

# BEYONDLY

## Impact Report

2023-24

Certified



Corporation



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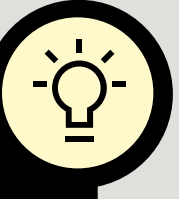
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# At the heart of Beyondly is our planet.



## **Our purpose**

We lead, inspire and educate to positively impact society and the environment.



## **Our vision**

To create a better, fairer sustainable world for all.

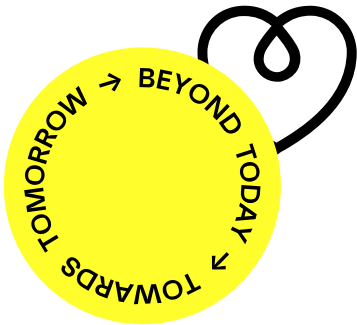


## **Our values**

Trust, Commitment, Respect, Passion and Innovation.



**Jessica Aldersley**  
**Managing Director**



**Welcome to Beyondly's 2023-24 Impact Report. We are continually committed to sharing our actions and impact across environmental, social and governance (ESG) areas in line with our vision of creating a better, fairer, sustainable world for all.**

It doesn't seem two minutes since we launched our first impact report, now a full year ago. It's over 12 months since we became Beyondly, and looking back, it has been a year full of impactful action towards a brighter tomorrow.

We can't ignore it has been another difficult year for our planet and our people. We saw record temperatures; nature decline and pollution claiming lives. The cost-of-living crisis continued as we saw prices continue to rise, markedly with the cost of food and energy, putting increased pressure and stress on UK households.

We are acting with urgency, and we will continue to sow the seeds to protect our home, not just for today but also for tomorrow.

Whilst the business for good movement continues to grow, we still need more businesses to act towards driving positive change. We hope that by sharing the details of our continued commitment to delivering impact, we inspire other businesses to take the plunge and act now.

I'd like to take the opportunity within this intro to share some key highlights from our impact activities.

At the start of the year, we saw the launch of our second Fund for Change (through which we donate 5% of our net profits to charities or community interest groups). We supported 13 different organisations this time, with projects that align with materiality issues identified by our stakeholders as being of most importance to them. You can read more detail around this including some of the key impacts further on in the report.

Our very own Regulatory Affairs Leader, Emma Wilkinson, was elected Chair of the Packaging Scheme Forum (trade association for packaging compliance schemes), facilitating a key link between packaging compliance schemes, UK Government (Defra), and the environmental regulators. This ensures Beyondly is at the forefront of engagement with these organisations for implementing a successful packaging EPR system.

We also continued flying the Beyondly flag, connecting with like-minded businesses and individuals through our sponsorship of the very first Yorkshire Sustainability Week. In July 2023, we delivered a well-attended talk around 'Navigating the world of ESG and B Corp' and held our own fringe event here at Beyondly on 'Your sustainability journey to beyond'. We also closed off the year in March 2024 with sponsorship of Edie 2024, the leading UK sustainability event, which saw a focus on empowering businesses to take decisive actions and achieve systemic change. We made some valuable connections at both events and have continued to nurture these relationships.

We have been focused on our B Corp re-certification and are confident the work we have undertaken (and will continue with into 2025) across all 5 areas of impact, will serve to help us achieve a significantly higher score at the re-certification stage in September 2025.

Through our increasing efforts around impact, we identified the need for a dedicated role within our business to give it the focus it deserves. Therefore, in January 2024, Mel Harper, our Marketing Manager, moved into the role of Brand and Impact Manager. Mel has done some great work already over the last 6 months, and we're excited to see the full effect of her efforts over the next 12 months.

Over to you Mel....





Thanks Jess!

After 8 and a half years at Beyondly, I was delighted to step into the role of Brand and Impact Manager. In the lead up to this, it was an honour to be in London for the Queue for Climate and Nature in September 23. Organised by Business Declares, Business Stand up and others, I joined other business professionals demonstrating business support for government action on climate and nature.

Another highlight is the launch of Beyondly Buddies, our new learning community, with knowledge to help you go beyond, by sharing insights, education and opinions from our Beyondly and industry expert buddies.

In B Corp month, I spoke about all things B Corp with Mario from fellow B Corp company Remarkably and recorded the very first Beyondly Buddies podcast. We are excited for the year ahead as we continue to improve our impact across all areas of environmental, social and governance.

We continue to align our impact report with the UN Sustainable Development Goals, ensuring we are having the biggest possible impact on the environment and our community. I hope you find this an insightful read!

**Mel Harper**  
**Brand and Impact Manager**







# Company Highlights

# Fund for Change

**We go beyond by donating a proportion of our profits to making a difference.**

Beyondly's vision is to create a better, fairer, sustainable world for all, and we can't do that alone. Our expertise in environmental consultancy lends itself well to creating a sustainable world, but it is Beyondly's Fund for Change that allows us to widen our impact and truly create a better world.

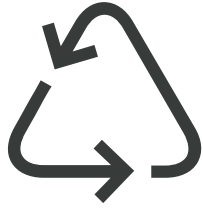
2023 marked our second Fund for Change initiative, whereby we commit to annually donate 5% of the company net profit to charitable causes and community projects. In 2023, we supported 13 charities that align with our most recent materiality assessment outcomes, addressing the environmental, social and governance issues that are of upmost importance to all our stakeholders.

## In 2023-24, we proudly supported:

- National Oceanography Centre (NOC)
- Skipton Step Into Action
- Share Skipton
- RECOUP (Recycling Of Used Plastics)
- SELFA
- Mustard Tree
- Manchester Mind
- North York Moors National Park Trust
- Yorkshire Children's Trust
- Teach the Future
- The UK Sepsis Trust
- Abbeyfield The Dales
- Share the Care

**BEYONDLY**





### RECOUP

Local Authority campaign to support with consistent **kerbside collections to promote used plastics recycling.**



### North York Moors National Park Trust

Training for healthcare professionals and delivering a calendar of events to **improve mental and physical health conditions without medicinal intervention.**

## Fund for Change - Impact Highlights



### Mustard Tree

Food bank project which provided resources to **support in reducing food poverty in Manchester.**



### National Oceanography Centre (NOC)

Research project to define the true impact of **plastic in our oceans**, identifying microplastic 'hotspots' to inform future regulation in waste management and human health.



## Project Highlight: Beyondly support North York Moors Trust, Nature Prescriptions Project

The North York Moors Trust **received a donation total of £6,914** to implement the Nature Prescriptions Project in the North York Moors and surrounding areas. Working in partnership with the North York Moors National Park Authority and RSPB England, the project aims to improve the mental health and wellbeing of people by connecting them with nature. The project builds on the back of RSPB's successful Nature Prescription pilot work in Scotland. RSPB England are also working with the Yorkshire Dales National Park Authority to deliver a parallel project, making the impact and scope North Yorkshire-wide.

Together the partnership will provide training for healthcare professionals who will prescribe local and accessible nature-based activities to their patients and service users to complement other health interventions, such as listening to birdsong, walking in the local green spaces, or taking part in activities in the North York Moors National Park.



***“Partnership is key to the success of this project; we are proud to be working collaboratively with public, private, and charitable sector organisations to improve mental health and wellbeing, and forge lasting connections with nature.”***

James Metcalfe  
**Director of the  
North York Moors Trust**

**NORTH  
YORK  
MOORS  
TRUST**

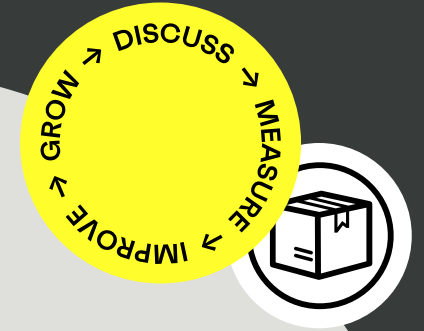


## Emma Wilkinson appointed chair of packaging scheme forum (PSF)

**The root of action in driving change within Extended Producer Responsibility (EPR).**

Emma Wilkinson began her role as chair of the Packaging Scheme Forum (PSF) and is excited to drive collaboration amongst packaging schemes, and collectively influence the transition to Extended Producer Responsibility (EPR).

