

IMPACT REPORT

2021 - 2022



GREEN ELEMENT GROUP
SUSTAINABILITY INSPIRES US



A letter from our CEO

Whilst travelling around the world working in the hospitality sector, I witnessed the devastating impacts of climate change. I quit my job, trained to become an environmental management consultant, and set up Green Element in 2004. My mission back then, and still is now, is to empower as many organisations as possible to reduce their environmental impact.

Green Element was the first UK headquartered environmental consultancy to be certified as a B Corporation. At that time, we only had 3 members of staff, but we knew we had to walk the talk and become the purposeful organisation we so desperately wanted our clients (and all other organisations) to be.

In 2021, we reached our highest B Impact Assessment score and we want to do even better in 2023. This is not just for a higher B Corp score, but because we want our organisation to thrive in harmony with people and the planet. If we are not thriving this way, then how can we persuade others to follow?

We are now certified under Green Element Group, consisting of Green Element, Compare Your Footprint™, and Sustainability Solved. Our 38-strong team is helping over 500 clients to follow the best environmental practice in line with climate science.

At the time of writing this letter, I am travelling around New Zealand and Australia meeting sustainability professionals working to help organisations within these geographies. We are offering our Net-Zero Digital Toolkit comprising carbon reporting software, environmental training, and resources. Designed by sustainability experts, for other sustainability experts; transferring knowledge to help accelerate the just transition to a stable climate on a larger scale.

Will Richardson

CEO and Founder, Green Element Group



Green Element Group's Mission:

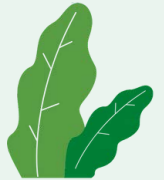
To empower organisations to manage their environmental impacts for a just and sustainable world.



GREEN ELEMENT GROUP
SUSTAINABILITY INSPIRES US



Green Element Group is an environmental management consultancy offering a range of bespoke sustainability services, products, and resources, to empower organisations to manage their environmental impacts for a just and sustainable world. The Group consists of Green Element Limited, Compare Your Footprint Limited and Sustainability Solved Community and Podcast.



● GREEN ELEMENT SERVICES AND COACHING

Carbon Reduction and Net-Zero Strategies
ISO Management Systems
Compliance and Statutory Reporting
Energy Procurement
SME Sustainability Assessment
Climate Risk
Environmental, Social, and Governance

● COMPARE YOUR FOOTPRINT | CARBON FOOTPRINTING SOFTWARE AND EXPERTISE

● SUSTAINABILITY SOLVED | ONLINE COMMUNITY AND PODCAST



Green Element was proud to become a B Corp in January 2016.

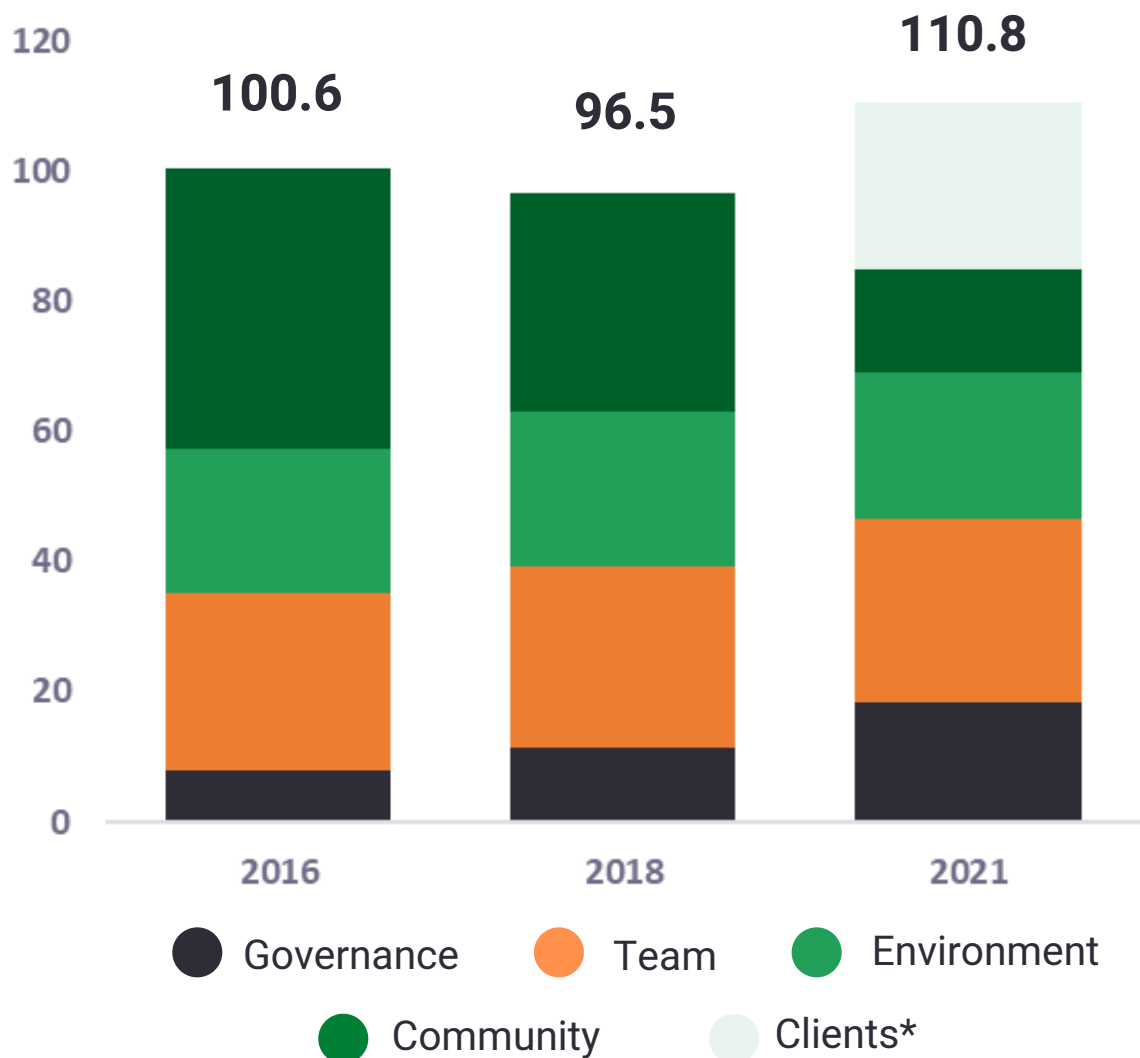
To be a certified B Corp, we needed to reach and maintain a minimum score of 80 from our B Impact Assessment and recertify every three years. We now produce an annual impact report to B Corp and publicise. Our previous version didn't quite hit the mark as it was our first attempt. We hope this version does and would like to thank all the B Corps who shared excellent examples for us to base ours on.



B Corp has encouraged its members to move away from showcasing perfection and instead present a 'new standard of radical transparency'. We were so transparent in fact, we published our full B Impact Assessment on our website and posted it across social media.



We are proud to have increased our B Corp score by 10.2 points since we first certified in 2016. As an organisation helping others to become more environmental, we are concerned that our 'Environment' score has decreased as we do a lot in this area. See the Environment section (page 43) for more information.



140

We aspire to do even better and reach an overall score of 140 in 2024!

*The Clients (Customers) category was only included after 2018.



Governance

Progress Overview

B Corp Score:
18.3 (17% of total)



**Formed a Senior
Leadership Team**



**Formed a Senior
Management Team**

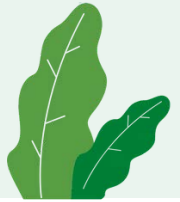


**Developed a
Strategy on a Page
(SOAP)**



**Formed a Group
Advisory Board**

We recognised in early 2021 that we needed a better organisational structure, and our busy CEO needed more support, so we formed a **Senior Leadership Team** to help manage business risks, complex challenges, and set clear goals. We also brought together a **Senior Management Team** to oversee recruitment, team performance, and well-being.



