



Motion  
Energy.

# Impact Report

FY 22-23



# Acknowledgement Of Country

Motion Energy Group pays our deepest respects to Aboriginal and Torres Strait Islander Peoples and their Elders both past and present. We acknowledge the history, cultures and traditional owners and custodians of the land on which we work, particularly the Gadigal people of the Eora nation.

We will continue to build reconciliation and better relationship with traditional owners and custodians.

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# Team Reflections

## Patrick

"I enjoyed helping Motion expand their global footprint in the UK and Europe. It's great to see the business make significant achievements in its objective to support the electrification of transport."

## Hannah

I loved seeing Motion Energy grow this year in not only its presence, supporting the EV transition, but also in its commitment to positive social impact. Making sure the integral relationship between people and the planet is valued within the company has been a pleasure to work on this year and I'm excited to see how that commitment will strengthen and truly make impact in the future.

## Ryan

"I enjoyed investigating various automation tools... to perform data scraping..., automate and streamline the data cleaning process for our EV clients. I look forward to developing more automated processes for Motion Energy, assisting in signing on more partners and making a change in the transport sector!"

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# Who We Are

Motion Energy Group is dedicated to incentivising the rapid adoption of clean transport initiatives so that all members of society benefit as the EV transition gathers pace.

We are an impact inspired organisation brought together by an ambition to drive positive change towards sustainable transport. Our approach is built on the foundation that better business means a healthier planet, cleaner air and stronger communities.

We bring together decades of specialist expertise covering environmental markets, renewable energy, energy efficiency, impact reporting, audit assurance and finance. We have worked across a range of sectors and organisations including government, corporates, financial institutions, councils and with individuals to optimise their positive impact.



## Our Theory of Change

Electric Vehicles (EVs) are one of the key technologies to decarbonise the transport sector quickly and sustainably.

Motion Energy partners with organisations leading the clean transport transition. By measuring the sustainability impacts of these organisations and leveraging international impact markets, we help secure a long-term additional revenue stream directly linked to the positive contribution they are making to both people and the planet.

Enhancing the underlying economics and business fundamentals of these organisations can lead, for example, to more EV charging infrastructure, cheaper charging fees, and/or higher quality EV charging infrastructure. This will help reduce 'range anxiety', which is a key market barrier that deters people from choosing EVs.

Increasing the availability and affordability of EV charging, therefore, will have a positive impact on the uptake of EVs and the clean transport industry more generally. This in turn leads to greater emissions reductions, cleaner air, and increasingly accessible clean transport technologies.

Measuring carbon emissions avoidance alongside core sustainability benefits enables companies to quantify and benefit from their broader contribution to a healthier climate and to the United Nation's Sustainable Development Goals.

# Internal Emissions Tracking

## Summary

As an organisation driven to reduce the impact of transport emissions, we believe the impact of our internal business operations and processes should also be tracked and mitigated.

In FY 2022-23 our total emissions were 52,792.01 kg CO<sub>2</sub>e. Purchased goods and services contributed to 82% of our total organisational emissions, followed by transport (17%) and energy (1%) emissions.

Motion Energy's first emissions reporting in 2021, followed the calendar year. However, as the business continues to establish, we have transitioned to financial year (FY) emissions reporting. Therefore, the following metrics from FY 2022-23 will form the new baseline which future reporting periods will compare against.

Transitioning 100% of the team to Greenpower and voluntarily purchasing carbon credits beyond our emissions footprint were our goals for 2022-23. All employees were provided support to switch to Greenpower with 67% of employees making the switch in FY 2022-23.

Supporting all of our employees to operate using Greenpower continues to be our goal for next year as we navigate remote work and global expansion. As the business grows our overall emissions footprint will increase but we aim to reduce our emissions intensity per employee as we grow.

