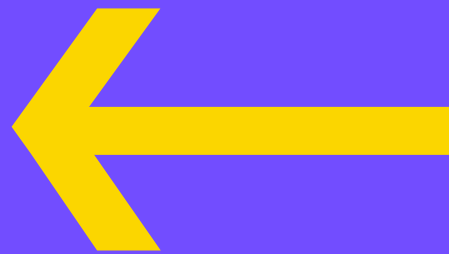


B Corp Impact Report



2025

Building a better digital future
for small businesses, people
and communities.



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Purpose

A force for good.



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.

Vision

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

Values

- People before pixels
- A force for good
- Customer first
- Keep it simple, keep it smart
- Indispensable partnership
- Thrive on change

Foreword

Building on strong foundations.

“The new B Corp standards challenge us to deepen our impact, strengthen accountability and focus more closely on measurable outcomes.”

Under the previous B Corp standards, BaseKit established a strong foundation for responsible business through clear commitments to governance, people, community and the planet.

In 2025, we began to transition to the new B Corp standards, we are building on previous years standards by deepening our impact measurement, Strengthening accountability, and embedding more rigorous, forward-looking practices across the business.

We continued our partnership with Caring in Bristol as our Charity of the Year, through fundraising, volunteering and skills-based support. We maintained our Green Small Business certification with an Action Plan score of 58/100, increasing our total carbon-intensity reduction to 21% against our baseline and recorded a Carbon Intensity score of 58.3, below the average for our sector.

For our people, our career-development fund saw employees complete days at conferences such as PHP UK and DMWF, while the whole company took part in Culture First training.

Our 2025 actions reflect a simple belief: meaningful impact is created through consistent choices, shared accountability and a willingness to keep improving.



Wendy Weston

HR Director and B Corp Lead, BaseKit



2025 at a glance

Our impact in 2025



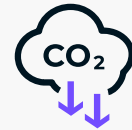
Platform accessibility
WCAG 2.2 Level AA



58 / 100
Green Small Business
Action Plan score



£1,582
Donated to charity



21%
Total Carbon Intensity
reduction since 2021 baseline



28,281
Trees planted to date



900
Additional trees since 2024



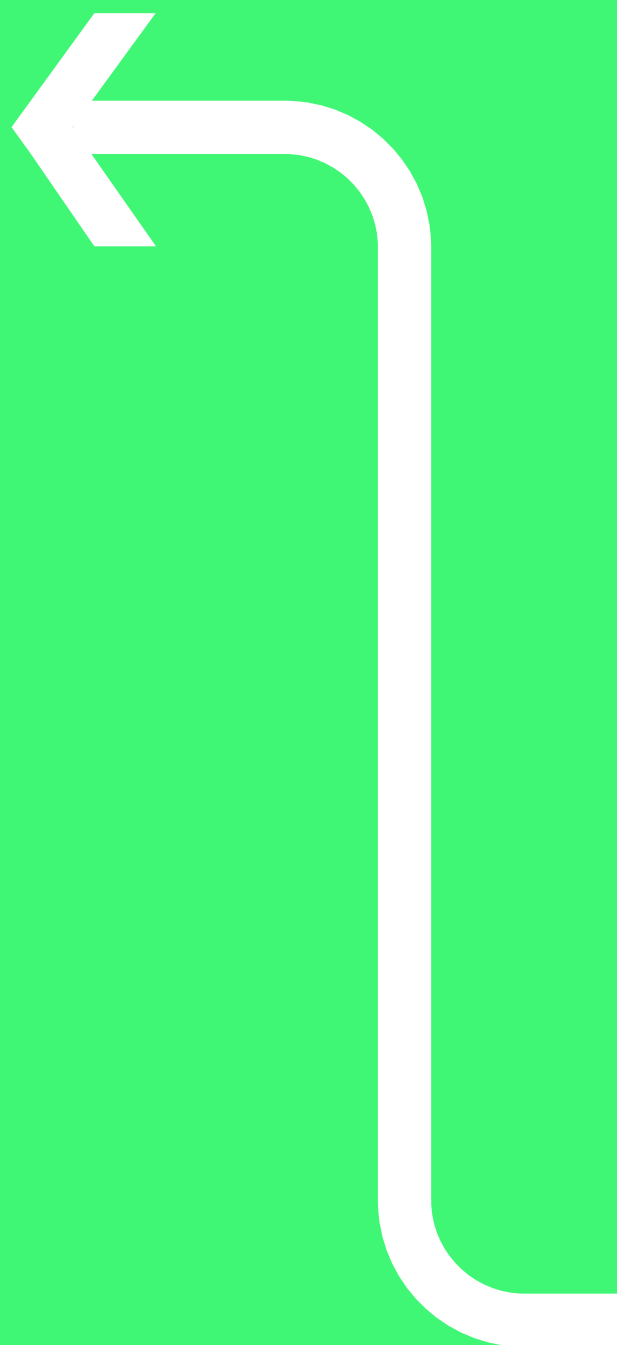
58.3
Carbon Intensity Score below
the sector average

