

IMPACT REPORT 2024

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DIRECTOR STATEMENTS

Welcome to our 2024 Impact Report!

Before we dive in it, here's a message from our directors.

“Hello lovely readers! When I started Optimo I knew I wanted to make a difference in the world through the work I did - and I have since made it my mission to explore all the ways this could be possible. The business world was a tough place for many in 2024, as we navigated economic and political challenges, whilst attempting to maintain our impact in the social and environmental spaces too, so I hope you enjoy reading about our efforts this year and I'm looking forward to the progress we can continue to make in 2025.”



“Hiya! 2024 has been a year marked by the escalating climate crisis. The urgency has become undeniable, and it's great to see more businesses finally waking up to their responsibility. The increase in ESG-related roles across industries is proof of the growing awareness.

This year has also seen our team undergo lots of professional and personal development. We've invested in upskilling our team members, equipping them with the knowledge and expertise to navigate the complexities of the business and sustainability landscape and provide the best possible support to our clients.”

ABOUT US

We're passionate about organisations that exist to make positive change.

For businesses to do good, they need to get rid of the headaches that can come with operating on a day-to-day basis. That's what we're good at. We've brought together our wealth of experience in project and operational management to help the organisations who have a climate or social focused product or service.

“We want good businesses to operate in a really effective and efficient way. If their overall output is better, they can increase their positive impact.”



This is what gets us out of bed every morning.

In short, we support trailblazing organisations leading positive change.

We help them do what they do, better.

OUR MISSION

We support businesses and not-for-profits working for environmental and social change to do what they do more efficiently and effectively.



We do this by working together to identify opportunities to improve **people, processes, technology** and **information**.

When all four of these areas within an organisation are functioning in the best way possible its leaders have more time to focus on the future. Ultimately, this enables innovation, sustainable growth, and increased impact.

OUR VALUES

Make a difference.

We all contribute to building a better world. Whether that's as big as the planet we live on or making our businesses better for everybody involved.

We want to give it our all and make sure everything we do is the right thing. We aim to make everything practical and straightforward, as it's more likely to make a difference when it's simple.

In it together.

Everything is better when it's done together, and we work with our clients to find the best solution for them. We don't believe in dictating what we know.

We share our skills and knowledge with each other to continually improve. Different perspectives create a whole solution and when everyone is involved, the outcomes are more likely to succeed.

Aim for success.

We're always finding the best solutions and opportunities to improve, for both our clients and ourselves. We believe in what clients do, so push ourselves to aim high and find the best outcomes, working towards them together.

We're constantly developing ourselves to understand new ways of doing things. We develop young people because the future isn't just in our own learning, but theirs too.

We're humans.

Humans are all unique and we celebrate this. We don't take a one-size-fits-all approach to our work, and we don't expect our people to fit into a box either. We're professional, we're not robots.

When we look after those around us, we all flourish. That's not only helping others to develop but being supportive too. We love what we do and know that we spend a long time at work- so it should be fun and rewarding.

OUR IMPACT STRATEGY



“We have a huge love and appreciation for Earth’s natural environment. We strongly believe that it’s our duty to do everything in our power to protect our planet and work in the best interests of all its people.”

Our Client Work

Our role isn’t to deliver change in the world directly but to activate and accelerate the good work of those who specialise in creating impact, helping them to deliver to the best of their ability. Scaling our impact is done through scaling our own ability to help organisations that are committed to making change happen.

We aim to work with organisations that are creating positive change in the world and that have a climate or social-focused solution, helping them to become more effective and efficient at what they are doing- so they can save the world faster!

Regardless of the solutions or services we provide for each client. further to our core values, we will always deliver these with certain additional principles in mind- including:

- Co-design and collaboration - we don’t believe in ‘telling’ clients how to do things - when we partner with our clients, they are involved in the process and they are empowered to own and embed the solutions more effectively.
- Equality, diversity and inclusion - we want to make sure we are involving people from all backgrounds with a variety of viewpoints and experiences.
- Accessibility - we want to ensure that we are providing solutions and services that are accessible to all and are as inclusive as they can be.
- Change readiness - even where a change readiness package isn’t the explicit service that our client is paying for, we always include an element of support around this for our clients as standard to ensure they are set up for success with the solutions we are implementing.
- Satisfaction - to make sure we’re having the impact our clients need, we set out expectation and goals from the outset, make sure we stay in regular contact throughout the engagement and then collect feedback beyond the end of our work together to monitor the ongoing impact.

