RPA
Risk & Policy Analysts

RPA 2024/25 B Corp Annual Report

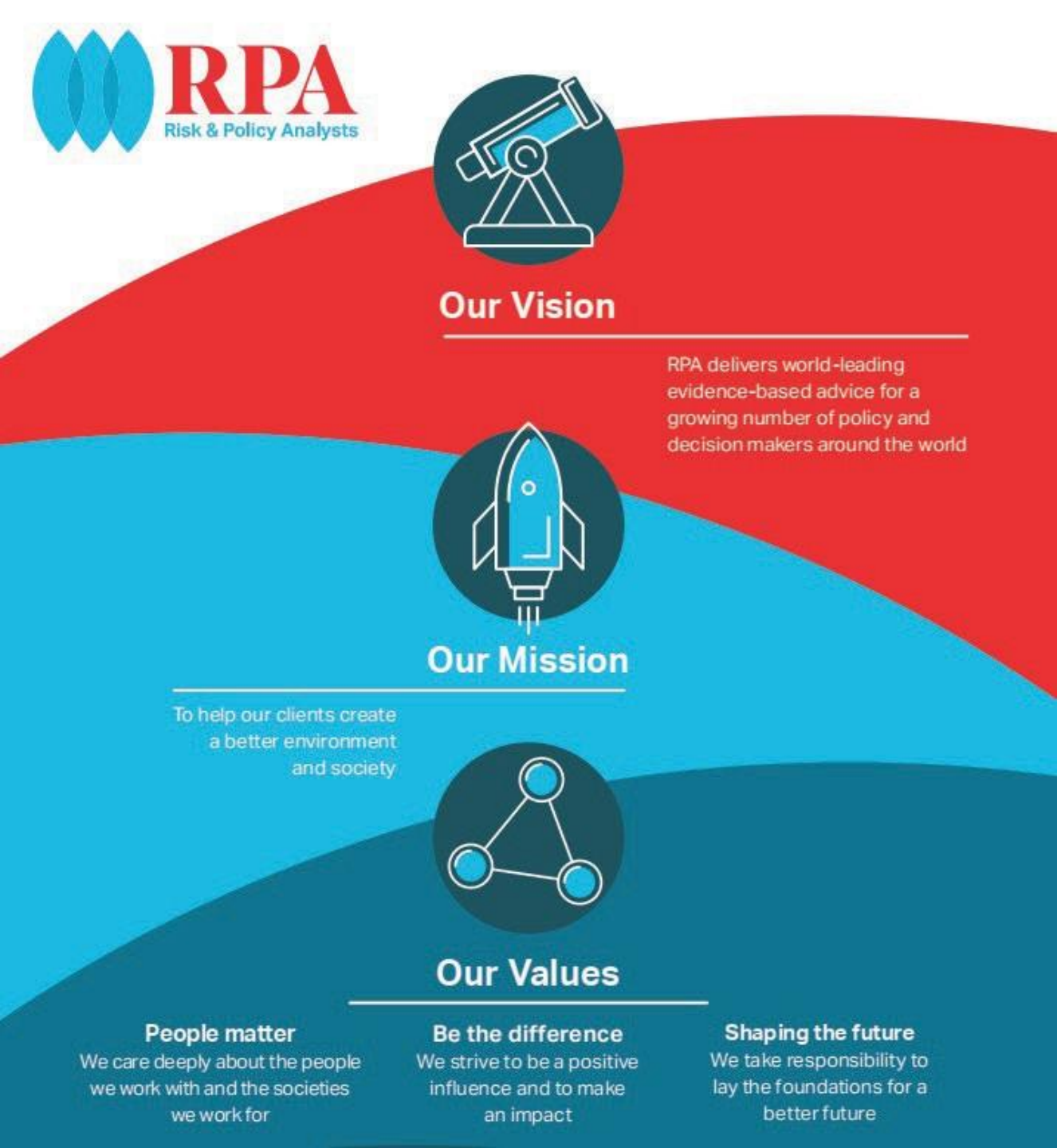
July 2025

Certified B Corporation

Introduction to RPA

Independent, Multi-disciplinary Expert Advice

- RPA is a leading, employee-owned, B Corp certified, professional services consultancy specialising in advising, assessing, and evaluating the impacts of public policy and regulation on the environment and society. Since our establishment in 1990, we have built a solid reputation and proven expertise in the fields of chemicals, economics, environment, EU and UK policy, and sustainability
- Our team of experts provide multi-disciplinary, innovative advice to both public and private sector decision makers, working collaboratively to create a better environment and society. We offer a diverse range of services and leverage a wide array of skills to deliver high-quality, tailor-made solutions for our clients
- As pioneers in our field, we are actively engaged in the UK and European legislative process, placing us at the forefront of shaping policy and supporting clients