



Lead the shift

SEISMIC

Impact Report 2021

Our Purpose

We exist
to help change
society and fix
our planet.

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Letter from

our founders

Imagine a world where businesses work together to solve challenges and create positive impacts for people and the environment; a world in which employees find purpose and wellbeing in the work they do, and where customers know their money is helping to support a healthy and sustainable economy, benefitting

all people. Imagine a world in which business is a force for good. Creating a world like this is what we, the people behind Seismic, are in business for. Our purpose is to help change society and fix our planet - and we believe business has a pivotal role and responsibility in leading the way to make this happen.

Seismic was formed in the middle of a global health crisis, a climate crisis and amidst increasing awareness of social injustice. In the end, the naming of our business was obvious: incremental changes are not viable. We cannot contemplate a “business as usual” approach. We need rapid action, radical transformation and, ultimately, a seismic shift in how business is done.

“In the end, the naming of our business was obvious: incremental changes are not viable. We cannot contemplate a “business as usual” approach. We need rapid action, radical transformation and, ultimately, a seismic shift in how business is done.”

Therein lies our mission; we enable companies to prosper by helping them become a force for good. To guide us on our mission, we have created a vision for what that might look like and set ourselves some tangible goals. By our fifth birthday, we’re aiming to have helped enable 10 million people to work for positive businesses. It’s an ambitious mission but we have a fantastic team of changemakers with a shared passion and belief that every business has the power to drive change. We have the talent and tools to help businesses build and implement impactful strategies, work towards critical net-zero targets, and join the B Corp movement.

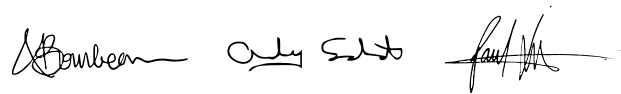
But that is only part of the impact we’re here to create. We intend to lead by example. That is why we have also set a goal to make Seismic the best place our employees have ever worked and to be recognised in the Times 100 Best Places to Work. We believe that a happy and engaged team is key to our success.

Looking back at our first year of operations, we have a lot to celebrate. Our first birthday marked the proudest day of our careers – we became a certified B Corp ourselves. From day one we have been thinking “like a B Corp”. Our company articles were submitted with B Corp front-of-mind and our policies were developed to create and communicate meaningful commitment. We used B Corp as the framework to establish our business, so we couldn’t be more pleased to join the global movement of 5,000 B Corps (and counting).

So far, we have served 80 incredible clients across Europe and the UK and we are making a dent in our 10 million people goal. Yet, we are constantly reminded of the urgent systemic social and environmental challenges we face. Whilst a number of solutions do exist, we - humanity - don’t have all of the answers. The climate and ecological crises present challenges unlike any other. We are here to help as many people and organisations as possible find their piece of the puzzle, to collaborate, and to innovate and implement the solutions for a just, low-carbon world. There is much to be done and no time to waste - we must be seismic!

This report reflects on our first chapter and our plans for the year ahead. We invite you to join us on our seismic journey.

Amy, Andy and Paul



Our mission

We enable companies
to prosper by helping
them become a
a force for good.





Seismic moments

We are committed to producing an annual Impact Report because we want to be transparent about our impact and hold ourselves to account. This provides an opportunity for us to reflect honestly

on the past year, the goals we have set ourselves, what we have achieved, and where we need to focus our efforts moving forward.

Since our launch in March 2021, we've celebrated some pretty seismic moments!

MARCH 2021

Seismic was born!



JULY 2021

Seismic Impact Survey

We launched the Seismic Impact Survey to understand the value businesses place on impact in their organisations.

SEISMIC
Impact Survey

SEPTEMBER 2021

Better Business Act

Signed up to the Better Business Act to support the shift from shareholder primacy to stakeholder capitalism.

better business
act

MARCH 2021

We joined the B Corp Climate Collective



MAY 2021

10 employees

Our team hit double digits!



SEPTEMBER 2021

Business Declares

We added our voice to Business Declares - to help raise the alarm and commit to authentic climate action.



