



# CIRCA 50000

IMPACT REPORT 2021



# INTRODUCTION

Welcome to  
**CIRCA5000's**  
inaugural  
impact report.

Welcome to **CIRCA5000's** inaugural impact report. As the leading investment platform dedicated to creating a liveable, prosperous future for humanity, we believe it's vital to provide an overview of our impact each year.

Since we began our journey in 2018, **CIRCA5000** has evolved into a community of over 150,000 investors. Our portfolios are changing how people think about their money and are reshaping the future of investing.

Here are all the ways we made a difference in 2021.



## OUR MISSION

**MAKE INVESTING  
EFFORTLESS,  
PROFITABLE,  
AND IMPACTFUL  
FOR EVERYONE**

It's time we put investing to good use.

No propping up bad assets. No playing trading platforms like slot machines. No greenwashing.

Just investing in things with universal appeal:  
Energy. Water. Food. Health. Education. Cybersecurity.

Our goal: to help humanity thrive, not just survive.  
All the way to the Year 5000.

Every penny invested works now, to reverse the course of climate change and strengthen our social fabric.

And it doesn't end there. It amasses over time to build a universal force for people and the planet.

Because humanity is better off in a better future.  
Humans who invest in it, most of all.



# INVESTING

## Our investments

We created our portfolios to bring our mission to life and support companies building a better future.

Structured around two core themes, **Planet** and **People**, we invest in funds delivering clean energy, safe water, sustainable food, good health, and better education, amongst others.

## Our investment criteria and processes:

Core to our mission is a belief that investors should be able to invest in companies having a positive impact without having to sacrifice any potential financial return. Our investments must pass a rigorous analytical process and meet our three main criteria:

Impact

+

Return

+

Risk



# INVESTING

## Impact

### Will the companies invested in by the fund positively impact the future of humanity?

#### SCREENING

The fund market is screened to identify funds that are thematically aligned with our view of the future. The UN Sustainable Development Goals (SDGs) act as our North Star on key areas. For funds to pass the first test, they need to be thematically and objectively aligned to at least one of the SDGs.

#### METHODOLOGY

Thematic alignment alone is not enough. We need to understand how funds are executing their investment strategy to ensure that they are actually delivering their objectives and are not just greenwashing. At this stage, we speak to fund managers and go deep into the documentation to understand exactly how companies are selected, along with any general and theme specific exclusion criteria.

#### VERIFICATION

A methodology can look great on paper but until you see some output, it's hard to assess how effective it really is. That's why we go through the underlying holdings to check if anything has slipped through the net. If anything seems out of the ordinary, we need to understand why – and what can be done to fix it. Our partnership with Net Purpose arms us with the data needed to perform the analysis.

#### ENGAGEMENT

We keep an open dialogue with the managers during the selection process and after investment. For example, we engaged with Rize ETF on the inclusion of animal products in the Sustainable Future of Food fund. The result? The fund removed all meat and animal bi-products in September.

## Return

### Do we expect the funds to generate attractive financial returns?

#### GROWTH

Understanding the growth potential of the theme is critical to understanding potential long term future returns. We only invest in themes and companies that we believe will benefit from structural market trends – these are sectors that we believe will grow and be key in defining the future of humanity.

#### PROFIT

Revenue growth is one thing but investment returns are based on profits. We need to believe that any revenue growth will translate into higher profits in order to support our investment thesis.

#### VALUATIONS

Even the most profitable company in the world is not necessarily a good investment. Themes, funds, and companies need to demonstrate reasonable valuations now and potential upside in the future.

## Risk

### Is the level of risk appropriate for the strategy?

#### FUND SPECIFIC RISK

Funds must be able to demonstrate sufficient diversity within the holdings so we know we are not taking on a large risk. Factors that are considered include: the number of holdings, country exposure and sector exposure – to the extent possible within a theme.

#### PORTFOLIO RISK

Diversifying out thematic or sector risk is key in the portfolio construction process. Holding multiple funds that are perfectly correlated with each other would be detrimental to our total risk exposure, so we pick funds with a low correlation to others in the portfolio.

Once a fund has made it to the platform, we continue to assess it. We constantly look at funds to ensure they continue to meet our three criteria – and we take action when needed.



# INVESTING

## HEADLINES

### CLEAN ENERGY

832m MWh of renewable energy produced in the last year by the companies in the Clean Energy fund

15m families given access to clean energy in the last year

832m MWh = enough to power 71 million homes





# INVESTING

## HEADLINES

### PHARMA BREAKTHROUGH

1.4b people provided with access to treatments by the companies in the **Pharma Breakthrough** fund over the last year

1.4 billion people = 17.9% of the global population





# INVESTING

## HEADLINES

### GLOBAL WATER

6.8b cubic metres of water treated in the last year by the companies in the **Global Water** fund.

313b cubic metres of water supplied in the last year by the companies in the fund.

313 billion cubic metres of water = enough to supply every household in UK 68 times over



# INVESTING

UNDER THE LENS

Here is a selection of companies **CIRCA5000** users invest in and their **impact** on the world.

## VESTAS WIND SYSTEMS

CLEAN ENERGY

Vestas is the go-to partner for anyone looking to build a wind farm. They design, manufacture, install, and service wind turbines across the globe. With over 77,000 wind turbines installed across 84 countries, Vestas is involved in 18% of all global wind energy production.

The company’s investment in wind turbine technology is bringing down the cost of clean energy to ensure that we can all afford to switch to a better alternative.

IMPACT

17.2k megawatt generating capacity shipped in the last year with generating potential of 49.5m MWh clean electricity per year

16.82m tCO2e emissions avoided

49.5m MWh electricity = enough to power 4.2m homes

4.2m homes ≈ all the homes in Seoul

Source: Net Purpose Analysis

## ROYAL DSM

SUSTAINABLE FUTURE OF FOOD

This science-based nutrition company is mission-driven to the core. They are developing solutions to some of the greatest problems of our time in the areas of nutrition, health, and sustainable living. From minimising methane emissions from cows, to supporting our immune systems and producing plant-based protein alternatives, their team of scientists have it all covered.

Fast facts:

30% less methane produced by cows given DSM’s feed additive.

1 tonne of their algae-based omega-3 fatty acids avoids catching 60 tonnes of wild fish to use in fish feed.

World’s largest manufacturer of vitamin D3 which is needed for healthy immune systems and strong bones.

IMPACT

74m kg of meat alternatives enabled through yeast extract production

- 215k tCO2e emissions avoided
- 14m m<sup>3</sup> water saved
- 228m m<sup>2</sup> agricultural land saved.

