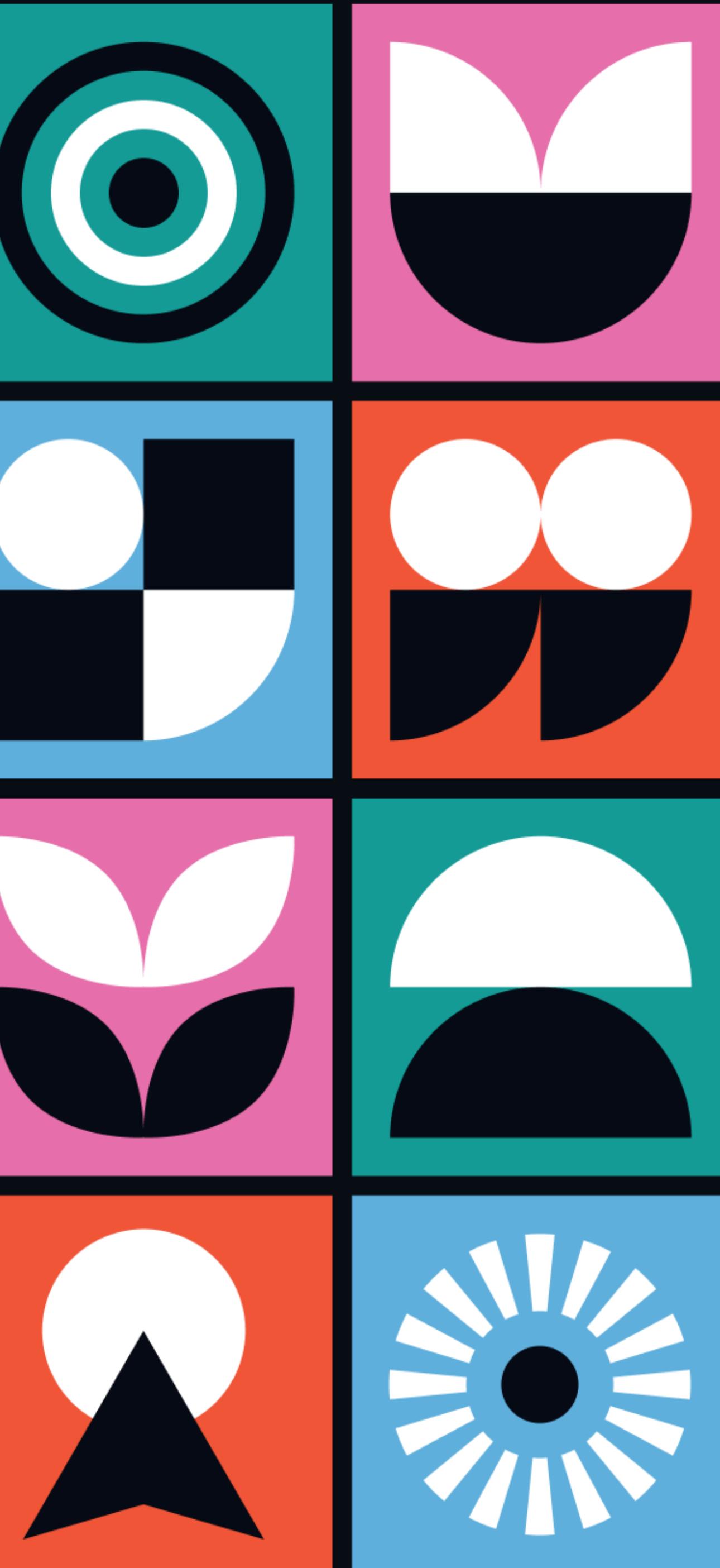




# B Corp Impact Report

2024 - 2025



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# Who We Are

## Commerce Built to Scale

As an award-winning, B Corp certified, ecommerce agency, we help drive sustainable business growth by connecting people, technology, and innovation.

Our talented team of technicians, builders, artists, wordsmiths and navigators power our agency from locations around the world and work with worldwide brands such as Furniturebox, Movora and Codex.

As industry leaders who have over two decades of experience and 350 builds in our portfolio, our team of experts are of certified status within our extensive strategic partner network, including the likes of BigCommerce, Shopify, Akeneo, Jitterbit and Patchworks.

We pride ourselves on our technical know-how and our ability to add value to the entire digital landscape of our clients. Our knowledge extends far further than just the initial development piece or marketing campaign.

