

2025-26

Impact Report



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A NOTE FROM OUR MANAGING DIRECTOR

As we approach our third year as a B Corp and prepare for recertification, we're reminded that sustainability is constantly evolving. The expectations placed on organisations continue to grow, and increasingly, the focus is extending beyond an organisation's own operations and into its supply chain.

For many organisations, the majority of their social and environmental impact sits within their value chain. Whether driven by legislation, customer expectations, procurement requirements or reporting frameworks, businesses are increasingly being asked to understand and engage with the sustainability performance of their suppliers. This shift presents a significant opportunity, but also a challenge - particularly for SMEs, voluntary organisations and start-ups, who often don't have dedicated sustainability teams or the resources and time to navigate an increasingly complex agenda.

At Genee, we believe that sustainability should be accessible to all organisations, regardless of size or sector. Over the past year, much of our work has therefore centred on supporting suppliers to better understand what is being asked of them and providing practical tools to help them take meaningful action.

This focus has shaped many of our activities throughout the year. We were delighted to continue delivering Going Green Together, supporting voluntary, community and social enterprise organisations to embed sustainability into their operations. We also facilitated the North East Public Sector Sustainable & Social Value Supplier Event, bringing together public sector organisations and suppliers to explore the growing expectations around sustainable procurement and social value. Alongside these initiatives, we've developed practical guides and toolkits to support organisations at every stage of their sustainability journey, from embedding sustainability as a start-up to delivering more sustainable events.

As always, partnership working remains at the heart of everything we do. The most meaningful progress happens when organisations come together to share knowledge, collaborate and learn from one another. This ethos sits at the centre of the B Corp movement and continues to shape our work with clients, partners and communities across the North East and North West.

The introduction of the new B Corp standards represents a significant evolution in what it means to be a business that uses its influence as a force for good. While environmental action remains central to our work and is undoubtedly one of our strongest areas as an organisation, the new standards challenge businesses to think more holistically about their impact.

Over the coming year, we'll be getting to grips with what these new standards mean for Genee and ensuring we continue to embed positive impact across all aspects of our business, from how we govern and engage with our stakeholders, to how we support our people, communities and supply chain. We welcome this opportunity to reflect, challenge ourselves and continue raising the bar. After all, sustainability isn't about achieving a destination; it's about committing to continual improvement and ensuring that we create lasting value for people, communities and the planet.

As we look to the future, we're excited by the opportunity to continue supporting organisations to future-proof their businesses and build more resilient, sustainable supply chains. While the sustainability agenda may continue to evolve, our mission remains unchanged: to make sustainability practical, accessible and impactful for all organisations.



A handwritten signature in black ink, appearing to read 'Jo Holmes'.

Jo Holmes, Managing Director

OUR VALUES

Protecting our natural environment

We engage with a range of organisations to help them discover how they can minimise their environmental impact. We also apply this to our own organisational impact, prioritising actions that will drive reductions in resource use.

Community at the centre

We aim to deliver our services in a way which creates maximum benefit for the communities we work within. We create opportunities for organisations of all sizes to work with us towards sustainability, and take on projects through which knowledge can trickle down from the organisations to the communities they work within.

Supporting a Just Transition

At genee we're passionate about making sure sustainability not only works for the environment, but for our communities and the economy too. We take this into consideration when partnering with projects, to ensure that a move towards a green economy supports our local communities and the re-skilling of workers, so no one is left behind.

Being a fair employer

We pride ourselves on paying genee employees a fair and decent wage, whilst supporting their personal development. At genee, we value equality, inclusivity and diversity, and ensure that all employees have a voice in the running of the business.

OUR YEAR AT A GLANCE

300+

delegates brought
together at the
North East Public
Sustainable & Social
Value Supplier Event

33

Northern
organisations
accredited with
Investors in the
Environment

22

VCSE organisations
supported

8

Waste &
Resources
events
delivered

866

attendees
across the
NERF & NWRF

12

sustainability
columns
published
with Northern
Insight

OUR IMPACT HIGHLIGHTS



Emmaus National Assembly

Our Managing Director was invited to speak at the Emmaus UK National Assembly, sharing practical insights on sustainability with the Emmaus network.