Will Richardson
CEO and Founder



Emma Littlewood
Strategy Director



Oliver Harrison
Sales Director

**Senior
Leadership
Team**

**Senior
Management
Team**



Alex Cronin
Senior Environmental
Management Consultant



Alicia Thew
Climate Analysis
Manager



Liberty Bollen
Marketing Manager



Naomi Cohen
Senior Manager

These goals came in the form of a newly developed 'Strategy on a Page (SOAP)' to help our team align their bi-annual Performance Development Reviews with company-wide goals and B Corp values. This was a major milestone for us!

In 2022, we also formed an official **Group Advisory Board** comprising 11 impressive people with a range of expertise across sales, marketing, legal, finance, investment, and business risk. We meet face-to-face every six months and then as working groups to focus on specific areas of the business.



Andy Dewis
Pineapple Sustainable
Partnerships



Bev Hurley
YTKO Group



Craig Pask
MRC



Fran Van Dijk
One Stone Advisors



Giles Barford
Cyber Security



John Cornwell
Newsflare



Karen Higgins
Clarke Willmott



Karli Hiscock
Bates Wells



Mark Rayner
Create Scale Ltd



Nathan Wimble
Toluna Corporate



Toby Robins
BASIS

As a growing organisation, we knew we needed an aligned purpose, vision, and mission to guide how we work.

We asked fellow B Corp and partners at Junxion to help us, and were delighted with the results! Every member of our team has been involved in the process. The next challenge and opportunity will be embedding our new purpose, vision, and mission into everything we do.

Junxion is an international consultancy who have helped organisations define their purpose, plan their impact, tell their stories, and embrace accountability for 20 years.



Purpose

To accelerate the just transition to a stable climate



Vision

Organisations are thriving, in harmony with people and planet



Mission

We empower organisations to manage their environmental impacts for a just and sustainable world

Junxion also helped our team to develop a company-wide client selection policy. This ensures that we only work with clients and partners who support our mission and B Corp values. From our Purpose, Vision, and Mission, we developed our excluded industries and excluded practices (below), plus questions for discussion and accountability.

Excluded Industries

- Armaments and defense
- For-profit prisons
- Oil and gas exploration, extraction, production, transportation
- Old growth logging
- Tobacco
- Vivisection

Excluded Practices

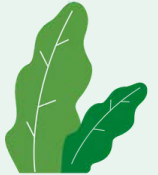
- Expression of opinions or demonstration of behaviours that are bigoted, misogynistic, homophobic, and/or transphobic
- Disputing Indigenous rights and title
- Engagement in union-busting or other anti-labour practices
- Denial of the climate emergency or failure to take environmental responsibility
- Failure to support and protect human rights



Sustainable Development Goals

We recognise that our mission to empower organisations to manage their environmental impacts for a just and sustainable world has a direct positive impact on the 13th UN Sustainable Development Goal (SDG), Climate Action.

But we are aware that we need to go through an SDG Impact Assessment to identify which of the goals our company has a direct, indirect, or no impact on. In 2023/24, we plan to undertake this process with the help of an expert.



Moving Forward | Governance

We are constantly looking to improve our relationships with internal and external stakeholders. Here are our goals for the next year.

1



Continue to identify better ways to engage with our stakeholders, from our board members and investors, through to clients and partners.

2



To improve our engagement, we are building an improved customer relationship system to ensure personalisation and relevancy across our communications.

3



Undergo the B Corp Impact Assessment process to identify and implement key gaps in Governance.

4



Complete a Sustainable Development Goals Assessment



Clients

Progress Overview

B Corp Score:
25.7 (23% of total)



Listening to our Clients



Championing our
Client's Successes



Improved Reporting



New Resources and
Services

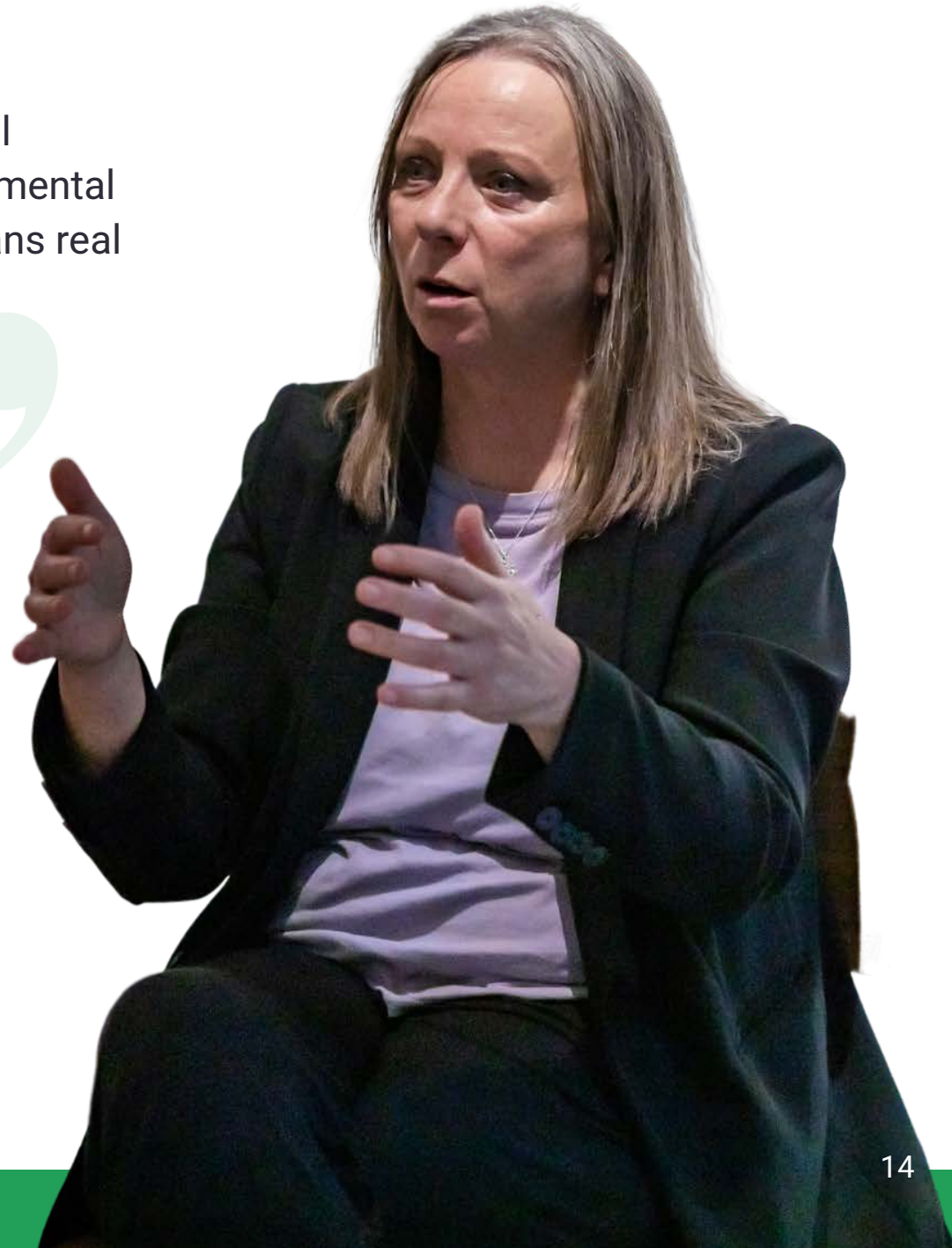


Climate Action

Committed since 2004 to empower as many global organisations as possible to manage their environmental impacts for a just and sustainable world. This means real climate action based on climate science.

