


# 4C For Good 2025 Impact Report



An aerial photograph of a dense forest with a winding asphalt road. The road has white lane markings and curves through the trees. The trees are mostly green, with some showing autumnal colors of yellow and orange. The road starts from the bottom left and curves towards the top right.

4C drives **sustainable transformation and cost savings** across organisations' commercial activity, supply chains and operations. Our people-led, technology-enabled solutions deliver **lasting client and societal value**.

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 BCorp**, leading the way towards a more sustainable and equitable future.

Certified



Corporation



# A word from our MD

**As we complete our third year as a proud BCorp, it's a good time to reflect on how sustainability continues to shape our business, guiding how we operate, make decisions, and work with clients and partners. Our goal is to deliver sustainable impacts that are people-centric, socially responsible, and environmentally positive whilst also being commercially strong. Sustainability is embedded in almost everything we do, even when it's not obvious.**

This year, we've taken further steps to reduce our environmental impact through better ways of working, travelling, and staying connected, especially focused on how to support flexible and sustainable hybrid working. These changes aim to cut emissions, improve efficiency, and boost the wellbeing and resilience of our people.

Our commitment goes beyond our own operations. We've continued to support local communities, dedicating time and expertise to activities that create positive social impact. For example, our teams spent over 300 hours volunteering and have been active members of the BCorp movement, talking about the benefits on podcasts and to prospective new BCORPs.

For clients, sustainability remains central to the services we provide. Across sectors, we've helped organisations strengthen processes, improve performance, and build resilient systems for the future – delivering practical, long-term solutions that create lasting value.

Entering the new year, we're committed to building on our progress and elevating our standards once again. As one of the UK's first 1,000 BCorp-certified organisations, we're working towards re-certification in early 2026—continuing our journey to create the greatest possible impact for our team, our clients, and the communities we serve.



Jeremy Smith

MD, 4C Associates



# Our Manifesto



4C aims to transform organisations so they are more agile, cost-effective, resilient, and sustainable—delivering better outcomes for businesses, people, and the planet. To drive that change, in 2025 4C focused on:

## Broader delivery of impact standards

To recommend and implement responsible business practices with our clients looking for opportunities across the BCorp pillars: Workers, Environment, Community, Customers & Governance

## Building on our certification

Through our Group ESG forum and company engagement such as the 4CforGood

## Storytelling

To amplify examples of 4C as a force for good through LinkedIn posts and annual Impact reports

## Community building

Supporting local charities and encouraging teams to use paid volunteering leave. Supporting organisations who want to join the BCorp movement





# Broader delivery of impact standards



Across 2025 we've recommend and implemented responsible business practices with our clients looking for opportunities across the BCorp pillars: Workers, Environment, Community, Customers & Governance



We supported multiple Universities to enhance student experience and value for money, and maximise the impact of research grants



4C supported a Healthcare Insurance provider to maintain the affordability of Healthcare Insurance in the US

We also supported the NHS to effectively and compliantly implement legislative changes to the Procurement Act



We were shortlisted by the Management Consultancy Association as a Finalist in the Private Sector Performance Improvement category for a project improving the sustainability, availability, food traceability and safety for catering at a chain of UK holiday parks



All year we've continued to develop local supply chains and employment, supporting UK Industrial Fusion Solutions to bring together the expertise needed to delivery commercial fusion energy, developing cost-effective fusion plans that will transform global energy production.



We're proud to be supporting some of the UK's key infrastructure projects, including new rail stations to improve affordable access to employment, and one of the UK's major transport hubs to improve supply chain sustainability and resilience.





