

2026

# B Corp Impact Report

Building on what matters.





# Contents of the Report

## Part 1:

Message from our CEO

## Part 2:

Mission, vision & values

## Part 3:

B Corp journey &  
overall impact score

## Part 4:

People, Community,  
Customer, Governance  
& Environment

## Part 5:

A look forward to next  
year

# Message from our CEO



**Adam Kene**  
Founder & CEO

At Kene, we've always believed that business has a responsibility beyond profit. That belief shaped how we started, how we've grown, and how we continue to support the ambitious businesses we work with every day.

Last year marked our first year as a certified B Corp. It was an important milestone for us, but more importantly, it gave us the opportunity to reflect on who we are as a business and where we wanted to go next. This year has been about turning that commitment into something more embedded, practical and consistent across the way we operate.

What's been most encouraging is seeing how naturally this mindset has become part of day-to-day life at Kene. The conversations around impact, responsibility and accountability are no longer separate from the business; they are increasingly shaping how we make decisions, support our team, work with clients and invest in the future.

Over the past year, we've continued to strengthen the foundations of the business. We've introduced new people policies focused on wellbeing and flexibility, created clearer progression pathways for our team, and built more transparent channels for feedback and communication. We've also taken meaningful steps to improve how we operate as a responsible business, from embedding ESG considerations into supplier decisions to formalising governance processes and taking clearer action to reduce our environmental impact.

I'm particularly proud of how our team has embraced continuous improvement. Not because we have all the answers, but because there is a genuine willingness across the business to question, learn and evolve. That mindset matters.

Responsible business is not about perfection; it's about making better decisions consistently and being honest about where there is still more work to do.

This year has also reinforced the importance of the role our clients play in driving positive impact. Every day, we work alongside innovative businesses solving complex challenges, creating jobs and developing technologies that shape industries and communities for the better. Supporting that ambition responsibly remains central to why we exist.

As we look ahead to recertification in 2027, our focus is not simply on maintaining standards, but on continuing to raise them. The expectations around business responsibility are evolving quickly, and rightly so. We see that as an opportunity to keep improving, to become more intentional in our actions, more transparent in our decision-making and more ambitious in the impact we create.

I'm incredibly proud of what the team has achieved over the past year and grateful to everyone who has contributed to this journey, our people, our clients, our partners and our wider community.

This report reflects the progress we've made so far, but more importantly, it reflects the direction we're continuing to move in.

# Our mission

We're on a mission to secure

# £500M

in funding for our clients.

WE BELIEVE EVERY AMBITIOUS FIRM SHOULD  
HAVE A FUNDING ADVISOR IN THEIR CORNER.

## WHAT WE BELIEVE

### BUSINESSES MATTER

At their best, they give people purpose, community, ambition and confidence - while shaping the world around them.

### CASH IS OXYGEN

It creates the space to hire, to experiment, to navigate uncertainty. Yet the funding landscape is complex, slow and often stacked against the very businesses trying to grow.

### OUR CLIENTS ARE THE HEROES

Leaders with ambition, navigating pressure and making things happen. They don't need noise; they need clarity, expertise and results.

### WE'RE THE PARTNER

Always looking for opportunity. Always putting their success first. We're a conduit between a complicated ecosystem and the people building real businesses.

Our funding experts have empowered 100s of businesses to innovate and grow

**£164m+**

in benefit generated for our clients since we started in 2017

**2,000+ claims**

successfully submitted across a large range of industries

**Over 90%**

of clients would recommend us (and 100s have)

**Over 80%**

of clients have worked with us for over three years

# What we stand for

As we've grown, so has our understanding of who we are and the impact we want to have. This year, we've taken the time to revisit and refine our values, ensuring they truly reflect where we are today and where we're heading next. Our updated values are not just words on a page; they are a practical guide for how we make decisions, work together, and show up for our clients, community, and each other.

You'll see these values coming to life across the business - in the initiatives we've prioritised, the way we collaborate, and the choices we make every day. They are embedded in the work we're doing and will continue to shape what comes next.



