

NUSERVE POSITIVE IMPACT REPORT

SEPTEMBER 2021



INDEX

01

Foreword

- 04 What does it mean to be B Corp?

12

Planet

- 13 How we are helping the Planet
14 Overview
15 Procurement
16 Offsetting our Carbon Footprint
17 Fleet
18 Planting Trees
19 Protecting Rainforests
20 Collaborations: Recycling Old Machines
21 Collaborations: WEEE-Waste
22 Environmental Impact Goals and Projects for 2021/22

06

About NuServe

- 07 Timeline
08 Internal Promotions & Career Development
09 Company Culture: Team Bonding

23

People

- 24 How we helping People
25 Overview
27 Diversity & Inclusion
28 Social Impact Drives
29 Living Wage
30 Social Impact Goals and Projects for 2021/22

10

Pandemic

- 11 The impact and our response to Covid

FOREWORD

My childhood spanned two eras in South African history, forming a bridge between the Apartheid years, and the birth of the 'Rainbow Nation'. Consequently, I'm sensitive to inequality, and ever aware of the harm that is done when one stakeholder group is prioritised over another.

Friedman put forward that "the sole purpose of a business is to generate profits for its shareholders". Drucker argued that "the purpose of business is to create and keep a customer". Of course, there is truth in these statements, however, both fail to recognise a relationship with a wider group of stakeholders, whose needs should be given equal value.

Increasingly, at NuServe, we're able to find solutions that benefit our planet, our community, our employees, our customers, and our shareholders, though it would be naïve to think that conflicting priorities don't introduce difficulty when attempting to plot the best course. By way of example, at NuServe, we are committed to using our influence to reduce working family poverty. We do this by promoting the voluntary Real Living Wage, which in London, is about 20% higher than the statutory National Living Wage. For over two years, we



declined to tender any opportunity where the client wasn't prepared to accept a price premium to part cover this difference. But therein lies the rub; is our impact on working family poverty compromised by our position? Are we neglecting potential customers (and consequently the cleaners who work in their buildings) where a prospect can't currently support these higher rates, but might, if paired with the right supplier, be encouraged to do so over a period of time?

This road, we're learning, requires innovative thinking, a willingness to listen and learn, being open to change, and being brave enough to begin, even without all the answers. This report attempts to share our progress during this year, and whilst we're far from perfect, we're incredibly proud of what we have achieved.

Regards

Simon Duke
Managing Director of NuServe

WHAT IT MEANS TO BE B CORP?

NuServe is proudly B Corp, being one of the few B Corp certified facilities companies in the United Kingdom.

What does it mean to be a B Corporation?

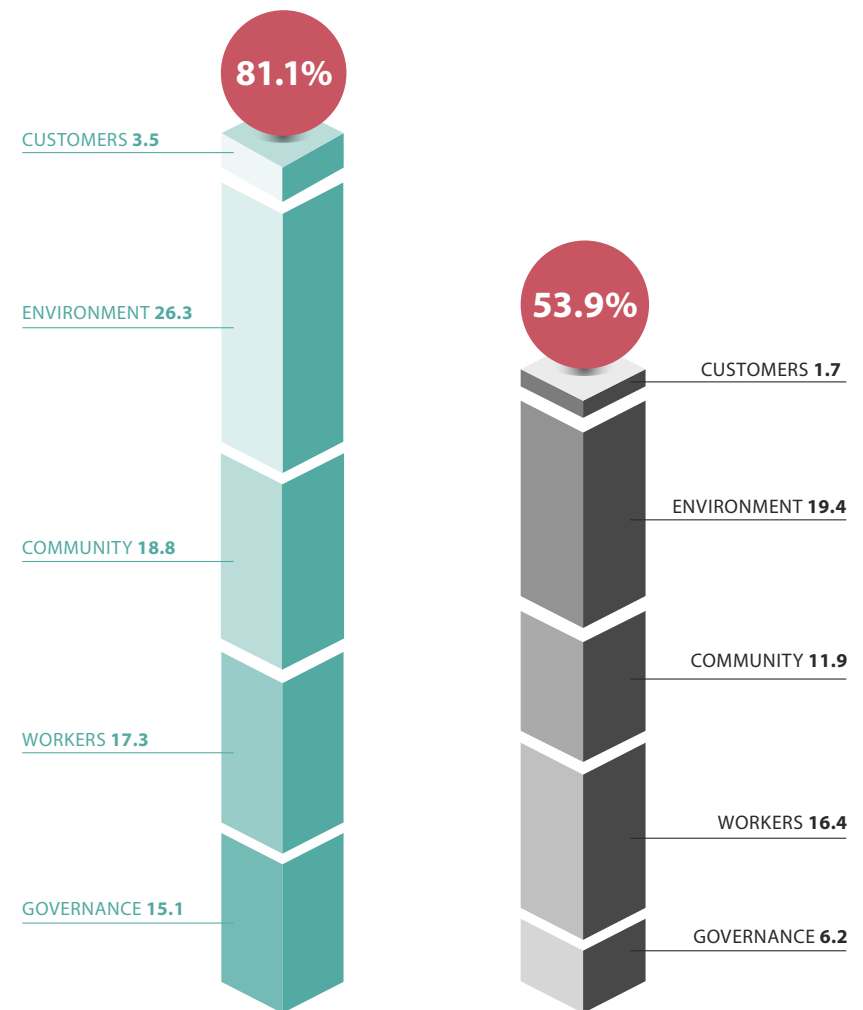
In addition to financial decisions, NuServe is legally bound to consider the impact of our business decisions on our people and the planet in a transparent and accountable manner.

Our first Positive Impact Report

In this report we aim to measure and highlight our ongoing commitment to both people and planet, as well as identify areas of improvement.

As a company we understand our decisions have an impact on our workers, customers, suppliers, community, and the environment.

NUSERVE VS INDUSTRY





ABOUT NUSERVE



ABOUT NUSERVE

NuServe is still owned and managed by the family team that founded the business back in 1997, we blend family values with corporate capabilities.

That family has grown over the years to more than 600, serving 150 companies and producing a turnover of more than £6million.

