



IMPACT

REPORT

2024
2025

Certified



Corporation



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Welcome

Welcome to our third annual Impact Report. This report details our efforts and progress in living up to our purpose and the values of the B Corp movement.

Back in 2020, we made the decision to go for B Corp certification. It felt like a natural extension of the approach we were already taking - that business can be a force for good and that profit, or creating shareholder value doesn't have to come at the expense of people and planet. It was affirming to find a community of other businesses who agreed with us and who are proud to stand up for doing business differently.

In a turbulent world, we still firmly believe that doing business in a way that is equitable, inclusive and regenerative is the way forward and last year we recertified as a B Corp, improving our previous score by 15.9 points.

There are now over 2,500 B Corps in the UK and over 9,500 globally. Our local B Corp community, both in our small town and the West Midlands region, is growing rapidly and becoming more connected. It's gratifying to be able to work together to affect change.

Our third Impact Report marks the end of our fourth year of certification (you don't produce a report in your recertification year). We hope you enjoy reading about our progress.



As we embark on the next exciting phase of our company's growth journey, our commitment to positive social and environmental impact remains at the heart of everything we do.



Rob Hubbard
Founder and CEO

Who we are

Established in 2005, LAS is a human-centred digital learning, behaviour change and innovation agency with a clear purpose: To help organisations and the individuals within them to adapt, thrive and be successful.

We work with big name brands in the private, public and third sector, helping these organisations grow and evolve through custom digital experiences and consultancy.

We don't just work with anyone. Our customers come from many different sectors, but they are all forward-thinking, purpose-driven organisations who are contributing positively to humanity and are mindful of their impact on the environment.

As LAS celebrates our 20th birthday later this year, we'll be taking time to reflect on the seismic changes in technology we have seen in that time, as well as our ability to constantly renew, adapt and improve what we do. No standing still around here!



Fair
Payment
Code

Gold
Until 2026

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Recertification

Certified B Corps are required to go through a recertification process every three years. This ensures that we are adhering to the principle of continuous improvement and continuing to have a positive social and environmental impact. LAS recertified in 2024, improving our overall score from 92.1 to 108. We were aiming for 100+ so are delighted to have achieved that. Here's how our score breaks down:

Customers

Customers evaluates a company's stewardship of its customers through the quality of its products, services, ethical marketing, data privacy and security and feedback channels

Previous Score: 15.6

New Score: 34

Community

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from and sources from

Previous Score: 24.6

New Score: 16

Governance

Governance evaluates a company's overall mission, engagement around its social and environmental impact, ethics and transparency

Previous Score: 15.3

New Score: 18.4

Workers

Workers evaluates a company's contributions to its employees' financial security, health and safety, wellness, career development, engagement and satisfaction

Previous Score: 25.5

New Score: 27.1

Environment

Environment evaluates a company's overall environmental management practices, as well as its impact on the air, climate, water, land and biodiversity

Previous Score: 10.9

New Score: 12.2



Customers

Making sure our customers are happy and that the learning, behaviour change and consultancy projects we are doing for them are achieving real impact in their organisations, has always been a priority for us. This is reflected in 'Customers' being our top scoring B Corp area. Here are some examples of the work we have done for customers over the past year.

Changing the climate narrative in Hollywood

The goal of this project was to affect a major shift in attitude and behaviours towards climate change through depictions shown in film and TV content. Following a successful UK project with BAFTA albert, LAS was asked to undertake a similar project for Hollywood. We undertook extensive research, analysed existing approaches and suggested practical improvements to enhance positive impact. By enabling executives, scriptwriters and other creatives to better incorporate climate themes into their work in a realistic and compelling way, it normalises societal discourse around this highly politicised topic.



Outbreak readiness

Following Covid, there was an urgent need to make sure that NGOs and local authorities globally are more prepared for epidemics and pandemics and have the tools, knowledge and skills to effectively respond and support affected communities. Together with a consortium of international charities and government agencies, we designed and developed a training portfolio to ensure that the response can be as effective as possible.



Complex ethics training

We worked with an international aid organisation that provide food aid to the most vulnerable, to update the design of their ethics learning. We created a learning experience with impact, so that learners had improved capacity, knowledge and resources to take ethical decisions and act with the highest standards of integrity and conduct in their daily tasks.

Technology adoption

A global construction consultancy wanted to ensure that the technologies they deployed across their organisation were consistently well-adopted. Too often, in any business, technology adoption is patchy at best, leading to lost productivity, increased risk and financial costs. We combined our own human-centred Change Enablement methodology with leading change management approaches to create a playbook for non-change practitioners to boost the adoption of the technology they rolled out.



