



CAPEQ™

Our positive impact update

Summary report

1st July 2021 - 30th June 2022



“Our aim is to create a **positive** and **sustainable** social change using technology and business as a **force for good.**”

So how did we do this year?

LET'S SEE!



CapEQ

B Impact Score



As a B Corp business, we have been independently assessed to ensure we meet the highest standards of social and environmental performance, transparency and accountability. **A company must score at least 80 points across the impact areas to certify**

21

GOVERNANCE

11.5

ENVIRONMENT

33

WORKERS

4.3

CUSTOMERS

25.5

COMMUNITY

95.5

OVERALL ASSESSMENT VALUE

Client and staff satisfaction



Staff satisfaction 2021/2022

We are building a talented team, united by a **shared purpose** to use technology and **business for good** and to deliver **positive cultural impact**

- 100% OF STAFF STRONGLY AGREE THAT THEIR WORK GIVES THEM A FEELING OF PERSONAL ACCOMPLISHMENT
- 100% STRONGLY AGREE THAT THEY ARE A VALUED MEMBER OF CAPEQ
- 85% STRONGLY AGREE THAT THEIR JOB ALLOWS THEM THE FLEXIBILITY THEY NEED TO ACHIEVE A SATISFACTORY WORK/LIFE BALANCE
- 100% OF STAFF UNDERSTAND AND ENJOY OUR COMPANY'S CULTURE
- 100% STRONGLY AGREE THAT PEOPLE AT CAPEQ ARE TREATED WITH RESPECT AND DIGNITY
- 85% STRONGLY AGREE THAT CAPEQ WELCOMES INPUT FROM ITS EMPLOYEES



100% of the team strongly agree

“ I would recommend working here to a friend, and recommend our services. ”



“ I am willing to give extra effort to help CapEQ succeed. ”



“ My employer treats me like a person, not a number. ”



“ I can trust what my employer tells me. ”



“ I like the work I do! ”



Staff satisfaction - continual improvement

Despite positive feedback from our highly engaged team, we are continually looking at ways to improve staff experience and our leadership. After reviewing the 2021-2022 feedback, the areas of focus for the next 12 months are:

1. Improving planning and delivery of departmental objectives; utilising the skills in the team and empowering individuals
2. Increasing the frequency of our communications and tailoring communication method and style to individuals
3. Identifying training needs and empowering individuals to form their own development plans; enabling them to build confidence and skills
4. Conveying the strategy through quarterly updates and regular performance updates
5. Promoting and encouraging open dialogue regarding the challenges of employee wellbeing



Staff satisfaction

- WE SUPPORT FLEXIBLE WORKING HOURS WITHIN THE TEAM
- ALL STAFF ARE OFFERED PROFESSIONAL 1-1 COACHING AND FREE FINANCIAL PLANNING ADVICE
- ALL STAFF CAN VOLUNTEER TWO DAYS PER YEAR FOR CHARITABLE CAUSES
- WE RECYCLE AS MUCH AS WE CAN

Client feedback



“ ..we received first class service.. could not have wished for a better team. ”

CLIENT A

“ .. kicked up a gear and ‘did their thing’ when DD started. ”

CLIENT B

“ ..really helped our business not only through the acquisition but also from a general advice perspective. ”

CLIENT C

“ ..very happy with the team... missing the daily fix of “CapEQ”. ”

CLIENT D

Business operations

Travel/Supply chains/Energy



Business Operations

Travel

- We made 48 car journeys for business trips totalling 1.4 ton CO2
- Of 48 car journeys, 6 were car shares
- We made 2 plane journey for business totalling .32 ton CO2
- 96% of business meetings were held by web conferencing
- We made 46 train journeys for business totalling .04 ton CO2

Supply chain

- We have 6 regular suppliers within our business operations, of which:
 - 43% are women owned and 57% men owned
 - 60% are in the South East