The PSF brings together 45 compliance schemes and plays a fundamental role in providing an opportunity for open discussion and collaboration, between industry bodies, packaging compliance schemes and government.



*“Taking on the role of chair of the Packaging Scheme Forum really is a privilege, and I am excited to lead this collective effort between compliance schemes to improve packaging regulation and enforcement in the UK. By fostering collaboration and engaging key stakeholders, we will work together to lead the transition to Extended Producer Responsibility (EPR) for packaging compliance, ensuring that navigating the changing regulatory landscape is a combined approach and as easy as possible for all.*

*I am committed to effective collaboration between compliance schemes and key stakeholders. Driving positive change towards a circular economy is key, and I’m passionate about making progress by contributing to the development of compliance systems that work for producers, schemes and ultimately the planet.”*

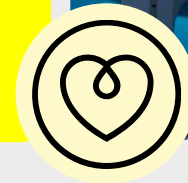
**Emma Wilkinson**  
**Regulatory Affairs Leader**



## B Corp Month

Every year throughout March, the B Corp community joins together to celebrate everything it means to be B Corp. B Corp Certification is not a destination, but an invitation to join the movement towards a better business. That is why during B Corp month, we engaged with fellow B Corps, other businesses and our own stakeholders to share our experiences and ideas in pursuit of our common goal of creating a better future;

- On Broughton Estate we hosted a tree planting event for local businesses; together we built circular branch enclosures to protect growing trees from wildlife, such as deer and rabbits. This is a new concept being trialled which was brilliant to be a part of as we celebrate moving forward with B Corp month.
- Beyondly sponsored Edie24, an event centred around the frontline challenges facing corporate sustainability. Edie are now also a B Corp certified organisation.
- The Beyondly Forest surpassed 100,000 trees, with 142,858 trees planted, supporting 4 projects across the globe in Madagascar, Tanzania, Ethiopia and Kenya.
- We celebrated the International Day of Happiness, with a Tea & Talk for our team, sharing and eating the things that make individuals happy. Being a B Corp means we've met an ambitious set of business standards that drive positive change for our people.
- Our Brand & Impact Manager, Mel Harper, had the pleasure of visiting G.F Smith in Hull at their B Local event. This event brought together Yorkshire-based B Corps to tour their site, learn about their rich history, their journey to becoming a B Corp, and how they are delivering their vision as a world-class paper supplier.



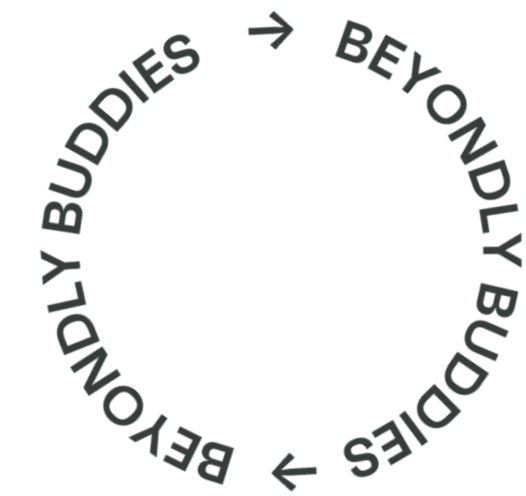
# Beyondly Buddies – a learning community

**Creating a learning community. Knowledge to help you go beyond.**

Through the launch of Beyondly Buddies, we now share insights, education, and opinions from our own and industry expert ‘buddies’.

We want to empower businesses with the confidence to go beyond compliance and positively impact society and the environment.

We look forward to seeing the community grow and become a network that initiates conversation and inspires change.



BEYONDLY

17 PARTNERSHIPS FOR THE GOALS

4 QUALITY EDUCATION

Read



Watch



Listen



Attend







# Better for Planet





**Working every day to be the root of action, to protect our home.**



Beyondly cares about preserving our planet. Driven by our passion, we go above and beyond to make a real impact.

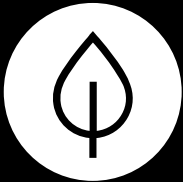




# Our Planet Highlights

Our commitment to making real impact and mitigating climate change is ingrained into all aspects of our business. We are doers and demonstrate our commitment to the planet by taking action with urgency.

Lead Consultant,  
Chris Smith  
**in 2023 Resource  
Hot 100!**



**Edie24**  
Sponsor

**142,858**  
trees planted  
across the globe

Supported the very  
first  
**Yorkshire  
Sustainability  
Week**  
and held talks on B  
Corp and ESG



**Launched**  
B Corp  
consultancy  
service

**Silver**  
EcoVadis Medal  
achieved

**£149,280**  
Donated to charity as  
part of our annual 'Fund  
for Change' initiative.





What we said we would do for our planet

What we did for our planet

**Collate information on suppliers' carbon measurement status and environmental agendas**



We have developed a new supplier form which includes more questions on environmental stewardship and management, and social impact. This year we had a focus on gathering as many responses as possible and achieved 45% of returned forms. Our focus over the next 6 months will be to gather the rest of the supplier responses in.

**Promote the employee car sharing scheme and conduct a refresher on this for all employees**



We conducted a refresher of our car share scheme, which includes reimbursing the cost of an employee's commute to work and back for one day a week if they car share with another employee. We have seen a 44% increase in car share miles claimed between FYE Mar-23 and Mar-24.

**Lead, inspire and educate our suppliers to measure and reduce their emissions**



We delivered a free webinar to engage our suppliers and educate them on how to calculate carbon emissions and start their net zero journey. We have developed a supplier maturity matrix to understand where suppliers sit on their carbon management journeys and how we can help them further. Using the responses to the supplier forms alongside some other criteria, we score suppliers as 'leading', 'meets expectations', or 'requires improvement'.

**Procure 50% of carbon offsets from UK based long-term carbon capture and storage projects for our 2023 carbon footprint**



We have signed a contract to purchase 50% of our 2023 carbon emissions via a UK-based carbon capture and storage project. This project is from trees planted on the Broughton Hall estate where our office is based, and is the first part of a rewilding and natural regeneration project for the site, with benefits including reduced flood risk, increased biodiversity, and carbon storage. The other 50% of our carbon emissions have been offset via international Verified Carbon Standard projects.



## Beyondly achieve Silver EcoVadis Award

**Beyondly has received the prestigious EcoVadis Silver Medal, placing us among the top 15% of companies assessed in the past 12 months.**

Beyondly were evaluated against Environment, Labor and Human Rights, Ethics, and Sustainable Procurement criteria. We are delighted to have received an overall score of 67/100, specifically placing us in the top 8% of companies rated by EcoVadis in the 'Other professional, scientific and technical activities' industry, with a notable achievement of being in the top 3% for the Environment criteria.

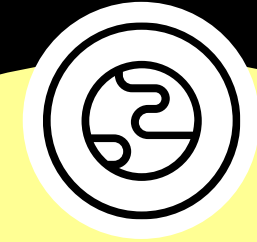
Our recognition by EcoVadis against their sustainability criteria demonstrates our commitment to these principles and aligns with our vision of creating a better, fairer, and more sustainable world for all. We will continue to learn and grow and look forward to taking on board the feedback from the assessment to strive for the Gold Award.

BEYOND TODAY → TOWARDS



# Beyondly bring COP28 to their Stakeholders

Conference of the Parties (COP) held its 28<sup>th</sup> annual conference in 2023, the biggest sustainability event of year. Beyondly brought COP28 to their stakeholders, with the intent to raise awareness of important environmental issues and highlight the positive actions that people can take to reduce their own environmental impact.



The Beyondly Sustainability Team organised various happenings over the duration of COP28, in the hope to educate and inspire more people about the importance of reducing their own environmental impact. Here's what Beyondly planned:

**Internal mock COP debate:** In groups, Beyondly employees were asked to work together and share their views on how they would tackle some of the environmental challenges we are currently facing.

**'Perfect Planet' Art Competition:** To engage a different generation, Beyondly hosted an art competition for those aged between 4-16, requesting a piece of artwork showcasing their vision of a 'perfect planet'.

