

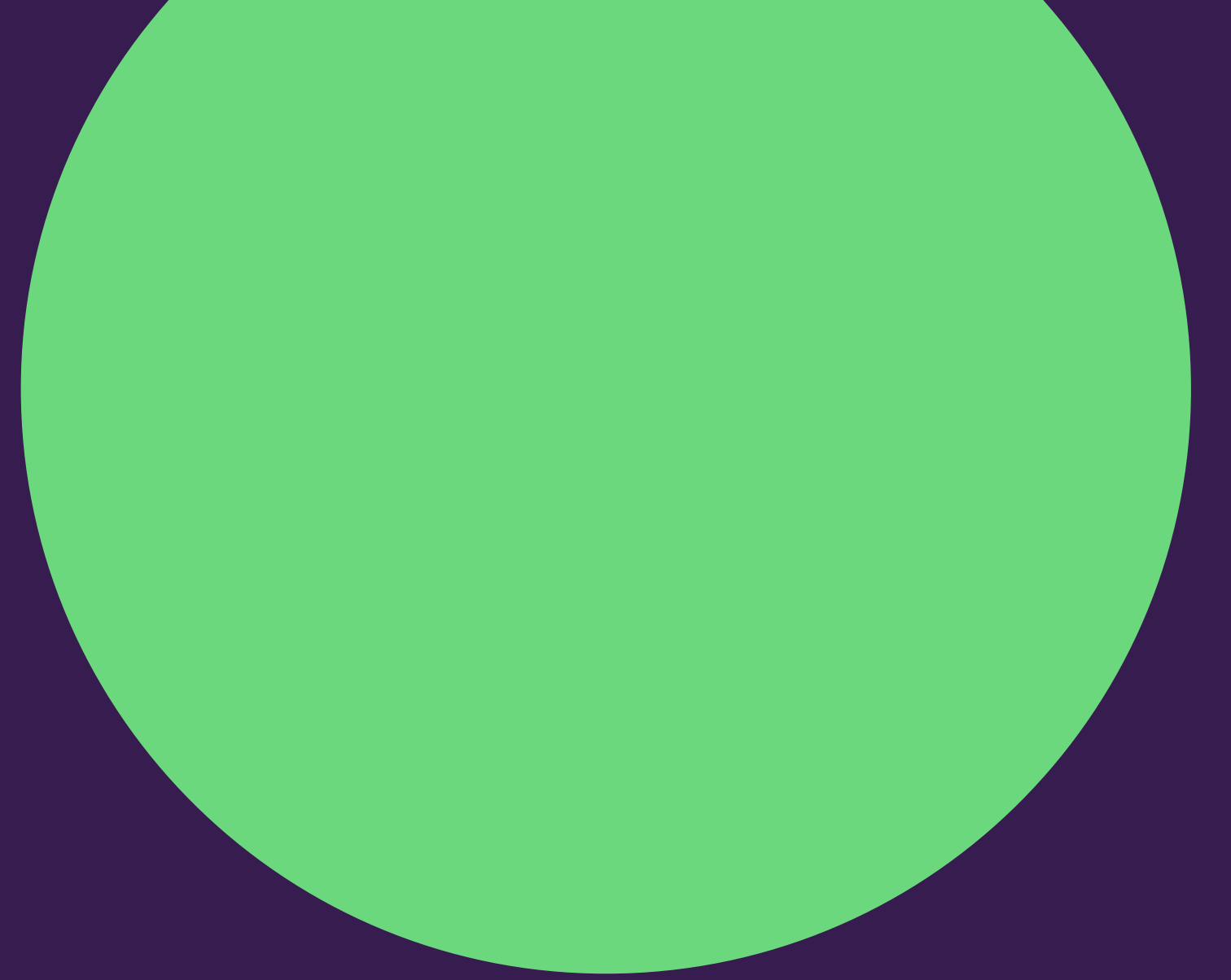
B Corp Impact Statement


April 2024

From the year starting 1st April 2023



Declaration



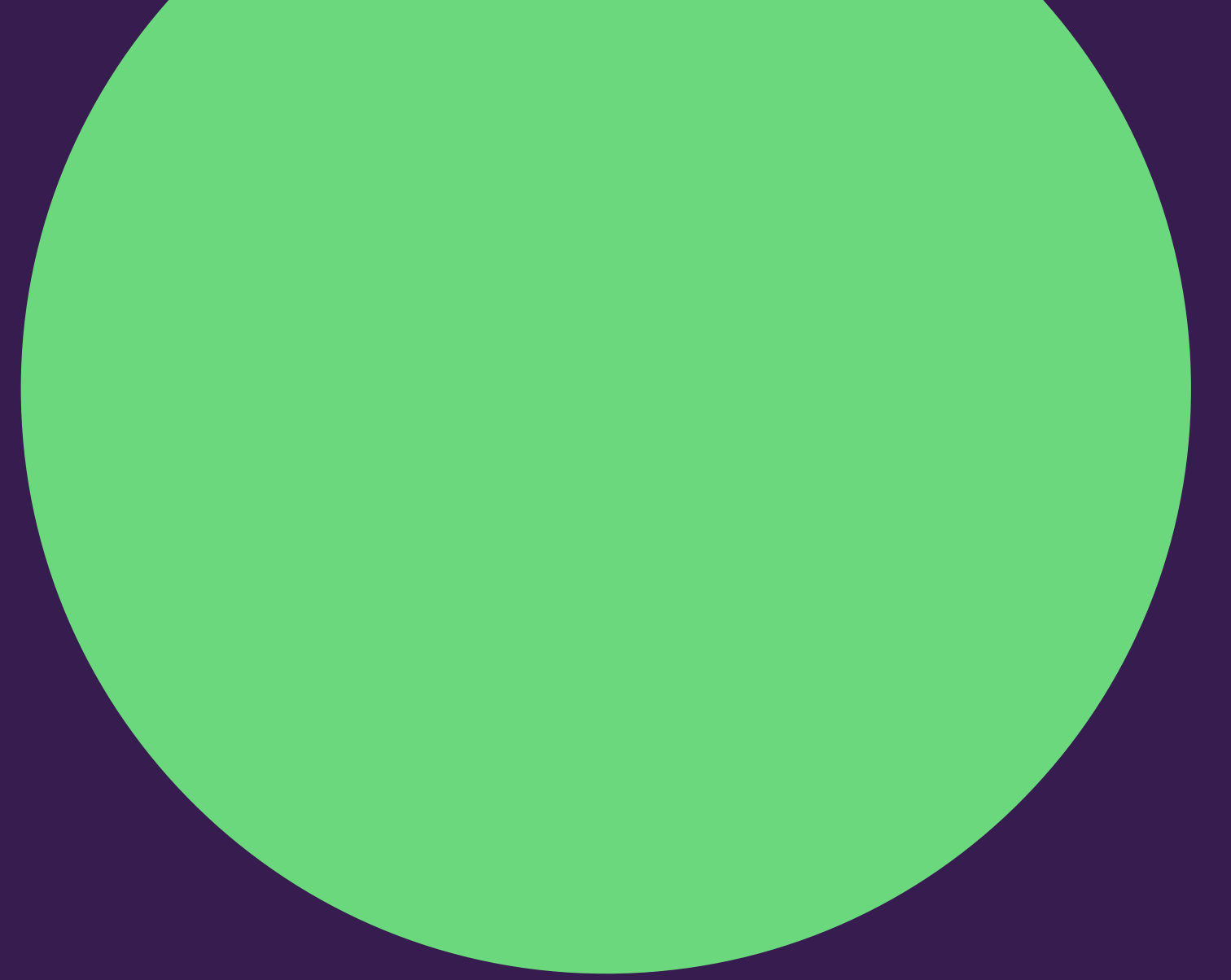


We believe that we must be the change we seek in the world. That all aspects of business should be conducted in a way that is good for all of the people involved; good for the products they sell, and above all, good for the planet. At Motivates we are planning ahead so we can continue to offer our clients, our partners and our people great products and services that meet our declared objectives. It is only through maintaining our focus on these objectives and inspiring the people we engage with that we can be part of an unstoppable movement that is a force for good.

Mark Boyce

CEO - Motivates Inc Ltd

Founders Thoughts





Mark Boyce

“When we founded Motivates in June 2018, we were vocal about our goals to use the business to **make people’s lives better**. This sentiment extends to everyone connected with us, from **our customers, our suppliers, and the local Hackney community** in which we operate.

Our very first promise was to commit to sharing **10% of our profits** to our staff to reward and recognise their contribution to our collective success. We wanted to show them that they all play into our success, regardless of their role, seniority or department. This was the first step of many. Becoming a **B Corp certified business** was huge part in supporting this vision.

The B Corp values were aligned with ours, in the belief that businesses should be **a force for good**. More than that, it keeps us humble – as a company **you are there for the people**, not the other way around. Living as a B Corp reminds us to pause and make sure every single business decision from the paper suppliers to the office coffee is the right one for both the **people and planet**.

After another year as a certified B Corp we have found our stride, continuing to **implement new initiatives** while maintaining those created in the years prior. Each year we’re **growing, evolving and enjoying the ride** while we do it.”

Mark Boyce

CEO - Motivates Inc Ltd

Chairman's reflection

"We founded the business to make a difference and the **B Corp certification** permeates through our DNA. It defines every contact we have with the outside world and how we treat people and the environment.

I believe it **humanises capitalism**; recognising that the business has a responsibility to work closely with the community we are based, to **develop and look after our people** whilst also trying to **leave the planet in better shape** than when we started."

There is so much we can do to make a difference whilst running a business successfully."

Bill Alexander

Chairman - Motivates Inc Ltd





What we did Last Year

We were an **established B Corp** going into 2023, with a full strategy under our belts. But we were far from complacent; the entire company came together to **keep pushing forward**, working to make a difference in:

