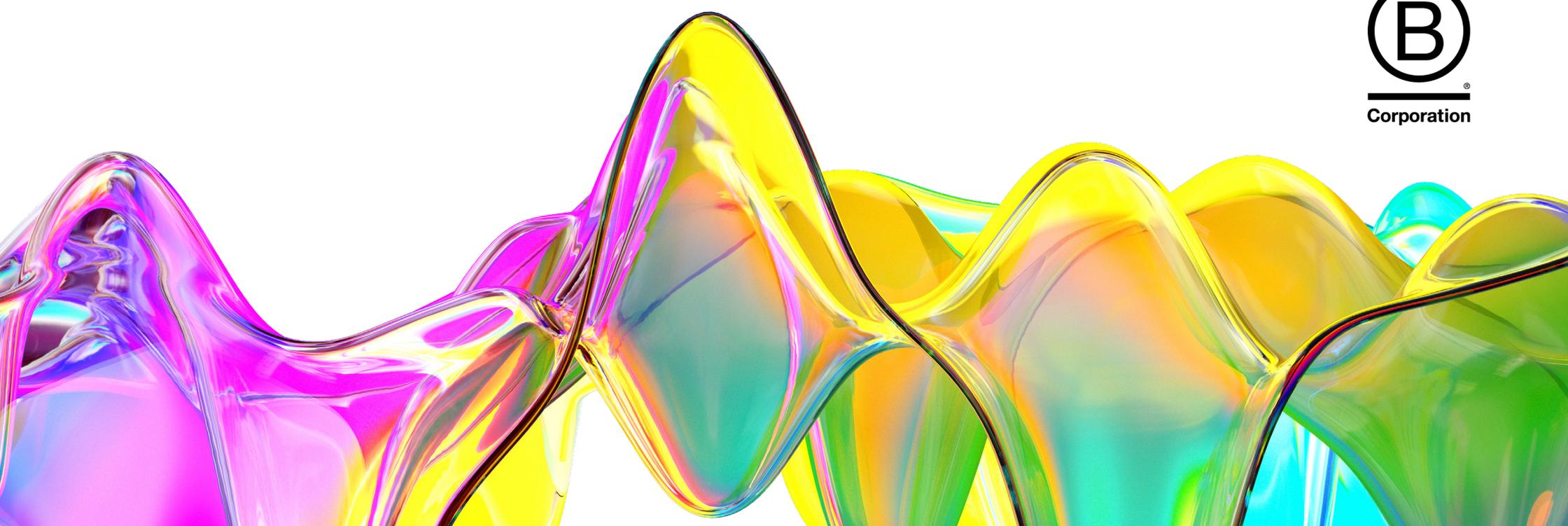




As A BCorp, the stuff we do  
**Our fourth year**



“

“We believe that all businesses have a fundamental responsibility to protect and enhance the lives of the people who work for them, the societies we serve and the planet we share. Business needs to take a clear and courageous view of what it believes in and why it deserves to exist – and then place that belief at the very heart of its strategy.”

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That’s what we wrote in 2015. And it’s as true now as it was then.

It’s why we became a Certified BCorp. To strive for the highest standards of social and environmental performance, accountability and transparency.

We are proud to be a business that is a force for good. And we are extremely proud to recertify with an improved score. This Report sets out some of the stuff we’ve been doing this year.

**Certified**



**Corporation**

**This company meets the highest standards of social and environmental impact**

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# This year's highlights...



Improved our  
BCorp rating by  
**25%**



Gave away  
**5%**  
of our hours



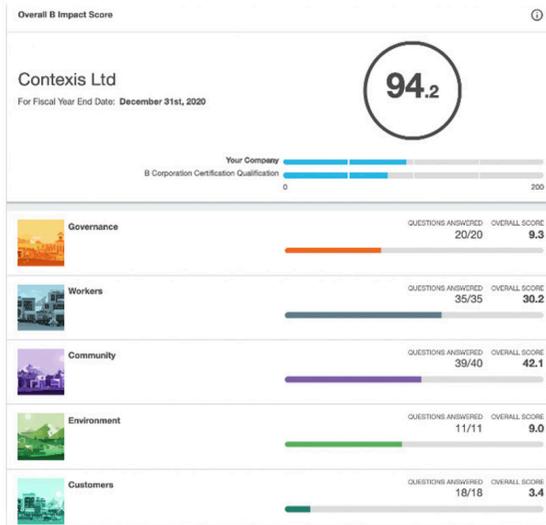
Worked with  
**6**  
community  
groups



