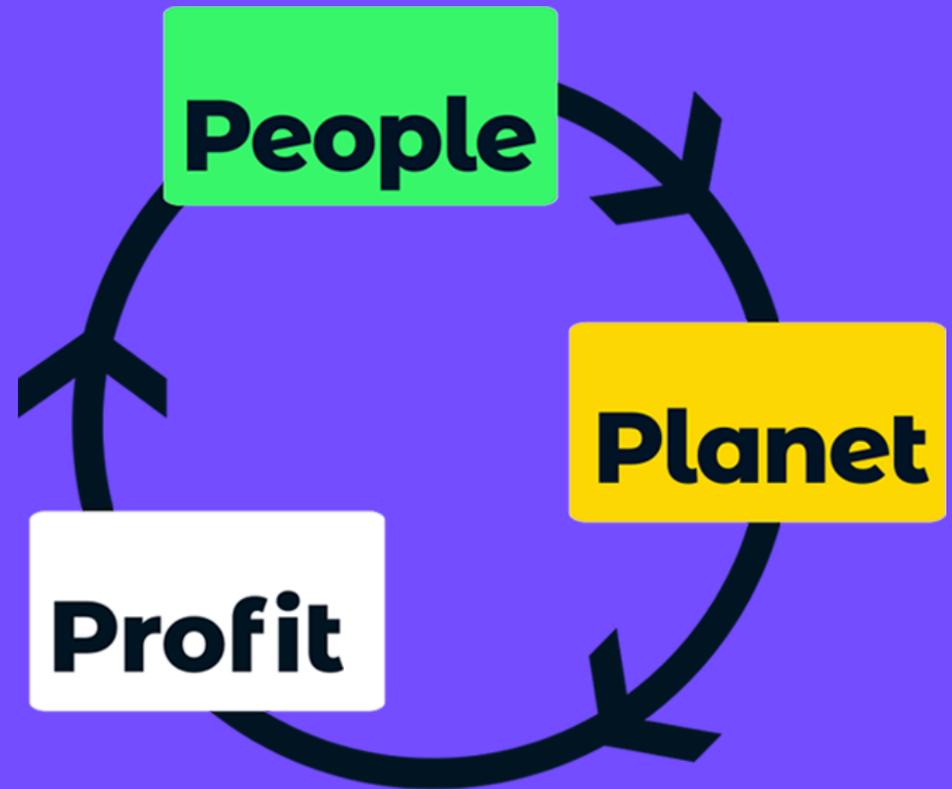


# BaseKit Impact Report 2022



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# Introduction

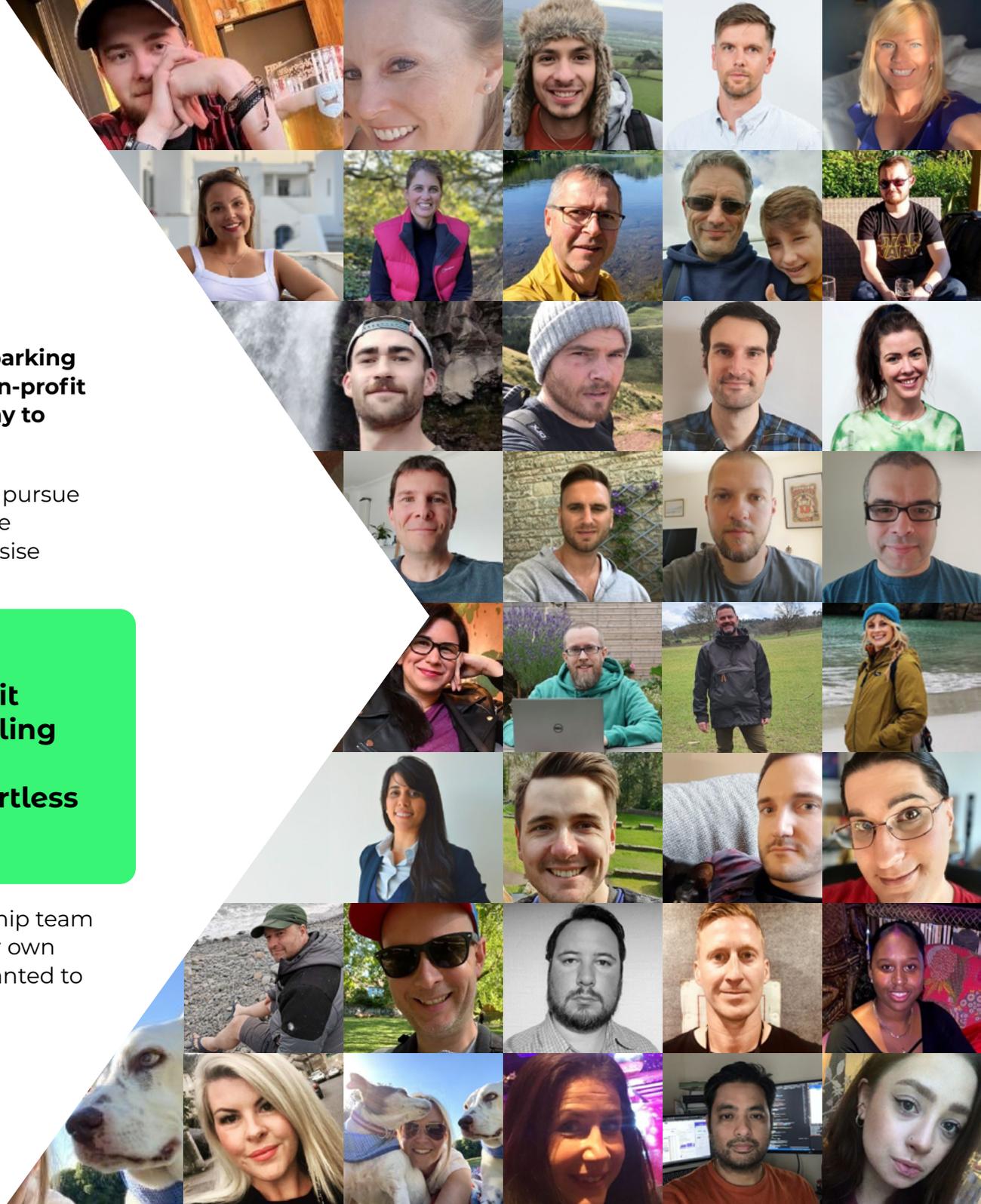
## The road to real change

**In 2022 we raised our game as a company by embarking on the B Corp journey, applying to be part of a non-profit movement that is reimagining the global economy to better serve people, communities and the planet.**

B Corp certification is providing a structure for us to pursue our mission as a company. This is a mission which we cemented in 2022, revising our statement to emphasise what's important to us as a company and team:

**Our mission is to be a force for good, helping transform entrepreneurial spirit into successful micro businesses, enabling thriving communities and economies delivered sustainably through our effortless digital tools.