



CONSIDERATE

B Corp Annual Impact Assessment

2025

Certified



Corporation





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Our B Corp Journey: Progress, Purpose, and Persistence

We embarked on our B Corp certification journey in 2019. By 2020, despite global travel disruptions and staffing challenges, we achieved certification with a score of 80.5 points, becoming one of the first sustainability consultancies in the hospitality sector to earn this distinction.

The B Corp framework remains integral to our ethos, aligning seamlessly with our mission: ***"to empower hospitality and hotel real estate businesses to become measurably and inspiringly more sustainable through cutting-edge ESG innovation, world-class talent, and data-driven solutions"***. It provides both the structure we need and the principles we champion as a company.

While our initial 2020 score of 80.5 was commendable, it revealed critical gaps in our operations. Motivated by this insight, we established ambitious targets for our 2023 recertification, helping us to achieve a score of 93.2 — **a 16% improvement** — by prioritising three key areas: **Governance, Workers,** and **Customers**.

For our 2026 recertification, reflecting our commitment to continuous growth, we aim to reach **102.3 points** by deepening progress in these core areas whilst also expanding our community impact initiatives. Recent initiatives in our three key areas include:

Governance Enhancements

- ✓ Introduced a **Personal Development Program (PDP)** for all employees, offering measurable career progression pathways.
- ✓ Collaborated with staff to develop an **Equity, Diversity, and Inclusion (EDI) strategy**.
- ✓ Launched progressive policies, including menopause support, flexible working arrangements, and enhanced family leave.

Workers' Wellbeing

- ✓ Implemented **Health Shield**, a private healthcare scheme, and an ethical pension plan.
- ✓ Provided annual **one-to-one financial advisory sessions** for all team members.

Client-Centric Innovations

- ✓ Deployed client satisfaction and engagement surveys, achieving a **100% willingness-to-recommend rate** among clients.

For us, B Corp certification is not merely a badge; it is a living commitment to proving that profitability and planetary stewardship can—and must—co-exist. We as a team are looking forward to continuing our progress.

Benedetta Cassinelli & Richard Williamson

What being a B Corporation means to us

For Considerate Group, being a B Corp means marrying **the B Corp themes - Governance, 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 B Corp Certified organisation.

Leaders

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

Innovative

We provide meaningful solutions to challenges in the hospitality industry, such as, Con-Serve™, our data insights platform, ESG and decarbonization strategies and other bespoke 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.



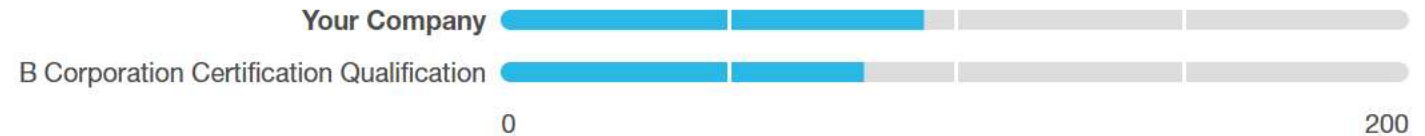
Impact Assessment

2025





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 recertification B Corp Scores - *August 2023*

Overall: 93.2 (↗ target 88.6)

Governance: 15.5 (↗ target 9.5)
Workers: 34.3 (↘ target 35)
Community: 11.6 (↘ target 21.1)
Environment: 8.9 (↘ target 14.1)
Customers: 22.6 (↗ target 8.6)

Our target B Corp Scores - *August 2026*

Overall: 102.3

Governance: 17.1 target
Workers: 37.7 target
Community: 12.8 target
Environment: 9.8 target
Customers: 24.9 target

As a B Corp, we will always strive for continual improvement and are aiming to increase our overall score by 10% at recertification in 2026.

Governance

As a female-led and founded sustainability consultancy, our commitment to responsible business practices extends beyond environmental stewardship to embedding social impact and good governance into our decision-making processes.

Strong Policies

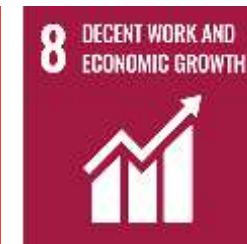
Strong governance has always been fundamental to our operations, ensuring that social and environmental performance is integrated into every aspect of our decision-making. This is reflected in management roles, employee training, and performance reviews, all of which incorporate sustainability objectives as a core component.

