



**Lead  
the  
shift**

Impact Report 2022

**WELLS**



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**We believe in better businesses that benefit people and planet. Creating change on a seismic scale building community harnessing our collective power and cultivating growth. Our mission is big, but we're optimistic. Our vision is ambitious, but so is our team. We've come together for radical change to redefine success in business and enable a regenerative economy. People are at the heart of what we do and we won't stop till we've reached 10 million (we'll keep on going after that too).**

**Seismic  
Your partner for change**





Letter from  
our founders

**2022 was another year of seismic change. We doubled down on our mission to help as many businesses as possible become a force for good, working with 90 incredible clients across the world, and moving closer towards our goal of helping 10 million people join the shift.**

Our first birthday was spent celebrating Seismic’s official B Corp certification, a career highlight that we still can’t quite put into words. Needless to say, we’re incredibly proud to join this powerful movement for change. It underpins everything we do – for our clients, for our team, for our suppliers and advisors. Seismic simply wouldn’t exist without B Corp.

Celebrating 1,000 UK B Corps at the Natural History Museum was another moment we’ll remember for the rest of our lives. We’ve witnessed the movement’s growth and seen first-hand the potential and opportunity the framework provides businesses of all sizes, which made connecting with this community of changemakers so incredibly special (underneath an 85 ft whale skeleton named ‘Hope!’).

We ended the year becoming B Lab Europe’s strategic evaluation partner, to help them to meet growing demands for B Corp Certification as the movement gets bigger, bolder and more impactful.

Of course, there is always more to be done. We could feel overwhelmed by the magnitude of what we want to achieve – and how many more people we need to reach to make our vision a reality. After all, 10 million is a seriously ambitious target. But that’s the point.

**We are here to make the seismic changes we know the world needs. We have to be as ambitious as we can, and take bold action to fix our planet. The stakes are too high not to.**

There isn’t a simple, one-size-fits-all solution to the social and environmental challenges we face. Instead, it comes down to people. People who have the ambition and determination to make a real impact. At Seismic, we’re fortunate to be surrounded by such people each and every day: our team, our clients and our community.

The three of us joined forces in March 2021, combining our different skill sets and experiences to amplify our impact. 14 more people joined us in the nine months that followed, and by the end of 2022, our team was 24 strong.

This is the momentum we need to have as big an impact as possible: scaling our ambition and matching this with collective action.

Our people are key to our purpose. It’s why our internal vision is to make Seismic the best place our employees have ever worked. So, you can imagine how delighted we were to be recognised by Escape the City as one of the top 100 purposeful organisations to ‘escape’ to in 2022. It’s a sign that we’re on the right track – and a reminder to continue being human first in all that we do.

We’re also committed to building and nurturing our community: through virtual events like our Breakfast Briefings, as well as those we’ve hosted in real life, the highlight being our panel discussion for COP27, in collaboration with x+why. The more people that join us on our journey, the more meaningful it becomes.

We’ve got many years ahead of us: 10 million people is just the beginning...

Amy, Andy and Paul



Our purpose

Seismic exists to  
help change society  
for the better and  
fix our planet

Our mission

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



# Seismic moments

We've celebrated some pretty seismic moments in our second year.

MARCH 2022

## edie Sustainability Leaders Forum

Seismic joined this inspiring two day event as edie's official B Corp partner, sharing the power of purpose with a plenary panel and breakfast briefing.



MARCH 2022

## B Corp certified

An action-filled month: we became a B Corp and celebrated our first birthday!



MAY 2022

## The Escape 100

Seismic was recognised as one of the best, purpose-led companies to 'escape to', making it into the top 100 from 13,000 nominations.



MAY 2022

## Seismic Summit

In our first biannual Seismic summit, the team came together to connect, share and bring the Seismic roadmap to life.



NOVEMBER 2022

## COP27 event

Joined forces with x+why asking for 'Less Chat, More Action'. This live-streamed panel discussion called on our collective communities to make a change and commit to climate action.



SEPTEMBER 2022

## SBTi targets approved

The Science Based Targets initiative (SBTi) approved our near and long-term emissions targets, which sets our commitment to achieving Net Zero by 2050.



SEPTEMBER 2022

## Breakfast briefings

The first of our new series of monthly virtual breakfast briefings, delving into the actions businesses are taking to improve their impact, with guest speakers from the B Corp movement.



JULY 2022

## Bread & Jam Fest

Our Co-founder Amy joined Bread & Jam Fest as a keynote speaker at the live event in London with over 1000 guests.



