



One Stone

Impact report
2023





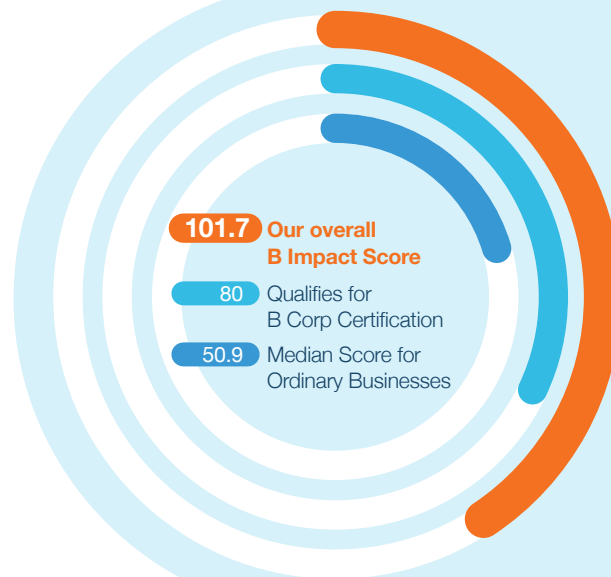
One Stone Advisors is a global strategy and communications team and helping companies become more effective sustainability leaders is our speciality. We advise on managing opportunity and risk to build long-term business value.

Our advice covers strategy and sustainability leadership, materiality and reporting, net zero and nature-based strategies, building a strong case for transformation and engagement.

Our mission

We help companies become more effective sustainability leaders by:

- Aligning business strategy and sustainability values
- Setting key priorities and robust, impact-based goals
- Creating and maintaining a strong culture of integrity
- Building stakeholder trust and engagement through openness and partnerships.



B Corp Impact Assessment

In the rigorous B Impact Assessment for certification, companies are scored in five areas: Customers, Environment, Community, Governance and Workers.

To keep their status, B Corps need to score at least 80 points. **One Stone Advisors earned an overall score of 101.7 in the latest assessment (2021).**

We're proud that our B Impact score has been consistently high since 2013.

One Stone is a founding B Corp.

We were first certified in 2013 as a company that meets high standards of social and environmental performance.

B Corps have to be recertified every three years. That's to verify we're still meeting fast-evolving social and environmental standards.

Recertification isn't a rubber-stamp. Companies undergo a tough review known as B Impact Assessment.

Here we report on our latest assessment, and on the activities and performance behind our score.

Certified





Customers

Change pioneers

The most important impact we can make as advisors comes from the positive, real-world changes clients deliver with our support.

Financial providers, food and drink producers, packaging suppliers, travel and tourism operators, home appliance manufacturers, scientific researchers – all seek our help to become sustainability leaders.

Our strategic insight enables businesses to grasp the issues that matter most. We make the connections between their everyday efforts and the UN's Sustainable Development Goals (SDGs). And we help them rise to the net zero challenge.

Here we feature a selection of clients who have made notable leaps recently.

Pharmanovia

Innovating for sustainability

Pharmanovia is a global healthcare company that repurposes and re-engineers well known pharmaceutical brands to improve patient outcomes. In 2023, One Stone worked with Pharmanovia to write its widely read sustainability report, which has proved to be especially useful to new hires applying to work for the company.

“Our progress on ESG has accelerated hugely since working with One Stone. Our investors have remarked on our ESG transformation, and the majority of new hires tell us that they used our sustainability report as their main source of information when applying.”

Rebecca Kops
Senior Director,
ESG & Compliance,
Pharmanovia

NEXT15

“One Stone's experience and knowledge have been essential in aligning our ESG strategy with our wider business strategy, helping us to understand the key risks and opportunities for Next 15.”

Nick Chapman Head of M&A, Next 15 Group

Defining sustainable growth

An international, AIM-listed data and technology-led growth consultancy, **Next 15** helps its clients improve their communications, digital services and strategy. Keen to become an ESG leader, Next 15 asked us to provide strategic support for their newly formed ESG committee and co-develop a set of KPIs to track and report on its most material ESG topics.





Measuring social impact

Lauriston Farm, based in Edinburgh, is a forty acre urban food production and community hub that aims to regenerate the environment as well as benefit and support everyone connected to it.

Federated Hermes, its key investor, wanted to assess the Farm's impacts and added social value. The outcome of our research with our partners MB Associates and Kali Gibson was that for every £1 invested, over £5 of social value was added. To reach this conclusion, we mapped the Farm's Story of Change, calculated a Social Return on Investment and developed a set of innovative, customised KPIs to measure and manage the Farm's long-term impact on the community.



“When we asked One Stone to measure the social impact of one of our property investments, we wanted a highly professional, insightful, engaging and organised team. Their response was outstanding.”