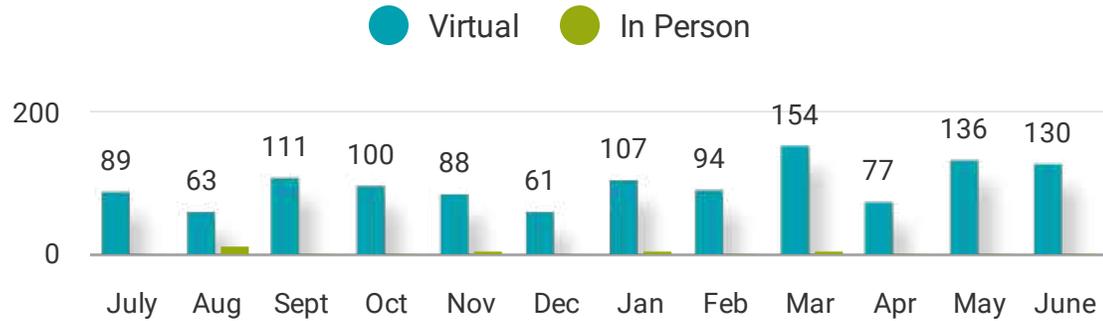
Energy

- All of the team utilise energy from utility companies that have 100% renewable credentials

