

MasonBreese

2024 Impact Report



What is a B Impact Report?

An annual impact report is a document that highlights a company's progress toward positive outcomes for people and the planet, offers transparency, and demonstrates commitment to sustainable practices. Completing and publishing an annual report is a requirement for every B Corp certified company.

Our annual impact report is one way of keeping our stakeholders informed about the progress that we have made, and the goals that we are setting for the future. By sharing our social and environmental impact openly, we aim to foster trust, transparency, and collaboration. This report allows us to demonstrate how our values drive our actions, whilst also inviting feedback and strengthening our commitment to creating positive change for our communities and our planet.

Certified



Corporation

Who Are MasonBreese?

MasonBreese are experts in change and transformation. We advise clients on strategic change programmes and implement digital, cultural and system change. Investments are made in our people to help us deliver creative change solutions. Our aim is to be the consultant of choice for our clients.

We approach all aspects of change management with our dedicated team of advisors who possess both a broad spectrum of experience and extensive expertise in their chosen fields. A team approach is fostered to work collaboratively with your business as an independent extension to your management team, carefully considering the implications of change and transformation on your people and development goals.

Our people are important to us. We take an open approach and encourage our team to think differently to deliver long-term, sustainable results to boost the true potential of your business

Our Mission Statement

- Employer of choice for our **people**
- Consultant of choice for our **clients**
- A **resilient** and **profitable** business
- A role model for our **communities**



Why is being a B Corp Important to MB?

At MasonBreese, we believe that being a B Corp means that we are part of a global community of businesses, committed to balancing purpose and profit. Our B Corp status recognises that we strive to meet the highest standards of social and environmental performance, accountability, and transparency. It is more than a certification; it is a commitment to continually assess and improve how we impact our colleagues, communities, customers, and the environment. The B impact assessment provides us with a framework to guide our efforts and to measure our progress.

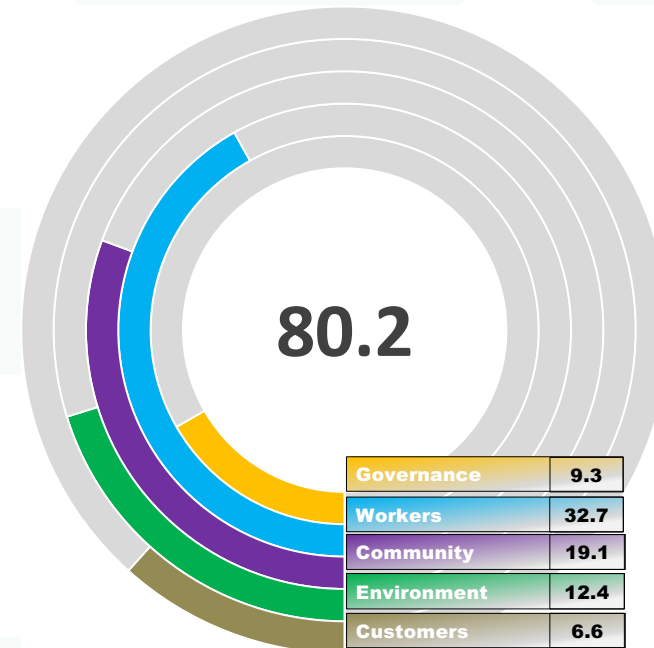
As a B Corp certified business, we are dedicated to using our business as a force for good, ensuring that our growth contributes positively to the world around us and aligns with our values of integrity, responsibility, and sustainable progress.

2023 B Impact Score

In 2023, we achieved B Corp certification, reinforcing our commitment to being a purpose driven business.

The rigorous assessment of our social and environmental performance provided valuable insights into best practices and inspired fresh ideas for continuous improvement. We learned throughout the process and it catalysed changes to our ways of working, our governance processes and our policies.

We achieved an overall score of 80.2, significantly above the median score of 50.9 typically achieved by businesses completing the assessment. The minimum score to pass the B impact assessment is 80 (we just made it) so we are committed to driving even higher standards of accountability and impact in 2024. Our 2024 target was to improve our score by more than 5 points.



