

Impact report

2025

honest



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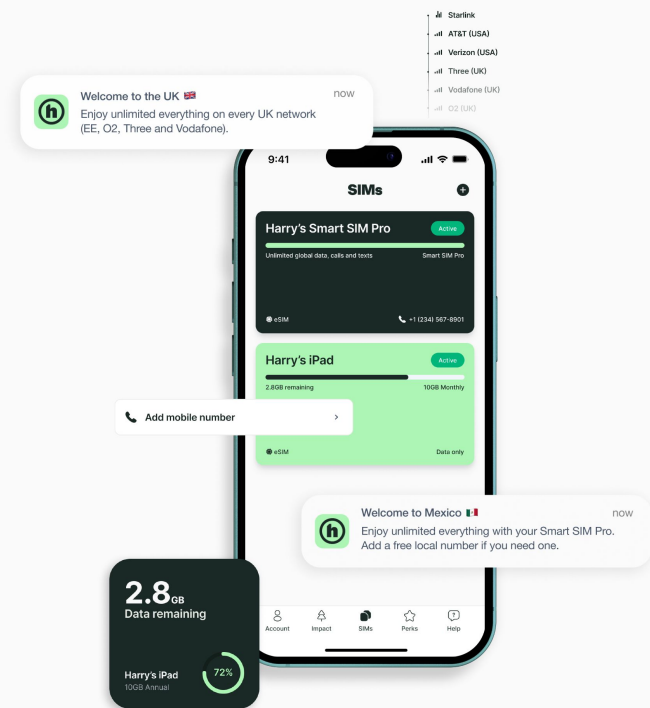
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Introduction

It's time for mobile done right • A message from our founders



It's time for mobile done right

Honest is the network doing mobile right. Founded in 2019 by school friends Andy Aitken and Josh Mihill, it's on a mission to show a broken industry there's a better way to do mobile.

It started with Classic SIM, our essential everyday SIM with bills that drop, support in seconds, and a shrinking carbon footprint built in. Then we built Smart SIM, a game-changing back-up eSIM that switches on the moment you lose signal or head abroad, giving customers unbeatable coverage and free roaming across 500+ essential apps on EE, O2, Three and Vodafone, plus hundreds of networks worldwide.

As well as the UK's first and highest scoring B Corp mobile network, Honest is a carbon-negative company and member of 1% for the Planet. It's also one of the UK's top-rated mobile networks on Trustpilot, with more than 100,000 customers on the journey with us.

In this report we tell you what we've been doing for people and planet in 2025, and what our plans are for 2026 and beyond.

A message from our founders

Hi, we're Andy and Josh, co-founders of Honest Mobile.

2025 has been a real growth year for us. We opened Honest up to crowdfunding again, and thousands of people didn't just believe in us, they backed us. We had our moment in the Den too. Stepping in front of the Dragons was equal parts terrifying and brilliant, and it put Smart SIM in front of an audience we'd never have reached alone. Through it all came the real education: getting to properly understand our Smart SIM customers, what they use it for, where it clicks, and where it still needs work.

None of that changes why we started Honest: to show a broken industry there's a better way to do mobile. Every year we grow, that job gets both easier and harder. Easier, because more people are watching and want us to succeed. Harder, because more people are watching, full stop.

2026 already has big pieces of work on the table. We're recertifying for B Corp again, this time against new standards that raise the bar. And we're taking everything we learned from customers this year and putting it straight into developing Smart SIM further.

We're proud of how far we've come, and even more proud of the team who got us here. We're aware of how far there is to go, because for us, getting better never really stops. This report is our honest account of the year, the parts we're proud of and the parts we're still working on.

Read it, tell us what you think. And thanks for being part of the journey.

Andy and Josh
Co-founders

Josh



Andy



2025 look back

2025 highlights • Office move

2025 look back

Customer
growth



307%



2

investment offers
on Dragons' Den

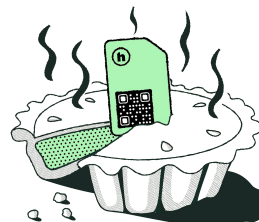
★ Trustpilot
1,215
5 star reviews



100/100
ethical rating

Over
100,000
trees planted

£1.2m
crowdfunded



905,000kg
of CO2 removed

A new home, second-hand furniture.



