

1x YEAR CERTIFIED 2024

IMPACT

REPORT

KERRY LEMON



MISSION STATEMENT

Kerry Lemon is a multidisciplinary artist best known for her monumental public sculpture. Her research and scientific collaboration seeks to connect audiences to the natural world and examine their own role within the anthropocene. She is committed to supporting emerging womxn artists and whenever possible, utilises sustainable materials and processes in her work.



WHY I BECAME A B CORP...

I wanted to undertake the B Corp assessment as I was keen to have the opportunity to be challenged on the way I was conducting my business.

After transitioning from illustration to public art I finally had access to larger budgets. I was now in a sector where I had creative freedom and was able to focus on my passion for the natural world by celebrating the unique flora and fauna of each site. In addition, I was utilising my teaching background in creative consultation with the communities where the artwork would be sited and I began to informally mentor femxle artists to encourage more womxn into large scale sculpture.

I could see that I was moving towards a business that went beyond creatively fulfilling my passion for art into one that served;

- The PEOPLE who would inherit the final artworks (through community engagement and mentoring)
- AND
- The PLANET (through careful selection of material & constructions, highlighting local flora and fauna in the artwork and the fostering of 'Positive Environmental Behaviours' in my creative work with communities.)

The B Corp certification process cemented my commitment to finding ways to use my creative business to support Womxn and Biodiversity.



KERRY LEMON LTD

CERTIFIED B CORP
13th APRIL 2023
SCORE OF 97.5

- 97.5 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

[HTTPS://WWW.BCORPORATION.NET/EN-US/FIND-A-B-CORP/COMPANY/KERRY-LEMON-LTD/](https://www.bcorporation.net/en-us/find-a-b-corp/company/kerry-lemon-ltd/)

REFLECTING ON THE PAST YEAR...

My femxle owned and led company, Kerry Lemon Ltd proudly became a B Corp on April 13, 2023 with a score of 97.5

Becoming a B Corp was the best thing I have ever done. It was incredibly hard and vastly more work than I had originally anticipated BUT as the Director and sole employee of my company it forced me to take the time and space to shine a light on every aspect of my business.

At the end of my first year as a certified B Corp I can see how far I've come. Each month I've been diligently logging my KPI's but the writing of this report has forced me to sit and reflect on what I've been doing. A chance to celebrate the achievements and progress made and crucially think harder about what more I can do before recertification in April 2026.



A handwritten signature in black ink, appearing to read "Kerry Lemon".

Kerry Lemon, Director
Kerry Lemon Ltd

REFLECTING ON SECTOR TRENDS...

WHAT I'VE BEEN SEEING IN PUBLIC ART

- Reduction of local authority arts development officers and/or arts consultants funded beyond initial artist selection, is making it even harder for new artists to start work in this sector AND requiring artists to function as project managers of large budgets and complex installs.

WHAT I THINK IS NEXT FOR PUBLIC ART?

- MORE than decorative - PARTICIPATORY & EXPERIENTIAL
- PEOPLE centred BUT MORE than JUST benefiting humans
- TEMPORARY rather than permanent especially events based and AI/VR

Public art is aligned to public sector policies such as planning, regeneration, health and wellbeing and tourism so economic growth is likely to bring increased funding for public art

FUTURE PROOFING KERRY LEMON LTD

WHAT IS THE OFFER/ WHAT IS YOUR USP?

COMMUNITY CENTRED

- * Genuine creative engagement
- * Targeting those in need of quality FREE creative activity
- * Mentoring a local female artist on every commission

ART + BIODIVERSITY

- * Utilising my artwork as a tool for people to engage with local plants, animals and landscapes
- * Collaborating with scientists/ building teams of experts for each project
- * Focused on embedding PEBs (Positive Environmental Behaviours)

WHAT'S DEVELOPED SINCE CERTIFICATION?...