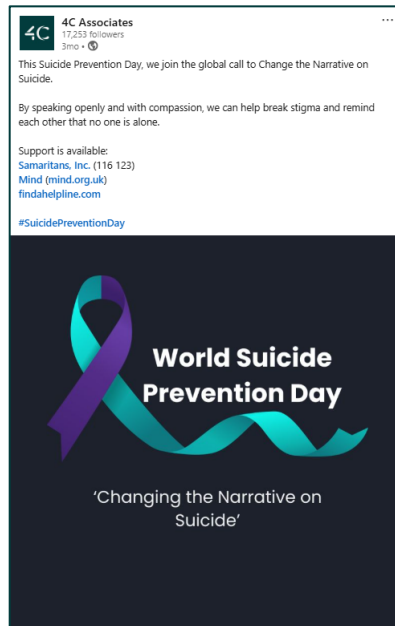
# Storytelling: We spoke & posted about sustainability topics across the year



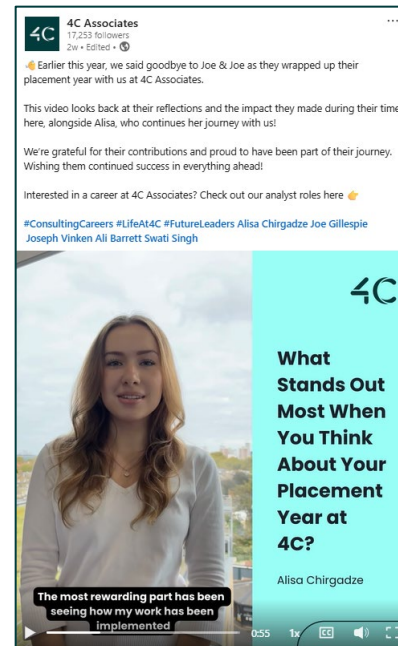
## Waste Reduction



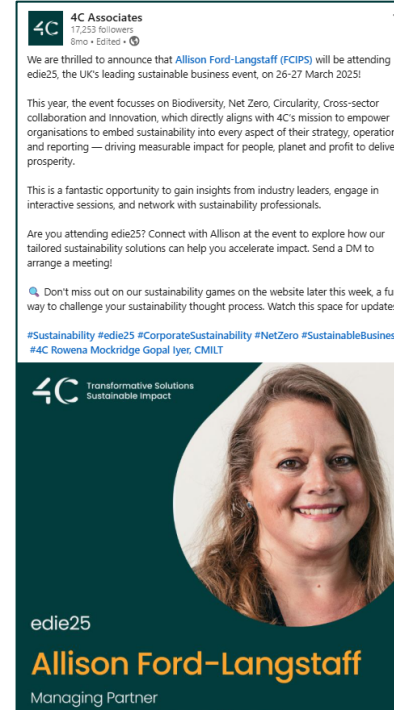
## Mental Health



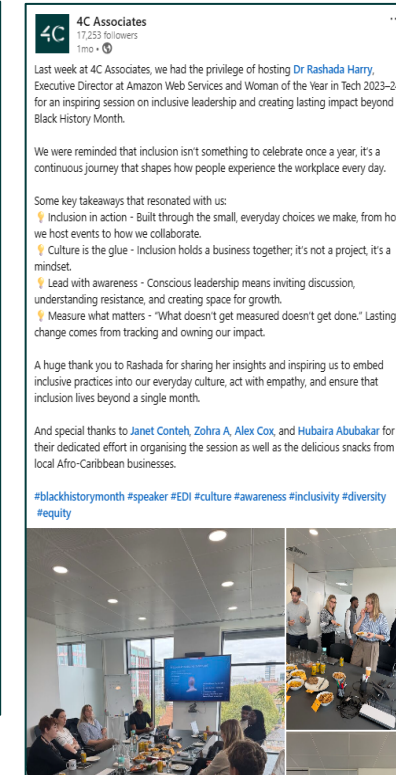
## Internships



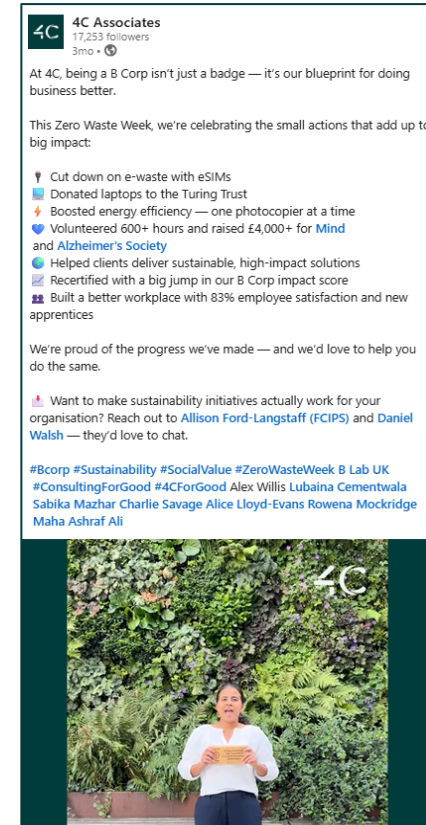
## Thought Leadership



## DEI



## BCorp Certification



Podcast Episode

**How to Make Money and be a Force for Good:**  
**4C Associates B Corp story with Suzanna Hinnell**  
Talent Talks Podcast



## Workers

- Our annual **Employee Engagement Survey** delivered an employee satisfaction rate of **82%**.
- Powered by our people, **networks** helped shape 2025 by bringing colleagues together through learning, conversation, social connection and shared experiences. Across EDI, Mental Health, 4C For Good, the Women's Network and our employee taskforce, these initiatives reflected what matters to our people and strengthened our sense of community.
- We supported 25 internal **promotions & progressions**, championing our people, their development and success
- We continued to support our 2 **apprentices** and 2 **placement students** to champion future industry leaders

## Governance

- Our **sustainability performance** has been regularly reviewed by the 4C and FourCentric Boards and is integrated into our performance reporting alongside our financial and operational performance.

## Environment

- We achieved a 75% **reduction of emissions** per £m revenue generated since the baseline year of our Carbon Reduction Plan
- We fully embedded our **Travel Management Solution & Expenses** policies, encouraging our team to take sustainable travel options and book Eco Rated accommodation options
- We actively balanced in-office and **virtual events** and team meetings, to ensure we maintain our human connections, whilst minimising emissions, as one of our key categories of emissions. We continued our policy of not mandating office working days.
