



PURE PLANET

Pure Planet  
Cramer House  
The Square  
Lower Bristol Road  
BA2 3BH

Friday 30 July 2021

Dear Mr Secretary-General,

I am writing to confirm that Pure Planet Ltd remains completely committed to the UN Global Compact and its ten principles regarding: human rights; freedom of labour; the environment and anti-corruption.

We are committed to ensuring these principles are part of our business culture - a business which supplies renewable energy to the British domestic market. We also commit to advancing the Sustainable Development Goals, all of which we see as necessary to create a fairer society and a sustainable world. Of particular interest are 7. 'affordable and clean energy', 12. 'responsible consumption and production', and 13. 'climate change'. We pledge to engage actively in practices and projects that will strengthen and further the goals. We will be, at all times, transparent and open to the public on our commitment and actions.

We have committed to report on our progress annually according to the Global Compact policy. This statement will include:

This letter from the CEO expressing continued support for the Global Compact and renewing ongoing commitment to the principles;

A description of practical actions or projects that the company has undertaken in each of the four key areas updated for 2020-21;

An honest measurement of the outcome, success, and the degree to which targets to further the goals and SDG's were met in the year 2020-2021.

Yours sincerely,

Andrew Ralston

**CEO & Co-founder**

## 2. Communication of progress

### Human Rights

Pure Planet is passionate about being one of the very best employers in Britain, and a market-leading renewable energy supplier that our Members are proud to be part of. This year we were named the Best Utility Company to Work for in the UK, as well as being ranked in the top 3 Mid-Sized Companies to Work For nationwide, and 6th in the South West.

We strive to offer inclusive and equal policies for staff, recognising and promoting differences among our people in order to build an engaged and fully-participative workforce. We're always looking for ways to achieve this, which is why our employee feedback is so crucial. Some of the ways in which we gather feedback include monthly pulse surveys, monthly all-hands team meetings, and a feedback and improvements channel on Slack.

Upholding the Human Rights element of the UN SDGs is a foundational principle of Pure Planet, specifically:

- Pure Planet was the first energy supply company in Britain to offer employees of any gender the same parental leave and financial entitlements when they have a child.
- This applies to all new parents, whether they have a child by birth, surrogacy or adoption. Parents are not discriminated against for gender, sexuality or identity.
- Essentially, it means parents can take up to 52 weeks' leave on exactly the same terms regardless of their gender. For example, if a couple worked for Pure Planet, both could each take up to 52 weeks' leave.
- The progressive policy is believed to be a first for the British energy industry, a sector which employs over 637,000 people in the UK.
- Our health insurance benefit encourages and rewards an active lifestyle with cinema tickets and discounts. We also offer a cycle-to-work scheme and discounted gym membership.
- Private Medical Insurance is equally available for all employees, regardless of seniority. It also includes a health cash care plan to help cover the costs of medical care including mental health support.
- We're passionate about leading open and honest conversations about mental health.
- Our Private Medical Insurance covers mental health care. All employees also have access to the Employee Assistance Programme with 24/7 access to support.
- We also have three qualified mental health first aiders at our place of work, alongside the more traditional first aiders.
- We run regular wellbeing lunch and learn sessions to raise awareness of mental health issues and provide practical support.
- In 2020, Pure Planet published our Modern Slavery statement. This is our commitment to ensure that modern slavery is not happening in any part of the business or our supply chain.
- Our ethical pension plan follows an ESG Investment profile, and is our default pension available to all staff.
- Since 2020, staff have participated in our Employee Forum, to make recommendations to senior management about ways to promote equality, diversity and inclusion. The Forum meets on a monthly basis and reports to the management team every two months. It is empowered to challenge and review Pure Planet's existing policies.



## Labour

Pure Planet is a progressive and flexible employer:

- We're a certified Living Wage Employer and a Disability Confident Employer.
- All employees who joined in the first two years of Pure Planet have received share options, providing a sense of mutual ownership, which ensures alignment and progression across the whole company. To help build a spirit of inclusion, we are investigating what other participatory reward schemes we can offer subsequent and future joiners.
- Pure Planet has an unlimited holiday policy, over and above the 28 days statutory annual leave requirement. A number of employees took advantage of this in the past year, taking time off to study, travel, spend time with their families, or to rest.
- We have been encouraging applications from among certain demographics, in particular returning-to-work mothers who often need flexibility with working hours to support children, which we have provided.
- We consider flexible working requests at the point a job offer is made for a role at Pure Planet. This is an improvement on the government ruling, which requires firms to offer this only after staff have worked for a firm for at least six months.
- In response to the challenge of remote working in the past 18 months due to the Covid-19 pandemic, our cloud-based digital model has meant that our business has been able to continue uninterrupted. We have supported 100% of our staff to work remotely from home or wherever they are, and flexibility where caring responsibilities take precedence. We've ensured staff are kept connected and supported with regular company-wide meetings and online socials including weekly yoga sessions and quizzes.
- This year we've created a number of engagement channels covering subjects such as, health and wellbeing, parenting and pets, a book club and 'happy channel' where we share examples of great work and positive feedback from our Members.
- We also want our employees to always feel that they are developing and growing. This is why we launched an e-learning platform (Learnerbly) in December 2020, which gives employees access to a range of personal growth and learning opportunities. We've given each employee £75 to spend on Learnerbly and they can spend it however they want.
- We have a platform to arrange weekly catch ups to help keep staff connected. Staff are randomly matched up for a 30 minute call to check in and strictly not talk about work, in the absence of informal meetings in the office kitchen, powered by 'Donut'.

