



Impact Report FY2024



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Founder Letter

Welcome to the Fit for Purpose 2024 Impact Report. Our aim is to provide a summary of how we are living up to our mission as well as offering a snapshot of our activities across the last year.



When we established in 2018, we set out our driving mission, which was to **help businesses lead through purpose, accelerating behaviours that enable positive social and environmental impact**. Behind this mission lay our methodical approach to defining, demonstrating and articulating purpose - helping companies be part of the solution to a more sustainable world.

In 2021, after 18 months of hard work, we were incredibly proud to certify as a B Corp, with an impressive score of 100.6 – a whopping 20 points above the threshold required. Having already established ourselves as a ‘business as a force for good’, this recognition of our impact has spurred us on to continue to push the boundaries of what is possible as a micro-business. We continually look for ways in which we can increase our level of positive impact. As I write, we are in the process of going through our recertification, and we are targeting an increase in our score of between 20 and 30 additional points. In this report, you will see how we have progressed against the five key impact areas of the B Corp Assessment.

During the early part of FY24, I realised that our trajectory working with clients on their sustainability approaches was providing a necessary but no longer sufficient contribution towards solving the most intractable social and environmental challenges. I wanted to explore how Fit for Purpose could crystallise a more impactful offering to the market. To that end, we have looked to direct more of our consulting work towards higher impact businesses such as those in the harder-to-reach sectors (manufacturing, built environment, energy) as well as those that act as a ‘conduit’ or amplifier for impact (finance, IT, professional services).

To help us develop that strategy more fully, we set up our Advisory Council, bringing in new perspectives on both the social and the environmental side to join with myself and Tracy Sutton our Non-Executive Director who plays a crucial role in aligning Fit for Purpose with leading edge circular business thinking.

The last twelve months has seen increasing demand for our services; we’ve led projects to embed authentic ESG led decision making at the inception of a new UK headquartered, luxury electric vehicle business, are collaborating with a global coffee manufacturing and distribution company to help them prepare a best practice approach to CSRD, as well as forging a new ambitious 2030 sustainability strategy for one of the UK’s largest business-to-business software companies.

The last quarter of 2023 also saw us bringing on our first three-month internship, and in January 2024 Katie King-Smith joined the team, initially as an intern but now as our first junior consultant and data analyst. It’s been a pure joy to embed Katie as she embarks on the start of her impact career journey. As demand for expert-led positive impact advisory work continues to increase, we hope to build our team out further over the next twelve months, with a nascent vision of one day becoming an employee-owned entity.

We really hope you enjoy reading this report and would love to hear any ideas on how we can improve it going forward.

Sophie Brooks – Founder

2024 Key Achievements



8%
of time dedicated
to volunteering or
pro bono consultancy



100%
of projects drove
strategic or
operational change



100%
of our clients are
highly likely to
recommend us
to others



2.2%
of profits donated
to local and cause-
aligned charities



30%
of spend directed
to female-owned
businesses



100%
of projects included
EDI insights;
40% resulted in
client-set targets



Scope 3
carbon footprint
mapped and reported
for the first time



100%
renewable electricity
used; gas fully offset



6
purposeful businesses
supported to certify or
recertify as B Corps

Our Mission & Values



Mission:

Fit for Purpose is a sustainability strategy consultancy, and a Certified B Corp. Our vision is a world where every business has a clear purpose beyond profit and is working to help solve social or environmental challenges. Our mission is to help businesses lead **through purpose, accelerating behaviours that enable positive social and environmental impact.**

“One of the things I love about Fit for Purpose is the high standard that Sophie holds herself and the business accountable to. While impact has been vital for Fit for Purpose since day one, in the last few years Sophie has really zeroed-in on how the business can elevate impact even further - this industry role modelling is refreshing and inspiring to so many.

It's a joy to be part of such a passionate board and to be already seeing the priorities discussed in last year's board meeting get implemented. ”

Tracy Sutton, Non Executive Director, Fit for Purpose

Our Values:

If our mission is what we are here to achieve; our values are how we go about achieving it. The values we instil guide us through sometimes tricky decisions and help us stay true to our mission.

Tenacity: We never settle for ‘good enough’

We don't want our clients to settle for strategies that tick a box. We encourage them to push themselves to be more ambitious, to achieve greater impact.

Judiciousness: We use our time efficiently, but we never cut corners

We build on our knowledge and expertise with every project and pay that forward – but each new project and client deserves a fresh, tailored approach, specifically aligned to their business goals.

Collaboration: We are fearlessly collaborative

Nobody has a monopoly on good ideas; the more ideas that are surfaced, the faster we can create positive change. We work in collaboration with everyone – from our clients, to our suppliers, to our stakeholders and even our competitors.

Impact-Nuts: We are laser focused on our mission

We don't take on projects that are not aimed at mitigating negative impacts or solving problems for people or nature.

