



# IMPACT REPORT 2022



Expert Advice  
Sleeping Lion



Certified  
**B**  
Corporation

**CREATE. EDUCATE. DONATE.**

*“In plain language, we invent helpful products, write books and train people.*

*This can broadly be summarized as Create. Educate. Donate.”*



We became a BCorp because we both feel strongly about social and environmental issues. Our commitment to the BCorp process shows a wider intent to help people and the planet.

We resolved to change the business for good – not that it was particularly bad beforehand. The discipline of the process forced us to ask questions that we hadn't previously and become much more diligent about monitoring evidence about our impact.

2022 is year one of what will be a perpetual process of improving the business and continuing to generate helpful materials and provide time and money for good causes. In plain language, we invent helpful products, write books and train people. This can broadly be summarized as **CREATE. EDUCATE. DONATE.**

As part of becoming a BCorp, we made a commitment that each year we will donate a minimum of 5% of revenue to good causes.

Highlights of the year have included:

- Writing The Sustainable Business Book (launched March 23 2023)
- Designing and building The PLANET System® - a product that can help everyone improve their sustainability efforts. This was granted Intellectual Property Office approval by the UK government.
- Training 1000s of people as part of our educational remit.
- Donating 100s of books to worthwhile causes
- Cementing our comprehensive 'pay it forward' charity donation strategy.

Kevin and Sarah Duncan

# IMPACT AREA PLANS AND PROGRESS

## WHAT WE SAID WE'D DO

## WHAT WE DID

### COMMUNITY

Create a robust charity donation strategy.  
More pro bono work.

- Paid it forward as planned - Charity donations made of £7,358.
- Not as much as hoped, but
- Trustee of The Great Bustard Group
- Advisor to HOSPA.

### CUSTOMERS

Enhance our educational remit.

- Wrote The Sustainable Business Book.
- Designed The PLANET System® including free ESG self-audit (and educational) product.
- Created new sustainability and ESG related training.

### ENVIRONMENT

Monitor and record Scope 1+2 emissions.

- See Environmental Impact.

### GOVERNANCE

Create KPIs around environmental + social objectives.

Company transparency - create annual social + environmental impact report.

- See Our Journey to Certification.

- See this report.

### Plans for next year

- Comprehensive launch and distribution of The PLANET System®, including free self-audit.
- Wider distribution of paperback books to a younger audience.
- Significant increase in sustainability training and consultancy.
- Tighter, refined charity giving strategy.
- More structured pro bono work.



# OUR JOURNEY TO CERTIFICATION

To begin our longer-term journey, we started with a year one strategy that articulates what we do and incorporates what we believe to be an appropriate blend of support for causes covering planet, people, UK, and international.

Our philosophy of **CREATE. EDUCATE. DONATE.** encapsulates our commitment to Sustainable Development Goal #4:

Quality Education - to ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.

Becoming a B Corp has encouraged us to focus strongly and more clearly on these areas where we can have the greatest impact, and create new KPIs to ensure we stay on track.



## VERIFIED SCORE AND GOALS FOR RECERTIFICATION

Our first and latest verified score was 94.3.

Because we are a very lean husband-and-wife team there is not much room to improve elements such as energy waste, we have no full-time employees, and a minimal supply chain.

The main area where we can make improvement is increasing our educational remit, offering pro bono help, tightening our charity donation strategy, and keeping more specific records and evidence for all our activities to demonstrate progress.

Our aim for our new B Corp score, when we recertify in 2024, is 100.

**94.3**

# SOCIAL IMPACT

Revenue in the financial year 2022 was £177,200 which @5% = £8,860.

We decided to pay it forward at the beginning of the year and so sent out £1,000 to each of our six agreed main charities, which are: Centrepoint, Shark Trust, Tree Aid, Water Aid, Woodland Trust, World Land Trust.



With this £6,000 paid forward, we allocated the remainder of the budget to more tactical donations as causes arose, which lead to further smaller donations of £1,358 to the following charities: Big Issue, Crisis, Freedom4Girls, Kent Hospice, Oxfam, Race for Life, WWF, WWT.

Some charities have been better than others during the year with regard to their communication and our observations about the nature of the work they are doing, so we will be tweaking this combination in 2023.

This generated a cash donation total of £7,358.

Specific pro bono work by the directors in 2022 included:

- Trustee of The Great Bustard Group = £4,000.
- Adviser to HOSPA = £6,000.

More general work and products delivered for free included:

- Webinar for Changeyourworld.me
- Teachable online learning platform distributed for free.

We even attempted to provide motivational books for UK prisons but, despite a lot of discussion, the initiative was eventually thwarted.

# ENVIRONMENTAL IMPACT

Over the last 12 months we used 1,687kWh of electricity at a cost of £435.

Over the last 12 months we used 6,473kWh of Gas at a cost of £374. Average usage was 16 kWh/day or £ 2.00/day.

All our energy comes from a renewable supply, originally through Bulb, which recently been taken over by Octopus energy.

We are a small operation and keep our impact low without using specific partners.

## OTHER ALIGNMENT TO SUSTAINABLE DEVELOPMENT GOALS (SDGS)

We cross-checked our charitable efforts against the global SDGs as follows:

Centrepont	1/2/3/4/10
Shark Trust	12/13/14
Tree Aid	1/2/3/4/5/8/10/13/15
Water Aid	1/3/5/6/10/14/15
World Land Trust	6/11/12/13/15
Woodland Trust	6/12/13/15



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