

azzur limited
B Corp
3rd Year Impact Report

August 2026

releasing your inner power

azzur

Foreword

We are a leadership and organisational development consultancy bringing heart-centred leadership into organisations. Established in 2002, a female-owned micro business, we believe heart-centred businesses can change the world for good...

We set out on the journey to B Corp accreditation because of the movement's resonance with our purpose. With three years as part of the B Corp family under our belt, we have entered more deeply into the UK B Corp Community partly through networking, partly through joint research and by using other B Corp company services.

Our third year has also been somewhat dominated by preparing ourselves for the next round of accreditation – especially given the new standards introduced by B Corp. We will go through the reaccreditation in 2027.

That said we have continued to make progress against the improvement objectives we set ourselves for the year and of course the reaccreditation process and new standards has prompted other work and reflection in a number of areas.

During this year we have also strengthened our relationship with our charity partner B1G1 and joined the 1% for the Planet movement as part of our Climate Impact commitments.

Lorraine Flower and Trudy Worth

Our belief, our shared mission

Business can - and must - change the world for the better.

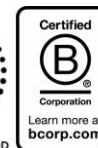
For the common good. Creating a world of fairness, opportunity, equality and genuine prosperity. Enriching the many, not the few. Living in balance with our sacred planet home.

The defining question of our time was posed by Paul Polman:

'Is the world a better place because your business is in it?'

We help organisations answer that question with confidence — and then act on it.





Radical possibility

azzur's approach to organisation development is built on one belief: that when your business, your people, and the world thrive together, something transformational becomes possible.

We call it **releasing your inner power...**

It's radical.

Not disruptive for its own sake but going to the root – the Latin *radix*, root. Working at the deepest level of how people think, lead, and relate, so that change takes hold from within.

This is what distinguishes **azzur**. Not frameworks imposed from the outside, but transformation cultivated from the inside out.

Our continuing journey – pursuing our key goals, preparing for what’s next

- We continue to sustain our commitment to B Corp including promoting its work internationally via conference talks and networking.
- This year has inevitably seen us diving more deeply into the standards in preparation for our reaccreditation against a completely new system. This has consumed many hours of work and preparation which is a tough ask for a two-person business. However, we continue onwards and shall be excited to come through the other side with flying colours in August 2027!
- We continue to build on key strengths...being aligned with our purpose and values and not deviating (what the B Corp movement calls ‘mission lock’). We have strengthened our resolve around raising consciousness in organisations and amongst leaders which has also involved a change in client profile.
- Our charitable giving continues through hundreds of pro bono hours to important though not well-known charities as well as donation of profit, through our partnership with B1G1 Business for Good where we are deepening our relationship. Every time we work with a client, we give to educational projects in developing nations. In helping organisations change for good we’re helping more good flow, together.
- We continue to make progress in reducing our carbon footprint including our participation in 1% for the Planet, though as a micro, service business our footprint is tiny every little helps and we continue to look for reduction opportunities.



IMPACT AREA
Governance

SCORE
19.0



IMPACT AREA
Community

SCORE
60.2



IMPACT AREA
Environment

SCORE
8.6



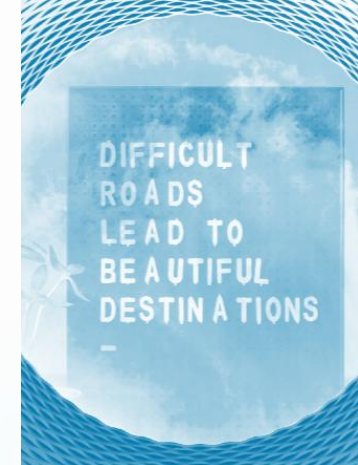
IMPACT AREA
Customers

SCORE
13.6



Courageous

We challenge ourselves and others to reach the highest possible outcomes.



Visionary

We are full of ideas and up for your challenge.

Our Values



Collaborative

We work in partnership, investing in long term relationships. We are generous team players.



Passionate

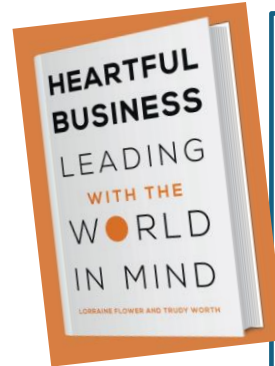
We love what we do and share our passion through our work.



Loving

We bring love to our work. We behave with kindness and caring.

Year Three Report



Charitable Giving

Sustained **Platinum Partner** status with our charity partner (and fellow B Corp) B1G1. Our donations to date have impacted the following UN SDG's:



10,643
impacts created



7,990
impacts created



2,871
impacts created



2,808
impacts created

Further extended our commitment to **giving in kind** – sharing our expertise and wisdom with charitable organisations committed to building a better world with more than 800 volunteer hours committed in the past year.

Business Impact

Continued our work on transforming our business model and services to bring even more focus to our purpose of developing the conscious leaders and conscious organisations that will change our world for good (as described in our book '*Heartful Business: Leading with the world in mind.*')

Ran a book group with senior leaders based on the book focused on embedding conscious values/ behaviours.

Ran a Heartful Leader webinar specifically for B Corps leaders to share some of the key principles and practices of conscious leadership.

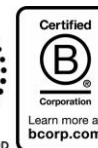
Climate Action

Continued to implement our **Climate Action Plan** with progress on our **emissions reductions** (see page 9).

