



CONSIDERATE

# B Corp Annual Impact Assessment

2022





2

## Contents

**Page 3 – Foreword**

**Page 6 – Impact Assessment**

**Page 8 – Governance**

**Page 9 – Workers**

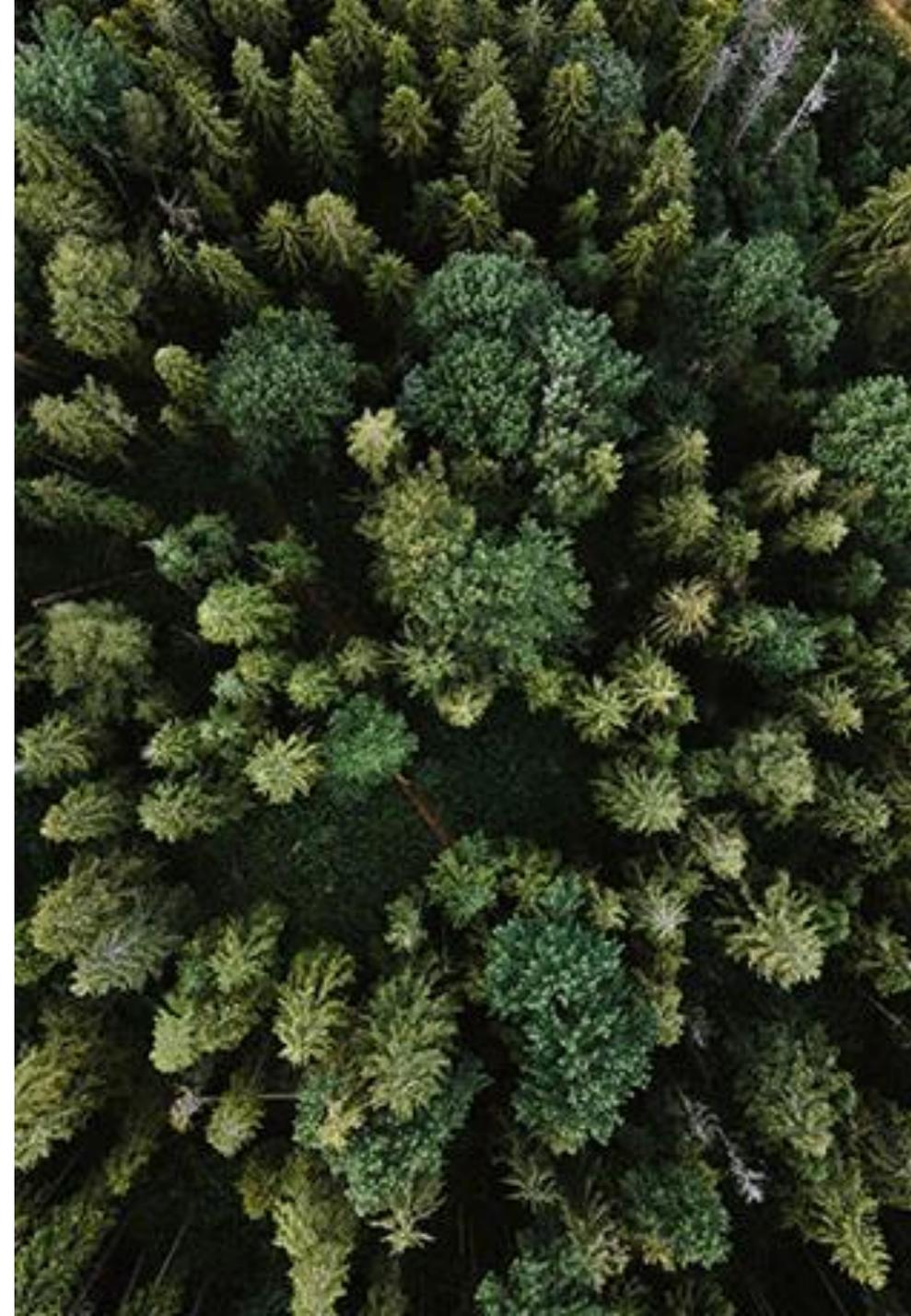
**Page 10 – Community**

**Page 11 – Environment**

**Page 12 – Customers**

**Page 13 – Case studies**

**Page 17 – Contact us**



## What being a B Corporation means to us

We started our journey to becoming a B Corp certified company back in 2019 before the world, and in particular our sector, the hospitality industry, was hit so severely by the pandemic, together with lockdowns and their ramifications.

