

Our Impact 2014

Reporting our sustainability progress

Welcome to Our Impact 2014

Our values are part of our core business and we stand by them. We work hard to make sure that we can talk authentically about sustainability by behaving as a responsible business as well as providing our team with a great environment to work in. Our customers value and understand that our commitment to sustainability permeates the work we do. As a boutique consultancy we provide our customers with outstanding service whilst always trying to achieve a fine balance between making profit and pushing boundaries. Our Net Promoter Score (33.33) is a testament to this (you can find out more about this on page 7).

The production of our sustainability report is about showing what we do and how we do it. 2014 was a year of investigation, change and innovation. We have learnt a lot, grown the business, expanded our horizons and created a greater place to work.

We are committed year on year to reduce our carbon footprint by 5% and this year we did a lot more, reducing our carbon impact per employee by 36.5%. For 2015 our ambition is to build on our community volunteer participation and to raise money for the charities we care about. With that in mind we have set some really challenging targets in those areas.

Whether you skim through and look at some of our great photography or read Our Impact in detail, we hope you enjoy it. Please feel free to pass on the link to friends and colleagues and let us know about your sustainability report.

Wishing you all the best for a dynamic and creative 2015.



Charlotte (Charlie) Stockford
CEO

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things
we
achieved
in 2014...

What we achieved:

1

We broadened our product range with our MarketWise App, supply chain analysis and materiality assessments to provide our customers with a broader range of services.

2

We expanded our technology expertise, working directly with over 25 sustainability software vendors.

3

Our staff spent more days volunteering in our communities as part of our Volunteer Day programme.

4

We understand the US market much much better than we did before – understanding the differences between US and UK cultures.



5

Increased our customer base with the addition of several new clients like HSBC, Under Armour, KUONI and Balfour Beatty.

8

This year we implemented a Childcare scheme for all staff offering the opportunity to pay for child care from pre-tax income.

6

We implemented a knowledge sharing strategy, providing over 400 sustainability professionals with access to expert advice on CSR and sustainability data challenges.

9

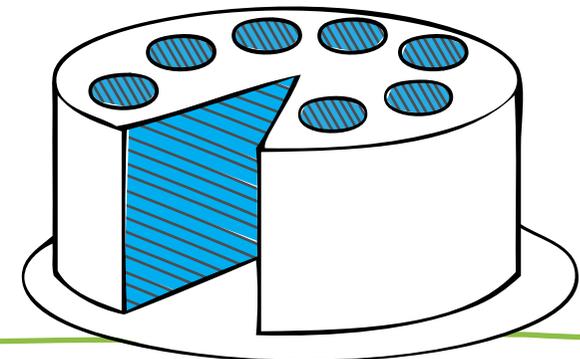
Staff shared-lunches and cook-offs have proved very popular in 2014 with over 27 meals shared.

7

We increased our global reach, working with people all over the world to include countries such as China, Switzerland and both coasts of the United States.

10

We put the client's needs at the heart of everything we do, which means happier clients, and, in turn, a happier team.



Who do we work for?

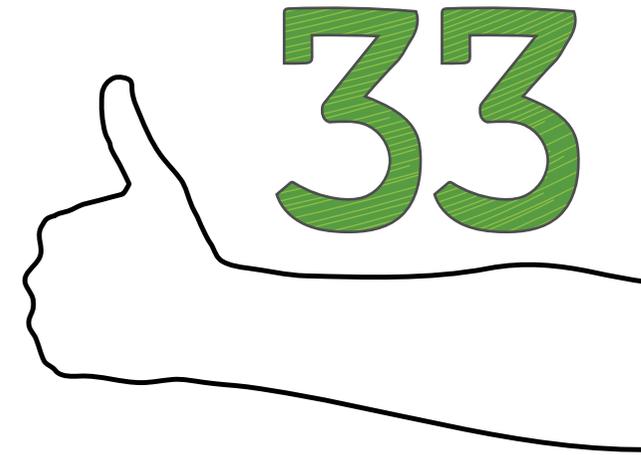
 	  	    	    	   	      	     
2008	2009	2010	2011	2012	2013	2014

We have very satisfied customers...