ANNUAL CHARITY

I decided to select a charity each year and annually donate 12x days of my time and skills:

Last year - 2023 Horatio's Garden - Creative workshops in spinal injury units across the UK

Current year - 2024 The Rainforest Foundation UK - Immersive event to attract high net worth individuals

SCIENTIFIC COLLABORATION & LEARNING

- Selected for the 'Creative Seed Fund' programme at King's College pairing Scientists with Artists
- Continuing my work with the Nature Connectedness Research Group at Derby University
- Studying ABR Arts Based Research Methods supported by Kings College and Brighton Uni ABR Group

MENTORING - commitment to my own creative development

- Monthly sessions with Superflux to explore immersive sensory events
- Monthly sessions with 'Drawing is Free' to explore drawing and creativity
- 1-2-1 Creative Development Day with Paper Cinema Founder Nic

CSE CREATE SOUTH EAST

COHORT #3 DCMS funded

Selected for the CSE 9x month mentoring programme for creative businesses to develop the skills needed to secure investment. A series of workshops, residentials, intensive mentoring and opportunities to network & pitch to potential investors

PROJECT FLOW

Working with the clear project methodology (see next page) to guide each commission and ensure my commitment to people and plant in all stages of activity (see next page...).

OUTREACH

Source project femxle **MENTEE** Travel and subsidence funded as standard (can you fund care if needed?)

Identify and approach **SELECTED GROUP(s)**
Focus on traditionally **underrepresented groups** or demographics. Consider **barriers to entry**: Access needs (physical, sensory and mental)/ childcare/ travel/ caring and work responsibilities/ literacy/ culture. Find specialists to advise/ co-teach

PARTNERS - Advisory ecologist/ charities etc

COMMUNICATION Create **clear expectations of outcomes** - how will you keep them informed? (GDPR)

PLANNING Risk assessments and evaluation. Circular outreach, can materials purchased for the community remain in place? - can Daler Rowney support?

NATURE CONNECTEDNESS? Is the engagement long enough to measure this? Focus on biodiversity to influence hopeful, practical community action

PEOPLE/ PLANET

ARTWORK

Select **FABRICATOR** and structural engineer
LOCAL - DIVERSE - SMALL preferred

Share Kerry Lemon Ltd documents;
Supplier Policy and Assessment form (checked every 2x yrs)
inc Code of Ethics/ Mission Statement/ Ethos/ Project
Flowchart **CONTRACT**

MATERIAL/ PROCESSES/ FOUNDATIONS site dismantled
not demolished and potential materials catalogued?
Opportunities for recycled/ reused/ upcycled or hacked -
local preference. If new material - local and low carbon
preferred. Explore eco options/ biomimicry for foundations
where fit for purpose.

DESIGN FOR DISASSEMBLY - focus on **CIRCULAR** end of life
for all elements including all fixings and foundations. Risk
Assessment & Method Statements (RAMS) for install and
de-install required

INTERACTIVE solutions - **NATURE CONNECTEDNESS** check
with scientist

REGENERATIVE INTEGRATION focus on bio-diversity

Create **PROJECT IMPACT REPORT 360 FEEDBACK** at end of project - participants, mentee, partners, fabricators, staff

GOVERNANCE

SCORE 19.6

I treat my social and environmental impact as a primary measure of success for the business and prioritise it even in cases where it may not drive profitability.

GOVERNANCE - SCORE 19.6

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement 6.0

Ethics & Transparency 3.6

+ Mission Locked 10

Kerry Lemon Ltd is a company with an Impact Business Model, intentionally designed to create a specific positive outcome for stakeholders.

MISSION & ENGAGEMENT - PEBs

A commitment to a specific positive environmental impact

- I am committed to celebrating and highlighting the site specific flora, fauna and landscape of each site and utilising my work with communities to encourage PEBs (positive environmental behaviours) to encourage a kinder stewardship of our planet for all who live here.
- I am careful in my selection of materials and construction techniques to ensure they are circular and sustainable whenever possible
- I create artworks that incorporate habitats for animals

MISSION & ENGAGEMENT - WOMXN

A commitment to serve a target beneficiary group in need

- I mentor a local female artist on every project and a local artist to my studio through the charity Arts Emergency
- I employ womxn wherever can in flexible way (paying childcare/ training costs where possible)
- I always research community groups to engage for projects and have created mechanisms to identify and engage traditionally underrepresented stakeholder groups or demographics

ETHICS & TRANSPARENCY - Monitoring & transparency

- I have an advisory board that includes stakeholder representation
- I have formal and regular processes in place to gather information from stakeholders (steering groups, outreach sessions, project reports etc.)

CODE OF ETHICS

RESPECT

I will treat all people - suppliers, sub-contractors, clients, audiences and communities with respect.

EQUALITY

I will support other womxn to do what I do by creating opportunities for local, flexible employment and national mentoring.

COMPETENCE

I will honour my commissions and opportunities by working hard with integrity and developing skills/ training as needed.

