Optimising IT Certifies as a B Corporation

Wednesday 1 March, 2023

Optimising IT has announced its certification as a B Corporation, joining a growing group of companies reinventing business by pursuing purpose as well as profit. Optimising IT has been certified by B Lab, the not-for-profit behind the B Corp movement, as having met rigorous social and environmental standards which represent its commitment to goals outside of shareholder profit.

The B Corp certification addresses the entirety of a business' operations and covers five key impact areas of Governance, Workers, Community, Environment and Customers. The certification process is rigorous, with applicants required to reach a benchmark score of over 80 while providing evidence of socially and environmentally responsible practices relating to energy supplies, waste and water use, worker compensation, diversity and corporate transparency. To complete the certification, the company will legally embed their commitment to purpose beyond profit in their company articles.

Todd Gifford, Managing Director at Optimising IT, says "For us, gaining B Corp certification was a natural step to take as we were already operating in a sustainable and people lead way whilst providing services to other B Corp organisations. The certification provides us with external validation of the way we conduct business: Providing high quality IT services, cyber security and consultancy. We are looking forward to getting involved with the wider B Corp community moving forward."

Chris Turner, Executive Director of B Lab UK, says "Being able to welcome Optimising IT to the B Corp community is hugely exciting. Their commitment to doing business differently will be an inspiration to others and really help spread the idea that we can redefine success in business to be as much about people and planet as it is about profit".
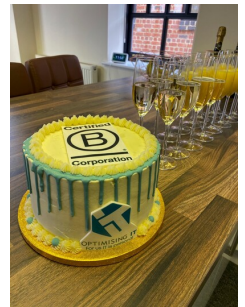
About Optimising IT:

Optimising IT has been proving IT services since April 2013. Optimising IT supports businesses across the UK with offices in Gloucester and Exeter.

Optimising IT is an award-winning IT services provider that offers a range of services, all underpinned by our core values of trust, simplicity and respect.

We pride ourselves on providing business-aligned IT services that deliver true value with a first-class, customer-first approach.

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