

# B Corp Impact Report



2024



Certified



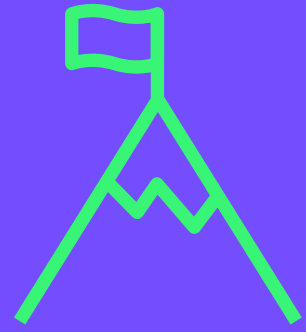
Corporation

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# Our mission.



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.

## Overall B Impact Score - May 2023

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



# Our values.

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



## People before pixels

our people matter more than our product pipeline.



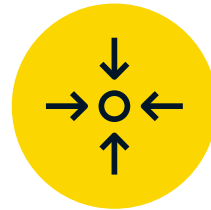
## A force for good

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.

# Foreword.

*“BaseKit is especially proud to be a Certified B Corp because it represents a deep commitment to responsible business practices.”*



—Wendy, HR Director and B Corp Lead

**Being a B Corp reaffirms our belief that businesses can and should be a powerful force for positive change, and is a recognition that we are not just pursuing profit, but also fostering social good and sustainability in everything we do.**

In 2024 we continued to foster positive wellbeing for our people, including making our pledge to make inclusivity know no bounds and creating our very own mental health promise. We made significant strides towards reducing our carbon footprint and evolving our platform to break into new sectors as part of our mission for global tech democracy for small businesses. For our community we entered into exciting new partnerships to help bring more opportunity to underserved populations.

We also held our first ever B Corp Hackathon which got the entire team engaged in decision-making initiatives that could drive our future B Corp impact at BaseKit.

Being a B Corp is not just a badge of honour, but a responsibility we carry with pride. It challenges us to continuously improve, innovate, and hold ourselves accountable to the highest standards. This certification is a reminder that we are part of a larger movement of companies working towards meaningful change, and we are excited to contribute to this global effort for years to come.

# Highlights.



**10 Apple Mac** devices donated to a school in Ukraine.



BaseKit becomes **Pride 365 certified**

BaseKit Charity of the Year




**Caring in Bristol**

BaseKit helps support tech careers for **women in Africa** with

**GROUNDBREAKER TALENTS**

BaseKit launches **Mental Health Promise**



Certified **B** Corporation

We conducted our first **B Corp Hackathon**


Green Small Business Action Plan score:

**81/100**



Scope 1 emissions reduction (2021 - 2023)


**70%**



Carbon Footprint score:

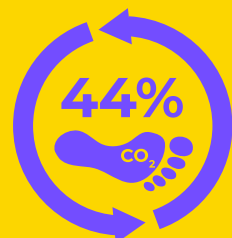
**48.4**

(Lower than our sector average)




Carbon intensity reduction (2022-2023)

**44%**



Scope 3 emissions reduction (2021 - 2023)

**25%**



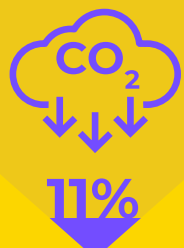
**27,381** total trees planted | **468.6 tCO2e** avoided




**Ecologi**

Total emissions reduction (2021 - 2023)

**11%**



**4.3 tCO2e** saved per month for partners with ImageEngine.



**Responsible AI** launched onto the BaseKit Platform

**60%** of new partners signed from new sectors.



**For our  
people.**

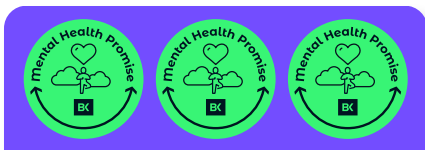


# For our people.

At BaseKit we pride ourselves on providing a highly supportive and flexible working environment. We want our employees to feel like they can put family first without worry, put their mental health first without pressure, feel supported with personal and career development, feel part of a team and contribute new ideas to the business with confidence.

In 2024 we launched a series of new initiatives to continue doing just that.

