



Goodbusiness

2024 Impact Report:
An update on our B Corp journey



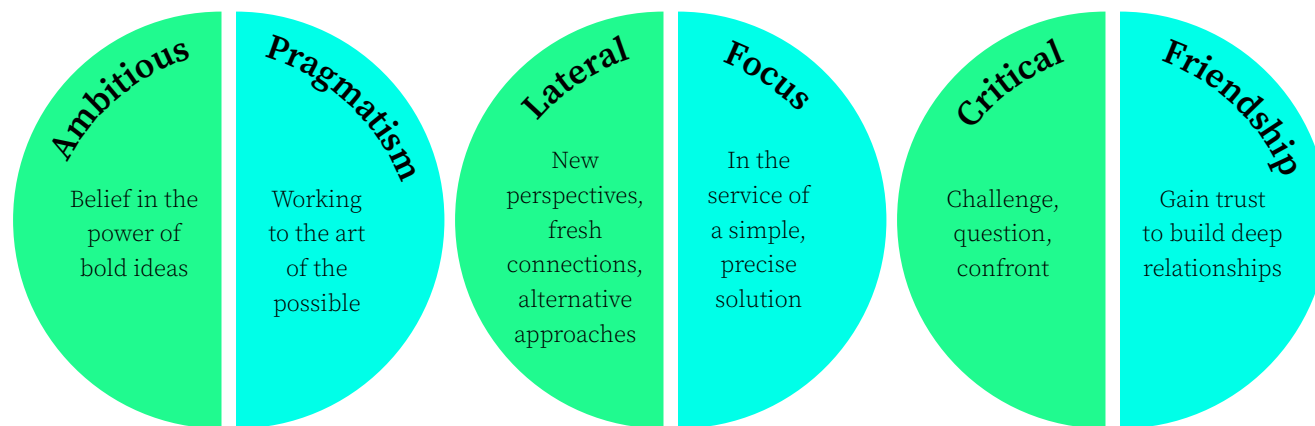
We are **Goodbusiness**.

We help clients deliver transformational change that builds their business and brands. We deliver change through sustainability strategy, climate services, behaviour change, and purpose and values. We work with FTSE100 and global multinational companies as well as SMEs, foundations, and charities around the world. We are pioneers of the power of good.

For more than 25 years, we've been working hard to demonstrate that what is good for business is good for the world, and that what is good for the world can also be good for business. It's been a long road, and an idea whose time feels as if it has finally come. Despite significant external pressures on businesses, there is a growing sense of resolve and determination to address impacts and manage risks and opportunities effectively. We are seeing a growing urgency in the discussions we have with our clients about the need to act on the major challenges of our time. The time for transformative change is now.

Our purpose: We make good things happen and deliver transformational change

Our values:



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ABOUT THIS REPORT

In April 2021, we achieved B Corp certification, joining the growing group of businesses committed to a global movement for an inclusive, equitable and regenerative economy.

In 2024, we applied for recertification with B Corp and have reported the results of this recertification on page 8. This is our third impact report since we were first certified and in addition to our new improved B Corp scores, it covers what we have achieved since last year, our progress against the goals we set, and the plans we have in place for the coming year. This report covers the calendar year from January 2024 to December 2024.

For information on our progress in previous years please see our [2023](#) and [2022](#) Impact Reports.



1.8 million tonnes of carbon measured on behalf of our clients by our climate services team

Provided pro-bono advisory support to the **SUSTAINABLE RESTAURANT ASSOCIATION**, the **PARAORCHESTRA**, **TALKING TABOOS** and **ACCELERATE CIC**

Over **200** thought-leadership articles on purpose and sustainability written and sent to nearly **10,000** people who subscribe to our weekly newsletter, **Friday 5***, plus our **Friday 5 special** about nature and biodiversity

Launched partnerships with **ECHO RESEARCH**, **MISHCON DE REYA**, **GREEN THE UK**, **BIODIVERSIFY** and **ECOLOGI**

Launched a **NATURE SERVICES PRODUCT** for clients looking to understand more about their nature impacts, risks and opportunities

Launched a mentoring programme for young people in association with **POWER2**

***Friday 5** is our weekly newsletter sharing insights and thinking about issues relating to purpose and sustainability. Each Friday we share five stories that have caught our attention from the world of business, media and culture through a purpose and sustainability lens. It is a collaborative editorial effort from the whole Good Business team and provides everyone with an opportunity to research and write about stories that they are passionate about. Friday 5 is the way we share our emerging insight and thinking with our audience of clients, partners and beyond. It is available to anyone who would like to sign up to it, and the stories are added to our website each week. You can sign up to Friday 5 [here](#).

"Friday 5 is an invaluable source of information and inspiration for the whole team, who frequently share articles of interest." - **NATALIE DEACON**, EXECUTIVE DIRECTOR CORPORATE AFFAIRS AND SUSTAINABILITY, AVON INTERNATIONAL

Letter from our Founder

This is our third impact report since we became a certified B Corp in 2021. It's been great to see B Lab (the body that oversees the B Corp certification) work to evolve its standards over the past year, to ensure they continue to meet the magnitude of the social and environmental challenges we all face. We look forward to using the new standards, which have just been released, and to the continued role they will play in helping us hold ourselves to account.

Good Business is an organisation driven by a desire to create a positive impact in the world, and to do business in a way that reflects this ambition. This is what drives us forward, and has done from the day Good Business was founded. But over the past three years the certification process and the requirement to report on our progress has become an increasingly valuable tool to help us ensure we are delivering against this ambition, and to help us identify ways in which we can improve, driving us ever further forward on the path to progress.

