

**giffgaff**

**• 2024**

**impact  
report**

# Contents

## Hey, we're giffgaff. Nice to meet you.

A big hello from our CEO  
giffgaff's 2024 highlights  
About giffgaff  
Our way, our values  
So what do we actually do?

## Our governance

Good foundations  
Up To Good Board  
Policies for progress  
Our Board of Directors  
Our Environment, Social and Governance (ESG) approach  
B Corp certified goodness  
Our recertification journey

## Our members

Listening to our members  
Looking after our members  
Feeling the love

3

3  
5  
6  
7  
7

8

9  
9  
9  
9  
10  
11  
12

13

14  
16  
18

## Our community

Our Big Issue partnership  
Volunteering at the gaff  
Member charitable giving

## Our giffgaffers

Looking after our giffgaffers  
Diversity, Equity and Inclusion (DE&I)

## Our planet

Our products and services  
Our suppliers  
Keeping it green at giffgaff HQ  
Our 2024 carbon footprint  
Collaborating for the planet

## Our impact scorecard

## Our 2025 plans

## Closing thoughts from our CFO

## Your feedback

19

20  
22  
24

26

27  
28

31

32  
33  
34  
35  
39

41

42

43

44

# Hey, we're giffgaff. Nice to meet you.

## A big hello from our CEO

When giffgaff launched in 2009, we set out to do things differently – to show that a mobile network could serve people better by being fairer, more flexible, and rooted in community. That belief still drives us today. But our ambition has grown.

Being 'Up To Good' isn't just a strapline – it's our guiding principle. It's how we put people and planet at the heart of our decisions, while continuing to deliver great value connectivity for our customers – or, as we call them, our members.

I'm proud to share this year's impact report – a snapshot of the progress we've made together in 2024. From supporting our members through tough times, to working with partners to address digital exclusion and tackle climate change, we've stayed focused on doing the right thing, not just the easy thing.

We've also been proud to share ownership of the challenges of delivering better mobile with our members. Over the years, our community hasn't just contributed to giffgaff's success – it's been central to every aspect of it. From product development and app design to providing hundreds of helpful ideas and countless new referrals, members have shaped our business from the inside out. It's helped drive improvements that benefit members directly, while also strengthening our commercial performance.



We've continued to champion refurbished devices and flexible data plans and always offer our members the best plan advice as standard. But what sets giffgaff apart isn't just what we offer – it's who we are. Our members play an active role in shaping and amplifying our impact. Whether it's helping others in our community, inviting friends to join, or donating Payback to charitable causes they care about, giffgaff members show what it means to be part of something bigger.

The world remains uncertain. Rising costs, environmental pressures, and widening inequality are shaping daily life for many. That's why we remain committed to showing up for our members – with flexible plans, honest pricing, and support that puts their needs first. The fact that over four million people choose giffgaff is testament to the power of doing things differently.

We've also continued to collaborate beyond our own walls. I'm hugely proud of our multi-year partnership with the Big Issue, which is connecting every vendor in the UK with a refurbished phone, helping them to develop their digital skills and confidence and improve their earnings with cashless payments. Through the Up To Good Fund, we're working with bold media partners to unlock investment in high impact climate and nature projects in the UK. And we've been working closely with B Lab to help build consumer awareness of the B Corp movement and encourage more sustainable and responsible purchasing decisions. In a world where no organisation can solve systemic issues alone, this kind of shared action is more important than ever.

As our business has grown throughout 2024, so has our commitment to do business better. We're holding ourselves to higher standards – including preparing to recertify as a B Corporation, which will challenge us to go further in how we operate and lead. And while we've continued to strengthen our mobile offering, we're also looking ahead – exploring new ways to co-create better connectivity with our members, including our forthcoming broadband proposition.

At giffgaff, we remain clear on the importance of standing by our values – especially when it comes to inclusion. Whether it's developing progressive people policies, supporting internal affinity groups or opening our doors to young people from diverse backgrounds through our collaboration with We Are Here, we're building a culture where people can turn up and do their best work. Diverse teams make better decisions. Inclusive cultures spark better ideas. And fairer systems create stronger, more sustainable outcomes for everyone. At a time when some are stepping back, we're choosing to step up – doubling down on our commitment to build a business where everyone belongs and has the opportunity to thrive. back bold ideas, and work together for the common good.

Every business can lead with purpose, aligning commercial success with social and environmental responsibility. After all, who doesn't want more responsible business? This report shows what's possible when we stay true to our values,

There's more to do, and more good to give. But with the passion of our people and the continued backing of our members, I'm confident we'll keep showing what a business that's 'Up To Good' can achieve.



**Ash Schofield, CEO**  
**giffgaff**

Winning the  
**'Best Pay As You  
Go Network 2024'**  
at the Uswitch  
Awards

**£67,950**  
donated to member  
nominated charities  
through our Member  
Payback scheme

Helping our  
members  
responsibly recycle  
**2,649 devices**  
with giffgaff's  
recycle service

**£112,321**  
raised with our  
media partners  
to invest in UK  
climate and  
nature projects  
with our Up To  
Good Fund

Launching  
our Big Issue  
partnership, aiming  
to reach over  
**13 million**  
people over  
three years

# **giffgaff's 2024 highlights**

**4.13 out of 5**  
- our giffgaffer  
engagement  
score

**1,140 hours**  
of giffgaffer time  
spent volunteering  
for charities and  
good causes

Validating our  
SBTi targets  
to achieve  
net zero by  
**2040**

**67%**  
of all devices sold  
were refurbished -  
good for members'  
pockets and the  
planet too

Achieving  
**5%**  
reduction in  
emissions  
from our 2020  
baseline year

# About giffgaff

giffgaff launched back in November 2009, based on the idea that there was a better way to do mobile. Since then, we've committed to offering flexibility, simplicity and good value to our members while striving for sustainability. These guiding principles have been the lighthouse for our business over the last 15 years and continue to inform and shape our work today.

With a mindset rooted in mutuality, we've continued to transform the mobile market with fair prices, flexible contracts and products and services made with the planet in mind, including refurbished devices, giffgaff's tech recycling service and eSIM. We're powered by the O2 network to deliver extensive coverage, enabling our customers – or, as we describe them, our members to connect to the people and things they love most.

But the goodness doesn't stop there. We're excited to share what we've been up to in 2024 to try and improve our impact on our members, community, giffgaffers, and planet – and to make sure it's all embedded through good governance.

Of course, like any good B Corp (more of that on p11), we know there's always more to do. This is just a year of our journey – and we can't wait to see what's next.



# Our way, our values

Our mission is to be the UK's most recommended connectivity provider.

We believe that if we do right by members, they'll do right by us. Which is why we're committed to creating real member love by solving the connectivity issues that matter most.

And that shows up in our five behaviours that every giffgaffer lives and breathes:

## **Up To Good**

Everything we do is underpinned by Up To Good. It means we keep looking after (and out for) our members. It means we turn up for people and planet, not just profit. And it means we keep championing a better way of doing business, being a leader of positive change.

## **Positive**

We're driven by a can-do attitude to overcome any obstacle that stops members getting the connectivity they deserve.

## **Curious**

We're genuinely interested in how we can help our members connect, always listening and understanding the data to find a better way.

## **Collaborative**

We recognise each other's strengths, and challenge each other in the hunt for better.

## **Gritty**

We persevere. We're spirited, determined, and we keep experimenting till we find a better way for members.

# So what do we actually do?

From day one, we set out to be a little different, and that goes for what we offer too. Like all good communities, you get something back for what you put in.

## **Data plans**

We recommend the best plan for our members, even if it means they spend less. Plans are flexible, too – so our members can increase or decrease their data easily.

## **Phones**

We sell both new and refurbished phones, and we take members' old phones off their hands to refurbish or recycle them and give them cash in return.

## **Credit**

People who aren't into monthly plans can also buy credit. It works on a pay as you go basis. And also covers a few things our data plans don't, like international calls.

