



# Impact Report 2022

Certified



Corporation



# Portfolio

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# Amber is the urgently-needed balance between capitalism and sustainability.

Our goal is to challenge our clients and suppliers to do more, and ultimately take them to Net Zero by 2030.

B Corp represents the balance we take in our approach to business and our belief of being the 'good different'.

Over time we hope to see B Corp becoming the new normal for how business should be done. We will continue on our journey in 2023 and look forward to improving our business further.

**Nick Proctor, CEO & Founder**

A message from our

CEO & Founder



**Amber grew from the belief that the energy industry was ready for change and that businesses being overcharged and underserved by their consultants deserved better.**

We dedicated ourselves to providing a genuine alternative, and set about becoming a partner that businesses could trust to look after their and the planet's best interests.

## Why Amber?

We support businesses to strategically cut costs, reduce carbon, and drive towards Net Zero. Our innovative approach to energy management has been saving clients money and boosting their efficiencies since 2009.

**We pride ourselves on delivering a service that is both open and transparent, with no hidden fees.**

## What do we do?

We have five main pillars that make up the solutions that we provide:

- **Carbon Consulting** – Receive the guidance and expertise needed to put corporate Net Zero pledges into practice.
- **Energy Management** – Ensure your budgetary plans are supported with robust procurement and consumption strategies.
- **Compliance** – Avoid costly penalties by being compliant with all the latest legislations, like ESOS and SECR.
- **Resident Billing** – Boost resident satisfaction and cut costs with a tailored utilities billing solution.
- **Power Purchase Agreements** – Providing truly renewable sources for energy via exclusive access to corporate PPAs.



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Our vision

**Fix utilities,  
save the planet,  
make people happy.**

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## At Amber, we have three core values:



**Trusted**



**Innovative**



**Customer-centred**

These are our guiding principles for how we act, behave, and deliver for our internal teams, as well our external clients and customers.





**I have worked with Amber for several years and joined as Chair in 2022. I have been consistently impressed with the focus the business has on its mission.**

This really is at the heart of everything the business does. The business continues to evolve and to mature, and its desire to deliver on its mission is reflected in the positive changes I have seen over the last year in how the business thinks about governance. The business recognises that it operates in a constantly changing world and its willingness to adapt, respond to challenge, and improve is incredibly encouraging.

A message from

Jon Burrrows

# Journey to Certification

In November 2020, we became a certified B Corporation; one of the first energy consultancies in the UK to do so.

## Why we wanted to be a B Corp

Our planet-first philosophy means that we align with B Corp values perfectly. We have always strived to balance people, planet, and profit, while providing a fair and quality service to our customers.

We've held these values since we were founded in 2009; therefore, acquiring the B Corp Certification in 2020 was the natural next step for us. It further proves our commitment to helping the planet, as it is legally-binding.

## Incorporating being a B Corp into every day


Since acquiring B Corp status we like to ensure that we incorporate these values into our everyday workflow. We display our plaque proudly at the entrance to our Cardiff HQ, alongside our 'B Corp Wall' which shows the team our score breakdown and our motivation for becoming a B Corp when they enter the office. This reminds us of the reason we work as hard as we do – to make a difference to the planet, and the people around us.

**“The day we became an official B Corp was one of our proudest ever.”**

Nick Proctor, CEO & Founder





A man with dark hair and a beard, wearing a light orange polo shirt, is shown in profile, smiling and looking upwards. The background is a blurred office setting. A large, stylized quote graphic is overlaid on the right side of the image.

## **When we achieved our B Corp status in 2021, we knew we were at basecamp of the journey rather than the summit.**

Understanding the values of B Corp means we need to ensure that we improve the planet we live on, the communities we live in, and the lives of our fantastic team. We know there is always more we could, and in some circumstances should, do. But we can't do it all at once, and the work we do is incremental year on year, improving our overall impact step by step. But, much like the journey to Net Zero, it's about a series of small but significant steps that take you to your overall goal – a business that truly and meaningfully balances people, planet, and profit.

