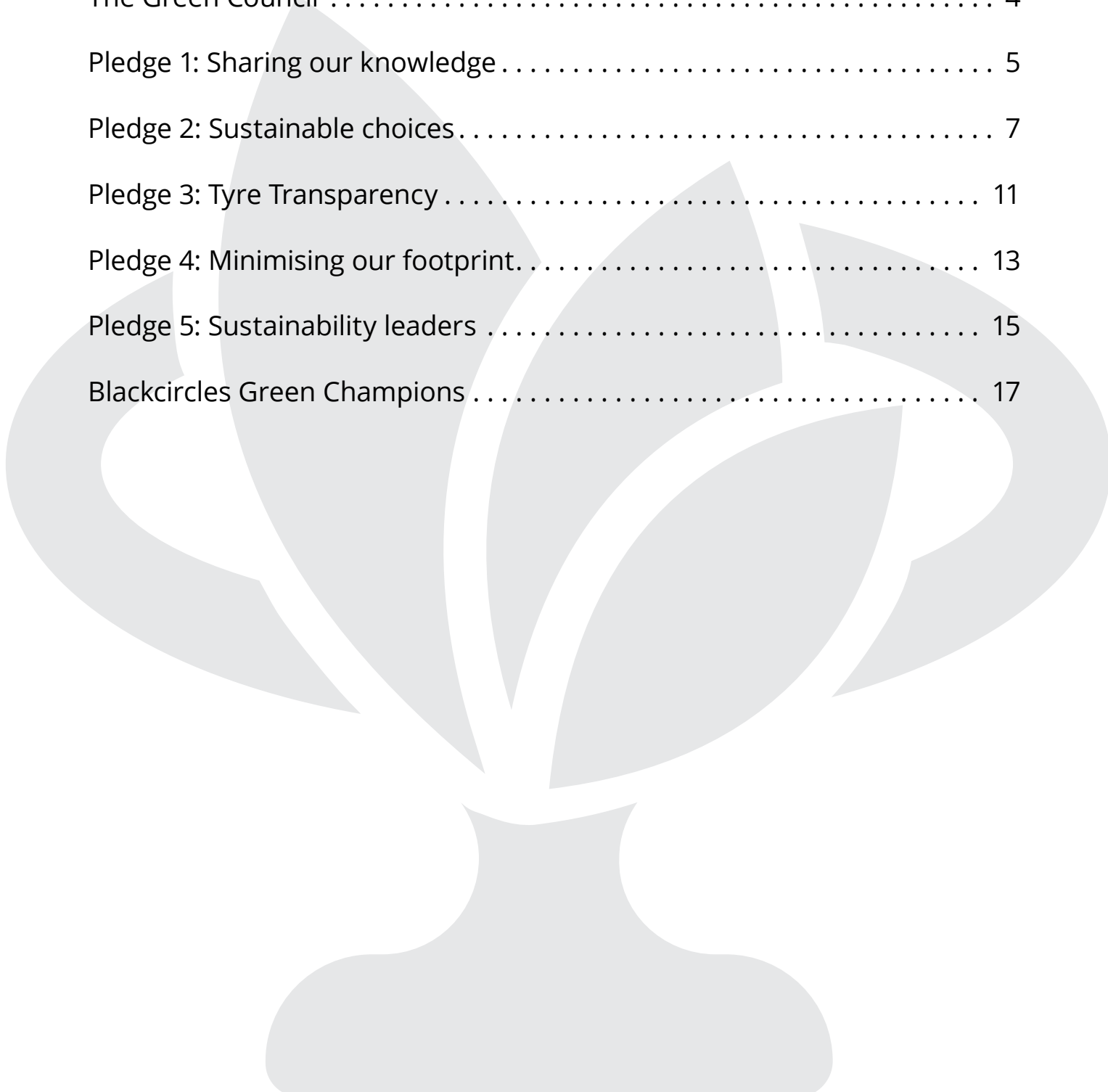


# Blackcircles Sustainability Report 2026



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# Our sustainability journey

Blackcircles has been helping motorists buy tyres online since 2001, building a nationwide network of fitting partners, and becoming the UK's leading online tyre retailer.

