



# WISE GOOSE LTD

IMPACT REPORT JULY 2025



# CONTENTS

1. Welcome
2. How is our impact assessment score made up?
3. Our Mission
4. What we've done
5. Challenges & Lessons
6. What next? Where we want to improve



# 1. WELCOME



I'm Helen Sieroda Founder and Director of Wise Goose. I'm proud to present our 2025 Impact Report.

A key focus this year, has been our B Corp re-certification. It took longer and the process was more challenging than expected and as a result this report is shorter than usual!

In the end we achieved an impressive B Impact Score of 131.5 a significant step up from our 2022 score of 112.3.

This score is more than a number, it's a testament to perseverance, collaboration, and shared values.

Thanks to everyone who has supported us to this point. Re-certification is a useful milestone to allow us to reflect on how we are living up to our aspiration to be 'a better business' and what best serves our mission. Together, we're proving that business can be a force for good.

We hope you enjoy reading about our progress and plans for the future..



## 2. HOW IS OUR SCORE MADE UP?

**18.3 Governance**

**37.9 Customers**

**56.9 Community**

**18.4 Environment**

Overall Score

**131.5**

To see the detail behind our score:

<https://www.bcorporation.net/en-us/find-a-b-corp/company/wise-goose-limited/>



### 3. Our Mission: Bringing Environmental Education into Coach Training

We have taken steps to embed ecological awareness, regenerative principles, and sustainability frameworks (SDGs & Inner Development Guide) into our curriculum.

Students are encouraged support systemic change and lead ethically, acting as agents of change, helping their clients align goals with planetary boundaries and long-term sustainability.

This is fully integrated, not a standalone module, environmental awareness is woven into coaching competencies and leadership practices.





## 4. WHAT WE'VE DONE: CUSTOMERS



We have continued to hold free bi-monthly online drop-in meet-ups to support students, graduates and associates in taking their work into the world



We continue to assess impact of our training programmes through outcomes surveys. 100% of students rate courses as 'good-excellent'



Alumni survey conducted 4 years after completing our Training rated overall effectiveness and long term impact at 4.68 out of 5.



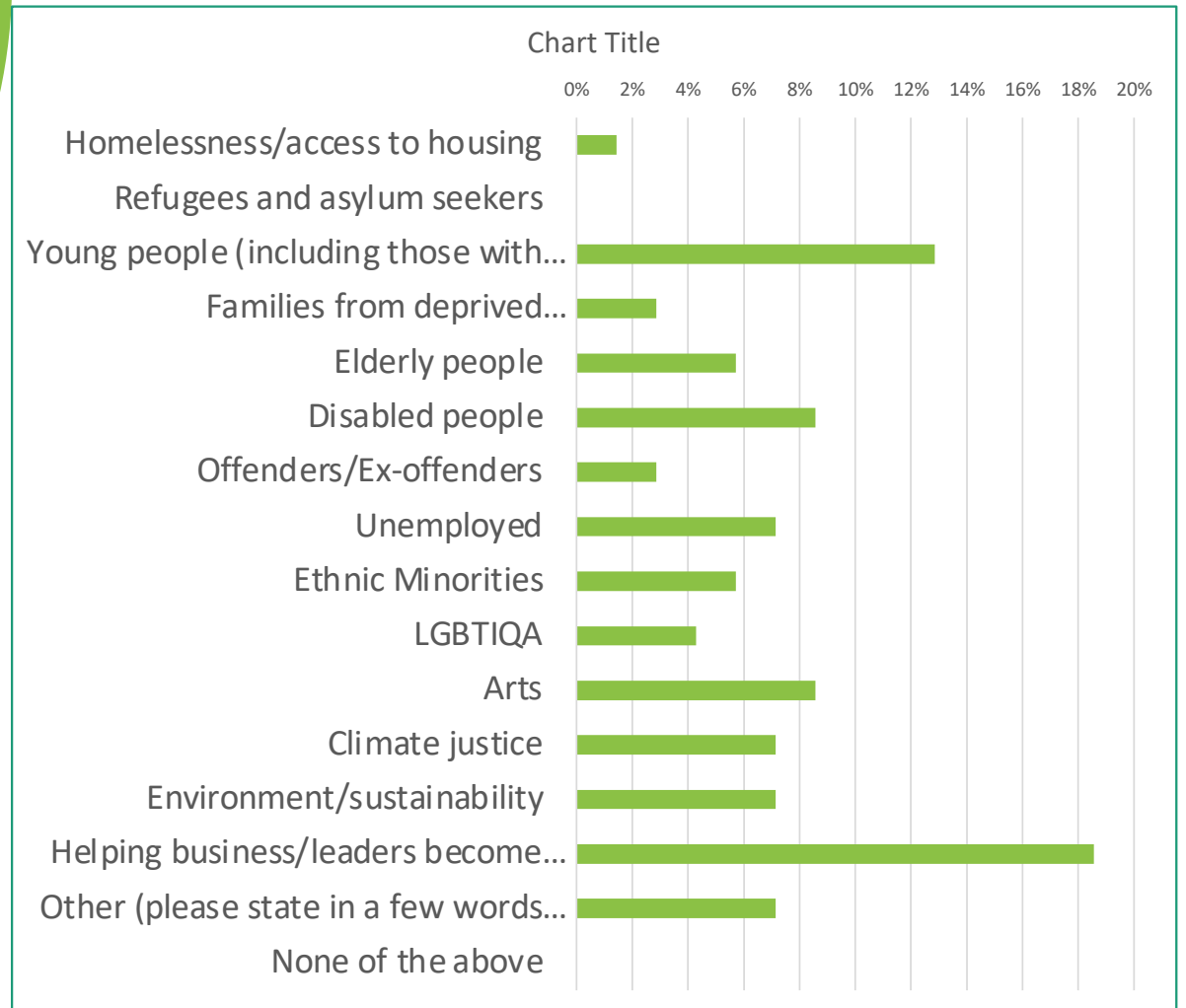
Some  
comments  
from student  
impact  
surveys


