

Zero Ideas®

Trustees' Annual Report 2025

Trustees' Annual Report for the period from 1 July 2024 to 30 June 2025

Zero Ideas, a Charitable Incorporated Organisation in England & Wales.
Registered Charity Number 1199593.

Objectives and activities

The objects of Zero Ideas, as set out in our governing document, are:

To promote sustainable development for the benefit of the public by the promotion of sustainable means of achieving economic growth and regeneration.

To advance the education of the public in subjects relating to sustainable development and the protection, enhancement and rehabilitation of the environment and to promote study and research in such subjects provided that the useful results of such study are disseminated to the public at large.

Sustainable development means "development which meets the needs of the present without compromising the ability of future generations to meet their own needs".

In pursuit of these objects, Zero Ideas conducts primary and secondary research, and develops and disseminates materials, to challenge business and government thinking on climate change and climate action. We seek to introduce business and government leaders to research and ideas that will drive new mindsets and approaches, advancing the world's climate action for the public benefit everywhere.

Our principal activities to this end are:

- Research, writing and publishing papers to constructively criticise prevailing approaches to climate action where these may be ineffective or not as effective as could be, and propose alternative approaches;
- Disseminating the insights from this research through direct engagement with business and government leaders and their influencers;
- Designing, conducting and analysing primary research into public and other audience perceptions and acceptance of different climate solutions, to inform the research above.

Our research is made available to the public on our own website at zeroideas.org, posted on LinkedIn (linkedin.com/company/zeroideas) and published through third parties where feasible.

Our trustees' focus on both the research and dissemination of insights and ideas to advance climate action reflects the guidance issued by the Charity Commission on public benefit.

Achievements and performance

In this accounting period we have researched and published the following papers (all available at <https://zeroideas.org> and/or where indicated):

Climate Tech Forward: Popular support for the science and technologies that can help stop climate change (a research report based on primary research led by Zero Ideas, in collaboration with Potential Energy Coalition and WePlanet)

When we reset, let's separate climate action from social justice (published in *Responsible Investor*)

Climate worry is moving right

Survey: Do more Conservatives fear climate change than Liberals (a Forbes online article based on our research paper *Climate worry is moving right*)

The myth of 'mobilising capital' (published in *Responsible Investor*)

A transition plan needs a transition mindset (published in *Responsible Investor*)

Responsible Investor chose the right name (published in *Responsible Investor*)

The silent majority on climate change: The left can't save the planet on its own. Luckily, it doesn't need to. (published in *Persuasion*)

Unleashing multi-partisan support for climate action

Seeking Impact: Using theories of change to assess and guide corporate climate action (published by Chapter Zero)

We have participated in conferences to share and discuss this research in London, Geneva, and Italy.

Financial review

We opened this financial period with a cash balance of £81,256. In this financial period, we received grants for research projects totalling £31,753, and other income of £192, for a total inflow of £31,945. We spent £77,169 on charitable activities, leaving reserves of £36,032 carried forward into 2024-2025. The bulk of our spend (£67,095) was on professional services fees for the primary research behind our reports *Climate Tech Forward* and *Climate worry is moving right*.

Structure, governance and management

Zero Ideas is a Charitable Incorporated Organisation whose only voting members are its charity trustees. It is governed by a constitution that follows the Charity Commission model for such organisation.

There is no maximum number of trustees. New trustees must be appointed by a resolution passed at a properly convened meeting of the charity trustees. There are no term limits for our trustees.

Reference and administrative details

Charity name: Zero Ideas

Registered charity number: 1199593

Charity's principal address: Ridge Point, St Mary's Hill, Ascot SL5 9AP, United Kingdom

Trustees (all in office for the whole reporting year):

Simon Glynn

Shabana Glynn

Antoinette Valsamakis

Declarations

The trustees declare that they have approved the trustees' report above.

Signed on behalf of the charity's trustees

A handwritten signature in black ink, appearing to read 'Simon Glynn', followed by a horizontal flourish line.

Simon Glynn
Chair

Date: 19 November 2025

Zero Ideas[®]

Annual Accounts 2025

Annual Accounts for the period from 1 July 2024 to 30 June 2025

Zero Ideas, a Charitable Incorporated Organisation in England & Wales.
Registered Charity Number 1199593.