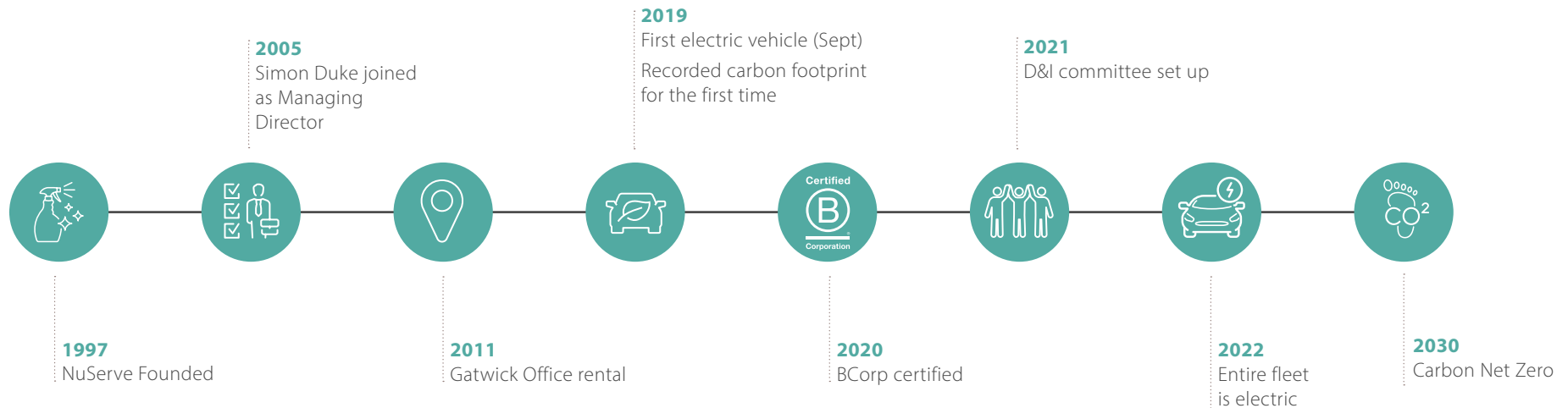
With every step (or growth spurt), we made sure we brought our colleagues and clients with us, applying those family values of fairness, respect, and a willingness to listen and learn. As a result, we have a high proportion of longstanding employees, many who of whom have been with us for over five years.

MISSION STATEMENT

To uphold the right to good work and fair pay, to protect our people and planet, and to deliver a quality service that honours the trust afforded us.



OUR TIMELINE



ABOUT NUSERVE

INTERNAL PROMOTIONS & CAREER DEVELOPMENT

The idea of the Service Manager was born in December 2019, Senior Management was exploring ways to bridge the gap between Area Supervisor and Account Managers to create a clear path for career development and promotion within NuServe. Thus, the role of a Service Manager was born.

We are delighted to introduce our new Service Managers Cindy and Pedro, who over the last few years have worked their way up the ranks and have been working as Service Managers since April 2021.

Why do you like working for NuServe?

"Well, firstly I would like to say the company's overall reputation drew me in. I've had a few friends who either worked at NuServe or with the business, and they've always raved about NuServe's good atmosphere and the professionalism. I also love the flexibility I have with my hours, the company culture and enjoy working with everyone."



CINDY MARIN

Three years at NuServe

I am excited about being a Service Manager because...

"It's an opportunity to prove myself, be part of a team and meet new people."

I am excited about being a Service Manager because...

"I feel like I have a part to play in a well-managed company, and I am grateful for the thorough training and support I have received since taking on this new role."



PEDRO GONCALVES

Three years at NuServe

Why do you like working for NuServe?

"NuServe provides people with opportunities to grow professionally in a friendly environment. I have been a cleaner, supervisor and have now been promoted to a Service Manager."

ABOUT NUSERVE

COMPANY CULTURE: TEAM BONDING

In July, the NuServe Ops team gathered in Surrey for some team bonding activities, which included raft building, obstacle course, archery, and go-carting among others.

Our hard-working Ops Team is rarely in the same place, as they are usually out and about visiting clients and sites.

The team has also recently expanded with the introduction of the Service Managers and Sustainability Officer, so this was an excellent opportunity to this expanding team to get to know each other.





Nu

PANDEMIC

PANDEMIC

THE IMPACT OF COVID

It would be remiss not to acknowledge the profound impact the Covid-19 pandemic had on our business operation, our community, and the world from March 2020 until now.

The pandemic has highlighted the vital importance of not only keeping our physical selves healthy but our environment too. Never before has role of cleaning companies and the operative been so significant.

Cleaners are the unsung hero of the pandemic.

Throughout the lockdown period of 2020, many of our operatives continued with their normal working hours in support of critical workers. NuServe continued to provide cleaning services to critical workers and key public service workers on the following sites: data centres, hospitals, medical centres, Minister of Defence offices, and schools.

During this time, we battled to find stock of rubber gloves as a result of panic buying.

For NuServe, the pandemic reconfirmed the importance of sustainability, but due to the significant and sudden changes to business operations, our environmental and social impact agenda was a setback.

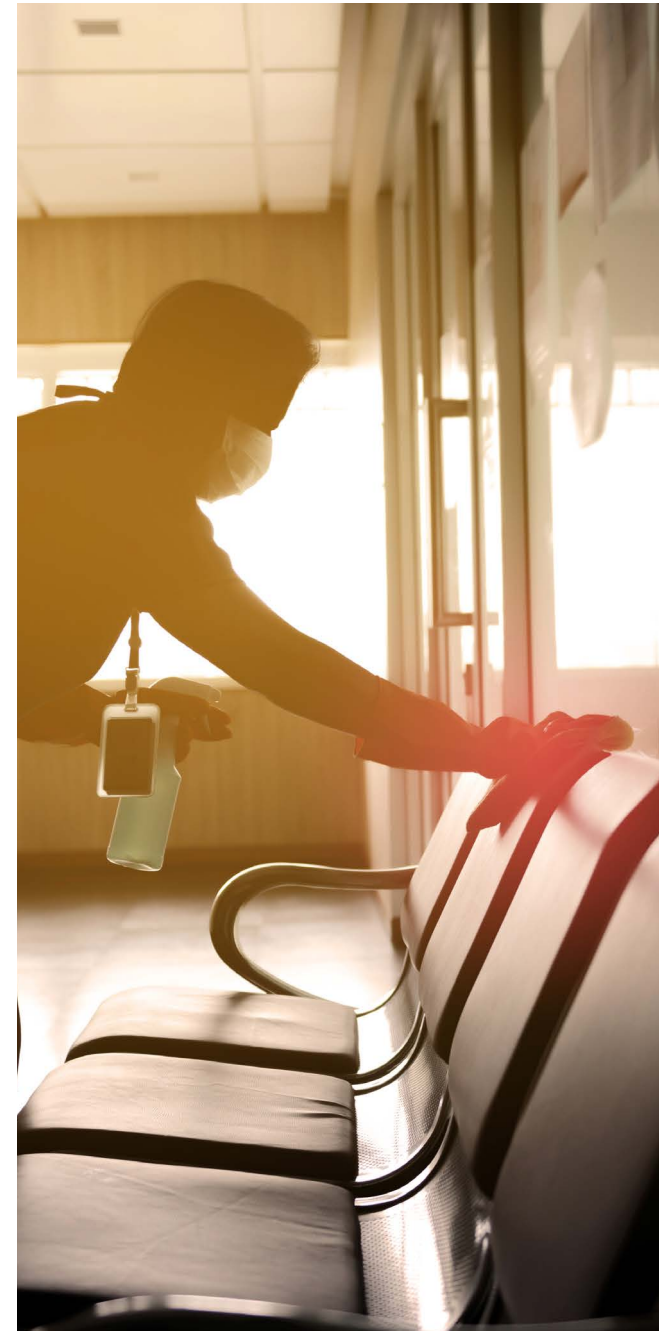
Unfortunately, the complete closure of clients' sites resulted in approximately 15% of our workforce (waged staff) being made redundant with a commitment from NuServe of re-employment when circumstances changed.