**Social Media Takeover:** Beyondly Sustainability Team held a social media takeover, navigating the COP28 conference and how we bring COP28 to Beyondly.

17 PARTNERSHIPS  
FOR THE GOALS



13 CLIMATE  
ACTION





# National Oceanography Centre

**In 2023, the partnership between Beyondly and the National Oceanography Centre (NOC) began, two brands dedicated to protecting our ocean and supporting our natural world.**

12 months on, we are excited to share the impact of our first project, where together we furthered UK ocean carbon research, by understanding the role of UK seagrasses in storing and sequestering carbon.

This project specifically looked to grow our understanding of the role of UK seagrasses in storing and sequestering carbon. The first leg of this remarkable project began in Porthdinllaen Bay, a site in North Wales which is a Special Area of Conservation (SAC). NOC's blue carbon experts collected sediment cores from this site, known for the presence of both seagrass and macroalgae.

The second leg of the project took place at NOC's research facility in Southampton where the metre-long sediment cores, representing thousands of years of history, were scanned and analysed. Through laminographic imaging, NOC were able to identify changes in grain size and date the different layers of sediment from their decay rates to establish the rates of carbon sequestration.

**Watch our video**



## The Impact

In Summer 2024, these critical field measurements and data will be used to build an open-source computer model and decision support tool which will identify where and how to undertake seagrass restoration with maximum benefit and chance of success.

However, we have also seen immediate impact from this data. This project has been contributing to marine management discussions at national and international levels, with principal investigator Dr Claire Evans presenting evidence to the All-Party Parliamentary Group for the Ocean on the potential for financing marine restoration, and also leading a session at COP28 on marine sediment management for positive climate outcomes.



# Beyondly Forest

We launched the Beyondly Forest on Earth Day in April 2023 as a thank you to all our stakeholders with a growing global purpose.

A commitment to sustainability and an active involvement in saving our planet is in Beyondly's roots. Launching the Beyondly Forest is one instance of the direct action we take to reduce our carbon footprint, by sowing the seeds for a brighter tomorrow.

We have partnered with two tree-planting organisations to help spread our vision of a better world for all. First is a local group, the Yorkshire Dales Millennium Trust, whose trees grow right outside our window. Our newest partner is Ecologi, who supports projects across the globe, from the rocky heights of Peru to the sun-drenched rainforests of Madagascar.

As a small sign of appreciation to our stakeholders who are helping us bring about real change and our People making that change possible, we have planted and dedicated a tree to every customer, partner, supplier and team member.

Together, those trees grow beyond a thank you today to become a symbol of our communal promise to save our planet. As each one grows, it reduces carbon and makes a real, tangible impact on the health of our planet.

Taking direct action on climate change for the long term is a priority for us. We have committed to planting one million trees through the One Million Tree Pledge initiative.

**Explore our Beyondly Forest**



**A thank you, with a  
growing global  
purpose**



**142,858**  
Trees planted





# Our Carbon Reduction Journey

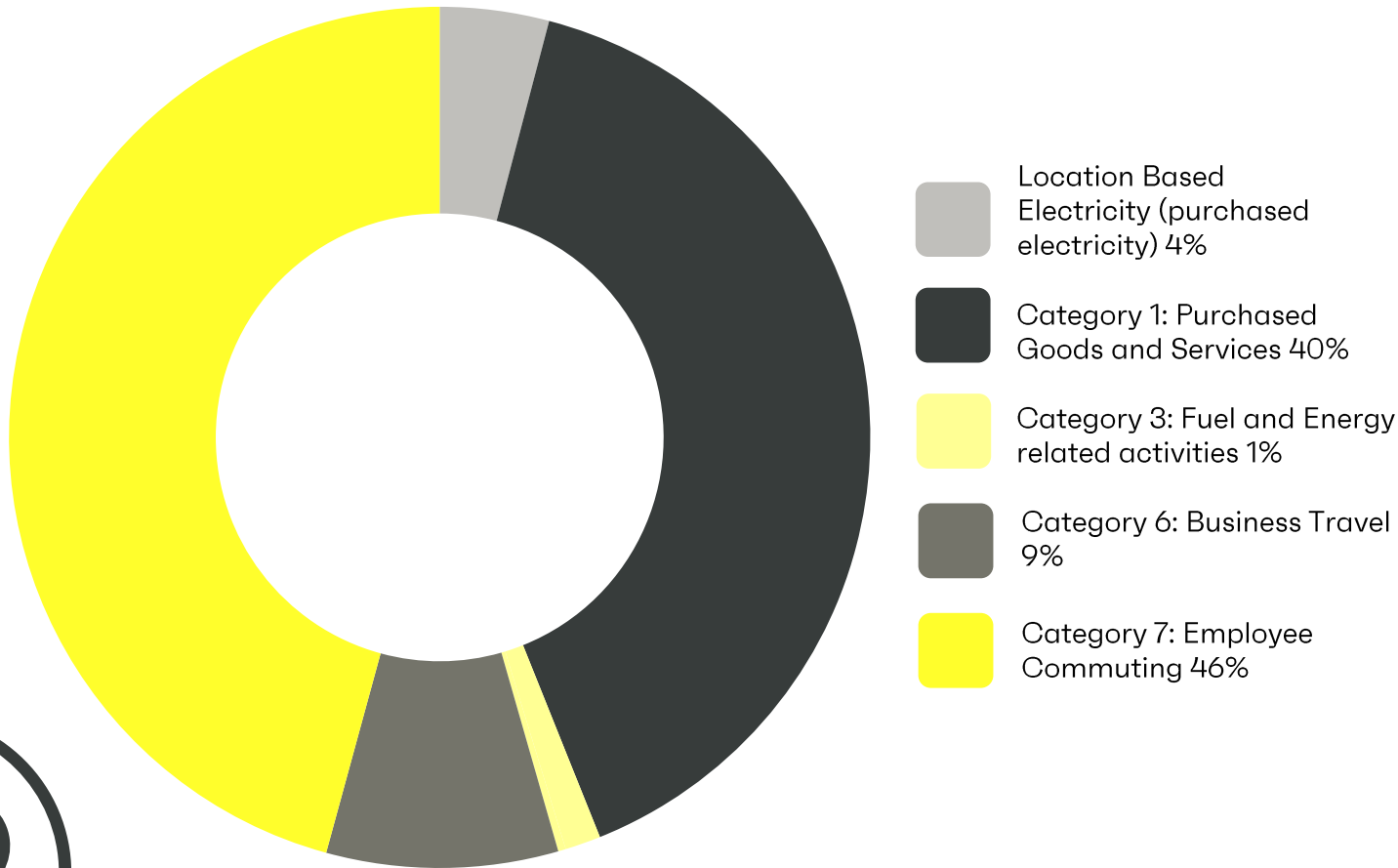




# Our Carbon Reduction Journey: Current position

2023 is the second year Beyondly has calculated scope 1, scope 2, and all applicable scope 3 emissions. **A total of 94.1 tCO<sub>2</sub>e of gross emissions were produced in 2023.** Accounting for the 100% renewable electricity purchased, our total net emissions in 2023 were 90.3 tCO<sub>2</sub>e.

Given our purchased electricity is 100% renewable, all emissions associated with our activities fall within the scope 3 categories. Excluding outside of scope emissions, employee commuting is the most significant contributor to overall emissions (48%), and purchased goods and services is also a large source of emissions (42%).