We worked with Nor Norm to design and kit out our new space, using refurbished furniture throughout

**NOR
NORM**



73%

lower carbon footprint
than buying new

72

pieces of furniture and
equipment given a
second home

4

other pieces of furniture
sent to be recycled

2

phone booths bought
new, chosen to last

Planet

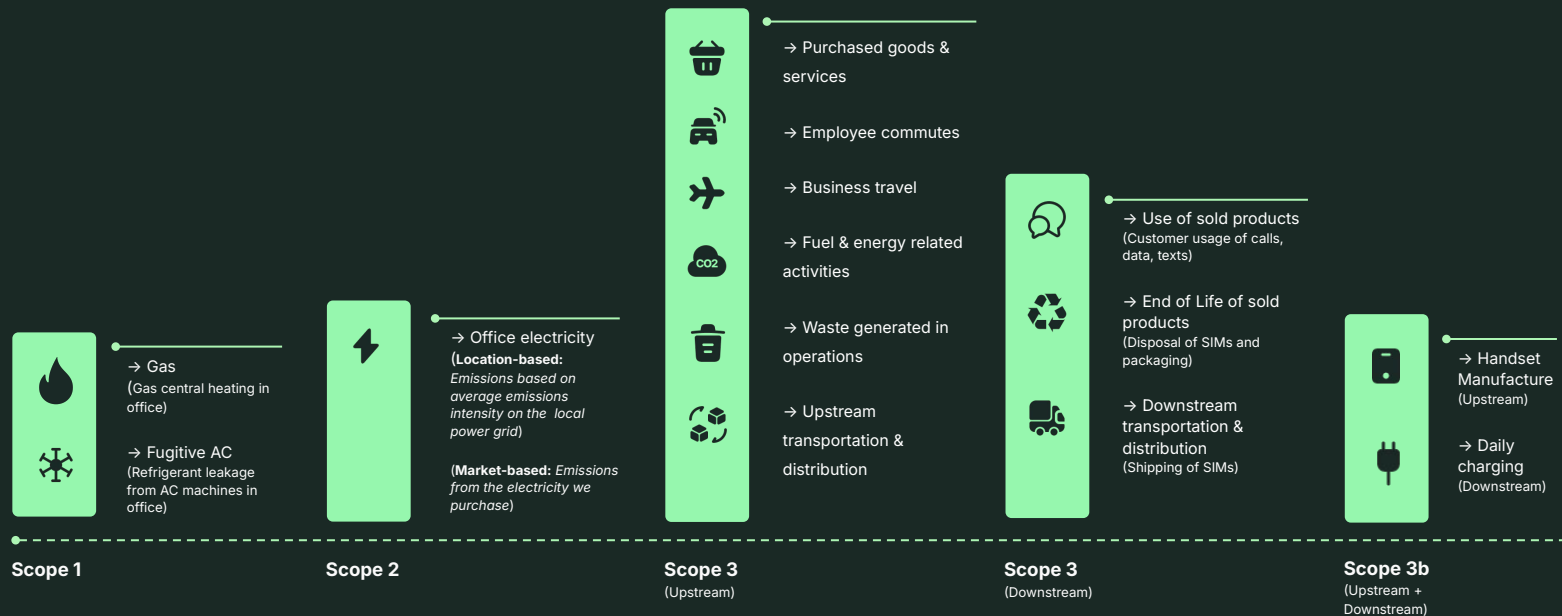
Carbon negative • Our emissions • Reducing emissions
Carbon removals • 1% for the Planet • Tree count

“There is a window of time when we can at least slow down climate change and loss of biodiversity. But only if we get together and take action now. And without hope we will fall into apathy and do nothing.”

Primatologist and Anthropologist, Dame Jane Goodall

Earth Day 2025

Our carbon footprint





What is Scope 3b?

honest

We always strive to challenge the status quo and make the biggest impact possible. Becoming a carbon negative network was no exception, and it meant going above and beyond the industry standard.