**

That really is our team's mission. In fact, as a leadership team we were inspired to begin the B Corp process by our own BaseKit team members – passionate people who wanted to influence the kind of impact we have.



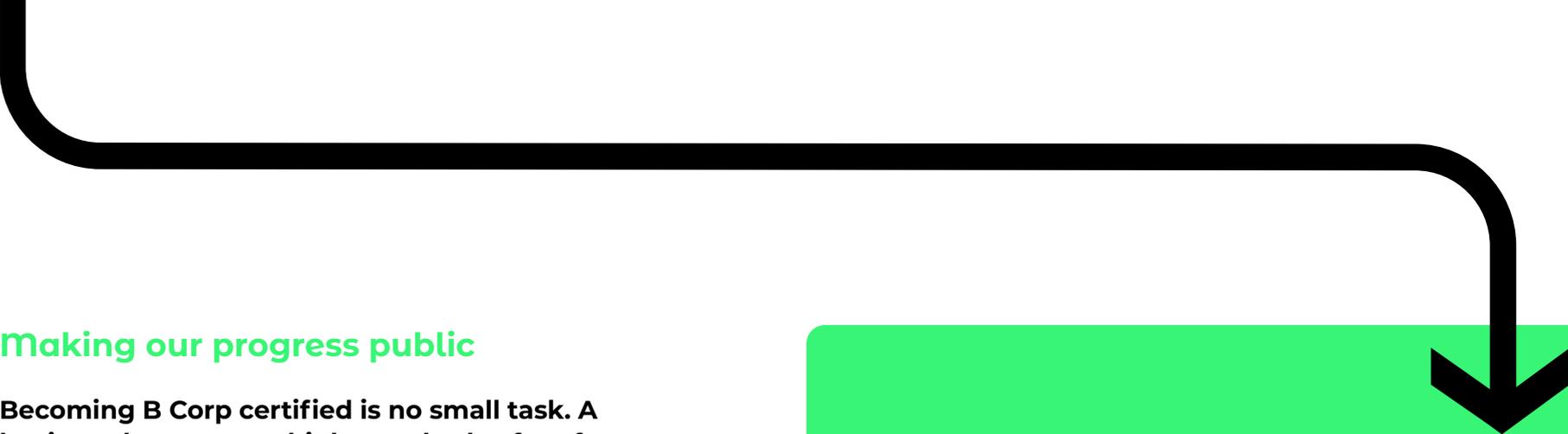
## Making our progress public

**Becoming B Corp certified is no small task. A business has to meet high standards of performance, transparency and accountability on everything from employee benefits to charitable activities and supply chain practices.**

Preparing the evidence for this assessment gave us a great opportunity to celebrate how far we've come, calculate how far we've still got to go, and consider how we can take action next.