Katerina Papavasileiou ESG and Responsibility Director, Federated Hermes Limited



VinciWorks

Addressing sustainability risks

As a leading provider of online compliance training, **VinciWorks** is highly aware of the risk that climate change poses to companies. One VinciWorks client, an Edinburgh-based law firm specialising in litigation, saw the competitive advantage of ESG leadership and commissioned an ESG gap analysis. Drawing on insights gathered from numerous stakeholder interviews, One Stone analysed the company's ESG efforts to date and pinpointed areas for improvement, along with recommendations to address these gaps.

“ We were delighted to collaborate with One Stone to support our client's ESG compliance efforts. Their dedication to sustainability is matched by their passion and professionalism. Our clients were impressed with the results and the process, with One Stone offering significant contributions to their ESG goals. One Stone are without a doubt our go-to consultants for ESG and sustainability. ”

Nick Henderson Director of Learning and Content & Head of DE&I, VinciWorks

Oterra™ Colouring from nature

Danish company **Oterra** is the largest global provider of naturally sourced colours for the food, beverage, dietary supplements and pet food industries. Keen to grow its sustainability leadership position Vera Karneback, Global Sustainability Lead, asked One Stone for regular 'critical friend' check-ins on topics ranging from how to work best with the SDGs, strategy development and risk assessment to enhancing its nature based disclosures. Vera was one of 10 people recognised as a UN Global Compact SDG Pioneer.





Shaping better meetings

With a mission to unite and advance the business events industry, **IMEX** works to support future leaders in the sector, promote sustainability and advocacy, and at the same time, reduce carbon impacts from travel to its shows. As an industry leader, IMEX invited us to develop a robust ESG strategy that earns buy-in from everyone in the company and can be explained in a single sentence. Building on a thorough materiality assessment and deep-dive interviews with key stakeholders, the next stage is to test the emerging strategy at IMEX's Frankfurt event, attended by 10,000 people a day.



“For IMEX crafting a comprehensive yet authentic ESG strategy has been of key importance. One Stone has supported us in this journey at every stage. The team has not only taken time to better understand the wider business context but also our place in it, recognising our desire to do better and to influence our industry to do the same.”

Natasha Richards Head of Impact & Industry Relations, IMEX



Surveying One Stone's Impact

One Stone is committed to assessing and improving the impact of our work.

At the conclusion of each project, we ask our clients for direct feedback through a brief survey.

Clients
100%
satisfied

“The strategy work has been well thought through and always prompted new ways of thinking for us which has been invaluable.”

“I have been extremely impressed by the professionalism of the OS team and the thorough approach they take to truly understand their client and the ambitions they have.”

80%
highly
satisfied





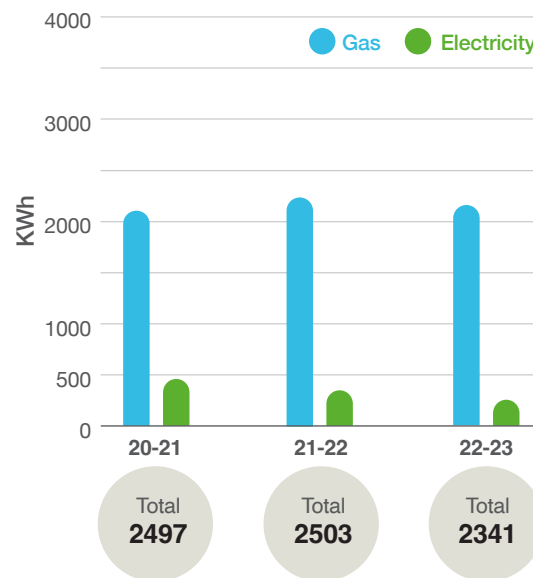
Environment

A smaller footprint

Energy use

Our energy use dropped slightly in 2022-2023. Our electricity consumption fell by 162.38 kWh, and our use of gas fell 61.42 kWh.

Office energy use 2020-2023



Carbon emissions

Scope 1. 10% of One Stone's gas is biogas. The rest of our gas comes from non-renewable sources. So our Scope 1 emissions (that is, those under our direct control) are equivalent to 90% of our gas consumption.

Scope 2. 100% of One Stone's electricity is from renewable sources exclusively produced in the UK. Our energy provider, Good Energy, is certified by the REGO scheme, so our usage can be reported as zero carbon emissions for Scope 2 (which covers indirect emissions from electricity).

