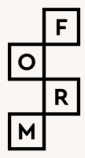


# B Corp Impact Report 2023

**Certified**



**Corporation**<sup>®</sup>



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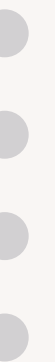
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# Leadership Letter

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Connecting people, planet, and profit to increase our impact has been a focus for Form ever since we founded the business in 2013. Achieving B Corp status in August 2022 was an important milestone on that journey.

It wasn't always an easy road, and while we're proud to be part of this wonderful community, we know the hard work doesn't stop here.

Becoming a B Corp has forced us to ask and answer confronting questions. It's provoked healthy conversations and challenged us to set ambitious benchmarks to build on.

We want to use the progress we've made to push us further - and to inspire others to do the same. Because our ambition as a business is to equip leaders to build remarkable organisations and that must include supporting them to increase their impact for good.

B Corp is a movement with the potential to transform the global economy. We're committed to stretching ourselves to go beyond what we've already achieved, and to continue to support our clients and partners to play their part.

**Matt Johnson,**  
Managing Director of Form





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# Journey to Certification

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## Our mission is to leave people, places, and organisations better than we found them.

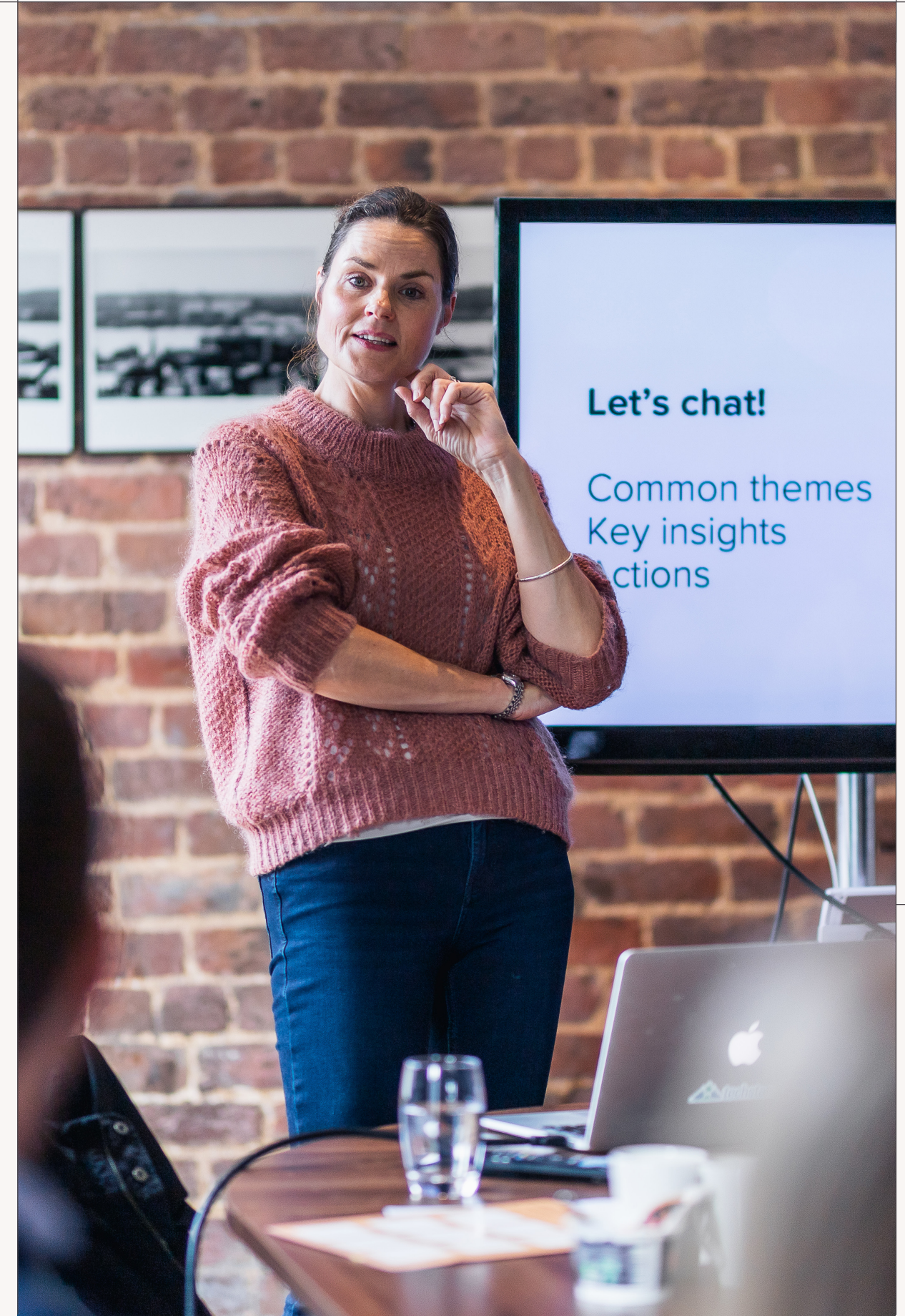
When the pandemic turned the world upside down, we realised more than ever how important is it to extend our impact beyond our four walls.