Our Purpose Strategy 2021-2024



Our mission at **Fit For Purpose** is to accelerate the behaviours in business that directly enable greater **positive societal and environmental impact**. We also want to build a positive impact business so the **environment and society is better off** as a result of our existence.

“Our vision is a world where every business has a clear purpose beyond profit and is working to help solve social or environmental challenges.”

OUR IMPACT THROUGH CUSTOMERS

OUR IMPACT AS A BUSINESS

OUR GOALS

To create measurable positive social, environmental or economic impact through directly influencing our clients' business activities.

DIVERSITY AND INCLUSION

A business reflective of the society in which we operate.

ENVIRONMENTAL IMPACT

Become a zero carbon business by 2030.

COMMUNITY IMPACT

A business which gives back to the local community and society.

Looking Back — OUR TARGETS VS. PROGRESS 2024

OUR IMPACT THROUGH CUSTOMERS

To create measurable positive impact through directly influencing our clients' business activities.

oneAdvanced



ENSO



DR. DAVID JACK
LONDON



OUR GOALS


To create measurable positive social and environmental impact through directly influencing our clients' business activities.


KPIs

Measurable positive impact achieved in 80% of projects.

Be able to demonstrate at least one strategic or operational change as a direct result of our client work.


Y24 PROGRESS


 **70%** of our projects resulted in at least one strategic or operational change.


 **100%** of our clients say they are very likely to implement further positive changes as a result of our work.


To ensure we are always delighting our clients and delivering at or above their expectations.

Average 5/5 (Highly Satisfied) score for client satisfaction.

 **4.8** Average client satisfaction score of **4.8**.


 **85%** of clients were highly satisfied; 20% were satisfied.


 **100%** of clients said they were Highly Likely to recommend Fit for Purpose.

 **92%** of clients said they Strongly Agreed that they had derived valuable insights as a result of our project.

Prioritise Justice, Equity, Diversity and Inclusion (JEDI) within our client projects.


Ensure that JEDI is include in the hierarchy of issues in 60% of our clients' sustainability strategies with its own targets and action plan.


 **100%** of our projects included insights into JEDI related issues and insights.

 **40%** of our projects resulted in new or renewed JEDI targets being set by clients.

Prioritise climate impact within our client projects.

Grow the % of our client project strategies commit to a Science Based, Net Zero future – focusing on commitments ahead of 2050.






 **100%** of our projects included climate related insights and best practices.

 **50%** of our clients in FY24 have set Science Based Net Zero Aligned Targets and Pathways earlier than 2050.


Looking Back — OUR TARGETS VS. PROGRESS 2024

OUR IMPACT AS A BUSINESS

Do all we can to reduce our negative impacts and help contribute to the wider society and physical world in which we operate.

OUR GOALS	KPIs	Y24 PROGRESS
<p>DIVERSITY AND INCLUSION To be reflective of the society in which we operate, both in terms of our attitude approach, and in terms of our workforce as we grow.</p>	<p>Support at least one mentorship provided to a young professional who is from an underserved or underrepresented group with a focus on women of colour.</p>	<p>We mentored two young women from minority backgrounds in FY24, dedicating four days of time to this work.</p> <p>We also continued our active participation in the IEMA Diverse Sustainability Initiative.</p>
<p>Support female or minority owned businesses in our supply chain, where possible prioritizing them over other suppliers.</p>	<p>Aim for 50% of our discretionary spend to be on suppliers with female or minority-owned businesses.</p>	<p> 27% of our spend in FY24 was with female-owned businesses.</p>
	<p>80% of our sub-contractors or freelance contracts to be with either local, independently owned, or minority-owned businesses.</p>	<p> 100% of our spend in FY24 was with sub-contractors meeting these criteria.</p>
<p>COMMUNITY IMPACT To engage actively with our local and national communities.</p>	<p>Dedicate 5% of our time to pro bono consultancy services or volunteering for charities, non-profits and CICs by 2025.</p>	<p> 177 hours or 8% of our time was spent volunteering or on pro bono consultancy in FY24.</p>
	<p>Donate 3% of our profits to charitable causes by FY25.</p>	<p> 2.2% of our profit was donated in FY24 to local and cause aligned charities.</p>
	<p>Direct the majority of our discretionary spend towards local or independently owned businesses.</p>	<p> 100% of our discretionary spend was with local or independently owned businesses in FY24.</p>

