

# 2020 Annual Impact Report

HEATHER  
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CONSULTING



## FOUNDER LETTER

2020 has been a year unlike any other. We've felt its impacts through our collective experience of the novel coronavirus pandemic and all of the other unsettling events the year brought: economic uncertainty, racial justice uprisings, instant shifts to remote working, and widespread wildfires in my home state. We've adapted to a different way of caring for and relating to each other.

As a Certified B Corp, we felt a strange sense of preparedness that's helped us weather these storms. So much that goes into being a B Corp relies on rethinking paradigms, primarily through shifting business from a purely profit-driven venture to one that's structured for the benefit of people and planet, in addition to the profits that provide financial stability. At Heather Paulsen Consulting (HPC) we are comfortable in transitional spaces, exploring what's possible, and working to realize a different mode of operating that embeds value at all levels. We believe that business can be a force for good.

Concurrently, we joined Carol Sanford's Change Agent Development Community where we dove into the concept of regenerative business. Through this cohort, we were introduced to a living systems approach, which has helped us evolve our way of operating toward regenerating the spirit of businesses and the individuals that work within them.

On the brighter side of this otherwise difficult year, we received record inquiries from businesses interested in certifying as B Corps, and our business doubled over the prior year. During this year, 96% of our revenues related to B Corp certifications, including certification readiness, first-time certifications, recertifications, and integrating this work into longer-term 'sustainability roadmaps'. We earned 4% of our revenues by facilitating strategic planning processes mostly among nonprofit clients. We grew our partnerships with consulting teams that complement our work. We're proud that we've expanded our work by growing our client base and that we've deepened our work with our existing clients.

We're grateful to be in community with you.

# We've been a Certified B Corp since 2015!

## 115

Heather Paulsen Consulting  
B Impact Score



CUSTOMERS  
40.0



ENVIRONMENT  
13.2

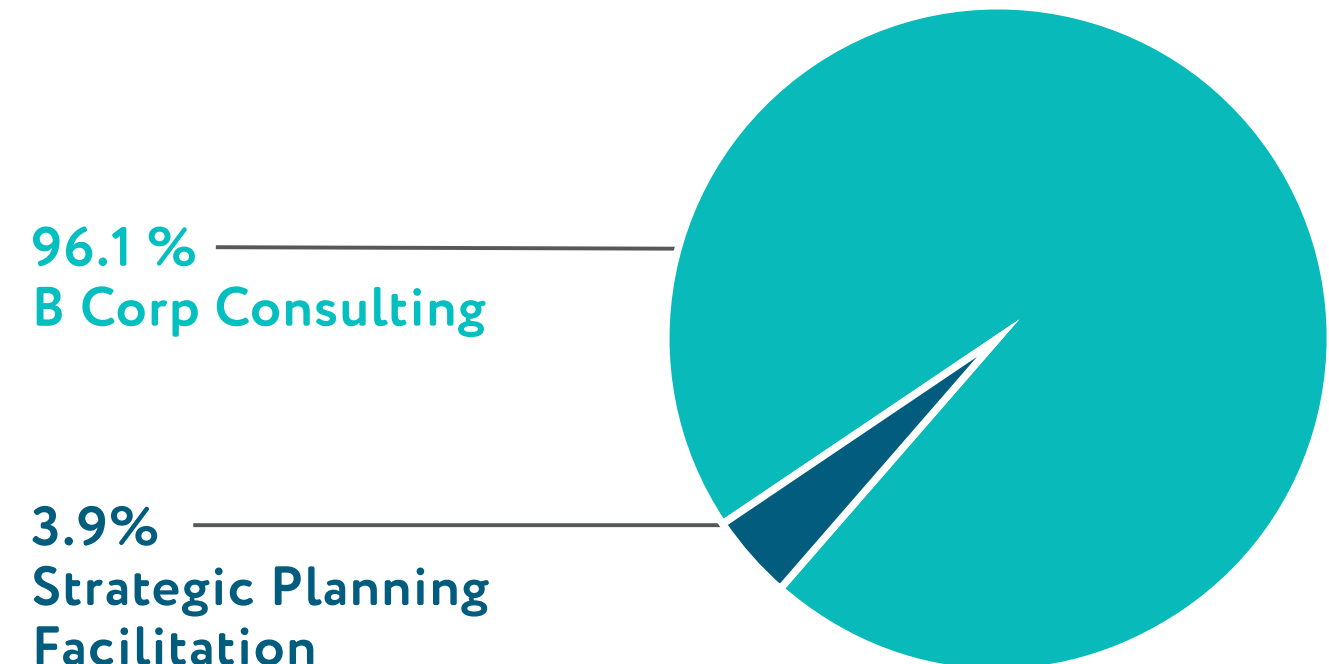


COMMUNITY  
51.8



GOVERNANCE  
10.0

## Heather Paulsen Consulting 2020 Work Breakdown



# GROWING THE B CORP MOVEMENT

HPC has been dedicated to growing the B Corp movement by supporting companies as they learn about the process and pursue certification. The B Corp certification process helps businesses redefine success by measuring operations against rigorous financial, social, and environmental standards. There are currently about 4,000 B Corps in 70 countries, making this a truly global movement.

## A few of our clients in 2020:



In addition to these clients, we have worked with a few multinationals exploring their potential to certify as B Corps.

## Key Performance Indicators

### Spreading the word

HPC helps newly certified B Corps develop communication plans to announce their certifications internally and externally. A cohesive communications plan builds excitement and engagement among employees, suppliers, customers, and other stakeholders. Annual impact reports are a highlight of this work. HPC works with clients on everything from creating data management systems to capture metrics to report on impact year over year, co-creating reports through writing and design, and consulting during the reporting process.