That's why we joined the B Corp movement. To harness the power of business to collectively address society's most critical challenges.

Our journey towards B Corp certification began back in 2021, and in the summer of 2022, we gained our accreditation. It was a proud moment for the team, and the achievement is an integral part of our ongoing commitment to people and the planet.

The five-part framework provided by B Corp gave us a clear starting point to assess our current performance and plan to continually improve.

It's incredibly motivating and inspiring to see how our individual and collective efforts can contribute to a global movement acting as a force for good.





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# B Corp score and goals for recertification

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## In 2022, we scored an overall B Impact score of 100.3

The process was rigorous and took a couple of months, but it gave us a fantastic insight into what we're doing well and where we can improve.

### Highlights from our first year as a B Corp

- Becoming an active member of the local B Corp community and co-hosting our first ever B Corp event.
- Starting carbon offsetting, reducing the environmental impact of all our delivery, and sharing this with our clients.
- Creating essential assets to keep us on track, including a list of preferred suppliers that are local and environmentally conscious, and an Equity, Diversity, and Inclusion (EDI) checklist.

### Targets for recertification

When we recertify in 2025, our minimum aim is to improve upon our score of 100.3. While we strive for improvement across all assessment categories, we will particularly focus on enhancing our performance in community, environment, and customers.

Based on the B Impact assessment, we achieved an overall score of 100.3, surpassing the median score for ordinary businesses completing the assessment, which is currently 50.9.

- 100.3 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for ordinary businesses



- Governance - 20.0
- Workers - 31.4
- Community - 25.0
- Environment - 8.7
- Customers - 15.0



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# Impact Areas

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## Team

### Commitment:

Prioritise the enjoyment and effectiveness of our team and partners.

This area evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.



### What we set out to do:

- Actively promote and create an inclusive working environment, strengthening our focus on diversity, equity, and inclusion.
- Improve ways of working to reduce noise and give our team high autonomy.
- Increase the connectedness and loyalty of our external consultants.
- Ensure each person is stepping into their highest value contribution.

### What we did:

- **Equity, Diversity, and Inclusion training:** Each team member received Equity, Diversity, and Inclusion training from a specialist external consultant. This has created a more inclusive working environment and reinforced our commitment to diversity and equity. We also crafted an Equity, Diversity, and Inclusion asset checklist, approved by the consultant, to make sure our online presence, delivery, and strategy are as inclusive as possible.
- **New ways of working:** Introduced new working methods to reduce disturbances and empower staff with greater autonomy. Through using a new software tool, we streamlined organisation, planning, and project collaboration for our project management team. We also have a monthly team lunch to check in on our progress and share our learnings and experiences from the previous month.
- **Consultant coffee and cake afternoon:** Strengthened our connection with external consultants by hosting a casual coffee and cake gathering, creating a relaxed environment to share updates on new projects and encourage open communication.
- **Invested in training:** Proactively invested in training to empower our team to develop their autonomy, mastery, and sense of purpose. In the past year alone, the team collectively dedicated at least 17 days to personal development.
- **New private healthcare providers:** The wellbeing of our team matters, we introduced new private healthcare plans to add to other initiatives already in place such as flexible working.

### Plans for the next 12 months:

- Create an engagement strategy that will continue to improve the connectivity between consultants in the Form family.
- Continue to ensure each member of the Form team is stepping into their highest value contribution through external professional development and lifelong learning opportunities in the next year. With a focus not just on individual performance, but how we operate as a team through holistic diagnostics tools.
- Equip each new member of our growing team with Equity, Diversity, and Inclusion training from a specialist external consultant.





## Clients

### Commitment:

To equip leaders to build remarkable organisations.