However, despite the incredible challenges of the restrictions on our industry, which meant we furloughed some of our staff in 2020, we managed to keep our eye on the ball, complete the certification process at the end of July 2020 and proudly joined the ranks of the B Corp Community in August of that year.

Our motivation to become certified was driven by our commitment to transparency and our belief that ‘we live by what we preach’. Our company mission being **“to help companies in the hospitality and hotel real estate sectors be measurably and inspiringly more sustainable. We do this through remaining at the forefront of ESG development, hiring the best people, developing them, and being recognised as the hospitality industry sustainability experts”**.

The certification process developed by B Corp helps us to put that mission into practice at the same time as holding us accountable to ensuring we continue to improve ourselves too and are therefore better positioned to help others make the necessary changes to become responsible businesses themselves.

Given that we founded our company in 2012 with a view to delivering sustainable solutions to the hospitality sector, we were surprised that we only just managed to pass the required 80 point mark to achieve our B Corp status. We quickly realised that being a fast-growing company we needed to place more focus on not just delivering sustainable solutions to our clients but also to ensuring the right processes were in place to reflect those values for our team and in the places we work.

## What being a B Corporation means to us

As we are tenants within WeWork offices, which allows all staff globally to access vibrant working spaces across the world, we have limited influence over the impact we have within our working environment. Therefore, apart from active engagement with our community manager within WeWork to ensure office management aligns to our standards, we have placed a lot of focus over the last couple of years, on understanding our own  $CO_2$  footprint in all other areas we can influence (travel, digital behaviour and home working habits) and therefore published our first company  $CO_2$  report last year (2021).

Further we have spent a lot of time focusing on people, creating an employee handbook with key policies for our team and have added many new team benefits to our list of offerings, all of which can be found in this report.

Additionally, we are launching a staff volunteering scheme, whereby we will offer some of our internal skills and expertise to charities supporting homeless people, to help them reduce their energy consumption and costs at their offices, thus helping them save money, as well as volunteering hands- on with our team on the ground.

We are delighted to be sharing our first Annual Impact Report and hope to both inspire others to follow this path, as well as to offer transparency on all areas on which we are assessed and in which we strive to improve our performance.

**Xenia zu Hohenlohe & Benedetta Cassinelli**  
**Co-Founding Partners Considerate Group**

## What being a B Corporation means to us

For Considerate Group, being a B Corp means marrying **the B Corp themes - Workers, Customers, Environment, & Community -** with **our values: Considerate, Honest, Leaders, Innovative, Collaborative, Dedicated.**

### CONSIDERATE

We are mindful and respectful of the needs of the people around us, as well as our surrounding Environment.

### HONEST

We operate ethically, responsibly and with transparency at all times. We are proud to be a BCorp Certified organisation.

### LEADERS

We deliver innovative solutions for sustainability, develop new ideas, and act as leaders to the rest of the sector,

### INNOVATIVE

We provide meaningful solutions to challenges in the hospitality industry, such as our data management system, creative workshops and bespoke advisory programmes.

### COLLABORATIVE

We believe a collective approach, including forming strong partnerships, is necessary to address the sustainability challenge and effect meaningful change.

### DEDICATED

Success and change do not happen overnight. We are committed to driving responsible business practices, and we are constantly working towards achieving that goal.