## Service excellence

We believe clients deserve exceptional service, every time. That means being clear on what's possible, rigorous in how we deliver, and proactive in how we communicate. We do not just aim to submit a claim or an application. We aim to leave our clients confident in the outcome and supported throughout the process.



## Teamship

Innovation funding works best when technical understanding and financial accuracy come together, and that requires a joined-up team. With us, our clients are not relying on one person's knowledge or bandwidth. They are supported by specialists who collaborate behind the scenes so they get consistent advice and a smooth experience, with shared responsibility for quality and outcomes.



## Evolution

The funding landscape changes constantly. Guidance shifts, priorities move, and expectations evolve. We keep improving how we work, invest in better systems, and build smarter ways to strengthen evidence and reduce admin. The aim is simple: to make funding easier to access and more reliable over the long term.

# What B Corp means to us

In our first year as a B Corp, everything felt new. There was a real energy around it - people getting involved, sharing ideas, and thinking differently about the role we play as a business. A year on, that energy hasn't gone anywhere, it's just settled into something more natural.

The conversations we started are now part of how we work day to day. We still question things, still look for ways to do better, but it feels less like a "project" and more like who we are. Whether it's how we support each other, the choices we make as a business, or the causes we give our time to, B Corp is no longer something we're working towards, it's something we're living.



**Ella Francis**  
Head of Operations

Being part of a B Corp has shaped how I think about the impact of my work day to day. It's not just about delivering results, but about how we get there: making thoughtful decisions, supporting each other, and keeping the bigger picture in mind. It reinforces the importance of people in everything we do - our clients, our team, and the wider world - and it's rewarding to be part of a team that genuinely cares about doing things the right way.



**Eduardo Zamarano**  
Marketing Manager

Working for a B Corp means I can bring my full energy to what I do and feel confident that my work contributes to something meaningful. It creates an environment where people are heard, efforts are valued, and decisions are aligned with a clear set of principles. That matters to me. Knowing that the business is committed to responsible and sustainable outcomes gives a stronger sense of purpose in the day-to-day, and a clearer path for how I want to grow professionally.



**Claire Flanagan**  
Grants Lead

Being part of Kene as a B Corp company strongly aligns with my personal values around sustainability, environmental impact and equitable governance and demonstrates our solid commitment to doing the right thing by our clients. B Corp principles also resonate with the grant funding I help clients secure towards responsible innovation, where technology development and subsequent commercialisation are evaluated against their potential socioeconomic and environmental impacts for wider societal benefit.



# Our journey to B Corp

## 2024

Achieving B Corp certification in 2024 was more than a milestone - it was a declaration of our core values in action. The process gave us the opportunity to validate the strengths of our operations while highlighting areas where we could grow.

## 2025

We started to bring B Corp into the day-to-day - with a real focus on continuous improvement. It wasn't about getting everything right, but about asking better questions and finding ways to do better. By the end of the year, it felt less like something new, and more like part of who we are.

## 2026

Now it's about building on what we've started. We're taking what we've learned and lining it up with the new B Corp standards - being more intentional about where we focus and how we keep improving. We're building on what's working, and pushing things forward. We're currently working towards our 2027 re-certification.

## Score Breakdown

### Governance 15.3

Mission & Engagement.....1.3  
 Ethics & Transparency.....4.0

### Workers 39.5

Financial Security.....11.3  
 Health, Wellness & Safety.....10.8  
 Career Development.....6.2  
 Engagement & Satisfaction.....8.0

### Community 15.1

Diversity, Equity & Inclusion.....7.5  
 Economic Impact.....2.6  
 Civic Engagement & Giving.....2.9

### Environment 7.5

Environmental Management.....3.0  
 Air & Climate.....0.9  
 Water.....0.5  
 Land & Life.....3.0

### Customers 5.0

Customer Stewardship.....5.0



People

Community

Customer

Governance

Environment



# People

Our people are at the heart of everything we do. Their passion, talent and commitment fuel our success and power the impact we aim to create every day. We believe that when our people thrive, our business thrives.

That's why we invest in a culture rooted in collaboration, growth and ambition – where ideas are valued, careers are nurtured and impact is tangible.