As part of the automotive sector, we recognise that tyres sit within a complex environmental landscape — from raw material extraction and manufacturing to vehicle efficiency and end-of-life recycling. Sustainability forms an important part of how we think about our role within the industry and the impact we have through our operations and network.

To guide our progress, we established five sustainability pledges that shape how we approach environmental responsibility across the business:



**These pledges provide a framework for action and accountability, helping ensure sustainability is considered in both everyday operations and longer-term projects.**

# The Green Council

In 2022, we created the Blackcircles Green Council — a cross-functional group responsible for driving sustainability conversations within the business and helping turn our pledges into practical action.

The council brings together colleagues from across multiple teams, creating a forum where sustainability challenges and opportunities can be discussed openly. By drawing on expertise from different parts of the organisation, the council helps ensure that sustainability initiatives are grounded in operational reality and supported across the business.

The Green Council plays an important role in governing the sustainability pledges, tracking progress, identifying new initiatives and encouraging collaboration between teams. It also works closely with colleagues across the company — inviting ideas, highlighting successes and supporting projects that align with our sustainability goals.

While the council helps guide direction, we believe meaningful progress depends on the wider participation of colleagues throughout the organisation. Sustainability is not the responsibility of one team alone — it is a shared effort across the business.



## Reporting on progress

This report provides an update on the progress we have made against our sustainability pledges. It highlights areas where initiatives have moved forward, where work is ongoing, and where we have learned that progress may take longer than expected.

Sustainability is a long-term journey, and our goal is not to claim rapid transformation, but to demonstrate steady progress, transparent reporting, and a commitment to improving year by year.

# Pledge 1: Sharing our knowledge

We'll empower customers and partners to make informed decisions by openly sharing our sustainability journey and insights.

## Goal: Expand Climate Fresk within the Blackcircles Network

Status: Ongoing

Through our 3 internal facilitators, 77% of colleagues have now completed the Climate Fresk workshop, with sessions ongoing for new starters. These 3-hour workshops use data sourced from the Intergovernmental Panel on Climate Change's highly respected scientific reports, with the aim of strengthening climate literacy and understanding of climate change.

This programme has been extended to our sister company, DriverReviews, and is gradually being extended to parts of our wider network, helping build a shared understanding of climate challenges within the tyre industry, and beyond.