**Ryan Cullen, People Director**

Our Scores

When we certified as a B Corp we were awarded the following scores. Since then we’ve done lots to improve and build on our B Corp foundation. As a teaser of what’s to come, we’ve included some of the things we’ve changed to make an impact.

**Governance** 18.4

We’ve appointed Jon Burrows as our Non-Executive Chair to help with governance.

**Environment** 11.8

We’ve planted 28,521 trees with our planting partner, Ecologi.

**Workers** 36.2

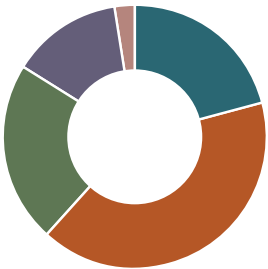
To support those who want to start a family we’ve introduced our Primary and Secondary Caregiver Scheme.

**Customers** 2.2

We helped to save one of our clients over £400,000 in energy costs.

**Community** 19.6

Our commitment to using local suppliers for our events, support, and everyday supplies has solidified even more.



**88.4**

Overall B Impact Score



- Cost of living payment of **3%** of overall salary
- **35%** of appointments have been internal
- **14** Mental Health First Aiders
- **Over 95%** of our people feel like their team is a safe environment
- **94%** believe that the work they do contributes to a meaningful mission

We have carried out **3** workshops for our staff:

- How to eat well on a budget
- Coping with financial difficulty
- How food affects your mood

**“We believe we don’t just provide a job, we provide a high-quality job.”**

Ryan Cullen, People Director

our people

our people

# Some of our people’s benefits:



## Primary & Secondary Caregiver Scheme

We offer an industry-leading Primary & Secondary Caregiver Leave Scheme which offers up to 6 months full-paid leave for a primary caregiver and up to 4 weeks full-paid leave for secondary caregivers.



## Private Medical Care

The health and wellbeing of our staff is paramount to us. Therefore, all of our team have full access to private medical care for themselves. They also have the option to add on additional family members.



## Flexibility

At Amber, we’re happy to offer flexible, hybrid-working to all our team members. Our team don’t have to use holidays to attend doctor appointments, and they’re given the choice of whether to work at home, in the office, or a mix of the two.



## Salary Sacrifice

Our cycle-to-work scheme allows our people to spread the costs of obtaining a bike in a tax-efficient way. We offer an electric vehicle salary sacrifice scheme – enabling our team to get a zero-emission car in return for an agreed amount from their salary.



## Career progression

With 35% of our appointments at Amber being internal, we do everything we can to help our team progress their knowledge within their role. Our Learning and Development Partner, Ben Merrills, works directly with our people to ensure they have the infrastructure in place to expand their horizons. Edita, our Salesforce Administrator, recalls how she's progressed during her time at Amber:

"I've been part of the team at Amber for four years now. I started in the sales department as Internal Relationship Manager, and I'm now in Digital Enablement as a Salesforce Administrator.

**"Moving throughout the departments has allowed me to touch every part of the company and develop a great understanding of how it works."**

"It's meant I can expand my knowledge on a broad range of subjects and take control in my self-development journey which has always been supported by my managers and colleagues. I'm able to pick and choose what training I'd like to take part in and identify gaps in my knowledge which I can address through courses."

**35%**

of appointments  
at Amber  
are **internal**



**Amber is a safe place to work and develop my career. The lead managers are always caring and supportive. As a result, I feel I can grow in the company and improve my skills.**

our people





**Over the last year  
we have been involved  
in a diverse array of  
sustainability and  
Net Zero projects which  
have had real world  
impacts for our clients.**

The result of working with Amber for these organisations has been a reduction in their impact on our environment, which can be measured in carbon, energy, and money. The two areas where we've had most impact include building management and renewable energy.