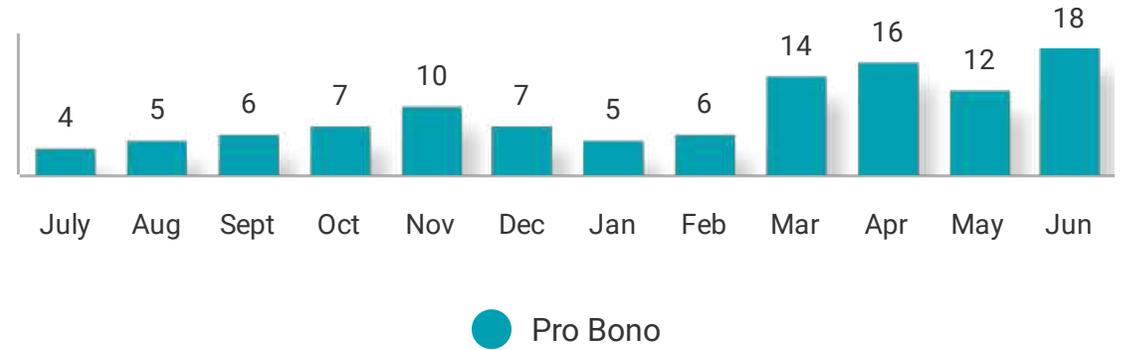


MEETING VIRTUAL OR IN PERSON

Target less than 50% in person

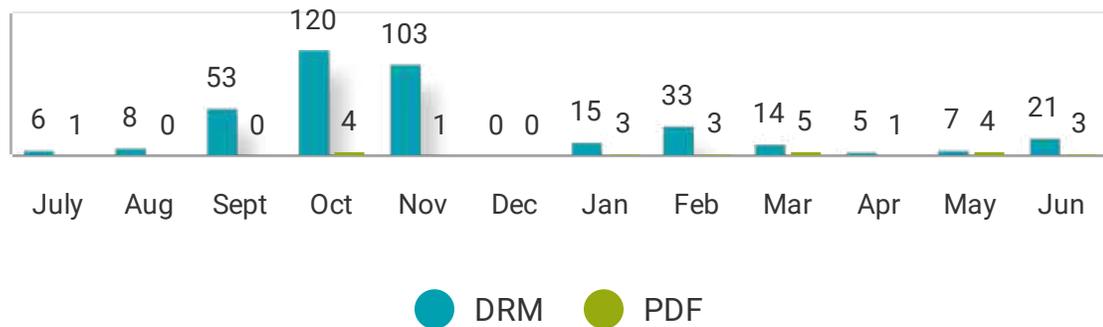


PRO BONO HOURS



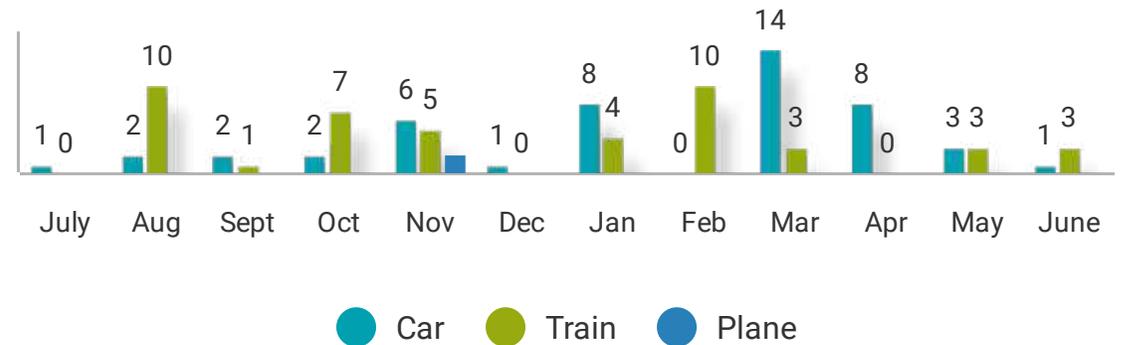
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Target less than 50 % PDF