worldwide. Our distinguished reputation, multinational team of experts, uncompromising standards, and unwavering ethics have fostered strong relationships with clients that include the European Commission, UK Government, and major international companies



Journey to Certification

- Our Vision, Mission and Values have the environment and society at their core
- As a business we try to do the right thing at the right time with the right people. We are proud of the work we do and how we do it
- We wanted external validation of these principles. Becoming a B Corp was an organic way of achieving and demonstrating this

Impact Report Summary

We are pleased to share RPA's second annual B Corp Impact Report.

We became a B Corp because we wanted to benchmark our approach and principles against a recognised relevant external standard. Since becoming a certified B Corp in May 2023, the B Corp framework has helped us reflect, improve, and hold ourselves to account.

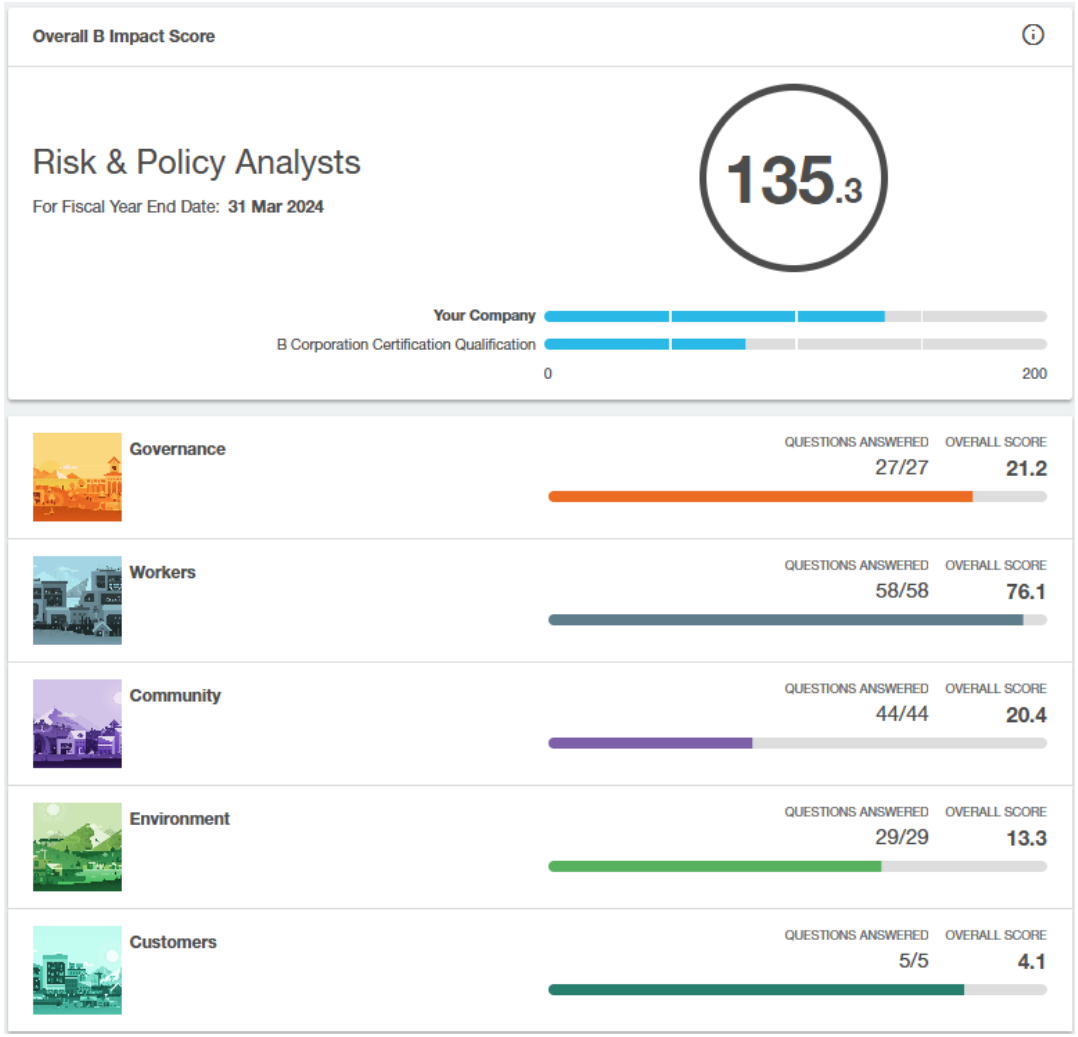
Over the past year, our verified score has risen by 3.4 points to 135.3.

