

2024-25

Impact Report



www.genee.org.uk



CONTENTS

NOTE FROM OUR MANAGING DIRECTOR	01
OUR VALUES	02
IMPACT HIGHLIGHTS	03
JOURNEY TO CERTIFICATION	05
B CORP ASSESSMENT SCORE	06
IMPACT AREAS PLANS & PROGRESS	07
CLIENT TESTIMONIALS	12



A NOTE FROM OUR MANAGING DIRECTOR

We can't believe it has already been a year since we received the email that Genee was officially B Corp certified. As an SME, we're used to looking forward – how we can develop our service to bring more value to our clients; how we can sharpen our processes to make the working day more efficient; and what opportunities there are for projects which make sustainability more accessible to all organisations. It is useful to have these milestones in place as it enables us, as a team, to look back on the work we've done, and what has changed since that certification.

At the end of 2024, we were proud to welcome a new Associate Consultant to the team – strengthening our capacity to deliver impactful programmes across the North East and North West. This growth reflects the exciting expansion of Genee into the North West, as both the North East and North West Hub for Investors in the Environment; as well as the launch of brilliant initiatives such as Going Green Together and the North West Resources Forum.

We continue to prioritise partnership working at Genee, which underpins many of the projects we undertake. We understand that the biggest impacts are made by working together, sharing expertise and networks to expand our capacity to share knowledge and drive sustainable business forward. We know this ethos is shared by the B Corp movement, and that community is the driver behind the B Corp certification. These are the values we also bring to our work with our clients through the Investors in the Environment programme, and beyond.

Sustainability is ever-changing, and many of the organisations we work with don't have the luxury of a dedicated sustainability professional within their workforce. It's increasingly important that we lean on our networks and communities to share our collective knowledge and support the overall goal of future-proofing our organisations as the sustainability agenda moves up the priority list for all of our stakeholders.



A handwritten signature in black ink, appearing to be 'Jo Holmes'.

Jo Holmes, Managing Director

OUR VALUES

Protecting our natural environment

We engage with a range of organisations to help them discover how they can minimise their environmental impact. We also apply this to our own organisational impact, prioritising actions that will drive reductions in resource use.

Community at the centre

We aim to deliver our services in a way which creates maximum benefit for the communities we work within. We create opportunities for organisations of all sizes to work with us towards sustainability, and take on projects through which knowledge can trickle down from the organisations to the communities they work within.

Supporting a Just Transition

At genee we're passionate about making sure sustainability not only works for the environment, but for our communities and the economy too. We take this into consideration when partnering with projects, to ensure that a move towards a green economy supports our local communities and the re-skilling of workers, so no one is left behind.

Being a fair employer

We pride ourselves on paying genee employees a fair and decent wage, whilst supporting their personal development. At genee, we value equality, inclusivity and diversity, and ensure that all employees have a voice in the running of the business.

OUR IMPACT HIGHLIGHTS



Start Up Support

Supporting start ups to embed sustainability into their operations through our partnership with Business Durham



North West Hub

As well as the North East Hub, Genee is now the North West Investors in the Environment Hub



NERF Conference

Celebrated 35 years of the North East Recycling Forum at our Annual Conference



iiE Awards

Many of our clients were recognised for their fantastic sustainability efforts at the Investors in the Environment Awards



Expanding the team

We welcomed Associate Consultant Anne-Marie Soulsby to the team



Waste Aware North East

Launched Waste Aware North East, a partnership initiative to support organisations with upcoming Simpler Recycling legislation

OUR IMPACT HIGHLIGHTS



Northern Insight

We started our monthly sustainability column with Northern Insight Magazine



Green Growth Awards

Shortlisted for Small Business Britain's Green Growth Awards



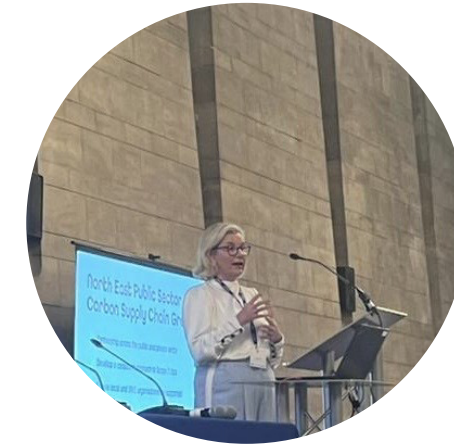
North West Resources Forum

We launched the North West Resources Forum, a forum for the waste and recycling sector to share best practice