## **Payback**

giffgaff members get Payback points for bringing people to giffgaff, helping out in the community and generally being a good egg. The points can be swapped for cash or credit, or donated to charity.

# Our governance

Governance is how a company stays on track, plays fair and makes smart decisions. It's the system that keeps everything running smoothly, from who calls the shots to how risks are managed. At giffgaff, good governance is how we make sure we stay true to our mission and make decisions that are good for the long-term. It includes all our policies, guidance documents, and governance structures including our Committees.

**1** shiny  
new ESG  
plan

**2** round  
tables with  
B Lab UK

**13.6** B Corp score

**20** giffgaffers on our  
Up To Good Board

# Good foundations

## Up To Good Board

Our Up To Good Board is a voluntary group of over 20 passionate giffgaffers from across our business, who met up throughout 2024 to support our ESG (environmental, social and governance) activities. It's been a great way to involve our people in our ESG activities, share updates on our B Corp improvement plans, discuss our DE&I commitments, and chat about ideas to keep us up to good.

As part of our new ESG strategy, we're keen to think about how we can keep building ownership, accountability and action to support our Up to Good Plan (see p10). In 2025, we plan to evolve the Up to Good Board into a more formal ESG Committee that reports directly to our Board.

## Policies for progress

Our commitment to top notch governance means we're constantly improving our policies, too. In 2024 we implemented a new Zero Tolerance framework and updated a few other key policies related to things like safety, flexible working, and making good purchasing decisions. Look out for more detail on some of these on p27 and 29.

We have a brilliant leadership team who guide the ship at giffgaff. As we're owned by VMO2, we're proud that some of the VMO2 team also sit on our Board.

## Our Board of Directors

**Ash Schofield** – CEO, giffgaff

**Mark Hardman** – Finance Director (Finance Operations), VMO2

## Our Leadership Team

**Ash Schofield** – CEO

**Anish Shonpal** – General Counsel

**Jo North** – People Director

**Matt Birch** – Chief Financial Officer

**Pippa Topp** – Chief Product Officer (interim)

**Sophie Wheeler** – Chief Marketing Officer

**Steve McDonald** – Chief Technology Officer

# Our ESG approach

At giffgaff, we've always been up to good. But this year, we sat down and developed a more detailed plan to give us more structure and help us focus on the right things. Our Up to Good Plan brings together all the great work that goes on across giffgaff, and makes some solid commitments to help us on our journey to become an even more ethical and responsible business.

This plan is a living thing that will keep evolving to reflect our ESG priorities, ensuring we continue to reflect the needs of our people, our members and our wider stakeholders. But for now, we're really chuffed with it and are thrilled to be rolling it out in 2025. Here's the lowdown:

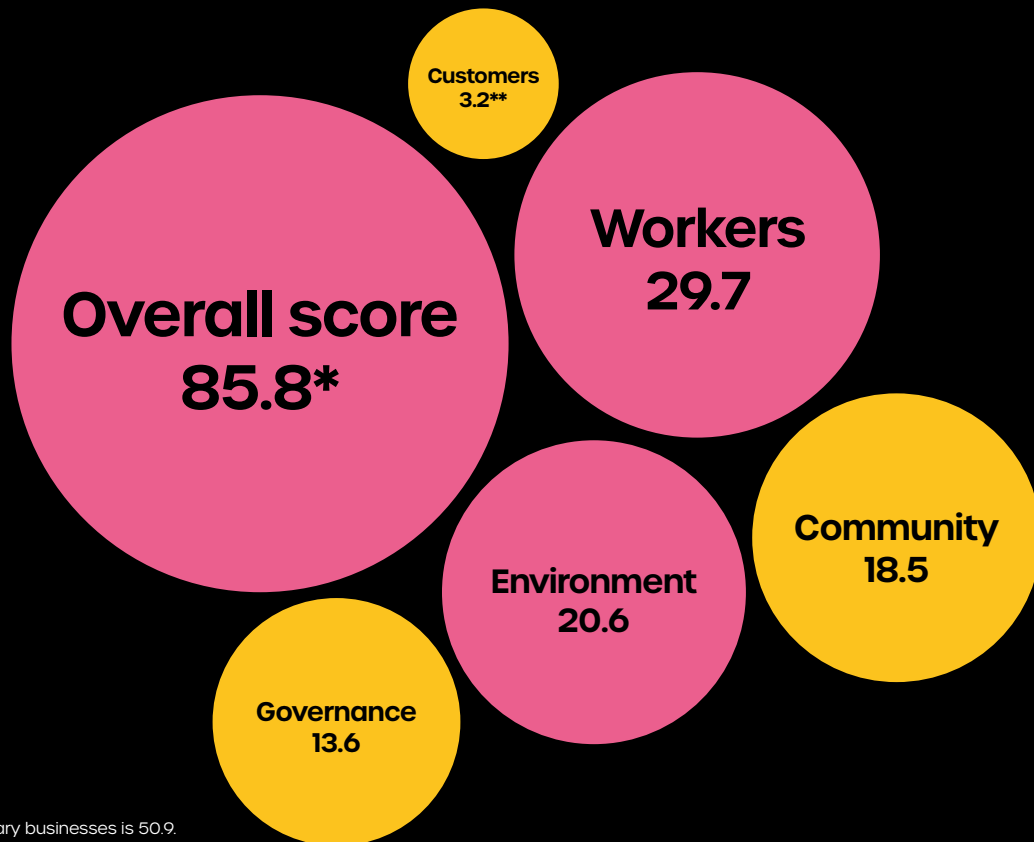
North star			
we're up to good			
Pillars	Protect and restore our planet	Improve livelihoods and change lives	Deliver inclusive and sustainable growth
Reasons to believe	<ul style="list-style-type: none"> <li>Take a science-based approach to decarbonise our business, achieving net zero by 2040.</li> <li>Build demand and action towards a circular economy.</li> <li>Deliver conscious advertising.</li> <li>Raise funds for UK climate and nature.</li> </ul>	<ul style="list-style-type: none"> <li>Champion digital inclusion and access to opportunity.</li> <li>Promote digital wellbeing, helping our members enjoy the benefits of a connected world.</li> <li>Volunteer to make a difference.</li> </ul>	<ul style="list-style-type: none"> <li>Support the B Corp movement.</li> <li>Champion member voices in shaping our impact.</li> <li>Promote inclusion and belonging within giffgaff.</li> <li>Ensure effective governance of our ESG plans.</li> </ul>
2025 Targets	<ul style="list-style-type: none"> <li>Complete a carbon risk analysis and carbon reduction plan.</li> <li>Raise £250k for climate and nature projects through the Up to Good Fund.</li> <li>Reach five million people through our Big Issue partnership.</li> </ul>	<ul style="list-style-type: none"> <li>Distribute 700 devices and deliver digital skills training to Big Issue vendors and Big Issue Recruit candidates.</li> <li>Complete over 1,500 hours of volunteering.</li> </ul>	<ul style="list-style-type: none"> <li>Achieve B Corp recertification with a score of 86+.</li> <li>Achieve as close to gender parity as possible, and increase employees from minoritised ethnic groups by 2027.</li> <li>Stand up a new ESG Committee.</li> </ul>
Better business		Certified B Corporation	

# B Corp certified goodness

We're incredibly proud to have been a certified B Corp since 2022. This certification publicly demonstrates our commitment to people, planet and responsible profit — helping to positively impact our members, giffgaffers, community, and the environment. As part of our certification, we've made a legal commitment to consider our impact on people and planet in our actions. This helps make sure that giffgaff's purpose beyond profit is locked into the DNA of the company, for good. Result.

At giffgaff, we use B Corp as a tool and a framework to underpin our impact. It challenges us to consider all aspects of our operations and make decisions that are best for our stakeholders, the planet, and our business.

We're recertifying in 2025, so we'll have new scores to share soon. You can find our latest up-to-date score on our [public B Corp profile](#).



