



# B Corp Annual Impact Report



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*Iggy Bassi*  
*Founder and CEO*

At Cervest we are working to put climate intelligence at the core of every decision. We want to build a more resilient future for our planet by enabling everyone, everywhere to make climate intelligent choices for our collective environmental, financial and social security.

It's no small feat and one that requires the skills and dedication from the best and brightest minds of our time. From the very beginning at Cervest, we've worked to create an environment where both company success and individual development thrive, underpinned by a desire to make a positive impact in everything we do.

During our B-Corp journey, we have been able to make significant progress across the board, supported by the many initiatives and opportunities provided by the community. We've integrated the circular economy into our resources and suppliers, supported local communities and other B-Corp organisations through donations and projects, and have made inclusivity a core tenet of our employment.

In the coming year, we will be working hard to further reduce our CO<sub>2</sub> footprint and to support fair access to the digital economy. We look forward to sharing more updates in our next report.

## What does B Corp mean to us?

In April 2021, Cervest achieved the distinction of becoming an officially Certified B Corporation.

Certified B Corporations\* are for-profit companies that use the power of business to build a more inclusive and sustainable economy.

We are proud to say that Cervest meets the highest verified standards of social and environmental performance, transparency, and accountability.

The process to achieve B Corp certification uses credible, transparent and independent standards related to social and environmental performance.

With verification every three-years, it also demonstrates our long-term commitment to sustaining these rigorous standards and championing the B Corp values and goals.



\* <https://bcorporation.uk/b-corp-certification/what-is-a-b-corp/>

“We are pleased to join a like-minded cohort of over 4,000 B Corps globally — organizations at the forefront of sustainable business practices. We are especially proud to be one of the growing number of B2B tech companies to achieve B Corp Certification.”

Iggy Bassi, Founder and CEO

## Becoming a B Corp

The B Corp certification covers five key impact areas: Governance, Workers, Community, Environment and Customers. The rigorous certification process requires evidence of socially and environmentally responsible practices relating to energy supplies, waste and water use, worker compensation, diversity and corporate transparency.

Recent attention on the climate tech software industry makes Cervest's B Corp certification a notable step, and signals a shift towards greater accountability and transparency in our sector.

# Why we pursued a B Corp status

Certifying as a B Corp can bring the following benefits:



Improving impact through participation in working groups, sharing best practice and ongoing use of the BIA and SDG Action Manager



Collaborating with other B Corps, joining B Locals around the UK and working together to find solutions to specific challenges



Networking and attending exclusive community events



Alignment with B Lab and the B Corp Community on global issues



Engaging employees in the company's purpose and mission and attracting and retaining talent



Articulating the company's mission externally – to investors, clients, customers and suppliers

# How did we do? Where could we improve?

When we became a Certified B Corporation, we attained a score of **102.1** from a maximum of **200**

Since then, we have progressed considerably in..

- Employee benefits.
- Equity Diversity & Inclusion.
- Environmental impact.
- Community engagement.

We recognise there is always room for improvement in the ways that we work. We strive to improve as we scale and keep our growth mindset.

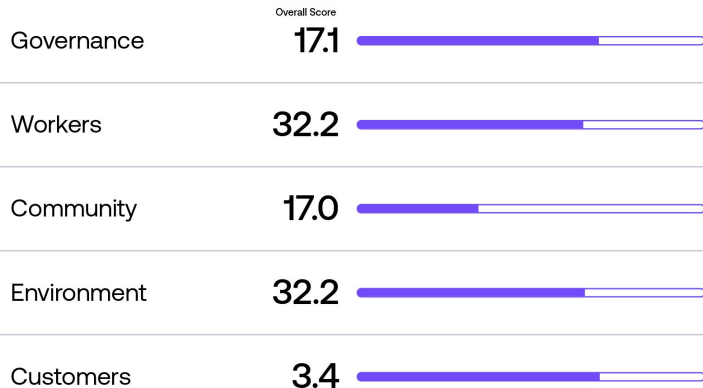
## B Impact Assessment Performance

Overall B Impact Score

Cervest Limited

For Fiscal Year End Date: December 31st, 2021

**102.1**





# Where have we focused?

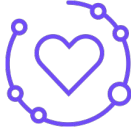


## Planet

We are remote-first and strongly focused on sustainability.

