

NATURALLY SOCIAL[®]

BCORP Impact Report 2024



Leadership Letter

Dear readers,

I'm happy to be able to share with you our first BCorp Impact Report. These yearly reports will act as a transparency letter to openly share with our customers and colleagues how we work and how we are making changes to be even better.

As a small business, it can often feel difficult to find ways of working more ethically and sustainably but even if you look in the smallest of corners, I'm confident we can all find the answers.

A year ago, during BCorp month 2023, we received the news that we had been awarded our certification and achieved a score of 94 (you need to score 80 to submit). I remember feeling incredibly proud and thankful to the team for believing in the values I've always believed in – that business can be a force for good. They helped to make this happen.

My family's background in the public sector came with me into the private sector when I started the business in 2015 and so these values were naturally instilled in me and led me to the questions I often found myself asking:

Why can't people and planet exist as a priority alongside profit?

Why do socioeconomic principles seemingly only sit in the charity and third sectors?

And then I discovered the B Corp community...



Leadership Letter



Over the last 12 months we've discovered more and more businesses like us and it has led us to grow in confidence about the way we do things. We've continually ask how we can do things better for our people, customers and communities and as a result I know this makes us all happier at work.

I'm particularly proud of the work we have done around suppliers and voluntary work. When I attended the Blue Earth Summit in October 2023 one of my takeaways was around how much we're encouraged to seek constant growth in business. But with constant growth comes constant demands on the planet and constant demands on our wellbeing. This isn't sustainable.

As I look ahead to the next 12 months there will undoubtedly be challenges but I'm committed to basing every decision we make around balancing people & planet with profit. We'll be doing this in a number of ways, which we have formalised in this report.

I look forward to updating you next year,



Natalie Luckham
Founder & Director

Our Journey to Certification

At Naturally Social, we've always been committed to making a positive impact on the world and receiving our B Corp Certification demonstrates our commitment to sustainability and social responsibility.

As a business, we first heard about the BCorp movement when our Founder, Natalie, was accepted into the NatWest Business Accelerator program in 2017.

It was after a meeting with Natalie's mentor and her expression of her desire to use Social Media for Social Good that he recommended looking into becoming BCorp certified.

“When I heard about the B Corp movement from my business mentor, I was excited. I felt like I wasn't being naive at all when I felt that business could be used to better the planet and people in society.”

- Natalie Luckham, Founder of Naturally Social Ltd

It was in 2018 when we took the first step and completed the BCorp Impact Assessment. After answering the 200 questions, we received our score - 55.57, a little ways from the 80 points needed to submit. But it was a start, and something to work towards.

With the business growing and moving to a larger office in Corsham, Wiltshire. Progress with our BCorp application slowed. And then the pandemic happened...

Like for many SMEs, navigating the pandemic was difficult and threw up challenges we'd never expected to see, so moving forward with BCorp was temporarily parked so we could focus on 'weathering the storm' that was COVID-19.

2022 would be Naturally Social's 8th Birthday, and what better way to celebrate than to commit to submitting our BCorp Impact Assessment! With a deadline set, the hard work began as we worked our way through each question, cross-checking what we'd already had implemented, what could be introduced and which areas were somewhat out of our control due to renting an office in a serviced office space.



Getting ready to submit

As we worked through the impact assessment, we found that breaking it into sections was beneficial. This allowed us to work more thoroughly as well as identify additional areas in which we could improve our score.

What we found was:

- A lot of the business' policies and processes that were in place matched the requirement for the BImpact Assessment.
- Where we were 'not quite there' with some processes/policies we were able to make minor adjustments and actively roll out the updated versions to the team.
- Where there were policies that we didn't have in place, we were again able to proactively have these introduced and rolled out to the team as we worked through the application.

On the 28th July 2022, we submitted our BImpact Assessment and begin the verification process...

Becoming a Certified BCorp organisation has meant that we're able to follow through on our strategic direction - to work with purpose-driven companies, so we need to prove our values. We're also 'ahead of the curve' as a brand so being at the early stages of adoption was key.

We're passionate about telling the stories of the world's kindest companies and becoming a BCorp organisation meant that we were moving from just talking about our values, to publically demonstrating them.

Review Summary

APPROACH

Small Enterprise

OPENED DATE

28 Jul 2022

Certified



Corporation®

Application Submitted

BCORP Verified Score

Certification:

As we worked through the assessment it was encouraging to see how Naturally Social aligned with the vision of BCorp.