SHINE Advanced

Genee achieved North East SHINE Accreditation, recognising our commitment to good business practices, social value and community impact.



NERF Awards

We launched the inaugural North East Recycling Forum Awards, celebrating excellence, innovation and best practice across the North East waste and resources sector.



iiE Awards

We celebrated the achievements of many of our North East and North West members who received recognition for their environmental leadership.



Northern Insight

We continued our monthly sustainability column with Northern Insight Magazine, sharing practical guidance, commentary and inspiration with businesses across the region.



NWRF

We hosted the NWRF Annual Conference at Jodrell Bank, supporting organisations to prepare for the introduction of the Emissions Trading Scheme - one of the biggest changes facing the waste and resources sector in recent years, and also celebrated 1 year of the forum.

OUR IMPACT HIGHLIGHTS



Going Green Together

A new phase of Going Green Together began, enabling us to continue supporting VCSE organisations through iiE accreditation, training and practical sustainability guidance.



Responsible Business Webinar

Together with Positive About Inclusion and Venture Zero, we hosted a Responsible Business webinar to help organisations strengthen their ESG performance



Public Sector Sustainable Supplier Event

Bringing together public sector organisations and suppliers to accelerate progress towards net zero and social value objectives.



Green Accreditation

Genee retained Green Accreditation with iiE, demonstrating our continued commitment to environmental excellence and continual improvement.



Ecogenesys Partnership

Supporting Ecogenesys members through sustainability content, guidance and practical resources to help organisations navigate environmental challenges and opportunities.



Wastepack Partnership

Supporting Wastepack members through sustainability content, guidance and practical resources to help organisations navigate environmental challenges and opportunities.

