



kindred csr

Impact Report 2024

Published September 2025

Introduction

Kindred CSR is a female-led and majority-owned ESG consultancy based in the West Midlands, UK. Established in 2020, we help businesses take their first steps in building meaningful Environmental, Social and Governance (ESG) strategies.

As a remote, zero-worker company governed by two directors, we are proof that even small organisations can lead with purpose.

We are proud to be B Corp Certified and rated Gold by EcoVadis, and in 2024 we applied to join the UN Global Compact, committing to align with its 10 Principles and Sustainable Development Goals (SDGs).

Our Purpose

At Kindred CSR, our mission is simple: to make ESG accessible and achievable for every business.

We do this by:

- Supporting SMEs and corporates on their ESG journey.
- Embedding ESG values into culture, strategy, and operations.
- Building practical roadmaps to B Corp, EcoVadis and UNGC alignment.
- Offering an Equity Discount to under-represented businesses wanting to improve their ESG impact



Alison Phillips
Founder & Lead
Consultant



Joel Phillips
Director

“We believe that every business, no matter its size, can make a difference.

Kindred CSR is committed to leading by example — embedding ESG into everything we do, and helping our clients do the same.”

Goals 2024

Goal 1: Improve and protect the environment for people and nature

- Aim for Net Zero by 2030 and net positive for biodiversity in UK or abroad.
- Annual calculation of carbon footprint, aiming for reductions first, and offsets second.
- Donate to biodiversity projects and support campaigns that seek to protect the environment.

Goal 2: Achieve high levels of transparency and reporting

- Maintain or improve on EcoVadis and B Corp scores to provide customers and other stakeholders with up-to-date ESG data and confidence in our services.
- Increase EcoVadis score from Bronze to Silver and secure B Corp certification, allowing us to share our achievements and knowledge with others.

Goal 3: Support under-represented groups to succeed in business through their ESG

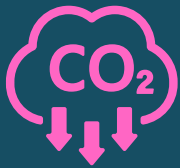
- Provide affordable, accessible and approachable services to clients in non-controversial industries
- Equity discount available to businesses owned or led by under-represented groups. In-kind services offered to chosen campaigns or charitable good causes.

Goal 4: Community Economic Empowerment

- Support community projects that are related to Kindred CSR's mission, values and culture; or causes that are close to our hearts.
- Monthly donation to the RNLI and adhoc donations to Medics to Medics and St Nicholas Primary School
- regular attendance at the Kenilworth Climate Change Action Group to support businesses and communities in the local area to improve their ESG.
- Maintain annual sponsorship of Kenilworth Rugby Club community festival "KENFEST"



Our Impact



Carbon footprint
reduced to 2 tCO_{2e}
PLUS 5 tons of carbon
removed and 5 tons of
carbon avoided



20 trees and 20 m²
wildflower meadow
planted



£580 cash, and
£2800 of "in kind"
services donated
(£3380 total)