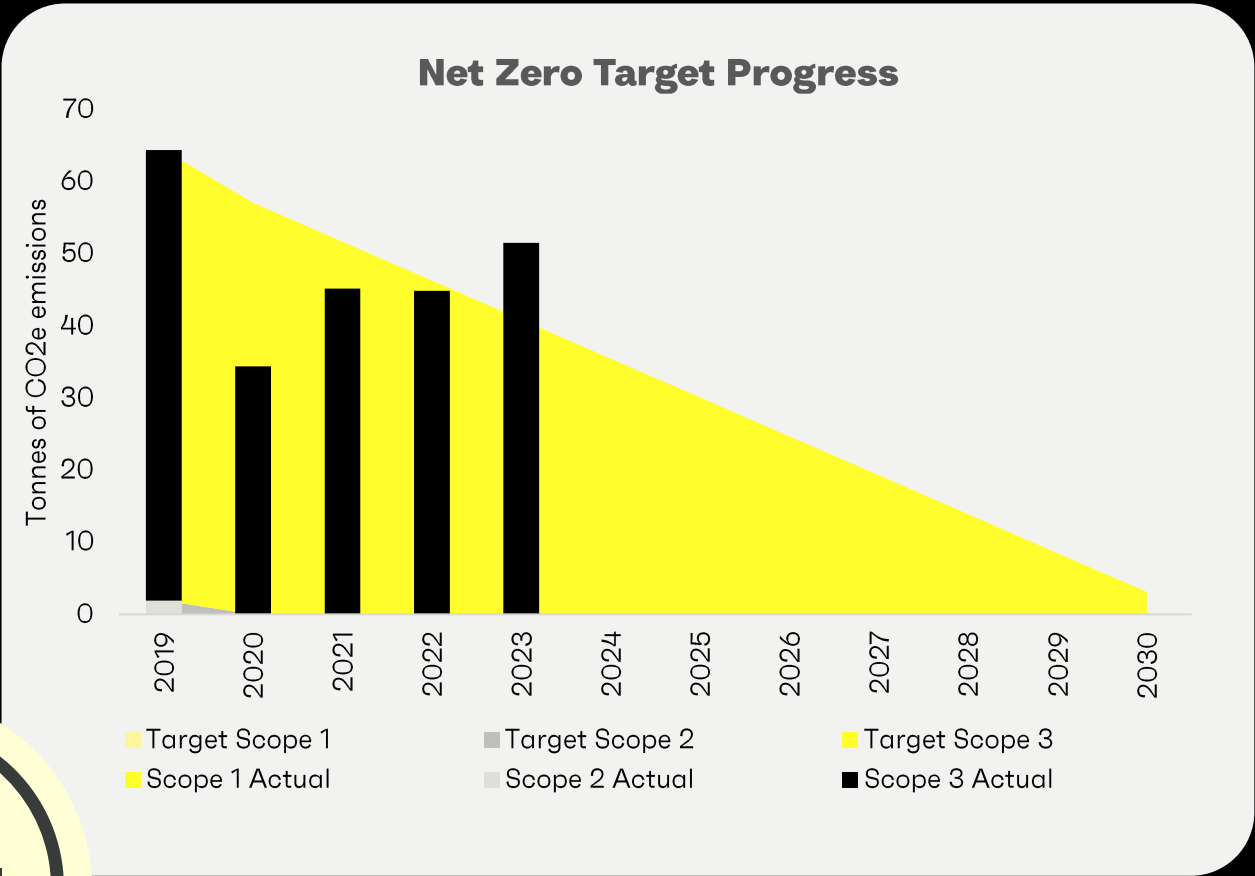
# Our Carbon Reduction Journey: Progress

Something we have done less well on this financial year is reducing overall emissions and keeping on track with our Net Zero by 2030 target.

As a growing business, our absolute emissions have increased, predominantly due to an increase in business travel and employee commuting, as a result of higher staff levels in 2023 and some global travel to accommodate international customers. We are actively working to look at our initiatives in these areas to identify further opportunities for reduction and engagement. We already operate a car share initiative, with employees incentivised to share vehicles, and offer hybrid working of up to two days a week from home to reduce commuting.

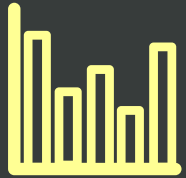
The intensity ratios of tCO2e per £m turnover and tCO2e per employee have both reduced from 2022 to 2023 by 54% and 26% respectively.

We would encourage any stakeholders to get in touch with suggestions or ideas for how to minimise business travel and employee commuting emissions.



## Our Carbon Reduction Journey - What's Next?

We recognise that we have not met our target for 2023, and whilst this was largely due to business growth and the fact emissions reductions are not going to follow a smooth reduction trajectory, we acknowledge we must do more to ensure a continued reduction in our absolute emissions.



### Our plans for carbon reduction

Conduct in depth analysis of employee commuting and how we can support employees further to choose low carbon transport options.

Review business travel options and any barriers to using the electric company pool car.

Consider how we can look to grow internationally, without greatly increasing air travel.

### Our supply chain

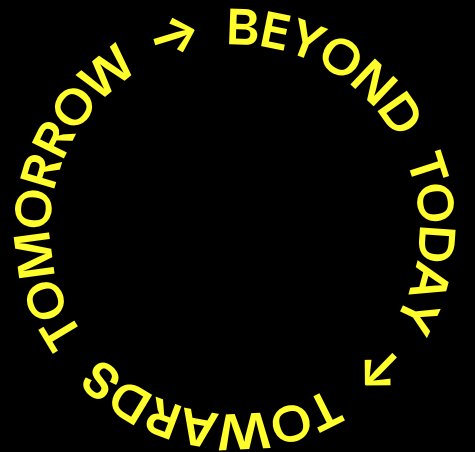
Collate information on suppliers' carbon measurement status and environmental agendas.

Work with our suppliers to measure and reduce the emissions of the products we purchase and the logistics to transport them.





# Better for People





## We care about our people



Beyondly recognises that people are the key to our success. We're proud of the professional and personal development of our people – who are at the heart of all we do.





## Our People Highlights

Life at Beyondly is always evolving. In 2023-24 we have been busy rolling up our sleeves to develop our team and enhance working life.

**8** DECENT WORK AND ECONOMIC GROWTH



**3** GOOD HEALTH AND WELL-BEING



**13**

new members of staff, totaling a team of 57 in total



**18**

Internal promotions and/or movements

Supported

**10**

Work experience students over the last year

Welcomed our new  
**Commercial Director**

**OKR Reward System**

Paid out 40% of salaries in bonus payment

Winners of

**5**

people related awards



**3**

new roles developed to better meet customer and business needs

Increased salaries by up to

**4.5%**

from 1<sup>st</sup> April 2023 to support employees in response to the cost-of-living crisis



Introduced  
**Lunch and Learns**

Employee turnover decreased to

**16%**

(from 18%)



What we said we would do  
for our people

What we did for our people..

Develop and implement family friendly policies and practices to support all employees at every stage of their life



We have implemented a carers' policy, a women's support group, and updated our expenses allowance policy to align with the increased cost of living. We conducted health and wellbeing training sessions for our entire team, focusing on LGBTQ+ and Neurodiversity awareness. We have also partnered with the student consultancy group '180 Degrees Consultancy' to assess and enhance our current rewards and benefits package.

Implement and improve our peer and career mentor initiatives



We conducted training sessions for all peer mentors to help them support their mentees currently and in the future. We enlisted 11 peer mentors from across the business to assist all new employees during their first six months at the company and beyond.

Enhance our employee health and wellbeing strategy



We have implemented a yearly salary benchmarking exercise to guarantee a competitive remuneration package. We have also created an employee handbook that outlines the expectations for all employees and serves as a one-stop-shop for information on rewards, benefits, and leave details. Additionally, we have launched our new HR system, 'Employment Hero', to enhance the experience for both employees and managers.

Develop our relationships with local education providers



We provided 12 work experience opportunities at 8 different educational institutions. We attended local events, gave career presentations, and participated in mock interviews to help students develop career skills and awareness. Our Talent & Culture Manager, Louise Bailey, was appointed as a Business Enterprise Advisor, collaborating to improve career programs in local schools.



# Skills Matrix

**Over a period of 6 months, a team of service leaders from across the business were tasked to develop a company-wide skills matrix and an associated scoring system. The aim of implementing the matrix was to ensure consistency in training across the team and eradicate contingency risks.**

The skills matrices have now been created for each department in the business and the outputs of which are used to plan training and development requirements in the team. This feeds into our 2030 roadmap goal of achieving a skills score of 95% in every department.

## How it works:

Each department has a matrix specific to their team, outlining relevant tasks associated to the individual job roles. The matrices will outline the overall skills score for each department based on an individual's confidence scoring against the tasks related to their role.

The matrix will flag if only one person has the knowledge to complete a task, therefore identifying any contingency concerns or risks. Lastly the matrix highlights on an individual level the skill gains/ gaps, which can be used to support with personal development plans and associated training requirements.