120m kg bioplastics produced to replace regular plastics

- Reducing plastic pollution
- 483k tCO2e emissions avoided

912 tCO2e emissions reduced after introduction of methane reducing cattle feed additive

228m m<sup>2</sup> agricultural land = 32,000 football pitches





# INVESTING

UNDER THE LENS

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## BEYOND MEAT

SUSTAINABLE FUTURE OF FOOD

Championing the shift to plant-based meat products, Beyond Meat is changing the face and the footprint of the food industry. Their tasty beef, pork, and chicken alternatives have become a favourite in the plant-based sector, not just for their environmental benefits - they're also very tasty!

### Fast facts:

- 99% less water used to produce a burger, compared to meat products.
- 90% fewer greenhouse gas emissions, compared to meat products.
- 46% less energy used in production, compared to meat products.

### IMPACT

- 32.9m kg of meat production avoided last year
- 957,409 tonnes of CO2 equivalent saved
- 63m m<sup>3</sup> of water saved, equivalent to 25k Olympic swimming pools
- 1b m<sup>2</sup> less agricultural land required relative to meat products

32.9m kg of meat production avoided = 118,773 cows saved

Source: Net Purpose Analysis



## XYLEM

CLEAN WATER

Xylem is a leading global water technology company committed to developing innovative solutions to the world's water challenges. Xylem's products and services move, treat, analyse, monitor, and return water to the environment in public utility, industrial, residential, and commercial building services.

With a focus on sustainability, Xylem also provides state of the art smart metering, network technologies and advanced data analytics solutions to address resource challenges and build smarter, more resilient infrastructure.

### IMPACT

- 3.5m smart meters sold and installed
- 108m m<sup>3</sup> water saved - equivalent to the annual water usage of 656k UK households
- 291 water treatment facilities
- 353m m<sup>3</sup> water treated

353m m<sup>3</sup> water = 141,057 olympic swimming pools



## EMERGENT BIOSOLUTIONS

PHARMA BREAKTHROUGH

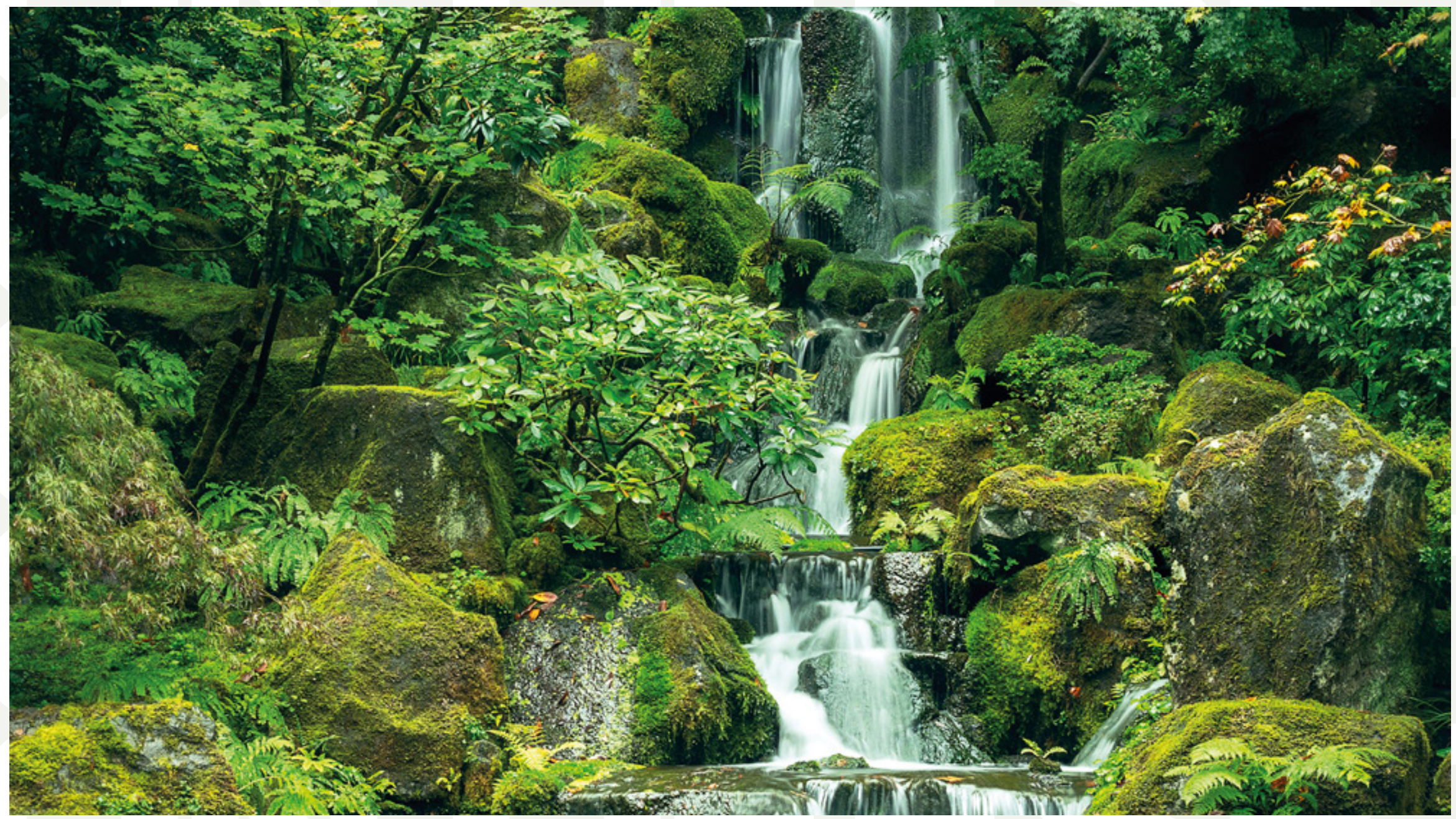
With a goal to protect or enhance 1 billion lives by 2030, Emergent Biosolutions develop vaccines, medicines and devices to counter public health threats around the world.

Emergent works with governments and NGOs to stockpile vaccines that can be used in the event of an outbreak of health threats including smallpox, anthrax, opioids, cholera and typhoid. Their devices can also be used to treat patients exposed to chemical warfare agents in the event of an attack.

### IMPACT

- 21m smallpox vaccines produced
- 4.5m opioid addiction treatments produced for 1.14m patients
- Extending 20,000 lives







# CARBON OFFSETTING

## PRODUCT

### Why offer carbon offsetting?

Right now, it's unlikely that we can fully eliminate our carbon emissions through the daily decisions that we make. This is because either there is no green alternative available or because the alternative is too expensive for our budgets. For example, not all of us can afford £40,000+ for a new electric car.

