CASE STUDY: Pact Coffee

TURNING B CORP RECERTIFICATION INTO A COMMERCIAL ADVANTAGE

How a growing SME used B Corp recertification to strengthen trust, governance, and business confidence

"Profit Impact went above and beyond throughout the whole project and provided us with a wide range of expertise."

Introduction

Pact Coffee is a UK speciality coffee company. It was founded in London in 2012 and has grown into one of the country's leading ethical coffee roasters. Pact sources high-quality, speciality coffee directly from farmers across the world. It sells to homes, offices and hospitality businesses through subscriptions and wholesale channels.

Pact's business model centres on direct trade. This means it cuts out the usual middlemen in the supply chain. The company pays farmers significantly more than commodity or Fairtrade base prices and builds long-term relationships with growers.

Pact is also a certified B Corporation, meeting rigorous standards of social and environmental performance. It runs a carbon-neutral roastery, uses increasingly recyclable packaging and aims to improve farming practices at source.

Despite these strengths, Pact faced a difficult challenge. The company believed its existing impact measurement and evidence did not fully reflect the real value of its work. This was a risk for its B Corp recertification and for the confidence of customers, partners and corporate buyers. It needed specialist support to clarify its impact, strengthen evidence, and ensure the certification process was successful.

Problem Identification

Pact Coffee was already a certified B Corp.
But the business had outgrown its original certification.

The leadership team believed their B Corp score did not reflect the true impact they were delivering across their supply chain. In particular, their work on farmer livelihoods and poverty alleviation was not being measured or evidenced clearly enough.

This created several risks.

First, a recertification deadline was approaching fast. The internal team was stretched. Sustainability work was competing with day-to-day commercial priorities. There was limited capacity to manage a complex certification process while the business grew.

Second, the team lacked confidence in their data.
They cared deeply about impact. But they were unsure:

- whether they were measuring the right things
- how to manage and interpret results
- how to evidence impact in a way that would stand up to external scrutiny

Third, there was a clear commercial risk.
B Corp status matters to Pact's customers and B2B partners. Failure to recertify or to demonstrate credible progress could erode trust, and at least one contract was at risk if they didn't re-certify.

Doing the work in-house was never a realistic option. Having been through certification before, the team knew the process required specialist knowledge, structure and momentum. Without expert support, the risk of delay, under-performance, or misrepresentation was too high.

Pact Coffee needed a solution that was rigorous, pragmatic, and commercially grounded.

- Not a tick-box exercise.
- Not a carbon-only view.
- But a way to clearly prove impact, and protect the business.

Solution Implementation

Pact Coffee needed more than help with recertification. They needed clarity, confidence, and evidence that matched the reality of their business.

Profit Impact was brought in to lead the B Corp recertification end to end. The focus was not on ticking boxes. It was on selecting the right ESG strategy for Pact Coffee's size, sector, and commercial goals.

The work started with structure.
Profit Impact created a clear, line-by-line plan. Everyone knew what needed to be done, by whom, and by when. Regular check-ins kept momentum high and removed pressure from the internal team.

The approach was deliberately holistic. Rather than looking at carbon, people, or governance in isolation, Profit Impact assessed impact across the full business. This allowed Pact Coffee to better evidence the areas that mattered most to them, especially supply chain poverty alleviation.

As the project progressed, the scope expanded.
Profit Impact helped Pact Coffee:

- evidence the real impact of its direct trade model on farmers and their families
- measure Scope 1 and Scope 2 emissions accurately
- improve internal understanding of sustainability data and decision-making

During verification, Profit Impact remained actively involved. They worked closely with both the Pact Coffee team and B Lab to ensure Pact's impact was clearly understood and fairly assessed. Throughout the process, the emphasis stayed the same.

- Make sustainability understandable.
- Make it useful.
- Make it work for the business.

Results

The recertification delivered measurable outcomes.