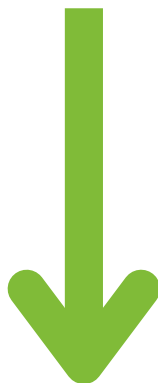
## Our Emission Reduction Goals

2022-23

**100% Renewable Energy**

2023+

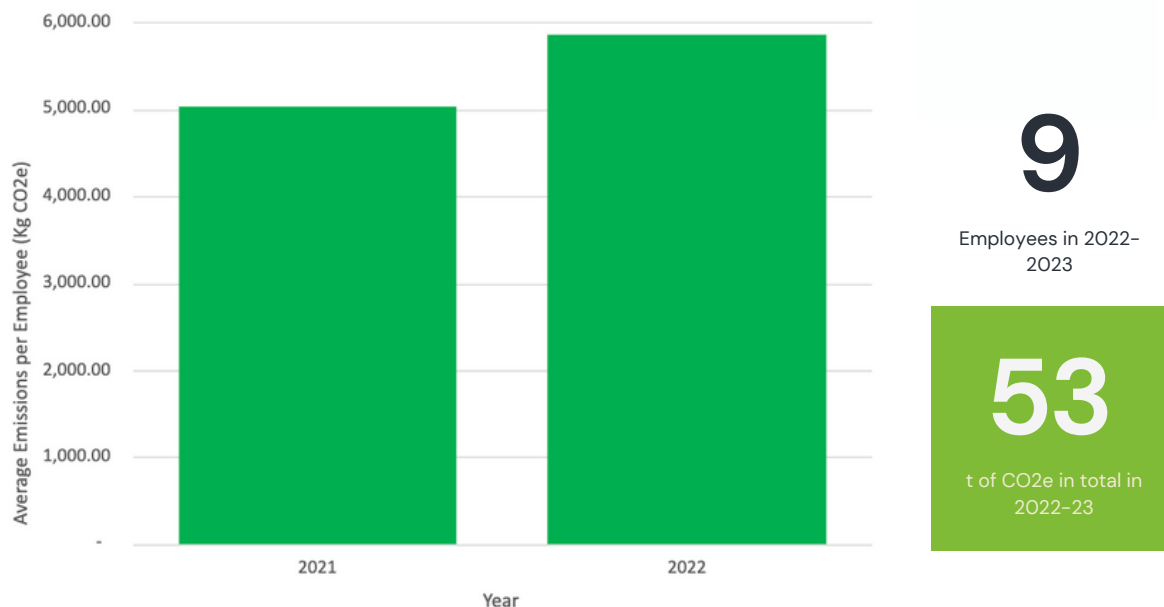
**Reduce Employee Emissions Intensity**



# Internal Emissions Tracking

## Emissions Intensity 2023

The average business emissions (CO<sub>2</sub>e) per employee



**In FY 2022-23 we produced 5.89 tons of CO<sub>2</sub>e per employee on average**

As a small business that is coordinated by employees working remotely across Australia, The United Kingdom, and Africa, we have adapted GHG protocol guided emissions accounting to our capacity and resources. Energy use and emissions are estimated based on self-reported information and employees flexible work practices impacts the consistency of their energy use and emissions production. This is a conservative estimate of emissions, which has shifted from calendar to financial year reporting during 2023.

Our organisational emissions are calculated as the sum of employee emissions because all worked remotely for FY2022-23. Employee emissions intensity is the average employee emissions. Therefore, while our total emissions will grow, we aim to reduce the average emissions produced per employee.

67% of employees have zero (0) remote working emissions. This is part of Motion's Greenpower project, providing financial support to encourage employees to transition to 100% green power electricity within their remote work space. This is an initiative we aim to continue, and encourage 100% of employees to switch to Greenpower in 2024.

# Supported Activities

We, at Motion Energy, exist to support the rapid adoption of clean transport globally. This is achieved by partnering with high impacts companies build clean transport solutions on the ground. The amazing work our partners do, installing, managing, innovating and optimising electric vehicle charging networks, allows us to quantify and certify the positive impacts they are having with integrity.

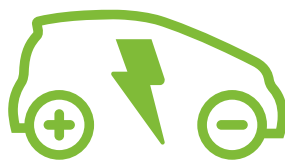
In 2022, our partners installed or operated 2199 charging stations. Of these, over 85% were powered by renewable energy sources.

The positive impact of using these charging stations is measured, supporting three key outcomes:

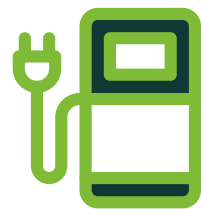
1. Certified carbon credits can be developed with the highest means of integrity to quantify processes that help support a healthier planet and cleaner air,
2. These credits can then be purchased by organisations wanting to make real contribution based change in their communities and supply chains,
3. The revenue from these credits can support our partners to further roll out clean transport solutions to accelerate the global transition.

## In 2022 We've Helped Support...

20,305 tCO<sub>2</sub>-e emissions to be avoided from displacing fossil fuel vehicles



2000+ New EV charging station installations



Over 3.5 thousand gallons of fossil fuels avoided from combustion

Over 85% of chargers are powered by Renewable Energy



# Supported Activities

At Motion, we not only measure the carbon emissions avoided for every kilometre an EV is on the road instead of an internal combustion engine. We also measure the contribution made by electric vehicles towards nine of the United Nations Sustainable Development Goals.