Ultimately, B Corp has given us strong foundations that we can build upon. Already we have welcomed 14 new hires across 2022, and 64% of these are from diverse groups including women, non-binary and ethnic or racial minorities. We also reduced our carbon footprint for serving website images by over 90%, the first of many planned changes to improve our tech's green credentials.

Those are just a couple of highlights. As we move towards certification, we are embedding B Corp across the entire organisation, considering the social and environmental impact of every decision, measuring the positive changes – and now making them public through impact reports like this one.



**We're still at the beginning of a long journey but I'm proud of our rapid progress, our team's participation, and I'm confident about our roadmap ahead, which will ensure our impact reports become better and better news with each passing year.**

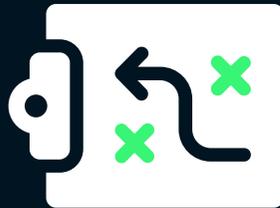
**– Simon Best, BaseKit CEO**



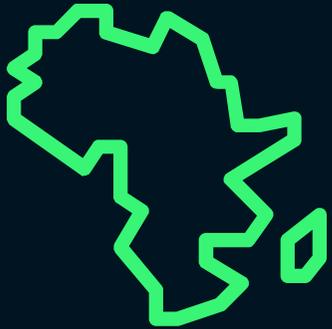
## 2022 Highlights



14 new hires,  
64% from  
diverse groups



New diversity &  
environmental  
action plans



Partnership with DigiTeams  
to boost tech democracy in  
Africa launched



Planted  
15,529  
trees

188 tonnes  
of carbon  
reduction

**B Corp pending**

Application submitted,  
awaiting review...

Projected  
score of

**86.3**



# Governance

## Laying the foundations for change

**BaseKit has always had good values and culture at its core and in 2022 we entered a new era of intentionality, laying the groundwork for positive impact at a governance level.**

- We crystallised our mission and values
- We built in ways to strengthen our commitment to our missions and values
- We implemented new ways to hold ourselves accountable

## Our mission is to be a force for good

**We transform entrepreneurial spirit into successful small businesses, enabling thriving communities and economies delivered sustainably through our effortless digital tools.**

## Our purpose

**To continuously empower the effortless success and growth of micro businesses across the world**

We're helping to create a tech democracy so that everyone has the confidence to build a business online.

## Our values



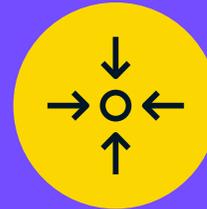
**People before pixels**  
– our people matter more than our product pipeline.



**A force for good**  
– we democratise technology and do so as sustainably as we can.



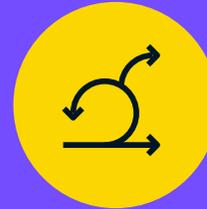
**Customer first**  
– our partners' customers are at the heart of our innovation.



**Keep it simple, keep it smart**  
– we're making tech intuitive so anyone can access it.



**Indispensable partnership**  
– we're committed to our partners, sharing our ideas and expertise freely.



**Thrive on change**  
– we relish thinking on our feet and working in an agile way.

## Strengthening our governance

**Better governance usually starts with discussions and documents. On a legal and policy level, our Board of Directors engaged with purpose and legalities, updated legal articles for companies house, and implemented a code of ethics policy.**

We don't want our governance to stop at the highest level though; we want to find ways for it to cascade through the whole organisation.

For example, we revised our job descriptions so that our recruitment process would attract people who already uphold our values and are looking to impact the world for the better.

Likewise, our B Corp commitment has also become an inseparable part of our performance reviews. This started when we began asking all employees a simple question in each review: how can we be a better force for good?

That has now evolved into measurement. We're now linking employee performance to our purpose – and rewarding accordingly. This helps us identify and celebrate those who embody our values, as well as encourage others to follow their example.

For instance, when one of our marketing team, Emily, delivered a presentation to the team on her personal experiences of how to deal with anxiety and support mental health, we praised the contribution as outstanding.

## Championing mental health

Emily has always been a strong advocate for breaking the silence around mental health. Her recent presentation was an opportunity to share her own experiences, advice and tips around mental health, and to encourage others in the business to do the same.

For Emily, our value, 'people before pixels' means taking a step back to examine not only your own struggles, but also how you can best support others who might be in the same boat. Normalising the conversation is a team effort, and one that starts with putting nerves aside to reach out to each other.