ASSESSMENT SCORE

Genee certified as a B Corp in July 2024 and achieved a score of **106.5**

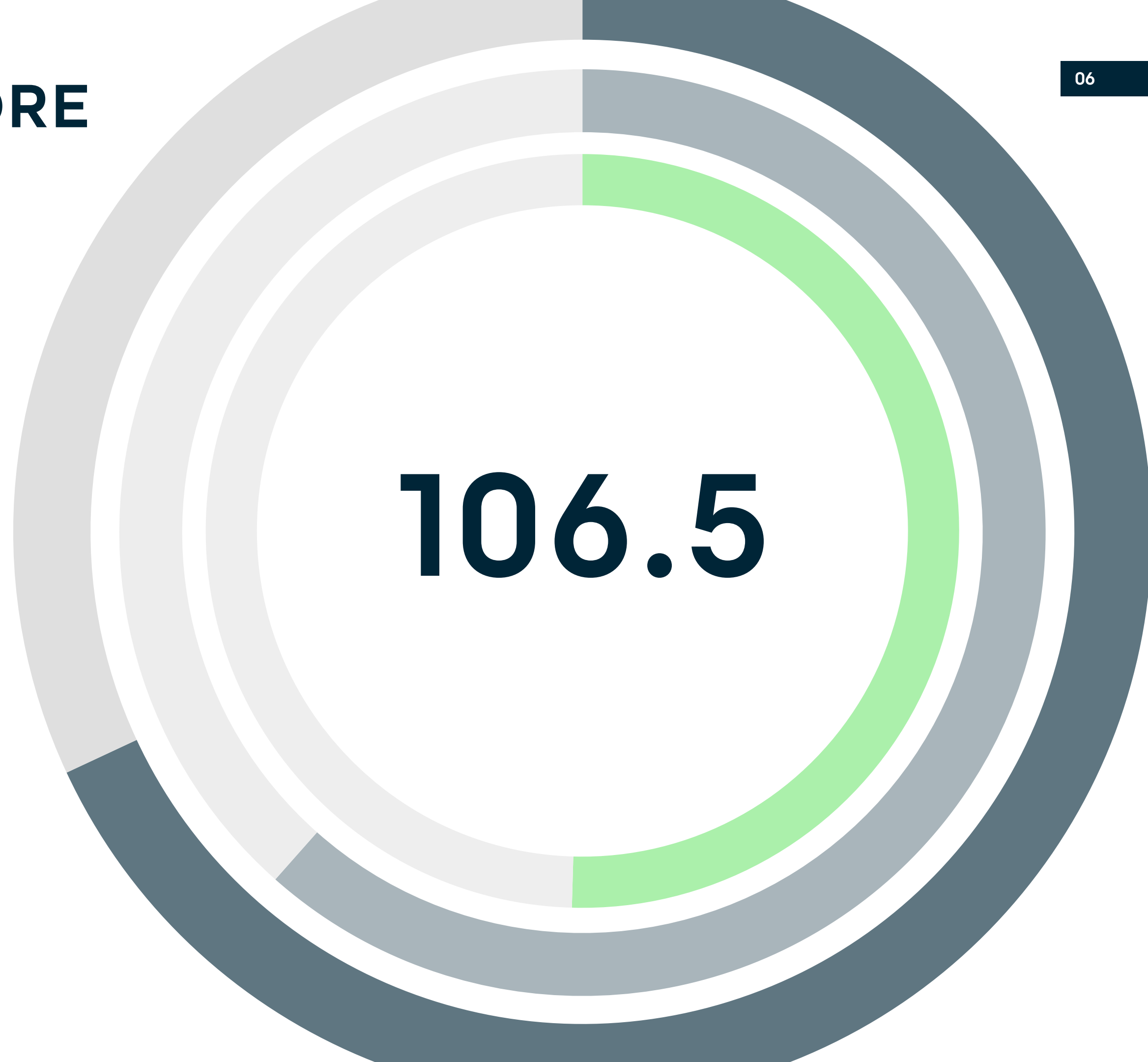
The average score for an ordinary business who completed the assessment is **50.9**, and the minimum qualifying score is **80**.

The individual pillar scores for Genee are as follows:

Governance **16.5**
Workers **32.9**
Community **22.3**
Environment **15.0**
Customers **19.5**

We are proud that our first certification with B Corp achieved an ambitious score, and was consistent across the different areas of the business.

We believe this will support our recertification in 2027, under the new B Corp standards.



Governance Score: 16.5. Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency.

What we achieved this year

Throughout our second year as a certified B Corporation, we have continued to embed our values into the way we govern, grow and make decisions as a business.

Over the past year, we have strengthened our role as a trusted sustainability partner across the North of England. Through the continued growth of the North East Recycling Forum, the development of the North West Resources Forum and our delivery of programmes such as Going Green Together, we have expanded the reach of our work while maintaining a strong commitment to collaboration, knowledge sharing and community benefit. These partnerships have reinforced our belief that meaningful change happens when organisations work together towards common goals.

We have also continued to demonstrate our commitment to responsible business practices through independent verification and transparency. In October 2025, Genee achieved North East SHINE Accreditation, recognising our approach to good business, employee wellbeing and community impact. In May 2026, we contributed to SHINE case study videos, sharing our experiences as a small business and encouraging others to adopt similar approaches. Alongside retaining our Green Investors in the Environment accreditation, these achievements provide assurance to our stakeholders that we are committed to continual improvement and to leading by example.

Progress against last year's commitments

2024-25 Commitment	Status	Progress
Publish governance policies online	Completed	Key policies published on our website
Develop stakeholder engagement strategy	In Progress	Regular newsletters, webinars and events established
Develop supplier engagement strategy	In Progress	New partnerships established with organisations including Wastepack

Priorities for 2026-27

We understand that whilst we have made great strides in our governance as a business, there is still plenty to do. Below we've outlined our main focus points for the next year:

- 1

Strengthen supplier engagement & responsible procurement

We recognise the importance of transparency in building trust with our stakeholders. By publishing key governance documents
- 2

Prepare governance systems for B Corp recertification under the new standards

We are committed to working with suppliers who share our values around environmental and social responsibility. We plan to develop a supplier engagement strategy that encourages our supply chain to align with ESG principles.