We are pleased to report that 40% of our previously redundant wage employees have been reinstated into casual working contracts or NuServe employment.

The way we clean has also changed as a consequence of the pandemic clients and employees want cleaning to be visible as we return to our places of work. This has resulted in better cleaning hours for operatives who would ordinarily be working the *red-eye* shift.

When the initial impact of the pandemic subsided, NuServe, like many companies started to reflect. In August 2020, we made the switch to the award-winning Greenspeed cleaning range. (Which you can read more about under procurement.)

When the initial impact of the pandemic subsided, NuServe, like many companies started to reflect. In August 2020, we made the switch to and award-winning plant-based cleaning detergent range. The motive for the switch was to reduce the impact NuServe was having on the environment due to the alarming volumes of *Selden H005 Act Original Toilet Cleaner & Descaler* operatives were using to clean client's sites. *Selden H005 Act Original Toilet Cleaner & Descaler* is no longer permitted in NuServe's cleaning operations.





HELPING OUR PLANET



PLANET

HOW WE ARE HELPING THE PLANET

We are living on a planet with finite resources.

Up until now, the earth's life-giving eco-systems have sustained humanity and given rise to empires, the industrial revolution, global supply chains, and the modern economy we know today.

Our previous behaviour and abuse of the natural world is not without consequence. Earth's most recent geologic time period, the Anthropocene, is tainted with extreme weather events from flooding wildfires, species extinction and ocean level rise. All of which compounded risk toppling global supply chains and life as we know it.

Business as usual is no longer an option, at NuServe we are grappling with new operational concerns, as a result of climate change.

- How will our staff get to work with infrastructure that is not designed to withstand climate change?
- How are we going to manage heat waves in the workplace?

We believe business has a duty to avoid the depletion of natural resources and the disruption of the environmental systems for the sake of future generations.

The time to act is now! Here is how NuServe is helping safeguard the planet by making carbon-savvy procurement decisions, collaborating with like-minded eco-businesses, and taking responsibility for the end-of-life waste process.

PLANET

HIGHLIGHTS



28.9 tCO₂e total emissions

NuServe is Carbon Neutral for the second year in a row having offset our operational emissions.



50%

of our fleet is comprised of electric vehicles



2 ENVIRONMENTAL COLLABORATIONS

with like-minded companies that are bettering the planet.



80%

of our cleaning supplies are plant-based and chemical free.



372 FRUIT TREES

planted on behalf of clients, since March.

PLANET

PROCUREMENT

NuServe is on a mission to make our procurement practices more sustainable, thus minimising waste, pollution, and carbon emissions. We aim to consider people and planet in all areas of our business, from cleaning supplies to uniforms.

Here are the changes we have made to procurement over the last year:



UNIFORMS

Vapid consumerism means that 350,000 tonnes (around £140 million worth) of used but still wearable clothing ends up in landfill in the UK every year, according to Clothes Aid.

With this statement in mind, NuServe decided to take head into uncharted territory and procure management uniforms from Royal Trinity Hospice. The charity shop was able to provide us brand-new shirts from quality labels.

This strategic procurement decision helped us save money, protect the environment, and support a charity that provides free specialist palliative and end of life care. We'd like to challenge other businesses out there to do the same.

Another success we have had with uniform procurement was finding shirts made from 100% recycled polyester derived from plastic bottles.

✓ PEOPLE ✓ PLANET ✓ PRICE



GREEN CLEANING AGENTS

Taking inspiration from nature, we have opted to make our cleaning detergent of choice plant based. The company also provides NuServe with their Cradle-to-Cradle certified 100% recycled and 100% recyclable, the high-quality micro-fibre cloths. Our micro-fibre cloths are made from recycled Polyethylene terephthalate (PET) and be washed 100s of times.

Please note, these biodegradable detergents are no less affective in killing harmful bacteria and germs, including the Coronavirus.

Toucan

Toucan is a compact and carbon-sensitive system that cleans and kills over 99.99% of germs. The hypoallergenic solution is readily prepared on-site by running an electric current through a salt solution, recombining naturally occurring elements to create hypochlorous acid.

Greenspeed

Again, taking inspiration from nature, the plant based Greenspeed range is our other detergent of choice.

Greenspeed also provides NuServe with their Cradle-to-Cradle certified 100% recycled and 100% recyclable, the high-quality micro-fibre cloths. Our micro-fibre cloths are made from recycled Polyethylene terephthalate (PET) and be washed 100s of times.

What of the bottles?

The spray bottles are made from combination of 75% sugar cane and 25% recycled plastic and is 100% recyclable.

✓ PEOPLE ✓ PLANET ✓ PRICE



ENERGY PROVIDER

NuServe's energy runs off solar, wind and hydro energies. In 2020, we made the switch to Bulb pioneering renewable energy company and fellow certified B Corp.

✓ PEOPLE ✓ PLANET ✓ PRICE



PAPER

Not that we encourage staff to print, but all our office paper and stationery is FSC certified or made from recycled paper. It's a little off-white but it gets the job done.