I've personally been waving the greenwash warning banner with our clients and partners for years. We've helped many organisations to step away from unscientific net-zero and other unverifiable green claims to ensure they're future-proofed against scrutiny by authorities such as the ASA and CMA - and against associated reputational risk.

Emma Littlewood,
Strategy Director, Green Element Group



Listening to our clients

Green Element Group had no official client feedback process until 2022. It was previously an informal process, and we tended to jump from one project to the next without sitting back and assessing it with the client or the team involved. Now, once a client has reached a milestone, our client success team offers a feedback form to complete or a meeting to discuss the client's experience of working with us.

The learnings from this feedback helped to improve all stages of our clients' journey. Our business strategy includes related targets that the entire team is asked to support, such as high retention rates, Net Promoter Scores (how likely they are to recommend us), and how well we meet Service Level Agreements.



In 2021, we wanted to better understand a client's journey through our products, services, and organisation in general.

In 2022, we started running example clients (personas) through a Client Journey Mapping process as a team to understand the 'moments that matter' to a client and how to improve their experience.

In 2023, we plan to map all our services and implement a bi-annual review process.

I was extremely impressed by the suite of tools and support Green Element gave us to successfully conduct our first Life-Cycle Analysis (LCA). They were present at every step from measurement to analysis and beyond, and gave us all the necessary learnings to lead our ambitious reduction strategy going forward.

Emilien Henrotte, **Impact Manager at Ocean Bottle (B Corporation)**



We are committed to reducing our carbon emissions and Compare Your Footprint have really helped us to improve the way we measure, analyse, set targets and plan how we can minimise our footprint. The team at CYF have been fantastic to work with and helped us understand GHG protocol, science-based targets, and net-zero much better.

Heather Lynch, **Head of Impact & Sustainability at Oddbox (B Corporation)**

Thank you so much to Green Element for guiding us through our first LCA. They helped us understand the process, worked with all of our suppliers to gather the data, and helped us to understand the impact and changes that could be made to reduce our emissions going forward.

Victoria Cushing, **Product Director at KMI Brands**






PLANTOPIA

Championing our clients' successes

Before 2022, we only published the odd client case study here and there, but no way near enough to highlight the impact of our client's actions. We have been more proactive in shouting about our client's environmental successes. These stories inspire other organisations to get started on their journey or improve the one they are already on. We now actively approach clients once they finish a project or reach a particular milestone and invite them to collaborate in a case study. Since 2021, we have:



-  Improved our case study process to offer a more detailed overview of our client's achievements
-  Published 10 new case studies across the Green Element Group
-  Prioritised promotion of client successes across our websites, social media, and email marketing



Eland Cables, a global supplier of electric cables, partnered with Green Element to establish its **baseline greenhouse gas emissions** and understand the organisation's **carbon hotspots**.
See how we helped [here](#).



Oddbox is a vegetable box delivery service that partnered with Compare Your Footprint to **accurately measure organisational and supply chain carbon emissions**.
Learn about their journey [here](#).



Ocean Bottle makes reusable products that fund the collection of ocean-bound plastic. They partnered with Green Element to **conduct a Life Cycle Analysis of its core products**.
See the results [here](#).



J Coffey is a leading UK construction company that partnered with Compare Your Footprint to develop a **data collation platform to capture Scope 1, 2, and 3 emissions data** based on science-based targets.
Check out the results [here](#).



PLANTOPIA

Skincare and wellness brand Plantopia (part of KMI Brands) partnered with Green Element to conduct **Life Cycle Analyses of its new products** to understand their environmental impact.
See how we helped [here](#).



IFG is an e-commerce retailer that partnered with Compare Your Footprint to create a 2018 **baseline carbon footprint, validate near-term science-based targets, submit SECR reports annually, and report on greenhouse gas emissions reductions** within their Sustainability Report.
Find out more [here](#).



SUSTAINABLE PACKAGING

How Nutcensity, 3D Total, and Creature and Co have switched to planet-friendly packaging





RECYCLING AND WASTE MANAGEMENT

How our clients Brickability and Dron & Dickson are managing their organisation's waste





Collaboration is Key

A look into the innovative ways our clients Pawprint and Brickability engage their team in their sustainability journey




World Environmental Day 2022!

In the lead-up to World Environment Day on the 5th of June 2022, we asked our clients if they wanted us to share their environmental actions across social media. We were overjoyed with the response – with some fellow B Corps in the mix!

Here are the results!



**CREATURE
& CO.**

K Y A N



**J COFFEY
CONSTRUCTION**



NUTCESSITY

Pawprint
eco companion


SUSTAINABLE
WEDDING ALLIANCE


3dtotal

Client engagement



We are proud of the way we engage with our clients; however, this has generally been a direct exchange between their account manager or lead consultant.

In 2022, the team recognised that clients could be potentially missing out on environmental updates, free resources, and information on new services.

To enhance engagement with our clients and partners, we run:

- Lunch and learn events for our clients' employees to help them to understand the organisation's environmental impact and how they can all work together to reduce it.
- Webinars on a range of sustainability topics.

The marketing team started to email clients regulatory and compliance updates at the end of 2022, such as the Energy Savings Opportunity Scheme (ESOS).

We plan to develop a client communication strategy for 2023/2024 to target the right clients with the most relevant content. In parallel, we have developed a client-specific presentation for the account managers to use at the end of a client's project. This will remind them of what has been achieved and the next steps they could benefit from, either with us or in collaboration with one of our partners.



Liberty Bollen
Marketing Manager



Laura Goldie
Content Marketing Manager



Improved Reporting



We have developed a dashboard with IT service and consulting partner Fluid IT, allowing clients to access live environmental data dynamically.

This will allow our clients greater insight into their environmental performance, honing in on any spikes that may have occurred or displaying achievements in reducing their impact. The information available includes:



