



Purpose driven cleaning  
for people that care



**GREENZEST 2024**  
IMPACT REPORT

[www.greenzest.co.uk](http://www.greenzest.co.uk)

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# MESSAGE FROM THE DIRECTORS

We are delighted to share our first impact report, a significant milestone for Greenzest. We believe that transparency is essential to building a more sustainable future and this report represents an important step in openly sharing our progress, challenges and ambitions.

Impact reports are powerful tools. They allow us, along with our customers, suppliers, partners and wider community to reflect on our sustainability efforts. They help us evaluate what's working well, identify where we need to improve and ensure we hold ourselves accountable to our goals. They can also unearth positive stories which helps galvanise employees around the company's sustainability.

Greenzest was founded with a simple but important mission: to deliver purpose-driven cleaning services, prioritising environmental responsibility and ethical practices. That mission has guided every decision we've made, and it continues to shape the business we're building today.

Throughout 2024, we've continued to build on our strong foundations of sustainable business practices. We continued to prioritise our sector-leading compensation, training and development practices for our employees as well as our commitment to using environmentally friendly products and reducing carbon emissions.

However, we know there will always be more to do. Sustainability is a continuous journey, not a destination. In 2025, we will be conducting a double materiality assessment to identify any gaps in our approach and align with best practice. We will also work hard on codifying our practices into policies and maturing our approach to greenhouse gas emissions reductions.

2025 will be an exciting year for Greenzest. We will be preparing for B Corporation certification, one of the world's most respected and comprehensive sustainability certifications. With more than 10,000 businesses, the B Corp movement is driving meaningful change across industries, setting high standards for environmental action and social impact. It has been our aspiration to certify for a long time, and we are happy to be embarking on that journey. Joining this community will not only validate the work we have done so far but also challenge us to continue to improve.

We are excited for what lies ahead, grateful for the support of those who have joined us on this journey and remain committed to [Insert Purpose statement].



Iain Fraser-Jones, *Founder and Managing Director*  
Vince Treadgold, *Director*

# IMPACT ON A PAGE

Our key achievements in 2024

**Our Business**

**100%**  
of our products were natural, toxin-free and 90% less carbon intensive than standard products\*

**100%**  
of our Scope 1 and 2 greenhouse gas emissions were offset

**Gold**  
We achieved Neutral Carbon Zone Gold accreditation



**ISO**  
We maintained 2 ISO standard certifications (ISO 9001, ISO 14001)

**Our People**

**100%**  
of our employees were paid the Real Living Wage

**60%**  
of company managers identified as women

**768h**  
8,719 training lessons through UhUb



# ABOUT GREENZEST

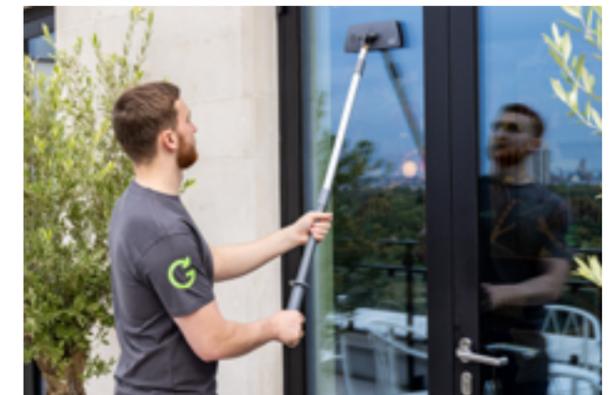
Greenzest Limited is a people-first, sustainability-led cleaning business focused on delivering consistent quality through strong values and smart technology.

Since Greenzest was founded in 2011, we have been at the forefront of change in the cleaning industry, by championing the well-being of our people and our planet and building strong partnerships. As one of the country's leading office and commercial cleaning contractors, our aim is not to simply appear different, but to actually make a difference.

Our purpose is to **reimagine the cleaning industry as a force for good**. This means paying our staff the living wage, providing a working environment that's safe, empowering and enjoyable and supporting movements and organisations that push for environmental sustainability and better employment for all.

Our four platforms (referred to as our "Four P's") help us deliver our purpose:

- Planet: Protecting the planet with every business decision
- People: Building a business community where people want to join and stay with us; treating people as individuals, with flexibility to meet their needs
- Partnerships: Building trust through honesty, integrity, transparency and always delivering to our fullest potential
- Productivity: Being innovative and delivering value for money in everything we do



\*Except on rare occasions when we require specialised products that fall outside this standard.

# 01 GOVERNANCE

Having senior oversight and accountability to our sustainability approach is critical to ensure that it is truly embedded in everything we do. In 2022, we took inspiration from the B Corp movement and amended our legal articles of association to ensure that we consider the impact of business decisions on all stakeholders including employees, customers, suppliers, communities and the environment. This changes the duty of our Directors from maximising shareholder value to balancing stakeholder interests, meaning we pursue a broader or dual purpose.