\*To become a certified B Corp a company must score at least 80 points. The average score for ordinary businesses is 50.9.

\*\*This is the section of the B Corp impact assessment that has the fewest points available. That's why it has a lower score.

## Our recertification journey

Becoming a B Corp is a big challenge, but **staying** a B Corp isn't a doddle either. We have to recertify every three years to show our continued commitment to impact. With our recertification coming up in 2025, we've worked hard to make sure that we've not only kept up our standards from our first certification, but planned and delivered ongoing improvements too.

A lot has changed at the gaff in three years, and we now have over 250 giffgaffers with us (yay). This means we've moved to a more demanding version of the B Impact Assessment for larger businesses and that means our baseline score took a nearly eight point hit. Ouch.

With our giffgaff grit and can-do attitude, we've stepped up to the challenge, with our B Corp champs doing a tremendous job of leading the charge and our friends at Greenheart helping us on our journey, too. We're aiming to achieve an 8-10 point increase in our score, hopefully securing somewhere between 86 and 88 points. Fingers crossed.

## Busy as a B Corp

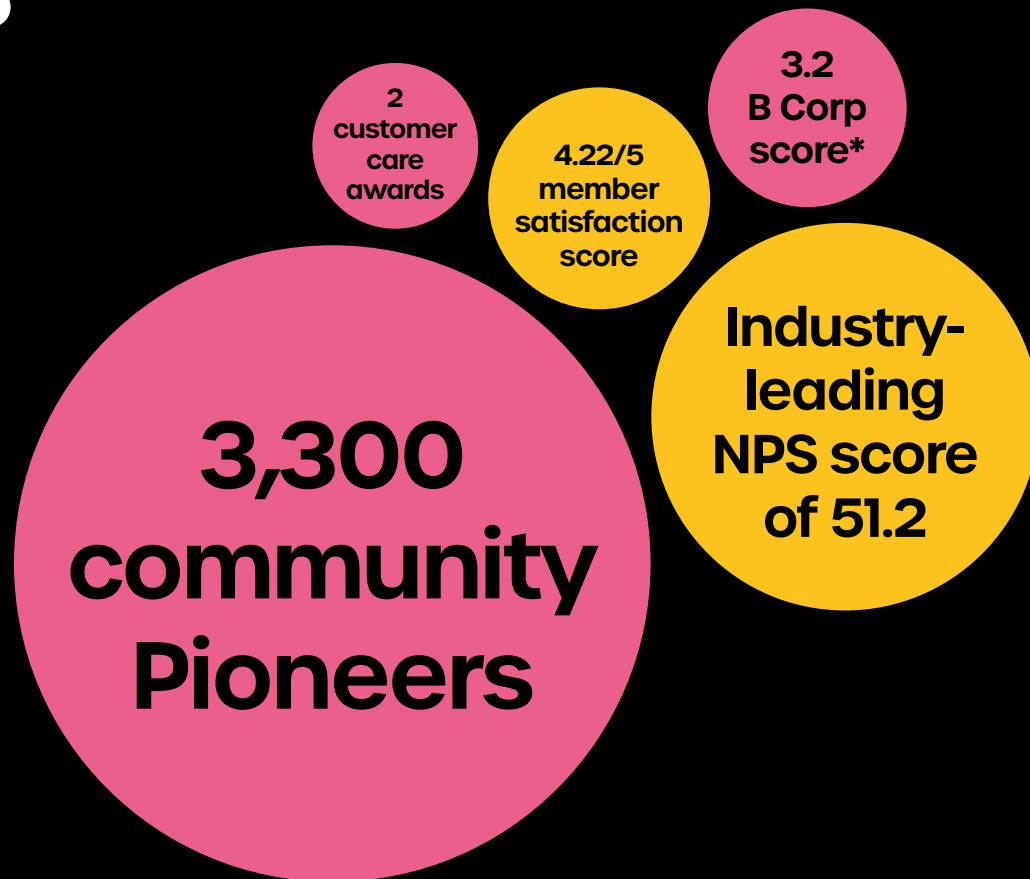
We worked on loads of nifty B Corp projects in 2024, like:

- Creating a Good Buying Guide (see p33).
- Increasing giffgaffer volunteering hours (see p22).
- Championing refurbished devices (see p31).
- Doubling down on our ethical marketing commitments (see p40).
- Refreshing our Responsible Marketing Manifesto to provide clearer guidance to our team and industry partners.
- Validating our Net Zero targets with the Science Based Targets Initiative (see p38).
- Building awareness of B Corp - our roundtables with B Lab UK helped engage other B Corps in raising awareness of the B Corp brand amongst UK consumers, creating opportunities to collaborate during B Corp month and beyond.

# Our members

Our members make giffgaff. Everything we do is for them.

Remember when we said we do things differently here at giffgaff? Well here's a case in point – we don't have any customers. Not one. Instead, we have members – that's anyone who uses giffgaff. Our members are part of a pretty unique community who support each other, and we do our very best to be there for each and every one of them.



\*The B Corp impact assessment has the fewest points available for this impact area, which is why it has a lower score. For our full B Corp profile, visit the B Corp directory.

# Listening to our members

From our 'no mid-contract price rises' promise, to creating a member community, to sharing accessibility guides on our website, we know that every decision and action we take at giffgaff has an impact on our four-million-and-counting members. So we try our very best to make sure our members have a say in what we do.

After all, we believe that, together with our members, anything is possible.

There's a couple of big ways we give our members a voice: our online community and our giffgaff Pioneers. These forums help us understand member needs, how we can do right by them, and where we can improve.

## Our giffgaff community

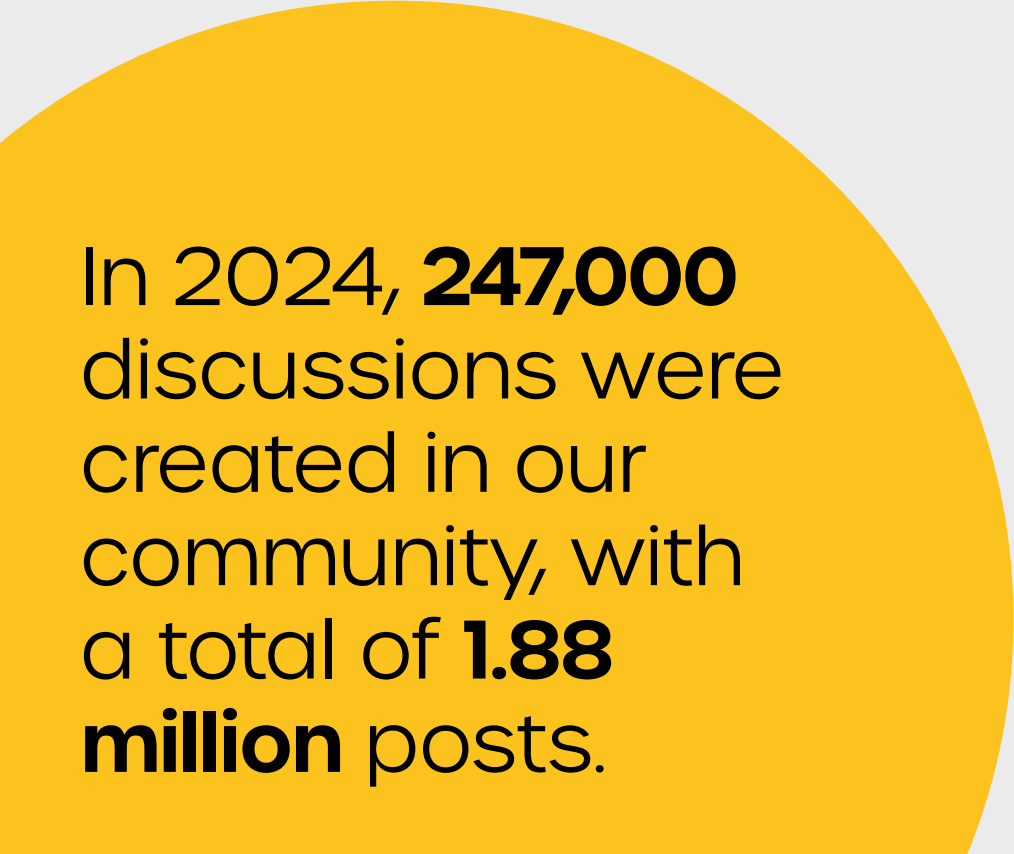
The community forum makes us proud as punch, and we think it's part of what makes giffgaff really special. It's a living, breathing collective of members, and that means we listen and respond too. So when we get feedback on a post announcing a new feature or change, we make sure it gets shared with the right people here at giffgaff.

