

BEYONDLY



Impact Report

2024-25

Certified



Corporation



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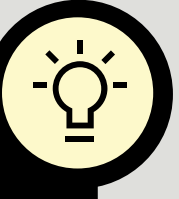
Looking Beyond 52

At the heart of Beyondly is our planet.



Our purpose

We lead, inspire and educate to positively impact society and the environment.



Our vision

To create a better, fairer, sustainable world for all.



Our values

Trust, Commitment, Respect, Passion, and Innovation.

A very warm welcome to Beyondly's 2024-25 impact report!

Looking back over the past 12 months, we've taken a massive leap in meaningful steps and grown our positive impact towards building a brighter tomorrow. Yet, we can't overlook the ongoing challenges in the world.

In 2024 and into 2025, our planet, people, and communities continue to face a complex mix of environmental, social, economic, and political challenges. Including rising global temperatures – making 2024 the UK's fourth warmest year on record – extreme weather, inflation, economic pressures, and cyber security threats.

Our commitment to making real impact and mitigating climate change is ingrained into all aspects of our business. Some key impact activities of the year include:

- **Fund for Change grant-giving initiative:** In a record year, we donated £278,045.49 to 17 charities and community interest companies (CICs).
- **Skipton Eco Day:** We sponsored this event to ensure it could be free for the local community to attend.
- **Supporting local schools:** We welcomed 8 work experience students, supported mock interviews and events, and completed a project titled 'Your Sustainability Future' with a local school.
- **Customer Service Excellence:** We were awarded 3 Compliance Plus points recognised for our commitment to cultivating a positive organisational culture and enhancing access to information.

There's a real buzz at Beyondly as we generate ideas and map out plans to strengthen our ESG efforts in the year ahead. Stay tuned for our 2025-26 Impact Report to see how our ambitions take shape!

"We remain truly dedicated to transparently sharing our efforts and progress across environmental, social, and governance (ESG) areas reflecting our ongoing commitment and vision of creating a better, fairer, sustainable world for all."

Mel Harper
Brand and Impact Manager





Company Highlights

Team highlights



- **Jessica Aldersley**, our Managing Director, was honoured as one of The LDC Top 50 Most Ambitious Business Leaders for 2024, in collaboration with The Times. This recognition reflects her strong commitment to Beyondly and her inspiring vision of driving positive change through business.
- Our zero-waste expert **Chris Smith** is now certified as a TRUE Advisor trained on the TRUE Rating System. This certification demonstrates his commitment to preserving and improving the environment, evidencing he possesses the knowledge necessary to divert and document unnecessary waste from landfills.
- **Charlotte Davies**, our Senior Consultant in Resource Efficiency and Circularity, was appointed by Chartered Institution of Wastes Management (CIWM) as their first Early Careers President.



Fund for Change

2024 marked the third year of our annual Fund for Change programme; our commitment to donating **5% of our annual net profit** to charitable causes and/or community projects.

- This exemplifies our dedication to being a business for good, reinforcing our B Corp certification and commitment to creating a better, fairer, and more sustainable world for all.
- Not only does the initiative provide financial support through our grant-giving process, but it also fosters meaningful relationships with charities and organisations striving for environmental and social progress.

We celebrated a milestone year and donated a record **£278,045.49** – an 85% increase from the previous year – to 17 charities and community interest companies (CICs).

The diverse range of charities we supported include:

Craven Arts Trust,
Wastebuster,
Waste Aid UK,
Growing with Grace,
and **Smart Works.**

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[Learn more about the Sustainable Development Goals.](#)

Fund for Change (continued)

Mel Harper transitioned into the role of Brand and Impact Manager in 2024 and has played a vital role in driving forward our impact goals, particularly through the Fund for Change initiative.

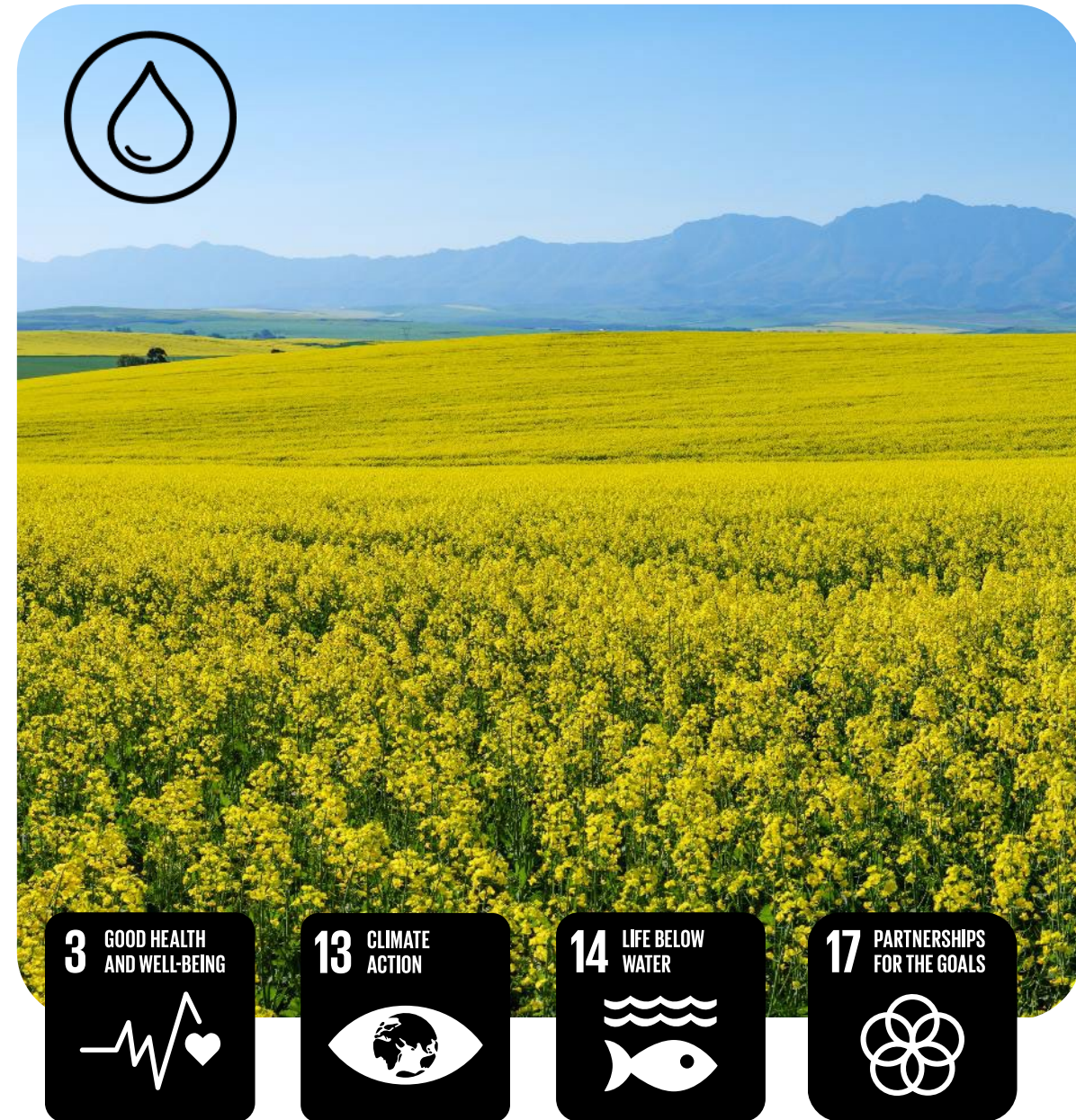
- To strengthen our impact, we committed to long-term partnerships with WRAP and NOC, enhancing our environmental impact through sustained collaboration.
- These ongoing collaborations support our wider mission and provide an opportunity to deliver more meaningful, lasting contributions to the environmental sector.

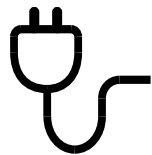
Mel emphasised the importance of these partnerships in achieving more significant and lasting environmental outcomes:

"It's incredibly rewarding to see the tangible impact our Fund for Change is making on these charities and CICs. By donating to these remarkable organisations, we are not only supporting their vital work but also reinforcing our commitment to having a positive impact."

No matter the size of the Fund for Change donation, we are delighted to witness the genuine difference our funding will make.

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WRAP

A new **research-led project** focused on Waste Electrical and Electronic Equipment (WEEE). We're investigating the barriers to higher collection rates and exploring innovative solutions to support a more **circular, sustainable approach** to managing electronic waste.

[Head to slide 18 to read more.](#)



Yorkshire Dales Millennium Trust (YDMT)

Donated to Yorkshire Dales Millenium Trust's '**Seed to Sapling**' project to empower communities and vulnerable groups to **create, enjoy, and care for woodlands**, and support nature.

[Head to slide 19 to read more.](#)

Fund for Change - Impact Highlights



Aire Resilience Company (ARC)

Supported the development of the **Community Interest Company (CIC)**, specifically to engage a sustainability professional with excellent business contacts in and around Leeds, and to help with developing the business community consortium.