We are also firm believers in the importance of keeping pace with changing times, and this is something we aim to reflect in our own business offer, as well as in the advice we offer to our clients. One example of this over the past year is the expansion of our climate services to include nature and biodiversity, and the growing relationship this includes with partners such as Biodiversify and Green the UK, who help us deliver a complete service in this space.

There have been interesting parallels with our experience of going through the certification process with B Corp over recent years, and the role that regulation has been playing with our clients. The EU's Corporate Responsibility Sustainability Directive (CSRD) has been a significant focus of our work over

the past year and often top of many of our clients' minds. As I write this much is in flux, as the Omnibus proposal takes root, but as I reflect on the past year and the CSRD-associated work we have done, I believe there are ways in which the process has already helped drive progress, irrespective of exactly what happens next. Whether it is engaging new stakeholders in the business on key sustainability issues, creating greater integration between the risk, finance and sustainability functions, or driving a more systematic approach to data collection and management, there are changes which the regulation has already driven which are valuable and will be here to stay. Perhaps the clearest signal of this is the fact that when we asked members of our Sustainability Leaders Panel who are facing challenges because of the recent changes to the regulation whether they plan to continue to use elements of it in their voluntary reporting in the future nearly all of them said they would do so.

We have also started having interesting conversations with clients about the potential opportunity this pause point provides, by enabling them to do some of the strategic thinking that regulation can suppress. It's a moment where organisations can identify the areas of the regulation that make sense for their business and drive necessary and beneficial change, and pursue these, while downing tools on the actions which were driven purely by the need for compliance. And to use the headroom this creates to also focus on new ideas and actions, designed to create differentiation, rather than regulatory consistency.

Of course, the recent changes to the CSRD form part of a much larger picture of change. Never has it been truer that we live in an uncertain world. There is an ever-increasing sense of turmoil, and particularly in these early months of 2025 we have seen an onslaught

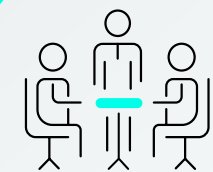
on many principles that the sustainability movement had perhaps taken for granted – with fundamental concepts from DEI to Net Zero and beyond being called into question.

So it is with some trepidation that we look at the year to come. But this time of upheaval also leads us to double down on the belief that sits at the heart of Good Business, which is that sustainability is a driver of business advantage. This is not a time to pursue a sustainability-related agenda for any reason other than that it will contribute to business growth. Decisions around how to manage an organisation's impact and create positive change should be put through this filter, and only those that pass should prevail. Because it is when there is clarity around the fact that they will build brand value, create supply chain resilience, or forge a new consumer base, that organisations will find them easy to stick to, however wild the winds of change become.

This report by nature looks backwards, rather than forward, providing an update on what we have done in 2024 and the impact we have had. But the thread of creating positive change which contributes to business success runs through it. As, I hope, does the way in which we continually seek to challenge ourselves to be a better business and in doing so build the resilience which is ever more essential in these uncertain times.



Giles Gibbons, CEO of Good Business



Our B Corp membership

In 2021, we completed our first B Corp certification process with a score of 107.3. This year, we are proud to have successfully recertified, increasing our score to 115. To achieve B Corp certification, businesses must score a minimum of 80 out of a possible 180, with the median score across all businesses who start the process being 50.9. The rigorous assessment evaluates our governance, employee engagement, environmental performance, customer relationships, and contributions to the wider community. We are particularly pleased to have improved across all five assessment areas.

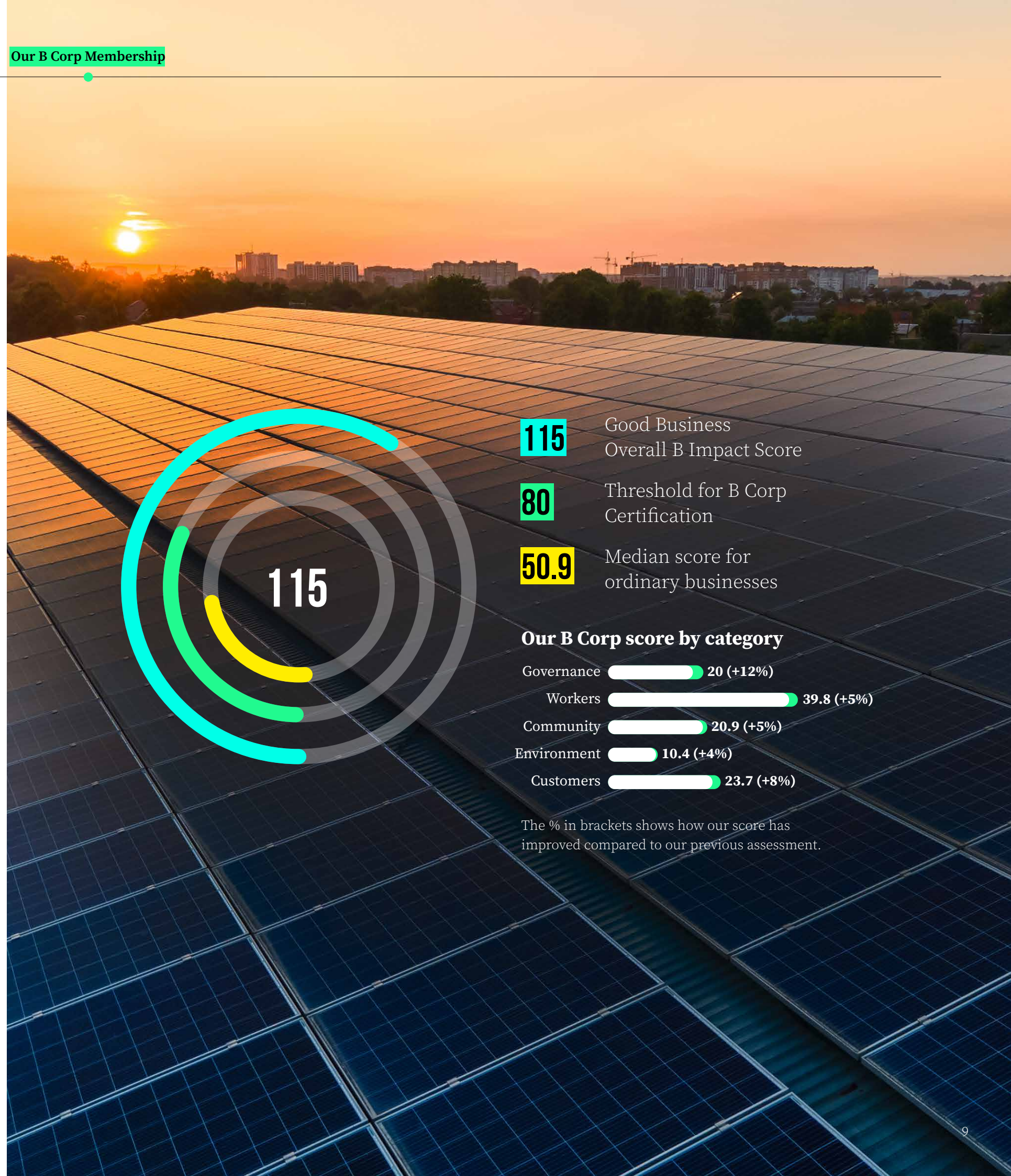
Our recertification process has been guided by our B Corp taskforce, which meets regularly to track progress, ensure accountability, and drive meaningful improvements across our business. Maintaining our commitment to responsible business practices, we continue to embed B Corp principles into our operations and legal structure through our Articles of Association.

