

# B Corp Impact Report 2023



Certified

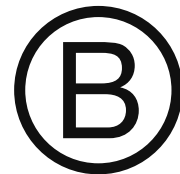


# Our mission is to be a force for good.

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



**Certified**



**Corporation**

**Our vision is a world where anyone with a business idea can thrive naturally, freely and successfully – powered by fast, simple and reliable technology.**



# Our values



## **People before pixels**

our people matter more than  
our product pipeline.



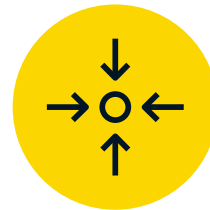
## **A force for good**

we democratise technology  
and do so sustainably.



## **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.



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# Introduction

In May 2023, BaseKit was absolutely thrilled to be officially accredited as a B Corporation with an impact score of 86.2.

We want to start by saying a huge thank you to the entire team at BaseKit who have committed whole heartedly to being a B Corp company, and the social and environmental responsibility that comes with that to be a force for good.

In 2022, we set a target to reach an unaudited improvement impact score of 100 and we are really proud to have finished 2023 on a total unaudited impact score of 100.3.

In particular, we've made significant improvements to support our people, our local community and the environment, embracing our values and force for good mission, both inside and outside of the organisation.

As a relatively small business, we are proud that our software reaches millions of people across many countries to help them thrive online. In the last year we've released two new solutions to help

many more businesses to resell our software to the masses as we continue on our quest to democratise tech for small businesses.

We're also really proud to have officially become an includability employer, joining the Includability family. We pride ourselves on being inclusive in our workplace, and wanted to join an organisation whose mission matched ours.

***"I was absolutely thrilled to have achieved B Corp certification for BaseKit, in particular how the team have engaged in this. We have improved many aspects of our business as a direct result of force for good initiatives, and I'm excited to see what the future will bring"***

—Wendy Weston, B Corp Lead.

## B Impact Score



- **86.2** Overall B Impact Score
- **80** Qualifies for B Corp Certification
- **50.9** Median Score for Ordinary Businesses

# BaseKit Awards and Recognitions

Certified



**The SaaS Awards WINNER**



# Highlights

Certified



Corporation

May 2023, BaseKit  
became a B Corp.



2023 unaudited  
impact score

**100.3**

Charity of  
the Year

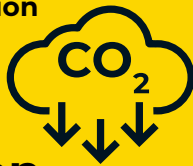


**FareShare**

South West

Carbon reduction

**331.56**  
**tCO2e**



**29 carbon**  
**avoidance projects.**

**£13,171** donated  
to our local community

Direct  
Funding  
**67%**

**22%**  
Volunteering

**11%**  
Fundraising



Climate Perks  
Policy launched

2 new solutions



**KitStart**



Built with

**BaseKit**

Carbon intensity  
score dropped by

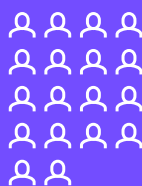
**7.8%**

(2021 to 2022)\*



BaseKit  
joins the  
Includability  
family

**18**

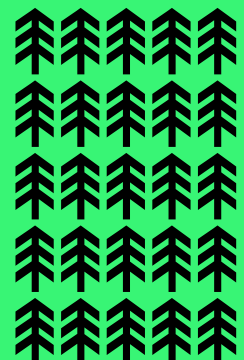


new  
partners

Total trees  
planted

*Ecologi*

**25,259**



# Governance

It is widely known that workplaces fostering high levels of mental wellbeing are associated with increased productivity and economic value.

We believe addressing mental health at work is crucial as it not only impacts individual employees but also contributes significantly to the nation's economy. Research highlights the negative effects of toxic work environments on mental health, emphasising the need for employers to create thriving workplaces where everyone can flourish.

In 2023 we wanted to take meaningful action to normalise self help at work, in particular to encourage conversation and activity around mental health and wellbeing, and advocate personal

development supported by the company.

