHER

2020: 6,425.94 tCO<sub>2</sub>e

✓ DECREASE OF 0.6%

2021: 6,386.17 tCO<sub>2</sub>e

✓ DECREASE OF 27.4%

2022: 4,636.62 tCO<sub>2</sub>e

The main Scope 3 emissions came from the manufacturing of products (4184 tCO<sub>2</sub>e) and accessories (236 tCO<sub>2</sub>e). Importing the scooters via shipment reduced emissions significantly, with total inbound delivery emissions totalling 125 tCO<sub>2</sub>e. With UK and Irish orders only, outbound emissions to online customers and distributors were 23 tCO<sub>2</sub>e. Scope 3 emissions are a consequence of business activity, which occur at sources which are not owned or controlled, and which are not classed as scope 2 emissions.

### TOTAL CARBON FOOTPRINT 2022

4646.29 tCO<sub>2</sub>e

Completed June 2023



A REDUCTION OF 1753.12 tCO<sub>2</sub>e FROM  
THE PREVIOUS YEAR – EQUIVALENT TO  
THE AMOUNT OF CARBON CAPTURED BY  
**87,650 trees in one year**



# Understanding our Starting Point

## Micro UK's Emissions - What The Numbers Mean



### MINI



Production Footprint =  
**17.14 kg CO<sub>2</sub>e**



Equal to the carbon  
footprint of travelling  
**62 miles by car**



So if you scoot (instead of drive)  
a 1 mile journey to and from  
nursery / preschool each day,  
you will have saved the  
emissions generated in  
making the scooter in just  
**31 days**



### MAXI



Production Footprint =  
**23.87 kg CO<sub>2</sub>e**



Equal to the carbon  
footprint of travelling  
**86 miles by car**



So if you scoot (instead of drive)  
a 1 mile journey to and from  
school each day, you will have  
saved the emissions generated  
in making the scooter in just  
**43 days**



### ALUMINIUM

(Sprite, Cruiser, Adult)



Production Footprint =  
**36.05 kg CO<sub>2</sub>e**



Equal to the carbon  
footprint of travelling  
**130 miles by car**



So if you scoot (instead of drive)  
a 1 mile journey to and from  
work each day, you will have  
saved the emissions generated  
in making the scooter in just  
**65 days**

# From Understanding to Action

## Our Ten-Point Plan

Manufacturing and operating more sustainably as a business is complex.

So we've broken our efforts out into a ten-part action plan.

Something to **focus and galvanise behaviours** across Micro UK.

Something we can **measure our progress** against.

Something our customers can **hold us accountable** to.

**01** Champion Positive Behaviours

**02** Reduce Our Carbon Footprint

**03** Grow Our Sustainable Manufacture Capabilities

**04** Extend the Lifecycle of Every Scooter

**05** Develop More Sustainable Packaging

**06** Ship All Products in the Most Environmentally Sound Way

**07** Extend Our Positive Impact Through Transformative Partnerships

**08** Create a Working Environment that Does the Right Thing For Our People

**09** Make Scooting Accessible to People Who Would Otherwise Miss Out

**10** Use Our B-Corp Membership to Set Ever Higher Standards



# 01 Champion Positive Behaviours

## BACKGROUND

We think scooting has the potential to transform the way we travel short distances – with positive impacts for our health and the health of the planet. So we do all we can to champion and support a switch from the car to scooting wherever possible – for adults and children. This central mission drives not only the way we design our scooters, but the partnerships and initiatives we support. We focus in particular on three daily usage occasions that we believe could help us feel better, do better and protect our planet at the same time.



# 01 Champion Positive Behaviours



## SCOOT TO SCHOOL

We believe children deserve to grow up in a world where the air they breathe is clean. Already we have helped over 1 million UK children scoot to school every day.

Scooting to school isn't just good for the planet – starting the day with exercise has been proven to aid children's concentration and memory during the day too.