**“There is such a stigma around mental health,” Emily says. “This is changing and people are sharing their thoughts more. But without keeping these issues at the forefront of everyone’s mind, it’s easily pushed to the side and becomes less of a priority.”**

**– Emily, BaseKit**



# For our people

“I was looking to move away from a corporate environment and into a company where I would feel like more than just a number and also where I truly believed in what they stood for. BaseKit provides me with both of those things and more!”

**Kerry,**  
Insights Manager



“It’s a real team effort where people want to make a difference.”

**Joel,**  
PHP Developer



“Nobody wants things to be rigid anymore. We trust people to work to their own schedules”

**Simon Best,**  
CEO



“From the first week I felt like I was contributing and fitting in.”

**Richard,**  
Frontend Developer



“I wanted to work with a group of people that felt like a team of friends.”

**Rhydian,**  
Full Stack Developer



“More and more people are looking at how companies are impacting the environment, and what they really stand for.”

**Wendy Weston,**  
HR director



## People before pixels

**Our team grew in headcount by 10 in 2022, and we were determined to make sure our new recruits and long-time team members felt heard – and that their needs and values were upheld.**

Now we've locked in our values and made them a core part of the hiring process, even our job descriptions, we're discovering that the people we interview and the people we hire are typically very value-driven.

"We really noticed a shift last year after we started talking about B Corp," says Wendy Weston, HR director at BaseKit. "More and more people are looking at how companies are impacting the environment, and what they really stand for."

## A better employee experience

**The technology industry can be a very demanding place for employees. We're committed to outworking practices that serve our employees and making sure our product pipeline never takes a toll on their wellbeing.**

"A big part of that has been flexibility," says Simon. "No one wants things to be rigid any more, and so we trust people to work to their own schedules."

**Full-time hours at BaseKit are now 36 rather than 37.5.** This gives everyone a shorter working day on a Friday, so that everyone can find a better work-life balance.

**Preventative health care has also been important for us.**

We've given our people access to mental health spot checks courtesy of [Spill](#), an app that gives anyone at risk access to a therapist, so that no one is left to struggle alone. Meanwhile, our Wellbeing Champion, Rae, is making it her mission to get people more active and eating healthier.

**We've made child care more affordable** by implementing a salary sacrifice child care scheme with a local nursery. This makes things easier for parents on the team, and helps with their financial wellbeing.

**All our employees now have a training allowance of £750 each.** 23% of this was used in 2022, and we aim to increase engagement so we spend at least 50% of that budget this year.



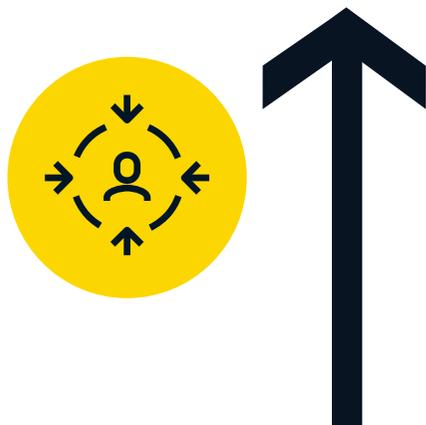
## Our pulse surveys

At the start of 2022 we began performing pulse surveys so that we could measure employees' engagement, wellbeing, and how well they thought BaseKit was upholding their values.

Each survey contained statements they could agree or disagree with, such as:

- My experience of BaseKit is everyone is valued equally
- All managers support BaseKit's culture on Equality, Diversity & Inclusion
- My career development aspirations at BaseKit are being met
- I am able to strike the right balance between my work and home life

These surveys have highlighted issues that we have already taken action on, which we'll explore in the next section. We were also thrilled to see **employee engagement rose from 78% for the first half of 2022 to 83.6% in the second half.**



## Championing wellbeing

As BaseKit's Wellbeing Champion, Rae has crafted a holistic wellbeing programme to boost employee health and happiness through 2023.

Part of Rae's programme is increasing the opportunities for the team to be more active. She encourages the team to take part in bike club rides, runs or 5-a-side football during the day. She's also planned socials to introduce people to sports they've not tried before, like bouldering, surfing and paddle boarding.

Alongside sport, Rae is also driving the promotion of our volunteer and fundraising initiatives, and creating workshops around navigating seasonal pressures.

**"Being a Wellbeing Champion at BaseKit perfectly complements my personal wellbeing goals," says Rae. "I want to enable a working environment that's balanced and progressive, and create a happy, healthy team through sustainable lifestyle choices."**





# For our community

## Our charity strategy

**We wanted to become less ad hoc and more intentional and transparent about our charitable activities, structuring our approach in a way that ensures we cover all bases.**

Our charity strategy is now split into 3:

- Direct funding from BaseKit
- BaseKit Team fundraising activities
- Solo raising or donating

The last of these is boosted through our reward platform, which issues 'BK bucks' which employees can spend how they choose. There's a large number of charities to choose from on the platform, and this year BaseKit matched any donations made to Bristol Mind.