Our carbon offset plans give our community the power to balance out the carbon emissions they're otherwise unable to control – and help build a more liveable future for generations to come.

### BeZero Carbon

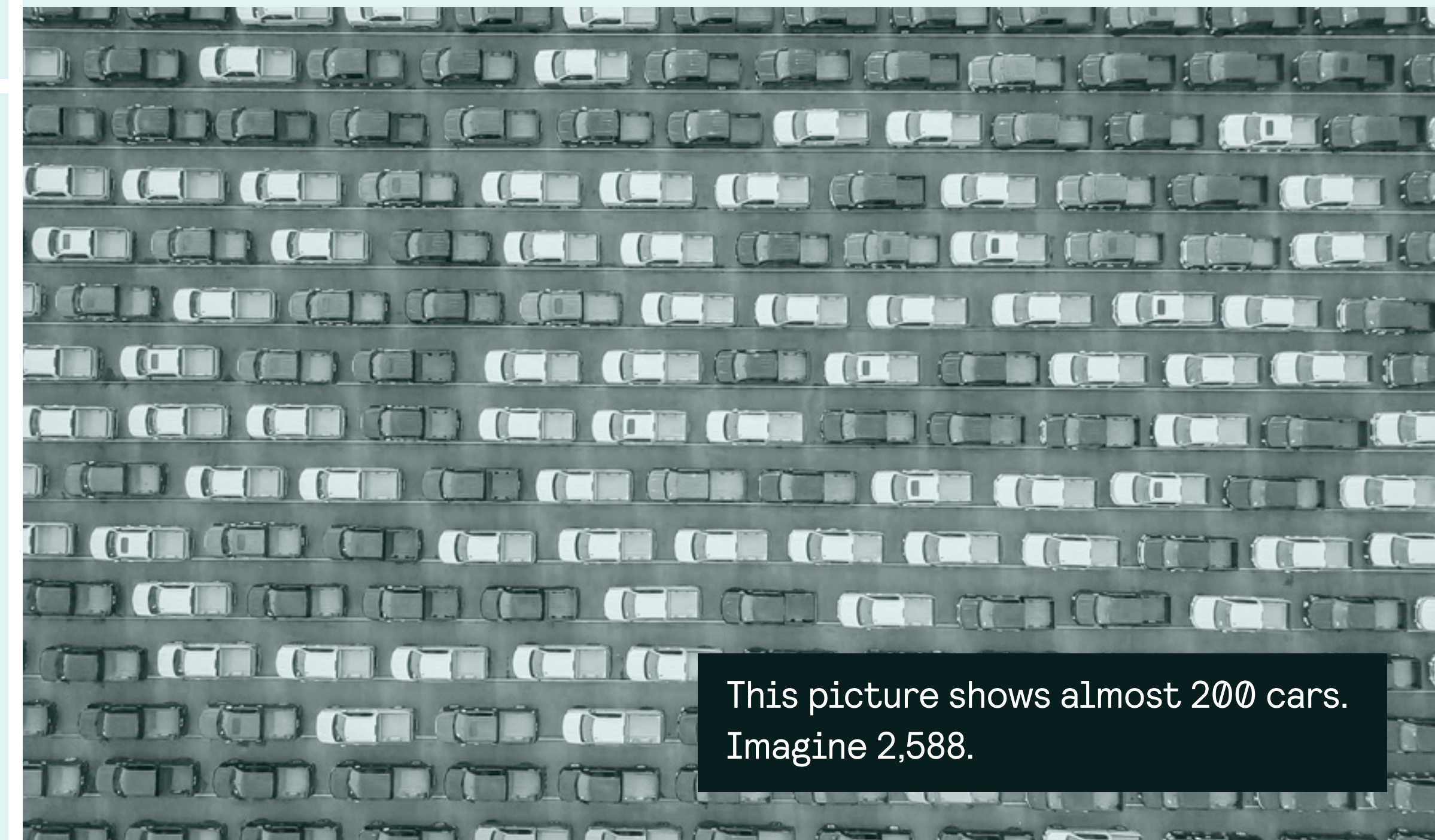
We work with BeZero Carbon, a climate solutions company that independently assesses the carbon offset market using a rigorous system that rates the carbon efficacy and quality of each project. Every offset made through **CIRCA5000** was informed by the BeZero Carbon Rating framework, and our offsets are retired after purchase to remove them from circulation and lock in their impact.



### Community Impact

Our community has offset 11,900 tonnes of carbon dioxide so far.

11,900 tonnes of CO<sub>2</sub> = equivalent of taking more than 2,588 cars off the road for a year