[Head to slide 20 to read more.](#)



National Oceanography Centre (NOC)

A 5-year partnership which builds on their previous **ocean plastics work**. This enabled yacht owners to collect **vital water samples** across the globe, to be analysed by NOC's plastic team.

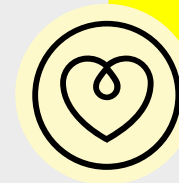
[Head to slide 21 to read more.](#)

B Corp Month

This [B Corp month](#) we went bigger and better than we've ever done before with a jam-packed agenda of meaningful activities to celebrate all things B Corp:

- **Volunteering day** – We were thrilled to host a volunteering day on the Broughton Estate for World Rewilding Day as we rolled up our sleeves and gave back to nature.
- **B Corp webinar** – Our B Corp expert, Susanna Jackson, joined forces with fellow B Corp, Ecologi, as a panellist for their webinar '[Taking climate action as part of your B Corp application](#)'.
- **Engaging local students** – We empowered teachers with a dynamic activity pack to spark conversations about B Corps in classrooms, to raise awareness of the B Corp movement and inspire the next generation to want to work for a business for good!
- **#GenB advocate stories** – Throughout March, we heard first-hand from our amazing advocates on our social channels as they shared their journeys of working with a B Corp organisation.
- **B Corp month lunch & learn** – This insightful and enlightening session helped inspire and educate our team on the B Corp movement, deepening our collective understanding and commitment to being a business for good.
- **Banana Moon event** – We went 'Behind the scenes at a B Corp manufacturer', where clothing experts [Banana Moon](#) gave us an inspiring glimpse into their operations, values, and ongoing sustainability journey.

These initiatives not only celebrated our B Corp status but also reinforced our dedication to driving positive change through every aspect of our work. As we look ahead, we're excited to continue championing the B Corp movement and inspiring others to join us on this journey towards a brighter tomorrow.



Beyondly Buddies environmental podcast

In 2024, *The Beyondly Buddies Environmental Podcast* helped to inform, inspire, and ignite action across the sustainability landscape.

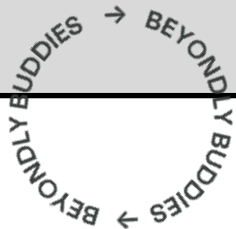
- With a lineup of expert guests from diverse sectors, we tackled pressing environmental topics – from the impact of plastic waste on our oceans to what it means to be a certified B Corp.
- Each episode empowered audiences with practical insights and real-world solutions, reinforcing our commitment to lead, inspire, and educate.

We're proud to have created an engaging thought leadership platform that amplifies voices for a brighter tomorrow.

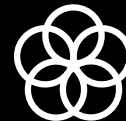
"Our podcast has been an incredible resource for sharing knowledge to help listeners go beyond and inspiring action towards preserving and protecting our planet. I was honoured to be on our first episode, where I chatted to Mario – CMO at creative, marketing, and learning consultancy Remarkably – about all things B Corp."

Mel Harper,
Brand & Impact Manager

BEYONDLY



17 PARTNERSHIPS
FOR THE GOALS



4 QUALITY
EDUCATION





Better for Planet



BEYOND TODAY
TOWARDS
TOMORROW

Working every day to be the root of action, to protect our home.

At Beyondly, we share our knowledge everyday with other businesses to help them become more confident about their environmental choices, and we're passionate about leading the way to make our world a better place to be.



Our Planet Highlights

Our commitment to making real impact and mitigating climate change is ingrained into all aspects of our business. We are doers and demonstrate our commitment to the planet by taking action with urgency.



**Member of
carbon
accounting
alliance**

**Gold
Award**
Ecologi 'For Our
Planet' awards

**Affiliate of WRAP
Textiles 2030**

Launched 5-
year
partnership with
NOC

£278,045.49
Donated to charity as
part of our annual 'Fund
for Change' initiative.



195,003
trees planted
across the globe

Sponsored The
UK's Biggest
Net Zero
Conference,
**Net Zero
Week**

**Launched two
environmental
research projects
with WRAP and
Recoup**



Looking back on 2024

Carbon reduction plans focusing on our biggest emissions area of employee commuting and how we can lower this.

Agree on a procurement /supplier engagement strategy to ensure we are measuring and reducing emissions in line with our Net Zero target.

Carry out a research project to determine our approach to procuring carbon offsets.

Continue to develop the Beyondly forest.

What we said we would do for our planet, and what we did.

We surveyed employees to understand the barriers and motivations for car sharing, as well as awareness of the EV and bike salary sacrifice scheme. We also created a car sharing map, updated the expense policy, hosted an EV scheme refresher webinar, and added a longer-range electric pool car.

All suppliers completed the new survey on ESG issues and now have a supplier score. We reviewed these responses during PRN supplier audits and updated our procurement policy to reflect our focus on ESG monitoring.

We source high-quality, verified carbon offsets through trusted standards like [Verra](#), [Gold Standard](#), [ICROA](#), and [Puro](#). Our projects are tailored to client needs and deliver environmental, social, and community benefits beyond emission reductions.

We are now supporting tree planting in the UK through our partner, [Ecologi](#). As a token of our appreciation from Beyondly, we committed to planting four trees per stakeholder each year at the Brisbane Mains site in Ayrshire, Scotland.





What we said we would do for our planet, and what we did.

Launch a Community Hub website.

We launched the [Craven Connect website](#) in 2024 with 12 local groups featuring volunteering and event info. We admit it’s not exactly where we want it to be. A plan is in place to boost visibility, launch social media, and complete improvements by August 2025, with an update to follow in our 2025/26 Impact Report.



Continue to grow our B Corp expertise and service.

We have delivered B Corp services for 6 companies in the financial year. We also reviewed and responded to the consultation for the new B Corp draft standards.



Progress on new/innovative environmental initiatives.

We partnered with [WRAP](#) on a new research-led project to address the UK's growing e-waste problem. We also began a 5-year collaboration with [NOC](#) on ocean plastics and joined [RECOUP](#) to deliver the [Pledge2Recycle Plastics Campaign](#) in Preston.



WRAP Project

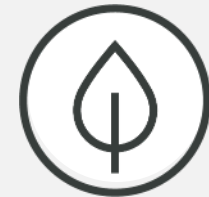
In 2024 Beyondly joined forces with WRAP to tackle one of the UK's most pressing environmental issues: the growing challenge of e-waste.

Through a new research-led project focused on Waste Electrical and Electronic Equipment (WEEE), together with WRAP we're investigating the barriers to higher collection rates and exploring innovative solutions to support a more circular, sustainable approach to managing electronic waste.

- By learning from international best practices and working closely with key industry stakeholders, this collaboration aims to unlock practical strategies that could transform the future of WEEE collection across the UK.
- This project has been proudly funded through **Beyondly's Fund for Change grant-giving scheme**, supporting impactful initiatives that drive environmental progress.
- In partnership with Beyondly, WRAP brings expert insight and stakeholder reach to this project, building on its existing research into small WEEE. Together, we're exploring high-performing EU systems to identify practical ways to boost WEEE collection rates in the UK.

The work is continuing into 2025, and we look forward to sharing further updates on this project.

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RECOUP

In September 2024, Beyondly began supporting the [Pledge2Recycle Plastics campaign](#) in Preston, a national initiative aimed at reducing confusion around plastic recycling.

Part-funded through our **Fund for Change scheme**, the campaign included local engagement by the Beyondly team and will culminate in a joint research paper with [RECOUP](#) presenting the findings.

The research paper will:

- Provide background on [Preston City Council](#) plastic recycling rates, contamination levels and residual waste. Establishing comprehensive case study scene e.g., impacting factors such as site-specific factors.
- Report types of campaign initiatives such as education, communication and messaging and extent of completion. Providing insight on delivery.
- Analysis of input and output recycling rate and contamination data before and after the campaign delivery.
- Provide recommendations and future research opportunities using Preston City Council example.
- Published on RECOUP's website, with the vision to share the findings more broadly to support project replication in other local authority areas.

Working with Local Authorities enables us to reach communities and provide additional information and support to residents about recycling.



14 LIFE BELOW WATER



Yorkshire Dales Millenium Trust

In 2024 we donated £25,000 to Yorkshire Dales Millenium Trust's 'Seed to Sapling' project as part of our **Fund For Change grant-giving initiative**. The aim of the project was to empower communities and vulnerable groups to create, enjoy, and care for woodlands, and support nature.

The Seed to Sapling project:

- Puts people at the heart of YDMT's woodland work.
- Supports communities to grow native saplings from local provenance seed and create their own woodlands.
- Offers training for young people to get jobs in the sector.
- Provides opportunities for a diverse range of people to get involved in woodland activities.

The donation also supported two woodland trainees to start their dream careers in this field with YDMT. The trainees were able to undertake a variety of courses such as chainsaw use and maintenance, emergency tree work, and outdoor first aid.