Greenhouse gas emissions in tonnes of CO₂e* across all sources

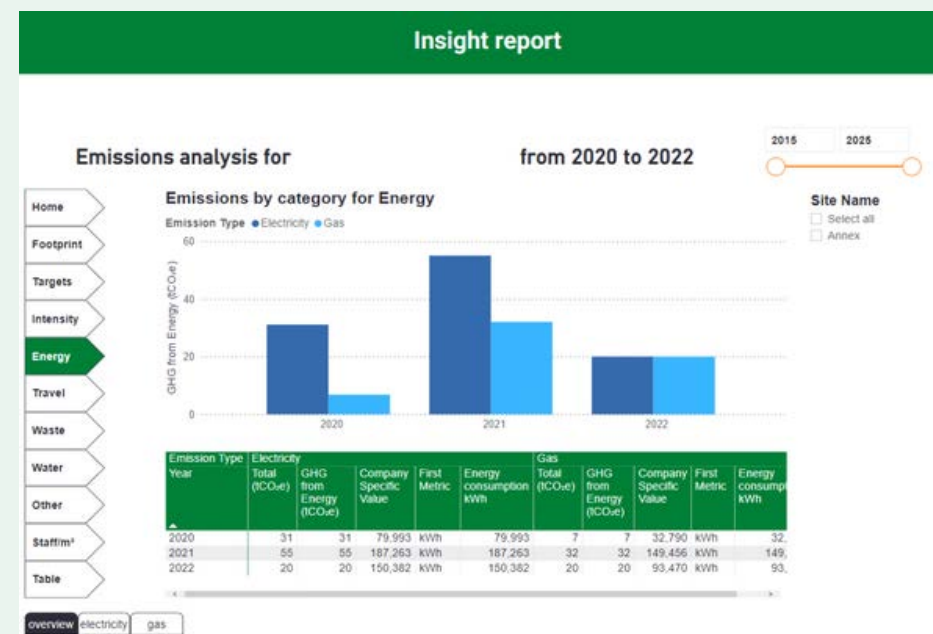
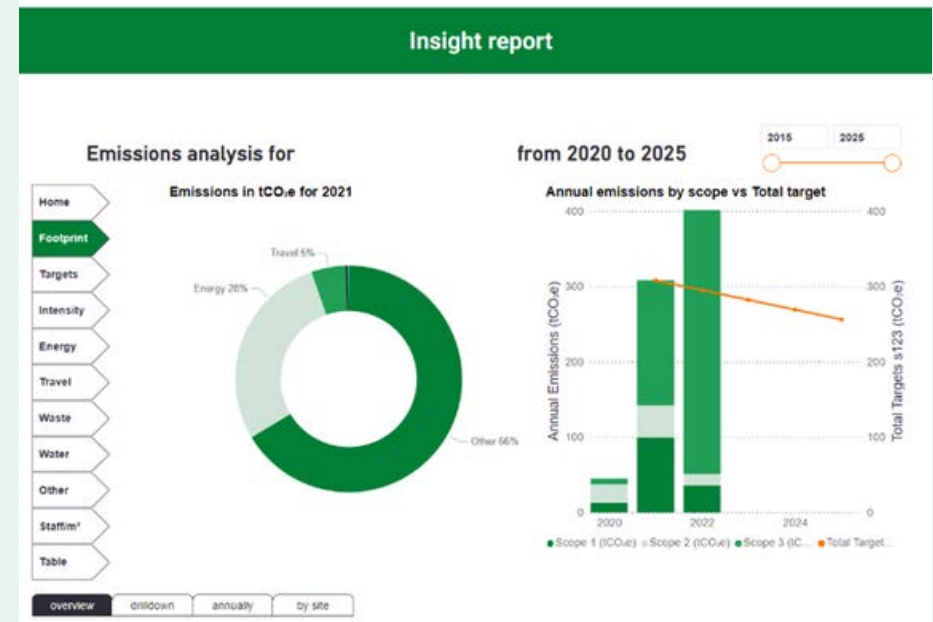


Monitoring data such as electricity kilowatt-hours (kWh), water m³ (cubic meter), waste tonnes, and travel distance



Progress against targets

*Carbon Dioxide equivalent





NatWest Carbon Planner

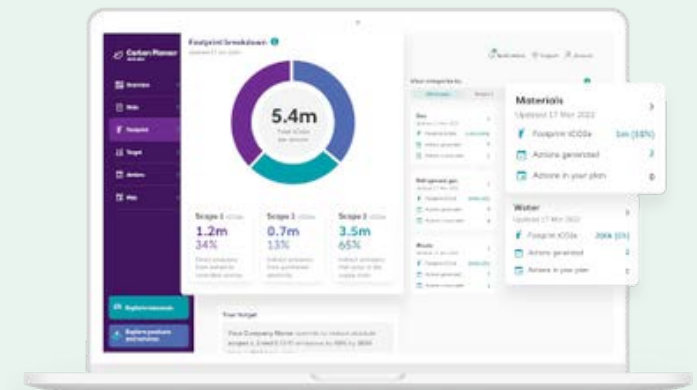
Measure | Evaluate | Act

“It’s been a great experience working with NatWest and RBS on developing the Carbon Planner. To be part of the process from the ideas stage in the beginning to now with thousands of organisations using the platform has been very rewarding. Organisations receive a tailored set of actions that guides what can be done and what the impact will be, breaking down one of the main barriers to emission reductions.”

Senior Environmental Management Consultant Alex Cronin led an important project with NatWest Bank to launch its free **Carbon Planner**. The platform allows businesses to add details about their activities, helping them become more sustainable and climate-conscious by calculating their emissions and presenting potential actions along with their cost and carbon savings. Alex and his team worked with NatWest to develop the questions, actions, and model for the digital carbon planner, as well as advising on how to measure a customer’s carbon footprint.

We have had a long history with the NatWest Group, of which RBS is a part of. Compare Your Footprint was part of a cohort in the RBS Accelerator programme when it first launched, and our team now works from RBS’ Edinburgh office. Our CEO and Founder, Will Richardson, has also taken part in sustainability talks and workshops for the NatWest Group.

Alex Cronin
Senior Environmental
Management Consultant



Academic Partnerships



In 2022, Green Element was invited to work with the University of South Wales and Compare Your Footprint with the University of Leeds. The aim was to help Sustainability and Business students better understand the relevance of carbon footprinting in business and offer hands-on experience in taking an organisation through the process.

For the University of South Wales, our team provided a virtual learning experience for students, and for the University of Leeds a live lecture. A case study was created to showcase the impact of the University of Leeds project and we hope to attract other academic partnerships in the future.



Dr. Rory Padfield
University of Leeds

Oliver Harrison
Green Element Group

From a teaching perspective, the highlight for me was the excellent balance of critical insights into carbon accounting tools in the industry, and the hands-on application of Compare Your Footprint's carbon tool through a worked exercise. The blend of these two aspects helps to meet module learning outcomes while also developing unique employability skills for this cohort of students.

Dr. Rory Padfield, Associate Professor in Sustainability and Business from the Sustainability Research Institute School of Earth and Environment at the University of Leeds.





Launching New Resources and Platforms

We are always looking for more ways to empower clients to make a bigger impact and cost savings – especially in the current economic climate. The creation of our carbon calculation software, Compare Your Footprint, back in 2018 has reduced the price of carbon reporting for many clients.

Improved tech

In 2021, we wanted to modernise our underlying technology used for Compare Your Footprint's software to ensure system stability, security, and improved responsiveness for years to come. We invested heavily in this project in 2022. However, this progress has had its challenges, such as a delay in planning new client features and functionality. But bringing clients exciting new launches over the coming years will be worth the blood, sweat, and tears!

Before Compare Your Footprint, we were paying 10's of 1000's on consulting fees to Carbon Footprint our business. We've now saved over 90% on fees and got a better understanding of our data.

Nick Mabbutt,

Sustainability Manager at All About Food

**All
About
Food.**



NEW Carbon Footprint Data Helper Tool



Many organisations struggle to understand what activity data to add to our software to create a robust carbon impact assessment. To avoid smaller companies with less complicated data feeling overwhelmed and requiring paid support, our team developed the Data Helper Tool by collating frequently asked questions and feedback from our clients. It is designed to answer client questions and make the data collection process easier and prepare them for when they use our software. We are now working closely with key clients to continually improve this tool, and we aim to replicate the tool's client journey experience within the software over the next two years.

This sheet refers to activities related to your organisations business travel. This includes your air travel, rail travel, road travel, employee expensed mileage, hotel stays, and fuel used in company owned vehicles.

Data Type	What is this?	Notes	FAQs	Answer	Data Needed
Air	Business Travel: Air refers to individuals flying for work purposes	<p>The ideal format for Business Travel Air is to collect all of your flights with their departure and destination IATA codes (including route taken). This may not be possible for this year, but you can tweak how your organisation records flight data going forward to make this possible for future years.</p>	How do I collect our flight data?	If your organisation has a travel agency they may provide you with a report that provides information about your organisations flights taken. If you do not have a travel agency, you can request this information from the appropriate department in your organisation, such as the accounts team.	IATA Codes of origin and destination airports for business travel flights AND seat type
			Why do we need to include indirect flight data?	Indirect flight data is the distance traveled compared to a direct flight. Adding routing information will account for these potentially longer journeys.	Approximate distance of flights AND type of flight AND seat type
			We didn't keep track of the airports involved in each flight, how should I collect our air travel information?	If you can't see a flight by flight record, perhaps it is approximate distances by the different haulage of example "UK Domestic Air" or "UK International Air". Distances, look at the city or country of travel and taken. There are airmiles calculators that can be used to estimate flight km.	
			The only air travel information we have is how much was spent on flights, what do I do?	You can enter your flight information as a spend, or change the way you keep a record of flights taken. Spend data is often a large source of emissions for organisations unable to accurately measure these emissions.	
			How do we enter our flight information into Compare Your Footprint?	If you have detailed flight information with IATA codes you can use our Business Travel Air template to bulk upload your flight information. If your data is in a different format you can enter your information into the usage-type "Business Travel: Air" and select the appropriate sub-types based on the types of flights taken. Spend data can be entered through the sub-type "Average Air Travel".	Amount spent on air travel

Coaching Organisations through Environmental Management Systems

Since 2020, our team has helped organisations to implement **Environmental Management Systems** (EMS) and achieve the recognised environmental management standard, ISO 14001:2015. Going through this process reduces an organisation's environmental impacts and improves operating efficiencies, whilst evidencing to stakeholders that real action is being taken.