In 2022 BaseKit focused our most significant direct funding on supporting three causes including:



## The Wave Project

BaseKit offered unrestricted funding to The Wave Project in October 2022 to help the team to prepare for their 2023 child surf therapy courses. Our donation was made as part of the Government's BIG GIVE initiative, which doubled our contribution, and the money went towards helping to train and DBS check new project volunteers. One of our team, Rae, is also contributing work hours to support the charity as a volunteer.

[The Wave Project](#)



# Unrestricted funding



## Ukraine

At BaseKit we passionately stand with the Ukrainian people and firmly believe that together we are stronger. As a team we felt it was important to donate cash to trusted charities and aid organisations so it could be transferred quickly to areas where individuals and organisations could use it to buy urgent life-changing assistance. In 2022 we donated the equivalent of 30 emergency shelter kits for families on behalf of our employee base via Unicef.

[Ukraine](#)

# 30 emergency shelter kits for families

## Ecologi

In 2022 we opened our BaseKit Forest with Ecologi and pledged to plant 10,000 trees before the year was out. We pay a monthly Ecologi subscription on behalf of the whole team at BaseKit, and we also contributed additional trees in their thousands on behalf of new and existing partners.

[Ecologi](#)

# 15,529

## trees planted

# 188t

## of CO2 offset

*Climate Positive  
Workforce*

*Ecologi*



## 2023

**In 2023 we're looking to more than double our charity donations. We'll also be selecting a charity to become our Charity of the Year, so that we can support them more consistently and creatively over a longer period.**

We're also thrilled to be launching a new initiative on International Women's Day to sponsor 5 women in code with [Dffrnt](#) – a membership organisation that develops the business skills of the next generation.

We'll be covering the annual subscription for each woman to be part of the Dffrnt Supporters Initiative, designed to provide the soft skills needed to navigate a successful career path in code. Plus there's an opportunity open to join our team of developers at BaseKit at the end of the subscription.

# dffrnt

We're sponsoring  
**five women** in code

## Technology and diversity

**The wider tech industry is almost segregated in its gender split, with significantly fewer women in development roles. Many companies are skewed in their representation too, discouraging women from being part of the sector. We want to reverse this trend.**

Our employee pulse survey highlighted that diversity in our company was a concern for a number of our team members, and we had an opportunity to do better. We took direct action as a result, putting a full diversity action plan into gear.

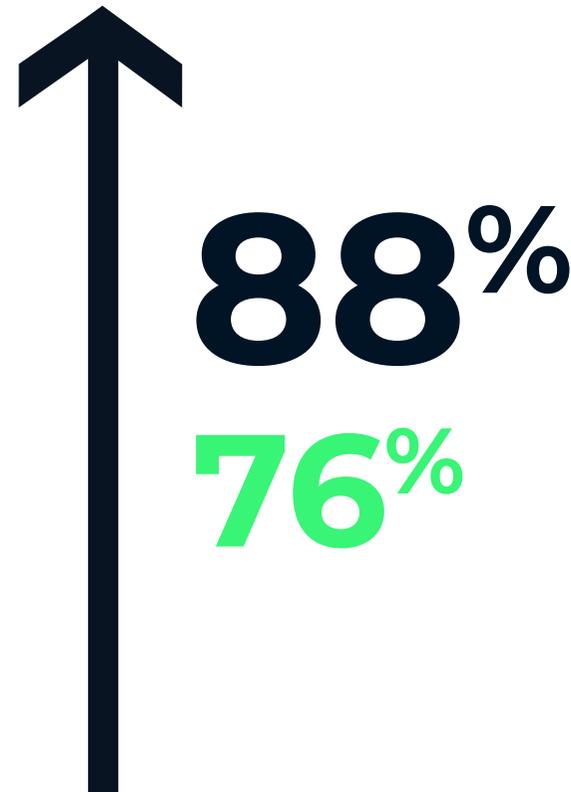
### Some of the actions we took include:

- All BaseKit employees complete online ED&I training as part of their onboarding. All employees also complete this training annually.
- We're using a gender ad recruitment tool, which helps us to measure how women-orientated our job descriptions are.
- We're talking about diversity in tech more.

### These efforts showed in our hiring:

- We hired 14 new people – 7 of which were women.
- Our team is now 36% women (up from 30% at the start of the year).
- Two new team members are from ethnic minority groups.

Our team has felt the impact of the changes we are making. In the first half of 2022, our employees scored BaseKit 76% on ED&I, and this rose to 88% in the second half of 2022.