## Environment, Clean Energy and Climate Change

Pure Planet aims to help create a Britain powered entirely by clean, low-carbon, renewable energy. As such, we take a progressive approach to the environment in which we work and on which we depend. Over the past two years, we have made a number of measures to reduce our staff's carbon impact during their journeys to work:

- Since 2019, we have introduced carbon offsetting for every employees' commute following an internal staff audit.
- All staff benefit from interest-free season ticket loans to encourage train travel.
- We operate a green-only company car scheme, where our staff receive discounts on electric or hybrid vehicles. We do not offer a company car scheme for petrol and diesel



engined vehicles. As a further step, we've introduced a company car levy for parking at the office, to discourage them from driving into the city of Bath and encourage them to take up active and public forms of transport.

- Since 2019 we have included electric bicycles as part of our existing cycle to work scheme.
- Additionally, to help raise internal staff awareness of reducing our travel carbon footprints, we have organised a 'Zero Carbon Commute Day' to coincide with National Clean Air Day. During these days, we encourage our team to commute to work without using carbon. 2021's Carbon Free Commute Day was also impacted by Covid-19 restrictions as only a small number of employees could be in the office at any one time. Instead, we decided to challenge our employees to go completely carbon free when travelling in the days leading up to our Commute Day. We also encouraged people to send in their pictures to inspire others – people cycled, scootered and one person even rode their horse.

Pure Planet also promotes our commitment to clean energy and a sustainable future to our Members, which has grown to almost 250,000 in July 2021:

- We're passionate about making zero carbon energy affordable and accessible to everyone in Britain. We raise awareness about environmental issues and other thought-leaders in sustainable living and business through our blog and recent Sustainable Conversation Series on YouTube.
- We've also recently been obligated by the sector regulator, Ofgem, to install energy efficiency measures in homes at risk of fuel poverty as part of the Energy Companies Obligation.
- This year we relaunched the Pure Planet app, with technical partnership from bp, offering a wider range of services and energy insights for our Members. The app allows households and drivers of petrol, diesel and electric cars (EV) to accurately see the financial cost and the emissions of their personal energy use, as well as providing tailored insights and tips to reduce consumption and emissions. Non-EV drivers can also see how much they could save - in carbon and fuel costs - by switching their vehicle to electric.

## **Anti-corruption**

Our internal policies allow us to wholly commit to Principle Ten of the Global Compact. As a young and growing organisation, and as such have been able to align our policies to the Global Compact from our inception.

- It is in our best interest to operate in a fair and competitive market, as these are the ones which lead to the greatest innovations and advancements. As an organisation that is built around innovation, anti-corruption is something we take very seriously. We ensure all our business practice operates within the boundaries of Competition Law.
- Every new starter is delivered a presentation on Information Security, and the importance of abiding by the Fraud Act (2006). We have a Zero Tolerance policy on fraud, and we clearly outline the steps our staff should follow should they suspect fraud.
- The rules regarding Confidentiality of Company Information are clearly outlined in employment contracts.
- Our Whistleblowing Guidelines are also clearly outlined to all staff.



- In 2020, Pure Planet published its Modern Slavery statement. This is a new requirement as we have exceeded the threshold set by the UK Government.

### 3. Measurement of actions

#### Human rights

We were recently recognised as the Best Utility Company to Work for in the UK, as well as being ranked in the top 3 Best Mid-Sized Companies to Work For nationwide, and 6th in the South West. This year we have also been awarded the Gold Award for the most inspiring workplace for companies across Europe, the Middle East and Africa. and the Silver award in recognition for our inspirational culture.

A pulse survey in January 2021, at the height of lockdown 3 found:

- 83% of our team agreed or strongly agreed that Pure Planet is doing a great job in supporting them during lockdown.
- 72% of people felt connected to their team.
- 68% of our employees felt connected to Pure Planet.