In 2022–23 we supported our partners to:

- Reduce harmful air pollutants through facilitating EV uptake (SDG3)
- Achieve more sustainable cities by increasing the use of renewable energy and electric vehicles (SDG 7, 9, 11, 12)
- Reduce CO2 emissions (SDG 13) and their detriment to our terrestrial and marine ecosystems (SDG 15, 14) while generating lower-carbon economic growth (SDG 8)



# Our Initiatives

## Supporting the wellbeing of people and the planet.

Throughout 2022–23 we have engaged with a range of initiatives to develop as a team and engage within the wider community. Some highlights include:

- Our B–Corp community coffee catch up in March 2023. It was so exciting to get this meet up back in person and share stories and experiences with other like minded B–Corps (see bottom left picture)
- Attending the Batteries on Wheels Conference in December 2022 was an insightful and empowering opportunity for our team to learn more about the Australian EV context. (see bottom right picture)
- Joining the 1% for the Planet initiative. Our chosen charity, the Ella Roberta Foundation, is an organisation we feel deeply aligned with and are proud to support with their ongoing action towards tackling air pollution
- Attending the UNGC Reducing Emissions and Respecting Human rights event where powerful discussions took place around decarbonisation for SME's in an ethical and equitable way.
- Developing our Reflect Reconciliation Action Plan through Reconciliation Australia. As Sydney is our business base, we have loved engaging with rich learnings and processes to ensure traditional owners are respected in the work we do, not only in Australia, but globally too.



The B-Corp Coffee Catch Up. Big thanks to Pablo & Rusty and BCorps: Corban & Blair, Compass Studio, Nature, i2C Design and Management and Local Trippa.



The Motion Team at the Batteries on Wheels Conference

# Our Initiatives

**At Motion Energy, collaboration is at the very core of our business philosophy. We believe that meaningful partnerships are instrumental in driving positive change and making a real impact on the world. We are proud to be actively collaborating with organisations such as B-Corp, 1% for the Planet, and the Electric Vehicles Council.**

**B-Corp Certification:** Our collaboration with B-Corp reflects our commitment to being a force for good in the business world. Through our B-Corp certification we connect with like-minded businesses and are encouraged to raise the bar on ethical business practices for the well-being of people and the planet.

**1% for the Planet:** Our involvement with 1% for the Planet demonstrates our dedication to giving back to the environment. Our pledge to donate 1% of our annual sales revenue to the Ella Roberta Foundation, means we can support community outreach and political awareness around the health impacts of air pollution.

**Electric Vehicles Council:** As we navigate the transition to a more sustainable future, our membership of the Electric Vehicles Council means we can support the movement towards clean transportation solutions in Australia. Our involvement means we can learn more about innovation and initiatives in this critical area.

**UN Global Compact:** Our membership of the UNGC underscores our commitment to ethical and responsible business and the ability for private enterprise to contribute powerfully toward achieving social and environmental benefits.

These partnerships are more than just symbolic; they are tangible steps toward a cleaner, more sustainable future. Together with these organisations stakeholders, we look forward to achieving even greater positive impact in the years to come.



**Global Compact**  
Network Australia



**CLIMATE AND HEALTH ALLIANCE**



**Motion Energy.**

# Our Initiatives

## **We sold our first-ever Motion Energy Impact Credits!**

This milestone marks a significant achievement in incentivising the uptake of clean transport globally! This means the start of truly valuing cleaner air, healthier communities and a healthier planet.

We're delighted to have Zilch Forwarding as the first purchaser, a global leader in clean freight forwarding, committed to promoting sustainable transport supply chains and supporting global companies like Patagonia. Importantly, Zilch will not be using the credits to offset emissions; but rather as a verifiable way to channel critical 'results based' financial support towards clean air and better health outcomes.

This is just the beginning, and we are driven by the possibility ahead as we continue to innovate and collaborate with more amazing organisations within our industry and beyond.



Change is a powerful  
thing ...

Lets set it in motion

## Acknowledgements

Thank you to the Motion Energy team who have made all the amazing work during 2022-23 possible.

Thank you to the B-Corp community and UN Global Compact for supporting and guiding Motion Energy towards being a better business for people and the planet.

**Motion Energy**

<https://www.motionenergy.com>

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