# Impact Assessment

2022



## Considerate Group Impact Assessment

**Our initial B Impact Scores -  
August 2020:**

**Overall: 80.5**

Governance: 8.6

Workers: 31.8

Community: 19.2

Environment: 12.8

Customers: 7.8

**Our target B Corp Scores for  
re-certification - August 2023:**

**Overall: 88.6**

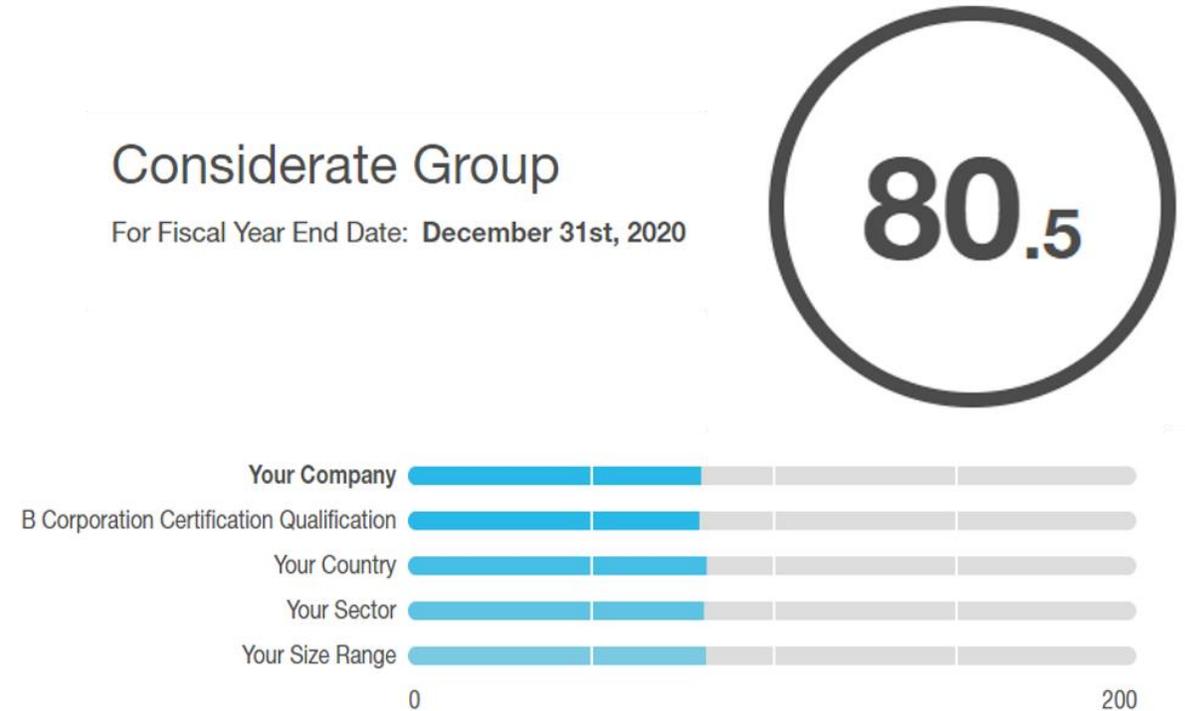
Governance: 9.5

Workers: 35

Community: 21.1

Environment: 14.1

Customers: 8.6



As a B Corp, we will always strive for continual improvement. As a result, we are aiming to increase our overall score by 10% when we are re-certified in August 2023.

## Governance

One of our weak areas during the certification process turned out to be that of personal development schemes. Following a strategic internal workshop in June in 2022, we have now started a process including the **adoption of new personal development score cards** which will be rolled out within the company in the second half of 2022.

The company **employee handbook** which was launched in 2020 was a direct consequence of our assessment. This is being revised and updated on a yearly basis, the new version due to be launched at Christmas 2022!

We have changed the **annual review and appraisal processes** to be aligned to the company organisational structure and have developed personal KPIs as well as bonus schemes for all team members. We have also introduced new onboarding processes and structures for new team members when they start with the company.

We have implemented a **360-degree process for the appraisal of the company's directors**, which will constantly be reviewed.