How we govern for impact

Responsible business starts with accountability. In 2025, we began our transition to the new B Corp standards, strengthening the way we measure impact, involve our people and embed responsible decision-making across BaseKit.

Our purpose and values guide how we operate, while our B Corp framework gives us a structured way to identify where we can improve. We are also strengthening our approach to responsible technology and AI, data protection, security and accessibility as our platform evolves.

We know governance is not a one-off exercise. It is about making responsible choices consistently, being transparent about our progress and holding ourselves accountable for doing better.





**For our
people.**

For our people

Giving people room to learn, connect and thrive.

Our “people before pixels” value means creating a workplace where colleagues can develop their skills, look after their wellbeing and feel connected as a team.

In 2025, we launched company-wide monthly Kaizen sessions, a process to gather meaningful employee feedback and inspire continuous practical improvements to communication, processes and our working environment.



Company-wide Culture First training



Career-development support



Our career-development fund enabled employees to learn beyond their day-to-day roles, including attending PHP UK and the Digital World Marketing Forum.

We also brought the whole company together for Culture First training with our LGBTQ+ partner Pride 365, building a shared understanding of the behaviours that support a healthy, inclusive workplace.



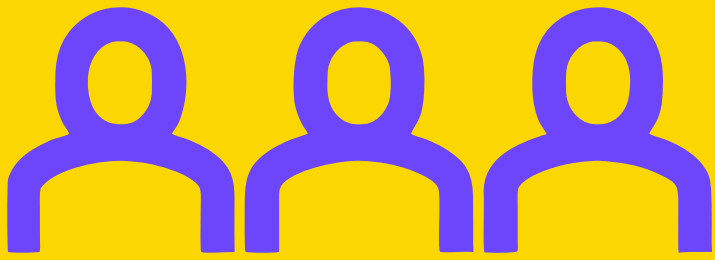
Time together beyond day-to-day work

Connection mattered too. For Vitality Day we welcomed a healthcare assessment specialist from [Vitality](#) to BKHQ for on-site health checks. Our summer lunch and Christmas cake-baking celebration created space for colleagues to spend time together.

Individual achievements, including following [Rae's Miles to Meaning marathon journey](#), gave the team and our wider community more reasons to support one another.

During B Corp Month, we continued the conversation about responsible business and the role every employee can play in creating a positive impact, including taking to the streets of our hometown on a mission to find and celebrate some of the incredible B Corps in Bristol.





**For our
community.**

For our community

Continuing our commitment to Caring in Bristol.

Caring in Bristol remained BaseKit's Charity of the Year in 2025.

The partnership continued to focus attention on homelessness in our city and gave colleagues practical ways to contribute through fundraising and volunteering.

Across the year, BaseKit **donated £1,382** to the charity.

We helped with their spring fundraising appeal by helping to prep 4,000 envelopes for distribution with vital support for people experiencing homelessness in our community.



Caring in Bristol



£1,582 donated to charity in 2025



Team members also took on the Three Peaks Challenge in South Wales, tackling **55,000+ steps** to raise funds for homelessness support.

The value of our charity partnership goes beyond a single donation. By combining funds, time, skills and awareness, we can support the people already working to prevent homelessness and strengthen our local community.