We have continued to learn and evolve as a B Corp team and business. All planned actions have made progress over the last year and we have adapted where needed to ensure the outcome aligns with our intent.

Over the next year we begin to prepare for the new B Corp standards which were introduced in April 2025. We await final timelines, but our focus is on aligning our organisation with the updated standards and understanding how we adopt them. A key area for us will be understanding the advocacy requirements and what that means to RPA in our own context and community.

We remain proud of the work we do and how we do it, and we are grateful to our co-owners, clients, and partners who continue to support and shape our impact.

B Corp verified score and goals for recertification



Moving into our second year of B Corp certification, we identified actions under the five impact areas which has supported our score increasing by 3.4 to 135.3.

Full details on the actions we have completed in the last 12 months are detailed in the subsequent slides.

Impact Area 1 - Governance

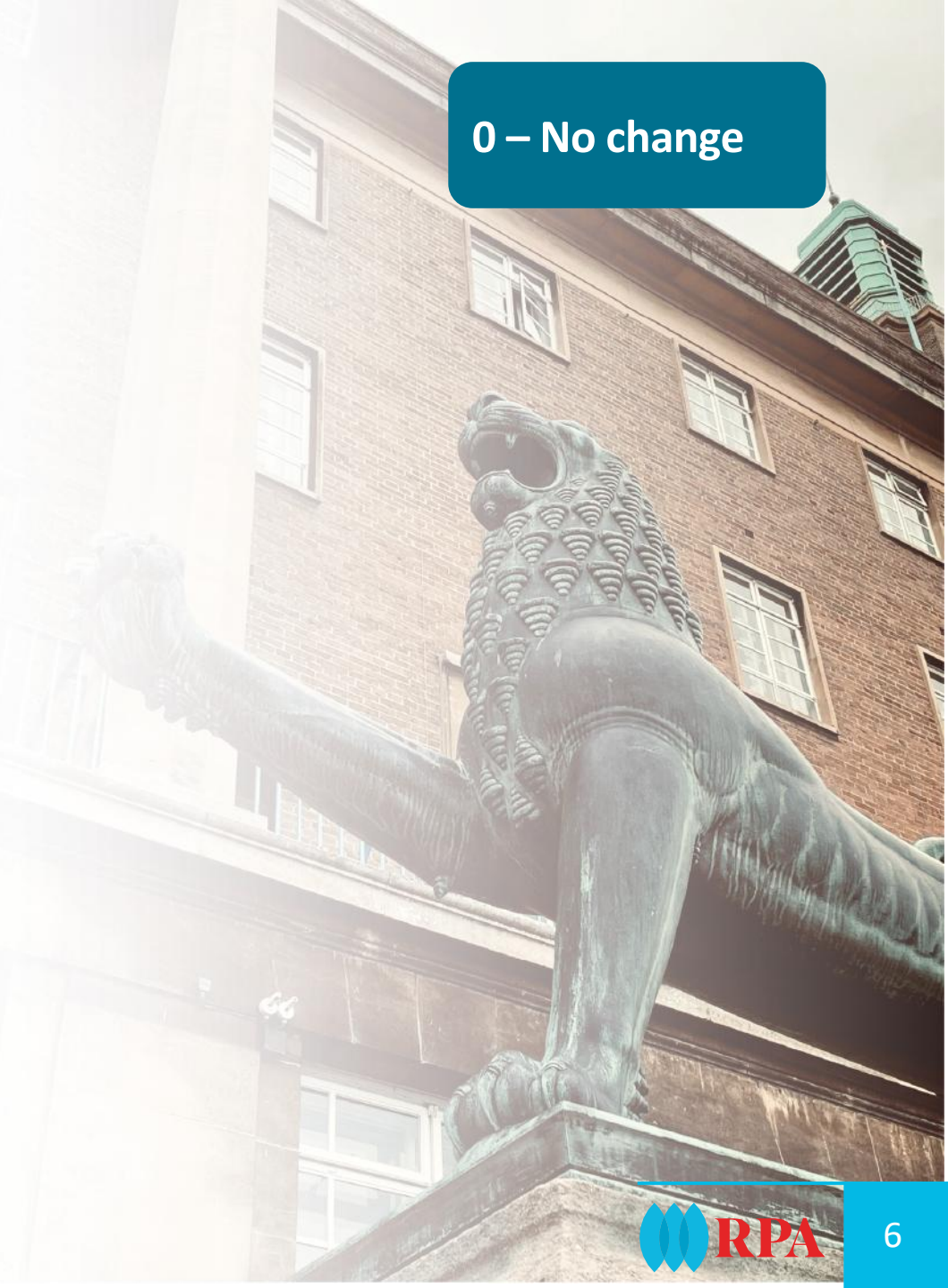
0 – No change

What we said we would do

- Explore options to further social and environmental responsibilities and decision making
- Conduct a materiality assessment to determine our material social and environmental issues
- Conduct an ethics-focussed risk assessment to identify our ethics risks and opportunities

What we did

- After investigation, we have increased our understanding of what a materiality assessment is. It involves a formal process to determine the most significant environmental, social and governance issues to RPA and our stakeholders. With this increased understanding there is more work required to maximise the benefit and purpose from conducting a materiality assessment. Therefore, this remains an area to revisit in the future and will link into our recertification activities next year.
- At RPA we have policies and processes that are intended to uphold ethical conduct, integrity, and compliance with moral standards and organisational values. An ethics-focussed risk assessment would identify any areas that could be strengthened, as such this area of work remains on our radar. An area of current focus is AI, including its usage and adoption in our daily work.
- Exploring options to further social and environmental responsibilities and decision making remains an area for us to consider under the new B CORP standards.



+1.4

Impact Area 2 - Workers

What we said we would do

- Review our private healthcare offering to see if it can be enhanced further
- Improve training framework for co-owners

What we did

- In November, we announced that we have enhanced our private healthcare offering to now include dental and optical cover, and reduced the excess to zero. Having an excess and lack of NHS dentists have been a significant barrier to our team.
- New policies which support our co-owners have been developed and shared. These include: purchasing policy, invoice payment policy, company reference policy, neonatal care pay and leave policy and AI tools and their usage policy.
- We continue to enhance the training and support we offer our co-owners. More specifically, in the last year we successfully completed the Sales Acceleration Model. This has been a company wide initiative that embedded a documented and standard process for sales and marketing with training tools and materials.
- Recognised as a Sunday Times Best Employer 2025 award