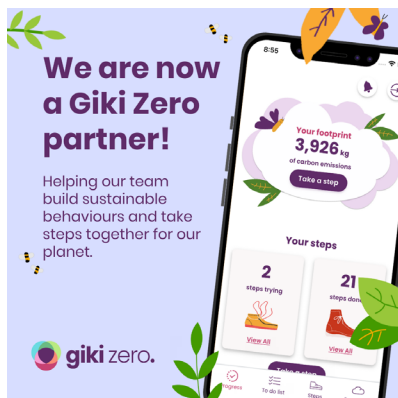
In the last year we have introduced a range of new resources and support to inspire our employees to help themselves.

## Personal climate action

We introduced the [Giki Zero App](#) to help engage employees in sustainability and taking more climate action in their day-to-day lives.

The app has a huge range of themed challenges that were customised to our employees from sustainable business travel to standing up to nature.

Employees engaged in a variety of tips on how to waste less, save energy, and be more environmentally conscious with what we wear, what we eat and so much more.



## The Wellbeing Project

With financial security being such a fundamental aspect of wellbeing, we organised a financial wellbeing workshop to provide our employees with key information and confidence to take control of their finances.

Global wellbeing consultancy - [The Wellbeing Project](#) ran the virtual workshop to employees. From understanding financial resilience and knowing your money mindset to building emergency funds, taking stock of your pension and using tech to support your financial goals, the workshop covered the essentials and was very well received by our employees.

# For our people

There is a growing trend among UK companies prioritising employee wellbeing through various initiatives and programs aimed at creating a supportive and healthy work environment.

Benefits such as mental health support, flexible working options, and wellness perks are setting high standards for employee wellbeing. Through initiatives such as Includability, more UK businesses are being recognised for their efforts in promoting wellbeing at work.

We know that workplaces fostering high levels of mental well-being are associated with increased productivity, economic value and loyalty. Recognising the positives this brings to teams as individuals, we were keen to raise the bar with our wellbeing offering at BaseKit.

**In 2023 our retention rate increased from 82% to 100%.**



**BaseKit prides itself on being an inclusive workplace.**

*"We have made significant strides this year to put our people before pixels and support the mental health and wellbeing of our team. For me, my highlight was on World Mental Health Day where each of our senior managers talked openly about their personal mental health experiences, or gave their own hints and tips for improving their mental health. I am incredibly proud of the whole team for their efforts and dedication in helping to put wellbeing and mental health at the core of BaseKit."*



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

## Encouraging personal learning and development

We believe that personal development is really important to help foster self-confidence, motivation and career aspiration among employees.

Each year every employee receives £750 from BaseKit towards their professional or personal development.

In 2023 we made a conscious decision to encourage our team to invest in their personal learning and development and were really happy to be able to support employees through courses such as sign language and mental health first aid.

# Raising awareness of mental health

## Introducing BaseKit Mental Health First Aiders

In 2023 BaseKit took action to help raise more awareness of mental health in the workplace and ultimately create a safer workspace with more understanding and conversation around mental health and how to cope day to day. Part of this action included creating a team of Mental Health First Aiders who completed the [St Johns Ambulance Mental Health First Aider Course](#).



Rob



Kerry



Emily



Zuza



Paul



Wendy

*"Mental Health and everything it entails is a vast subject, but we were taught to spot the signs of someone who may be struggling, specifically with anxiety, depression and psychosis. We now know what to do when we need to help, and given a breadth of different services we can offer to those who need us. As a lot of the BaseKit team work remotely, we carry on the conversation through blogs which include tips and advice on how to try and stay in a positive mindset."*

—Emily, Campaign Marketing Lead

*"It is important to me to champion mental health awareness because it is something that really does affect all of us at some stage. Our mental health impacts everything from work to family to finances. Providing mental health support in my workplace is important in order to help the people around me and aid them in hopefully not feeling as alone during harder times."*

