

azzur limited
B Corp
1st Year Impact Report

August 2024

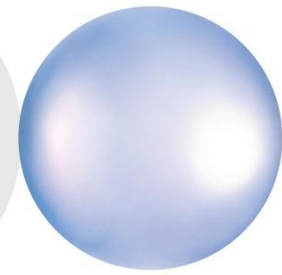
Certified



Corporation

releasing your inner power

azzur



Leadership Letter – deep alignment with our values

We are a leadership and organisational development consultancy bringing heart-centred leadership into organisations. Established in 2002, a female-owned micro business, we believe heart-centred businesses can change the world for good...

Joining the B Corp movement is deeply aligned with our values, values which have been at the core of our business since the start. One of our fundamental values is supporting the greater good before shareholder profit. As advocates of conscious leadership and conscious business we have followed the B Corp movement since its early days, citing examples of successful business in our work, yet not really thinking that a business of our size could be part of it. Once we realised that we could, we set off on the journey of certification.

Although only at the end of our first year, we are delighted that we can contribute our small part to this work.

Lorraine Flower and Trudy Worth

B Corp – journey to verification and key goals

- We received our B Corp accreditation in Aug 2023 with a score of 101.4 – we were delighted, especially as we are so small and when compared to the average first time score of 50.9. Yet we know we can do more.
- Key strengths on which we will build are what the B Corp movement calls ‘mission lock’, being aligned with our values and not deviating. In addition, our commitment to diversity, our charitable giving through thousands of pro bono hours to important though not well-known charities as well as donation of profit, and our commitment to reducing our carbon footprint – even though as a micro business this isn’t huge.
- We’re partnered with B1G1 Business for Good. Which means every time we work with a client, we give to educational projects in developing nations. So, by changing an organisation for good, we’re all helping even more good flow.



IMPACT AREA
Governance

SCORE
19.0



IMPACT AREA
Community

SCORE
60.2



IMPACT AREA
Environment

SCORE
8.6



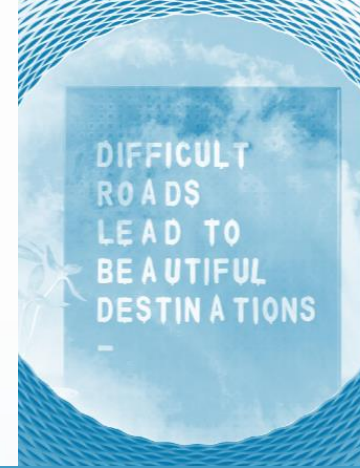
IMPACT AREA
Customers

SCORE
13.6



Courageous

We challenge ourselves and others to reach the highest possible outcomes.



Visionary

We are full of ideas and up for your challenge.

Our Values



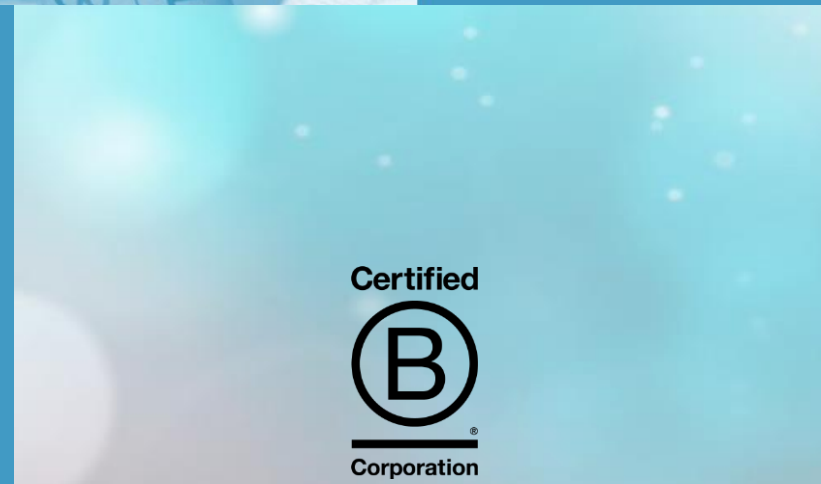
Collaborative

We work in partnership, investing in long term relationships. We are generous team players.



Passionate

We love what we do and share our passion through our work.



Loving

We bring love to our work. We behave with kindness and caring.

Year One Report

Carbon Footprint

Set up a GHG monitoring system using the Carbon Trust and UK Government guidelines.

Set Year 2 targets for carbon footprint reduction.

Established a carbon offset practice for all flights.

Reduced water and energy consumption

Charitable Giving

Increased the % of profit shared through our financial giving via our Charity Partner B1G1. Our giving is focused on Education and helping women in developing countries start their own businesses.

Extended our considerable commitment to giving in kind, sharing our wisdom and expertise with charitable organisations with over 550 volunteer hours per annum.

Business Impact

We had our first book published: Heartful Business – Leading with the World in Mind.

We are working on a Heartful Leader Development Programme based on the book designed to create a stronger and wider pool of Conscious Leadership in our world.

Procurement

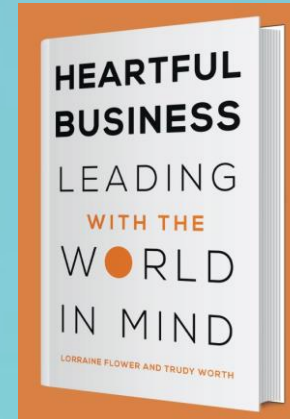
Switched our policy to working with B Corp accredited suppliers wherever possible.

Environmental Impact Target

Exploring the opportunities (within our business scope and size) to improve our Environment Impact Score.

Finance

Switched some of our business banking to a member of the Global Alliance for Banking on Values.



Year Two – our 3-point Plan

- Utilise GHG monitoring system to track and reduce all (relevant) carbon footprint activities against reduction targets – travel, energy consumption, wastage, recycling
- Work with clients to strengthen impact monitoring of our joint work
- Strengthen the monitoring of our supplier and client compliance with established labour practices