### Top 3 places to hang out in the community forum

1. **Help and support**, where our knowledgeable members help each other out with questions and queries.
2. **General discussions**, where members chat about anything and everything from recent events to food, music and crafts.
3. **Photography**, a really active place for members to share their best snaps and take part in our friendly monthly themed competition – the Photogaffer Challenge.

### Honourable mentions

- **Contribute** is where our members tell us about any bugs or errors they've spotted and give us feedback (good or bad).
- Our member-hosted thread '**Mutual support for mental/physical health and stress issues**' is a great example of what makes our community so amazing. This is where our brilliant, caring members chat and support each other on a day-to-day basis.



In 2024, **247,000** discussions were created in our community, with a total of **1.88 million** posts.

### Pioneers

Our online research community, giffgaff Pioneers, gives members a chance to play a key role in shaping our products and services. Through surveys, polls, discussions and member closeness sessions, Pioneers truly help shape the future of giffgaff.

There are now over 3,300 Pioneers who've collaborated with us on a whopping 13,000+ activities, on topics from accessibility to ESG strategy.

By giving our members a platform to share their opinions, we can make sure our plans represent their values.

# Looking after our members

## Support

Our members are the chutney to our cheese, and we have their backs when they need it the most. In 2024 we continued our commitment to no mid-contract price rises, so our members don't ever have any nasty surprises.

We also help our members on a case-by-case basis when they're facing tough times, to help them stay connected. For example, this year, we supported members affected by conflict in the Middle East and those impacted by Hurricane Beryl across the Caribbean, Yucatán Peninsula, and Gulf Coast of the USA. We shared a special link for them to contact our agents who could then offer individual help, like providing free roaming or international calls.

## Payback

You must have heard us say that we believe in mutual giving. After all, it's what 'giffgaff' means. That's why we pay our members for lending a helping hand (yes, really!) – we call this reward Payback.

Here's how it works:

### Earn points

Each time members do something awesome (like bringing mates to giffgaff or helping out in the community forum) we add Payback points to their account.

### Rack 'em up

We send our members an update at the end of each month telling them how many Payback points they've earned.

### Cash 'em in

Twice a year members can convert points into cash or credit. They can also choose to donate the value of their points to charity. If they do, we match it.

"Always a treat to get Payback points paid out. I may be wrong, but I would bet most giffgaffers find the December points especially helpful.

Having done most of my Christmas shopping, it will be nice to see my bank balance topped back up.

Huge thanks to the team who make this possible. I'm sure there is a lot of hard work going on behind the scenes."

From **hdavey17**, posted on **18th Dec, 2024**.

### **Caring for our members**

Since 2009, giffgaff has partnered with the brilliant team at Firstsource to provide our members with the top notch help and care they deserve. In 2024, they handled over 700,000 enquiries, provided extra support to vulnerable members, and had an average member satisfaction rating of 4.22/5. Together, we won Best Client Partnership in the Contact Centre Awards in Northern Ireland. Magic.

And like all good mates, Firstsource are into a lot of the same things as us. Their commitment to ESG includes an Ecovadis Silver rating, which is a scorecard for companies' sustainability actions and progress.

## **Plan donations**

**4,863** plans donated to members who needed extra support to stay connected. It's all part of our commitment to offer our members a helping hand when they need it most.

# Feeling the love

You've given us plenty of 'aw, shucks' moments in 2024. Like voting us the Best Pay As You Go Network in the Uswitch Awards, and Highly Commended in the Network of the Year, Best Network for Data, and Best SIM Only Value for Money categories.

We were also named a *Which?* recommended provider again – high praise indeed.

And of course, our members showed their love with our 2024 Net Promoter Score (that's 'NPS' to the cool kids) of 51.2 – that means our members are highly likely to recommend us.

**2024 NPS**

**51.2**  
(rated 'excellent')

**2025 target**

**51.0**

# Our community

Sure, we look after our members and our team, but what about other people that are affected by what we do? That's the people who live near our offices, in our wider local area, and along our supply chain. We want to do right by everyone that we impact here at the gaff.

**£67,950  
donated to  
charities**

**1,140 hours  
volunteered  
by giffgaffers**

**18.5  
B Corp  
score**

**1 terrific new  
partnership  
with Big  
Issue**

# Our Big Issue partnership

Poverty and inequality can limit people's access to connectivity, with the most vulnerable in our society often struggling to access the internet and the opportunities it brings. We believe that connecting people can improve livelihoods and change lives, helping to break the cycle of poverty and empowering people to achieve their potential.

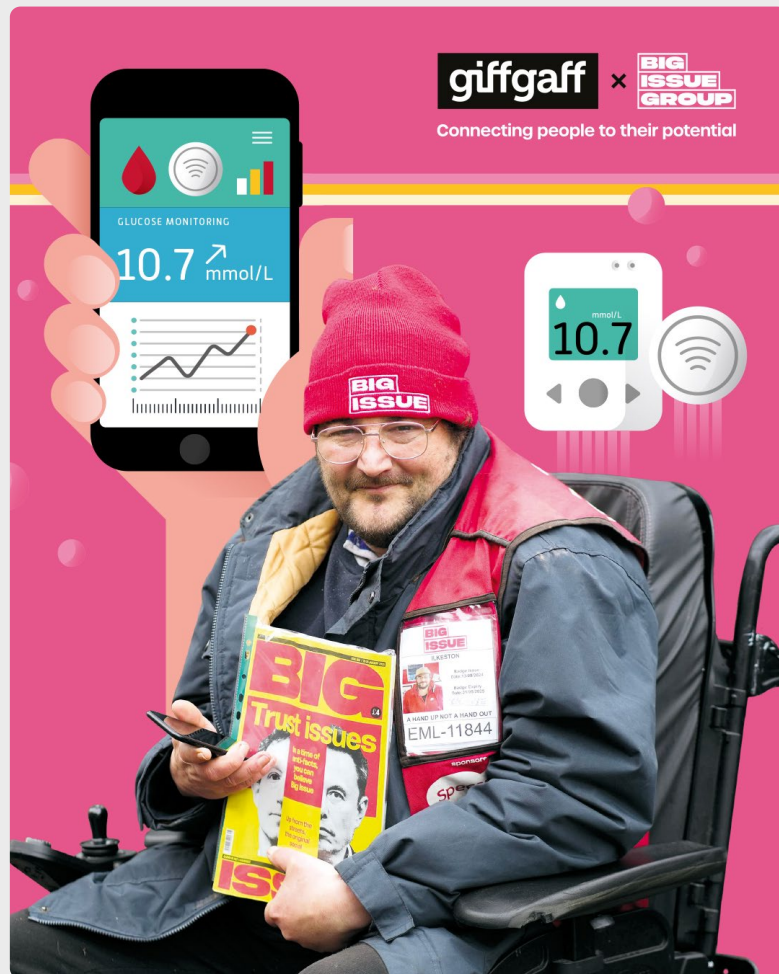
It's something we have in common with the Big Issue Group, a social enterprise and fellow B Corp that are famous for their magazine and award-winning journalism.

In early 2024, we launched a campaign to get refurbished handsets to Big Issue vendors. We teamed up with social issues campaigner Kwajo Tweneboa, using his platform to raise awareness and challenge misconceptions of vendors.