Workers Score: 32.9. Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.

What we achieved this year

At Genee, we believe that creating positive impact begins with supporting the people who deliver it. As a small team, we place a strong emphasis on wellbeing, flexibility and professional development.

During 2025-26, we continued to invest in our team's development and wellbeing. All employees maintained their professional membership with the Institute of Environmental Management and Assessment (ISEP), supporting continued learning and ensuring that our expertise remains current within an evolving sustainability landscape.

As our work across the North East and North West has expanded, we have continued to embrace flexible and agile ways of working. This enables our team to balance professional commitments with personal responsibilities while reducing the environmental impacts associated with travel. Our culture is built on trust, open communication and shared ownership of decision-making, allowing individuals to contribute meaningfully to both the direction of the business and the services we provide to our clients.

Progress against last year's commitments

2024-25 Commitment	Status	Progress
Increase the frequency of staff reviews	Not progressed	As a micro-business, we continue to rely on regular informal conversations and day-to-day collaboration to discuss workload, wellbeing and professional development.
Formalise learning and development plans	In Progress	All employees are encouraged to access learning opportunities that align with both individual interests and organisational priorities.

Priorities for 2026-27

We understand that whilst we have made great strides in our governance as a business, there is still plenty to do. Below we've outlined our main focus points for the next year:

- 1

Maintain a Positive and Flexible Working Culture

We will continue to promote flexible working arrangements, open communication and a supportive working environment that enables our team to balance professional and personal commitments.
- 2

Support Ongoing Professional Development

We remain committed to investing in learning opportunities, professional memberships and industry networks to ensure our team continues to develop the knowledge and skills needed to support our clients effectively.
- 3

Grow Sustainability and Responsibly

As Genee continues to expand its reach, we will ensure that future growth reflects our values, maintain the collaborative culture, wellbeing and trust that underpins our success.

Community Score: 22.3. Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from.

What we achieved this year

Throughout 2025-26, we continued to deliver the Going Green Together programme, providing voluntary, community and social enterprise organisations with practical sustainability support and access to subsidised Investors in the Environment membership. By reducing financial barriers and delivering regular training sessions, we have helped organisations with limited capacity embed environmental management into their operations and build long-term resilience.

We were proud to launch the inaugural North East Recycling Forum Awards in November 2025, creating a platform to celebrate the outstanding achievements, innovation and leadership demonstrated across the region's waste and resources sector. Recognising and sharing best practice helps inspire others, strengthens professional networks and reinforces the North East's position as a leader in resource efficiency and circular economy initiatives.

One of our largest collaborative initiatives this year was the North East Public Sector Sustainable & Social Value Supplier Event in March 2026, which welcomed more than 300 delegates from across the public and private sectors. The event created opportunities for organisations to share learning, strengthen supply chain relationships and accelerate progress towards regional net zero ambitions. In line with our commitment to supporting local environmental action, the event's carbon footprint was offset through the North East Carbon & Nature Marketplace, ensuring that investment remained within projects that deliver tangible benefits for North East communities, biodiversity and climate resilience.

Progress against last year's commitments

2024-25 Commitment	Status	Progress
Capture impact stories	In Progress	Case studies have been developed to highlight member's sustainability journeys and are available on our website.
Facilitate volunteer days	Needs Action	Exploring opportunities to host member-wide volunteer days.