Supporting refugees

Working with another global humanitarian agency, we refreshed existing training on statelessness and non-refoulement to improve the learning experience for users and also to make it more practical and easier for the customer to update themselves.

Helping customers navigate a complex technological and economic landscape

To say that the business environment has been challenging over the past couple of years would be an understatement. Our customers continue to grapple with extremely rapid developments in technology, at the same time as coping with wave after wave of global economic and geopolitical shocks. There is a HUGE amount of change occurring at the moment.

We have spent years developing our behaviour change, change management and learning expertise and try to be the lighthouse in the storm that our customers need.

As well as helping with strategic change more broadly, we have also continued to develop our L&D Evolution programme, integrating AI into the curriculum to help Learning and Development Teams within organisations become future fit and ready to make the most of the opportunities that these changing times offer.

We are also now fully Cyber Essentials certified, so customers can rely on their data being kept secure with us.



Community

As a remote digital-first company, our team are spread across the UK. This has always made the B Corp concept of 'community in your local area' a little tricky for us. Instead, we have chosen to interpret community on three levels: 'global,' 'industry' and 'local to our HQ'. This may not necessarily gain us points for our B Corp score, but it aligns to our purpose as a company,

Global community

One of our Director's, Tess Robinson, was selected as a volunteer participant in the UN's Commission on the Status of Women for the third year running.



At LAS we're proud to support Tess in volunteering her experience in technology and learning to this important forum - a key pillar of the UN's SDGs.



**FOR ALL
WOMEN
AND GIRLS**

**Rights. Equality.
Empowerment.**

Image credit : UN Women



Industry community

This year we have continued with our mission to promote sustainability within the digital learning and learning and development industries. LAS Founder and CEO, Rob Hubbard, chaired a session at the recent Learning Technologies Conference on 'How can L&D Professionals be a Vital Enabler of Sustainability Transformation'. His panel included Mike Barry, former Head of Sustainability at M&S and Phil Hazell from Cambridge University's Institute for Sustainability.

**learning
technologies**



In November, another of our Director's spoke at the, 'disruption' themed, Learning Network Conference on 'How L&D can change the world', highlighting how the skills L&D professionals possess in behaviour change, community building and communications are essential to Net Zero goals.

We are very proud that LAS Director, Tess Robinson, was named as one of HR Magazine's Most Influential Practitioners 2024, for her work in promoting sustainability in the sector.

**HR Most
Influential**

**CIPD
Festival of Work**

In June, LAS Director, Tess Robinson, took part in the People Library at the CIPD Festival of Work. Talking to people about the SDGs and the role of Learning and Development in achieving them.



Industry community

LAS Founder and CEO, Rob Hubbard, launched his new podcast in 2024. Called 3 Life Lessons, Rob interviews key learning and development industry figures to discover what makes them tick. As a thank you for their time, each interviewee is asked to nominate a charity that we make a donation to. Here's the 18 charities we've supported so far.



PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.



SECOND SIGHT



FOUNDATION

Local community



To celebrate B Corp month this March, LAS joined five other Leamington and Warwick-based B Corps to revitalise an allotment for The Esther Project, a Leamington-based charity dedicated to supporting women facing various life challenges.

The transformed allotment will provide women supported by The Esther Project with the opportunity to grow their own produce, fostering self-sufficiency and offering a therapeutic space for relaxation and reflection.

Local community

Warwick-based Myton Hospice provides support to people living with a terminal illness, and their families, from the point of diagnosis to end of life. Each year they hold a fundraising Santa Dash 5km run. LAS were only too happy to don their Christmas jumpers to marshal the race for this fantastic local charity.



We are lucky to have many amazing, sustainable local businesses in Leamington Spa, where our HQ is based. For the past two years we have chosen to support these SMEs by buying Christmas gifts for the LAS team from them. This year the team received gift boxes from our local zero-waste shop, Zero and last year they got mini build-your-own terrariums from Em's Mini Gardens.



Workers

Fair Payment Gold Award

In February, LAS had the huge honour of becoming one of the first UK businesses to be awarded the Fair Payment Code Gold Award. To obtain Gold, you have to provide robust evidence that you pay at least 95% of your supplier invoices within 30 days.

As a supplier to bigger companies ourselves, we know how important it is, particularly for SME's and sole trader suppliers, to get paid on time. It has always been a priority for us to make sure that happens.



Living Wage Employer Recertification



We have renewed our Living Wage Employer certification and our commitment to paying our employees and contractors an hourly rate that is higher than the legal minimum wage. In practice, our average hourly rate is considerably higher than the Living Wage, but we think it's important to support this scheme regardless.

