

B Corp Impact report

August 2022 to August 2023

Certified



Corporation[®]

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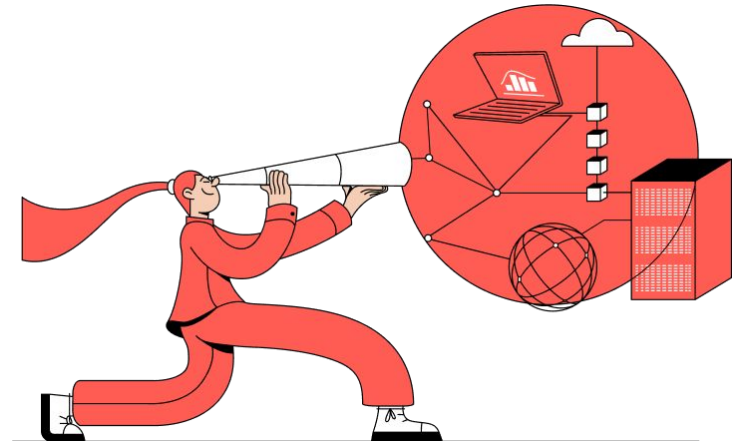
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Our journey to B Corp

We reached the end of our first year as a certified B Corp at a time when the negative impact of climate change has never been more apparent. At a time when working conditions for many are not conducive to personal wellness and good health. 'Doing nothing' is not an option for businesses that want to stand out and be a place humans actually want to spend time at. At Telescopic, that is our aspiration. Holding ourselves accountable for delivery against these standards was an important reason for our decision to seek B Corp accreditation.

Kate Sandle, Community Manager for B Corp UK, encapsulated B Corp status as an opportunity to "Be the change you wish to see in the world". A big ambition and one we believe is entirely achievable.

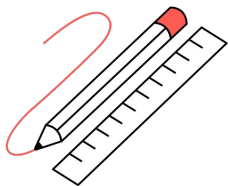
After we had celebrated our achievement in becoming a B Corp in 2022, we reflected on how the accreditation has compelled us to actively examine how we work and assess our impact on the world around us. How could we work in a more sustainable way, with greater respect and support for colleagues and clients? How could we work to the betterment of our community and society in its widest sense?

We wanted to make our commitment to people and the planet tangible through meaningful action. This forced us to embrace active decision making in our working practices at both strategic and operational levels. This is a chance firstly for me to say thank you to all our staff for their commitment and contribution to our B Corp priorities. They are our greatest resource. As a small business, we sink or swim on the basis of the commitment of our team. Their buy-in to social and environmental priorities has been fundamental to our success.

I am particularly proud of how we have focussed on the betterment of this talented group of people. This has included providing new benefits, financial transparency and changes to our bonus scheme so that it now offers more immediate rewards to staff.

More general highlights of the year include the public recognition we have achieved by making access to digital more inclusive and less carbon heavy. It was a proud moment when Telescopic was presented with the BIMA (British Interactive Media Association) award last November. We were the 'first ever winners of their inclusive design award'. Making digital more accessible and inclusive was our priority here.

Thinking and acting like a B Corp organisation has been illuminating. It will continue to inform our working practices internally for the team and externally for our clients and suppliers. Looking forward to the next year, our plans include building on our most impactful initiatives particularly around parental leave and support for working parents as well as supporting women in tech and making accessibility and carbon neutral practices in digital the standard.



Journey to certification

Our journey to certification started with a process of audit, assessment and evaluation.

- Collected and completed our policies
- Consulted the team
- Reviewed our client portfolio
- Identified key communities

We looked at the outcomes of these activities through a clear social and environmental lens.

Journey to certification



Embedding change

We believe that once you start on the process of review and evaluation, it becomes second nature.

We have developed the tools to consider our activities within a genuine context of their social and environmental impact.

This is our new way forward and it has brought us clarity of vision and purpose.

Total score:

88.2

Our mission

Telescopic exists to make tech an open and better place for all, to get rid of jargon and help businesses digitise and optimise processes.

We stand for equal opportunities and inclusivity in everything we do.

We strive to grow the business with honesty, humour and sustainability in mind.

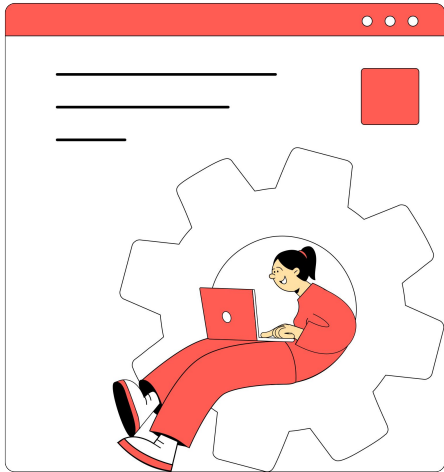
Our vision

To be the trusted authority in navigating the complexities of the digital world and to lead the charge in achieving equity and equality in the tech workforce through gender balance and comprehensive parental leave policies.

Our progress



Workers



B Corp score: 31.7

In our first year as a B Corp, our highest score and primary focus has been on our most valuable asset: our team.

We've worked to maintain an equal gender balance and kept transparent pay ranges in job ads. We've also strengthened mentoring and training programs, and introduced cash health and health support plans. Our bonus scheme is now a rolling monthly plan.

We actively encourage feedback and are planning a reduced workweek and more well-being benefits for our second year as a B Corp. Our commitment to our team's well-being and development remains at the core of our mission.