# People

Over the past year, we've taken meaningful steps to better support our team: introducing clearer progression pathways, strengthening our policies, and creating more opportunities for open, actionable feedback.

By continuing to listen and respond, we're empowering our people to shape their own growth and play an active role in where we go next.

People

Community

Customer

Governance

Environment



## People Policies

This year, we introduced new people policies focused on flexibility, wellbeing, and supporting our team through different life stages.

**Fertility Support Policy** - Offering compassionate, flexible support for those navigating fertility journeys, with access to resources and understanding when it matters most.

**Menopause Policy** - Providing education, support, and practical adjustments to ensure our team feel understood and supported at every stage of menopause.

**Work From Abroad Policy** - Enabling our team to work from abroad for short periods, supporting flexibility while maintaining connection, collaboration, and wellbeing.



## New Promotion Process

We introduced a new promotion process to bring greater transparency and clarity to career progression. Built around personalised development goals, it replaces uncertainty with a more structured approach - giving our team clearer direction and greater control over their growth.

We're thrilled to have awarded **13 promotions** over the past year - a reflection of the ambition, progress and development we're seeing across our team as people continue to take meaningful steps forward in their careers.



## Employee engagement survey

Employee engagement continues to be a priority for us, with team input and feedback shaping how we evolve. Over the past year, we've taken clear action on this through:

**Ask Me Anything (AMA) channel** - a dedicated space for our CEO to answer open, honest questions from the team.

**World Café sessions** - collaborative forums to explore key topics, with a clear feedback loop on what's being actioned (and why).

**Evolving our mission and values** - updated to better reflect our team and their priorities.

**More transparent communication** - improving clarity and consistency across the business.

People

Community

Customer

Governance

Environment



# Community

For us, creating Impact Beyond Business means using our success to contribute to something greater. This year, we've continued to strengthen our commitment to community by building on our partnership with Fertility Network UK.

Through fundraising, awareness and open conversation, we're supporting a cause close to our team while creating meaningful opportunities to come together and make an impact.

# Community



This year, we've continued to build on our partnership with Fertility Network UK, supporting their work while creating space for open, informed conversation.

People

Community

Customer

Governance

Environment

**Almost £1,000 raised since the start of our partnership with Fertility Network UK**



## Fundraisers

- Big Kene Quiz

Our Big Kene Quiz brought the team together for a one-night event filled with friendly competition.

- Pool League

Our pool league saw teams compete across multiple rounds over several weeks, bringing a competitive edge to the office while raising money for a great cause.

- Steps Challenge

Our annual Steps Challenge returns yet again this May, raising funds for Fertility Network UK while encouraging the team to get outside and stay active.



## Team Education and Engagement

This year, we were pleased to welcome Seema from Fertility Network UK to the office for an informative and open session. Together, we explored a range of topics around fertility, with a particular focus on the workplace: how we can better navigate what can be a challenging time, and how we can support one another not just as a business, but as a team.



People

Community

Customer

Governance

Environment



## Customer

Our clients are driving innovation, creating jobs and tackling some of the world's most pressing challenges. They're unlocking sustainable growth and amplifying their positive contribution to society, and we're proud to stand alongside them. We partner with businesses that share our belief in using innovation as a force for good.

This year, our clients have been at the heart of new ideas, breakthrough products, and transformative ways of working. Guided by their feedback, we've expanded and diversified our services to better meet their evolving needs - strengthening the partnerships that power shared success.

# Customer

## Deepening our impact

What began as new offerings last year - Grants, Patent Box and Kore - are now established pillars of how we serve our clients. Each has matured into a proven service with real results, helping businesses unlock funding and accelerate sustainable growth.

People

Community

Customer

Governance

Environment

### Grants ● Proven

Securing vital funding for pioneering projects that drive environmental sustainability, social value and responsible innovation - with a growing track record of successful awards.

### Patent Box ● Proven

Enabling innovative companies to benefit from reduced corporation tax on qualifying IP profits - now embedded in clients' long-term tax planning.

### Kore ● Proven

Embedding proactive R&D data capture into day-to-day operations — helping clients build best practices and maximise their funding access as they scale.