The Large Company B Corp Certification Best Practices Guide that we wrote (in collaboration with B Lab, completed in 2019) was downloaded 756 times in 2020 – and has been downloaded a total of 1,381 times as of April 2021. This demonstrates the growing momentum of the B Corp movement among larger companies who have considerable ripple effects throughout the global economy.

### Increasing the number of Certified B Corps

HPC worked with more than 15 clients on certifications, re-certifications. HPC has increasingly been involved in developing sustainability roadmaps that incorporate environmental, social, and governance (ESG) principles. There has been strong interest from new and existing clients in developing holistic and comprehensive business models, building upon the B Corp framework.

### Maximizing the value of B Corp Certification

We see B Corp certification as a milestone, not an end point. Once our clients are certified, our work deepens. We help implement further sustainability initiatives to build a company's aspirations into its operations. We love to use the B Corp framework as a launching point for more strategic and impactful work so that clients maximize the value of their B Corp certification.





# ENVIRONMENTAL IMPACT

We are committed to lowering our carbon footprint and supporting a healthy planet at HPC. As an organization based on the coast in Northern California, we've witnessed the changing health of our ocean and its effects of wildlife. We've seen the fire season extend longer and longer, and places we've thought of as safe from harm have shown to be otherwise. These experiences bring home the reality of climate change and the fragility of our ecosystems. They inspire us to do our part to protect and improve our environment.

## Key Performance Indicators

### Carbon Footprint

As a service-based organization, our carbon footprint is small, but we still measure our scopes 1 and 2 greenhouse gas emissions. We will work to calculate scope 3 to understand our footprint throughout our supply chain.

**SCOPE 1** - Company-wide use of fuel  
0.147 metric tons of CO<sub>2</sub>e

+

**SCOPE 2** - Company-wide use of purchased electricity  
1.794 metric tons of CO<sub>2</sub>e

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**Total estimated carbon footprint**  
1.941 metric tons of CO<sub>2</sub>e

*We used the GHG emissions calculator provided by the Bonneville Environmental Foundation.*

### Zero Waste

As a TRUE Zero Waste Advisor, we help our clients get zero waste certified through a process of auditing what ends up in landfills and recycling bins and identifying ways to decrease the amount of waste generated, repurpose "waste" into usable products, and divert waste from landfills as a way to protect our natural resources and address climate change. Even when zero waste certification is not a stated goal, we always have sustainability in mind. We advise clients on strategies to lower and repurpose waste because we believe that's just good business.

At HPC headquarters, we continue to use post-consumer recycled paper as well as tree-free paper. Tree-free paper is made with plant materials from fast-growing annuals like bamboo or sugarcane rather than wood pulp from trees.



# STRATEGIC PLANNING

HPC facilitates strategic planning efforts by working with executive management, boards and their stakeholders to identify each organization's unique potential and create detailed action plans to achieve it. With a background in project management and expanded work systems design, HPC finds that strategic planning allows holistic engagements with clients that are incredibly rewarding. Strategic planning focused through the lenses of B Corp standards, social and environmental responsibility and other frameworks enables client teams to incorporate stakeholder consideration into their operations and culture. HPC thrives in this space and delights in helping organizations realize their potential.

## Clients



# HPC CONTINUOUS IMPROVEMENT

At HPC we strive for continuous improvement and hold ourselves to the same standards that we help our clients achieve. Within our organization, we're dedicated to our purpose-driven structure as a B Corp and prioritize environmental sustainability, community engagement, and ongoing education.

## Key Performance Indicators

### Community Engagement

We expanded our giving in 2020, contributing at least 2% of our revenues to the following organizations:



Only 3% of worldwide philanthropic giving goes toward environmental initiatives. 1% for the Planet works with over 4,500 organizations to address a variety of issues, tackling waste, climate disaster mitigation, oceanic health, social & environmental justice, and so much more.

### 1% for the Planet

HPC donates at least 1% of its revenue to environmental causes. HPC's overall giving commitment is to donate at least 2% of revenues to worthy causes (with at least 1% of revenues going to environmental causes).

### Passion Project

Beyond our consultant work, HPC's CEO invests in passion projects: Solectrac is a local developer and manufacturer of electric tractors. Organic and regenerative agriculture is a growing movement reimagining farming and land stewardship. Farm equipment plays a role in a farm's emissions and long-term sustainability so it is incredibly exciting to work with an organization focused on that piece of the puzzle. In 2019 Heather helped the company certify as a B Corp and become a California benefit corporation.



In 2020, Heather helped Solectrac:

- Secure a \$500,000+ grant
- Successfully raise more than \$3.5 million from investors
- Acted as Chief Operating Officer and Board Secretary during the company launch through August 2020, and served as Board Secretary after August 2020

### Continuous Improvement

Heather renewed her Project Management Professional (PMP) credentials in 2020. Project management certification requires ongoing learning and development with the project management professional community. HPC believes this training offers an edge and contributes to their ability to go from big picture to the nitty gritty.

As we prepare for our B Corp recertification in 2021, we have implemented improvements to deepen our positive social and environmental impacts that we hope will boost our B Corp score. Namely, during the certification period, we incorporated as a California Benefit Corporation to build stakeholders into our governing documents, and implemented new policies and practices with our consulting colleagues.

### Team

Our small but mighty organization is led by Heather Paulsen. We have an amazing network of consultants with whom we work on an ongoing basis, including our accountant ([www.benros.co](http://www.benros.co)) and other sustainability consultants.

# THANK YOU

To learn more about Heather Paulsen Consulting, please visit us at [hpaulsenconsulting.com](http://hpaulsenconsulting.com). If the work described in this report resonates, please reach out to us at [hpaulsenconsulting.com/contact](http://hpaulsenconsulting.com/contact).