

IMPACT REPORT 2023



Expert **A**dvice
Sleeping **L**ion

CREATE.
EDUCATE.
DONATE.

Certified
(B)
Corporation

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.

2023 was year two of what will be a perpetual process of improving the business and continuing to generate helpful materials and provide time, products and money for good causes. During the year, we have solidified our company purpose of **Create, Educate + Donate** (as outlined on the next page).

Kevin & Sarah Duncan



2023 highlights included:

- The launch of The Sustainable Business Book.
- The launch of The PLANET System® online products.
- This included PLANET BASIC - a free tool to help any business improve their sustainability efforts.
- The design and curation of the ESG Educational Hub at The Independent Hotel Show.
- The development and launch of The ACES System® - which we provided free of charge in 2023.
- Training 100s of people as part of our educational remit.
- Donating 100s of books to worthwhile causes.

In 2024 we plan the following:

- To increase our cash charity donations.
- To continue to find good causes to donate our books to (particularly seeking out younger audiences).
- To continue to provide FREE ESG self-audits to SMEs via The PLANET System®.
- To continue to provide pro bono work that supports education +/- or conservation.
- To increase the amount of training and consultancy we undertake that relates to ESG + sustainability
- To build on The ACES System® launch with the publication of The Smart Performance Book.
- To continue to monitor our Scope 1 + 2 emissions.
- To start to understand our Scope 3 emissions properly and establish some baseline data.

OUR PURPOSE

Expert Advice | Sleeping Lion (EASL) exists to create helpful books, online products and training programmes to educate and inspire businesses and individuals to **be their best***.

Our success in doing this enables us to support the things we care about through our commitment to donate a minimum of 5% of annual revenue to good causes (through cash and product donations).

OUR ONLINE ASSESSMENT + LEARNING PRODUCTS

*Being your **BEST BUSINESS SELF**



*Being a **BETTER BUSINESS**



OUR BOOKS



OUR TRAINING + CONSULTANCY

- 16 unique training programmes.
- GreatestHits.com with over 500 business books summarised.
- Consultancy + friendly advice.
- Board / Senior Leadership Team facilitation.
- Mentoring.

OUR CHOSEN 2024 CHARITIES



CREATE

EDUCATE

DONATE

IMPACT AREA PLANS AND PROGRESS

WHAT WE SAID WE WOULD DO	WHAT WE DID
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SOCIAL - COMMUNITY

Tighter, refined charity giving strategy.

Books + Products

We exceeded our target for book and product donations to good causes:

Books

- Centrepont
200

- IHS ESG Educational Hub
100

- Wavemaker
300

- The Big Issue
50

- Shelter
20

- Social Change
80

- The Great Bustard Group
20 (total = 770 value £7,700)

Online Products

The PLANET System® Basic
258 (estimated value £6,450)

THE ACES System®
33 (value £1,650)

Cash

But due to a very poor trading year, we were not able to give as many cash donations as we would have liked:

£3,250

More structured pro bono work.

Pro Bono Days

- Independent Hotel Show Education Hub
7 days

- GreenKey National Juror - Audits
1 day

- Trustee of The Great Bustard Group
3 days

- Advisor to HOSPA
2 days

- Free seminars/webinars
1 day

TOTAL VALUE

£14,000

WHAT WE SAID WE WOULD DO	WHAT WE DID
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SOCIAL - CUSTOMERS

Comprehensive launch + distribution of The PLANET System®.	<ul style="list-style-type: none">- The Sustainable Business Book sales = 1600- Online FREE PLANET self-audits = 258 (see Social Impact)- Online PLANET Pro audits = 13
Wider distribution of paperback books to a younger audience.	<p>We supported an entry level programme for non-graduate applicants to join the media industry by providing 300 free copies of The Excellence Book through WPP's Wavemaker agency.</p>
Significant increase in sustainability training + consultancy.	<p>In 2023 we trained over 500 people, of which 170 were participants on our sustainability workshops. This was less than we had hoped for. On a positive note, 2024 is already proving significantly better, so we hope to achieve this in the next report.</p>
ENVIRONMENT	
Monitor and reduce Scope 1+2 emissions.	<ul style="list-style-type: none">- See Environmental Impact
GOVERNANCE	
Company transparency - annual social + environmental impact report.	<ul style="list-style-type: none">- See this Report.

SOCIAL IMPACT

The year started badly for us, with significant cashflow issues restricting our ability to enact our full strategy. For the first time in over 20 years, the company made a loss for the year. This meant that unfortunately we were unable to make the full cash 'pay it forward' charity donations that we had planned.

Despite reduced cash donations, our book and product donations (£10,950) and pro-bono work (£14,000) were significant and so the total value of our charitable activities in this financial year was £33,050, against revenue of £104,162.