2014 saw us switch to an internationally recognised customer satisfaction program.

We recently conducted a survey which was designed to measure overall customer satisfaction and to calculate our Net Promoter Score (NPS).



“Our experience of B2B assessments is that a Net Promoter Score of 30 or above is truly excellent.”



How much change can we make?

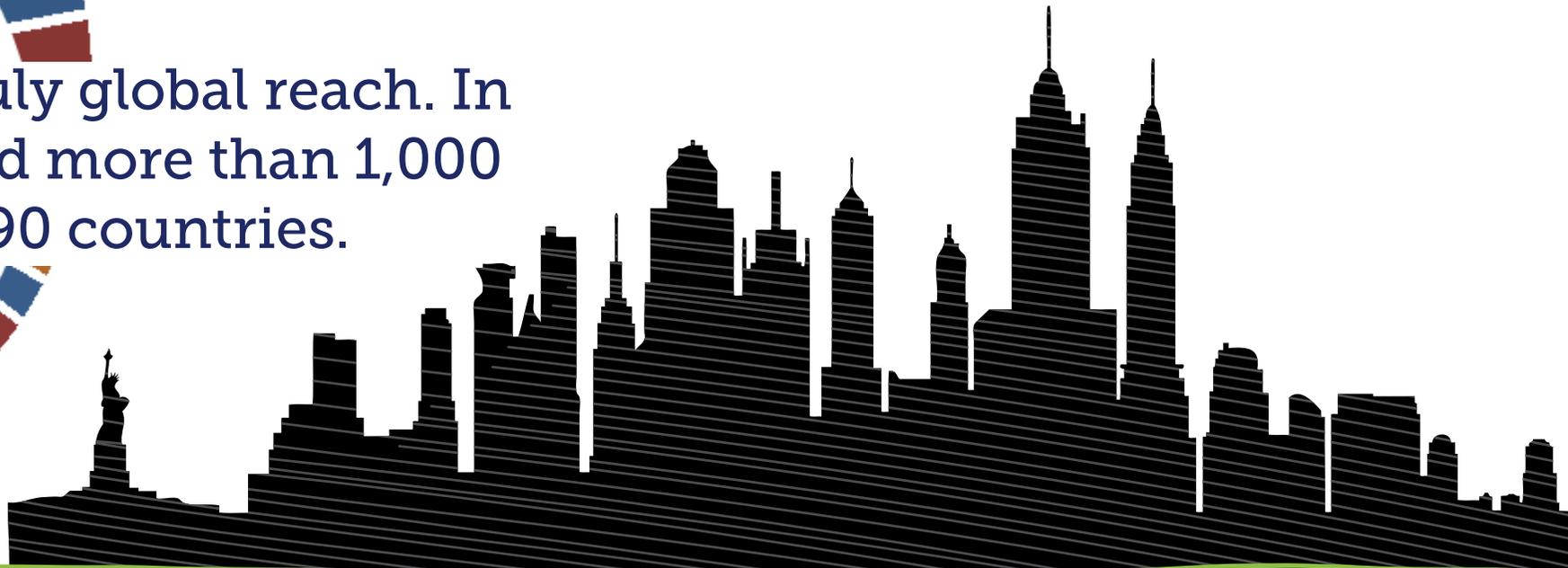
We mean it when we say that we're a world leader. We've helped our clients reduce their collective CO2 impact to less than 14 million tonnes.

That's a third of the emissions of just one American city, even if that city never sleeps.

You know we mean New York, right?



