

**YOUR BACKPACK LIMITED**  
**YEAR 1 – IMPACT REPORT**  
October 2021





**The purpose of Backpack is to help  
organisations, and the people in them,  
benefit from authenticity.**



Knowing who you really are as an organisation and embracing that, embedding it into strategies, activities and behaviours and living it, is empowering.

### **We can start talking!**

We can start sharing, we can be open and vulnerable in order to get to the right answers quicker, we can empower colleagues to be autonomous and to collaborate - we can trust them to decide which for when.

We can focus our strategies, we can focus our activities, we can create deeper, longer lasting relationships with our customers and suppliers. We won't have to memorise statements from the marketing team or paint our values on the wall - because they will be in us, and we know us and we know what we're about.

We can stop wasting energy, time, money and emotion. We can stop worrying about being asked the tough questions because however tough the question we will know the answer in our gut - even if its a tough answer too.



## What does being a BCorp mean to Backpack

Sammy Burt, Founder - Backpack

*“When we founded Backpack we thought it was crucial to start as we meant to go on. BCorp Certification (Pending to start with) was something very close to our hearts and committed us and Backpack to the SDGs and our core beliefs of how business can and should impact society and the planet.*

*“The deadline for full BCorp status has coincided with the due date of our second child (Autumn ‘21) and a time when Sammy will temporarily step back from the business for 2 - 3 months, therefore it makes both financial and personal sense to hold off on full certification until her return in early 2022.*

*“However - not completing the registration does not mean any reduction in our belief of BCorp or our dedication to the Backpack purpose, the communities we work in or the world as a whole.*

*“This Impact Report is both unnecessary and entirely necessary at the same time - and we are incredibly proud of our first year and look forward to becoming a full BCorp in 2022.”*

# OUR IMPACT ON THE PLANET

Backpack aims to have a positive, and growing impact on the planet.

- Through ecologi Backpack has offset its carbon and become climate positive to the tune of 20.6 tonnes of carbon through the strategic planting of 468 trees at various locations around the world.
- Alongside other co-foresters Backpack is a founding partner in the first Co-forest development. Together we will reforest an area between Bath and Bristol and create the blueprint for others around the UK. As well as our initial pledge Backpack have committed to adding 10sqm to its forest with every new client.
- Backpack is committed to virtual meetings where ever possible and using public or shared transport to those meetings that must take place in person.



**22 months**  
climate positive  
workforce



**20.6t**  
of carbon reduction



**468**  
trees in their forest



**16**  
long haul flights



**62**  
metres<sup>2</sup> of sea ice saved



**51,109**  
miles driven in a car

I've pledged  
**40sqm**

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# OUR IMPACT ON OUR COMMUNITIES

Backpack has become involved in existing projects and programmes and developed its own in order to benefit its local community in Bath and others around the world.

Across year 1 this has consisted of 187 hours given to community groups, charities and start ups at zero cost as well as discounted rates for charities.

Some of our activities:

- Working with and referring work to 10 collaborating Backpackers
- The role of Comms Lead for TEDxBath
- The role of Comms Lead for charity Lansdown Cricket Club
- Strategically supporting a Youth Coaching CIC in its start up phase
- The coaching of two charity leaders in times of change and uncertainty
- The coaching of a BCorp leader in a time of huge growth
- The coaching of two women returning to work post children
- Financial sponsorship of a Zimbabwean girl's education

We have also made financial donations to charities equating to over 5% of our profits.



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# THE IMPACT OUR CLIENTS MAKE

Backpack is also proud of the impact its clients make on the world, and through some of the work we do together.

- The fight to eradicate slavery and exploitation
- The improved mental and physical health of Yoga clients
- The improved working environments and psychological safety for thousands through work with associated organisational change partners
- Comfort and security given by sensory e-textiles products
- The education of girls in rural Zimbabwe
- The confidence of choice given by clients in the education sector
- Improved understanding and unearthing of purpose and purposeful performance
- Carbon reduction and efficiency improvements
- Shared learning and encouragement
- The flexibility, confidence and security gifted to a network of better connected and better respected freelancers and contractors
- Greater energy efficiencies and long term infrastructure in construction
- The review of production over the long term with global engineering and manufacturing organisations





**THANK YOU FOR  
AN AWESOME  
FIRST YEAR OF  
IMPACT**

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