✓ PEOPLE ✓ PLANET ✓ PRICE

PLANET

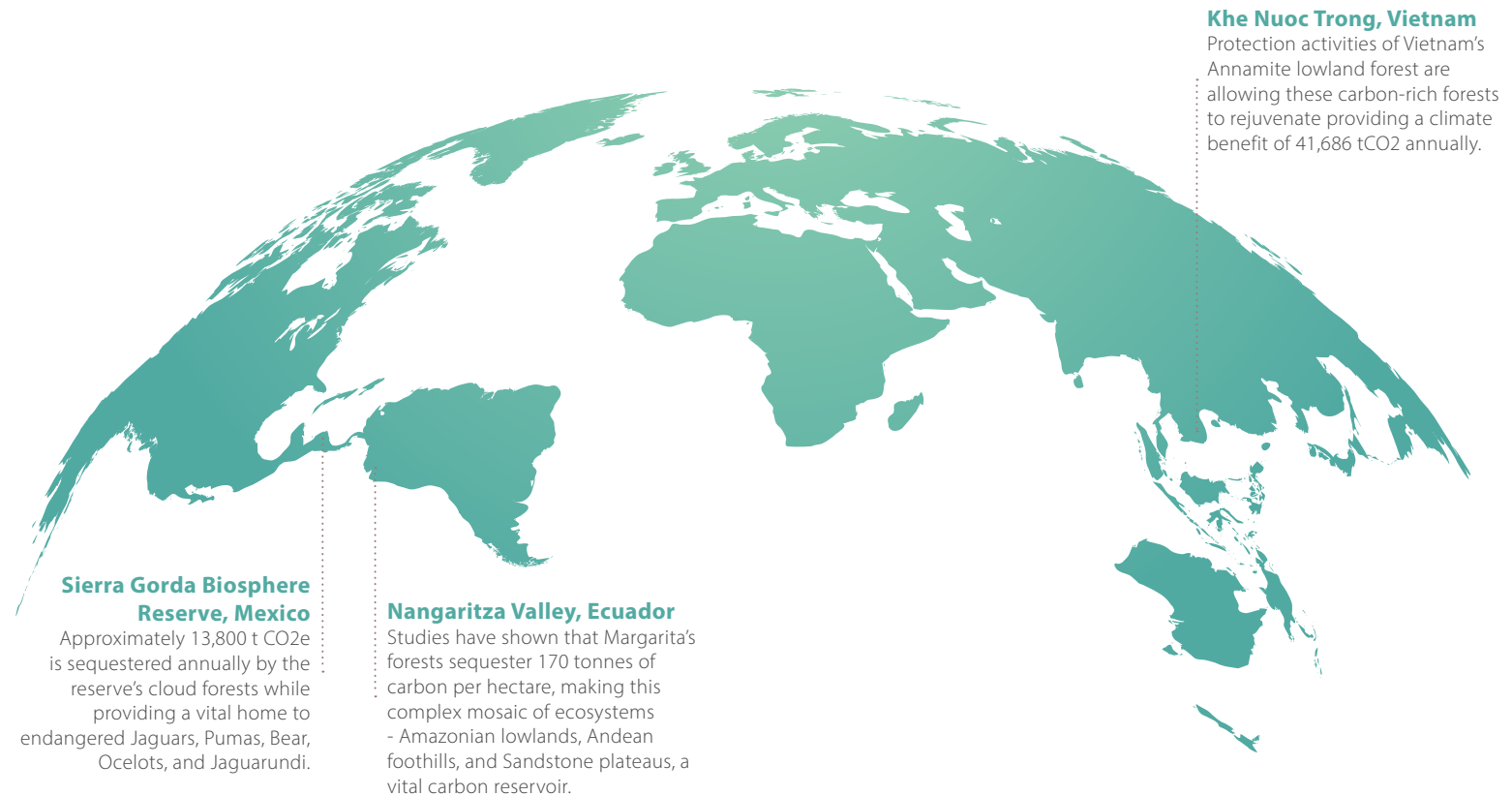
OFFSETTING OUR CARBON FOOTPRINT

Reaching Net Zero is a journey. NuServe has pledged to become Net Zero by 2030. Until then, we have committed to remaining carbon neutral.

In 2020, business operations totalled at 28.9 tCO₂e, which we offset with the World Land Trust.

World Land Trust's Carbon Balanced programme offsets inescapable emissions through the protection of carbon-rich wildlife habitats in the tropics, preventing the release of CO₂ into the atmosphere.

NuServe offset our carbon footprint by helping protect carbon-rich habitats in:



Sierra Gorda Biosphere Reserve, Mexico

Approximately 13,800 t CO₂e is sequestered annually by the reserve's cloud forests while providing a vital home to endangered Jaguars, Pumas, Bear, Ocelots, and Jaguarundi.

Nangaritza Valley, Ecuador

Studies have shown that Margarita's forests sequester 170 tonnes of carbon per hectare, making this complex mosaic of ecosystems - Amazonian lowlands, Andean foothills, and Sandstone plateaus, a vital carbon reservoir.

Khe Nuoc Trong, Vietnam

Protection activities of Vietnam's Annamite lowland forest are allowing these carbon-rich forests to rejuvenate providing a climate benefit of 41,686 tCO₂ annually.

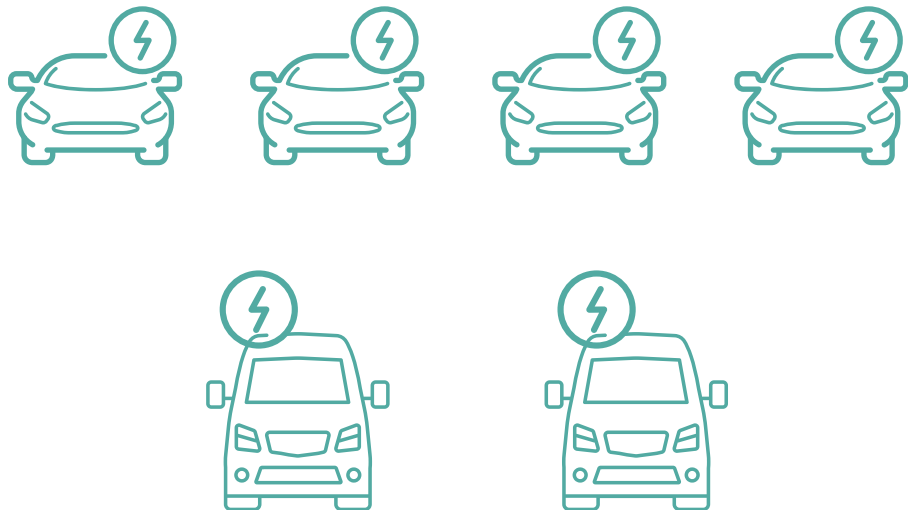
PLANET

FLEET

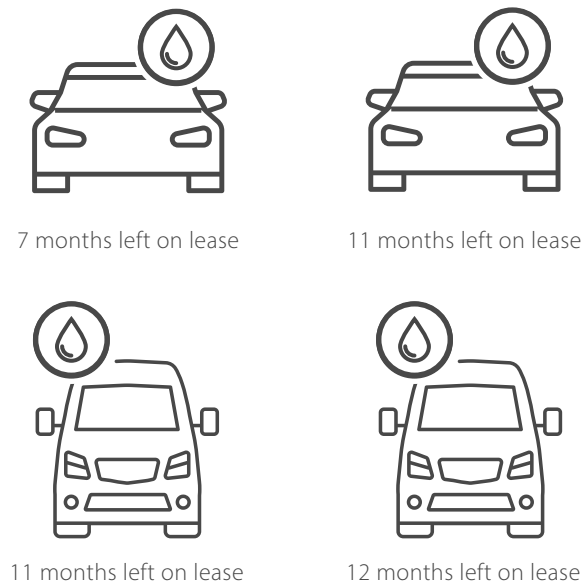
We are proud to announce that as of the end of August 2021, 60% of NuServe's fleet is now electric. By 2022 all NuServe vehicles will be electric.