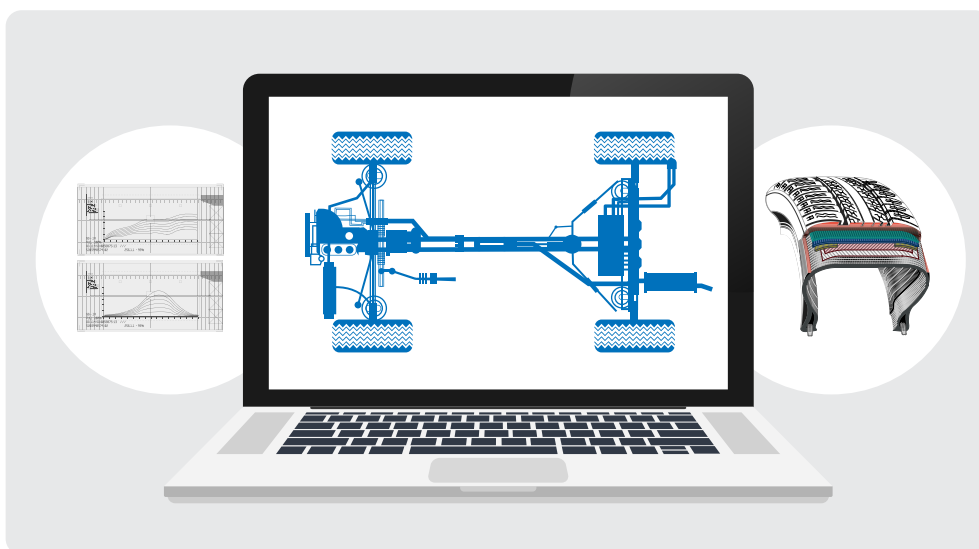
# Pledge 1: Sharing our knowledge

**Goal: Create an 'About tyres' page on the website which explores tyre sustainability**

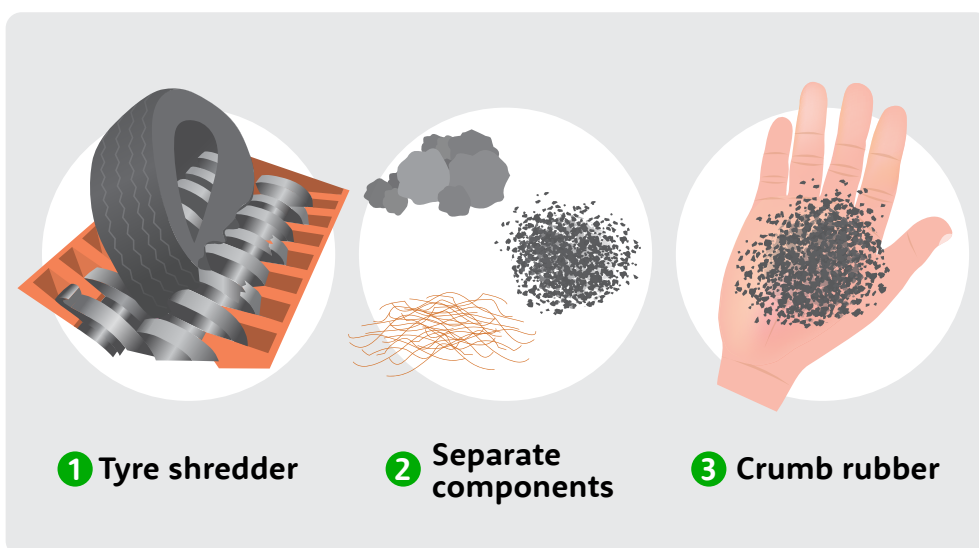
**Status: Achieved**

Our "Driving Towards a Sustainable Future" guide brings together information about the environmental impact of tyres — from raw materials and manufacturing through to use and end-of-life recycling.

The page is designed as an educational resource to help drivers better understand the role tyres play in vehicle efficiency and sustainability. It will be updated regularly to reflect evolving industry practices and research.



Leading manufacturers are already focusing on sustainability from start to finish.



The three stages of crumb rubber — shredded rubber that can be used in other products, such as carpet underlay.

# Pledge 2: Sustainable choices

We'll make it easier for customers to find and purchase sustainable products, supporting their own sustainability goals.

## Goal: Improve search and banner functions for sustainable products

Status: Achieved

We introduced a clear fuel-efficiency icon to highlight tyres with an A-rated fuel efficiency label, making it easier for customers to identify options with lower rolling resistance.

Alongside this, we are exploring how to highlight tyres containing meaningful levels of recycled materials. This work is ongoing as we assess how to present this information accurately and consistently.



# Pledge 2: Sustainable choices

## **Goal: Launch sustainability reviews**

**Status: Outstanding**

We are exploring how sustainability insights could be incorporated into our existing review platforms. This includes assessing customer survey data and the potential for driver-led sustainability feedback alongside traditional performance reviews.

Ensuring that any sustainability ratings are credible, meaningful and not misleading is a key priority before introducing them publicly.

## **Goal: Launch a tyre comparative tool**

**Status: Outstanding**

We are investigating the feasibility of a tyre comparison tool that could highlight sustainability factors alongside traditional performance metrics.

Developing a credible comparison framework is complex due to varying manufacturer data and reporting standards. Work continues to ensure any future tool is transparent and based on reliable information.