At the end of the 2023-24 financial year, the average skills score across the company is 85%, which is a strong starting position. Service leaders have outlined in their yearly departmental business plans the actions they plan to implement to increase their team's skills score over the next year, which will hopefully see improved scores when measured next year.

4 QUALITY  
EDUCATION





## Awards Success

We are proud to have won the following awards in 2023-2024. Every accolade is a testament to our culture and our values.



**Employee Experience Awards** – Gold winners of ‘Best CSR Initiative’.

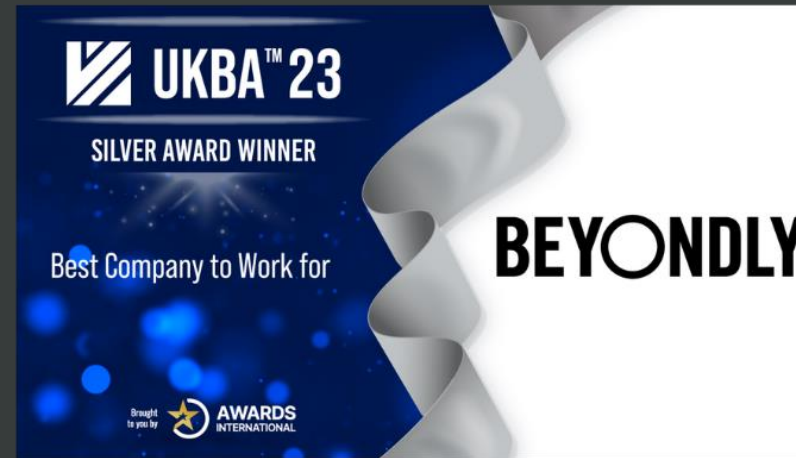
**The Escape 100 Awards** - Beyondly places 36th out of 14,653 employers in The Escape 100: awards for the top purpose-led organisations to work at!

**UK Business Awards** – Silver winners in the categories of ‘Best Company to Work’ for and ‘Business Change and Transformation’.

**Corporate Vision HR & Employment Awards** – Winners of ‘Workplace and Wellbeing Experts of the Year’.

**The Great British Workplace Wellbeing Awards** – Winners of ‘Recognition for Excellence and Outstanding Engagement’.

BEYONDLY





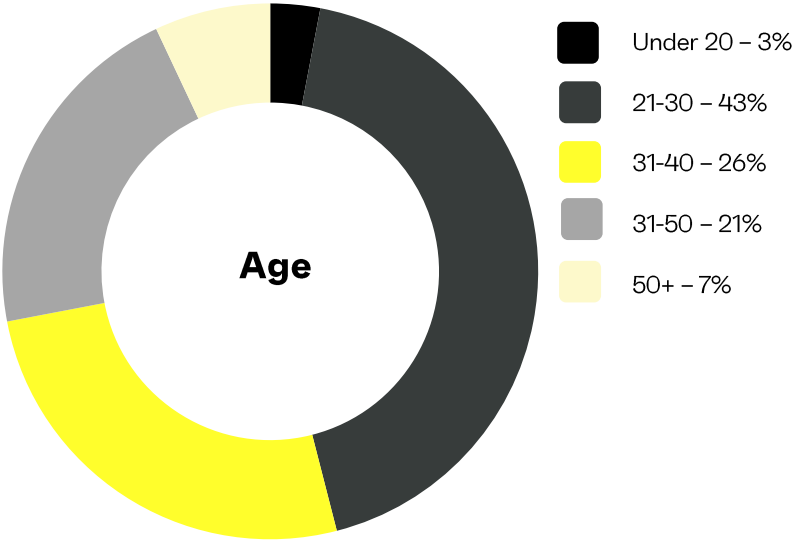
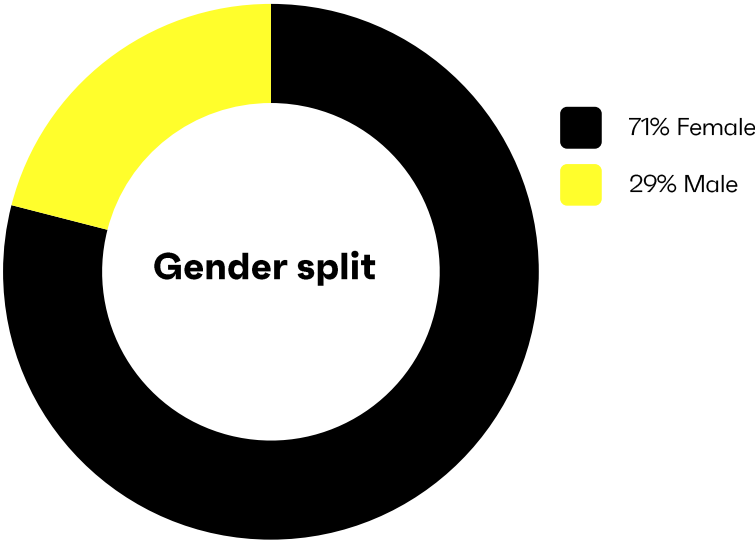
# Diversity and Inclusivity

Beyondly is committed to creating a diverse and inclusive workplace; a place where we can all be ourselves.

We regularly review our selection criteria and procedures to maintain a system where individuals are selected, promoted and treated solely on the basis of their own merits and abilities which are appropriate to the job.



## Beyondly Employee Profile 2023-24



# Skipton Eco Day

We were delighted to sponsor part of Skipton Rotary's first ever Eco Day at the Skipton Town Hall on Sunday 10th September.

As a Skipton based B Corp certified business, with a real passion to preserve and protect our planet, we were thrilled to see the provision of this kind of event in our local community and were committed to helping bring this day to life.

The event saw local groups coming together to educate the local community about mitigating climate change and making positive change in the local area. Families also enjoyed several climate friendly fun activities, including a treasure hunt through Skipton Woods, where children were given prizes of wildflower seeds for taking part.





# Volunteering

As part of our wealth of employee benefits, we provide every team member with the opportunity to carry out 1 day per year of paid volunteering work in the local community.



## 200

hours were spent  
volunteering across the  
team for charities and  
local causes aligned with  
the business materiality  
assessment



The team collectively  
supported

## 10

different types of  
volunteering opportunities  
throughout the year



# Litter picking for World Environment Day



20kg of general waste and recycling was collected from around Skipton, in support of Surfers Against Sewage Million-Mile clean-up campaign on World Environment Day.



## Volunteering Impact Highlights

### Christmas Elves Wrapping

14 staff volunteered to be Christmas Elves wrapping gifts for Skipton Step into Action’s Christmas campaign which provided gifts to 152 children from 72 families in Skipton and surrounding villages. The team supported the community effort to ensure referred children have a gift to open on Christmas Day, spreading some magic at Christmas.



### Mock Interviews and CV Workshops with Local Students



Supported students at two local secondary schools with their interviewee skills which will enhance their opportunity to gain employment/university placements after school.