"The traineeship has opened up so many doors that I thought were closed to me and given me an enormous amount of opportunities that have helped me to learn and grow as a person. I'm sure everything I've gained over the course of the traineeship will benefit me for years to come. In providing these opportunities you are changing people's lives and making a real investment into the future of the Dales."

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Aila Taylor, Woodland Trainee at YDMT



"Thank you for your generous donation of £25,000. We are extremely grateful for your support of our innovative Seed to Sapling project."

Your support is helping us to provide the tools, skills and materials needed for communities to set up and sustain their own tree nurseries where native saplings will be grown from local provenance seed."

Sarah Hodgson
Development Manager at YDMT



Aire Resilience Company

Beyondly is supporting a vital project to develop the not-for-profit Aire Resilience Company (ARC) CIC.

ARC will ensure completion of the Leeds Flood Alleviation Natural Flood Management scheme. It has built a consortium of private sector companies who will buy the benefits of reduced flood risk that natural flood management (NFM) delivers.

- These revenues will then go to maintain the NFM assets over the long term.
- The revenues will pay farmers and landowners to host and maintain the NFM assets.
- This will boost rural incomes and be positive for the environment in terms of better soils, increased biodiversity, and improved water quality and security.

In 2024 Beyondly donated £20,000 through our **Fund for Change grant**. The Beyondly funding helped to fund the development of the CIC, specifically to engage a sustainability professional with excellent business contacts in and around Leeds, and to help with developing the business community consortium.

ARC is due to launch in June 2025. This initiative will enhance climate resilience in Leeds and across communities along the Aire Valley. It will also support farms in becoming more biodiverse and better equipped to adapt to climate change – benefiting nature, people, and wildlife alike. By promoting sustainable land management, it will strengthen rural economies, increase farm incomes, and provide greater protection for downstream communities and local economies.

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“The importance of this cannot be over emphasised. Without this person we would not have made the necessary progress in developing the business consortium which is essential to ARC’s success. With the business consortium developed and the essential revenues secured, we can now launch ARC as a trading entity. This means that NFM can be implemented and maintained for the long term.”



National Oceanography Centre

In 2025, Beyondly and the [National Oceanography Centre \(NOC\)](#) took their partnership to the next level, committing to a 5-year partnership which builds on their previous ocean plastics work. This partnership began as part of Beyondly’s **Fund for Change initiative**, a commitment to donating 5% of profits to charitable causes.

- This enabled a group of ocean lovers – yacht owners – to collect vital water samples across the globe, which will be analysed by NOC’s leading plastic team.
- The research will provide a global picture of the impact of plastic on our oceans, contributing to NOC’s Ocean Decade goals, an initiative to support the achievement of the UN Sustainable Development Goal – 14 Life Below Water.

Round-the-world sailor and yacht race winner [Mike Golding OBE](#) and his family took part in the pilot year (2024) of this citizen science project. Engaging families like Mike’s in scientific research helps to grow awareness of the need for ocean science and provides needed data to inform government and industry legislation around plastic production and waste.

We're excited to have you join us on this 5-year journey to raise awareness about plastic pollution in our oceans and unite a community passionate about protecting marine life.



“The ocean is seriously underrepresented so it is wonderful to see organisations like Beyondly including ocean health in their ESG goals and demonstrating the impact that philanthropy can have in advancing our understanding of key ocean issues.”

Holly Evans,
NOC Head of Philanthropy



Beyondly Forest

Launching the [Beyondly Forest](#) is one instance of the direct action we take to reduce our carbon footprint, by sowing the seeds for a brighter tomorrow.

- In 2024, we planted **52,145 trees**, taking our total up to **195,003** at the end of the year. With more trees planted since then, we are now totalling **206,341**.
- We conducted a research project to determine the best approach for our forest to ensure it had the best possible impact, and we are thrilled to say that we have now committed to planting UK trees every year as a thank you to all stakeholders.
- We planted 4 UK trees for every customer, employee, supplier and partner in 2024, equalling **7,808 UK trees** in total.

UK tree planting site: [Brisbane Mains](#) in Ayrshire, Scotland.

Brisbane Mains spans 144 hectares, where over 200,000 trees have been planted. Most of these trees are native birches, oaks, native shrubs, and some Scots pine. We are delighted to support tree planting in the UK at the Brisbane Mains site.

Explore our Beyondly Forest



**A thank you, with a
growing global
purpose**



195,003
trees planted in 2024

Textiles



Textiles 2030, now known as the [UK Textiles Pact](#), is the UK's leading voluntary initiative created to support businesses within the fashion and textiles industry transition to a more sustainable future, with circular practices in place by the end of the decade.

We joined as a [Commercial Affiliate](#) of WRAP's Textiles 2030 in July 2024, supporting the shift to a circular textiles economy and aiming to deliver measurable environmental impact. As a Commercial Affiliate, Beyondly are committed to be a force for good in the textiles circular economy and achieve measurable impact against the targets.

We bring our B Corp values and consultancy expertise to help reduce resource use, environmental impact, and carbon emissions across textile supply chains, while also promoting sustainable consumer behaviour.

We're supporting our clients in preparing for future [Extended Producer Responsibility \(EPR\) schemes](#) for textiles, helping them meet requirements based on environmental performance.

We actively contribute insights and collaborate on new business models, product design, and citizen engagement as part of the Textiles 2030 initiative.

Engagement with the initiative aligns with our company vision to lead, inspire, and educate to positively impact society and environment, giving us a voice to help shape the fashion and textiles industry we want to see in the future.



Thought Leadership

In 2024 we engaged and supported with several research projects, sharing our expertise, insight, and data from across our industry.

Research Projects (2024):

- Partnered on the UKRI-funded [Circular Electrical and Electronics Project](#) to support a shift from linear WEEE to a low-carbon circular economy, contributing workshops, data, and compliance insights.
- Supported the [eCube](#) study on waste management in aviation, helping validate methodology and waste data for end-of-life aircraft recycling.

Publications & Guidance Contributions (2024):

- The Sustainability Team contributed to IEMA resources, including [An Introduction to Product Carbon Footprints](#) and the article [Scope out Scope 3](#).
- The Policy Team published articles on packaging EPR in outlets such as [Circular Online](#) and [Sustainable Packaging News](#).

Our team also contributes to industry through volunteer roles:

- Emma Wilkinson – Chair of the Packaging Scheme Forum 2023-2025
- Charlotte Davies – CIWM Early Careers President 2024-2026 and member of CIWM Policy & Innovation Forum
- Liz Wood – Member of IEMA Climate change mitigation and adaptation steering group





Our Carbon Reduction Journey

13 CLIMATE ACTION



Our Carbon Reduction Journey: Current Position

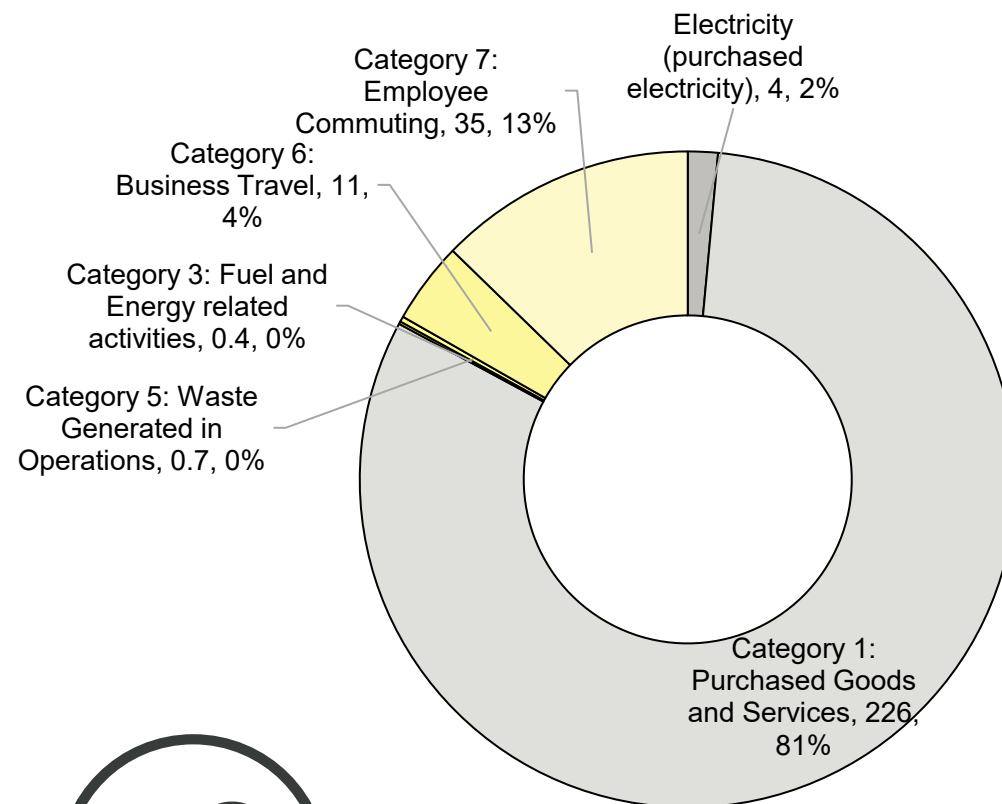
A total of **278 tCO₂e** of gross emissions was produced in 2024.