Impact Area 3 - Community

-1.2

What we said we would do

- Explore use of blind reviews in recruitment policies and practices
- Improve supplier approval policies and practices to encourage supplier diversity and give preference to local suppliers
- Investigate company-wide volunteering opportunities to encourage uptake of volunteering day

What we did

- We have explored blind reviews in recruitment policies and practices, and how these might work at RPA, including the benefits. At this present time, after discussion with the teams, we paused blind reviews due to the diverse and varied team involved in our recruitment activity. This remains an option for future implementation.
- The Business Support Team have been developing a supplier approval process, which also supports our ISO 9001 certification, and are working towards introducing minimum requirements for our main suppliers. Our challenge here is that we look to support micro businesses, and we want to ensure that these standards do not become a barrier to great small local businesses.
- Co-owners continue to take advantage of our volunteering policy. In the past year, a total of 10.95 hours was spent in the local community. Examples include: brainstorming ideas for embedding the concept of 'global citizenship' and 'environmental impact', and attending a kick off meeting for the UK BAT Technical Working Group kick off focusing on Surface Treatment of Metals (STM)
- Headcount has grown in this period. However, a lower job growth rate over the last year has reduced our score in this area.

+3.2

Impact Area 4 - Environment

What we said we would do

- Complete an Environmental Audit of our Norwich Head Office to enable us to set targets to improve our environmental performance in the areas of energy, water and waste
- Identify opportunities to improve the accuracy of our carbon emissions reporting

What we did

- Members of the Business Support Team have successfully completed training that will support improvements to our carbon emission reporting. This commitment has enabled deeper understanding and awareness.
- Over the last 12 months we have reduced our energy use and associated carbon emissions by 5%.
- The programming of the air conditioning unit in our Norwich Head Office has been reviewed to ensure this aligns with office use and occupancy.
- Organic waste from the Norwich office is being composted, reducing our waste to landfill and the associated carbon emissions.
- Preparations are underway to undertake an Environmental Audit of the Norwich Head Office in the coming months. This will allow us to capture our baseline and identify improvements.