Furthermore, throughout the pandemic and our rapid growth, we maintained our low sickness levels and low attrition rate. Our sickness levels are well below the industry average and our 12 monthly rolling attrition rate fell from 2.5% to 1.6%. In our Member Services team, our 12 monthly rolling attrition rate is still at 0.5%.

This year we launched our feedback and improvements channel on Slack which our CEO regularly reviews and feeds back on all comments. In the past year, we've had over 1,800 suggestions and 60% of these have been implemented or partly implemented).

#### Labour

##### *Remote working and wellbeing*

Remote working accompanied by our rapid growth in employee numbers have made it increasingly difficult for our teams to get to know or catch up with each other. For this reason we have introduced a process whereby every week all team members are randomly matched with another team member to have a virtual coffee with. We set this up through a Slack integration with an app called Donut. This is, of course, voluntary for all employees but we do very much encourage it as an alternative to the usual office chit-chat. 50% of our employees have signed up and on average 35% of people meet each week. Our CEO is a regular virtual coffee drinker.

##### *Employee Forum*

This year, the Employee Forum reviewed the recommendations in the McGregor-Smith Report into race in the workplace. Presenting their findings to the senior management team, the Forum recommended an audit of the recruitment process, including diverse interview shortlists and updating our marketing images to better reflect the diversity of the team. The Forum has also collated an inclusion and diversity calendar to promote the wide range of cultural backgrounds of our staff, and to encourage colleagues to introduce their company to



their own special days.

### *Community outreach*

This year during lockdown we and the Pure Planet team felt it was more important than ever to support the wider community and those in need. We invited all staff to volunteer with On Hand Volunteering, an app-based platform which links volunteers to provide practical help to members in the community in need, from helping people who are self-isolating due to Covid-19 with the shopping to befriending calls with isolated people across the country. So far, six staff have signed up to be volunteers, and we hope this will continue to grow into next year.

This year we also teamed up with Bristol Sport Foundation's Reading Recovery scheme. A number of Pure Planet staff use their lunch break to read with their Reading Star, a primary school pupil who may be struggling with their reading or confidence. So far, volunteers have helped 12 children and have had positive feedback from their teachers: "[The pupils] like the 1:1 time with another adult", and "It works very well, and we are extremely grateful to the volunteers for giving their time to help our children."

As well as this, our Pure Planet volunteers have also given glowing feedback. A few of our volunteers shared their experiences at a recent all-hands team meeting. Our team found it touching to hear the experiences and many were encouraged to start volunteering themselves. In the words of Madeleine, one of our volunteers: "The Reading Recovery project is something I look forward to every week, working with my reading star Logan. Watching his reading come on leaps and bounds is not only rewarding to be a part of, but also brings me an ultimate sense of joy!"

### *Learning and development*

In December 2020 we launched an e-learning platform (Learnerbly), which gives employees access to a range of personal growth and learning opportunities. We've given each employee £75 to spend on Learnerbly and they can spend it however they want. Currently, 95% of our team have signed up to Learnerbly and 85% have accessed some of the training materials on offer.

### **Environment, Clean Energy and Climate Change**

Pure Planet's primary business is supplying 100% renewable electricity and carbon offset gas to GB customers. We have helped our Members reduce carbon emissions by more than 1.6 million tonnes of CO<sub>2</sub>e since our launch in 2017.

Last year, as a result of consumers switching to our service we estimate that a typical household mitigated 4.8 tonnes of CO<sub>2</sub>.

This year we have also been shortlisted for Britain's leading sustainability awards, run by the journal Business Green, for our Net Zero strategy and for being the best sustainable company of the year.

In the past year, we have continued to offer and promote an internal programme to explore each SDG in turn, helping to raise awareness and encourage discussion with staff. In January and June 2021, we held a '20 for 21' campaign with 20 days of awareness raising about



lifestyle changes to empower our team to make more sustainable and ethical lifestyle changes. Activities included:

- Photo competition on the theme 'sustainability in nature' to encourage staff to get outdoors with friends and family, with the three winners receiving a £100 voucher to redeem on an eco-adventure in their local area.
- Several lunchtime talks from staff and external experts on topics ranging from sharks and ocean biodiversity, to sustainable food and farming, and plastic recycling. All of our talks are recorded and are available for the team to watch at any time.
- Free weekly yoga sessions available to all employees.
- We paid for 20 people to undertake an online wellbeing course.
- We talked openly about the benefits of mentoring and announce the setting up of our very own internal mentoring scheme
- As part of our January initiative, we donated funds to plant 140 trees locally (one tree for every employee we had at the time). We recently made a team trip to visit the trees – we are planning on running regular visits as they continue to grow.

### **Anti-corruption**

This year we have introduced this theme into our staff training and highlighted Modern Slavery as part of our sustainability month '20 for 21' in January.

SUBMISSION ENDS.