Accounting for the 100% renewable electricity purchased, total net emissions in 2024 was **274 tCO₂e**.

Given our purchased electricity is **100% renewable**, and we do not use other fuels, all emissions associated with our activities fall within the **Scope 3** categories.

- Excluding outside of scope emissions, **purchased goods and services** is the most significant contributor to overall emissions (81%), followed by
 - **employee commuting** (13%)
 - **business travel** (4%).
- All other Scope 3 categories account for less than 1%.

Total Gross GHG Emissions (tCO₂e)



Our Carbon Reduction Journey: Progress

We are committed to being Net Zero by 2030 with a 95% reduction in Scope 1, 2, and selected Scope 3 emissions against our 2019 baseline. Our Scope 1 and 2 emissions are already Net Zero as we purchase 100% renewable electricity.

Our emissions for the categories included in the Net Zero target have **reduced by 8.2%** from 2023 to 2024. This is very close to the annual percentage reduction we are aiming for year-on-year. The reduction is mainly due to lower employee commuting emissions, driven by increased car sharing mileage through our car sharing scheme.

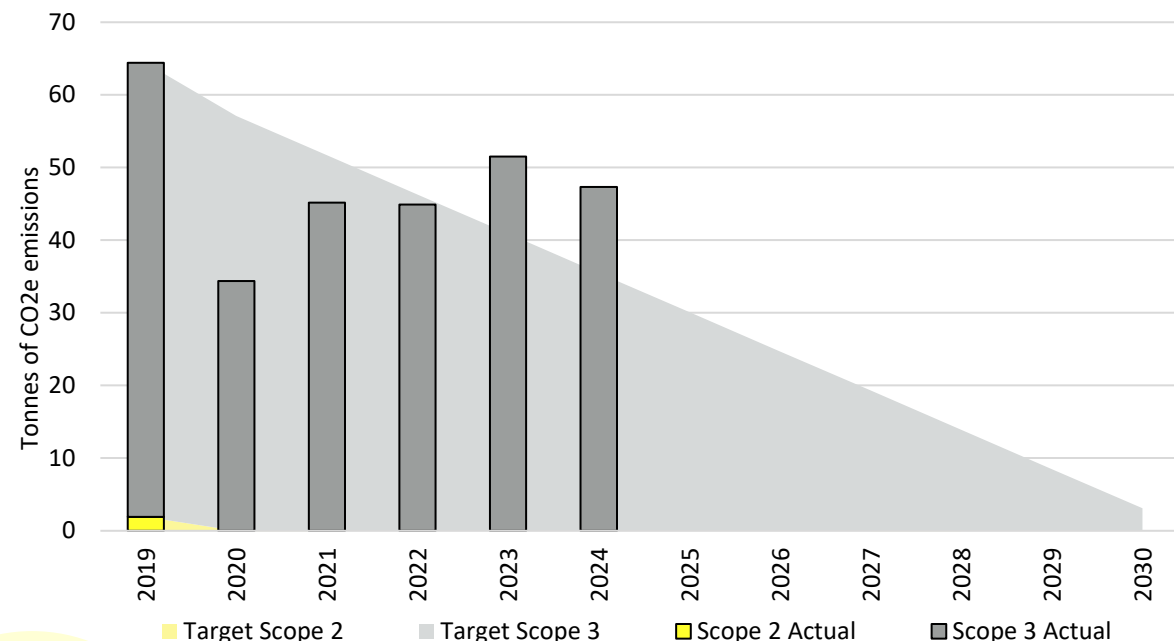
The intensity ratio of tCO₂e per employee has **reduced from 2023 to 2024 by 48%**, showing despite our increasing workforce we have managed to reduce emissions intensity.

We have purchased **290 tCO₂e** of UK-based certified offsets, which offsets all our Scope 1, 2, and 3 emissions, plus emissions from homeworking. The offsets support an electronic device refurbishing project, which is:

- Leading the way in sustainable technology practices by extending the lifespan of electronic devices
- In alignment with the [WEEE service](#) Beyondly offers, as well as the [WRAP research project](#).



Net Zero Target Progress



Our Carbon Reduction Journey - What's Next?

We recognise that we are still tracking above where we want to be in line with our Net Zero target, and whilst this was largely due to business growth and that emissions reductions are not going to follow a smooth reduction trajectory, we acknowledge we must do more to ensure a continued reduction in our absolute emissions.

Our planned carbon reduction projects:

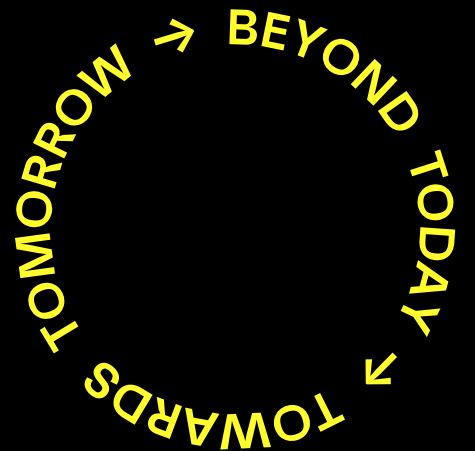
- Further initiatives to promote car sharing
- Look to reduce air travel by assessing overseas projects and alternative transport modes
- More consistent tracking and recording of waste



Our supply chain:

- Collate information on suppliers' carbon measurement status and environmental agendas
- Work with our suppliers to measure and reduce the emissions of the products we purchase and the logistics to transport them

Better for People



A circular diagram with yellow text and arrows on a black background. The text is arranged in a circle, reading clockwise from the top: "TOMORROW" (top-left), "BEYOND" (top-right), "TODAY" (bottom-right), and "TOWARDS" (bottom-left). Three yellow arrows connect the words in a clockwise cycle: one from "TOMORROW" to "BEYOND", one from "BEYOND" to "TODAY", and one from "TODAY" to "TOWARDS".



We care about our people



We believe people are the key to our success and are at the heart of everything we do. We celebrate how our dedicated team and community partnerships help us deliver meaningful environmental change every day.



Our People Highlights

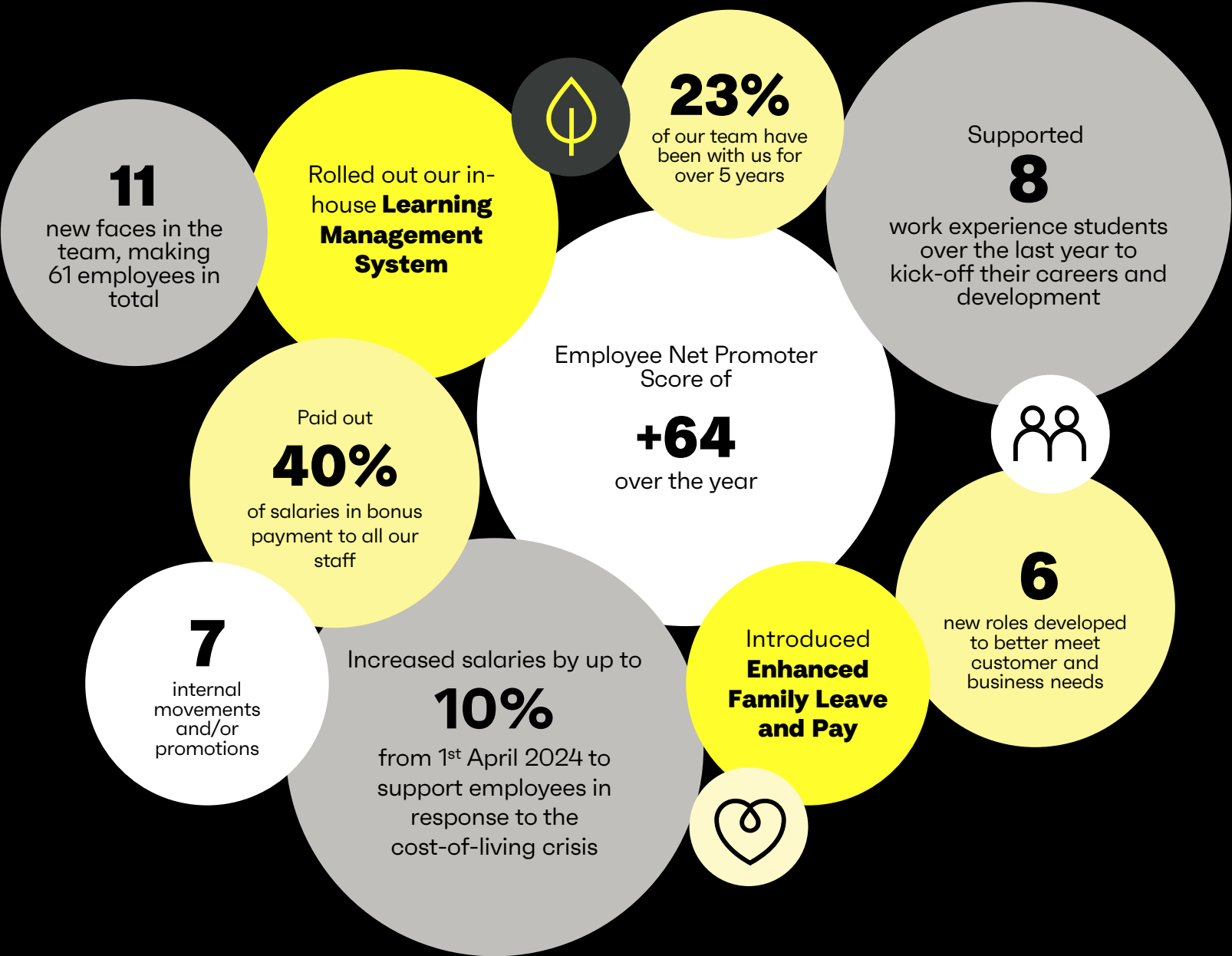
We're always growing and evolving our circle. Over the past year, we've been developing our team and making Beyondn an even better place to thrive.