We provide access to workspaces closer to employees' homes.

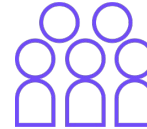
We support a circular economy model where all IT equipment is reused, donated, and only shipped short distances.



## Community

We strive to champion other B-Corps and local communities and always select suppliers and charities to support with this in mind.

We taking steps to close the UK's digital divide and continue to scale with a conscience.



## People

Equity is at our core. We strive to support and encourage our employees at Cervest. We embrace a continuous feedback culture and believe that supporting employee's learning and development will help make us better as a team.

We are always looking to build on and improve our equity, diversity and inclusion as we scale.





# Planet





# 487

Products ordered via **Hofy**  
to support the **circular economy**

# 792 Local desks

booked via **Desana** for our worldwide  
workforce, saving **many** miles of  
unnecessary travel

# 137

Team Members using GreenPerk to  
source sustainable travel and offer  
carbon offsetting

# 3,002<sub>kg</sub>

Total CO2 emissions offset in 2022 via  
GreenPerk



## Remote First Working

As a remote first company, many of our employees choose to work from home.

Teams and individuals have flourished whilst working remotely with fully flexible hours encouraging a better work-life balance.

We also offer the option to use Desana. A company that offers a global network of international co-working spaces. It is a scalable solution for our remote-first team.

By using Desana, we can help cities to meet their sustainability goals by giving workers access to workspaces closer to their homes.

This all contributes to Cervest's mission of building a more resilient future for our planet.





## Supporting a circular economy

For our IT provision, we use **Hofy** who specialise in remote-first and have a never-to-landfill policy.

Hofy offer a more sustainable, resource-efficient **circular economy model**. In which they maximise our use of resources, and recover and renew materials instead of disposing of them

With their “never to landfill” policy, they ensure all equipment is either redeployed to new team members, recycled or donated to charity when they are no longer needed. Hofy utilises local suppliers wherever possible in an effort to keep their international shipped and carbon footprint as low as possible.

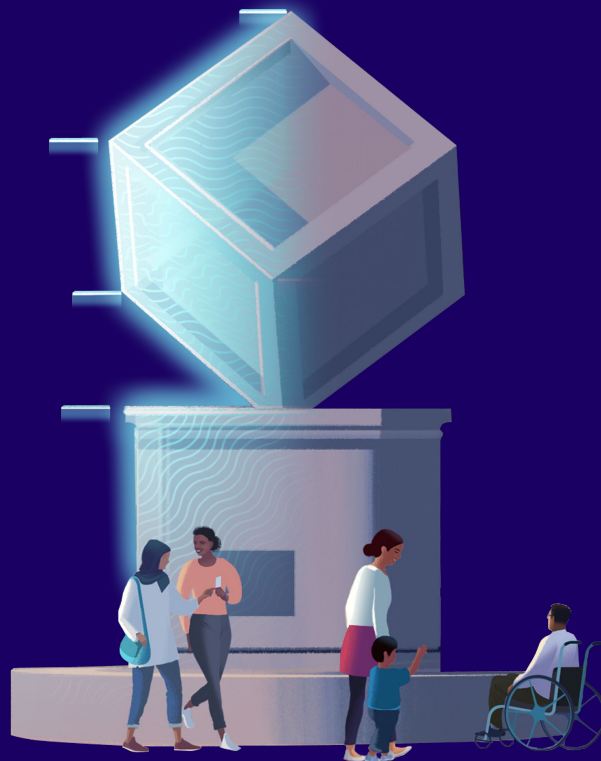
All equipment is:

- Redeployed to new team members
- Donated to charity or recycled
- Sourced from local suppliers wherever possible

Our **green preferred suppliers** list is our go to for all stationery, office equipment and employee gifts. We keep this regional for our global workforce and it also features plenty of B Corps.