Where possible NuServe staff always use public transport.

ELECTRIC VEHICLES



INTERNAL COMBUSTION ENGINES



PLANET

PLANTING TREES

NuServe is always looking for ways to engage our clients in sustainability issues whilst helping better the world on their behalf. One such way is the planting of trees and the protection of rainforests to combat climate change.

Tropical forests are the lungs of the earth. This ecosystem is essential to our survival - they produce around 30% of our oxygen but alarmingly 200,000 acres of rainforest is lost every day to logging, mining and agriculture. We need to act.

Since April (2021/this year), NuServe has collaborated with Sustainably Run to plant 372 fruit trees in Tanzania on behalf of our clients, as a way of offsetting client meetings.

The fruit trees we have planted are helping nourish vulnerable families while providing them with a source of income and contributing to carbon reduction.



The best time to plant a tree was 20 years ago. The second best time is now.

CHINESE PROVERB

PLANET

PROTECTING RAINFORESTS

For every new client, NuServe has pledged to protect an acre of rainforest on their behalf - to help fight climate change, protect carbon-rich habitats, and help save critically endangered species.

We will be making our first purchase with the World Land Trust (WLT) to help protect and enhance vital ecosystems at risk of destruction in Argentina, Belize and Brazil.

CHACO TAGUÁ BIOLOGICAL CORRIDOR, ARGENTINA

In Argentina, NuServe's contribution will be helping set up a biodiversity corridor called the *Chaco Taguá Biological Corridor*, through the purchase of three private properties with a total area of 7,474 hectares.

This corridor will connect the newly established National Park *Traslasierra* to the Provincial Natural Forest Reserve *Chancaní*, in the south.

SOMUNCURÁ PLATEAU, ARGENTINA

The purchase of 11,675 acres will help establish the first protected area on the *Somuncurá Plateau*, helping to protect an array of persecuted predators and proliferation of small, highly endemic species that call this unique shrubland home.

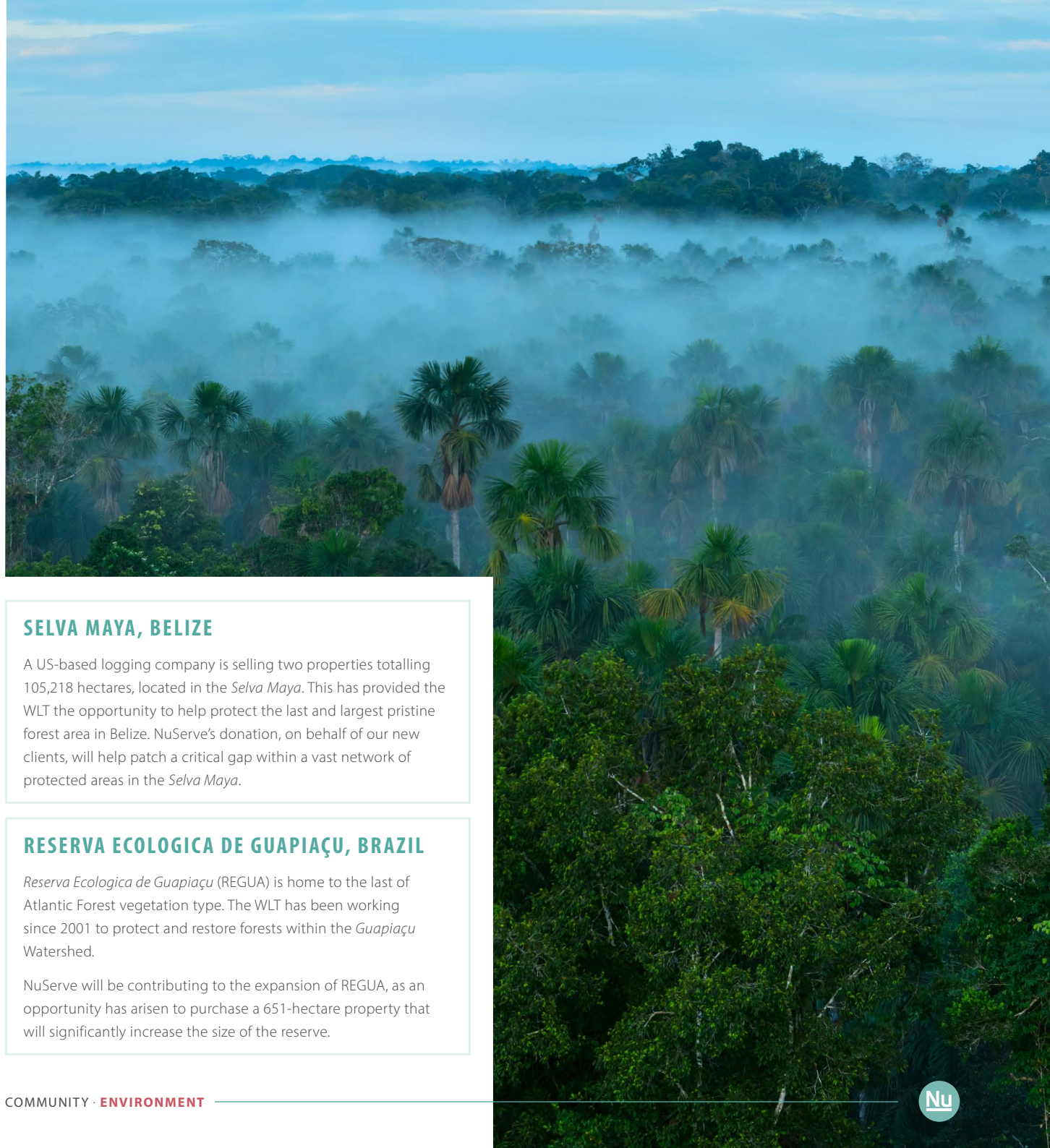
SELVA MAYA, BELIZE

A US-based logging company is selling two properties totalling 105,218 hectares, located in the *Selva Maya*. This has provided the WLT the opportunity to help protect the last and largest pristine forest area in Belize. NuServe's donation, on behalf of our new clients, will help patch a critical gap within a vast network of protected areas in the *Selva Maya*.