8 DECENT WORK AND ECONOMIC GROWTH

A white icon on a black background showing a bar chart with three bars of increasing height, topped with a white arrow pointing upwards.

3 GOOD HEALTH AND WELL-BEING

A white icon on a black background showing a heartbeat line (EKG) that ends in a solid heart shape.

11
new faces in the team, making 61 employees in total

Rolled out our in-house **Learning Management System**



23%
of our team have been with us for over 5 years

Supported **8** work experience students over the last year to kick-off their careers and development



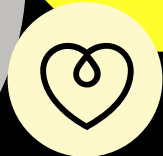
Employee Net Promoter Score of **+64** over the year

Paid out **40%** of salaries in bonus payment to all our staff

7 internal movements and/or promotions

Increased salaries by up to **10%** from 1st April 2024 to support employees in response to the cost-of-living crisis

Introduced **Enhanced Family Leave and Pay**



6 new roles developed to better meet customer and business needs

Looking back on 2024



What we said we would do for our people, and what we did.

Enhancing the company culture in line with developing people policies that support employees at all stages of life.

In 2024, we enhanced our maternity, paternity, and adoption leave policies with improved pay to better support our team during life's key moments. These changes offer greater financial security and reflect our commitment to wellbeing, gender equality, and an inclusive culture.



Focus on enhancing and updating in-house training and development resources through a new training platform.

Last year, we launched a new Learning Management System (LMS) via Go1 to streamline training and enhance induction. It provides consistent, engaging, and tailored learning resources to support employee growth and development from day one.



Retention and recruitment of staff who are fully aligned with our purpose, vision and values, and will help to drive Beyondly forward.

Over the past year, we welcomed 11 purpose-driven individuals passionate about making a positive impact. We're committed to learning from feedback, refining our people practices, and building a culture that attracts and retains those proud to be part of Beyondly.



Looking back on 2024 (continued)



What we said we would do for our people, and what we did.

Empowering line managers to align their approach with our health and wellbeing strategy and leading by example with these wellbeing practices.

We've strengthened line managers' confidence in leading with empathy through Wellity training, covering topics like women's health, men's health, and neurodiversity. This has fostered a culture where wellbeing is openly supported. We'll continue this development with more training in 2025.



Managing expectations around progression/career development including a review and benchmarking of job titles and our internal job banding structure.

Last year, we updated our job titles and internal banding to improve clarity around roles and career paths. We also refreshed our role profile maps to support development conversations and help employees identify growth opportunities.



Continue to embed the Objective and Key Result structure in the team and focus on upskilling the team in delegation and leadership skills.

This year, we revised our OKR framework, giving ownership to senior and departmental managers to better align strategy with daily operations. This shift has strengthened leadership skills and made our OKRs more relevant and impactful across teams.



Awards Success

The LDC Top 50 Most Ambitious Leaders for 2024

Our Managing Director, Jessica Aldersley, was recognised as one of The LDC Top 50 Most Ambitious Business Leaders for 2024, in collaboration with The Times. This accolade is a testament to Jessica's unwavering commitment to Beyondly and her vision to use business as a force for good.

2024 Enterprise Vision Awards

Jessica was also nominated for Businesswoman of the Year at the Enterprise Visions Awards. The EVAs are the ultimate celebration of women in business, and we couldn't be prouder to have had our fantastic leader in the running for this prestigious award.

Ecologi For Our Planet Awards

We were awarded the Gold Award from Ecologi as part of their For Our Planet awards. We have been recognised for our commitment to measuring our carbon footprint, setting reduction targets, and achieving reductions in emissions, while also funding global climate action.



Diversity and Inclusion

At Beyondly, we are dedicated to fostering a diverse and inclusive workplace – one where everyone feels empowered to be their authentic selves.

We consistently review our selection criteria and procedures to ensure individuals are recruited, promoted, and supported based solely on their skills, achievements, and suitability for the role.

10

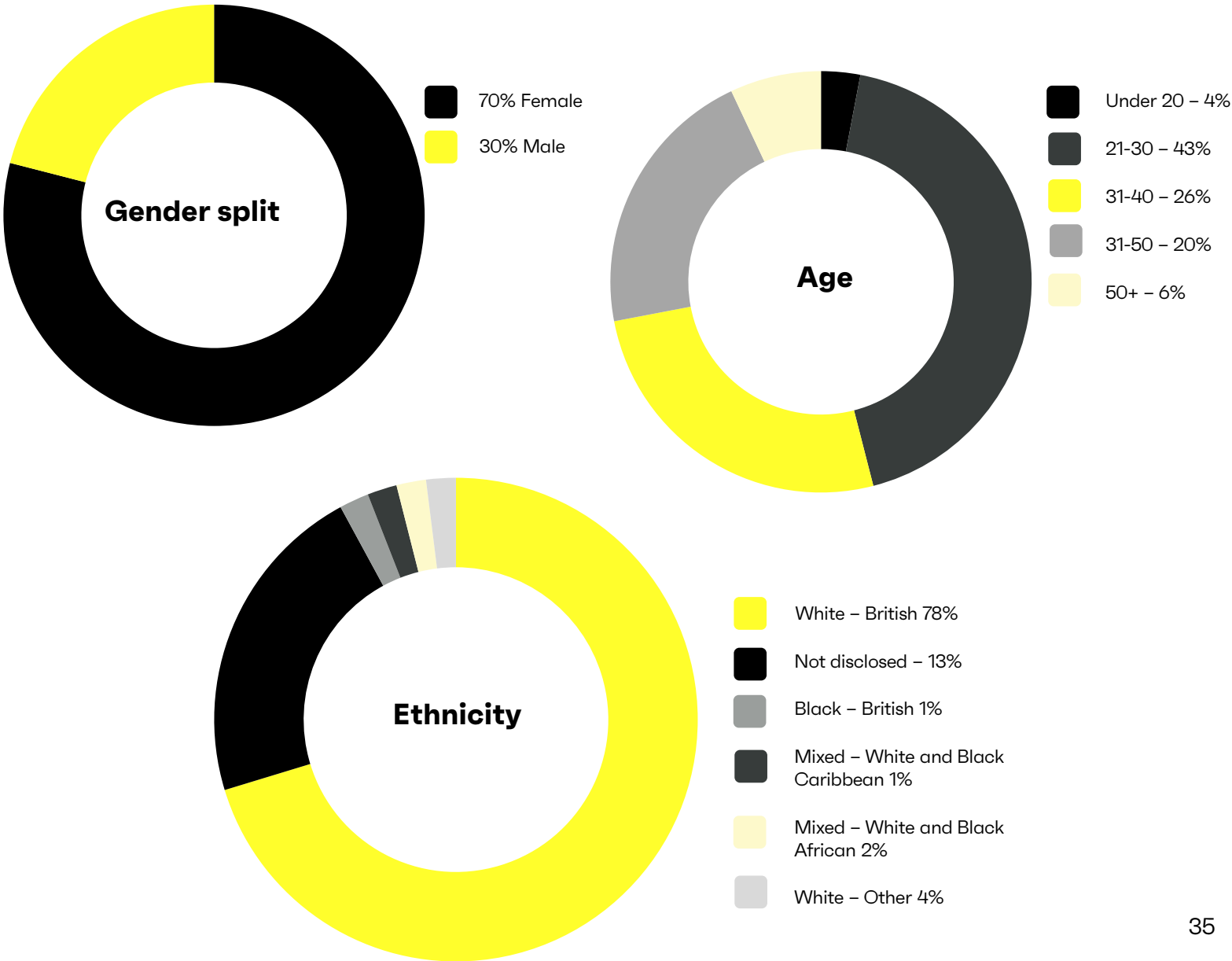
REDUCED INEQUALITIES

5

GENDER EQUALITY



Beyondly Employee Profile 2024-25



Wellbeing

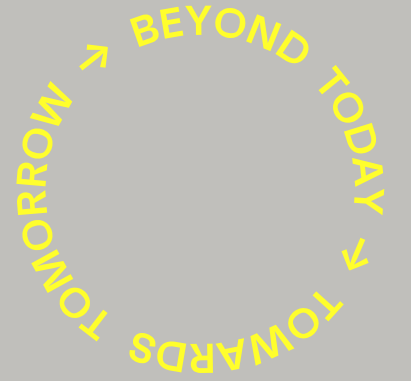
Beyondly attributes its ongoing growth and success to its employees and is committed to rewarding and recognising their contribution as well as prioritising employee wellbeing. Here are a few highlights:

- To celebrate teamwork and success at Beyondly, colleagues attended our company retreat at the Swinton Estate. We enjoyed amazing food, strengthened connections, and enjoyed lots of fun activities along the way!
- We organised a Beyondly clothes swap which encouraged impactful conversations around sustainable fashion, laughter, and connection.
- Our Talent & Culture Team treated colleagues to some thoughtful cards and gifts for Random Acts of Kindness Day.
- For International Fun at Work Day, our team enjoyed a peaceful walk and chat in the Broughton Hall estate grounds, followed by tea at the office.
- To brighten everyone's days during Blue Monday, we were invited to enjoy pizza and hot chocolates all round!