NOVEMBER 2022

## 1,000 UK B Corps

Celebrated B Lab UK's remarkable 1,000 milestone at the Natural History Museum with a powerful community of force for good businesses.



DECEMBER 2022

## Team growth

We ended the year with a 24-strong team, growing in size by 41% from 2021.



DECEMBER 2022

## B Lab partnership

Chosen by B Lab Europe as their strategic evaluation partner to meet growing demands for B Corp certification.



2023

## The journey continues...





Our vision

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

We have helped 10 million people join the shift

We have made Seismic the best place our employees have ever worked

Our positive impact in numbers

100%

# of clients we've supported through verification who certify or recertify on their first try



211,688

people we've helped be a part of companies on a mission to improve their impact

940+

B Impact Assessments (BIAs) worked through

116

clients supported in 2022 on B Corp, ESG strategy, carbon measurement and communications

93%

Average client feedback score

111

years' collective sustainability experience

430+

professionals from our community attended Seismic events

2,900+

people at events we've been invited to as guest speakers

Achieving our vision with integrity.

We include:

- 1:1 Clients
- Partnerships
- Education
- Informative events

This is where we can have the most meaningful impact, inspiring individuals and entire organisations to take action on sustainability.



# Joining the B Corp movement

Certified



Corporation

We became a certified B Corp in March 2022, joining a global community of businesses that prioritise taking collective action to build a better world.

The B Corp movement is **redefining what success** looks like in business. It's a commitment to the highest standards of verified social and environmental performance, public transparency and legal accountability, to balance purpose and profit.

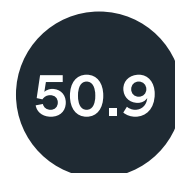
At Seismic, B Corp is at the heart of what we do. It gives us a framework to improve and scale our impact. It's also critical to us achieving our mission, enabling companies to prosper by helping them become a force for good.



*B Corp is ingrained in every part of what we do, whether it's providing clients with support on their B Corp certification or helping them to shape their overall sustainability strategy. It's vital for us to lead by example and show our clients that we not only know the BIA inside and out but that as a company we live out the B Corp values every day."*

AMY BOURBEAU  
COFOUNDER AND CHIEF IMPACT OFFICER

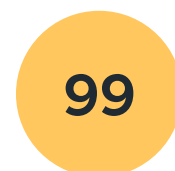
## Our B Corp Score



Median score for ordinary businesses



Minimum score for B Corp certification



Our score

We certified with a score of 99 points on the BIA, demonstrating that Seismic is living the B Corp values at the same time as using B Corp as a framework for change with our clients.

While we're not perfect, we're proud of everything we've achieved in just two years. We will continue to invest in and advocate for the B Corp community, to act as a force for good and encourage others to join us on this journey.

### Our score breakdown by impact area

17.2 Governance

28.7 Workers

18.3 Community

10.0 Environment

24.6 Customers

### Our target score

When we recertify in 2025, our aim is to score 125 points. It's an ambitious target, but at Seismic we don't shy away from big challenges. B Corp helps us to measure and hold ourselves accountable, so we can make as big an impact as possible for our clients, team and community.



*"Seismic have in-depth knowledge of everything B Corp and I recommend them for any organisation looking to use the BIA to better understand their impact in the world."*



KATIE HILL  
BOARD MEMBER OF B LAB GLOBAL AND POLICY ADVISOR TO B LAB EUROPE





# Our community Bringing people together to lead the shift

The stronger and bigger we build our community, the greater the impact we can have. Our Seismic mission is to engage, inspire and empower as many people and organisations as possible to use business as a force for good. It's what drives us every day and influences each decision we make.

We have spent the past year nurturing our community, through inspiring events, impactful partnerships and meaningful content, and we're proud to witness its growth. Each individual we connect with brings us closer to our vision of enabling 10 million people to work for positive, purpose-led businesses.

The B Corp movement demonstrates the power of community and cross-sector collaboration to build a better world. We are committed to growing our community of changemakers, empowering all businesses to behave like B Corps and using the BIA as an integrative framework for transformative social change.

We can't solve the world's problems alone. Together is the only way to lead the shift.

## Seismic services

We work with companies on a sustainability journey, helping them to change society and fix our planet by being increasingly impactful forces for good.



### B Corp

We support companies at all stages of the B Corp journey, using it as a framework to optimise their ESG performance, through certification and beyond.



### The road to Net Zero

We ensure an organisation's chosen Net Zero pathway for reducing carbon emissions forms part of a strategic ESG action plan.