Governance | Workers | Community | Customers | Environment



2023/24

2023/24 at a glance

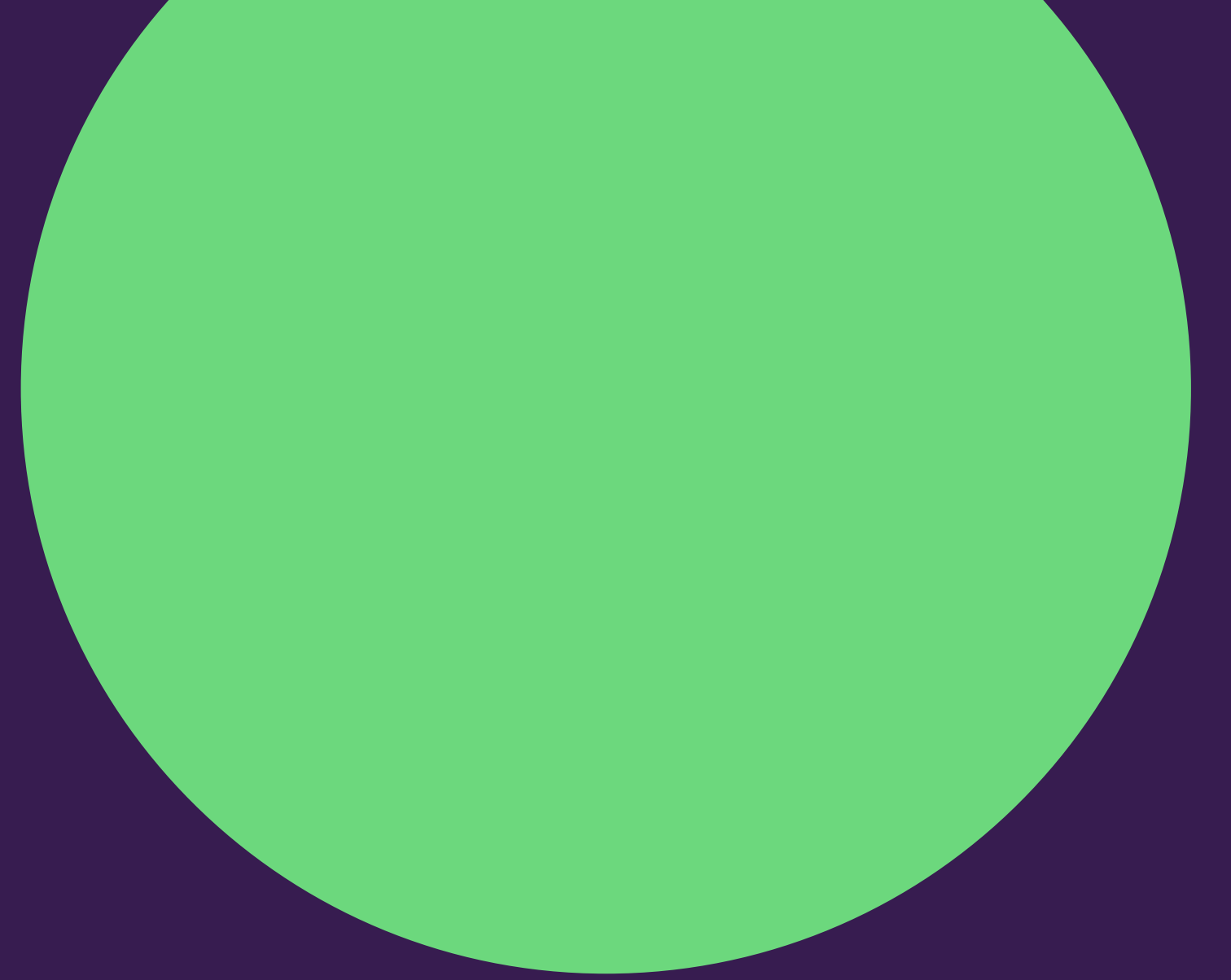
1. Financials

	2022/23	2023/24	
Revenue	£43.8m	£54.9m	25%
EBITDA	£3.5m	£4.0m	14%
Cash	£12.3m	£15.1m	£2.8m
Profit share paid	10%	10%	-
Number of employees	34	49	15

2. B Corp Assessment Score - Final

	2022/23	2023/24	
Governance	21.2	21.5	1%
Workers	36.7	36.7	0%
Community	19.0	21.2	12%
Environment	10.8	13.1	21%
Customers	1.8	3.0	67%

Governance



Teresa Riley
Employee Nominated Director



Meet the Governance team...

"The governance side tends to oversee the whole B Corp implementation. This year it has also got us involved in the **new B Corp assessment guidelines** for 2025 and how they will impact us. The biggest impacts this year will include the **strategic focus on the community and environment** as well as ensuring that we **deliver the promises we make.**"