For every extra child that scoots to school instead of by car, **carbon emissions are reduced by 0.55 kg CO<sub>2</sub> per day.**



**Collectively these 1 million children are reducing the amount of CO<sub>2</sub> being emitted into the air by 551 tonnes of CO<sub>2</sub> every school day. That's equivalent to 107 homes' electricity use for one year or 69.4 homes' energy use for one year.**



## SCOOT THE COMMUTE

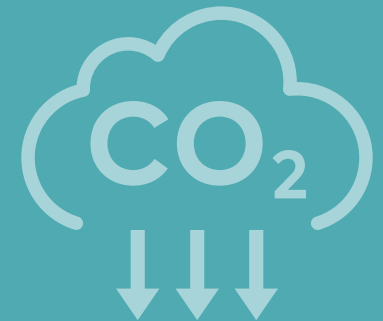
We're on a mission to transform urban mobility. Stat re commute and contribution to CO<sub>2</sub> emissions?

So we want to inspire and enable more adults to scoot their commute – an easier, faster, healthier, greener way to travel.

Half of the UK working population commute less than 3 miles to work. **That's just an 18-minute scoot.**



**For every worker who scoots instead of driving, CO<sub>2</sub> emissions will be reduced by 397 kg per year. That's equivalent to 48,292 smartphones charged.**



## THE MAGIC MILE

We believe that small changes in our daily behaviours have the potential to change what the future holds for us and our world.

On your own or with family, swapping from car to scooter for short trips is the smarter way to get from A to B.

20% of UK journeys are under a mile. **That's just a 6-minute scoot.**



**For every mile travelled by scooter instead of car, CO<sub>2</sub> emissions will be reduced by 66 kg per year.**



# 01 Champion Positive Behaviours

## KEY INITIATIVES

### Scoot Safe

Nothing is more important to us than helping children scoot safely. So we're proud of our pioneering Scoot Safe scheme – designed to empower children with the knowledge they need to stay safe while on their scooter.

Our expert Scoot Safe instructors visit schools around the country every single day during term time – delivering engaging workshops to children of all ages.



### Big Pedal

We have supported Sustrans' Big Pedal competition for the past three years – a ten-day challenge designed to encourage children to swap the car for scooting, cycling or walking to school.

Seeking to improve children's health and improve air quality around schools, 2019's event saw more than 1600 schools take part with children travelling the equivalent of 11.9 million miles by bike or scooter – or 50 trips to the moon and back.



# 01 Champion Positive Behaviours

## KEY INITIATIVES

### TFL Stars

We are proud to partner with Transport for London on their STARS initiative (Sustainable Travel, Active, Responsible, Safe) – designed to encourage families to get to school in a way that is healthier and greener.

Our partnership includes activity cards, travel art competitions and a range of Micro prizes – from scooters to accessories and special Micro Scoot Safe sessions. Each year STARS schools replace 13 million miles of car journeys with walking, cycling or scooting.



### Play for Life

10% of boys and 9% of girls are starting primary school obese. We're on a mission to help change this. Our Play for Life campaign is created to help parents engage young children in guided play anchored in the theories of 'fundamental movement skills.' In essence it's about getting children moving – and moving well – from an early age. Helping to build a confidence and a love for exercise into daily life.





# 01 Champion Positive Behaviours

## KEY INITIATIVES

### Scooters for Schools

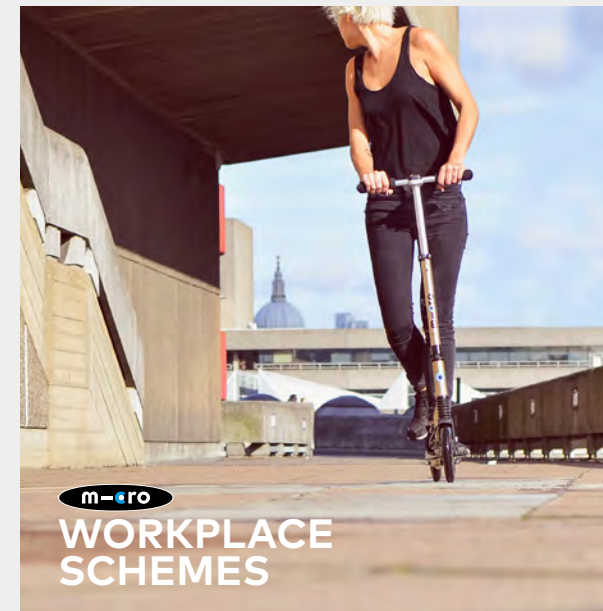
We support schools and councils with discounted rates on scooters, bikes and accessories, as well as donating scooters to enable whole families to scoot to school together.



