



# 2024 IMPACT REPORT

Certified



Corporation



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# Leadership letter



## Paul Sheppard

### Managing Director

Qualifying for admission into the B Corp community was a proud moment, but one which we knew was just a small step in the journey we intend to make.

In the two years since then, the world has changed dramatically with global events creating significant impacts globally, nationally and locally. It is therefore with some small degree of satisfaction that we report the progress we have made during those turbulent times.

At the same time, and given the even more urgent nature of the challenges faced it is a time for reflection on what we can do better or faster as a company, as a collection of individuals bound by a common purpose and as a contributor to the many communities within which we operate.

Our decision made in conjunction with our staff to move to a remote first working model has had a huge impact not only on the emissions associated with a large office and a lot of commuting, but more importantly to the wellbeing of our staff and their families. Our employees now have the ability to work from (almost) anywhere, allowing them to choose to live in the places that are most convenient to them or conducive to the life they wish to lead. This decentralisation means that smaller remote communities (our most remote employee lives in the Shetland Islands) are better supported because people don't need to leave to find work.

Whilst we still have a lot further to travel, we are confident in the progress we have made and confident that the values on which our company is based are the ones that will continue to carry us on our journey.

I hope that you find this report informative and maybe see that there are different ways of doing things that feel challenging at first but become normal very quickly and deliver real benefits for the company, its staff, the communities in which it operates and as part of the global B Corp movement.

A handwritten signature in blue ink that reads "Paul Sheppard". The signature is fluid and cursive.

Paul Sheppard

# About us



## Our vision

To work with universities and colleges to become the software and services partner of choice to meet the evolving needs of institutions, students and staff.

## Our mission

Our mission is to produce high quality, innovative, ever evolving software and deliver expert services that clients value and we are proud of.

## Our values

In pursuit of our mission, we believe the following value statements are essential and timeless:

- We recognise and affirm the unique and intrinsic worth of each individual.
- We trust our colleagues as valuable members of our team and pledge to treat one another with loyalty, respect and dignity.
- We fully embrace the principle and culture of continuous improvement.
- We hold ourselves accountable for the commitments we make.
- We conduct our business in a socially responsible, environmentally sustainable and ethical manner.
- We recognise and treat all clients as critical stakeholders in our business.

# Journey to certification



At Simitive, we believe that businesses have a responsibility to drive positive change, not just for their stakeholders but for the world as a whole. Becoming a certified B-Corp was a natural step for us, as our values and culture have always aligned with the principles of social and environmental responsibility, transparency, and accountability.

The B-Corp framework provided us with a way to measure and strengthen our impact, ensuring that we operate as a force for good. The certification process allowed us to take a deep dive into our business practices, celebrating what we were already doing well and identifying opportunities to improve. We gained valuable insights into how we could enhance our sustainability efforts, further support our employees and communities, and build a more resilient and responsible business model. These learnings have been instrumental in shaping our long-term goals and commitments.

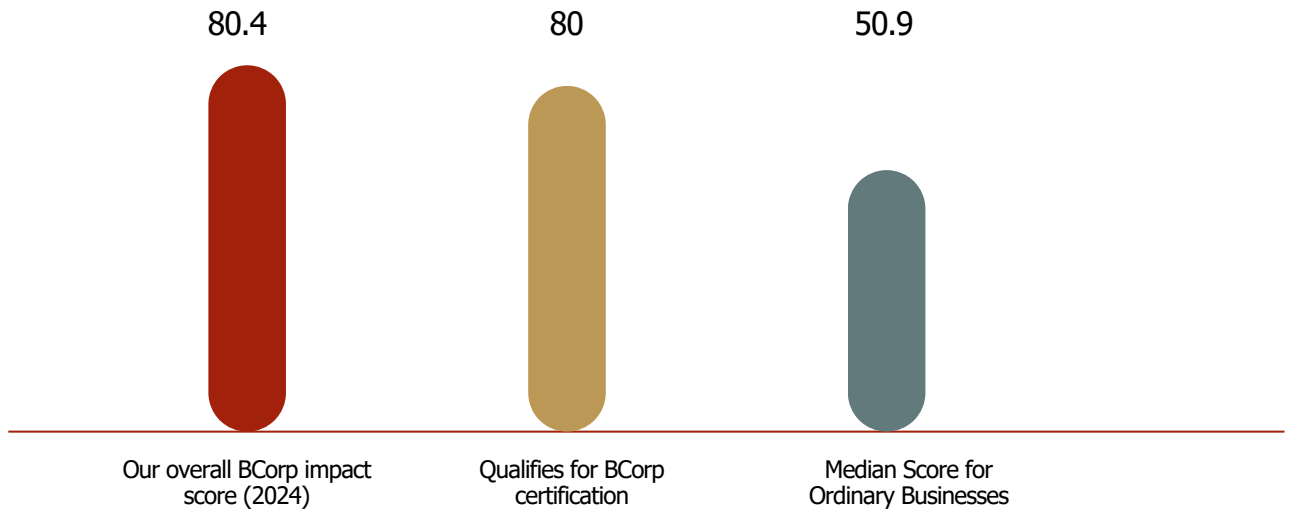
Achieving B-Corp certification was not the end of our journey, it was just the beginning. As a certified B-Corp, we are committed to continuous improvement and we are always looking for new ways to maximise our positive impact. We see this as an ongoing journey of learning, growth, and collaboration, both within our own organisation and as part of the wider B-Corp community. We are excited about the path ahead and remain dedicated to being a business that truly makes a difference.



