

As A BCorp, the stuff we do
Our second year



“We believe that all businesses have a fundamental responsibility to protect and enhance the lives of the people who work for them, the societies we serve and the planet we share. Business needs to take a clear and courageous view of what it believes in and why it deserves to exist – and then place that belief at the very heart of its strategy.”



That’s what we wrote in 2015. And it’s as true now as it was then.

It’s why we became a Certified BCorp. To strive for the highest standards of social and environmental performance, accountability and transparency.

We are proud to be a business that is a force for good.

This Report sets out some of the stuff we’ve been doing this year.

Certified



Corporation

This company meets the highest standards of social and environmental impact

This year's highlights



We gave away
6.66%
of our hours this year



We reduced our impact
by a further
77%
By not flying or driving
as much and offset the
carbon we did produce

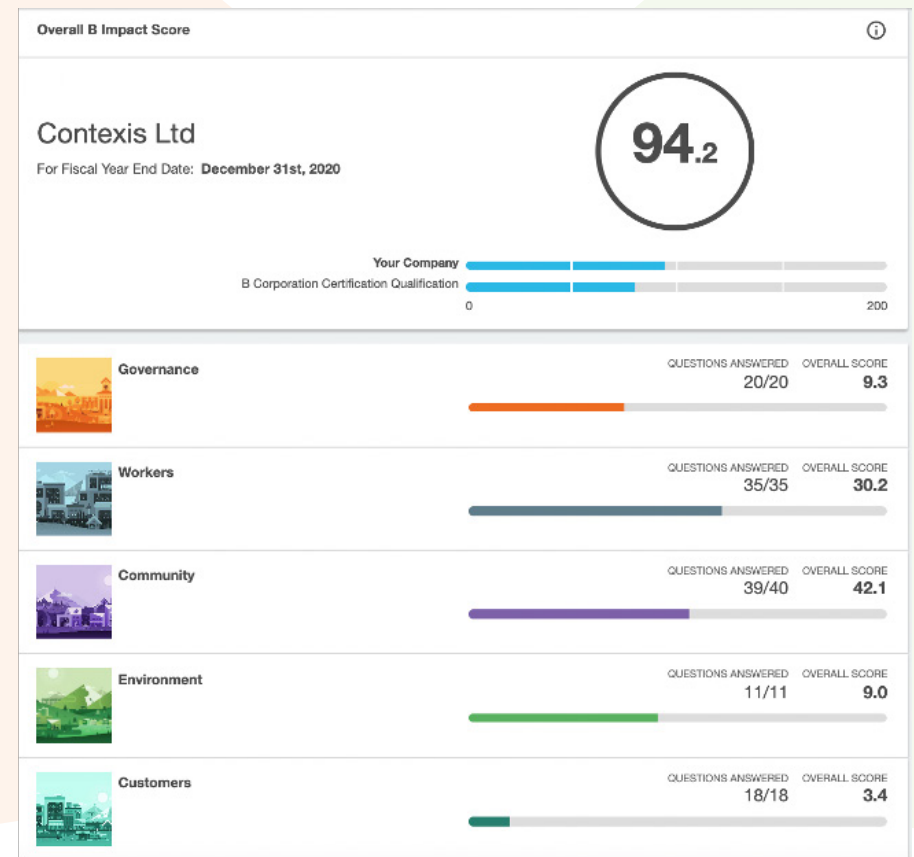
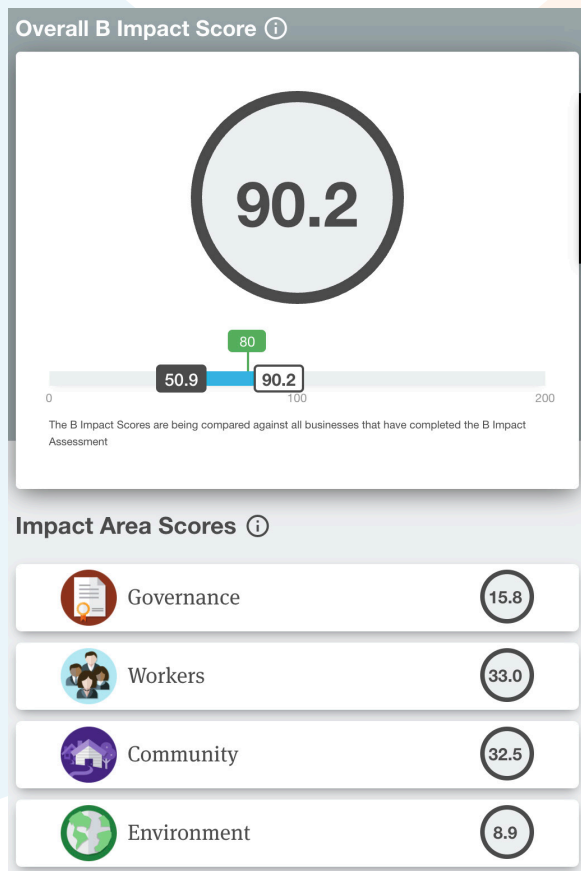


We sat on
3
charitable boards
as trustees

Our Impact Scores

Last year

This year



Sustainability Goals



We believe in the power of high-quality education and research. We contributed time to inform and inspire by speaking about ethics and purpose at schools and universities. We volunteered in community sport because we believe in the power of teamwork and the potential of sport to inspire this in our youth.



