

# B Corp Impact report

August 2023 to August 2024

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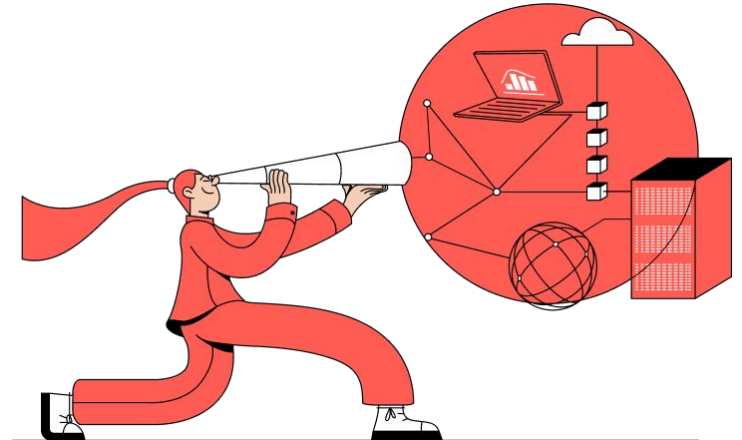
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# Letter from the CEO

As we wrap up another eventful year at Telescopic, I want to highlight some of the important strides we've made. There are two standout achievements I'm proudest of:

The first is our new parental leave policy. We now offer seven weeks of fully paid leave for both mums and dads. This isn't just a perk; it's about leading by example. We believe that creating an equal playing field for mothers begins with ensuring that fathers are equally involved from the start. The second pillar of this year's achievement is our ISO 27001 certification, which reinforces our commitment to data security and governance.

Our work on the BIMA DEI council continues, where we're helping to diversify the voices in the tech industry.

Our client base has grown, particularly with non-profit organisations, and we've made carbon emission awareness a standard part of our process. We've moved all our systems to green hosting, and we're encouraging sustainable practices across the board, from how we order flowers to how we run our projects.

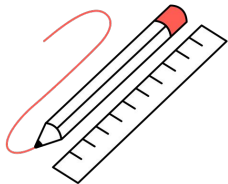
While our gender diversity took a hit this year, we've set targets to address this in our future hiring. We're also sticking with the principles of the Motherboard initiative - and despite the closure of the Tech Talent Charter, we will continue to promote inclusivity in tech.

We've also expanded our health insurance for everyone and provide advanced coverage for workers after five years with us, showing our commitment to the long-term well-being of our team.

As we head into the recertification process next year, our focus remains on growing the business in a way that's responsible, inclusive and sustainable.

Thanks for being part of this with us!

Rita Mantler  
Founder and Director, Telescopic



# Second year of B Corp



2025 will be Telescopic's recertification year – time flies hey! This has presented an opportunity to reflect on why we began our journey to B Corp way back when.

- We are an advocate of equal opportunities for all
- We want to normalise an approach that means reducing the impact of business on the planet
- We want to make tech more accessible and gender neutral
- We are facilitating others to decrease their digital carbon footprint

Not only is our business model built on these principles (we are a diverse team of conscious techies, after all), but becoming a B Corp has held us accountable.

We don't just bring these solutions to clients, we employ them in our internal processes too.

# Next year is recertification

Whilst efforts will go into making sure recertification happens, after two years, our processes have become second nature. Looking out for green hosting, advising designers on digital carbon footprint consciousness, using local suppliers and consistency on dark mode settings (to name a few!) have all become habit to us.

Next year we are set to level up again.

When reflecting on the challenge of setting new goals, it can sometimes feel daunting to find ‘yet more’ areas to improve. However, our continued efforts to educate ourselves, listen to the needs of our clients, following the suit of our suppliers and wrapping ourselves up in a cocoon of B Corp has made this all the more easy.

Watch this space.

**Initial score:**

**88.2**

# Our mission

Telescopic exists to make tech an open and better place for all, to get rid of jargon and help organisations 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.