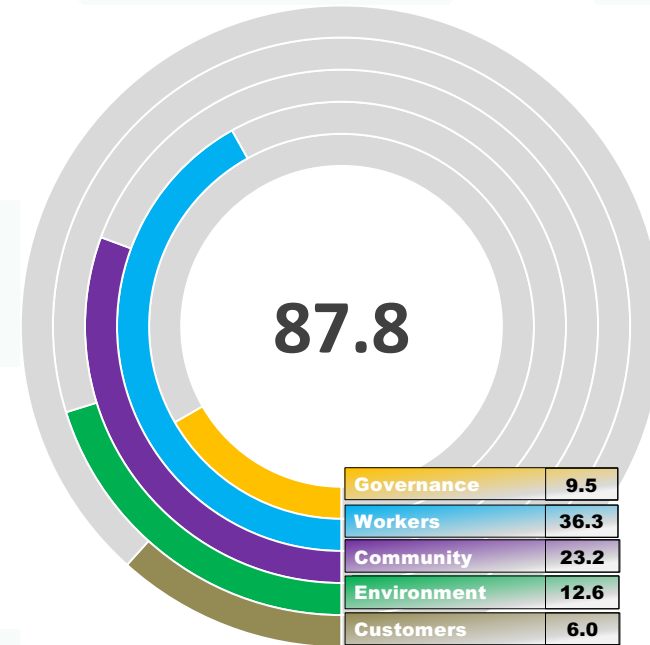
2024 Summary

Using the B Impact Assessment, we gained a clear view of our strengths, areas for growth, and opportunities for improvement and led us to develop a three-year plan with targeted actions to implement annually before our recertification in 2026.

Central to this plan is our commitment to investing in our colleagues and communities, which directly aligns to our mission statement, to drive positive impact.

With these initiatives underway, we are on track to exceed our goal of raising our B Corp score by more than five points. Our current B impact self-assessment projects an eight-point increase for this year.

We took action to improve our positive impact across our four key mission areas: People, Clients, Resilience and Community.



Note: We experienced a 0.6-point reduction in the Customers section due to a decline in revenue from third-sector clients.

People

Living Wage Employer

At MasonBreese, we are proud to be a Living Wage Employer, meaning all our suppliers are paid fairly. For 2024, the Living Wage has risen from £12.19 to £13.41 to meet the true cost of living in Jersey.

We believe in fair compensation and contributing to a better quality of life for everyone living in Jersey.

The Living Wage is calculated to be the minimum a worker should earn to be able to live with dignity and to thrive.



Investment in Training

We are excited to announce an upgrade of our colleague training platform, now offering a broader range of training programs tailored to diverse professional needs.

This expansion reflects our commitment to continuous learning and development. We have introduced a variety of ESG (Environmental, Social, and Governance) training programs, reinforcing our focus on sustainability and ethics

Furthermore, we encourage our colleagues to focus on their continued personal development. We actively support their professional growth by subsidising the costs of their examinations, ensuring they have the resources needed to succeed in their careers.

Colleague Wellbeing

This year, we surveyed our colleagues twice to better understand their needs and experiences, in relation to their wellbeing.

We collated all responses and are pleased to report a current employee satisfaction score of 83%. Looking ahead, we are committed to enhancing our colleagues' health and wellness benefits, with plans to make targeted improvements based on the survey results.

In 2025, we will introduce critical illness cover, and an enhanced healthcare package, at no cost to colleagues

Clients

Throughout the year, we have continued to build and strengthen long-term relationships with key clients, including the Government of Jersey, the Channel Islands Cooperative Society, and the Ports of Jersey. These organisations share a strong commitment to sustainability, with it being a central part of their strategic vision.

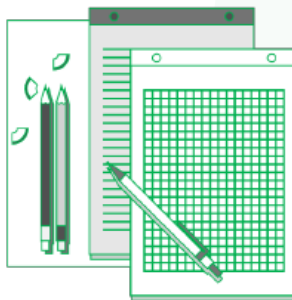
In addition, we have maintained ongoing conversations with our clients relating to their sustainability journeys, offering guidance and support on how they can enhance their Environmental, Social, and Governance (ESG) practices. Our focus remains on fostering collaborative partnerships that drive mutual progress towards more sustainable outcomes.



Resilience

Chemical Reduction Methods

This year, we focused on making our office more sustainable by upgrading our appliances. As part of this initiative, we transitioned all paper products in our main office to locally sourced, chlorine-free options. By eliminating chlorine from the process, we have significantly reduced harmful waste, supporting both environmental health and local suppliers.



Working from Home

At MasonBreese, we promote a flexible work environment, by enabling our colleagues to work from home at least twice a week. This initiative not only enhances work-life balance but also contributes to reducing our carbon footprint by minimising daily commutes. To further support our commitment to sustainability, we provide our team members with energy-efficient equipment for their home offices. By equipping our colleagues with the right tools, we empower them to maintain productivity while aligning with our environmental goals.



Community

Genuine Jersey Artisan Markets

We proudly sponsored the Genuine Jersey Artisans Market Series in 2024.