That's why we introduced our own emissions category: Scope 3b. It goes beyond the Scope 1, 2 and 3 framework set out in the Greenhouse Gas (GHG) Protocol Corporate Standard.

Our Scope 3b includes the carbon emissions from both the manufacturing and daily charging of our Classic SIM users' phones.

We add these figures to our total annual carbon emissions, then double-remove that carbon.

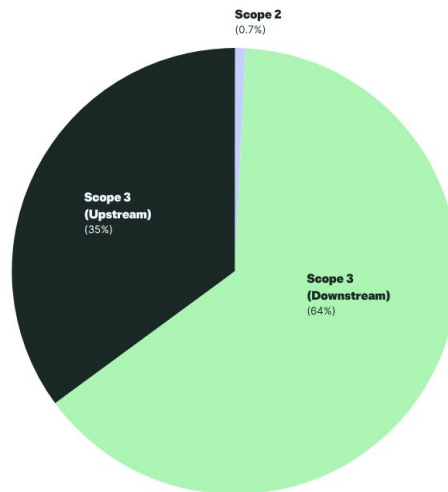
This means Honest members can rest assured their phone is a force for good. It's actively helping remove CO₂ from the atmosphere.

2025 emissions

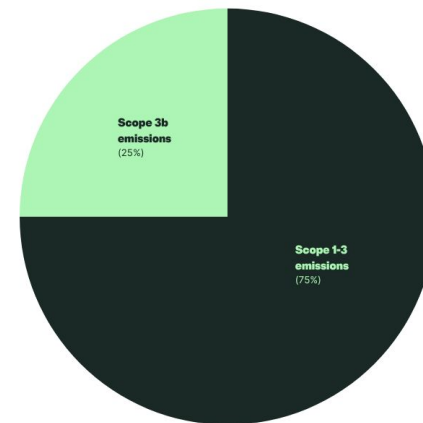
We work in partnership with [Zevero](#) to measure, calculate and report our annual carbon emissions, in line with scope 1-3 with the Greenhouse Gas (GHG) protocol. This includes all of our [Scope 3b](#) emissions.

In 2025, we've seen a large increase in our Scope 3 (Upstream) emissions, due to significant growth in our advertising spend.

A further breakdown of our Scope 1-3 and 3b emissions can be found on the next page.



Scope 1-3



Scope 1-3 vs Scope 3b

340 tCO₂e

Scope 1-3 emissions

452.50 tCO₂e

Total emissions (inc. scope 3b)

905 tCO₂e

Total CO₂ removed

2025 emissions

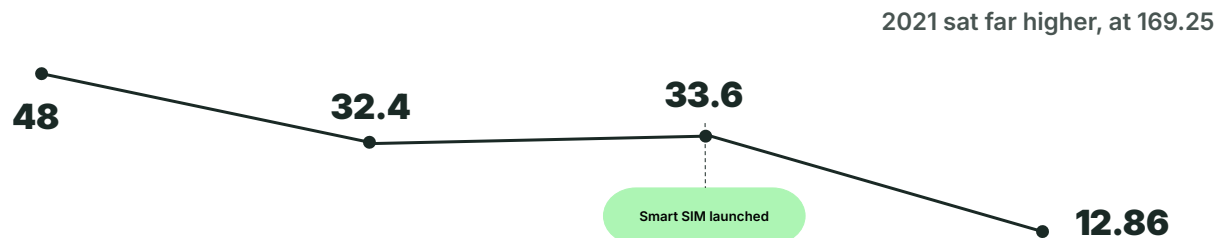
Scope	Description	Emissions (tCO ₂ e)
Scope 1	Emissions created from company facilities	0.1
Scope 2 (Location-based)	Purchased electricity, heat & steam	2.5
Scope 3 (Upstream)	Purchased goods and services, employee commuting, business travel, waste generated in operations, transportation of distribution and fuel and energy related activities	218
Scope 3 (Downstream)	Use of products sold (data, calls & messages), transportation and distribution, end of life of sold products	119.21
Scope 3b* (Upstream)	Phone manufacture	102.22
Scope 3b* (Downstream)	Daily charging of phones	10.28

* Scope 3b emissions go beyond the scope of the GHG Protocol Corporate Standard (Scope 1-3), introduced by the World Resources Institute (WRI) and the World Business Council for Sustainable Development (WBCSD). Full details of our 2025 emissions are available [here](#).

