

JUST
ENOUGH
BRAVE

Doing Good Business

Impact report 2023

OUR JOURNEY TO BEING A FORCE FOR GOOD

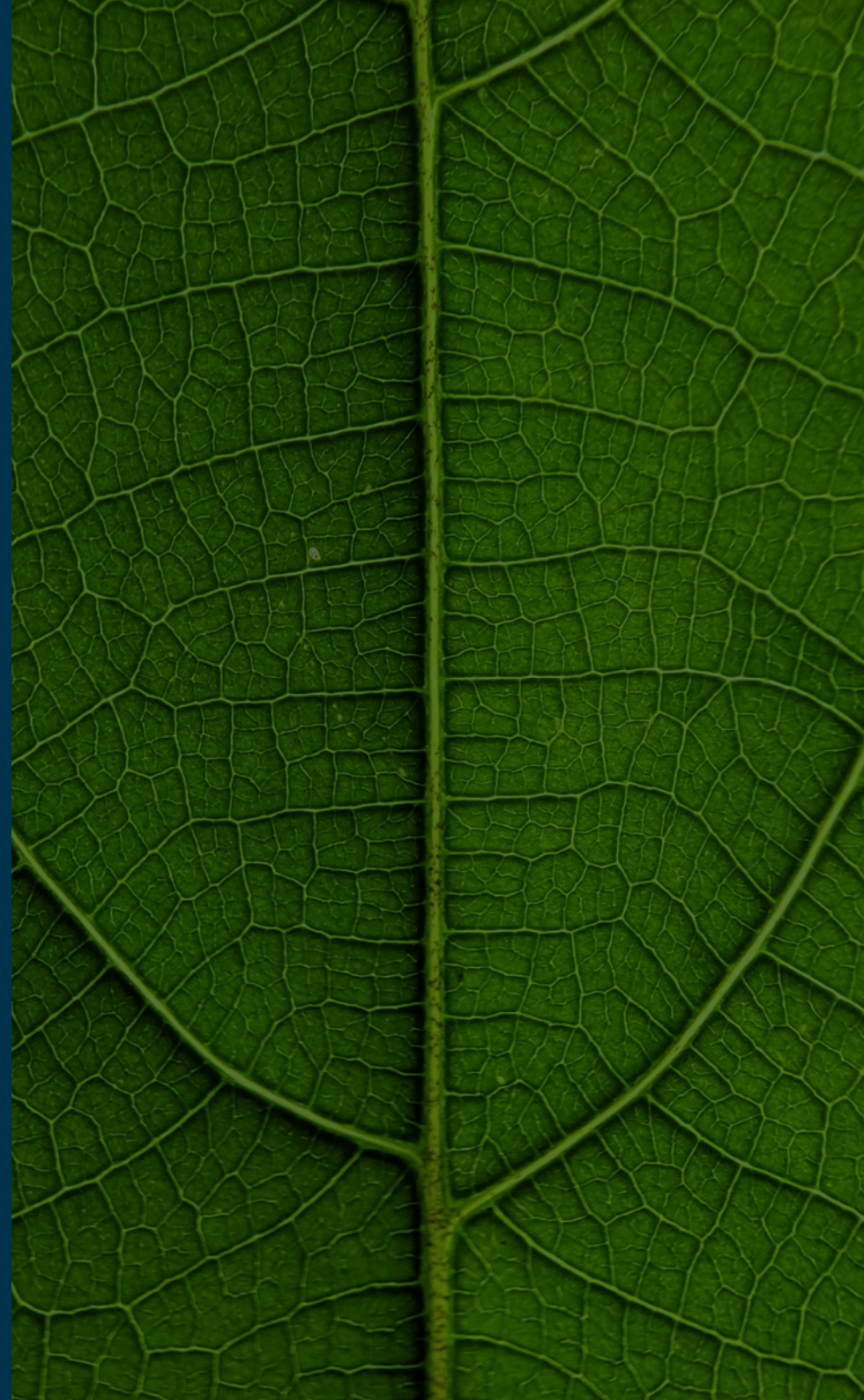


Our Impact

We believe that our impact on people and the planet is just as important as our financial performance, and we want to share what we've achieved in this report.