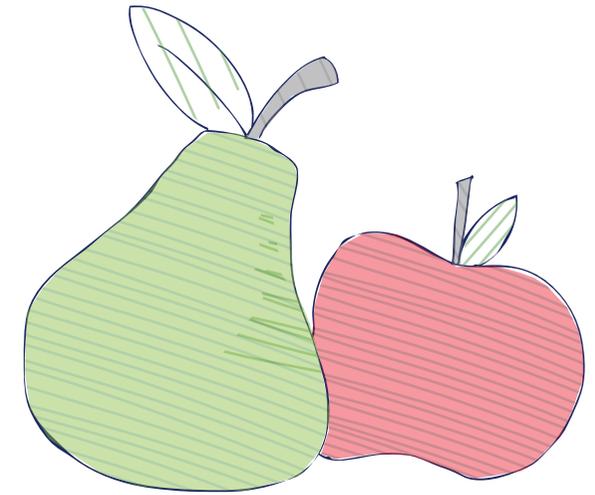
We've got a truly global reach. In 2014 we helped more than 1,000 users across 190 countries.



Innovation for Change

2014 saw the launch of our Open Beta GoMarketWise Web Application. We've developed this comparison tool to support sustainability professionals who are searching for ways to measure and monitor their sustainability data.

We completely understand the complexities of managing the different data streams, whether it's environmental, health and safety, risk, compliance, community investment, supply chain and many others. We created this application as a first step towards finding the right software solution to manage that data.



**Try it NOW for FREE, at
GoMarketWise.com**

Over 25 software vendors registered with the Open Beta Application in 2014 and in 2015 we aim to engage an additional 50 software vendors. 2015 will see us take GoMarketWise from Open Beta to a fully professional, finished product, free to use, for anyone in our industry.

If you have any suggestions or feedback please email us at marketwise@sustainitsolutions.com



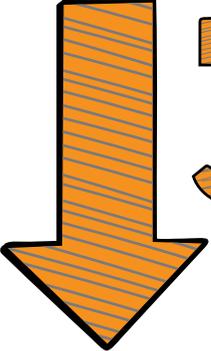
So...how are we doing our bit?



how are we doing?

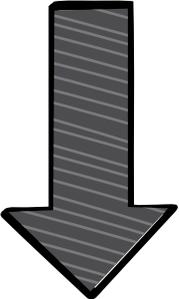
A quick overview of our performance...

Environmental carbon impact

 **36.5%**

Our environmental carbon impact per employee has continued to fall.