Committed for a 2nd year of membership with **1% for the Planet**.

Labour practices and fair work

Though we are a company without workers we committed to and have made progress on auditing and monitoring the practices of clients and suppliers in this vital area.



Our giving in kind

Our directors are deeply committed to bringing greater consciousness into organisational leadership and supporting a higher level of leadership in all walks of life in the belief that conscious, heartfelt leaders will change our world for good.

Beyond our professional roles we commit many hundreds of pro bono hours – in excess of 800 - a year to two charities working with esoteric spiritual principles and committed to bringing greater consciousness into the world.

With Sundial House Group for Creative Meditation our MD is a trustee and mentor, while our other director volunteers as a mentor.

Our MD is also a Board member with the Foundation of Living Ethics (Fondazione Etica Vivente) in Umbria, Italy. As part of her role here she leads on the design and delivery of an annual international leadership conference, drawing delegates from all over the world.

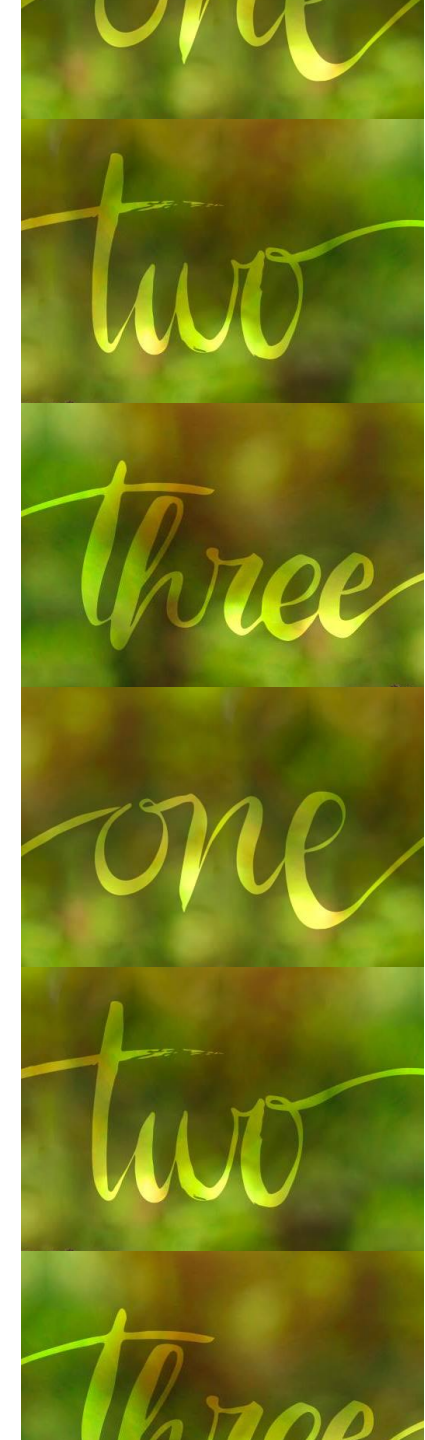
It is our privilege to be able to serve these organisations and feels truly aligned with our professional purpose, through azzur, to help build a better world for all.



www.creativegroupmeditation.org



www.eticavivente.org



Year Three Report – progress on 3-point plan

Year Three goal: Carbon Footprint – 5% reduction target

Utilise GHG monitoring system to track and reduce all (relevant) carbon footprint activities against reduction targets – travel, energy consumption, wastage, recycling.

Outcome: Using our 2024 baseline data and reporting on our 2025 data, we have reduced our impact (GHG emissions) in the following areas:

Overall emissions (all activity)	↓ 34.8%
Water/waste water	↓ 14.7%
Gas	↓ 12.2%
Electricity use/ transmission & distribution	↓ 18.6%
Materials (paper/board)	↓ 38%
Travel inc. hotels	↓ 43.6%

*Figures for travel and materials use are almost entirely dictated by the amount and type of client work we undertake in any given period.

Year Three goal: Impact monitoring

Strengthen our practices around the impact topics in the new standards. Find a solution to the impact monitoring of our work with clients.

Outcome: We have been working on our Purpose statement and the underpinning impacts that this demands using a framework developed by Keartland & Co. (an accredited B Corp in this field). It has been challenging work given how aspirational our Purpose statement is and has involved us in a lot of research to better understand how we can define our impact in more concrete terms. In preparation for the next round of accreditation and the new standards we are becoming more ‘scientific’ in defining our impacts.



Year Three Report – progress on 3-point plan

Year Three goal: Transforming organisational consciousness

Strengthen our impact by boldly stepping in even more into the transforming leadership/organisational consciousness space with our Heartful Leader programme and 3 further book groups.

Outcome: We have been promoting our Heartful Leader programme but as yet we haven't been able to get it off the ground. We have run 1 more book group and have placed even more emphasis on conscious leadership in all our proposals and thought leadership writing. We have joined more networking groups and are receiving more support for our work from new contacts.

Year Three goal: Labour practices

Strengthen the monitoring of our supplier and client compliance with established labour practices.

Outcome: Audit of client and supplier compliance with established labour practices completed. Follow-ups and mitigation, where needed, will be completed in year 3.



Year Four – continuous improvement plan

- Finalise the scoping of our purpose and impact definition in line with B Corp guidelines.
- Generate more client work in the conscious leadership space.
- Achieve reaccreditation
- Maintain vigilance with Climate Action Plan.