## Our progress

Our Directors regularly review our social and environmental performance, allowing us to integrate social and environmental priorities into strategic planning, allocate resources effectively and respond proactively to emerging challenges.

As a core value of our business, it is essential that our employees understand the importance of sustainability. We partner with cleaning training technology [Uhub](#), to provide comprehensive employee training. Each year, our team receives training that covers the environmental impacts of the cleaning sector and the specific practices we have in place at Greenzest to reduce our environmental footprint.

We maintain a clear Code of Ethics, as well as our anti-corruption and whistleblowing policies and processes. This ensures that all team members understand their responsibilities to behave ethically and to uphold integrity and accountability in their work.

## FOCUS FOR THE FUTURE

- We will conduct a double materiality assessment to identify and prioritise material topics from both an impact and financial perspective.
- We will incorporate social and environmental responsibilities into all manager roles.



# 02 PEOPLE

The cleaning industry faces significant challenges when it comes to worker treatment. Many cleaners experience low wages and job insecurity from informal or zero-hour contracts. The workforce is often made up of women and migrant workers, who can face exploitation, discrimination and unsafe working conditions. Limited English proficiency also inhibits workers from obtaining stable employment or advancing in their roles.

At Greenzest, we are determined to change these practices. As a service-based business, our people are at the heart of everything we do. Ensuring that our employees are happy, healthy and safe is a top priority and we are proud of the policies and practices we have developed to support our team members.

## Our progress

### *Reducing barriers in recruitment*

We have worked to remove barriers in our hiring process. When hiring cleaning operatives, we offer trial shifts to any prospective employee with the right to work instead of formal interviews. Our first-come, first-served approach helps workers who might otherwise face exclusion due to language barriers or lack of references.

### *Providing comprehensive on-boarding and training*

We aim to provide all employees at Greenzest with high-quality jobs. A key component of this is delivering thorough and inclusive training and onboarding. Using the Continuing Professional Development-accredited [Uhub platform](#), we provide training with subtitles and quizzes in multiple languages. In 2024, 8,719 lessons were completed by Greenzest employees, that's a total of 768 hours across the business. Each employee receives ~3.5 hours of mandatory training every year. Induction training covers core job skills and environmentally conscious cleaning practices in the employee's native language. For the first month of a cleaner's employment, managers provide hands-on, technical training to support their development.

### *Prioritising health and safety*

We uphold high health and safety standards, which is a material issue in the cleaning sector. Health and safety is integrated into management planning, with managers responsible for safety planning, resource allocation and audits. Every internal and external meeting begins with an update on health and safety; it is always a priority. Training for employees ensures ongoing awareness and compliance.



### Ensuring fair pay, job security and career growth

In 2022 Greenzest chose to become a Living Wage Foundation certified Living Wage Employer which means all employees are paid at or above the real Living Wage (calculated on the real cost of living) for their region. We decided to go further than simply being a 'Recognised Services Provider', who commits to present a real Living Wage bid alongside a market-rate bid to potential customers, as we believe fair pay should not be optional. This is rare for the cleaning industry; we're proud to be championing fairer practices. We believe in pay equity and maintain a pay ratio of 1:5, meaning the highest-paid employee earns no more than five times the salary of the lowest-paid employee. For comparison, pay ratios in the cleaning industry and broader service sectors are often much higher, with companies exceeding 1:10 or even 1:20.

#### Enhancing career development

To support our employees to strengthen their English proficiency, we provide fully paid — no strings attached — English courses. These courses are delivered in house with certified recognition and formal accredited exams being sponsored by Greenzest rather than the employee. We also provide managers with practical tools like Grammarly to support and improve their written communication. We prioritise the career development of our staff through a culture of promoting from within.

*I joined Greenzest in February 2017 initially as a cleaner. I was attracted to the company because of their ethical approach and that they were flexible with the shifts I could work which allowed me to accommodate my childcare commitments.*

*After a while I was offered a position as part of the daytime janitorial team on my site and was quickly promoted within this team to the janitor supervisor role. Within this role, I was given the opportunity to join the Greenzest management career path programme which taught me a variety of new skills; from people management, understanding sustainability requirements, to training and financial impact awareness.*

*In 2023 I was promoted to Assistant Manager at the contract that I was working at, which then extended my scope from one customer to another customer locally. I have grown - both personally and professionally - throughout my career at Greenzest. I am very proud of the company and the way that I have been given the opportunity to develop my career.*

— Andreea Popa, Area Manager

## FOCUS FOR THE FUTURE

- We aim to certify for ISO 45001, an international standard for occupational health and safety management systems.
- We will develop and implement an annual employee survey to evaluate satisfaction and collect an employee Net Promoter Score to enable us to monitor and manage our workplace culture.
- We will put in place an ergonomics policy for our staff who work from home to ensure their physical health is well looked after.
- We will establish a mentoring programme for cleaning operatives seeking supervisor roles.