Carbon footprint per employee

 **1.06**
Tonnes CO²e.

Client retention

100%

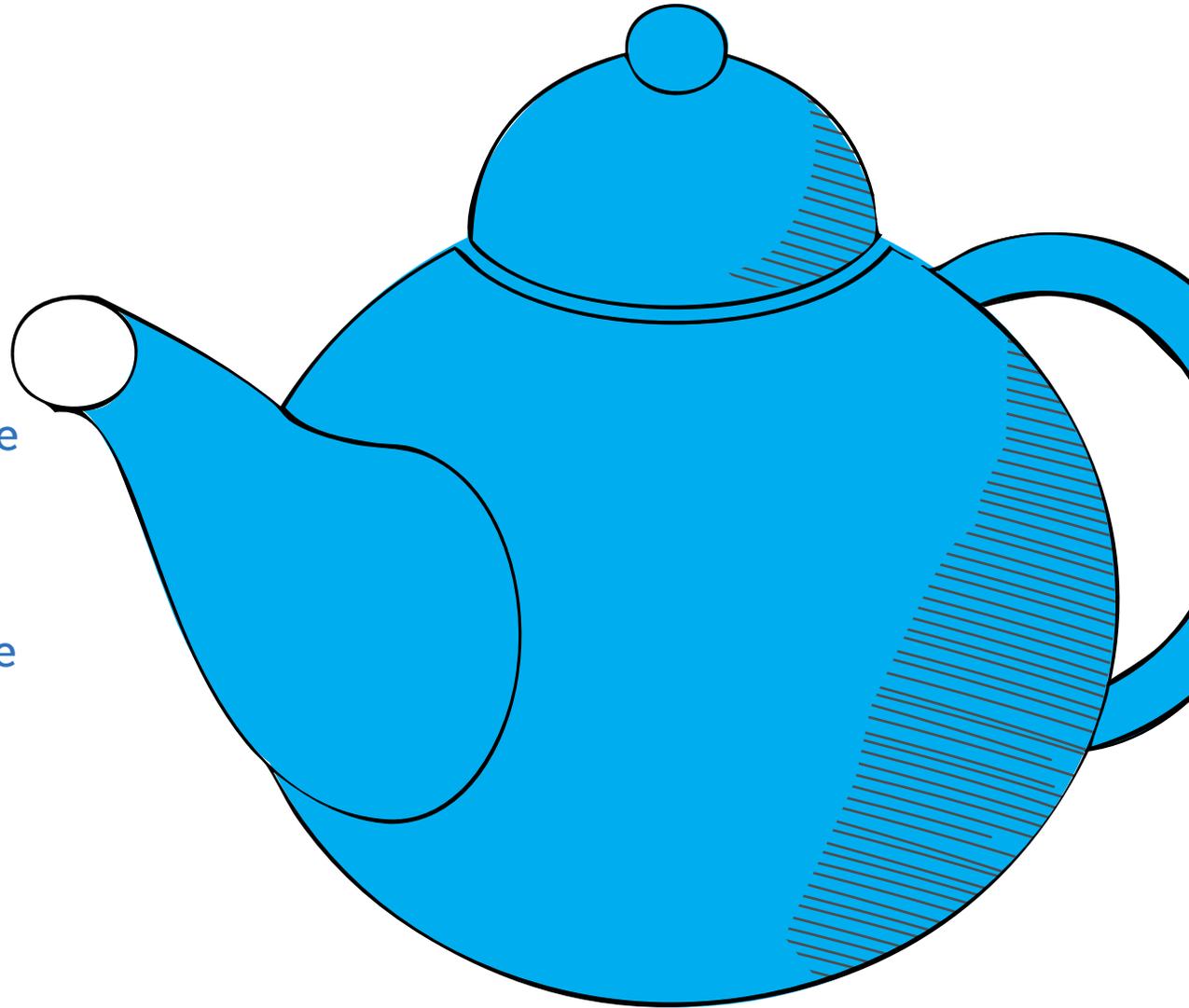
We have succeeded in having one hundred percent retention for two years - we are really pleased to have such great relationships with all our clients.

...we're heading in the right direction.

Our...Water usage

Although we are not a manufacturer using water for production, being a British company we drink a lot of tea!

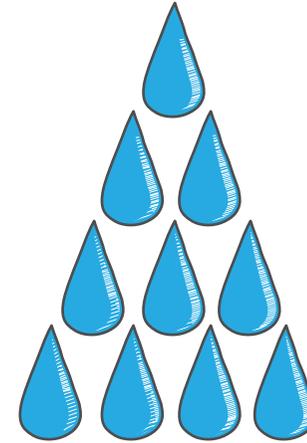
Saying that, our water use and wastage is taken very seriously; we aim to take the necessary measures as well as incorporate any workable innovative water saving or recycling measures we can come up with. All staff value and understand the importance of these measures.



All our tea bags are ethically sourced and composted each week!



Water consumption



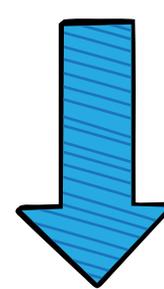
6.58 m³

Total water used per employee (m³).

SustainIt are thoroughly committed to reduce the water use in our offices. In 2014 we focussed on water reduction having implemented water efficiencies in 2013. Our targets for 2015 are to implement grey water recycling measures.

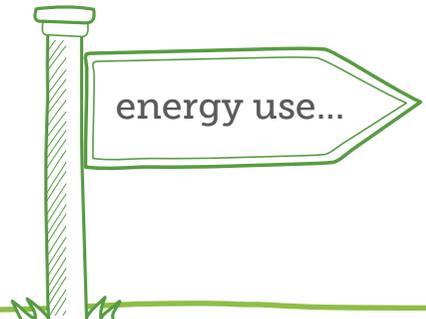
The great news for us is that our water consumption continues to fall. This year we have managed to reduce the total water used by each employee.

