



B Corp Annual Impact Report 2025/26

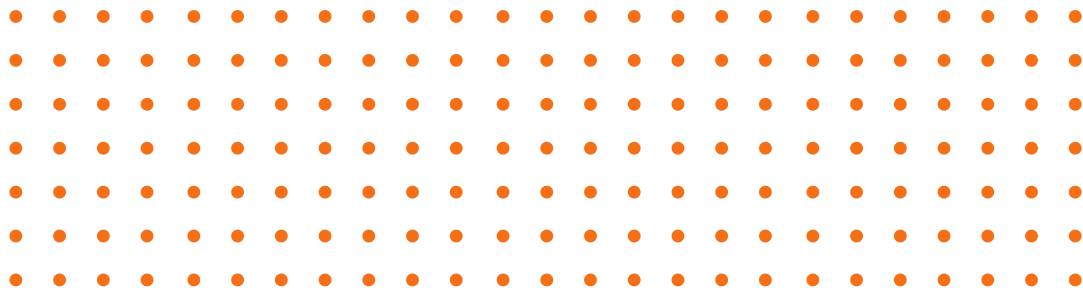


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Introduction & Certification



Ben Schneider
CEO ITGuys

In May 2024, ITGUYS became a certified B Corporation with a score of **89.2** — and this report marks our second year of living up to that commitment. We achieved our certification under the previous B Corp standards, which changed in 2026. The bar was already high, and we met it. Now we're focused on meeting whatever comes next.

This year has not been without its challenges. We made a deliberate decision to pause one of our headline offerings — remanufactured laptops — because we weren't satisfied with the reliability of the devices we were placing with clients. We'll be transparent about that in this report. Because impact reporting that only tells the good news isn't impact reporting. It's marketing.

What this year has shown us is that doing the right thing sometimes means saying 'not yet'. It also means doubling down on the things that do work — responsible AI advocacy, community partnerships, greener infrastructure, and building a movement of purpose-driven IT businesses.

89.2

Our score of 89.2 reflected values we already held — transparency, care, and resourcefulness. This year, we've been tested on all three.



Our Theory of Impact

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

The tech industry's environmental footprint rivals that of aviation – yet it remains largely invisible in sustainability conversations. That's where we come in. IT support isn't just about fixes and updates. It's stewardship. It's education. It's showing up with a better option and making it easy to choose.



Influence

We help clients and peers make better decisions – from hardware procurement to AI adoption – guided by both environmental and ethical responsibility.



Transparency

We report honestly, including when we've fallen short. Impact reporting that hides failure isn't useful to anyone.



Collective Action

We connect with like-minded businesses – through B Corp networks, webinars, and community partnerships – to amplify what no single company can do alone.

This year added a new dimension to our theory of impact: the responsible use of AI. As AI becomes embedded in everyday business tools, we've taken a clear position – not for or against, but focused on awareness, ethics, and intention.



Tech for Good: Remanufacturing – Honesty & Progress

Remanufactured laptops remain one of the most impactful things we can do for our clients and the planet. Manufacturing a single new laptop generates 330kg of CO₂ and consumes 190,000 litres of water. A remanufactured equivalent carries just 15kg of CO₂ impact, with no additional water or chemicals used.

This year we sold a further 15–20 remanufactured devices. But we also did something harder: we paused sales of the previous generation.

The Honest Account

We experienced a sub-10% failure rate with the previous generation of remanufactured laptops – almost all attributable to motherboard failure. This is an inherent risk when working with older silicon: the environmental case for extending device life is sound, but the older the motherboard, the higher the chance of hardware failure over time.

Even with a next-day replacement warranty in place, there is a real opportunity cost for clients: downtime, reinstallation, reconfiguration. It also reflects on us. We're not prepared to recommend something we don't fully stand behind.

So, we paused. And we waited for the right product.

The New Generation

Circular Computing have now released remanufactured laptops built around Intel's 11th Generation processor – a meaningful step forward in performance, reliability, and longevity. We have begun trialling these devices, and early results are positive. We intend to resume recommending remanufactured laptops as a core option for clients from this new generation onwards.

Pausing wasn't a failure of commitment. It was commitment in action – putting our clients' experience ahead of our own impact numbers.