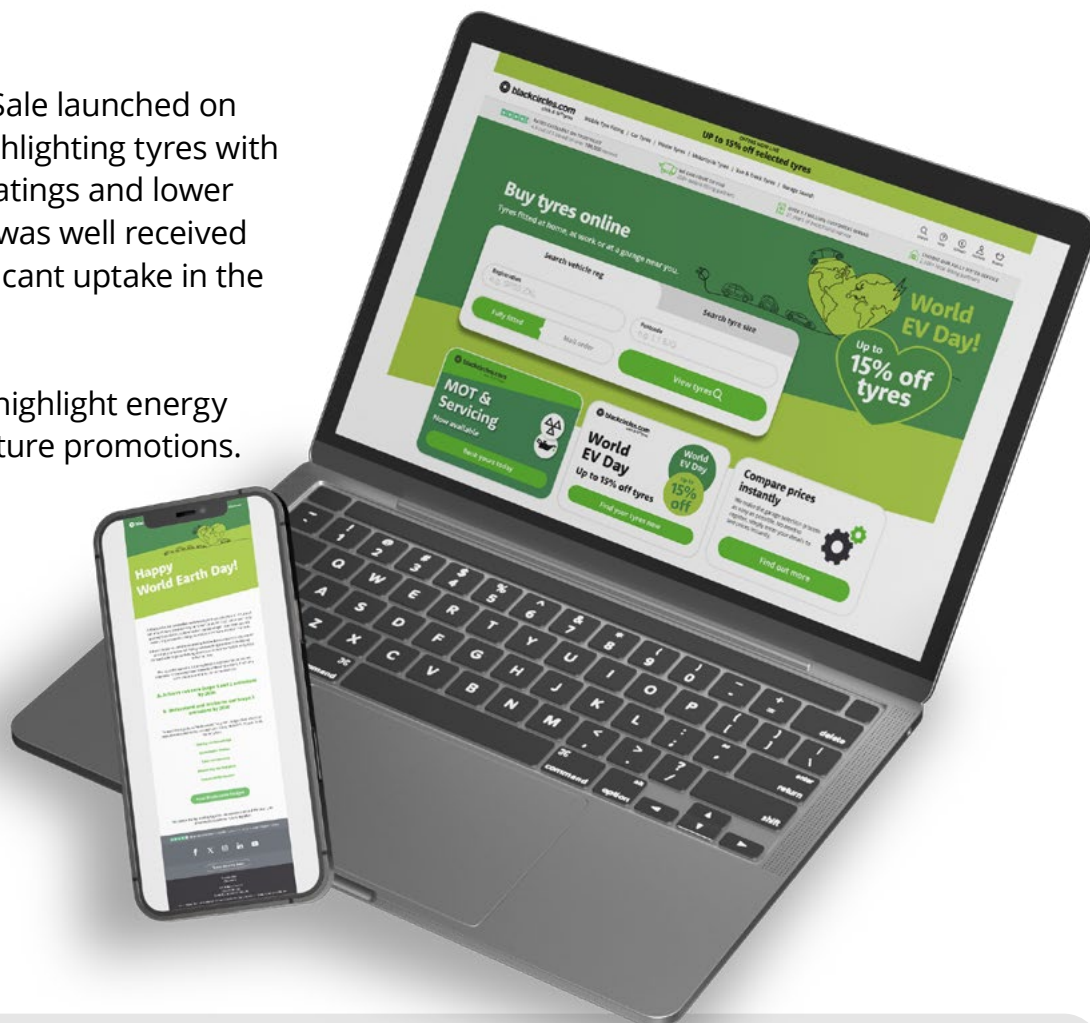
# Pledge 2: Sustainable choices

## Goal: Initiate a 'Green' Flash Sale

Status: Achieved

Our first 'Green' Flash Sale launched on World EV Day 2025, highlighting tyres with strong fuel-efficiency ratings and lower rolling resistance. This was well received and resulted in a significant uptake in the highlighted tyres.

We aim to continue to highlight energy efficient products in future promotions.



Over World EV Day 2025, we ran a campaign offering up to 15% off over 170 tyres — either A or B-rated fuel efficiency tyres — designed for EVs. The aim of this campaign was to highlight fuel efficiency and help customers minimise their fuel consumption.