## Mental health and inclusivity.



### BaseKit Mental Health Promise

Created by our Mental Health & Wellbeing Team, our mental health promise is five commitments we stand by as a team to put mental health first.

[View promise >](#)



### New Volunteering Policy

In 2024 we introduced a formal volunteering policy to provide employees with 32 volunteering hours a year for any cause of their choice.



### Mindfulness

We ran a mindfulness workshop decorating cookies to give the team a chance to get together and unwind with a relaxing activity. People decorated a cookie with a message of support for someone else.



### Continuing the conversation around mental health

Each month we continue the conversation around prioritising mental health with editorial articles. Here are some examples from 2024:

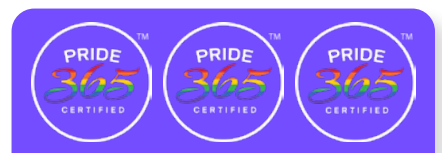


### Example articles

[5 practical tips to manage mental health more effectively.](#)

[Keeping the BaseKit team wellbeing in check when working from home.](#)

[Rebuilding your routine from holiday mode to work mode.](#)



### BaseKit Pride365 Certification

We're proud to be Pride 365 Certified, joining a growing global movement working towards making inclusion organic and sustainable at every level.

[Learn more >](#)



# For our people.

Fresh air and exercise.



## BaseKit Treasure Hunt

For the first time, we ran our company All Hands as a BaseKit treasure hunt which saw teams get outside for a morning in Bristol city centre to solve clues around B Corp, BaseKit software, BaseKit partners and much more.



## BaseKit Summer Olympics

In July the great and the good from across BaseKit descended on to Clifton Down for our 2024 Summer Olympics. Expertly marshalled by Funktion Events, we took part in tug of war, pony racing, dodgeball, sack races, caterpillar racing and more.



# For our people.

## BaseKit B Corp Hackathon.



**To give more ownership to the BaseKit team to help us make impact, in 2024 we introduced our first B Corp Hackathon.**

We invited all employees to brainstorm, plan and present ideas on how BaseKit could improve our B Corp impact score with new purposeful initiatives for our people and planet.

We asked everyone to split into four groups to focus on improving different impact areas including:

- Workers
- Community
- Environment
- Customers

In just three hours, each group brainstormed innovative ideas, aimed at addressing key criteria affecting our impact scores.

We then came together to share the most exciting ideas through team presentations.

Our CEO Simon, and HR Director Wendy, judged the ideas based on creativity, impact and the resources required to implement them.

There were plenty of brilliant ideas including:

- A new API process that allows us to plant trees to offset AI carbon.
- Learning & Development ambassadors to promote the importance of training whilst at work.
- Simplifying our product to ensure underserved customers can thrive online even more easily.
- Plans to pay it forward through school visits, a BaseKit apprenticeship and supporting tech education for minority groups.

***“The ideas were all so brilliantly put together that we decided to implement all of them!”***



—Wendy, HR Director and B Corp Lead

***“I was really proud of the enthusiasm and passion from everyone, and the great ideas that were thoroughly well thought through and presented. I’m excited about what the future holds as we roll out these ideas, and many more for the future.”***



—Simon, CEO

# For our people.

## Learning and development.

***“I was inspired and motivated to put what I learnt at the conference into practice at work. The experience gave me a fresh perspective on various things that will serve me well in the future. “***



**—Charlie, Demand Generation Manager**

**Every year BaseKit provides employees with a learning and development budget to spend on their career or personal development. In 2024 Demand Generation Manager, Charlie attended the world’s largest search marketing conference, Brighton SEO. Here’s the impact this opportunity had on Charlie.**

### **How crucial is employer-supported personal or professional growth to you?**

*“It’s great we’re given the opportunity to step away from our day-to-day responsibilities and invest time in developing new skills. I really value having an employer who encourages me to do this.”*