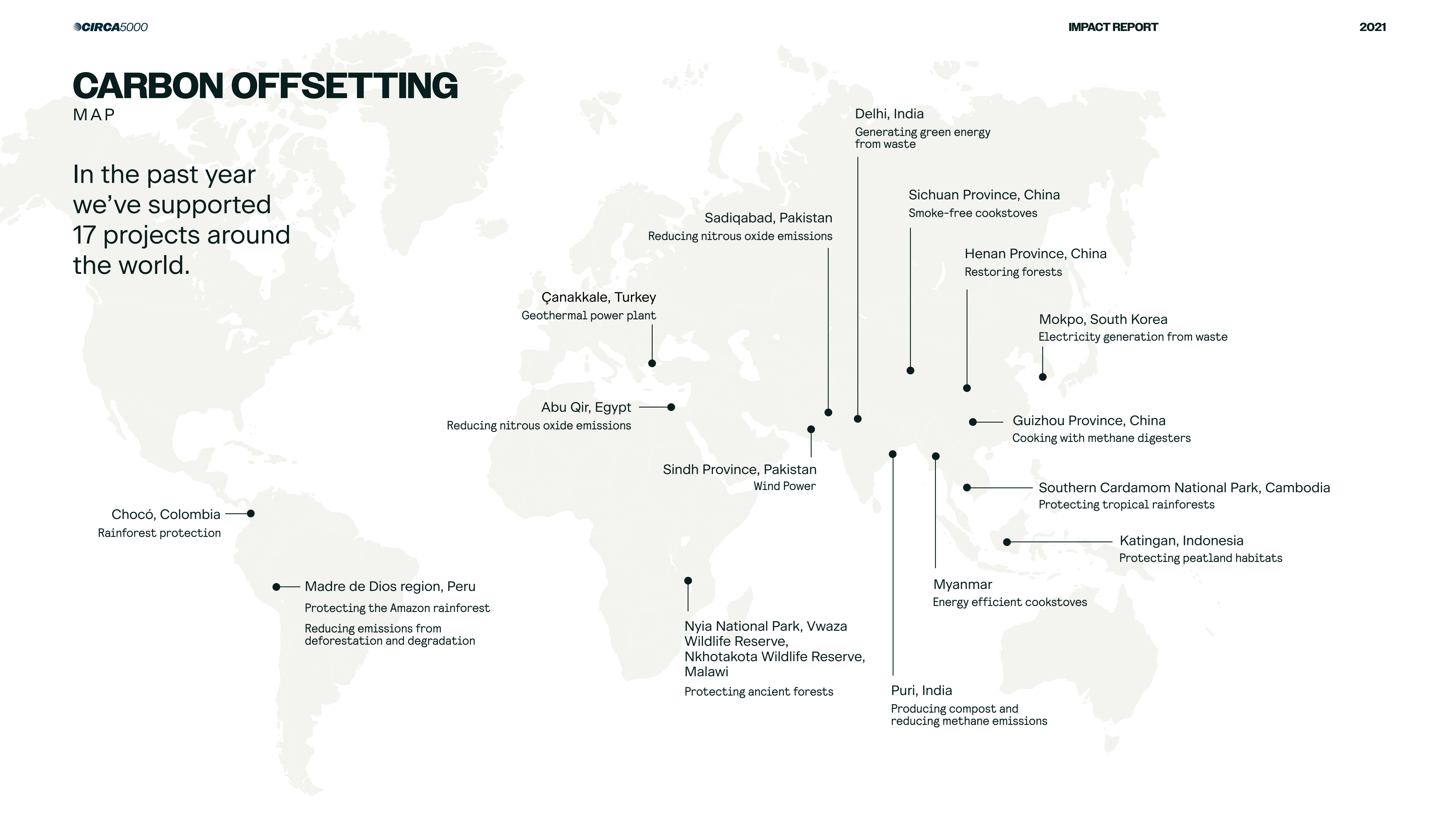
This picture shows almost 200 cars.  
Imagine 2,588.



# CARBON OFFSETTING

MAP

In the past year we've supported 17 projects around the world.



Chocó, Colombia  
Rainforest protection

● Madre de Dios region, Peru  
Protecting the Amazon rainforest  
Reducing emissions from  
deforestation and degradation

Abu Qir, Egypt  
Reducing nitrous oxide emissions

Çanakkale, Turkey  
Geothermal power plant

Sindh Province, Pakistan  
Wind Power

Nyia National Park, Vwaza  
Wildlife Reserve,  
Nkhotakota Wildlife Reserve,  
Malawi  
Protecting ancient forests

Sadiqabad, Pakistan  
Reducing nitrous oxide emissions

Delhi, India  
Generating green energy  
from waste

Sichuan Province, China  
Smoke-free cookstoves

Henan Province, China  
Restoring forests

Mokpo, South Korea  
Electricity generation from waste

Guizhou Province, China  
Cooking with methane digesters

Southern Cardamom National Park, Cambodia  
Protecting tropical rainforests

Katingan, Indonesia  
Protecting peatland habitats

Myanmar  
Energy efficient cookstoves

Puri, India  
Producing compost and  
reducing methane emissions



# CARBON OFFSETTING

UNDER THE LENS



## CAMBODIA

The Southern Cardamom REDD+ Project protects 497,000 hectares of tropical rainforest in South-West Cambodia, one of the 200 most important locations for biodiversity conservation on the planet.

3,000,000 tonnes of carbon emissions avoided annually. That’s the equivalent of switching 544,928 houses to green electricity.

497,000 hectares of habitat preserved for wildlife. This is an area over three times the size of London.

3,957 families in the local community are supported with education and sustainable sources of income.

497,000 hectares = an area over three times the size of London



# CARBON OFFSETTING

## UNDER THE LENS



### INDONESIA

Although they only cover 3% of the Earth's surface, peatland habitats store more carbon than forests, mangroves and seagrass combined. This project protects peatland habitats under threat from environmental degradation.

149,800 hectares of total land area of conserved using satellite monitoring to prevent illegal fires and logging.

5 critically endangered species, 12 endangered species, and 37 vulnerable specie protected, including the Bornean orangutan and proboscis monkey.

43,000 local people supported with healthcare, education, and employment opportunities

5,110,030 tonnes of CO<sub>2</sub> emissions avoided annually.