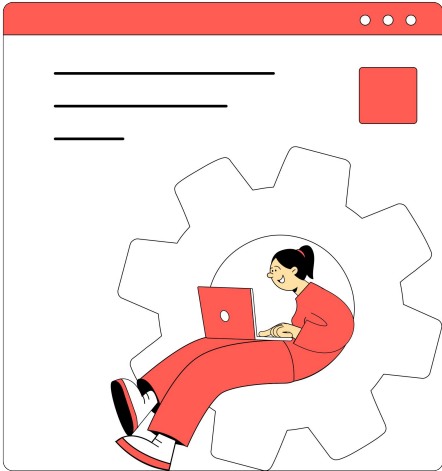


# Our progress



# Workers

B Corp score: 31.7



# Workers

## Goals

### What we said:

- 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

### What we did:

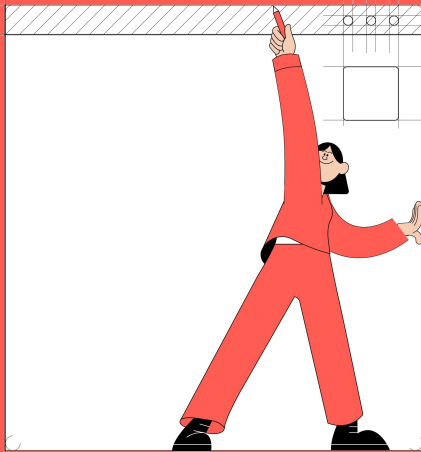
- Expanded paternity and maternity leave to 7 weeks fully paid
- Health plan and cash plan for everyone, comprehensive insurance after 5 years
- Training programmes for team members

### Plans for 2024/2025:

- Keep supporting the #WomenInTech community
- Provide mentorship opportunities and redefine roles and career opportunities
- Increase training opportunities
- Ensure to maintain an even gender balance and continue to have no gender pay gap

# Governance

B Corp score: 15.1



# Governance

## Goals

### What we said:

- 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

### What we did:

- Got ISO 127001 certified
- Updated policies and processes for clients, suppliers and employees
- Updated our supplier due diligence process
- Created a dedicated DevSecOps role to improve security governance

### Plans for 2024/2025:

- Create KPIs for each department
- Maintain ISO standard
- Maintain B Corp standard and prepare for recertification
- Publish relevant business KPIs across the team in real time
- Establish plan for a board

# Community

B Corp score: 24.4



# Community

## Goals

### What we said:

- 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

### What we did:

- Publicised our Impact on social channels and action groups
- Choose local small business suppliers for gifts
- Launched a podcast series discussing trends in digital transformation, featuring women in tech to share knowledge and insights with the community. Produced episodes focused on inclusivity and diversity in tech, highlighting success stories and providing a platform for underrepresented voices in the industry.
- Continued to be on the DEI council for BIMA, working on diversifying their speaker bank

### Plans for 2024/2025:

- Support school(s) with digital advice or sponsorship to encourage tech literacy and #WomenInTech
- Volunteer for BIMA Digital Day to promote digital and tech careers in schools
- Diversify BIMAs speaker bank to encourage minority voices in the industry

# Environment

B Corp score: 8.6





# Environment

## Goals

### What we said:

- 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

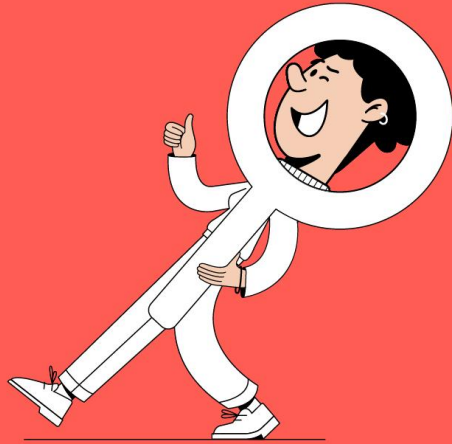
### What we did:

- Made Carbon footprint reporting default across all projects and clients
- Moved all hosting to 100% green hosting
- Maintained refurbish product purchase policy
- Made our website super energy efficient
- New policy for dark mode on all software, apps and system displays

### Plans for 2024:

- Establish our and our projects combined carbon footprint to establish a firm reduction goal
- Expand our services to include consulting on green operations and certifications specifically tailored for digital operations
- Look into offsetting schemes for CO2 emissions reduction

# 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:

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

### What we did:

- Increased our share of nonprofit clients to 50%
- Added environmental and people credentials to new business client assessment

### Plans for 2024:

- Put process in place to expand client services and better assess and address customer satisfaction
- Impact reporting for clients - as part of our regular reporting, we want to provide clients with regular reports that detail the positive environmental and social impact of the projects we collaborated on. This could include metrics like carbon savings, accessibility improvements or contributions to diversity and inclusion.

# Let's keep going!

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