The campaign helped to digitally connect vendors, improving their earning potential and providing access to other essential online services and support. It was such a hit that we decided to create a longer-term plan to make our relationship official – we're pleased as punch to share the details with you.

## **Our partnership mission: Using the power of connectivity to improve livelihoods and change lives**

Together, giffgaff and the Big Issue will create a fairer and more inclusive digital and financial future for the most marginalised in the UK.



To make this happen, we're looking to raise awareness, inspire action, and deliver impact through:

1. **Connecting the vendor community.** We'll provide refurbished phones and digital skills training to 900 vendors, so they can take digital payments. This will improve their earning potential and give them access to support including banking, health, and wellbeing services. We're also exploring how to provide airtime, so it's even easier for vendors and job seekers to get connected.
2. **Helping people into sustainable employment.** We'll help 400 job seekers find jobs they love by connecting them with refurbished giffgaff phones, alongside coaching and support.
3. **Content and campaigns.** We'll use the combined reach of Big Issue and giffgaff channels to raise awareness of our partnership and tell stories to inspire greater social change.

Learn more about giffgaff's partnership with Big Issue in [this short film](#).

## Our big goals for the next 3 years

**900+**

**Vendors will be connected  
by March 2026**

**4500+**

**Digital and financial skills  
outcomes delivered by  
frontline F&DI champs**

**400+**

**Big Issue Recruit  
candidates will be  
connected by end 2026**

**1000+**

**Digital and financial 'skills  
outcomes to help candidates  
into jobs they love**

**13,624,737**

**Total campaign awareness & reach via Big Issue Media  
Multi-Platform media solution (excluding PR)**

# Volunteering at the gaff

**Our giffgaffers completed 1,140 hours of volunteering in 2024**

## Our 2024 targets:

☒ 50% of giffgaffers involved in volunteering

## Our 2025 target:

1,500 hours of volunteering

At the gaff, everyone has five (paid) days a year they can take to volunteer for charitable causes – known as Take 5. It's how we help everyone pitch in to have a positive impact on our local community.

We wanted 2024 to be our biggest ever year for giffgaff volunteering. Here's how we reached our goal:

**Research:** We ran a survey to understand what was holding our giffgaffers back and what would help them take more of their volunteer days.

**Targets:** We wanted at least 50% of giffgaffers to take at least one day of volunteering in 2024. This meant we had a clear direction and could measure our progress.

**Opportunities:** We partnered with seven brilliant charities to create more volunteering opportunities for giffgaffers to take part in:

- Big Issue
- Mind
- Trinity
- Daniella Logun Foundation
- Wild Spaces and UK National Parks Partnership
- Ark Elvin Academy

**Publicity:** We shouted loud and proud to our giffgaffers about their Take 5 benefit our partner charities, and organised group volunteering days.

# A year in giffgaff volunteering



## January

We kicked off the year with two Big Issue Challenge Days, where 40 giffgaffers hit the streets over two days, selling Big Issue magazines to the public. This effort helped raise awareness and funds for this important cause.



## April

In April, we organised a mega volunteering week, with six different volunteering activities for over 100 giffgaffers supporting three charities – Mind, Trinity, and Age UK.



## October

giffgaffers volunteered their time to deliver a Marketing Careers Insight Day in partnership with Ark Elvin Academy and We Are Here. The event gave young people the opportunity to learn about different marketing career pathways, as well as learning how to assess and analyse marketing creative – and pitch their own ideas too.



## December

Partnering with the Daniella Logun Foundation, ten giffgaffers dedicated their time to spreading holiday cheer by delivering Christmas presents to children and families in the community who are living with cancer.

# Member charitable giving

## Payback

In 2024, together with our members, we donated £67,950 to charity through the Payback scheme. Since 2010, giffgaff and our amazing members have donated a combined total of £1,250,440.32 to charity: Wowzers. A huge thank you to all our members for their generosity in donating their hard-earned Payback points to good causes.

## Good together

In October we hosted a charity gala at the gaff for our members, giffgaffers, and charities, with talks and updates from Alzheimer's UK, Sightsavers, and the Royal British Legion.

We want to celebrate and thank our generous members who have taken part in charity nominations and donated over the years. You can see the video of the gala on [our community page](#).

# £67,950

## Total donations to charity through Payback in 2024

## Member-nominated charities

Each year our members nominate charities to receive Payback donations. In 2024, they chose the following top notch charities:

- RSPCA
- Holme Mountain Valley Rescue Team
- Tuberous Sclerosis Association
- THINK18
- Senior Staffy Club
- North West Blood Bikes, Lancashire and Lakes
- Cornwall Wildlife Trust
- Smile Train UK
- Cambridgeshire Search and Rescue



"We are delighted to be receiving this grant from giffgaff, which we are planning to put towards purchasing an All Terrain Vehicle (ATV). This will be a game-changer for our operations, enabling us to transport casualties as well as team members more effectively across challenging terrains to enhance our response capabilities. This will improve our ability to rapidly locate and assist vulnerable missing people, and ultimately we hope, save more lives.

Every penny we raise goes directly toward the equipment, training, and operational costs needed to serve our local community. Thank you very much to every member of giffgaff for your contribution towards supporting our cause."

**Cambridgeshire Search and Rescue**



**Cornwall**  
Wildlife Trust

"Thanks to the incredible generosity of giffgaff and their community members, this amazing donation of £9,088.20 will go directly towards Cornwall Wildlife Trust's vital conservation efforts. From protecting rare and vulnerable habitats to engaging and inspiring communities in wildlife conservation, your support helps us create a wilder Cornwall for everyone to enjoy.

We are so grateful for your generosity and commitment to safeguarding Cornwall's natural heritage - thank you for making such a meaningful difference."

**Matt Wallpole, CEO, Cornwall Wildlife Trust**



"North West Blood Bikes is truly humbled to receive such a generous amount from giffgaff and its community. The donation of over £12k will have such a huge impact on our charity and the lifesaving work we do.

We are a registered charity that provides a free, urgent out-of-hours medical courier service to NHS hospitals across our region. The reality of this is that every mission we carry out can save a life. Without the generous support of schemes such as giffgaff's community payback, we couldn't exist.

Every penny donated will go directly towards our fleet operational costs and supporting the delivery of our work by our wonderful volunteers. Thank you to every single person in the giffgaff community that made this happen."

**Becky Pow, Fundraiser Liaison, North West Blood Bikes, Lancashire and Lakes**

# Our giffgaffers

Our giffgaffers are the people who work at the gaff. They're gritty, curious, collaborative, positive, and they do good every day. We may be slightly biased, but honestly? They're the best, and we do our very best to look after them properly. Have a read about the impact we have on our team in this chapter (the fact this is our highest scoring area of the B Corp assessment might give you a little hint).



**271**  
**giffgaffers**

**29.7**  
**B Corp**  
**score**

**7 new**  
**people**  
**policies**

**4.13 out of 5**  
**engagement**  
**score**

# Looking after our giffgaffers

## Staying connected

We come together every month for Culture Days at our London gaff, where we do something special to connect and learn – like our Impact 101 training in June, where we learned more about ESG and why it's important.

## Look at those giffgaffers go

We launched our first ever development programme for managers, with six giffgaffers completing the course so far. We also sponsored nine giffgaffers to complete external professional qualifications.

## Balancing act

A good work/life balance is really important to help our giffgaffers be at their best. From hybrid and flexible working, switching bank holidays for those who celebrate cultural events at different times of year, to our work from abroad policy, we try our hardest to make giffgaff a place that works for everyone. This year we also introduced an electric vehicle salary sacrifice scheme to support people who want to make the switch to lower carbon transport.

**85%**  
response rate  
to our Gallup  
engagement  
survey

**4.13 out of 5**  
our engagement  
score (that's up  
from 4.10 last year)

**4.29 out of 5**  
our target for 2025

# Diversity, Equity and Inclusion (DE&I)

We believe in being equitable, fair and inclusive in everything we do, for all our stakeholders – our giffgaffers, our members, and our wider community.