**We work with our clients on an ongoing basis to achieve long term and most importantly, sustainable success.**

RUPERT CROSS

# Founder's Thoughts

## **2025 has been another year of major change for 5874 Commerce.**

The business has righted itself from the previous year's difficulties, profitable again and is now back on a shore-fooding and ready for its next major steps operating successfully in a tough economy.

As part of the rebuild process, the business has completely rebuilt and reworked all of it's processes and reporting systems from the ground up, including appointing its first Operations Director.

The North American side of the business continues to grow and our hard work was rewarded by being shortlisted for 3 awards.

The Women's Domain continues to be a major success including launching The Accelerator, a year long incubator for 10 female driven brands providing advice, mentorship and community.

## **The business enters 2026 with an extremely positive outlook for what is to come.**



# Our Journey

**Our journey to becoming a B Corp was driven by a commitment to being a business that truly puts people, planet, and purpose at the heart of everything we do.**

It began with a desire to not only deliver exceptional services but to ensure that our impact on the world reflects our core values.

Earning our B Corp Certification wasn't just about meeting standards - it was about **setting** the standard for how we approach business.

From adopting environmentally conscious practices to creating a workplace culture rooted in inclusivity and community, every step was an opportunity to improve and align with the B Corp ethos.

Our certification process involved a rigorous assessment of our operations, from governance to environmental impact, social responsibility, and employee well-being.

We took this challenge as a moment to reflect, adapt, and innovate - proving our dedication to making a difference.

Now, as a proud B Corp, we're not just celebrating this milestone;

**We're using it as a foundation to grow, inspire, and lead the charge for a more sustainable and equitable future.**



# Our Score

Our 2023 Certified Score

87.2

out of 142 total points

Recertification Target for 2027

90

Governance

16.6 / 25

Workers

36.2 / 50

Customers

3.0 / 5

Environment

8.8 / 20

Community

22.4 / 42

# Our Values

## Reliable

We are focussed, trustworthy and dependable.

We believe consistency is the key to building trust.

## Empathetic

We listen to and consider the thoughts and feelings of others before acting.

This allows us to foster stronger and more impactful connections.

## Dedicated

We value every relationship from clients and partners to team members and their families.

We provide an environment for everyone to succeed and grow.

## Excellence

We face challenges head on and strive to be the best at what we do.

We deliver results that exceed the highest expectations.

# Our Highlights



## IMPACT AREA 1

# Governance

16.6 / 25

## Overview

Operating with the goal to act like a medium-sized business, we significantly accelerated our operational commitment this year.

We appointed an Operations Director and a People & Culture Manager to lead a comprehensive, top-to-bottom business process review. This strategic investment aims to standardise operations, increase transparency and delegation, and uphold high standards.

Moving into 2026, we will focus on completing this review, meticulously documenting all processes, and adopting new technologies to solidify the robust infrastructure needed for continued B Corp growth and compliance.

Mission & Engagement

1.9 / 6

Ethics & Transparency

4.7 / 9

Mission Locked

10 / 10

## IMPACT AREA 1

# Governance

### What we said we'd do:

- Continuing to act like a medium sized business in all aspects of the business
- Commitment to B Corp, recertification and the new standard
- Greater transparency and delegation to the team wherever possible

### What we did:

- Got serious about operations and appointed an Operations Director
- Started a top to bottom business process and operations review including implementing changes
- Hired a People & Culture Manager
- B Corp Certification was pushed out a year

### Plan for 2026

- Continue the top to bottom business process and operations review including implementing change where possible
- Documenting all business processes where possible
- Adopting new technologies where appropriate and applicable

## IMPACT AREA 2

# Workers

36.2 / 50

## Overview

The first half of the year required the difficult decision to reduce headcount due to ongoing economic pressures.

Following this restructuring, we immediately invested in our team and culture: implementing a whole-team, inflation-busting pay rise in May and refining our Manifesto and Culture Team initiatives. We successfully reworked our hiring and onboarding for a remote-first structure and positively impacted our gender ratio.

Into 2026, our commitment focuses on continued salary reviews against market leaders and the ongoing development of our cultural documents and team initiatives.

