



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**.



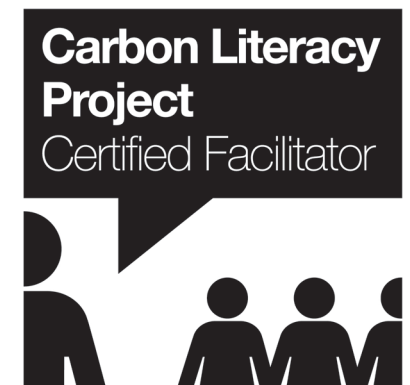
# 2023-2024 Highlights

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 tCO<sub>2</sub>e. 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 5<sup>th</sup> best out of 16 (in the MotherTree Bank League Table).

I have a policy of using environmentally preferred products for my home office and ensure that I dispose of e-waste and hazardous materials safely.



# 2023-2024 Impact on the Environment

Protected 71 acres of at-risk rainforest, storing 18,569 tonnes of CO<sub>2</sub>e



**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 km<sup>2</sup> 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 10<sup>th</sup> 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 Key targets for 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 and enable me to provide more support programmes for small businesses. Watch this space!

My target is to help more businesses better understand and improve their social and environmental impact through using the B Corp assessment framework. **The world needs more B Corp certified businesses. My target is to work with 10 businesses on their B Corp certifications.**

Through my collaboration with the Sustainable Business Alliance, I have a **target of working with 10 businesses on their decarbonisation programmes**, through workshops and webinars. We also plan to **organise a Sustainability Summit** in collaboration with the University of Northampton with upwards of 50 local businesses in attendance.



# 2024-2025 Key targets for next year

A key target is to continue to volunteer at least the equivalent of 8 working days a year. I intend to run 3 more **Carbon Literacy Training Courses** via **Climate Action – West Northants**. These are free to community members. I will also continue to develop the impact and reach of the Northamptonshire B Local and to support B Lab UK events.

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Through my commitment to donate 5% of my revenue to the Global Returns Project, I intend to maintain this target and to increase my contribution to the Global Returns Project and other charities by 20% for this coming year.



# 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