## Inclusivity at giffgaff

In 2024, our brand new Accessibility & Neurodiversity network became our tenth employee affinity group, created to support our giffgaffers in the workplace and get their input into some big plans we have to improve our accessibility.

We're also proud to have Disability Confident Committed status, a government scheme that helps us continuously improve how we recruit, retain, and provide opportunities for people with disabilities.

To support our members, we continued our partnership with accessibility experts, Purple Tuesday. They help us make sure we're doing the right things in the right way for accessibility, and we're getting ready for them to re-audit us in 2026.



Our new Diversity, Equity, and Inclusion (DE&I) Lead, Ian Tomney-Bell, joined us towards the end of 2024 to champion our progress on belonging and inclusion. We think he explains the giffgaff approach best:

"giffgaff has consistently prioritised DE&I, and we're committed to continuous improvement. As our company evolves, so do our DE&I initiatives. In my role, I'm focused on cultivating active allyship, facilitating meaningful conversations through affinity groups, and ensuring equity is central to our decision-making. Recognising the mutual giving spirit at the heart of our name, giffgaff values the contributions of both colleagues and members in creating a truly accessible environment."

## Zero Tolerance

Everyone deserves an inclusive and respectful workplace without harassment, bullying, or discrimination. Our new Zero Tolerance framework, developed with the VMO2 team, reinforces our dedication to wellbeing and inclusion.

Zero Tolerance means that any form of discrimination or harassment will not be accepted under any circumstances. By standing against such behaviours, we create a safer, more supportive environment for all our giffgaffers, making sure everyone feels valued and respected. We launched some new policies in 2024 to support this framework including:

- Belonging
- Grievance
- Anti-discrimination, bullying, and harassment
- Disciplinary

## Diversity and pay equity

The gender pay gap? It's the difference between what men and women get paid for doing comparable jobs. The ethnicity pay gap is the difference between what the global majority and white employees get paid for doing comparable jobs. Our 2024 analyses of these statistics shows that:

- 35.8% of our team are women (down from 39.7% in 2023) and 34.2% are from the global majority (up from 32.3% in 2023).
- Our median gender pay gap is 15.4% and the mean is 16.53%. This has increased slightly from 2023, largely due to a significant rise in recruitment over the past year. We've specifically focused on improving gender equity in entry-level roles and are committed to developing and promoting our female colleagues into more senior positions.
- Our median ethnicity pay gap is 4.01% and the mean is 10.33%. This has decreased from 2023.

We know we still have a lot of work to do, and in 2025 we've got some big plans to help close those pay disparities, including:

- Making our recruiting even more inclusive by working with experts like Women in Data, Ark Academies, and 20/20 Levels.
- Reviewing our salary banding and pay review processes to improve transparency and inclusivity.
- Designing a bespoke female senior leadership development programme for giffgaffers.
- Inclusion training for line managers to ensure colleagues are receiving equal opportunities to build on their careers at giffgaff.

## Our 2027 diversity targets:

**Achieve as close  
to gender parity  
as possible across  
our whole team**  
(35.8% in 2024)

**Achieve a 50/50  
gender split in  
leadership roles**  
(26% in 2024)

**Achieve 20% global  
majority across  
our whole team**  
(26.3% in 2024)

**Achieve 15% of  
leadership roles held  
by global majority**  
(20.8% in 2024)

# Our planet

At giffgaff, we're committed to playing our part in tackling the climate crisis, helping to make sure that we protect our planet and restore the natural ecosystems that we all rely on. We work hard to have a positive impact where we can – championing refurbished phones, eSIMs and device recycling, and putting energy into improving how we track and manage our environmental impacts.

**2,649  
phones  
refurbished  
or recycled**

**5%  
reduction in  
emissions  
since 2020**

**20.6  
B Corp  
score**

**67% of all  
devices  
sold were  
refurbished**

**100%  
electricity  
from  
renewable  
sources**

**Over 150,000  
members joined  
or switched to  
eSIM in 2024.**

# Our products and services

As a certified B Corp, we're committed to having a positive impact on people and planet – and that includes through the products and services we offer. A big part of our business is about keeping phones in use for longer – and out of landfill.

## SIMs

- All SIMs are made from 100% post-consumer recycled plastic
- Members can send SIMs back to us to recycle
- Find out more about recycling old phones, SIMs and other tech at [giffgaff Recycle](#)
- eSIMs are now available to new and existing members on all compatible devices, reducing the need for physical SIM cards\*
- Almost 50,000 new members joined us through eSIM
- Over 100,000 existing giffgaff members made the switch to eSIM

\*eSIMs are downloaded straight to your phone – no physical SIM card is needed.

## Packaging and delivery

- FSC-accredited and recyclable packaging is used for all SIMs and refurbished phones
- Delivery bags are made from 80% recycled materials and are fully recyclable
- We're working with our suppliers to reduce single-use plastics used in the packaging of new phones
- 37.74% of all product deliveries were made by electric vehicle with DPD

## Devices

- 67% of all devices we sold were refurbished
- 20% more refurbished devices sold than in 2023

# Our suppliers

We know that a big part of our environmental impact is through our suppliers. There's a massive range of organisations that help us do our thing, like our parent company Virgin Media O2 (VMO2), who provide us with access to the O2 network, and our media champs MG OMD. Other top suppliers provide us with things like handsets, packaging, logistics and services.

We collaborate with VMO2 on their top notch supplier assurance and engagement. This means our suppliers are subject to rigorous standards to make sure they're acting ethically and responsibly.

We're looking at ways we can go further to make sure our suppliers are aligned with our commitments to people and planet. This includes questionnaires to help us learn more about the environmental and social actions being taken by our suppliers, and providing resource packs with educational content and best practice guidance to support our suppliers on their sustainability journeys.

## Good buying at the gaff

In 2024, we launched new guidance to help our giffgaffers make smart choices to support local businesses and the planet when buying things for the office. We also include a list of our favourite suppliers near our West London gaff, to help support our local community.

## giffgaff Recycle

There are over 55 million phones sitting in the drawers of UK homes.<sup>1</sup> Many will eventually end up in landfill, even though lots of them could be used by someone else. giffgaff Recycle aims to tackle that problem. Members can trade in their old phones and get cash in return. We'll either refurbish it for someone else to use or, if that's not possible, we'll recycle it for them.

In 2024, members traded in 2,649 phones for refurbishing or recycling, and we managed to refurbish 69% of those, putting them back into circulation – which is pretty good going. Members can choose to donate a portion, or all, of the value of their device to our nominated charity. In 2024, that was Neighbourly.

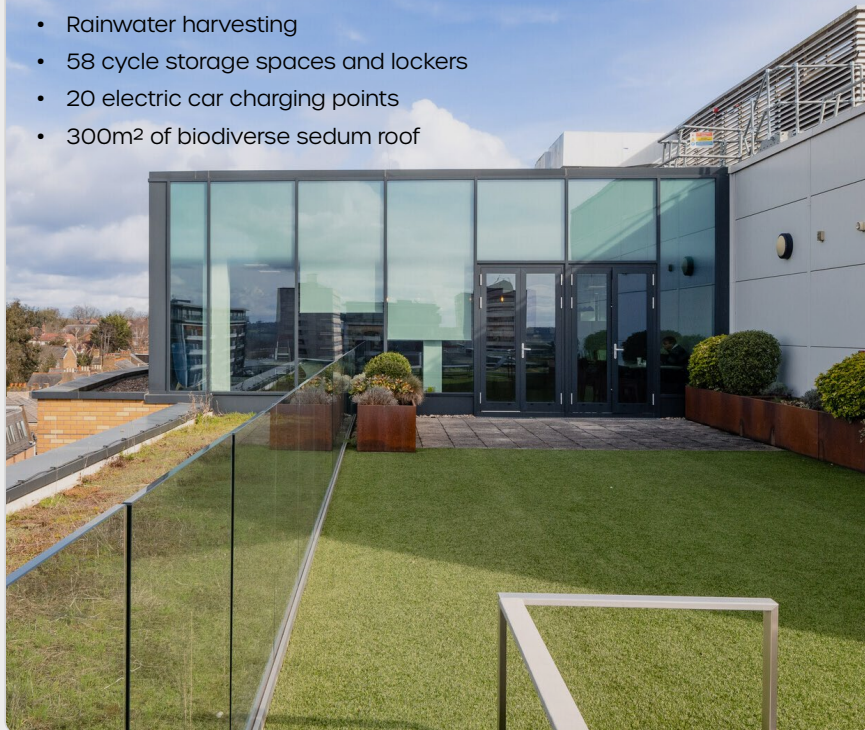


<sup>1</sup> Data from our 2020 survey in collaboration with LadBible.