## 03 COMMUNITY

**At Greenzest, we strongly believe that a business can only thrive if the communities it touches also thrive. We are committed to creating a positive impact not just for our employees, but for our customers, partners and the communities in which we all operate. We want to strengthen local economies and promote diversity in business, so wherever possible, we choose local suppliers or those owned by people from underrepresented groups.**

#### Our progress

We continue to build long-term, supportive relationships with our suppliers. On average, we have worked with our significant suppliers for more than five years and we collaborate closely on sustainability initiatives. For example, we supported our pest control supplier, Pest Check, in achieving Neutral Carbon Zone certification. In 2024, 6% of suppliers spend was with businesses which are majority-owned by women or individuals from underrepresented populations.

All of our employees received training on diversity, equity and inclusion in 2024, helping to create a workplace that is more respectful, equitable and effective for everyone. The lessons from this training extend beyond the office or job site, supporting positive change in the communities where our staff live and work. In 2024, 60% of our company managers identified as women, which reflects our commitment to leadership diversity and representation.



## FOCUS FOR THE FUTURE

We will develop and implement the following policies:

- A Stakeholder Engagement Policy to ensure that relevant stakeholders are involved in key decisions that may affect them.
- A Supplier Code of Ethics to ensure suppliers uphold high ethical, environmental and social standards and a supplier screening process to ensure our suppliers align with our values.
- A Local Hiring and Purchasing Policy to strengthen our positive impact on local communities and the environment and a Responsible Procurement Policy to procure more goods and services from suppliers that align with our commitment to sustainability and diversity.
- A Charitable Giving and Pro-bono Policy so that we can have more positive impact in the communities we operate in.
- We will also explore a partnership with the London Interdisciplinary School to provide internship opportunities or work-study programs at Greenzest and develop an Internship Policy to formalise our equitable approach to internships.

# 04 PLANET

Environmental responsibility is a founding principle at Greenzest. From the beginning, we have aimed to provide cleaning solutions that do not cost the Earth. This commitment extends across everything we do, from the cleaning products we select to the technology and methods we use in our operations. We're committed to achieving Net Zero by 2040 and we are taking a rigorous approach to our greenhouse gas reduction strategy.

## Our progress

### Upholding our commitment to natural products

Conventional cleaning products often contain harsh chemicals that can be harmful to the health of people and the planet. For this reason, we source exclusively from [BioHygiene](#), a company that places sustainability at the heart of its products. The cleaning products we use are made from natural plant derivatives, are non-toxic and use packaging that is both Forest Stewardship Council (FSC) approved and made from recycled materials\*. Compared to market alternatives, the cleaning products we use are 90% less carbon-intensive and use 50% less plastic packaging.

### Monitoring and managing our greenhouse gas emissions

We have made some progress in managing our greenhouse gas (GHG) emissions. In 2024, our total emissions were 1,752 tCO<sub>2</sub>e (tonnes of carbon dioxide equivalent; see Figure 1). Our biggest source of emissions was commuting and homeworking under our Scope 3 emissions (see Figure 2). In 2024, we offset 100% of our Scope 1 and Scope 2 emissions through Clean Development Mechanism (CDM)-registered projects via Neutral Carbon Zone.

To better understand the environmental impact of our services and how we can improve them, we conducted a service-based Life Cycle Assessment (LCA) across all our cleaning offerings (see Figure 3). This assessment was conducted in line with ISO 14040, the internationally recognised standard for life cycle assessments. Our service offering with the highest GHG emissions per cleaning hour was office cleaning (our largest area of operations), which was driven by high employee commuting emissions and will be a focus for our reduction efforts moving forward.

