



# Key metrics and data in ESG reporting: Using B Corp as a framework



# Scott James

## Ward Williams Associates



- Who are Ward Williams
- The Construction & Built Environment Sector
- 'Big Picture' Challenges & ESG
- Data Challenges
- B Corp as an ESG Framework
- Data to enable direct Impact

# Who are Ward Williams Associates?



## Core Services

- Quantity Surveying
- Project Management
- Building Surveying
- Management Consulting
- Cross-cutting Sustainability Services

Queens Award for Enterprise:  
Sustainable Development

- Established in 1974
- 140+ staff
- 7 offices across the UK
- London
- Manchester
- Truro
- Plymouth
- Exeter
- Gloucester
- Salisbury



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
SUSTAINABLE  
DEVELOPMENT  
2022

# Business Context

The number of private sector businesses in the UK at the start of 2022 was

# 5.5 million

5.47 million businesses were small (0 to 49 employees)

35,900 businesses were medium-sized (50 to 249 employees)

7,700 businesses were large (250 or more employees)



# The Construction & Built Environment Sector

In 2021, there were approximately **914,000** business enterprises in the **construction sector** in the UK, with just **140** of these being large enterprises that employed 500 or more people.

## **98.5% of construction businesses are SMME's**

- Vast majority of construction activity
- Significant proportion of output
- Knowledge & Capacity to drive ESG improvements?

# Big Picture Challenges



- Decarbonising Construction
- New Build
- Retrofit
- Operational Carbon Emissions
- Electrification.... Including EV's
  
- Recruitment & Retention
- Skills transition
  
- Health & Wellbeing
- Flexible Working
  
- Sector Reputation

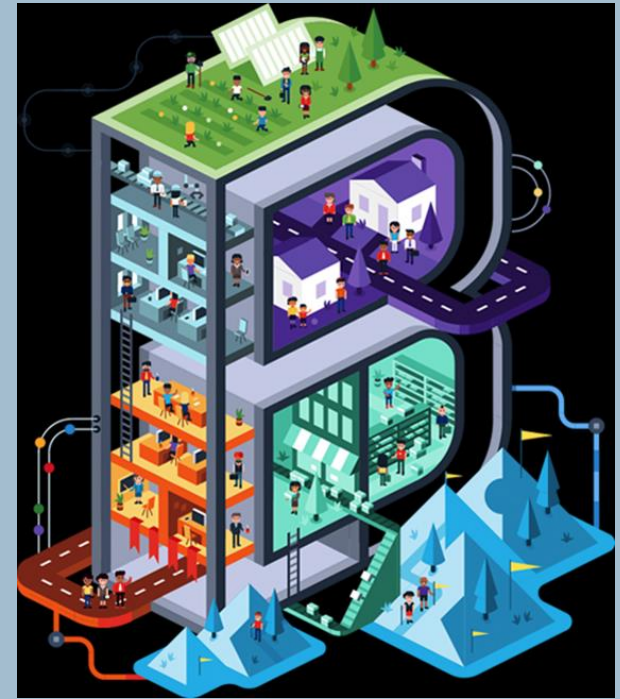
# What is a B Corporation?

B Corp Certification is the only certification that measures a company's **entire social and environmental performance**.

The B Impact Assessment evaluates how your company's operations and business model impact your workers, community, environment, and customers.

From your supply chain and input materials to your charitable giving and employee benefits, **B Corp Certification proves your business is meeting the highest standards of verified performance**.

Positive impact is supported by **transparency and accountability** requirements. B Corp Certification doesn't just prove where your company excels now—it commits you to consider stakeholder impact for the long term by **building it into your company's legal structure**.