SEPTEMBER 2021

We Mean Business Coalition

Joined the We Mean Business Coalition to help companies and policymakers align with a 1.5°C pathway.

WE MEAN BUSINESS COALITION



SEPTEMBER 2021

edie's Official B Corp partner

Officially partnered with edie's publisher, Faversham House, to bring the benefits of B Corp to more businesses.

edie
empowering sustainable business.

NOVEMBER 2021

WhyB Programme

Delivered the WhyB Programme with our partners, x+why, to support businesses through the B Impact Assessment.

x+why

DECEMBER 2021

B Corp Podcast

We launched the Seismic Spotlight podcast - a series of inspiring interviews with business leaders about their B Corp journeys.



OCTOBER 2021

Trained 184 B Leaders

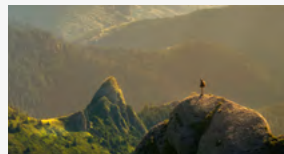
Co-hosted our final B Leader cohort, bringing our total number of B Leaders trained in 2021 to 184.

B Leaders

OCTOBER 2021

Wellbeing Programme

We established the Seismic Wellbeing programme, designed and delivered by our team, for our team.



NOVEMBER 2021

COP26 Event

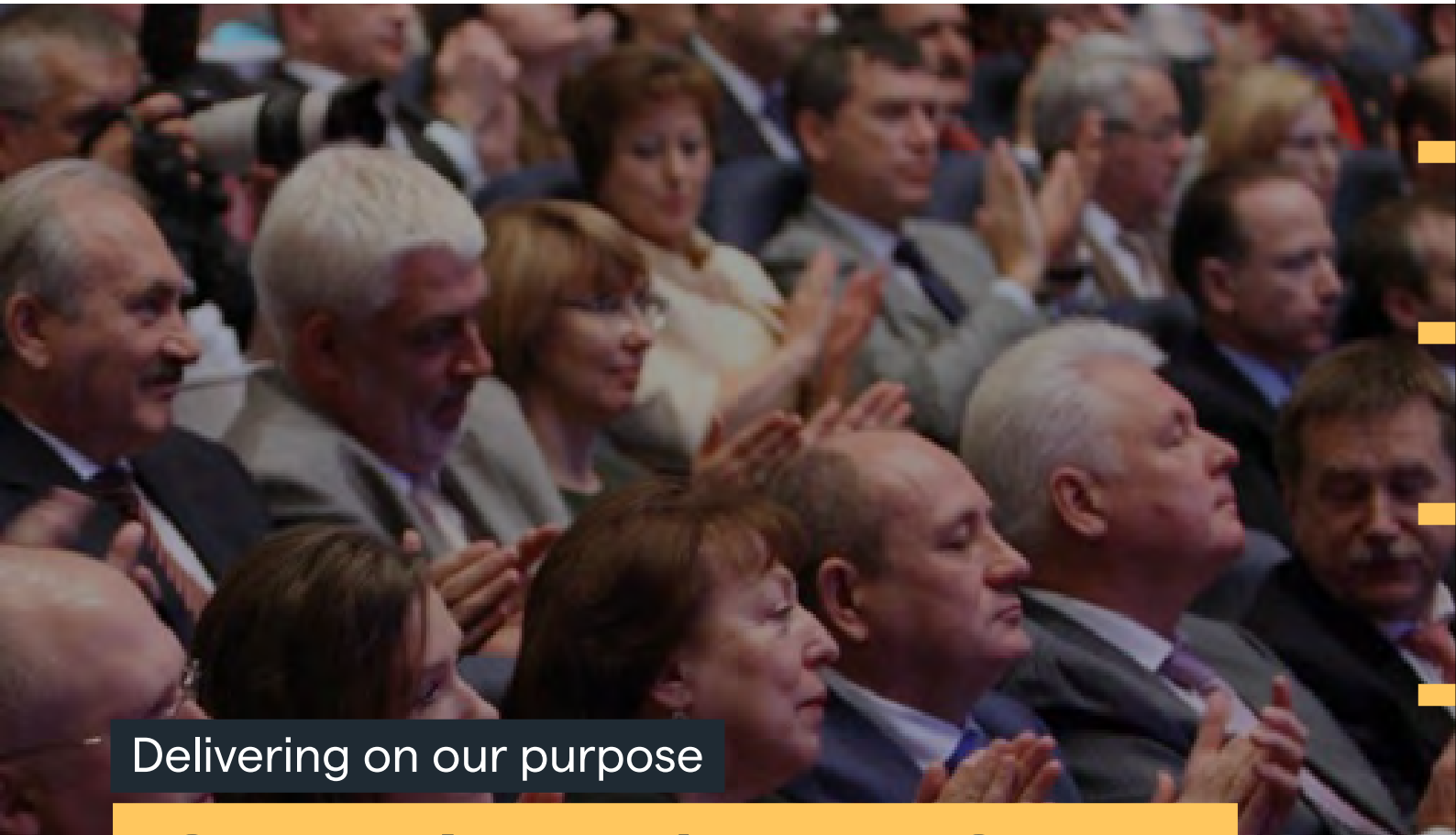
We hosted a COP26 event in London for our community, calling for less chat and more action.



