



B Corp Impact Report

July 2024 to July 2025 for CITI Limited

Certified



Corporation



Leadership letter from our CEO

Reflecting on the past year, I am so proud of our achievements as a small organisation playing in a big world, so many external influences that have taken us by storm at times, but we have been a strong minded, resilient and robust team that have never compromised on our morals, principles and values.

CITI Limited is a legacy business that has been around for over 40 years, I took the organisation over six years ago now and we have undergone our own transformation. We have modernised, digitalised, downsized, revolutionised, and smarten(ised).... I know it's not a word, but I liked it. As part of our ongoing purpose-led agenda, we are committed to improving our impact year on year, we are developing new ways of learning, we are one of the first to adapt to virtual learning methods, we are building apps and responding to technological advances yet being mindful of the cost implications of using AI.

Our future is based on decisions we make today, we enable and support traditionally frowned upon organisations to make the necessary changes to bring them in line with a newer thinking world. We are very much advocates of supporting change in those organisations and we believe in allowing such organisations with good intent to change to have a seat at our inclusive change table.

Kalpna Sanders, CEO



Our journey to certification

We can't believe it's been a year since we became a certified B Corp!

CITI's values have always had our people, and our social and ethical responsibilities at its core. A few years ago, our CEO searched for a way for us to not only talk the talk but test ourselves through a certification and ensure we are walking the walk. Of course we had all our policies in place....Corporate and Social Responsibility policy, sustainability, environmental, EDI, equal opportunities, and so on, but not an actual stamp to say that we met a set framework of obligations in being a purpose driven organisation.



We went on to spend six months undergoing the application process for B Corp; completing assessments, participating in a number of reviews and two interviews, and on 29th July 2024, we were certified as an official B Corp! This meant so much to us as we were able to confidently showcase our commitment to purpose, that we work authentically to ensure balance, fairness, and properness throughout all that we do, for people, the planet and profitability – the fundamental pillars of ESG.

So, we have completed our first successful year and looking back, we have evolved again and enhanced in many ways; volunteering opportunities, mentoring programmes, pro bono support, workshops, and speaker opportunities. We have consciously reviewed how we can reduce our carbon footprint and introduced processes for minimising our impact on energy and water usage. We enable change in organisations through projects and programmes – we are willing to change ourselves where we need to – why wouldn't a change organisation be open to change itself?!



CITI continues to be a partner of choice, enabling leaders and organisations to deliver successful, meaningful, and valuable change through projects and programmes, developing capability and growing confidence in your people through our Beyond Method® programmes, consultancy, and comprehensive learning curriculum.

Accredited course provider for



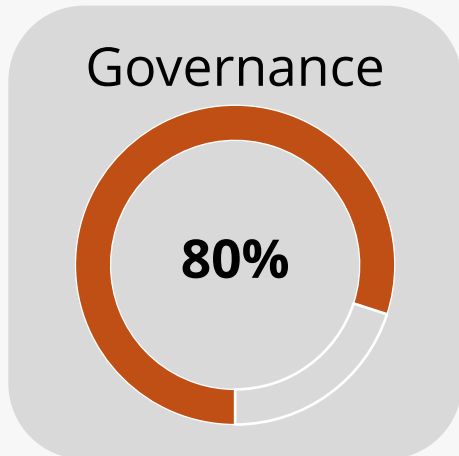
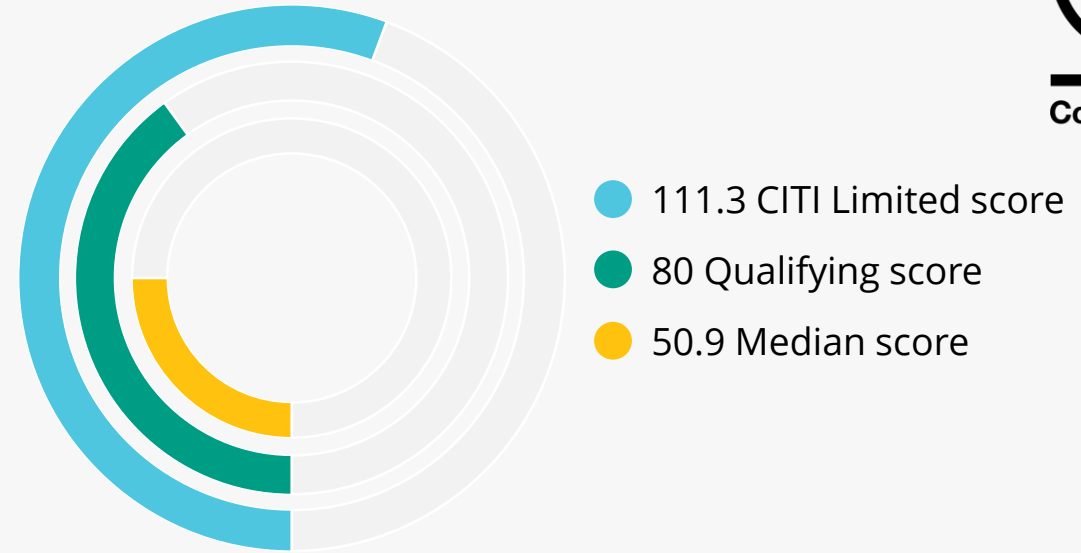