Yorkshire Sustainability Festival

Part of the YSF Fringe Event, hosting a fireside chat with two of our brilliant members, Newcastle United Foundation and Gateshead College



Sustainable Supplier Event

Our Managing Director presented at Newcastle Hospital's Annual Sustainable Supplier Event



Toilet Twinning

Inspired by one of our members, we twinned our toilet with a toilet in Tanzania to support access to safe water

JOURNEY TO CERTIFICATION

Certified



Corporation

As an Environmental Consultancy who work with organisations of all sizes and sectors, Genee operates with the objective that business can be used as a force for good and strives to support as many organisations as we can to achieve their environmental goals.

Genee pursued B Corp certification in 2024 as we saw how closely the framework aligned with how we seek to do business. We wanted to join a community of businesses that are meeting the highest standards of social and environmental performance, transparency, and accountability, so that our clients know that when we're supporting their sustainability efforts, we're also walking our talk.

Having undertaken Investors in the Environment accreditation in 2023, as well as delivering it to our clients, we knew that we had the resources and environmental management system established to satisfy the environmental pillar of the B Impact Assessment. But we wanted to make sure that this standard of operating was reflected in the other areas of our business too: including our governance, and relationship with our stakeholders.

Going through the Impact Assessment was a great touch point to understand what was required going forward. Many of the principles of the B Corp framework were already a part of our culture here at Genee, but the process was an opportunity for us to formalise our policies and procedures.

As we grow as a business, we want to make sure that are processes in place support sustainable growth, with people and the environment in mind.

ASSESSMENT SCORE

Genee certified as a B Corp in July 2024 and achieved a score of **106.5**

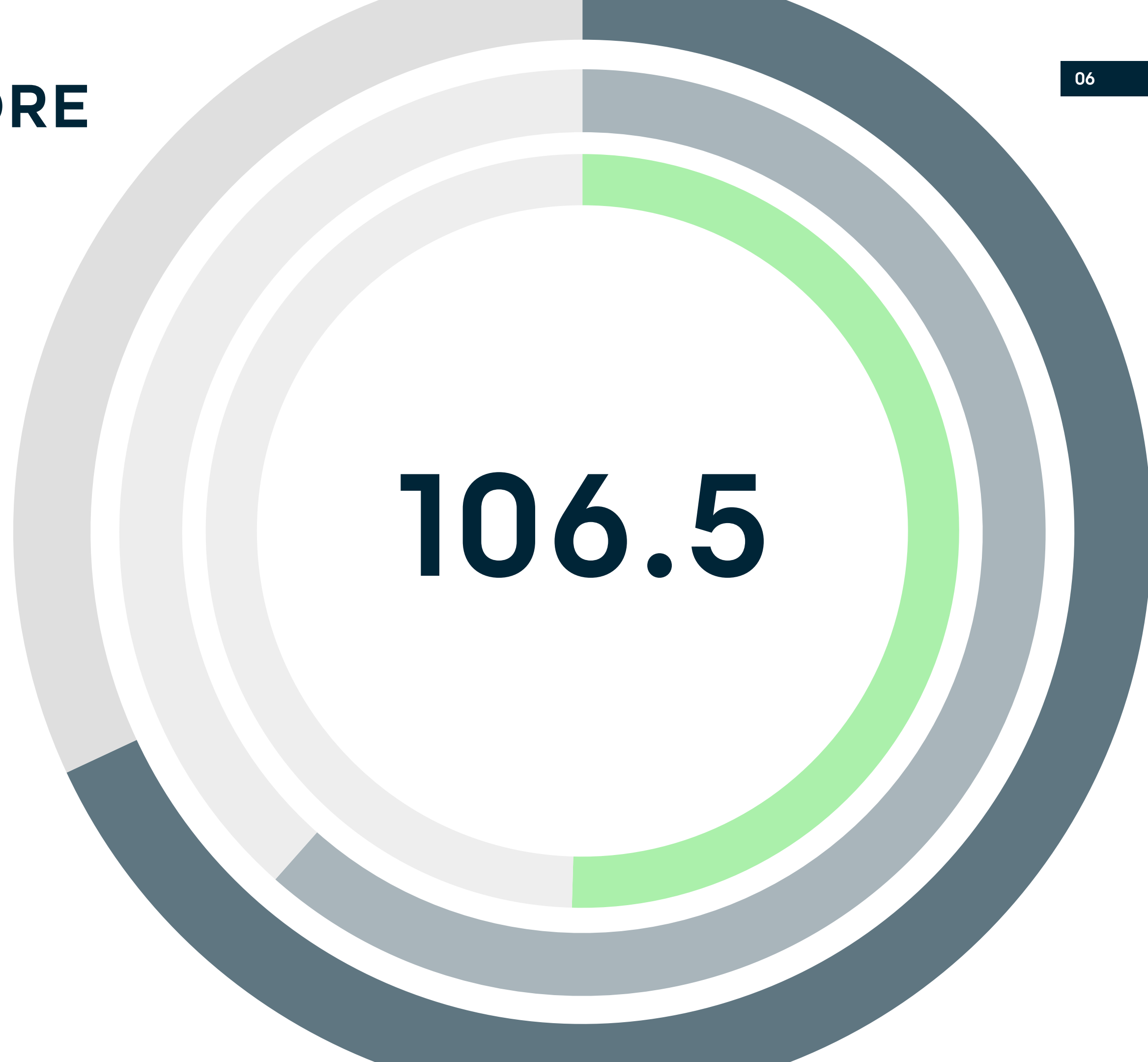
The average score for an ordinary business who completed the assessment is **50.9**, and the minimum qualifying score is **80**.