Bristol & Bath Science Park

# B-Impact Score

For Fiscal Year End Date: 31 Dec 2024



**Total**

**83.4**

Governance

**19.6**

Workers

**34.1**

Community

**22.7**

Environment

**3.6**

Customers

**3.2**

# Impact area: Governance



Score: 19.6

## What we said we will do:

We are committed to strengthening our governance to ensure integrity, transparency, and accountability at every level of our business. We will continue to refine our decision-making processes to benefit all stakeholders, not just shareholders, while embedding ethical leadership into our culture. We are committed upholding the highest standards of corporate responsibility as we grow and evolve.

## So far:

The Company shared its governance, mission and details of its Articles of Association with all staff as part of its Company Conference. The definition of success for all stakeholders was shared and discussed as part of this process ensuring that all staff are fully conversant with and support the companies publicly visible commitments.

As standard, part of the company's board meeting agenda involves directors and shareholders taking an active interest in the company's performance against its B Corp commitments. The company has established its values with its staff. Evidentially living to these values is mandated for all staff and the company itself. Each member of staff scores and evaluates the company against these values at their personal development review every 6 months.

- We recognise and affirm the unique and intrinsic worth of each individual
- We trust our colleagues as valuable members of our team and pledge to treat one another with loyalty, respect and dignity.
- We fully embrace the principle and culture of continuous improvement.
- We hold ourselves accountable for the commitments we make.
- We conduct our business in a socially responsible, environmentally sustainable and ethical manner.
- We recognise and treat all clients as critical stakeholders in our business.

Senior managers ensure that any gaps identified between board meeting reports and staff feedback are addressed as part of the company's commitment to continuous improvement. Simitive employs a collaborative approach to decision making ensuring that not only the company's values but the expertise and voice of all involved are taken into consideration.

As the company works exclusively with universities, it is required to maintain records of its social and environmental impact through the sector's Net Positive Futures and Net Positive Carbon reporting each year.

## Looking forward:

While the company has a limited supply chain, further work has been identified to assess all suppliers for their social and environmental impact. Where possible, the company will prioritise B-Corp certified suppliers. If this is not feasible, suppliers must provide evidence of their commitment to the principles embedded within B-Corp.

# Impact area: Workers



Score: 34.1

## What we said we will do:

We are dedicated to making Simitive an even better place to work by committing to being a supportive, inclusive, and empowering environment. Our goal is to continuously enhance employee well-being, development, and engagement, ensuring that every team member feels valued, heard, and motivated to thrive.

## So far:

As a Company with the value "We recognise and affirm the unique and intrinsic worth of each individual", Simitive ensures that every member receives the support and development that they need/ desire within a supportive and engaging culture. Simitive's commitments are measured through its employee PDR feedback and through annual surveys (run by a certified third party).

Creating a workplace that works for everyone has been at the heart of our approach. We're proud to champion flexibility, accessibility, and wellbeing as part of our ongoing commitment to our team.

- **Recognised for Flexibility:** We're proud to have been named one of the top 100 companies for flexible working by Flexa, reflecting our dedication to building a truly adaptable work culture.
- **Redefining Flexibility:** For us, flexible working isn't just about work-life balance, it's about inclusion. By offering part-time, remote, and non-traditional schedules, we've created space for those who can't or choose not to work full time to contribute meaningfully.
- **Better Balance for All:** Our remote-first approach has improved work-life balance across the board. With many team members saving up to two hours a day on commuting, we're seeing higher levels of wellbeing, autonomy, and productivity. At the same time fully supporting remote workers enables those that might otherwise not be able to gain a fulfilling role to do so. This is especially true for those living in remote parts of the country without easy access to transport or centres of employment.
- **Recognised for Diversity and Inclusion:** the Company was awarded one of the top 25 companies in UK for Diversity and Inclusion in the 2025 Flexa Awards.

## Looking forward:

The company will continue its support for:

- Bristol Women in Business Charter (BWBC) – Founder Signatory.
- BWBC includes support for LGBTQI+ and disabled workers.
- Motherboard – Founder Signatory.
- Age Friendly Employer.
- Menopause Pledge.

The company will increase its Internal Mentorship & Shadowing Programmes:

Launch peer-to-peer mentorship or job shadowing across departments to help employees explore new pathways and grow organically within the company.



# Impact area: Community



Score: 22.7

## What we said we will do:

We are committed to creating a socially responsible and flexible workplace where our people feel empowered to contribute both within and beyond the organisation. This includes supporting volunteering initiatives that allow team members to give back to causes they care about, enabling remote working from a range of locations including Shetland and Cornwall to promote work-life balance and inclusivity, encouraging charitable donations that reflect our shared values, and actively sponsoring events that strengthen our connections with the wider community

## So far:

The Company is proud to offer a fully paid Volunteering Policy, which is actively embraced by many members of staff. This initiative allows employees to dedicate their time and skills to support communities in meaningful and impactful ways. It reflects our ongoing commitment to social responsibility and the value we place on giving back.