—Kerry, Insights Manager,  
Mental Health First Aider

*"From experience I know how hard it can be to deal with poor mental health and especially when it comes to talking about it. So I want to try and encourage the conversation around it, as we know that this can really help create open channels for those who do need help."*

—Emily, Campaign Marketing Lead,  
Mental Health First Aider

*"The more we as a society can speak openly about mental health issues, the more the falsely perceived stigma of mental health issues can be broken down, and the more freely people can address their struggles."*

*When you can get the conversation started it is amazing how many people can relate to this, and start sharing their own experiences. Even if I have helped just one person open up and stop them suffering in silence, it has all been worthwhile."*

—Rob, Senior Front End Developer,  
Mental Health First Aider

*"Being a mental health first aider is important to me because I myself over the years have struggled with my mental well-being. I am happy to openly speak about the benefits of therapy and share my own experiences."*

*We spend a lot of time at work so it is important that the environment is a space where we can open up, and us as mental health first aiders we can be seen as the first point of contact who can advise on where to seek help and support making our colleagues feel heard, not alone and more confident to speak up."*

—Zuza, QA Test Analyst,  
Mental Health First Aider



# Championing wellbeing at work

## Being a Wellbeing Champion

A BaseKit Wellbeing Champion is someone who is there to help inspire and create a culture within the company and team. Global Key Account Manager Rae Williams is BaseKit's Wellbeing Champion, here she shares what it's like to take on the role at BaseKit.

***"Initially my role was to understand what our company culture around mental and physical health was, and how the team interacted with this together. From the research done, together with Wendy, our HR Director, this has allowed us to introduce new ideas to the team, encouraging them to take all aspects of their health into account."***

***"Sports are a passion of mine outside of work, and I know how much I personally need the physical release and the mental clarity that participating in sports gives me. I chose to become a Wellbeing Champion because I wanted to share that joy and freedom with other people in a professional capacity. The fact that BaseKit has supported and encouraged me to do this is incredible and I'm very grateful to them."***

## Wellbeing activities

***"This year it has been amazing to introduce some of the women of BaseKit to the world of football (including myself!). Our existing group of 5-a-side players graciously opened their circle and took time to teach us how to play - most of us having never played football at school or in our adult lives. It's now become an ongoing, twice a month event where we all play together."***

***"We also introduced Mindfulness Workshops once a month, including activities like origami, cake decorating and crafting - this has given us another avenue of wellbeing to explore and engage in together."***





# Championing wellbeing at work

continued



## My personal highlight

*"It actually spanned 10 weeks, so it is a very long highlight! Beginning October 2023 through to February 2024, almost 50% of the company took part in what we called the "BaseKit Autumn Challenge". This was an ongoing event where together, we raised money for our charity of the year FareShare South West by challenging and encouraging each other to remain outside and active throughout the coldest, darkest and wettest time of the year. As well as the physical achievement of this, another unexpected win was witnessing the development of camaraderie between the team, and seeing habitual lifestyle*

*changes in my colleagues come forth - this was the initial goal of becoming a Wellbeing Champion."*



—Rae Williams, Wellbeing Champion

## Wellbeing engagement

*"It's been really interesting to learn about the ways that people want to engage with wellbeing. It's a sensitive and very personal subject, and many people chose to keep it away from their work lives. This in itself has been a valuable lesson in humility and self-confidence of my own views - I have learnt irreplaceable lessons in empathy and understanding other people."*



## A healthy person is a happy person.

*"By choosing to focus our efforts on our own wellbeing, we are elevating our bodies and minds to a higher level of importance and awareness.*

*Being more self-aware and living less "on autopilot" ultimately allows us to understand ourselves better, and know what makes us feel good and brings us happiness. As happier, more aware people, our work environment becomes a place that is less stressful and more empathetic to each other's needs and boundaries.*

*We've been able to learn and explore new things together as a team, which has helped improve the company culture and solidify mutual respect."*

# Personal learning and development

## British Sign Language Level One Award

*"It means a lot to me to complete this course because I believe it is a language which is often overlooked but could help so many people speak to the people they love."*

—Kerry Williams, Insights Manager



This year we consciously wanted to encourage personal development that would help our employees at work and in their personal lives. BaseKit Insights Manager Kerry Williams shares her experience while BaseKit supported her to complete her British Sign Language Level One Award.