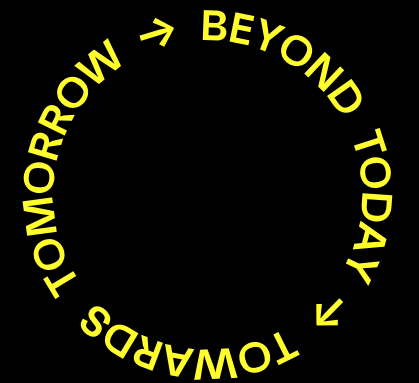
*“On behalf of South Craven School, we would like to thank you for the time you and your colleagues have given today to support our students in the preparation for life beyond South Craven. Feedback I have received so far has been positive, from both students and staff who have engaged in conversations with the students after their meetings.*

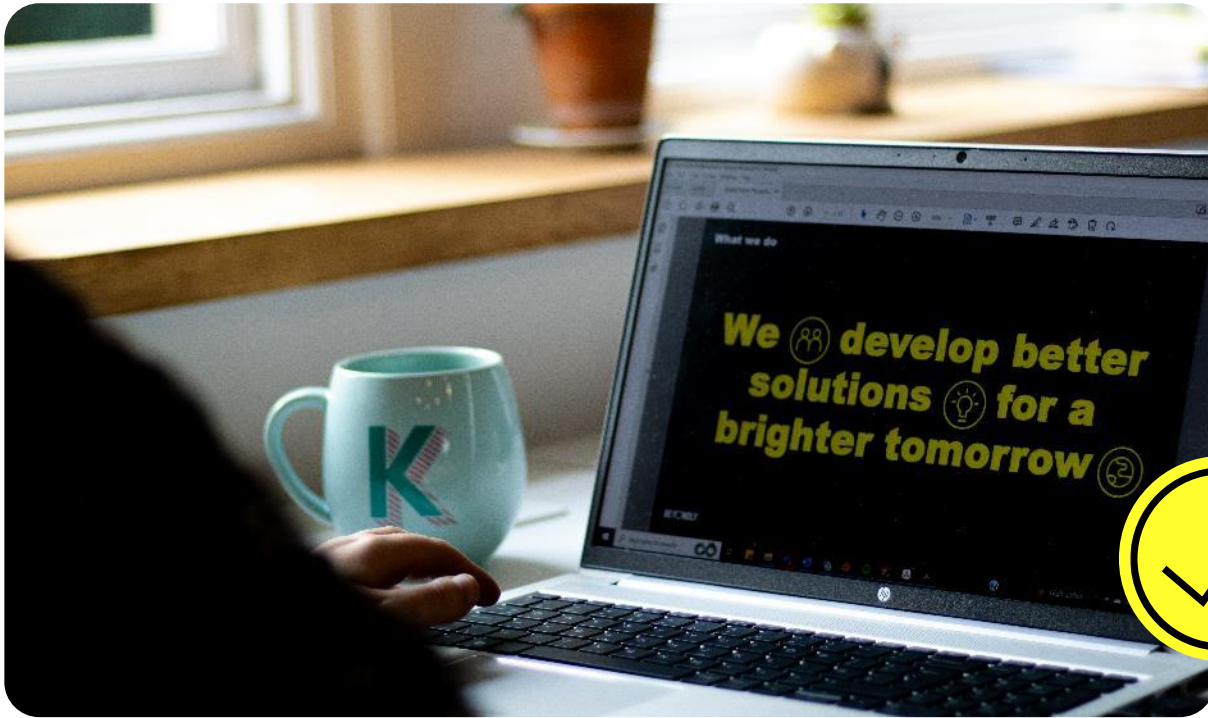
*This event would not have been a success, without the support of you or others from your organisation.”*

**Feedback from South Craven School**



# Better for Performance

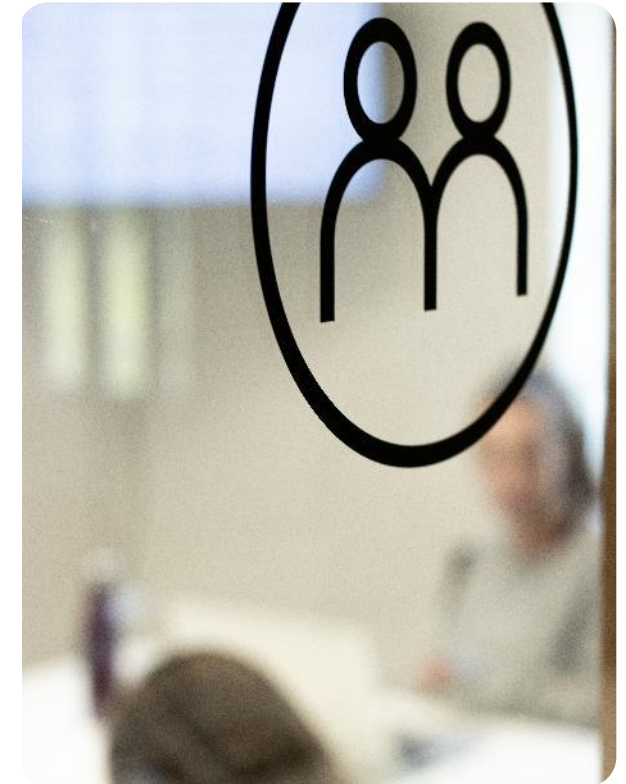
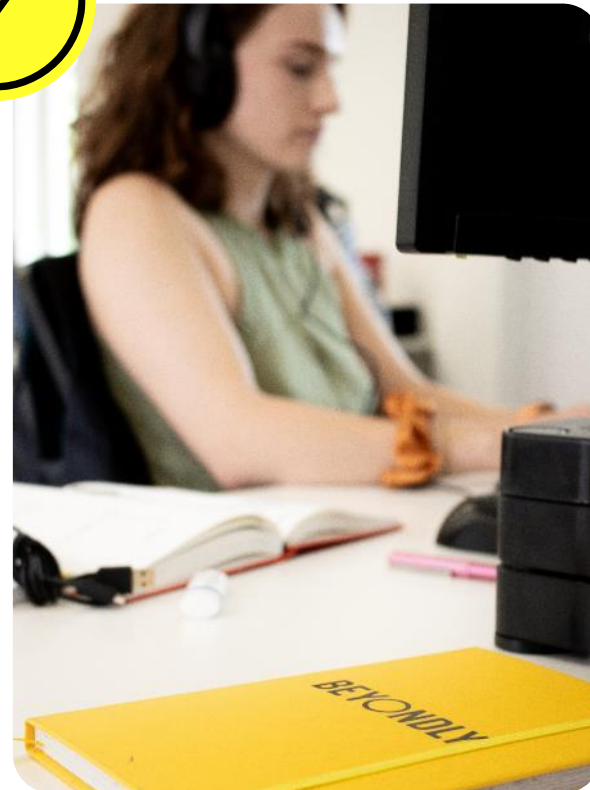




## We care about our performance



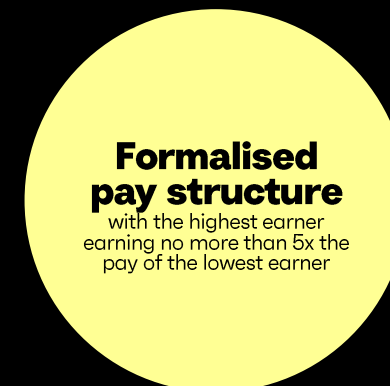
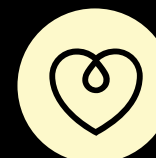
At Beyondly, we see a link between company governance and success. Through mitigating risks and improving performance, we are the root of action.





# Our Performance Highlights

We are committed to maintaining the highest quality business standards with our employees, customers, suppliers and society, treating everyone with the equal amount of respect and dignity they deserve.





What we said we would do  
for our performance

What we did for our performance

Conduct another materiality assessment to establish any new priority areas for stakeholders



We conducted a materiality assessment in early 2024 to help drive forward our key focuses for the 2024-2025 financial year. Full details can be found on page 43.

Revisit the BIA to benchmark where we are now following certification and identify improvement areas



After achieving B Corporation certification in September 2022, we have been continually implementing improvement actions and are gearing up to prepare for our recertification in 2025. Full details of our progress can be round on page 38.

Raise awareness of the Better Business Act



We are proud to be part of the Better Business Act and this year we have ramped up our efforts in promoting our involvements through social media and team awareness. Our new Brand and Impact Manager, Mel Harper, also joined the Queue for Climate and Nature alongside other business professionals.

Review and develop relevant B Corp Impact Models



This year, Beyondly focused on the impacts we are currently creating and have had a focus on implementing, enhancing, and tracking across two Impact Business Model areas. Full details can be found on page 39.



## B Corp – Our Impact Score

After achieving B Corporation certification in September 2022, we have been continually implementing improvement actions and are gearing up to prepare for our recertification in 2025. This financial year, we updated our B Impact Assessment with our current position, and now sit at an unverified score of 91.7 (up from 85.7 at certification).

Using the updated B Impact Assessment (BIA) representing our current position, we created a RAG report to identify where there is still opportunity for improvement. Responsible people and timescales have been allocated for each action and a company objective focused on progressing these has been set.