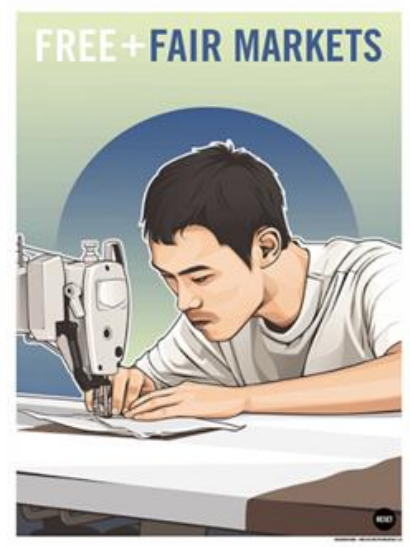
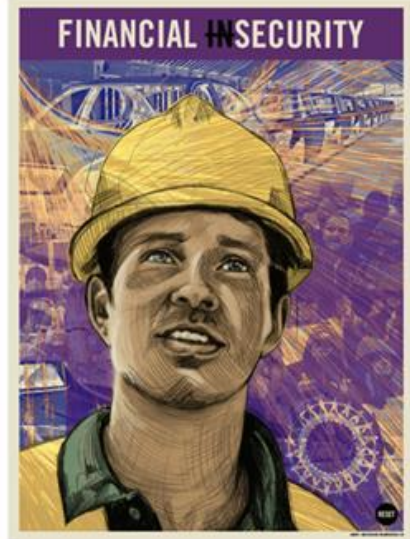


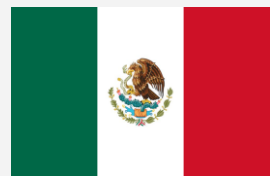
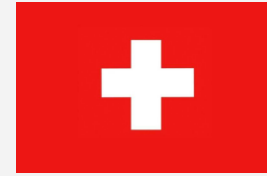


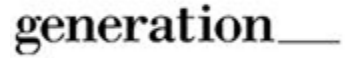
## THE B CORP DECLARATION OF INTERDEPENDENCE

**WE ENVISION A GLOBAL ECONOMY THAT USES BUSINESS AS A FORCE FOR GOOD. THIS ECONOMY IS COMPRISED OF A NEW TYPE OF CORPORATION – THE B CORPORATION – WHICH IS PURPOSE-DRIVEN AND CREATES BENEFIT FOR ALL STAKEHOLDERS, NOT JUST SHAREHOLDERS. AS B CORPORATIONS AND LEADERS OF THIS EMERGING ECONOMY, WE BELIEVE: THAT WE MUST BE THE CHANGE WE SEEK IN THE WORLD. THAT ALL BUSINESS OUGHT TO BE CONDUCTED AS IF PEOPLE AND PLACE MATTERED. THAT, THROUGH THEIR PRODUCTS, PRACTICES, AND PROFITS, BUSINESSES SHOULD ASPIRE TO DO NO HARM AND BENEFIT ALL. TO DO SO REQUIRES THAT WE ACT WITH THE UNDERSTANDING THAT WE ARE EACH DEPENDENT UPON ANOTHER AND THUS RESPONSIBLE FOR EACH OTHER AND FUTURE GENERATIONS.**









150+ Industries



5,495+ B Corps in the community



83 Countries

\$80b+ Combined revenue



1 Unifying goal



Jamie Oliver GROUP

pukka

JoJo Maman Bébé

D A M E.

FluidIT

WOOLCOOL

Abel & Cole

innocent

COOK

finisterre



The Cheeky Panda

INVESTING FOR GOOD

SYSTEMIQ

THE BODY SHOP

1,000+  
B Corps in UK  
community

Certified  
B  
Corporation

bulb

wwa

Charity bank  
a bank for good

Ella's kitchen  
Good in every sense

Brewgooder

BRUICHLADDICH  
PROGRESSIVE HEBREWIAN DISTILLERS

SMALL BEER BREW CO.  
THINK BIG DRINK SMALL

THE STANDINGCT COMPANY

FREUDS

CAFE DIRECT

Pip & Nut

AR

THE CRAFTORY  
CHALLENGERS AMPED

EQ investors

The Guardian



SB Simply Business

Artfinder

havas london

YOTI

zen

# Why B Corp for WWA?



- Long history of triple bottom line approach
- A means of validation and recognition that is truly trusted
- To enable structured ESG improvement internally
- To both lead and collaborate in crucial sector-wide priorities
- Our whole-business review of **Culture & Values** linked strongly to the B Corp ethos

B Corp drivers across all businesses include:

- Lead a Movement
- Join a Community
- **Attract Talent**
- **Strengthen Engagement**

- **Build Credibility**
- Amplify Voice
- Press & Marketing
- Attracting customers
- Attract Investors



# What does the B Impact Assessment Cover?



## Governance

- Mission & Engagement
- Governance
- Ethics
- Transparency
- + Mission Locked

○ Operational Impact

+ Impact Business Model



## Workers

- Compensation
- Benefits
- Training & Education
- Job Flexibility
- + Worker Owned