Our Vision

At our 5th birthday
party, we will
celebrate that:

1. We have helped enable 10 million people to work for positive businesses.
2. We have made Seismic the best place our employees have ever worked and made it into the Times Top 100 places to work.



Delivering on our purpose

Growing the B Corp movement

Certified



What is B Corp?

B Corps are part of a movement to create a new type of economic model: a shift from the belief that the sole purpose of a business is to maximise shareholder profits to the belief that a business must create value for all stakeholders - not just shareholders but also its employees, customers, suppliers, the communities in which it operates and the natural environment upon which we all depend.



Helping businesses use the B Corp framework for their ESG Strategy

The B Impact Assessment

Certified B Corps demonstrate their commitment to using business as a force for good by achieving and verifying high standards of social and environmental performance. To certify, a business must achieve a verified score of at least 80 points across the 5 impact areas of the B Impact Assessment (BIA) - governance, workers, community, environment and customers.

The B Corp framework

Becoming a B Corp is a huge achievement for any company, but it's more than just a certification, it is a framework for ESG strategy, providing a starting point for a business' strategy and purpose-led sustainability journey. We believe that B Corp is the ideal framework to help businesses lead the shift.

“

The powerful storm of the global pandemic, increasing distrust in leadership, rising awareness of racial disparity and the ever-growing urgency of the climate crisis, encouraged stakeholders to demand more from businesses. B Corp rises to the top of the list as a way for a company to demonstrate their strong commitment to being a responsible business.”

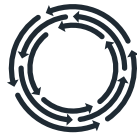
Amy Bourbeau

Cofounder and Chief Impact Officer

B Corp is more than just a certification



It's a framework
for ESG strategy.



It's a tool for continuous
improvement.