We created an online self-service training course to empower organisations to work through the process themselves. But we needed something in between, that was cost-effective but included expert support.



Alex Walsh
Coaching Manager



ISO14001 Standard



Online Course



Weekly Coaching Calls



Private Coaching Community

Enter our **Coaching Program**, run by our EMS expert Alex Walsh. It offers an enhanced learning platform and online course, weekly coaching calls with an EMS expert, a private coaching community for students on our **Sustainability Solved community platform**, and an ISO 14001 certification at the end of it. The aim is to empower organisations to lead from within and gain a deeper understanding by implementing their own bespoke EMS that aligns with their business strategy.

Sustainability launchpad for SMEs

Helping you to evaluate and understand your business impact and create a roadmap for your sustainability journey

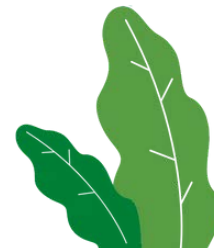


We recognise the challenges Small-to-Medium sized Enterprises (SMEs) face when trying to become more sustainable. They do not know where to start and worry that the consultancy fees will be too high. To solve this problem we have created a brand new service, **Sustainability Strategy and Impact Assessment**, as a launchpad for SMEs to get started on their environmental journey. We want to set them on the right path and ensure the company has the buy-in from all its employees to make a bigger impact.

Thank you to the team for the work and effort over the last few weeks. The presentations and report of the assessment were excellent. It has been well received by everyone and has got a good buzz and motivation going.

Vinny Kenedy,
Quality Assurance Manager, Bloc Blinds

blocblinds®



Addressing Climate Risk



Emma Littlewood
Strategy Director

Emma Littlewood, our Strategy Director, had started to address climate risk with some of our previous clients. But wanted to launch an official new service to help large organisations comply with The Task Force on Climate-Related Financial Disclosures (TCFD). Emma had been encouraging existing large clients to address it.

Our TCFD service officially launched in December 2022, but we had been helping clients beforehand. Beyond compliance, we would like to see all large organisations make climate-related financial disclosures as part of their annual reporting to investors and other stakeholders. We believe this level of transparency and awareness of the business risks associated with climate emergency, will drive more action from these businesses globally.



Naomi Cohen
Senior Manager

Digging Deeper into Waste

We are lucky to have our very own waste expert in-house, Naomi Cohen, Senior Manager. Naomi is driven to help organisations to dig deeper into their waste and resource management. This is why she set up a new Waste Management and Composition Review to evaluate how resources are being used within an organisation, minimise waste, and improve collection and treatment methods. It also offers clients the option to adopt a more circular approach to their operations. Naomi also produced a free guide on how to manage your organisation's waste.

Net-Zero Digital Toolkit

We are offering sustainability professionals overseas a partnership whereby they subscribe to a digital toolkit created by Green Element Group's climate experts. The toolkit provides:



**Bespoke data
measurement and analysis**



**Market-leading
environmental training**



**Access to a knowledge-rich
online community of like-
minded professionals**

Our CEO is currently travelling across New Zealand and Australia to meet with fellow professionals supporting organisations on their net-zero journey. We hope that our toolkit will prove invaluable support in 2023 and beyond for organisations within these geographies.

Moving Forward | Clients

We aim to offer the best environmental practice and knowledge to as many organisations as possible. Here are our goals for the next year.

1



In 2023 we will include climate risk as part of our Environmental Management System process for clients. We are pleased to see that climate risk is becoming mainstream, not just a regulatory requirement. It is an important part of business risk management and strategic planning processes.

2



Launch improved environmental reporting across the Group



Team

Progress Overview

B Corp Score:
25.7 (23.2% of total)



People Operations Support



9 Day Fortnight



Volunteering



Internships



Strategy Days



GREEN ELEMENT GROUP
SUSTAINABILITY INSPIRES US



People Operations Support



As a growing organisation with more staff to support, we knew we needed to bring in an expert to help us with People Operations (or HR as it is more commonly called). In December 2021, Vanessa Samuels hit the ground running as our new experienced HR consultant. As well as providing employment advice and structure to the administrative side of People Operations, she has successfully established the following policies, benefits, and processes during 2022/2023 for the benefit of all employees:



Vanessa Samuels
HR Consultant

Anti-corruption and Bribery	Equality and Diversity	Menopause
Bereavement Leave	Fertility Treatment	Paternity Leave
Carers Leave	Flexible Working	Adoption Leave
Capability and Performance	Grievance	Paternal Leave
Dignity at Work	Maternity Leave	Probationary Period
Disciplinary	Meeting Etiquette	Public Interest Disclosure
Sickness Absence Management	Shared Parental Leave	Remuneration
Substance Abuse	Data Protection	

Team wellbeing

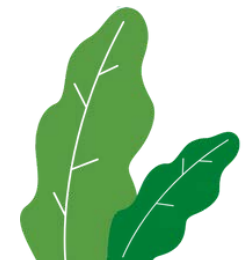
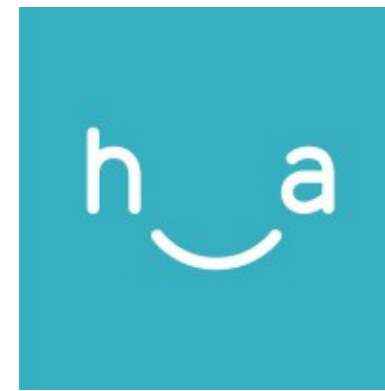
All staff now receive Health & Safety training and can report on accidents, injuries, or near-misses occurring in their workplace.

As office workers, we are now required to complete Health & Safety risk assessments, as well as a Display Screen Equipment (DSE) checklist for home and office. Line Managers also need to complete a Risk Assessment for our offices. All employees are encouraged to utilise the Company's eye test voucher scheme to have regular DSE eye tests which are paid for by the Company, likewise, glasses for DSE use.



Our Employee Assistance Program (EAP) is a confidential employee benefit designed to help the team deal with personal and professional problems that could be affecting home life or work life, health, and general wellbeing.

Our EAP service provides a complete support network including helpline services, personal counselling services, the My Healthy Advantage app, and a wellbeing portal that offers expert advice and compassionate guidance 24/7, covering a wide range of issues.



Before 2022, we had no formal process in place to review team performance, discuss personal development goals, or listen to employee concerns.

All employees now set personal objectives as well as personal development goals that align with our overarching business strategy. The Personal Development Review (PDR) is a key part of the wider framework of a performance management system that helps employees to align their personal objectives with the overarching business strategy.

The process includes



Regular 1-1 meetings



Mid-year personal development review



End of year personal development review



In 2022, Green Element Group conducted a Company-wide salary benchmarking exercise to ensure that its remuneration, as well as its benefits offering, were commensurate to the industry in which we operate. This has enabled us to ensure we are paying a fair wage to all employees and has guided Green Element Group in introducing new benefits to employees such as birthday leave, enhanced pay for family-friendly leave and the introduction of carers, as well as bereavement leave and pay.