# Keeping it green at giffgaff HQ

We're really proud of the green credentials of our home. Belmont House is BREEAM certified as 'excellent' and has an EPC rating of 'A' – the best you can get. Our building also has:

- 50m<sup>2</sup> of solar panels on the roof
- Rainwater harvesting
- 58 cycle storage spaces and lockers
- 20 electric car charging points
- 300m<sup>2</sup> of biodiverse sedum roof



## Managing our impacts

In 2024, we supercharged the management and tracking of our environmental impacts. We kicked off by reviewing and updating our Environmental Management System (EMS), a big document that keeps track of all the ways our operations impact the environment (and the ways the environment impacts us). This oversight means we can do even more to minimise our footprint at the gaff.

This work is continuing into 2025 as we move towards aligning with best practice ISO14001 standards.

## Energy and water at the gaff

100% of our electricity came from renewable sources in 2024. We set a target to reduce our electricity usage by 2% relative to our headcount this year and we're excited to say that we achieved a 7% reduction per giffgaffer.

In 2024, for the first time, 100% of our water came from harvested rainwater. However, our water usage increased by 5% per person which is a trend we're looking into. Our gas usage also increased (by 2% per person), so we'll be doing some more detective work in 2025 to understand the increases and how we can address them.

# Our 2024 carbon footprint

Since 2020, we have calculated our greenhouse gas (GHG) emissions to measure the environmental impacts of our operations and value chain.<sup>1</sup> In 2024 our emissions increased by 13% compared to 2023 and decreased by 5% compared to our baseline year (2020).



## What's changed in 2024?

Over 95% of our total GHG emissions come from the goods and services we buy. That's things like handsets and SIMs, as well as emissions associated with the use of O2 network mobile data services by giffgaff members. Network use alone makes up over half of our total footprint, and increased in 2024 due to a rise in the use of data and the emissions intensity of the network.

Our product emissions have slightly increased since 2020 as we're selling more phones than we were back then, but the good news is that a larger proportion of those phones are refurbished - 67% in 2024 compared to 51% in 2020. Business travel emissions have also increased due to the continued return of in-person meetings and events. Together, these activities represent our biggest opportunity and responsibility for reducing emissions across our value chain.

## Improving our emissions reporting

We've taken steps to improve the methodology behind our product and product usage categories this year, to help us report more accurately. This includes using configuration-specific data for each handset model, alongside more detailed data on handset energy use. Improved data accuracy resulted in lower reported emissions in these areas, so we've adjusted our previous years' figures in a similar way to allow for continued comparison across the years.

<sup>1</sup> As per the GHG Protocol, we have included all relevant Kyoto Protocol greenhouse gases and all relevant emissions sources in their entirety.

## Minimising our emissions

Some of the actions we took in 2024 to minimise our carbon footprint include:

- Continuing to champion lower-carbon products and services including refurbished devices, eSIM, and device recycling
- Working with Ad Net Zero to reduce the emissions associated with our media and advertising activities
- Working with our landlord to explore options to transition from a gas boiler to more eco-friendly alternatives
- Encouraging hybrid working, reducing the cost and environmental impact of commuting
- Launching a new electric vehicle salary sacrifice scheme, alongside our existing Cycle to Work scheme, to support employees to transition to lower carbon modes of transport

As part of our quest to be Up To Good, each year we purchase gold-standard carbon credits to the value of our Scope 1 and 2 emissions. This doesn't mean we call it quits on making improvements by any means. It's just the right thing to do to acknowledge the direct impact we have on global GHG emissions. Our carbon credits support investment in carbon removal projects in the UK.

## Emissions explainer

The language used to describe emissions can be complicated. Here's what we mean when we say:

**Scope 1:** direct emissions from sources that are owned or controlled by us. For example, burning gas to heat our offices.

**Scope 2:** emissions from the energy that we buy and use. That's the emissions from the power plants that produce the electricity used at giffgaff HQ.

**Scope 3:** emissions from our value chain. They aren't directly produced by us, but are related to giffgaff's activities. For example, emissions from the production of materials and products we buy, and emissions from the use of O2 network mobile data services by giffgaff members.

**Net Zero:** achieving a balance between greenhouse gas emissions released and removed from the atmosphere, in line with limiting global warming to 1.5°C. This involves decarbonisation across the entire value chain by at least 90-95%, with any remaining remaining emissions neutralised through high-quality carbon removals.

## Our GHG emissions across the years (tCO<sub>2</sub>e)

Category	2020	2021	2022	2023	2024
Scope 1*	35.7	30.1	24.6	25.7	29.8
Scope 2 (location-based)	18.8	17.7	18.8	20.5	20.1
Scope 2 (market-based)	0	0	0	0	0
Scope 3 (all categories)	39,681.9	54,903.6	44,878.0	33,491.7	37,761.4
Total GHG Emissions (location based)	39,736	54,951	44,921	33,538	37,811
Total GHG emissions (market-based)	39,718	54,934	44,903	33,517	37,791

\*Scope 1, stationary combustion emissions for the years 2020-2023 have been recalculated due to the identification of an error in activity data. The correction has resulted in an upward revision of reported emissions.

# The journey to net zero

Businesses have an important role to play in mitigating and reducing their environmental impacts in order to avoid climate breakdown. It's our responsibility to decarbonise our operations and supply chain in collaboration with other organisations. We're working to achieve net zero across our value chain by 2040 – ten years ahead of the legal deadline set by the UK Government.

We're creating a climate transition plan to map out how we can transform our business to thrive in a low-carbon world, including our operations, our products and services, and our value chain. We're chuffed to be on this important journey, but it's a huge project so we're breaking it down into smaller steps.

Step one? We completed a carbon risk analysis with Good Business to understand the carbon impacts of our future commercial plans. We now know the main drivers of emissions in our business and how we can best reduce these between now and 2040. These include:

- The gas boilers that power our office
- our product sales mix of new vs refurbished mobile phones
- the emissions generated by our partners and suppliers

Our next goal is to have a step-by-step carbon reduction plan by the end of 2025.

## **giffgaff's Science Based Targets**

In 2024, we had our science-based targets validated by the Science Based Targets Initiative. giffgaff commits to:

- Reduce absolute Scope 1 and 2 GHG emissions by 100%, and Scope 3 by 60% by 2030 from a 2020 base year.
- Maintain 100% absolute Scope 1 and 2 GHG emissions reductions from 2030 through 2040 from a 2020 base year.
- Reduce absolute Scope 3 GHG emissions by 90% by 2040 from a 2020 base year.

As a growing business, we'll monitor our progress and ensure our targets accurately reflect our business model and growth trajectory.

# Collaborating for the planet

One thing's for sure: we need to work together to protect the future of our planet. We love working with other purpose-driven organisations to inspire change at a bigger scale, and 2024 has been a mega year for it.

## Up to Good Fund

Our Up To Good Fund launched in 2023, in partnership with MG OMD and Ecologi. The fund works by donating a percentage of media spend or value from advertising campaigns, and putting it towards impactful social and environmental projects. We made it our mission to bring more organisations on board this year, and deliver lasting change in the communities these projects are based in.

