



# B Corp Impact Report 2025

**Certified**



**Corporation**



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# Leadership Letter



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.

**Sarah Goulden,**  
Managing Partner







# Journey to Re-Certification





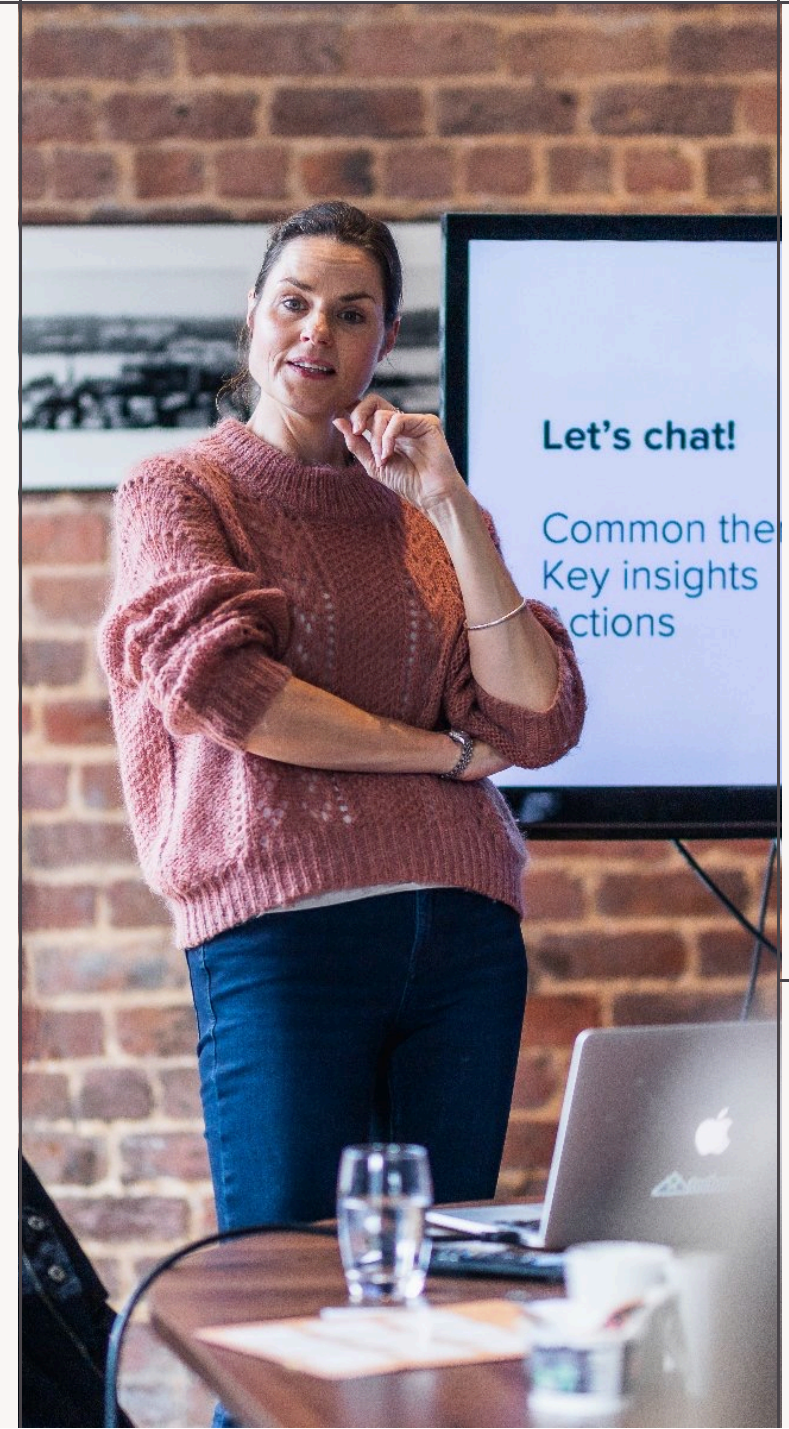
## Our mission is to leave people, places, and organisations better than we found them.