## Community

- Job Creation
- Diversity
- Civic Engagement
- Local
- Suppliers, Distributors & Product
- + Workforce Development
- + Fair Trade Supply Chain
- + Microenterprise



## Environment

- Land, Office, Plant
- Input
- Outputs
- Trans, Dist, & Suppliers
- + Renewable Energy
- + Land Conservation
- + Toxin Reduction
- + Environmental Ed



## Customers

- + Health
- + Basic Services
- + Education
- + Arts, Media, & Culture
- + Economic Empowerment
- + Serving those in need

# Data Requirements in Certification Process

## Governance

- Age / Gender / Leadership
- Socio-Economic
- Ethics & Transparency
- Employee Engagement

## Community

- Volunteering

## Workers

- Real Living Wage
- Training & Development Programmes
- Whole life support structure
- Health & Wellbeing

## Customers

- Supply Chain engagement
- Client impact

## Environment

- Carbon / Recycling / Consumption

## Environment – Project Data (200+ Projects)

- Projects In Low Income Or Subsidized Housing
- Projects In Low Or Moderate Income Neighbourhood
- Projects Mixed Use
- Project Design Support Safe Pedestrian
- Projects In Brownfield Sites
- Projects LEED Certified
- Gold or Platinum LEED certified projects
- Designed to exceed EPACT for water efficiency by 20%-40%
- Projects Using Integrated Design Process
- Project Use Collaborative Public Process
- Projects Promote Sustainable Design
- Projects Use Proprietary Document
- Projects Use Materials Decision Tool
- Projects Use Energy Modelling



# B Impact Report



WWA

Quantity Surveying, Project Management,  
Building Surveying and Sustainability.

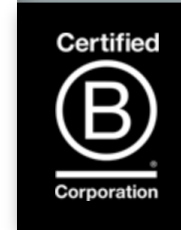
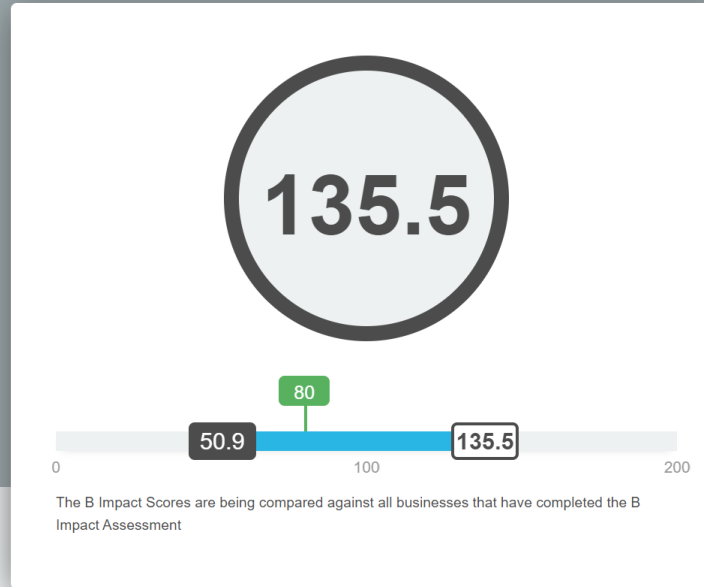
**Certified Since: June, 2020**

Location: Truro, Cornwall, United Kingdom

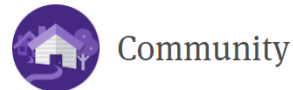
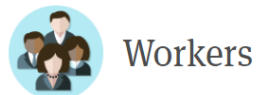
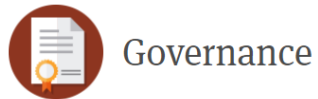
Sector: Service with Minor Environmental  
Footprint

[www.uk.com](http://www.uk.com)

## Overall B Impact Score ⓘ



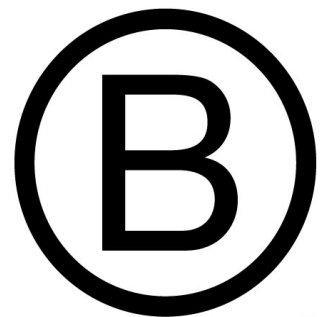
## Impact Area Scores ⓘ







Certified



Corporation

Triodos Bank  
Make your money make a difference

*finisterre*

igloo

KENNEDY WOODS

17 96  
LOMBARD ODIER  
LOMBARD ODIER DARIER HENTSCH

FORE

KASTARCHITECTS

STRIDE TREGLOWN

BRIDGES  
Fund Management

**Ben Hopkins, Associate**

Bennetts Associates' resident B-keeper

***“We sometimes find that documenting the good we do is harder than doing it in the first place, but we see the benefit in helping keep things going so that we can identify areas for improvement and make sure we continue doing what we do well”.***