Emissions per customer

From 2022 to 2025, emissions per customer dropped **73%** as our customer base grew **16 times**

Emissions per customer (kgCO₂e)



Daily average customers

362

2021

2,169

2022

4,289

2023

10,017

2024

35,174

2025

Reducing our emissions

At Honest, we've prioritised sustainability from day one. Here's how we're keeping our emissions as low as possible:

eSIMs

100% plastic and packaging free SIMs

We promote plastic and package free eSIMs over physical SIMs to all customers to reduce the emissions associated with SIM manufacture, packaging and shipping.



Paperless billing

We've never sent a single paper bill

We send digital bills to our customers to help minimise waste.



Office

We'll always opt to buy second hand furniture over new

Where possible we purchase or lease second hand furniture to kit out our office space to help reduce waste.



Technology

We purchase refurbished laptops and phones

In 2025, 100% of laptops and 100% of phones purchased for our team were refurbished, helping to eliminate e-waste.



Electricity

Our office is run on 100% renewable energy

When moving office, we chose one that runs off renewable energy and holds annual sustainability events and initiatives.



Transport

Our team travels by public transport

We travel by public transport whenever business travel is required.



The UK's only carbon negative mobile network

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We're proud to be the UK's only carbon negative mobile network.

Being carbon negative means the CO₂ we remove from the atmosphere is greater than the amount of CO₂ we emit.

At Honest, we go one step further and remove double our carbon footprint.

We measure and report on all of our carbon emissions, from everything we do at Honest HQ to the daily usage of our customers' phones and beyond. We then calculate our total carbon emissions for the year, double that figure and remove that amount of carbon through a diverse portfolio of global carbon removal projects and technologies.

This means we're removing as much carbon from our supply chain and operations as possible.

Carbon ~~offsetting~~ removals

We need to invest more in high quality carbon removal methods – to help them scale and meet future demand.

This is key to hitting global 2050 net-zero targets.

Reducing greenhouse gas emissions is paramount to the world reaching a net zero future. **But just reducing won't be enough.**

We need to invest in high quality carbon removals to have the long-term impact required to meet global 2050 net-zero targets.

According to a [report](#) by the Intergovernmental Panel on Climate Change (IPCC), large-scale deployment of carbon dioxide removal (CDR) methods is now “unavoidable” if the world is to reach net-zero greenhouse gas emissions.

We're proud of our 100% high-quality carbon removal portfolio, independently verified by [Klimate.co](#). It currently includes Direct Air Capture, Biochar, Forestation and Microbial carbon mineralisation.

We're guided by the Oxford Offsetting Principles, and aim to transition to carbon removal technologies with greater permanence and climate impact.

