

# 4C For Good 2023 Impact Report



Transformative Solutions  
Sustainable Impact

Certified



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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 we are proud to be a B Corp, leading the way towards a more sustainable and equitable future.

# A word from our MD

"I want to emphasise the importance of sustainability to 4C. Sustainability is not just a buzzword for us, it's a commitment to our future. It's about making decisions that will ensure our, and our customers, longevity and prosperity, without compromise on environmental and social impact.

I'm proud that in 2023 we made significant strides in our sustainability efforts. We have implemented new policies and procedures to reduce our carbon footprint, including energy-efficient practices in our offices and investing in renewable energy sources.

We have made it a priority to give back to our community through various sustainability-focused projects and partnerships. We believe that by investing in our community, and in national topics close to our heart, we are not only contributing to wellbeing but also fostering a culture of sustainability among our employees and customers. Mind has been our chosen charity this year, and our team have been climbing hills and mountains across the world to raise awareness and funds, for positive mental health.

There has also been significant progress in our Diversity, Equity & Inclusion plans, including our active Women's Network, revised maternity policy, Let's talk Menopause, Black History, Eid, Diwali and Pride events.

We have made a sustainable impact for so many clients this year, including supporting the roll out of the UK's energy security grant scheme. I hope you enjoy reading more about how we've supported our customers in this report.

We are proud of the progress we have made this year, but we recognize that there is still much work to be done. We are committed to continuing our efforts and finding new ways to make a positive impact."

**Jeremy Smith, Managing Director**



# What is Being B Corp Certified?



B Corp Certification is a “designation given to for-profit companies that meet high standards of social and environmental performance, transparency, and accountability. The certification is conferred by B Lab, a global nonprofit organisation”

To be certified as a B Corp, a company must:

- Achieve a B Impact Assessment score of 80 or above and pass a risk review.
- Make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status if available in their jurisdiction.
- Allow information about their performance measured against B Lab’s standards to be publicly available on their B Corp profile on B Lab’s website.





# Why is it Important to 4C?



In 2022 we became B Corp Certified for the first time. This is what it means to us:



## **Credibility and Trust:**

B Corp certification is a clear signal to clients, employees, and partners that the company is committed to social and environmental responsibility. It enhances our reputation and builds trust.



## **Attracting Talent and Customers:**

Many people prefer to work for and buy from companies that align with their values. B Corp certification helps us attract talented employees and loyal customers who care about more than just profit.



## **Benchmarking Performance:**

The B Impact Assessment provides a comprehensive framework for measuring 4C's impact on all our stakeholders, customers, and the environment. This helps us identify areas for improvement.



## **Building a Better Business:**

The process of becoming a B Corp helped us identify ways to improve our operations and governance, reduce our environmental footprint, and enhance our positive impact on society.



## **Joining a Community of Leaders:**

We are part of a global movement of people using business as a force for good. Being a B Corp provides us opportunities for learning from and collaborating with other innovative companies.



# Our Mission



At 4C, we believe in a future where economic growth and environmental sustainability are not mutually exclusive. Our mission is to create sustainable solutions that not only drive industry forward but also protect and nurture our community and planet.

As a leading Commercial, Operations & Supply Chain Consultancy, we understand the significant role we play in shaping the future. We are committed to reducing our environmental footprint and driving sustainable practices across all our operations. Our commitment to sustainability is not just an add-on to our business strategy; it is ingrained in our DNA.

We have set ambitious goals for ourselves. By 2030, we aim to achieve net-zero carbon emissions across our global operations, starting with our offices that are already 100% powered by renewable energy.

But our commitment to sustainability goes beyond our own operations. We are dedicated to delivering services that enable our customers to reduce their environmental impact and deliver societal benefit. We are leveraging our expertise to develop solutions that help businesses optimize their energy use, reduce waste, emissions and transition towards a circular economy.

We are also mindful of the social aspect of sustainability. Our services have the potential to drive social change. We are committed to using our resources and expertise to address social issues, promote equality, tackle modern slavery and improve lives.

At 4C, we understand that the path to sustainability is a journey, not a destination. We are committed to continuous learning, improvement, and adaptation in all our working practices. We are transparent about our progress and challenges and believe in the power of collaboration to drive change.

We are excited about the future and are committed to playing our part in creating a sustainable world. At 4C, we are not just imagining a better future; we are working to create it.





# Our Focus for 2023



## Sustainable Impact

Making a lasting positive social and environmental impact through the work we deliver (B Corp theme of 'Customers')

## Environmental Responsibility

Continuing to reduce our environmental impact aligned to our commitment to be carbon neutral by 2030 (B Corp theme of 'Environment')

## Community Impact

Positively contributing to the communities local to our, and our key customers' offices (B Corp theme of 'Community')

## Home for Talent

Creating a diverse, equitable and inclusive working environment within which our team thrive (B Corp theme of 'Workers')

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Our transformative solutions all aim to deliver a positive, sustainable impact for our customers and the communities they serve. Our rebranding in 2023 put a focus on this and we are continuing to embed our 'purposeful, genuine, committed and innovative' values into all we do.