**BENNETTS  
ASSOCIATES**

*“B Corp isn’t so much a ‘how to’ roadmap for running a business with long term positive impact as a **guiding tenet**.*

*It is certainly a **framework for an adult discussion within the firm and with clients and other stakeholders** about a whole series of ESG issues that are usually poorly understood or not discussed at all.”*

Pierre Wassenaar, Chair, Stride Treglown



**STRIDE  
TREGLOWN**

# Embedding UN Sustainable Development Goals



Inspire, grow and  
give a platform for  
our People to excel  
professionally and  
personally.



4

QUALITY  
EDUCATION



5

GENDER  
EQUALITY





Support and advocate  
the delivery of resilient,  
adaptable Places with a  
sustainable future.



11 SUSTAINABLE CITIES  
AND COMMUNITIES



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION

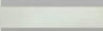


Deliver projects that will directly address the Climate Emergency whilst ensuring our operations are Carbon Neutral by 2030



11

SUSTAINABLE CITIES  
AND COMMUNITIES



15

LIFE  
ON LAND



# Since becoming a B Corp..... People, Places & Planet



## WWA Futures

- Training
- Schools Engagement
- Personal Development
- Financial Planning

## WWA Flexy

- 9 Day Fortnight business-wide trial

## Carbon Leadership

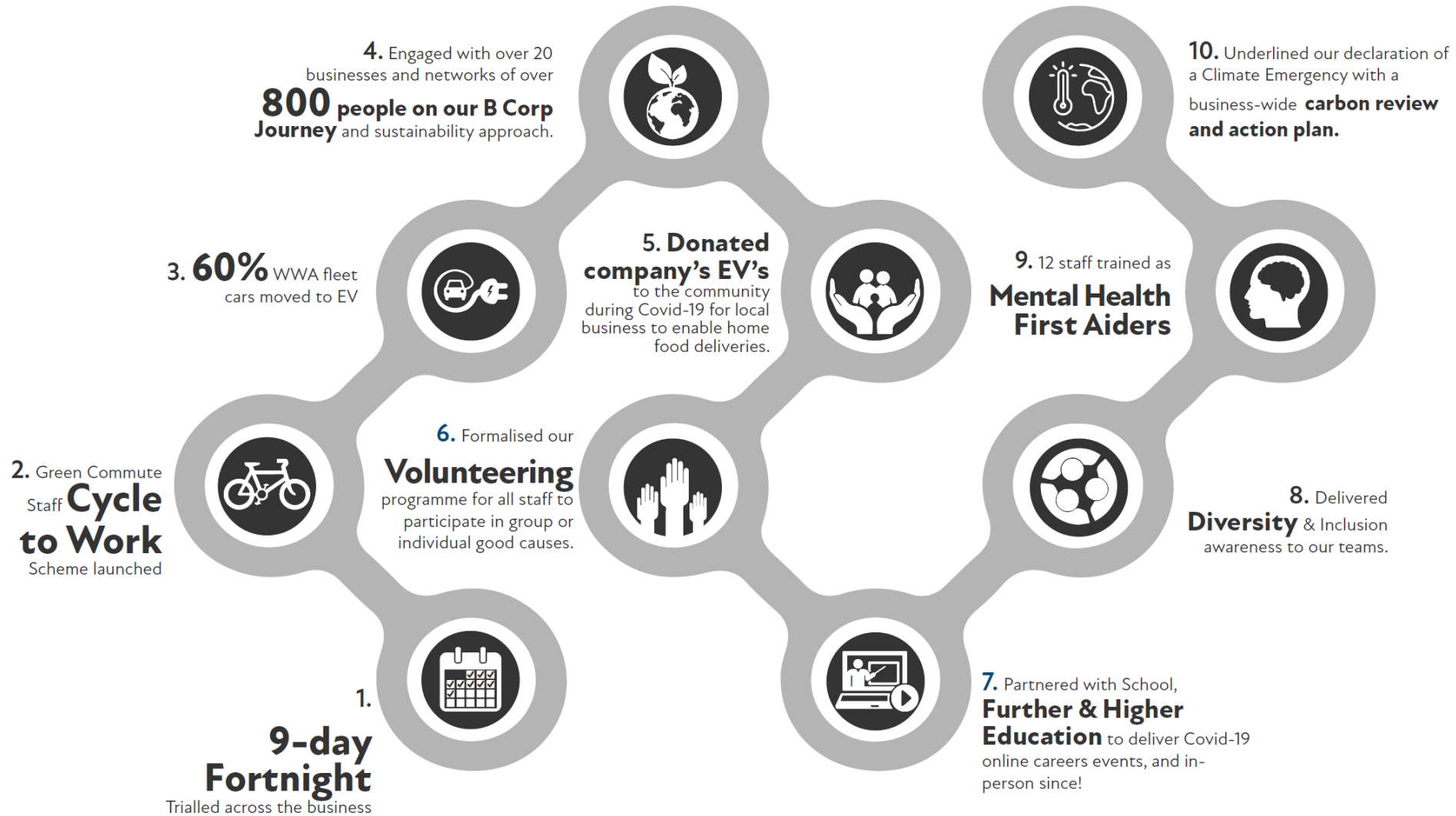
- Whole Life Carbon
- Retrofit Services
- Carbon Neutral Action Plan