# Pledge 2: Sustainable choices

## Goal: Look into credit options for sustainable tyres

Status: **Withdrawn**

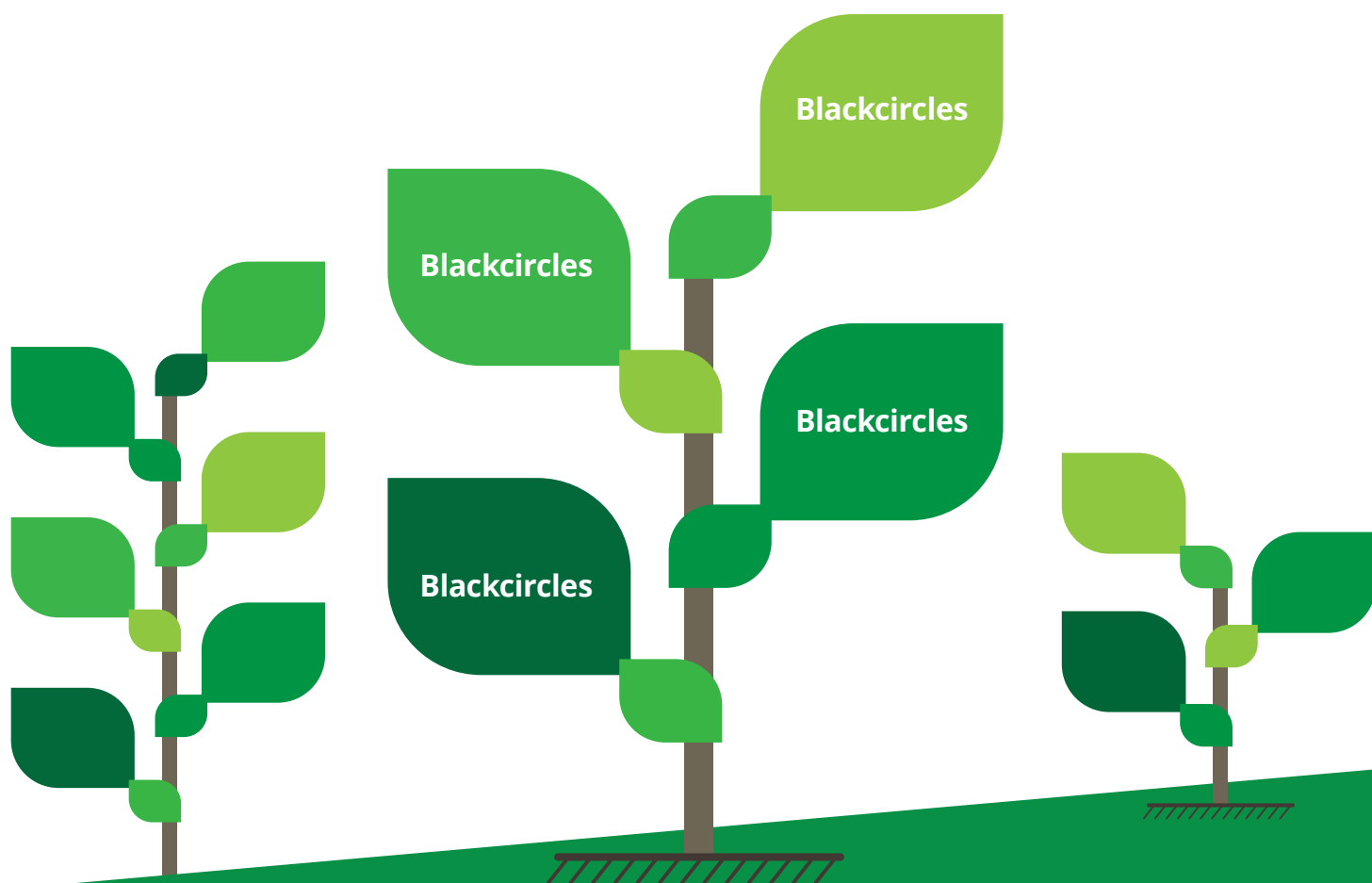
We explored whether tailored credit options could support customers choosing more sustainable tyres. The current technology does not have the functionality to limit any offer to specific tyres with green credentials, meaning this is not viable to implement at this time.