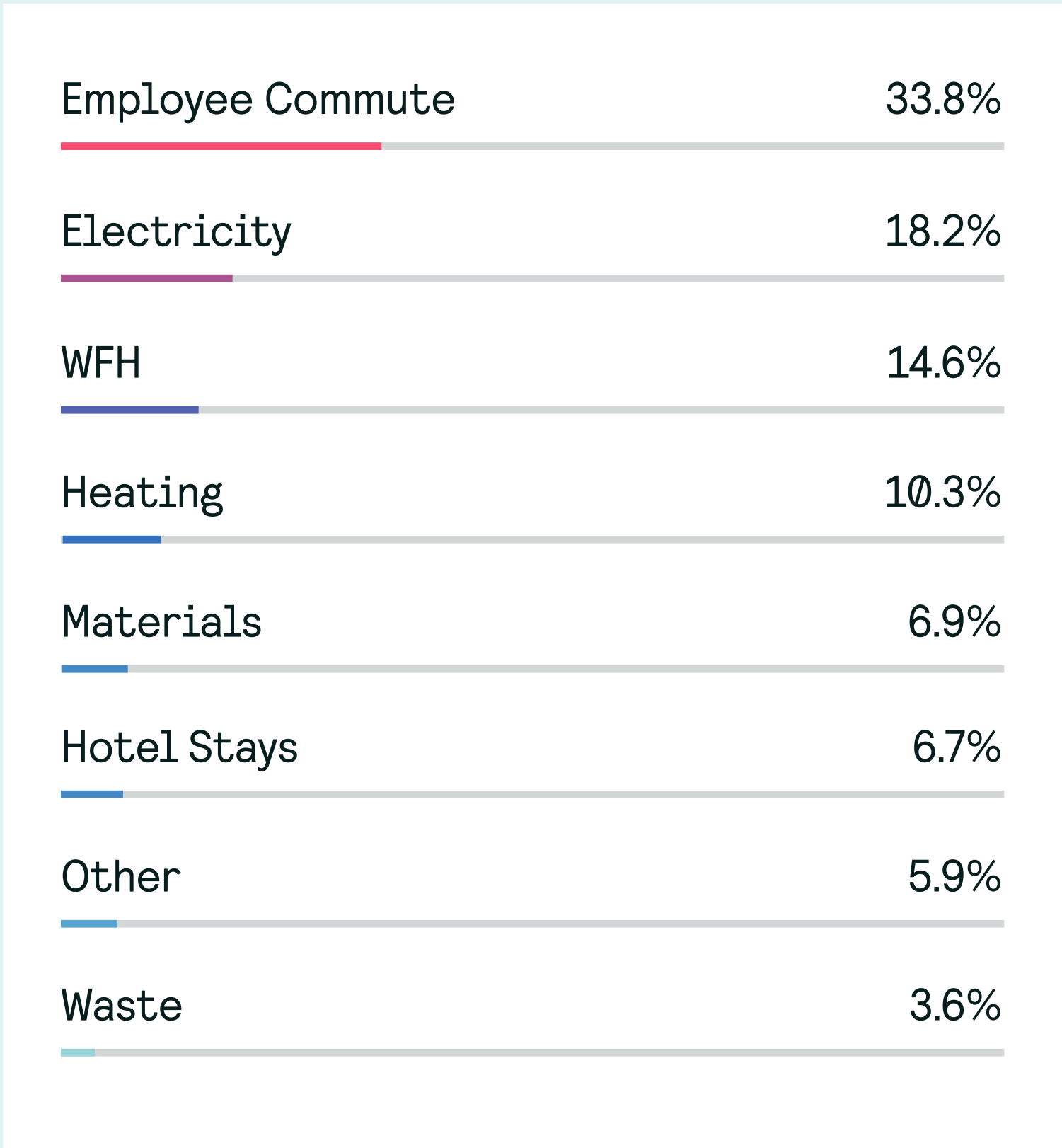


# CARBON OFFSETTING

## OPERATIONS

In collaboration with BeZero, we’ve calculated our annual carbon footprint for **CIRCA5000** as a company.

2020/1 FOOTPRINT = **33 tonnes CO<sub>2</sub>e**



33 tonnes CO<sub>2</sub>e equivaent to...

518 Newly planted trees over 10-years



150,000 km Worth of driving in an average UK passenger car




4 UK households' annual footprint



65,911 Pizza deliveries by moped





Carbon intensity factors...  
0.95t CO<sub>2</sub>e per Full-time Employee

We chose to offset our carbon emission by

10x

through 4 different projects:

- Katingan, Indonesia: Protecting peatland habitats
- Chocó, Colombia: Rainforest protection
- Mokpo, South Korea: Electricity generation from waste
- Abu Qir, Egypt: Reducing nitrous oxide emissions



# CARBON OFFSETTING

## COMMUNITY IMPACT

**18,835** trees planted so far as part of our referral scheme.

Once mature, a tree can absorb almost 10kg of CO<sub>2</sub> per year

188,350 kg of CO<sub>2</sub> = the amount of CO<sub>2</sub> emitted from using 436 barrels of oil





# COMMUNITY

In the last six months, we have built up engagement with our growing community with an emphasis on financial inclusion. In just six months, our community team has interacted with 1,076 people through events, one-on-one user calls, and through user testing opportunities.

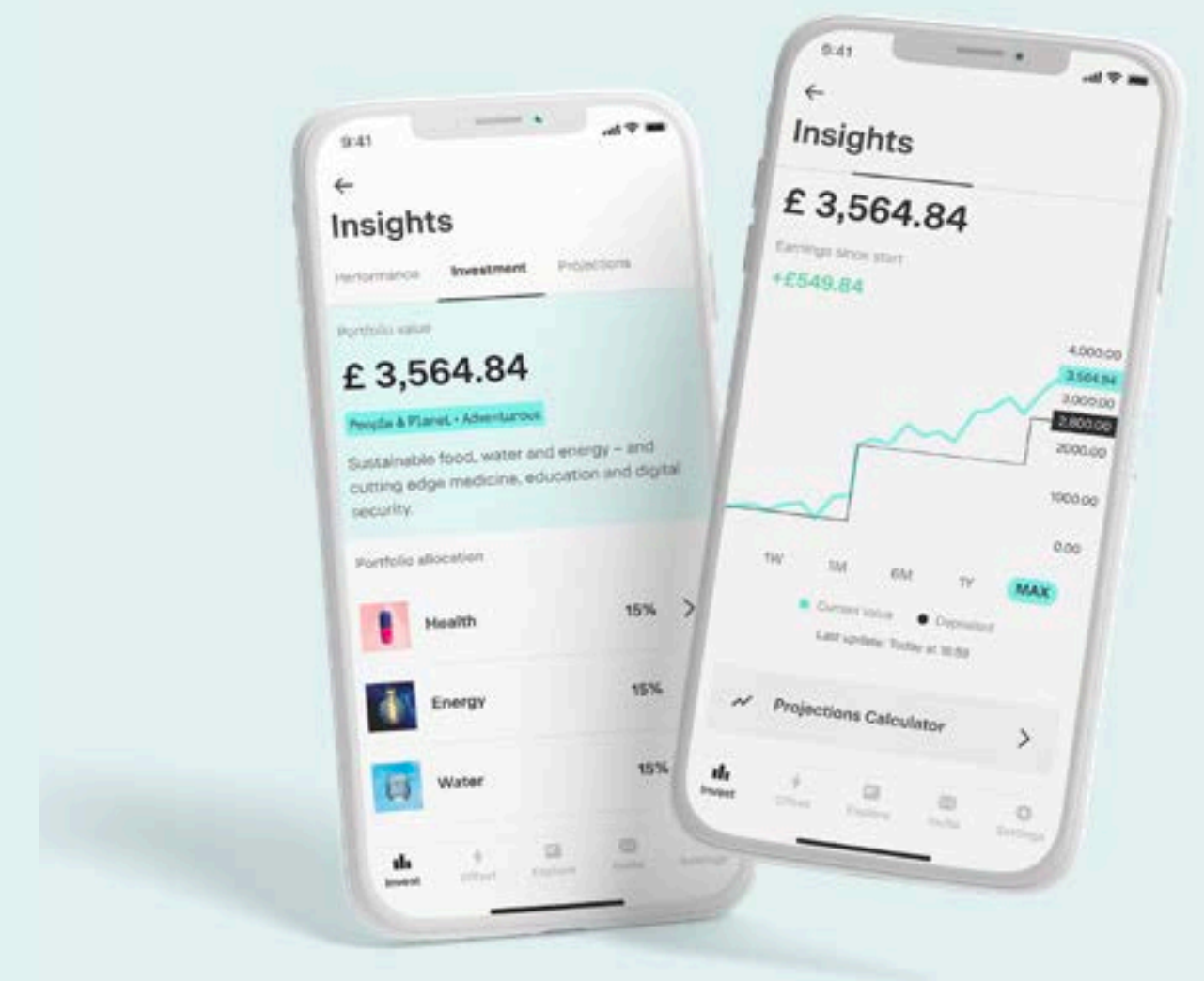
## Financial Inclusion

We believe that education allows people to live a better life, free from unnecessary anxiety around investing. To help make this a reality for our community, in 2021 we:

