

B Corp



Impact Report 2025





Our purpose

Zest is on a mission to make the shift to EV a realistic option for all by accelerating access to abundant, convenient and reliable charging.

By providing the infrastructure needed to allow more people to adopt electric vehicles, we are promoting transport decarbonisation and supporting the UK's journey to net zero.

About us

Zest is one of the UK's fastest growing investor-operators of public access EV charging infrastructure.

Based in Leeds, the company works in partnership with local authorities and the real estate sector across the UK.

We offer a range of EV charging solutions, including rapid, fast, on-street and hubs. With in-house expertise, we take care of planning, installation, maintenance and management.

Zest is backed by the government-sponsored Charging Infrastructure Investment Fund (CIIF). It means we can invest in larger projects that anticipate future demand, act quickly to deliver essential EV infrastructure and make a tangible contribution to net zero.

Our difference

Zest was established with triple bottom line values, meaning we consider people, the planet and profit in all business decisions.

People

We prioritise making a positive impact not only on EV drivers but also on their communities. Through social value initiatives, we engage with and support communities to create lasting positive impact where we work.

Planet

Environmental sustainability is at the heart of our decision-making. We are a carbon neutral business and are committed to reaching net zero by 2040. By using 100% renewable energy guarantees of origin (REGO) certified energy, we ensure our customers are powered by green energy.

Profit

With backing from the Charging Infrastructure Investment Fund, we differentiate ourselves through our ability to deliver projects that are financially sustainable over the long term. This means we can put our partners' needs first and offer the scale of infrastructure that suits them.

A message from our CEO



This year marks another period of rapid growth for Zest. In July, we installed our 2,000th charging socket, a milestone that reflects both the scale of demand for EV infrastructure and the dedication of our team in delivering it.

But growth alone has never been our goal. From the outset, Zest was built on a mission that goes beyond numbers: making the transition to electric fair and accessible, supporting local communities and promoting transport decarbonisation. As we've scaled, we've worked hard to ensure those principles remain embedded in everything we do.

That commitment is reflected in the progress you'll read about in this report; from delivering thousands of volunteering hours and supporting local suppliers, to advancing diversity, equity and inclusion, and taking real steps to cut waste and carbon in our operations.

The urgency of the climate crisis is clearer than ever, and so is the responsibility on businesses like ours to act with purpose. I'm proud that as Zest grows, our impact grows too, and that we continue to prove it's possible to scale quickly while staying true to our founding mission.

Robin Heap, CEO and Founder

Journey to certification

Oct 21

zouk

Zest founded & £30m investment from Zouk Capital

Aug 22



Certified as a Carbon Neutral Business

Sep 22



Gained the Carbon Literate Bronze Organisation Award

Jun 23



Certified as a B Corporation



Electric vehicle
recharging point only
Max stay 1 hour

Score and goals



118.2

● Our score:	118.2
● Qualifying score:	80.0
● Median score for ordinary businesses:	50.0

In June 2023, Zest certified as a B Corporation with a verified score of **118.2**.

In the two years since certification, we've been working hard to strengthen our action across the five pillars of community, customers, environment, governance and workers.

Community: 18.0

Customers: 31.1

Environment: 10.9

Governance: 19.4

Workers: 38.7



Journey since certification

Zest's mission has always aligned closely with B Corporation ideals.

When we achieved certification in 2023, it gave us both recognition of that alignment and a challenge to go further. In 2024, we published our first impact report, setting out the commitments we would make to progress across the five pillars.

A year later, we can now look back on those promises and share the progress we've made; from supporting communities and local businesses, to reducing waste and investing in our people. This report tells the story of how those commitments have been turned into action.