Beyond our own certification journey, we are dedicated to strengthening the B Corp community. Over the past

year, we have actively supported other businesses on their path to certification, with members of our team becoming registered B Leaders. We have also engaged with B Lab UK's latest training resources and contributed to the wider movement through thought leadership and advocacy. During B Corp Month in March 2024, we shared LinkedIn posts and Friday 5 articles highlighting other impactful B Corps and events. We've also shared stories reflecting on the values and credibility of B Corps throughout the year. Our Managing Partner, David, continues to serve as a B Corp Ambassador, collaborating with other business leaders to maximise the movement's reach and effectiveness.

We are proud to be part of the B Corp community, a network of businesses dedicated to balancing profit with purpose. Our improved score reflects our ongoing commitment to positive change, and we look forward to continuing this journey alongside like-minded organisations that are redefining what good business looks like.

Certified





Our Impact

We have been helping clients deliver transformational change in a way that builds their business and brands for over 25 years. We have four broad areas of service which answer to our clients’ needs: sustainability strategy, purpose and values, behaviour change, and climate services. Our biggest opportunity to create positive change is through the work we do.

But the “how” of our work is also important – our relationships with our partners, the decisions we make about how we operate – and we have included our reflections on these areas in this report as well.

This report focuses on these three areas of impact, exploring the impact we had this year, the progress made against last year’s goals, and our ambitions for the year ahead.



Good Work



Good People



Good Planet



Good Work

We have the biggest impact through the work we do with our clients.

The sustainability landscape is changing rapidly, with seismic changes in regulation around sustainability reporting and disclosure. Clients are under increasing pressure to demonstrate efficiency and impact while also facing into challenging cultural and political headwinds in many cases. Our emphasis from the outset is on identifying what will change within the client’s context through the work we do and how that work can be used within the business to create transformational change.

Increasingly, we are providing clients with support to create that transformational change internally, meaning we are placing an ever-increasing emphasis on engagement, training and client support. This requires new skills and approaches which we continue to develop and embed through our learning and development strategy and our ongoing support to members of the team at all career stages.

In 2024, we developed a nature services offering to support clients looking to address their biodiversity and nature impacts. This recognises the fundamental importance of nature in supporting resilient and

sustainable growth and the increasing focus of many businesses on this important area of their sustainability impact.

Our clients range from large multinational companies to smaller businesses with local or regional footprints, as well as grant-making NGOs and other purpose-led organisations.

There are four main service areas that we offer to our clients. These are:

- 1. SUSTAINABILITY STRATEGY
- 2. CLIMATE SERVICES
- 3. PURPOSE AND VALUES CONSULTANCY
- 4. BEHAVIOUR CHANGE SERVICES

Measuring and comparing the outcomes of our range of consultancy work is an ongoing challenge. Each client’s needs are different, and their respective goals and business structures mean that even projects that deliver similar advisory work can have very different impacts and outcomes. No two projects are the same, and even where the outputs are determined by regulatory requirements (e.g. double materiality assessments that comply with the EU Corporate Reporting Sustainability Directive or Climate Transition Plans), the process and impact vary significantly.

After a review of the way in which we measure the impact of our work, we have decided to move to a Net Promoter Score approach to allow us to assess how our clients view our work, supplemented with a series of qualitative questions that will identify what has changed for the client because of our work. In 2026, we will publish details of our Net Promoter Score and examples of impact.