Pact Coffee increased its B Corp score by 25%, providing a stronger and more accurate reflection of its supply chain impact. Pact Coffee Case Study Draft The business also improved Scope 1 and Scope 2 emissions by 23%, strengthening environmental performance and data credibility.

The commercial impact was immediate. A prospective B2B customer made B Corp recertification a condition of trading. Securing certification unlocked a £100,000 contract. Recertification also protected existing B2B relationships where sustainability credentials influence procurement decisions.

Governance improvements supported discussions with insurers. While difficult to isolate directly, strengthened ESG positioning contributed positively to insurance negotiations.

Internally, sustainability moved from operational complexity to board-level strategy. The project was sponsored by the Finance Director and embedded across teams, building capability and accountability.

Pact Coffee emerged not only recertified but better structured, better evidenced, and commercially stronger.

The leadership team reported a much stronger understanding of sustainability, emissions, and impact measurement. Sustainability moved from being a complex reporting exercise to a practical input into business decisions. Team morale improved following recertification, particularly given the increased score. The process felt constructive and motivating, rather than burdensome.

Most importantly, the work created momentum. Following recertification, Pact Coffee extended its engagement with Profit Impact to:

- measure Scope 3 emissions
- prepare for new B Lab standards
- integrate sustainability requirements into long-term business strategy

Testimonials

Pact Coffee described the experience of working with Profit Impact as practical and valuable.

"Fun, educational, organised and impactful. It wasn't a reporting and tick-list exercise."

The team highlighted the ability to translate complex sustainability topics into clear business decisions.

"The ability to communicate and frame complex sustainability areas in a business context really stood out. The breadth of experience added real value to our business."

Conclusion

Pact Coffee's experience shows what happens when sustainability is treated as a business tool, not a reporting burden.

The recertification was not just about retaining B Corp status.
It was about:

- proving real impact
- reducing commercial risk
- strengthening governance
- and creating a stronger platform for future growth

With the right structure and expertise, Pact Coffee turned a time-pressured certification into a strategic advantage.
They now have clearer data. Stronger evidence. And a roadmap that supports both sustainability and commercial success.

If your business believes it is doing more than your metrics currently show, and you need sustainability credentials that stand up to scrutiny and support growth, Profit Impact can help you get there with clarity and confidence.

profit impact

Pact Coffee: At a Glance

Pact COFFEE

Client: Pact Coffee
Sector: Speciality coffee (Direct-to-Consumer and B2B)
Stage: Scaling, multi-channel growth business
Primary sponsor: Nick Curran, Finance Director
(Board member & registered director)
Service delivered: B Corp Recertification
Project duration: 5 months (Sept 2024 – Feb 2025)

Challenge

As a scaling multi-channel business, Pact Coffee needed to ensure its sustainability credentials kept pace with its commercial growth.
The leadership team believed their original B Corp score did not fully reflect the depth of impact across their supply chain, particularly their work on farmer livelihoods and poverty alleviation. A recertification deadline was approaching. Internal capacity was limited. And the stakes were commercial.
One prospective B2B customer made it clear they would only begin trading once Pact had secured B Corp recertification. The contract value was £100,000. The risk was not theoretical. It was revenue-linked.

Approach

Profit Impact led a structured, board-level recertification process sponsored by the Finance Director and embedded across teams. It combined:

- A clear line-by-line delivery plan
- Regular check-ins to maintain momentum
- A holistic ESG assessment rather than a narrow compliance lens
- Expanded analysis of supply chain impact and Scope 1 & 2 emissions

Results

- 25% increase in B Corp score
- 23% improvement in Scope 1 and 2 emissions
- Secured a £100k B2B contract contingent on recertification
- Strengthened governance positioning, supporting insurance discussions
- Elevated sustainability to a strategic board-level agenda
- Increased team confidence and morale

Impact

Pact Coffee turned recertification from a compliance exercise into a commercial asset. They now have stronger impact evidence. Clearer governance. And sustainability embedded into a scaling growth strategy.

"The ability to communicate and frame complex sustainability areas in a business context really stood out. The breadth of experience added real value to our business."

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