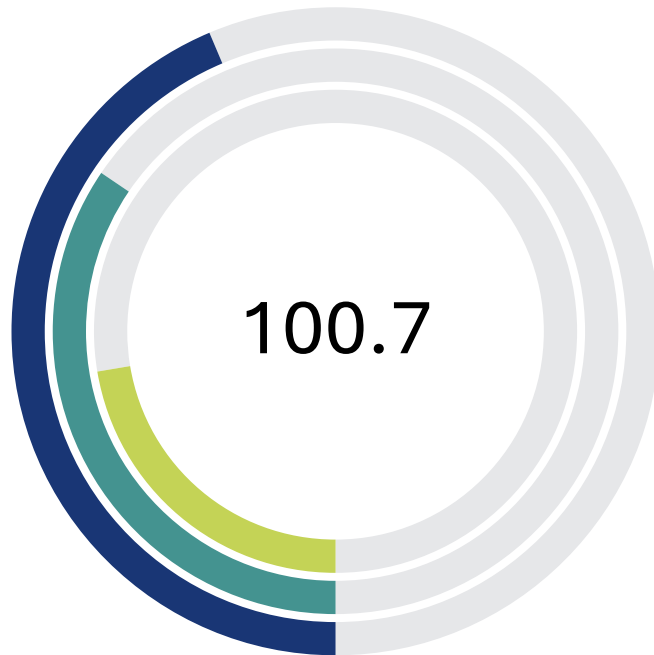
Looking Back — OUR TARGETS VS. PROGRESS 2024

OUR GOALS	KPIs	Y24 PROGRESS
<p>ENVIRONMENTAL IMPACT Become a net zero business by 2030.</p>	<p>Purchase 100% renewable energy.</p> <p>Further reduce our S1&2 footprint by moving our home office away from gas, and better insulating and heating it.</p> <p>Measure and report on our Scope 3 footprint.</p>	<p>Our home office continued to be supplied with 100% renewable electricity through Octopus Energy.</p> <p>We submitted our first report under our SME Climate Commitment to the SME Climate Hub.</p> <p>We worked with carbon footprinting specialist Consciam to help us measure our Scope 3 footprint and are reporting it here for the first time.</p>
	<p>Strictly limit our business travel and travel green.</p>	<p> 100% of our business travel was by train, EV or electric bike in FY24.</p>
	<p>Doubly offset 100% of our carbon emissions as a business, with a focus on removals rather than avoidance.</p>	<p>We purchased 6t of blue carbon removal credits from Ecologi.</p>

The Role of Our B Corp Certification

We first certified in November 2021 with a score of which we were incredibly proud – 100.7. As a business with no workers, we earned our points from the four remaining impact areas: Customer, Governance, Community and Environment. Our scores in each area reflected our overall focus on creating positive impact through our client work and within our community.

2021 Certification Score



- Overall B Impact Score
- Qualifies for B Corp Certification
- Median Score for Ordinary Business



Sophie with Phil Clarke, Director of fellow B Corp Consciam.

“For Fit for Purpose, it is the B Corp philosophy of conducting business as though people and place really mattered, that resonates most with our founding mission. We really believe that the future of the B Corp movement is an inclusive one, and our journey in service of that going forward involves tackling some of the biggest environmentally and socially impactful sectors head on.”

Sophie Brooks, Founder



Our B Corp Certification SCORE & KEY IMPROVEMENTS

Below is a summary of some of the key areas of improvements over the past three years, as we enter into our recertification process in November 2024 and the new scores we are targeting:

2024 Recertification Target Scores

IMPACT AREA	2021 CERTIFICATION SCORE	TARGET SCORE 2024	KEY AREAS OF IMPROVEMENT
GOVERNANCE	19.9	23	Improvements in Mission and Engagement due to better secondary oversight such as the creation of our Advisory Board.
COMMUNITY	38.3	48+	Uplift in Economic Impact and Civic Engagement scores as a result of further partnership work with local charities and increased pro bono activations.
ENVIRONMENT	13.2	14.2	Few changes are feasible for our small business, which is run from home offices, but where we have been able to map our footprint more accurately we have done so.
CUSTOMER	29.2	40+	Further uplift in Impact Improvement IBM achieved through closer measurement and tracking of client outcomes.
TOTAL SCORE	106.7	125+	

Our Impact FY2024

OUR IMPACT THROUGH CUSTOMERS



Our Impact FY2024

OUR IMPACT THROUGH CUSTOMERS



Customers

29.2

Customer Stewardship
+ Impact Improvement

3.9
25.3

What is this? Fit for Purpose has been awarded an 'Impact Business Model' under the Customer category of the Certification, for our work on delivering positive impact through our clients.

OUR GOALS:

- To create positive social and environmental impact through directly influencing our clients' business activities.
- To ensure all our clients feel they have received valuable insights, the highest possible standard of customer service and are highly satisfied with our service.



Sophie speaking as part of a panel of Oxfordshire business leaders at Owen Mumford for B Corp Month.

FY24 PROGRESS MADE

CREATING POSITIVE IMPACT THROUGH PROJECTS

- 100% of clients say they are **very likely** to implement further changes as a result of our work.
- 70% of clients have already made positive impact changes:
 - Operational changes - 65%
 - Strategic changes - 42%

DELIGHT THE CLIENT AND DELIVER ABOVE EXPECTATIONS

- 78% of clients say they are **Highly Satisfied** with our work; 22% are satisfied.
- 70% rated their **Overall Satisfaction** post project as **Excellent**; 30% saying it was **Very Good**.
- 88% **Strongly Agree** that they have **derived valuable insights from the work we delivered**.
- 100% **Highly Likely to recommend** Fit for Purpose to other businesses.