OUR IMPACT: 2024 EXAMPLES

- ✓ Secured a new three-year grant from one of the world’s largest foundations to continue to develop and roll out SKY Girls, our multi-channel behaviour change programme for adolescent girls, continuing our work in Nigeria and Cote D’Ivoire and expanding in Senegal.
- ✓ Created an emissions reduction workbook for a family office to support them in conversations with family members to set personal carbon reduction goals.
- ✓ In partnership with an international NGO in Nigeria, developed a series of collaborative projects aimed at transforming gender norms.
- ✓ Created an impact measurement framework for a financial services client that allows them to track the impact of their financial education programmes through quantitative and qualitative measures.
- ✓ Created an organisational change framework for a financial services client seeking to roll out and embed purpose across their organisation to support employee engagement.
- ✓ Developed and implemented a climate training programme for employees of a healthcare company focused on the choices that they can make in their roles and the carbon impact of these.
- ✓ Updated and republished an index to assess different countries’ performance in addressing and mitigating climate change which raised the profile of how governments, business and society need to work together to tackle the climate crisis.
- ✓ Ran a large scale double materiality processes for a business travel services client and a soft drinks company to support reporting and disclosure, as well as target setting and sustainability strategy reviews.
- ✓ Created an impact measurement framework to help an alcohol company evaluate the impact of its social marketing programme focused on supporting clubs and bars to implement inclusive and safe environments.
- ✓ Brokered a three-year partnership with a youth skills charity for a telecom client looking to support digital inclusion among young people.
- ✓ Conducted a nature impact assessment for a UK arts venue to inform its first nature positive strategy.
- ✓ Helped a telecoms company validate its emissions reduction targets with the Science Based Targets initiative, demonstrating the targets’ alignment with climate science.
- ✓ Assessed the impact of current and future decision making on a telecoms company’s emissions profile, exploring key opportunities to balance decarbonisation with the commercial strategy. This will form the basis of an emissions reduction plan.
- ✓ Produced five sustainability reports for companies across the food and beverage, beauty and financial services sectors.

2024 GOALS

- Develop a new impact assessment framework for assessing client work
- Implement our new impact measurement framework across our client projects
- Define specific impact goals for each of our four service areas

PROGRESS ONGOING

These goals continue to be an area of discussion and review internally. The landscape in which we operate is changing fast, and we offer a variety of different services across a broad range of clients and impact areas. We have concluded that a single impact measurement does not adequately reflect the very different impacts across each of our four service areas and have instead decided to establish an overarching impact goal for each of these service areas which will allow us to identify specific metrics for each area.

- Develop a product that supports the implementation and embedding of sustainability in organisations that are looking for ways to deliver impact at scale

PROGRESS ACHIEVED

In 2024, we launched Act Two, a product which focuses on supporting businesses to move from theory to practice when it comes to sustainability embedding. Act Two has informed and structured several client engagements, including working with a financial services client on ways to operationalise and integrate purpose-led decision making into daily business choices, and with an FMCG company on engaging colleagues not typically involved in sustainability to ensure their needs and voices were reflected in sustainability goals and choices. Moving forward, we expect this to become a more integral part of all of our sustainability services, rather than a separate

product, as we work with clients to support them to embed and scale their sustainability practices into the way they work.

- Develop and deliver a new approach to materiality and sustainability implementation that reflects emerging best practice and legislation updates while delivering efficiencies and greater insight

PROGRESS ACHIEVED

To achieve this goal, we immersed ourselves in sustainability legislation, hired a new team member with expertise in this area and built a network of expert partners with whom we could co-create our best practice approaches, including law firm Mishcon de Reya. We kept up to date with emerging best practice and iterated our own approaches to double materiality assessment, which we completed for a European soft drinks company and an international business travel services group. Our approach is always to deliver impact, value and positive change, and for double materiality this meant focusing on meeting regulatory requirements in a way that delivers value for our client's business, rather than simply as a box-ticking exercise.

- Write three special editions of Friday 5, focused on emerging issues of sustainability and climate management best practice

PROGRESS PARTLY ACHIEVED

We published a Friday 5 special in Q4 2024 focused on nature and biodiversity, aligned to COP 15, where we launched our partnerships with Biodiversify and Green the UK, as well as our nature services offering.

During the year, we reviewed our approach to thought leadership and education. As a small team, all of whom have client-facing responsibilities, we

need to make choices about where and how to focus these efforts. We will continue to produce Friday 5 specials where there is a particular topic that merits it but will focus our thought leadership efforts on the Sustainability Leaders Panel and communicating those results.

- Participate and share experience and knowledge at events, including at least ten conferences, speaking events and partner activities

PROGRESS ACHIEVED

We expanded our participation in external events, with members of the team participating in a wide range of speaking engagements and presentations. The SKY team hosted an event in Nairobi for African agencies working with us on SKY Girls and other partners exploring best practice in behaviour change and attended a gender norms learning event held by the Gates Foundation. In 2024, we also launched the Sustainability Leaders Panel and hosted two events for clients and other contacts where we explored the findings of the research and its implications for sustainability leaders. Other speaking events by the team included panel discussions on how PR professionals can integrate sustainability considerations into their client advisory work and the importance of sustainability in driving consumer choice, and participating in podcasts on sustainability trends in the beauty industry and the future of work.

- Develop new environmental service offerings, including Climate Transition Plan support ahead of incoming legislative changes expected in 2025

PROGRESS ACHIEVED

This is an area where there is increasing demand from our clients and where the regulatory landscape is changing fast. In 2024 we developed

a process that supports clients to develop Climate Transition Plans, focusing on both the content and communication of the plan and we are now working with several clients to develop their plans. We also developed a process for sector-based nature assessments aligned to TNFD and established a partnership with nature and biodiversity consultancy Biodiversify for more complex projects.

2025 GOALS

- Develop and roll out an enhanced Net Promoter Score assessment to better understand and measure the impact of our work
- Conduct and publish results from two further waves of research with the Sustainability Leaders Panel to understand how sustainability professionals are responding to sustainability challenges
- Further develop our in-house nature expertise and capability
- Launch SKY Girls in Senegal



Good People

The past year has been focused evolving our purpose and values, developing our DEI approach, and supporting the learning, development, and wellbeing of our team.