JOURNEYS MADE

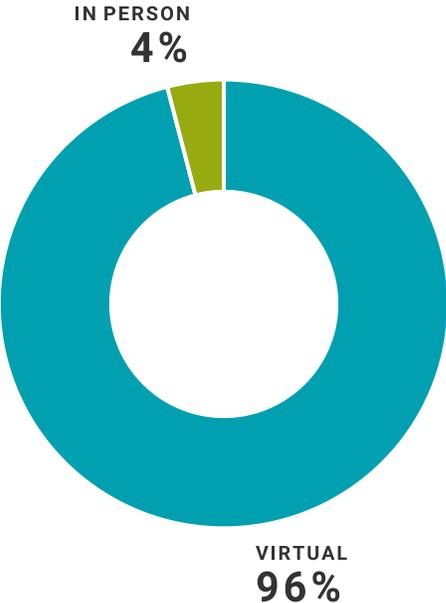
Trains, planes and automobiles



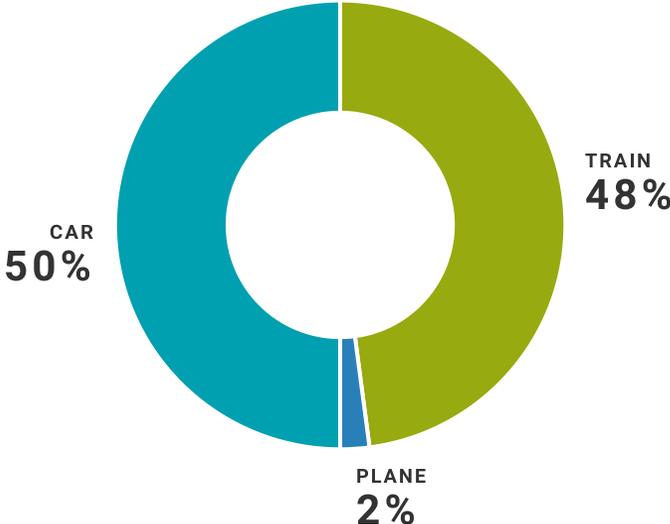
Areas of control - 2021/2022

MEETING VIRTUAL OR IN PERSON

Target: less than 50% in person



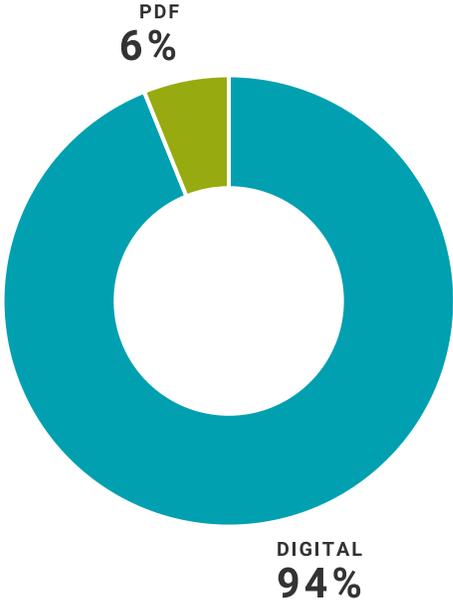
TRANSPORT / JOURNEYS MADE



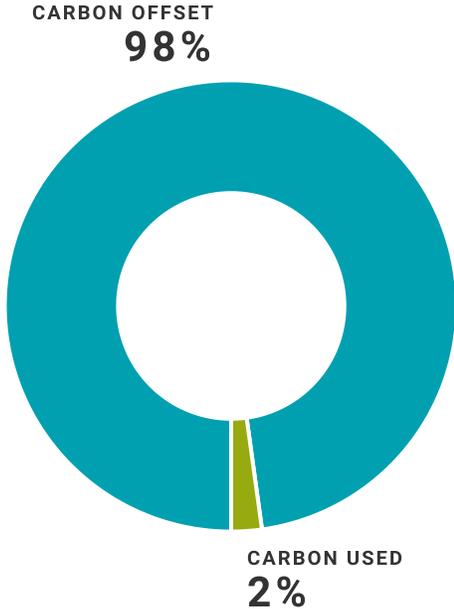
Areas of control - 2021/2022

IM SENT VIA DIGITAL RIGHTS MANAGEMENT VS PDF PRINTABLE

Target: less than 15% PDF



CARBON OFFSET VS CARBON USED





Ecologi

**We have offset
70.8 tons of
CO2 so far
this year...**

We have planted 1,027 trees outside of the UK

15 trees in the UK

70.8 tons of Carbon offset so far this financial year



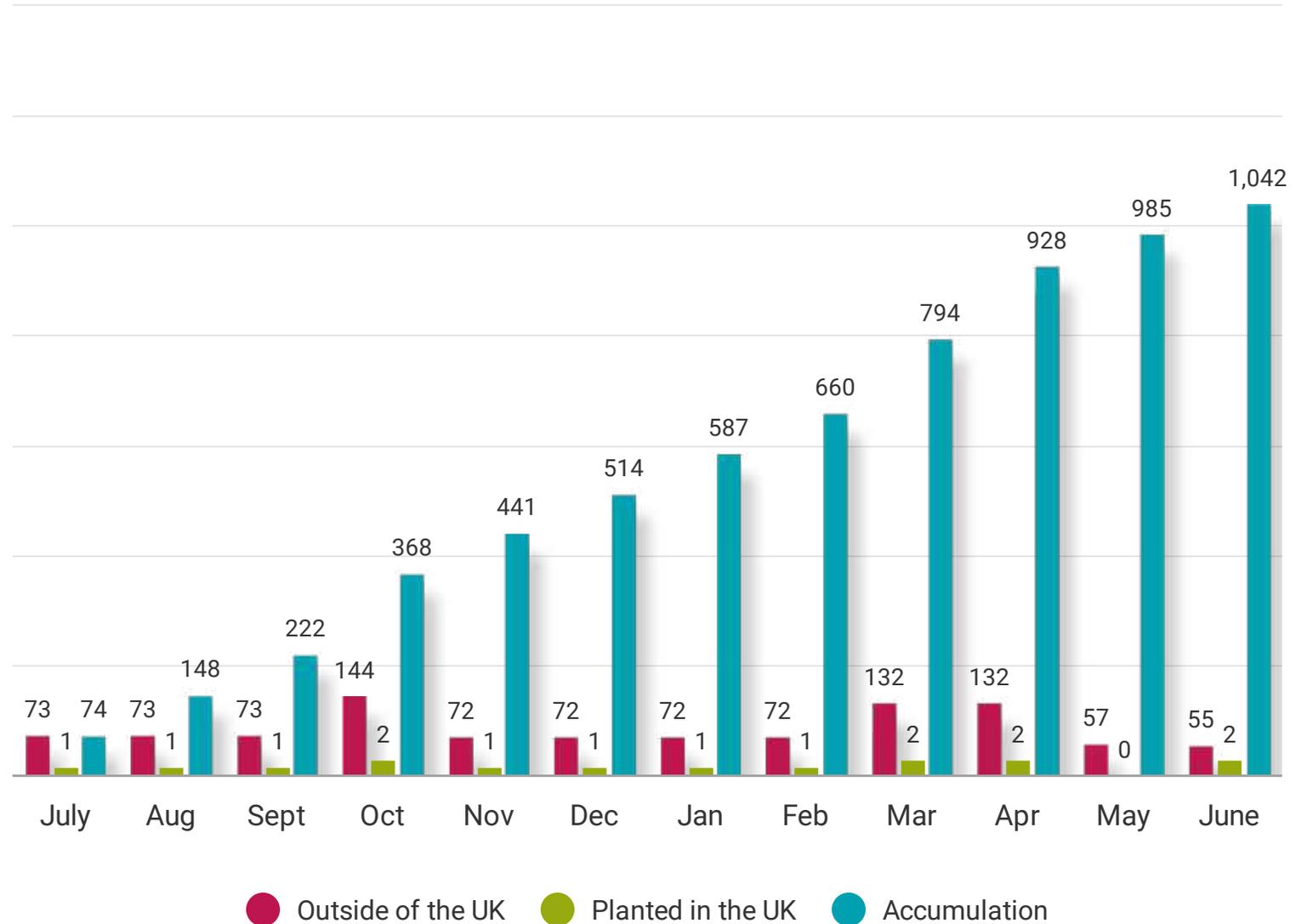
85.98 tons of carbon offset to date



Total trees planted to date: 1,286



Number of trees planted in 2021-2022



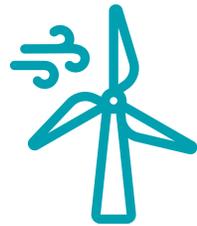
We protect the planet

- Reducing our business trip miles made by plane and car by opting for train or car-share alternatives
- Promoting efficient working practices such as online meeting calls with clients