# Community





# £2,406

given to **charities** with evidence-led and thoughtful approaches to impact and spent with **independent businesses** in **local communities**

## Supporting other B Corps

The vouchers we use as a thank you for our **user researchers** are offered in the form of **B Corp** vouchers or **donations to charity**

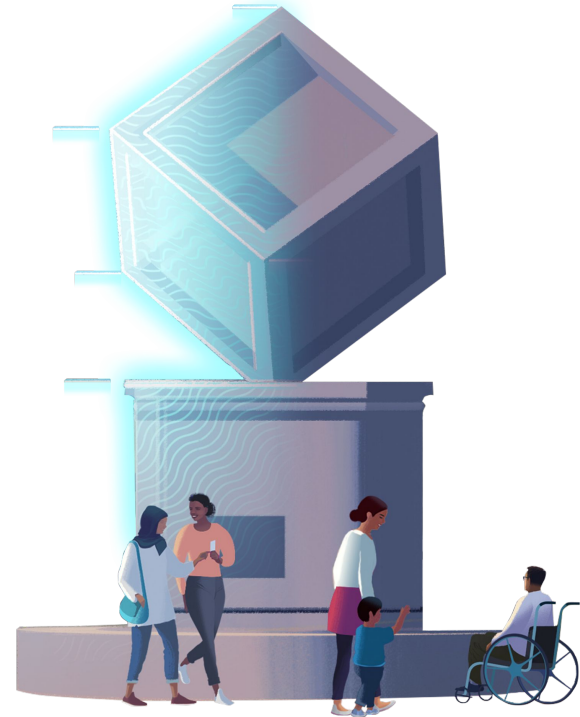


## Supporting Local Communities

For our [virtual festive event](#), we kept the focus on environmental impact by...

We held a virtual awards ceremony, the prizes being donations to The Clean Air Task Force, Founders Pledge & Client Earth

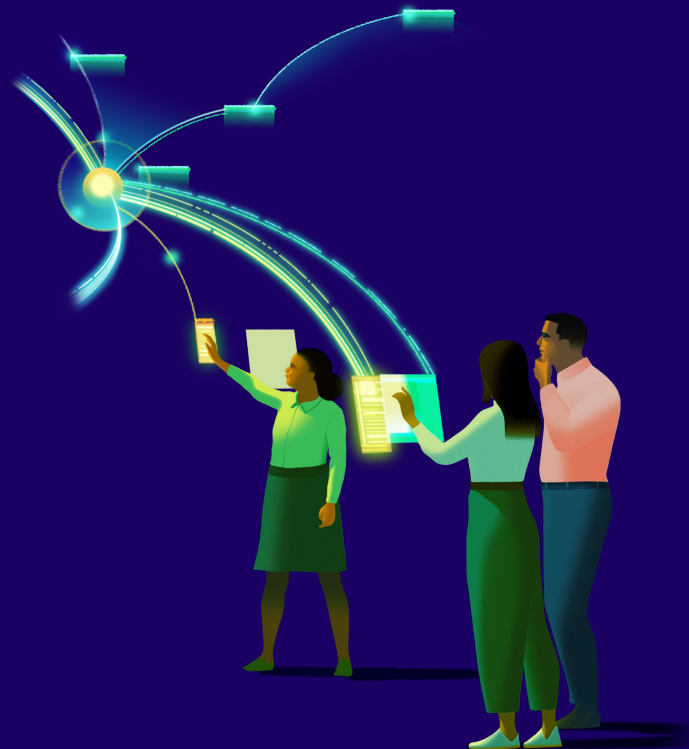
Giving employees £50 to spend on the themes 'nature, sustainability or community' including donations to charitable causes, tree planting initiatives or to spend within their local community.







# People





# 44%

of leadership have caring responsibilities with 27% having caring responsibility across the company

# 7.7/10

High belonging scores amongst our employees when surveyed

# 33%

Leadership positions being held by individuals identifying as an ethnic minority

# 7.9/10

High psychological safety scores amongst our employees when surveyed



## Equality at work is non-negotiable. We recruit inclusively and are certified Disability Confident.

We use a coworking app where you can filter by wheelchair-friendly & hearing loop

We have created an [ED&I Committee](#); The Committee is a stewardship of Cervest's culture – it will identify and, where relevant, implement opportunities for improvement and review the success of key initiatives.