### ESG strategy

We optimise ESG performance with an ongoing action plan of successful improvements that help businesses make the shift.



### Sustainability communications

We apply a purpose-driven lens and deep impact knowledge to high-quality sustainability communications.

**“ We founded Seismic to transform business into a force for good. Our strength lies in our team’s collective expertise and unwavering commitment to sustainability. Together, we’ve developed a core set of services that bring huge value to our clients and their wider communities. This is how we can make the larger scale changes the world needs, for the benefit of society, the environment and our future generations.”**

PAUL LEWIS  
CEO AND COFOUNDER





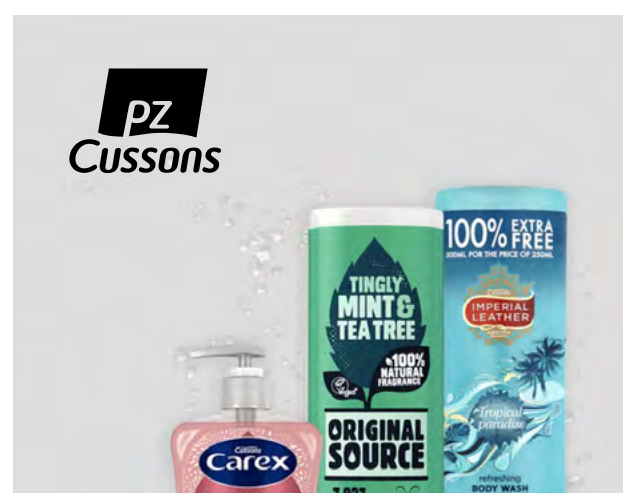
## Helping businesses improve their impact



- 100+** sites.
- 40+** countries engaged with B Corp.
- 50+** employees engaged in action plan.
- 1** sustainability expert seconded to Avon team.
- \$1 billion** donated to women's causes



- 40** purpose-led clients identified.
- 14** policies created to formalise best practices.
- 100%** score for health and wellness, corporate citizenship, gender balance.
- 27** Ignition Law clients trained at B Corp training session.



- 3,000** inspired employees.
- 5** B Corp Assessments completed, spanning **4** continents.
- 4** detailed Improvement Plans.
- 24** brands globally.



- 1** Family.
- 159** years distilling gin.
- 20** points worth of improvements identified.
- 3** policies improved.
- 1** new Group Sustainability Policy.
- 1** Code of Conduct.



- >1%** of carbon emissions fall within scope 1 & 2.
- 10%** of the workforce volunteer on ESG committees.
- 100%** formal accountability of C-Suite and all reports for ESG.
- 1** action tracker tool created.



- 1** B Corp certification - the first ever sweet brand to become a B Corp!
- 9.5** points increase on Impact Assessment tool.
- 0** nasties.
- 100%** vegan and palm oil free.
- 100%** carbon neutral.



## Creating a community for change

### In 2022 we...



sent our monthly Seismic Soundbites newsletter to **1,900+** people (including **918** new subscribers!)



grew our LinkedIn community to **2,165** (almost **3x** our follower count in 2021)



launched our virtual Breakfast Briefings, covering topics like materiality thinking and how to action your ESG strategy and inspiring **245** attendees



hosted an interactive and impactful COP27 event inviting less chat and more action with **90** people joining us for debate, discussion, and objective-setting



were invited to speak at **21** events, including for the University of Cambridge Judge Business School, edie and Bread & Jam



**“Seismic are more than a business supporting our business, they have created a community – bringing customers together. Sustainability is about collaboration and the Seismic team are leading by example, encouraging us to share and grow in our knowledge and skills.”**



NIKKI BUCKLEY, HEAD OF SUSTAINABILITY AT LICK PAINT

## Growing our impact through purpose-led partnerships

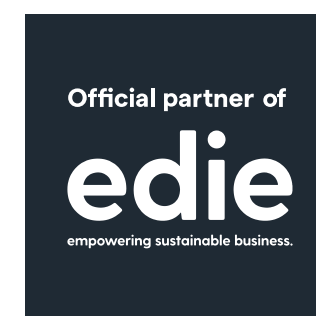


### Collaborating with B Lab Europe

The not-for-profit behind B Corp Certification is experiencing the highest demand in its history. Our strategic partnership will provide additional capacity to boost evaluations.