*"My course was around 5 months long and involved a three hour class every week and extra learning outside of college. We learnt the basics of conversation in British Sign Language including family, friends, animals and weather. I have to complete three exams in order to pass the course - so far I have passed two and am awaiting the results of my final exam."*

*"I am hard of hearing myself and grew up with hearing difficulties so I understand what it is like to feel isolated and unable to communicate. I may well need to use sign language as I grow older so this will be an important skill for me, but I also feel it is an important language to know and would like to use it to help others who are deaf/hard of hearing in my personal life or at work."*

*"This course has given me the fundamental knowledge to conduct an everyday conversation in British sign language but it will also enable me to move onto Level 2 where I can further develop my skills at an intermediate level."*

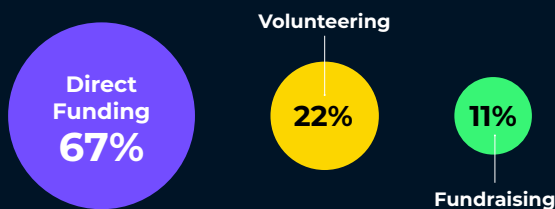
*"It means a lot to me to complete this course because I believe it is a language which is often overlooked but could help so many people speak to the people they love."*

# For our community

In 2023 we wanted to step up our game when it came to supporting our local community.

## £13,171

### Donated to help our local community



In February FareShare South West became our new BaseKit charity of the year. From active challenges to 18 hours volunteering we really enjoyed supporting the charity to supply surplus food to those in need. What's more we donated our employee Christmas gifting budget and were able to double it through the government's BIG GIVE initiative in November!

As always our team continued to personally donate to charities through our reward platform, which issues 'BK bucks' that employees can spend how they choose. There's a large number of charities to choose from on the platform.

We also hosted two local PHP Meetup events at BaseKit HQ, where PHP developers met to learn and connect along with a slice of pizza and a beer!

“

I am most excited to learn and build on my soft skills as I want to become a more effective communicator and hopefully one day, be a person that can lead by example!”

BK BaseKit | dffrnt supporters

“

It's important for me to subscribe to Dffrnt Supporters as it gives me the opportunity to learn and network with people from different backgrounds.”

BK BaseKit | dffrnt supporters

“

I'm really looking forward to accelerating my journey in tech through the unique content provided on the platform, and the opportunity to meet like-minded individuals!”

BK BaseKit | dffrnt supporters

In 2022 on International Women's Day, we announced our sponsorship of five women in code with Dffrnt – a membership organisation that develops the business skills of the next generation.

In 2023 we covered the cost of five lifetime subscriptions 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. Here's what some of the women said about how important it was for them to join the Dffrnt Supporters initiative.

# BaseKit Charity of the Year

Each year BaseKit employees contribute to and vote for our company charity of the year. The whole team is then committed to supporting that charity throughout the year through fund raising activity, direct funding and personal volunteering.

In 2023 that charity was the UK South West region's biggest food charity, and lifeline to tens of thousands of people, FareShare South West. Every week the charity deliver good quality surplus food

to hundreds of front line charities and get food to families who need it most.

From a cycle challenge, to relabelling rice krispie bars, packing winter food boxes and taking on a 17, 800km virtual sports challenge, we did our bit to help FareShare South West fight hunger and tackle food waste donating 18 hours and £4,335 in 2023.



## Direct Funding

**£4,335**  
donated

## Volunteering

♥ **18** volunteering hours

The BaseKit team donated a total of 18 hours to FareShare South West. Three teams headed down to their Ashton Gate warehouse in Bristol.

### Rice Krispie Label Crew

The first team spent 4 hours helping to relabel 4.2 tonnes of Rice Krispie bars so that they could be redistributed to the hungry.