### Scooters for Workplaces

Our 'Scooters for Workplaces' scheme enables businesses to trial sustainable transport with two adult Micro Scooters.

We also work with selected business parks across the UK who have a focus on sustainability – providing electric and push scooters to help workers get to the park from public transport and get around the campus during the day.



# 01 Champion Positive Behaviours

## KEY INITIATIVES

### David Lloyd

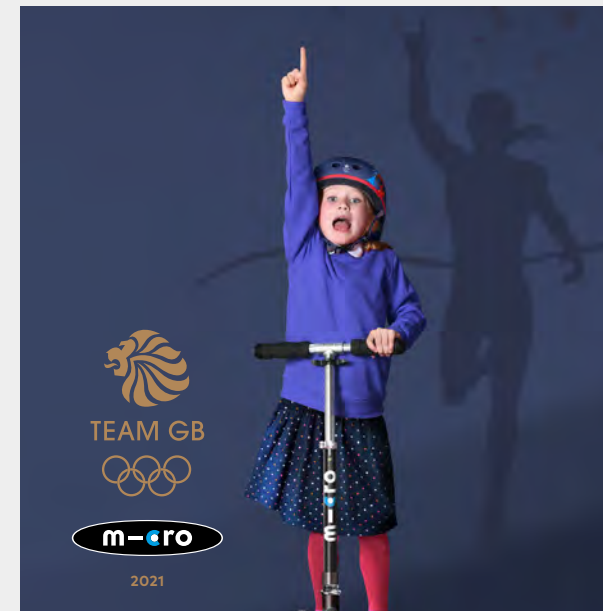
We partner with David Lloyd Leisure (Europe's leading health, sport and leisure group) to offer Scooter Squad classes in 90 clubs.

With interactive games designed to help children learn how to ride a scooter properly, master scooter tricks and make friends, each class balances fun with safety. Carefully selected music and disco lighting help make the experience even more exciting and memorable.



### Supporting Team GB

We're on a mission to inspire a nation to get active. So it's natural to support and champion today's generation of sporting stars. We were proud to be an official supporter of Team GB at the 2021 Tokyo Olympics. Every purchase of a Team GB scooter will contribute to Team GB Olympic success



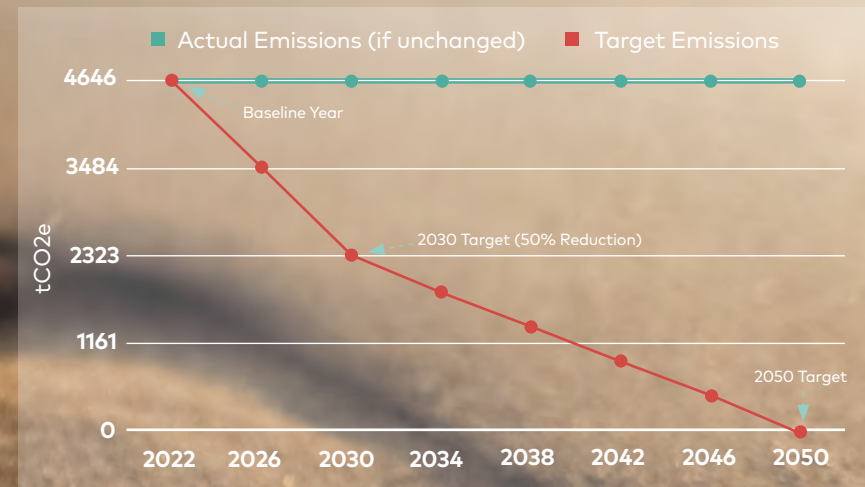


# 02 Reduce Our Carbon Footprint

Our action plan spells out how we plan to reduce our carbon emissions. But we are impatient and want to tackle the impact of our carbon emissions today. So, we are also partnering with Carbon Neutral Britain to off-set our emissions – right here, right now. Together, by off-setting 100% of the emissions created in manufacturing and delivering our scooters, we are funding projects around the world and in Britain that reduce the amount of CO<sub>2</sub> in the world's atmosphere.

