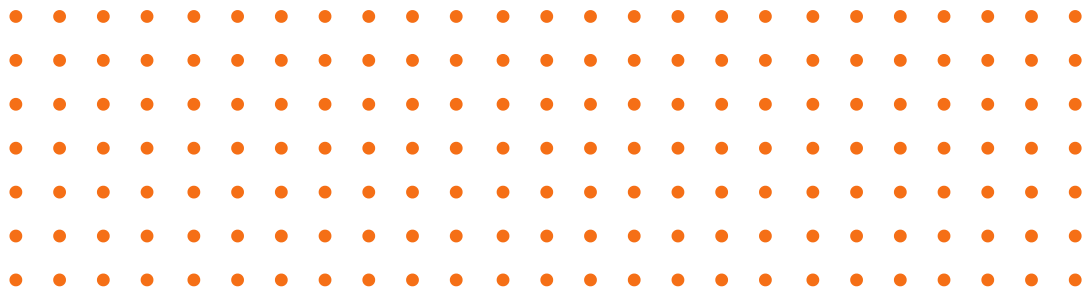




# B Corp Annual Impact Report 2024/25



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# Introduction & Certification



**Ben Schneider**  
CEO ITGuys

In May 2024, ITGuys officially became a certified B Corporation with a score of **89.2**. For a small business of six, this was no small feat – but more importantly, it marked the beginning of a more intentional chapter in how we show up for our clients, community, and planet.

Our decision to certify wasn't about branding or box-ticking. As a trusted IT provider, we're in a unique position to influence how technology is chosen, used, and disposed of. Our clients trust us with their infrastructure – and that trust comes with a responsibility to promote more sustainable practices, reduce digital waste, and help shift the IT industry, however incrementally, toward circularity.

## 89.2

Becoming a B Corp wasn't just a milestone – it was a call to action. Certification formalised values we already held – transparency, care, resourcefulness – and pushed us to go further, faster. It's no longer enough to “mean well”; the B Corp framework ensures we measure what matters.

Over the last twelve months, we've focused on the areas where our impact is most immediate and tangible. We've taken small but meaningful steps to extend the lifespan of technology, reduce unnecessary consumption, and support our clients in making more informed, sustainable choices. This report tells the story of that year – what we've done, who we've worked with, what we've learned, and where we're heading next.



# Tech for Good: The Power of Remanufacturing

The environmental impact of manufacturing new tech is significant – producing a single laptop generates **330kg of CO<sub>2</sub>** and consumes **190,000 litres** of water. The largest environmental footprint happens at the point of manufacture, so the best way to reduce impact is to avoid early replacements.

This is where remanufacturing comes in. In partnership with **Circular Computing**, we provide remanufactured laptops that follow the **BSI 8887** standard, restoring devices to better-than-new condition. These laptops have just **15kg of CO<sub>2</sub>** impact, a fraction of new ones, with no additional water or chemicals used.

## Impact of Our Remanufactured Laptops:

■ In the past year, we've sold 60 remanufactured laptops, avoiding 20 tonnes of CO<sub>2</sub>, saving thousands of litres of water, and keeping dozens of devices out of landfills.

■ To boost client confidence, we include a three-year next-day replacement warranty, making remanufactured devices a core strategy for cutting waste and reducing emissions.

For us, remanufactured devices aren't a side offering – they're a strategic intervention. They help our clients save money, cut waste, and reduce emissions. And for a company of our size, this is hands down the most effective way we can drive environmental impact at scale.



# 60

Remanufactured laptops  
sold in 12 months



# 20

Tonnes of CO<sub>2</sub> avoided

# Our Theory of Impact

For a six-person company, the scale of change we can drive directly is limited. But scale isn't everything. Our theory of impact is rooted in influence: helping others – our clients, peers, partners – make better decisions about how they buy, use, and dispose of technology.

The tech industry has a huge environmental footprint – rivaling aviation in carbon emissions, yet often overlooked. That's where we come in. IT support isn't just about fixes and updates; it's about stewardship. We help people make smarter choices – from extending a laptop's life to switching off unused devices or choosing greener infrastructure.

