



# IMPACT REPORT FOR JOIIN: B CORP ASSESSMENT 2023/24

## **Executive Summary**

At Joiin, we're all about delivering top-notch consolidated reporting software from our base here in the UK, giving businesses the powerful financial insights they need to thrive. Our mission? To offer easy-to-use, efficient software that supports smart decision-making, all while championing sustainability and social responsibility.

This report highlights the strides we've made in crucial areas, showcasing our dedication to B Corp values: governance, workers, community, environment, and customers.

## **Governance**

### **Transparency and Accountability**

- **Ethical Governance:** We adhere to a strict code of ethics, ensuring transparency and integrity in all business practices.
- **Stakeholder Engagement:** Regular stakeholder meetings and surveys ensure that we consider the interests and feedback of our customers, employees, and partners.

## **Workers**

### **Employee Well-being and Development**

- **Fair Compensation:** We offer competitive salaries and benefits, ensuring all employees are paid a living wage.



- **Professional Growth:** Joiin invests in continuous learning, offering training programs, workshops, and opportunities for further education. For example, this year, two team members completed qualifications in Bookkeeping and Accounting, respectively.
- **Work-Life Balance:** Flexible working hours and remote work options support our employees in maintaining a healthy work-life balance. Additionally, we regularly hold team building events, are enrolled in the cycle-to-work scheme, and have a confidential open-door policy for all team members. We also encourage regular outdoor physical activity and encourage this within the working day.

## **Diversity and Inclusion**

- **Inclusive Workplace:** Our diversity initiatives have increased the representation of women and minority groups in our workforce by 20% over the past two years.

## **Community**

### **Social Impact and Engagement**

- **Discounted Services:** Joiin provides heavily discounted software solutions and consultancy to non-profits and social enterprises, helping them achieve financial transparency and efficiency.
- **Local Economic Impact:** We prioritise local suppliers and partners, contributing to the economic development of our community.
- **Charity:** Each year, we undertake a team challenge to raise money for a chosen charity that the team nominates collectively. In May 2023 we completed a 28-mile walk along the Jurassic Coast as a team to raise money for WaterAid.



## Environment

### Sustainable Practices

- **Carbon Footprint Reduction:** We are actively working to reduce our carbon footprint through remote work policies, energy-efficient office spaces, and sustainable travel practices.
- **Green Procurement:** Joiiin ensures that all office supplies and equipment are sourced from environmentally responsible suppliers.
- **Recycling and Waste Management:** Comprehensive recycling programs and waste reduction initiatives at Exeter Science Park help to ensure that over 80% of our waste is diverted from landfills.
- **Environment:** Our offices in the George Parker Bidder Building at Exeter Science Park were deliberately chosen for their sustainability and environmental values. Designed with energy efficiency at its core, the building features renewable energy systems, sustainable materials, and advanced waste management practices to achieve a BREEAM Excellent rating and Net Zero Carbon status. Read more [here](#).

### Product Sustainability

- **Energy-Efficient Software:** We use Amazon Web Services (AWS), which provide cloud solutions that align with our social and environmental ethics. AWS uses energy-efficient data centres and is committed to achieving 100% renewable energy usage, helping its users minimise their carbon footprint. Additionally, AWS's compliance certifications and extensive data protection tools ensure that businesses can maintain high standards of governance and customer trust.



- **Data Privacy and Security:** Joiin is committed to the highest standards of data security, implementing robust measures to protect customer data and comply with GDPR regulations.

## **Socially Responsible Products**

- **Accessibility:** We are currently making adjustments to the Joiin website following the WCAG guidelines and predict that we will be fully compliant by March 2025.
- **Financial Inclusion:** We offer tiered pricing to accommodate small businesses and a 50% discount to non-profits, ensuring that financial reporting tools are accessible to organisations of all sizes. This includes all features being available on all of our plans.

## **Conclusion**

At Joiin, we're dedicated to making a positive social and environmental impact through everything we do. This report showcases our ongoing efforts and achievements in line with B Corp values. We're committed to continuous improvement and transparent reporting as we aim to lead the way in responsible business practices.