Across 2025, BaseKit employees also donated £200 to a range of other charities via the company's benefits and rewards platform, Bonusly.

For our community

Turning participation into practical action.



Our community activity in 2025 took many forms.

A few of the BaseKit team got their hands dirty for a great cause - tree planting with [Avon Needs Trees](#) in Bristol - a charity working to create new, permanent woodlands across the Bristol-Avon catchment area to help lock up carbon, improve local biodiversity, and provide valuable green spaces for the community.



On Earth Day in April, we pledged to litter-pick Bristol's Castle Park twice a year. Our first clean-up came immediately after the city's huge 4/20 event, when our BaseKit crew gathered to restore our local park, a small but meaningful contribution to our local environment.

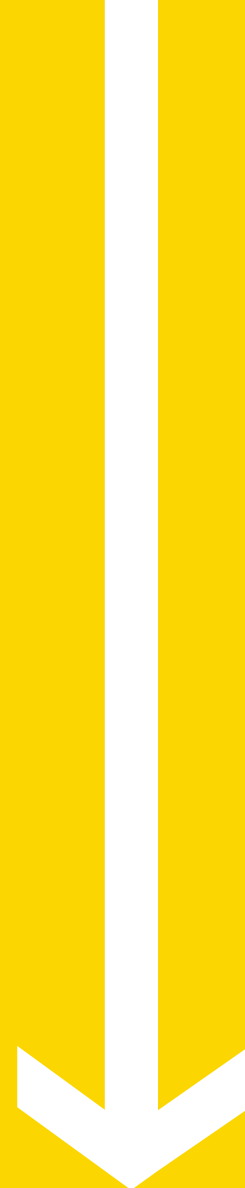
For our community

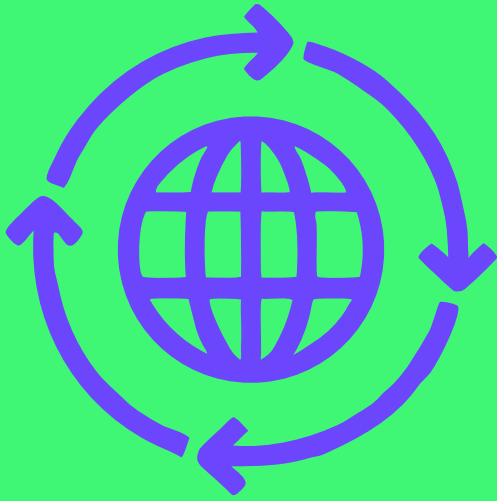
Skills for good: creativity that gives back

Front-end designer Rhys used his skills to support a local business and our wider community, designing and building a new website for Bristol Family Law Solutions.

In return, the firm donated £350 to Caring in Bristol, our Charity of the Year.

This shows how colleagues can use their professional skills to create value beyond BaseKit's day-to-day work.





**For our
planet.**

For our planet

Measuring and reducing our operational footprint

We continued to use measurement and an active environmental plan to guide our decisions in 2025, with a Green Small Business Action Plan score of 58/100*.

BaseKit's total Carbon Intensity reduction reached 21% against our 2021 baseline, when we started measuring our impact.

Our Carbon Intensity score was 58.3, remaining below the average for our sector.

Green Small Business provides accessible environmental management support and independent certification to help SMEs understand, manage and reduce their environmental impact.

↓ **21%** Total Carbon Intensity Reduction

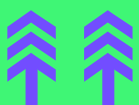
↓ **58/100** Action Plan Score

↓ **58.3** Carbon Intensity Score

**Action Plan Score monitored for the year prior, 2023 - 2024.*

**Carbon intensity is calculated by dividing a company's total carbon emissions by its turnover.*

Supporting restoration through Treeapp



+900 Trees Planted

Our tree-planting total reached 28,281, an increase of 900 trees since 2024 with [Treeapp](#).

Through this collaboration, we're supporting reforestation and biodiversity efforts, making it easier for communities to plant and protect trees where they're needed most.