Bill Alexander
Chairman



Bill Alexander
Chairman - Motivates Inc Ltd

Mark Boyce
CEO



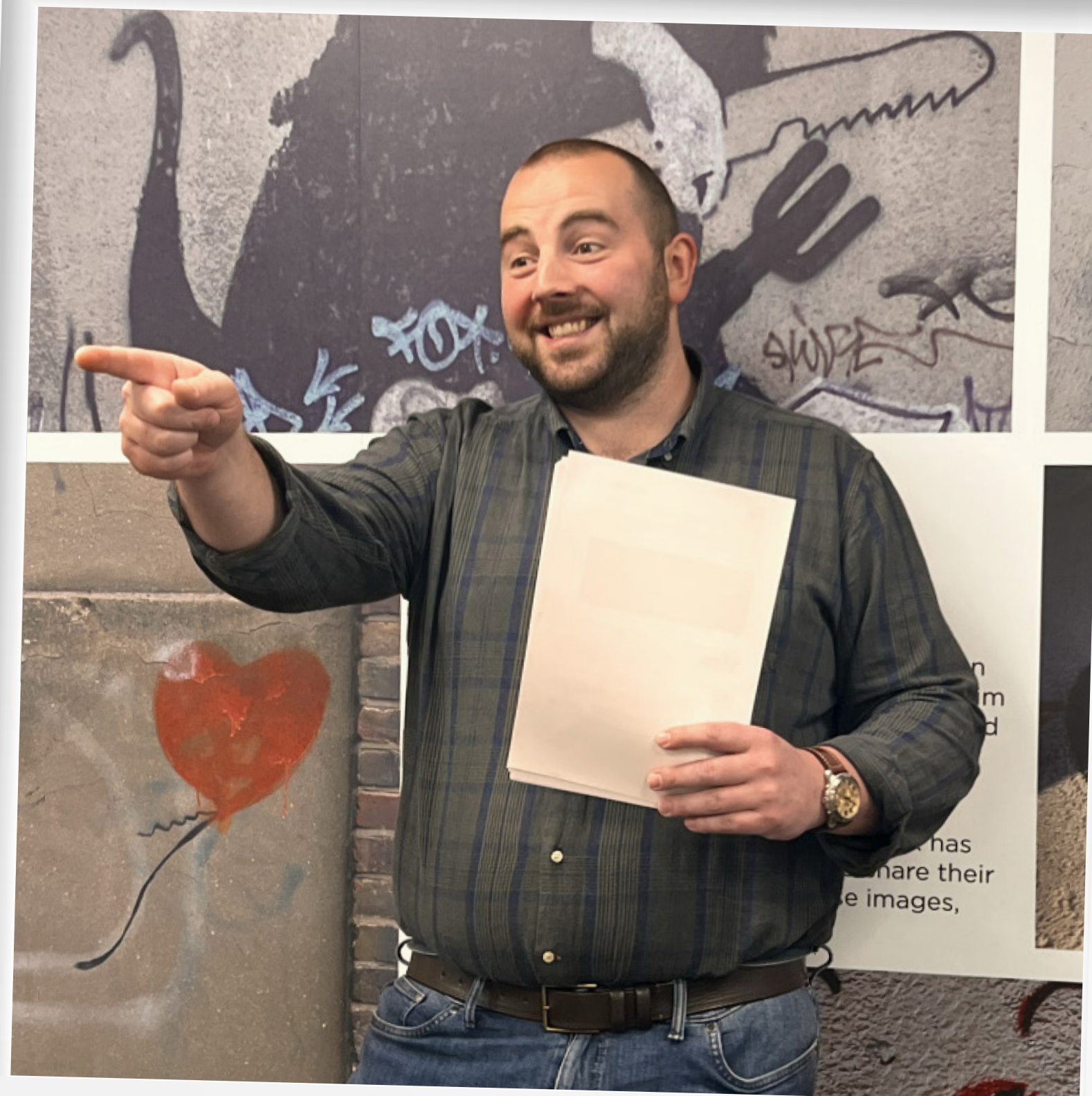


Employee Nominated Director
Teresa Riley

We have been appointing Employee Nominated Directors to the board since 2021 to ensure that Senior Leadership and Management can have a more **inclusive and diverse discussion** when it comes to **making business decisions**.

Teresa Riley is currently in her second term as the nominated Director. Among larger projects in progress, she's launched **the company newsletter**, to ensure all employees are aware and take advantage of the benefits of working for Motivates and **reinstated the cycle to work scheme**.

"Being on the board ensures that the voice of the people is heard. But on top of that, it's interesting to see how decisions are made from the opposite side of the table. I can see the team is always thought about."

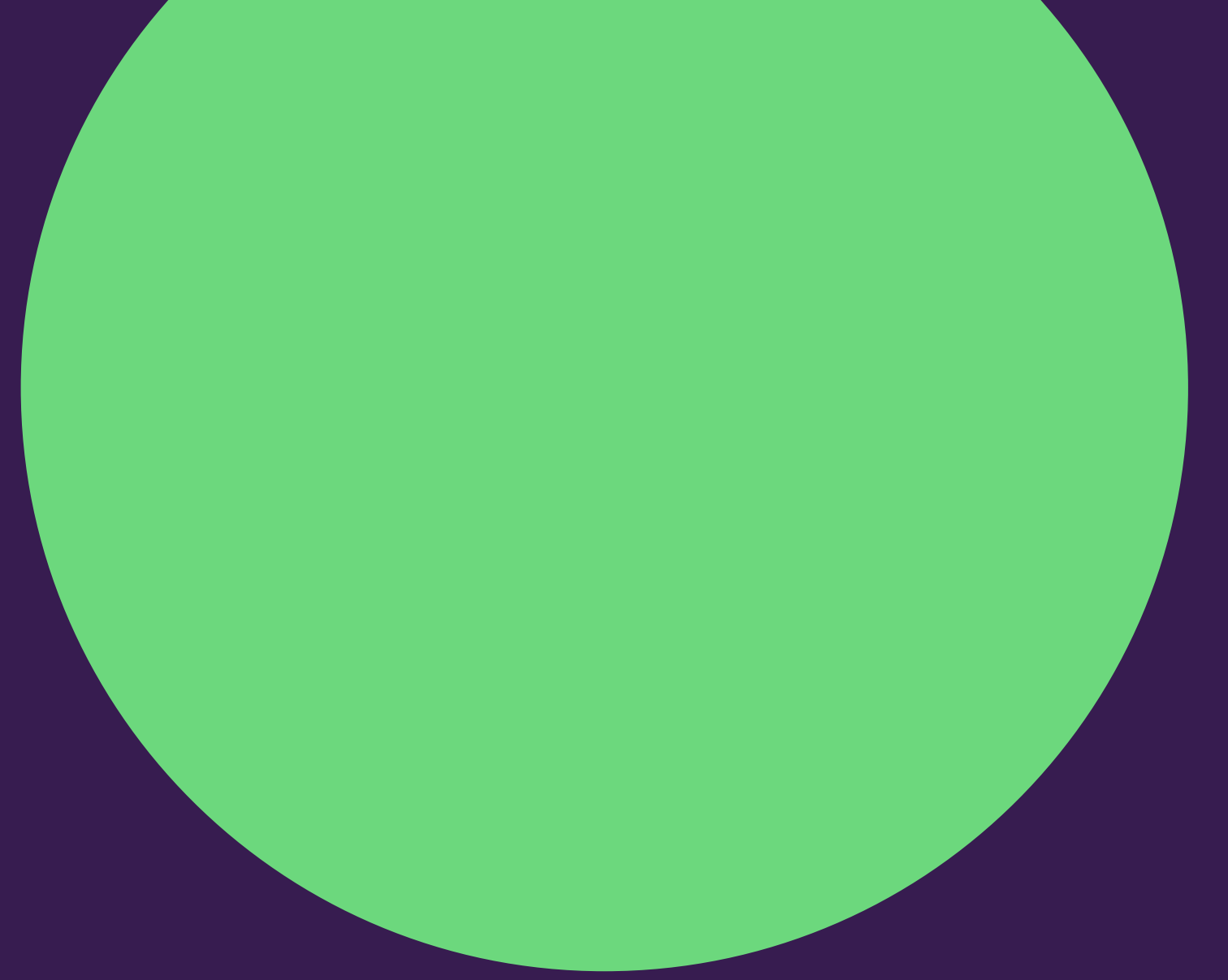


Communication

We always aim to maintain a **transparent approach** to how we run the business – showcasing performance across departments to the entire team.