However, we know that the real challenge is to reduce the number of emissions we produce in the first place. This is a challenge that will drive the processes we develop, the partners we work with and the materials we source. There will be no quick fix, but we are committed to sustained and continued improvement.

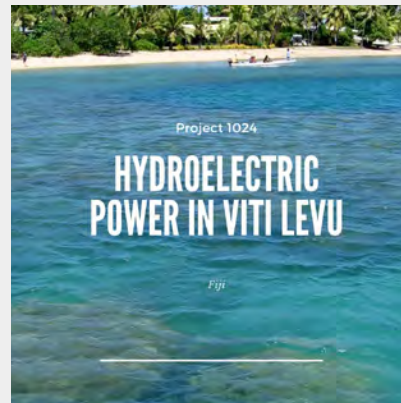
Unfortunately, we have little control over the vast majority of our scope 3 emissions as we are reliant upon supply and distribution partners in this area as well as the economic climate which very much determines the volumes involved. But at Micro we know it is the small changes that can make a difference. In 2022 we introduced motion sensor lighting into our head office, switched to a zero-carbon electricity supplier and our landlord installed solar panels on the roof of our HQ all of which contributed to the 3.5 tonnes of Scope 2 Carbon emissions we have saved over the past year, the equivalent of swapping out 133 incandescent lightbulbs for LED, and a 26% reduction from 2021. Small steps, but important ones, ones we will continue to take.



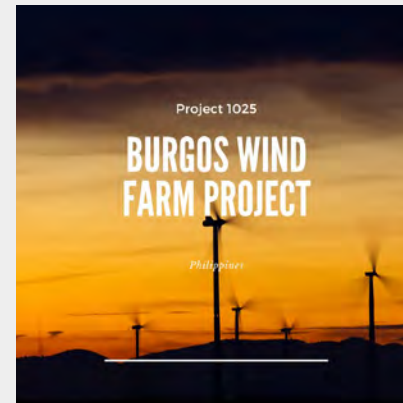
# 02 Reduce Our Carbon Footprint

## KEY INITIATIVES

Some of the projects we are funding through our carbon off-setting.



Supporting a hydropower plant in Viti Levu. Created to help meet Fiji's rising demand for energy due to economic growth and to contribute to environmental, social and economic sustainability.



Supporting the largest wind farm in The Philippines - producing clean energy and displacing generation from other sources that contribute pollutants and greenhouse gas emissions to the environment.



Supporting a hydropower plant in Nova Marilândia, Brazil. The plant reduces an average of 17,183 tCO<sub>2</sub> per year and has several social and environmental programs.

## PROGRESS

We will continue to reduce our reliance on carbon off-setting and put in place sustained improvements in the way we work to continue to reduce our Scope 2 emissions. We will continue to advocate for more sustainable practices within our supply and manufacturing chains to try and reduce Scope 3.



# 03 Grow Our Sustainable Manufacture Capabilities

## BACKGROUND

Our manufacturing processes are multi-faceted. They are also the largest contributor to our carbon footprint. As a distributor only of Micro scooter products we do what we can to be more sustainable. But there are limits on what we can do.

Where we can we've made a start. With our range of 3in1, Mini and Maxi scooters made with decks using discarded maritime plastic. And our range of accessories made by transforming ocean plastics into rPET – recycled polyester yarn. These steps are contributing to removing plastic from our oceans - helping to protect sea life and the marine ecosystem from the catastrophic damage caused each year by plastic pollutants.



# 03 Grow Our Sustainable Manufacture Capabilities

## KEY INITIATIVES

### ECO SCOOTER RANGE

Working with partners, we take maritime industry based waste plastic and transform it into materials used to create our scooter decks and brakes. The result is cleaner oceans and greener scooters.

So far we have rolled this out across part of our best-selling Mini and Maxi range. Now we are scaling up to extend our eco decks be in as many additional colours as we can.