Genuine Jersey's ethos and the role they play in supporting the local economy resonates with our values: supporting local businesses, the local community and the local economy.

The Genuine Jersey Artisans' markets sponsorship felt like a natural fit and opportunity for us. Genuine Jersey makes it easier for Islanders to make more sustainable purchases and promotes the craftsmanship and excellent produce that is grown and produced on Island



B Corp Events

This year, MasonBreese hosted three B Corp inspired events, to share our journey and encourage sustainable practices within our community. Partnering with Coutts (another B Corp), we organised a fireside event for our clients, where we discussed the B Corp certification process and our path to achieving it.

Additionally, we hosted two community campaigns encouraging the public to learn more about B Corp and our accreditation whilst enjoying local product from local businesses. The campaigns involved a social media element, encouraging participants to view our website and learn more about the services MasonBreese provides.

Community

CABA Training Programme

MasonBreese is heavily focused on growing the pool of Change Management skills on the island. We have invested in our own Chartered Management Institute (CMI) certified, Change Management Academy Business Analyst (CABA), two-year training programme.

The CABA programme is designed to build MasonBreese's own future talent pool to a standard of excellence through specialist training, skill development and mentorship. Additionally, throughout the local community, the programme offers valuable learning and provides access to a clear career path on the island to those who might not otherwise be able to access it.

UCJ Sponsorship

We are the lead sponsor of University College Jersey. This sponsorship involves us funding a programme of extracurricular activities which benefits the lives of UCJ students, whilst also boosting awareness of UCJ in the Island's community.



Community

DE&I Survey

This year, we have launched a survey aimed at gaining a deeper understanding of our current workforce in line with Diversity, Equity, and Inclusion (DE&I) requirements. The survey gathered valuable data on key demographics, including age, gender, and race, with a forward-looking focus on incorporating Socio-Economic Status in future assessments.

We have successfully collated these results, providing us with important insights that will guide our ongoing efforts to foster a more inclusive and equitable workplace. This data will help inform our strategy, over the next two years, to ensure that we continue to support a diverse workforce and create an environment where all employees can thrive.

This strategy will explore collaborating with NeuroBridge Solutions to achieve a neurodiverse accreditation for the company. It will also focus on becoming a neurodiversity-friendly organisation while continuing to raise awareness for DE&I issues.

DE&I Champion

Sue Medder, a MasonBreese colleague, was appointed as our DE&I Champion this year. In this role, Sue will lead efforts to promote diversity, equity, and inclusion across the organisation.

Sue has delivered training to our board and rolled out a programme of compulsory training to all colleagues, on the importance of DE&I in our MasonBreese culture. Sue has a standing quarterly invitation to attend the Board to ensure the DE&I agenda continues to have focus and support at board level.

As a DE&I Champion, Sue will drive initiatives that foster a more inclusive workplace, advocate for underrepresented groups, and ensure that DE&I principles are embedded in our culture and operations.

Community

Policy Change

Throughout the year MasonBreese has been actively refining our internal policies to strengthen our commitment to Corporate Social Responsibility (CSR), Diversity, Equity, and Inclusion (DE&I), and Environmental Good Practices. In addition, we have developed a Preferred Supplier list to identify the best companies for our purchasing needs, with a strong emphasis on supporting local and independent businesses.

We have placed particular emphasis on updating these policies to ensure they align with our core values and reflect our dedication to creating a positive impact within our organisation and the broader community.

These enhancements not only reinforce our commitment to responsible business practices but also foster an inclusive and sustainable workplace culture that benefits all stakeholders.

B Corp Legal Requirement Pathway

In collaboration with B Lab's Global Legal Circle, we have begun work on developing a dedicated legal requirement pathway for B Corp Certification in Jersey. This initiative aims to establish a Jersey-specific framework for companies seeking B Corp status, ensuring that local businesses can align with governance standards tailored to Jersey's unique regulatory environment.

Until now, Jersey companies pursuing B Corp Certification have adhered to UK legal requirements. Our efforts will help create a pathway that supports the growth of B Corps in Jersey, fostering a clearer, more relevant governance structure for future certifications.

2025 Focus

1 Understand and Report on our Gender Pay Gap

2 Advocate for and Promote B Corp Values and Certification to Local Businesses

3 Further Improve our Environmental Impact

4 Continue work with B Lab to facilitate B Corp legal pathway for Local Companies

5 Review and Enhance our Colleague Healthcare Package

6 Targeting an Additional 5+ point Improvement in our B Impact Assessment by 2025



Thank you