- Renewing our lease, we replaced our office printer with **Certified Carbon Neutral** equipment
- We now only offer e-SIMs, not separate company phones, significantly **reducing e-waste** and have contributed to the **circular economy** donating surplus office equipment to not for profits.



# Community building



**300.5** hours were spent giving back in 2025, with our people getting involved in volunteering and BCorp activities that support our communities and shared values.

- Our European team learned about sustainable gardening volunteering at **Heemtuin de Heimanshof**, helping with preparations for an upcoming event by cleaning up the garden.
- A Group of 15 4C employees completed a **26 mile, near 12 hour walk along the Jurassic Coast** raising money for the Alzheimer's Society. They raised an incredible £6,447 for the cause.
- Building on our work from the previous year, we were proud to return to the **Josiah Braithwaite and Hammersmith Community Gardens** in 2025. Our team once again rolled up their sleeves to help care for these spaces, contributing time and effort to activities that support health, wellbeing and connection within the community.
- To build an inclusive community our **DEI Group** and **Women's Network** hosted multiple events including:
  - Candle Making
  - International Women's Day Speaker: Apprentice Winner Sian Gabbidon
  - Eid Dinner
  - Safe Working Space LGBTQ+ workshop
  - Golf Afternoon
  - Women's Network Book Club
  - Padel Social
  - Women's Network Speaker: Isabelle Liu, CIPS Award Winner for the Best Initiative to Build a Diverse Supply Base
  - Establishing a Running Group 'Billable Miles'
  - Sponsoring 'Procurary' fundraising & celebrating the unsung heroes of procurement
  - Hosting Dr Rashada Harry Executive Director at Amazon Web Services and Woman of the Year in Tech 2023–24, for an inspiring session on inclusive leadership and creating lasting impact beyond Black History Month.



# Thank you, from the 4C for Good Team



Suzanna Hinnell



Vikki D'Arcy



Alex Willis



Jack Vanner



Zohra Ahmad