- Created an e-learning curriculum to guide people on their investing journey
- Partnered with Oliver Bernard and Your Juno for an event to address imbalances in representation and participation for women, non-binary and BIPOC (Black, Indigenous and People of Colour) communities in investing



- Delivered onboarding events to guide our community through how to start investing with CIRCA5000





# COMMUNITY

## Crowdfunding

Financial inclusion is in our DNA and we believe our community should be able to benefit from our success, alongside VC firms and angel investors. That's why we opened up our funding round to our community in April 2019 and welcomed 1,429 new investors into our business. In November 2021 and at the time of this publication, we've once again offered our community the opportunity to invest in our business through a Crowdfunding campaign. We expect to welcome more than a 1,000 investors in this campaign.

## The Future

In 2022, we plan to continue to build our community into a vibrant forum for learning and progression. We're inviting **CIRCA5000** users to be a part of our movement from the ground up and will be hosting a range of events to bring our community together with a common goal: To build a better future together.





# OUR PEOPLE

Our goal at **CIRCA5000** is to make wealth creation effortless, profitable and impactful for everyone. We know that we will be better placed to do this if we can reflect the same level of inclusion within our own organisation.

Since inception in 2018 we’ve increased our headcount from 2 to 35 people. 28% of the current team was hired during the pandemic, and we’ve seen a further 58% growth in the year to date.

In 2021, we hired a Head of People to build out our recruitment strategy, alongside developing a D&I policy, as well as an engaging new joiner experience that includes personal development and performance plans to increase retention.

35

Employees

9

Nationalities

71%

Male

5:2

Male:Female ratio

6 main job families

Engineering

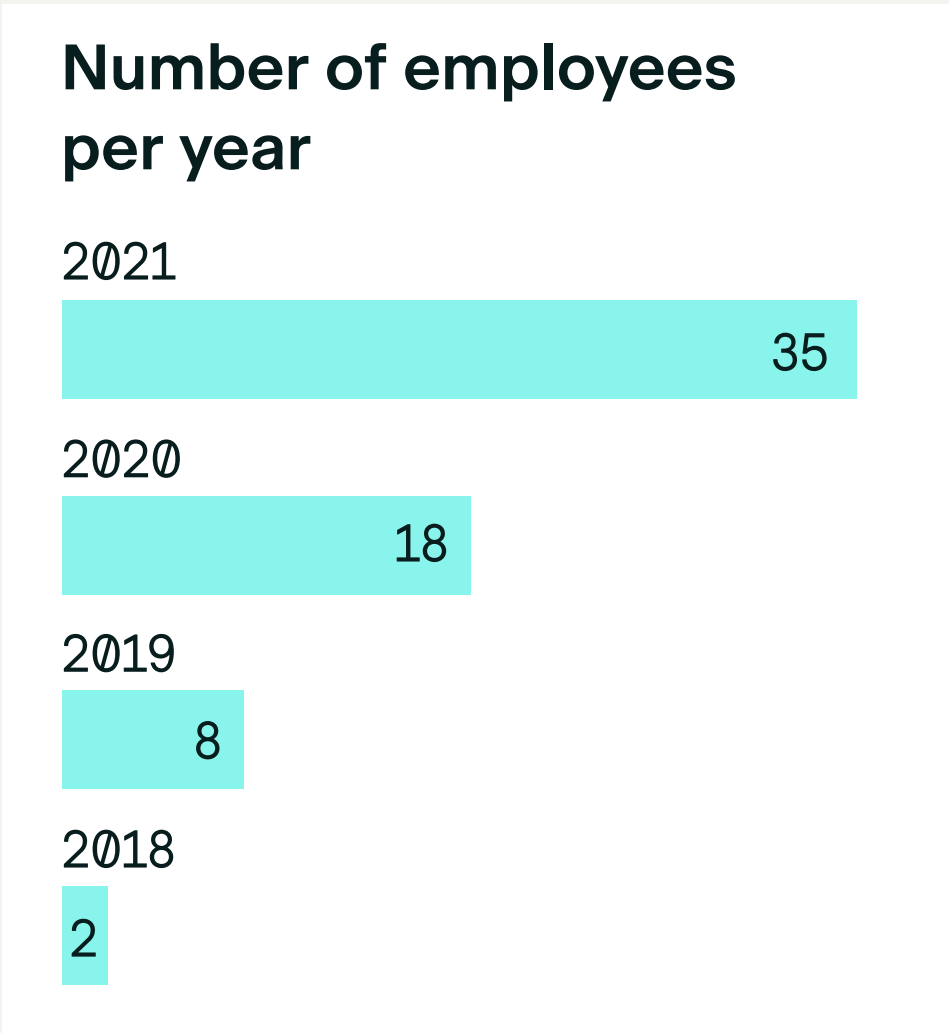
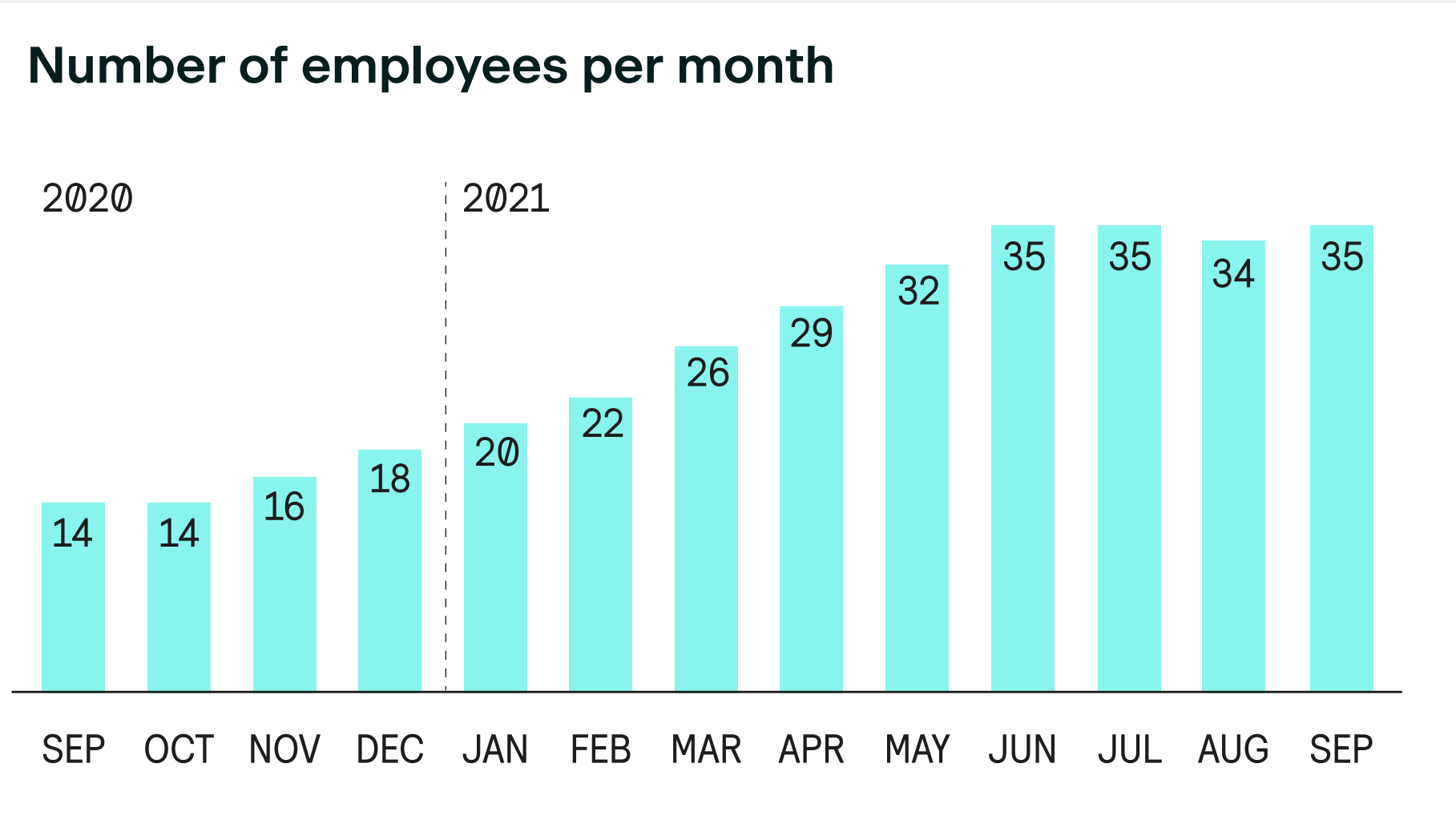
Marketing