Our monthly **Town Halls** are a chance to learn what everyone is working on, **how the business is doing** and a way to **encourage open and familiar dialogue** and **spread some team cheer**.

Workers





Mark Boyce
Chief Executive Officer



Andy Lister
Non-Executive Director



Teresa Riley
Senior Account Manager



Cathy Parker-Sauer
Human Resources



Adam Hobbs
Managing Director

Meet the Workers team...

"I'm always proud to say I am part of the Workers Group as I get to work with the team on continually **creating the best place to work** as we grow. The highlight of the past year has been launching **the Dream Machine pilot**, helping individuals visualise and achieve their short and long term dreams!"

Cathy Parker-Sauer
Human Resources

The Dream Machine

Chairman Bill Alexander & CEO Mark Boyce have started trialing their new initiative **"The Dream Machine"**.

The objective of this **personal coaching program** is to mentor our people to help them become **the best version of themselves**, to clearly envision a future that they would like to **achieve and then to invest** in them to ensure that they make progress.

This could look like anything from a **change of career, developing them in their current roles or personal goals** they want to achieve to better themselves.

Read through Chloe, Ola and Tom's experiences so far and see how far along they are in chasing their dreams!



The Dream Machine

Part 1 - The Vision ft Chloe Casey

Chloe's Dream

I'm very passionate about food, so career wise I want to become a food influencer – get better at food photography, gain a following trying new restaurants and recipes and even try and design for food brands.

Vision

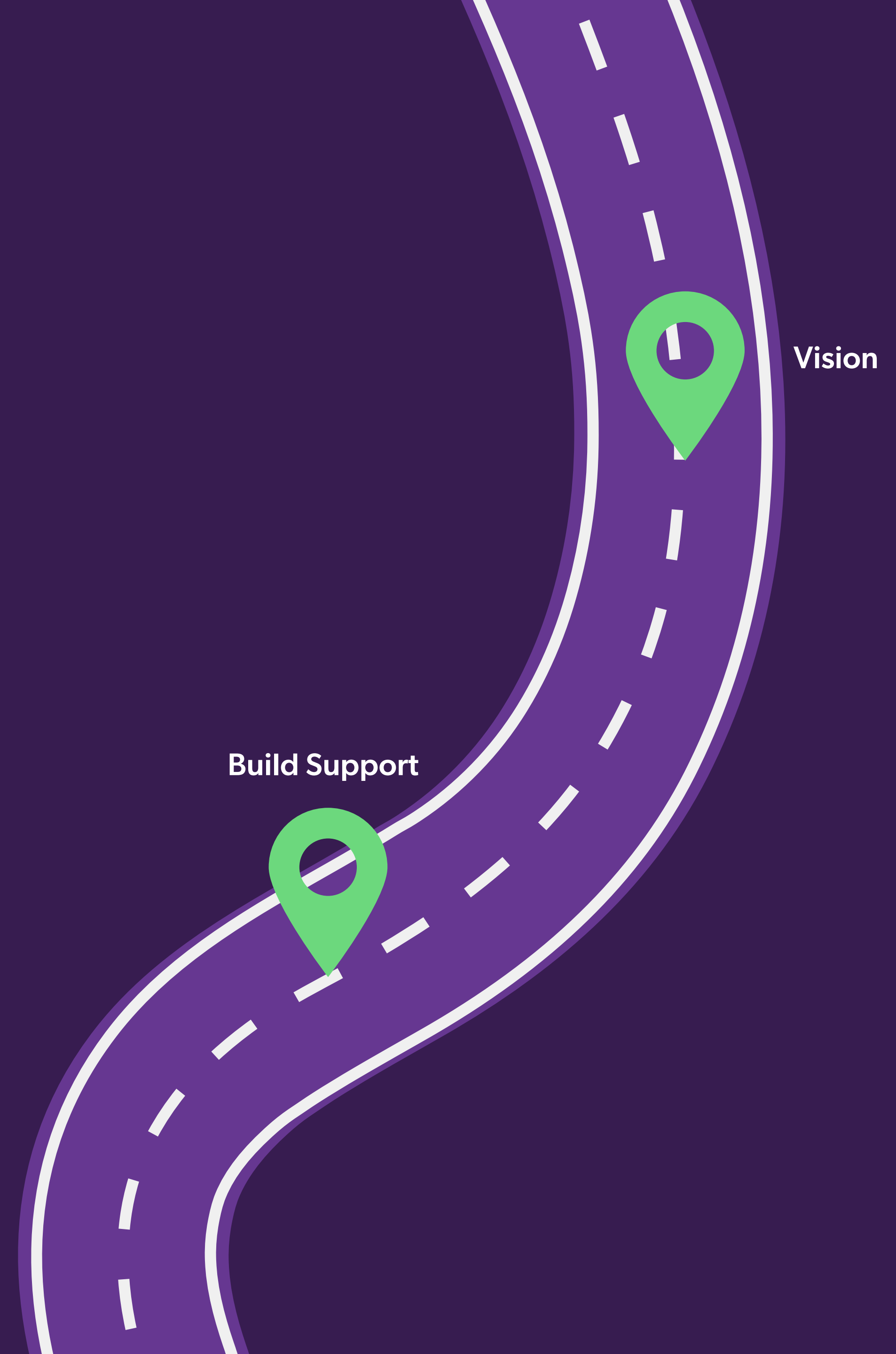
Think about your dream and write down a vision of what you want your future to look like.

Build Support

Share your vision with others – friends, co-workers, other participants.

This is meant to accomplish:

- Building a support system to help bounce ideas off.
- Keep you motivated to make progress.