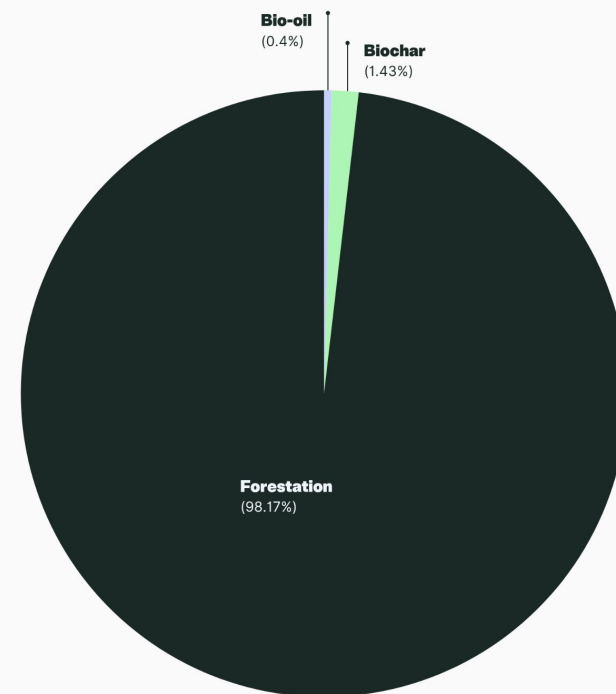
Carbon removal investment portfolio

We want to lead the way in how businesses remove carbon from the atmosphere. That's why we invest in a diverse portfolio of carbon removal technologies.

Investing in range of carbon removal projects is critical. Each type of technology stores carbon for different lengths of time, and therefore each has a different length of impact. Plus project has a number of co-benefits which can lead to a greater impact.

Working with [Klimate.co](https://climate.co), we've created a carbon removal portfolio that achieves the biggest impact for the amount of investment we are able to make.

On next pages see a full breakdown about the projects we have invested in for our 2025 carbon removals, including methods and some of the co-benefits.



Carbon removal methods



Forestation

Trees are the earth's natural carbon removal machines. Trees sequester CO₂ using photosynthesis and store it in every part of the tree. A single tree can capture up to a ton of CO₂ in its lifetime. We've partnered with [Taking Root](#), who work with local farmers to remove CO₂ from the atmosphere, restores ecosystems, and improves the livelihoods of communities while mitigating climate change.

Co-benefits

- The project has created more than 200 permanent jobs and thousands of seasonal jobs across Nicaragua.
- Reforestation plans are designed to provide benefits to farmers, either through sustainable timber management or agroforestry.



Artisanal Biochar

Heating excess biomass to high temperatures without oxygen turns it into carbon-rich biochar. Once added to soils, biochar is permanent for 100+ years, while simultaneously increasing agricultural productivity. We've partnered with [Carboneers](#). They utilise excess biomass such as bamboo, wood trimmings, corn cobs, and rice straw to produce biochar in soil pits.

Co-benefits

- The project provides an extra source of income for farmers and prevents openfield burning practices, which are a significant source of carbon emissions.
- Carboneers focuses specifically on equality and empowering women.



Bio-oil

Charm Industrial converts wasted biomass into bio-oil using fast pyrolysis. The bio-oil, a carbon-rich liquid, is injected deep underground into depleted oil wells, where it solidifies and permanently stores the carbon for 1,000+ years. We've partnered with Charm Industrial. They use waste wood from wildfire thinning projects as feedstock, repurposing existing oil infrastructure to lock the carbon away for good.

Co-benefits

- The project process reduces wildfire risk by clearing excess biomass from forests, while removing waste wood that would otherwise be left to decompose or burn.
- As a byproduct they also produce biochar, which they plan to distribute to farmers, improving soil health and crop yields.

People and planet over profit

We're proud to be a member of 1% for the Planet.

1% for the Planet is a global organisation that exists to ensure our planet and future generations thrive. They were founded on the idea that a company has a responsibility to give back for use of our planet's resources.

We've committed to donating at least 1% of our annual sales revenue to environmental organisations. We're currently working with Treeapp as our 1% for the Planet environmental partner.