Since our last assessment, we have taken significant steps to enhance our internal frameworks, ensuring that our operations reflect our values and mission:

- We have further strengthened our **Personal Development Plan (PDP)** process, refining how employees set and track their professional growth. This now includes structured development plans aligned with company-wide objectives, ensuring all team members have clear, measurable pathways for learning and progression.
- Our **Equity, Diversity, and Inclusion (EDI) strategy** has been developed to foster a more inclusive workplace, reflecting our commitment to diversity in hiring, leadership, and decision-making. This led to the introduction of new menopause, dignity at work, flexible working, sexual harassment, and family leave policies to ensure a supportive and equitable working environment for all.

Transparency & Accountability

Transparency and accountability remain at the core of our financial governance. As part of our commitment to openness, we publicly share our financial, social, and environmental performance, setting clear impact targets and tracking progress through our annual B Impact Assessment and sustainability reports. Furthermore, our legal structure formally embeds stakeholder considerations into corporate decision-making, reinforcing our long-term accountability as a B Corp-certified business.



GOVERNANCE CASE STUDY

Equity, Diversity & Inclusion strategy

At Considerate Group, embedding **Equity, Diversity, and Inclusion (EDI)** into our governance framework is essential to fostering an inclusive workplace. We embarked on this journey at the end of 2022, using the **CREDIT charter** (University of Surrey) to guide our strategy. Since then, we have developed a structured **EDI Action Plan**, ensuring long-term impact through tangible steps.

✓ Laying the foundations

- Created an **EDI Statement** and **EDI Policy**
- Implemented a **fair candidate assessment process**
- Introduced **Gender Decoder** usage in job descriptions
- Embedded **onboarding and exit processes** that promote inclusion
- Established **Employee Resource Groups (ERGs)**
- Created a **Promotion Evaluation Form** for fair career progression

✓ Integrating EDI into operations

- Ensured our **products are accessible and inclusive**
- Developed an **EDI Toolkit** for internal use
- Launched a **Competency Matrix** to encourage engagement
- Implemented an **Inclusive Skills Matrix** and **succession planning**
- Started an **accommodation plan** for employees with special needs
- Ensured **internal communication channels** are fully accessible

✓ Embedding EDI into Governance

- Created and monitor an **EDI Action Plan** with a **monthly taskforce**
- Integrated EDI into the **Quarterly Balanced Scorecard**
- Strengthened the **PDP process** and introduced **internal mentorship**

✓ Education & leadership support

- Provided **regular EDI training**
- Secured **Senior Management support**

By embedding EDI into our governance, we ensure inclusion remains a **core pillar** of our company culture.

OUR EDI JOURNEY AT CONSIDERATE



THE CREDIT CHARTER

The CREDIT charter was developed by the University of Surrey following the workshop in October 2022.



Workers

At Considerate Group, our people are at the heart of what we do. As a sustainability consultancy dedicated to the hospitality sector, we believe in fostering a supportive, inclusive, and rewarding workplace. Our approach ensures that employees feel valued, engaged, and empowered to grow within the company.

Recognising excellence

We celebrate our team's achievements through internal recognition programs, including the Best of the Best and Emerald Awards, acknowledging outstanding contributions to our mission.

Comprehensive employee benefits

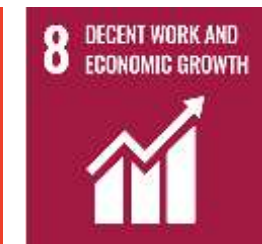
We offer a range of benefits to support employee well-being and security, including:

- Ethical pensions
- Health Shield for private health coverage
- Paid volunteering days for all employees to give back to the charity of their choosing

Training & Career Development

- Formal performance reviews incorporating social and environmental goals
- Championing learning: in 2024, our team invested 743 hours in training and staying up-to-date, with strong participation from our employees.
- Structured onboarding & mentorship programmes to support career growth
- Flexible working options, including hybrid working and working from abroad

Through these initiatives, we ensure that our team remains engaged, supported, and aligned with our mission to drive sustainability in the hospitality sector.



WORKERS CASE STUDY

Health coverage & ethical pension



At Considerate Group, we are committed to ensuring our employees are supported both physically and financially. Two key initiatives that reflect this commitment are our **Health Shield** scheme and our transition to a more ethical pension provider.

Through **Health Shield**, employees have access to **private health benefits** that support both physical and mental well-being. This ensures that our team is medically looked after, promoting overall health and wellness inside and outside of work.



