



digital | planet | people

impact report 2022

A message from our founder and CEO

Perform green was founded on a desire to enact real positive change for society:

“I founded Perform Green after many years in senior public sector roles delivering environmental outcomes and transforming how public services are developed and delivered through opportunities created by technology. These were all about delivering change for public good. Whilst there were major successes resulting in Ministerial engagement and international recognition, the impact was always contained within organisational boundaries. The organisations were taking the benefit and whilst other bodies recognised them, they had no way of taking them on.

Many of the consultancies we worked with struggled to deliver innovation, and those that did often failed to leave legacy – clearly a deliberate strategy for many of the larger ones. I realised that we needed an entrepreneurial agent that could act from without, and found many people in senior roles across the public and private sector with the same ethos saying the same. So I took the leap and Perform Green (derived from ‘sustainable performance’) was born with many supporters – many still there whether directly or in the side-lines, and over the past few years we have built up an amazing talent pool from the private and public sectors.

We now live in a world where the phone in my pocket is more powerful than the Cray supercomputer at UCL that I was running climate models on over 35 years ago. In addition, every year more information is generated than the previous 2 years put together – a massive exponential curve. Now advances in robotics and Artificial Intelligence are starting to touch on our everyday lives. This is alongside climate and biodiversity crises that demand the need to change. This means that any organisation doing tomorrow what it did just a few years ago, in the same way, will fail. Even if you have already been disrupted, you will be again. Your customers will go somewhere else or fail to benefit from your services.

That’s why we take what we know about technology, sustainability and people to inspire change for good for our customers, our staff and the communities within which we operate”.

Barney Smith, CEO and founder, Perform Green

Perform Green journey to B Corp

With those founding motivations in mind, after 2 full years of operation and a year of preparation, Perform Green achieved certified B Corp status in 2018 with a verified impact score of 94.7, one of the first B Corp management consultancies in the UK.



The challenge for the organisation since then has been to maintain financial stability in a turbulent market whilst working hard to deliver a positive impact for our workers, customers and the environment.



Financial years ending 2018 and 2019 were incredibly tough. We were forced to review our operating basis and reimagine the future. We closed our 'pop-up' office and many staff moved on. Following significant personal investment, the organisation survived the pandemic and returned to profitability for the last 3 years.



In 2021 the organisation began re-certification. We were determined to protect our worker model whilst improving governance and customer impact scores. The next section demonstrates what we managed to achieve. There is clearly more to do but as a small business we are proud of making incremental improvements year on year!

Trust

Innovation

Results

Sustainability

Legacy

Overall B Impact Score

Based on the B Impact assessment, Perform Green Limited earned an overall score of 104.1. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 104.1 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Perform Green B Corp verified score 2022

impact areas: intentions & progress 2022



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Global Climate Action
United Nations Climate Change

Sports for Climate Action



governance

Intentions:

In 2021 we set out to review the company's supplier base and investigate where we could make changes introducing new suppliers who are either fellow B Corps or are at least purpose-driven organisations

In 2022 we set out to investigate how to integrate social and environmental impact and decision-making into the organisation's governance

- ✓ Following extensive searches Perform Green switched one of our **top 5 'business-critical suppliers'** to a B Corp to deliver all matters related to our organisational finances. We are delighted to have partnered with Full Stop "accounting for better business" since April 2022.
- ✓ Recently the organisation revised its talent acquisition strategy and started to explore the offerings of **B Corp recruitment agencies** with whom we could partner to support our mission to bring greater diversity and includability to our pipeline and processes.
- ✓ We re-designed the employee performance review process to include targets relating to individually delivering **social value and environmental impact**. The Board of Directors then agreed to incorporate a review of social and environmental performance into the annual organisational review process and in April 2023 Perform Green produced its first B Corp impact report to capture some of these achievements. As a result of these governance changes the Board made a conscious commitment **not to return to pre-pandemic levels of travel** to ensure organisational carbon emissions are kept to the minimum viable.

customers

Intentions:

Help ensure our customers achieve inward investment in areas of greater economic deprivation

Prioritise customers who are delivering economic regeneration and democratising digital access

Investigate options for discounting service delivery for 'not-for-profits' or charitable organisations

- ✓ The North-east of England is one of the most economically disadvantaged regions in the UK. Sunderland City Council are working hard to change that through their smart city programme. As 'smart city advisor' to the Council we helped them secure a **further £6m in inward investment in 2022**, following investment in the city exceeding £100m in the previous 3 years, linked to the results of our work.
- ✓ In the UK, Wales has consistently had the highest levels of poverty since the 1970s. Working with Bridgend County Borough Council we delivered an 'economic futures strategy' to increase prosperity in the county, focussed on developing **universal digital skills and democratising basic connectivity**, as well as reskilling the manufacturing-based workforce to take better advantage of the growing technical sector opportunities.
- ✓ Following the successful introduction of new services for carbon modelling and carbon emission reduction, we were approached by the **British Paralympic Association** for help. Working with Loughborough University, we were delighted to be commissioned by such an amazing organisation and to count them as our **first charitable organisation customer**. We were able to offer our services at a heavily discounted price and further supported this with pro-bono consultancy and advisory. The BPA said *"Perform Green have been offering us advice to allow us to make more sustainable decisions ahead of us delivering a best prepared team to the Paris2024 Paralympic Games"*

workers

Intentions:

Explore options for extending the 'flexitime' scheme to offer further flexibility in employment terms

Revisit talent acquisition strategy to broaden diversity and includability in workforce and recruitment process

Share our knowledge and experience through creation of specific development opportunities

- ✓ Perform Green introduced even **greater flexibility** in working patterns for all employees with the pilot of an optional 4-day compressed-hour week. We have also continued to approve all employee requests to flex hours both up and down and back again during 2022! We also positively influenced our **employee engagement** by supporting a 'roaming work base initiative' enabling people to travel internationally whilst working.
- ✓ We reviewed and revised our recruitment strategy and selection processes by recruiting in specific geographical areas, particularly away from London and in areas of high unemployment. And since 2021 we achieved workforce **generational diversity** spanning 40 years provoking a constant challenge to the way we lead a multi-generational team.
- ✓ We have continued our collaboration with the NHS Leadership Academy by **offering intern placements** for the business graduate scheme sharing our knowledge and experience through specific development opportunities.

community

Intentions:

Resume charitable giving pledge when profitable

Deliver pro-bono coaching and mentoring

- ✓ Returning to profit in financial years ending March 2021 and 2022 we have resumed our charitable giving pledge and **donated 20% net profit to charitable organisations** and good causes that operate in the communities in which the revenue was earned. In 2021 we earned a substantial percentage of our revenue in and around the north-east region and therefore chose to donate to the Sunderland Mayors fund – which for that year included the ‘Special Lioness’ and ‘Hug in a Bag’ charities.
- ✓ Coaching and mentoring our clients is key to leaving a sustainable legacy of change for the better. Outside of our client work, we extend this to **provide a pro bono mentoring service**. For example, in 2022 this included working with an operational NHS leader moving from a mid-tier to senior leadership role, enabling them to rapidly adapt to a high-pressure role and tackle substantive operational challenges.

environment

Intentions:

Using our combined expertise in environmental strategy, data modelling and analysis, we set out to design and implement a simple new service to help our clients improve sustainability, to baseline and reduce their carbon emissions, and to develop and implement meaningful, achievable carbon reduction strategies.

- ✓ The British Olympic Association (BOA) has ambitions to be a global leader in sustainability for elite sports and is developing a comprehensive sustainability strategy to achieve this. In Q2 2022, the BOA aspired to sign up to the UN Sports for Climate Action **2040 'Race to Zero' pledge**— our work provided assurance to the BOA that such a commitment can be achieved, with a roadmap of how to get there.
- ✓ We developed baseline carbon footprint models and analysis for both the BOA and the Olympic Federation of Ireland enabling them to identify strategies to **deliver significant carbon emissions reductions** in business operations and for attendance at future Olympic games.
- ✓ Swim Ireland appointed Perform Green to undertake an assessment of how they are delivering on sustainability aims and to identify strategies for the organisation to improve. The project covered the Economic, Social and Environmental impact of the organisation and **created a sustainability strategy and action plan** for Swim Ireland highlighting opportunities for improvement and a plan to deliver it.
- ✓ For the British Paralympic Association, Perform Green **delivered evidence-based advisory services** identifying the possibility of 95% carbon emission reduction for travel to the Paris 2024 Paralympic Games. This led to a change of approach to athlete transport with a focus on low-carbon modes of travel.

Our 2023 impact targets

GOVERNANCE:

Mission & engagement: are there key performance indicators (KPIs) or metrics that your company tracks at least annually to determine if you are meeting your social or environmental objectives?: **we measure KPIs/metrics or outputs that we have identified and defined in order to determine if we are achieving our social and environmental objectives.**

Ethics & transparency: does your company's Board of Directors have voting seats representing: **Executive employees & Environmental expertise (e.g. environmental non-profits).**

WORKERS:

Financial security: what percentage of full-time and part-time employees received a monetary bonus in the last fiscal year? **75%-99%.**

Career development: What percentage of full-time workers received advancement or reimbursement for continuing education opportunities in the last fiscal year? **15%+**

CUSTOMERS:

Managing product impacts: does the company do any of the following with regards to managing the potential impact their products have on customers / beneficiaries?: **company regularly monitors customer outcomes and well-being**

ENVIRONMENT:

Air & climate: does your company monitor, record, or report its energy usage?: **we monitor and record usage but have set no reduction targets**

Air & climate: how does your company manage its greenhouse gas emissions for at least Scope 1 and 2? **Having significantly reduced our carbon footprint, we continue to minimise our impact and will offset any remaining emissions with carbon credits and in support of positive bio-diversity activities**

Perform Green was founded on a desire to enact real and positive change for society. As an organisation and as individuals, we live our values through our client projects, how we recruit and manage our teams, and our support for social, community and environmental initiatives in the communities where we live and work.

We foster a culture of support for our teams to get involved, initiate and execute charitable and community-based activities which make a difference.

Perform Green is committed to environmental stewardship and believes in the need to work towards sustainable development. We are a values-based business and work to manage and reduce our negative environmental footprint whilst contributing to our own and wider economic growth.



The Perform Green team

Thanks to our brilliant and committed team, our customers and our suppliers for helping us to be a force for good!

If you are interested in discussing any of our impact initiatives or hearing about our services, please don't hesitate to contact us:

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