## **Building Management**

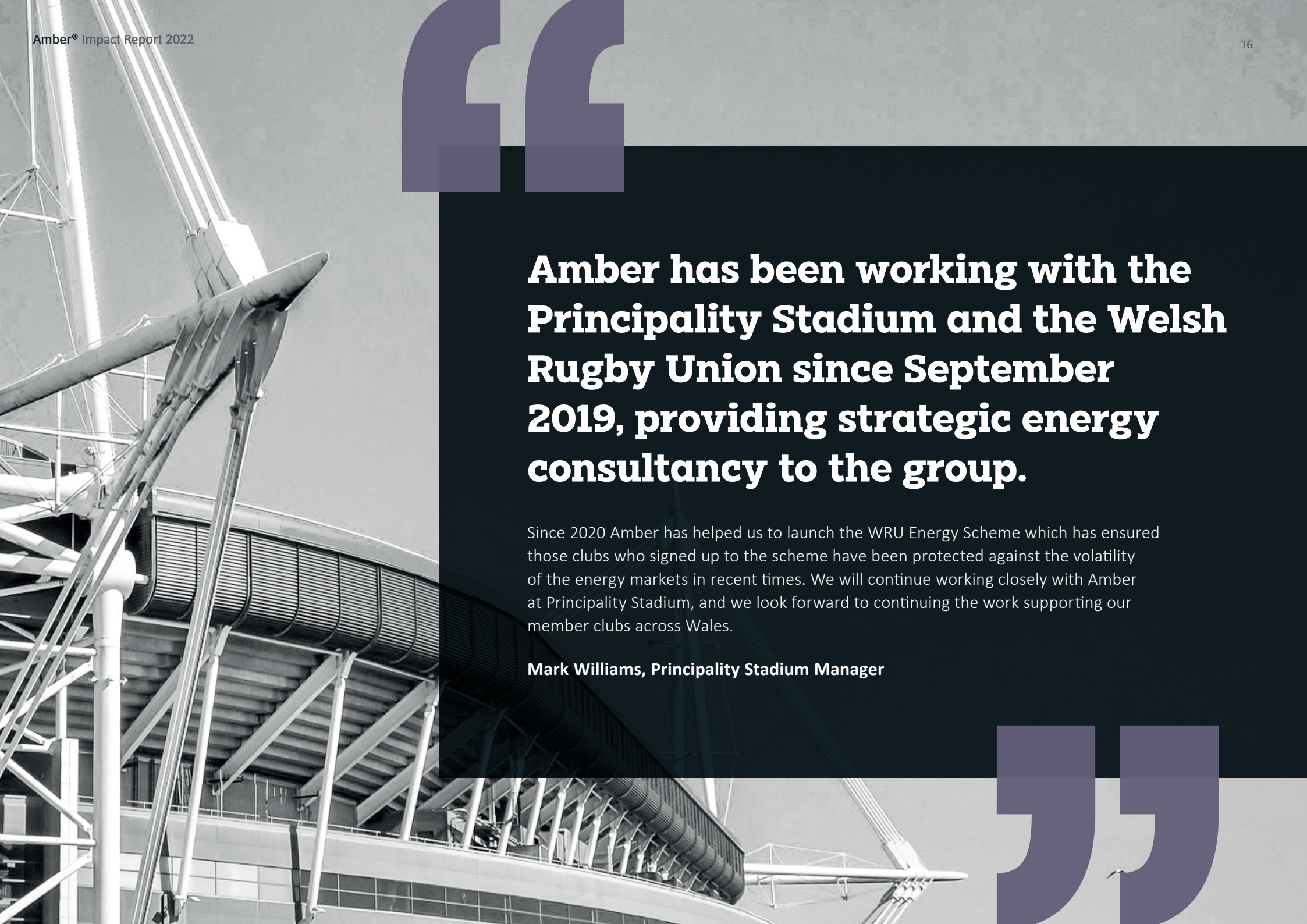
One of our clients, a major manufacturing client, saw an average weekday energy saving of 5% and on weekends 19%. This translated to just over £400,000 in reduced energy costs, after Amber conducted a thorough review of an existing Building Management System, identified quick wins, minor maintenance, and major fixes.