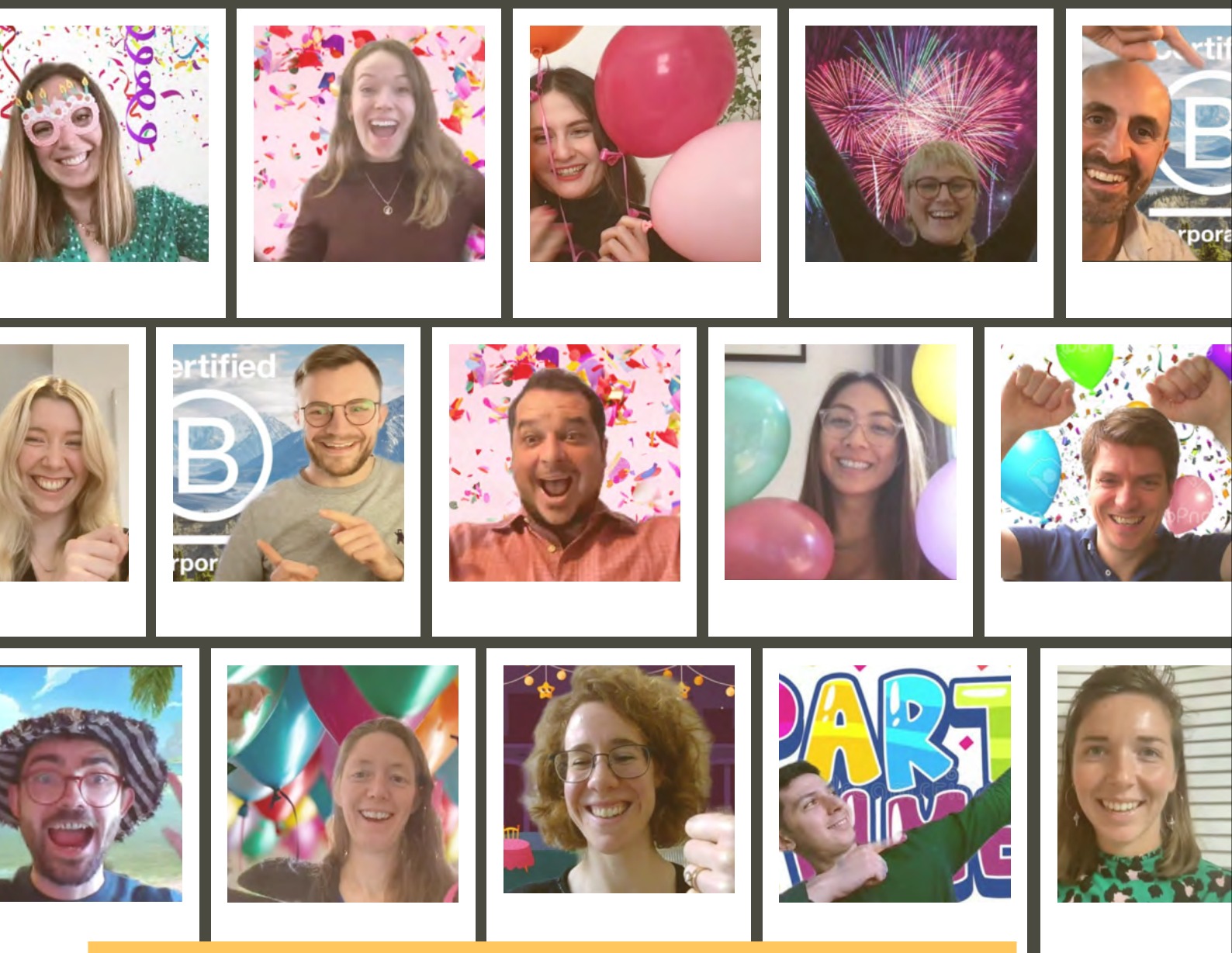
It embeds ongoing
sustainable practices.



It enables a more
inclusive economy.



It's a movement
for change.



Our B Corp journey

We became a certified B Corp in March 2022 with a score of 99, demonstrating that as a company we are living the B Corp values at the same time as using B Corp as a framework for change with our clients. We're so proud to join the global movement of more than 5,000 businesses working to be a force for good, but we're not stopping there - we've set an ambitious goal to score 125 points upon recertification.

Our B Corp score isn't just a number – if we achieve our target upon recertification, it will mean that we will have found more meaningful ways to embed impact into our business - to improve the way our team works and to limit our environmental footprint as our business grows.

Certified B Corps join a buzzing community of responsible businesses, passionate about transforming the way business is done on a global scale. This collaboration is not only a part of who we are at Seismic, but is critical to achieving our mission. We will continue to invest in and advocate for the B Corp community as our framework for change.



Seismic have already helped many businesses to certify as B Corps and trained many B Leaders - and now they can wave the B Corp flag too. Seismic's commitment to doing business differently will be an inspiration to others and help spread the idea that we can redefine success in business to be as much about people and planet as it is about profit."