Re-distribution of
shares to be
majority (75%)
female owned



New staff benefits
introduced through
FSB membership



0 cases of work
related absence,
illness or injury



No reported incidents
of bribery or
corruption, fraud or
money laundering



0 reported
incidents in
information
security



EcoVadis Rating increased from Bronze to Gold

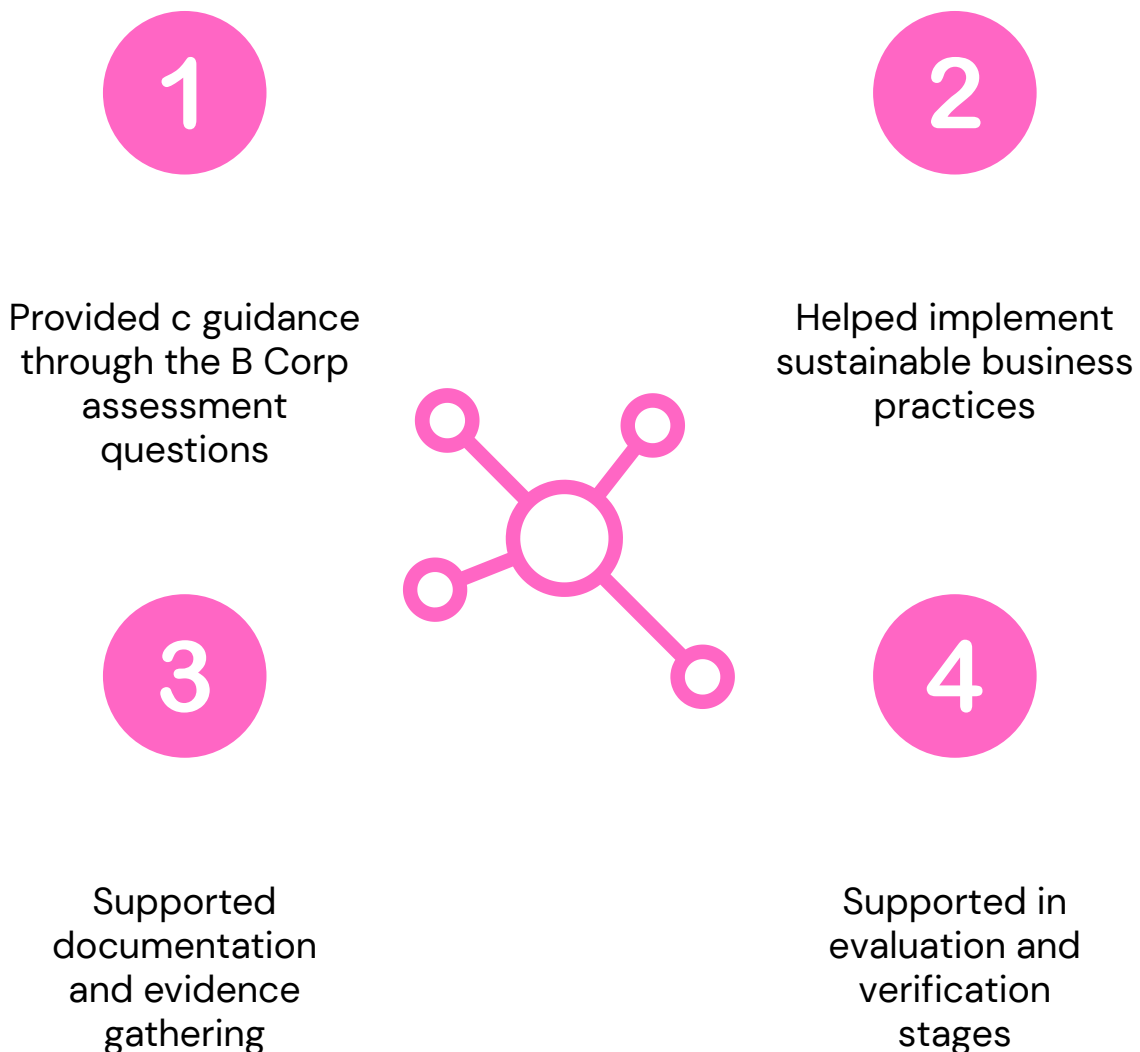


B Corp Certified in September 2024 with a
score of 100.4

Case Study: B Lab UK's Equaliser Campaign

In 2024, we were selected by B Lab UK to support the winner of their Equaliser Campaign. As a female owned company, Wild Clouds is a conscious clothing business based in London who received £1400 of free support from Kindred CSR. Our Director, Alison worked closely with the Wild Clouds owner to help them to achieve a score of 113.2 – an extremely high score that demonstrates an excellent level of environmental and ethical good practice.

How we supported



Goals for 2025–26

1: Improve and protect the environment for people and nature

Aim: Achieve Net Zero by 2030 and improve biodiversity in the UK and abroad

Targets:

- Monitor and report on annual carbon footprint, offsetting our carbon emissions through Ecologi
- Where possible, increase spending on suppliers within the local area, or UK
- reduce emissions in travel
- increase spend on biodiversity projects and carbon offsetting.

2: Achieve high levels of transparency and reporting

Aim: Continue to provide customers and other stakeholders with up-to-date ESG data on our business, to provide confidence in our values and services.

Targets:

- Maintain or improve our score in EcoVadis (76+), and use the new B Corp standards to map additional action over the coming 2 years to ensure re-certification in 2027.
- Join the UN Global Compact and align to the UN SDGs
- Increase on the number of KPIs we report on in Human Rights and Labour
-

3: Support under-represented groups to succeed in business through their ESG

Aim: Develop services that continue to offer affordable, accessible and approachable services to clients in non-controversial industries

Targets:

- increase uptake of our equity discount through targeted marketing and communications.
- Research and formulate a plan to build a more consistent approach to offering discounted or In-kind support to organisations supporting under-represented groups in business.

4: Strengthen communities through empowerment

Aim: Increase funding or support to community projects that are related to Kindred CSR's mission, values or culture; or causes that are close to our hearts.

Targets:

- Increase the total amount donated to good causes. by 1%
- Continue to support the local Climate Change Action Group to educate and engage local businesses on climate change.
- Explore options for creating more impact through a focused campaign or programme of support.



Get In Touch

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