Remanufactured laptops sold (2025/26): 15–20
Cumulative CO₂ avoided (both years): Approx. 25+ tonnes





Community Partnerships: Kalayaan & Ocean Conservation Trust

Kalayaan – Supporting Migrant Domestic Workers

This year we changed our pro bono charity partner. We are now providing free IT support and consultancy to Kalayaan, a UK charity that supports migrant domestic workers – a vulnerable group facing significant legal, financial, and personal challenges, often on a shoestring budget.

The scope of our work has been substantial: cloud migration, securing their Microsoft 365 environment, device security, cybersecurity controls, and full onboarding support. This is not a token arrangement – it represents a considerable investment of time and expertise from our team.

The engagement is ongoing, with full project completion targeted for June 2026. At that point, we will be in a position to share a fuller account of what we've built together and the difference it has made.

Impact isn't just what we do commercially. It's who we choose to show up for when there's nothing in it for us.

Ocean Conservation Trust – Seagrass Partnership

We are proud to have partnered with the Ocean Conservation Trust, whose work centres on planting and preserving seagrass around UK coastlines. Seagrass is one of the most effective carbon sinks on the planet – yet it remains largely unknown outside specialist conservation circles.

Our contribution went beyond financial support. We produced a video in collaboration with the Trust, talking through the importance of their work and why ITGUYS chose to support them. We also built a dedicated partner page on our website to give their work ongoing visibility with our network.

This is the kind of partnership that makes sense for a B Corp: not a badge to wear, but a genuine alignment of values, and a commitment to giving others a platform.





Partnerships That Multiply Impact

Our impact has always been amplified through the organisations we choose to work with. This year, our partnership activity expanded significantly – in depth, in breadth, and in purpose.

Circular Computing

Our longstanding partnership with Circular Computing continues. Their decision to bring forward an 11th Generation remanufactured device has been directly responsive to feedback from resellers like us who experienced issues with older hardware. That kind of supplier relationship – where honest feedback creates product improvement – is exactly what the circular economy needs.



Really Recycle

We continue to partner with Really Recycle to ensure that unavoidable plastic waste from our operations is handled properly – genuinely reused, not simply redirected to landfill under a green label.



The Salt Run – Sponsored by ITGUYS

We sponsored the Salt Run, organised by Hannah Cox, CEO of the Better Business Network – a well-known figure in the UK B Corp community. This was a deliberate choice: supporting impact-driven initiatives that sit at the intersection of community, health, and purpose. For those in the B Corp network, the name will need no further introduction.



Better Business Network

Our involvement with the Better Business Network this year produced a well-attended webinar on AI – its risks, its responsibilities, and how purpose-driven businesses can use it with awareness. The demand for this kind of education is significant, and our position as a B Corp IT company gives us credibility in delivering it.



Circularity in Practice

Our commitment to circularity runs deeper than laptops. Across procurement, packaging, end-of-life device handling, and client advisory work, we embed the same principles: extend, reuse, recover, and – only when all else fails – recycle responsibly.



Reuse First

We ask clients before every hardware purchase: can this device be repaired, upgraded, or redeployed? Most can last considerably longer than the standard three-year refresh cycle.



Responsible Disposal

We provide free secure recycling of client hardware – data-wiped, with priority given to charitable reuse. No landfill. No greenwashing.



The Cost of Extraction

We help clients understand the rare earth metals in their devices and the supply chain implications of early replacement. Extending device life reduces dependence on unethical extraction.

Our packaging transition to paper-based materials continues, and we encourage our vendor partners to follow suit. Circular Computing have already eliminated plastic from its packaging entirely.

Minimising Our Own Footprint

Walking the talk matters. We apply the same scrutiny to our own operations that we apply to our clients' – and this year, we made some of our most significant operational decisions to date.

Office Relocation – A Net Zero Commitment

We have made the decision to leave our current office premises. Rather than attempt to retrofit a net zero plan onto a space we do not control – an expensive and resource-intensive undertaking for a team of six – we identified two alternative office spaces in London, both operated by B Corp certified companies with established net zero plans.

Notice has been served. We expect to complete the move later in 2026. This is a strategic choice: outsource carbon compliance to people who've already done the hard work, rather than reinvent the wheel at disproportionate cost.

Website Carbon Rating – Target Achieved

Last year we committed to pushing our website carbon rating from B to A. We achieved it. Our next review is due September 2026, at which point we will assess how to maintain and build on that rating.

Energy-Saving Software

We committed last year to rolling out energy-saving software to clients – allowing devices left on overnight to power down safely and reduce running costs and emissions. We have deployed this internally and completed a trial with one client. The software requires further refinement before wider rollout, but progress is positive and this remains an active initiative.