RESERVA ECOLÓGICA DE GUAPIAÇU, BRAZIL

Reserva Ecológica de Guapiáçu (REGUA) is home to the last of Atlantic Forest vegetation type. The WLT has been working since 2001 to protect and restore forests within the *Guapiáçu Watershed*.

NuServe will be contributing to the expansion of REGUA, as an opportunity has arisen to purchase a 651-hectare property that will significantly increase the size of the reserve.



PLANET

COLLABORATIONS: RECYCLING OLD MACHINES

Tech has helped businesses make great strides in innovation, communication, and work efficiency - the cleaning industry is no exception.

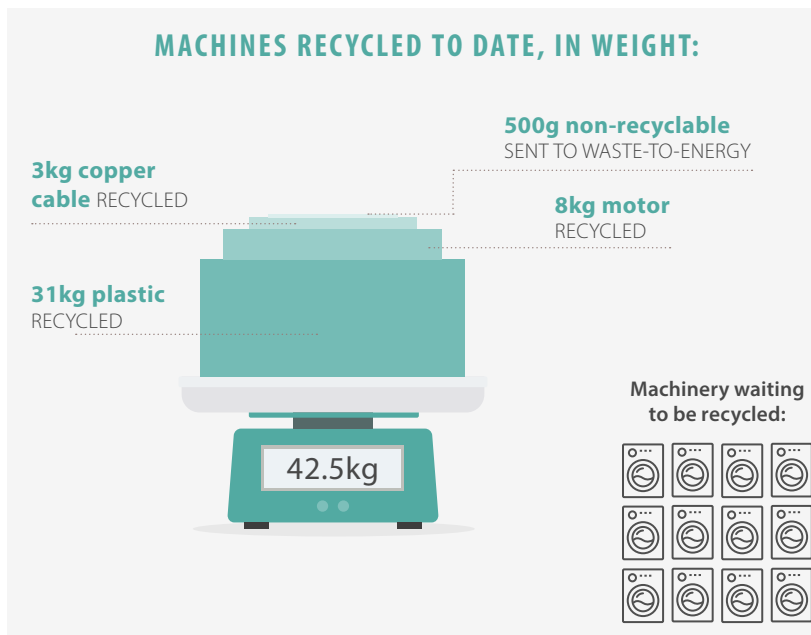
Modern society's increased dependency on technology means that WEEE-Waste is the fastest-growing hazardous waste stream.

Old and broken tech, WEEE-waste, is one of the fastest-growing hazardous waste streams. This type of waste consists of a mix of products and materials, some containing harmful substances such as mercury, as well as containing valuable resources such as copper and nickel.

Therefore, we are refusing to let our floor scrubbers, vacuum cleaners, and carpet cleaners end up in landfill.

In partnership with our janitorial provider, NuServe is taking responsibility for the end-of-life cycle of our broken cleaning machinery. Wessex has been NuServe's janitorial provider since 2007.

NuServe is putting increasing pressure on suppliers that comply with circular economy principles.

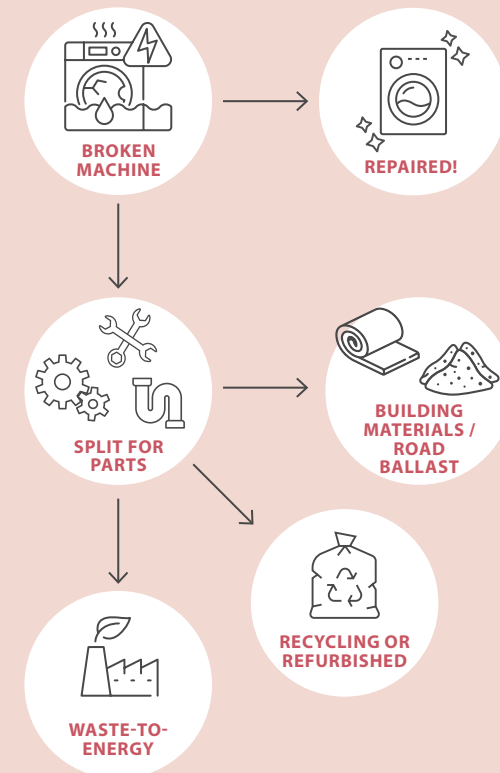


HOW IT WORKS

Where possible, broken equipment is repaired and sent back to site. Machines beyond repair are taken to a credible WEEE-Waste recycling facility and split for parts before being recycled in the prospective waste streams.

Depending on the machine, parts are returned to the original manufacture, abiding by circular economy principles.

Any non-recyclable materials are sent to a waste-to-energy facility, the residue from this process being used for road ballasts.



PLANET

COLLABORATIONS: RECONOME

Annually, an estimated two million tonnes of WEEE items are discarded by households and companies in the UK. WEEE-waste is already the world's largest toxic waste stream. It is also the fastest growing. Currently, fewer than 1 in 10 devices sold will ever be recycled.

In the spirit of creating a better and healthier planet, NuServe and Reconome, a fellow B Corp, have collaborated to make sure that no WEEE-waste from the sites NuServe services ends up in landfill or gets sub-optimally recycled/handled.

The plan is for NuServe to refer Reconome to our clients any time we identify an opportunity for WEEE-waste disposal, with the referral fee going to the operative who identifies the opportunity.

ABOUT RECONOME

Reconome refurbishes end-of-life IT equipment, generally collected from medium to large businesses, to redistribute it to high-impact sectors such as schools and charities.

