

B Impact Report

2025-2026

nimble[®]

Making elearning better.
Together.



We're backed by verified standards.



As a Certified B Corporation™, we're part of a global community of businesses that meet high standards of social and environmental performance, transparency, and accountability.

That means considering how our decisions affect our team, our customers, our community, and the wider world – not just our bottom line.

This report shares how we're putting those standards into practice.

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About us

Nimble Elearning is an ethically-minded company based in Gloucestershire, UK, dedicated to empowering our customers through approachable elearning tools and expert care. Since 2009, we've been creating intuitive tools that empower people to build and deliver impactful training – without needing to be tech experts. Whether it's critical compliance, onboarding, or skills development, Nimble helps teams get up and running quickly with outstanding support and elearning products that are fuss-free, engaging, and affordable.

As a Certified B Corporation, we're proud to prioritise people and planet alongside profit. We're building a fairer, greener, more inclusive future through the way we work, the products we build, the communities we work in and the people and partnerships we support.



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Leadership letter

Welcome to our first annual B Impact Report! Since becoming a Certified B Corporation in May 2025, we've fully embraced the responsibility and joy of using our business as a genuine force for good. Over the past 12 months, the global landscape has continued to challenge how businesses operate, but it's only strengthened our core belief: that putting people and the planet right alongside profit is the only way forward.

Reflecting back across the past year, we're incredibly proud of what we've achieved. We launched a 9-day fortnight trial to dramatically improve employee wellbeing, upgraded our health coverage so that no team member is penalised for their medical history, and partnered with fellow B Corps like Randall & Payne and Moodle to keep our supply chain ethical and green. We also heavily reduced our AWS footprint, cutting costs and carbon emissions simultaneously.

Of course, the B Corp journey is one of continuous improvement, and it requires radical transparency. While we made huge strides, the intense focus required to bring our new Nimble LMS (Learning Management System) to market meant that some of our internal goals didn't progress as quickly as we'd hoped. We're sharing this not as a failure, but as a realistic outlook on the balancing act of running an ambitious, ethically-minded tech company.

As we look to the year ahead, we remain dedicated to making elearning better, together, while actively contributing to a more inclusive, equitable, and fair economy.

Neil Hyde, Founder and Managing Director



Our journey to certification

Our mission has always been simple:

'To empower trainers worldwide through approachable digital learning tools and expert care.'

We firmly believe that high-quality learning should be accessible to all organisations, regardless of size, budget, or sector.

We decided to pursue B Corp certification because it perfectly mirrors our company culture. This certification reinforces values Nimble has held since day one: to be part of a sustainable, profitable business where growth brings benefits to all employees, customers, and partners, while continuously improving our social and environmental impact. We didn't want to just say we cared about our team, our community, and the environment, we wanted to be legally and transparently held accountable to it.



But we knew from the very beginning that achieving B Corp certification couldn't just be a top-down management exercise; it needed to be woven into the everyday fabric of our company. To drive this, we created a cross-departmental group of team members called our B Corp Champions.

Fittingly, this group held our inaugural kickoff meeting down the road at Stroud Brewery, a fantastic local fellow B Corp. Over a few ethically brewed drinks, we strategised on how everyone across Nimble could take part. The B Impact Assessment is incredibly rigorous, and we relied heavily on our Champions to dig deep into departmental data, surface our achievements, and champion the B Corp ethos within their respective teams to keep it top of mind.

Throughout the entire process, we prioritised transparency, keeping the whole company regularly updated on our progress, our scores, and the hurdles we were overcoming. The reality is, we simply couldn't have achieved this milestone without every single person at Nimble being fully on board and pulling in the same direction.

The impact on our business has been substantial. It's shifted how we procure services, how we support our team, customers and community, and how we build our new products. Above all, it's unified our team around a shared purpose: proving that creating fuss-free, engaging elearning can go hand-in-hand with making a positive impact on the world around us.



Our B Corp Champions!



Our B Corp B Impact Assessment (BIA) score



Think of the B Impact Assessment (BIA) as a comprehensive health check or a “report card” for a business. But instead of just measuring financial profit, it measures a company’s positive impact on the world.

It’s the rigorous test a company must pass to become a Certified B Corporation. To get certified, a business must prove it’s actually doing the good things it claims to do by answering hundreds of questions and providing the evidence to back them up.