### ECO ACCESSORIES RANGE

Working with expert partners, we are helping to remove plastics from the ocean and transform them into rPET – recycled polyester yarn that is used to create our accessories. The result is cleaner oceans, and a second life for plastics that would otherwise pollute them for years to come. We are initially rolling this out across a selected range of accessories – but we are working hard to ensure that every Micro accessory will be replaced with as many recycled material as we can.



## PROGRESS

In 2021-22 we introduced our range of eco scooters and eco accessories. We are working hard, where possible, to introduce more eco-friendly products to our range including eco ribbons, lunch bags and satchels. We are also adding more options to our eco scooter range.



## 04 Extend the Lifecycle of Every Scooter

## BACKGROUND

We believe when someone invests in a Micro Scooter they are placing their trust in us to support them in a lifetime of scooting. So we design every Micro Scooter to last multiple generations. Central to this is our suite of replaceable parts – which mean every Micro can be revamped, repaired and given a new lease of life instead of ending up in landfill.

And we go the extra mile to encourage and support our customers in looking after their scooters. From our steady stream of scooter maintenance advice and instructional videos, to free video calls with one of our very own Micro engineers.



# 04 Extend the Lifecycle of Every Scooter

## KEY INITIATIVES

### EXPANDING OUR SUITE OF REPLACEABLE PARTS

Every Micro Scooter is made with the highest quality materials that are designed to last. And every Micro Scooter is the result of some very smart engineering which means any parts that do get damaged or worn can be easily removed and replaced.

### CHAMPIONING THE RE-USE OF EVERY SCOOTER

From practical support to keep your scooter running smoothly – such as expert advice and engineer calls. To easy ways to revamp your scooter and pass it on. To ScooterAid, our flagship initiative that rehomes used scooters with children who would otherwise miss out. We do all we can to ensure every scooter has more lives than your average cat.



## PROGRESS

### 1000 REPLACEABLE PARTS

WE CURRENTLY OFFER 1000 REPLACEABLE PARTS ENSURING EVERY PART OF EVERY SCOOTER CAN BE REPLACED RATHER THAN THROWN AWAY INTO LANDFILL.

### 2.7 MILLION VIEWS

OUR REPAIR/REVAMP INSTRUCTIONAL VIDEOS WERE VIEWED 2.7 MILLION TIMES IN 2021-22.

### 2000 ADVICE CALLS

SINCE THE BEGINNING OF 2021 WE HAVE CONDUCTED OVER 2000 FREE EXPERT ADVICE AND ENGINEER CALLS WITH CUSTOMERS. HELPING THEM TO REPAIR OR REVAMP THEIR SCOOTERS.



# 05 Develop More Sustainable Packaging

## BACKGROUND

Every Micro scooter is packaged so it arrives in perfect condition at its destination. We also appreciate how many Micros are given as gifts, so we ensure the scooter is dispatched in un-branded outer packaging (no one likes a ruined surprise...)

But we are very aware of our responsibility to balance these needs with minimising the use of plastics and other single-use materials throughout our business. So we are working through every element of our packaging for scooters, bikes, helmets and more – and we're challenging ourselves to find sustainable alternatives throughout.



# 05 Develop More Sustainable Packaging

## KEY INITIATIVES

### INTERROGATING EVERY PIECE OF PACKAGING EVERY PART OF THE WAY

There is a need to balance maintaining the integrity of our products when they are being despatched with the need to ensure it arrives without superfluous extra packaging. We will continue to interrogate every piece of packaging, from Sellotape used to seal packages to the glue used on accessory packaging to ensure the best environmentally friendly practice is used.

We are the first to admit that it is very unlikely we will hit 100% across everything we do. Sometimes packaging is warranted (to keep helmets in good order during transit for example).

However, rest assured we are doing and will continue to do our utmost to take action use and develop sustainable packaging through every part of the chain.



## PROGRESS

### OVERALL PACKAGING AS A BUSINESS

# 95%

OF OUR PACKAGING IS MADE FROM RECYCLED OR RECYCLABLE MATERIALS.

### PRODUCT PACKAGING

ALL PLASTIC PACKAGING HAS BEEN REMOVED FROM ALL BUT 3 OF OUR PRODUCTS.