Recognising the importance of **financial security and ethical investment**, we have transitioned our pension scheme to **Corinthian (now Omni)**. This move aligns with our values by offering a **more ethical pension option**, ensuring that employee funds are invested responsibly. Additionally, Omni provides **one-to-one financial guidance**, enhancing financial literacy and helping our team make informed decisions about their pensions and long-term financial planning.

By integrating **comprehensive health support and ethical financial planning**, we continue to foster a workplace where employees feel valued, supported, and empowered in both their professional and personal lives.

Community

At Considerate Group, we believe that collaboration and knowledge-sharing are essential to advancing sustainability across the hospitality sector. We actively contribute to building a more sustainable community through thought leadership, events, and strategic partnerships.

Thought Leadership

We share insights and best practices through regular newsletters, engaging webinars, and thought leadership pieces, providing actionable guidance to drive positive change. These platforms empower industry stakeholders to make informed, sustainable decisions.

Events

Our team contributes to key industry events, including the WSHA Summit in San Antonio, EEA Symposium, FHS World, Skift, IWTTF, HIDE, and various GRI events. These forums allow us to engage with global leaders, share expertise, and foster discussions on advancing sustainability in hospitality.

Strategic Partnerships

We are proud to collaborate with partners who share our vision, including HSP, Foodprint, WSHA, Sustainability Kiosk, Women In Travel, and Deepki. These partnerships strengthen our collective impact, enabling us to drive innovation and promote sustainable practices throughout the industry.

Through these initiatives, we strive to empower our community, foster collaboration, and accelerate progress towards a more sustainable future for hospitality.





COMMUNITY CASE STUDY

World Sustainable Hospitality Alliance (WSHA) Academy

Considerate Group partnered with the World Sustainable Hospitality Alliance to develop **training modules** for the **World Academy for Sustainable Hospitality**, a platform designed to build sustainability knowledge across all levels of hospitality operations. The Academy drives behavioural change, helping teams turn the sector's Net Positive vision into actionable strategies.

Our Contribution

Considerate Group played a pivotal role in developing the following training modules:

- **Equity, Diversity, and Inclusion (EDI):** This module educates hospitality teams on fostering inclusive workplaces, emphasizing the importance of diverse perspectives in enhancing guest experiences and team dynamics.
- **Waste Management:** Focused on strategies to minimize waste generation, this module provides practical approaches to waste reduction, recycling, and sustainable resource utilization within hospitality settings.
- **Energy Efficiency:** This training emphasizes methods to reduce energy consumption, improve efficiency, and transition to renewable energy sources, aligning with global sustainability goals.
- **Greenhouse Gas (GHG) Emissions:** Aimed at understanding and mitigating GHG emissions, this module guides hospitality professionals in measuring, managing, and reducing their carbon footprint.

Impact and Reception

The Academy's training platform has been well-received within the hospitality industry:

- 100% of learners found the platform well-structured and easy to navigate, with 40% completing additional training beyond their assigned modules.
- 80% of participants reported that the content was pertinent to their roles and personal development.
- Studies indicate that sustainability training can lead to a 10-20% reduction in energy consumption and a 5-15% decrease in operating costs, highlighting the practical benefits of the Academy's programmes.



Through this collaboration, Considerate Group has empowered hospitality professionals to adopt **sustainable practices**. Our targeted training modules support the industry's transition to sustainability, ensuring teams are equipped to tackle today's environmental and social challenges.

Environment

We measured all our scope 1 and 2 emissions and 95%+ of our scope 3 emissions in our first Carbon Report, published in September 2021. Our latest carbon report will be published in Q2 2025.

Acting on our carbon report

Because of the nature of our business and office space, we have no Scope 1 or 2 emissions, with most of our Scope 3 emissions a result of necessary travel to deliver our services.

To address this source of emissions, we have developed a sustainable travel policy, encouraging employees to travel by train on all shorter journeys to mainland Europe, and to cluster site visits where possible.

Making an impact

Our real environmental impact, however, comes from our products and services. Reducing the environmental impact of hospitality businesses forms the backbone of most of our projects, whether through engineering and operations-focused site visits, supporting clients with sustainable certifications or measuring and reporting on consumption and emissions through our platform Con-Serve™.

Across all our clients, we observed a 5% decrease in electricity consumption and a 7% decrease in gas consumption in 2024 compared to the previous year.