**Chris Turner, Executive Director
at B Lab UK**



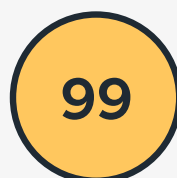
B Corp Score



Median score for ordinary businesses



Minimum score for B Corp certification



Our score

Our score breakdown by Impact Area:





The Seismic team

Our people are key to our purpose

Creating a community, building relationships and investing in our people is a core priority for Seismic. As we work to build a world-class team, we've consciously incorporated B Corp best practices into the team culture. With a flexible working policy, our team can choose working hours and locations that help them perform at their best.

We're building a work environment where everyone feels comfortable tackling new challenges and asking difficult questions. We celebrate successes and share learnings and failures out loud so that we can grow together. Our team is encouraged to pursue their passions,

which for many of us means volunteering or working for other purpose-driven organisations.

As a young company, we're proud to have launched our employee handbook, a space for our employees to access information about Seismic and our ways of working. We will continue adding to it so that, as our team grows, each employee can feel confident about the way we work.

It is our team that has brought our seismic values to life - values that remind us how we want to show up each day. We are human first, always hungry, and committed to personal growth.

2.4x

Team growth in 2021

10

B Leaders - more than
any other team in the
UK and Europe

6-5-4

An international team:

- 6 nationalities
 - 5 languages
 - 4 countries
-

Team spotlight



Meet **Harry Foreman**,
Senior Consultant at Seismic.

"Seismic is a team of people with a passion for enabling positive change. Not only is the team full of B Corp and Net Zero experts, they're also a fantastic bunch of people too! My favourite thing about working for Seismic is how much I've learnt. It's been amazing to be thrown in at the deep end and be given the opportunity to step up and lead projects. I've had the amazing support and deep expertise of the team to back me up."



Meet **Armelle Duvieusart**,
Senior Consultant at Seismic.

"I was drawn to Seismic by the diverse ways in which I can contribute to empowering organisations, building capacity for positive change and scaling impact, and do so with like-minded people! I love the rewarding moments when I realise that we are giving clients a new lens to look at their function, at their business, at the market. It's those eureka moments for our clients that are a big highlight for me."

“We support each other as a team to be happy and healthy. We hope to create an open, trusting, supportive workplace where we can discuss mental health and support personal wellbeing.”

Andy Schmidt, Cofounder
& Chief Community Officer



Team wellbeing

Ensuring everyone on our team is happy and healthy is a top priority. In October we held our very first ‘Wellbeing month’ programme, led by members of our own team, to encourage us all to look after our wellbeing and mental health.

Things we do for wellbeing include:

- Weekly lunch and learns – run by different team members each week to upskill each other!
- Weekly Change maker award recognising one team member’s achievements
- Monthly team yoga
- Flexible and remote working
- An extra day off on your birthday!
- Our office space at x+why was designed with purpose, wellbeing and sustainability in mind



90%

participation rate in
employee engagement
survey

Employee engagement survey

We launched our first-ever employee engagement survey, which will serve as the baseline for future improvements. The survey measures employee satisfaction across five areas: engagement, leadership, enablement, alignment and development. Of the five categories, we scored highest in engagement and lowest in enablement and alignment.

100%

of respondents are
motivated by Seismic's
vision

Targets and works in progress

There's still a lot of work to be done to increase employee satisfaction across the five key areas and ensure our team members continue to grow at Seismic. We're building a Learning and Development framework and setting up Personal Wellbeing Plans for every team member in 2022, which we hope will help us improve the overall team experience. We're also planning what we're calling the 'Seismic Team Experience' to support learning and personal development.

100%

of respondents are proud
to work at Seismic

Diversity, Equity and Inclusion

One area we are striving to improve on is Diversity, Equity and Inclusion (DEI). In 2021, we organised two team training sessions around DEI but recognise this is not enough. In addition to committing to creating powerful learning and development opportunities for our team on DEI, we will actively build practices that encourage an inclusive workplace and environment for everyone. Our learning is not only essential for our company culture but also for our clients. Our 2022 ambition is to convene a DEI working group to address these challenges. We will build best practice learnings around DEI for our clients so that they too strive toward being more diverse, equitable and inclusive in their own workplaces and communities.