Overall B Impact Assessment Score

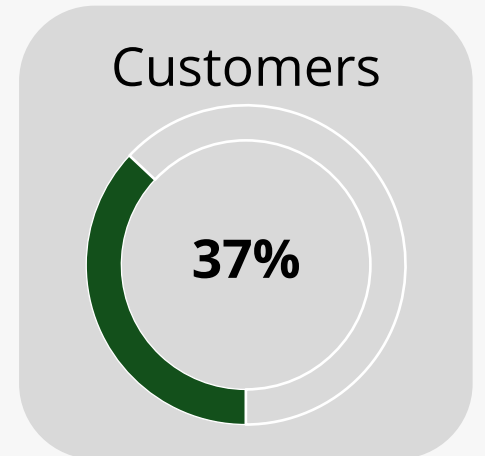
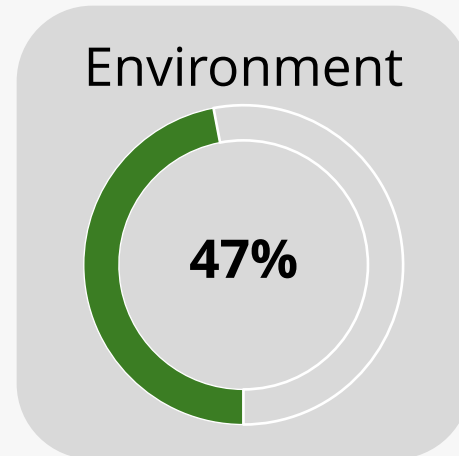
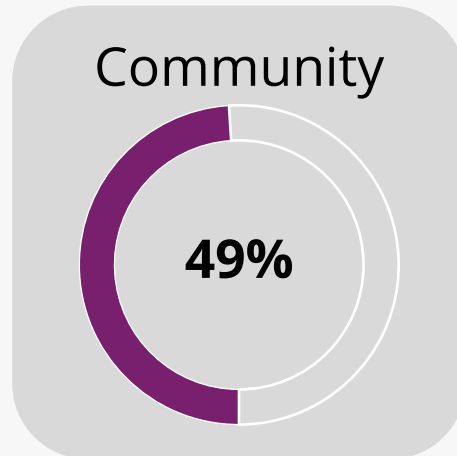
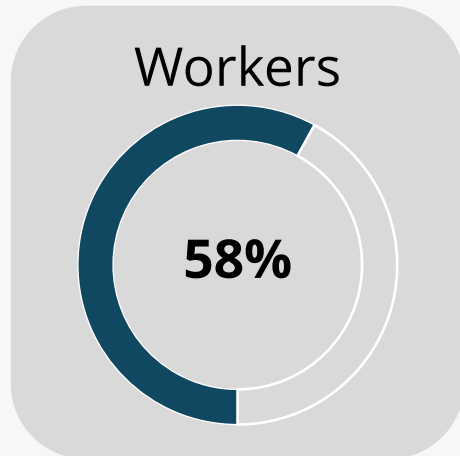


We certified on 29th July 2024, scoring 111.3/200.

Our scores for each impact area are as follows:



(mission locked)



|c|i|t|i| Goals for recertification



Our goals for recertification in 2027 are to have improved across all areas through the new standards and 7 pillars of the assessment, focussing on these SDGs.

Good health and wellbeing

Providing a safe place for our workers to excel in their chosen paths and support family and work/life balance.

Quality education

Building upon our high level bespoke and accredited course materials in Projects, Programmes, Portfolios and Change.

Decent work and ethical growth

Offering quality work and career progression opportunities with coaching, to grow our business and provide our clients with subject matter expertise for their needs.