Section A: Statement of financial activities

Section B: Balance sheet

Section C: Notes to the accounts

Note 1. Basis of preparation

Note 28. Transactions with trustees and related parties



ZERO IDEAS			Charity No (if any)	1199593	
Annual accounts for the period					
Period start date	01-Jul-24	To	Period end date	30-Jun-25	

Section A Statement of financial activities

Recommended categories by activity	Guidance Notes	Unrestricted funds £ F01	Restricted income funds £ F02	Endowment funds £ F03	Total funds £ F04	Prior year funds £ F05
Incoming resources (Note 3)						
Income and endowments from:						
Donations and legacies	S01	-	-	-	-	81,256
Charitable activities	S02	31,753	-	-	31,753	-
Other trading activities	S03	-	-	-	-	-
Investments	S04	-	-	-	-	-
Separate material item of income	S05	-	-	-	-	-
Other	S06	192	-	-	192	-
Total	S07	31,945	-	-	31,945	81,256
Resources expended (Note 6)						
Expenditure on:						
Raising funds	S08	-	-	-	-	-
Charitable activities	S09	77,169	-	-	77,169	-
Separate material item of expense	S10	-	-	-	-	-
Other	S11	-	-	-	-	-
Total	S12	77,169	-	-	77,169	-
Net income/(expenditure) before investment gains/(losses)						
Net gains/(losses) on investments	S13	- 45,224	-	-	- 45,224	81,256
Net income/(expenditure)	S14	-	-	-	-	-
Extraordinary items	S15	- 45,224	-	-	- 45,224	81,256
Transfers between funds	S16	-	-	-	-	-
Other recognised gains/(losses):	S17	-	-	-	-	-
Gains and losses on revaluation of fixed assets for the charity's own use	S18	-	-	-	-	-
Other gains/(losses)	S19	-	-	-	-	-
Net movement in funds	S20	- 45,224	-	-	- 45,224	81,256
Reconciliation of funds:						
Total funds brought forward	S21	81,256	-	-	81,256	-
Total funds carried forward	S22	36,032	-	-	36,032	81,256

Section B Balance sheet

		Guidance Notes	Unrestricted funds £ F01	Restricted income funds £ F02	Endowment funds £ F03	Total this year £ F04	Total last year £ F05
Fixed assets							
Intangible assets	(Note 15)	B01	-	-	-	-	-
Tangible assets	(Note 14)	B02	-	-	-	-	-
Heritage assets	(Note 16)	B03	-	-	-	-	-
Investments	(Note 17)	B04	-	-	-	-	-
Total fixed assets		B05	-	-	-	-	-
Current assets							
Stocks	(Note 18)	B06	-	-	-	-	-
Debtors	(Note 19)	B07	-	-	-	-	-
Investments	(Note 17.4)	B08	-	-	-	-	-
Cash at bank and in hand	(Note 24)	B09	36,032	-	-	36,032	-
Total current assets		B10	36,032	-	-	36,032	-
Creditors: amounts falling due within one year	(Note 20)	B11	-	-	-	-	-
Net current assets/(liabilities)		B12	36,032	-	-	36,032	-
Total assets less current liabilities		B13	36,032	-	-	36,032	-
Creditors: amounts falling due after one year	(Note 20)	B14	-	-	-	-	-
Provisions for liabilities		B15	-	-	-	-	-
Total net assets or liabilities		B16	36,032	-	-	36,032	-
Funds of the Charity							
Endowment funds	(Note 27)	B17	-			-	-
Restricted income funds	(Note 27)	B18		-		-	-
Unrestricted funds		B19	36,032		-	36,032	-
Revaluation reserve		B20				-	
Total funds		B21	36,032	-	-	36,032	-
Signed by one or two trustees on behalf of all the trustees			Signature		Print Name		Date of approval dd/mm/yyyy
					Simon Glynn		

Section C **Notes to the accounts**

Note 1 Basis of preparation

This section should be completed by all charities.

1.1 Basis of accounting

These accounts have been prepared under the historical cost convention with items recognised at cost or transaction value unless otherwise stated in the relevant note(s) to these accounts.

The accounts have been prepared in accordance with:

- and with*

✓

 the Statement of Recommended Practice: Accounting and Reporting by Charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) issued on 16 July 2014
- and with*

✓

 the Financial Reporting Standard applicable in the United Kingdom and Republic of Ireland (FRS 102)
- and with the Charities Act 2011.

The charity constitutes a public benefit entity as defined by FRS 102.*

✓

* -Tick as appropriate

1.2 Going concern

If there are material uncertainties related to events or conditions that cast significant doubt on the charity's ability to continue as a going concern, please provide the following details or state "Not applicable", if appropriate:

An explanation as to those factors that support the conclusion that the charity is a going concern;

Disclosure of any uncertainties that make the going concern assumption doubtful;

Where accounts are not prepared on a going concern basis, please disclose this fact together with the basis on which the trustees prepared the accounts and the reason why the charity is not regarded as a going concern.