## B Corp Built Environment Working Group

- Collaboration across the sector
- WWA B Corp Working Group – a voice to all staff across People, Places & Planet



# 10 Small steps so far....



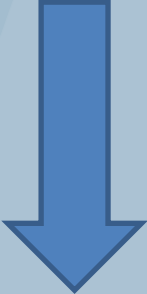
# ....and a Direction of Travel with our Next Steps



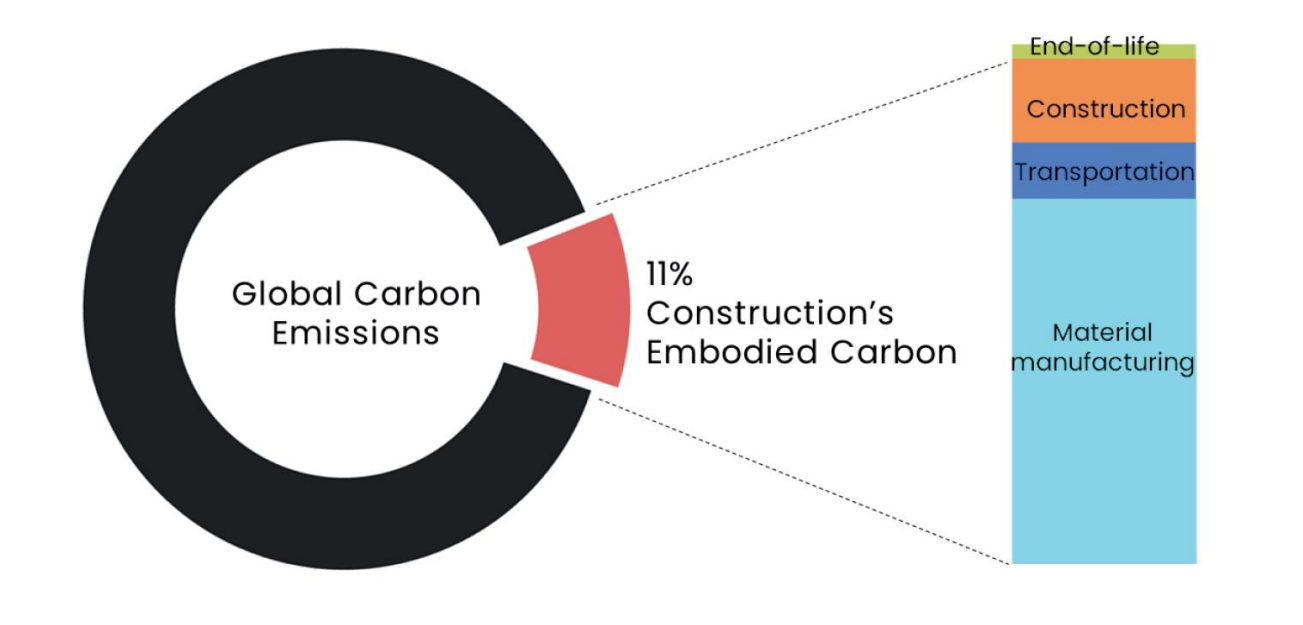
# Data to Decarbonise our Projects



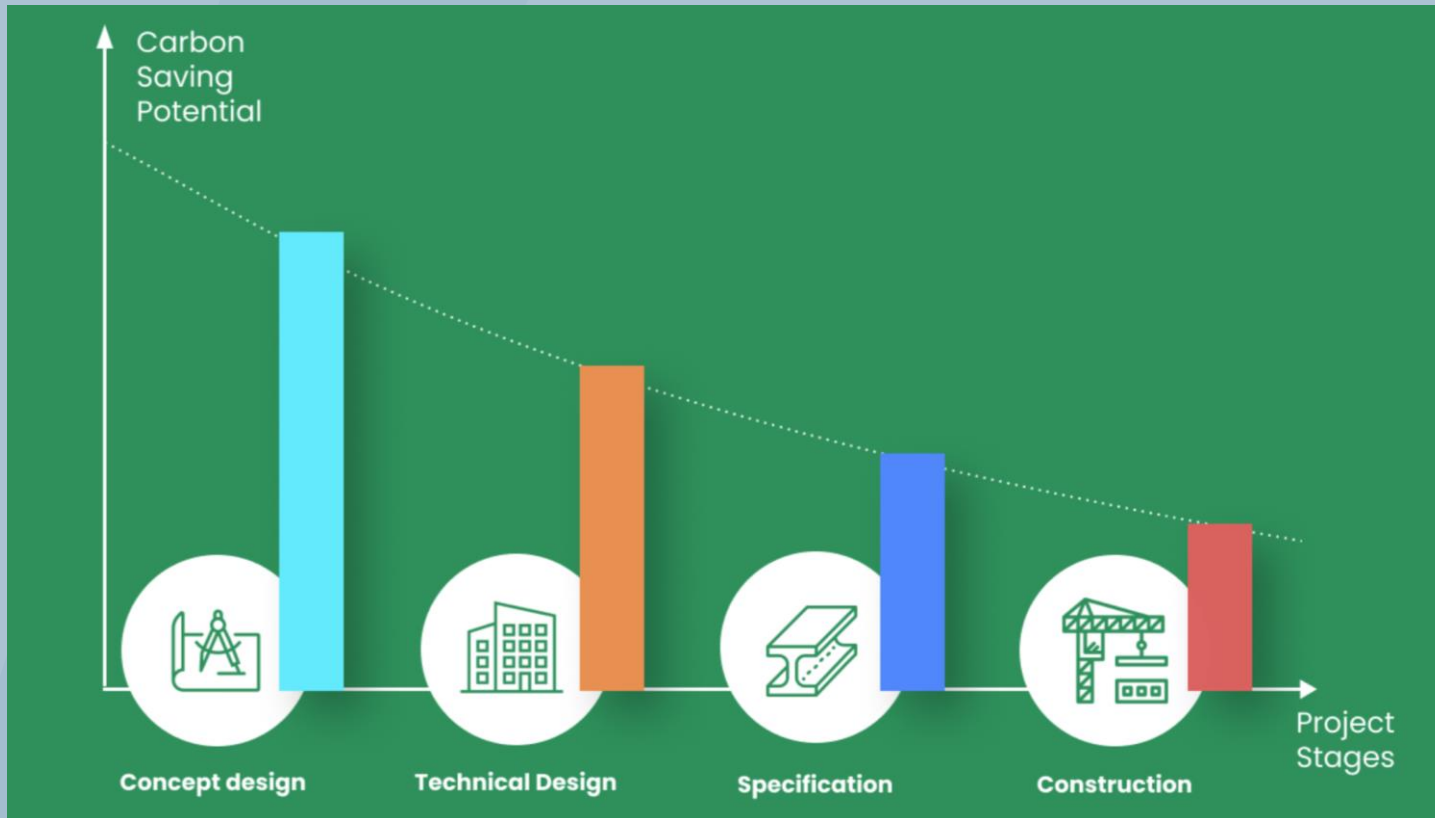
Time / Cost / Quality