Financial Security

7.6 / 20

Health, Wellness, & Safety

10.6 / 12

Career Development

7 / 8

Engagement & Satisfaction

7.9 / 10

## IMPACT AREA 2

# Workers

### What we said we'd do:

- DEI hiring focus - we have lost some of our diversity whilst reshaping the business in 2022
- Whole team salary review
- Continued Manifesto development
- Continued Culture Team development

### What we did:

- Whole team inflation busting pay rise in May
- Continued Manifesto development
- Continued Culture Team development
- Improved our gender balance by 17 percentage points, shifting from an 84% male majority in January to 67% in December.
- Reworked our hiring and onboarding processes to work for a remote first company
- Added an extra team day to help bring our remote culture to life

### Plan for 2026

- Continued salary review against other market leaders
- Continued Manifesto development
- Continued Culture Team development

## IMPACT AREA 3

# Customers

3.0 / 5

## Overview

In 2025, we maintained our commitment to building strong, high-quality partnerships with merchants who align with our ICP and company values.

By focusing on quality and transparency, we strengthened the overall customer experience. A key support action was extending our office hours until 3 PM EST for better US-based client coverage.

Furthermore, we improved our hours reporting to offer greater clarity and better demonstrate the true value delivered, ensuring high-quality relationships continue into 2026.

Customer Stewardship

0.83 / 1.25

Customer Satisfaction & Retention

1 / 1.25

Product Impacts

1.25 / 1.25

## IMPACT AREA 3

# Customers

### What we said we'd do:

- Continue to work with merchants that fit our ICP and company values
- Extending our office hours to cover until 3pm EST to support our US based customers

### What we did:

- Continue to work with merchants that fit our ICP and company value
- Extended our office hours to cover until 3pm EST to support our US based customers
- Reworking hours reporting to really demonstrate the value of what has been delivered

### Plan for 2026

- Continue to work with merchants that fit our ICP and company values

## IMPACT AREA 4

# Environment

8.8 / 20

## Overview

The environment is a cause central to our values, and we proudly integrate sustainability into our operations wherever possible.

Our commitment to environmental responsibility is driven by continuous improvement. We consistently executed our goals by prioritising public transport for company travel and maintaining a strict focus on an ethical supply chain.

These foundational actions will remain central to our policy in 2026 as we actively strive to further reduce our overall environmental impact.

Environmental Management

4 / 7

Air & Climate

1 / 7

Water

0.3 / 2

Land & Life

2.7 / 4

## IMPACT AREA 4

# Environment

### What we said we'd do:

- Continue to use public transport first
- Continue to prioritise an ethical supply chain
- Continue to be striving to improve

### What we did:

- Continue to use public transport first
- Continue to prioritise an ethical supply chain
- Continue to be striving to improve

### Plan for 2026

- Continue to use public transport first
- Continue to prioritise an ethical supply chain
- Continue to be striving to improve

## IMPACT AREA 5

# Community

**22.4 / 42**

## Overview

Social responsibility and community engagement are core to our identity. We demonstrated this by sustaining a company-wide focus on Diversity, Equity, and Inclusion (DEI) across our culture and recruitment.

A significant priority was the active support and amplification of The Women's Domain campaign. We successfully delivered the 2025 Women's Domain Accelerator, providing vital mentorship and support to early-stage founders, and concurrently increased team engagement with volunteer days.

For 2026, we plan to reaffirm our commitment to DEI and evolve The Women's Domain back to a grassroots approach by hosting free, accessible in-person events and networking opportunities, supported by key technology partners.

**Diversity, Equity, & Inclusion**

**6.2 / 15**

**Economic Impact**

**10 / 15**

**Civic Engagement & Giving**

**3.4 / 12**

## IMPACT AREA 5

# Community

### What we said we'd do:

- Maintain a continued commitment to DEI across all areas of the business.
- Continue supporting The Women's Domain campaign.
- Deliver the 2025 Women's Domain Accelerator and begin planning for the 2026 programme.

### What we did:

- Sustained our company-wide DEI focus, embedding inclusive practices across recruitment, development, and internal culture.
- Continued active support of The Women's Domain through content, amplification, and ongoing engagement with the community.
- Successfully delivered the 2025 Women's Domain Accelerator, providing early-stage founders with mentorship, structured learning, and commercial support.
- Increased awareness and usage of volunteer days, driven by internal promotion and encouragement of team participation.

### Plan for 2026

- Reaffirm our commitment to DEI, ensuring it remains central to business decision-making and team culture.
- Continue long-term support for The Women's Domain and its growing community.
- Evolve the Women's Domain Accelerator, returning to a more grassroots approach:
- Host in-person events that address key issues faced by women across the industry.
- Provide free, accessible networking opportunities for women in all roles and at all seniority levels.
- Deliver these events free of charge, supported through sponsorship from leading technology partners.
- Build on 2025 outcomes by expanding mentorship opportunities and deepening alumni support.



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