We are using [FairHQ](#) as our external D&I partner to ensure objectivity and expertise in this process. Self-reported stats show

- Ethnic minorities 21% & 33% of which hold leadership positions
- [44% of leadership have caring responsibilities](#) with 27% having caring responsibility across the company, increasing by 5% in 12 months

[Maternity and paternity leave policy](#)  
– Improvements were recently made to our Maternity and Paternity leave policies, They both now enshrine our commitment to employees and their families and aid in the creation of a more inclusive environment. Cervest's Enhanced Maternity and Paternity leave policies committing us to pay our employees above what is required by law.



## Looking after our people

Mindfulness and meditation are scientifically proven practices to reduce stress and improve wellbeing. We offer free mindfulness sessions to all employees weekly.

We provide all-in-one mental health support for employees using Spill. Spill provides therapy sessions, manager mental health training, and regular feelings check-ins.

FairHQ – our Fair HQ and employee engagement surveys show high belonging and psychological safety scores

Lattice – Employee engagement tool, encouraging a continuous feedback culture

Sunlight tool – We give our team a £1,000 Sunlight budget, which employees can use to access any work relevant learning in the world.



# Escape the City's top 100



We are really proud to be named as one of Escape the City's top 100 organisations to escape to in 2022.

The list represents the organizations leading the way in putting their people and our planet on a par with profit. Out of 13,000 nominees, Cervest was ranked 48th and received a 9.8/10 employee rating!

The Escape team said that they "could see that Cervest is passionate about doing things differently and that they are already leading the way in so many areas"



## Looking ahead

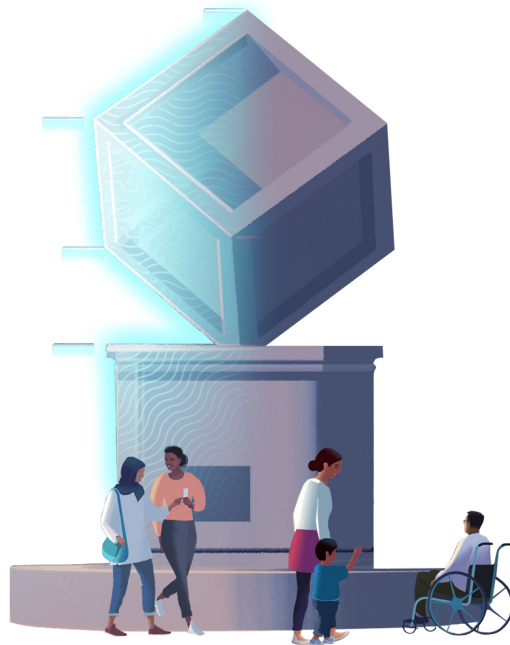
Looking ahead to next year, **we intend to keep pushing ourselves** to make an even **bigger impact** as we **build the Climate Intelligence category**.

Our Scope 3 business travel carbon footprint is managed by **TravelPerk** through their sustainability product **GreenPerk**.

GreenPerk ensures we offset the carbon footprint of travel by investing in impactful emissions reduction projects. GreenPerk also helps us make informed decisions about the environmental impact of our business travel to help modify

and improve our travel behaviour so we can set emissions reduction targets and continuously reduce our carbon footprint over time.

Formation of a **Sustainability Committee**; we believe that this will help innovation, increase efficiency and reduce the impact of the business.



## Looking ahead (continued)

### Supporting fair access to the digital economy

We have started **donating** our unwanted **laptops** to a housing charity.

**Optivo** directly distributes devices and enables internet access to digitally excluded individuals and families.

By doing this we are hoping to help **close the digital divide** in the UK, where over 11 million people lack the basic skills they need to participate fully in our digital economy.

Our **Compensation Philosophy** is so much more than just defining our market pay for each team. It's also about attracting, developing and retaining the best people who believe in our mission and vision and help us achieve our business goals.

