



Hilson Moran Impact Statement 2024



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A message from our Managing Director

I am proud to introduce our 2024 B Corp Impact Report, marking our first complete year as a certified B Corporation. It has been an educational year for all of us at Hilson Moran, full of growth, collaboration, and purpose-driven action. This report highlights our progress across the five core areas of the B Corp framework.

Our governance practices have continued to evolve, ensuring transparency, accountability, and a culture of ethical decision-making. By embedding sustainability and social responsibility into every layer of our operations, we remain steadfast in our commitment to creating lasting value for all stakeholders.

For our staff, 2024 marked a year of significant strides in wellbeing, professional development, and inclusivity. From enhanced benefits to improvements to our academy and tailored training programs, we've worked to empower our people, fostering a workplace where everyone can thrive and contribute meaningfully to our core values.

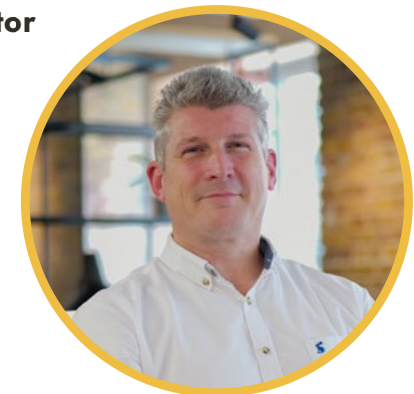
Within the community, our efforts extended beyond our office walls. We have forged partnerships with local organisations, supported impactful initiatives, and volunteered our expertise to projects that directly benefit the societies we serve.

Our environmental commitments remain at the heart of what we do. In 2024, we strengthened our focus on net-zero strategies, biodiversity preservation, and circular design principles. Through innovative projects and advisory services, we've helped clients reduce their carbon footprints and contribute to a more sustainable built environment.

Finally, we continued to prioritise the needs of our customers, ensuring that the solutions we deliver align with their aspirations for sustainability, resilience, and impact. We are currently undertaking a pilot initiative for our Net Promoter Score (NPS), gaining valuable feedback that will help to foster genuine partnerships and empower our clients to lead with purpose.

This report is a great summary of our achievements and a testament to our vision of driving positive change. Together, we will continue to build a better, more sustainable future.

— **Tony Morris, Managing Director**



About Hilson Moran

We are interdisciplinary consultants, engineers and advisors, applying progressive design thinking to shape the environments we live in.

Throughout our design, sustainability and operational professional services we create better human-centric places that respect the planet's resources and address the Climate Change Challenge.

We are designers, advisors, innovators and educators - improving everyday interactions and creating healthy buildings to promote wellbeing.

Our three core values:

Connect

- Ask questions
- Make friends and share knowledge
- Be honest
- Break barriers
- Interact. Socialise. Fika

Challenge

- Be brave. Be open
- Challenge yourself, colleagues and clients
- Find new perspectives
- Bring new ideas
- Question

Create

- Be curious
- Be creative and playful
- Enjoy business
- Make the impossible possible
- Innovate
- Surprise
- Create the world we dream of

Journey to Certification

When we first learned about B Corp certification, we immediately recognised its alignment with our principles, both in what we do and the values we promote through our work. Similar to rating systems like NABERS or WELL in our industry – independent bodies that assess the sustainability of a building – B Lab is an independent body that enables us to verify our credentials as a business.

Over the past few years, many of the people who have joined our organisation – whether experienced or early in their careers – have shared a common desire: to make a meaningful difference in the world, not just earn a paycheck.

Achieving B Corp certification reflects our commitment to that ethos. It not only enables us to collaborate with other B Corps within and beyond our industry but also helps set a new standard for all of us to strive towards.