- Offering all staff flexible working hours to help with childcare and life/work balance; reducing their individual carbon footprints by removing the need to commute
- Reducing the amount of printing that is done during our process
- Offsetting our carbon footprint working with ECOLOGI: in the past 12 months we have planted 1,042 trees which have offset 70.8 tons CO2 in the past year. We have used just over 1.7 tons CO2 in 21/22
- Every month we will plant on average 73 trees in the coming year, and offset 9.7 tons of CO2 per month



Beyond tree-planting

Ecologi projects backed by us this year



WINDFARM - HONDURAS

- 226k tCO2 saved/yr
- 51 turbines
- 500 jobs created
- Clean water for 2,000



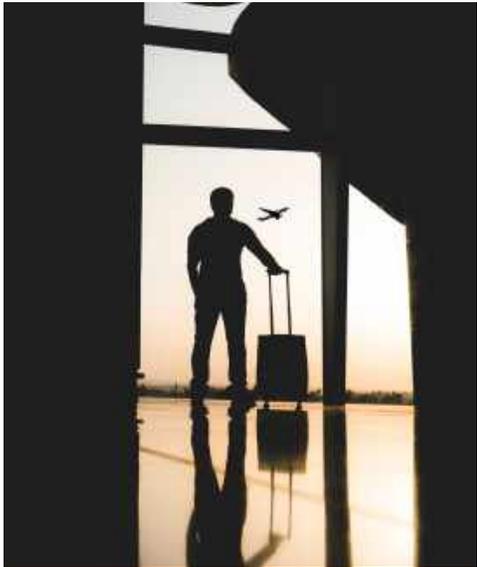
BIOENERGY - CHILE

- 250k tCO2 saved/yr
- Green energy from sawdust
- 300 jobs required to build, 40 jobs created to operate it



DEFORESTATION - DRC

- 5.7m tCO2 saved/yr
- Pay Congo to stop deforestation
- Carbon credits to build schools and clinics
- Improved farm productivity