We're confident that it's possible to do 'good' whilst doing 'good business' and we believe that this report will demonstrate our transparency and accountability for our business actions. We also intend to use it as a framework for continued improvement.

So, let's have a look at what sort of impact we've had over the last financial year. Have we actually made a difference? Let's see.



The fundamentals

We've aligned our business constitution to mirror our values by amending our Articles of Association to pledge that our business objectives are not just about profit, it's also about trying to do social and environmental good. There's no going back now. We've made a legal commitment to consider our impact now and in the future by embedding this into our company structure.

In 2024 we are embarking on the journey towards becoming a certified B Corp company. The B Corp movement is a community of over 8,300 businesses across 96 countries that are committed to using business as a force for good and balancing purpose with profit. The B Corp vision is that companies will one day not only become the 'best in the world' at what they do, but will also be the 'best for the world'.

This journey will make us accountable for our business operation and offer 'proof' that we're a business that is a force for good.

Certified



Corporation

“In 2024 we are embarking on a journey towards becoming a certified B Corp.”

The one per cent

In 2021 we committed to membership of 1% for the Planet which is a global certification with thousands of businesses and environmental organisations working together to support people and the planet.

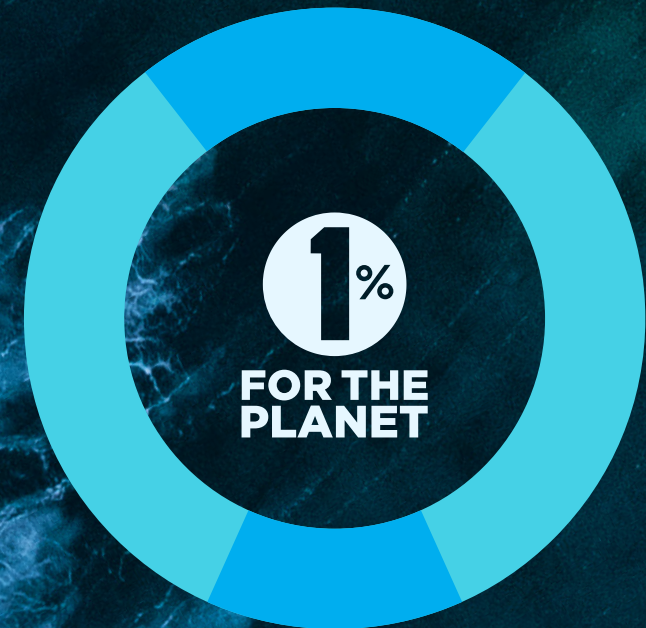
As part of our membership, we commit to donating at least 1% of our annual sales to environmental causes and since 2021 we have donated over £6,500, whilst the network of members has collectively donated over £464 Million.

Last year we worked with the Marine Conservation Society who fight for a cleaner, better-protected, healthier ocean: one we can all enjoy. Last year alone, we supported MCS as they collected 17 tonnes of litter from UK beaches.

As a small business we're proud of the impact we've delivered since we began our certification

