

Certified



®

Corporation

**B Corp
Impact Report
Goodwille Limited**

Contents

1. Leadership letter
2. Our Journey to B Corp certification
3. B Corp verified score and goals for recertification
4. Impact Area plans and progress

Leadership Letter

As a values led business achieving B Corp status is a significant accomplishment and reflects our commitment to what we have consistently focused on and continue to drive us forward.

Like many commercial organisations, profit is clearly very important, but it's all about how you get there. Financially we continue to achieve good steady growth of c18% YoY. What makes that happen in no small part is our focus on our people and our wider community (both business and local).

We always put our people and values first, from that we build trust in a supportive environment and the desire to work together to achieve excellence in all that we do, no matter how small the task is. That extends not only to providing a high-quality service for our clients, but also to seeking to do as much as we can to deliver social value for the wider community and the environment.

Whilst achieving B Corp status was a challenge, and a lot of hard work was put in by the team to get us there; we were starting from a strong position with dedicated commitment to our values and our people being central to our corporate strategy. I am very proud that we are part of the B Corp community and it's significant that we are joined by some of our key partners in business, also being B Corp certified.

Most of all I am very proud of our great team in their ongoing efforts to think about, and deliver on, a range of initiatives to ensure we continuously improve and maximise on achieving a positive impact. From helping a range of local charities (often in a very hands-on way), to litter picking, to constantly seeking to improve how we source and dispose of items in the workplace sustainably and so much more. The B Corp mindset is instilled within our business and I and the Board are very proud of that and appreciative of our team for embracing it so warmly.

From a big picture perspective, the actions of a business like Goodwille may seem small with little impact; but we can all be leaders and through our values and, critically, actions encourage others from individuals to large organisations to follow in a world where these are not just the nice things, they are essential.

Our Journey to B Corp Certification

We've always been passionate about giving back and in doing so minimising the impact we have on our planet whether through fundraising or adopting sustainable business practices. In recent years, the driving has become ever more urgent. Our people care, our clients care and our environment cares.

We realised this was something we've been doing throughout our history, but this clarity of definition of being B Corp really focused and empowered our efforts. We are a people business - people make up our entire firm and we exist to support people.

We were delighted to receive B Corp certification in 2024

Becoming a B Corp was a significant step for us. It reflects our commitment to our social and environmental responsibility and purpose. By meeting rigorous standards of transparency, accountability, and performance, we aim to create a culture within our organisation that prioritises long-term effective change. This certification also allows us to connect with like-minded businesses, attract conscious clients, and contribute meaningfully to the global movement towards responsible business practice

Receiving our B Corp certification has impacted us in several different ways, both internally and externally. Internally, our employees have become more aware of our mission to reduce our negative environmental impact due to the operational improvements we have put in place since our certification. We have become more proactive in organising environmental missions and local community projects such as volunteering for charity organisations and carrying out team litter picks. We have noticed a higher uptake from our employees getting involved which has created higher employee satisfaction in doing so, due to feeling part of a larger cause with more purpose. Externally, our B Corp certification enhances our reputation, making us more attractive to ethically minded clients. It differentiates our business in competitive markets where sustainability and corporate responsibility are increasingly valued.

B Corp verified score and goals for recertification

Our last verified B Corp score was 80.3. Our overall scores for each impact area are as follows:

Governance		19.7
Workers		33.5
Community		16.6
Environment		7.1
Customers		3.2

We plan to focus on improving our environmental sustainability by further reducing our carbon footprint, enhancing our energy efficiency in the offices, and adopting greener operational practices. Additionally, we will work on strengthening our community engagement with local organisation's. Finally, we aim to continue improving the work in our employee well-being space by amending our policies and pushing out well-being initiatives. These areas represent the key opportunities for us to not only raise our B Corp score but also to reaffirm our commitment to responsible business practices.

OUR HIGHLIGHTS SINCE ACCREDATATION

- Switched all the lighting in our office to be LED's
- Changed our waste system to include separating food waste in addition to recycling and general waste
- Had a FIKA session on waste management
- Had a FIKA session on sustainability at home
- Completed litter picks at both our London and Warwick sites
- Created a list of local suppliers for our FOH team when ordering supplies and catering for meetings/events
- Launched 'The Green Game' an internal initiative containing challenges to get people involved in doing good for the environment
- Completed 3x volunteering days at local charities – with 2x more upcoming

Impact Area plans and progress

Our focus areas for improvement over the upcoming year to ensure continued improvement are:

Community:

- Strengthen our relationship and involvement with local organisations

Workers:

- To change the lighting in our Warwick office to LED lighting
- Further energy enhancement approaches and policies across our offices and home-work environments

Governance:

- Greater cohesion with our external and internal stakeholders, evidenced by improvement in metrics in our B Corp scores in future assessments

The reasons we have chosen to focus on improving in these areas and improving our scores are:

- To reflect our commitment to our social and environmental responsibility.
- To align with our values as a business, particularly focused around sustainability and our local community impact.
- To create a culture within our team that prioritises long-term positive change. This certification also allows us to connect with like-minded businesses.
- We are aware that we could show improvement with our energy policies and usage in the offices and give greater guidelines for home working.

We have already made progress in:

- Making further donations and offering support to local charities. These include Spencer's Farm where some of the team participated in a volunteering day, with another date booked in to help them again in the new year and also a Soup Kitchen takeover on behalf of the Samaritans' Purse. We also donated 5x shoeboxes of gifts to a local shoebox appeal in the lead up to Christmas.
- Since our certification we have also coordinated and partnered with our charity partner, Microloan.
- We have switched all our cleaning products into the office to be eco-friendly.
- We have installed timers on the radiators, meaning we are able to adjust the timings based on weather conditions and temperatures.
- Installing a boiling water tap in the kitchen so that we limit the usage of the kettle in the office.

Challenges we have faced/think we will face when delivering these projects (internally and externally) include:

- Getting an uptake from the local community and external people on things such as bake sales due to the location of our office
- Being tied into pre-existing arrangements/contracts, with zero novation arrangements available.