



Transformative Solutions
Sustainable Impact

Mezzanine Studios Ira & Ellen
The Scrummage
Workroom
Quiet Space










4C For Good 2024 Impact Report

Certified



Corporation

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Certified



Corporation™

4C is a leading commercial, supply chain and operations consultancy that harnesses the power of people and collaboration to build transformative solutions that create sustainable impact for our clients and society.

We are a trusted partner, working with public and private sector organisations around the world. Our success is fuelled by our people who bring diversity of knowledge, experience and thinking to every project.

At 4C we believe that business can be a powerful tool for creating positive change and are proud to be a B Corp, leading the way towards a more sustainable and equitable future.

A word from our MD

As we close another year, I wanted to take a moment to reflect on our continued sustainability journey. At 4C, we do not just talk about sustainability, we ensure that it is at the heart of our decision making and the way we interact with our clients and community. With this at the forefront of our minds, we want to secure a future that is not only good for business, but also good for the planet and the people we work with. To ensure this in 2024, we started sharing best practices and lessons learned across the wider 4C Group to continually strengthen our approach.

This year we have made great progress on the environmental front. We have maintained a sharp focus on our carbon footprint, particularly through our improved travel management practices and by encouraging sustainable practices whilst working from home. These efforts not only reduce emissions, but also support our employees' mental health and well-being, which I am proud to champion.

Beyond the office, we have continued to invest in our communities. Our two away half-days were a resounding success, supporting our local community and creating a meaningful impact on hundreds of community members. We have also pushed ourselves further to support MIND, our chosen charity for 2024. A standout achievement was the 4C team's incredible feat in undertaking the Three Peaks in under 24 hours and raising over £4000 - a great reminder of what we can achieve together, and the difference our efforts make.

On the client side, we have delivered sustainable solutions across diverse sectors. Notably, supporting the UN streamline food distribution through improved infrastructure and logistics. Within the UK, we have helped several universities improve processes, enabling increased budget allocation for research and student welfare. These partnerships are a snapshot of the meaningful work we have done to drive positive change and create lasting value.

Looking ahead to 2025, we have various exciting initiatives already in motion, and I know the team are keen to build on this year's momentum. A key milestone early next year will be our B-Corp Recertification. Certification is something that we are extremely proud of at 4C and reflects our commitment to meeting the highest standards of social and environmental performance. We look forward to working with B-Lab to ensure a smooth Recertification journey and making even more progress in the year ahead.

Jeremy Smith, Managing Director



Our 2024 Impact



Community

- **Empowering Local Communities:** Our team contributed 632 hours to volunteering, directly supporting hundreds of community members
- **Fundraising Success:** We raised over £4,000 for our chosen charity, MIND, to support mental health initiatives

Customers

- **Sustainable Solutions:** Delivered innovative, sustainable solutions across multiple sectors, helping clients meet their social, ethical and environmental goals
- **Enhanced Quality Management:** Improved quality management processes to increase client satisfaction

Environment

- **Sustainable Travel:** Conducted quarterly travel management reviews to continually improve promotion of eco-friendly travel solutions
- **Recycling Initiatives:** Upgraded office recycling facilities, including the addition of battery recycling points

Governance

- **Articles of Associates Amendment:** Ensured our actions have a material positive impact on society and the environment
- **Client Screening Procedure:** Supporting clients who are genuinely committed to societal improvement

Workers

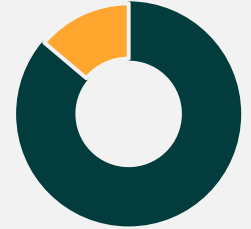
- **Employee Satisfaction:** Achieved an 83% satisfaction rate, reflecting our commitment to fostering a positive work environment
- **Home for Talent:** 4C welcomed two new apprentices to our client-facing team for the first time

BCorp Impact Assessment

2023 Score: 85.3 points

2024 Improvement: 13.7 points

2024 Score: 99.0 points



Community

2023 Score: 10.1 points


2024 Improvement: 2.0 points


2024 Score: 12.1 points



Key Achievements in 2024

Contributing to Our Community: 4C employees dedicated **632 hours** over the year through 2 volunteering half-days and independent initiatives, fostering meaningful community engagement




 **SCRUM Theatre Volunteering:** A team of 27 spent an afternoon at SCRUM, a local theatre charity and cooperative, taking on tasks including; painting, revamping the garden area and organising books – **positively impacting 41,135 community members annually.**

 **Josiah Braithwaite Community Garden & Hammersmith Community Garden:** The other half-day was spent outdoors at the Josiah Braithwaite Community Garden, which is run for the African Caribbean community. As well as the Hammersmith Community Garden, which supports several health and wellbeing projects. Activities included cleaning sheds, planting, weeding, and much more, **benefitting over 200 community members.**

Improving Workplace Diversity and Inclusivity

 We have improved our workplace diversity by further analysing **job categories, satisfaction and more by demographic groups** and increasing our focus on **female recruitment** particularly within our Early Careers Community.