CON-SERVE™
powered by **deepki** 



ENVIRONMENT CASE STUDY

Con-Serve™ 2.0 – our improved ESG data collection & reporting platform for hospitality

2024 was a big year for Considerate Group. We migrated our existing data platform – which had been operational for over 10 years – to an entirely new back-end powered by the leading real estate data collection technology company Deepki SARL (also a B Corp!). As you can imagine, this was a major undertaking, and, whilst we are still making the final touches to the new platform, we could not be more excited by it – particularly the increased impact that it allows us to have! You can see our new platform [here](#).

By adding our hospitality expertise to create a new flavour of the existing Deepki platform, we have created an industry-specific solution, which can leverage over 5,000 existing data connectors to automatically pull data into the platform. This makes the platform much more scalable to bigger portfolios than our previous platform, growing the impact that we are able to have. **Automating data collection means that we, and our clients, can spend less time collection data, and more time analysing it, and identifying areas for improvement.**

The other new feature we are most excited by is the ‘Investment Plan’ feature. Unlike our previous platform, which was entirely focused on retrospectively analysing data, the ‘Investment Plan’ feature allows our clients to look ahead at the next 25 years. Clients will see their projected carbon and energy intensity from now until 2050, and will be able to experiment to see which energy and carbon saving measures are required to keep their properties aligned to the requirements to keep the planet below the global 1.5°C warming targets agreed in Paris in 2016.

Our mantra is that you can’t reduce what you don’t measure”, and Con-Serve™ is a big part of helping our clients track, and reduce, their environmental impact. We’re excited to see that the next few years bring, and to see the positive impact we have had on our existing clients continue to grow!



Customers

At Considerate Group, our mission is to empower clients with data-driven sustainability solutions that drive meaningful and lasting change. Customers is our highest-scoring thematic area in the B Impact Assessment, reflecting our deep commitment to delivering measurable value. Our high client retention rate and consistently positive feedback confirm the impact of our services.

Customer Satisfaction & Engagement

We prioritise customer satisfaction and continuous improvement, regularly surveying clients to ensure our services align with their evolving sustainability needs. By integrating this feedback, we refine our processes and develop solutions that directly address our clients' sustainability challenges.

Measuring Impact

To ensure our work delivers tangible benefits, we:

- Base our sustainability strategies on established research
- Engage clients to understand their needs when developing services
- Measure both short- and long-term outcomes to assess impact
- Regularly track customer outcomes and well-being

Data Privacy & Security

We take data privacy seriously and maintain a formal, publicly available data and privacy policy. Clients are fully informed about what data is collected and how long it is stored; how their data is used and shared; and options to control and manage their data preferences. All our email marketing strategies comply with GDPR, ensuring transparency and ethical data management.

By maintaining high standards of service, impact measurement, and data security, we continue to build lasting partnerships with clients, supporting them on their path to measurable, inspiring sustainability progress.

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

88% of Con-Serve™ clients have stayed with us for three years running – a clear sign we're aligned on what matters.



CUSTOMERS CASE STUDY

Client satisfaction

At Considerate Group, client satisfaction is a key measure of our success, and our recent **satisfaction survey results** reflect the strong relationships we have built with our partners.

✓ **100% of clients surveyed would recommend**

Considerate Group to others in their industry, reinforcing the value we bring to our collaborations.

✓ **Outstanding communication & expertise**

- Clients rated our **communication at 4.8/5**, highlighting our commitment to clarity and responsiveness.
- Our **expertise received an average score of 4.8/5**, demonstrating confidence in our sustainability knowledge.
- Our **project management achieved a perfect 5/5**, ensuring seamless and well-organised delivery.

✓ **Value & expectations**

- **4.2/5** for the **value of our services** relative to cost, showcasing our commitment to delivering high-impact results.
- **4/5** for meeting client expectations, with many highlighting our structured support and ongoing guidance.

What our clients say

Clients consistently praise the **expertise, support, and tailored approach** we provide:

- 💬 *"The team is friendly, knowledgeable, and always willing to help."*
- 💬 *"Their structured programme and toolkits make it easy to stay on track."*
- 💬 *"We value Considerate Group's follow-ups and continued commitment."*
- 💬 *"They have helped transform our sustainability initiatives into a concerted plan with clear results."*
- 💬 *"We've had great support over the last 4 years and will need their expertise even more in the years ahead."*





CONSIDERATE

Certified



This company meets the
highest standards of social
and environmental impact

Corporation

Contact us

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