WHAT WE PLAN TO DO NEXT

We aim develop a more robust system for tracking the long term outcomes of our project work, allowing us to map the programmes and activities that are most likely to lead directly to positive change over time.

We also plan to shift this balance in the coming year so that 60% of our work results in strategic change and 40% remains at the operational level.

We will create a single Client Satisfaction metric which combines responses to 3 key questions and will target an average Satisfaction Score of 80/100.

“ Fit For Purpose have truly worked as an extension of our team. We're a one-of-a-kind holiday business, our business model and ways of working are unique. Sophie and team quickly got to grips with who we are and what we're all about. This was core to our B Corp journey, a journey that we couldn't have travelled alone. It's been a natural next step for Fit For Purpose to support us to develop our wider sustainability strategy – from engaging with our senior leadership team to set our ambitions, to helping us create new strategies and programmes across key workstreams. It has set the foundations for the future and encouraged us to be bolder in our ambitions to have a positive impact on people and planet. ”

Gemma Chance, Brand Director, Forest Holidays

“ Sophie and the team at Fit for Purpose have guided Advanced Research Clusters (ARC) through its 2024 ESG Materiality Assessment. Their expertise and clear communication made the project a success, delivered on time and at a competitive cost, providing valuable insights to inform our sustainability strategy moving forward. We enjoyed their professionalism and look forward to working with Fit for Purpose again in the future. ”

Emmanuel Deschamps, Advanced Research Clusters

Our Impact FY2024

OUR IMPACT THROUGH CUSTOMERS

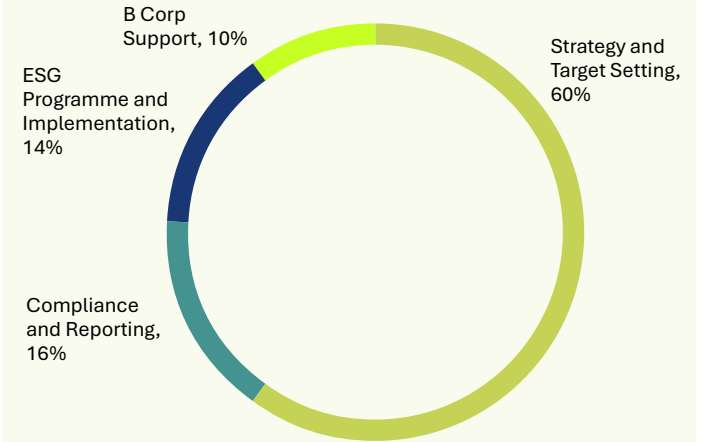


We encourage all our clients to be more ambitious and think bigger to allow them to align with real world needs rather than be led purely by business-as-usual target setting. Our job is to deliver the insights, tools and business case to unlock tangible business value in creating that positive change.

To measure our impact, we carefully monitor client outcomes, assessing the social and environmental benefits we help create.

Below is a summary of the breakdown of our clients by project type and by sector. As usual we service a wide variety of industries with the greatest demand coming for strategy support services.

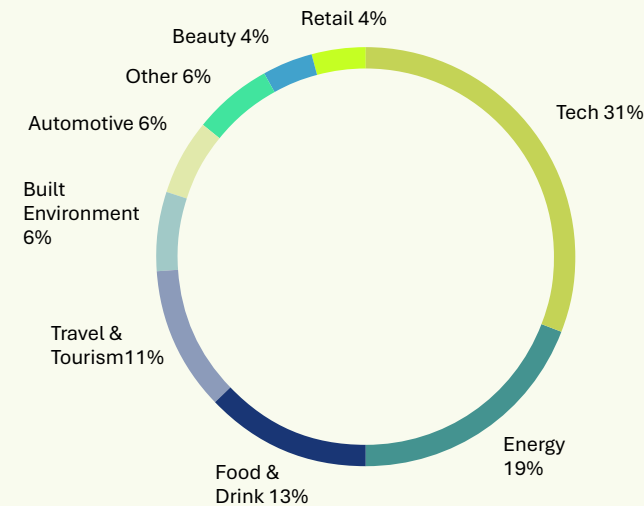
Fy24 Client Project by Type



“ Sophie’s careful and considered guidance has been enormously helpful while working through our B-Corp application. There is so much to consider and Sophie’s brilliant steers have made a huge difference. It’s been a real collaborative process each step of the way. ”
Kate Beal, Founder and CEO, Woodcut Media

“ Sophie and her team are hugely knowledgeable and helped us with all aspects of our B Corp application. They were a pleasure to work with. ”
Jed Coleman, Rise and Fall

Fy24 Projects by Sector



This year, our work evolved to focus more on policy and regulation alignment, best practice reporting, and developing ESG policies and operational processes.