Average scores by
category out of 5

ENGAGEMENT	4.51
LEADERSHIP	4.46
ENABLEMENT	4.44
ALIGNMENT	4.44
DEVELOPMENT	4.46



Our planet

Sustainable first

From day one, we purposefully set ourselves up to limit carbon emissions across our employees, workspaces, and purchases. With the majority of our business in 2021 conducted from home, we encouraged our team to adopt sustainable home office practices, providing a sustainable home office module as part of onboarding process for new starters and sharing a list of second-hand or sustainable suppliers for office needs.

Working at Seismic in 2021:

- A 'remote first' business – 100% of our team were hybrid or worked from home full-time.
- Our London Office was at [x+why](#), a 'sustainable first' co-working space, a fellow B Corp and home to B Lab UK.
- Our UK employees were enrolled in a Net Zero pension plan.

In 2021 our total carbon footprint came to a total of 10 tonnes, where all emissions were classed under Scope 3. Scope 1 and 2 emissions were all reported as zero as we didn't purchase energy directly and had no vehicle fleet. During this time, our largest sources of Scope 3 emissions were working from home and purchased digital services.

While we are in the process of developing and setting our Net Zero target we have made a conscious decision to neutralise our carbon impact from the outset. This means 100% of our Scope 1-3 emissions in 2021 were offset.

To ensure our offset delivers real sustainability value we chose to support a high quality, Gold Standard accredited, biogas programme in Kenya. This project enables households to reduce their dependence on fossil fuels through the installation of domestic biodigesters.

Targets and works in progress

We are fully committed to understanding, managing and further reducing our carbon emissions in line with climate science, and are currently developing our emission reduction pathway to demonstrate this commitment. We will set a Science-Based Target in 2022 as part of our Net Zero strategy, which will involve maintaining our Scope 1 and 2 emissions at zero and reducing Scope 3 over the years to come.

Our very low baseline and strong anticipated growth will make achieving a Science-Based Target very challenging, however, as a business we are fully committed to the principles of measuring our impact, setting robust targets, and transparently reporting our progress.

Alongside our own operations, as our business grows, we will be able to facilitate greater carbon reductions across our client base and have a broader positive impact. We are excited for what the future holds!

10

of tonnes in our
2021 carbon footprint
- equivalent to one
average UK resident

100%

of our Scope 1-3 emissions
in 2021 were offset

62%

of our team was on a 100%
renewable electricity tariff



To address the global climate crisis, we need businesses to buy into the sustainability agenda. Acting responsibly and sustainably needs to occur across all angles of business operations."

Ali Perry, Sustainability Analyst





Scaling our impact

Helping businesses lead the shift

We help businesses become increasingly impactful and influential forces for good.

B Corp is the gold standard certification for sustainable business, and we leverage B Corp beyond certification. In 2021, we helped more than 70 businesses become increasingly impactful forces for good. While B Corp work accounted for just over half of all our ESG projects, we also supported our clients on their overall sustainability strategies and Net Zero journeys. With the B Corp framework front of-mind, we helped our clients uncover different ways to scale their impact. Looking forward, our goal is to focus on our role as sustainability partners, supporting our clients' environmental and social impact goals and challenging them to think bigger and lead the shift.

better business
act

We signed up to the Better Business Act - joining the mission to change UK Law to ensure every single company aligns the interests of their shareholders with those of wider society and the environment.

Our impact in numbers

134,500

people we've helped work for companies on a mission to improve their impact

100%

of our clients who we've helped to certify or recertify have been successful in their first round of verification and have scored higher than their target

184

of B Leaders** we helped to train in 2021

71

of clients supported on ESG strategy in 2021

**B Leaders are experienced sustainability professionals who have been trained to guide businesses through B Corp certification.

Leading the shift

Seismic changemakers

Our clients are shining examples of businesses that act with purpose. B Corp gives them a framework to change society and fix our planet.