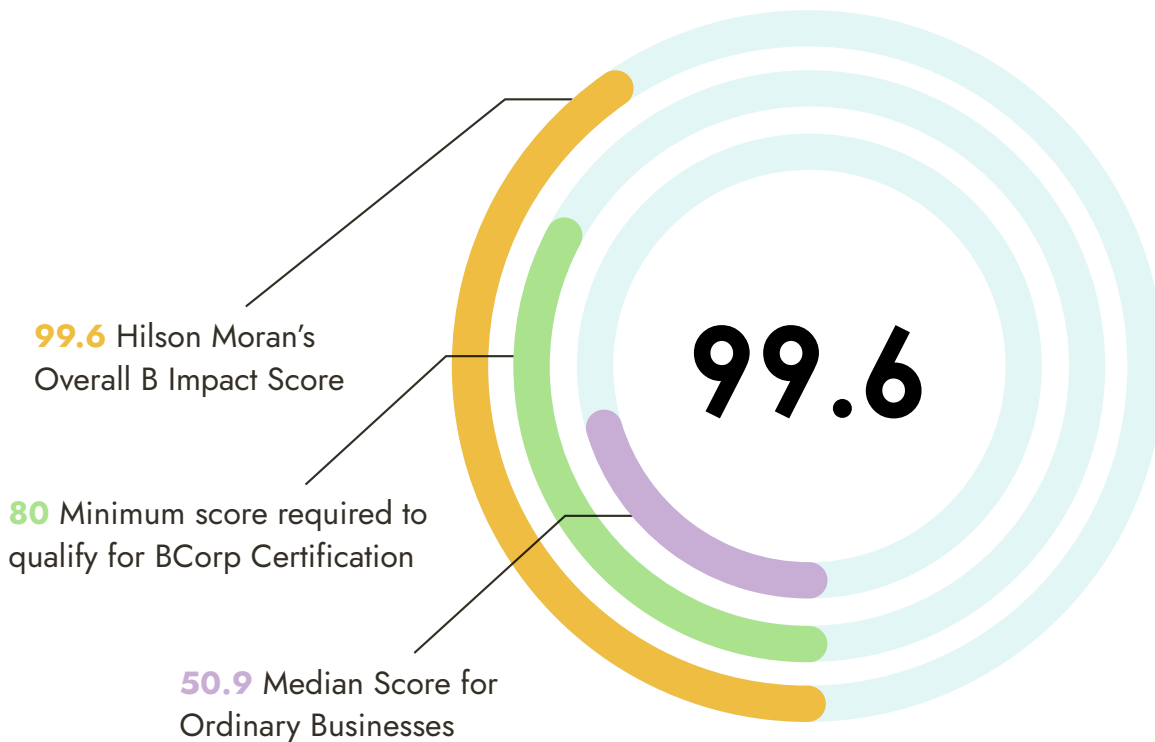
Ultimately, our mission is rooted in the work we do: advocacy, education, and advisory services for the built environment. We firmly believe that through these efforts, we can inspire and influence other organizations to adopt more sustainable practices, building a better world for all to enjoy.



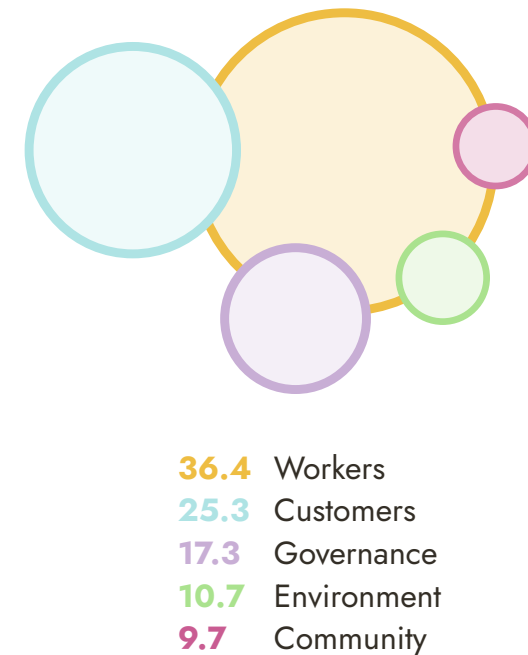
Our B Corp Verified Score

Our B Impact Score is based on our B Impact assessment, and evaluates our practices and outputs across five categories: governance, workers, community, environment, and customers. Our first B Impact Assessment, conducted in 2023, earned us an overall score of 99.6. The median score for ordinary businesses who complete the assessment is currently 50.9.

Overall B Impact Score



Score breakdown





Highlights from the last 12 Months



Community

Introducing our Charity Partner Thames21

Hilson Moran has always maintained a strong charitable ethos, working with local partners and staff to support a number of charities across a broad spectrum of causes. However, this was generally undertaken on an adhoc or unstructured basis, or at a local office level.

One of our long terms goals has been to better align these charity efforts with our company values, while receiving valuable experience and practical knowledge which we can, in turn, leverage within our project work.