Green Element Group has been a Living Wage Employer since 2013, guaranteeing that any person employed by us is paid above the Living Wage.

In 2020, we said we would give employees the day off for their birthday. This benefit was implemented in 2022.



We said we would implement a 9-day fortnight at the beginning of 2022, and we did a trial and gathered feedback from the team. It was then implemented in June 2022.

The 9-day fortnight allows the team to take a long weekend off every month. It is well-researched that 4-day weeks or 9-day fortnights improve well-being and productivity. We had teething problems at the beginning to ensure there was sufficient cover, and avoid some client-facing team members feeling overwhelmed. With improved internal and external communications, we have ironed out any issues and plan to continue with this benefit.

Here's what our team thinks



I feel it's had a very nice impact on my work/life balance and my motivation.

I can't say my work has been adversely affected if anything it's been more efficient or better yet allowed me to establish better boundaries and deadlines with those waiting on things from me.

Personally, I find the longer weekends leave me much better rested the following week.

The 9-day fortnights have been amazing! It's something to look forward to, without it being too disruptive to the workflow.



Ethical Pension

We have been enrolled in a company pension scheme since 2016. Nest Pension is run by the Trustee, Nest Corporation. It is a public corporation, accountable to Parliament through the Department for Work and Pensions, so is run in the interest of its members, not owners or shareholders. This was a big benefit to Green Element Group and its employees.

A member of our team researched the default fund for our Nest pension and realised that our contributions are being paid into a fund that invests in fossil fuel companies.

They personally switched contributions to the Ethical Fund in response to Make My Money Matter's research that switching to a greener pension is the 'most powerful thing you can do to protect the planet' in terms of saving carbon.



In 2023, we are switching to the default Ethical Fund for all new employees and sending a communication to our team to explain how to switch should they wish to do so. As a sustainable organisation offering sustainable services, we want to ensure that we walk the talk and take the right action internally.



Internships

Every January, we bring onboard interns as part of the Environment and Society internship programme at King's College London.

These students study various Environmental Science and Sustainability masters degrees and benefit greatly from 'on-the-job' experience with experienced sustainability consultants and analysts. We are extremely grateful to be a part of this internship programme as most interns become team members.



Jan 2021, two interns joined Green Element and we were delighted to hire both.



Madeleine Woods
Environmental
Management Consultant



Kyoko Yamafuji
Climate Analyst



Jan 2022, we brought on a cohort of four interns, two of whom were hired.



Daniel Crockatt
Junior Climate Analyst



Elliot Clark
Junior Environmental
Management Consultant



Jan 2023, we have taken on two interns from the programme.



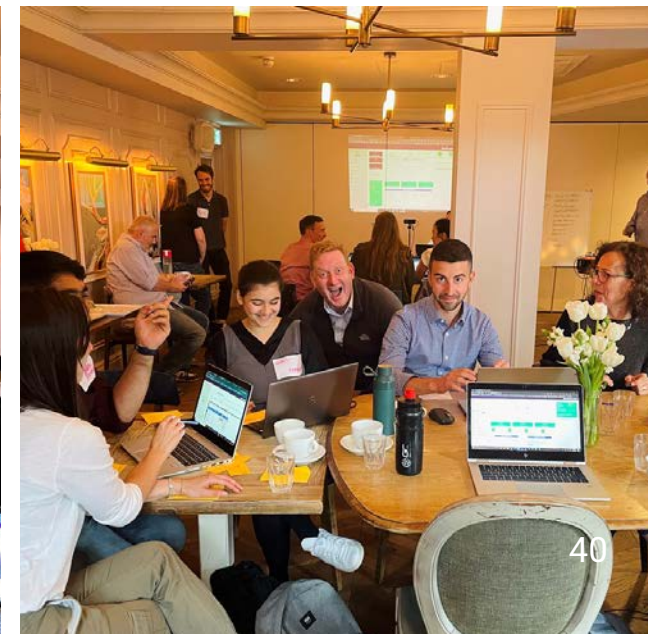


New Team Strategy Days

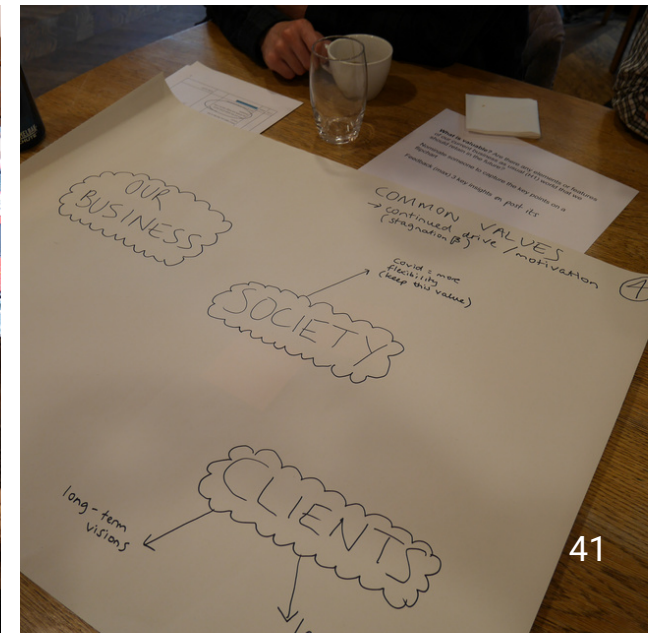
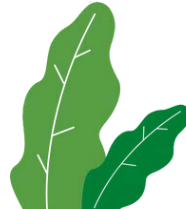


Our team is spread across the UK working from home or in our offices based in London and Edinburgh.

As our team grows, we recognise the need to bring everyone together for team building and wider company strategy. In May 2022, we held our first Strategy Days in London, bringing in Gingrtech to guide the team through an experiential business simulation game that surfaces and tackles common business challenges in our organisations. We essentially swap roles and try and run the business at a fast pace as two teams.



On the second day we worked with consultants, Vicky Murray and Bethan Harris, to work through the Three Horizons framework where H1 is Business as Usual (where we are now), H2 is Disruptive Innovation (trying new things), and H3 is Emerging Future (a new way of doing things that are better fitted to the world that is emerging).



Moving Forward | Team

As a growing organisation, we know it's vital to build a culture that aligns with our B Corp values. Here are our goals for the next year.



1



In June 2023, we are bringing the team together for a strategy day

2



In 2023, we are switching our company pension to an Ethical Fund

3



In 2023, we will create an improved employee handbook and onboarding process

Environment

Progress Overview

B Corp Score:
15.9 (14% of total)



Our Environmental Impact



Our Targets



Our Commitments



Actions for 2023

Our total carbon footprint per employee has decreased by 56% since 2018.

We are committed to supporting organisations in measuring and managing their environmental impacts. It is therefore vital for us to become the most sustainable business to be able to confidently walk-the-talk.



We calculated our emissions in 2018 when we first set our science-based targets. We updated these based on our 2021 data to create long term net-zero targets and will continue to report on this annually. Our team is currently working on our 2022 carbon footprint which will include more accurate measurement of our purchased goods and services. We show a closer look at our 2021 carbon footprint on the next page.