TEAMWORK

I will work in a non-competitive - collaborative manner, asking for and offering support and open guidance as needed.

ENVIRONMENT

My work seeks to connect audiences to celebrate the natural world and I will use sustainable materials and processes to do this whenever possible.

KPIs - KEY PERFORMANCE INDICATORS

2022/2023

SOCIAL AND ENVIRONMENTAL OBJECTIVES

KPI (TOTAL PER YEAR)	TARGET	2022 JAN-DEC	2023 JAN-DEC
50 x employment hours provided to womxn	50	253.75	104.5
4 x womxn employed	4	13	7
40 x Mentoring hours provided (including peers)	40	94	29.5
4 x mentees	4	16	16
200 x community participants in free arts projects	200	302	506
Tonnes of carbon saved through travelling on public transport (KG CO2 e)	NONE	1028.08	908.67

GOVERNANCE

HOW CAN I

IMPROVE?

GOVERNANCE - HOW CAN I IMPROVE?

Monitoring & transparency

THE ADVISORY BOARD IS THE MAJOR AREA THAT NEEDS IMPROVEMENT

This hasn't been functioning well. I haven't been calling the board together as I had initially made it too large and therefore expensive. I've been focused instead on reporting to the individual steering groups for each project, but I can see that a more strategic overview of the company would be very beneficial

WHAT NEXT

A smaller board with quarterly scheduled meetings with a wider pool of occasional advisors.

- Memorandum of understanding
- Commitment = quarterly (4x) 1hr Zoom meetings per year
- Advisory role (no governing power or fiduciary responsibility)
- Each member offers expertise about a specific area of activity where Kerry requires mentorship

BOARD MEMBERS 2024

STRATEGIC OVERVIEW - Kath Wood

COMMUNITY/ MARKETING Zoe Murphy (Also STAKEHOLDER - employee)

NATURE FOCUS/ POST HUMAN DESIGN Kay McCrann

Additional informal advisors/ Mentors:

NATURE CONNECTEDNESS RESEARCH Carly Butler - Derby University

SUSTAINABLE MATERIALS AND PROCESSES Neil Fry LHW
(Also STAKEHOLDER - employee)

ECOLOGY Michael Holland - ecologist, educator and author
(Also STAKEHOLDER - employee)

OUTREACH Katy Overton
Protection policies/ Curriculum/ Risk assessments/ Mentoring support/ Evaluation

STRATEGY Fabienne Nicholls

IMMERSIVE DESIGN Superflux

GOVERNANCE - HOW CAN I IMPROVE? Impact Reporting

DOES YOUR COMPANY PUBLICLY SHARE INFORMATION ON YOUR SOCIAL OR ENVIRONMENTAL PERFORMANCE ON AN ANNUAL BASIS?

POSSIBLE ANSWERS:

- We provide descriptions of our social and environmental programs and performance
- We voluntarily share social or environmental performance scorecards
- Specific quantifiable social or environmental indicators or outcomes are made public
- We set public targets and share progress to those targets
- We present information in a formal report that allows comparison to previous time periods
- Reporting information / structure is based on a comprehensive third party standard (ex. GRI or B Impact Assessment)
- A third party has validated / assured the accuracy of the information reported
- Impact reporting is integrated with financial reporting
- We don't report publicly on social or environmental performance

CURRENT ANSWER(S):

- We provide descriptions of our social and environmental programs and performance

FUTURE GOALS

- **We set public targets and share progress to those targets**
- **We present information in a formal report that allows comparison to previous time periods**
- **Reporting information / structure is based on a comprehensive third party standard (ex. GRI or B Impact Assessment)**

GOVERNANCE - HOW CAN I IMPROVE? Career Development

PROFESSIONAL DEVELOPMENT - DOES YOUR COMPANY PROVIDE ANY OF THE FOLLOWING TRAINING OPPORTUNITIES TO WORKERS FOR PROFESSIONAL DEVELOPMENT?