We haven't even had to give up those vital morning cups of English tea.



8%

Reduction in water use since last year.

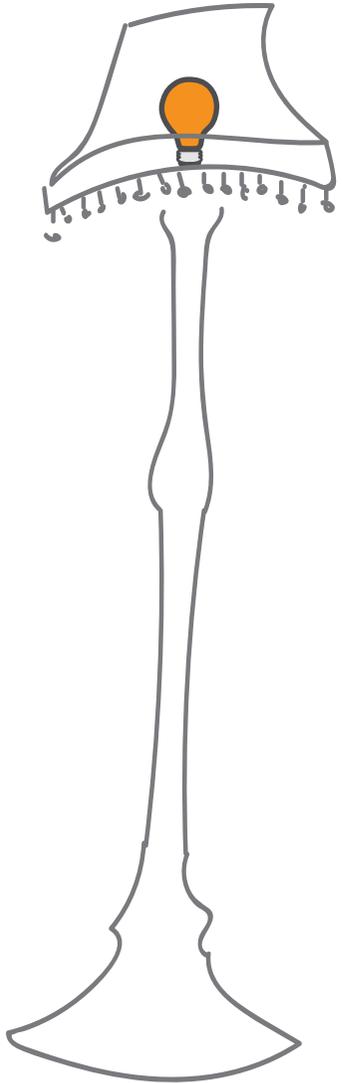


Creating a great place to work

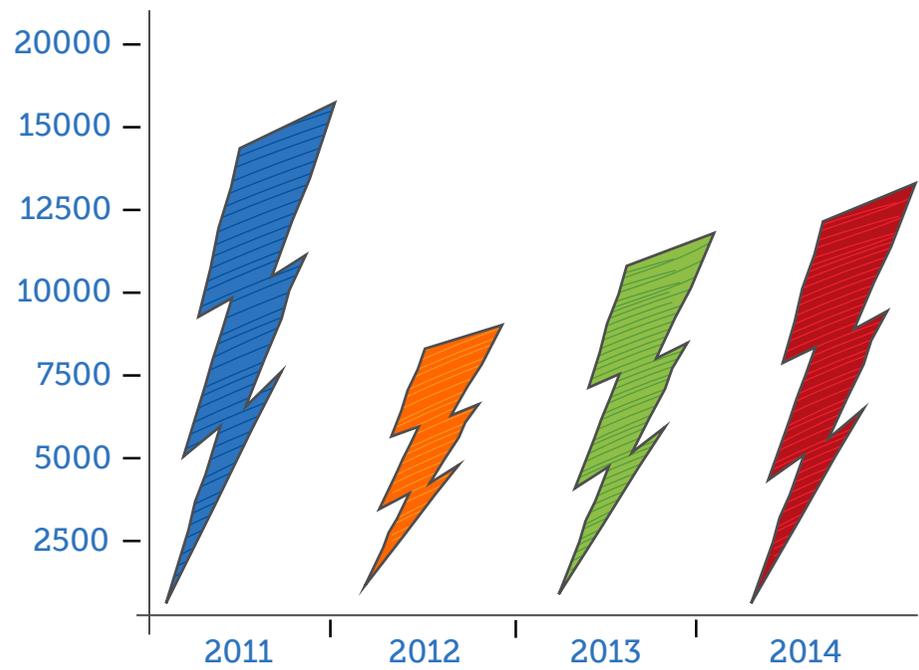
Our...Energy use

Although this year we have expanded our teams we have still managed to reduce our energy consumption. Renting business premises is always challenging and it sadly means that we cannot install solar or alternative heat sources. This hasn't stopped us trying to be creative in the way that we preserve heat and save energy.