2025 Focus Areas

-  Work with **industry players in leading sustainability initiatives and workshops.**
-  Introduce a **local hiring policy to improve our community and environmental impact.**
-  Using our **office space for community activities.**

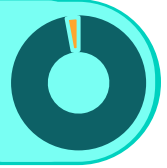


Customers

2023 Score: 29.8 points


2024 Improvement: 0.1 points

2024 Score: 29.9 points





Key Achievements in 2024


Driving Sustainable Impact for Our Clients

 Led the market engagement and supplier selection for a solar panel installation at a major aviation catering firm's Heathrow facility. The project will generate 10.2% of the facilities energy requirements and reduce CO2 emissions by 80 tons annually.

 We worked with United Nations' agencies to digitalise the distribution of food, vouchers and grants through improved banking infrastructure, helping to lower operational costs and enhance the efficiency of food and logistics aid.

 In 2024, and over the past 3 years, we have partnered with the UK's national fusion research group to support the integration of fusion energy into the national grid, promoting a sustainable energy future, bolstering supply chain development and fostering job creation.

 Our Netherlands Team partnered with a European Food Retailer to design a solution which minimises the paper usage for in-store receipts, reducing waste and supporting their sustainability goals.

 Across multiple UK Universities we have helped drive efficiencies allowing institutions to spend more time and money on cutting edge research and deliver the best experience for their students. For example, we introduced electronic invoice capture automation, allowing 270 hours to be saved annually and redirecting that time to value-add activities.

Quality Management Policy and Procedures

 We improved our **Quality Management Policy**, embedding new processes to **improve customer and workers' experience**.



Our client Sellafield recognised for their exceptional work in Procurement at the GO Awards

2025 Focus Areas



Increase our **support for purpose** driven enterprises.



Deliver **pro-bono sustainability training** to our **clients** to improve their sustainability knowledge.



Expanding our **sustainability service offering through strategic partnerships** with **sustainability experts**.



Key Achievements in 2024

Travel Management



In 2024, we launched an **online booking tool** with built in controls to reduce our travel emissions. We continue to hold **quarterly travel management reviews** to continually adjust and reduce our carbon footprint.

Office Recycling Facilities



We improved our office waste management by introducing further recycling facilities, including **food waste** and **battery disposal bins** – ensuring they are disposed of safely and sustainably.

Waste Avoidance



We've avoided waste by donating our **end-of-life laptops** to the [Turing Trust](#), benefiting 576 students who will learn vital IT skills, and donated unwanted items to **local charities** through [A Good Thing](#).

Policy & Hybrid Working Guide



We updated several policies, including our **environmental purchasing policy**. Alongside this policy, we created a special intranet area with advice for reducing the environmental impact when working remotely.

2025 Focus Areas



Improving our office efficiency and waste, with a particular focus on **water conservation, efficiency** and **reduction programmes**.



Including sustainability goals for all initiatives.



Updating our **Carbon Reduction Plan** and **recalculating emissions** to establish a **clear and strengthened strategy**, building on our previously achieved targets.

Governance

2023 Score: 5.3 points

2024 Improvement: 7.5 points

2024 Score: 12.8 points



Key Achievements in 2024

Articles of Association Change

 We updated our Articles of Association to **prioritise stakeholders**, aligning with B Corp standards and strengthening our **commitment to sustainable practices**.

Client Ethical & Environmental Screening Process

 We have developed a thorough **screening procedure** which will be launched in January 2025, ensuring we only support **clients achieve objectives that make a positive impact** to the world.

Balanced Scorecard

 **Three sustainability KPIs** were set and have been monitored by 4C's leadership team, ensuring **consistent progress tracking**.

2025 Focus Areas

-  Include Sustainability KPIs in **4C Board Reports**.
-  We will be delivering **Ethics Training for all 4C employees** in January, covering **anti-bribery and corruption** to ensure we provide the highest quality services to our clients.
-  Introduce a **Materiality Assessment** to identify measure metrics and performance indicators for social and environmental issues relevant to 4C.



Workers

2023 Score: 28.8 points

2024 Improvement: 2.7 points

2024 Score: 31.5 points



Key Achievements in 2024

Employee Engagement Survey Feedback



We conducted our annual Employee Engagement Survey, and the feedback was overwhelmingly positive – with an **83% employee satisfaction rate** and **75% expressing pride in 4C for Good's contributions** and work carried out this year.