### Winter FoodStock

Two teams also took part in the charity's Winter Food Stock program, to help make up festive food parcels to redistribute to families in need in the challenging winter months. The team completed a total of 150 festive food parcels packed to the brim with nutritious food, cooking tips and kids activity packs.





# BaseKit Charity of the Year

## Fundraising

### Break the Cycle Challenge

In July BaseKit CEO Simon Best, Operations Director Joe Tanner and Financial Analyst Matt Cox took to their bike saddles to complete the FareShare South West Break the Cycle challenge.

Cycling a 42 mile route through the glorious Mendip Hills, designed by Olympian Oli Beckingsale, they raised £1,130 for FareShare South West.



## Fundraising

### BaseKit Autumn Challenge

During the coldest months of the year, BaseKit employees embarked on 17 weeks of consistent active effort to help raise £235 for FareShare South West. We clocked up:

A combined  
elevation gain of  
almost (41,996ft)

(7,289.6miles)  
distance

Almost

**600**

hours of activity

**42,000ft**

**11,732km**

# For our planet



BaseKit carbon intensity\* dropped by

# 7.8%

\*CO2e used by the company divided by the company revenue, between 2021 and 2022.

## Understanding our carbon footprint

The BaseKit Green Team is a team of ambassadors for environmental change at BaseKit. They wanted to find new, fun and engaging ways of raising more awareness about sustainability to encourage employees to be more conscious about their climate impact in their day-to-day lives.

In 2023 they introduced the Giki Zero App which set challenges for the whole team to complete and learn from, to reduce their climate impact. Employees could track progress with their Giki score and stay updated with notifications and new ideas on how to live sustainably.

## New climate perks policy

In the last year we launched our first climate perks policy. The policy offers employees the choice to travel more sustainably to any destination, and if that means they incur more travelling hours for the better of the environment, those extra hours can be claimed back and paid for by BaseKit.

## Green technology

In 2023, we continued to roll out image content delivery network ImageEngine, which now delivers an average image payload saving of 95% for our partners who use it. 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.

## Climate impact with Ecologi

In 2023 we continued to support climate projects around the world planting trees with Ecologi. By the end of the year we planted over 10,000 more trees in our BaseKit forest increasing our total to 25,259 trees, offsetting 331.56 tCO2e.