Our flexible remote working approach enables employees based in smaller or more remote communities, such as Shetland, Cornwall, and similar locations, to remain in their local areas while pursuing fulfilling and rewarding careers. By doing so, we not only support individual work-life balance and wellbeing, but also contribute to the sustainability of local economies and the broader goal of regional equity in employment opportunities.

We are also proud to continue our sponsorship of local charitable organisations, with a particular focus on those supporting disabled children and individuals affected by cancer. Through these partnerships, we aim to make a tangible difference in the lives of those facing significant challenges, and to strengthen the Company's connection with the communities in which we live and work.

## Looking forward:

As a small company, we recognise that there are natural limitations to what we are able to achieve in terms of resources and financial capacity. However, this does not diminish our dedication to making a positive impact where we can. We remain firmly committed to encouraging and supporting our staff in their efforts to engage in volunteering and charitable initiatives.

By enabling our team to take part in causes they are passionate about, whether through our fully paid Volunteering Policy or by supporting fundraising efforts and community engagement, we aim to build a culture rooted in compassion, responsibility, and social awareness.

# Impact area: Environment



Score: 3.6

## What we said we will do:

As a SAAS provider the company aggregates computing resources, removing the need for clients to maintain their own IT. Simitive's systems are designed with efficiency in mind and have been shown to be up to 80% more energy-efficient compared to clients managing equivalent systems independently. This considerable reduction in energy use not only supports cost-effectiveness for our clients but also aligns with broader sustainability goals. The company datacentres run on 100% renewable energy, ensuring that our digital services are powered entirely by clean sources. As a result, the company helps avoid approximately 4.854 metric tonnes of CO<sub>2</sub> equivalent (MTCO<sub>2e</sub>) emissions annually, making a meaningful contribution to climate responsibility.

## So far:

The company recently relocated to a smaller, BREEAM Excellent-rated facility, significantly reducing its environmental footprint compared to our previous 4,500 sq ft, oil-heated office. This move aligns with our ongoing commitment to sustainability and operational efficiency.

Our remote working policy continues to play a key role in reducing environmental impact, with around 50 employees now working from home. This not only eliminates daily commutes but also supports our international teams, particularly in Spain and Sri Lanka, by allowing them to work effectively without the need for regular travel.

We regularly sponsor major sector-wide events and, in the past, this has included giving away promotional items. However, this year we chose to take a more sustainable approach by partnering with Just One Tree. For every visitor to our stand, a tree was planted, turning event engagement into a simple yet impactful act of environmental contribution.



As part of our commitment to embedding sustainability into our culture, employee reviews include a specific focus on our core value: "We conduct our business in a socially responsible, environmentally sustainable, and ethical manner." Each team member is asked to reflect on their contributions to this value and is rated accordingly, ensuring that environmental and social responsibility remains a shared priority across the organisation.

## Looking forward:

The company is committed to gaining a comprehensive understanding of its environmental impact and, as part of this initiative, plans to calculate the emissions associated with its remote workforce in greater detail. By examining factors such as home energy usage, commuting (where applicable), and the digital infrastructure required to support remote work, we aim to capture a more complete picture of our overall carbon footprint.

# Impact area: Customers



Score: 3.6

## What we said we will do:

As a signatory of the Net Positive Futures and Net Positive Zero sector measurements, the company is committed to reporting to its clients on key performance indicators related to emissions, social responsibility, and supply chain sustainability. This reporting will continue in alignment with the action plans developed and agreed upon during the process.

The company places great importance on client success and feedback, conducting formal six-month service reviews for all clients. Additionally, annual client surveys are distributed, with responses thoroughly audited and followed by action planning to address any areas of improvement.

## So Far:

This year, we hosted a highly successful Simitive User Conference, an event that brought together all of our clients for an engaging and insightful experience. The conference was an excellent opportunity for clients to share best practices, exchange ideas, and learn about the latest innovations in our products and services. It allowed for a deeper level of collaboration, where clients could directly interact with our team and with one another, leading to productive conversations and valuable networking opportunities. The feedback from attendees was overwhelmingly positive, with many expressing appreciation for the chance to connect with peers and gain new insights into how they can maximise the value of our offerings.

## Looking forward:

Building on the success of our recent user conference, we are already looking ahead to our next event. We plan to host another conference, which will include a new location in Scotland, to accommodate clients based in that region and reduce the environmental impact of travel. In addition to offering valuable learning and networking opportunities, we are continuously seeking ways to make our events more sustainable, reducing waste, and using eco-friendly materials wherever possible. Our goal is not only to provide an enriching experience for our clients but also to demonstrate our ongoing dedication to responsible practices, making each event more impactful and aligned with our environmental values. We look forward to continuing these efforts, listening to client feedback, and enhancing the experiences we offer in the future.

# Contact Us

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