The complexity of the challenges we now face globally has reinforced something we already believed: business has a responsibility that extends well beyond its own walls. That's why we joined the B Corp movement: to harness the power of business to collectively address society's most critical challenges.

We became certified as a proud B Corp for the first time in 2022, and in early 2025, we gained our re-accreditation. At re-accreditation, we increased our 2022 B Impact Score from 100.3 to 115.4. It's a proud achievement for the team and an integral part of our continued commitment to people, our community, and the planet.

The five-part B Corp framework continues to act as a robust guide that helps us assess our performance and hold ourselves accountable to our ambition for continual improvement.

It remains incredibly motivating to see how our individual and collective efforts continue to contribute to a global movement acting as a force for good. We will keep assessing our performance to ensure we move forward positively and intentionally.







# Our 2025 B Corp Score & Future Goals



# Our 2025 B Corp score and future goals

In 2025 we received an overall B Impact Score of 115.4, up from 100.3 in 2022.

The re-accreditation process was thorough, providing valuable insight into where we continue to excel and where we can improve as our ecosystem and world evolve.

## Highlights from our re-accreditation as a B Corp

- Demonstrating Form's mission to leave people and places better off through measurable client impact and shared community value. We increased our Customers score from 15 in 2022 to 26.7 in 2025, reflecting our strengthened commitment to providing improved, high-quality support and impact to our clients and wider community.
- People remain at the heart of everything we do. Increasing our Workers score from 31.4 in 2022 to 35.7 in 2025 demonstrates our commitment to enhancing the capacity, autonomy, and wellbeing of our team, and to fostering a culture that's creatively fulfilling and commercially rewarding where people thrive and do their best work.
- Embedding accountability through transparent policies, responsible leadership, and creating meaningful change from within contributed to us increasing our Environment score from 8.7 in 2022 to 9.5 in 2025, and our Governance score from 20 to 20.6.

## Targets for re-certification

Looking ahead to our next re-accreditation in three years' time, we will build on the improvements already made and strive for progress across all assessment categories, with a particular focus on enhancing our performance in Community and Environment.

Based on the B Impact Assessment Framework, we achieved an overall score of 115.4, surpassing the median score for a certified B Corporation which is currently 91.

- 115.4 Overall B Impact Score
- 91 Median Score for certified B Corps
- 80 Qualifies for B Corp Certification



- Governance - 20.6
- Workers - 35.7
- Community - 22.7
- Environment - 9.5
- Customers - 26.7





# Impact Areas

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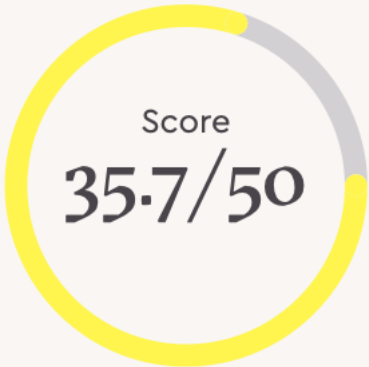
Corporation

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:

- Continue to actively promote and create an inclusive working environment, strengthening our focus on diversity, equity & inclusion.
- Continue to improve ways of working within the team to reduce noise and ensure our team can perform with higher autonomy.
- Increase the connectedness and loyalty of our external partners and consultants.
- Improve the wellbeing and wider people policies of the organisation.