We did not score well on Diversity in our initial BCorp Assessment. To address this, we have sought to attract more women to senior positions. 40% of our directors and 60% of our senior leads are now women. Our diversity in terms of ethnicity remains a challenge.



We believe business has a responsibility to protect and enhance the lives of the people who work for them, the societies we serve and the planet we share. We contribute to debate about purposeful business, attend and contribute to forums and sit as trustees on bodies committed to better business practice.



We have committed to Net Zero by 2030 but intended to achieve Net Zero in 2021 which we believe we have achieved. Last year we reduced our emissions by 70%. This year we have further reduced emissions by 77%. We offset all the carbon we did produce. We provide leadership on climate action and advocacy for example through our leadership in Engineers Declare.



We collaborate. We donate time and experience. We participate because we get that we have more to learn than we have to give; and together we can make things better

What we did this year (in a bit more depth)

Our people

We grew our business this year. Last year we established our first overseas office, led by a woman. That business has been the fastest growing part of our company this year and has attracted new talent. 100% of the leadership team is female. We invested in a local business because the need was there but also because it means we don't need to fly as much. It has helped us reduce our emissions by a further 77%.

Our giving

We gave away nearly 7% of our hours this year. That's around £250,000 worth of value. We gave time to organisations that change how people see the world like Blueprint for Better Business, and work for a better environment like CPRE. We volunteered to help young people achieve their potential by coaching community football, we leant our voice to tackling the climate emergency as a BCorp and as leaders in Engineers Declare. We gave 1.5% of revenue directly to charitable causes like The Prince's Trust to help young and disadvantaged people.

What we did this year (in a bit more depth)

Our impact

We counted every gram of carbon, reduced our emissions by a further 77% and offset what we couldn't avoid. We chose not to replace kit if it was just for vanity and recycled anything that had run its course.

Our research

Revenues from our Purpose measurement are directed into our CIC. We give 65% of profit from this CIC to research and education.

What we did this year (in a bit more depth)

Our measurement

We measured purpose impact on organisations in over 20 countries. That's our day job and we get paid for it but we also do it because we believe purpose-led businesses inspire the people who work for them, are better for the societies they serve and protect the planet. Our numbers help companies find and live by their purpose and funds from our CIC support purpose research and education.

Our advocacy

We sat on Boards of Trustees in areas we care about and where our skills contribute such as business ethics (Transparency Taskforce), climate (Engineers Declare), community (Ascot Community Club) and environment (CPRE). We attended and spoke at events and conferences where our point of view could add value

What's next?

People

We intend to continue to grow our numbers next year. We strive for ever greater diversity with a target of 50% female board representation. We'd like to seek opportunities for younger people.

In our Australian business we acknowledge the Indigenous peoples on whose country we live and work. We recognise their sovereignty was never ceded and pay our respects to their elders past, present and emerging.

Community

We will continue to support the communities we live and work within through volunteering at least 5% of our time to local charities and community projects. We gave 1.5% of revenue to charitable causes, particularly those that support the community we work within, such as The Prince's Trust.

Our other Community is the world of purposeful business. We will continue to support research focussed on implementing Purpose with larger Grant Funding in 2022. We will be an active member of the BCorp Community in the UK and Australia

Planet

We commit to Net Zero.

We acknowledge that we may have to fly. We will do this reluctantly. Where we do we will offset using Gold Standard offset.

We will continue our commitment to Engineers Declare

We commit to joining Bcorp in acting on the declaration of climate emergency and supporting our clients and partners in achieving Net Zero by 2030

Organisations we are proud to partner and support

Purposeful Business Community

Blueprint for Better Business	blueprintforbusiness.org/
BCorp Local Melbourne	blocalmelbourne.com/
BCorp UK	bcorporation.uk/
BTeam	bteam.org/

Local Community

Winchester Churches Night-shelter	wcns.org.uk/
Ascot United Community Club	ascotunited.net/
TedX Winchester	Tedxwinchester.com/
Nunawading toy library	nunawadingtoylibrary.org.au/
Cultivating Community	cultivatingcommunity.org.au/

Planet

Cambridge Institute for Sustainable Leadership	cisl.cam.ac.uk/
Australian Engineers Declare	engineersdeclare.org.au/
Campaign for the Protection of Rural England	cpre.org.uk/

Research and Education

Warwick University	warwick.ac.uk
University of Cambridge	cam.ac.uk

Do get in touch...

We'd love to hear from you



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