	2018	2021
Total corporate carbon footprint (tCO2e)	41	54.6
Number of employees	7	21
Normalised carbon footprint per employee (tCO2e)	5.9	2.6

i Carbon emissions (tonnes CO₂e) are presented by Scope and Activity for 2021
Electricity emissions were calculated using the market-based methodology

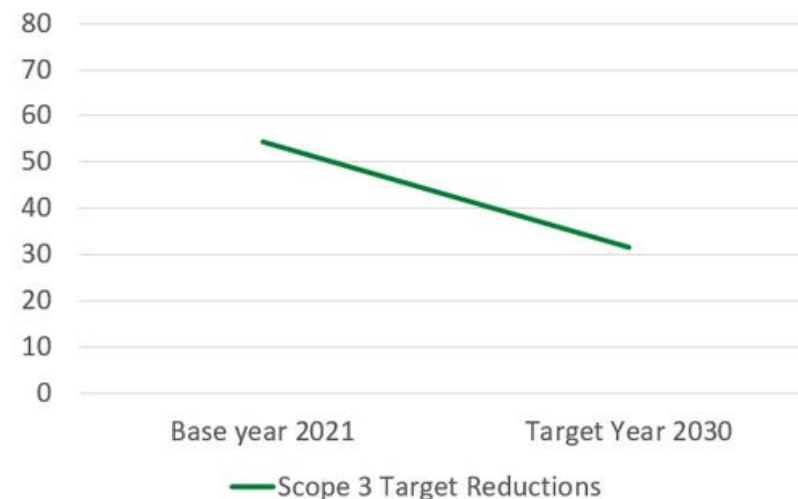
Category	Scope 1 (tonnes)	Scope 2 (tonnes)	Scope 3 (tonnes)	Total (tonnes)
Business Travel	0	0	0.29	0.29
Commuting	0	0	0.20	0.20
Electricity	0	0.22	0.08	0.30
Gas	0.016	0	0.003	0.02
Waste	0	0	0.02	0.02
Water	0	0	0.05	0.02
Working from Home	0	0	1.89	1.89
Purchased Goods and Services	0	0	51.8	51.8
Grand Total	0.016	0.22	54.4	54.6

Near Term Targets

By 2030, we will reduce Scope 1 and 2 emissions to 0 and reduce Scope 3 by 42%.

- In 2018, we set verified Science Based Targets for 2023. We will reset these with a base-year of 2021 to align with the SBTi Net Zero Standard.
- Following a scoping exercise reviewing sources of our emissions, we have included all scope 1, 2 and 3 emissions within our footprint.
- Scope 3 was the greatest source of emissions, these included purchased goods and services, emissions associated with working from home, business travel and staff commuting.

Scope 3 Target Reductions



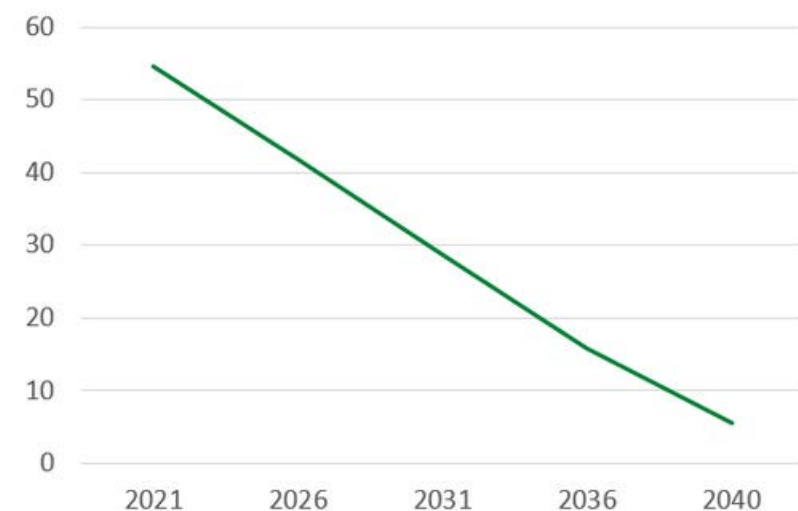
Long Term Targets

By 2040, we will reduce Scope 1, 2, and 3 emissions by at least 90%.

- The graph demonstrates GE and CYF's long-term net-zero trajectory with a 2040 target year for reaching 90% absolute emissions reduction from the baseline year (2021).
- This equates to 4.74% emissions reduction per year.
- The remaining 10% (maximum), referred to as the residual emissions, must then be removed using nature – or technology – based, permanent carbon removals and storage.

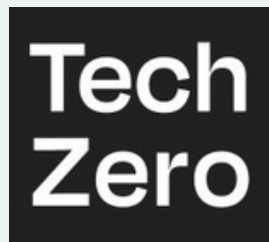


SBT Long Term Reductions





As an organisation, we are ISO14001:2015 certified for our Environmental Management System. We do this through Advanced Certification Ltd.
Green Element was the first to be accredited by Advanced Certification!



We have joined forces with Tech Zero, a climate action group for tech companies committed to fighting the climate crisis. This relates to our carbon footprint tech platform, Compare Your Footprint, which is designed and powered by the Green Element Group team.
Our science-based net-zero target of 2040 fulfills one of the requirements of our membership of Tech Zero.



Through meeting a set of rigorous criteria, we demonstrate support for the global #BTheChange movement, driving ourselves and influencing others to use business as a force for good.



We are a member of Business Declares, a network of businesses that have publicly declared a Climate and Ecological Emergency. **As part of the membership, we have committed to being net zero by 2040 and were required to provide a Climate Action Plan of how to get there.**

We are a part of the Carbon Accounting Alliance, a coalition of organisations established in 2022 that support multiple clients to measure and report carbon emissions at scale.

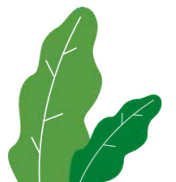
The coalition is a mixture of green tech, consultancies, auditors, and certifying bodies who have come together to collaborate on solving challenges faced by our industry, share best practices, and promote the development of standards. The Alliance delivered a letter in March 2023 to the Department for Energy, Security and Net Zero (DESNZ) with specific policy recommendations to improve carbon measurement standards to help achieve net-zero by 2050.



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Emma Littlewood, our Strategy Director, was delighted to accept an invitation to join SBTi's Technical Advisory Group (TAG) in early 2023. This is a high accolade as only leading experts are invited to join from business, academia, government, non-profit and multilateral organizations. The TAG 'contributes to the rigour and consistency of the SBTi's outputs by providing expert advice and review throughout the development of priority technical resources for the corporate and financial sectors.'



Restating Net-Zero Targets

We are on a mission to influence our clients (and as many organisations as possible) to move away from making unrealistic green claims that could expose them to reputational risk.

Green Element has ignored the 'net-zero by 2030' bandwagon, which we know will be impossible to achieve. Instead, we have raised awareness of setting science-based net-zero targets, even before they were published as a framework by the Science Based Targets initiative (SBTi). We are now helping clients to re-state their goals and targets in line with 1.5°C and to address climate risk as part of their business strategy.

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In 2021, we released an audio guide for organisations to understand how to reduce their emissions in line with the 1.5°C target. [You can listen to it here.](#)



Actions taken to reduce our environmental impact in 2022



- 1** We use co-working spaces for offices, and hybrid working to reduce our commuting impact.
- 2** We moved to a more sustainable office space in London, X+Why, who use renewable energy, implements good waste management practices, and the building has a BREEM 'Excellent' rating.
- 3** As part of our ethos and culture, we are environmentally educated and aware as a team. This means we all make sustainable choices personally. Most of our staff have 100% renewable electricity tariffs and all commute by either public transport, bicycle, or foot; a 'cycle-to-work' scheme is also available.
- 4** We measure the carbon footprint of our own events and reduce their impact by selecting sustainable venues with good public transport links, such as X+Why, and provide sustainable and low carbon food and drink options from providers such as the Greedy Vegan, Toast Ale and When in Rome. Our team also collects data on guest and staff travel and hotel stay to inform our events carbon reduction strategy.
- 5** Our website hosting provider runs on 100% renewable energy, and we have significantly reduced the energy needed per page view of our websites with energy efficient design.