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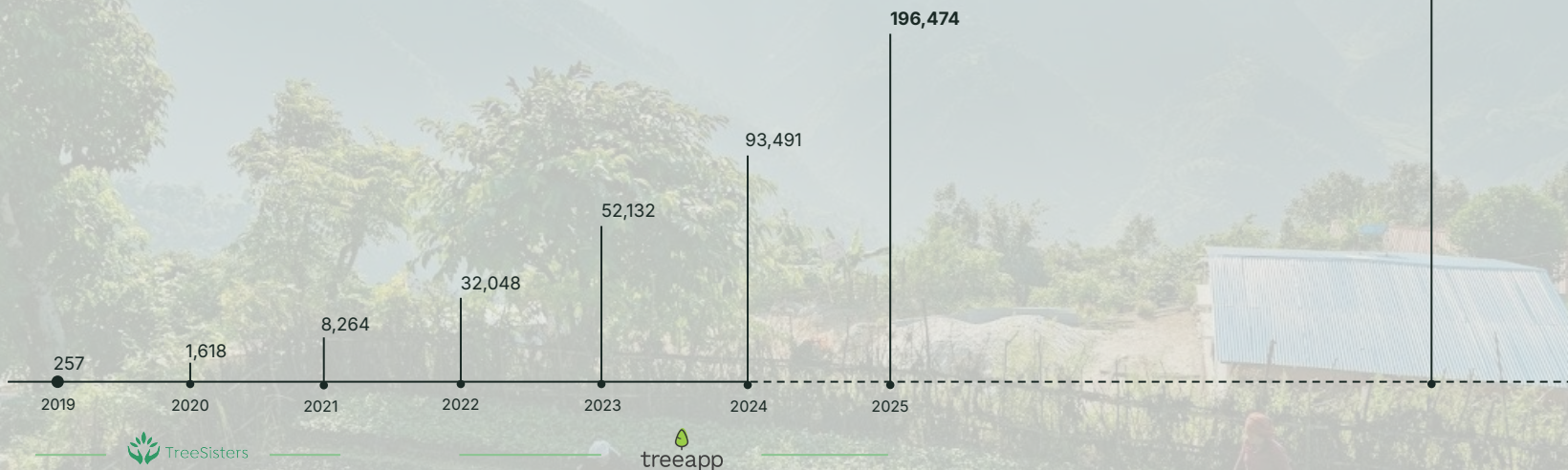


Our tree count

Total trees growing: **196,474**



Target:
Plant
1 million
trees



We're on a mission to plant one million trees

We're currently working with Treeapp as part of our mission to plant one million trees.

Treeapp is a tree planting organisation operating across the world. They support thousands of businesses with their sustainability goals by funding reforestation projects and planting trees where they're most needed. These projects also celebrate everything trees do beyond absorbing carbon, like improving biodiversity, preventing soil erosion and providing work to local communities.

In 2025, things really took root with Treeapp, planting over 100,000 trees across 13 sites around the world, including Ecuador, the Philippines and Kenya.



People

Building a network to be proud of • Our customers • Our team

Building a network to be proud of

Support in seconds

Customer support is at the heart of everything we do at Honest. Providing best-in-class, live customer support in seconds gives your time back to spend how you want!

Certified B Corp

The UK's first B Corp mobile network. Being a B Corp means we're constantly looking to improve. We think about people - our team, customers and suppliers - and the planet in every decision we make.

Loyalty rewarded

Our unique loyalty discount rewards our members for being part of our journey and helping to build a better network.

Tech driven product

Our Smart SIM connects you across the four major UK networks, includes 500+ essential apps, and you can roam in 180+ countries for free.

UK's most ethical network

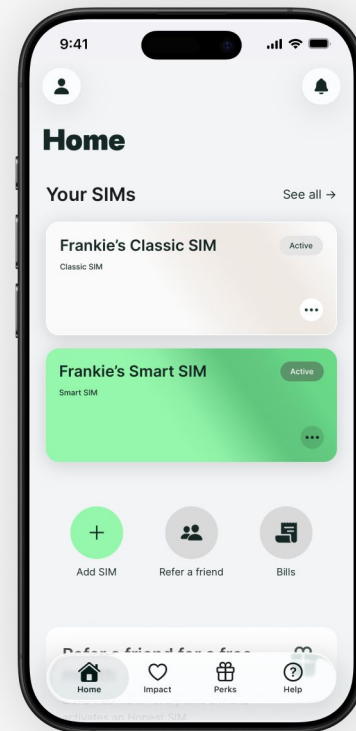
Recognised as the most ethical mobile network by The Good Shopping Guide with an Ethical Index Score of 100.

Top-rated on Ethical Consumer

Ethical consumer rates us with a score of 10.5, putting us joint first in the ranking of mobile networks.

The right plan

We tell our members when they should switch to a cheaper plan. And when we dropped our prices, we dropped them for everyone - not just new members.