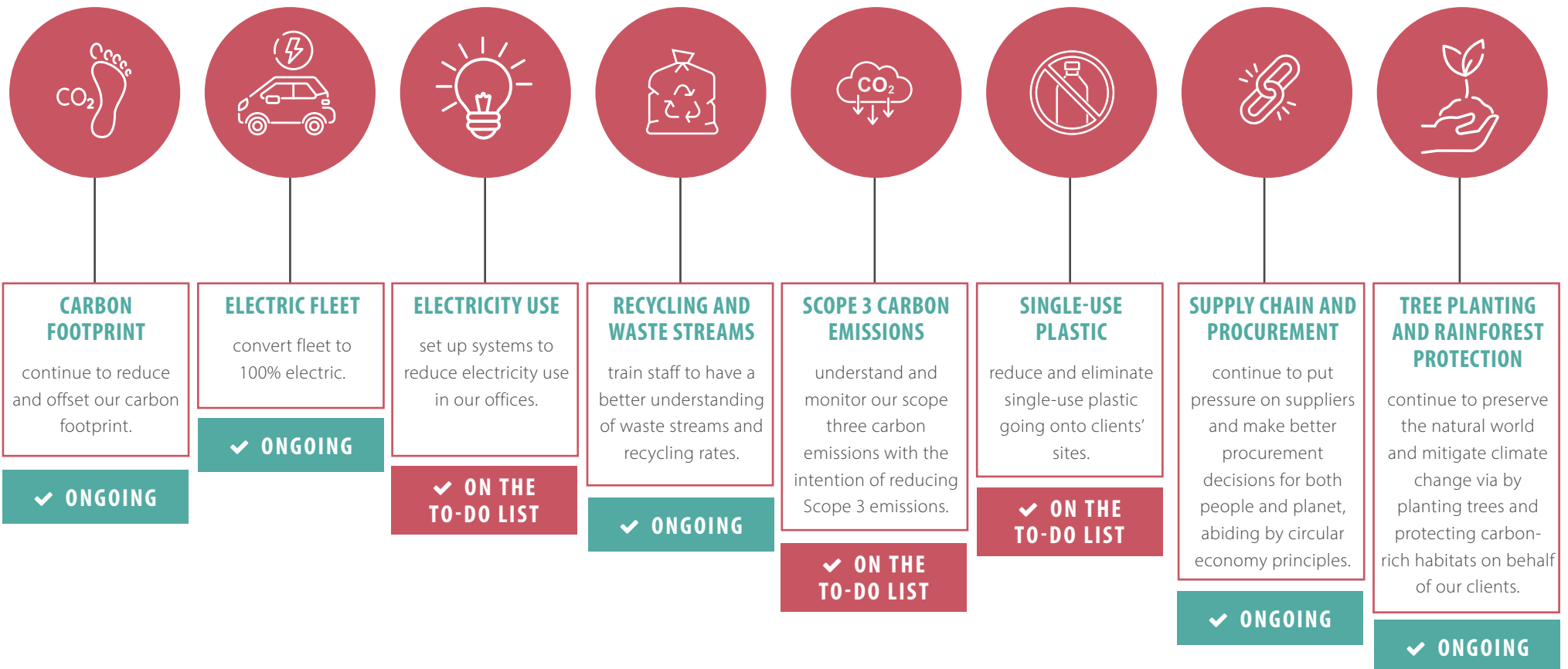
Reconome is the refurbishment partner for the Community Calling campaign sponsored by O2 Telefonica, which is help reduce the digital divide.

As a certified B Corp, Reconome meets the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit with purpose.

WORLD ENVIRONMENT DAY

In June, NuServe did an internal tech clear-out using Reconome. Hoping to engage our employees on the issues with WEEE-waste, NuServe also invited staff to bring their old tech from home too, so that it could be disposed of a data safe and ethical manner.

ENVIRONMENTAL GOALS & PROJECTS FOR 2021/22



A photograph of two men in a modern office setting. One man, seen from the back, is pointing at a large screen. The other man is looking up and smiling. A large green plant is in the foreground. A teal circle with the text 'Nu' is overlaid on the image.

Nu

**HOW WE ARE HELPING
PEOPLE**

PEOPLE

HOW WE ARE HELPING PEOPLE

NuServe is a family business with family values that extend to how we treat our clients, staff, and suppliers.

A business has options when it comes to social impact, from volunteer days, donations, and apprenticeship schemes; however, NuServe intends to focus on our staff's well-being, especially our operatives.

The cleaning industry, along with retail stores, restaurants, and call centres, among others, systemically offer bad jobs. We have been focusing on the Good Job Strategy to create value-add for employees and customers. The Good Job Strategy focuses on improving employee productivity, contribution, and motivation by investing in employees in low-paying positions.

Staff retention among full-time employees is high; however, staff retention among contacted staff is low; this is universal across the cleaning industry.

This is where NuServe intends to have the most significant social impact, by investing in our employees and their future.

We have already taken significant steps by embarking on a Diversity, Equity, and Inclusion journey, as well as setting up a D&I Council. NuServe is a diverse company - speaking 18 different languages with staff hailing from across the 30 countries.

In addition to this, NuServe is working with the Living Wage Foundation to meet our target of paying all our frontline workers the real Living Wage. We know from experience that people who are treated well and paid fairly are more committed, loyal, and professional.



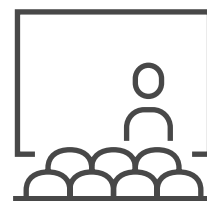
PEOPLE

OVERVIEW



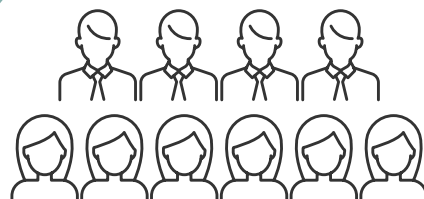
12

NuServe staff on our newly formed Diversity & Inclusion Council.



1,122 hours, 41 minutes & 46 seconds

of training completed by employees



62%

of our staff are female



41%

of client-based workforce paid the real Living Wage

PEOPLE

DIVERSITY & INCLUSION

February 2021

NuServe's Diversity, Equity, and Inclusion journey started with Eunice Olumide from EPP programmes.



May 2021

We received the results of our D&I Questionnaire.



July 2021

We completed a company-wide workshop, *An Introduction to Diversity and Inclusion*. This workshop was recorded and made available to all staff via our online training platform.



September 2021

D&I Council newly formed.

HIGHLIGHTS FROM THE DIVERSITY & INCLUSION QUESTIONNAIRE

66%

said they feel like your perspective is listened to and included in decision making.

79%

said they have a sense of belonging at NuServe.

82%

said they think NuServe cares about the diversity of their teams.

83%

said they feel comfortable talking about their background & cultural experiences with their colleagues.

84%

said they feel NuServe believes their people can improve their talents and abilities.

85%

said they their manager handles diversity matters appropriately & demonstrates a commitment to diversity and inclusion.

*Of 161 Respondents

PEOPLE

DIVERSITY & INCLUSION

NuServe has a newly formed D&I Council that aims to meet once a month to proactively create a better working environment for all staff through the cross-pollination of ideas and sharing of workplace experiences.