With 35% of our clients being follow-on projects, we have been increasingly involved in implementing action and delivery plans in partnership with our clients.

We supported six clients with their B Corp certification or recertification, although the share of our total revenue derived from this work reduced in comparison with the previous two years.

We are particularly proud of the work we carried out in collaboration with two of our longest standing clients Forest Holidays and Urenco Ltd, to help them set ever more ambitious commitments for nature, climate and social impact. We look forward to continuing these partnerships as well as entering into multi-year projects with many of our other clients from this year, especially those we are working with currently on their 2030 and beyond strategies.

Our Impact FY2024
**OUR IMPACT
AS A BUSINESS**



Our Impact as a Business

COMMUNITY IMPACT



Community	38.3
Diversity, Equity, & Inclusion	15.7
Economic Impact	7.0
Civic Engagement & Giving	8.5
Supply Chain Management	3.0

OUR GOAL:

To become a business which contributes to and actively engages with our local and national communities as well as with our natural environment through time investment, community action and financial donations.



FY24 PROGRESS MADE

COMMUNITY IMPACT: ACTIVELY ENGAGE WITH OUR LOCAL AND NATIONAL COMMUNITIES

Since November 2021 Sophie has served as a Co-Chair for B Local Oxfordshire+. In the last year our team has been highly engaged in supporting this community through the organization of a roadshow of events in B Corp Month as well as collaborating with the B Lab UK team to help prepare and organize the Louder Than Words B Corp Festival which took place in Oxford.

Fit for Purpose also led on the B Local's own series of workshops 10 x Our Local Impact, bringing together the B Local community of business to tackle the issue of homelessness and unaffordable housing in the country.

DEPLOY OUR INVESTMENT IN SUPPLIERS TO BENEFIT LOCAL, INDEPENDENT AND FEMALE-OWNED BUSINESSES

- 27% of our supplier spend was with female-owned businesses.
- 100% of significant supplier spend was with independent suppliers.
- 88% of our significant supplier spend is with businesses within 50 miles of our HQ.

WHAT WE PLAN TO DO NEXT

CHAMPIONING THE HOMELESSNESS CAUSE IN OXFORDSHIRE

This year we plan to deepen our community support through a collaboration with three Oxfordshire based homelessness charity partners that were involved in our workshops at Louder Than Words.

Fit for Purpose has become one of the founding partners for a new fundraising and support campaign, donating £1500 as kick-off funding for a new project to raise awareness and educate businesses about the realities of homelessness.

We hope to increase our local spend in the next year to 40%.

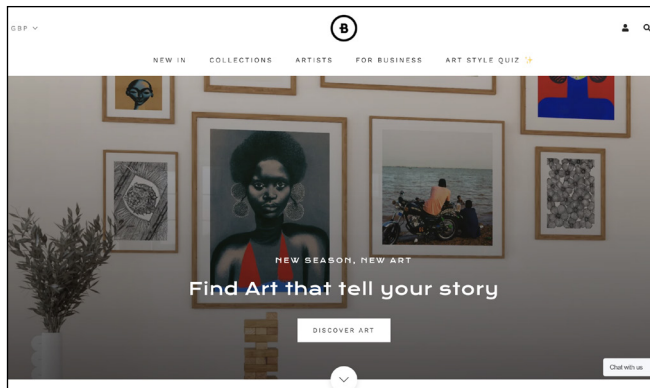
“We are delighted that Fit for Purpose Consulting has joined us as a sponsor, which makes such a massive difference to what we can achieve and for the young changemakers they are supporting to be part of our programme and community.”

Traci Lewis, Founder of Catalyse Change

“Working with Sophie as a mentor through the Catalyse Change programme has been transformative. Her unwavering support, genuine guidance, and ability to connect me with opportunities have been invaluable in shaping my career in sustainability. Sophie has a unique way of pushing me to grow while always being there when I need her.”

Rucha Moharir, Mentee, Catalyse Change

Our Impact as a Business COMMUNITY IMPACT



BetterShared is a leading platform to discover and shop contemporary art prints by some of today's most exciting artists from Africa and the diaspora.

“ Since being appointed as a co-chair of B Local Oxfordshire in 2021, Sophie has been instrumental in strengthening the B Corp community in and around Oxfordshire. Through her leadership, she has fostered a great many opportunities for connection and collaboration among purpose-led businesses. Sophie’s deep engagement with the local B Corp community has also made her a key contributor to B Lab UK’s efforts to enhance support for all B Locals. Recently, she has worked alongside her fellow co-chairs to launch the 10x Impact Campaign, uniting B Corps and local charities to tackle Oxfordshire’s homelessness crisis, creating positive impact in their local community. ”
Sam Oulton, Community Manager, B Lab UK

FY24 PROGRESS MADE

DIVERSITY AND INCLUSION THROUGH SKILLS TRANSFER

We donated our time in three different mentoring schemes, including two focused on underrepresented professionals in the consultancy arena.