## Goal: Expand our internal tree planting to customers

Status: **Outstanding**

We surveyed customers to assess interest in expanding our internal tree-planting initiative. While interest was positive, we concluded the programme should remain an internal initiative for now — and we are proud to have planted 402 trees so far.

However, our external focus is shifting toward projects that may have a more direct connection to tyre use.



# Pledge 3: Tyre Transparency

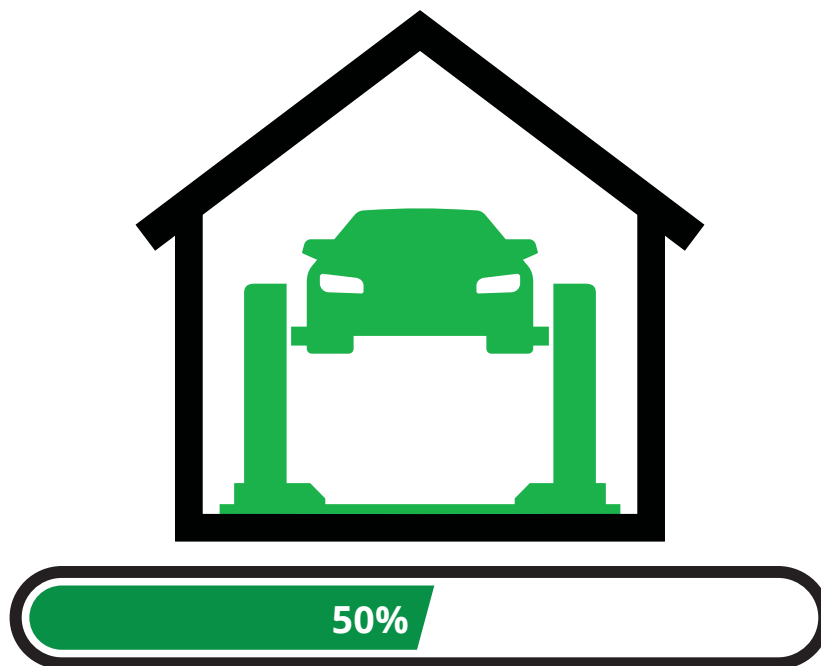
We're committed to achieving transparency in tyre end-of-life processes, while actively promoting responsible recycling and disposal.

## Goal: Conduct a review of the current state of tyre disposal

Status: Ongoing

To better understand tyre end-of-life processes across our network, we have begun mapping the disposal and recycling practices of our partner garages.

So far we have gathered insight from around 50% of our network, with the remainder currently under review. This work forms the foundation for improving transparency and identifying opportunities to strengthen recycling standards.



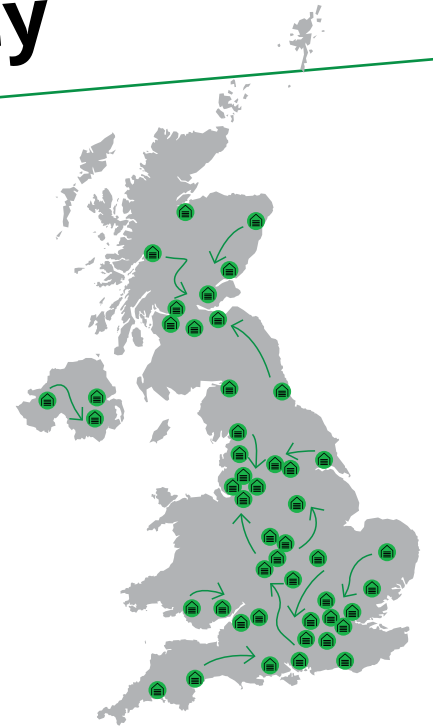
# Pledge 3: Tyre Transparency

## Goal: Encourage garages to use sustainable tyre disposal to improve their recycling standard

Status: Ongoing

We've shared guidance with over 1,000 of our fitting partners to highlight the environmental impact of tyre disposal and practical ways to improve recycling practices.

These communications — which have performed strongly in terms of viewership and engagement — aim to support garages in contributing to a more transparent and responsible circular tyre economy.



