



OPTIMISING IT

IMPACT REPORT

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OPTIMISING IT

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LEADERSHIP LETTER

Todd Gifford, Managing Director

As we finish the financial year during which we became a certified B Corp, we can reflect on a year of much change, disruption and financial pressures across the globe. With the war in Ukraine amplifying inflationary pressures from economies recovering post-pandemic and, in the UK in particular, the additional pressures of lower free trade with Europe it would be understandable for many organisations to retract from the larger issue of climate change and seek to lower cost and maximise profit, over doing the right thing.

Not us.

We pressed ahead with onboarding new staff to enable our next phase of growth, doubling down on our training budgets for the coming year, and expanding our tree-planting and carbon offset program with Ecologi.

Some would say it's a risky approach, but in uncertain times you need to shape the future as you want it to be, and you can't do that by sitting on your hands and hoping for the best.

Our key achievements

Last April, we set out with the aim to become a B Corp, plant 10,000 trees, map our CO₂e, and being fully transparent about our journey to net zero. I'm proud to say we have achieved that and much more. We have helped 20 charities and donated 0.5% of our annual turnover to good causes. We have continued to offer enhanced benefits to our team of exceptional people. In the context of financial pressures and uncertainty, staying true to our goals and values sets us apart from our peers and sets us on the path to a sustainable future.

What comes next?

We have made a range of improvements in our approach with reporting, governance and other changes to further enhance our impact over time. As we progress as a business we'll continue to improve in all areas, with a particular focus on minimising our environmental impact across all emission scopes.

We're also committed to transparency and publish our key social and environmental performance metrics monthly at optimisingit.co.uk/transparency



JOURNEY TO CERTIFICATION

We initially decided to look into B Corp certification after a conversation with a potential new customer who had recently submitted their impact assessment. When we began looking at what it meant to be a B Corp, one of the key things that struck us was how aligned we already were with the requirements in the Impact Assessment.

With an initial score of 69.5, we found we wouldn't need to make fundamental changes to the business to meet the standards needed. For us this was a huge moment of realisation that we truly were a B Corp and updating our articles of association to reflect our commitment to doing business for good was a logical step.

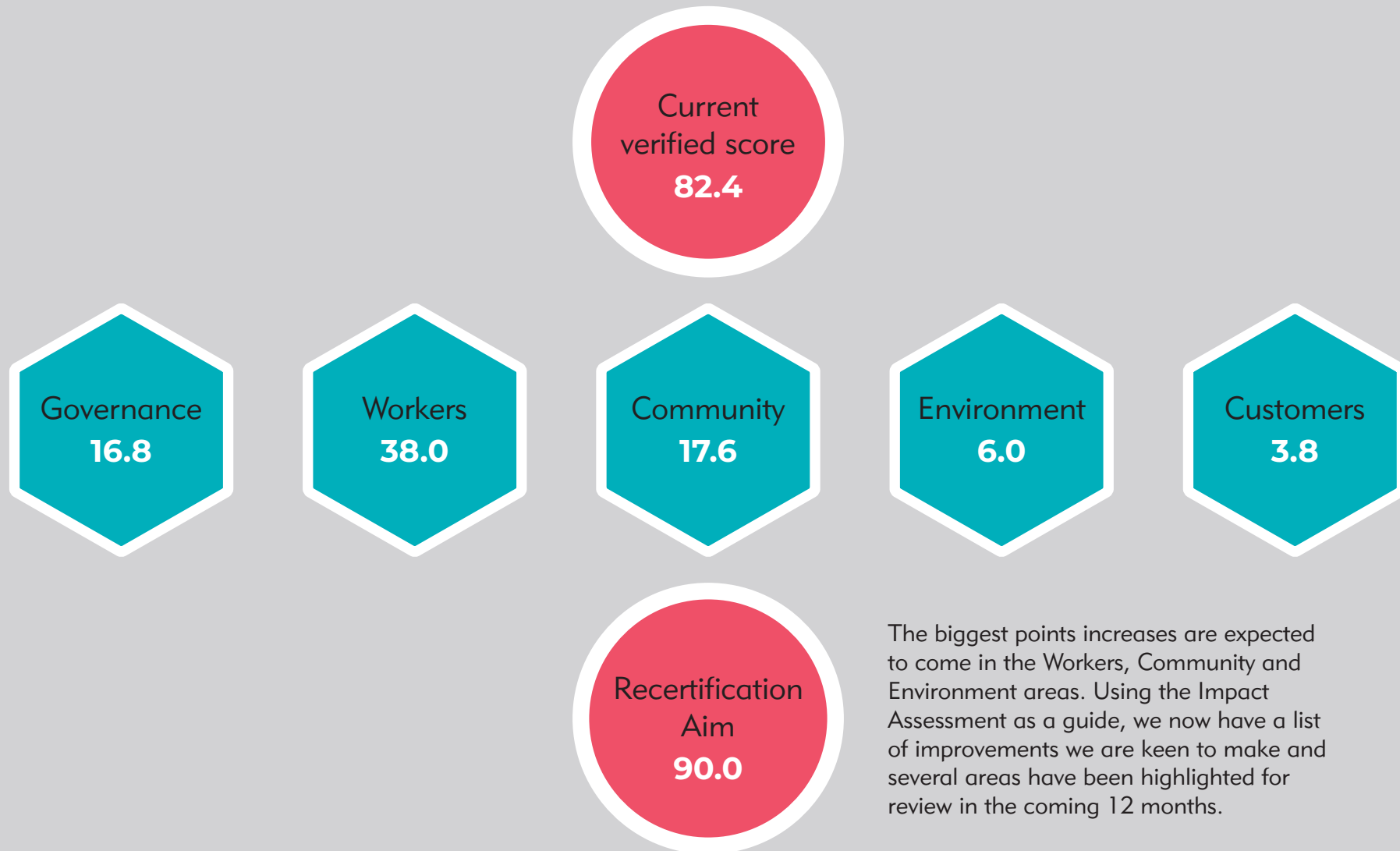
In March 2022, we began implementing some small changes to policies to increase their environmental and ethical focus and started the ball rolling on longer-term ones such as moving to an ethical banking service.