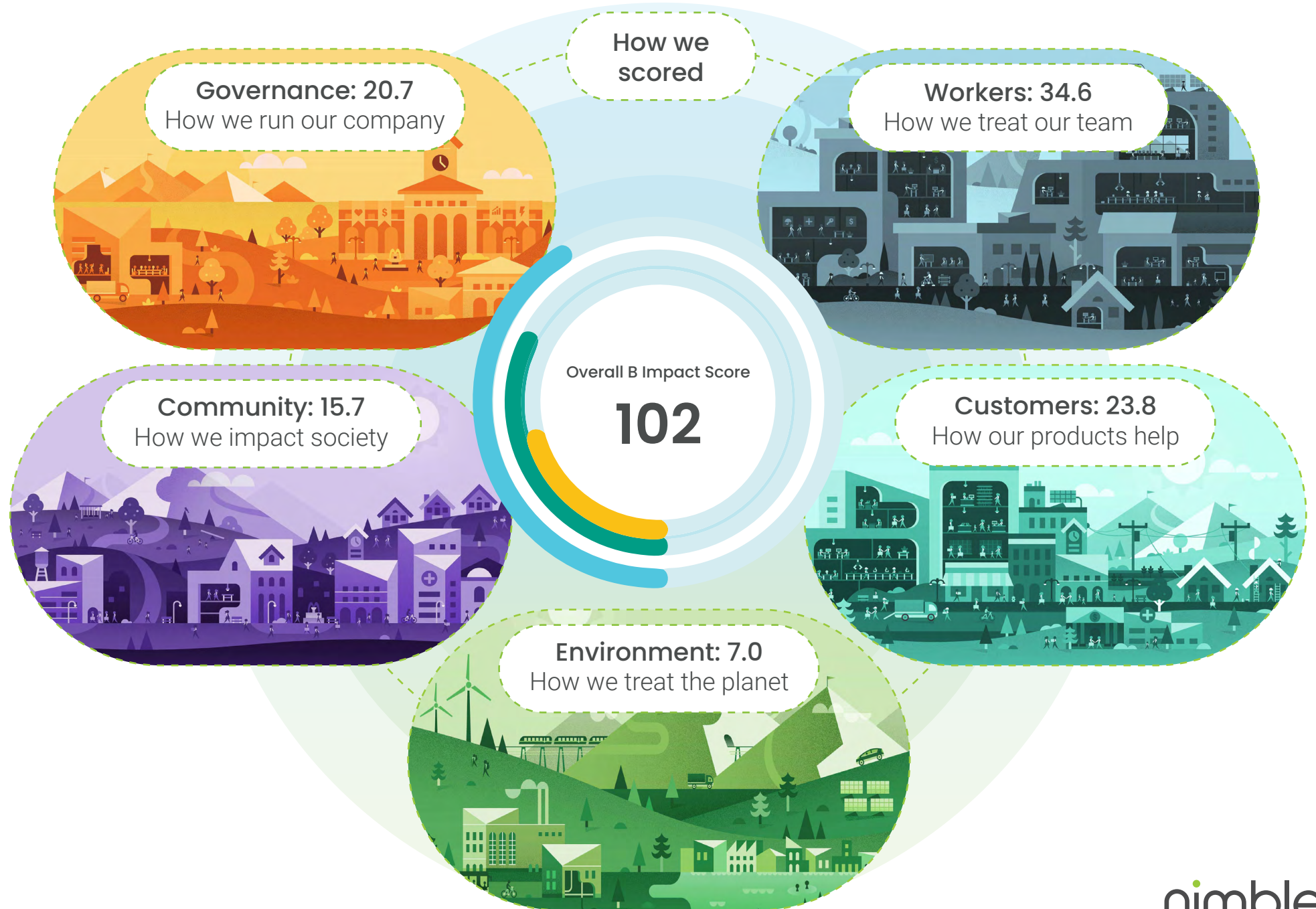
Based on the BIA, we earned an overall score of **102**. We’ve gone well above the 80 score which qualifies for certification. The median score for ordinary businesses who complete the assessment is currently 50.9.

We’re incredibly proud of this, and we’re strategising on where we’ll invest our time and resources to make continual improvements.