Our customers in 2025

SERVICE IN 2025

35 sec

Average wait for a reply in chat, across the year

4.63

Average Trustpilot score across the year

WHAT CUSTOMERS SAY

“It's rare to find a company that delivers exactly what it promises... no hidden surprises.”

★★★★★ James

“With O2 I couldn't get any signal in my house, and I was paying almost triple what I pay now.”

★★★★★ Na

“A great solution to avoid roaming charges, for just a few pounds a month with no data limits.”

★★★★★ Peter

“I love that my phone bill is getting cheaper each month, and that it's an Ethical Consumer 'Best Buy'.”

★★★★★ Marie

WHAT WE CHANGED

01

Showed what Smart SIM really is

Changed the product imagery to show it's a digital eSIM, then added switching messaging to the hero page, the customer journey and our ads.

02

Changed how we talk about switching

Ran a month-long test swapping “automatic” for “manual” across the journey, and stopped leading on 5G speed in ads.

03

Stopped waiting for people to drift away

Reassigned cancellation reasons so they diagnose the real problem, and started emailing customers at 6 and 9 months with no usage.

04

Still on our list

Usage notifications and a live Smart SIM indicator, both on hold until the notification setup is ready.

“The network of the future. It has been exceptional since I joined: bills dropping, never having any issues, and the customer service is fantastic. What more can you ask for? Oh yes, and it's green, helping save our little planet. So in my eyes, they are the best.”

David, Honest member

Our JEDI commitment

At Honest, doing the right thing matters most when no one's watching. It's the standard we hold ourselves to, on everything, including how we treat our own people.

That means building a workplace where people belong and feel proud to show up as themselves. Support that shows up in what we actually do, not just what we write down.

Our differences make us stronger. Learning from each other's experiences, perspectives and ideas is why we want people from every walk of life on the team.

So whatever your ethnicity, sexuality, gender identity, disability, neurodivergence, caregiving responsibilities, or economic background, and whatever else makes you you, **you belong at Honest.**

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Our people

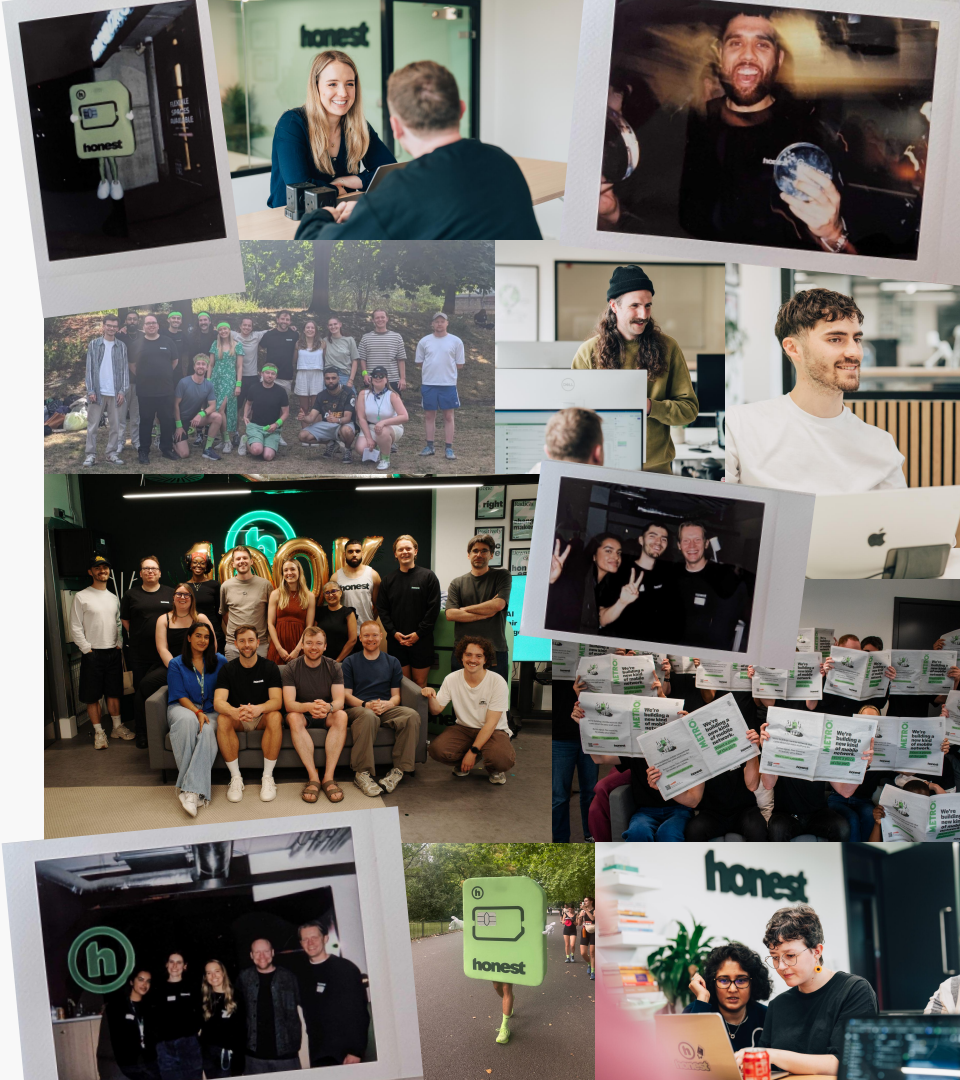
Our people are the most important part of Honest.