At the start of 2024, following extensive consultation with staff, we were proud to announce a new charity partnership with Thames21, an environmental charity dedicated to restoring rivers for the benefit of people and nature across London and the Thames Basin. Thames21, alongside the South East Rivers Trust and Mersey Rivers Trust, have led volunteering days for our teams in London, Manchester and Farnborough.

We have signed a three-year commitment that reflects our dedication to supporting vital environmental work across the UK. Our involvement has already included a mix of hands-on, skills based and strategic volunteering, as well as financial support to help transform neglected waterways into vibrant spaces for communities and wildlife.

We offer all staff two days of paid volunteering work, which we have begun to track through timesheets. From Aldershot Park River and Grove Park Farm in the South to Harpurhey Ponds in the North, our staff have pulled on waterproofs, gloves (and in some case waders), to help restore our waterways.



Community

A New Policy for Food & Beverages

As a business we are committed to evaluating the social or environmental impact of our suppliers and collaborators as well as actively engaging with more local independent suppliers and B Corp certified companies.

This review of our current suppliers has been a key part of developing a food and drink policy that better aligned with B Corp standards. Our B Keepers met monthly to work alongside facilities staff in order to create an active food and beverage directory of qualifying suppliers, enabling our team to recommend food and beverages from both B Corp and local businesses. This document now serves as a resource for our events teams to source food and drinks for internal and external events.

This includes B-Corp alcoholic and non-alcoholic options, such as Jubel, Lucky Saint, and Dash Sparkling Water. We now supply snacks and nibbles from certified B Corp Proper Crisps and local B Corp restaurants like Pizza Pilgrims for a number of events in the London office. Additionally, our juice supplier is Innocent - also a B-Corp.

In Manchester, the team has sourced catering from independent local suppliers, like Giovanni's Deli and Nell's Pizza both of which are close to the Manchester office.

We are now looking at extending this events policy to regular food and beverage purchases for staff (e.g. milk, tea, fruit), including collaborations with local office communities to rationalise deliveries.



● Community

New Champions for Diversity & Inclusion

In 2024 we launched our Removing Barriers' proposal, developed by our DEI forum with investment from our senior leadership team. The proposal covered neurodiversity, cultural diversity and language, as well as social mobility, gender and parent/carer equity and inclusive language.

As part of the initiative we launched four key subgroups, championing the following areas:

- **STEM Ambassadors** - Promoting careers in STEM (science, technology, engineering, and mathematics) within the workplace and the broader community.
- **Cultural Diversity & Inclusion Champions** - To ensure that individuals from all cultures feel respected, accepted and integrated within our organisation.
- **Neurodiversity Champions** - To create a work environments that recognises, respects and values the variety of neurological differences in individuals.
- **Social Mobility Champions** - To help individuals or groups to move up the social hierarchy in a society, for example through mentorship and targeted recruitment.



● Environment

Certification

Our project work with clients in the built environment, champions the use of sustainable rating systems like BREEAM and WELL, with many of our own staff accredited assessors. We are proud to say we use these same ratings cross our offices.

- Following the certification of our Manchester office as WELL Gold in 2017, we have almost finished the process to recertify to the Well V1 standard, with results expected at the end of 2024.
- Our Farnborough office has a BREEAM In Use 'Good' rating – Certificate BIU00005549-2.0 valid until 08 Aug 2027.
- In April 2024, we moved into our new London office, the living lab. We are targeting a BREEAM RFO 2014 Excellent rating as well as a WELL V2 Platinum rating, pending information from our contractors.
- When the London office and Manchester office are certified this will mean that >80% of our office facilities have an accredited green rating system.

We are also working with the World Green Building Council (WGBC) to formulate a Net Zero Carbon Pathway as the next step to our commitment to decarbonise.



Workers

Launching the Living Lab

In April 2024 our London office moved from the third to the second floor of Shackleton House in Hay's Galleria – a converted warehouse and Grade II listed building that originally formed part of the historic Port of London.

By following a highly collaborative design process between our own team of specialist engineers, architect Gensler and feedback from our own staff we were able to breathe new life into a vacant floor, while generating significant embodied carbon savings over a new build.

Our new hub office has been specifically designed to promote wellbeing, with:

- Biophilia throughout, maintained by specialist planting supplier Exubia.
- Lighting designed for individual comfort with users able to adjust lighting to their preferences.
- A legible office layout with clear wayfinding designed to be logical with clear pathways and a choice of different routes.
- An intelligent building management system to monitor energy use, air quality and occupancy levels.
- Relaxing and sound proof spaces to allow neurodiverse to enjoy spaces with reduced external noise.
- Functional furnishing, with standing desks that can be adjusted for height with user-friendly controls for flexibility.