- 102 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



The BIA is broken down into **5 Core Pillars** to ensure the business is looking at its impact from every possible angle...



Governance

Our transparent governance structure keeps us closely connected to our mission.

Guided by our Board of Directors and a cross-departmental Senior Leadership Team (SLT) who meet monthly, we continuously refine our strategy and processes.

This collaborative approach prevents siloed decision-making, ensuring every action we take is rooted in true stakeholder accountability and actively benefits our employees, customers, and community.

Here's what we set out to do at Nimble over the last 12 months, what we actually achieved, and where we're heading next...

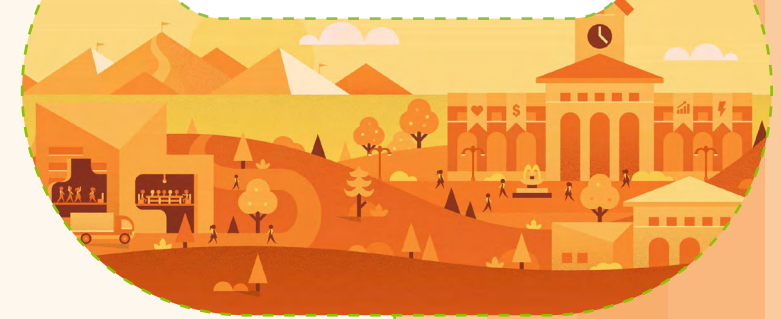
What we said we'd do:

- Improve our ethical partnerships across the business

What we did:

- Switched our accountants to local certified B Corp Randall & Payne.
- Chose to utilise Moodle, a certified B Corp, to underpin our new Nimble LMS platform.

Governance: 20.7
How we run our company



Workers

We believe a healthy, supported team is the foundation of our success. We prioritise genuine well-being and professional growth through progressive initiatives like our 9-day fortnight trial, inclusive health coverage, and structured career frameworks. Because a great culture relies on true connection, we regularly bring everyone together for company BBQs, team days, shared volunteering, and away days. By fostering this flexible, collaborative environment, we ensure our people feel truly valued, a commitment proudly reflected in our exceptional employee retention rates which are well above typical UK tenure averages of 2-5 years.

Workers: 34.6
How we treat our team

What we said we'd do:

- Commit to improving work-life balance by trialling a 9-day fortnight
- Improve our benefits, and continue to support remote working
- Provide more training opportunities for our teams
- Monitor employee retention

What we did:

- Boosted wellbeing by increasing full-time non-working days from 33 to 50, using personalised rotas to ensure an equivalent reduction for part-timers.
- Upgraded to an inclusive 'Medical History Disregarded' health policy and introduced a free autumn flu vaccination program.
- Launched a career framework to set objectives and spot skill gaps to be rolled out across all departments.
- 2026 retention report: 78% of our team have stayed 3+ years, 66% for 5+ years, and 25% for 10+ years!



Community

We support our community by actively sharing our time, space, and expertise. Over the past year, we championed local education through school partnerships and work placements, backed various charities and sports clubs through sponsorships, match funding, and offered a free collaborative workspace at our Nimble Hub. Our learning design team provided over 3 weeks of of pro-bono work to transform a vital early-years charity course into an accessible elearning format, removing geographical barriers for caregivers. We also continue to champion the B Corp movement locally and prioritise working with partners who share our values.

What we said we'd do:

- Get active and engage more with the community and charities
- Support local businesses with sponsorships and expertise

What we did:

- Supported local education by hosting work placement, participating in school mock interviews and career days.
- Created an early years charity course with pro-bono work for Springboard.
- Partnered with Meningitis Now for a rapid-response awareness course for affected communities, donating 1 million free hits.
- Provided free workspace for Allsorts charity, sponsored local sports clubs and community business awards.
- Participated in B Local Gloucestershire and 'BCurious' events to help raise the county's profile.
- Joined Together Gloucestershire to champion local procurement and offer services to shareholders.



Customers

At Nimble, we believe our relationship with our customers extends far beyond a simple transaction. We're all dedicated to delivering digital learning tools that genuinely empower our clients to succeed. We also celebrate annually with our Nimble Community Day and Awards, to showcase excellence in the use of elearning. Over the past year, we've prioritised ethical partnerships, significantly enhanced our new Nimble LMS platform's accessibility, and led with compassion, providing friendly support and continued financial relief via discounts to charities.