Customers evaluate a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channel

### What we set out to do:

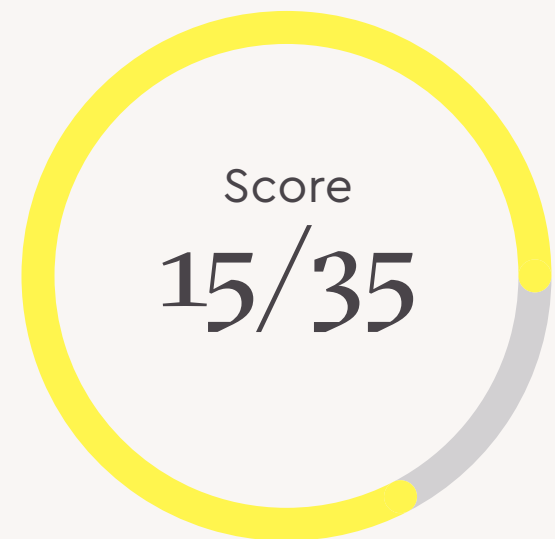
- Start to share with our clients the environmental impact of their projects with us.
- Created an opportunity for clients to speak at our events and share their wisdom.

### What we did:

- **Environmental impact visibility:** Outlined the environmental impact of projects in client proposals.
- **Client satisfaction:** Monitored client satisfaction through surveys and feedback showed we consistently exceeded expectations.
- **Building community through our clients:** Through our free "Enrich" events, we brought together like-minded leaders to foster collaboration and resource-sharing. These events have assisted clients in navigating the dynamic landscape of leadership, with feedback consistently rating them 9 out of 10.
- **Supporting Opportunities:** Proactively connecting clients with new opportunities, including offering guidance in hiring new staff, and inviting them to join us at our events to share their experiences with other leaders.

### Plans for the next 12 months

- Expand the Enrich community in 2024 with more events exploring the future of a better world and our role in it. Covering topics like Artificial Intelligence, B Corp, and Employee Ownership Trusts, we want to provide valuable insights and facilitate discussion and shared learning.
- Maintain our proactive approach in connecting clients with new and emerging opportunities.



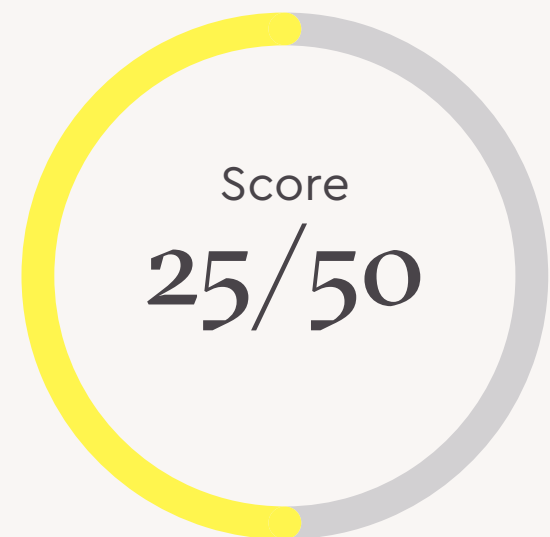


## Community

### Commitment:

We look to support the community around us. Working with local suppliers whenever possible and supporting a local social enterprise to bring new talent into the digital and creative industries.

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from.



### What we set out to do:

- Empower every team member to volunteer to create social impact.
- Be an active member and advocate for B-Corp Movement.
- To continue to support charities and foundations.

### What we did:

- **Team volunteering:** We collectively volunteered 34 days annually.

Our Project Manager, Laureece, volunteered at The Girls' Network as a mentor. The organisation's mission is to inspire and empower girls from disadvantaged communities by connecting them with female mentors and a network of professional role models.

Our Managing Director, Matt, co-founded the global charity Be One, which, since 2010, has raised over £750,000 to positively impact the lives of millions of people in developing nations. In 2023, they hosted their annual Birthday quiz, with 100% of ticket sales going to projects that aid the world's poorest people. They also introduced a new giving mechanism to enable a new generation of equally motivated individuals to emerge.

- **Active member of the B-Corp movement:** During Global Goals Week in September 2023, we hosted a B Corp lunch in collaboration with fellow B Corp, Brabners. The event focused on the challenges and opportunities of running a socially responsible business, featuring a panel discussion with leading voices in the local B Corp community. It provided B Corp business leaders – and those interested in the movement – the chance to connect and learn from local success stories.
- **Donated to charity:** We supported various charitable foundations, including the Cowrie Scholarship Foundation, which partners with UK Universities to provide fee places, fully funded scholarships, and maintenance grants to Black British undergraduates. We also invested in charities chosen by our team, aligning with causes close to their hearts.