Time / Cost / Quality / Carbon



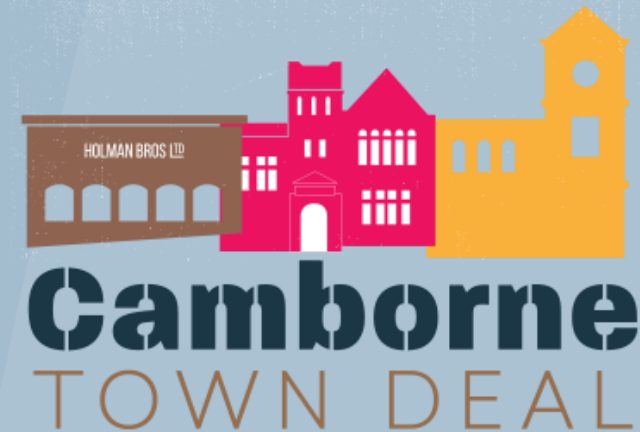
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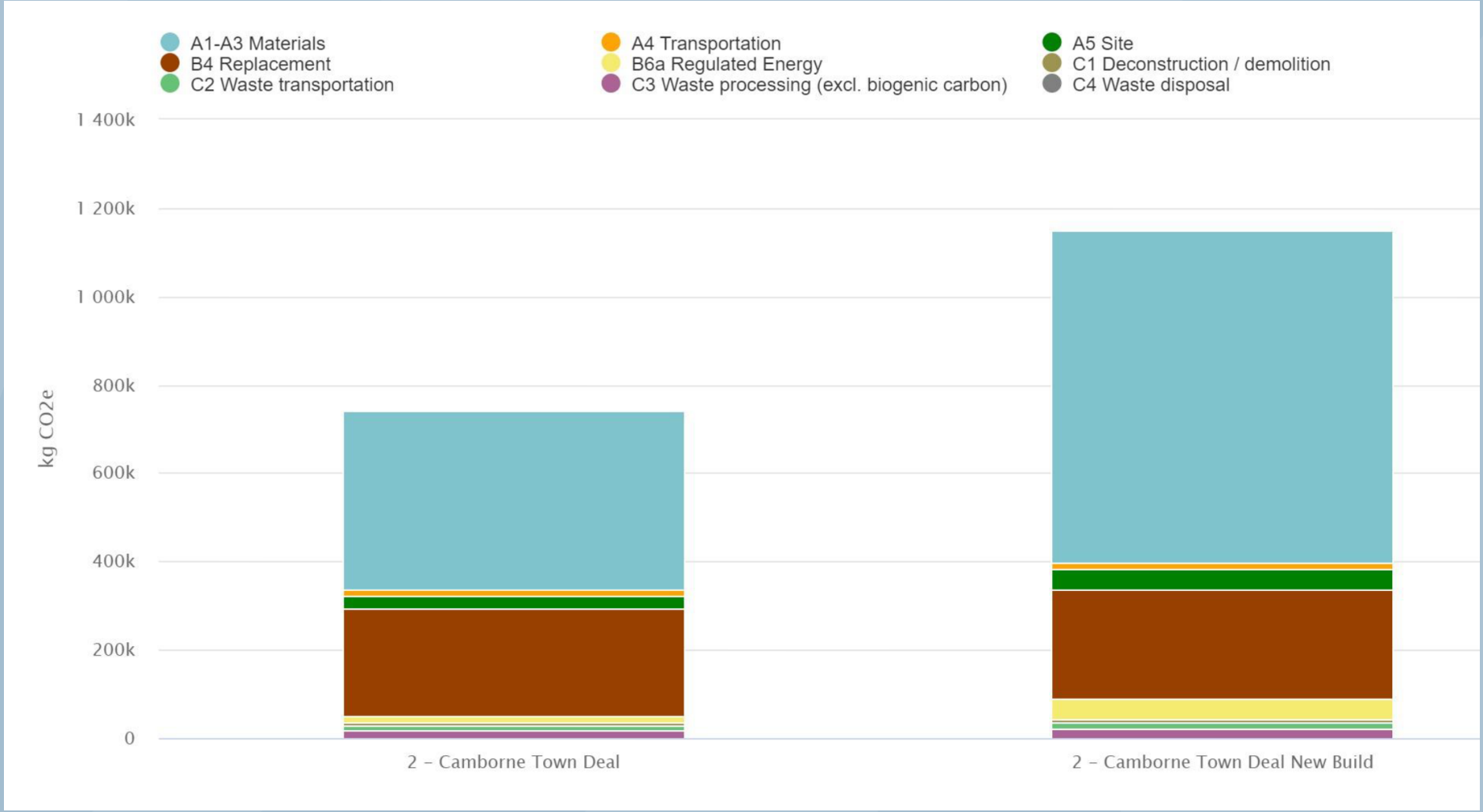
## What Data & Skills needed?