In 2024, we started to review our purpose, values and ways of working, through a collaborative process involving everyone at Good Business. We started with a group session on the purpose and values in the summer, where we gathered views on what people liked and didn't like and gained an enormous amount of valuable feedback. Long story short – the purpose needed to evolve but was in the right place, the values needed a fundamental re-work. In September we ran another group session on our ways of working – which we define as how we act and interact with each other on a daily basis. This was hugely useful in its own right, and also provided input which helped us shape the new values, so a double win. All of which meant that by the end of the year we were able to share an initial draft of a new purpose set with the team – ready to be further refined and launched in 2025.

As part of our commitment to investing in our community and building a more inclusive sustainability sector, in 2024 we also partnered with Power2, a charity supporting young people from under-represented backgrounds, to build brighter futures. Through mentoring, events and workshops, we helped open access to sustainability careers and support early career development. You can read more about our partnership in the case study opposite.

We also turned our attention inward in 2024 to look at how we support each other day to day. We established our Good Business Social Committee to bring the team together more often and in different, fun ways. The committee creates opportunities for team members to take part in diverse and inclusive social activities to build stronger relationships with colleagues they might not work with day to day. A particular highlight this year was our Christmas Scavenger Hunt, where teams deciphered clues around the grand streets of Marylebone. As well as revealing a secret location, it also revealed a surprisingly competitive side to some GB team members.

Recognising that connection and wellbeing go hand in hand, we also trained our first Mental Health First Aider. The training helped us better understand how to support each other's mental health at work and led to the introduction of a Wellbeing Action Plan template, which individuals can use to share the challenges they face and the support they need. Our Mental Health First Aider is now a point of contact for anyone who needs someone to talk to or help accessing additional resources – part of our broader effort to create a culture where it's okay to not be okay.

And with the addition of three new full-time team members in 2024, we're continuing to grow in ways that reflect who we want to be: an organisation where people are not only doing good work but are doing it in a place where they feel they belong.

OUR PARTNERSHIP WITH POWER2

We believe that the sustainability sector should be open to everyone regardless of background, and that it will be better if that is the case. That belief underpins our partnership with Power2, a charity supporting children and young people to reach their full potential no matter their background or challenges.

In 2024, we joined their Mentoring Academy, a six-month programme designed to connect young adults with professionals across different industries through bespoke support and career guidance. Seven members of Good Business volunteered as mentors, each paired with a mentee through one-to-one sessions. The programme is tailored to each mentee's goals, with our team using their 'Good Days' – our policy for volunteering and purpose-led work – to dedicate time to this. The costs of participation were fully covered by Good Business.

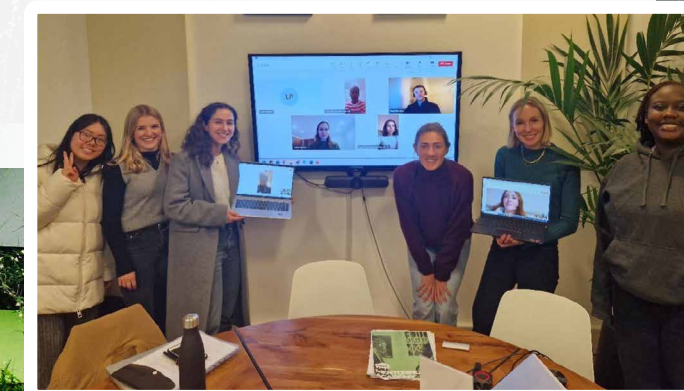
Our work with Power2 went beyond mentoring. In 2024 we contributed to career-focused events making sustainability careers more accessible and less opaque. Team members joined Power2's Industry Showcase webinars, speaking alongside professionals from other sectors to share what sustainability roles involve and how

to pursue them. We also hosted a 'Career Insight Day', welcoming students for an experience that included insight into working in sustainability, a collaborative client challenge activity, and opportunities to speak to team members about their own career journeys.

We also facilitated an Employability Workshop at Power2's annual conference, focusing on wellbeing, workplace readiness, and confidence-building. These experiences provided valuable exposure for young people who might not otherwise have visibility into the sector.

Our partnership with Power2 has been one of the most rewarding aspects of our year. It has allowed us to use our platform and expertise to open doors, while also learning from the energy and insight of a new generation of changemakers. We plan to continue and build on this work in the future, finding new ways to help create a more inclusive and representative sustainability sector.

GB x Power 2 Mentoring Academy



OUR IMPACT: 2023 EXAMPLES

- ✓ 426 hours of shared team training, development and mentoring (this does not include individual learning and development time)
- ✓ 150 hours of paid volunteering by the team during working hours, using our Good Day policy
- ✓ Over 440 hours of work experience and paid internships provided through our partners at Power2 and 10,000 Interns Foundation
- ✓ Seven team members joined Power2’s Mentoring Academy and have started providing careers support to their mentees through regular one-to-one sessions
- ✓ Two engagement surveys run throughout the year, with an engagement score of 4.3 out of 5 (86%) in Q4
- ✓ 38 editions of our weekly “end the week” newsletter sent from our Managing Partner, celebrating individual and team successes and achievements
- ✓ One employee trained as a mental health first aider

GRACE, 2024 POWER2 INTERN

“I wanted to say a big thank you to you and all the people at Good Business for making my first internship experience one to remember. It was a truly positive experience as I was able to work on a wide range of projects and learn a whole new range of skills. It has given me a new outlook on what it’s like to tackle climate change and sustainable issues from a business perspective to bring about effective change. Everyone on the team was so friendly and welcoming so it was easy to feel comfortable.”

2024 GOALS

Become an accredited Living Wage employer

PROGRESS **ACHIEVED**

We became an accredited Living Wage employer at the end of 2023.