Sectors we will work with include, but are not limited to:

- Sustainable Built Environment - operational improvements for organisations that are creating and retrofitting homes and commercial properties to be more energy efficient and better for people with a variety of needs.
- Higher Education - providing project & change management and sustainability strategy implementation services to the institutions that are preparing young people to thrive in the world they will inherit.
- Purpose-Driven Agencies - helping to operationally improve agencies committed to making marketing a force for good, and support as they build and transform brands that are making the world a better place.

OUR IMPACT STRATEGY

Our Internal Business Practices

As well as the decisions we make about our client work, we want to make sure we are running responsible business practices in the way we operate the business too.

This includes the way we look after our team, which suppliers we work with, how we work with the local community, which charities we support and the impact we have on the environment.

Our most recent step in bringing our commitment to life has been our successful completion of the B Corp certification process.

B Corps represent a new way of doing business, redefining success in business resulting in a fairer, more inclusive and sustainable economy and the certification measures a company's entire social and environmental impact.

This impact report goes into more detail about the ways we already try to incorporate good business practices into our ways of working, in line with B Corp, but also includes a summary of the environmental and social initiatives we want to focus on next, as we recognise that these efforts should be always evolving and ongoing.



THE SUSTAINABLE DEVELOPMENT GOALS

The 17 UN Sustainable Development Goals are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including poverty, inequality, climate change, environmental degradation, peace and justice.

The specific Sustainable Development Goals we have chosen to focus on are:



We aim to increase our impact and support the local economy by providing employment and development opportunities to young people and members of our community.



We aim to play our part in improving female representation in leadership in the workplace by supporting other female founders as clients, suppliers or partners.



We aim to protect the planet by solving the problems of organisations committed to protecting our planet and by reducing our own negative impact.

The nature of our work means that we touch on many of the other SDGs as well, the most significant of which can be seen below:



OUR SUSTAINABILITY PARTNERSHIPS & CERTIFICATIONS

The badges below show the external bodies we have aligned with or signed up to and tell a story about the efforts we are making to hold ourselves to account. As a small business, the Green Small Business certification and the SME Climate Hub pledge were a starting point for our environmental efforts and the Better Business Act and Good Business Charter are a compass for the way we think about the wider impacts of the way we do business. Click each logo to find out more.



A certification that supports and develops our environmental policy.



A coalition for a cleaner, greener, fairer future for every business in the UK.



A commitment to cut carbon emissions and protect the planet.

Click each logo to find out more.



A ten-point plan designed around responsible business practices for business owners.

OUR SUSTAINABILITY PARTNERSHIPS & CERTIFICATIONS

Achieving B Corporation certification in 2023 was the next big step for us and we're really proud of our score of 99.5 on the assessment.

Certified



Corporation

Click the logo to
find out more. 

B Corp is a framework to help us live and breathe the values we have signed up for through all of these certifications and actions.

Our impact goals and targets for next year reflect our commitment for continuous improvement under the B Corp framework.

GOVERNANCE



In 2023 we said:

We'd continually improve our ways of monitoring, tracking and reporting our performance.

We'd review the stakeholder engagement plan and ethical risk register on a quarterly basis.

To start work towards improving our BIA score for renewal in 2026.

In 2024 we did:

Implemented a dashboard which tracks on a monthly basis how we are progressing towards our KPIs across people, planet, community and clients, to inform data driven decision making in Directors meetings

Reviewed the ethical risk register mid-year. We need to refine our process for the reviews so it is embedded within our day-to-day as opposed to bi-annual or quarter reviews. We have scoped and commenced an internal operations improvement project to refine our processes in line with our growth.