Customer Operations

Central Operations

Partnerships & Investment

Community

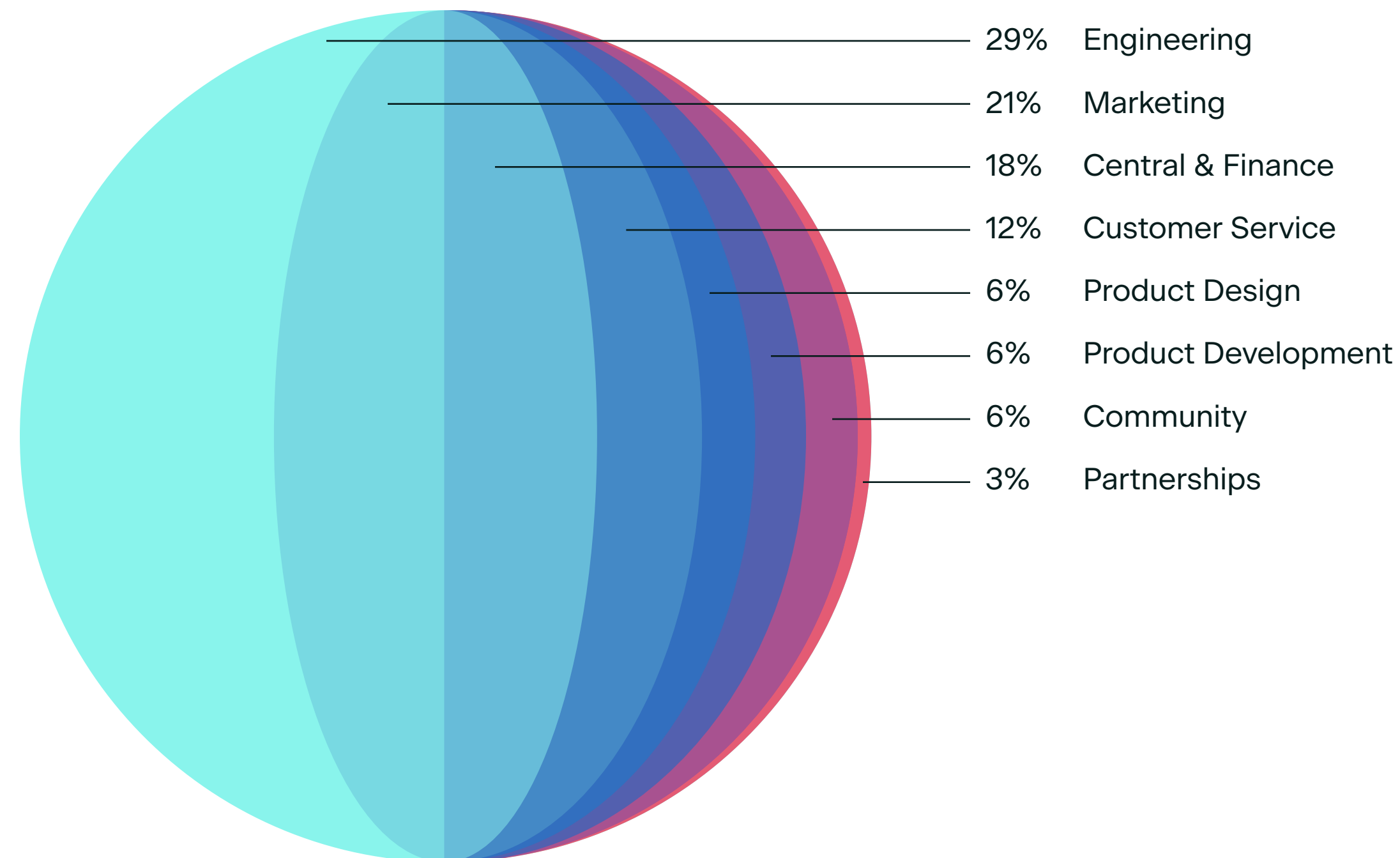




# OUR PEOPLE

## PROGRESS

### Team Distribution 2021



- We saw our greatest improvement in representation of women at **CIRCA5000** in 2021, moving our hiring metrics from 0 in 2018, 1:5 in 2019, to 7:11 this year.
- Nationality representation has also vastly improved from British only in 2018, to having employees from over 9 different countries in 2021.
- Between October 2018 and October 2021 the number of people with Mixed Ethnicity has increased by over 6x, with the number of Black or Black/Mixed people also now making up at least 30% of our senior team.
- Our LGBTQIA+ community now represents over 8% of our workforce.
- We've added employee benefits for mental health and wellbeing such as Yoga, Spill, Vitality and Heka to our compensation package and introduced mental health training for Managers.