2023

Jul
23

Signed the
Climate Pledge

2024

Jan
24

Zouk increased
commitment to **£105m**

Apr
24

Recognised as a **Great Place To Work**
for medium-sized businesses

Jun
24

Completed first year of commitments
with **Pledge to Net Zero**

Jul
24

500 charge points live

Nov
24

1,000 charge points live

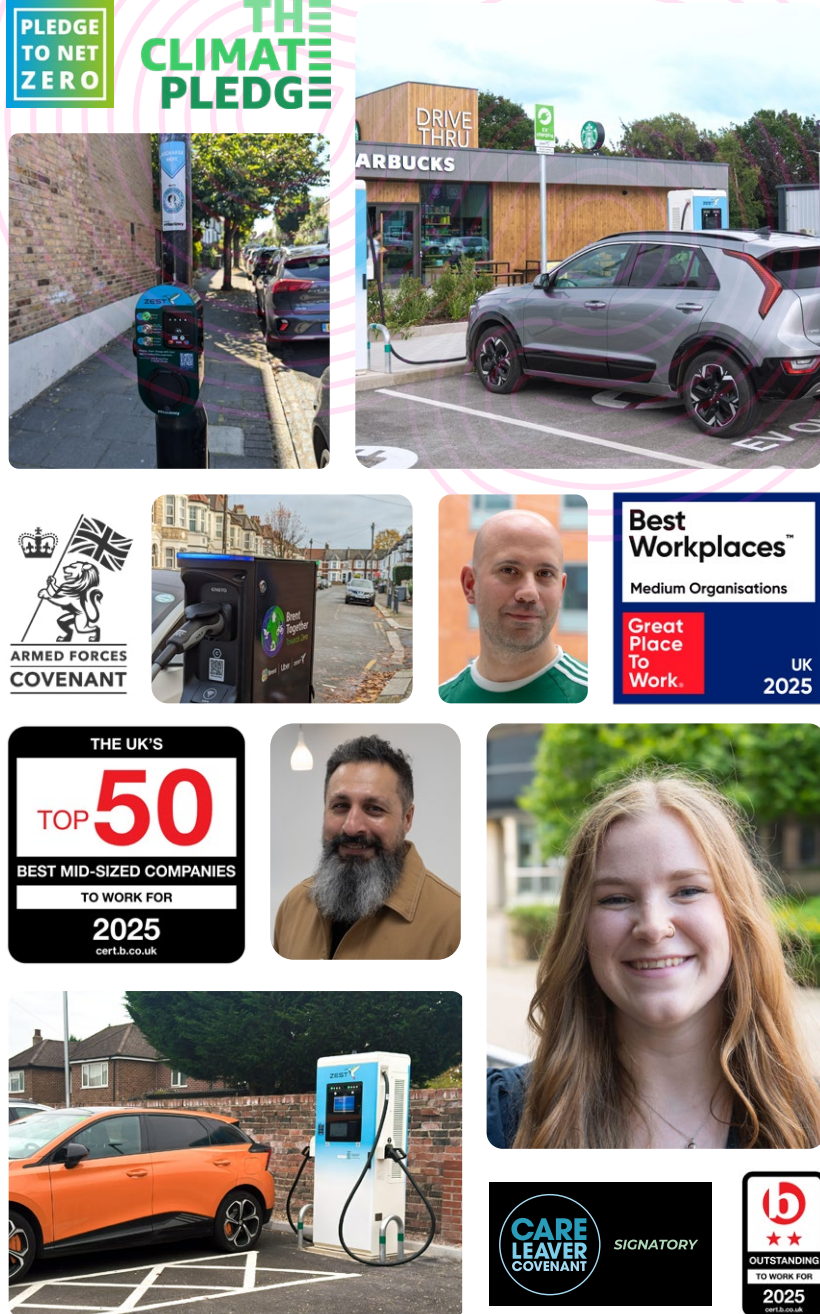
2025

May
25

Gained the **Carbon Literate
Organisation Silver Award**

Jun
25

Certified as a **Disability
Confident Employer**





Community

The B Impact assessment describes this pillar as...

"How a business contributes to the economic and social well-being of the communities in which they operate."

What we said

As part of our corporate citizenship action, we're now tracking volunteering hours and outcomes linked to contractual commitments.

We prioritise supporting local businesses, and as such, we're increasing our spend on local suppliers.

To improve our diversity, equity and inclusion, we're setting targets for inclusivity in the workforce, conducting a gender pay gap analysis and beginning socio-economic tracking of employees.

We're also developing educational materials on the switch to EVs for use in schools and to support our partners.

What we've done

Our teams have delivered over 4,000 volunteering hours, including supporting ex-offenders into work, helping students prepare for employment and engaging young people in sustainability initiatives.

We're manufacturing equipment with local fabricators, appointing contractors based on geographical presence and have delivered projects for Newport City Council and Durham County Council through entirely local workforces.