This equates to:

➤ **3,082.6 tonnes** of estimated lifetime CO₂ absorption

➤ **188,634 m²** of land restored, equivalent to **18.86 hectares**

➤ **283 workdays** created for local communities

**The above metrics use Treeapp's conversion rates of 0.109 tonnes CO₂, 6.67 m² of restored land and one workday per 100 trees.*

For our planet

Advocacy and collaboration

We joined the [Better Business Act](#) coalition, a movement calling for a simple yet powerful change: to ensure that all UK businesses align their interests with people, communities, and the planet.

We also participated in PurposeFest, contributing to a wider movement of companies working to put purpose and long-term impact at the heart of business decisions.

better business
act

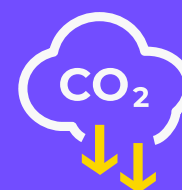
Lower-impact digital delivery

We continued to promote ImageEngine as a practical way for partners to reduce the data and energy required to deliver images, connecting platform performance with environmental responsibility.

ImageEngine saves CO₂ by reducing the amount of data transmitted and stored on the internet, which in turn reduces the carbon footprint of websites and apps. By transmitting lighter images, ImageEngine decreases electricity consumption and emissions.

Additionally, ImageEngine compensates for 100% of the unavoidable carbon footprint originating from running its infrastructure, ensuring that images on websites using ImageEngine are carbon neutral.

67 tonnes of CO₂ was saved in 2025 on websites powered by BaseKit, with ImageEngine.



67 Tonnes
of CO₂
saved

with ImageEngine



**For our
customers.**

For our customers

Helping small businesses to get online faster

Our purpose comes to life through the products and support we give our partners and their customers.

In 2025, we made it quicker and easier for small businesses to build a professional online presence. New [AI-powered onboarding](#) helps users create content-rich websites in minutes, while our template journey continues to serve those who prefer a more hands-on approach. We also introduced AI tools for content and product descriptions, with SEO support coming next.

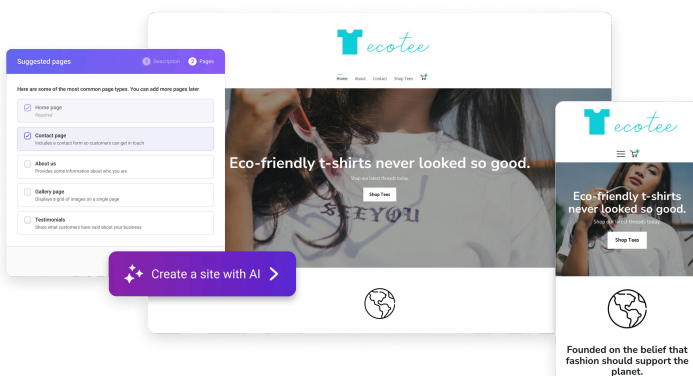
BaseKit data shows that users who used AI website onboarding to create their website, published their website 7.4% faster than those that didn't.

New design and commerce features gave small businesses more freedom to showcase their brands and sell online. From flexible design tools and product carousels to customer accounts, promotional ribbons and improved [shipping](#) and [payment](#) integrations, these updates made it easier to create localised online stores that attract and convert customers.

Together, these developments make it simpler for partners to support small businesses and easier for entrepreneurs to create a professional online presence without specialist technical skills.

↑ **7.4%**
**AI made publishing
a website 7.4% faster**

Source: BaseKit user data, comparing the website time to publish in the 6 months before AI onboarding was introduced (19 March to 19 June 2025), with the 6 months after (19 June to 19 December 2025).



"It's been a busy, transformative year thanks to our dedicated team driving growth and innovation. Looking ahead to 2026, we'll continue to evolve our AI to make creating stores and booking experiences even easier, keeping BaseKit at the forefront of small business digital tools. And with an exciting new partner announcement early next year, we're entering a brand-new sector that perfectly aligns with our vision."



Simon Best
CEO

Making our platform more accessible

In 2025, we undertook a major project to improve the platform's alignment with WCAG 2.2 Level AA.

WCAG 2.2 Level AA is a recognised international standard for making websites and digital services more accessible to everyone.

Developed by the World Wide Web Consortium (W3C), its guidelines help remove barriers that can make websites and online services harder to use for people with disabilities, including people with low vision, cognitive disabilities and limited mobility.