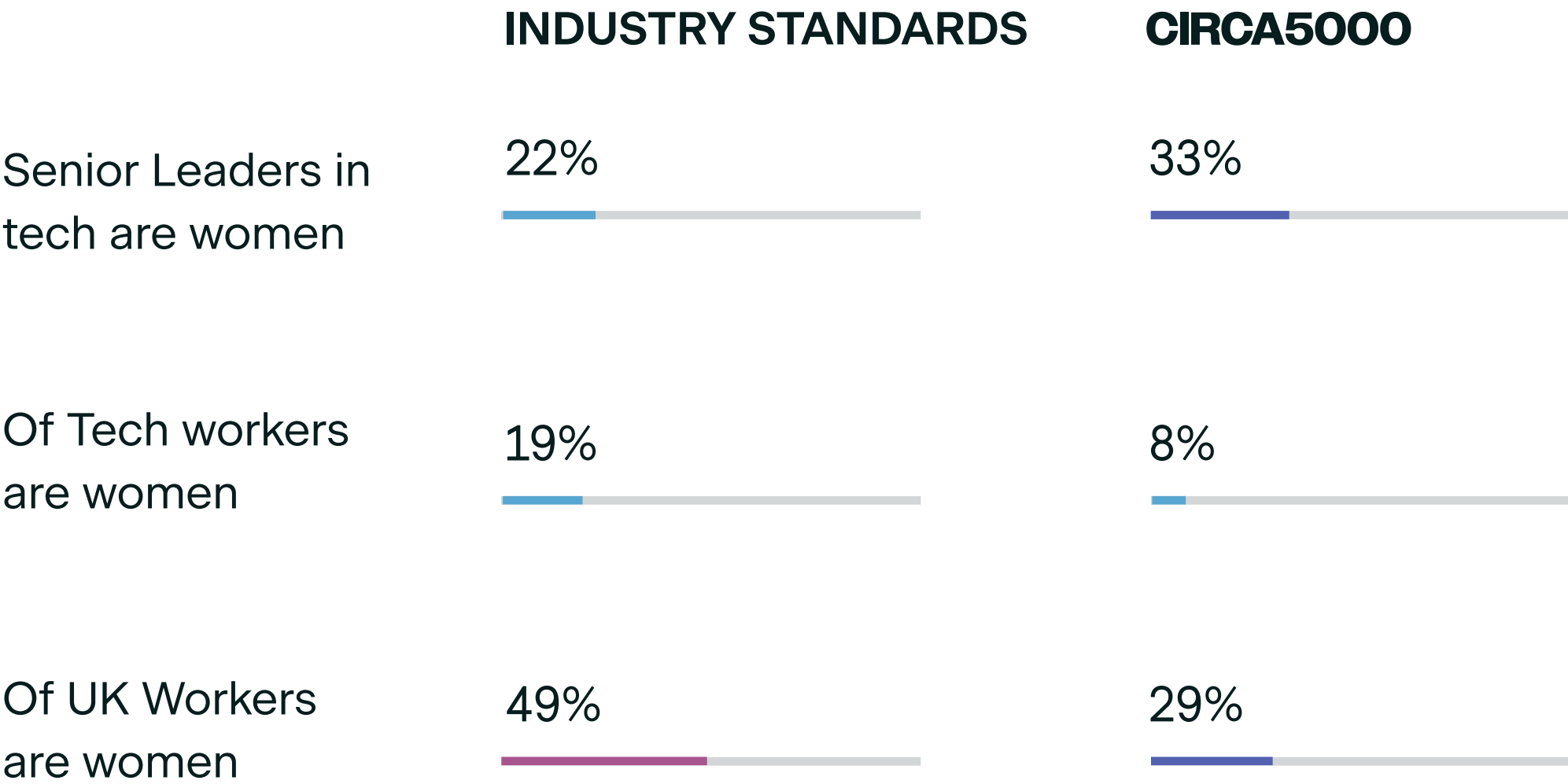
# OUR PEOPLE

ROOM TO IMPROVE

This year, we surpassed technology industry norms, with women making up 33% of our leadership team. However, we faced challenges across the wider team. Shifting our overall gender balance from its current 71% male and 29% female is one of our 2022 goals.

With this in mind, we’ve refreshed our job advertisements and reviewed our assessment process to ensure we now have men and women represented in every hiring process. In 2021, we also intentionally adjusted our attraction strategy to reduce unconscious biases by proactively headhunting and sourcing candidates through nominated job boards such as Snaphunt, Hired, and Cord. This has given us access to a wider and more diverse network than previously.

## Women in Tech





# THE ROAD AHEAD

Our impact as a business this year has been positive.

**But our work is not done.**

As you can see, we made great strides to increase our impact this year. We enhanced our investment product to ensure consistency with our investment thesis of risk, return, and impact and are constantly improving the funds we offer to our customers while engaging with the providers when they don't meet our expected standard.

Our carbon offsetting experienced significant growth and our new partnership with BeZero adds additional rigour to the process, delivering the highest quality carbon offset credits to our customers. Our community continues to grow, and through our partnerships and

engagement with customers we continue to move in a direction that is exciting to our customers and impactful to people and the planet.

But our work is not done. In fact, we've just scratched the surface. To deliver on our mission to make wealth creation effortless, profitable, and impactful for everyone we must continue to grow at pace. We must do this through community expansion and product and operations enhancements.

Over the next year, we have more ambitious plans in the pipeline. Through our investment product, we plan to give more control to

our customers, allowing them to determine just how much impact they want to create and how they want to do it.

Meanwhile, we'll continue to build and improve other areas of our product, community, and operations.

**We're going to make sure we build a better future together.**



**INVEST IN SOMETHING  
OUR FUTURE WILL  
APPRECIATE**



[CIRCA5000.COM](https://circa5000.com)