Small actions, big impact - here's how we've turned our intent into action over the past 12 months:



## ● Sourcing Remanufactured Devices

We include remanufactured laptops in every quote – even when clients ask for brand new. No pressure, just a visible alternative. It's a subtle but effective way to shift mindsets and cut carbon and water use.



## ● Educating Clients and Peers

We regularly share insights about the environmental impact of IT, helping others make more informed and responsible choices.



## ● Designing Default Choices

We build sustainability into the decision-making process by making greener options the norm – not the exception.



## ● Creating Feedback Loops

We track what works so we can improve – and so our progress can inform change across the wider sector.

# Client Education & Influence

As an IT support provider, we don't just fix problems – we shape how our clients think about their tech. And that's exactly where our influence starts.

Many organisations simply aren't aware of the environmental footprint behind their hardware. When they ask us for a new device, their focus is usually on speed, reliability, or budget. That's why we've made it a habit to include a **remanufactured alternative in every hardware quote** – whether they've asked for one or not.

This small act of inclusion keeps the idea front of mind. It sparks conversations. It normalises reuse. And over time, it helps clients reframe what “value” really means when it comes to IT procurement.

## Our Influence Goes Beyond the Quote



### Assess

We help clients assess whether a device can be upgraded or redeployed internally before buying new.



### Extend

Through repairs, upgrades, and software optimisation, we support them in extending the life of existing hardware.



### Consider

We encourage consideration of total cost of ownership – both environmental and financial – when making purchasing decisions.

We don't just meet client needs – we help refine them. By making sustainability part of our everyday work, we build trust and guide better choices.



## Partnerships That Multiply Impact

We're a small business – but we don't act in isolation. Much of our impact comes through **partnerships** with organisations that share our values and complement our expertise. Together, we go further.

### Circular Computing

Our partnership with Circular Computing is central to our sustainability efforts. Their remanufacturing allows us to offer high-quality, sustainable laptops. Their support – from marketing materials to demo units – helps build client trust, while quick replacements ensure we meet our next-day promise. It's a shared commitment.



### Really Recycle

We've collaborated with Really Recycle to responsibly manage plastic waste, ensuring materials are genuinely reused, not just recycled. This helps us stay aligned with our values, even in areas outside our direct control.



### Urban MBA

We've partnered with Urban MBA, a London charity supporting underrepresented youth in business and tech, offering voluntary IT services like cybersecurity, email hosting, backups and general IT consultancy. This partnership highlights that impact isn't just what we do, but what we enable – creating positive change in the communities we serve.





# Circularity in Practice

We talk a lot about extending the life of technology – but that ethos runs deeper than just laptops. At ITGuys, we've been embedding the principles of circularity across multiple areas of our business, from procurement and packaging to end-of-life device handling and digital data storage.



## Reuse First

We always ask clients: can this device be repaired, upgraded, or reused? While many businesses follow a three-year refresh cycle, most devices last much longer. Helping clients **sweat their assets** more efficiently not only saves them money, but dramatically reduces their carbon output and demand for rare materials.



## Responsible Disposal

When a device reaches the end of its life, we offer **free recycling**, ensuring secure data wiping and responsible reuse or dismantling. Our recycling partners prioritise reuse and ensure proper disposal with no landfill or greenwashing.



## The Cost of Extraction

We help clients understand the **rare earth metals** in their hardware, which are often sourced under unethical conditions. By extending device lifecycles, we reduce reliance on these supply chains and advocate for more sustainable sourcing.



## Paper Over Plastic

We've transitioned to **paper-based packaging** and encourage our vendors to follow suit. Circular Computing has also eliminated plastic from their packaging. For the unavoidable plastic waste we generate, we partner with Really Recycle to ensure it's properly handled, not just discarded.



# Minimising Our Own Footprint

While much of our focus is on helping others make better tech decisions, we also apply the same scrutiny to our own operations. Walking the talk matters – and we've made tangible progress this year in reducing our own footprint.