The main individual charity beneficiaries this year were:



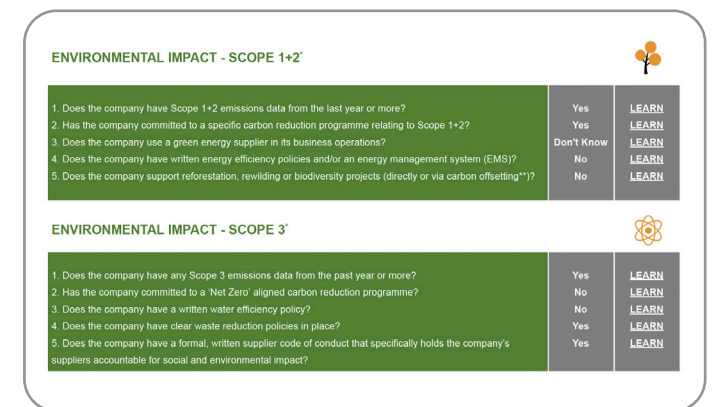
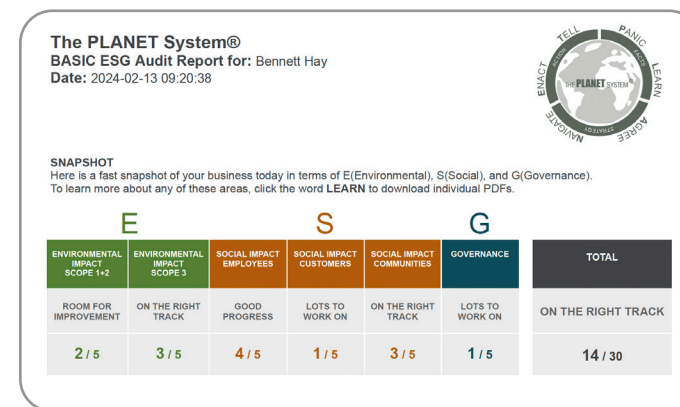
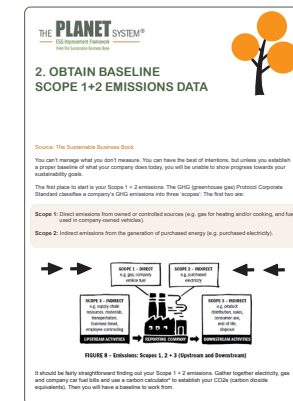
SOCIAL IMPACT

Along with the publication of The Sustainable Business Book in 2023, we launched The PLANET System® products.

This included a free ESG online self-audit that generates an instant report including 30 downloadable educational PDFs.

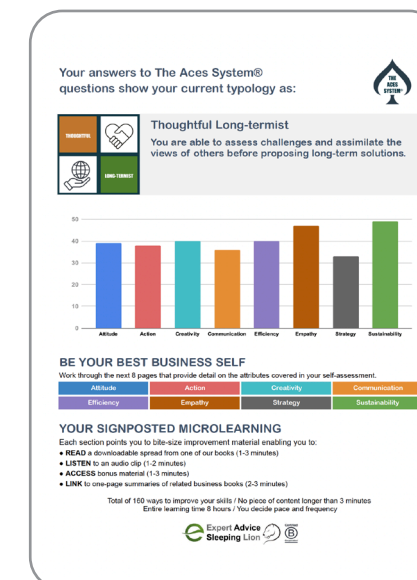
This was used by over 250 businesses in 2023, helping them understand and improve their environmental and social impact.

This product was offered completely free of charge. If priced at a conservative figure of £25, the estimated value of this is already over £6,400.



The ACES System® is our new self-improvement product. It is an online skills self-assessment of 80 questions which generates an instant report identifying your skills typology and directing you to over 120 pieces of built-in microlearning.

This product was also offered free of charge in 2023. The retail price is £50, and the giveaway value is therefore already £1,650 (note: we continued the free availability into 2024 and now over 150 people have benefited from the signposted self-improvement microlearning).



ENVIRONMENTAL IMPACT

In 2023 we used 1,759 kWh of electricity - up from 1,687 kWh in 2022*.
In 2023 we used 7,225 kWh of gas - up from 6,473 kWh in 2022*.

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

All our energy comes from a renewable supply through Octopus Energy.

*Octopus Energy took over our account when Bulb our previous supplier went into administration. We have some concerns here about like-for-like data measurement. We will be keeping an eye on this and ensure next year's figures use exact comparable data.

OUR JOURNEY TO CERTIFICATION

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.



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
Big Issue	1/2/3/5/8/10/16
Crisis	1/2/3/5/8/10/16
WWF	13/14/15
Great Bustard Group	13/15
Oxfam	1/2/3/6/10/16



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, is 100.



CREATE. EDUCATE. DONATE.