

Our Commitment

Profit Impact is committed to continuing to minimise its negative impact on the environment as it grows and supports its stakeholders to do the same.

We anticipate keeping our emissions achieving Net Zero (+/- 5tCO₂e). This report considers our emissions, our risks, and the opportunities associated with the environment.

Baseline Emissions Footprint

Baseline emissions are records of greenhouse gases produced in the past, before the introduction of any strategies to reduce emissions. They are the reference point against which emissions reduction can be measured.

Baseline Year: 2021	
Background: In 2021, we had four remote working full-time employees (FTEs) with limited external spending.	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0.0
Scope 2	0.0
Scope 3 (Included Sources)	2.4
Baseline year emission total	2.4

Current Emissions Reporting

Reporting Year: 2024	
Background: In 2024, we had three remote-working full-time employees (FTEs) and increased external spending on technology, product development, and growth.	
EMISSIONS	TOTAL (tCO ₂ e)
Scope 1	0.0
Scope 2	0.0
Scope 3 (Included Sources)	1.7
Current year emissions total	1.7

We aim to keep our emissions below five tonnes for every £500,000 revenue we deliver. According to the Office for National Statistics, the average emission intensity for a UK service business is approximately 1.45 kg of CO₂ equivalent per £1,000 of revenue (or 725 tonnes per £500,000 of gross value added).

This data highlights the relatively low carbon footprint per unit of revenue for service-oriented firms and demonstrates how our business design, as we scale, has created a low environmental impact from the outset.

Emissions have been reported and recorded according to the published reporting standard for Carbon Reduction Plans and the GHG Reporting Protocol corporate standard¹, which uses the appropriate [Government emission conversion factors for greenhouse gas company reporting](https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting)².

Scope 1 and Scope 2 emissions have been reported following SECR requirements, and the required subset of Scope 3 emissions have been reported following the published reporting standard for Carbon Reduction Plans and the Corporate Value Chain (Scope 3) Standard³.

¹<https://ghgprotocol.org/corporate-standard>

²<https://www.gov.uk/government/collections/government-conversion-factors-for-company-reporting>

³<https://ghgprotocol.org/standards/scope-3-standard>

Activity since our last report

Profit Impact Internal Emissions reductions:

We had pledged to move our website hoster, but we remain with Wix. Wix has been actively tracking AWS's renewable energy developments, indicating a commitment to reducing its overall impact. We will continue to monitor this.

To reduce digital clutter, we have implemented a process to delete all unnecessary meeting recordings every month. We have also switched the majority of our online meetings to Google Meet, which emits fewer emissions than other tools we use.

Our employed team now all use renewable energy for their work with us.

Profit Impact Stakeholder Emissions reductions:

Since our last report, we have supported 39 customers in measuring and planning to reduce their carbon emissions. Emissions of these organisations totalled 800 tCO₂e.

Biodiversity and nature

Profit Impact has adopted a 3x3 m nature tile through Wild Mosaic, and our tile is part of [Waterfall on the Lugg](#) in the [RWT Pentwyn](#) project. Wild Mosaic is on a mission to restore UK wilderness one tile at a time. By subscribing to support a section of wilderness, we're part of the solution, helping to protect biodiverse habitats. You can find out more [here](#).

Education and awareness

All permanent employees have received Carbon Literacy training through our partners at Lighthouse Sustainability. All employees and board members have access to Stickerbook, a gamified micro-learning platform that brings green skills and sustainability strategies to life.

Other improvements we plan to make in the future

Profit Impact Internal Emissions reductions:

Our emission metrics are low due to the design and setup of the business. As we grow, we must work hard to maintain this low level. We will manage digital clutter further and continue to use refurbished technology wherever possible. We will continue to travel on a needs-only basis. Review our brand fonts and colours for their emission levels.

With the growth of AI, we have begun to understand the implications of incorporating AI into our operational tools, and we will continue to monitor this development and refine our metrics closely.

Profit Impact Stakeholder Emissions reductions:

Measure the environmental impact of all our suppliers, including our new co-working space.

Encourage our customers to calculate and report their reductions annually. Set targets for the number of our customers' suppliers' emissions that we measure.

Biodiversity and nature

Increase awareness of the impacts of nature and biodiversity across the team and our customers. We plan to invest in our own area of rewilding land (through Wild Mosaic) to gift to our customers who are making progress on their sustainability journey. Record actions that our teams have made to add back to nature and share learnings as a team.

Build more biodiversity and circular economy principles into MindSeed.

Education and awareness

Continue with Climate Literacy education for our team. We will mandate the use of Stickerbook with all the team, including freelancers and contractors who work with us for more than three months.

Introduce campaigns to enhance learning levels within our extended community and track their performance.

Our Opportunities and Risks Profile

Category	Description	Time line	Likelihood	Impact	RAG Status	Planned actions	Resp. owner
Physical	Possibility of rising sea levels, weather patterns, flooding and high temps impacting employees, suppliers and customers.	>5 years	Low	Medium	Risk	Observe impacts and consider future resource plans.	Ops
Physical	Increased customer demand and the ripple effect	3-5 years	High	High	Opportunity	Focus on sectors and locations impacted first	Bus Dev
Transition	Impact of AI usage on our Scope 3	Next 2 years	Medium	Medium	Risk	Implement our AI strategy	AIOO
Transition	Implementation of IAS37 decision	Next 2 years	Medium	High	Opportunity	Co-create SME approach	Finance
Transition	Improved rates on the cost of capital for SMEs that are integrating their net-zero strategy will drive demand for our services.	3-5 years	High	High	Opportunity	Increase communication around this point	Finance
Transition	As we grow, a skills shortage will impact our pricing, making us less attractive in the marketplace and driving up recruitment fees.	3-5 years	High	High	Risk	Optimise the use of technology to keep our business model sustainable	Tech
Reputational	Failure of B Lab to deliver on the new standards will impact our reputation.	Next 2 years	Medium	Medium	Risk	Keep a broad outlook towards frameworks	Product
Regulatory	Expanded regulations and the rollout of new B Lab standards are expected to drive demand.	Next 2 years	High	High	Opportunity	Keep existing B Corp and NHS customers aware of changes in standards to mitigate risks.	Marktg/Comms
Reputational	Failure of Accounting Bodies to enforce mandatory CPD contributes to uninformed customers and a skills shortage.	Next 2 years	High	High	Risk	Lobby	Finance

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Declaration and Sign Off

This Environmental Impact Report has been reviewed and signed off by the board of directors (or equivalent management body).

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Date:

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