What we said we'd do:

- Work towards launching our new Nimble LMS which will benefit our customers
- Continue to provide high levels of support and charity discounts

What we did:

- Developed our new WCAG-compliant Nimble LMS on the B Corp Moodle platform, to provide the exact functionality our customers need.
- Transitioned to a dynamic new AWS ecosystem, ensuring a secure, reliable, and scalable environment for our customers while reducing overall AWS usage.
- Expanded our Ethical Partnership and Collaboration Policy to screen prospects from controversial industries, ensuring our business relationships align with our core values.
- Provided free licenses and dedicated support to customers facing severe crises.
- Continued our 15% charity discount, saving over 25 registered charities approximately £40,000 and donated comprehensive system training to a customer-led charitable organisation to amplify their social impact.

Customers: 23.8
How our products help



Environment

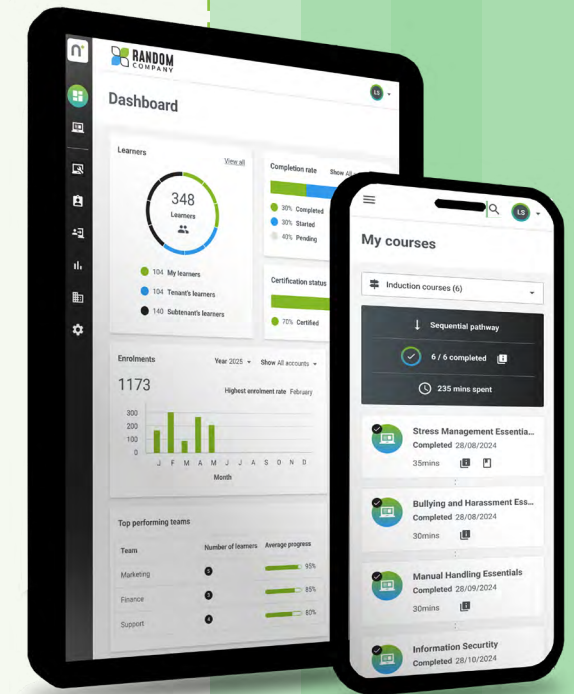
We recognise that our environmental responsibility extends far beyond our physical office and into the digital world. Over the past year, we took significant steps to reduce our digital carbon footprint through dynamic asset management. A core part of our environmental strategy is actively seeking out eco-conscious, environmentally sound suppliers across our entire supply chain. By optimising how we use cloud technology, we're proving that digital innovation can go hand-in-hand with environmental sustainability.

What we said we'd do:

- reduce our AWS footprint
- start development work on a greener website
- partner with an ethical provider for our new Nimble LMS platform

What we did:

- Cut our AWS costs by approximately 35% by making our staging and production assets dynamic. Automatically powering these down outside of our core support hours (between 7 PM and 8 AM), significantly reduced our digital energy consumption.
- We're currently building a new website, and selected a hosting provider that prioritises energy efficiency and has invested in on-site solar generation.
- We use Moodle as the foundation of our new Nimble LMS platform, a Certified B Corp whose practices are independently verified for social and environmental impact, aligning with our commitment to responsible and purpose-driven technology.



Our goals for the next 12 months

- Actively research a transition to a green banking provider.
- Continue to audit our supply chain and prioritise fellow B Corps and ethically certified partners.
- Evaluate and solidify our 9-day fortnight working model.
- Roll out career frameworks and training to all departments.
- Push forward with further improvements to our benefits.
- Explore long-term volunteering with the Cotswold Canal Trust to help maintain a 1km stretch of the Stroudwater Canal.
- Migrate customers to our new elearning platform and decommission the legacy AWS stack to create an even more streamlined, environmentally aligned infrastructure.

Becoming a B Corp was a significant milestone for Nimble, but it was only the beginning. This report on our first year reflects our unwavering commitment to continuous improvement, transparency, and using our business as a genuine force for good. Whether we're supporting our local community, reducing our environmental impact, or empowering our people, our focus remains clear: to build learning technology that puts people first. Thank you to our team, customers, and ethical partners for making this possible.

Let's keep making things better, together.

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