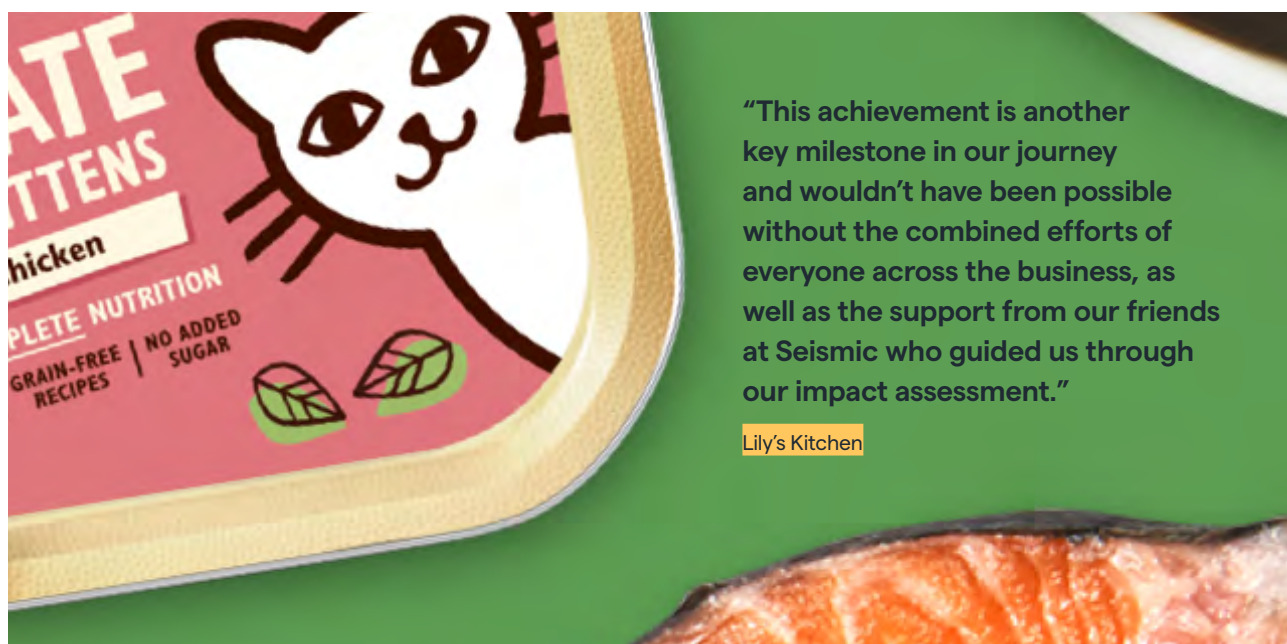
We can only deliver the impact that we need to by working in partnership with our clients: we are here to serve them with our ‘human first’ Seismic Way. I am inspired by my teammates who consistently go above and beyond for our clients because they know the urgency in which we need the Seismic Shift to happen.”

Paul Lewis, Cofounder and CEO



**LILY'S
• KITCHEN •**

Lily's Kitchen flies the flag for B Corp values and are an inspirational member of the community. They first certified in 2015 and they have successfully recertified twice, increasing their score from 86.9 to 92.3, using B Corp as a tool for improvement.





innocent is a standout example of B Corp best practice, using the B Corp framework to improve impact and embed practices into their organisation.



"It has taken us about 4 years to take our score from 92 points to 105. A 13-point increase might seem small but for those who know the BIA process you have to put in a huge amount of work for every 0.1 point! A big shout out to all the B Keepers across the business who made sure we stayed on track and also to the legends at Seismic for helping us navigate on the journey."

Simon Reid, Head of Sustainability at innocent drinks.



Sipsmith identified B Corp certification as a way to achieve their mission to craft the best gin for the world - they certified with 83.2 points in May 2021 - and their 'Kaizen' (continuous improvement) team use B Corp as their ongoing framework for sustainability.

"We have a goal that's called 25 by 25 - we need to score 25 more points on the B Corp assessment by 2025. It is not going to be easy...a lot of it is continuous improvements - listening, learning, assessing and acting. We are all agents here. There's no silver bullet."

Sam Galsworthy, Sipsmith





Community

Engaging and inspiring our community

We're on a mission to engage, inspire and empower as many people and organisations as possible to use business as a force for good. Our team is helping to achieve this by taking part in and hosting educational events across the UK, Europe and virtually.