### **Why did you choose Brighton SEO in particular?**

*“It’s one of the UK’s biggest marketing events and despite the name the conference has speakers talking on a wide range of digital marketing topics. There were also excellent opportunities to meet and network with peers in similar roles. Finally, Brighton is lovely, and it was nice to be by the coast and breathe in the sea air for a few days.”*

### **What were your key takeaways from the event?**

*“Unsurprisingly, there were many talks about AI’s impact on search and the wider digital marketing space. There was also a fascinating keynote in the main theatre that looked at confirmation bias in Google search results. Beyond the big ideas, many speakers shared practical advice and real-life examples of things that had worked for them.”*

### **How were you able to apply what you learnt at BaseKit?**

*“Many of the sessions offered practical advice. Many of the speakers shared downloadable tools and assets. We’ve already used a brand audit, competition framework, and blogging checklist that we got from the event back at Basekit.”*

### **What impact did the experience have on you?**

*“I was inspired and motivated to put what I learnt at the conference into practice at work. The experience gave me a fresh perspective on various things that will serve me well in the future. “*

# For our people.

Breaking out of your comfort zone.

*“Heading out on this trip I said I would be open to trying anything (even though I definitely regret trying an oyster), and I did just this, by learning new skills and spending time with the team in such close quarters makes you appreciate things about yourself and sharing experiences really helps you build better relationships.”*

—Matt, Senior Developer and Team Leader



At BaseKit we want to provide the flexibility and opportunity for employees to take on experiences away from work that are important to them. Matt, our Senior Developer and Team Lead did just this. He embarked on a two week long sailing challenge around parts of the UK, with three of his friends, to raise money for BaseKit's charity of the year, [Caring in Bristol](#).



Here's some of Matt's advice from enduring his trip:

**“Have a plan A, B and C. Then be prepared to throw them all in the bin and improvise.”**

**“Test, maintain and then trust your tools and processes.”**

**“Take calculated risks.”**

**“Try new things when the moment arises, and look after your mates.”**

**“Put your phone down.”**

[Read Matt's full story →](#)

**For our  
community.**



# For our community.

Raising awareness of homelessness.

£4,518

Total donated to charities in 2024.

BaseKit was delighted to continue supporting a range of charities in 2024 via our company reward and recognition platform, Bonusly. We also supported a new company charity of the year Caring in Bristol.

Caring in Bristol works in imaginative and creative ways with people experiencing or at risk of homelessness to help solve and importantly prevent homelessness in Bristol.

Throughout the year we ran initiatives to help raise awareness of homelessness and how to volunteer for the charity. We ran a social media campaign to share what it's like to volunteer at the charity's new Youth Shelter Z House, took part in a Walk in my Shoes event, and provided our office space for a volunteer training day.



## Walk in my shoes' event

Inspired by the charity's mission – to create a city empowered to solve homelessness – and to mark World Homeless Day on 10 October, our team walked the streets of Bristol with the charity's Storytelling Coordinator Alv Hirst.

We wanted to help change the narrative around the situation of homelessness in our local Bristol community, by discussing, breaking down and sharing:

- Common misconceptions of homelessness
- Red flags that can lead to homelessness
- Solutions to homelessness

Here are some of the main facts we learnt:

### Common Misconception:

*“Young people, people of colour and the LGBTQ community are disproportionately affected by homelessness.”*

### Red flag:

*“Currently, 60,000 people are on the waiting list for council housing.”*

### Solution:

*“There needs to be a mindset shift: A home is a foundation for a good life, not a financial asset.”*

We created a video of our journey and shared our discussions and findings via social media to help spread awareness.

### Campaign performance:

1,562 impressions

189 engagements

[Read the full story](#) →

# For our community.

Raising awareness of homelessness.