- Project Leadership
- **Culture of Carbon Focus & Accountability:** Client, Consultants, Contractors, End Users
- **Communication**
- Assessing **Value** not Cost
- Understanding **Policy Direction:** Planning, **Landlord Obligations**, Designing out Stranded Assets
- Clear Presentation of **Data in an accessible** format.
- **Whole Life Carbon review** included in each design review and end-stage report.

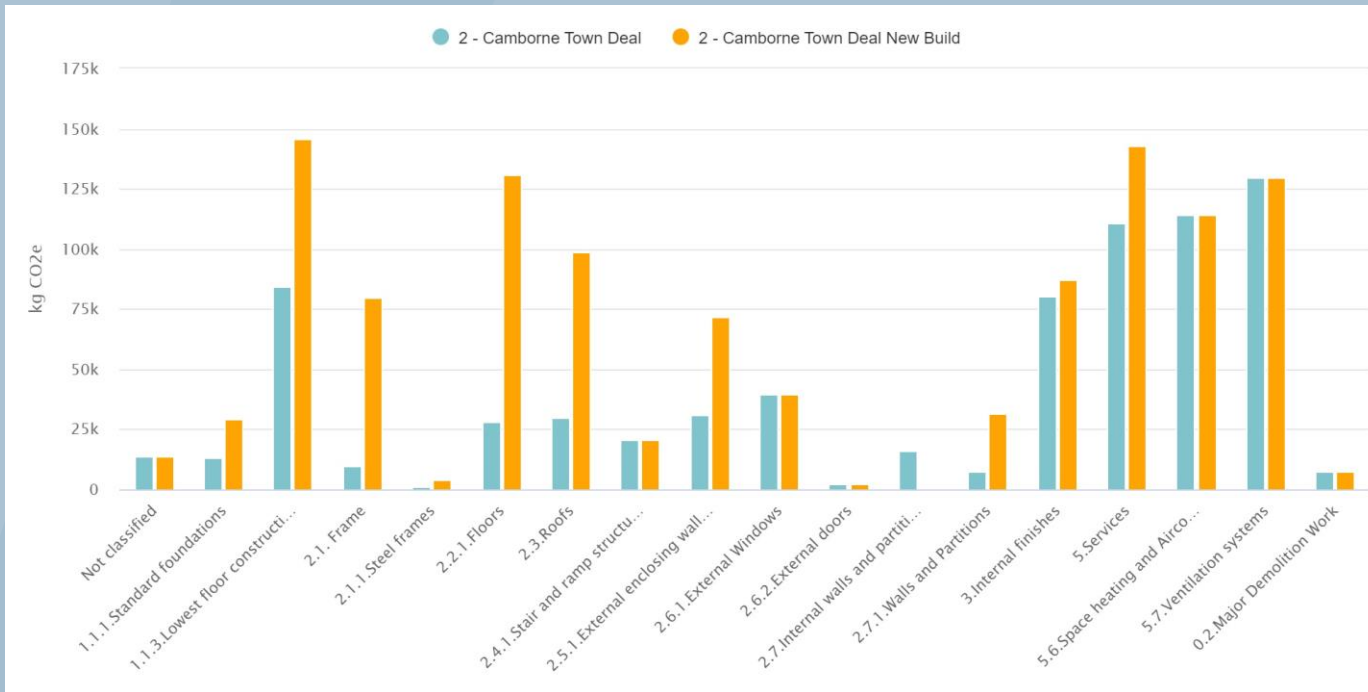
# Data to Decarbonise our Projects



# Data to Decarbonise our Projects



# Data to Decarbonise our Projects



The current design which is being progressed through design phases has already realised a significant **410 tonnes (410,000kg) of CO2 savings** versus the alternative option of a new-build facility. This is the CO2 is equivalent of:

1,640,000 (1.64million) miles driven in a diesel car, or  
410 return flights from London to New York

## Summary

All businesses need to ensure meaningful impact across Environmental, Social & Governance areas.

The sector has a key role across globally significant areas of environment and economy.

B Corp offers a robust framework to structure and focus impact alongside profit.

Extremely positive outcomes are possible for People, Places & Planet







# Thank You! Questions?

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