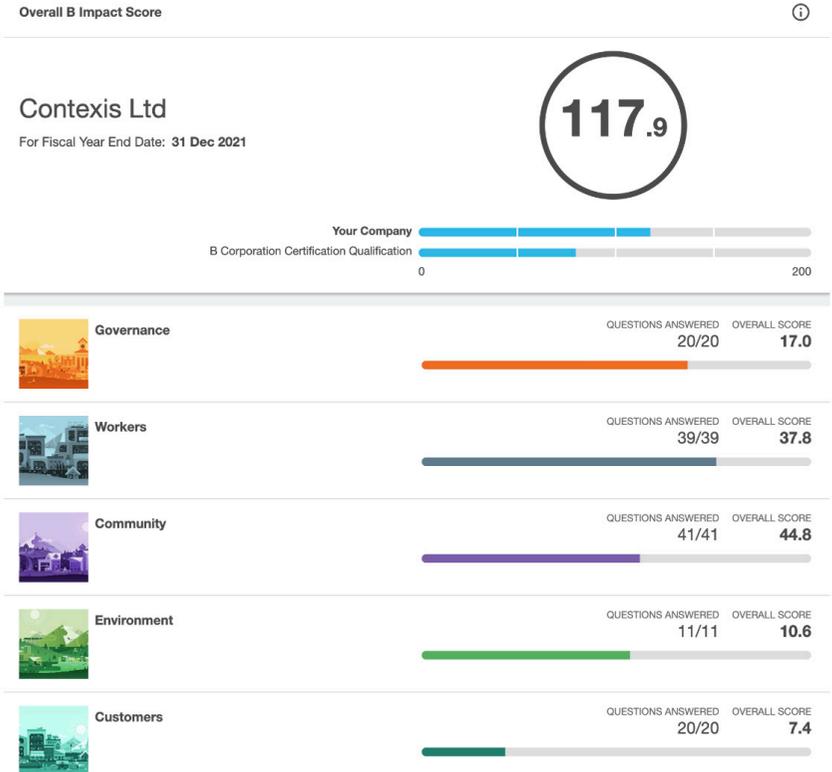
Sat on  
**3**  
charitable boards  
as trustees

# Our Impact Scores

Last year



This year



# What we did this year (in a bit more depth)

## Our People

We attracted younger people into leadership positions and were able to offer a first role to one team member.

## Our Giving

We gave away over 5% of our hours this year. That's around £60,000 worth of value. We gave time to organisations that change how people see the world like BCorp, and work for a better environment like CPRE. We volunteered to help young people achieve their potential by getting involved with local schools.

## Our Impact

Having reduced our Scope 1 and 2 carbon emissions by 72% in our first year and 77% in our second year through structural changes and ceasing flying, this year we have a residual amount of carbon, mainly from rail travel and space heating, which we have offset through Gold Standard.

## Our Research

Revenues from our Purpose measurement are directed into our CIC. We give 65% of profit from this CIC to research and education.

## Our Measurement

We measured purpose impact on organisations in over 20 countries. That's our day job and we get paid for it but we also do it because we believe purpose-led businesses inspire the people who work for them, are better for the societies they serve and protect the planet. Our numbers help companies find and live by their purpose and funds from our CIC support purpose research and education.

## Our Advocacy

We sat on Boards of Trustees in areas we care about and where our skills contribute such as business ethics (Sustainability Hub), our community (various) and environment (CPRE). We attended and spoke at events and conferences where our point of view could add value, such as Anthropy.



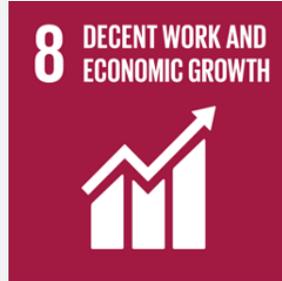
# Sustainability Goals



We believe in the power of high-quality education and research. We contributed time to inform and inspire by speaking about ethics and purpose at schools and universities. We volunteered in community sport because we believe in the power of teamwork and the potential of sport to inspire this in our youth.



We did not score well on Diversity in our initial BCorp Assessment. To address this, we have sought to attract more women to senior positions. 25% of our directors and 30% of our senior leads are now women and we want to improve this further. However, our diversity in terms of ethnicity and age remain challenges.



We believe business has a responsibility to protect and enhance the lives of the people who work for them, the societies we serve and the planet we share. We contribute to debate about purposeful business, attend and contribute to forums and sit as trustees on bodies committed to better business practice.



We have committed to Net Zero by 2030. We offset all the carbon we did produce.



We collaborate. We donate time and experience. We participate because we get that we have more to learn than we have to give; and together we can make things better



# What's next?

## People

We intend to continue to grow our numbers next year. We strive for ever greater diversity with a target of 50% female board representation.

We'd like to seek more opportunities for younger people.

In our Australian business we acknowledge the Indigenous peoples on whose country we live and work. We recognise their sovereignty was never ceded and pay our respects to their elders past, present and emerging.

## Community

We will continue to support the communities we live and work within through volunteering around 5% of our time to local charities and community projects.

Our other Community is the world of purposeful business. We will continue to be involved in groups who aim to do business better. We will be an active member of the BCorp Community in the UK.

## Planet

We committed to achieving Net Zero by 2030.

We acknowledge that we may have to fly. We will do this reluctantly. Where we do we will offset using Gold Standard offset.

We commit to joining BCorp in acting on the declaration of climate emergency and supporting our clients and partners in achieving Net Zero by 2030.



# Organisations we are proud to partner and support

## Purposeful Business Community

Blueprint for Better Business	<a href="https://blueprintforbusiness.org">blueprintforbusiness.org</a>
BCorp UK	<a href="https://bcorporation.uk">bcorporation.uk</a>
BTeam	<a href="https://bteam.org">bteam.org</a>

## Local Community

Farnham Heath End School	<a href="https://www.fhes.org.uk">https://www.fhes.org.uk</a>
Tilford CC - CASC	<a href="https://www.tilfordcc.org">https://www.tilfordcc.org</a>

## Planet

Cambridge Institute for Sustainable Leadership	<a href="https://cisl.cam.ac.uk">cisl.cam.ac.uk</a>
Campaign for the Protection of Rural England	<a href="https://cpre.org.uk">cpre.org.uk</a>

## Research and Education

Warwick University	<a href="https://warwick.ac.uk">warwick.ac.uk</a>
University of Cambridge	<a href="https://cam.ac.uk">cam.ac.uk</a>
Cranfield University	<a href="https://www.cranfield.ac.uk">www.cranfield.ac.uk</a>



# Do get in touch...

## We'd love to hear from you



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