## Workers

The Considerate team are crucial to the success of what we do. As sustainability specialists working with hospitality, our industry is all about people and **our team make us what we are.**

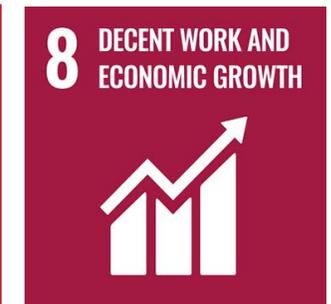
**We aim to embody the spirit of hospitality.** Although a small company, we work hard to welcome new members to the team and reward our staff. We work with our clients to be able to offer our complementary team hotel stays and continually review training opportunities.

We explored all avenues to keep our whole team employed throughout the lockdowns and periods of consequently reduced business, focusing on training and product development to **keep our team busy and motivated.**

We have since been able to provide the team with pay rises, increased holiday allowance, bonuses, the ability to take a two-hour wellness break amongst other benefits. All our employees can also work remotely from anywhere in the world for up to 10 days a year and have access to a contingency of free hotel rooms with many of our clients across Europe.

Additionally we have hired an external consultant to help develop the skills of our staff as well as the directors in view to growing the company.

Head to our [People case study](#) to read about the Health Scheme we offer to our team.



## Community

In our efforts to assist hospitality businesses in becoming measurably and inspiring more sustainable, **we consider the whole scope of sustainability – including the ‘S’ in ESG, or the ‘People’ pillar of People, Planet, Place.**

As a consultancy company based in coworking spaces, we have a limited influence on our surrounding communities. We realise this is a shortcoming and we are engaging with our landlords at WeWork to improve this.

We aim to improve our impact on our local community through new **charitable partnerships**. As Considerate Group employees are permitted one paid day of volunteering every year, we have decided to use our time and skillset to assist charitable organisations reducing their consumption and therefore emissions, and importantly in this age of rising energy prices, their operational costs. We have begun instigating a plan that we hope will allow us to work with a charity that looks after the homeless in London and those in need for some years to come.

Head to our [Place case study](#) to read about our work with the Lincolnshire Coastal Communities.



## Environment

We measured all of our scope 1 and 2 emissions and 95%+ of our scope 3 emissions in our first Carbon Report, published in September 2021. These figures will be updated in our second Carbon Report to reflect 2021's activities in September 2022.

In 2020, the year of our certification, our emissions dropped 68.6%. Whilst a big chunk of this saving was due to the exceptional changes in work patterns, it also reflected efforts made to reduce our carbon footprint.

We will achieve a target of Net Zero by the end of 2022. Since late 2021, we have offset 100% of our carbon emissions through UK-based company [Forest Carbon](#). Our next carbon report will evaluate and ensure that the amount of carbon we offset matches the carbon emitted by our operations.

We have implemented a **sustainable travel policy** offering guidelines to ensure that employees of Considerate Group travel to and from work, and to any client meetings, in the most sustainable way possible.

Head to our [Planet case study](#) to read about *The Glasgow Declaration*.

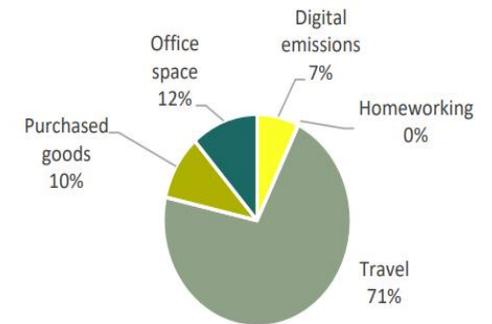
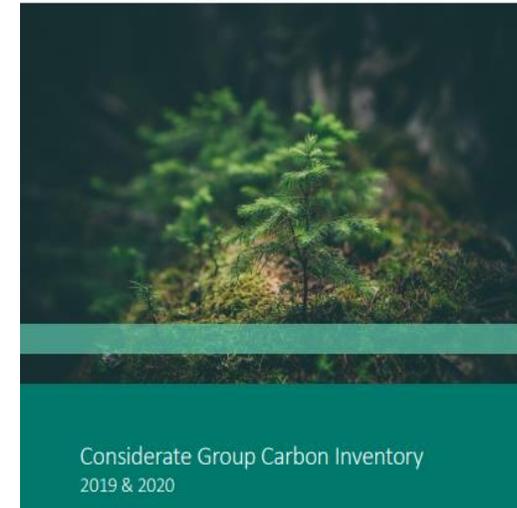
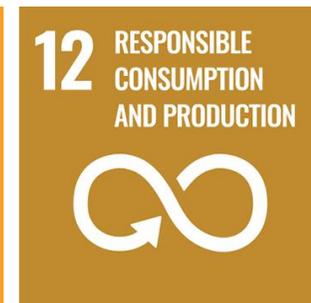


