

GLOBAL
CityFutures

2024 IMPACT REPORT

Certified



Corporation

CONSULTING FOR GOOD
A B CORP COMPANY



GLOBAL
CityFutures

CONSULTING FOR GOOD
A B CORP COMPANY

01	FROM THE MANAGING DIRECTOR
02	COMPANY OVERVIEW
03	B IMPACT SCORING
04	IMPACT OVERVIEW
05	SUCCESSES AND GOALS
10	FUTURE OUTLOOK



GLOBAL
CityFutures

CONTENTS

FROM THE MANAGING DIRECTOR



ROLI MARTIN

MANAGING DIRECTOR, GLOBAL CITY FUTURES

Established in 2017, Global City Futures started with the intent of driving organisations to reach their environmental and social commitments: 'doing business better', while doing so ourselves.

A new kind of consultancy, with aims above making profit. From the start, the pillars of the B Corp movement felt very much in line with our own. As we have worked with clients we have built our expertise toward the core values of quality, sustainability and accountability.

B Corp is a journey. This is the start of ours, serving to keep us accountable to our own sustainable and environmental goals.

We aim to bring others with us through our consultancy work; by giving that bit extra - leaving clients upskilled, knowledgeable and pointing in the right direction for their own onward journey.

"Our disciplined and focused team are striving for quality, sustainability and accountability - bringing that focus to those around us, and the people we work with."

COMPANY OVERVIEW



REAFFIRMING OUR PRINCIPLES

In 2024 we have updated and reaffirmed our business principles.

Global City Futures has grown, taking on new team members with their own expertise and areas of interest.



CONSULTING FOR GOOD

Tackling environmental and social challenges



ACCOUNTABLE TO OUR VALUES

Integrity, quality and impact



SUCCESS IN COLLABORATION

Working in partnership to deliver lasting solutions



DRIVEN BY EXPERTISE

Trusted and qualified professionals

B IMPACT SCORING

Global City Futures became B Corp certified in 2023, awarded this coveted certification for our high standard of social and environmental performance, as well as stakeholder accountability and transparency.

We are a growing consultancy with particular expertise - building business cases for the public sector that meet their climate and social targets. We show that our own working operational standards balance people and planet with profit.



83.2

**OVERALL
B IMPACT SCORE**



14.3

GOVERNANCE



14.2

COMMUNITY



15.0

CUSTOMERS



31.6

WORKERS



7.8

ENVIRONMENT

IMPACT OVERVIEW



We have built a team with skills and real life experience that make a meaningful difference for the people we work with.

The structure of B Corp certification carries us forward to grow as a company, as well as reinforcing our working practices.

SUCCESSSES

- Becoming a B Corp has strengthened and consolidated our internal operations. We record and monitor the things that are important to us.
- We've inspired our staff and the people we work with, by considering our own impact and sharing how we work.
- Our business decisions have always been led by our business principles. This year we have brought these together, in part through listening and sharing with the B Corp community.

GOALS

Our next phase is very much about making our practice into plans - developing a company-wide Social Value Policy, mapping our own carbon footprint and ensuring our values are evident in both governance and client interactions.

COMMUNITY /SUCSESSES AND GOALS

INTERACTIONS

GCF offers a discount on market rates to public sector organisations where the project has a high-level of social and environmental benefits. This is part of our strategy to deliver impactful solutions that support local communities.

Global City Futures and staff members as individuals undertake pro bono and discounted work regularly. We will be recording this work and impact, so it can be supported in the best way possible.

We sponsor the Exeter Sustainability Awards celebrating local achievements, we share via B Corp local meet ups, and are members of the Devon Chamber.



THIS YEAR

Our senior consultant who is a trustee of a local charity, secured discounted web design work from within the team, and recruited a colleague as new charity treasurer.

Our supply chain is now monitored, with a member of staff tasked with consideration of the product and the company.

25% of our people volunteer on a regular basis, and this year we used our team away day to take part in a charity beach clean.

14.2

COMMUNITY



GOVERNANCE /SUCSESSES AND GOALS



In 2023 we contributed to a White Paper with Roli Martin as the co-author - this pro bono work serves to put our values into practical purpose at make a difference at the highest level.