Some examples of our sustainable impact in 2023 include:



We have ensured Social Value and Environmental impacts are systematically tracked, monitored, and delivered through contractual agreements with third-party suppliers for a major UK University. Using technology for online supplier engagement has reduced emissions through reducing travel around the University's geographically dispersed campus.



We worked with a number of major UK hospitality companies to restore supply chains post-COVID, making UK holidays affordable during the cost of living crisis, and with one leisure company, securing 16,000 UK jobs.



We assisted with creation of the Sustainable Travel Zones (STZ), established 6 new bus routes, 2 extensions of existing routes and 1 new Demand Responsive Transport (DRT) service for a major UK airport – all of which has resulted in more colleagues and passengers using public transportation.



We supported a number of housing associations' commercial teams, improving procurement and contract management to ensure not only value for money is achieved, but also essential service levels and standards are maintained to provide safe housing for those in need.





We have accelerated clinical trials to bring new diagnostic approaches for prostate cancer medicine and we have defined the strategy for how patients with a rare cardiac protein disorder are cared for during their trial journey.



We assisted a large private utilities company to pursue commercial objectives, establishing long-term agreements with adjacent providers, assisting in cost reductions for the customer and funding to reduce sewerage spills.



For the last two years we have led the commercial function of a major government energy programme, championing social value and sustainability through procurement and contract management. In this way we have created work placement opportunities, apprentices and graduate schemes, and contributed to community engagement activities (schools, community events, supply chain events connecting SMEs with MNEs).



We have been driving sustainable products, including digital currency, through the supply chain and assisting with social value across all 'people' contracts across one of the UK's central bank.



We've been securing the UK's place in the fusion energy industry, creating jobs by developing global fusion supply chain – including supporting the concept design phase for a nuclear fusion prototype plant, a major government infrastructure project.

# Environmental Responsibility



We are committed to reducing our impact and in 2023 implemented several initiatives to achieve this goal, such as:

- Switching to energy from renewable sources to power our operations and reduce our greenhouse gas emissions.
- Improving our recycling practices. We have set up recycling bins in our offices and encouraged our employees to use them.
- We rebranded in 2023, introducing a tagline 'Sustainable Impact', to communicate our vision and values to our stakeholders. We have redesigned our logo, website, and marketing materials to reflect our commitment to sustainability, and to showcase our achievements and goals.
- This year we commenced our corporate travel review, introducing a new travel and expenses policy that mandates greener travel alternatives. In addition, we are about to launch a new online travel booking system that prioritises eco-certified accommodation and provides emissions data to enable our team to make more informed travel decisions.
- We updated our Cycle to Work scheme in 2023, providing more flexibility and value for those who wish to cycle to work, and celebrated National Cycle to Work Day on 4<sup>th</sup> August showcasing some of our team who commute to the office by bike.
- We have invested in technology to enable flexible work policy, allowing our employees to work remotely or from co-working spaces, and reducing the need for commuting.
- Focused on local resourcing to reduce emissions from travel to client sites. This included working cross-group resourcing our US engagements in partnership with Procure4 who have offices in the US and establishing our own team in the Netherlands to service more of our European clients.

Through these efforts, we hope to make a positive difference in the world, and to inspire others to join us in our journey towards sustainability.





At 4C we recognise our workers are our greatest asset. This is why in 2023 one of our key strategic focuses was continuing to build a culture that differentiates us from the rest. This year we:

- Implemented and managed two promotion rounds using our revised and transparent progression and promotion process in line with our redefined role expectations framework. This new process places accountability in the hands of employees and gives them the opportunity to demonstrate their readiness and potential for promotion within the organisation.
- Increased our Maternity pay provision to 16 weeks at full pay, with the ability to flex when the additional payments above statutory are made to suit the employee.
- Increased our paternity pay provision to remove the eligibility criteria for pay and leave and to pay 2 full weeks' pay regardless of length of service or eligibility.
- Launched our ED&I plan, including a new ED&I survey, the ability to add pronouns to email signatures, on-line learning for all employees as well as celebrating a range of cultural events and speakers including Pride, Inclusion Week, Black History Month, Let's Talk Menopause and Diwali to name but a few.
- Reviewed our benefits offer to ensure we spend our money on the items people value. We've retained a Healthcare Cash plan for everyone, plus the option to purchase BUPA medical and dental cover using our flexible benefits allowance. We also continue to provide Life Assurance, PHI and an EAP for all employees and support Employee Mental Wellness via our MHFA network and support for national and international Mental Health campaigns which in 2023 including training three new mental health first aiders, inviting speakers, providing guided meditation sessions and allowing people time for mental health breaks.
- Supported the organisation through the death by suicide of a colleague, providing support and training on suicide awareness as well as raising money for our charity of the year, Mind.
- Helped employees to manage their Financial Well-being by providing free financial advice sessions.