POSSIBLE ANSWERS

- We have a formal onboarding process for new employees
- We offered ongoing training on core job responsibilities to employees within the last year
- We have a policy to encourage internal promotions and hiring for advanced positions (e.g. posting job openings internally first) We provide cross-skills training for career advancements or transitions (e.g. management training for non-managers)
- We provide non-career-specific life-skill training (e.g. financial literacy, English as a Second Language)
- We facilitate or have an allocated budget for external professional development opportunities, (e.g. conference attendance, online trainings)
- We provide reimbursements or programs for intensive continuing education credentials (e.g. college degrees, professional licensures)
- None of the above

CURRENT ANSWER(S):

- We have a formal onboarding process for new employees

FUTURE GOALS

- **We facilitate or have an allocated budget for external professional development opportunities, (e.g. conference attendance, online trainings)**

MARCH 2024

COMMUNITY

SCORE 45.4

COMMUNITY - SCORE 45.4

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

COMMUNITY ORIENTED BUSINESS MODEL

- **Mentoring/ female employment/ community creativity and access to the arts**
- **Initiating/ promoting use of sustainable materials and processes in the public realm**

Diversity, Equity, & Inclusion 8.8

Economic Impact 9.3

Civic Engagement & Giving 2.6

Supply Chain Management 8.0

COMMUNITY - CIVIC ENGAGEMENT

MY COMPANY TAKES PART IN CIVIC ENGAGEMENT IN A NUMBER OF WAYS;

- **Donating my time and expertise** in mentoring and supporting women to do what I do with occasional financial investment in books, childcare costs and training for them to help them achieve this.
- **I invest in the communities** where I work by creating opportunities to share my creativity both paid and pro-bono.
- As part of my role on project teams including architects, developers, local authorities, landscape architects, multiple clients, urban designers, planners, contractors, fabricators, community representatives, engineers and a wide range of specialists, **I advocate for adopting improved social policies** (by consulting communities and providing mentorship and legacy) AND environmental policy and performance by encouraging dismantling construction sites to harvest useful materials rather than demolishing and advocating for sustainable materials and processes wherever possible.
- **I encourage partnerships** throughout my projects, with charity and community organisations including community groups, schools, ecology charities and museums.

COMMUNITY - SUPPLIERS & SUPPLY CHAIN

EVERYONE IS PAID A LIVING WAGE

SEE NEXT PAGES FOR SUPPLIER ASSESSMENT AND POLICY

SUPPLIER POLICY

Suppliers = ALL freelance staff/ advisors/ fabricators etc
WHERE POSSIBLE... favour BCorps and

CHOOSE LOCAL

Local where possible (to company and/or projects)

CHOOSE DIVERSE

Support diversity where possible to encourage the employment and development of minority-owned, womxn owned, disabled, and LGBT-owned businesses

CHOOSE SMALL

Support small (SME) where possible. UK SME = micro (less than 10 employees and an annual turnover under €2 million), small (less than 50 employees and an annual turnover under €10 million) and medium-sized (less than 250 employees and an annual turnover under €50 million) businesses.

Kerry Lemon

SUPPLIER ASSESSMENT

Supplier/ company:

Key Contact:

PEOPLE - social assessment and expectations (N/A where appropriate)

Number and diversity of owners:

e.g. age(s), gender(s), minority(s), womxn(s), disabilities and LGBT-owned businesses

Number and diversity of employees

e.g. age(s), gender(s), minority(s), womxn(s), disabilities and LGBT-owned businesses

What are the social objectives of your company?

How do you demonstrate compliance with international human rights and labour standards (for employees and contractors)

How do you demonstrate compliance with Health and Safety standards (for employees and contractors)

What employee benefits do you provide?

What professional development opportunities do you provide to your employees?

How do you demonstrate ethical sourcing of materials?

Do you pay a living wage at or above industry benchmarks (for employees and contractors)

PLANET - environmental assessment and expectations (N/A where appropriate)

Where are your operations based?

Do you utilise environmentally preferred products and practices across workspaces including remote workers?

What is your waste management plan (inc hazardous waste)

How do you track the environmental impacts of your service/ company
Do you offset your carbon?
Do you use a renewable energy supplier? (i.e. Octopus?)

What are your environmental targets/ goals?

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MISSION STATEMENT / ETHOS

Kerry Lemon is a site-specific artist responding to the anthropocene in sculpture, painting and objects. Her research is articulated in a multidisciplinary practice which seeks to connect audiences to the natural world and examine their own role within it. She is driven by current scientific research into Nature Connectness and is committed to a sustainable practice.

More info here: <https://www.kerrylemon.co.uk/sustainable-practice/> And here: <https://www.kerrylemon.co.uk/ethos/>

CODE OF ETHICS

RESPECT

I will treat all people - suppliers, sub-contractors, clients, audiences and communities with respect.