Roll out a new set of DEI strategic priorities

PROGRESS **PARTIALLY ACHIEVED**

In 2024, we started working with Ardent, an organisation that specialises in helping businesses develop their DEI approach and implement meaningful change. Ardent engaged in a period of discovery through confidential one-to-one conversations with a variety of employees across the organisation. From these discussions, they identified specific areas where we should focus our DEI efforts, categorised across five themes: Diversity, Psychological Safety, Communication & Transparency, Application of Values, and Power Structure.

We have since used these findings to improve processes and practices related to the priority areas recommended by Ardent. We have also agreed the next steps for building and rolling out a new DEI strategy in 2025. This will include defining a mission statement and vision for our DEI strategy, refining our existing DEI strategy to ensure it is comprehensive and rigorous, reviewing our hiring process to identify improvement opportunities, ensuring DEI is effectively built into all our policies, refining our engagement survey, and reviewing the training and development we offer to ensure it aligns with our new DEI mission and vision.

Develop and implement a new process for gathering ongoing and consistent team feedback in response to the learnings of our engagement survey

PROGRESS **ONGOING**

We ran a session with the whole team in 2024 on how to improve feedback and make it more consistent. We have continued to gather feedback for the team at 6-month check-ins and during the appraisal process. In 2024 we also ran a Partners’ feedback session that brought all the Partners together to discuss feedback for the team together. This proved an effective way to generate useful and insightful feedback for individuals and is something we will now do each year before the appraisal process. Feedback will continue to be a key area of focus for us moving forward and is one of the drivers behind upcoming changes to our management and support structures.

Review and update our benefits package to reflect changing requirements from new recruits and feedback from the team

PROGRESS **ONGOING**

We have started reviewing the benefits package for employees and have increased the paternity leave we offer from two to four weeks and introduced flexibility around religious holidays (see below). We will continue to review the package as we get further feedback from the team.

2024 GOALS

Introduce a new holiday policy that allows flexibility in how bank holidays are applied for employees of different faiths

PROGRESS **ACHIEVED**

We updated our holiday policy in 2024 to reflect this commitment. One of our employees chose to work on the Easter bank holiday and instead took a day off to observe the Jewish holiday of Passover.

Develop a new People dashboard that measures our performance across key HR-related metrics, including selected diversity measures, so we can track our progress

PROGRESS **ACHIEVED**

We now collect a range of diversity measures from the team using our Breathe HR platform. This includes gender, age, nationality, and marital status.

Create an in-house learning programme using LinkedIn Learning and bespoke materials to ensure all team members can benefit from ongoing professional development

PROGRESS **PARTIALLY ACHIEVED**

After a review of LinkedIn Learning and utilisation rates, we decided to explore alternative options and are rolling out Sustainability Unlocked to the team to support their skills-based and technical learning, supported by other in-house training solutions. Our new learning and development strategy will be launched in Q2 2025.

Ensure that each team member sets specific learning and development goals as part of their annual objectives and that they are supported to achieve them

PROGRESS **ACHIEVED**

As part of the appraisal process, each member of the team is required to create a set of annual objectives. For each objective, they must outline the approach they will take to achieve it, as well as any associated learning and development goals. This process was standardised in 2024, and we will continue to improve how these learning and development goals are delivered and captured in 2025 and beyond.

2025 GOALS

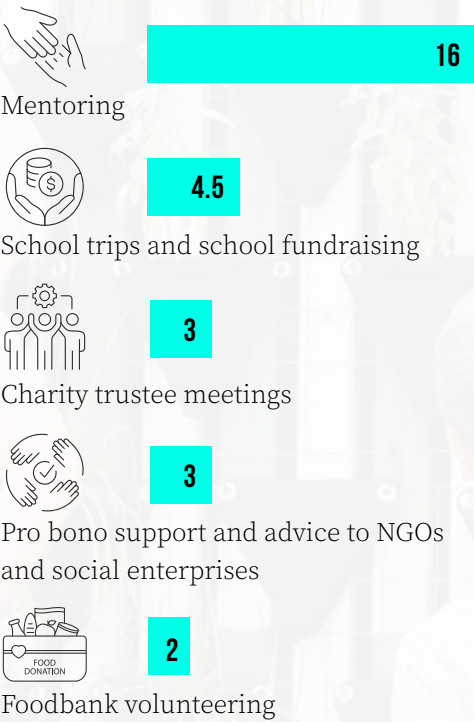
- Review our purpose, values and ways of working and roll out an updated version
- Develop and roll out our new Good Business DEI strategy, including our new DEI mission statement and vision, and our updated recruitment process, policies, engagement survey, and training
- Roll out our new learning and development strategy, including a new target of 50 hours of learning per person per year
- Embed a line management structure in the business and have all line managers complete line management training
- Refresh our approach to employee ‘user guides’ and introduce wellbeing action plans for those that want one

Good People

CASE STUDY: GOOD DAYS

Each team member is entitled to two paid days of leave to volunteer or engage in activities in the community. In 2024, around three quarters of the team made use of these days in a variety of different ways. In 2025, we will be putting together a list of opportunities for team members who do not currently make use of Good Days to help inspire them to try something new.

DAYS USED



CASE STUDY: PERSONAL DEVELOPMENT FUND

Each member of the team can access £500 to support their own personal development priorities. Take up of this benefit is high, with people using it for a wide range of different opportunities. Some of 2024's highlights are below.