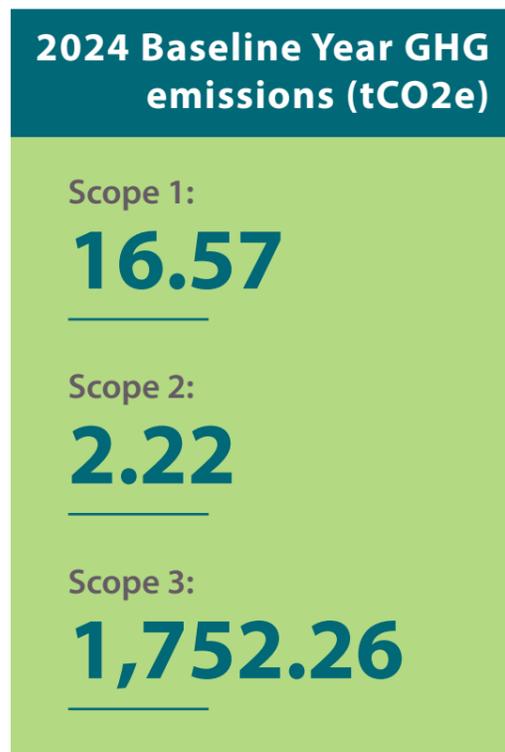


Figure 1: Our 2024 Scope 1, 2 and 3 Greenhouse Gas Emissions

We are proud to have achieved Gold Neutral Carbon Zone (NCZ) certification this year, which recognises businesses that have measured, reduced and offset their carbon emissions towards achieving Net Zero. We are also ISO 14001 certified, an internationally recognised standard for environmental management systems. Aligning with this standard ensures we systematically manage and reduce our environmental impacts.

*\*Except on rare occasions when we require specialised products that fall outside this standard.*

## Greenzest's 2024 GHG emissions by source (tCO<sub>2</sub>e)

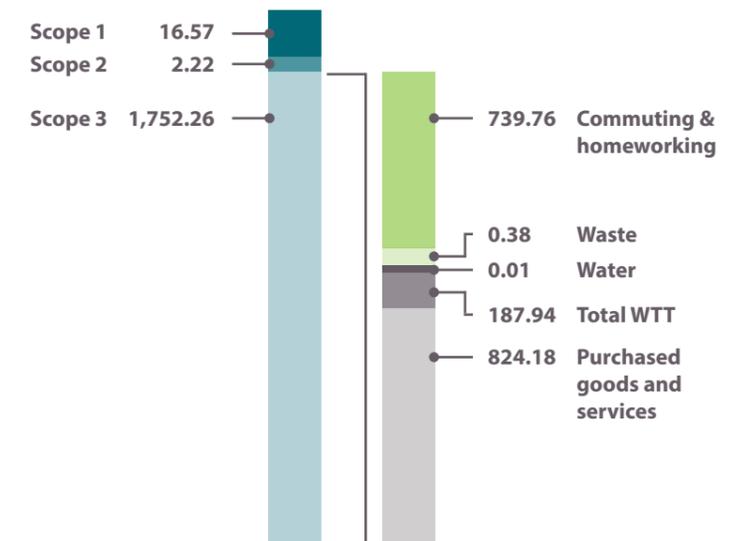


Figure 2: Our 2024 Emissions by Source (tCO<sub>2</sub>e)



Figure 3: Our 2024 Life Cycle Assessment Emissions Intensity Per Hour of Cleaning

## FOCUS FOR THE FUTURE

- We will develop and implement a Carbon Reduction Plan and maintain carbon neutrality for Scope 1 and 2 by offsetting unavoidable emissions.
- We will continue to use LCAs to identify ways to reduce the GHG emissions associated with our service offerings.
- We will become a Neutral Carbon Zone Platinum accredited business.
- We plan on producing and launching Sustainable Commuting Guidelines, which will encourage employees to carpool and use public transport.
- We will develop and implement a Home Office Environmental Stewardship Policy. This will encourage low-energy practices, energy-efficient home setups, renewable energy providers and minimise business travel to minimise the impact of our operations.

# 05 CUSTOMER



At Greenzest, we believe in partnering closely with our customers to meet their cleaning needs while supporting their sustainability goals. Our approach is built on collaboration and transparency and is appreciated by our customers, many of whom have long-standing relationships with us. We work hard to ensure that our practices, products and performance reflect the standards our customers expect, helping them achieve cleaner, safer and more sustainable spaces.

## Our progress

This year, we strengthened the systems that support our reliable service and strong customer relationships. We continued to maintain formal quality control mechanisms and upheld our ISO 9001 certification. This standard is an international quality management system that ensures we consistently provide services that meet customer and regulatory requirements.

We also reinforced our commitment to data security. We renewed our Cyber Essentials certification, a Government-backed scheme that helps protect our systems and customer data from common cyber-attacks.

To make sure our customers are always heard, we maintained clear channels for service feedback and complaints. These mechanisms help us identify issues early and respond quickly, which supports stronger relationships and better service outcomes.

## FOCUS FOR THE FUTURE

- We will maintain our ISO 9001 and Cyber Essentials certifications.
- We aim to achieve certify for ISO 27001 certification in 2026, an information security standard. This specifies the requirements for establishing, implementing, maintaining and continually improving an information security management system.
- We will launch a customer satisfaction survey to better understand customer needs and collect our Net Promoter Score, so we can set a target and publicly report our progress annually.

## ABOUT THIS REPORT

This report is Greenzest's first impact report was informed by the B Corp movement's B impact assessment.

This impact report provides an overview of Greenzest's progress in fulfilling its sustainability ambitions, detailing actions to address environmental and social topics. The actions detailed in this report were carried out by Greenzest during the time period 1st January to 31st December 2024.

This report does not have external assurance.