Part 2 - The Action Plan ft Ola Sabak

Ola's Dream

Professionally, I want to pursue a career in data science and work remotely to allow for constant travelling. In my personal life, I want to complete a triathlon.

Plan

Start building connections with relevant sources that will help with your goals.

"I've started taking a coding class to help further my knowledge in data science."

Development

Make small changes to your routine to build up your skillset needed for your vision.

"I'm looking into swimming lessons to get the strength necessary for future athletic competitions."

Development

Plan



Part 3 - The Implementation ft Tom Healing

Tom's Dream

I was one of the first participants of the Dream Machine. When I first started at Motivates. He helped me map out what exactly it was I wanted to do with my life and how to achieve it. I had 4 main goals:

- Personally: find ways to manage my depression and anxiety
- Family: spend more time at home with my wife and kids; be more present in their lives
- Professionally: own my own events company
- Generally: pay off my mortgage, fix up around the house

Action plan

Linkedin learnings helped to develop my skills, I attended therapy and fostered mentorships with people in my industry, and had frequent meetings and exercises to keep me aligned on my goals.

Results

"I'm in a much better place mentally, I have an excellent support system and understand a lot more about myself. I spend a lot more time at home; I'm around for the first day of school and parents' evening, we're able to go on holiday and we've recently redone our garden. During my time at Motivates I've gone from Events Manager to Head of Events and I'm looking to continue to progress into a director before moving towards my own business."



Action Plan

Results

Workers

Our employee proposition is structured broadly around **three core elements**:

Health

Having introduced **private medical cover** for all, we have gone further and included **wellness days** and an **Employee assistance program**, to keep the body and mind in tip top shape.



Peace of mind

It is important that our people can take comfort from the fact that we support them with some important – and often complicated – elements in their life planning. We offer all our people:

- Pension matching up to **6%** of their salary;
- An automatic **CPI pay increase** every year in April;
- A share of the profits – this year each employee will receive **over £7,500**;
- Life cover at **4x salary**

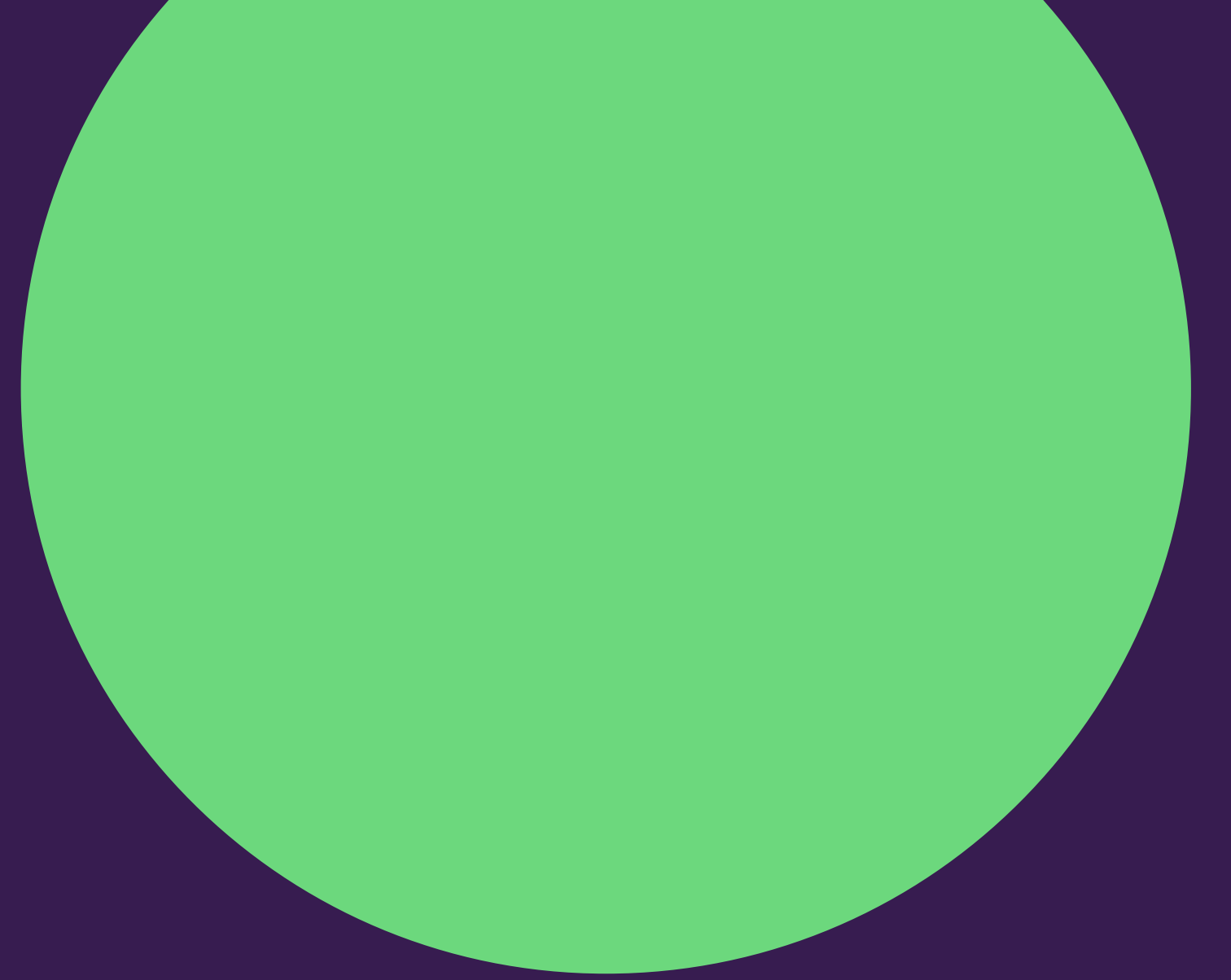


Happiness

We believe that creating an environment where people can **relax and enjoy their work** and their colleagues is a core part of our proposition. We like to have fun! **Summer and Christmas parties, Summer Fridays, quiz nights** and a range of **social initiatives** organised by our Culture Club ensure that there is always something to look forward to!