The individual pillar scores for Genee are as follows:

Governance **16.5**
Workers **32.9**
Community **22.3**
Environment **15.0**
Customers **19.5**

We are proud that our first certification with B Corp achieved an ambitious score, and was consistent across the different areas of the business.

We believe this will support our recertification in 2027, under the new B Corp standards.



Governance Score: 16.5. Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency.

Where we stand

Genee is a proud small business. A large part of our motivation on our B Corp journey was looking to demonstrate that small businesses can also meet high standards, despite time and resource pressures, and can prioritise our workers, community, environment and customers, as well as growth.

As an Environmental Consultancy, we really wanted to walk our talk and be part of a community that is prioritising socially and environmentally sustainable business.

As well as the B Corp certification, Genee is part of the Good Business Charter, as well as being Investors in the Environment accredited.

Our mission and values run throughout every decision we make, and we're dedicated to communicating this with our stakeholders, through social media, press releases and articles, and the Knowledge Hub on the Genee website.

Being a micro-business enables us to enact real-time decision making for the business; direct accountability; transparent communication with our stakeholders and within the business; and a high degree of mission alignment and values cohesion.



Goals

We understand that whilst we have made great strides in our governance as a business, there is still plenty to do. Below we've outlined our main focus points for the next year:

1

Policy Transparency on our Website

We recognise the importance of transparency in building trust with our stakeholders. By publishing key governance documents—such as our Equality, Diversity and Inclusion (EDI) Policy—on our website, we aim to clearly communicate our values and commitments.

2

Establish an Engagement Strategy for Suppliers

We are committed to working with suppliers who share our values around environmental and social responsibility. We plan to develop a supplier engagement strategy that encourages our supply chain to align with ESG principles.

3

Establish an Engagement Strategy for Stakeholders

Strong governance includes not only the structures and policies we implement but also how we communicate them. To ensure our stakeholders—including clients, partners, and community contacts—remain informed and engaged, we are developing a strategy for regular governance updates.

Workers Score: 32.9. Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.

Where we stand

We're a micro-business currently made up of two full time employees, and a part-time Associate Consultant.

We're passionate about providing staff with opportunities to upskill and supporting their continued professional development. Most recently, we've supported a staff member through the Innovating for Growth Skills Bootcamp, with local organisation the Innovation Supernetwork.