Impact Area 5 - Customers

0 – No change

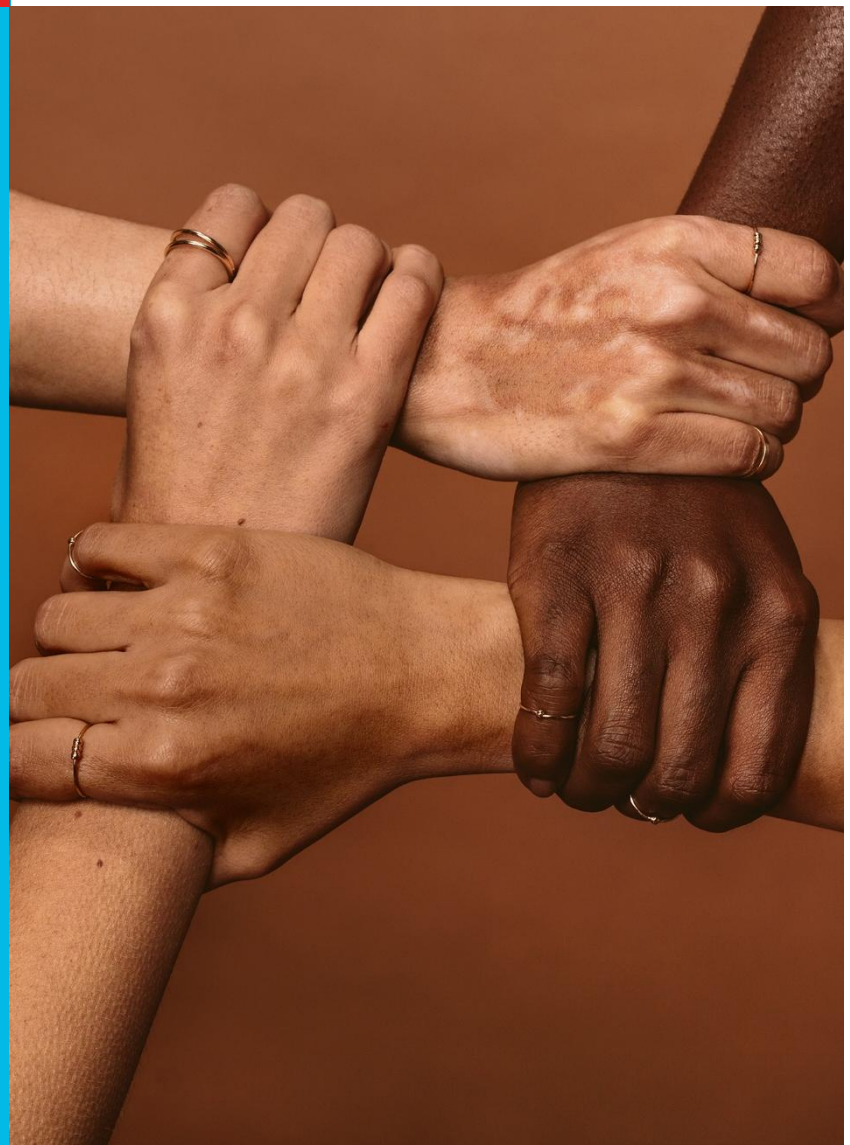
What we said we would do

- Complete our first ISO 9001 recertification
- Enhance CRM system to support implementation of our Marketing Plan
- Look for opportunities where we can reduce our overall environmental impact

What we did

- In November 2024, we successfully completed our ISO 9001 audit with no issues.
- As part of Sales Acceleration Model work, we have been developing a customer relationship management system on HubSpot. We now have an active marketing campaign and supporting tooling and process.
- In December, we shared our Purchasing Policy, which sets out how co-owners can spend company funds and the key considerations, including the locality of suppliers.

B Corp New Standards



- In April 2025, B Corp released details about B Lab's new standards, which we will start to work towards over the next two years to ensure we maintain our B Corp certification (due in May 2027).
- More information can be found on the B Corp website: B Lab's new standards are here - B Lab UK
- The new standards are divided into seven areas:
  - Purpose & Stakeholder Governance
  - Fair Work
  - Justice, Equity, Diversity & Inclusion
  - Human Rights
  - Climate Action
  - Environmental Stewardship & Circularity
  - Government Affairs & Collective Action
- In the coming months, we expect B Corp to launch an impact assessment tool that will allow us to gauge what specific actions we will need to complete before we need to recertify. An initial review of the standards has identified several potential areas of work, which are detailed in the next slide.

B Corp New Standards

Purpose & Stakeholder Governance

- Explore options to further social and environmental responsibilities and decision making at RPA.

Fair Work

- Workplace culture is important at RPA, with this being primarily assessed through the Gallup 12 and 'Co-owner Voice' surveys. As we work towards recertification, we will consider all aspects of workplace culture identified in the new B Corp standards, so that we have an all-encompassing approach, whilst also seeking opportunities to continuously improve.

Justice, Equity, Diversity & Inclusion

- Explore actions to further enhance justice, equality, diversity and inclusion at RPA and externally, for example our suppliers.

Human Rights

- Consider actual and potential human rights impacts in procurement decisions.

Climate Action

- Begin work on a Climate Action Plan, which will build on our Carbon Reduction Plan by also including climate change mitigation and adaptation actions.

Environmental Stewardship & Circularity

- We plan to build on our baseline environmental performance data to identify our main negative environmental impacts, and where possible, establish targets to improve our performance.
- Investigate how we can take account of actual and potential environmental impacts from our procurement decisions.

Government Affairs & Collective Action

- Explore options for RPA to take part in collective actions to advance social and environmental impacts, particularly in the local community.