Priorities for 2026-27

We understand that whilst we have made great strides in our governance as a business, there is still plenty to do. Below we've outlined our main focus points for the next year:

- 1

Expand Access to Sustainability Support for the VCSE Sector

Continue our work with partners to ensure that voluntary, community and social enterprise organisations can access affordable sustainability expertise, training and accreditation opportunities, helping to build resilience and support a just transition to a green economy.
- 2

Strengthen Regional Collaboration

Building on the success of our forum,s events and webinars, we will create further opportunities for organisations across the NE & NW to share best practice and collaborate.
- 3

Increase the Visibility of Community Impact

Continue to capture and communicate the stories, achievements and lessons learned from the organisations and communities we support, demonstrating the impact of collective action in delivering meaningful environmental change in the region.

Environment Score: 15.0. Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.

What we achieved this year

Throughout 2025-26, we continued to build upon the environmental management systems established through Investors in the Environment, retaining our Green Accreditation following our annual audit in March 2026. This achievement reflects our ongoing commitment to continual improvement, robust resource management and embedding sustainability into all aspects of our operations.

We recognise that our greatest environmental impact extends beyond our own organisation and lies in the support we provide to others. During the year, we audited and accredited 33 organisations across the North East and North West through Investors in the Environment, helping businesses, public sector organisations and charities measure, manage and reduce their environmental impacts. Through programmes such as Going Green Together and our partnerships with regional networks, we have continued to make environmental expertise accessible to organisations that may not otherwise have dedicated sustainability resources.

We remain committed to sharing practical sustainability knowledge more widely. Through our monthly column with Northern Insight Magazine and our partnership with Wastepack, we have continued to provide accessible guidance, resources and insights that enable organisations of all sizes to take meaningful environmental action and build resilience for the future.

Progress against last year's commitments

2024-25 Commitment	Status	Progress
Publish Annual Carbon Report	Completed	Completed our carbon report through SmartCarbon
Establish a Supplier Engagement Strategy	In Progress	Through collaborations with partners this year, we have strengthened our commitment to environmentally responsible supply chains.
Extend the reach of our sustainability expertise	Completed	Through partnerships, webinars, guides and articles, we continued to expand access to sustainability.

Priorities for 2026-27

We understand that whilst we have made great strides in our governance as a business, there is still plenty to do. Below we've outlined our main focus points for the next year:

1

Support Local Action & Investment

Continue to champion initiatives that keep environmental investment within the North of England, supporting projects that deliver carbon reduction, biodiversity enhancement. and wider community benefits. e.g. through the North East Carbon & Nature Marketplace.

2

Increase Access to Practical Sustainability Support

We remain committed to sharing knowledge, resources, and training that enables organisations of all sizes and sectors to take meaningful environmental action, through our forums partnerships and accreditation.

3

Strengthen Sustainable Supply Chains

We will build upon work with public sector organisations, businesses and suppliers to encourage more sustainable procurement practices, increased transparency and collaborative approaches to reducing environmental impacts across supply chains.

Customers Score: 19.5. Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

What we achieved this year

During 2025–26, we audited and accredited 33 organisations across the North East and North West through Investors in the Environment, supporting businesses, public sector organisations and charities to develop effective environmental management systems and demonstrate continual improvement. We have continued to work closely with our members beyond the accreditation process, delivering training, sharing best practice and creating opportunities for peer learning through events, guides, newsletters, webinars and regional networks.

We have also expanded and adapted our service offering to respond to emerging customer needs. The delivery of the North East Public Sector Sustainable & Social Value Supplier Event brought together more than 300 delegates to explore how organisations can work collaboratively to achieve net zero ambitions and strengthen social value outcomes. Through partnerships with organisations such as Wastepack and Ecogenesys, we have developed new resources and events that support businesses in addressing environmental, social and governance priorities in a practical and achievable way.

Through our monthly sustainability column with Northern Insight Magazine, regular webinars and freely available guidance, we continue to provide accessible information that helps organisations navigate a rapidly changing policy and business environment. We believe that sustainability expertise should be available to all, regardless of organisational size or resources, and we remain committed to supporting our customers to create lasting positive impact within their own communities and supply chains.