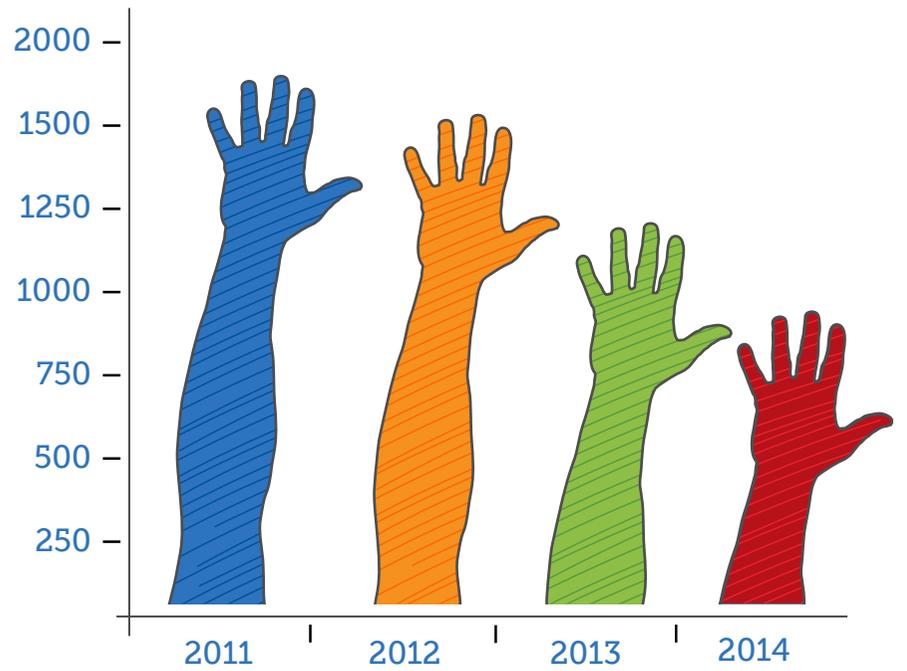
To minimise our energy usage we have installed LED lighting throughout and increased awareness within our offices of switching off electronic equipment and lights when not in use.



Energy consumption



Electricity used as a business (kWh).



Electricity used per employee (kWh).

↓ 1/5

Decrease in electricity use per employee from 2013.



Our...Waste and Recycling



Our 2014 target was to ensure that 0% of our waste went to landfill and we are very happy that we managed to achieve that.

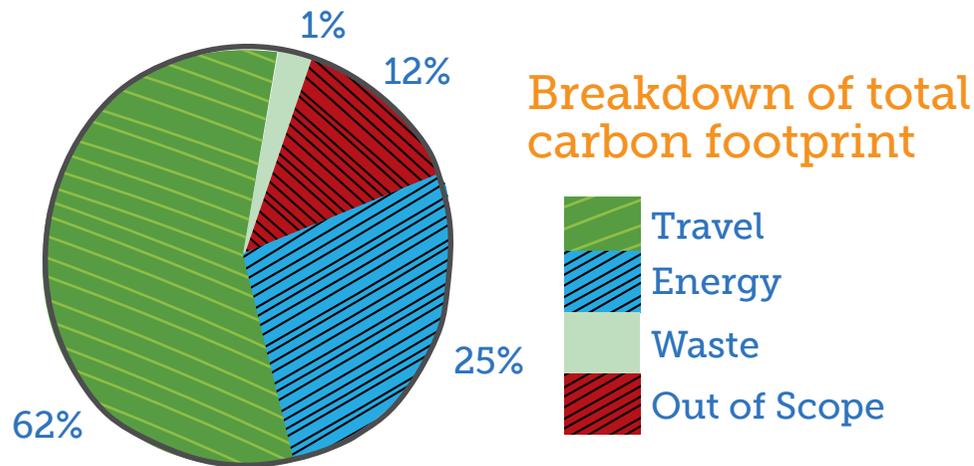
Our policy was to support employees to bring in fewer packaged foods, reduce the amount of food sent to compost and aim to be more paper free.