## Women Rock

**Two of our team were featured in Women Rock this year, including [Zuza Kopacka](#), our QA Test Analyst.**

**Zuza joined BaseKit in 2021 after nearly 10 years working as a barista. Her switch to a career in tech was rooted in her background studying media and film, where she specialised in technical roles behind the camera and mastering editing software.**

Zuza's creativity as a filmmaker and years of customer service experience have been the perfect foundation for her role at BaseKit, where she has to put herself in the shoes of our customers to test our software functionality from their side of the screen.

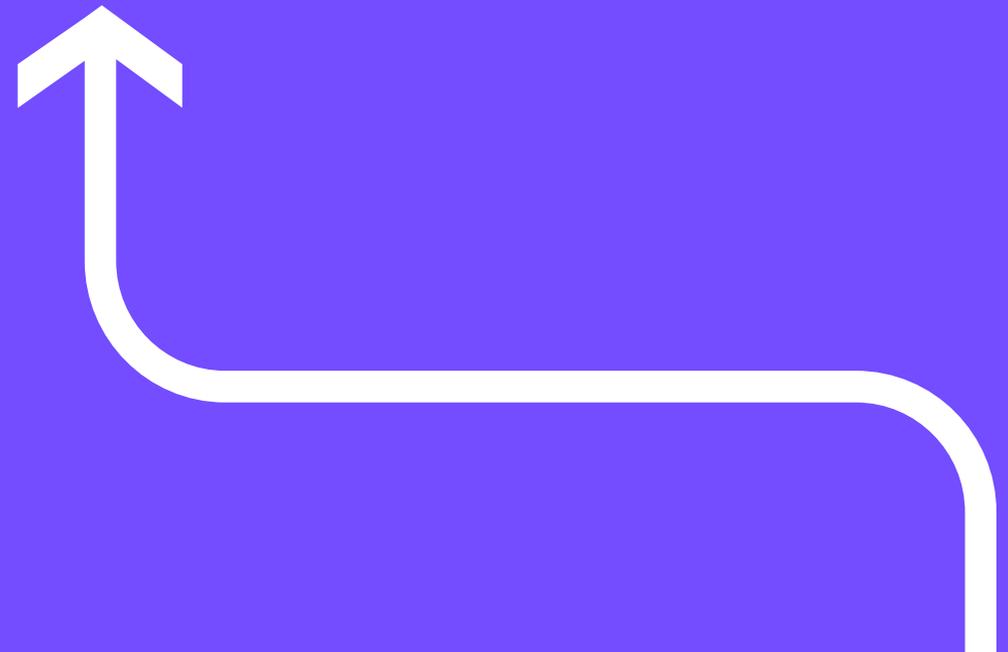
Although her current role is user-experience focused, Zuza has also learned how to code a website herself while at BaseKit and has completed a Software Testing Foundation course to open up more tech opportunities for the future.



# For our planet

**“It’s really important to me that my workplace aligns with my own passion for promoting positive change in how we all live. This green agenda can now be seen across the company...”**

**– Rob Mills, BaseKit Green Team**



## For our planet

**2022 was a year where we laid better foundations for our environmental impact:**

- We drew up an environmental policy
- We gained Green Small Business Certification
- We compiled a environmental action plan

This action plan divides tasks between several of the BaseKit team, who will help to make sure we deliver on each of the action points within a designated short, medium or long term timeframe.

Our plan covers everything from exploring the feasibility of using fully biodegradable office cleaning supplies, to adopting a principled employee transport policy, and switching to a sustainable hosting provider.

We've already made progress in several areas:

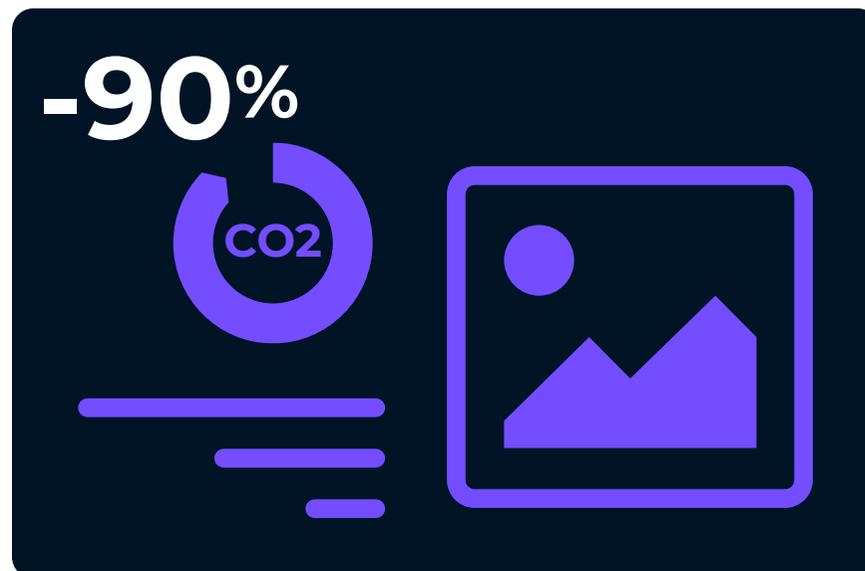
- Via Octopus, we now offer employees electric vehicles through a salary sacrifice scheme, which makes green travel more affordable for the team. Three of the team have already signed up.
- In our office we're ordering 100% PCW recycled paper (Xerox Recycled 003R91165 A4 210x297mm 80gsm 500sh/RM 5rm/BX).