### SHIPPING PACKAGING

OUR AIM FOR THE END OF 2023 IS TO HAVE LESS THAN 1% OF OUR PACKAGING CONTAINING PLASTIC.



# 06 Ship All Products in the Most Environmentally Sound Way

## BACKGROUND

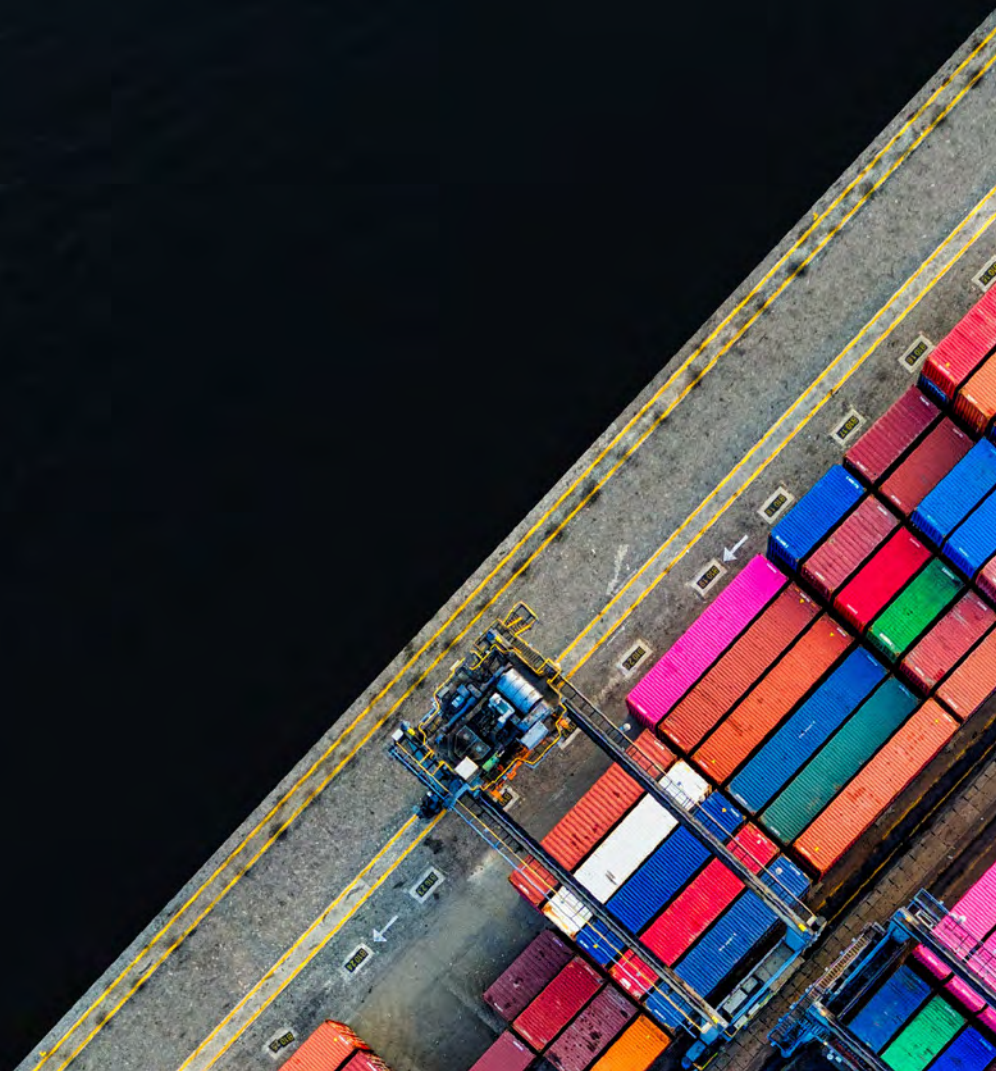
Transporting stock can make up a large part of a businesses' greenhouse gas emissions, and it's an area where we have always set ourselves the highest standards of accountability.

99% of Micro stock is currently transported by sea freight.

Each year this saves nearly 1,000 tonnes of CO2 emissions compared to transportation via air freight. That's equivalent to 5 million miles of driving in an average car.