The items which SustainIt proactively recycle or compost includes:

- Paper
- Cardboard
- Newspapers etc.
- Cans
- Plastic bottles
- Glass bottles and jars
- Food waste

The amount of our waste that goes to landfill

Our...Carbon Footprint



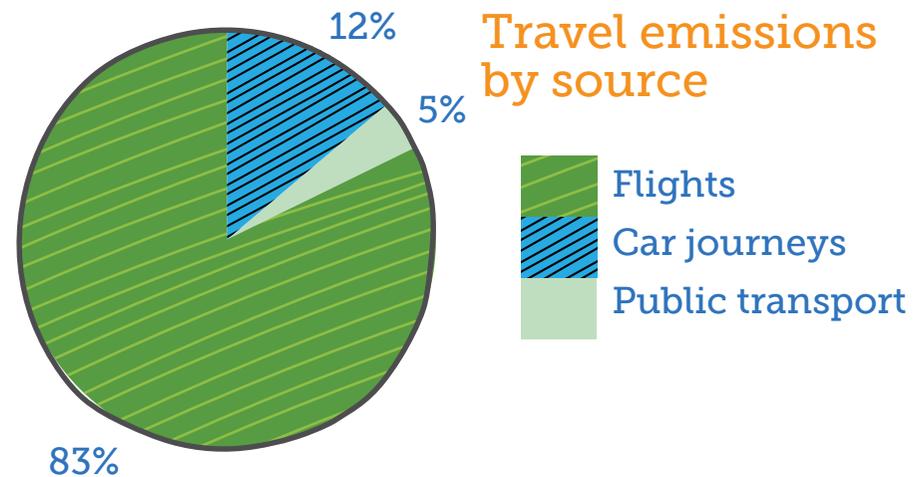
With the changes in DEFRA's guidance on emission boundaries we felt it was important to update how we gathered and report on our CO2 emissions.

With that in mind, we have adopted the new 'Well to Tank' boundaries as recommended by DEFRA. This means that more than 10% of our emissions are now considered out of scope.

Using these new guidelines, only 28% of our total reported emissions are considered scope 1 or 2.

We've looked hard at our business travel this year, and we've realised that while we've made good progress in increasing our use of public transport (only 1% of our emissions last year were from public transport) we think we can do more.

So for 2015 we have set ourselves a target of reducing our total emissions from car journeys to less than 1.3 tonnes of CO2e (that's a 20% reduction compared to this year).

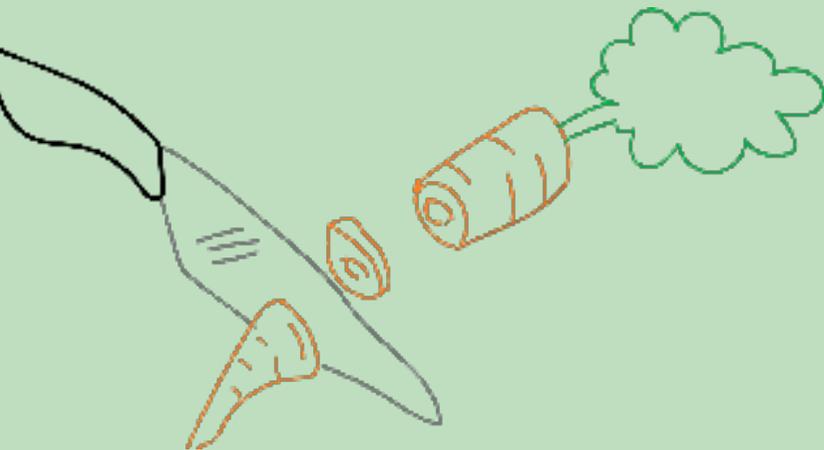


A little bit about us...



Our team...

SustainIt is a family business; we aim to make the atmosphere here hardworking but happy and enjoyable. We have many schemes and events designed to bring out the best in our teams. Working across our different time zones is challenging but it is amazing what you can do with digital communication tools!



We encourage creativity, which means we enjoy homemade company lunches, where everyone brings something they've made to share. Recently in our Bristol office we had a rainbow meal and everyone was given a colour to work with (we do have a rule of no beige food!), this can be interesting as we have a wide range of cooking skills amongst us.

