



ActNow Consulting

Impact Report

2023 - 2024

“

“Always Make a Positive Difference – Be the Change You Wish to See.”

ALEXINA CASSIDY

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A message from me, Alexina Cassidy, Founder

Welcome to ActNow Consulting's **first impact report** representing the year to September 2024 and just the start of my journey.

I first heard of and consequently fell in love with the B Corp movement in 2020 during Covid when I chanced upon an online talk by Kresse Wesling, co-founder of B Corp certified business icon Elvis & Kresse. At the end of the talk, I knew I wanted to get involved in helping other businesses become more sustainable and do the right thing in the face of the big challenges our planet, people and communities face today. I believe the business community can and should be a **force for good**.

As the daughter of a lifelong environmentalist and with a passion for all things outdoor and nature-related, I set up ActNow Consulting to enable me to make a **genuine impact**. I spent 2023 retraining, taking exams, reading, listening and thinking, and decided to focus on two areas within sustainability; climate and net zero strategies and training, and guiding businesses through the B Corp certification.

I set up ActNow Consulting to make a genuinely positive impact and the business is **'designed to give'** 5% of turnover to **high-impact climate charities**. Making those donations every month is the best part of my work.



2023 – 2024 Highlights



A certification



A commitment



A partnership



B Corp Pending
Status Achieved



Commit 5% of turnover
donated to Global
Returns Project



Collaborative
partnerships
initiated

2023-2024 Highlights

In December 2023 ActNow was awarded **B Corp Pending status**, giving me the momentum and drive to apply for full Certification after completion of my first full fiscal year.

I made a **formal commitment to give 5% of annual turnover** to support high-impact climate charities through the **Global Returns Project**.

I formed some **vital partnerships** with other forward-thinking businesses, committed to making a positive difference which opened the door for me and enabled me to work with a variety of different SMEs. I am particularly grateful to **Adam Bastock, Founder of Small99** and **Simon Derrick, Founder of Sustainable Business Alliance**.

In June 2024, together with fellow **B Corp Consultants, Rachel Parsons and Jaimie Harris**, we launched a **B Corp Cohort programme** which enabled us to offer light touch, time and cost-effective **B Corp consultancy support to SMEs**.



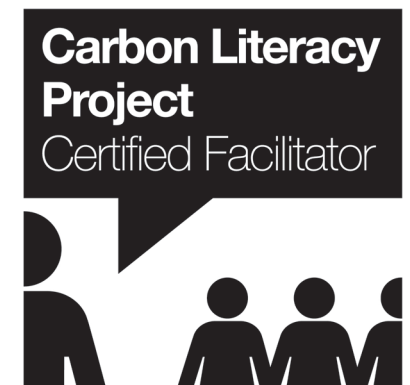
2023-2024 Highlights

Through my partnership with Small99 and Glasgow Chamber of Commerce's Step Up to Net Zero programme, I worked with 9 Glasgow-based SMEs on their net zero strategies in January and February 2024.

I completed a course with the Carbon Literacy Project and certified as **Carbon Literate**. As one of my pledges, I developed with **Climate Action – West Northants (CAWN)**, an accredited **Carbon Literacy Project Training** course which we launched in June 2024. As a result, I achieved formal **Carbon Literacy Project Facilitator** status.



ActNow Consulting



2023-2024 Impact on my Community

I played an integral role in forming the **Northamptonshire B Local** – a group of B Corp certified businesses, all committed to growing the B Corp movement and raising awareness of the importance of business as a Force for Good.

As a fledgling B Local group, we held our **inaugural event at the University of Northampton** in March 2024 to showcase what it means to be a B Corp and how the B Corp Assessment is a superb management tool for any business wanting to develop an ESG and sustainability strategy.

Through my partnership with **South Midlands Growth Hub**, I gave three workshops on sustainability strategies and carbon reduction action plans and volunteered at Corby Technical College.

I donated **£760** to the **Global Returns Project** and volunteered 88 hours to local community groups and institutions, the majority for local residents' group **Climate Action – West Northants**.



2023-2024 Impact on the Environment

As a small service-based business, ActNow has a **very low carbon footprint** at under 2.0 tCO₂e. The majority of my emissions come from oil-fired central heating, which as a tenant, I am unable to change at the moment. The rest comes from business travel. I drive an **electric vehicle**.

I am working with Sustainable Business Alliance to help better understand my carbon footprint and how I can **further reduce my emissions**.

I switched energy supplier to **Octopus Energy 100% renewable** in January 2024.

I chose to open a bank account with **Starling Bank**, currently rated 5th best out of 16 (in the MotherTree Bank League Table).



2023-2024 Impact on the Environment

Protected 71 acres of at-risk rainforest, storing 18,569 tonnes of CO₂e



RAINFOREST TRUST
-UK-

Restored 31 trees with:



TRILLION TREES | **WCS** | **WWF** | **BirdLife INTERNATIONAL**

Helped deliver a historic legal victory against airline greenwashing with:



ClientEarth

Helped protect 166,000 km² of ocean (an area larger than the size of England) with:



BLUE MARINE FOUNDATION

Helped monitor Important Marine Mammal Areas in Peru, Malaysia and Kenya with:



WDC | **WHALE AND DOLPHIN CONSERVATION**

Supported the 10th Annual Forest 500 Report on tropical deforestation with:



Global Canopy

2023-2024 Impact on my Customers

In May 2024, my **first B Corp client, Encore Environment**, an environmental consultancy based in Sywell, Northamptonshire, **certified as a B Corp**.

I supported 9 businesses on their **B Corp certification journey** and 10 SMEs on their **net zero strategies** and presented to over **30 businesses at 4 carbon reduction workshops**.

In June 2024, I successfully ran my first **Carbon Literacy Training Course for Climate Action – West Northants**.

“*Alexina is a passionate, trusted advisor, supporting our ESG goals and aspirations.*” **RACHEL ROWLEY, MD**

“*A special thank you to Alexina Cassidy for hosting the Net Zero 101 workshop. It was a great presentation and interactive session.*” **SAMANTHA HUNTER**

“*The course was very well-researched and the information was clearly presented and delivered.*” **JANE WOOD, CA-WN**



Collaborating with, Influencing and Inspiring Others

NORTHAMPTON
SUSTAINABILITY
ACCORD

SIGNATORY
ORGANISATION



Member



The Accord aims to establish a framework for collaboration to achieve sustainability goals. All stakeholders commit to integrating sustainability principles into their respective operations and decision-making processes.

The Sustainable Business Alliance works to provide training, support and tools for businesses starting out on their sustainability journeys. ActNow Consulting is an Advisory Member.

I have signed up for the BBA campaign to push for an amendment to Section 172 of the Companies Act to ensure that businesses have a legal responsibility to positively impact people and planet.



2024-2025 Looking to next year

I plan to submit for full B Corp Certification. This is a serious time and resource commitment for me as a one-person business. If I am successful, it will give me credibility and recognition. Watch this space!

I hope to help more businesses better understand and improve their impact through using the B Corp assessment framework and gain B Corp certification. **The world needs more B Corp certified businesses.**

I intend to run more **Carbon Literacy Training Courses** via **Climate Action – West Northants**. These are free to community members. I would also like to develop more training for businesses.





ActNow Consulting

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“B Corps are leading the way in creating a more just and sustainable economy. They’re proving that businesses can be a force for good as well as a tool for maximising profits.”

MARC BENIOFF, CEO OF SALESFORCE

ALEXINA CASSIDY

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Thank you