1.3 Change of accounting policy

The accounts present a true and fair view and the accounting policies adopted are those outlined in note { }.

Yes*	✓	* -Tick as appropriate
No*		

Please disclose:

<i>(i) the nature of the change in accounting policy;</i>	
<i>(ii) the reasons why applying the new accounting policy provides more reliable and more relevant information; and</i>	
<i>(iii) the amount of the adjustment for each line affected in the current period, each prior period presented and the aggregate amount of the adjustment relating to periods before those presented, 3.44 FRS 102 SORP.</i>	

1.4 Changes to accounting estimates

No changes to accounting estimates have occurred in the reporting period (3.46 FRS 102 SORP).

Yes*	✓	* -Tick as appropriate
No*		

Please disclose:

<i>(i) the nature of any changes;</i>	
<i>(ii) the effect of the change on income and expense or assets and liabilities for the current period; and</i>	
<i>(iii) where practicable, the effect of the change in one or more future periods.</i>	

1.5 Material prior year errors

No material prior year error have been identified in the reporting period (3.47 FRS 102 SORP).

Yes*	✓	* -Tick as appropriate
No*		

Please disclose:

<i>(i) the nature of the prior period error;</i>	
<i>(ii) for each prior period presented in the accounts, the amount of the correction for each account line item affected; and</i>	
<i>(iii) the amount of the correction at the beginning of the earliest prior period presented in the accounts.</i>	

Section C	Notes to the accounts	(cont)
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Note 28 Transactions with trustees and related parties

If the charity has any transactions with related parties (other than the trustee expenses explained in guidance notes) details of such transactions should be provided in this note. If there are no transactions to report, please enter "True" in the box or "False" if there are transactions to report.

28.1 Trustee remuneration and benefits

This year

None of the trustees have been paid any remuneration or received any other benefits from an employment with their charity or a related entity (True or False)

TRUE

Last year

None of the trustees have been paid any remuneration or received any other benefits from an employment with their charity or a related entity (True or False)

TRUE

28.2 Trustees' expenses

If the charity has paid trustees expenses for fulfilling their duties, details of such transactions should be provided in this note. If there are no transactions to report, please enter "True" in the box below. If there are transactions to report, please enter "False".

No trustee expenses have been incurred (True or False)

TRUE

Type of expenses reimbursed	This year	Last year
	£	£
Travel	-	-
Subsistence	-	-
Accommodation	-	-
Other (please specify):	-	-
	-	-
TOTAL	-	-

Please provide the number of trustees reimbursed for expenses or who had expenses paid by the charity

0

0

28.3 Transaction(s) with related parties

Please give details of any transaction undertaken by (or on behalf of) the charity in which a related party has a material interest, including where funds have been held as agent for related parties. If there are no such transactions, please enter 'true' in the box provided.

This year

There have been no related party transactions in the reporting period (True or False)

TRUE

Last year

There have been no related party transactions in the reporting period (True or False)

TRUE



Section A

Independent Examiner's Report

Report to the trustees

Charity Name
Zero Ideas

On accounts for the year
ended

30 June 2025

Charity no
(if any)

1199593

Set out on pages

Pages 1-2

(remember to include the page numbers of additional sheets)

I report to the trustees on my examination of the accounts of the above charity ("the Trust") for the year ended **30/06/25**.

Responsibilities and
basis of report

As the charity's trustees, you are responsible for the preparation of the accounts in accordance with the requirements of the Charities Act 2011 ("the Act").

I report in respect of my examination of the Trust's accounts carried out under section 145 of the 2011 Act and in carrying out my examination, I have followed all the applicable Directions given by the Charity Commission under section 145(5)(b) of the Act.

Independent
examiner's statement

I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination which gives me cause to believe that in, any material respect:

- the accounting records were not kept in accordance with section 130 of the Charities Act; or
- the accounts did not accord with the accounting records; or
- the accounts did not comply with the applicable requirements concerning the form and content of accounts set out in the Charities (Accounts and Reports) Regulations 2008 other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination.

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Signed:

Date:

20/02/26

Name:

Nicola Brewster

Relevant professional
qualification(s) or body
(if any):

n/a

Address:

162b Chobham Road

Ascot, Berks

Section B**Disclosure**

Only complete if the examiner needs to highlight material matters of concern (see CC32, Independent examination of charity accounts: directions and guidance for examiners).

Give here brief details of any items that the examiner wishes to disclose.

n/a