The hard work they put in shows in the growth of our business, and it's the only reason we're able to do everything we do. They're the team building it, and the reason we are who we are.

That's why we're on a mission to make Honest a great place to work and give them the experience they deserve. We're talking real flexible working, an inclusive environment, a certified living wage for everyone on the team, and a fun, honest and transparent culture, one people are genuinely proud to be part of and that we're building together.

We back that up with the basics that actually matter day to day: the space to do great work, and the support they need to grow in their roles. We'll be there for them when things don't go to plan too. None of this is a nice-to-have bolted onto the business. It's how Honest works.

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Goals and progress

What we're working on

Our goals and progress

What we're working on in 2026 and beyond

○ Ongoing ● New

NEW

Recertify as a B Corp

Our main focus for 2026, recertifying against the new B Corp standards in early 2027.

NEW

Update our people policies

Reviewing what we have, updating what's out of date, and adding what's missing

NEW

Build our AI strategy

AI is changing how we work, so we're setting out how we use it and where the limits are.

NEW

Develop our Climate Action Plan

Now our science-based targets are set, we're building the plan to hit them.

ONGOING

Develop our JEDI action plan

Begin our JEDI journey, collect data through JEDI survey and create JEDI guide in the employee handbook

ONGOING

Launch a quarterly pulse survey

A quarterly check-in, so feedback from the team arrives regularly rather than once a year.

ONGOING

Review our suppliers

Partnering where possible with sustainable, like-minded businesses

ONGOING

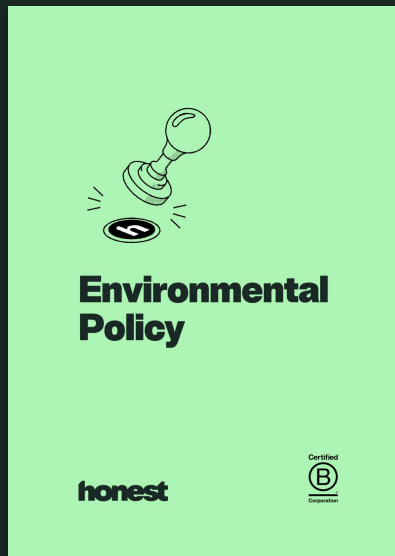
Run impact 101 training

Refresher sessions to get more of the team involved in our impact work.

Report and policies



[Download](#)



[Download](#)

Get in touch

At Honest, we're always looking for ways to be better for the planet, our members and our team.

We're proud of the work we've done, but know there's always more we can do.

We love hearing your ideas, so if you have any please send us an email at: contact@honestmobile.co.uk