## Goal: Survey mail order customers to understand their tyre recycling habits

Status: Outstanding

We are currently in the process of creating a system to allow us to survey various customer segments and understand their tyre recycling habits, should they opt not to use one of our fitting partners.

This objective is ongoing, and we expect to begin reaching out to customers in the near future.

# Pledge 4: Minimising our footprint

We'll reduce our environmental impact by optimising energy use, choosing sustainable materials and exploring carbon offsetting.

## Goal: Facilitate office-wide shut down of office screens out of work hours

Status: **Withdrawn**

Following an initial conversation around the feasibility of an automatic switch to power down screens, we identified that this would interfere with other core office systems and was therefore not the right decision to make at the time.

However, our investigations highlighted existing strengths in regard to our footprint, including our power-saving policies, environmental award-winning office block, energy-saving facilities, and committed recycling practices, which we aim to expand further.



### Computer Power Saving Policies



#### Lock >

Hibernate after:  
60 minutes



#### Sleep >

Sleep (battery):  
5 minutes,  
Sleep (plugged in):  
10 minutes



#### Shut down >

Turn off display  
(battery): 3 minutes,  
Turn off display  
(plugged in): 5 minutes



#### Lid close >

Sleep

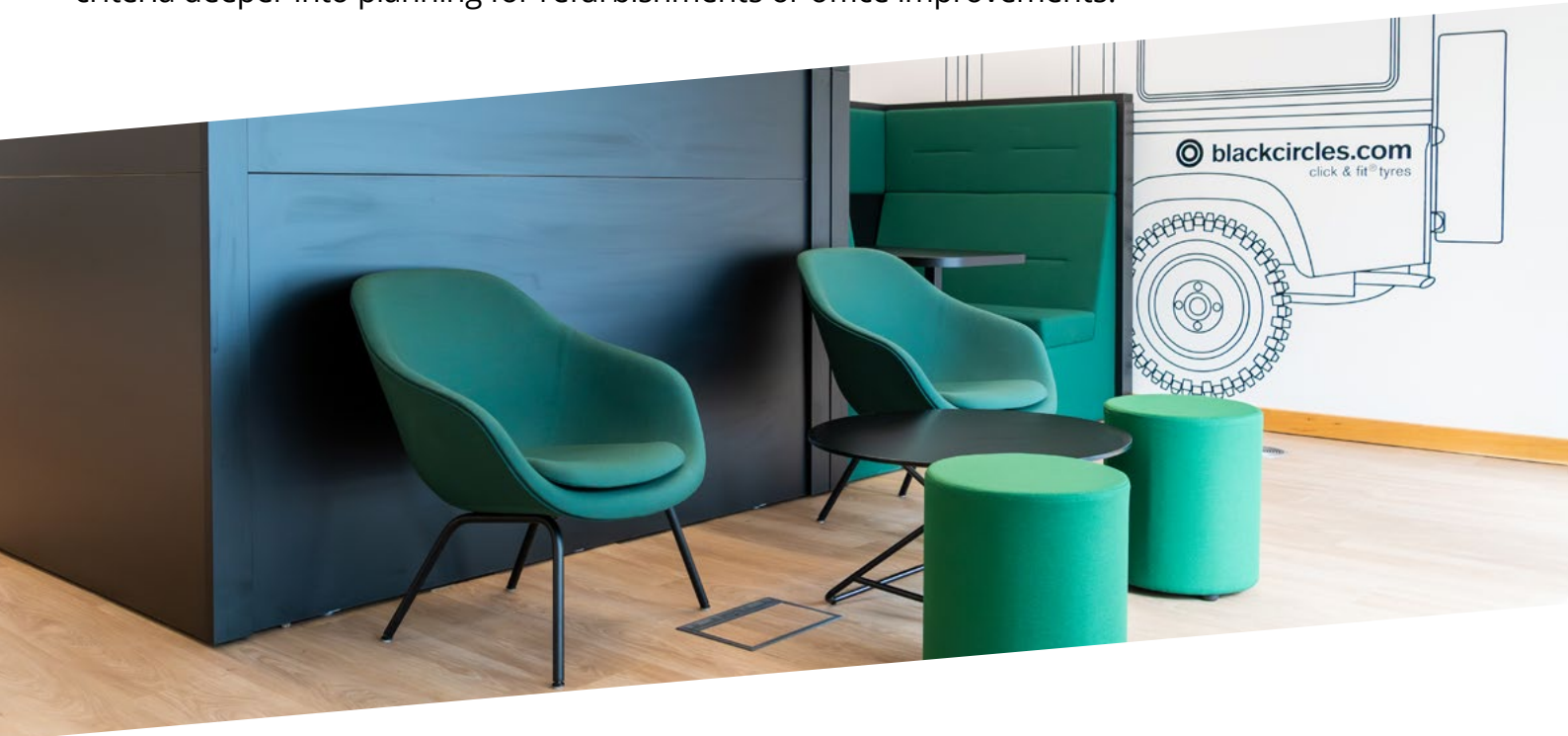
# Pledge 4: Minimising our footprint

## Goal: Explore sustainable materials options in office renovation

Status: **Withdrawn**

During recent office refurbishment works, we explored incorporating more sustainable materials. In practice, the use of lower-impact materials was more limited than we had initially hoped.

This represents a missed opportunity and highlights the importance of embedding sustainability criteria deeper into planning for refurbishments or office improvements.



## Goal: Explore off-setting options for travel and office energy consumption

Status: **Ongoing**

We are committed to reducing our environmental impact in line with the UK Government's target of reaching net-zero greenhouse gas emissions by 2050, with a focus on energy use and business travel.

We are strengthening internal awareness by encouraging more sustainable day-to-day and travel practices, while improving how we communicate our environmental commitments to both colleagues and customers.

As we continue to explore offsetting options, we are also conducting a thorough review of our current carbon figures to ensure our baseline for future improvement is accurate and validated.