£6.5K

DONATED SINCE OUR
MEMBERSHIP COMMENCED

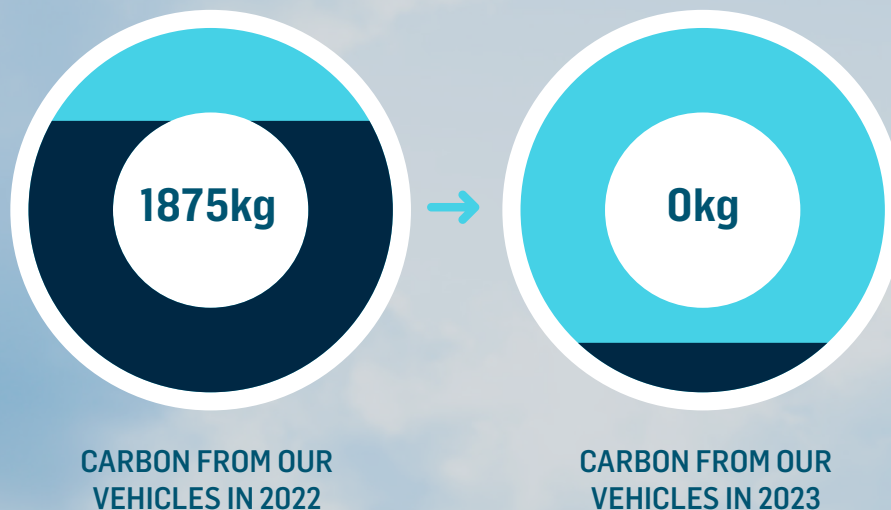


2%

OUR YEAR ON YEAR
CONTRIBUTION

The suppliers

Sometimes our carbon footprint is negatively affected by the suppliers we work with and so we've spent time building relationships with suppliers that have values that align with us at Just Enough Brave.



CARBON FREE PRINT

We now work exclusively with St Austell Printers who are able to offer us a more sustainable printing solution. They're based locally and are 'Carbon Balanced', offsetting their whole carbon footprint. Collectively we're proud to have been part of a client base that has helped offset over 190,000 tonnes of CO₂ and protected over 19,000 acres of threatened forest.

GREEN WEBSITE HOSTING

We've moved our web hosting to suppliers who can now offer us 100% green hosting by offsetting their carbon footprint using Ecotricity for power. There are still more improvements required and so in 2024/25 we will be exploring design solutions to further reduce our energy rating which currently stands at F.

NET ZERO TRANSPORT

We've also moved our fleet cars over from diesel to an EV which has immediately reduced our CO₂ emissions from 125g per km right down to zero.

What that means is that in the last year alone we've saved 1875kg. But becoming an EV driver in itself, plays a major part in the change that's needed. Friends, family and colleagues that are non-EV drivers, all want to hear first-hand, what it's like to drive electric. As a result, we become unofficial ambassadors the industry and that's incredibly powerful.



The finances

DIVESTING PENSION

We shifted our pension funds away from traditional investments that seem obsessed with fossil fuels. This is what's known as divestment and it's all about the removal of stocks, bonds or pension funds that are unethical. It's a growing movement that we're proud to be part of, indeed recent research has shown that 65% of pension savers believed their pension should be invested in a way that reduces the impact of climate change, with just 4% strongly disagreeing.

ETHICAL BANKING

We've also moved our banking providers to Starling who are rated as one of the top 4 greenest banks in the UK. They do not provide services to organisations who promote harmful behaviours or to those involved in the extraction of fossil fuels and they have pledged to become a NetZero company.

These simple business actions align perfectly with our values and although there can be no official measurement of our impact, we know that from an ethical standpoint this is a no-brainer.

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The Good Business Fund

We launched The Good Business Fund in 2023 and together with Altitude Design we've offered over £15,000 worth of free consultancy time to three organisations demonstrating their contribution to environmental sustainability and social good.

We are currently undertaking work that will equate to 8% of our annual turnover for:



SAL'S SHOES

who have distributed over 5m pairs of pre-loved shoes to people across the world and at home.



MEMORY MATTERS

are a Social Enterprise based in Plymouth, helping to improve the quality of life for people with Dementia in the city.



SEA CHANGERS

are a UK marine conservation charity, who give grants to UK marine charities and non-profits for conservation and research projects. To date Sea Changers have been able to offer grants of over £297,000.

The clients

We're proud of the relationships with our clients and our verified reviews rating is 4.94 out of 5. These can be viewed at www.reviews.io Creating a nature-based experience that sparks new thinking is one way in which we hope to maintain and improve these numbers.

We maintain a good split across sectors: 44% of our clients were charities, social enterprises trusts or ethical operations who make a direct and positive impact on our communities with 56% being corporate organisations, none of which operate in damaging sectors.

4.94



★REVIEWS.io



Charities, Social Enterprises and Trusts



Companies



The conclusion

Our dedication to social and environmental responsibility permeates every aspect of our business as we look to deliver meaningful impact and pave the way for continued progress.

Overall, we think we've done well but that's not what it's about. We won't rest until we've done everything we can and that includes persuading other businesses to come along on this journey with us!