Reviewed options to switch to a purpose driven Bank and have selected an ethical provider. In preparation we have moved accounting systems ready for the switch in 2025.

In 2025 we will:

Review and improve the efficiency of our governance processes to automate impact KPI tracking and increase action around risk and engagement.

Complete switch to an ethical bank provider

2024

IMPACT SUMMARY



PEOPLE

- 278 training hours
- 69% employee satisfaction
- 100% associate satisfaction

- 25 pro bono days
- 21 hours volunteered
- 0.13% revenue donated
- 9 educational talks or events hosted

- 100% supplier satisfaction
- 12 educational articles or blogs published
- 31% supplier spend on local suppliers



COMMUNITY



CLIENTS

- 17 purpose-driven clients served
- 100 Net Promoter Score

- 18.02 tonnes CO2e emitted
- 2.25 tonnes CO2e emitted per FTE
- 1940 acres of rainforest taken from threatened to protected status
- 62.95% work miles travelled via public transport



PLANET

PEOPLE IN NATURE



PEOPLE



In 2023 we said:

- 1.To work with our team to create an environment with more focus on their wellbeing
- 2.Each member of the team would have a minimum of 3 days training per year, including personal and professional development.
- 3.Each member of the team to provide 2 days of probono support and 3 days of volunteering for a cause that matters to them.

In 2024 we did:

- 1.Developed a policy for working while travelling
- 2.Another year on year increase in training hours, with Charlotte's graduating her Digital Marketing Apprenticeship with flying colours! Optimo also supported changes to work patterns to support staff external learning ambitions
- 3.Significant increase in probono days, from 5 to 25 in 2024.

In 2025 we will:

- 1.As part of our internal operations review project we will be scoping out a wellbeing programme which will allow staff to incorporate offline days and nature days into their working patterns.

PEOPLE EQUALITY, DIVERSITY & INCLUSIVITY



SPOTLIGHT: EDI

Why EDI Matters to Us at Optimo

At Optimo, we believe that Equality, Diversity, and Inclusion (EDI) isn't just a set of buzzwords—it's the bedrock of a thriving business and a just society. We're committed to fostering an environment where everyone feels valued, respected, and empowered to reach their full potential. This commitment is baked into everything we do, from supporting female founders in the wider business world to the way we recruit within our team.

Empowering Female Founders:

We recognise the systemic barriers that women often face in entrepreneurship. That's why we're passionate about actively supporting female founders through Ad:Venture and Female Founder Incubators.

For example, working with a female founder in her new ethical tech recruitment business, during the start-up phase, can be pretty chaotic, but working with her to talk through decisions she was exploring in her service offerings. Creating the space and time to explore the pros and cons, and even the smaller details, brought her clarity and confidence that it was the right thing to do.

Building an Inclusive Team from the Start:

Our commitment to EDI starts at our recruitment process. We believe that building a diverse team starts with ensuring a fair and equitable hiring experience for everyone. We've implemented several key practices to mitigate bias and promote inclusivity:

1. *Inclusive Language:* We carefully review the language in our job descriptions to ensure it's welcoming and doesn't inadvertently discourage certain groups from applying. For example: Gender-neutral job advertisements encourage applications from all qualified candidates, regardless of their gender identity.
2. *Blind CV Sifting:* To eliminate any unconscious bias based on details such as names, gender, or other identifying information. We use blind CV sifting during the initial screening process. This allows us to focus solely on the skills and experience of each candidate.
3. *Accessibility and Accommodations:* We explicitly invite all applicants to inform us if they require any adjustments or additional time throughout the recruitment process. We are committed to providing reasonable accommodations to ensure everyone has an equal opportunity to demonstrate their abilities.

The Impact:

These initiatives are not just about checking boxes; they're about creating a culture of belonging and maximising the potential of every individual.

COMMUNITY



In 2023 we said:

1. To commit 1% of proceeds to charity
2. To ensure that a minimum of 60% of our supplier expenditure is spent locally.
3. To host 10 educational talks or events
4. To publish 10 educational blogs or articles
5. To provide 2 days of pro-bono support and 3 days of voluntary time per team member.