EQUALITY

I will support other womxn to do what I do by creating opportunities for local, flexible employment and national mentoring.

COMPETENCE

I will honour my commissions and opportunities by working hard with integrity and developing skills/ training as needed.

TEAMWORK

I will work in a non-competitive - collaborative manner, asking for and offering support and open guidance as needed.

ENVIRONMENT

My work seeks to connect audiences to celebrate the natural world and I will use sustainable materials and processes to do this whenever possible

COMMUNITY - PRO BONO WORK (HRS)

	MENTORING			TOTAL
2022	94			94
		HORATIO'S GARDEN	CHOOSE LOVE (UKRAINE)	
2023	29.5	96	23	148.5

COMMUNITY - CHARITABLE GIVING (£)

Inc Kiva (femxle finance loans), Ecologie (Carbon Offset), Choose Love, Refuge, Horatio's Garden etc

2022	2853.57
2023	6756.60

COMMUNITY - POLICY ADVOCACY & PERFORMANCE

Kerry Lemon Ltd has worked with policymakers to develop or advocate for policy changes explicitly designed to improve social or environmental outcomes in the past two years:

- Encouraging construction teams to dismantle rather than demolish to harvest reusable materials
- Advising all local authorities/ art consultants on the importance of community outreach and mentoring - Brighton BC agreed that their future briefs should include requirement for lead artists to mentor emergent artists

Kerry Lemon Ltd has worked with its stakeholders (including competitors) to improve behavior or performance on social or environmental issues:

- Voluntarily assisting professional artists (and competitors) in public art bids with consideration of community/ mentoring/ environment

I have worked with other industry players on a cooperative initiative on relevant social and environmental standards for our industry:

- Contributed to Nicholas work for London Mayor on ECO materials and processes in public realm
- Working with fabricators to find new solutions to materials and processes
- Advocating construction sites for dismantling not destruction

I have provided data or contributed to academic research on social or environmental topics:

- Working with scientists from Nature Connectedness Research Group at Derby University (to put the 5 recommendations of their research group into measurable practice)

COMMUNITY

HOW CAN I

IMPROVE?

COMMUNITY - HOW CAN I IMPROVE?

Impactful Banking Services

WHAT CHARACTERISTICS APPLY TO THE FINANCIAL INSTITUTION THAT PROVIDES THE MAJORITY OF YOUR COMPANY'S BANKING SERVICES?

POSSIBLE ANSWERS:

- Certified CDFI or national equivalent social investment organization
- Certified B Corporation
- Member of the Global Alliance for Banking on Values
- Cooperative bank or credit union
- Local bank committed to serving the community
- Independently owned bank
- None of the above

CURRENT ANSWER(S):

- None of the above

FUTURE GOAL

- **Cooperative bank or credit union?**
- **Starling is independently owned/ Co-operative bank/ Triodos?**

MARCH 2024

ENVIRONMENT

SCORE 5.4

ENVIRONMENT - SCORE 5.4

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

Environmental Management 0.4

Air & Climate 0.5

Water 0.5

Land & Life 0.7

ENVIRONMENT - MONITORING GREENHOUSE EMISSIONS

I offset carbon each month with ECOLOGI and use ECOTRICITY for 100% green electricity and carbon neutralised gas

SCOPE 1 (DIRECT EMISSIONS)

Activities owned or controlled by your organisation - **MY HOME OFFICE**

$\text{ELECTRIC} = \text{ECOTRICITY} = \text{kWh} \times 0.21233\text{kgCO}_2\text{e} \div 1,000 = \text{XXX tCO}_2\text{e}$

$\text{GAS} = \text{ECOTRICITY} = \text{kWh} \times 0.18316\text{kgCO}_2\text{e} \div 1,000 = \text{XXX tCO}_2\text{e}$

$\text{WATER} = \text{SOUTHERN WATER} = \text{m}^3 \times 0.149\text{kgCO}_2\text{e} \div 1,000 = \text{XXX tCO}_2\text{e}$

	ELECTRIC tCO ₂ e	GAS tCO ₂ e	WATER tCO ₂ e
2022	0.0919473832	0.293632954	0.0003725
2023	0.0741875975	0.117030082	0.006906895

SCOPE 2 (ENERGY INDIRECT)

Result of my activities but not owned by me (extraction of raw materials/ supplier transportation/ fabricators/ remote staff etc)

I AM UNABLE TO MONITOR THIS due to the complexity and diversity of each unique sculpture