Progress against last year's commitments

2024-25 Commitment	Status	Progress
Develop innovation & improve service efficiency	Completed	Introduced AI tools into selected areas of operation to improve efficiency and enhance quality, such as AI note taker during audits to improve consistency and accuracy
Evolve our service offering to meet emerging client needs	Completed	Developed a number of guides and toolkits available to download, as well as events, webinars and partnerships.

Priorities for 2026-27

We understand that whilst we have made great strides in our governance as a business, there is still plenty to do. Below we've outlined our main focus points for the next year:

- 1

Develop Innovation and Improve Service Efficiency

We’re actively exploring the responsible use of AI tools to improve the efficiency, quality, and accessibility of our consultancy services. From streamlining reporting to enhancing insight generation, we see AI as an opportunity to deliver even more value to our clients, while freeing up time for higher-impact, relationship-focused work. We’re committed to doing this in a way that aligns with our ethical and environmental values.
- 2

Evolve our Service Offering to Meet Emerging Client Needs

As sustainability challenges grow more complex, so do the needs of our clients. We are committed to continually reviewing and developing our service offering to ensure it remains relevant and impactful. This includes exploring new areas of support such as biodiversity planning, to help clients embed sustainability more deeply across their organisations.

LOOKING AHEAD: 2026 - 27

As we enter our third year as a certified B Corporation, our focus is on building on the progress we have made while ensuring that Genee continues to grow in a responsible and purposeful way. As a small business, we recognise that our greatest impact comes not only from how we operate ourselves, but from the organisations, communities and networks we are able to support and influence.

Over the next year, we want to deepen that impact – making sustainability more accessible, strengthening collaboration across the North East and North West, continuing to improve our own environmental and social performance, and preparing Genee for the next stage of our B Corp journey.

1. Increase the Impact We Create Through Others

We will continue to grow the reach and impact of Investors in the Environment, supporting organisations to move from sustainability commitments to practical action. Particular emphasis will remain on ensuring that SMEs, VCSE organisations and those without dedicated sustainability teams can access proportionate and affordable support.

2. Strengthen Collaboration Across the North

Through our regional networks, partnerships, events and programmes, we will continue to bring organisations together to share knowledge, tackle common challenges and identify opportunities for collective action. We want to use our position across the North East and North West to connect organisations and amplify good practice.

3. Continue to Improve How We Operate

We will continue to challenge ourselves to improve our own environmental and social performance, invest in our people and adopt new approaches that improve the quality and efficiency of our services. This includes using technology responsibly while maintaining the personal relationships, professional judgement and trusted support that are fundamental to Genee.

4. Prepare for the Next Stage of our B Corp Journey

As the B Corp movement evolves, we will continue to review our practices and performance against the changing standards. We see our future recertification not simply as an assessment to pass, but as an opportunity to identify where we can improve and strengthen the positive impact Genee creates for our employees, customers, communities and the environment.

HEAR FROM OUR MEMBERS

“

Northumbria Healthcare have worked with Genee since rejoining the iiE scheme in 2023, after previously holding the Green accreditation. Genee have provided fantastic support and guidance throughout our time working together, particularly at the start of our iiE journey. We regained the Green accreditation in summer 2025, one year earlier than we anticipated. Genee have provided comprehensive recommendations for areas for improvement which have supported the development of our Net Zero Northumbria Action Plan and setting a clear pathway to improving and retaining the Green accreditation. Thank you Jo and the Genee Team for their ongoing expertise and support!

”

**Clare Winter, Head of Sustainability & Net Zero
Northumbria Healthcare NHS Foundation Trust**

HEAR FROM OUR MEMBERS

“

Genee have provided expert advice, guidance and knowledge throughout the Investors in the Environment process which has enabled us to progress our environmental journey as an organisation. The whole process has encouraged us to commit to sustainability and strive to improve our environmental performance and credentials.

”

**Suzanne McDermott, Infrastructure & Environment Strategic Lead
RISE.**

EVERY ACTION MAKES A DIFFERENCE

BUSINESS THAT'S BETTER FOR THE PLANET

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