Environment

AI and the Green L&D group

At LAS, we have been educating ourselves on the environmental impact of AI and sharing what we've learned with our industry colleagues via the Green L&D group.

Founded by LAS three years ago, the Green L&D group now has over 220 members, representing growth of 80% since our last report.

The Green L&D group brings L&D professionals together to discuss how we can lead the sustainability revolution as a sector, how we can support green change in our organisations and to share successes, failures, best practice and practical tips.



Improving our carbon footprint



Alongside the work we do around sustainability and climate change in the wider learning community, it's also very important to us that LAS is as green as possible. As a remote, home-based, digital business our carbon emissions are already extremely low, but we don't rest on our laurels.

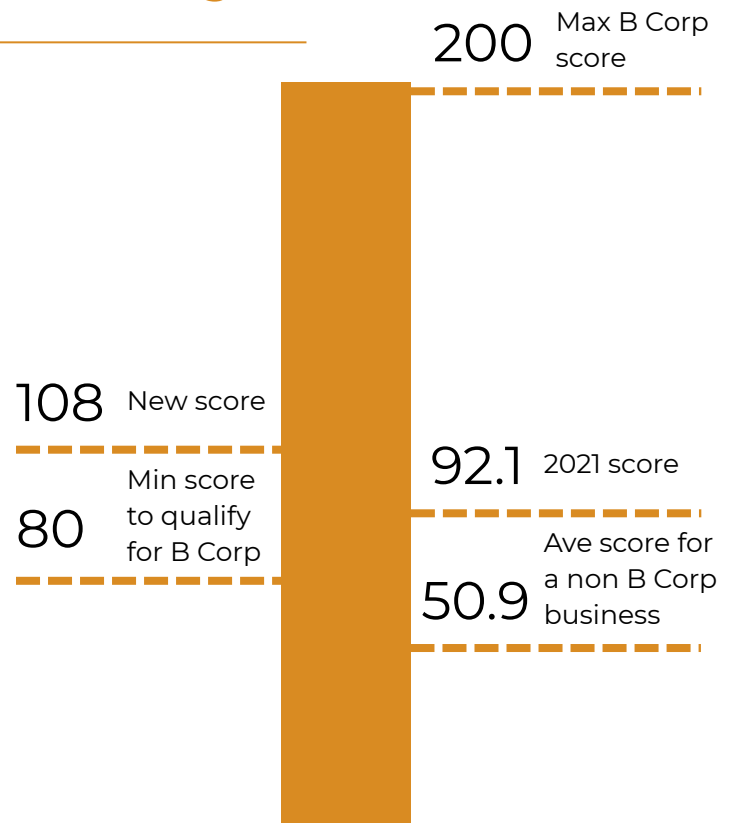
Our carbon footprint continues to improve and is now just 0.15 ton CO₂e per team member per year, down from 0.24 ton CO₂e last year. According to ClimateHero, a gold standard carbon offsetter, 1 tonne of CO₂e per employee is considered sustainable.

Governance

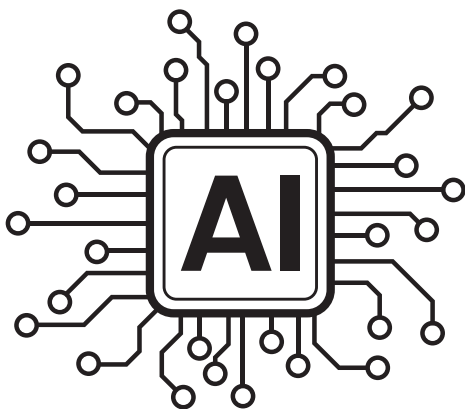
Exceeding our recertification score goal

Back in 2021 when we first became a B Corp we were delighted to be certified but knew we could do better on the score. We set ourselves a stretch target of getting over 100 points when we recertified 3 years later.

We have been working hard to continuously improve in all the B Corp areas and were delighted to score 8 points above our target when we recertified in 2024.







An ethical approach to AI integration



Gen and agentic AI is rapidly changing the face of learning design, production and delivery. We have taken a deliberately thoughtful and ethical approach to our own AI adoption, taking time to develop ethical policies and practices and experimenting in ways that are mindful of impact.

Thank you for reading

Thank you to everyone involved in the making of this report:

-  The LAS team
-  Our featured customers
-  Our network of talented and wise industry colleagues
-  B Corp and fellow B Corp companies for your advice, guidance, inspiration and fellowship



This report reflects the kind of business we have built and continue to build, one that is purposeful, people-focussed, profitable and always striving to be better.

We proud of the progress we have made, but there's always more to be done! We continue to move forward into our 20th year with the firm belief that business can and should be a force for good.



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