ENVIRONMENT - MONITORING GREENHOUSE EMISSIONS

SCOPE 3 (OTHER INDIRECT)

Emissions that are a consequence of your actions, which occur at sources which you do not own or control and which are not classed as scope 2 emissions **MY BUSINESS TRAVEL**

	FLIGHTS CO2 T	TRAINS/ TAXIS (KG CO2 e)
2022	3.993	437.46
2023	0.719	445.82

	Carbon of train journeys (actual mode of travel)	Carbon of car journeys (comparative mode of travel)	CARBON SAVED (by using train instead of car)
2022	437.46	1465.54	1028.08 kgCO2e
2023	445.82	1542.07	908.67 kgCO2e

ENVIRONMENT

HOW CAN I

IMPROVE?

ENVIRONMENT - AIR/ CLIMATE/ WATER/ LAND

- I have a written policy encouraging environmentally preferred products and practices in employee virtual offices (e.g. recycling)
- I monitor and record energy usage but have set no reduction targets
- 100% of energy use is produced from renewable sources
- I regularly monitor Greenhouse Gas Emissions but have not set any reduction targets
- I regularly monitor and record water usage but have not set any reduction targets
- I dispose of Hazardous Waste responsibly
- Much of my purchasing is from Littlehampton Welding who fabricate my artworks and have implemented an Environmental Management System following the requirements of ISO 14001:2015.

ENVIRONMENT - HOW CAN I IMPROVE?

I am the sole employee of my company with a home office and so this is an area where I really struggle to score in the B Corp structure.

I would like to work with B Corp to better understand what I could do in this area.

MARCH 2024

CUSTOMERS

SCORE 27.0

CUSTOMERS - SCORE 27.0

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. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Customer Stewardship 3.5

+ Arts, Media, & Culture 23.5

A company with an Impact Business Model is intentionally designed to create a specific positive outcome for its stakeholders.

INCREASE ACCESS TO THE CREATIVE ARTS

I serve the communities where my public artwork is sited providing mentoring to a local artist(s) to enable them to develop their skills and advance their career. In addition targeted communities are invited to engage in a creative consultation activity which seeks to to strengthen local and cultural identity, develop networks and community cohesion and to celebrate their local heritage, inspire creativity, develop confidence, learn artistic skills, shape and influence proposals and contribute to the final artistic outcomes. These projects are circular and include donations of high quality arts equipment to communities of need.

CUSTOMERS Arts, Media, & Culture IBM (Impact Business Model)

MANAGEMENT OF ARTS, MEDIA, & CULTURE

- I have formally defined the outcomes sought by our product or service and have developed a theory of change for them
- I base our impactful product or service business model on established secondary research (Nature Connectedness Research Group) that demonstrates potential impact
- I directly and formally engage stakeholders in understanding their desires and needs when developing, refining, and or delivering our products or services
- I measure near-term outcomes of the product or service to determine whether it is meeting the needs and expectations of our beneficiaries
- I have identified and measure and manage the unintentional or potential negative impacts of the product or service in addition to intentional positive effects
- I have identified and managed potential causes that could lead to a failure to deliver the positive outcome, to do so less efficiently than possible, or to produce other negative effects

OUTCOME MEASUREMENT - PROJECT REPORTS

- I survey beneficiaries to understand outcomes created and the selected methods determine that the product or service contributes to the outcome

EFFICACY OF ARTS, MEDIA, & CULTURE

- I can verify that 75-99% of my beneficiaries demonstrate positive impact

FOCUS = APR 24 - APR 25

THE NEXT 12x

MONTHS...

ACTION PLAN - THE NEXT 12x MONTHS

1.	Change banking provider
2.	Utilise Board more efficiently
3.	Work with Kay McCran to incorporate 'post human design' into PEB Community Outreach and final artworks
4.	Focus on CSE Create South East Investment mentoring to explore funding to transform the Nature Connectedness Impact of static public realm sculpture by incorporating immersive tech
5.	Work with Superflux/ Paper Cinema and Kings College to develop an immersive sensorial event to encourage charitable giving for RFUK
6.	Reach out to B Corp to understand how my micro company/ home office could score better on employee and environment questions. I am unable to score on these questions but the lack of score suggests a decision to not act rather than an inability due to the scale and nature of my company

"The planet doesn't need a few of us doing
this perfectly – it needs all of us trying"

Katie Treggiden

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Certified



Corporation