We're tracking socio-economic diversity, auditing and reporting quarterly on workforce mix and gender pay and strengthening inclusion through the Armed Forces and Care Leavers Covenants.

We're hosting and filming charging demonstrations at live EV sites to help schools, communities and first-time users understand charging and the importance of the transition to electric vehicles.



Customers

The B Impact assessment describes this pillar as...

"How a company serves their customers, offering products or services that support the greater good."

What we said

We've launched an initiative to offer discounted charging rates to underserved groups as part of our partnership with Hackney Borough Council.

To direct our progress, we're monitoring customer outcomes and developing partner and driver satisfaction targets.

We've also started expanding access to contactless charging to improve the charging experience for our customers.

We're formalising our ethical marketing approach through a comprehensive review policy.

What we've done

More than 1,000 residents are now enrolled in discounted charging tariffs through Hackney Light and Power, helping to make EV charging more affordable and accessible locally.

We've continued to grow our Customer Experience team, which has set clear satisfaction targets and closely tracks key metrics such as first contact resolution, handling times and speed of response.

We're rolling out contactless payments across all charge points over 8kW, installing third-party terminals where compatible and developing our own terminals where they're not, both for new installations and by retrofitting existing charge points.

We actively seek to work with B Corp accredited and carbon-neutral suppliers and are minimising our environmental impact by avoiding printing and paper use whenever possible.



Environment

The B Impact assessment describes this pillar as...

"How a company works towards a more sustainable and regenerative planet by reducing their footprint and putting their impact on the air, climate, water, land, and biodiversity first in their business practices."

What we said

We're monitoring and setting targets for waste reduction (per charger), energy usage from low-impact and renewable energy sources and water usage.

To educate employees and improve water management, we're creating resources on water saving principles.

We're developing innovative solutions to reduce the carbon footprint of our charge point installation process.

What we've done

We're reviewing designs early to minimise excavation, using mounting systems that reduce concrete and backfill, working collaboratively with other utility providers to avoid multiple digs and closely monitoring our water usage.

We've created a water-saving guide, shaped by employee input, to share practical tips internally and with our wider partners.

We're coordinating works with other utilities to limit contractor and machinery mobilisation, minimising site visits through efficient design and using foundation systems that prevent repeat excavations.



Governance

The B Impact assessment describes this pillar as...

"A company's overall mission, ethics, accountability, transparency and how they build their vision and values into their bylaws."

What we said

We're working in partnership with the Carbon Literacy Project to upskill our team to deliver carbon literacy training and ensure our whole workforce becomes carbon literate.

What we've done

We became a Silver Accredited Carbon Literate Organisation in 2025 and now deliver training in-house, with 103 employees already certified after 609 hours of training and the remaining staff set to complete by year-end.





Workers

The B Impact assessment describes this pillar as...

"A business's efforts to create positive impacts for their workforce."

What we said

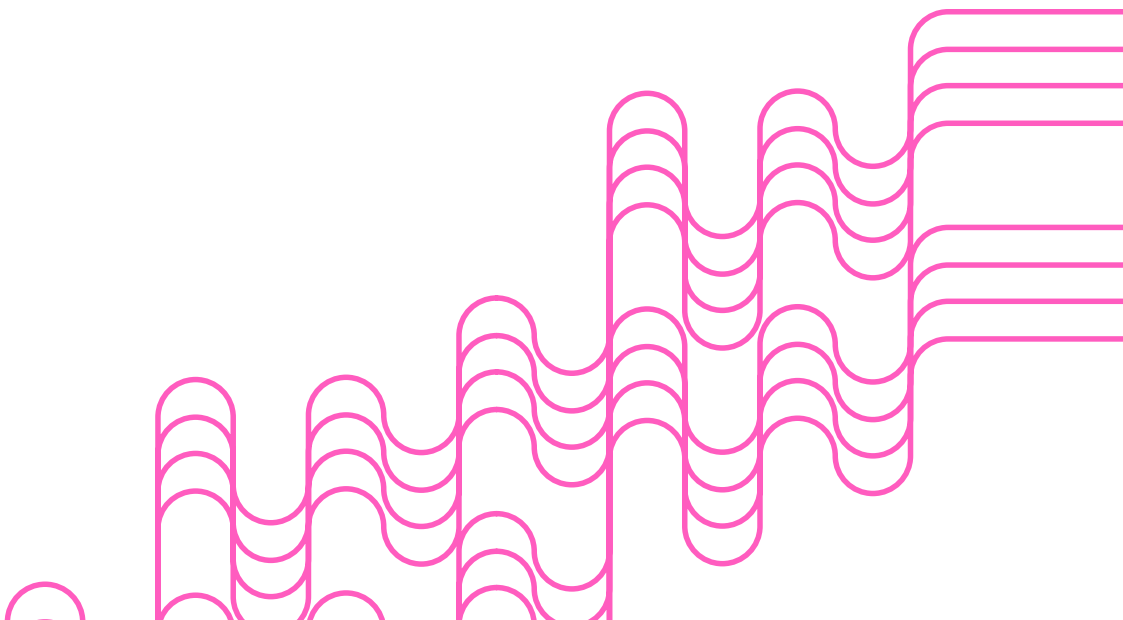
We're carrying out an apprenticeship scheme to support the next generation of talent.