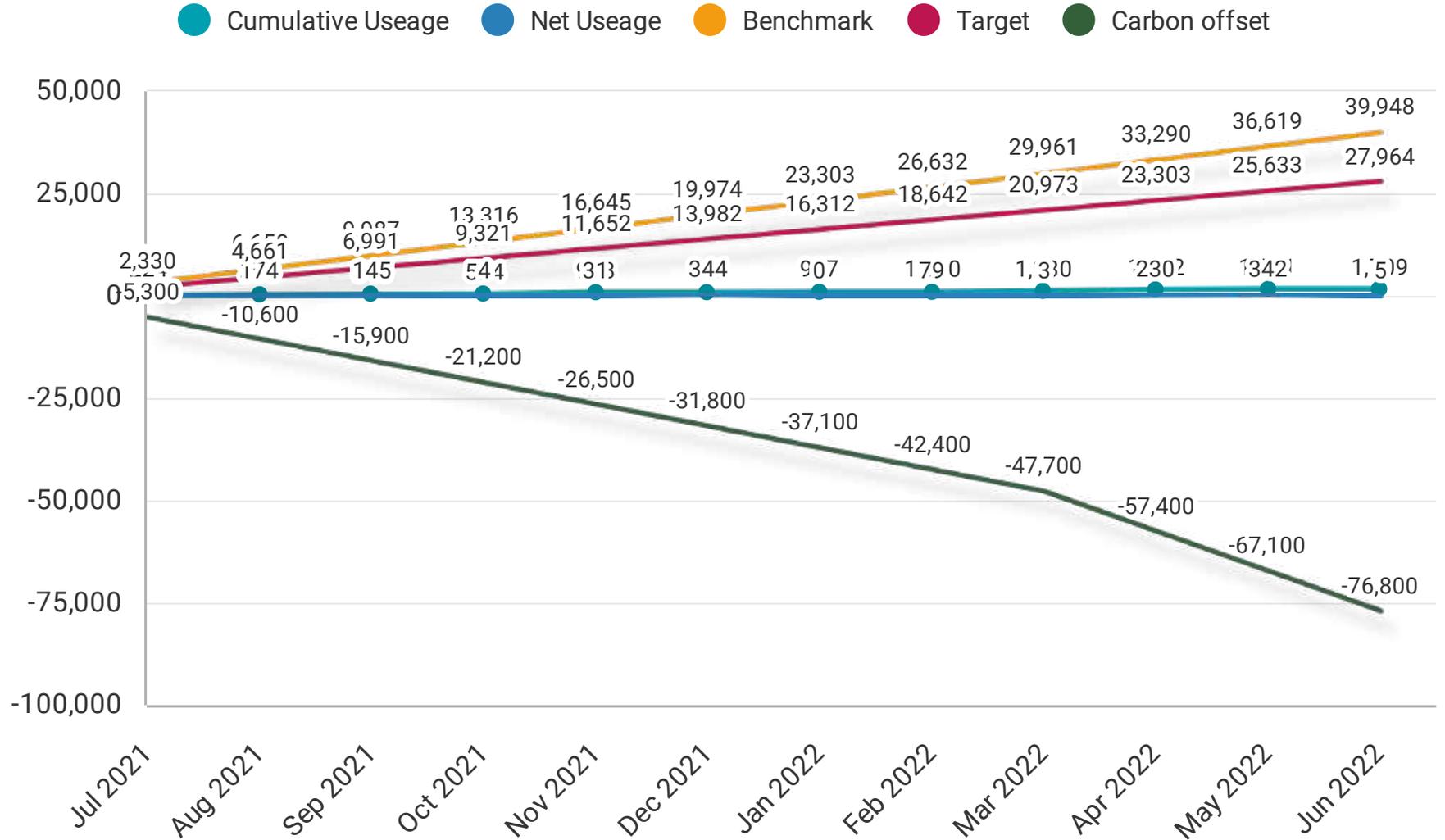


Benchmark

Goal to not exceed -30%



CARBON OFFSET



Social impact

Giving back/ Pro bono work





Social projects financial year 2021-2022

PRO BONO WORK

We have completed over 100 hours of Pro Bono work during the year

CHARITY DONATIONS

Clarify Foundation:
We have made a donation of £250

Noah Foundation:
We donated £400

TOTAL AMOUNT OF VOLUNTEER HOURS

24 Hours in total with Reading Food Bank



IN 2022, CAPEQ DONATED TO THE CLARIFY FOUNDATION - A CHARITY RAISING MONEY FOR COMMUNITY SCHEMES IN THE UK AND UGANDA FOUNDED BY CLAIRE AND DOUG(CAPEQ PARTNER).



IN DEC 2021, THE CAPEQ ELVES PUT TOGETHER 100 CHRISTMAS FOOD PARCELS, PACKED WITH GOODIES AND TREATS TO BE ENJOYED DURING THE FESTIVE SEASON, AT READIFOOD FOOD BANK



IN JUNE 2022, CAPEQ WAS HONOURED TO SUPPORT A CHARITY GOLF EVENT, THE NOAH POPE TROPHY, RAISING FUNDS FOR THE WILLOWS SUPPORT GROUP - A CHARITY SUPPORTING PARENTS AND LOVED ONES AFFECTED BY NEONATAL BEREAVEMENT.

CLARIFY
Foundation