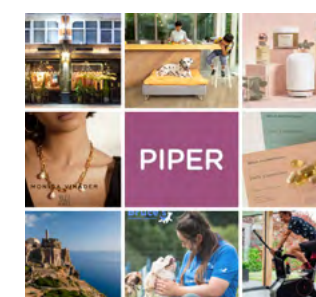
**“As a proud B Corp we know first hand the joy of receiving that email confirming certification – so we are humbled to be asked by B Lab Europe to provide additional evaluation capacity so more businesses have the opportunity to be recognised.”**

PAUL LEWIS  
CEO AND COFOUNDER



### Inspiring a new generation of business leaders

Our partnership with edie and their publisher Faversham House has continued to deliver meaningful impact, empowering businesses to take bolder action on sustainability. We delivered two sessions at edie’s Sustainability Leaders Forum, with more planned for 2023.



### Sustainability coaching

We partnered with Piper Private Equity to develop bespoke online clinics for their portfolio of 12 brands, ensuring sustainability champions have a seat at the decision-making table.

**“The Seismic team provided one of the clearest and most in-depth looks at the different carbon commitment levels Piper have seen - we are confident our brands will have found this and the other insights very useful.”**

GEORGIA JONES  
MARKETING AND SUSTAINABILITY MANAGER AT PIPER PRIVATE EQUITY



Our people are key to our purpose.

These are the values we live by.

Human first

Always hungry

Personal growth







# Our people Human first

We consider each other, our clients and ourselves in everything we say and do, embracing the myriad of human emotion in the knowledge that we are at our best when we are happy and fulfilled together.

Seismic’s human-first culture is essential to achieving our vision to be the best place our employees have ever worked. Being human first means embracing our differences and celebrating the unique contributions we all bring, whilst prioritising wellbeing and empowering and encouraging each other to realise our potential. We look after our clients in the same way.

### The Escape 100: the top purposeful organisations to ‘escape’ to in 2022

Seismic was selected from 13,000 businesses as one of the top 100 to work for, put through a rigorous scoring system based on purpose, mission, impact and culture. Being recognised for leading the way in putting people and planet on a par with profit was one of our greatest achievements last year - especially as it came just after our first birthday!

## Team wellbeing

The health and happiness of our team will always be our top priority. This year our ‘Wellbeing Month’ programme evolved into a ‘Wellness Week’ each quarter to ensure we are more regularly looking after our mental and physical health.

Here are some other ways we look after the team’s wellbeing:

- Personal wellbeing budget
- Flexible and remote working - with the opportunity to work ‘far from home’ every year
- An extra day off on your birthday
- Twice yearly Seismic Summit
- DEI working group
- Guide, buddy and mentorship programme
- Weekly lunch and learns, covering everything from business finance to neurodiversity
- Monthly team yoga
- Cycle to Work Scheme

Olivia Jennings, Sustainability Consultant



**“You know how you know Olivia is Human First? You smile effortlessly when talking to her. In every conversation, she gives you her undivided attention. She really cares about building relationships and she is an expert at making people feel respected and comfortable.”**

Why Olivia won our Human First Changemaker of the Year Award





## Diversity, Equity and Inclusion (DEI) Action Group

A huge achievement this year was the creation of our DEI Action Group, which meets biweekly to progress Seismic's DEI agenda.

### DEI improvements that have been implemented:

- Yearly DEI employee survey
- Using Applied's hiring platform to tackle unconscious bias in our recruitment process
- Employee health and support forms
- Neurodiversity training
- Increasing the DEI policies and guidance shared with clients

### We are proud of our DEI progress so far but we intend to do much more, to convert our passion into action. This includes:

- Strengthening internal policies and procedures to encourage DEI
- Continuing to improve our diversity recruiting strategy
- Increasing diverse representation in management and training



Our people

# Always hungry

**“ We’re always striving to improve and will continue to foster a human-first culture, as it’s core to our mission to be the best employer our growing team has ever had.”**

**AMY BOURBEAU**  
COFOUNDER AND CHIEF IMPACT OFFICER



**We strive for more, to be better versions of ourselves and to have an ever greater impact. We are curious, we are creative, we are demanding, we get stuff done.**

Everyone at Seismic is driven by their passion to create positive change in the world. This shared desire is what makes us always hungry (and not just for food!). We believe that business can be a force for good –

and when positive businesses grow, so does their impact. This is the same for Seismic: we continuously strive for more to have the biggest impact possible.





### Targets and works in progress

We use the engagement survey to prioritise focus areas and develop a roadmap for improvements. We're proud to see the biggest score increase in the development category since the introduction of our Learning and Development framework and Personal

Wellbeing Plans in 2022. However, we still see a lot of areas for improvement: around our systems and processes to manage workloads more effectively, and in how we communicate to our growing team. We're also putting in place financial wellbeing training and resources to help the team feel more confident and secure during the cost of living crisis.