# Community Impact



Our employees take advantage, both through delivery to clients, and making use of their 2 paid volunteering days to give back to the communities in which we live and work, and our customers' communities.

## Fundraising

Our corporate charity this year was Mind, chosen by our team, and particularly meaningful as we tragically lost a colleague to suicide during the year. This gave the team additional passion and focus in our main fundraising activity, where we climbed the Yorkshire 3 Peaks in his honour, completing a 24-mile hike across the stunning scenery of the Yorkshire Dales National Park within 24 hours, raising over £5,000.

We enjoyed some delicious coffee and cakes at our virtual coffee mornings, where we donated to Macmillan Cancer Support, a charity that provides essential services and support to people living with cancer. We chatted with our colleagues, shared our stories and tips, and showed our solidarity with those affected by cancer. We also learned more about the work that Macmillan does to help people with cancer live life as fully as they can.

In October, we celebrated Black History Month by hosting a series of online talks and workshops featuring inspiring speakers and leaders from the Black community. We learned about the history, culture and achievements of Black people in the UK and around the world. We also discussed the challenges and opportunities that Black people face in the workplace and society. We donated to the Black Lives Matter UK, a grassroots organisation that campaigns for racial justice and equality.

In December the 4C Women's Network Christmas Quiz raised funds and gathered donations for our local Baron's Court Project, the only day centre in Hammersmith and Fulham serving some of the area's vulnerable population, providing them with a space to meet their basic needs such as having a shower, doing the laundry and having something to eat.



## Volunteering Spotlight

In 2023, 4C's Legal Director Suzy, continued to support Safe Soulmates, a Cambridge-based charity which hosts networking events for the neurodiverse to help them make friends and potentially meet a partner. During the year, she helped the charity register another trade mark, Connectus Cambs, and put in place an NDA so that the organisation could discuss the prospect of franchising and monetising its model with another group in Norfolk. She also advised on a potential scale - the social battery - that would allow autistic people to convey their satisfaction with a particular activity, as the conventional smiley face model does not work for individuals who do not read facial expressions in the same way as others. This support represents two days of legal counsel's time. What is really gratifying in that, as a mark of respect for her pro bono time, the charity has invited Suzy to some of its events; she went to the Rocky Horror Show in May, saw the Christmas lights on a bus tour in November and attended their Christmas party.





## Volunteering Spotlight

Katy, our Consumer Products Lead, is on the Board of Trustees for Be Enriched, a charity based in SW London who are focused on building community through food. The charity has 3 volunteer-led canteens serving hot meals to those in need in the community, as well as operating a Food Bus that provides low-cost food in Lambeth and Wandsworth. Katy became a trustee in September and has been contributing to the ongoing oversight of the charity as well as providing some specific cost model support (with help from other 4C employees) for their Food Bus operations. To support Katy in undertaking her trustee duties, she's also currently undertaking the ICAEW Trustee Training course.



# Volunteering Spotlight

4C is a Silver Defence Employer Recognition Scheme Award Holder, and signatory of the Armed Forces Covenant.

Mark, in our Public Sector Team, is a Company Commander in the Army Cadet Force (ACF), responsible for the leadership of a Company of c.100 Army Cadets and 30 Adult Instructors in the delivery of ACF training and activities across evening parade nights, weekend and weekday events.

Mark says, "the leave that 4C has provided me this year has enabled me to organise and deliver a week-long overseas trip, which gave many young people who had never been abroad before the experience of new cultures, whilst taking part in events and activities that were wholly unique to the trip. I have also been able to attend our 2-week summer camp where we delivered a wide range of training and activities which inspired huge achievement in both our Cadets and Instructors. Throughout the year I have led the delivery of multiple weekend training events which have further enhanced the impact.

Quantifying these impacts is difficult, but over the course of the year we have seen huge development in our Cadets in areas which are changing them for the better. These include resilience, confidence, respectfulness of others, personal discipline, leadership, followership and personal awareness in addition to so many more.

I believe the impact my volunteering has had this year has been hugely significant, this is in a large part because I am in a role that enables me to create positive impact on a large scale within an organisation which by its very design creates monumental positive impact. The support of 4C has been vital in enabling me the freedom to focus and commit the time required to be a part of the impact created by the team of instructors I am so fortunate to lead."





## Volunteering Spotlight

4C supports the Edinburgh 360 Consulting Programme, mentoring University students whilst they develop consulting by providing pro bono services to non-profit organisations and social enterprises. 4C mentors guided the students through a real-life project, from defining the problem, conducting research, analysing data, developing recommendations, and presenting the final report. The students got to know their mentors on a personal level and learned about their career journeys and their tips and advice for aspiring consultants.

As well as the impact the projects had on their local communities, our mentors shared their knowledge and experience, inspiring the next generation of consultants.







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