## Greener Hosting

We migrated our website to **Krystal**, a carbon-neutral host, and conducted an **environmental SEO audit** with Wholegrain Digital, improving our rating from **F to B**. These simple changes reduced our digital energy intensity, and our goal is to reach an **A rating** next year.



## Smarter Storage

We've implemented a quarterly review of our **digital data**, removing redundant files to reduce cloud storage and backup energy use. This has significantly cut down on digital bloat.



## Shared Space, Shared Change

Our office is part of a larger shared building, which presents both limitations and opportunities. While we don't control the energy systems ourselves, we've taken steps to influence those who do. This year, we worked with **Hackney Business Impact** on an **energy audit** that revealed potential savings and a strong case for greener systems. We presented the findings to our landlord, who is now discussing upgrades, potentially saving carbon across all tenants. It shows that influence doesn't require ownership – with the right partners and data, even small tenants can drive change.

# Community Impact

We don't just implement sustainable tech — we talk about it, too. Over the past year, we've made it a priority to **share what we're learning**, to help others in our sector make more informed, more responsible choices.

## Webinars & Talks

- We've hosted webinars on sustainable IT with Circular Computing, discussing the environmental costs of tech and how businesses can reduce their footprint. We've also shared these insights with industry peers, sparking discussions on procurement and remanufactured devices.

## B Corp Advocacy

- We've helped establish a dedicated IT group within the B Corp community, fostering collaboration on sustainability, governance, and remanufactured laptops. Our participation in B Corp Month 2025 promoted shared standards for sustainable IT practices.

## Social Engagement

- Through LinkedIn and social media, we've shared insights and client stories, sparking conversations and expanding our network around sustainable tech. This mix of formal and informal engagement keeps us connected with like-minded professionals.



# B Corp Collaboration



One of the most rewarding outcomes of becoming a B Corp has been the connections with others on the same journey. Certification provides a framework for improvement and opens the door to collaboration and shared action.

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## Building a Network of IT-Led Change

This year, we've worked to connect **UK-based B Corp-certified IT support companies** facing similar challenges around sourcing, service models, and carbon reduction. To help, we established a **B Corp IT support group** within the Beehive community. The group shares resources, amplifies ideas, and offers practical support, from carbon strategies to supplier recommendations, creating a space for collaboration and shared learning.

## Thought Leadership & Peer Support

During **B Corp Month 2025**, we co-hosted a webinar on sustainable IT, governance, and responsible AI. We're now planning **quarterly webinars** and **monthly clinics** to foster ongoing dialogue and support among B Corp-aligned IT professionals. This effort reflects our belief that systems change requires collective action, and by connecting purpose-driven IT companies, we can build a stronger movement.

# Looking Ahead

We're proud of our achievements this year, not for the numbers, but for the clear intention behind them. We've made practical, transparent changes with the resources we have. And this is just the beginning.

## ● 2025/2026

In the year ahead, we're committed to deepening our impact by:

- **Doubling Device Impact**      **Scaling our remanufactured device offering**, with a goal to double the number of laptops we place into clients' hands – and with them, double the carbon savings.

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- **Launching Energy-Saving Software**      **Rolling out an energy-saving software** solution to clients, allowing devices left on overnight to power down safely – helping reduce emissions and running costs, with minimal effort from the user.

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- **Enhancing Digital Sustainability**      **Improving our own digital sustainability**, by pushing our website from a B to an A rating in carbon performance and continuing our quarterly data audits.

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- **Expanding Community Impact**      **Expanding our community impact**, particularly through our partnership with Urban MBA, by increasing the support we offer and sharing our expertise where it's needed most.

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- **Growing the B Corp Network**      **Growing the B Corp IT network**, turning informal conversations into a platform for real collaboration and shared tools that move the industry forward.



**Our goal isn't to be the biggest, but to be meaningful** – building a responsible business that challenges the status quo and always seeks a better way.

Thank you to our clients, partners, and peers for your continued support. We look forward to what's next.