But we want to go further. Our goal is not just to transport Micro stock by sea freight, but by the most environmentally sound form of sea freight – fuelled by liquefied natural gas (LNG). LNG is the state-of-the-art industry solution for preserving air quality - with transformative reductions in sulphur dioxide and fine particle emissions, nitrogen oxide emissions and CO2 emissions compared to traditional marine fuel such as oil or diesel.

In 2021, 25% of all Micro products were shipped using LNG vessels.



# 06 Ship All Products in the Most Environmentally Sound Way

## KEY INITIATIVES

### Moving to LNG fuel

The benefits of LNG fuel



**99%**

Reduction in sulphur dioxide and fine particle emissions.



**85%**

Reduction in nitrogen oxide emissions.



**20%**

Reduction in carbon dioxide emissions.

### Shipping to our customer in the most environmentally sound way

We firmly believe that it's our job to balance getting every Micro product to our customer in a timely, cost-effective manner with minimising the impact of our delivery network. We partner with DPD, who set themselves the highest environmental standards and are, like us, certified Carbon Neutral – off-setting their current emissions while working to reduce them. We also partner with Yodel, who are on a journey of transformation and have so far reduced their emissions by 38% since 2016. We will continue to set the most exacting standards for all delivery partners.

## PROGRESS

We already transport a huge proportion of our Micro stock by LNG sea freight. The ideal scenario is 100% of our stock is shipped in this way within the next 2 years.



# 07 Extend Our Positive Impact Through Transformative Partnerships

## BACKGROUND

We believe in the power of business to make a positive impact – and actively seek ways to come together with likeminded partners to make a difference – for people and for our planet.

From financial support, to getting our sleeves rolled up on beach cleans, to lending our voice to champion the causes that matter most – we judge our success by the change we bring about, not just the scooters we sell.



Mersea beach clean 2021



# 07 Extend Our Positive Impact Through Transformative Partnerships

## KEY INITIATIVES

### Supporting 1% For The Planet

We're committed members of 1% For The Planet – a global network of businesses and individuals working together to tackle the environmental crisis. Which means 1% of sales for our entire Eco Scooter range is donated to highly vetted environmental non-profit organisations within the 1% For The Planet network. Because when we all do a little bit, it adds up to a world of difference.



### Supporting Surfers Against Sewage

We donate 1% of sales from all accessories in our Eco range to Surfers Against Sewage – supporting their work protecting oceans, waves, beaches and marine life.

To date we've also joined in 6 beach cleans near our West Mersea headquarters.



## PROGRESS

In addition to working with 1% for the Planet and Surfers Against Sewage we are increasing the level of financial and non-financial support we provide to partners making a positive impact for people and planet.



# 08 Create a Working Environment That Does The Right Thing For Our People

## BACKGROUND

### HAPPY TEAMS DO GREAT THINGS

The success of Micro is built entirely on the efforts of our small and talented team. We believe that happy teams achieve the best results. We also believe in our role as a responsible employer – ensuring every member of team Micro has the opportunities and the support they need to thrive.

We operate a flexible working model and champion women in business – driving our 'family first' ethos through the ways we work, not just the customers we serve.

We believe the whole team should share in the success of our business – operating a generous bonus scheme, as well as finding ways to reward individual examples of excellence throughout the year.

We also believe strongly in the role of training and development and in safeguarding the future of Micro by nurturing its talent.

We live by four values - created by the team and made real by them every day, in all we do.



### PASSION

We believe what we do matters – everyone of us, every day.



### BALANCE

We're flexible, supportive and help each other be at our best.



### STEP UP

We're all in – committed and unafraid.



### PIONEERING SPIRIT

We're changemakers at heart and will always ask what if...?

# 08 Create a Working Environment That Does The Right Thing For Our People

## KEY INITIATIVES

### Learning and Development

250 hours of training every year.

Mentoring and feedback schemes.

### Communication and Team Building

We run free 'Get to know you lunches' every month – bringing together members of the team who otherwise may not work closely together.

Our lunchtime swimming club – Mersea Mermaids brings staff together in the salty Mersea waters.

Regular team away days to get the whole company together.