We provided five days of B Corp Consultancy Support for the B Lab UK Giveaway Programme – which offers Founders from underrepresented groups support in their certification application, to the inspiring Art from contemporary African artists platform BetterShared.

Continued as a founding partner in the [IEMA Diversity in Sustainability \(DSI\) Programme](#), participating in best practice sharing events and contributing to the CEO Forum.

DEDICATE 5% OF OUR TIME DONATED TO CHARITIES THROUGH VOLUNTEERING. PRO BONO AND LOCAL IMPACT ACTIVITIES

8% of our time, or a total of 160 hours of pro bono and volunteering time in roles for [Citizens Advice Oxford](#), [Future Planet](#) and [Oxfordshire+ B Local](#).

BY 2025 DONATE 3% OF OUR ANNUAL REVENUES TO CHARITIES

2% was donated in FY24, including a contribution to [Catalyse Change](#) – a mentoring and support programme aimed at your women and non binary changemakers to support their underserved bursaries. We also donated to a highly local Climate Impact and Awareness charity [OnePlanet Abingdon](#).

WHAT WE PLAN TO DO NEXT

We plan to continue with mentoring and extend this out from just our founder to offer to pay our freelance and subcontractor team to mentor young sustainability professionals.

We will continue to dedicate 5% of billable hours to pro bono or volunteering time, but aim to increase the balance of work so we offer 2% of that time in pro bono sustainability consulting specifically.

As we grow and begin to add team members, we pledge to maintain a day a month for volunteering time for all members of the team.

Sophie is also in search of a new Trustee role in the coming year which she aims to align more with the climate crisis.

Our Impact as a Business

USING OUR OWN VOICE FOR CHANGE



OUR GOAL:

To use our voice to campaign for the changes we want to see in business and society to help us live within planetary boundaries and tackle inequalities.

“As an active leader in the FuturePlanet community, Sophie plays a fundamental role in contributing to the vision, strategy and culture. Through openly sharing trusted relationships, Sophie champions the growth of the community and the support that we can provide the change makers in her network. Sophie cultivates a spirit of collaboration and adds great value to our community through sharing challenges, best practice and solutions with industry peers and fellow consultants.”

Carl Pratt, Founder, Future Planet

How do we achieve it?

We strive to ‘punch above our weight’ in this area - regularly taking part in industry platforms and events to talk on issues on topics including B Corp Certification value, creating climate impact; purpose-led business.

FY24 PROGRESS MADE

Target: To actively communicate and support action on systemic change to bring about positive social or environmental impact.

Sophie spoke eight times at various industry events in the course of FY24. These included: The Oxford Technology & Media Network; The Service Dealer Conference (2000); The Oxford University Sustainable Business and Entrepreneurship Society and The Work Crowd/PRCA Future of Leadership.

We contributed to academic research pieces including the recent Sustainability Critical Skills Gap report by Oxford Brookes University and Climate Change Coaches, and we inputted to the second round Consultation on the new B Corp Certification Standards.

We promoted several calls to action including raising awareness of the Restore Nature Now march, the Better Business Act and Human Rights Action Day.

We participate regularly in cross-industry community group Future Planet in order to drive change faster through pro-competitive radical collaboration.

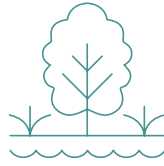
and changes in Corporate Governance. We also lend our voice to petitions awareness building campaigns and movements for positive social and environmental change to help amplify those messages both within our sector and outside it.

WHAT WE PLAN TO DO NEXT

Going forward we aim to shift the focus of our civic engagement activity by participating in research and methodologies for improving aspects of purpose-led best practice development.

Our Impact as a Business

OUR IMPACT ON THE ENVIRONMENT



Environment

Air & Climate	5.0
Water	0.0
Land & Air	1.0

13.2

OUR GOAL:

To become a Net Zero business by 2030.

FY24 PROGRESS MADE

Introduced insulation and wall heating to home office to improve energy efficiency and reduce overall energy use.

Purchased an e-Bike for travel to and from Oxford based meetings and to the train station for client travel.

Signed up with Compare your Footprint to enable fuller carbon footprint transparency and developed our first Scope 3 footprint.

Submitted our first Net Zero Pathway Report to the SME Climate Hub.

We invested in the Delta Blue Carbon project through Ecologi, which covers double our annual emissions.

WHAT WE PLAN TO DO NEXT

Move our business bank account to climate B Corp Tred, providing us with a fossil-fuel free current account.

On moving home offices we are now in a Grade II Listed Building. This brings with it some challenges from an energy consumption and management point of view which will need remediating in FY26.

Our key priority will be a project to install a new fully insulated roof, as well as to upgrade the heating system to apply individual temperature controls on each radiator for each room.

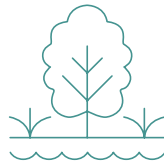
We will retain our renewable energy electricity tariff but we are not able to install solar panels due to Conservation restrictions so we expect our overall footprint to increase slightly.