Figure 1: Considerate Group: Sources of Emissions 2019



## Customers

Based on our **numerous positive testimonials and high client retention** we are confident that our services and solutions deliver desired outcome for our customers. Therefore, **everything we do is focused on helping our customers to become measurably and inspiringly more sustainable.**

**We aim to be Thought Leaders** in the space of sustainable hospitality, our co-founders do this through their participation in talks, summits and panels such as the 2021 and 2022 International Hotel Investment Forum or the German Hotel Congress.

We have started a process to **collect testimonials and feedback on our processes from our clients and focus on the evolution of our products and services**, ensuring these are aligned to the ever-changing world of sustainability legislation, frameworks and certifications.

**A key part of our role as sustainability experts is education** – as part of this we regularly publish blogs on major events (such as a daily COP26 blog series), **changes in legislation** (such as the introduction of the EU’s Sustainable Finance Disclosure Regulation) and hot topics (such as the avoidance of greenwashing). We also send a **bi-monthly newsletter** to our data base which includes these blogs, up-dates on latest developments and best practice case-studies.

**Client retention for our Con-Serve™ clients sits at 75%** despite losing some clients due to the pressure placed on the hospitality sector by the COVID pandemic

[considerategroup.com](https://www.considerategroup.com)





# Case Studies

People, Planet, Place





## PEOPLE Healthshield

One of the key initiatives we have implemented for our employees is the introduction of Healthshield, a **health insurance scheme for our employees**.

By implementing this policy for our employees, we can **ensure that they are medically looked after** and that their good health is maintained.

We are committed to ensuring that our employees are both physically and mentally fit, not only so they perform to the best of their ability at work but also to ensure that they are the best version of their wonderful selves outside of work hours.



**health shield**  
The best of health



## PLANET

# The Glasgow Declaration, a Commitment to a Decade of Climate Action in Tourism

As a **specialist sustainability consultancy for hospitality and tourism**, we strongly support the Declaration's objectives aiming at **strengthening climate ambition and action within the tourism industry**.

By signing the Declaration, we are **committing to updating our existing climate plans** within 12 months from signing and **reporting annually on progress against our targets and actions taken**.

The plans will be built around five pathways: **measurement, decarbonisation, regeneration, collaboration, and financing**.

You can read more about our commitment to climate action in tourism [here](#).

**We commit to align our plans with the five pathways of the Glasgow Declaration to accelerate and co-ordinate climate action in tourism.**



**Glasgow Declaration**  
Climate Action in Tourism



## PLACE

# Lincolnshire Green Tourism Toolkit

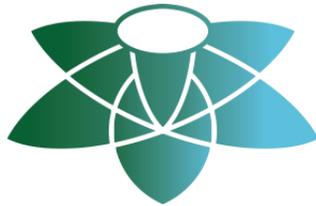
Considerate Group has been working alongside Lincolnshire County Council (LCC) to **create a [Green Tourism Toolkit](#)**.

The toolkit and its accompanying resources are aimed at **supporting tourism businesses in Lincolnshire in the greening of their operations**.

The success of the Toolkit led to further projects with the Council, including piloting a **Green Tourism Ambassador Training Programme** for coastal tourism businesses in Lincolnshire.

The Programme is focused on **upskilling and empowering locals to implement sustainable initiatives in their businesses and their area**.





# CONSIDERATE

**Certified**



This company meets the  
highest standards of social  
and environmental impact

Corporation

## Contact us

If you want to discuss how your business can operate more sustainably (and save costs in the process) we would love to hear from you.

**Considerate Group**

+44 (0)20 3865 2052

[info@considerategroup.com](mailto:info@considerategroup.com)