Community



Sara Perry
Head of Client Success



Meet the Community team...

“Contributing to the B Corp community team has allowed me to play a direct role in advancing our mission. From **organising community volunteer work** and raising the profile of how we will support charities close to all our hearts. Allowing us to get closer to the local community and offering opportunities to network with local organisations which we hope will result in **mentoring individuals** in the future makes me feel really proud of who I work for.”

Sara Perry
Head of Client Success

Teresa Riley
Senior Account Manager



Rachael Stow
Product Manager



Community

"People first"

We encouraged our team to get involved in **various charities** and give back to organizations that resonate with.

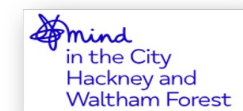
Across the year we've had fundraising events for:

Michael Sobell Hospice – The office hosted a trivia night and raffle to raise funds for the care home dedicated to supporting those with terminal illness.

CEO Sleepout – Mark took part in the event where business leaders spent one night sleeping outside in an effort to raise funds and awareness for the fight against homelessness. The organization partners with charities across the UK that directly combat the problem, from shelters to food banks.

Macmillan Cancer Support – We held a coffee morning complete with beverages and home baked goods to raise funds.

We have donated across an array of organizations including:





Ambulance Drive

We partnered with longtime friends and clients, **LKQ Euro Car Parts** to support their initiative to **deliver essential goods to the Ukrainian border**. We dived headfirst into the project, purchasing an ambulance to drive with the group to the drop-off site in Poland.

By the end of the trip, our team helped hand over **3 ambulances, 1 Range Rover and seven pallets worth of medical supplies**, including gauzes, nappies, incontinence pads, gallons of disinfectant, and washing powder for hospitals and care homes, clothing and food to the border.

Read more about our journey in our [travel diary](#)!

Young Hackney

As a way of connecting with our local community, we've partnered with **Hackney Youth** to help the organization support kids and young adults in the area across the year including:

- Participating in their **career days**; offering advice and skills on how to interview for roles and facilitate connections.
- Joining forces with their **Youth Parliament**, helping teens work on campaigns to improve the lives of their peers, focusing on combatting issues around feminine hygiene, money management, and LGBTQIA+ support.
- **Donating supplies** and helping pack school bags for local students, completing over 26 bags with equipment.
- Volunteering at their **Summer BBQ**, hosted for the community while the organisation works towards its goals.
- Sponsoring their **Youth Awards ceremony**.





Hope Through Action

South Africa

Sara and Louise travelled to South Africa to help support the “**Hope Through Action – Changing lives and bringing Hope**”. During their trip, they spent the day in the township helping out on day-to-day things, that include **helping older children with IT and tech skills** and in the afternoon **helping the kindergarten children learn to read and write**.

Internships: Nathan Yoseph

Marketing Intern

At Motivates, we're passionate about **nurturing talent** and helping to **set people up for success** – in and outside the company. To facilitate this, we started our internship program, which allows students to join the company and enhance their skill set for their future careers.

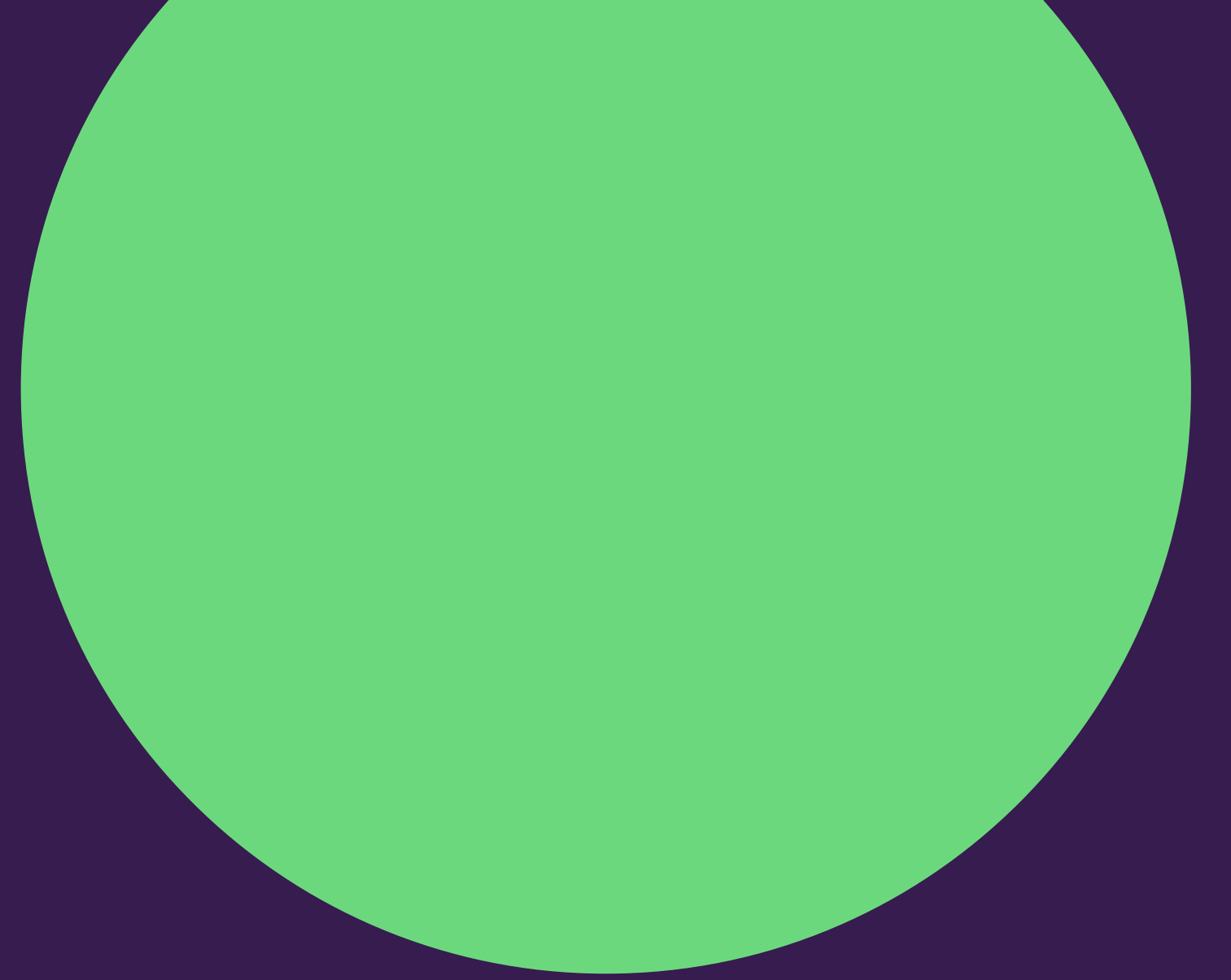
Our very first Intern is Nathan Yoseph!