## Leveraging Technology

This year we've invested significantly in building and adopting tools that handle the heavy lifting, freeing our team to focus on what they do best: advising clients and building lasting relationships. These tools are not a replacement for expertise - they amplify it, giving our advisors more time and better data to serve clients well.

### Grant Match Tool Grants

Running in the background across our client base, our grant matching tool continuously identifies eligible funding opportunities specific to each client, ensuring no grant goes unspotted.

### Smarter grants reporting Grants

Purpose-built tools for extracting and structuring grant data, supporting technical and financial reporting with greater speed and accuracy.

### R&D Insight & reporting R&D

Dedicated R&D tooling to support data capture, analysis and reporting - reducing manual effort and improving the robustness of claims.

# Customer

We're still listening, learning, improving

People

Community

Customer

Governance

Environment



4.8 / 5

Trustpilot score

Our Trustpilot platform gives clients a transparent space to share their experiences openly – and the feedback speaks for itself.

Listening has meant making real changes. This year, client feedback directly shaped how we work, from introducing a partner-aligned contract structure to rethinking our approach to invoicing, making the commercial relationship as straightforward as the advisory one.

These aren't just process tweaks – they reflect our commitment to treating every client as a long-term partner, not just a project.

We continue to invest in how we capture and act on client feedback at every stage of the journey. Our Client Success team runs a structured approach to gathering insight in real time - helping us stay closely aligned with what matters most to the businesses we support.

## What our clients say about us...



### The best partners a business could hope for

The team at Kene Partners guided us through numerous years of submissions. Most importantly, when we were challenged by HMRC, their integrity and professionalism resulted in all projects being accepted. I cannot recommend them enough.



### Great service from the Kene team

Great service from initial onboarding through to the final claims. Chris and the team were always available to help advise, guide and submit all required docs. Despite a tight timeline they delivered an exceptional level of support and engagement.

People

Community

Customer

Governance

Environment



## Governance

Good governance isn't just about having the right policies in place; it's about making sure the way we operate actually reflects the values we talk about. This year, we focused on turning good intentions into clear, consistent practice.

From creating formal channels for people to raise concerns, to embedding our ESG priorities into how we choose who we work with, we've been building the kind of structures that keep us accountable - to our clients, our team, and the wider world.

# Governance

This year, we focused on strengthening the foundations behind how we operate.

People

Community

Customer

Governance

Environment



## External grievance & concern process

We created a formal, accessible channel for external stakeholders to raise concerns or grievances – making it clear that accountability extends beyond our own team. Anyone we work with or affect can now raise an issue through a defined process, with a clear path to resolution.

- Applies to clients, suppliers and wider stakeholders



## Responsible marketing & comms

We formalised our approach to how we communicate – putting policies in place to ensure everything we say about our work, our results and our capabilities is accurate, evidenced and responsibly presented. This applies across all channels, from proposals to social media.

- Covers all external-facing communications



## ESG priorities in supplier procurement

Environmental, social and governance considerations are now embedded into how we onboard new suppliers. Our updated procurement checklist ensures that the businesses we work with meet standards aligned with our own values – not just on price and capability, but on responsibility.

- Applied to all new major supplier relationships



## Annual code of conduct refresh

We completed our yearly review of our code of conduct – revisiting the standards and expectations that guide how we work, how we treat each other, and how we engage with the world. Keeping this live and current is how we make sure it stays meaningful rather than just a document.

- Reviewed and reaffirmed across the team

People

Community

Customer

Governance

Environment



## Environment

This year, we've moved from understanding our footprint to actively reducing it.

Building on last year's carbon assessment, we've started embedding environmental thinking into how we work day to day.

From the suppliers we choose to how we travel, buy and operate, we're making more conscious decisions across the business.

With a clearer view of our impact, we're taking more focused, meaningful action.

# Environment

**We know our footprint. Now we're reducing it.**

Last year, our carbon assessment gave us a clear baseline. This year was about acting on it - embedding environmental thinking into how we work, buy, travel, and operate.