## Green technology

**Our BaseKit technology is already designed to be easy for any user, and now we're looking to make sure it's easy on the environment too.**

**In 2022, we integrated with the leading image Content Delivery Network [ImageEngine](#), which reduces data load for images by 90%.** Besides video and downloads, images account for most web browsing-related emissions. ImageEngine means our end user's websites will demand less of our hosting suppliers, and there's a much lighter carbon footprint.

So far we've launched ImageEngine integration for three of our largest partners, and we're expecting this to be the first of many green innovations we add to our products.



## Ecologi

In 2022, we signed up to Ecologi, making a pledge to plant 10,000 trees by the end of the year. This number was based on our headcount and was designed to offset the carbon footprint of every member of our team – including their travel, food, home living and pretty much everything else.

**“Being part of this initiative has had a tremendous impact on our employees,” says Wendy. “They’re very proud to be part of our journey as we continue to shape our business as a climate positive workforce.”**

**Not only did we meet our pledge, we exceeded it, planting 15,529 trees** by the end of the year offsetting 188 tonnes of carbon. This included initiatives to plant trees for new and existing partners.

**“Every year we used to buy physical gifts and ship them around the world for our partners,” says Simon. “This was well-intentioned but, by putting the same budget towards planting trees, we could gift them to our partners, saving on packaging, emissions and adding to our offsetting in the process.”**

## The Green Team

**Great ideas can come from anywhere at BaseKit, and our Green Team has some of the best. Composed of self-volunteering employees, they have been driving forward environmental initiatives in our team.**

“The Green Team’s conversations originally focused on recycling in the office but they evolved into much more,” says Wendy. “In fact, it was in this group that the idea of pursuing B Corp certification was first raised.”

Now the team reviews our environment action plan and plays a significant role in holding us accountable.

“It’s really important to me that my workplace aligns with my own passion for promoting positive change in how we all live,” says Rob Mills, member of the BaseKit Green Team.

“This green agenda can now be seen across the company, from our goal of B Corp certification, to our monthly contributions to tree planting through Ecologi.”

# For our customers

“This is the first time we have seen products that are very simple to understand and also affordable for an SME audience. We believe we can use BaseKit software to enhance and improve people’s lives.”

– Isak Marais, CEO at DigiTeams



## Looking to the underserved

**Over the course of gathering evidence for our B Corp certification application, we realised there was an opportunity for us to be a greater force for good for our customers.**

We already have a vision of tech democracy at the heart of what we do but from here on out we'll also be considering how we can tailor our products more specifically for underserved populations.

**“Right now we’re aware that while our technology can benefit the underserved, the infrastructure behind it isn’t designed specifically for them,” says Simon. “But there are a few partnerships we’ve looked at that will take us further down these roads.”**

One area that we are excited about here is our partnership with [DigiTeams](#), a technology company that is looking to provide opportunity to entrepreneurs in Africa by digitising its informal economy.

## Listening to our customers

**Feedback loops are an important part of ensuring we uphold the quality of our products, and we took several steps this year to have better conversations with our customers.**

- We began measuring partner scoring metrics
- We launched a new monthly partner update
- We set up an automated partner NPS (Net Promoter Score) process
- We set up an automated end user NPS process

Our NPS processes allow us to get regular feedback from both our partners and the end users of our technology – giving both an opportunity to rate their experience with BaseKit on a scale of 1-10 and add comments in free text.

For us, this is a starting point. We’re aware that these processes have limitations which are a natural challenge for a B2B2C company like BaseKit. Sometimes our end user’s experience is more influenced by their experience of the reseller, for instance, than it is by the product itself.

As a next step, we’ve created a roadmap that will monitor a new customer health metric – to give us a more meaningful view of our customer experience in 2023 and help us to quickly identify where we can make changes to further improve it.

## Customer-focused technology

**We made a few significant changes to our technology to improve our service to customers in 2023:**

- We switched our digital analytics platform to a more ethical analytics tool with Fathom Analytics, so that Google can't monetise our customer's data.
- Our partnership with ImageEngine not only reduces our Scope 3 emissions (all indirect emissions that occur in the value chain of our company) but also dramatically improves site performance through optimisation.
- We upgraded our firewalling and DDOS protection, and we rolled out a new vulnerability scanning and penetration testing tool to protect our partners.