Our perspective is that compensation should, alongside being fiscally responsible, be:

**Clear.** Easy to understand, explain and administer.

**Fair.** Treating all employees in an equitable and consistent manner.

**Structured.** Ensuring decisions are based on constructive pay conversations between employees and managers, and to reduce bias, incentivising progression, rewarding and acknowledging growth with each individual role.



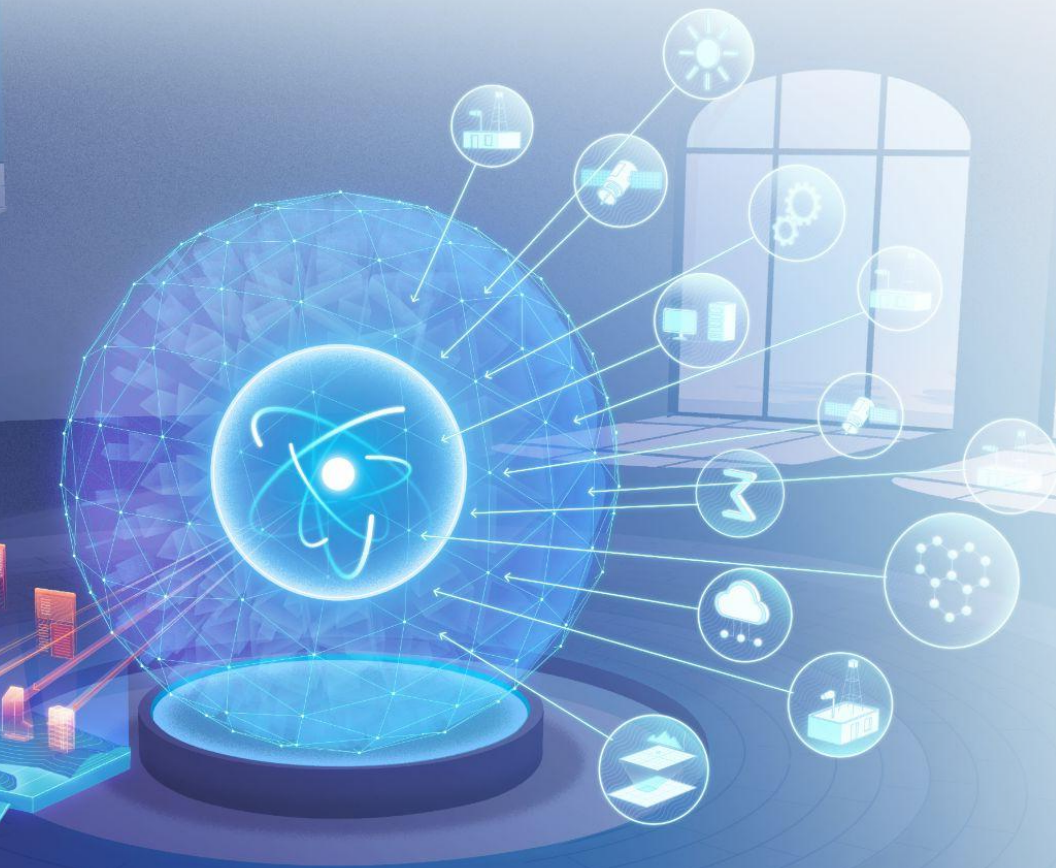
# Conclusion

Our growing, remote-first team of impatient optimists want to help put climate at the core of every decision. Together, we hope that we can build a more resilient future for our planet.

From the very beginning, we've worked to create an environment where company success and individual development thrive, underpinned by competitive benefits and support.

We keep this culture at the core of every decision we make, we want to make a positive impact in everything we do.

Thank you for taking the time to read about Cervest, we look forward to sharing more news in our next report.



“Given our leadership position at the intersection between climate and business and our commitment to protect our planet’s assets, we are committed to being a driving force that moves the B Corp ethos forward,”

Iggy Bassi, Founder and CEO of Cervest

If you have any questions, please contact  
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