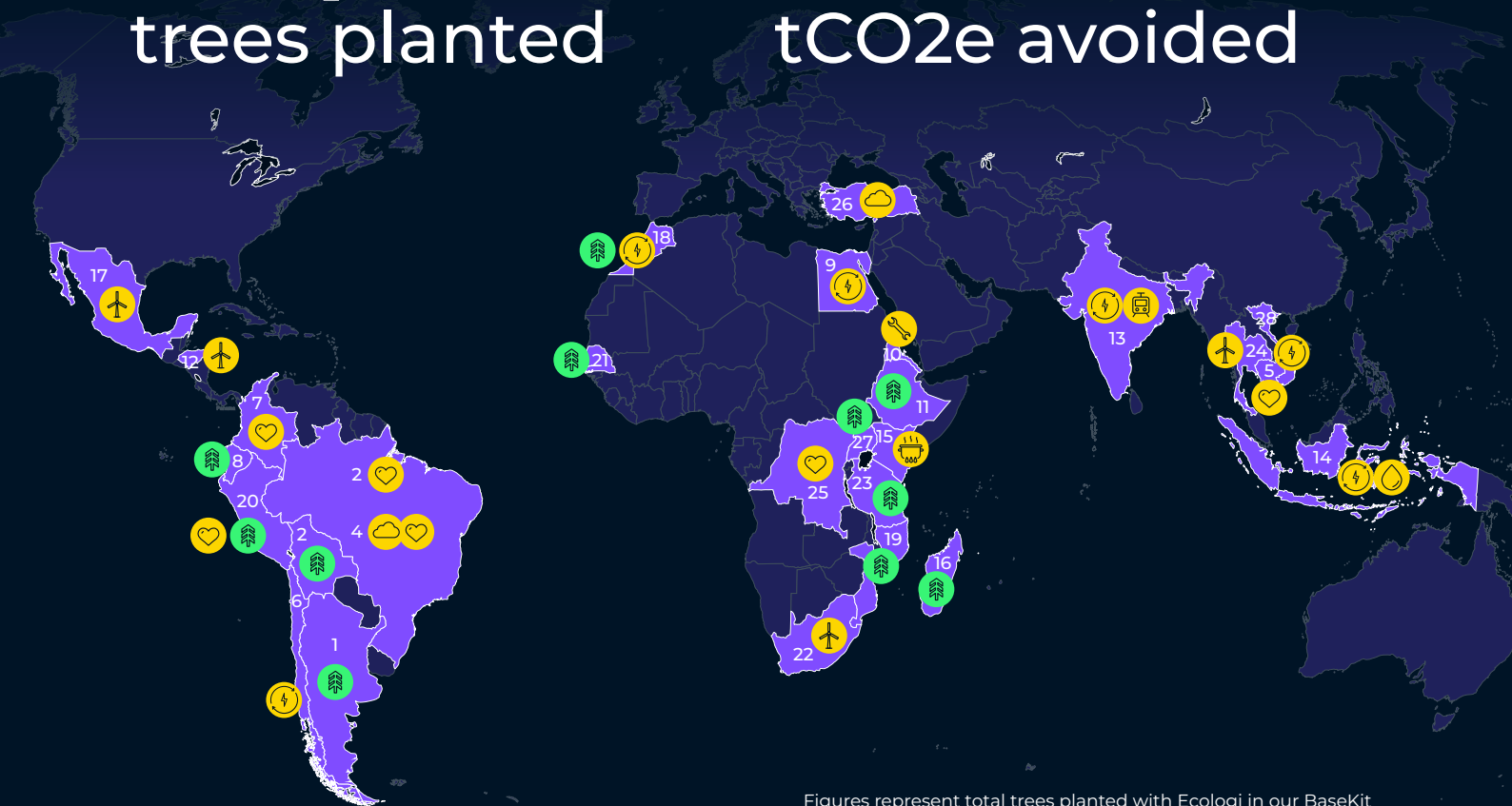


**BaseKit now only  
uses non-toxic  
janitorial products.**

# Carbon avoidance projects with *Ecologi*

**25,259**  
trees planted

**331.56**  
tCO<sub>2</sub>e avoided



Figures represent total trees planted with Ecologi in our BaseKit forest and total tCO<sub>2</sub>e avoided between February 2022 and December 2023. In 2023 we planted over 10K more trees in our forest.

- |                             |                   |                      |                           |
|-----------------------------|-------------------|----------------------|---------------------------|
| Forest protection           | Wind power        | Transport efficiency | Peatland restoration      |
| Capturing methane emissions | Clean electricity | Cleaner cookstoves   | Repairing water boreholes |

- |             |              |               |                      |
|-------------|--------------|---------------|----------------------|
| 1 Argentina | 8 Ecuador    | 15 Kenya      | 22 South Africa      |
| 2 Amazon    | 9 Egypt      | 16 Madagascar | 23 Tanzania          |
| 3 Bolivia   | 10 Eritrea   | 17 Mexico     | 24 Thailand          |
| 4 Brazil    | 11 Ethiopia  | 18 Morocco    | 25 Republic of Congo |
| 5 Cambodia  | 12 Honduras  | 19 Mozambique | 26 Turkey            |
| 6 Chile     | 13 India     | 20 Peru       | 27 Uganda            |
| 7 Columbia  | 14 Indonesia | 21 Senegal    | 28 Vietnam           |

# BaseKit Green News

In 2023 the BaseKit Green Team wanted to do more to engage, inform and educate everyone in the company about how they could do their bit to help the planet. In October the monthly BaseKit Green Newsletter was launched.

