



# Annual Impact Report

2023/2024

# We are an IT company with a purpose.

We help businesses reach their goals by unlocking their people's potential – and we do so in a way that protects the planet.

We care about:

- Sustainability
- Personal development
- Community
- Partnership and human connections

We believe IT can be green and business can be done while recognising a human being on the other side.

# Contents

Page 4	Why we decided to prove our commitment to the community and environment
Page 6	Our social and environmental KPIs
Page 7	2023/2024 KPIs
Page 8	B Corp - our impact scores
Page 9	What we improved since our first attempt at the B Corp assessment
Page 14	Thank You

A close-up photograph of a branch with several bright green, oval-shaped leaves. The leaves are slightly out of focus, with some showing water droplets. The background is a soft, bright white light, creating a clean and natural aesthetic.

# Why we decided to prove our commitment to the community and environment

Dial A Geek was started in 2006 by Gildas Jones. Since then the company grew while maintaining company culture based on Gildas' (and all of his employees') values.

For years we have done things that in our minds protected the environment, helped our community, and made our employees happy; but we've realised that we were missing in the admin department - and that there was so much more we could be doing!

We decided to start our B Corp journey in order to improve our overall practice - to get the right framework, find out what more we could be doing, improve our reporting, and set some targets for the future. B Corp is the most comprehensive certification of this kind, so we were very hopeful it would be rewarding as much as challenging.

With a help of a B Corp coach, we've completed our original assessment at the start of 2022 to find out what more we could be doing.

We needed to improve the way we record what we do. Which only showed us how much more we could be doing! Every time we completed a task, something new popped up. Every time we gathered proof for one positive impact action, another possibilities opened for us.

The certification journey has widely improved our business. It forced us to crystallise some processes and communicate better with our staff and other stakeholders. It pointed us in the right direction in terms of positive work that we could be doing. It forced us to set official goals that we can be held accountable to. It helped us find new motivation and inspiration to make the world better.



# Our social and environmental KPIs

To best monitor our overall social and environmental impact we set a few KPIs that we review at the end of each financial year. They help us monitor:

- Our energy use and its targets,
- Our carbon footprint (scope 1 and 2) and its offset,
- Our charitable donations (financial and in-kind) as well as pro-bono work - and whether we met our targets for the year,
- Our volunteering hours,
- The number of laptops that we saved from the landfill that year, whether by refurbishing for the client or refurbishing and donating to a charity.

# 2023/2024 KPIs

Energy use:  
14866 kWh

Energy use relative to pounds of revenue:  
0.18 kWh/£1

Carbon footprint:  
4145.5 kg

Carbon Footprint offset:  
5 tonnes/120.6%

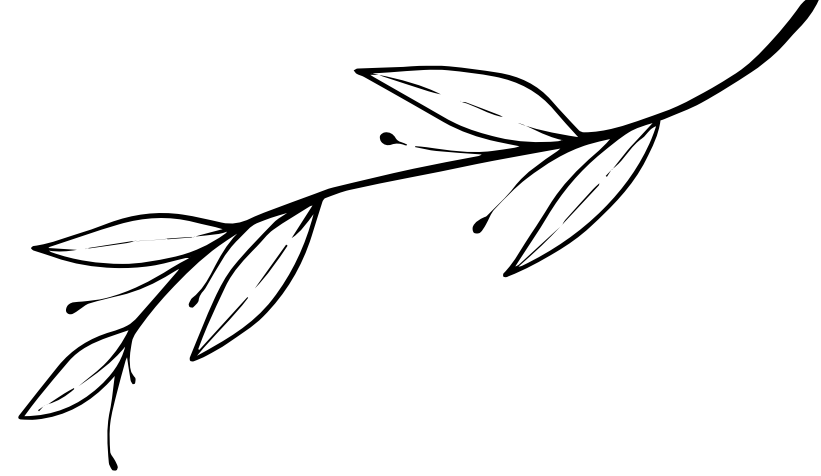
Charitable donations (financial and in-kind):  
0.17% of turnover - targets of 0.1% met

Laptops refurbishments (for clients or charity):  
199 (46% of all laptop setups, a massive 10.5% improvement from previous year)

Pro-bono work:  
1 day (target met)

Volunteering:  
18 h (target not met)