Campaign performance:

**775**  
impressions

**136**  
engagements

**Volunteering for the Z House: Social media campaign.**

Learn how you could volunteer at Bristol's first youth shelter

**ZHOUSE**



**ZHOUSE** Caring in Bristol

“After the period of uncertainty and distress that frequently precedes homelessness, volunteers can provide a listening ear and an opportunity to have ordinary conversations, cook and eat together, and do the kind of activities that can be so grounding after the chaos that a housing crisis stirs up.”



**Room to recover**

Caring in Bristol  
**ZHOUSE**



Volunteer in a brand new shelter for young Bristolians

**Room to breathe**

Caring in Bristol  
**ZHOUSE**



Volunteer in a brand new shelter for young Bristolians

**Room to belong**

Caring in Bristol  
**ZHOUSE**



Volunteer in brand new shelter for young Bristolians

**Room to grow**

Caring in Bristol  
**ZHOUSE**



Volunteer in a brand new shelter for young Bristolians

"Made me feel that no matter what I had somewhere to feel safe."

Caring in Bristol  
**ZHOUSE**

**Room to be me**



Volunteer at a brand new shelter for young Bristolians

"It's given me the resources and knowledge to succeed."

Caring in Bristol  
**ZHOUSE**

**Room to be me**



Volunteer at a brand new shelter for young Bristolians

"It's a safe place, with people to bounce my ideas and thoughts off."

Caring in Bristol  
**ZHOUSE**

**Room to be me**



Volunteer at a brand new shelter for young Bristolians

**Room to dream**

Caring in Bristol  
**ZHOUSE**



Volunteer in a brand new shelter for young Bristolians

**Room to heal**

Caring in Bristol  
**ZHOUSE**



Volunteer in a brand new shelter for young Bristolians



**Caring in Bristol**

# For our community.

Donating Apple tech to children in Ukraine.



**In 2024 we were thrilled to donate ten BaseKit Apple devices and a printer to a Ukrainian school, providing essential technology to inspire and uplift children in need of these vital tech resources.**

We discovered the urgent need for computer equipment in Ukraine through our partnership with CCCL, a dedicated UK charity supporting children across the nation.

BaseKit's VP of Product - Gordon Plant and Product Designer - Rhys Parry, meticulously prepared four iMacs, four Mac laptops, two Mac monitors and a printer, while Dennis and the entire CCLL team ensured the machines successfully reached their new home.



# For our community.

Supporting tech careers for women in Africa.

## GROUNDBREAKER



**In 2024, BaseKit partnered with Groundbreaker Talents to support tech careers for women in Africa.**

Groundbreaker Talents offers an immersive software engineering program for young women in Sub-Saharan Africa facing social and economic barriers, unlocking their potential for a promising future career in tech.

Through the partnership, BaseKit provides lifetime access to our website, e-commerce, and booking software for every participant in the Groundbreaker Talents program. This enables them to master website creation during their training and later present an impressive online portfolio of their skills to kickstart a successful career in the tech industry.

***“From classroom to career, BaseKit supports our Talents with building a strong online presence to launch successful careers. We’re super excited about this collaboration!”***

**Leoni Rossberg, Co-founder and Managing Director of Groundbreaker**

***“As part of our commitment to positive impact, we actively seek out opportunities to promote greater tech inclusivity worldwide with our software. We are thrilled to be backing the Groundbreaker Talents program and cannot wait to witness the doors it will open for these women as they navigate their way into the tech sector.”***

**Simon Best, BaseKit CEO**

***“I love how simple it makes website building—I designed my portfolio in just 5 hours! With its clean interface, great features, and accessibility options, BaseKit helped me showcase my work professionally and land an opportunity. It’s been an amazing tool for learning and building my online presence.”***



—Jovita Kanza

***“Building my portfolio website with BaseKit was effortless! The easy to use templates and customisation options made designing and launching my site smooth and hassle free. In no time, I had a professional looking website up and running, no coding needed. If you’re looking for a simple way to create a stunning site, BaseKit is the way to go!”***