We're also creating a mentoring and management programme to support our employees' development.

What we've done

We're supporting early careers through apprenticeships, with one completed this year and four more currently in progress or about to begin.

Our first cohort of 13 employees is progressing through our external Management Training Programme, with planning underway for the next group.





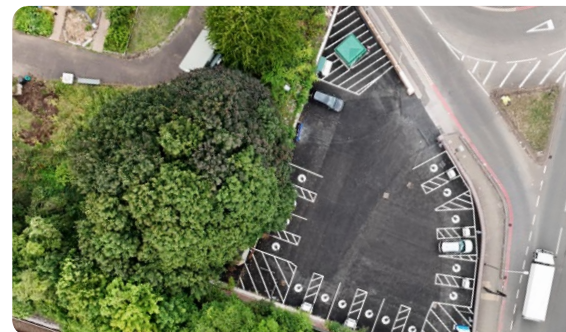
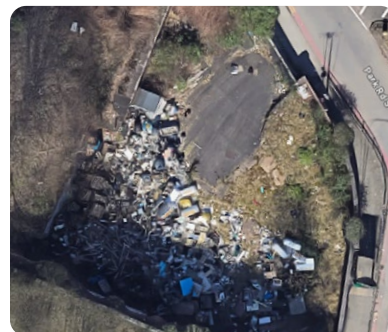
Case study

Our work in action

Urban charging hub in central Birmingham

Regeneration of derelict land with 16 bay EV charging hub, capable of speeds up to 300kW.

- Brownfield site in historic area of Hockley
- Once a steam train station, for decades a rubbish dump
- Regenerated with ultra-rapid EV charge points
- Works carried out by local firms
- Welcomed by residents, local businesses and the council
- Enabling local people and businesses to switch to EV
- A catalyst for much needed local air quality improvements



"The Jewellery Quarter is one of Birmingham's most historic and vibrant areas, and investments like this help secure its future. Public EV charging supports not just cleaner travel, but the ongoing regeneration of the area – attracting visitors, supporting businesses, and improving the environment for everyone."

Councillor Chaman Lal | Birmingham City Council

What B Corp means to us

"Each day when I start work, I genuinely get to ask myself how can we do good and be a benefit here?"
– **Luke**

"Working for a B Corp means I get to champion a workplace where people, purpose and progress go hand in hand."
– **Natalie**

"Working for a B Corp isn't just a job, it's a chance to make a real impact. Every day, the work we do is measurable, meaningful, and moves the needle. I'm proud to be part of it." – **Karen**



"It's a daily reminder of our shared responsibility to give back and do better for society. If we can all do a little more of that, the world will be better off." – **Mike**

"It's refreshing to be part of a company that measures success by the positive impact it makes, not just profits. I haven't had that in a job before and it really makes a difference." – **Beth**

"Being 'B Corp' makes it feel less like a job and more like a collaborative with purpose; on a journey to make a genuine, positive impact." – **Ross**



Thank you

Thank you to our talented team for driving Zest forwards, to our partners, for trusting us with their EV charging projects, to our investors, for their continued support, and to the EV drivers, for helping decarbonise the transport industry one mile at a time.

info@zest.uk.com

zest.uk.com