



# SUSTAINABILITY STRATEGY

## Impact Justified Ltd

<b>Document Owner:</b>	John Edwards, Founder
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### 1. Introduction

Impact Justified Ltd is a consultancy specialising in social value, sustainability, and wellbeing impact assessment. We work with infrastructure investors, public sector bodies, and purpose-driven organisations across sectors including nuclear, defence, water, energy, transport, and healthcare.

As a business built on helping others understand, maximise, and communicate their social, environmental, and economic impact, we recognise our responsibility to embed sustainability into our own operations. This strategy sets out our commitment to operating sustainably and contributing positively to the environment and communities in which we work.

Our guiding principle is that long-term impact is always human before it is technical. This applies equally to environmental sustainability: meaningful progress comes from thoughtful, consistent action rather than grand gestures.

### 2. Our Commitment

Impact Justified Ltd is committed to:

- Minimising our environmental footprint across all business activities
- Operating in a manner that supports the transition to a low-carbon economy
- Integrating sustainability considerations into our service delivery and client advice
- Contributing to the social and economic wellbeing of local communities
- Continuously improving our sustainability performance
- Being transparent about our impacts and progress

### 3. Environmental Sustainability

#### 3.1 Carbon Footprint and Net Zero

As a home-based consultancy, our direct environmental impact is relatively modest. However, we are committed to understanding and reducing our carbon footprint. Our approach includes:

- Measuring our carbon emissions across Scope 1, 2, and relevant Scope 3 categories
- Setting reduction targets aligned with climate science
- Prioritising emission reductions before considering offsets
- Reporting our progress annually

#### 3.2 Travel and Transport

Business travel is likely to be our most significant source of emissions. We will manage this by:

- Prioritising virtual meetings where effective and appropriate
- Using public transport, particularly rail, for longer journeys where practical

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- Combining site visits and meetings to reduce overall travel
- Considering environmental impact when choosing accommodation and travel options
- Planning a transition to electric or low-emission vehicles when vehicle replacement is required

### 3.3 Energy and Home Office

Working primarily from a home office, I will:

- Use energy-efficient equipment and switch off devices when not in use
- Source renewable energy for my home where available and affordable
- Maximise natural light and minimise unnecessary heating and cooling

### 3.4 Resource Use and Waste

We will minimise resource consumption and waste by:

- Operating as a paperless business wherever possible
- Using digital collaboration tools and cloud storage to reduce physical materials
- Choosing sustainable and recycled materials where physical resources are required
- Recycling and disposing of waste responsibly
- Extending the life of IT equipment and disposing of electronics responsibly

### 3.5 Procurement

When procuring goods and services, we will:

- Consider environmental credentials alongside price and quality
- Favour suppliers with demonstrated sustainability commitments
- Support local suppliers where appropriate to reduce transport emissions and support local economies

## 4. Social Sustainability

### 4.1 Our Services

The most significant contribution we make to social sustainability is through our core services. By helping organisations understand, measure, and improve their social value, we amplify positive outcomes across the sectors we work in. This includes:

- Supporting clients to embed social value into procurement, investment, and strategy
- Conducting wellbeing impact assessments that centre the needs of communities
- Developing robust SROI methodologies that quantify real-world outcomes for people and places
- Helping leadership teams connect their decisions to measurable social impact

### 4.2 Working with Vulnerable Groups

Our work frequently involves engagement with vulnerable groups and communities. We are committed to conducting this work ethically, ensuring that:

- Engagement is inclusive, accessible, and respects the dignity of all participants
- Voices of those most affected by decisions are heard and represented
- Safeguarding principles are embedded in all community-facing work
- Findings and recommendations genuinely reflect community perspectives

### 4.3 Fair Work Practices

As a sole practitioner, I am committed to fair and ethical business practices. Should the business grow to include associates or employees, we will:

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- Pay at least the Real Living Wage
- Offer flexible working arrangements that support work-life balance
- Provide opportunities for professional development
- Ensure equality of opportunity in recruitment and progression

#### 4.4 Community Contribution

Beyond our paid work, we will seek opportunities to contribute to the wider community, including:

- Sharing knowledge and expertise through speaking, writing, or mentoring
- Offering pro bono or reduced-rate support to community organisations where capacity allows
- Supporting local businesses and suppliers

#### 5. Economic Sustainability

A sustainable business must be economically viable. We will ensure our long-term sustainability by:

- Maintaining financial resilience through prudent business management
- Investing in skills and capabilities that enable us to deliver high-quality services
- Building long-term client relationships based on trust and value
- Ensuring prompt payment to suppliers and subcontractors

#### 6. Governance and Accountability

##### 6.1 Responsibility

As Founder and sole director, I, John Edwards, have overall responsibility for the implementation of this strategy and for ensuring sustainability is embedded in business decisions.

##### 6.2 Monitoring and Reporting

We will monitor our sustainability performance through:

- Annual measurement of carbon emissions
- Tracking of travel modes and distances
- Recording of community contributions and pro bono work
- Client feedback on our approach to sustainability

Progress against this strategy will be reviewed annually, and a summary will be made available to clients on request.

##### 6.3 Continuous Improvement

We are committed to continuous improvement in our sustainability performance. This strategy will be reviewed annually and updated to reflect changes in the business, emerging best practice, and evolving stakeholder expectations.

#### 7. Targets and Commitments

We commit to the following targets:

Area	Target
Carbon measurement	Complete baseline carbon footprint assessment by end 2026

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Travel	Use rail or virtual meetings for at least 50% of client engagements over 50 miles
Paper	Maintain paperless operations for all internal processes
Community	Deliver at least one pro bono or reduced-rate project per year
Reporting	Publish annual sustainability summary from 2027

### Declaration

I confirm my commitment to this Sustainability Strategy and will ensure it is embedded in all business activities.

**Signed:**

*John Edwards.*

**Date:**

09/01/2026

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John Edwards  
Founder, Impact Justified Ltd