From green challenges to global climate news, sustainable gift ideas, updates on the B Corp movement and everything in between, the newsletter is a light and informative staple source of helpful and engaging information to keep our environmental agenda top of mind for BaseKit employees.

*"It's important to me as I believe that as a B Corp, we have a responsibility to share information and educate the team about being greener. Even though everyone is aware of the actions we need to take to reduce our carbon footprint and become greener, I want it to be at the forefront of everyone's mind in their daily lives, and hopefully by sharing news, people can learn something new!"*



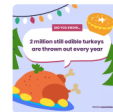
—Emily,  
Green Team



## BaseKit Green News

Hi Trajan - Welcome to November's edition of the BK green newsletter! Take a look at our Giki challenge, more green news and some great new discounts

### The Giki Festive Challenge



Our next challenge is a Festive Challenge and starts on **December 1st**. The Festive season is often exciting, but it can be hard to be sustainable. This challenge looks at how to avoid buying too much stuff and make more eco choices.

Just sign up [here](#), so you are ready to join our challenge.

**This will run until December 22, and there will be 150 BK Bucks given out to those who complete the most steps!**

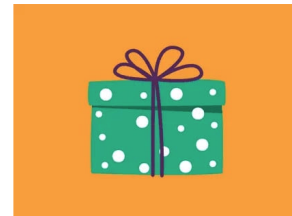
[Log in and let's go!](#)

### Keeping Christmas jumper day green

Save the children have come up with some great alternative ideas to buying a Christmas jumper, and keeping the festive season as green as possible...from heading to your local charity shop to making your own.

[Read more](#)

### Sustainable gift ideas



Seasonal celebrations can be a hard time to reduce our impact. Read these tips for reducing our impact when giving more sustainable gifts.

[Top tips for sustainable gift giving](#)

### B Corp Discounts



Get 20% off high-performing, natural body care without the waste from **Wild** **WILDBHIVE** (No expiry)

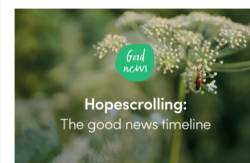


Get 15% off cocktails & mocktails in time for Christmas at **Funkin** **BCORPFRIENDS** (Exp: 31/03/24)



Get a free box and then 25% of all future orders with **Graze** **USE THIS LINK** (No expiry)

[All BK B Corp Discounts](#)



Don't forget to catch up with the Ecologi good news timeline

[Good news only](#)



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[Unsubscribe](#) [Privacy Policy](#)



# For our customers

## BaseKit Partner NPS

# +67

Between October 2022 and October 2023, our BaseKit Partner NPS score increased by 81 points to +67.

## Realising our BaseKit Connect Vision

For our partners and their customers, in 2023 we set out to complete the roadmap to realise our BaseKit Connect vision - to connect the many most commonly used steps of transacting online for small businesses into one simple and repeatable workflow.

Our goal was to help our partners to activate more BaseKit Store and Bookings customers by serving packages with more valuable and time efficient software, and a better online experience for their customers.

## Standing up to big tech for our website visitors

We took additional action to protect and respect our website visitors' privacy and gain more accurate data from our website marketing analysis. We switched from using Google Analytics to privacy-first online analytics platform, Fathom Analytics.

## Using data to understand our performance for partners

In 2023 we also wanted to create a more structured and visual understanding of how BaseKit is performing for our partners. From B Corp impact, to product engagement, support ticket and hot fixes, platform uptime and partner Net Promoter Scores, we now discuss a range of data every month to keep our performance on track in line with objectives.

## Celebrating and supporting small businesses with our partners

Searching for ways we could help to celebrate the amazing entrepreneurs starting businesses with a digital presence, and encourage others to do the same, we launched two new campaigns with our partners.



For International Women's Day on 9 March, we invited partners to publish stories both editorially and socially to celebrate female entrepreneurs using our partnership to take the world by storm with great ideas and great results.