Moving Forward | Environment

We strive to reduce our environmental impact even further. Here are our actions for 2023.

1



Purchased goods and services are 95% of our total carbon footprint. To reduce this, we will engage with our suppliers to support them in their sustainability efforts and help us to gather more accurate data. We have developed a sustainability procurement policy. All staff with a key responsibility for procurement will be given ongoing training and support in sustainable procurement practices. The sustainability criteria will become a pre-requisite for all suppliers working with Green Element.

2



Incorporate environmental goals into our employee onboarding process, and Performance Development Reviews.

3



Incorporate education on biodiversity into team training.

4



Host events to raise awareness of carbon reduction activities for our clients, staff, and wider network.

Community

Progress Overview

B Corp Score:
22.3 (20% of total)



Volunteering and Charity



**Sustainability Solved
Podcast and Community**



Net-Zero Event



Future Planet



**Business Declares
and Financial Times
collaboration**

As part of our commitment to our B Corp values, our team is given the option to volunteer one day a month for the charity/cause of their choice.

We have contributed our time to the organisations below, but the number of hours volunteered has decreased by 49%. One reason has been the adjustment to the 9-day fortnight and the ability to cover the workload, along-side some personal reasons.



Total hours the team spent volunteering:

2021 = 280 hours

2022 = 143 hours



In 2023, we aim to support staff to volunteer by offering guidance on opportunities and by addressing work commitments.

When we are referred a client by another client or partner, we thank them by offering to donate £50 to a charity of their choice.

Compared to 2021, our 2022 donations were reduced by 53%. The reason is simply that we let some of these referrals slip the net. In 2023, we will review all referrals and reach out to offer charity donations.

**Our contributions for
2021 and 2022**



**Donation to charity in 2021
= £750**

**Donation to charity in 2022
= £350**



Since 2018, our CEO and Founder Will Richardson has hosted the Green Element Sustainable Business Podcast.

Each month, he met with inspirational people at the forefront of the sustainable movement, making innovative changes within their organisation to tackle the climate crisis. Before 2021, we were producing and promoting weekly podcasts in-house. A major feat when you are not a media business! We needed help, so brought in podcast experts, Trisonic, to take over the content strategy and production.

In 2022, we changed the frequency of episodes to monthly, developed a content strategy that would appeal more to the masses, and changed the name to Sustainability Solved Sustainable Business Podcast.



174 episodes published so far!

Podcast downloads per month

2021 = 1105

2022 = 1213

In 2023, we hope to increase the number of monthly downloads and find a sponsor to help fund the podcast. This means we can continue to offer the podcast for free as a way of educating and inspiring a network of global organisations on sustainability best practice.



On 20 September 22nd, 2022, we hosted our first face-to-face event, Your Net-Zero Journey and The Team You Need, at X+Why in London.

The aim was to offer advice and opinion from net-zero experts at Green Element Group, Bates Wells, One Stone Advisors, the Carbon Literacy Project, and Business Declares. Our panel of experts covered benchmarking, carbon footprinting, setting science-based targets, road mapping, legal aspects, internal and external engagement, behaviour change, collaboration, and communications. We recorded the event with the help of Velvet Green so we could offer these insights to a wider audience.



33 guests attended



139 views of the event recording



GREEDY VEGAN

x+why

Velvet Green
Sustainable Media Production



Historically, we hadn't done much to promote B Corp, other than some social media posts and engaging with other B Corp's promotions. When sustainability partners and fellow B Corp, One Stone Advisors, invited us to present the Giant 'B' of B Corp in Edinburgh, we jumped at the chance.

B Corp encouraged B Corps across the UK to host the Giant B in their regions to help raise awareness of the movement.



In 2020, we soft launched sustainabilitysolved.org, an online community resource hub for people passionate about helping organisations to reduce their environmental impact.

It has taken a while to gain momentum due to a lack of funding to resource the platform. However, we have kept it updated with lots of useful free resources, such as our Sustainable Business Podcast, blogs, and guides.

In 2022, we invited members of our Environmental Management System coaching program to their own dedicated channel in the community. Here they could be supported by Green Element and discuss progress and challenges with each other. The clients also had access to wider resources from Green Element Group and other members of the community.



In 2023, we plan to invite all Compare Your Footprint clients to a dedicated channel so they can gain better access to support and related resources. We hope they will also benefit from gaining access to other organisations going through the carbon footprinting process.



Ambassador Programme

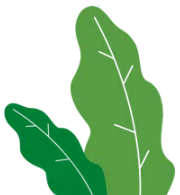


We continue to invite like-minded sustainability professionals to apply to become an ambassador, or environmental champion, of Green Element Group. The benefit being that they can promote high quality environmental tools, services, and resources to their network. In return the Ambassador receives commission on every sale and the referral receives a discount when subscribing to our online software and courses.

In 2023, we aim to invite Ambassadors to a dedicated channel on our Sustainability Solved online community and knowledge hub. Here we will improve our engagement with Ambassadors and offer regular updates on our products, services, and free resources to share with their network. We also aim to increase the number of new Ambassadors.

2021 = 8 new ambassadors

2022 = 9 new ambassadors



“Choosing Compare Your Footprint as Impact for Good’s carbon measurement and benchmarking partner was an easy choice. With 20+ years of environmental expertise, vast data sets, and a user-friendly online tool, it couldn’t be easier for businesses taking their first steps in measuring and reducing their organisation’s impact on the planet. I’m excited about working as an ambassador of Compare Your Footprint and share Will Richardson’s vision of contributing toward a sustainable future for the generations to come.”

Matt Letley,
Founder of Impact for Good



Impact for Good
Sustainable Business Growth

Ride the Change 2022

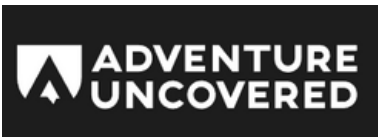
Our CEO Will Richardson took part in Ride the Change, an annual cycling event organised by Adventure Uncovered, Do Nation, and Brake the Cycle. The purpose is to raise awareness and inspire action around positive climate solutions and build a community of champions along the way. Will and 200 other champions cycled from Swansea to London in the lead-up to COP27. Green Element also supported the event by measuring the carbon impact and made recommendations on carbon reductions for future events.



Will Richardson
Green Element Group

Fran van Dijk
One Stone Advisors

**We hope to take part again as
cyclists and environmental
experts again in 2023!**



Future Planet

Since 2021, we have been members of Future Planet, a collaborative community of changemakers.



These changemakers are professionals from a range of organisations who share goals and projects and are matched to relevant themes. From biodiversity, circular economy, and environmental justice, through to science-based targets and supply chains. Our CEO, Will Richardson, takes part in monthly online sessions to offer and receive advice, and we aim to attend the face-to-face events held in London in 2023.



The Financial Times declares a climate emergency

The Financial Times (FT) joined Business Declares (see Environment section) to help raise awareness of the climate emergency and align its own operations to meet science-based targets. In 2022, Green Element Group was invited to take part in a Business Declares' FT advertising campaign to encourage other businesses to join and act.

On 21 April 2023, Green Element Group will take part in 'The Big One' protest alongside Business Declares and other environmental organisations, such as Greenpeace, Extinction Rebellion, and Patagonia. The ambition is for 100,000 people to meet at the Houses of Parliament to demand Government take real action on our climate emergency.



**Business
Declares**

**A new chapter of business leadership
is starting on a global scale.**

**Now is the time to speak out, join the collective call for
change and be on the right side of history.**

**Our 100+ members, including those below, are proud to
be taking action and collaborating to tackle the
climate, ecological and social emergency.**



Apply to join. Contact Samantha Cooper
Samantha@businessdeclares.com
www.businessdeclares.com



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