# Our B Corp scores

Overall Score: 81.9

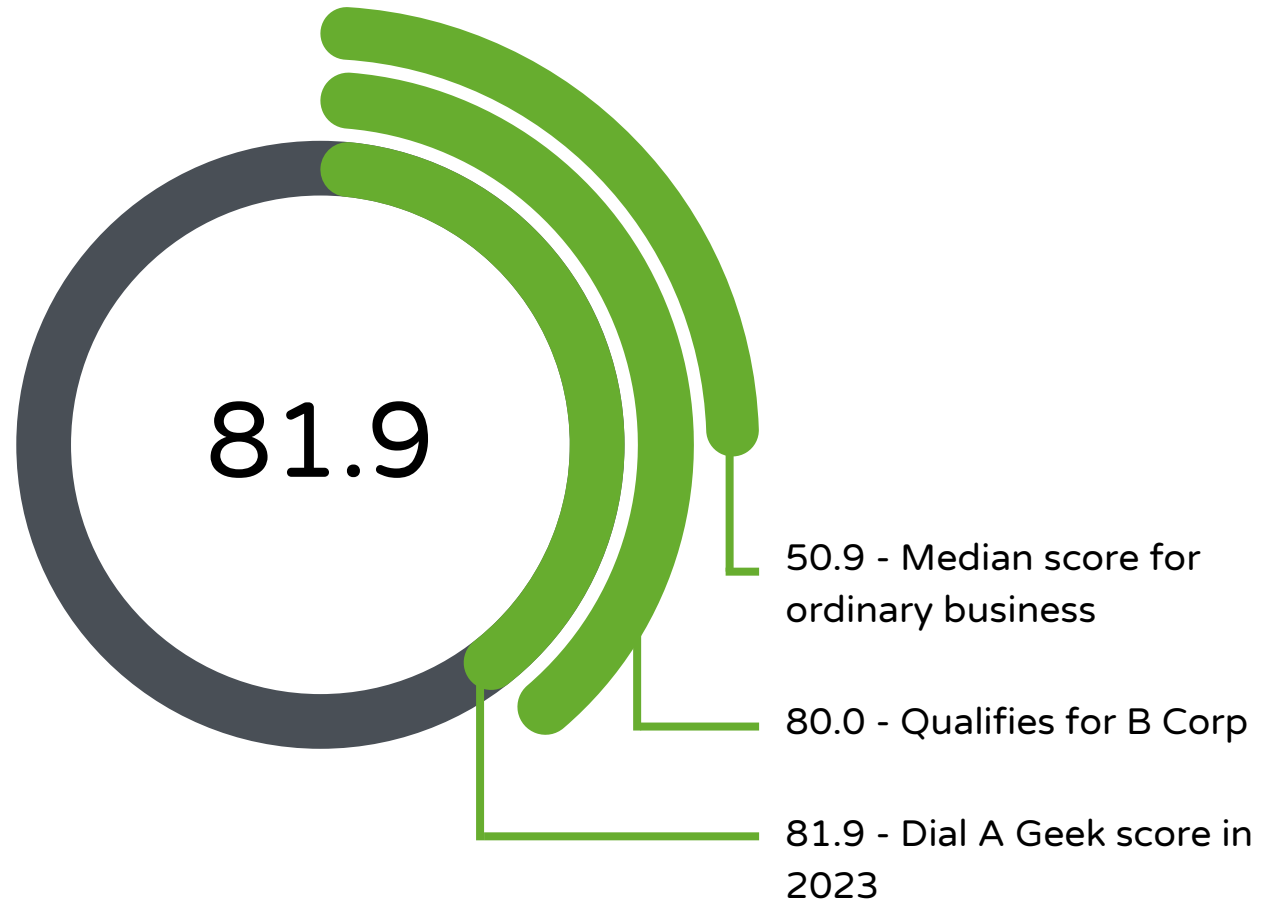
Governance: 15.1

Workers: 25

Community: 19.6

Environment: 19

Customers: 3.1





# What we improved since our last year's B Corp assessment

## Overview

Since becoming a Certified B Corporation in August 2023, we brought a few more improvements to Dial A Geek.

Below is a detailed breakdown of the positive changes we made in 2023-2024, divided into categories corresponding with the ones of B Corp's Impact Assessment.

We've also added in some promises and targets for 2024-2025.



## Workers

- We added private dental insurance as a benefit for all our staff members, including part-time employees.
- We added financial incentives to customer feedback collection - each piece of positive feedback from a customer adds a £10 bonus to the monthly salary of the employee responsible for the ticket/project/task.
- We increased home working allowance for our office-based employees up to 2 days a week.
- We formalised the way we record staff training, which allows us ensure that everyone has the same access to external training, including cross-skills training.
- We improved our regular 360 reviews and how we collect them.

2024 guarantee:

All Dial A Geek employees based abroad will be guaranteed private health insurance.

## Community

- We met our goals for pro-bono work: 1 full day of work was given to Refugee Women of Bristol.
- Our target for charitable giving was achieved, with a total of £1385 gifted to 4 different charities.
- The volunteering allowance for our employees got increased to one full day.
- Our post-project feedback to and from our contractor form was filled and shared after all jobs including contractors.

### 2024/2025 promise:

We will further motivate our employees to take a paid day off work to volunteer for their chosen organisation.

## Environment

- We offset 100% of our scope 1 and 2 carbon footprint with Ecologi.
- We planted 1875 to help offset the footprint of cloud services for every new company who joined our Managed Service.
- By refurbishing, donating, or recycling, we saved 100% of devices sent back to us from going to a landfill.
- We gave 6 laptops a second life by donating them to a charity or refurbishing them for our customers.

### 2024/2025 target:

We will decrease our energy use relative to our turnover (kWh/£) by 5%.

## Customers

- We created a dedicated Client Portal available to all the businesses we work with.
- We started regular customer satisfaction surveys that are shared with our whole team.
- Customer feedback is now shared and discussed with the whole team within our team meetings; it is also added to a dedicated channel in Microsoft Teams for further actioning.

### 2024/2025 plans:

We are currently looking into:

- Improving the Client Portal further.
- Adding customer feedback to a wider 360 review scheme.

# Thank You.

The last year has been such a journey to us. We became a B Certified Corporation and that only showed us how much more we could be doing. We look forward to further improving our impact on our community and the environment - and we look forward to seeing what change can be made when working as a part of a global network of purpose-driven businesses.

Thank you to all Dial A Geek stakeholders who supported us on our mission so far.

If you have any questions regarding this report or would just like to chat:

Email [office@dialageek.co.uk](mailto:office@dialageek.co.uk)  
or give us a call on 0117 369 4335

Visit our website for helpful Green IT resources and more info:  
[www.dialageek.co.uk](http://www.dialageek.co.uk)