At Beyondly, we believe that looking after our people goes beyond policies – it's about creating meaningful moments that uplift, connect, and support our team in everyday life. We prioritise wellbeing in ways that are thoughtful, inclusive, and energising. From team retreats to small acts of kindness, each initiative reflects our commitment to building a workplace where people feel valued, supported, and proud to belong.

Lucy Boyes, Talent & Culture Manager





Better for Community

Skipton Eco Day

We were delighted to sponsor the second Skipton Eco Day which is organised by Skipton Rotary. Our sponsorship allowed this day to be a free, accessible event for the local community, supporting environmental awareness and celebrating eco-friendly living for all.

Skipton Eco Day helps the community make a real change locally and gain awareness of groups and initiatives they can get involved in.

Some of the activities Beyondly offered included:

- A sustainability quiz to test environmental knowledge and create an empowering learning opportunity
- Inviting visitors to take home our plantable pencils and grow their own fir tree – an engaging way to promote greener habits and inspire the community to support a more sustainable future, one seed at a time.

We are very proud to have supported this local event for the second year running, and the positive impact it has on the local community.



Working with local schools

Beyondly has played an active role in youth development and career engagement by welcoming eight work experience students, contributing a total of 400 hours of hands-on learning.

- Beyondly supported mock interviews at Ermysted's Grammar School, South Craven School, and Upper Wharfedale School, alongside participating in Upper Wharfedale's STEM Week and facilitating two Career Showcase events at South Craven.
- Beyondly welcomed a Skipton Girls High School student on a long-term weekly placement from September to April, which the student described as "an incredibly rewarding experience" that provided lasting skills and insights.
- Additionally, Beyondly collaborated with [Speakers for Schools](#) and [York & North Yorkshire Careers Hub](#) on the 'Your Sustainability Future' project at Upper Wharfedale School, offering Year 9 students an engaging exploration into sustainability careers.

One school expressed, "We wish to thank you sincerely for your co-operation in providing a work-based opportunity for our students. The school attaches the greatest importance to the adequate preparation of young people for working life and is indebted to you for your help on this occasion."

Upper Wharfedale shared, "It is great! Probably the best employer engagement project I have been part of. Beyondly are class. A really structured programme – great activity in school, great visit to the offices. Really brill – plus we get an exciting and inspiring SEA! Win, win! Makes it all worthwhile."



Volunteering

We completed **160 hours** of volunteering across some inspiring and rewarding projects. From tree planting to litter picking, each initiative reflected our vision to create a better, fairer and sustainable world for all.



4 QUALITY
EDUCATION



13 CLIMATE
ACTION



Helped to support the Preston 'Pledge2Recycle' campaign.

Conducted mock interviews at Ermysted's, South Craven, and Upper Wharfedale Schools.

Supported the 'Christmas Elves' project, training, and interviewing with Skipton Step into Action.

Supported Upper Wharfedale with their STEM week, and the 'Your Sustainability Future' project.

Went litter picking in Skipton Woods on World Environment Day.

Deep cleaned a static caravan for 'The Big Clean' with The Principles Trust.

Planted 200 trees on Broughton Sanctuary as part of the 'Rewild the Land' project.



Litter Picking for World Environment Day

On World Environment Day, we wanted to make a positive environmental impact in our local community.

Three members of the team litter picked in [Skipton Woods](#), a popular local beauty spot and walking destination. Three large bags of waste were collected, including a full bag of glass bottles, which were then recycled correctly.

We met several walkers whilst we were doing this, who thanked us for our efforts.



Christmas Elves project with Skipton Step into Action



In collaboration with [Skipton Step into Action](#), we joined the Christmas Elves Appeal to help wrap gifts for individuals and families facing hardship during the festive season.

Our shared mission was to ensure that everyone, regardless of their circumstances, could experience the warmth of giving and receiving during the holidays. Together, we helped bring joy, hope, and lasting memories to our community.



Skipton Step Into Action

Volunteering Impact Highlights

The Big Clean with The Principle Trust Children's Charity

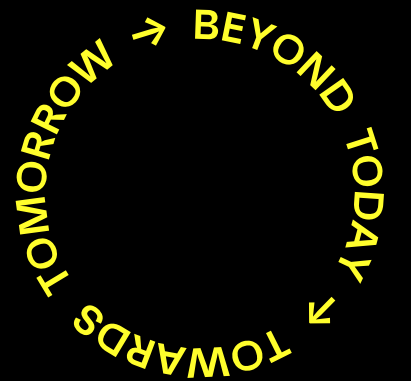
[The Principle Trust](#) helps to provide free respite holidays to children and families in Yorkshire who are underprivileged, disadvantaged, disabled, have life-limiting conditions, or have experienced poverty, trauma, or abuse.

Four of our Beyondly staff volunteered with The Big Clean event to clean and prepare a holiday home for families in need of a well-deserved break.

We are proud to support the charity's important mission to create lasting positive experiences for Yorkshire's most vulnerable children.



Better for Performance





We care about our performance

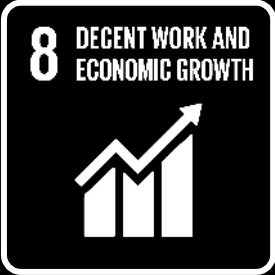


At Beyondly, we see a link between company governance and success. Through mitigating risks and improving performance, we are the root of action.



Our Performance Highlights

We are committed to maintaining the highest quality business standards with our employees, customers, suppliers and society, treating everyone with the equal amount of respect and dignity they deserve.



3 Compliance Plus
awarded following our Customer Service Excellence 12-month review

94%
of customers rated our customer service as 'Good' or 'Excellent'

88%
of customers feel they receive all the support they need

32.1%
of active PRN suppliers audited

2612
packaging data checks completed

Compliance delivered in **29** countries internationally

24
webinars hosted

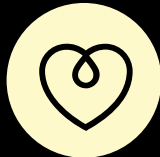
Attended or exhibited at **44** industry and community events

We hit **93.8%** of our internal key results

301
suppliers collaborated with

4
new strategic partnerships formed

Training Suite
We overhauled our training suite to ensure everyone in the business can maintain their expertise



Looking back on 2024

What we said we would do for our performance, and what we did.



Enhancing our core compliance membership tiers to provide tailored support for our customers.

We established tools to enhance and tailor our service to better meet individual customer needs and improve communication between business areas involved in account management. Additionally, we set clear internal expectations around delivery.



Formulating an AI strategy with comprehensive governance and integrating AI throughout our operations to benefit our stakeholders.

Beyondly has launched an AI strategy to guide the rollout of GenAI tools, supported by a bank of training resources. Tools like ChatGPT Enterprise, Co-Pilot, and Fireflies are now in use to boost productivity. MUIR AI has been integrated for Scope 3 emissions tracking, and Breeze AI is enhancing HubSpot with automated data enrichment and buyer intent analysis. AI is also being used for automated code testing post-sprints. Beyondly's Head of IT sits on the Uniserve AI board, shaping UK AI integration.



Advancing systems development projects and software to ensure our customers receive an optimal experience.

We began a CMS redesign with AI integration and future chatbot functionality to enhance customer support with features like a user guide knowledge bank. HubSpot has been launched as our CRM, offering dashboards, real-time tracking, and automated sales workflows, with plans for custom API links to our CMS and phone systems. Internally, we're deepening Python integration for sustainability projects, automating processes with Power Automate, and using Power BI for data insights.



We are currently developing a RAM tool for recyclability tracking and launching a Packaging Database to support external EPR data collection.

Looking back on 2024

What we said we would do for our performance, and what we did.



Reinforcing our USPs under the new brand and optimising associated opportunities.