What we did:

- Equity, Diversity, and Inclusion resource: Each team member received further Equity, Diversity, and Inclusion training in early 2025 from specialist external consultants, embedding more inclusive working practices and reinforcing our commitment to an inclusive working environment for all. Dedicated EDI resourcing within the team enables us to continually refine our EDI asset list and toolkit, ensuring our delivery, strategy, and online and community presence remain as inclusive as possible.
- New ways of working: We continue to refine our ways of working to enable our team to perform at their best and with greater autonomy. A key initiative this year has been our phased transition into an AI-native organisation. We have invested in Pair training and certifications for the whole team to reduce noise, minimise friction, and eliminate time spent on repeatable tasks. This gives team members more capacity for higher-value, more fulfilling work. We also maintain a regular cadence of insight, inspiration, and challenge sharing around improved tools and process adoption to drive quality, cost, and speed gains for Form and those we partner with.
- Enhanced Healthcare and Parental Leave policies: The wellbeing of our team remains a priority. We introduced improved private healthcare plans - alongside existing initiatives such as flexible working - to ensure all team members receive the care they need. We have also introduced enhanced parental pay and continue to update our policies to be increasingly inclusive and accessible.
- Invested in training: We continue to invest proactively in training that empowers our team to develop their mastery and sense of purpose. Jon has completed a re-accreditation course via CGI; Sarah has undertaken a Non-Finance Directors course to strengthen her ability to inform business decision making in complex environments; and Cecilia is undertaking diversity leadership training.

Plans for the next 12 months:

- Improve our engagement strategy to strengthen connectivity between consultants in the Form family.
- Continue to support each team member to step into their highest-value contribution through external professional development and lifelong learning opportunities, with a focus on both individual performance and whole-team effectiveness through holistic diagnostic tools.
- Equip each member of our growing team with regular Equity, Diversity, and Inclusion training and toolkit knowledge, ensuring they can confidently navigate evolving conversations and practices around EDI.

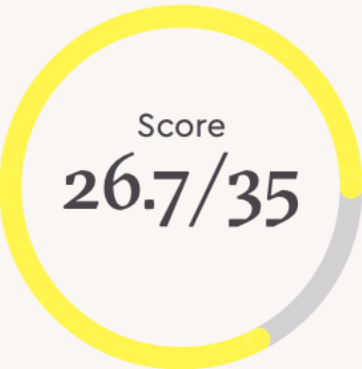


Clients

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:

- Expand the client community with more events exploring the future of a better world and our role in it.
- Create opportunities for clients to speak at our events and share their wisdom.
- Continue to showcase the brilliant work of our clients within wider networks and by facilitating robust cross-referral pathways.

What we did:

- Environmental impact visibility: We continue to outline the environmental impact of projects in client proposals and highlight the role our clients play in supporting carbon-neutral delivery. This reinforces a positive commitment to reducing environmental impact across our wider community.
- Client satisfaction: We continue to strengthen our approach to client satisfaction through improved feedback loops, engagement surveys, and 1:1 conversations. This helps us understand what is working well and what may better support clients to grow. We actively implement feedback to improve our delivery methods, ensuring we continually refine our processes and hold ourselves accountable to our mission to leave people and places better than we found them.
- Building community through our clients: Through initiatives such as our ScaleLeaders community, we actively connect - and regularly invest time in engaging - partners, stakeholders, and consultants across the country. This enables progress towards shared goals, creates space for learning and challenge across organisations, and ultimately supports improved sector and regional growth. We also strengthened our connection with external partners and consultants by hosting a casual coffee morning, creating a relaxed space for partners to share updates on new projects and foster open communication.
- Supporting Opportunities: We continue to proactively connect clients with new opportunities, including through cross-referral pathways and by seeking active collaboration with fellow business leaders. This includes inviting clients to join us at our events to share their experiences with other leaders and facilitating referral campaigns with other locally based organisations.

Plans for the next 12 months:

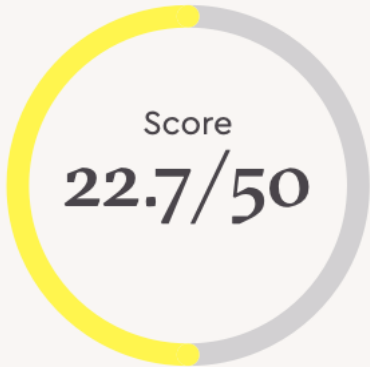
- Expand the ScaleLeaders and consultant community in 2026, hosting more events exploring the future of a better world and our role in it, and seeking new stakeholders who can support our clients.
- Maintain our proactive approach to connecting clients with new and emerging opportunities by committing to work with community-based and local organisations we have not partnered with before.
- Continue to create space for improved feedback loops and constructive engagement with clients and those we serve, ensuring all support is for the good of all.