Workers

Goals

What we said:

- Introduce more benefits to support the overall well-being of our team
- Ensure we maintain the the gender balance of our team
- Be transparent with financials to ensure everyone gets a fair share of success
- Continue to provide flexibility for our team and provide support for those in need

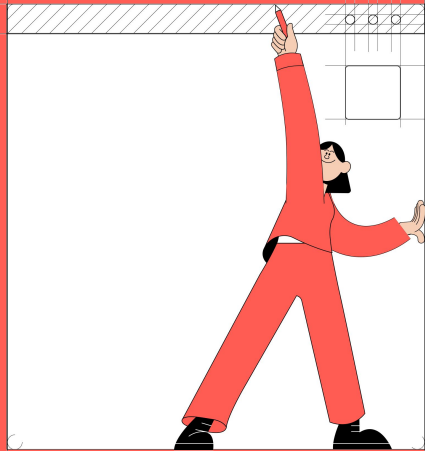
What we did:

- Introduce both a cash health plan and a health support plan. These schemes provide mental health counseling and 24-hour GP access
- Roll out a monthly bonus scheme based on 5 financial measurements
- Maintained our diverse workforce throughout our new team hires
- We measured our Gender Pay Gap and can proudly reveal its neutral to positive on all scales

Plans for 2024:

- Trial a reduced work week
- Introduce an advanced and affordable maternity and paternity leave policy
- Continue to enhance our benefits package based on employee feedback
- Provide formal further education opportunities and internal apprenticeships

Governance



B Corp score: 15.1

We've translated our mission into practice through policies like our Professional Development, Corporate Responsibility, and Environmental Policies, emphasizing energy conservation.

We've enhanced inclusivity by reimagining our internal processes. This allowed us to gather valuable feedback from colleagues, which has influenced our future plans. We've acted on this feedback, introducing a staff healthcare support scheme and pay transparency.

Looking ahead, we're working towards ISO 27001 certification in 2024 for a more formalized approach to our processes. We have long-term goals of establishing a board to further drive our mission.

Governance

Goals

What we said:

- Regularly get feedback on internal decisions and operational processes from the team
- Improve team communication and business information transparency to ensure the remote team stays connected and engaged
- Implement changes based on feedback, such as new benefits or other internal operational improvements

What we did:

- We conducted a strategic planning event, capturing a wide range of colleague feedback
- We hired 3 new team members based on job ads with transparent pay levels
- Continued to hold quarterly business updates with financial reporting on company performance

Plans for 2024:

- Pursue ISO 27001 certification in 2024 to formalize our processes for long-term improvement
- Establishment of a board to strengthen governance further and drive our mission
- Conduct regular impact assessments to measure your performance across various areas
- Update our supplier due diligence process

Community

B Corp score: 24.4

In our digital-centric reality, we acknowledge the broad social and environmental effects of the digital landscape - and understand that our commitment extends beyond immediate colleagues and clients to a wider community.

We recognised the truth in “You can’t change what you can’t measure” and actively work towards a more equitable agency landscape.

Our highlights of the year include the public recognition we have achieved by making access to digital more inclusive.



Community

Goals

What we said:

- Make access to digital more inclusive
- Ensure accessibility becomes a standard in digital and technology products

What we did:

- We were presented an award by the BIMA (British Interactive Media Association) as the first ever winners of the 'inclusive design award'
- Our CEO joined the BIMA DEI council to work towards a more equitable agency landscape
- We now report on accessibility levels for all projects and maintenance contracts as a default.
- Joined the Tech Talent Charter

Plans for 2024:

- Implement and analyse a data gathering initiative in the agency community to inform future targets for the BIMA DEI council
- Publicise our impact from MotherBoard and the Tech Talent Charter to act as role model for other agencies and promote inclusivity and gender balance
- Set a fixed amount of charitable donations per employee

Environment

B Corp score: 8.6

Since achieving B Corp status last year, we've ingrained environmental impact into our decision-making processes – both operational and strategic.

Our industry is designated as having a minor environmental footprint, providing a solid starting point for our efforts - but we're committed to further reducing this footprint.



Environment

Goals

What we said:

- Find a way to measure our digital carbon footprint and reduce it
- Educate clients on the impact their projects are having on the environment

What we did:

- Our website's carbon footprint is 86% cleaner and more energy-efficient than the industry average.
- Our maintenance packages now incorporate climate considerations as a standard. We measure energy impact and push for green energy hosting.
- Select meeting hubs recognized for their low carbon emissions environment.

Plans for 2024:

- Publish our overall carbon footprint for all projects combined
- Achieve a 90% cleaner and more energy-efficient website, surpassing industry averages.
- Move all hosting to 100% green energy providers
- Maintain our policy of purchasing refurbished equipment and recycle our waste adequately

Customers



B Corp score: 8.2

It is our strong belief that there is no need for a trade off or choice between profitability and creating positive change in business, regardless of the size of the business.

With that in mind we seek to work with clients who share our vision and ethical approach, who are seeking to redress a social, cultural or physical imbalance.

These are a mix of nonprofit and for-profit companies whose underlying focus is on optimising accessibility and inclusivity to their services. Organisations where we feel that we can contribute to support our clients missions.

We have always sought to create and ensure value monitoring client feedback and satisfaction. In the last year we have broadened the scope of our data capture systems to address any potential barriers to participation.

Customers

Goals

What we said:

- Profitability and positive change can coexist.
- We partner with clients sharing our vision for social impact.
- We'll create a diverse client base, including nonprofits, charities, and purposeful for-profit companies.

What we did:

- Collaborated with multiple nonprofits, a payroll giving startup and others.
- Focused on client feedback and expanded data capture for inclusivity.
- Provide advanced insight into our clients projects to inform their decisions about inclusivity and carbon footprint reduction

Plans for 2024:

- Continue working with clients dedicated to positive change.
- Implement a process to assess our clients by environmental and people credentials

Let's keep going!

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