— Daphine Nambafu

# For our community.

## Bristol Women's Voice International Women's Day Celebration.

***“It was inspiring, fun and such a treat to be sharing my experiences working as a woman in a non-technical role in tech. I hope we, and many more women, can keep talking to inspire diversity and inclusion for women in tech to forge an even better future for the tech industry!”***



—Antonia, Marketing Director

### Panel Event: “I’m not technical but I work in tech.”

—Bristol City Hall, 2 March 2024

To help celebrate International Women’s Day 2024, BaseKit’s Marketing Director Antonia Stockwell was asked by Bristol Women’s Voice to join a new panel at their International Women’s Day celebration event.

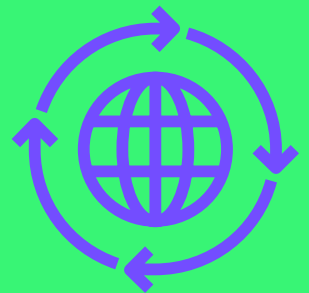
Making women’s equality a reality and celebrating women in tech, the panel, entitled: ‘I’m not technical, but I work in tech’, aimed to shine a light on the non-technical roles available in the industry to show how accessible it can be to work in tech.

The panel of five women all working in non-technical roles in Bristol’s thriving tech sector, navigated a packed agenda including:

- The differences between technical and non-technical roles
- Common misconceptions women have about working in the tech industry
- The working dynamic of technical and non-technical people working together
- How to inspire inclusion for women and non-technical people within the tech industry



**For our  
planet.**



# For our planet.

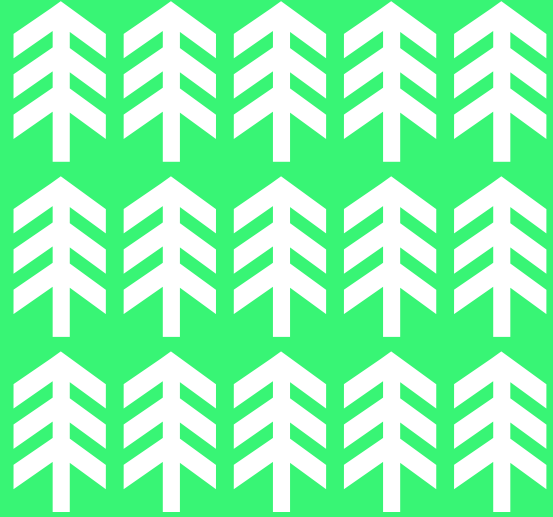
Climate impact with Ecologi.

In 2024 we continued to support climate projects around the world by planting trees with climate action platform, Ecologi.

Ecologi is on a mission to inspire and empower businesses to contribute to global climate action. By the end of the year our forest grew to 27,381 trees, offsetting a total of 468.6 tCO<sub>2</sub>e.

[View our BaseKit forest](#)

# Ecologi



**27,381**  
**total trees**  
**planted | 468.6**  
**tCO<sub>2</sub>e avoided**



# For our planet.

Reducing our carbon footprint.

## At BaseKit we believe every step towards sustainability counts.

So we partnered with [Green Small Business](#), to meticulously measure and reduce our carbon footprint. In 2024 we were delighted to announce significant results.

Between 2021 and 2023, we achieved a 70% reduction in Scope 1 emissions, a significant decrease in carbon intensity, and a noteworthy cut in Scope 3 emissions related to purchased goods and services. While we're pleased with the progress we've made with a lower carbon footprint score than our sector average at 48.4, we recognise that we need to continually work on our responsibility to carefully manage our impact on the environment.