By the end of 2024, we had 12 partners on board, and together we raised a whopping £112,321, with £27,598 of this donated by giffgaff directly. In 2024, our investments focused on UK-wide climate and nature projects, including:

- Restoring peatland, wildflower meadows and ancient woodland to enhance carbon storage and support biodiversity
- Planting diverse and native trees to create homes for local wildlife including declining species of birds
- Enhanced rock weathering and biochar production, actions that help remove carbon from the atmosphere

We've already seen promising results, with the return of birds like owls and woodpeckers, insects like the northern brown argus butterfly, and other wildlife like otters, hares, and foxes being spotted across the sites supported by these projects.



## Are you on conscious advertising or something?

Advertising is important to get right. Not just the ‘will people like our ads?’ kind of right. We also want to make our advertising more ethical and reduce its environmental impact. In last year’s report, we told you we wanted to join the [Conscious Advertising Network \(CAN\)](#) and [Ad Net Zero \(ANZ\)](#) to continue our commitment to conscious advertising. Well, we’ve only gone and done it.

### Conscious Advertising Network

In July 2024, we joined CAN – an international coalition of over 180 advertisers, agencies, tech providers and civil society groups. Their manifestos provide practical steps towards positive changes in the advertising industry, covering topics like diversity, consent, and children’s wellbeing. It’s not easy to join – we had to submit some very detailed documents to show the work we’ve done so far and our commitments moving forward, in line with their manifestos.

### Ad Net Zero

We joined Ad Net Zero in April 2024. This community supports the industry to take responsibility for emissions and support more sustainable products, services and behaviours. giffgaff was one of the first brands to complete ANZ’s ‘Foundational Pathway’ – a framework to demonstrate the progress that we’re making on the ANZ Action Plan.

Georgina and Lisa, our media magicians, have also taken up the roles of co-chairs of the Incorporated Society of British Advertisers (ISBA) Sustainability Forum. Woah, that’s a mouthful. Basically, they’re helping other advertisers move forward on their Ad Net Zero journey. Pretty cool, right?

## Wild Spaces and UK National Parks Partnership

How do you turn a trip to a Pearl & Dean cinema into a socially responsible act? A cinematically brilliant lot assembled to pull this one off, as we teamed up with Pearl & Dean in partnership with UK National Parks, and experiential agency Dive.

For six months from September 2024, our giffgaff ads at Pearl & Dean cinemas were bookended with beautiful snippets called ‘Wild Spaces’, highlighting projects that restore biodiversity, forests, peatlands, and raise funding for schools to get out there and see it for themselves.

The films had great feedback and results showed they were effective in driving sustainability messaging and encouraging action. And to demonstrate our commitment to the project, a team of brilliant giffgaffers made their way to the Seven Sisters National Park to take part in some conservation volunteering activities to help protect and restore these beautiful landscapes for everyone.



# Our impact scorecard

We love showing you our scorecard to compare our performance against previous years. As you can see, we're doing great on some of these figures, and some are a bit lower than 2023. There's a few reasons for that, but one is that as a growing business, things do change quite quickly here at the gaff. We're continuously monitoring our performance to spot ways we can improve, while also being transparent about our growth and evolution.

Category	2020	2021	2022	2023	2024	Comments/observations
PEOPLE						
Number of giffgaff members	3.7m	3.83m	3.94m	4.02m	4.11m	
Number of giffgaffers	-	183	185	259	271	
Gallup Q12 engagement survey score	4.19	4.24	4.17	4.10	4.13	
NPS score	68.7	66.4	63.9	53.5	51.2	We changed methodology in 2023 to be more representative of our base, causing a difference of about 8.5 points.
Total amount donated to charity (member donations & giffgaff matching combined)	£123,792	£92,574	£74,878	£84,933	£67,950	
Plan donations	2,049	1,575	3,234	4,072	4,863	This is the total number of members supported with plan donations in 2024. The value of these donations is £47,594.67.
Total number of hours volunteered		375	135	462	1,140	
PLANET						
Total number of devices taken in through giffgaff recycle			4229	5,212	2,649	Our services haven't changed, but there was a big drop in how many people sent us their devices. We're hoping to shout louder about this in 2025 to increase this number again.
% of all phones sold on giffgaff.com that were refurbished		63%	76%	70%	67%	Although the proportion of refurbished phones decreased, we sold a way higher number of phones this year, and our refurb sales were up 20% compared to 2023.
Total energy used in the office	236,465 kWh	213,648 kWh	229,472 kWh	243,343 kWh	251,807 kWh	We discovered a unit error in 2024 and are re-stating our energy consumption for all years as a result for fair comparison. Emissions estimates have also been updated, as well as percentage of total energy from renewables. We're improving our data and calculations every year, and aim to report the most transparent and accurate values.
% of energy use that came from renewable energy	34%	39%	42%	41%	39%	
CO2e from energy use (scopes 1&2)	54.5 tonnes	47.8 tonnes	43.4 tonnes	46.2 tonnes	49.9 tonnes	
Total water use (m³)	159m³	194m³	245m³	290m³	322.6m³	Possible increase due to more people using the showers. The water usage in 2024 was 100% from rainwater, an improvement from 2023.

# Our 2025 plans

Recertify as a B Corp with a score of 86+

Deliver our Big Issue social impact targets to support digital and financial inclusion

Develop our carbon reduction plan to support ongoing decarbonisation of our business

Continue our progress towards gender parity and global majority representation in our workforce and leadership levels

Improve our DE&I surveys and data disclosures so we can better understand our giffgaffers

Refresh our member voice strategy creating new ways to champion the voice of our members within our business

Deliver ESG training to 100% of giffgaffers

Launch our bespoke Women In Leadership training programme

Achieve 1,500 hours of volunteering

# Closing thoughts from our CFO

As CFO, I'm incredibly proud to sponsor giffgaff's ESG agenda – and to help steer a business that sees long-term impact and commercial success not as competing goals, but as connected ones. Our B Corp certification is a big part of that. It's not just a badge – it's a guide that helps us run a resilient, responsible business that balances people, planet and profit, even in uncertain times.

At giffgaff, being 'Up To Good' means making thoughtful decisions about how we invest, how we operate and how we grow. It's about making sure we show up for our members, our people and the planet in ways that are meaningful, measurable and lasting. Our 'Up To Good Plan' helps to focus our efforts on the areas where we can make the biggest difference – including tackling climate change, supporting a circular future, championing digital inclusion and running our business ethically and transparently.

This year, we've continued to prove that the model works. We've championed refurbished tech, expanded our eSIM rollout and promoted our tech recycling service – giving our members smarter, greener ways to stay connected. We've also grown the positive impact we're making in communities, including our continued partnership with The Big Issue. This is what responsible business looks like in practice: combining our strengths to drive real-world outcomes that matter.



I'm also proud of the way our people have embraced this mission. In 2024, our people gave over 1100 hours of volunteering time, sharing their skills and talents with charities and good causes. Internally, the Up To Good Board has energised our colleagues to lead change from within. With more than 20 passionate giffgaffers championing sustainability, inclusion and innovation across the business, we're proving that impact doesn't sit on the sidelines – it's embedded in our everyday operations and decisions.

We've always believed that when our members and communities thrive, so do we. And over the last 15 years, that belief has shaped how we build, grow, and show up – with fairness, flexibility and long-term thinking baked in. Our B Corp journey builds on those foundations, helping us stay focused on what matters most: balancing profit with progress, and growing a business that's built to last.

Thank you for reading our 2024 Impact Report. If you've got thoughts or ideas that could help us go further, we'd love to hear them.

A handwritten signature in black ink, appearing to read 'Matt Birch'.

**Matt Birch, CFO**  
giffgaff

# Your feedback

Thank you for reading our Impact Report. We always want to hear from you. Head over to our [community forum](#) to let us know your feedback or ideas.

The logo for giffgaff, featuring the brand name in a white, lowercase, sans-serif font. The text is centered within a solid black rectangular background.