In 2024 we did:

1. We were only able to donate 0.13% of revenue due to cost constraints however we increased the amount of time we donated in the form of probono services (25 days) and volunteering hours (21)
2. We hosted 9 events. These include our quarterly events: 'E'Co-Working Day and Sustainable Bytes as well as two informative webinars about topics such as B Corp and operational challenges purpose-driven agencies face.
3. While this was didn't quite meet our event target, we did exceed our target of spreading seeds of knowledge to our community by publishing 15 educational articles across topics of change management and operational improvement.
4. Only 31% of our supplier spend was with local organisations as a result of reliance on national or international online services, as well as being members of national networks that supports our strategy of expanding our impact outside our local area.

In 2025 we will:

1. Launch the Optiverse - a community group for values-driven freelance project, change and operations professionals which will unite like-minded professionals passionate about the planet, people and making the world a better place.

COMMUNITY SUSTAINABLE BYTES EVENTS

Optimo's Sustainable Bytes is a series of events focused on the intersection of technology and sustainability.

Launched in September 2023, these events bring together tech professionals, sustainability enthusiasts, and curious individuals to explore how technology can contribute to a greener future. The events provide a platform for discussion, learning, and connecting with like-minded individuals. Each Sustainable Bytes event focuses on a specific theme, sparking conversations on a variety of important topics. Here's a glimpse into some of the key themes explored this year:



A Green Web: This event explored how to create eco-friendly websites, covering topics like green hosting solutions, energy-efficient infrastructure, and sustainable UX practices. Discussions focused on reducing energy consumption on websites, minimizing the environmental impact of user journeys, and exploring alternative sustainable products and services.



Terabytes & Trees: This event delved into the intersection of sustainability and data, featuring an interactive panel discussion with industry experts. The session highlighted the importance of responsible data handling, the role of AI in sustainability, and the environmental impact of data storage and processing.



Green Machines: This session focused on making hardware more sustainable, discussing energy-efficient devices, sustainable materials, design innovations, and responsible lifecycle management of technology. The event aimed to inspire attendees to incorporate cleaner and greener principles into their hardware practices.

CLIENTS

In 2023 we said:

1. To maintain client NPS score of at least 90
2. To launch the "ready for change" assessment tool
3. To create client impact metrics to support their positive impact journeys
([@Vicky_Heward](#) did this one progress at all?)

In 2024 we did:

1. Proud to have maintained an NPS score of 100. Below is a wordcloud of our 2024 testimonials!
2. Launched the ready for change assessment tool which has received 5 completions with over 20 starts.
3. Delivered 20 projects for clients in Higher Education, Sustainable Construction, Purpose Driven Marketing and GreenTech industries.

In 2025 we will:

1. Strive to maintain a client NPS score of at least 90
2. Refine our processes to enhance the client journey, a focus area for us in continuously improving our responsible business practices as a B Corp.



PLANET



In 2023 we said:

1. To create a Net Zero policy within our wider sustainability strategy.
2. To further reduce our work-related emissions per employee by 25% by minimising business travel by continuing to ensure that at least 50% of required business mileage is via public transport, and ensuring 100% of electronic equipment is refurbished rather than new
3. Joining 1% for the Planet and Buy One Give One in early 2024

In 2024 we did:

1. Business travel miles doubled from 2023, but the percentage of miles travelled by public transport increased from 60.98% in 2023 to 62.95%
2. Our carbon emissions reduced from 23.08 CO₂t to 18.02 CO₂t, however, due to an increase in our scope 3 emissions due to growth, we believe such a reduction is due to using a different method of calculating home working emissions. In previous years we have used the EcoAct Homeworking Emissions White Paper which is assumption based, refined with data where possible, however this year the Clean Growth calculator includes these calculations.
3. We drafted our net zero strategy however this needs further work and consideration to which initiatives we focus on for example 1% for the planet and Buy One Give One. We were however proud to continue supporting the Rainforest Trust, taking 1940 acres of rainforest from threatened to protected status.

In 2025 we will:

1. Finalise our net zero strategy and update our sustainability roadmap



THANK YOU!

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