Conducted a review of current USPs and value proposition to determine accuracy and specificity in line with our evolved brand and positioning. Subsequently, both sets of statements were updated to better showcase our uniqueness in the market and enhance internal confidence in Beyondly's differentiation.



Increase customer net promoter score

An increase on the previous year's customer net promoter scorer (NPS) was not achieved, and whilst the score was still classed as 'excellent', it's not where we want it to be, so is an ongoing focus in 2025-26 to work towards a 'world class' score.



Achieve a minimum 5% increase in brand value (to customer base) compared with 2023-24 FY objective, set to ensure 95% of our customer base feel they have been treated fairly and with equal opportunity.

In line with our Net Promoter Score in 2024-25, this increase wasn't met, however, the achieved percentage remains an 'excellent' score. Customer journey enhancement work at a strategic level is a priority in 2025-26 as we work to continue meeting and exceeding customer expectations.



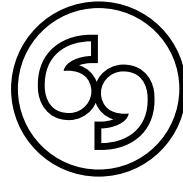
Launch an internal customer service initiative, designating champions throughout the organisation to maintain a strong focus on customer service, with a particular emphasis on staff training.

Upon reflection of this concept, we determined that all employees should be customer service champions, and every role can contribute to maintaining and improving our overall customer service levels. Therefore, we shifted our focus from designated customer service champions to developing a full suite of meaningful staff training, delivering this to all current customer focused roles, incorporating to all new employee induction programmes, and planning regular refresher sessions for all staff on an ongoing basis.



Customer Testimonials

Our customers are at the heart of everything we do. Their feedback inspires us to deliver exceptional service and innovative solutions every day. Here's what some of them had to say about our services in 2024-25.



“Love working with the team at Beyondly - they make compliance so much more manageable and less daunting.”

TEMPLESPA



“Excellent service, very knowledgeable employees who are always happy to help or find the answer!”

MegaChem (UK) Ltd



“The team at Beyondly are always so helpful, a calm source of knowledge when we are grappling with the latest packaging data changes. Beyondly's website is packed full of information and easy to navigate, and the EPR data entry template is straightforward to follow. Their webinars have been a godsend when getting to grips with the EPR roll out. We've always found our contacts at Beyondly to be responsive and helpful, providing advice via email or a Teams call whenever asked.”

John West Foods Ltd



“Having used Beyondly services for several years it is extremely comforting in the knowledge that we will be compliant in the ever changing packaging requirements, making tasks which we only encounter at submission time very straight forward. Thank you.”

Welbilt UK Ltd T/A Merrychef

MERRYCHEF

B Corp

March 2025 marked a significant milestone for Beyondly, as we completed a full recertification for our B Corp accreditation.

Since our initial accreditation in 2022, we have used the assessment as a benchmark of our performance, and a framework to identify improvement areas. Over the past few years, we have been committed to implementing as many of them as we can.

Our assessment has been submitted, and we are currently awaiting the evaluation stage. We look forward to receiving feedback from B Lab on our progress and holding ourselves accountable to the highest standards of social and environmental performance.

Looking ahead, we have reviewed the new B Corp standards due to come in from 2026, so that we can prepare alignment to these updated requirements and continue to find opportunities to improve.

BEYONDLY



101.3

Unverified Impact Score (Up from 85.7 at certification)

We are proud to be a

Certified

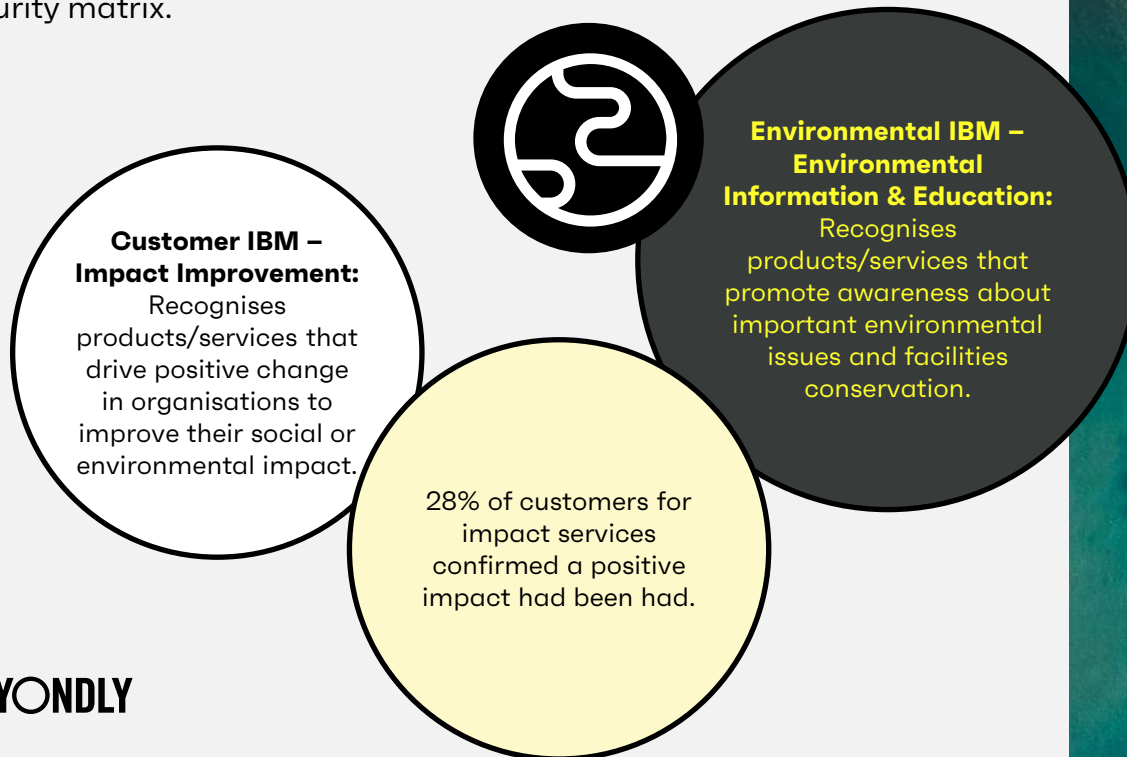


Corporation[®]

B Corp – Our Impact Models

Impact Business Models (IBMs) are the ways that a business is designed to create a specific positive benefit/outcome for one of its stakeholders. They may be based on their product, a particular process or activity, or the structure of the business. IBMs are one of the aspects assessed within the B Impact Assessment (BIA).

We've had a significant focus on measuring the impact we are having on customers and the environment via our services this year. We recorded a positive impact if a customer had implemented any measures or changes, set targets, engaged with employees, or had seen an increase in where they sat on our sustainability journey maturity matrix.



We are proud to be a

Certified



Corporation

Partnerships

At Beyondly, we're not just part of the environmental conversation – we're actively shaping it. Working closely with our trusted partners, we influence change and drive innovation across the industry. Together, we're inspiring sustainable practices and building impactful solutions that create a better, fairer, sustainable world.

Collaboration is at the heart of everything we do. By sharing expertise, resources, and a shared commitment to the environment, we amplify our collective impact and are the route of action for progress. We're proud to champion initiatives that not only benefit businesses but prioritise our planet, with equal balance across people, planet and profit.

Through strengthening our circle, our customers can also benefit from additional trusted services:

- ESH Audits & Compliance
- Environmental Permitting
- Environmental Law
- Packaging Products
- Logistics & Global Trade Management Solutions
- Toy Safety & Ethical Manufacturing