Cross-functional teams run projects.

### Wellbeing

All staff have access to Suze our qualified psychotherapist.

And we run monthly free health and wellbeing sessions.

Walking / scooting clubs.

## PROGRESS

2021

"IN THE PAST YEAR, I HAVE HAD OPPORTUNITIES TO LEARN AND GROW."

7.2

AVERAGE SCORE

2022

"IN THE PAST YEAR, I HAVE HAD OPPORTUNITIES TO LEARN AND GROW."

8.2

AVERAGE SCORE



# 09 Make Scooting Accessible to People Who Would Otherwise Miss Out

## BACKGROUND

We think scooting is good for body and mind – and we want as many people as possible to benefit from the fun and feel-good of life on two (or three) wheels. We also think it's our responsibility to ensure every Micro can be loved by multiple generations of children.

So we do all we can to provide scooters for those who would otherwise miss out. From donating scooters and accessories to hospitals, to revamping and rehoming used scooters with children in need.



# 09 Make Scooting Accessible to People Who Would Otherwise Miss Out

## KEY INITIATIVES

### ScooterAid

We created ScooterAid to rehome used scooters with children who would otherwise miss out.

The premise is simple. We make every Micro Scooter to last multiple generations. So when a child has outgrown theirs, the scooter can be sent back to us and we'll do the rest. We revamp and we rehome used Micro Scooters with children in need across the UK.

Every used scooter donated is another child we can help. Together we've helped to bring some scooting feel-good to thousands of children across the country. Together we can help thousands more.

For those scooters we are unable to repair, we are working with ReFactory to ensure their components can be recycled and given another life elsewhere.

### Spread a Smile

We think scooting is good for body and mind – so we donate new scooters to hospitals across the country. Our scooters are used in children's rehabilitation and in play areas. Our adult scooters have even been used by doctors and nurses to get from one end of the hospital to the other.

It's something we've quietly done for years, but we're excited to announce that we will now be partnering with Spread a Smile to help create positive experiences for even more children.

Working together, Micro will donate scooters and accessories every month for Spread a Smile to give to the hospitals it supports.

## PROGRESS

2021  
SCOOTERS REVAMPED AND  
REHOMED VIA SCOOTERAID

840



2022 (TARGET)  
SCOOTERS REVAMPED AND  
REHOMED VIA SCOOTERAID

1100



# 10 Use Our B-Corp Membership to Drive Ever Higher Standards

## BACKGROUND

At Micro we believe in holding ourselves accountable for the nature of the impact we have on the world. So we're proud to be a certified B-Corp company – setting ourselves the highest environmental standards and joining with other organisations determined to harness the power of business for employees, communities and the environment.

B Corporations are companies that have been certified to have met rigorous standards of social and environmental performance, accountability, and transparency. Worldwide, there are more than 2,500 Certified B Corporations across 140 industries and 60 countries working together toward one unifying goal: using business as a force for good.

Becoming certified as a B-Corp is very much the start, not the end. We aim to engage with and learn from our B-Corp peers – driving us to achieve even higher environmental standards. And we aim to come together with our fellow B-Corp members to use our collective voice to campaign for the issues that matter.

Certified



Corporation

# 10

## Use Our B-Corp Membership to Drive Ever Higher Standards

### KEY INITIATIVES

#### People

We go further to create an environment that supports and empowers our people to thrive – anchored in the belief that happy teams can do great things together. And we go further to enable more people to enjoy the feel-good effect of life on wheels – making scooting accessible to those who would otherwise miss out.

#### Planet

We were created as a cleaner, greener way of travelling short distances. This mission continues to drive all we do – from the customers we serve, to the ways we design, manufacture and transport our scooters.

#### Profit

For us, purpose and profit will always be inextricably linked. We make the most durable, versatile scooters we can, in the most environmentally sound way. The power of the Micro promise drives sales and those sales create a positive impact through the planet-friendly and health-friendly behaviours they enable.

### PROGRESS

To improve our B-Corp certification by at least 5% next time we re-certify.



# THANK YOU

Thank you for being a part  
of the journey with us. We will  
continue to do as much as we  
can to transform the everyday  
for people and planet.