For more info about the work we delivered on the BaseKit platform, check out our [2022 product wrap-up](#).

## An indispensable partnership

**Our Senior Operations Engineer Paul is constantly on the lookout for ways we can better meet the needs of our partners. This goes beyond making improvements when asked. It's also anticipating our partners' requirements before anyone tells us what they are.**

When a German court ruled that using Google Fonts – which we and many of our partners use extensively – on a website can breach GDPR, we were quick to look for a solution that caused minimal disruption.

“What we could do was provide those fonts in a way that anonymised the data received by Google,” says Paul. “It was extremely satisfying to come up with an elegant, scalable technical solution to a regulatory problem. Especially at short notice on a tight timescale!”

**“The GDPR is an important piece of regulation, with some stiff penalties attached for non-compliance. For our partners, knowing that we were taking care of it was a huge relief.”**





# Looking ahead

## Time to build

**Part of our mission is to be a force for good and B Corp has helped us massively raise our game in our approach to that mission,” says Simon. “It’s helped us think more carefully about how we approach social and environmental issues across the business.”**

Wendy adds: “2022 was all about laying the right foundations. Now we’ve created a robust base upon which we can build towards a greater vision.”

There’s plenty of momentum behind BaseKit now, propelling us to be a force for good in all areas of what we do. With action plans in place, B Corp certification pending, and new ways to measure our progress, we’re expecting 2023 to be a year for significant impact.



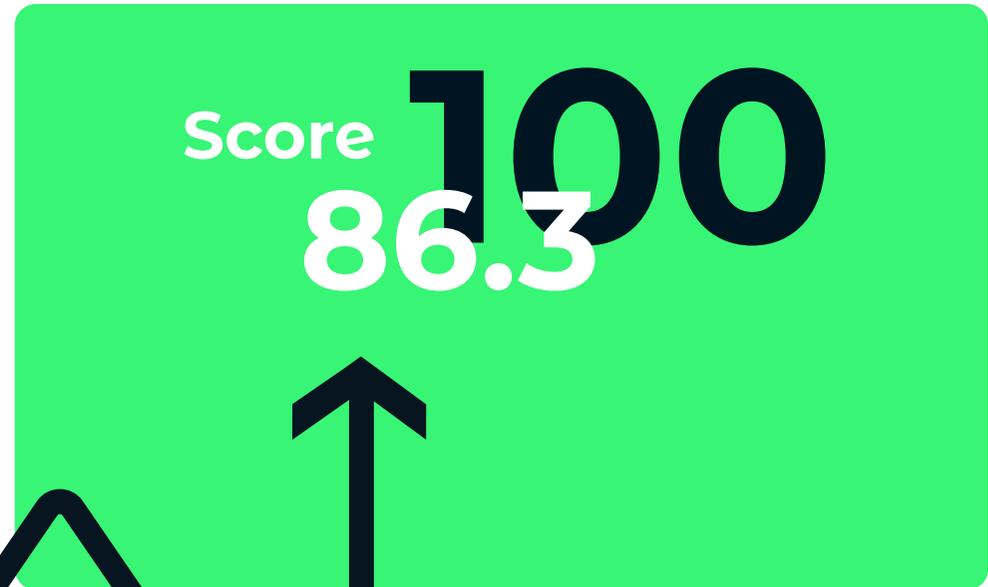
## Our targets

Our projected B Corp score is 86.3, and in 2023 we'll be aiming to increase this to over 100 points. We don't expect this to be an easy achievement but we're confident that our commitment and foundations will enable us to meet this goal.

**"It's really important to take the time to understand what's expected in detail," says Wendy. "It's a commitment from all areas of the business, not just for now but for the long term."**

There are plenty of ambitious plans we have to help us achieve this, from creating a roadmap to reduce our Scope 3 emissions with our hosting suppliers, to measuring our team's carbon footprint further, and reaching a total of 30,000 trees in our BaseKit forest through Ecologi.

**30K+  
trees**



- Governance
- Workers
- Community
- Environment
- Customers

**“Having started our B Corp journey a year ago in our quest as a team to take our sociable and sustainable commitment more seriously, the process has been a real education for me personally. I am so proud to look back to see how, together, we have achieved such big steps towards our B Corp certification. As an employer this demonstrates our devotion both internally and externally to be a force for good, which is extremely important to us all at BaseKit and I cannot wait to see what we can achieve in years to come.”**

**- Wendy Weston, HR Director and B Corp Lead**





[basekit.com](https://basekit.com)