*"The reductions we've achieved are a direct result of our team's hard work and the environmental action plan we've developed. I'm thrilled with our progress, and these results motivate us to continue pushing for even greater reductions in the future."*



— Simon, CEO



GREEN  
SMALL  
BUSINESS  
CERTIFIED

Green Small Business Action Plan score 2021-2023:

81/100

Total emissions reduction 2021 - 2023:



Carbon Footprint score 2021 - 2023:

48.4

(Lower than our sector average)

Scope 1 emissions reduction 2021-2023



2021 - 1.6 tCO<sub>2</sub>e  
2023 - 0.5 tCO<sub>2</sub>e

Emissions used from direct sources such as company-owned vehicles or heating.

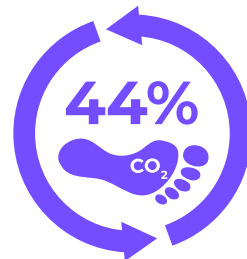
Scope 3 emissions reduction 2021-2023



2021 - 125.4 tCO<sub>2</sub>e per £m  
2023 - 94.09 tCO<sub>2</sub>e per £m

Emissions used from indirect sources such as purchased goods and services.

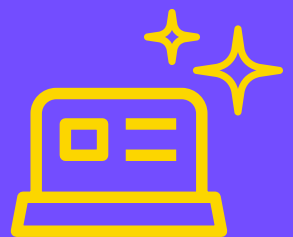
Carbon intensity reduction 2021-2023



2021 - 69.7 tCO<sub>2</sub>e per £m  
2023 - 48.4 tCO<sub>2</sub>e per £m

Company tCO<sub>2</sub>e used / company revenue.

**For our  
customers.**



# For our customers.



## 4.3 tCO2e saved every month for partner with ImageEngine.

ImageEngine is one of the highest performing Content Delivery Networks offering superior image quality, compression for mobile, and device-specific delivery with unbeatable mobile payload savings.

As part of our service, BaseKit offers an ImageEngine integration for partners. We handle the integration entirely in just a day. As a result, partners gain huge energy and bandwidth savings required by data centres to deliver website images to their customers.

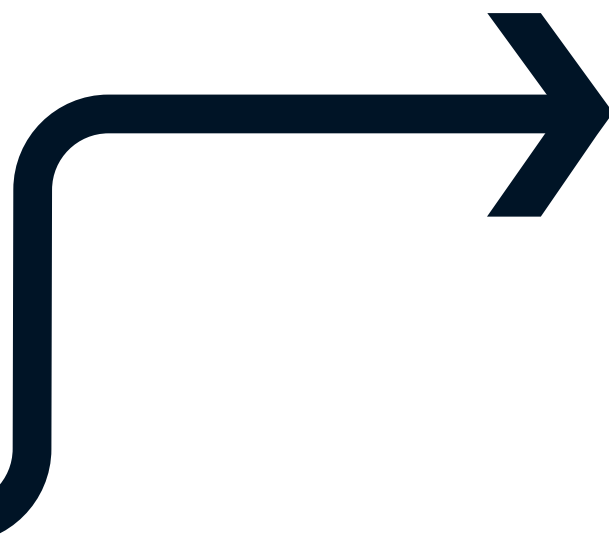
In 2024, BaseKit experienced remarkable results for one of our biggest partners:

- **Environmental impact** – A saving of 4.3 tco2e a month allowed the partner to make substantial progress towards their sustainability goals. This saving is equivalent to planting approximately 70 trees every month.
- **Performance boost** – A 93% image payload saving resulted in significantly faster page load times and improved user experience across devices for small business customers using our platform.
- **Cost savings** – A dramatic decrease in bandwidth usage led to lower content delivery costs and reduced server load.
- **Scalability** – ImageEngine's ability to handle 25 million image optimisations demonstrated its capacity to support high-volume image processing needs for our partners as they grow.