### Plans for the next 12 months

- Re-energise our employee volunteering initiative, motivating the team to contribute to a local charity of their choice alongside their holiday allowance, cultivating community engagement and a sense of social responsibility.
- Continuously strengthen our B Corp community involvement by actively participating in and supporting local B Corp events.
- Promote relevant topics and talking points through our own community events to encourage collaboration and shared values.





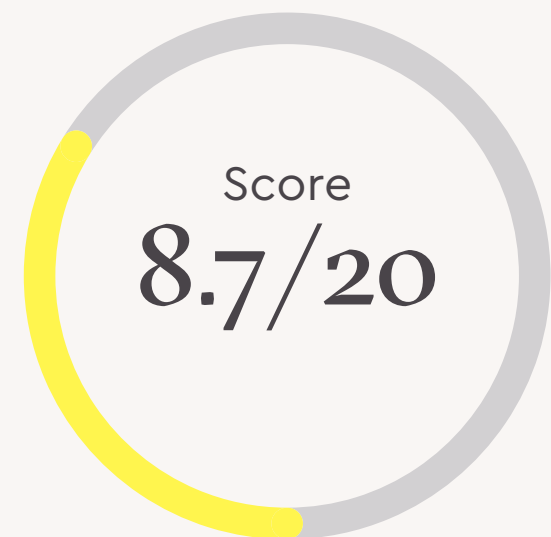
## Environment

### Commitment:

To impact the planet positively.

This area evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.

This includes the direct impact of a company's operations and, when applicable, its supply chain and distribution channels.



### What we set out to do:

- Offset and reduce the environmental impact of all our delivery.
- Purchase from environmentally preferred suppliers.
- Build greater environmental awareness within the team.
- Begin to give visibility to our clients of the environmental impact of their projects with us.

### What we did:

- **Carbon offsetting:** We've calculated our carbon emissions and plan to offset the total 'carbon debt' over three years, in addition to addressing annual emissions. Our goal is to achieve lifetime carbon neutrality by the end of 2025. We're using a portfolio approach, investing in Ecologi to reduce emissions and Sourceful Climate for advanced carbon removal.
- **Environmental preferred supplier list:** We started to create a preferred suppliers list to ensure the use of local and environmentally conscious vendors. This list is a working process and has been distributed to the team to strengthen our collective environmental awareness and endorse these suppliers.
- **Environmental impact visibility:** Outlined the environmental impact of projects in client proposals.

### Plans for the next 12 months

- Draft a written policy promoting environmentally preferred products and practices in employee virtual offices, including guidelines for practices such as recycling.
- Actively look to further reduce our carbon emissions to achieve carbon positivity by researching how we can make additional 'positive' contributions to the environment.
- Reduce unnecessary travel wherever possible, prioritising climate-friendly options to support our carbon offsetting.



## Governance

### Commitment:

To make sure that the beliefs and principles of being a B Corp are integrated into every step of our decision-making process.

This area assesses a company's overall mission, its engagement with social and environmental impacts, ethical standards, and transparency.



### What we set out to do:

- Offset and reduce the environmental impact of all our delivery.
- Purchase from environmentally preferred suppliers.
- Build greater environmental awareness within the team.
- Begin to give visibility to our clients of the environmental impact of their projects with us.

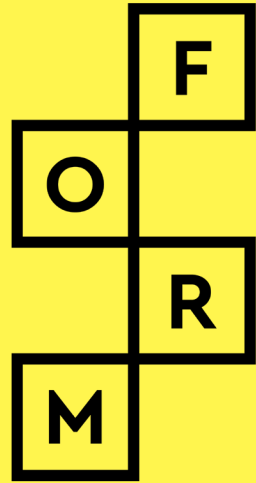
### What we did:

- **Embedded B Corp into our company objectives:** For the first time, we have incorporated our social and environmental practices into our decision-making process through our company objectives.
- **Developed company assets:** We developed and shared a suppliers list to promote the use of local and environmentally conscious vendors and an Equity, Diversity, and Inclusion asset checklist.
- **Annual Impact Report:** Published our inaugural annual impact report that underlined our commitment to business as a force for good.
- **Equity Diversity and Inclusion policy:** Continued to strengthen our Equity, Diversity, and Inclusion policy and actively provided additional training for the team.
- **Benefits Package:** Designed an equitable package that enhances benefits uniformly for all employees.

### Plans for the next 12 months

- Implement the benefits packages company-wide.
- Uphold the Equity, Diversity, and Inclusion policy by offering training to new team members to foster an inclusive workplace culture.
- Continue to build and strengthen our supplier checklist to ensure it is regularly updated and shared across the team.





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We're proud to a B Corp.  
If you want to pick our brains on the movement or our  
journey to accreditation, we'd love to chat.

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