Workers

The Hilson Moran Academy & mentorship schemes

Hilson Moran's Academy was revamped in 2024, and offers regular events, combining our current Learning and development activities within a single coordinated framework. The Academy is for everyone, irrespective of role, experience or age and offers a diverse programme of learning resources that are continuously updated.

We also have a mentoring programme for anyone in our business, across all levels and job roles. Mentorship is an extremely important aspect of the modern business environment. Mentors help in bridging the skill gaps by offering knowledge and experience towards the advancement of their mentees.

We have three styles of Mentoring identified in Hilson Moran.

- Professional registration
- Peer to Peer
- Technical Knowledge coaching

All Mentors will provide their mentees with honest and effective feedback that helps them grow personally and professionally. Our Mentors establish a relationship of trust with their mentees and provide them with advice to find solutions to their problems.



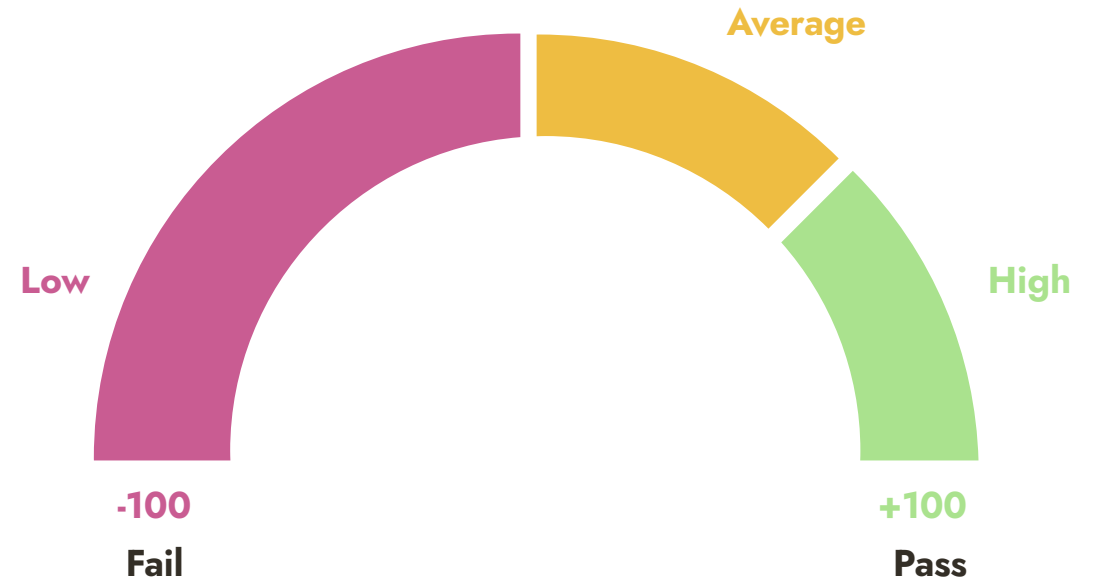
Net Promoter Score

In September 2024 we launched a pilot initiative for Net Promoter Score (NPS), to gauge reaction from a sample of Hilson Moran clients, by requesting participation in a single-question survey.

This pilot initiative aligns with the Tyréns Group's long-term strategic objectives, by focusing on enhancing client satisfaction across all Business Units, by measuring customer performance and loyalty.

Additionally, the initiative contributes to our B Corp certification improvement targets, by fostering stronger client relationships and ensuring that the feedback improves our service.

To ensure the success of the NPS initiative, we have adopted a pilot scheme, where the scores and feedback will serve as a foundation, to refine the process and prepare for a formal launch in 2025.



Target Areas for 2025

Governance	Company Transparency on social and environmental performance
	Director conflict of Interest declarations
Workers	Professional Development Policies & Practices, internal promotions & hiring for advanced positions
	Indoor Air Quality Monitoring
Community	Inclusive Work Environments
	Job Growth Rate
	Local Purchasing & Hiring Policies
	Development of our evaluation framework regarding the social and environmental impact of our suppliers.
	Community Service
	Employees Volunteer Service
	Charitable Giving & Community Investment
Environmental	Green Building Standards
	Environmental Purchasing Policy
Customers	Monitoring Customer Satisfaction and Retention;
	Data Security Management



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