Environment

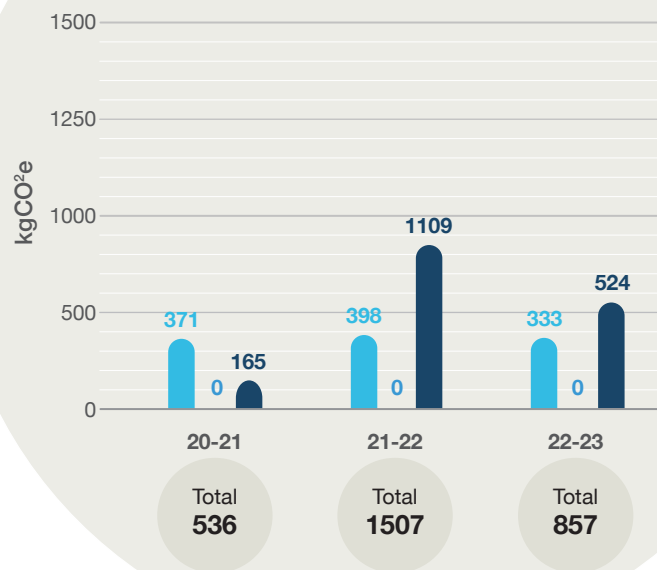
A smaller footprint

Carbon emissions

Scope 3. Most of our emissions are Scope 3 (indirect emissions from activities such as travel). The COVID-19 pandemic transformed business practices. In our case, it meant completing a variety of projects from our desks, with almost no travel. This explains the dramatically reduced CO₂ emissions during this period. Post-pandemic, we're now experts at bringing teams together remotely. We use public transport whenever possible, even when more expensive, and fly only when unavoidable.

*GHG factors updated for 2022-2023.

Greenhouse gas emissions 2020-2023

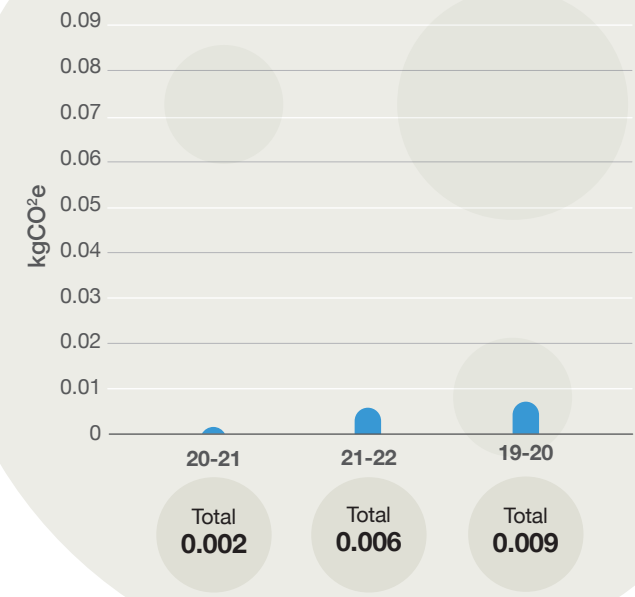


- Scope 1 emissions - from gas*
- Scope 2 emissions - from electricity
- Scope 3 emissions - from travel

*KWh to kgCO₂e conversion rate comes from the UK Government's Department for Business, Energy and Industrial Strategy

Carbon intensity

Emissions relative to turnover in £000



Community Championing B Corps

As the first B Corp in Scotland and the first female-led B Corp in the UK, One Stone has proudly witnessed the explosive growth of the B Corp community. Our financial year began with a major milestone: 1,000 certified B Corps in the UK. Fran and Rachel joined the celebration at the Natural History Museum in London and co-hosted a brunch for fellow B Corps the following day. In March, we were honoured to be asked to host the “Big B” as it travelled around the UK for B Corp Month.



Cycling for change

As part of One Stone's advocacy efforts, Fran joined Do Nation's 2023 Ride the Change event, cycling from Swansea to London alongside 100 other activists. Rather than solicit for monetary donations, all riders were asked to raise support through climate action pledges. Fran's supporters committed to collectively save 10 tons of carbon, demonstrating the power of individual efforts.

Macaulay Development Trust

Funding research and Macaulay lecture

As chair of the Macaulay Development Trust, a sustainable land use charity, Fran hosted one of 2023's most hard-hitting public events. The 2023 Macaulay lecture could not have been more topical. The biggest science lecture in Scotland, it featured Johan Rockström, recently awarded the Tyler Prize, known as the 'Nobel' for the Environment.



Community

Critical debates

Shaking up boardrooms

A successful board thrives on diversity of thought. But too many top-level business teams are still drawn from similar backgrounds and experiences. That's why Fran volunteers with Changing the Chemistry (CtC). This NGO aims to increase diversity on all types of boards: public, private and non-governmental. Fran co-leads the Board Support Group, organising monthly sessions for CtC members to share their board experiences in a safe environment and to learn from others.