The Delta Blue Carbon Project in Pakistan, courtesy of Ecologi.

Our Impact as a Business

OUR IMPACT ON THE ENVIRONMENT



FY24 Carbon Footprint

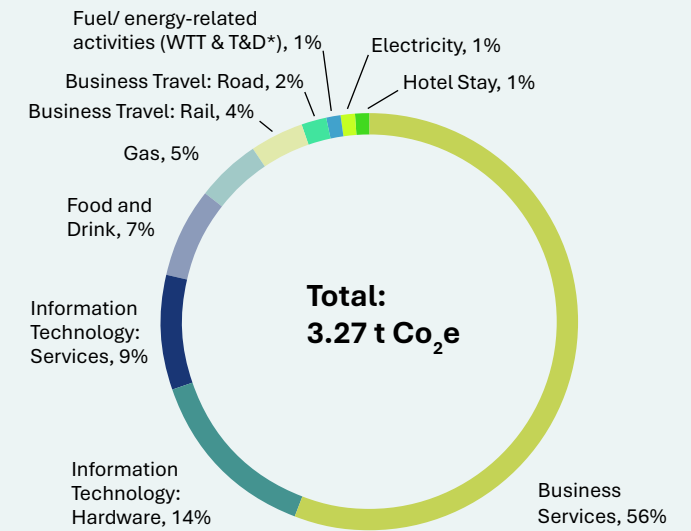
While our business operations have a minimal environmental impact, we value the environment as an equal stakeholder and continuously strive to operate within planetary boundaries and make improvements where possible.

We primarily work from a home office setup, supported by freelancers who also operate from their own home offices. Since 2023, we have tracked our Scope 1, 2 and 3 emissions. Diagram 4 highlights a 51% reduction in Scope 3 emissions from FY23 to FY24, partly achieved through more accurate carbon emission reporting made possible using Compare Your Footprint methodology, replacing previous estimates based on a proportion share of energy bills.

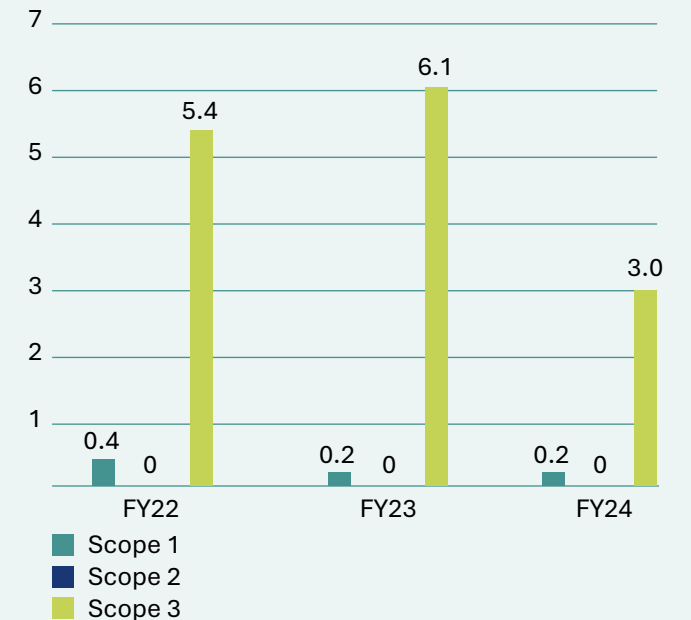
In FY24, we compensated for our carbon footprint by investing in Delta Blue Carbon Project through Ecologi. This initiative restores mangroves in Pakistan, sequestering carbon, enhancing biodiversity, and supporting coastal communities. We purchased 6 tonnes of carbon removals through this initiative, equivalent to almost double our FY24 footprint.

We also made further strides to reduce our direct environmental impact by switching to a more environmentally conscious banking provider, Tred, a certified B Corp offering us a carbon neutral, fossil-free UK current account. We worked on improving heating efficiency of our office space and implementing additional measures to operate more sustainably.

Total Location-based FY24 Footprint by Category (tCO₂e)



Market-based Carbon Footprint for Scope 1, 2 and 3, FY22 to FY24 (tCO₂e)



Our Impact as a Business

OUR IMPACT ON PEOPLE



OUR GOAL:

To provide a positive and challenging environment for all those consultants who help us deliver our projects, with a spirit of 'learning together'. To grow our team to be as reflective of our customers and the community in which we operate.

FY24 PROGRESS MADE

In Autumn of 2023, we ran our first full three month internship programme.

In January 2024, we took on our first trainee junior consultant Katie King-Smith, and provided on the job training in B Corp certification support; global corporate sustainability policy landscape including CSRD preparation.

In the last 3 years, we have worked on six projects with our strategic carbon accounting partners and fellow B Corps Consciam Ltd and we continued this partnership in FY24 collaborating with them on three major contracts.

We hold regular get togethers for our Core Team to work on the development of methodologies and practices and to facilitate better collaboration and team building.