By the end of May 2022, we were ready to submit our application to B Lab UK. While we waited for an assessor to pick up our submission, we collated the evidence needed to support our responses to the Impact Assessment, so by the time we had our assessment call in December we were well-prepared.

After a nail-biting wait over the Christmas holidays, we received official notification of our B Corp Certification on the 4th of February 2023.

The process of achieving certification encouraged us to look critically at every aspect of the business and to identify where we were able to make improvements and, just as importantly, to recognise where we were already doing things really well. The engagement from the whole team has been amazing and people quickly began thinking 'like a B Corp' in their day to day roles. We now view the Impact Assessment as a guide to how we can do better over the coming years.

B CORP VERIFIED SCORE, BENCHMARKING PROGRESS AND GOALS FOR RECERTIFICATION



GOVERNANCE

WHAT WE SAID WE'D DO

Update our mission statement to include a commitment to social and environmental responsibility

WHAT WE DID

Published a new mission statement that includes a commitment to social and environmental responsibility

PLANS FOR NEXT YEAR

Materiality assessment

WORKERS

WHAT WE SAID WE'D DO

Train a Mental Health First Aider to support our staff

Diversity and Inclusion training

WHAT WE DID

Trained a Mental Health First Aider and offered more staff the opportunity to train

Delivered diversity and inclusion training to the whole business

PLANS FOR NEXT YEAR

Review our benefits package, ensuring that what we offer is delivering true benefits to staff
Train additional Mental Health First Aiders

COMMUNITY

WHAT WE SAID WE'D DO

Volunteering for local charities and good causes

Support Gloucestershire Young Carers

Support a range of other charities

PLANS FOR NEXT YEAR

Increase uptake of volunteering days among staff

Increase fundraising for Gloucestershire Young Carers to over £8,000, through a fire and ice walk, a charity quiz night and other fundraising activity

Increase total charity support to £20,000

Use more B Corp suppliers, preferably local to us

While Gloucestershire Young Carers remain our chosen charity, we have also supported:

Hope4 · Stalcombe House · My Name's Doddie · Cheltenham Festivals
Gloucestershire Cats & Dogs Hospice · The Pied Piper Appeal · Wooden Spoon
Children's Hospice Southwest · Cancer Research UK · Great Western Air Ambulance
Cheltenham Town Foundation · Heart Heroes · Nelson Trust · Sunshine Suicide
Crisis · Parkinsons UK · Sands Charity · Severn Blood Bikers · Sport in Mind

WHAT WE DID

33 hours volunteering

Our MD, Todd, spent a term as a guest lecturer in cyber security at Exeter College
Talked to young people about careers in IT at the Gloucestershire Young Carers skills day

Raised over £6,000 for GYC

Raised over £10,000 for 19 other charities

ENVIRONMENT

CO2 emissions, carbon offsets, recycling program, bike to work scheme, EV scheme

WHAT WE SAID WE'D DO

Improve our recycling capability

Offset CO2 emissions for each employee

Reduce corporate travel

WHAT WE DID

Added plastic, metal and glass recycling facilities.
Removed individual desk-side waste bins to reduce the number of bin liners used by 85%

Offset 2 x CO2 emissions for each staff member.
Gave staff the option to plant trees to celebrate their birthdays and work anniversaries

Hybrid working with travel to office reduced by 60%
Published policy to reduce corporate travel

PLANS FOR NEXT YEAR

Review the environmental impact of our office space with regards to energy and water usage and set targets for improvements.

Measure our digital carbon footprint and set targets for improvement

Plant 10,000 trees through responsible reforestation projects

Mileage to work by bike and public transport:



More than
1,400 miles



More than
3,000 miles

CUSTOMERS

WHAT WE SAID WE'D DO

Help our customers offset their carbon emissions

Gather feedback from customers on our service reporting

WHAT WE DID

Climate Conscious IT launched on Earth Day 2022

Spoke to our customers about what they want from our service reporting

PLANS FOR NEXT YEAR

Work with more B Corps and purpose-driven businesses

Overhaul service reports to have a more forward-looking, strategic focus

We currently work with 6 B Corp/not for profit/purpose-driven businesses:

Gloucestershire Young Carers

TIC+

Vivobarefoot

Go MAD Thinking

QuoLux

Yoti



**CYBER
SECURITY**



**CLOUD
SERVICES**



**IT
CONSULTANCY**



**MANAGED
IT SERVICES**



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