# 91.7

Unverified Impact Score (Up from 85.7 at certification)

## We are proud to be a

### Certified



### Corporation



# B Corp – Our Impact Models

Impact Business Models (IBMs) are the ways that a business is designed to create a specific positive benefit/outcome for one of its stakeholders. They may be based on their product, a particular process or activity, or the structure of the business. IBMs are one of the aspects assessed within the B Impact Assessment (BIA).

This year, Beyondly focused on the impacts we are currently creating and have had a focus on implementing, enhancing, and tracking, across two IBM areas:

## Customer IBM – Impact Improvement:

Recognises products/services that drive positive change in organisations to improve their social or environmental impact.



We now have impact trackers in place to measure the impact we are having across a variety of services and activities that fall under the above requirements.

## Environmental IBM – Environmental Information & Education:

Recognises products/services that promote awareness about important environmental issues and facilities conservation.

We are proud to be a

Certified



Corporation

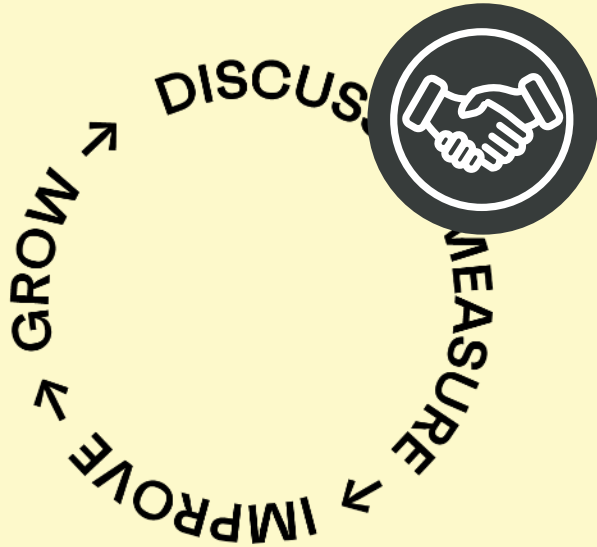


# Partnerships

**Beyondly partners are part of our inner circle.**

Together we are committed to creating a sustainable world, collaborating with our partners to add value to our stakeholders, supporting each other in our ventures for a brighter tomorrow.

The term ‘partner’ refers to stakeholders who work collaboratively with Beyondly to achieve a mutually beneficial partnership.



BEYONDLY



THG / ECO



SQUIRE  
PATTON BOGGS



17 PARTNERSHIPS  
FOR THE GOALS

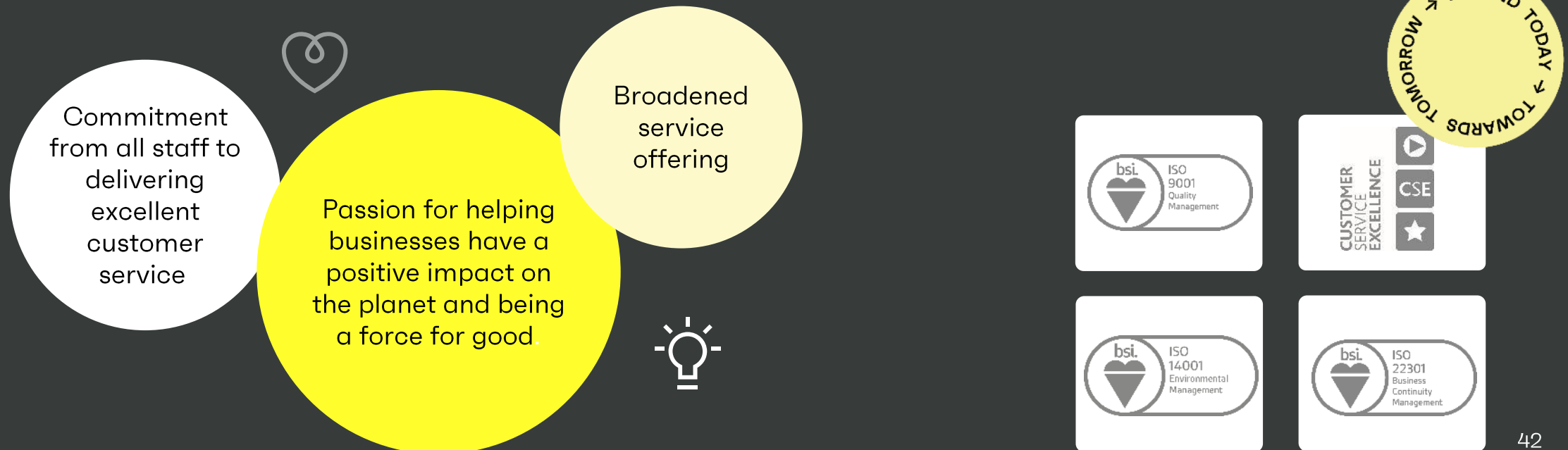


# Accreditations

We are committed to maintaining the highest quality business standards with our employees, customers, suppliers and society, treating everyone with the equal amount of respect and dignity they deserve.

## 2023 progress:

- Completed successful audits and retained our BSI certified ISO standards for ISO 9001, ISO 14001 and ISO 22301 for the 12th, 9th and 8th year respectively.
- Successful completion of Environment Agency audits for the WEEE and packaging compliance services.
- We have been successfully assessed as meeting the Cyber Essentials implementation profile, meaning our ICT defences were assessed as satisfactory against commodity based cyber-attack. More information about the certification available [HERE](#).
- Had our 3-yearly audit for our Customer Service Excellence award with the following key strengths outlined by the auditor:







# Looking Beyond

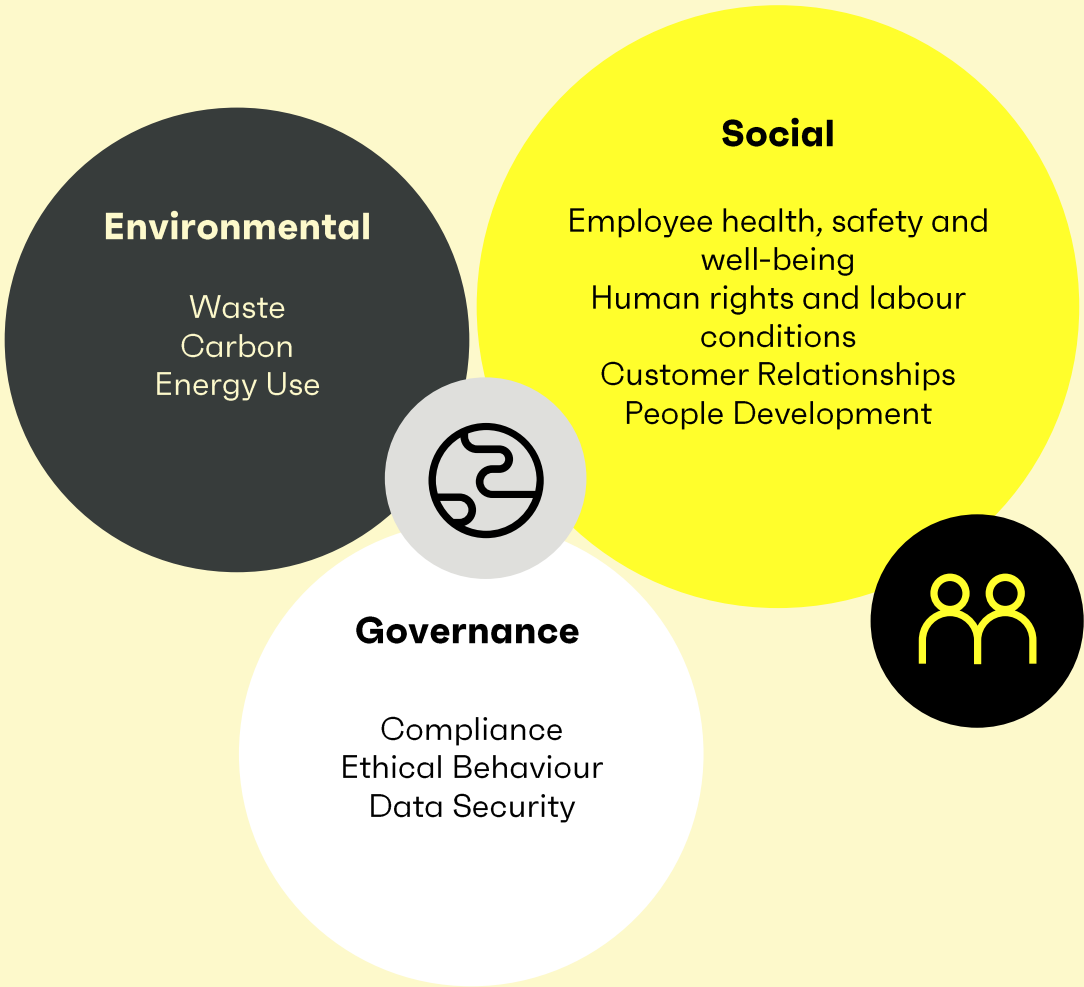
# Shaping our action to go beyond...