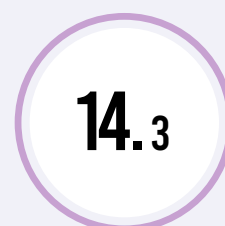
Internally we will be supporting our people to push for policy change in line with our values, and to take up opportunities that make a change without necessarily making profit.

LEADERS AND DIRECTION

We have consolidated our business values this year, and in the next 12 months we will be applying and testing them with our staff and against the services we provide.

Our 1-2-1s now include a check in for each member of staff to feedback on our environmental and social goals, and a chance to question and make suggestions.

We aim to increase transparency of our leadership and direction with a number of policy documents to lay out our vision as the company grows.



GOVERNANCE

ENVIRONMENT /SUCSESSES AND GOALS



CYCLING AND RECYCLING

This year we have visited the Exeter Energy Waste Recovery Centre to understand how our office waste is processed. Our staff learnt how to improve the way we recycle from our office and homes.

The Global City Futures team has undertaken Carbon Literacy training, making individual and group pledges to reduce our carbon footprint.

Some of the goals include developing a Climate Change Plan, mapping our data storage, educational webinars and a Social Value Policy for clients.

OUR OFFICES AND OPERATIONS

GCF offers staff incentives for green staff travel, we have introduced more in-office recycling and are monitoring our procurement. Our website is now on a low-carbon server.

We are engaging with our office building management, which is having a wider-reaching effect across other companies in the building to encourage a 'planet first' attitude.

We are currently carbon-mapping and will have a plan in place for further decarbonisation of our own operations, including energy use and the way we use and store data.

Last year we were very pleased to win the Notty's South West Business Award for Sustainability, celebrating our 'bold and transformative work' that we have continued to deliver.



ENVIRONMENT

PUBLIC BODIES AND WHO THEY SERVE

Having updated our mission and value statements, we are making our clients more aware of our B Corp journey and our measures of success.

In 2024 we worked with clients serving the general population in Heat, Health and Homes. Outcomes of the projects included reduced pollution, preserved green space, decarbonisation of homes and public buildings, and improved quality of (health) care provided, for all.



We are proud to offer discounted pricing for financially-constrained organisations with which our goals align, balancing the need for profit.

In 2025 as part of our Carbon Literacy pledge, Managing Director Roli Martin will be presenting a series of pro bono talks with decarbonisation advice for the public sector.

To create a loop of continual improvement a new, anonymous feedback mechanism has been developed with our customers to allow us to monitor and inform our own services.

WORKERS /SUCSESSES AND GOALS



We aim to develop a Staff Handbook to outline the health, transport and support benefits available to staff, with clear points of access.

We have developed a twice-yearly Staff Satisfaction Survey as an additional check in with our people. This will allow us to quickly recognise and rectify any issues.

OUR PEOPLE

In the next year we are reviewing our use of external Human Resources expertise to ensure our employment practices are supportive and inclusive.

By continuing to offer work placements, mentorship and training opportunities we share skills and re-evaluate our own, in collaboration with local Higher and Further educators.

Our team are supported in continuous training and CPD, with an aim to formalise this in the future. We have all undertaken Carbon literacy training that informs our 1-2-1 feedback, and resulted in personal and group pledges for the coming year.



31.6

WORKERS

FUTURE OUTLOOK

As we look toward the year ahead, our vision remains rooted in our commitment to helping to creating a sustainable future.

With the increasing urgency to address climate change, our consultancy is proud to expand our focus on critical areas such as district heat networks, key worker accommodation development and wider decarbonisation projects.

These initiatives not only support the transition to low-carbon energy systems but also deliver tangible, positive outcomes for both our clients and communities.



FUTURE PLAN

Our work aligns closely with emerging government priorities, ensuring that our solutions are not only innovative but also actionable within the evolving policy landscape.

By fostering collaboration across organisations and embracing forward-thinking strategies, we aim to lead the way in delivering sustainable, impactful projects. Together, we can drive progress toward a greener, more resilient future for all.

CONTACT US

Certified



Corporation



GLOBAL
CityFutures

07920 247720

PHONE



INFO@GLOBALCITYFUTURES.COM

EMAIL



WWW.GLOBALCITYFUTURES.COM

WEBSITE



THE MOUNT, PARIS STREET
EXETER EX12JE

ADDRESS