Industry/ innovation/ infrastructure

Supporting various industries with their strategic thinking and building of internal personnel and process infrastructure.

Sustainable cities and communities

Giving back to our local communities through donating, volunteering, and sponsoring local initiatives.

|*c*|*i*|*t*|*i*| Impact Area plans and progress



Impact Area	What we said we'd do	What we've done	What our goals are for the next 12 months
Governance	<p>Our Mission CITI enables and supports organisations and its leaders to deliver meaningful and valuable change through effective and safe decision making and PPM to create and influence a socially conscious, ethical and sustainable future.</p>	<p>CITI has continued to support organisations with change and upskilling their people to enable the delivery of successful change projects. In addition to this we now attend Beyond the Block events supporting like-minded B Corp businesses in the Home Counties, discussing and debating topical matters within the B Corp movement to ensure alignment with our own ethics and values.</p>	<p>To start to measure impact through quantitative measurables and ensure we are continuously improving our social and environmental presence.</p>

Impact Area	What we said we'd do	What we've done	What our goals are for the next 12 months
Workers	<p>Review our policies and employee handbook to ensure that they include all up-to-date statutory legislation, and to ensure they provide an appropriate level of care; for example, carers leave policy; bereavement leave policy.</p> <p>To increase the amount of on-the-job training for specific roles, i.e., AI and our IP, where a longer period of learning is required that the standard one-month training after induction.</p> <p>Re-engage employees with the CPD modules on our learning provider platform, Coaching Culture, assigning specific modules to members, following their regular performance reviews.</p>	<p>CITI continues to be a supportive, caring, and compassionate employer providing opportunities to work flexibly, manage work/life matters such as family and eldercare duties during working hours when needed, within reason. We always consider providing additional flexibility or time off in exceptional situations and understand that looking after oneself is also important.</p> <p>Our member handbook was updated and published internally over the last few months and members were consulted and informed of the improvements and regulatory changes.</p> <p>CPD is important to us at CITI, and we use Coaching Culture learning modules that are assigned to all, covering specific and general topics, such as time management, growth mindset, change readiness, EDI and managing difficult conversations.</p> <p>Mandatory training such as H&S, workstation assessments, EDI, and use of Artificial Intelligence (AI) are provided regularly as we update policies.</p> <p>Internal mentoring and coaching sessions are provided in 1:1's on a regular basis.</p>	<p>To look at further supporting health and wellbeing benefits with our members, not through benefit memberships, but through individual needs assessment, so that we can continue to support our people as and when needed.</p> <p>To provide external coaching opportunities to the management team, as a pilot.</p> <p>Continue to offer relevant, timely opportunities for CPD, and career progression, to all employees based on their roles as discussed in individual performance reviews.</p> <p>Reflect on ourselves through 1:1 reviews, ensuring we are aligned with our team and business goals.</p>

Impact Area	What we said we'd do	What we've done	What our goals are for the next 12 months
Community	<p>Support and guide individuals through mentoring and coaching pro-bono, to encourage and help grow new business owners, both for their professional and commercial needs.</p> <p>We are sponsors of key awards in the APM Projects and Change Awards, the Social Project of the Year award and Sustainability Project Award. We also sponsor the “Think Differently” part of an annual conference for Women in Projects.</p> <p>CITI runs our Communities of Expertise (CofEe) Clubs twice a year, which brings together thought leaders in all sectors to make improvements in working practices and drive meaningful and valuable change. We just celebrated our 50th session.</p>	<p>This year, we have added supporting a very small charity and headlined sponsored and attended their Cards for Bravery 10th anniversary ball. We have opened up many opportunities for the charity and continue to be involved.</p> <p>We have mentored future leaders, supported members who want to support their chosen charities, and also welcomed school students to participate in work experience with us.</p> <p>We have donated IT equipment to schools and sponsored fundraising events that our employees have taken part in.</p> <p>CITI continues to provide lectures and workshops at universities; University of East Anglia; Nottingham Trent University, NHS Change organisations as well as Parliament free of charge.</p> <p>Published social media posts on ESG.</p>	<p>CITI has community at the heart of all that we do, we support the building of robust communities that are self-sustained and can influence and help people and organisations to thrive.</p> <p>The coming twelve months are imperative for us as we grow, evolve and futureproof. Social, ethical, and environmental consciousness are the golden thread that runs through all of what we do. Our passion is to create environments where meaningful and valuable change can happen effectively yet there is some commercial understanding, that purpose and profits are aligned and giving back is important.</p> <p>Our trusted partner approach will be driving CITI forward as we work more closely with like-minded people, ensuring organisations understand that being B Corp certified is authentic to us, we are striving for meaningful change alongside our clients and partners.</p>