Nurturing talent

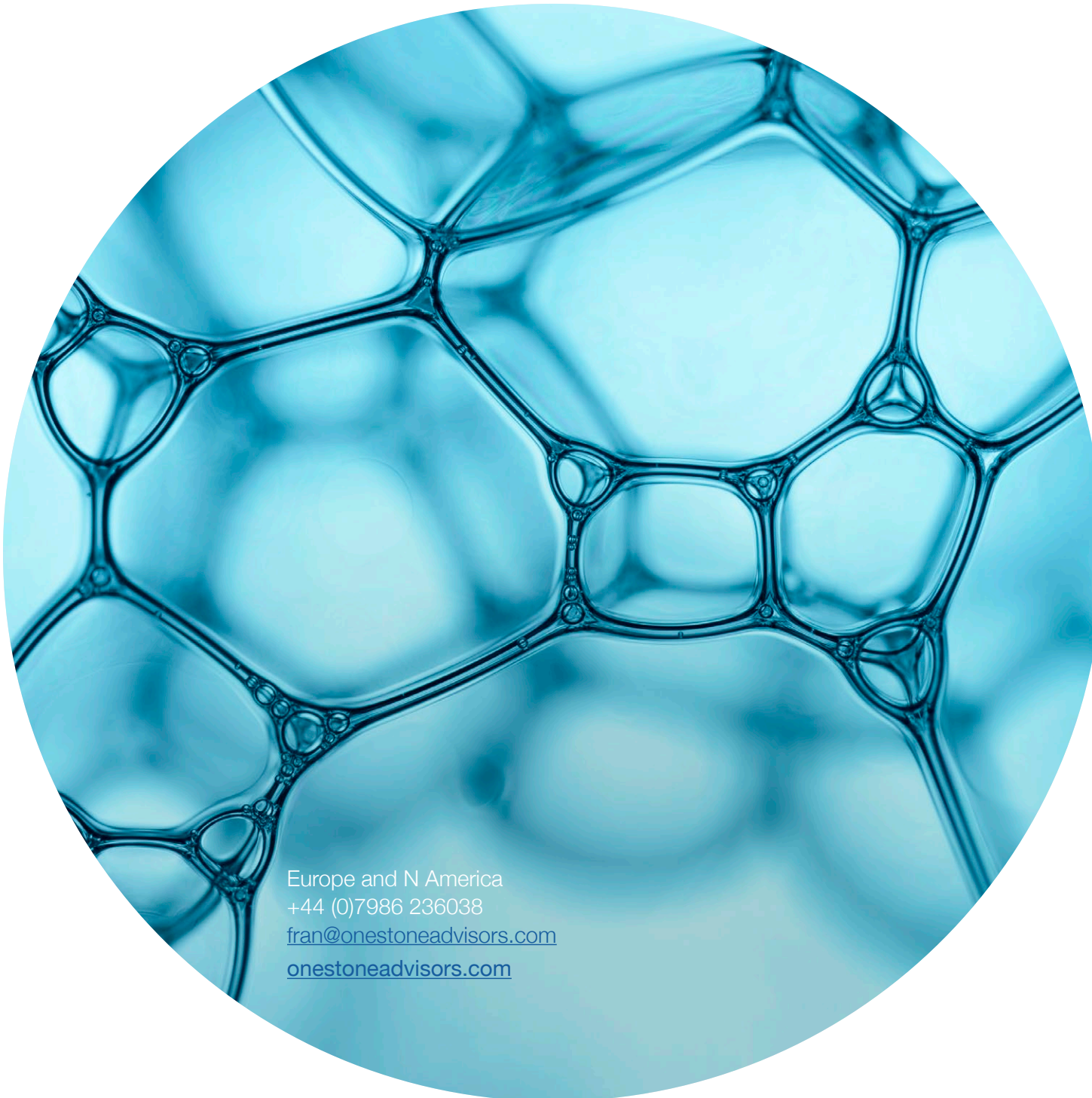
The growth of green jobs has rapidly outpaced the growth of available talent. To help address this skills shortfall, One Stone is helping to empower the next generation of sustainability leaders. Fran van Dijk regularly helps Masters students with their dissertations and is a keynote speaker at Scotland-wide MBA events such as Employability Week.

“Thank you so much for your session here this morning. It was exactly what we were looking for and the students were certainly engaged and energised!”

David Levinson
MBA Careers Manager,
Adam Smith Business School,
University of Glasgow

Our contribution to the SDGs

		SDG Target
	As a women-led company, gender equity and diversity are at the heart of our business model	5.1
	We bring our passion for decoupling economic growth from environmental impacts to every project	8.4
	It's our mission to help you embed and integrate sustainability in everything you do	12.6
	We raise awareness and build capacity to help you on your zero emissions pathway	13.3
	Our expertise in responsible business helps create more effective, accountable and inclusive institutions	16.6
	We love connecting the right people with the right resources to drive transformation towards the SDGs	17.16



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Corporation™