

The Litmus Partnership: Impact Report 2024/25

Introduction

2024/25 marks the publication of The Litmus Partnership's first formal Impact Report - a milestone that reflects our commitment to measuring and enhancing the positive social value we deliver.



This year (1st July 2024–30th June 2025) has been a period of significant organisational evolution, as we continued to reengineer the business around high-quality data, technology-enabled insight, and stronger outcomes for our clients. Throughout this transformation, our ESG principles remained central to our decision-making processes, shaping how we operate and how we support the communities we serve.

We also began exploring the pathway to B Corp accreditation, deepening our understanding of the requirements and assessing the changes needed to prepare a full submission in the future. These efforts sit alongside our existing ISO9001 and ISO14001 certifications, both of which we successfully renewed this year. Even ahead of formal B Corp certification, Litmus continued to deliver meaningful social and environmental impact, which is summarised in this report.

Our progress towards B Corp accreditation

Although we have not yet submitted our application, our early scoring suggests strong alignment with B Corp standards. Our provisional scores for 2024/25 were:



This gives an overall score of 88, significantly higher than the global average of 50.9 and comfortably above the accreditation threshold. These results strengthen our confidence that we will achieve B Corp status in the coming years.



ESG objectives for 2024/25

At the start of the year, we set four core ESG priorities to guide our actions:

Supporting our communities and charitable causes

1. To support and encourage our staff in causes that are important to them.
2. To deliver our professional services to good-cause organisations unable to afford our fees.

Delivering environmental responsibility

1. To remain carbon neutral at our Head Office.
2. To maintain and renew our ISO certifications.

Investing in our people

1. To establish policies to enhance work/life balance for our team.
2. To invest in the next generation of talent through an apprenticeship or internship programme.

Enhancing the client experience

1. To further develop our collection of client feedback to improve our services.

What we achieved in 2024/25

Supporting our communities and charitable causes

- Staff volunteered at Treloars College, helping prepare for fundraising events including the Flower Fete and Halloween Evening.

- We continued to actively sponsor and fundraise for PICU, a charity chosen by one of our team members following a family bereavement.
- The continued growth of the Litmus Haven Fund – contributed to monthly by both the company and our people – which was used to support clients and community groups that need our services but cannot afford consultancy fees.
- We provided pro-bono consultancy to the Laleham Hub, supporting the development of a community space designed to promote connection, wellbeing, and intergenerational engagement.

Delivering environmental responsibility

- Our carbon footprint remained below target levels again this year, allowing us to offset through the planting of six trees with Make it Wild.
- We successfully renewed our ISO14001 certification, maintaining our environmental management system to the highest standard.

Investing in our people

- We introduced a Working Abroad Policy, supporting better work–life balance and enabling staff to spend time overseas without compromising productivity or client service.
- All staff completed unconscious bias training as part of our ongoing commitment to equality, diversity and inclusion.
- We hosted an internship student from the University of Bath, offering first-hand experience of consultancy work and encouraging future talent into the industry.

Enhancing the client experience

- We launched an improved client–feedback process designed to capture richer insight into satisfaction and areas for development.



“This report reflects the journey we have been on as a business – one that prioritises responsible growth, meaningful partnerships and a genuine commitment to making a difference. ESG is not a separate workstream for us; it’s embedded in how we think, how we operate and how we support our clients and communities. I’m incredibly proud of the progress the team has made this year and energised by the ambition we are setting for 2025/26 as we continue our pathway toward B Corp accreditation.”



Candice Finn,
Managing Director,
The Litmus Partnership



Looking ahead: ESG objectives for 2025/26

To build on our progress, Litmus has set ambitious and measurable ESG objectives for the coming year. We have aligned these into the three core pillars of Environment, Social and Governance.

Environmental commitments

- Achieve renewed ISO14001 accreditation.
- Maintain a carbon footprint that can be fully offset for **less than £500 per year**.
- Work with clients and their caterers to reduce food waste, identifying practical strategies and behaviour-change solutions.

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Social commitments

- Champion employee wellbeing through flexible working, regular engagement surveys, and mental-health support resources.
- Invest in the training and development of our people to strengthen skills, confidence and career progression.
- Allocate at least 50% of the Haven Fund to community engagement through volunteering days, sponsorships, partnership activities and charitable support aligned with client interests.
- Enable staff to direct at least 20% of the Haven Fund to charities and causes of their choice.
- Deliver solutions and collaborate with organisations focused on healthy, safe and nutritious eating in schools.

Governance commitments

- Increase transparency around our ESG performance by publishing this ESG & Impact Report and providing regular progress updates on our website throughout the year.
- Achieve renewed Cyber Essentials Accreditation to maintain strong data-security standards.
- Ensure ESG objectives are reviewed regularly at both Manager and Senior Leadership meetings, embedding responsibility across the organisation.

Conclusion

This first Impact Report marks an important milestone in the evolution of our organisation. As we continue to modernise our operations and focus on delivering high-value insight to clients, we remain committed to strengthening our social, environmental and governance impact.

2024/25 demonstrated what can be achieved when ESG priorities are embedded across the organisation – from volunteering and charitable giving to maintaining environmental standards and uplifting client experience. With stronger objectives set for 2025/26 and on our way toward B Corp accreditation, we are well positioned to deliver even greater positive impact in the year ahead.

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