On World Mental Health day on 10 October, we invited our partners to invest in their customers and their brand purpose by launching a new supportive and inspirational online hub focused around peer support, advice, tips and stories to help entrepreneurs learn from and thrive together in business worldwide.

# Shaping our product roadmap with feedback

## Underpinning our tech democracy mission with research

Market research is fundamental to our tech democracy mission as it helps to inform our product roadmap and focus on delivering what matters most to our partners' customers. It shapes how we evolve the BaseKit Platform in the hope we can keep giving many more people the confidence to build a business online around the world.

In 2023, BaseKit Product Manager Tashaira Morgan, wanted to explore new ways of gaining feedback while customers were actually using our website builder. She conducted research directly within the BaseKit Platform, collecting anonymous open ended feedback.

Tashaira created multiple-choice questions for customers to answer, with an additional free-text field for further comments, which popped up within the BaseKit website editor. The questions were focused around whether the customer was able to achieve what they had set out to achieve when they logged in to their website to make changes.

## 3,000 responses in three months

The participation has been staggering with over 3,000 responses within three months. This large sample of responses means we have a really well-informed, first-hand account of how well our products are performing for multiple partners' customers.

From versatility and elegance, to flexibility and integrations, the feedback has helped to shape bigger and better BaseKit feature releases for 2024 with design excellence, AI and much more at their core. The in-platform methodology and analysis is an approach we will continue to exhaust to evolve our platform with an even more customer-centric approach in future.

*"We found being able to receive direct feedback from our customers while they are actively using our platform is much more insightful compared to feedback received through other channels. By engaging with customers directly, we can also show we value their input and are using it to adopt a customer-centric approach to our product development."*

*"Using direct customer feedback is vital to understanding our customers' needs to improve the value of our platform and prioritise and implement new features into our product development process."*



—Tashaira Morgan,  
BaseKit Product Manager

# Looking to the future

## Future impact

2023 has been a year about investing in people, from employee wellbeing to community support, customer feedback and satisfaction.

As we continue to drive our force for good agenda into 2024, we have many more ambitious plans to make impact and aim to increase our unaudited impact score further to 105 points. Our B Corp roadmap will continue to place our environment top of mind with new plans to reduce company waste and office carbon emissions, as well as reaching a new target of 35K trees planted to support global carbon avoidance projects around the world.

We're excited to continue to support our local community through our new Charity of the Year, encouraging community building and support for minority groups in tech and driving our force for good mission to place our tech in the hands of underserved populations around the world.

Informed by the valuable customer feedback we have collected through in-platform market research, we're excited to unveil our 2024 product roadmap with a series of new design features powered by the most valuable AI use case we have found for website builders to ensure BaseKit websites continue to look and feel great for our users. While a more flexible and ever evolving API will enable more types of partners to seamlessly integrate our products and deliver valuable offerings to many more business owners.

As ever we will continue to invest in our people, from life skills support to carrying on the conversation about mental health and wellbeing. We're also committed to continually learn from our B Corp commitment and enforce new governance to become ever more environmentally and socially responsible and improve our B Corp impact score in the best ways we know how.

*"As we continue our exciting B Corp journey, I'm proud of the path we're forging as a business that has a positive impact on people and the planet. We're dedicated to sustainability and in particular reducing our carbon footprint as a business and as individuals. We have started to attract more partners who share our mission to be a force for good and our vision for democratising technology, as well as working with partners in geographies that are typically underserved. For our people, we are working hard to build a culture with wellbeing at its centre, to ensure everybody has the space and opportunity to be at their best."*



—BaseKit CEO,  
Simon Best

*"B Corp has provided us with an environmental, social and sustainable framework to help us strategise and prioritise many aspects of our impact across our business, including our B Corp action plan. In 2023, we achieved our certification which was incredible but it doesn't stop there. We need to keep those initiatives close as we drive more impact going forward."*



—BaseKit HR Director  
and B Corp Lead,  
Wendy Weston

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