*“We’ve been hugely impressed with the significant impact ImageEngine has had on energy savings for our partners, and the positive performance it has had on the image delivery speed, efficiency and website google ranking for their customers. It’s an important step in our roadmap to improve the sustainable technology footprint of the BaseKit Platform and we thoroughly recommend that more of our partners implement it in the future.”*



—Mark, Technical Director

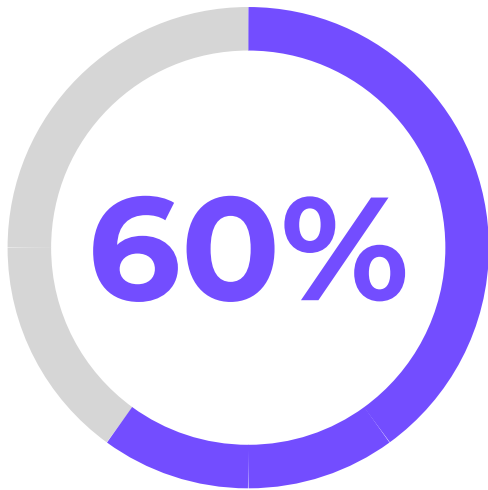


# For our customers.

Driving global small business tech democracy in new markets.

## 60% of new partnerships from new sectors

In 2024, sixty per cent of new BaseKit partnerships were secured in entirely new sectors. In particular we formed exciting global partnerships within the banking, payments and IT sectors.



## Websites for good

In 2024 we soft launched a new affiliate initiative exclusively for purpose-driven organisations to give them the means to empower their communities to start a business online.

Websites for good, powered by BaseKit, is our new tech democracy mission for communities facing social or economic exclusion.

To date we have partnered with organisations supporting small businesses such as national self employment associations and community colleges.





# For our customers.

## Evolving the BaseKit Platform with AI.



Our product team has taken great care to ensure the BaseKit AI roadmap is as responsible and sustainable as it can be, continually adhering to the genuine value AI can provide to small businesses with minimum environmental impact.

As part of our 2024 product roadmap, we rolled out AI for the BaseKit Platform across our website builder, e-commerce and bookings products. The 'AI Writer' helps small businesses to create engaging content on their website in seconds, with the ability to generate unique website copy and product and service descriptions from just a few words, with the option to customise tone of voice and response length.

As we embrace the transformative journey of AI, guided by our AI Policy, we are excited to introduce innovations designed to empower small businesses within the BaseKit platform.

Our commitment ensures that these advancements will not only respect the privacy and autonomy of small businesses, but also deliver the most energy-efficient AI solutions. There are new developments in BaseKit AI onboarding, SEO support and image generation to come in 2025.

*"As a certified B-Corp, it's an inherent part of our mission to consider and understand the evolving societal and regulatory impact and benefits of AI in our platform. Used thoughtfully, AI can have a positive impact for our partners and customers and help us in our mission to enable small businesses to succeed online."*



**- Gordon Plant,  
VP of Product**



# Looking to the future.

***“We are thrilled to continue advancing our B Corp journey in 2025. We have identified key impact areas - Community and Environment - that will be a key focus of our efforts over the next year. Plans to improve these areas will be integrated across our team and in all parts of the business.*”**



—Simon, CEO

*As we develop our vision for AI at BaseKit, we will thoughtfully evaluate the environmental impact of this technology and remain committed to offsetting our carbon footprint through ongoing tree planting initiatives.*

*Additionally, we take great pride in supporting our local community, such as through our partnership with Caring in Bristol, a fantastic charity that provides support and accommodation for young people at risk of homelessness.”*

***“In 2025, we look forward with optimism and determination. Our commitment to balancing profit with purpose drives us to continuously innovate and improve. The path ahead is one where we strive to deepen our positive impact - on the environment, our communities, and our employees.”*”**



—Wendy, HR Director and B Corp Lead

*Moving forward, we’re focused on scaling our impact - empowering small businesses with innovative tools while prioritising social and environmental impact. We aim to inspire positive change in our industry and beyond, playing our part in fostering a world where profit and purpose go hand in hand.*

*At BaseKit we’re committed to building a more equitable and sustainable future for all.”*

[www.basekit.com](http://www.basekit.com)