"I finished a course to build an electric guitar from scratch and started taking French lessons"

"I took a knife skills class at Borough Cookery School: I now know exactly how to use a chef's knife"

"I used it for an Introduction to Coaching course, and plan on spending 2025's budget on a further coaching course"

"I have a desk in a co-working space to get me out of the house when working from home"

"It paid for my National Trust membership which gets us all out and about when the sun is shining – and even when it isn't"

"I'm learning to drive! And I also used it to contribute towards a Class Pass so I can try different fitness classes"

"I purchased a Picturehouse membership to broaden my horizons through film"



Good Planet

As a small service-based company with one main office, our carbon footprint is relatively small but reducing it remains a priority.

We already use 100% renewable electricity to power and heat the office, and our purchases mostly relate to professional services from other small businesses.

In 2023, we updated our net zero target to align with the requirements of the SME Climate Hub and better reflect the set-up of our business post-Covid. Our new target is to maintain 0 tCO₂e emissions for Scope 1 and 2 (market-based) and reduce Scope 3 emissions by 40% by 2030 (from a 2022 base). In 2025, we aim to have our Scope 1 and 2 target submitted and validated by the Science Based Targets initiative via the SME route.

Our carbon footprint for calendar year 2023 was 81 tCO₂e (market-based), down from 102 tCO₂e in 2022, reflecting a 21% reduction in emissions. This was due to fewer purchases related to office refurbishment and equipment. Our most significant sources of emissions continue to be Purchased Goods and Services and Business Travel, which account for 86% of our 2023 carbon footprint. Our 2024 carbon footprint will be published via the SME Climate Hub in 2025.

As we continue to grow and invest in our business, our spend on business services is likely to increase. Where we work with other SMEs for our IT services and finance management, we are offering to calculate their carbon footprint. This will support the shift towards better data quality in our own footprint and identify opportunities for our partners to manage and reduce their own emissions. While we travel significantly less than we used to prior to the Covid-19 pandemic, in some cases we have no alternative but to travel. In the UK and Europe, we travel by train when we can. Further afield, particularly in relation to our behaviour change campaigns funded by the Gates Foundation, we have no alternative but to fly to Nigeria and Cote d'Ivoire. In 2024, we secured a new grant to expand our campaigns to Senegal, so we expect our business travel footprint to increase in 2025. To manage this, we consulted the Gates team and plan to model the expected travel in 2025 to identify opportunities to reduce emissions where we can. We will also use this as a baseline to set an internal carbon price for business travel for future years and to support decision-making related to air travel.

We continue to support our employees to live sustainable lifestyles. We are a member of Climate Perks, and since 2022 we have offered all employees two additional days paid leave each year for "slow travel". This covers any personal travel outside of England and Wales where employees have opted to travel by land or sea rather than air. In 2024, we launched a review of our policy to ensure it effectively supports slow travel for all. We also offer employees the opportunity to calculate their personal annual carbon footprint using a bespoke tool designed by our Climate team have offset all 2022 emissions. However, we have not yet done this for 2023 and 2024 footprints as we are exploring ways to move towards an approach of "climate contributions". We want to offer the opportunity to feel more connected to the process and impact, and finance projects that feel closer to home. We expect to launch our new approach in early 2025 and will back-date all climate contributions to cover 2023 and 2024 footprints.

OUR IMPACT: 2024 EXAMPLES

- ✓ 81 tonnes of carbon emitted during the calendar year 2023*, equivalent to 49 return flights from London to New York
- ✓ 100% of our Scopes 1, 2 and 3 emissions for the 2023 period offset through verified carbon sequestration projects
- ✓ 7 team members used our slow travel policy to make lower carbon transport choices when going on annual leave
- ✓ 48% of employees travel to the office by bicycle
- ✓ Continued to “green” the office to boost employee wellbeing and improve indoor air quality

** Our financial year ends on 31 July 2024, and we do not have audited data for the period from August to December 2024. For this reason, we are disclosing data for the calendar year 2023 here, and will provide an update on calendar year 2024 emissions in next year’s impact report.*

2024 GOALS

Review and re-base our carbon reduction target to better reflect our post-pandemic business structure and activities – this will be aligned with current best practice as described by SME Climate Hub and SBTi for SMEs

PROGRESS **ACHIEVED**

We reviewed our target and updated the base year to 2022 to reflect current business activity and employee working habits (updated from the original 2020 base which was not considered a “normal” year). We also registered with SBTi so that we can submit our targets under the SBTi for SMEs workstream. This will be done in 2025.

Offer all employees the opportunity to calculate their carbon footprints and set their own carbon reduction plans and offer paid carbon offsets

PROGRESS **PARTIALLY ACHIEVED**

All employees have calculated their personal carbon footprints for 2023 and 2024 using the bespoke tool designed by our Climate team. We have not yet offset their emissions however, as we are evolving our approach to better reflect our employees’ desire to make a positive impact closer to home. We are developing a proposition that will enable employees to choose between offsetting their personal carbon footprint with a UK nature restoration project or donating the equivalent value to an environmental charity that will be selected by employees each year. This will be launched in 2025 along with a series of learning lunches to educate the whole team about lifestyle switches to reduce their footprints. Our goal for 2025 is to identify an appropriate way of encouraging and rewarding employees for taking action towards living a low carbon lifestyle. See our slow travel case study on the next page for the impact we’re already having through our slow travel policy.

Support core independent suppliers on measuring their carbon footprint, education and reduction strategies

PROGRESS **ONGOING**

In 2024 we reached out to two of our core independent suppliers to understand their climate maturity and help gather carbon footprint information, and support calculation where necessary. We have now collected the data needed to measure our financial accountant’s carbon footprint and aim to complete this in 2025. Our IT supplier already works with another climate consultancy to calculate its footprint. Moving forward, our focus will be on working with these suppliers on reduction levers. We will also identify a third supplier to work with on their carbon footprint and reduction strategy.