Olivia Hill, Head of Sustainability Communications



***"Awe-inspiring to work alongside as she's always thinking ahead of the game in terms of client wants, as well as considering how this can help Seismic grow. A very talented, professional and passionate person!"***

Why Olivia won our Always Hungry Changemaker of the Year Award



# 41%

Team growth in 2022

# 57%

Increase in number of people we've helped work for companies on a mission to improve their impact

## Employee Engagement Survey

Average scores by category out of 5

ENGAGEMENT	4.59 ↑ 0.08*
LEADERSHIP	4.37 ↓ 0.09*
ENABLEMENT	3.87 ↓ 0.57*
ALIGNMENT	4.44 ↑ 0.07*
DEVELOPMENT	4.46 ↑ 0.14*
INCLUSIVITY	4.46 <small>New for 2022</small>

**96%** of respondents are proud to work at Seismic

**94%** are motivated by Seismic's vision

**97%** feel included at Seismic

\*Increase or decrease in employee satisfaction across these areas compared to 2021 results

**“ At Seismic, everyone's voice matters and we welcome feedback from each individual, no matter if they've been with us for one week or two years. We'll continue to listen, learn and act on this feedback as the team grows, ensuring we're working towards our goal to make Seismic the best place they've ever worked.”**

ANDY SCHMIDT,  
COFOUNDER AND CHIEF COMMUNITY OFFICER







## Our people

# Personal growth

**We seek to fulfil our individual and collective potential by encouraging others, creating space and time for personal development, and understanding our growth journeys are meandering rivers rather than direct routes.**

Personal growth is directly linked to our team's ability to make a seismic change. In 2022, we kicked off a series of weekly training sessions to expand and share our knowledge throughout the team. Topics ranged from how to create your own personal development and wellbeing plan to how to be an effective project manager.

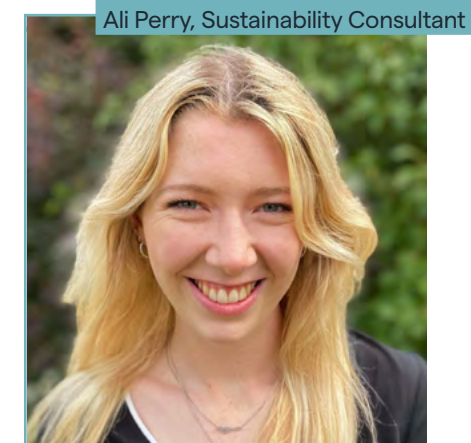
We continued our popular lunch and learn events, delving into topics such as neurodiversity and the cost of living crisis. A 'Never Stop Learning' budget was also introduced to support employees gain key skills and knowledge, with extra annual leave days to accommodate the training.

**40+** Personal growth training sessions

**52** Seismic Changemaker of the Week Awards

## Guide and mentorship programme

There is an incredible willingness to share experience and knowledge within the team. Given Seismic's ongoing growth, we decided to launch a formal Guide and Mentor scheme to support personal development and high level career goals. We will be reviewing and evolving the scheme on an ongoing basis throughout 2023..



Ali Perry, Sustainability Consultant

***"I've loved watching Ali grow. Her confidence has taken a leap and she approaches tasks with thought and enthusiasm. Her self awareness creates such opportunity for growth, which is inspirational!"***

Why Ali won our Personal Growth Changemaker of the Year Award



## A culture of radical candour

The term 'radical candour' is one heard often here at Seismic. We've engrained this way of thinking into our culture and behaviours – in how we interact with each other and our clients. Put simply, radical candour is about giving open and honest feedback, delivered with care, so we can learn and grow by being each other's critical friend. This mindset has helped accelerate the team's personal development and challenged our clients to elevate their impact goals.



***"It was great to have a sounding board in Seismic to ask, 'What more should we be doing?'. We are not there yet, but we are very much committed to do more, formalising what we do and communicating it effectively."***



MIRANDA HAYMAN  
CO-OWNER OF HAYMAN GROUP



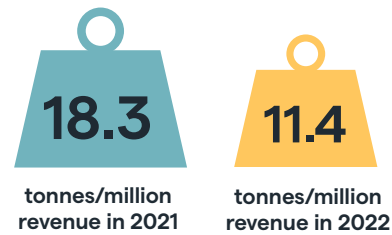
# Our Planet

This year our team almost doubled in size. This allowed us to scale our positive impact hugely, but it also presented some challenges.