Impact Area	What we said we'd do	What we've done	What our goals are for the next 12 months
Environment	<p>Reduce our carbon footprint by continuing to work hybrid and travelling when only necessary.</p> <p>Be mindful of energy and water consumption in both our shared office facilities and in our homes.</p>	<p>The majority of our services are now provided remotely through virtual classrooms, workshops, and eLearning, using efficient technical resources.</p> <p>We offer virtual services to all our clients; however, some projects do need to be delivered in person; in these instances, we use public transport where we can.</p> <p>Migrated to 100% cloud hosting, reducing screens (and donating to a local school), and switching off equipment when not in use.</p> <p>We were delighted to join a team of neighbouring tenants of our landlord (The Park's Trust) - by planting tree saplings in one of the local woods near our office.</p>	<p>Creating a guideline document to share on our intranet and with neighbouring tenants in our shared facilities, on how they can contribute to reducing water usage and wastage in their offices/homes.</p> <p>Take part in further volunteering projects to encourage wildlife and biodiversity, either as part of The Parks Trust, or externally.</p>

Impact Area	What we said we'd do	What we've done	What our goals are for the next 12 months
Customers	Continuing to sponsor awards in Projects, Programmes, Portfolios and Change.	<p>Hosted our 49th and 50th Communities of Expertise Club (CofEe) in October 2024 and March 2025 for our clients, not only highlighting what we do, but bringing together like-minded individuals and businesses and provided opportunities for debating on subjects such as AI, and guest speakers.</p> <p>Attended external conferences and seminars and contributed through delivering presentations, speaker slots and workshops.</p> <p>Sponsored the APM Social Project of the Year award for the 5th time, and the 1st time for the APM Sustainability award.</p> <p>Client meetings are held 99% virtual.</p> <p>Following through the journey with our clients at the close of a project, ensuring seamless handover, and further support and guidance during the transition.</p>	Continue to host further CofEe Clubs and sponsor awards that are important to us as an organisation and as a B Corp.

|*c*|*i*|*t*|*i*| YourCITI™ Project Space

Certified



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Finally, one of our projects over the past 18 months and going into the future is the build and launch of YourCITI™ Project Space – this relates to all of the five impact areas, with particular focus on:

1. **Community** – diversity, equity, inclusion, and community engagement
2. **Environment** – sustainability, resource efficiency, and environmental stewardship
3. **Customers** – creating value for customers and being transparent and responsible in marketing and service.

|c|i|i| YourCITI™ Project Space

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Community

A learning and resource programme which has been designed to be accessible and inclusive to maximise impact for different styles of learners. It provides a learning environment which offers flexibility to suit an individual's learning preferences, and:

Encourage individual choice

Giving individuals personal choice on what method of learning and retention suits them best, i.e. straight eLearning content or combined with focus groups or 1-2-1's to support, individual coaching etc.

Promote Just-in-Time (JiT)

Just-in-time access means those who wish to learn in small chunks as and when it is needed (i.e. before a key meeting or company group session etc).

Create a quiet space to learn

Individuals can learn in their preferred environment, at a time and pace that suits them and the business. Offers a private, supportive community for peer discussions, where ideas can be shared and tested.

Provide inclusive learning

A supportive option for those who prefer non-exam learning, enabling them to perform at their best without the pressure of exams or large group settings that may discourage participation.

Accessibility standards

Inclusive content for a variety of learner needs and styles that has been written and published to meet accessibility guidelines for WCAG 2.2 Level AA and tested on a variety of devices.

|c|i|i| YourCITI™ Project Space

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Environment

YourCITI™ Project Space is a fully electronic, paperless product which has been built from collaboration of teams based remotely. We have been very mindful of our carbon footprint with this project, ensuring that travel to office sites has been replaced with MS Teams meetings. Sales promotions for customers have been conducted at conferences, exhibitions and online webinars.

Customer

Value for money and robust ROI for customers has been afforded by offering a flexible commercial model based on user licences which are tiered to ensure that the product and its benefits are inclusive for both small and large enterprises. Customer visits for sales promotions are being actioned via webinars and 1-2-1 online demonstrations to minimise day to day business interruptions and unnecessary travel.



Delivering learning and consultancy through
environmentally conscious, socially responsible, and
ethical practices

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