Joining the company as a part time temp during his studies, he quickly found an interest in **business and marketing**.

“While working as a temp, I mentioned that I was studying business at university and I resonated most with the Marketing pathway in the course. After that I was encouraged to meet with the Director of Marketing; she said she liked my attitude and wanted me to do some extras courses to really understand the fundamentals of marketing...I came back, and she offered me a new website development project and I grew my knowledge and responsibilities from there.”



Environment



Trina Scott-Prestley
Brand and Partnership Director



Jon Abbey
Senior Account Manager



Bryan Grimbeek
Head of Operations



Ola Sabak
Customer Service Administrator



Paul Weinberger
Developer



Meet the Environment team...

"The Environment Team is focused on maintaining the high standard of the **B Corp initiative** to ensure that we have a positive impact on the environment through our business practices and our people. From **offsetting our carbon footprint** to improving recycling and **making office supplies more environmentally friendly**, to working on ways in which our sales can contribute to making the world a better place, these all help ensure that our business has a more **positive impact on the planet**. Seeing the changes that have taken place since we started on our B Corp journey makes me proud to be part of the team."

Jon Abbey
Senior Account Manager



Environment

Our products are made with the planet in mind. In addition to switching to **100% recyclable and biodegradable material** for our gift cards, we're making moves to stretch out our environmental impact.





Green suppliers

It matters to us that our practices put people and the planet at the forefront of what we do. To have complete confidence in our production, we went to visit **Holmen, Sweden** to meet the **manufacturers of the paperboard** used to make the millions of our Lifestyle Gift Cards we produce each year.

The mature pine and spruce trees in the Holmen forest grow for **80 – 100 years**, acting as a **carbon sink**. When harvested (usually at the end of their natural life when they have stopped being able to process carbon), the trees are used for **building material, furniture and flooring**. Any offcuts or remaining wood waste goes into the process of becoming paperboard, which is **durable, premium-quality, and 100% recyclable**.

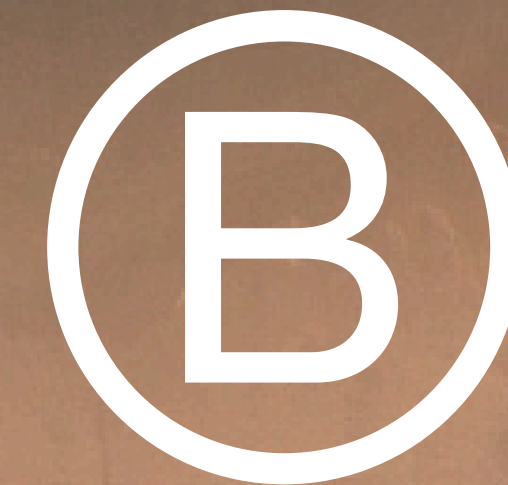
As well as visiting the site, we delved into the research on the emissions impact from an early study by CarbonQuota, which revealed that the CO2 footprint of one of our Lifestyle gift cards is less than that of a banana!

2023/24 in review

Top achievements from the last year

- Successfully launched **the Dream Machine** and adopted its first members.
- Recruited our first part-time **intern**.
- 50% of staff utilized company-provided **volunteer days**.
- Donated £35K in FY23/24 to various charities.
- Our carbon footprint stands at **2.45 tonnes per million pounds in revenue**, with a total of 135.1 tonnes of carbon emissions.
- We have offset our carbon footprint twice over, and for the first time, have **included Scope 3 emissions** in our carbon footprint calculation.

Certified



Corporation



What's next?

Our intent for 2024/25

Our short-term ambition is to achieve a B Corp score in excess of 100 by the time of our next assessment in 2025. It's a process of continued improvement across all the areas but for us, especially the **environment, suppliers, and community.**

Our top B Corp objectives for the next four to five years include:

- Ensure more than 75% of staff are **volunteering** 1 day or more.
- Switch 100% of our energy to **low-impact renewable sources.**
- We hope to maintain our carbon footprint of **2.45 tonnes** per million pounds of revenue, as we scale our business.
- Donate **over 50k** to charitable causes throughout the year.
- Secure satisfaction to relevant **industry benchmarks.**
- Screen existing and future suppliers evaluate their **social and environmental impact.**

“Being a B Corp means the world to us. It shows our commitment to doing good for our people, community, and the planet. Every day, we push ourselves to be better and make a positive impact. We’re proud to be part of a movement that puts purpose and sustainability at the heart of business.”