This year, we were excited to have our Net Zero targets approved by the Science Based Targets initiative (SBTi) and maintained our Scope 1 and 2 Footprint at zero. Our absolute Scope 3 footprint increased by 20% from 22 to 26 tonnes in 2022\*. However, it reduced by 38% per unit revenue over the same period.

## Seismic's footprint

Reducing emissions is the fastest opportunity we have to slow global warming and improve the health of the planet.



**“The more people we involve in our Seismic mission, the more businesses we can help become a meaningful force for good. Last year, increasing our positive impact meant an increase in our carbon footprint. We see it as our responsibility to get this balance right and our Net Zero targets hold us accountable. We’re early in our journey but we’re keen to move forward and will continually strive to do things differently and better – working with those on the same path to push the boundaries of what’s possible.”**

PAUL LEWIS  
CEO AND COFOUNDER

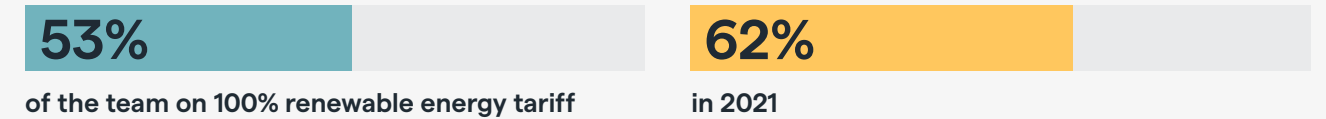


## Sustainable practices

We are a hybrid organisation and encourage sustainable home office practices and energy-saving behaviours, as outlined in our working from home policy. 100% of those who commute to our shared office space use public transport, cycle or walk. We also use second-hand and sustainable suppliers for office needs.

## Progress over perfection

We’re working on finding the balance between growing to increase our impact through the work we do, while keeping our emissions low. We know that Seismic’s low baseline combined with our rapid growth will make it challenging to achieve our science-based targets. But that isn’t going to stop us from trying.



### Our SBTi targets

- In the near-term, we must strive for zero Scope 1 and Scope 2 emissions
- In the long-term, we aim to reduce Scope 3 emissions by 90%

As we work towards reducing emissions, and for those we cannot avoid, we will continue to neutralise emissions with high quality carbon offsets. To ensure our offset delivers real sustainability value, we chose to support the Cambodian National Biodigester Programme, one of the first ever large-scale biogas projects certified to Gold Standard.

The programme benefits individual households and wider communities, providing renewable energy for daily cooking, lighting and

natural fertiliser, while contributing to better livelihoods, health and employment creation. Carbon offsetting alone does not make us Net Zero. But it does help us to be carbon neutral, while we drive down our emissions in a sustainable and responsible way.

It’s the same advice we give to our clients and we will continue to promote carbon reduction across our whole value chain in 2023 and beyond. By working together, we can move faster towards a low-carbon future.

\*We have restated our 2021 baseline footprint when setting our Science Based Target to more accurately capture working from emissions. This improved methodology will be used in all future reporting years.





**“Working with the experts (Seismic) who know what questions to ask and what evidence to find in the BIA really really helped us.”**



**JOANNA GLUZMAN  
CHIEF SUSTAINABILITY OFFICER AT PZ CUSSONS**



**“Seismic are absolutely brilliant; they’re there in the background holding our hands. They have been tremendous in bringing together my team, who have been passionately working on all aspects of the assessment... It’s been hugely motivating to have Seismic supporting us, hugely motivating.”**



**BARBARA HORSPOOL  
CLOTHING DIRECTOR AT THE WHITE COMPANY**



## Let’s lead the shift

People continue to be the driving force behind all that we have achieved at Seismic over the past year. Our team is always growing, both in size and in the amount of positive impact made. They are our not-so-secret weapon, allowing us to scale our impact and get closer to achieving our vision.

As our work and team has grown, so has our community. We’re endlessly inspired by our clients, who are championing and pushing for change within their industries, and by all the people we’ve connected with – at events, through partnerships and not-so-chance encounters. Collaboration is key to amplifying impact. Together we can accelerate the progress that is needed to make a **Seismic** change for the future.

A big thank you to everyone that has joined us on this journey so far!

Andy, Paul and Amy





Cover art by Maryna Yazbeck

If you'd like to know more about anything we've discussed in this report, then please get in touch:

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# SEISMIC CHANGE