To identify these opportunities for development and support staff in their day to day role, we undertake a yearly face-to-face review.

100% of our staff maintain a professional membership with ISEP (formally IEMA).

We're dedicated to ensuring that as well as feeling professionally supported, that staff at Genee are supported in their general wellbeing too. We undertake an annual well-being half day, dedicated to supporting staff to focus on their personal wellbeing. Examples of past well-being half-days are a staff spa experience in 2023, and a staff beach walk in 2024.

Goals

We understand that whilst we have made great strides to support our employees as a business, there is still plenty to do. Below we've outlined our main focus points for the next year:

1

Increase Frequency of Staff Reviews

In order to ensure that staff are supported professionally throughout the year, we will be increasing our staff reviews from annually to bi-annually to allow space for staff to raise any concerns or goals for the upcoming 6 months.

2

Formalise a Learning & Development Plan for All Staff

Building on our commitment to professional development, we aim to create a more structured Learning & Development plan tailored to each employee. This will go beyond annual reviews and include personalised goals, access to relevant training, and regular check-ins throughout the year. This will help ensure that development is ongoing and aligned with both staff interests and business needs.

Community Score: 22.3. Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from.

Where we stand

Having a positive impact on the communities in which we work is a driving factor for Genee. We're always looking for ways to deepen our impact and support our community, particularly when it comes to supporting a Just Transition to a green economy.

We are a key delivering partner in the Going Green Together project, a funded programme which supports voluntary, community and social enterprise organisations to embed sustainability into their operations. Throughout 2024, we were also a delivery partner on the Enterprising Durham programme, a funded programme supporting start-up organisations to embed sustainability into their operations from the get-go.

We recognise that adapting to, mitigating, and taking action against the climate crisis can seem overwhelming to organisations who don't have an established sustainability team. To support the communities we work within to move towards a green economy, we seek out partnerships which can enable underrepresented and under-resourced groups and organisations to access dedicated sustainability expertise and support.

We also offer a 20% discount on Investors in the Environment membership for VCSE organisations, an initiative which has supported 33 VCSE organisations so far.

Goals

We understand that whilst we have made great strides to engage with our wider community as a business, there is still plenty to do. Below we've outlined our main focus points for the next year:

1

Capture and Share Impact Stories

We aim to improve how we communicate the impact of our community work by collecting and sharing stories and outcomes from the organisations we support, through written case studies and virtual fireside chats. These stories can help inspire others, build momentum around community-led climate action, and showcase how even small businesses can play a big role in supporting a Just Transition.

2

Host Volunteer Days with Clients

As part of our commitment to supporting a Just Transition and building stronger local connections, we plan to host volunteer days in collaboration with our clients. These events will bring together our team, clients, and community partners to support local environmental or social initiatives—such as conservation projects, community gardens, or climate resilience efforts.

Environment Score: 15.0. Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.

Where we stand

Since moving into our new premises in 2023, we have made active steps to reduce our environmental impact where possible. We began the Investors in the Environment programme internally, measuring our resource use, creating action plans to drive reductions and establishing effective waste and travel management plans.

In 2024, we achieved Bronze accreditation, and upon re-auditing in January 2025, we achieved Green accreditation which is currently the highest level of accreditation of the Investors in the Environment framework.



Investors in the Environment looked at all areas of our Environmental Management System, from policies and resource management to communication and projects. The highlights in our 2025 audit were the hedgerows planted onsite to increase biodiversity; the 15% reduction in commuter travel by supporting active travel.

Once we had reviewed our internal processes and taken action to reduce our impact in our office space, we looked outwardly to the events we run, particularly as the secretariat of the North East Recycling Forum and North West Resources Forum. We have made steps to improve the environmental impact of these events, through actions such as ordering fully vegetarian catering.

Our goals

We understand that whilst we have made great strides reducing our environmental impact as a business, there is still plenty to do. Below we've outlined our main focus points for the next year:

1

Publish Genee's Annual Carbon Report

As part of our commitment to climate accountability, we aim to publish an annual carbon report outlining our emissions, reductions, and future plans. This will allow us to clearly communicate our environmental performance and be transparent with stakeholders about our impact.