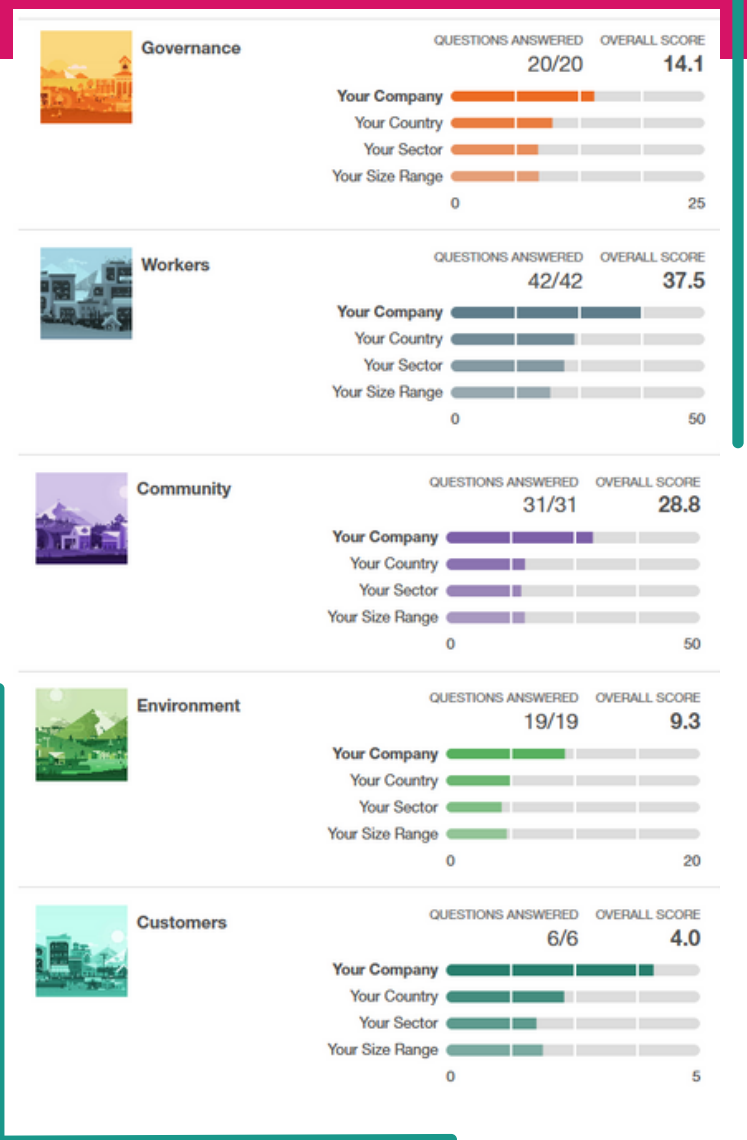
We had a number of policies and procedures already in place which helped to increase our score. Having broken the assessment down, we worked through each section thoroughly and kept our team engaged throughout the process.

As we got ready to submit we felt confident. We had meticulously worked through every question, reviewing, researching, updating, and introducing any new elements that we could. We'd met regularly with our team and rolled out new procedures and policies which were met with enthusiasm.

Knowing we'd been a purpose-driven business before it became the new buzzword definitely helped our application!

Our Goals for Re-Certification:

Our recertification date is on the 27th of March 2026, and in the time between this impact report and that date, we're hoping to increase our overall B Impact Score. Our initial submission saw us achieve a score of 94.0 points, **by March 2026 we would like to resubmit with a score that is above 100 points.**



Progress update & Goals

“The greatest thing in this world is not so much where we stand as in what direction we are moving.”

– Johann Wolfgang von Goethe

Governance:

What we said we'd do:

- Maintain financial and company transparency.

What we did:

- Met with our team regularly to provide updates on how the company was performing on a financial level as well as updating them on any impacts to social and environmental performance.
- The information was provided in ways that were most comfortable to the individual, whether high-level or summarised. we had open conversations in both group and individual settings around growth, profile and salaries.

Goals for the next 12 months:

- Communicate quarterly performance as a percentile with colleagues.
- Undergo an up-to-date and in-depth carbon footprint survey and set reduction goals.
- Review UN goals and align our ESG targets. Public these commitments on our website.
- Share, via social media, any impact or environmental decisions that are made as a business. These will be shared on a quarterly basis.



Workers:

What we said we'd do:

- Increase the number of non-executive workers receiving a bonus at the end of the financial year.

What we did:

- Issued 90-day bonuses bespoke to individual employees,
- Introduced an additional end-of-year bonus of 10% of each employee's salary providing the business achieved its financial targets.

Goals for the next 12 months:

- Upskill all employees with at least one certified training course, that aligns with their career path.
- Provide private medical insurance for all employees.
- Diversify our workforce.
- Formalise our commitment to the National Living Wage by becoming accredited as a Living Wage Employer.



Community:

What we said we'd do:

- Deliver a pro bono campaign on behalf of a charity during the Big Give Christmas Challenge.

What we did:

- Delivered a charity campaign on behalf of Wicked Weather Watch from the 28th November to 5th December 2023.

Having ran a give away competition, we reviewed all applications before selecting a winner. Working with the WWW team, we implemented a campaign strategy and delivered it on their behalf. We raised £4287 in 7 days via 34 individual donations - exceeding the charities £4000 target.

Goals for the next 12 months:

- Deliver a pro-bono charity campaign during the 2024 Big Give.
- increase the number of volunteer hours completed by team members of Naturally Social to 150 hours +
- Increase the number of retained clients who have demonstratable ESG values from 70% to 90%



Environment:

What we said we'd do:

- Select suppliers who are environmentally minded.

What we did:

- Changed our IT supplier to Circular Computing when our laptops needed replacing. These laptops are carbon neutral which means we have preserved 2,400 kgs of resources and reduced 632 kg of carbon emissions. 10 trees were planted via reforestation partners for every remanufactured laptop that was purchased.
- Continued using Ecosia as our search engine of choice, who plant trees as a result of using their platform over competitors like Google or Bing.

Goals for the next 12 months:

- Work with our landlord to improve the eco credentials of the building.
- Monitor our energy usage per quarter and introduce targets.
- Research and review the possibility of monitoring greenhouse emissions of Naturally Social.
- Look at the environmental impact of AI and how this can be offset and move to green hosting environments.



Customers:

What we said we'd do:

- Monitor feedback from customers who's contract was ending with Naturally Social.

What we did:

- provided a questionnaire to all clients who's contract was ending. Asking for feedback our work with them and what impact we had had on their business.

Goals for the next 12 months:

- Introduce targets for customer satisfaction and client retention.
- Conduct 3, 6, 9 and 12 monthly catch-ups with all clients to gain a better understanding of client satisfaction and look for ways to improve our offering.
- Ensure services are accessible and affordable to smaller organisations so they can access expert support in order to thrive.