BEYONDLY

17 PARTNERSHIPS
FOR THE GOALS



THG / ECO



SQUIRE
PATTON BOGGS



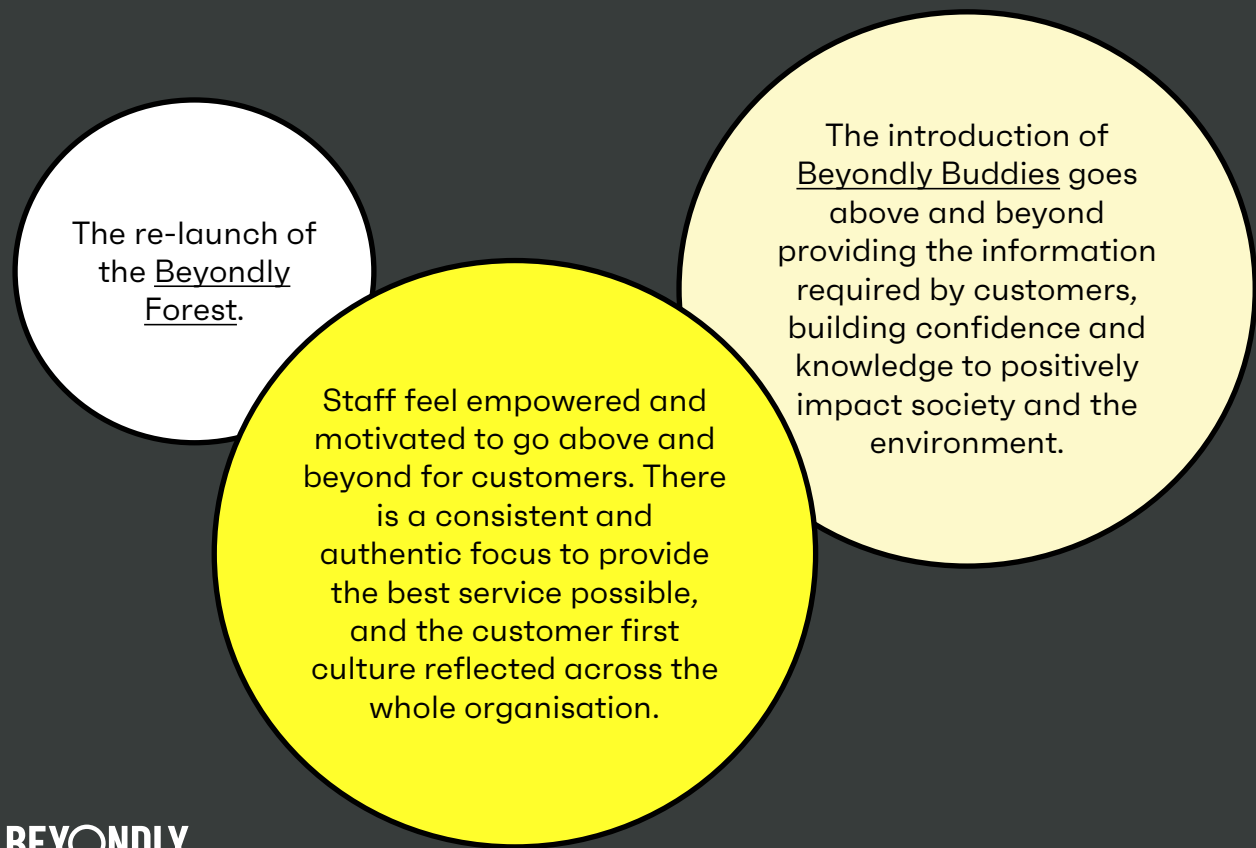
IEMA
Transforming the world
to sustainability

METRO

Accreditations

We completed successful audits and retained our BSI certified ISO standards for ISO 9001, ISO 14001, and ISO 22301 for the 13th, 10th, and 9th year, respectively.

We were awarded 3 Compliance Plus points, following our Customer Service Excellence 12-month review, for the following:





Looking Beyond

Shaping our action to go beyond...

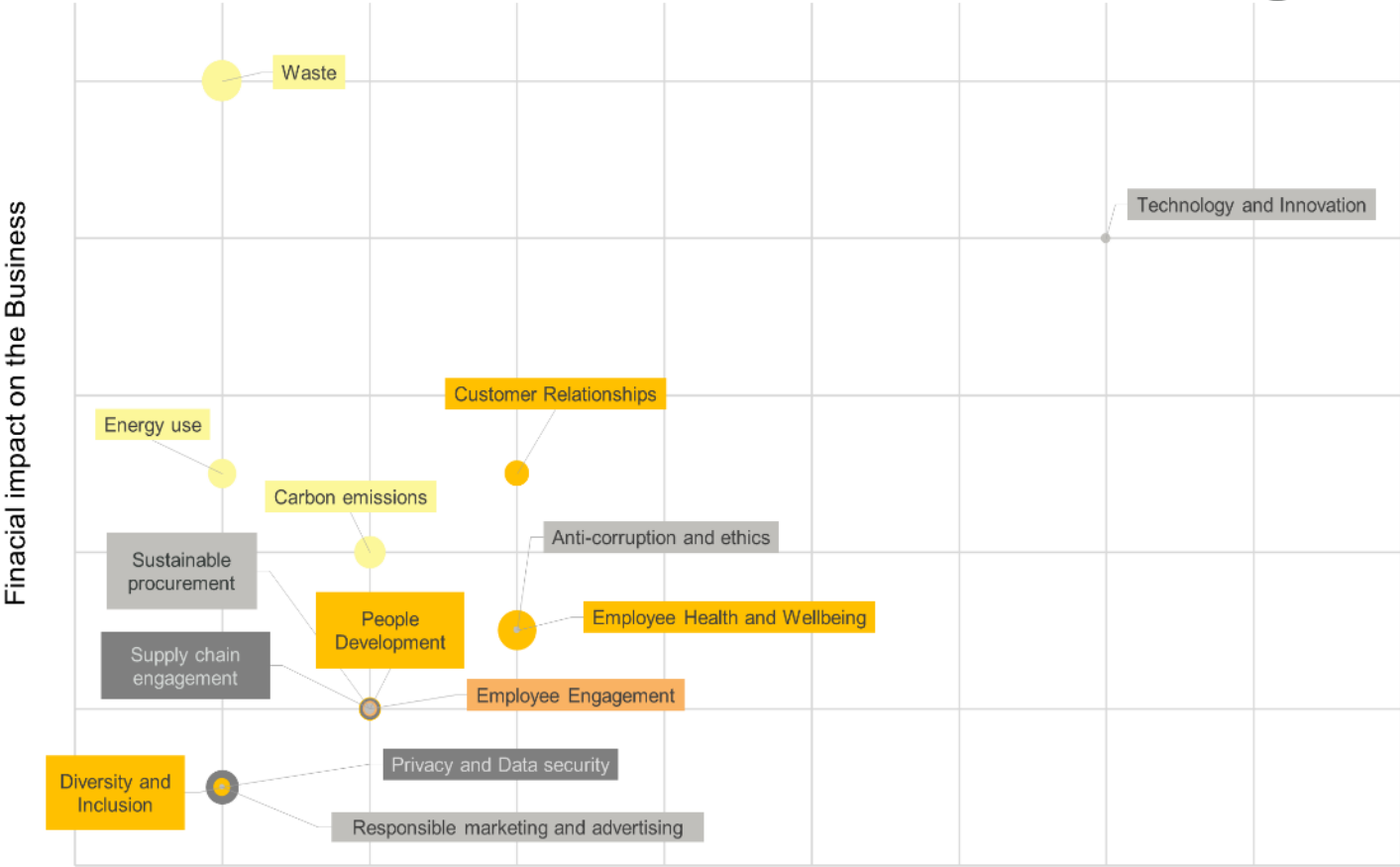
In line with our Business for Good ethos and B Corporation certification, we recognise the importance of engaging with all stakeholders and identifying material issues to the business.

In FYE Mar-25, we conducted a double materiality assessment. This allowed us to judge materiality of ESG topics from both how climate and society impact the company on a financial level, and how the company impacts climate and society.

We combined the results of a materiality factor plotting exercise with the senior management team, with the results of the stakeholder analysis survey we conducted in the previous year. The size of the points on the plot represent the stakeholder rankings.

This exercise allows us to focus our environmental, social, and governance (ESG) impact, activity, and reporting on the most significant topics to our business, whilst taking account of what is important to our stakeholders.

Beyondly Double Materiality Matrix



Environmental
Social
Governance

Planet promises – what's next?



We will continue to influence future environmental legislation through our industry involvement and partnerships with bodies such as [IEMA](#), [CIWM](#), the Packaging Scheme Forum (PSF), the WEEE Scheme Forum, and [B Lab](#).



We will continue to reach our impact wider, through influencing and empowering our customers to develop more sustainable products and solutions. We will also monitor our impact by tracking their progress.



We will continue our focus on reducing employee commuting emissions and introduce the car sharing map as an onboarding activity for all new employees to review and add to if they want to.



We will introduce environmental, social, and governance (ESG) questions into audits of WEEE suppliers, integrate supplier forms, and scores into the new CMS system, and begin to actively engage with suppliers on ESG.

People promises – what's next?



We will increase our employee satisfaction and Beyondly advocacy through listening more deeply to our people and using their feedback to make tangible improvements throughout the employee lifecycle.



We will create more meaningful, flexible ways for people to grow and empowering the team to take ownership of their development. This will involve fostering a culture where learning is continuous, and success is measured by impact.



We will continue to build leadership capability around wellbeing to ensure that wellbeing is woven into departmental planning, team priorities and everyday conversations.



We will expand our volunteering, work experience and local engagement initiatives, strengthening our community ties to have a greater impact as a purpose-led organisation and fulfil our purpose.

Performance promises – what's next?



We will increase the level of customer feedback we receive and continue to listen and act on this, to ensure we are shaping and further improving our service offering based on what our customers want and need.



Over the past year, we've enhanced our existing CMS with new recyclability assessment functionality for non-data management customers, while also launching a full redesign focused on improved navigation and AI-powered support — set for release in late 2025. In addition, our new packaging database software, allowing customers to upload packaging data directly, is due for imminent release.



We introduced JIRA project management and coding tools across the organisation, significantly enhancing software testing processes. Infrastructure has also been strengthened with a new wi-fi and firewall system, AI-enabled Office 365 upgrades, improved security via SharePoint and MFA, and Cyber Essentials accreditation to further safeguard data and devices.



We will ensure we deliver compliance to our 1,500+ compliance customers.



BEYOND
TODAY →
TOMORROW →