The work covered existing customer websites and key areas of the BaseKit platform, including the website builder, onboarding, CRM, domains, e-commerce, bookings and site settings.



**WCAG 2.2
Level AA**

We enhanced keyboard navigation, focus states, form labels, error messages, semantic markup and ARIA support, while making screen-reader behaviour more consistent.

Together, these improvements made key parts of the platform easier to use with assistive technologies and created a stronger foundation for our ongoing accessibility work.

For BaseKit, that means creating a platform that gives more people the opportunity to build, manage and experience websites with greater ease and independence.

Keeping our platform secure



Security remains a core focus at BaseKit.

In 2025, we partnered with an industry-leading security firm to conduct comprehensive, human-led penetration testing of the BaseKit platform.

We strengthened our vulnerability management processes, formalising how our development and operations teams triage and respond to alerts, ensuring swift, severity-based action to keep our platform secure. We also reviewed and improved our processes and security around cloud access accounts (IAM).

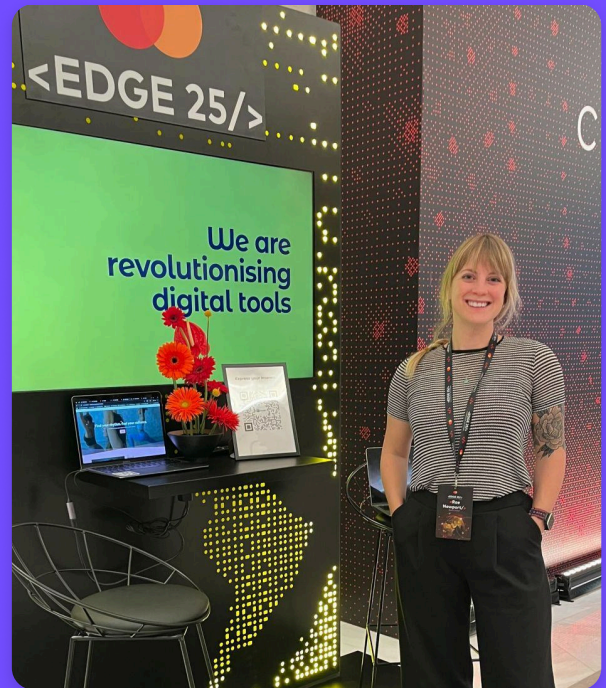
Strategic partnerships and ecosystem growth

In 2025, we expanded our partnerships across hosting, logistics and finance.

A key milestone was our new [partnership with Mastercard](#).

Together we aim to boost digital inclusion for micro, small, and medium enterprises (MSMEs) globally by integrating BaseKit's AI website builder and e-commerce capabilities into Mastercard's new Merchant Cloud ecosystem.

We also showcased BaseKit at Mastercard Edge in Dubai, connecting with regional leaders and strengthening our role in small business digitisation across EMEA.



Talking about the partnership, EVP Mastercard Gateway, Maria Parpou said,

"Mastercard is committed to bringing micro, small, and medium-sized businesses into the digital economy through strategic partnerships."

BaseKit is such a partner, and we're excited to collaborate together to empower businesses of all sizes to thrive digitally."



Looking to the future

Raising the standard of impact.

“As we adopt the updated B Corp standards, BaseKit is embracing a more rigorous and holistic approach to impact, with a stronger focus on continuous improvement, measurable outcomes and accountability across all areas of our business.”

“The new standards challenge us to go further: deepening our environmental commitments, strengthening our governance practices and enhancing the value we create for our people, customers and communities.”

“We see this transition not as a milestone, but as an ongoing journey. We will continue to evolve, innovate and hold ourselves to higher standards in pursuit of long-term, meaningful impact.”



Wendy Weston

HR Director and B Corp Lead, BaseKit



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

BaseKit achieved B Corp Certification in May 2023, with an overall B Impact Score of 86.2. This is our certification score from 2023, not a measure of our impact in 2025.

[Learn more →](#)



basekit.com

Technology that helps anyone
with a business idea thrive.



Certified



Corporation