## **Renewable Energy**

Amber are supporting multiple clients to develop both onsite and offsite solar, wind, and hydro projects across the UK and Europe and as far as the United States.

On behalf of our clients, Amber manage circa one billion pounds of energy and we recognise that this puts us in a position where we can directly influence how that energy is sourced and produced. Removing that level of energy sourced from carbon-intensive sources and replacing it with green energy produced without harming the planet is both a humbling responsibility and an exciting opportunity.





**Amber has been working with the Principality Stadium and the Welsh Rugby Union since September 2019, providing strategic energy consultancy to the group.**

Since 2020 Amber has helped us to launch the WRU Energy Scheme which has ensured those clubs who signed up to the scheme have been protected against the volatility of the energy markets in recent times. We will continue working closely with Amber at Principality Stadium, and we look forward to continuing the work supporting our member clubs across Wales.

**Mark Williams, Principality Stadium Manager**



**One of our core aims is to support the communities that surround us. We always utilise the services of local and small businesses as a way of investing in our local economy.**

Local/small businesses that we work/have worked with:

- Peter Davies Dairies
- Intelligent IT
- Handlebar Barista
- Sue Franks Catering

## Volunteering

We've also recently updated our volunteering policy which means our staff can use certain days to give back to a cause or charity that's close to their heart, without having to worry about taking time off.

Our new policy means that employees can use two days of standard volunteering allowance, and if they wish to use two days of their annual leave to volunteer, Amber will match this and give them an additional two days.







## **Amber seeks to play a leading role in the socio-economic and cultural development of the communities that it serves.**

As part of our commitment to community engagement, we are proud to launch an employee Volunteering Policy. As well as creating the space for people to give back to their communities, we also want to enable our people to be proactive in identifying suitable voluntary activities. As part of our B Team community, we can offer help, guidance on the options and share our own personal experiences of volunteering. We also want to support our people while they are doing it and, at the end, understand the tangible benefits that their volunteering has been to them and the organisation they have worked with.

**Ben Merrills, Learning & Development Partner**





# our planet

**Saving the planet is at the core of everything we do at Amber, so while we help other companies to reach their Net Zero targets, there's a lot we have in place on a smaller scale to ensure our everyday actions are not detrimental to the planet.**

## **Our office**

Our Cardiff office is the central hub to everything Amber and was chosen specifically as it's the closest building to Cardiff Central train station, encouraging our staff to use public transport.

One Central Square, the building we're based in, has a Building Management System in place, controlling the lights, heating, cooling, water and air temperatures of the building, ensuring they're being used as efficiently as possible. The building also has a waste heat recovery system which recycles heat back into the building. As well as this, all of the energy used within the building is 100% renewable, the lights are all LEDs and operate via a PIR system, and the building has a B EPC rating.

The recycling policy within the building ensures the majority of our waste is recycled. Anything else is diverted away from landfill.

The water within the building comes from aerated taps, meaning usage is reduced and more efficient. Dual flush toilets, motion sensor taps, and automatic lighting also contribute to the building's overall water and energy efficiency. We have behaviour change initiatives in place meaning team members only use the dishwasher when full ensuring to save water and energy through smaller actions as well as big ones.

# Our work with Ecologi

As well as implementing sustainability initiatives within our office, we also aim to offset our carbon emissions by planting trees with our planting partner, Ecologi.



**28,521**  
Trees in  
our forest




**46**  
Projects  
funded

Overall CO<sub>2</sub> reduction  
**563.68 tCO<sub>2</sub>**

Our CO<sub>2</sub> reduction  
impact equals:

**1,398,490mi**  
Driven  
in a car

 **1,691**  
m<sup>2</sup> of sea  
ice saved

**433**  
Long haul  
flights

our planet



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