

GREENHEART

2021 Impact Report

OUR YEAR IN NUMBERS

INNER				OUTER			
	2021	Detail	Context		2021	Detail	Context
Ecosystem (Employees)	6	2 FT 4 PT	600% increase YOY	Wider Ecosystem (Clients)	51	Across 20 industries	The majority of our work began as B Corp work in this year
Ecosystem (Freelance)	7	Flexible, all <20 hours per week	42% increase YOY	Pro-bono partners	5	76 hours total—This does not include mentoring and pro-bono with for-profit companies	Soil Association Diverse Sustainability Initiative Low Carbon Devon Devon Environment Foundation Livebarefoot Impact Fund
Engagement	96%	Culture Amp's benchmark for the consulting industry is 70%	Includes freelance and employees	Pro-bono time	1.84%	Adjusted to only include work for non-profits and charities	Target 5% - not achieved
Belonging	93%	Belonging is a team metric used by Culture Amp, in 2022 we will use a wide range of inclusion questions	The team was too small to disaggregate diversity stats while retaining anonymity	Companies certified as B Corps	3	100% of companies who went into verification with us certified	Average score - 84.46
Revenue	377920	GBP	204% increase YOY	Average Satisfaction Score	5/5	Satisfaction survey to be reviewed and expanded in 2022	Target 100% of clients are satisfied- achieved
Bonus	25%	of profit	100% of those eligible received a bonus (80% of our 2021 employees were employed on the date bonus was paid)	Charity donations	400	0.1% of Revenue	Min "target" for 2022 set at 0.2%

OUR YEAR IN FEELINGS

- Nerves and excitement to hire our first employees
- Celebration and admiration—for every little and big achievement of the team
- Joy for our colleague as she became the first employee to take maternity leave (and a hint of sadness to see less of her)
- Awkward laughs as we did jumping jacks in the cold during team ecosystem gatherings
- Overwhelm at times when we burned the candle at both ends
- Pride when our clients pushed themselves to be more impactful, took ownership and considered a wider group of stakeholders
- Weight of responsibility, a close knit team with diverse needs, feelings, view-points
- Real friendships with clients and community
- Mild intimidation when facing our first few Carbon Emissions calculations (on a grand scale and in the level of detail) followed by excitement to push our expertise even further
- Pride in our B Corp community, its activism and growth

ADDITIONAL TRANSPARENCY

Our company is jointly owned by Thomas (Founder and CEO) and Georgia Bourne
 Our main business suppliers in 2021 were Fluid IT, Pixelfish, Google, Starlink, Franklins, and of course, our amazing freelancers

In 2021 our scope 1 and 2 emissions were 0kg CO2e (market based) and 8.86kg CO2e (location based). We are aware that our entire GHG footprint is in scope 3 and the main focus in 2021 was to travel responsibly. In 2022 we will report our scope 3 emissions alongside our reduction target.

Certified



Corporation

This company is part of the global movement for an inclusive, equitable, and regenerative economic system.