Because we did not have any employees at the time of our B Corp submission outside of our two Founding Directors, the Worker section of the B Corp Assessment was not open to us.

However, we consider our freelance and sub-contracting team to be a central facet of Fit for Purpose, and we treat our consultants as though they were employees.

“ Collaborating with Sophie and the wider FFP team creates impactful added value for clients, with our deep experience of impact measurement complementing FFPs strategic focus. This provides clear evidence-based data for decision making and target setting. Working together is always a great experience; we know each other well enough to provide challenge, enabling us to innovate and achieve maximum benefit to clients. But it’s a very human relationship, supporting each other in the good times and the bad, as all purpose-led business should. ”

Phil Clarke, Director, Consciam

WHAT WE PLAN TO DO NEXT

We hope to hire on our first full time employees in 2025 and have plans to grow our business through closer collaboration with partner consultancies too.

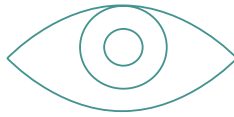
As our Associate team grows, we will also be holding our first full team offsite day to embed our purpose and methodology in Q2 2025.

Our Code of Conduct provides a clear outline of the expectations we have of the team that works on our client projects, and we operate a supportive learning environment for the members of the extended team to grow within.

“ I had the huge pleasure to intern at Fit for Purpose Consultancy last year. It was an incredibly rewarding experience both professionally and personally. During my time on the team I built my sustainability knowledge and consulting skillset and had the privilege to work alongside Sophie and her brilliant team of consultants to contribute to a range of deeply meaningful projects that are shifting the dial towards positive impact on people and planet. I continue to be inspired by Sophie and Fit for Purpose’s commitment to environmental and social stewardship as well as business performance, and have taken these core values with me as I continue on my journey in building a career in sustainability. ”

Katie Hulett, Intern Sept 2023-Jan 2024

Our Impact as a Business



OUR GOVERNANCE

Governance

13.2

Mission & Engagement	3.0
Ethics & Transparency	6.9
+ Mission Locked	10

OUR GOAL:

To act in an ethical, transparent and open manner, regularly connecting with our stakeholders to ensure we are representing their interests and those of the planet.

A New Advisory Board

The sustainability sector is evolving fast, with many ‘sub-specialisms’ quickly coming to the fore, and there is a need for the business to both expand its offering, as well as to determine areas where we would be better partnering or referring on client work where we don’t have core expertise.

2023 saw the establishment of the Fit for Purpose Advisory Board. It is intended that the Advisory Board will be made up of 3-5 external advisors who have relevant wide experience in the sustainability, social impact and corporate governance and marketing arenas which is distinct and separate from that of the Founder.

The role of this Advisory Board is to help Fit for Purpose:

- To keep abreast of evolving stakeholder views & expectations.
- To identify best practices in governance, market positioning and the pursuit of impact.
- To provide input and guidance on key strategic decisions the Board needs to take about its service offering and future strategy.

The board consists of existing directors Sophie Brooks and Matthew Ravden, our Non Executive Director Tracy Sutton, and Rachael Clay, owner of transformational partnerships consultancy Ethicore. Rachael is a strategic social innovator whose expertise is at the intersection of business and non-profit relationships and is particularly focused on transformational partnerships, systematic innovation and sustainable impact. She has been instrumental in acting as a sounding board for our developing methodologies around creating more impact through our advisory work and our strategy for growth.

More recently our long-time partner and collaborator Phil Clarke, founder of Consciam, also joined this group. Consciam is our delivery partner for carbon accounting and environmental management work, and brings a rigorous understanding of the climate impact world as well as hugely valuable secondary oversight to our B Corp work.



The Inaugural Fit for Purpose Advisory Board meeting, May 2023. Left to Right: Rachael Clay, Sophie Brooks, Tracy Sutton, Matthew Ravden.

“ When Sophie approached me to sit on the Advisory Board at Fit for Purpose, I didn’t hesitate to agree. Having worked with Sophie at Citizens Advice as a co-Trustee, I was in no doubt about her intentions to drive positive impact through her business. The last 18 months has proved an exciting but hectic one for the company and having the chance to take time out of the day to day at our Strategy Day to reflect on the mission, values and forward strategy and ensure it is both operationally and strategically aligned was an important moment, as well as one that represents good governance. ”

Rachael Clay, Founder Ethicore

LOOKING FORWARD TO 2025 & BEYOND

2025 looks set to be a year when we will grow into a business with permanent employees. We will look to also grow our strategic partnerships with aligned service providers particularly in the areas of supply chain responsibility and transparency, nature positive and regenerative strategy and circularity. We look forward to deepening our connection with the B Corp movement, and widening our presence in other industry fora that are aimed at extending the reach of the sustainability sector towards more inclusivity and diversity. And we aim to build ever more ambitious partnerships with our clients, through which we can embody our mission of bringing the power of business action to create positive benefits for people and planet.

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Corporation