Smarter Data Practices

We continue our quarterly reviews of digital data storage, removing redundant files to reduce cloud and backup energy use. Small in isolation, meaningful as a habit.

Community Impact & Advocacy

This year, one theme dominated our community and advocacy activity: AI. Not because it was fashionable, but because the gap between what businesses know about AI and what they need to know is significant – and growing.

Better Business Network Webinar

We delivered a webinar for the Better Business Network addressing the practical concerns of purpose-driven businesses about AI: risks, guardrails, policy, legal obligations, ethical bias, and the environmental footprint of large-scale AI use. We debunked myths, answered difficult questions, and offered a grounded perspective on what AI actually is – and what it isn't.

B IT Group Public Webinar

As part of B Corp Month 2025, the B IT group (more on this in the next section) hosted a public-access webinar on AI, sustainability, and responsible technology – open to the wider B Corp community and beyond. The response confirmed that this conversation is both needed and welcome.

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Panel: Impact Credentials & Business Growth

We participated in a panel through Urbano – the UK business network – alongside fellow purpose-driven companies, exploring how impact credentials can be leveraged both to do more good and to win more business. This sits at the heart of what ITGUYS is: a company that believes ethical practice and commercial success are not in tension, but mutually reinforcing.

Our position on AI is simple: it is neither good nor bad. Outcomes depend entirely on who uses it, how they use it, and whether they've thought about the consequences. Used responsibly and with awareness, AI frees human time for work that genuinely matters.

B Corp Collaboration: The B IT Group



One of the most significant developments of the past year was the co-founding of B IT – the B Corp IT support group – on the B Hive platform. B IT exists to give B Corp IT support companies a collective voice, shared resources, and a space to collaborate on the challenges we face together.

What B IT Covers

The group focuses on: reducing the carbon footprint of IT businesses and their clients; influencing peers and prospects towards sustainable technology choices; highlighting the risks of shadow AI and the environmental consequences of irresponsible AI use; addressing AI bias and ethical issues; advocating for remanufactured and pre-owned devices over new; and exploring sovereign cloud alternatives – European options to the major US tech stacks, neither of which have strong carbon credentials.






What We've Built

From informal conversations to an active network: B IT is now a real community on the B Hive, collaborating across carbon strategies, supplier recommendations, and sustainable IT standards. Our public webinar during B Corp Month 2025 drew participants from across the B Corp community and beyond. We are planning quarterly webinars and monthly clinics as ongoing infrastructure for this movement.

Systems change requires collective action. Connecting purpose-driven IT companies is not a side project – it's how we build something bigger than any of us.

Looking Ahead: 2026/27

Before setting out our commitments for the year ahead, it is worth being honest about last year's. Five commitments were made in the 2024/25 report. Here is what actually happened:

	Double remanufactured laptops	Paused – for the right reasons. Gen 11 devices now available. Sales resuming.
	Launch energy-saving software	In progress. Live internally; one client trial complete. Wider rollout planned.
	Website A carbon rating	Achieved. Next review September 2026.
	Expand Urban MBA partnership	Partner changed. Kalayaan now our pro bono client – a more substantive engagement.
	Grow B Corp IT network	Done. B IT group established on B Hive, active membership, webinars delivered.

Two clean wins. One strong redirect. One principled pause. One work in progress. That's a credible set of outcomes.

Looking Ahead: 2026/27

Commitments for 2026/27

- **Complete Kalayaan** Finish onboarding by June 2026 and publish the full story of what we built together.

- **Scale Remanufacturing** Resume full remanufactured laptop sales with Gen 11 devices and work towards doubling annual placements.

- **Energy-Saving Software** Roll out to a minimum of five clients following completion of the current trial phase.

- **Office Move** Complete relocation to a B Corp-certified, net zero office space.

- **Grow B IT** Establish quarterly webinars and monthly clinics as recurring infrastructure for the group.

- **Ocean Conservation Trust** Establish quarterly webinars and monthly clinics as recurring infrastructure for the group.

- **Website Rating** Maintain A rating at September 2026 review and identify further digital sustainability improvements.



Our goal isn't to be the biggest. It's to be meaningful – building a responsible business that challenges the status quo and always finds a better way. Thank you to our clients, partners, and peers for making this possible. We look forward to what's next.