2

Establish a Supplier Engagement Strategy

We recognise that our environmental impact extends beyond our direct operations. That's why we plan to develop a supplier engagement strategy that encourages sustainable practices within our supply chain. This strategy will help us assess and prioritise suppliers based on shared environmental values.

3

Extend the Reach of our Sustainability Expertise

We believe that sustainability expertise should be accessible to all organisations, regardless of size, budget, or in-house capacity. To help achieve this, we aim to extend the reach of our support by developing partnerships that enable wider distribution of free sustainability resources, such as blogs, and guides.

Customers Score: 19.5. Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

Where we stand

Communicating our mission and impact to our customers is important to us, as we seek to be as transparent as possible, which is why we seek independent third party reviews and external accreditations through B Corp, Investors in the Environment and the Good Business Charter.

Genee have frequently requested feedback from our clients on their experience with ourselves and the Investors in the Environment programme, particularly large cohorts of members such as the Going Green Together participants.

We are always examining ways to improve our offering and services to our clients, to create an even smoother process to developing their environmental management systems and accessing our expertise.

Throughout our first year as a B Corp, we've made headway with developing our service offering to increase efficiency, and meet client needs in the ever-evolving sustainability landscape.

We develop our external communications through the lens of the B Corp values, whether this be via our monthly newsletters, social media posts or our monthly column with Northern Insight Magazine.

Goals

We understand that whilst we have made great strides in supporting our customers as a business, there is still plenty to do. Below we've outlined our main focus points for the next year:

Develop Innovation and Improve Service Efficiency

1

We're actively exploring the responsible use of AI tools to improve the efficiency, quality, and accessibility of our consultancy services. From streamlining reporting to enhancing insight generation, we see AI as an opportunity to deliver even more value to our clients, while freeing up time for higher-impact, relationship-focused work. We're committed to doing this in a way that aligns with our ethical and environmental values.

Evolve our Service Offering to Meet Emerging Client Needs

2

As sustainability challenges grow more complex, so do the needs of our clients. We are committed to continually reviewing and developing our service offering to ensure it remains relevant and impactful. This includes exploring new areas of support such as biodiversity planning, to help clients embed sustainability more deeply across their organisations.

HEAR FROM OUR MEMBERS

“

Working with Genee and with the Investors in the Environment programme has been very beneficial to Gateshead Council. Jo is very knowledgeable and passionate about sustainability and is a great critical friend for the Council. The process for iiE is an effective way to ensure that the Council is making necessary improvements towards its sustainability targets, providing prompts and recommendations, whilst also celebrating successes along the way.

”



Lucy Greenfield, Senior Planning Officer and
Climate Change Team Leader
Gateshead Council

“

With valuable support given from Genee through the delivery of Investors in the Environment, and from Smart Carbon, the Newcastle United Foundation has set out to calculate and reduce our carbon footprint with targeted action plans using the insight and experience of the Internal Environmental Working Group, staff, and participants. Our recent Green Accreditation from iiE demonstrates our commitment to sustainability, embedding best practice across all areas of our organisation.

”



Steve Mack, Operations Manager
Newcastle United Foundation

HEAR FROM OUR MEMBERS

“

Tackling something new can cause you to be anxious, however since enrolling on the IIE award, it has been very reassuring having regular contact with Jo from Genee. She has supported us in many ways, and this has helped us use to our time efficiently and stay on track. Healthworks are already seeing huge benefits!



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Robert Joyce, Operations Manager
Healthworks Newcastle

“

Now in our fifth year of partnering with Genee and the Investors in the Environment programme, we have found the audit process to be a really useful tool for helping us continually improve our environmental performance across all areas of our council. The process, which has now led to us achieving three successive Green levels of accreditation, shines a light on all aspects of our organisation and the feedback and recommendations from Jo continue to help us drive change, including helping us meet our longer-term climate targets.



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Steve Bhowmick, Environment & Design Manager
Durham County Council

EVERY **ACTION** MAKES A DIFFERENCE

BUSINESS THAT'S BETTER FOR THE PLANET

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