Ana Stefan



Catalina Perez Moreno



Cindy Marin



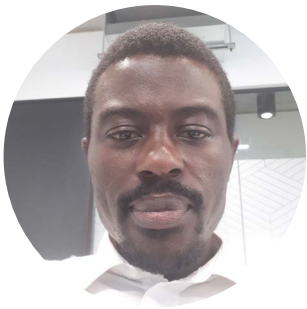
Cristian Cano



Darren Purchase



Ewelina Rodak



Festus Egbeyemi



Georgina Lockwood



Lauren Smith



Mike Ugwu



Rildo Montano Garcia



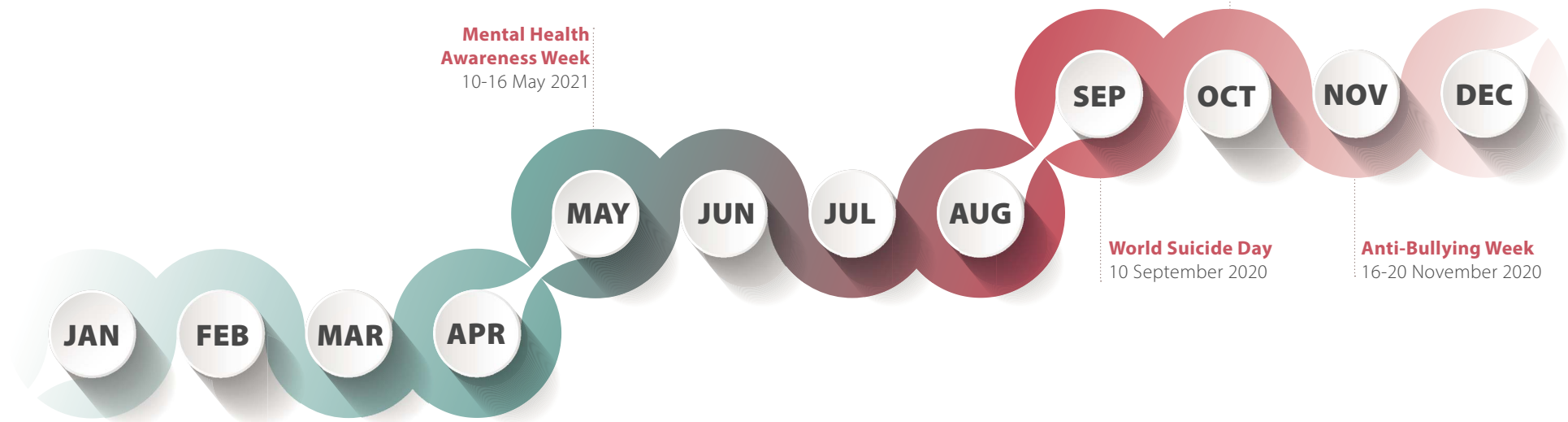
Yvonne Duke

PEOPLE

SOCIAL IMPACT DRIVES

Significant Days that went acknowledged internally by NuServe for the benefit and well-being of employees.

Going forward NuServe would like our celebratory and awareness calendar dates to be selected by our D&I Council.



PEOPLE

LIVING WAGE REPORT

NuServe is proud to be a registered Living Wage Service Provider, meaning we are committed to paying all directly employed staff members the real Living Wage. The real Living Wage is based on the cost of living, unlike the minimum wage.

41% of NuServe's workforce tied to client contracts is being paid the real Living Wage. This figure has suffered as a result of the pandemic and NuServe is actively working to increase this percentage.

We are working to empower our Account Managers to help clients put measures in place to make the positive shift to real Working Wage. The company is committed to offering the real Living Wage rates to prospective and current clients.

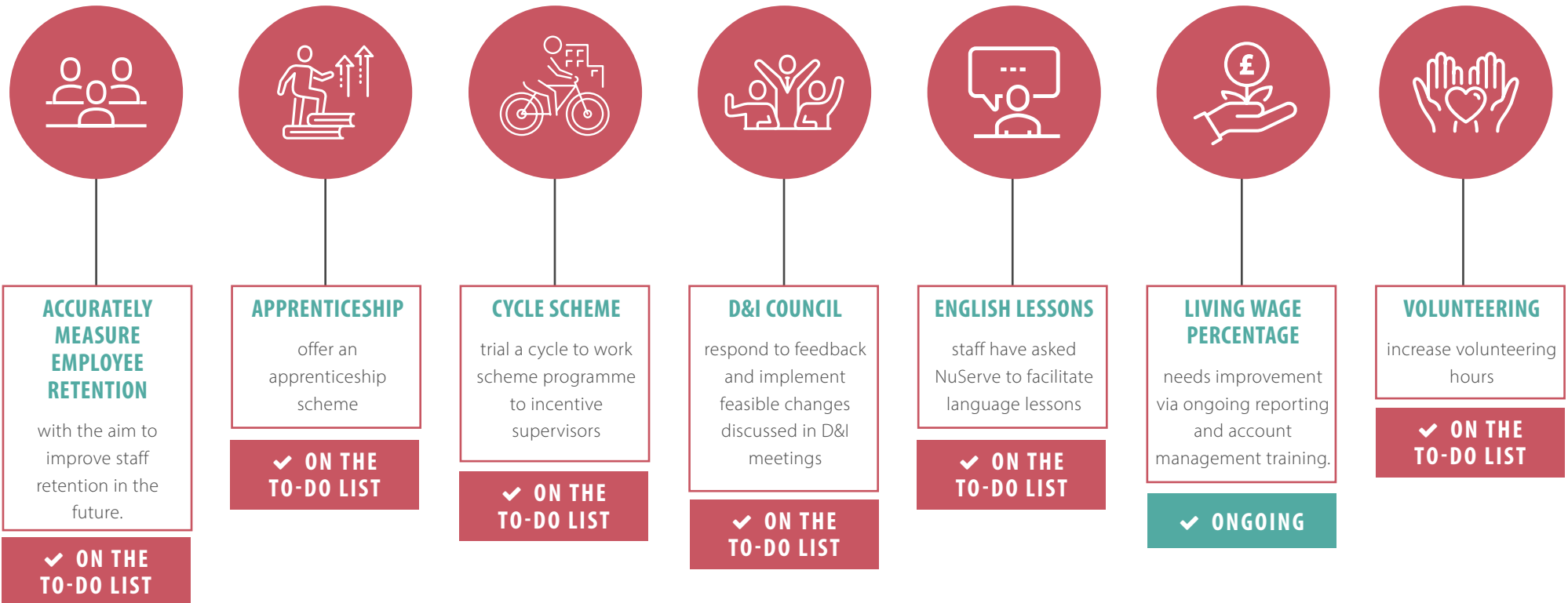
*The real Living Wage increases will be announced in November 2021.



PEOPLE

SOCIAL GOALS AND PROJECTS

NuServe's Social Impact Goals and Projects (2021/2022)



The logo consists of the letters 'Nu' in a white, sans-serif font, with a horizontal line underneath the 'u'. It is set against a teal circular background.

Nu

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