



ActNow Consulting

Impact Report

2024 - 2025

“

“Always Make a Positive Difference – Be the Change You Wish to See.”

ALEXINA CASSIDY

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A message from me, Alexina Cassidy, Founder

Welcome to ActNow Consulting's **second impact report**, covering the year to September 2025. After establishing strong foundations in my first year, this past year has been one of meaningful progress, deeper partnerships, and expanding positive impact. The highlight of this year was becoming a certified B Corp and joining a global movement working to benefit people and planet.

Over this second year, what began as intention has become **tangible impact**. I've strengthened my governance practices, contributed more actively to my community, increased my environmental impact through client work and charitable giving, and supported a growing number of clients who are **committed to acting responsibly and ambitiously**.

I set up ActNow Consulting to make a genuinely positive impact and the business is **'designed to give' 5% of turnover to high-impact climate charities**. Making those donations every month is the best part of my work.

This report reflects that progress — and the continued evolution of a business designed to help others act now for **a more sustainable future**. It also addresses the targets and aims for my third year, and reflects on the geo-political issues at play.



2024 – 2025 Highlights



A certification



A commitment



A partnership



B Corp Certification
Status Achieved



Commit 5% of turnover
donated to Global
Returns Project



Collaborative
partnerships
initiated

2024-2025 Highlights

In July 2025 ActNow was awarded full **B Corp Certification status**, meaning that ActNow has been verified as meeting standards for social and environmental performance, transparency and accountability.

I built on my **formal commitment to give 5% of annual turnover** to support high-impact climate charities through the **Global Returns Project**.

I formed some **vital partnerships** with other forward-thinking businesses, committed to making a positive difference which opened the door for me and enabled me to work with a variety of different businesses. I am particularly grateful to **Rachel Parsons, Founder of The What If Department** and **Simon Derrick, Founder of Sustainable Business Alliance**.

In August 2025, together with fellow **B Corp Consultants**, we launched the **B Bolder Collective**, a network of experienced sustainability professionals working together to help organisations to become better businesses.



2024-2025 Highlights continued...

Through my **partnership with UK for Good**, I worked with 3 businesses on their B Corp journeys. Aside from that, I worked with other businesses guiding them through the certification and verification process for B Corp, taking my total for the year to 10.



I played a role in the organisation of the **University of Northampton's annual Sustainability Summit** through chairing a Panel and hosting a workshop.



2024-2025 Positive Impact on my Community

As the Co-Chair of the **Northamptonshire B Local** – a group of B Corp certified businesses, all committed to growing the B Corp movement and working to benefit people and the planet, we hosted an event to celebrate B Corp Month in March at the University of Northampton. Over 60 businesses attended and enjoyed an evening of networking and learning.

As Co-Chair of **Northampton's People, Planet, Pint** gatherings, I organised 6 meet-ups during the year, open to all, providing attendees with an informal and friendly space to discuss all things related to sustainability, climate, biodiversity and more.

Through my partnership with **the Sustainable Business Alliance**, I co-delivered four workshops on sustainability strategies and carbon reduction action plans to a group of local businesses based at Brackmills Industrial Estate.

I donated **£883** to the **Global Returns Project** and volunteered 88 hours to local community groups and institutions, the majority for local residents' group **Climate Action – West Northants**.



2024-2025 Impact on the Environment

As a small service-based business, ActNow has a **very low carbon footprint** at under 2.0 tCO₂e. The majority of my emissions come from oil-fired central heating, which as a tenant, I am unable to change at the moment. The rest comes from business travel. I drive an **electric vehicle**.

I continue to work with the Sustainable Business Alliance to help better understand my carbon footprint and how I can **further reduce my emissions**.

I switched energy supplier to **Octopus Energy 100% renewable** in January 2024.

I chose to open a bank account with **Starling Bank**, currently rated 5th best out of 16 (in the MotherTree Bank League Table). I intend to switch my ISA into a more ethical fund next year.

I have a policy of using environmentally preferred products for my home office and ensure that I dispose of e-waste and hazardous materials safely.



2024-2025 Impact on the Environment

THANK YOU ALEXINA!



GLOBAL
RETURNS
PROJECT

By giving via GRP you have:

- protected 327 acres of land,
- stored a total of 75,304 tons of CO₂e,
- restored 62 trees ... and so much more.

Thank you so much for your contribution to
climate and nature!



2024-2025 Impact on my Customers

In May 2024, my **first B Corp client, Encore Environment**, an environmental consultancy based in Sywell, Northamptonshire, **certified as a B Corp**.

I supported 9 businesses on their **sustainability** and **net zero strategies** in collaboration with the Sustainable Business Alliance and Electric Places.

I continued to facilitate pro bono **Carbon Literacy Training Courses** for **Climate Action – West Northants**.



“*Alexina is a passionate, trusted advisor, supporting our ESG goals and aspirations.*” **RACHEL ROWLEY, MD**

“*I received really great feedback about your content and presentation style from multiple attendees today – so thank you!*” **TIM O’CALLAGHAN**

“*Thank you so much for your brilliant delivery of the Carbon Literacy course. I truly appreciate your support and dedication throughout.*”

HELEN HODGKINSON

Collaborating with, Influencing and Inspiring Others

NORTHAMPTON
SUSTAINABILITY
ACCORD

SIGNATORY
ORGANISATION



Member



The Accord aims to establish a framework for collaboration to achieve sustainability goals. All stakeholders commit to integrating sustainability principles into their respective operations and decision-making processes.

The Sustainable Business Alliance works to provide training, support and tools for businesses starting out on their sustainability journeys. ActNow Consulting is an Advisory Member.

I have signed up for the BBA campaign to push for an amendment to Section 172 of the Companies Act to ensure that businesses have a legal responsibility to positively impact people and planet.



2025-2026 Key targets for next year

I plan to develop further my collaborations with The WhatIf Department and our shared work with businesses in the **Travel & Tourism industry** and the **B Bolder Collective**.

I need to align ActNow Consulting with the **new B Corp Standards** and the **7 impact topic areas**. This will require meeting ambitious requirements in the Human Rights and JEDI topics areas in particular and also will require a formal Climate Action Plan and an assessment of potential and actual impacts in my supply chain. A key target is to develop a new accessible and carbon-light website.

My aim is to help more businesses better understand and improve their social and environmental impact through using the B Corp assessment framework. **The world needs more B Corp certified businesses. My target is to work with 10 businesses on their B Corp certifications.**

Through my collaboration with the Sustainable Business Alliance, I have a **target of working with 10 businesses on their decarbonisation programmes**, through workshops and webinars. We also plan to **be involved in the University of Northampton's Sustainability Summit** in collaboration with upwards of 50 local businesses in attendance.



2025-2026 Key targets for next year

A key target is to continue to volunteer at least the equivalent of 8 working days a year. I intend to run 3 more **Carbon Literacy Training Courses** via **Climate Action – West Northants**. These are free to community members. I will also continue to develop the impact and reach of the Northamptonshire B Local and to support B Lab UK events.

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Through my commitment to donate 5% of my revenue to the Global Returns Project, I intend to maintain this target and to increase my contribution to the Global Returns Project and other charities by 20% for this coming year.



ActNow Consulting

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“B Corps are leading the way in creating a more just and sustainable economy. They’re proving that businesses can be a force for good as well as a tool for maximising profits.”

MARC BENIOFF, CEO OF SALESFORCE

ALEXINA CASSIDY

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Thank you