# Pledge 5: Sustainability leaders

We're integrating sustainability into planning and piloting sustainability-driven projects, aligning with Group Michelin's vision for People, Profit, & Planet.

**Goal: Work closely with suppliers to identify aged stock which can be made available to our customers at a discount.**

**Status: Withdrawn**

We engaged with key stockists to explore whether Blackcircles could help reduce the environmental impact of long-held tyre stock.

Our discussions confirmed that suppliers already operate their own processes to clear ageing inventory, meaning a separate Blackcircles initiative was not necessary.



**Goal: Explore return options to improve sustainability such as own-van collections or to offer cancelled order tyres to customers in similar vehicles at a reduced price**

**Status: Ongoing**

We set a target for 10% of tyre returns to be handled through our own van network to improve oversight and reduce unnecessary third-party transport.

By January 2026, we reached 13.6%, exceeding our initial target. While this represents positive progress, reducing logistics emissions remains an ongoing focus.

# Pledge 5: Sustainability leaders

**Goal: Work with garages to create stand-alone service for puncture and tyre repair with a service level agreement with garages.**

**Status: Withdrawn**

We explored the feasibility of creating a standalone puncture repair service in partnership with garages. The aim was to extend tyre life and reduce unnecessary replacements.

After assessment, the service was not operationally viable within our current network structure.

# Blackcircles Green Champions

Alongside our operational sustainability work, we are also encouraging small but meaningful actions within our own workplace.

Our Green Champion initiative recognises colleagues who are actively contributing to a more sustainable culture at Blackcircles — whether through everyday habits, sharing ideas, or supporting wider sustainability efforts across the business.

Every two months, one colleague is recognised as a Green Champion, celebrating their contribution and reinforcing the role individuals can play in creating positive change. As part of the recognition, a tree is planted in the winner's name. We are proud to have recognised four champions so far.

The initiative also provides spaces for colleagues to share practical ideas and learn from each other, including sustainability tips, peer nominations, and internal channels for exchanging and reusing items.

While small in scale compared to wider industry challenges, initiatives like Green Champion help build a culture where sustainability becomes part of everyday thinking — both inside and outside the workplace.