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 with local community organisations to create social impact.
- Continue to regularly support, and advocate for, charities and foundations, allowing us to remain accountable to our values and to those we support both within and beyond the organisation.
- Be an active member and advocate for the B Corp movement.

What we did:

- Team volunteering: We continue to empower all team members to dedicate time annually to support local community organisations. Sarah serves as a Non-Executive Director on the Board of the Body Happy Org and recently saw its Founder receive a Fair Education Alliance Innovation Award. Matt, our Managing Director, co-founded and is a trustee of the global charity Be One, which has raised over £868,000 and supported more than 770,000 people globally. Various team members also continue to coach entrepreneurs and business leaders to help them find clarity, connect to opportunities, and grow their impact.
- Keeping the ecosystem aligned: We remain committed to consistently adding value beyond commercial partnerships. We do this through events, online community sessions, and regular emails that share what is shaping our thinking as an organisation.
- Donated to charity: We continue to support a range of 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 invest in charities chosen by our team, aligning with causes that matter personally to them.

Plans for the next 12 months:

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

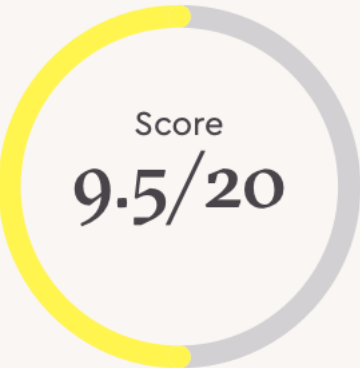


Environment

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:

- Continue to offset and reduce the environmental impact of all our delivery.
- Purchase from environmentally preferred suppliers, prioritising locally based organisations.
- Build greater environmental awareness within the team.
- Continue to give clients visibility of the environmental impact of their projects with us.

What we did:

- Carbon offsetting: We renewed our carbon emissions calculations and plan to offset our total 'carbon debt' over three years, in addition to addressing annual emissions. Our goal is to achieve lifetime carbon neutrality by the end of 2026. We are renewing our approach to invest in the most effective emissions-reduction sources.
- Environmental policies: We published a written policy promoting environmentally preferred products and practices in employee virtual offices, including guidelines for recycling and energy efficiency.
- Environmental preferred supplier list: We continue to build our preferred suppliers list to ensure the use of local and environmentally conscious vendors. This remains a working resource and is shared across the team to strengthen environmental awareness and promote responsible procurement.
- Environmental impact visibility: We continue to outline the environmental impact of projects in client proposals.

Plans for the next 12 months:

- Actively look to further reduce our carbon emissions and work towards achieving 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 efforts.

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:

- Implement a benefits package company-wide to support the wider wellbeing of the team.
- Uphold our Equity, Diversity, and Inclusion policy and toolkit by offering training to new team members and additional training to the wider team 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.

What we did:

- Developed company assets: We continue to develop and share our suppliers list with the team and clients to promote the use of local and environmentally conscious vendors. We also continue to refine and promote our Equity, Diversity, and Inclusion assets and toolkit.
- Annual Impact Report: We continue to publish our Annual Impact Report to reinforce our commitment to business as a force for good.
- Equity, Diversity, and Inclusion policy: We continue to strengthen our EDI policy and provide additional training for the team, including dedicating resource to ongoing development and conversations around evolving diversity and inclusion practice.
- Benefits package: We continue to refine an equitable benefits package that supports all employees uniformly, while developing new policies as our organisation adapts to changing ways of working.

Plans for the next 12 months:

- Implement an enhanced benefits package company-wide.
- Continue to build and strengthen our supplier checklist to ensure it remains up to date and consistently used 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.

