



# Corporation

### **Foreword**

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

We set out on the journey to B Corp accreditation because of the movement's resonance with our purpose. With two years as part of the B Corp family under our belt we find ourselves proud to be part of a committed movement of businesses that are a force for good.

Our second year has been characterised by making progress against the improvement objectives we set ourselves for the year (more of this later) and thinking about what next, especially in the context of the new standards for accreditation. These have already begun to push us further in our thinking and actions.

Having achieved accreditation in August 2023 we acknowledge that this report is a few months late to publication...an oversight resulting from our focus on what next in the new standards (which has absorbed a lot of time) and implementing our current plan rather than reporting on it.

Lorraine Flower and Trudy Worth





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

- We received our B Corp accreditation in Aug 2023 with a score of 101.4 we were delighted, especially as we are so small and when compared to the average first time score of 50.9. Notwithstanding this achievement, we committed to do more.
- Doing more has seen us build on key strengths...being aligned with our values and not deviating (what the B Corp movement calls 'mission lock'). Adding further weight behind our charitable giving through hundreds of pro bono hours to important though not well-known charities as well as donation of profit, and progress in reducing our carbon footprint. Though as a micro, service business our footprint is tiny every little helps and we continue to look for reduction opportunities.
- Our partnership with B1G1 Business for Good continues. Every time we work with a client, we give to educational projects in developing nations. In helping organisations change for good we're helping more good flow, together.
- We are increasingly diving into the requirements of the new standards, using these to push our business to better and are participating actively in a number of forums supporting preparation for reaccreditation which has connected us more closely with some of our fellow B Corps.





IMPACT AREA

Community

SCORE

19.0

SCORE

IMPACT AREA

SCORE

IMPACT AREA

13.6

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**Environment** 

8.6 Customers

IMPACT AREA



#### Courageous

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





#### Visionary

We are full of ideas and up for your challenge.





#### Collaborative

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



#### **Passionate**

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



#### Loving

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



### Year Two Report



#### **Charitable Giving**

Achieved **Platinum Partner** status with our charity partner (and fellow B Corp) B1G1. Our giving is focused principally on education and helping women in developing countries start their own businesses. Our donations to date have:

- given 16,000 bricks to help build schools
- provided 8,000+ days of education
- enabled 4,000 days' access to life-saving water
- given more than 2,400 days' access to incomegenerating tools for women, and
- provided more than 1,200 meals

Further extended our commitment to **giving in kind** – sharing our expertise and wisdom with charitable organisations committed to building a better world with more than 600 volunteer hours committed in the past year.

#### **Business Impact**

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

Run 3 book groups with senior leaders based on the book focused on embedding conscious values/behaviours.

#### **Climate Action**

#### Published our first Climate Action Plan.

Key actions completed from this plan:

- Publication on azzur website
- Copy sent to all clients and Associates (our key suppliers)
- Audit of client practices completed.
- Audit of supplier practices completed have changed suppliers where there is little/no evidence of positive climate action.

Switched from carbon offset for flights to 1% for the Planet membership (based on expert advice that this has a bigger positive impact).





## Year Two Report – progress on 3-point plan

#### **Year Two goal: Carbon Footprint**

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

**Outcome:** Our first year's monitoring – Jan-Dec 2024 has given us our baseline data to measure reductions against. Jan-Dec 2025 data not yet complete but some reductions evident.

#### Year Two goal: Impact monitoring

Work with clients to strengthen impact monitoring of our joint work.

**Outcome:** We have been researching how to express impact in a service business (when the impact appears long after we have completed the assignment) before speaking with clients about monitoring. This is more difficult than we anticipated when this goal was set. More work is needed for us to progress our own insight into how to scope 'impact' in a meaningful way.

#### **Year Two goal: Labour practices**

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

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





# Certified Corporation

## Year Three – continuous improvement plan

- Strengthen our impact by boldly stepping in even more into the transforming leadership/organisational consciousness space with our Heartful Leader programme and 3 further book groups.
- Strengthen our practices around the impact topics in the new standards. Find a solution to the impact monitoring of our work with clients.
- Continue to reduce our environmental footprint – we have set 5% reduction targets for use of water, gas and electricity, materials and waste generation in our climate action plan.
- Follow-up with those suppliers who aren't compliant on labour practices. Seek alternatives where needed.