Our Values Tree



We **communicate clearly** and effectively with everyone, both internally and externally

We provide **outstanding service** by understanding what our customers' need and delivering it flawlessly

We value our staff, **inspiring** each other **to be the best**, a positive, energising, great place to work

We work to make a **positive difference**; to our customers' sustainability; to our community and to our environment

We will be **honest** and **trustworthy** in all we do, earning the **respect** of our customers, suppliers and each other

We are leading professionals in our field, supplying **creative, inspiring solutions** that delight our customers

Working to make a positive difference



San Francisco, USA

Training...

Kellogg School of Management Scholarship

In September 2014, Charlie earned a place to take part in the US Scholarship Programme, organised by UKTI and the Ellis Goodman Foundation. The 5-day intensive course took place at one of the USA's most distinguished business management schools, the Kellogg School of Management, Northwestern University, Evanston, Illinois. The subjects covered included negotiating practices and styles; economic, legal and regulatory environments; developing strong business networks; building a compelling brand; technology, social media and mobile marketing; and selecting and managing channel partners.

"The US Scholarship Programme was an opportunity for me to think through a clear strategy for developing our business in the USA and to understand more about the challenges of doing business there," said Charlie. "It's easy to think that because we have a common language, what works in the UK will automatically work in the USA. But that's just not the case. By the end of the programme, I had a really good understanding of how the US market works, the local business culture and how Americans think and approach business. The information that I came away with is already helping our sales teams when they talk to US clients."

Chicago, USA



Our community...

At SustainIt we strive to make a positive impact on our surrounding community. Simply put, a business is nothing without the support and love of its community and so we feel we have a moral obligation and a duty of care.

Volunteering

Each year SustainIt encourages each member of staff to volunteer for 2 days. We aim to ensure that the projects undertaken are local as well as supporting sustainability and environmental issues.

2014 was a very active year for volunteering at SustainIt. Over half of the employees took at least one of their volunteering days.

We spent a day at the Avon Wildlife Trust helping them in their mission to create a nature reserve in the Avon Gorge. We also worked with the Square Food foundation at the BBC Good Food Awards to create culinary delights for over 400 guests. The RSPCA Bristol Dogs and Cats Home needed some help painting the room where the dogs meet their new owners and we also got a chance to do some dog walking!

In the summer a couple of members of staff also did some volunteering for homeless charities; this included sleeping rough for a night for CEO SleepoutUK, raising £651 and helping coordinate a shelter to provide thousands of meals and sheltered accommodation over the Christmas period.



RSPCA Bristol Clinic
& Bristol Dogs and Cats Home



Avon
Wildlife Trust

Charities we've supported this year

2014 was our most successful year so far for employees using their volunteering days; we hope that 2015 will be even better. In 2015 we are aiming for each employee to utilise their two volunteer days for projects within our local communities in the UK and USA.

Our team activities for 2014

Camping, cycling, kayaking and bringing in our pets. SustainIt is a team and, though we work hard, we also make sure that everyone has a chance to have fun together.

This year we have:

- Biked to work
- Held Thanksgiving lunch
- Had an Easter bonnet competition
- Been coastering
- Cooked with Mary Berry
- Slept rough for charity
- Visited biodynamic and organic vineyards
- Cleaned beaches



2015 targets and ambitions...

Ensure all staff use their 2 volunteer days for community projects

Reduce our CO2 from car journeys by 20%

Increase annual company turnover by 15%

Annual Health Checks for staff

Engage computer charity for recycling all our technical equipment

Maintain zero waste to landfill

Reduce CO2 emissions per person by 10%

Pilot water reduction technology

Raise £1500 for charities

Realign our transport data collection

Contact us

For comments or feedback about Our Impact, please contact Charlie at c.stockford@sustainitsolutions.com or phone on +44 (0)117 325 4168 or +1 415 449 8642

Editors Pippa, Charlie and Joe

Photographs by David

Illustrations and Graphics by Pippa and Joe

Copy contributed by all SustainIt staff



Goodbye and let's
have a great 2015.