Embed carbon considerations in our procurement process when engaging new suppliers

PROGRESS **ACHIEVED**

As part of our procurement process for significant suppliers, we have introduced a set of climate-related questions. These cover areas such as the supplier’s environmental management system, carbon footprint, emissions reduction targets, and any history of environmental violations, fines, or incidents. Based on their responses, we may choose not to proceed with procurement. Unfortunately, we have not yet had the opportunity to implement these new questions as we did not go through a procurement process for any significant new supplier during 2024.

2024 GOALS

Report on the % of supplier spend that is with suppliers who have a valid carbon reduction target in place (aligned with relevant best practice), and set a target related to this

PROGRESS ONGOING

We unfortunately did not have the capacity this year to complete this exercise, but we plan to do so in 2025. Next year, we intend to evaluate our 2023 and 2024 suppliers and report the data in our 2025 SME Climate Hub report.

Review our business travel footprint and explore implementing an internal carbon pricing mechanism to support our efforts in reducing business travel carbon emissions in line with our target

PROGRESS ACHIEVED

The biggest contributor to our business travel footprint is travel related to the Gates Foundation contracts. Including this activity in our footprint is not technically required as it is paid for by the Gates Foundation, but we have made a conscious decision to include it as we are in control of how we travel and how often. We expect our Gates Foundation travel to increase significantly in 2025 as teams now travel in pairs and launching the campaign in Senegal will require more travel. Given this, we consulted with the Gates team in Q4 2024 and agreed we would calculate their 2024 travel footprint as soon as possible, model expected travel in 2025/26 according to what is expected or planned for and identify opportunities for carbon efficiencies. We plan to implement a shadow carbon budget at the end of 2025 to guide 2026 decision making and explore an actual carbon budget in 2027.

2025 GOALS

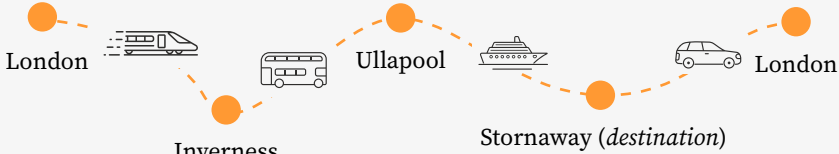
- Submit and obtain validation of our near-term targets from the SBTi via the SME route
- Implement a new approach to offsetting employee personal carbon footprints
- Expand our efforts to support core independent suppliers on measuring their carbon footprint, education and reduction strategie
- Update our Slow Travel policy and develop a tool that tracks both time and impact of the policy
- Develop an approach to setting an internal carbon price to support our efforts in reducing business travel carbon emissions in line with our target



CASE STUDY: SLOW TRAVEL



BERTIE

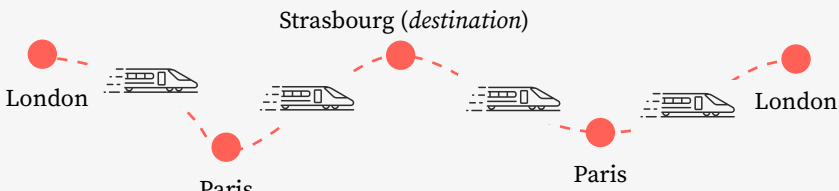


Emissions Saved

355 kgCO₂e



LUCY



212 kgCO₂e



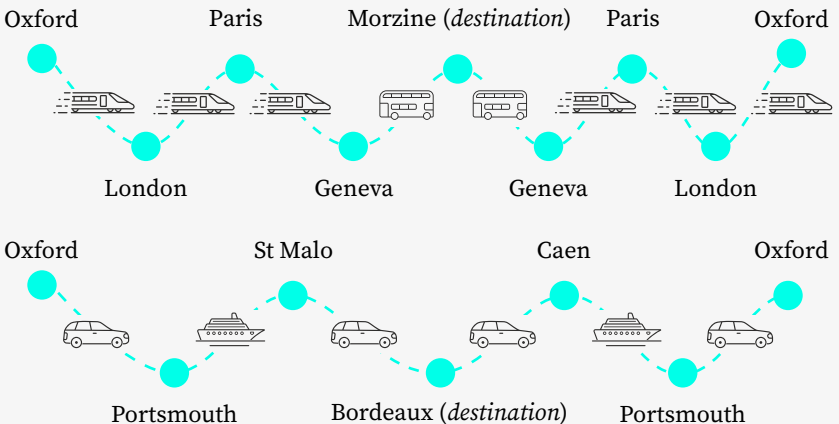
LOUISE



286 kgCO₂e



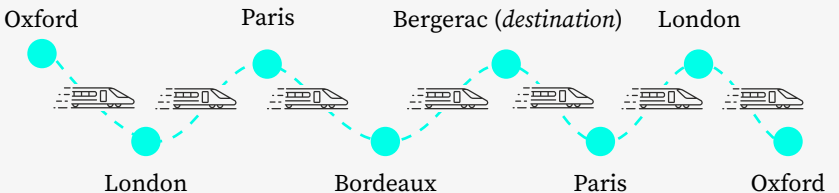
PATRICK



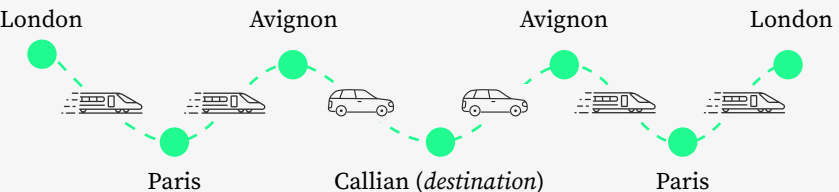
272 kgCO₂e



LYDIA



244 kgCO₂e



374 kgCO₂e

Goodbusiness

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