In line with our Business for Good ethos and B Corporation certification, we recognise the importance of engaging with all stakeholders and identifying material issues to the business.

Having conducted an initial materiality assessment back in 2022, we conducted this exercise again early 2024 to identify any changes or new issues that may now be important to internal and external stakeholders that we can drive forward throughout 2024 and 2025.

This exercise allows us to focus our environmental, social and governance (ESG) impact, activity, and reporting on the most significant topics to our business, whilst taking account of what is important to our stakeholders.

## The top 10 highest ranking factors were...





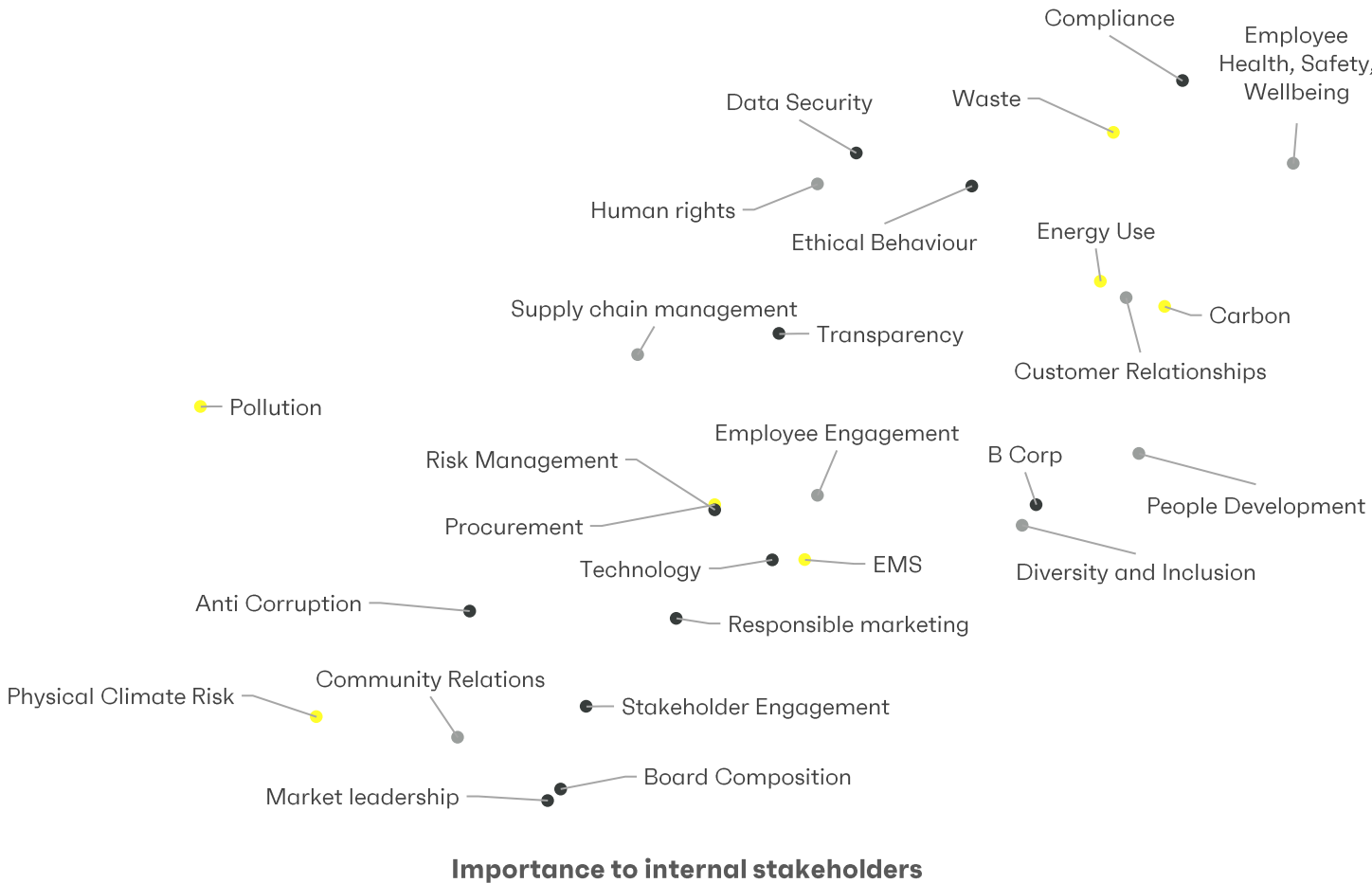
# Materiality Assessment Results

Importance to external stakeholders

Materiality Assessment Matrix



Factor	Ranking
Compliance	1
Employee Health, Safety, Wellbeing	2
Waste	3
Ethical Behaviour	4
Data Security	5
Carbon	6
Energy Use	7
Customer Relationships	8
Human rights	9
People Development	10
Transparency	11
B Corp	12
Supply chain management	13
Diversity and Inclusion	14
Employee Engagement	15
Procurement	16
Risk Management	17
EMS	18
Technology	19
Pollution	20
Responsible marketing	21
Anti Corruption	22
Stakeholder Engagement	23
Community Relations	24
Board Composition	25
Market leadership	26
Physical Climate Risk	27



Environment Social Governance

## Planet promises – what's next?



Carbon reduction plans focusing specifically on our biggest emissions area of employee commuting and how we can lower this.

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Our supply chain: Agree on a procurement /supplier engagement strategy to ensure we are measuring and reducing emissions in line with our Net Zero target.

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Carry out a research project to determine our approach to procuring carbon offsets.

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Continue to develop the Beyondly Forest.

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## Planet promises – what's next?



Launch a Community Hub website

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Continue to grow our B Corp expertise and service

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Progress on new / innovative environmental initiatives

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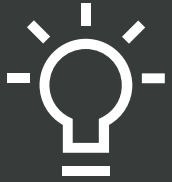


## People promises – what's next?



Enhancing the company culture in line with developing people policies that support employees at all stages of life.

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Focus on enhancing and updating training and development resources across the company which will be stored and assigned out to employees via a new training platform.

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Retention and recruitment of staff who are fully aligned with our purpose, vision and values, and will help to drive Beyondly forward.

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Empowering line managers to align their approach with our health and wellbeing strategy and leading by example with these wellbeing practices.

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## People promises – what's next?



Managing expectations around progression/career development including a review and benchmarking of job titles and our internal job banding structure.

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Continue to embed the Objective and Key Result structure in the team and focus on upskilling the team in delegation and leadership skills.

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## Performance promises – what's next?



Enhancing our core compliance membership tiers to provide tailored support for our customers.

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Formulating an AI strategy with comprehensive governance and integrating AI throughout our operations to benefit our stakeholders.

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Advancing systems development projects and software to ensure our customers receive an optimal experience.

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Really understanding our USP under the new brand and how we can optimise the opportunities with this.

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## Performance promises – what's next?



Achieve a minimum 5% increase in brand value (to customer base) compared with 2023-24 FY objective, set to ensure 95% of our customer base feel they have been treated fairly and with equal opportunity.

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Launch an internal customer service initiative, designating champions throughout the organisation to maintain a strong focus on customer service, with a particular emphasis on staff training.

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**TOMORROW** → **BEYOND** **TODAY** → **TOWARDS**