People

Community

Customer

Governance

Environment

Total emissions  
**158.7t**  
CO<sub>2</sub>e - baseline established 2025

Per employee  
**3.97t**  
CO<sub>2</sub>e – our unit to improve

Hotspots tackled  
**5 of 5**  
All 2025 focus areas actioned

**Marketing**

Shifted to organic, curated strategies - reducing our reliance on paid digital advertising, which carries a significant carbon footprint.

**Travel**

Moved to Business Trainline to capture rail travel centrally, improving accuracy of our Scope 3 data.

**Looking Ahead 2026/27**

We're looking forward to our next carbon assessment next year in order to assess how we are currently performing against our targets.

**IT Equipment**

Prioritised reuse and second-hand AV purchases over buying new.

**Office**

Relocating to a space run by a fellow B Corp - a deliberate choice that reflects our values and supports our annual efficiency review commitment.

Scope 1 & 2 - near-term reduction **58.8%** by 2034

Scope 1 & 2 - net zero **90%** by 2050

Scope 3 intensity **97%** by 2050

**Suppliers**

Added environmental and ESG criteria to our supplier checklist; sustainability is now part of how we choose who we work with.

Targets aligned with the Science Based Targets initiative (SBTi), consistent with limiting global warming to 1.5°C.



# Caring for our planet, together

Since day one, we've partnered with Ecologi to support climate-positive projects, because driving positive change has always been at the heart of what we do. Each of our environmental initiatives reflects our commitment to innovation, responsible business practices and sustainable growth.

✔ What we've achieved so far



**5,000+ trees**  
planted to date



**Global reforestation**  
supporting initiatives worldwide



**International projects**  
funded across sustainability

# Recertification - raising the bar

This next phase is about building on what's already there.

We've made a start, and we're focusing on where we can go further with the new B Corp standards.

## Purpose & Governance

**FOUNDATIONS** Clear grievance procedure in place, with defined principles for how we communicate and represent ourselves externally.

**FOCUS** Getting more structured around external stakeholder engagement, particularly suppliers and communities, with a more considered, consistent approach.

## Environmental stewardship & circularity

**FOUNDATIONS** Environmental considerations built into supplier engagement, with ESG priorities incorporated into a structured supplier checklist.

**FOCUS** Applying this more consistently - reviewing existing suppliers and ensuring these standards are reflected across all relationships.

## Climate action

**FOUNDATIONS** Climate action plan in place through Seedling, with active internal team engagement.

**FOCUS** Making this more visible externally - website presence, clearer stakeholder communication - alongside preparing for our next carbon assessment to track progress.

## Human rights

**FOUNDATIONS** Human rights considerations being factored into our supplier approach alongside environmental factors.

**FOCUS** Formalising our commitment publicly - making it explicit, accessible, and something we can be held accountable to.

# Recertification - raising the bar

## ● Fair work

### FOUNDATIONS

Strong employment practices in place, with regular team feedback gathered and acted on - most recently through our engagement survey and follow-up actions.

### FOCUS

Tightening and formalising key areas - particularly within hiring - to make sure our processes are as fair and consistent as possible.

## ● Justice, equity, diversity & inclusion

### FOUNDATIONS

Strong underlying approach, with diversity and inclusion considered across how we communicate, make decisions, and operate as a team.

### FOCUS

Making commitments more explicit, strengthening hiring practices, and improving how we capture and use data to track progress meaningfully.

## ● Government affairs & collective action

### FOUNDATIONS

Through our work - particularly with HMRC - we've identified that some of our activity falls within advocacy and influence.

### FOCUS

Being more transparent about this - ensuring greater clarity around how we engage and the role we play in shaping policy and practice.

**Better, bit by bit.**



# Thank you for reading our second B Corp Impact Report

This has been a year of real change for Kene - not just in how we operate as a responsible business, but in how we've grown, evolved and shown up for our clients and each other.

We're proud of the progress reflected in these pages, and we're genuinely excited about what comes next. Recertification isn't just a milestone we're working towards - it's a signal that the commitments we've made are ones we intend to keep raising the bar on.

**Here's to the next chapter.**

**Let's keep the  
conversation going:**

[Learn more about our  
B Corp journey.](#)

[Get in touch](#)