Cultivating community

B Corps' mission to build an inclusive economy will require a massive system change that is only possible if people work together - businesses, policymakers, professionals and organisations. As a collective movement, this community forms an essential part of the B Corp mission to make business a force for good. We support this community and its endeavours.

We recognise that to make any meaningful impact in addressing the social and environmental crises, collaboration is key. That's why we're making it a company priority to cultivate our own community and connect those who are working toward meaningful change. We're deeply committed to growing the B Corp movement - educating and inspiring others in our communities about B Corp, using it as a framework for change and advocating for transformative government legislation.

Community highlights



Pro bono work

Our pro bono work strengthens our mission to help companies become a force for good. In 2021 we worked a total of 50 hours pro bono with businesses, non-profits, and government entities - educating them on the B Corp movement or engaging with policymakers on best practices for responsible business. Of those 50 hours, 39% were spent working with industry associations, 24% with government entities, 23% with non-profit organisations and 14% with businesses, all with the aim of enabling an inclusive economy and accelerate the move from shareholder to stakeholder capitalism.



edie's official B Corp partner

We became the official B Corp partner for edie and their publisher Faversham House in September 2021. As their partner, our objective is twofold – we are supporting them on their journey to achieve B Corp certification and also using their platform to educate people about the B Corp framework. Our first edie webinar was held in October 2021 to raise awareness of the B Corp movement and encourage organisations to start their own impact journeys.



Inspiring leaders to join the movement: Seismic Spotlight Podcast

We launched Seismic Spotlight, our B Corp podcast series, in December 2021. Episodes included interviews with sustainability leaders from Sipsmith Gin, Coutts, innocent drinks and B Lab UK. The goal of the podcast is to inspire and support others to start their own B Corp journey and understand how B Corp can be used as a framework for ESG strategy.



Bringing our community together

COP26 Event:

Less chat. More action.

Following COP26 in Glasgow, we held our first live event for Seismic's community - an interactive and impactful evening of debate, discussion, and objective-setting. Jointly hosted with our workplace partners x+why, we brought together a mix of

students and sustainability professionals from different sectors along with industry leaders to hear from a panel of B Corp experts and sustainability activists fresh from COP26.

98

event attendees

30+

sustainability pledges

1 COP_{tail}

The perfect sustainable tippie crafted by Sipsmith



COP26 Event

Have a COptail!

Sipsmith Gin, one of Seismic's clients and a certified B Corp, crafted a COptail recipe exclusively for our event - the perfect sustainable tipple. £5 from every bottle mixed went to charity.



COptail recipe:

- 40ml Sipsmith Drizzle Gin OR 40ml Sipsmith Free Glider Non-Alcoholic Spirit.
- 20ml Lemon & Thyme Social Shrub.
- 10ml Port.

1. Mix ingredients together.
2. Fill glass with ice and pour in mixture.
3. Top with soda and garnish with a citrus slice.



As passionate advocates for sustainable and social change and leaders in the impact space, we have the opportunity to shape how we nurture and support the communities that purpose driven brands and professionals seek, so that together we can tackle the challenges we collectively face."

Andy Schmidt, Cofounder and Chief Community Officer





We've doubled in size over the last year and truly believe that our people are what make this business thrive. Their commitment to helping us change society and fix our planet allows Seismic to scale its impact and work towards achieving our mission. Our clients are inspiring examples of responsible businesses leading the shift. We're honoured to be a part of this community of change makers. Thank you to everyone who joins us on this journey!

Amy, Andy & Paul, Seismic Cofounders.

Amy *Andy* *Paul*

“

I feel now more than ever that there is opportunity and responsibility for business to **lead the shift** we so urgently need to keep with that all important 1.5-degree warming pathway. At international, national, organisational and personal levels, we need a seismic change. Let's get to it.”

Paul Lewis, Cofounder and CEO



Cover art by Paweł Czerwiński

If you'd like to know more about anything
we've discussed in this report, then please
get in touch weare@seismic-change.com.

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www.seismic-change.com