Apprenticeship Schemes



4C is committed to creating opportunities for all, exemplified by our 'Home for Talent' initiative. This includes **two new client-facing apprentices** who joined in 2024 after completing their A-levels.

Hubaira (right) exemplifies the success of our program, having been with 4C for three years after starting as an apprentice in our HR team.

Specialised External Training



Almost all our client-facing team, from entry-level to Partner received external training from a **specialised consultant training firm**, enhancing skills and raising standards for our clients.

Equity, Diversity & Inclusion



Achievements included adding pronouns to email signatures, establishing a **dedicated Mental Health & Wellbeing space** and publishing **Gender Pay Gap analysis**, among other initiatives.

2025 Focus Areas



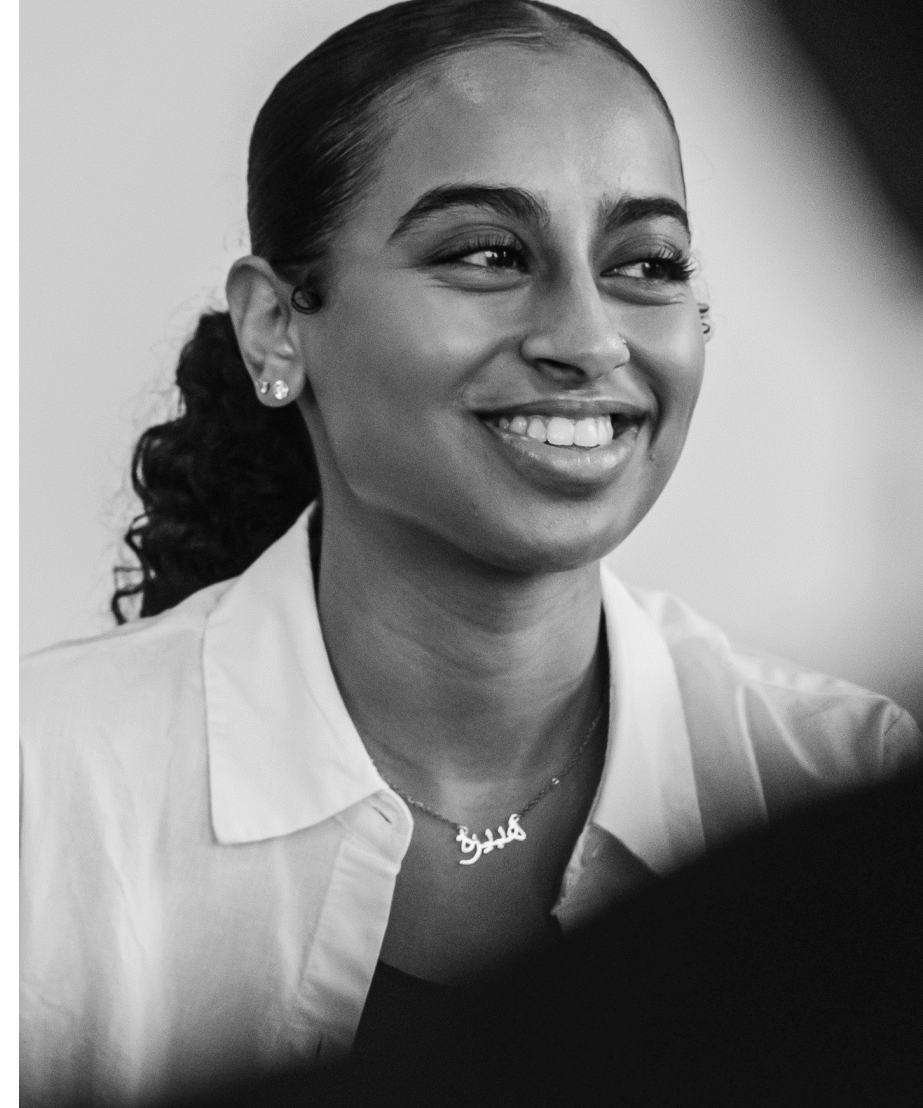
Monitoring **indoor environmental quality** to make improvements to the space we work in.



Continue to encourage internal promotions and hiring for advanced positions.



Introduce **360 Degree Feedback**, **written career guidance** and **social goals** to support our workers with their ambitions.



Thank you, from the 4C for Good Team



Suzanna Hinnell



Kate Sinclair



Ramneek Pullani



Vikki D'Arcy



Rhianna Gandhi



Beth Scholey



Zohra Ahmad



Joe Gillespie