"I am so inspired by the programme, how it helped me acquire new skills and learn about myself. I feel ready to embark and have a wish to remain an active Wise goose member and connected to the wider community."

"It has helped me clarify my own path and priorities. It has given me a set of tools to apply to my own life as well as in coaching. I feel I have structures and frameworks for accompanying others as they work through challenge, choice or transition periods."

Long-term impact  
summary of alumni  
coaching in underserved  
communities:

Does what you learned  
with Wise Goose help you  
address a social issue,  
through your work or  
voluntary activities?





---

We have been working with three charities aligned with our SDG priorities, by funding places on our training and/or pro-bono coaching to their managers

We gave 25% of profits as in-kind donations to charities exceeding our 10% target but we have learned that this level of giving is not sustainable!

---

We gave an additional 3% in bursaries to candidates from underserved groups, work with underserved groups, or in areas social justice or sustainability

---

Volunteer time per capita 4.88% Just short of our 5% target

# Pro Bono Training Impact

- *"Wise Goose have offered a well delivered and interesting coaching training programme, using thought provoking psychological approaches to growth and development. It was a good balance of theory and practical work which facilitated the integration of the training into our work, even after just the foundation training."*
- *This coaching approach has been useful to engage in a listening partnership with women we support in order to elicit their own thoughts and goals for their future. This in turn allows our support workers to truly listen and set actionable goals for the women we are supporting. This approach to partnership encourages self reflection and allows them to set goals with more clarity. It has offered useful insight into how to assist our women on their progressive journey."*
- CEO Luminary Bakery 7/1/25



LUMINARY  
BAKERY



# Pro Bono Training Impact

“The Foundations is an excellent well crafted and flowing programme.

The usefulness of listening skills, power of presence, use of questions, curiosity and feedback all stand out.

I’m looking forward to continuing with the Advanced Programme”





## 4. COMMUNITY:SOME OTHER THINGS WE'VE DONE...

---

Supported and hosted meetups under the umbrella **Wise Thinking Partners** exploring how the **Inner Development Goals** can help make business, organisations and communities stronger for a better planet.

---

Supported the wider coaching community as an assessor on the Accreditation Team at APECS

---

Offered ongoing 1-1 coaching for managers working for 3 charities: Luminary Bakery, Global Generation and Growing2Gether





#### 4. COLLABORATION: WHAT WE HAVE DONE

- Hosted regular bi-monthly community meet-ups to our students and alumni
- Increased our contribution to collaborations through podcast interviews and attending B Local events

In March we  
attended  
Purposefest







## B Local

We've participated in Devon B Local Groups  
This image is from a wonderful day in June 2025 at  
Riverford Organics

## WHAT WE HAVE DONE: ENVIRONMENT

As a micro business with minor footprint, there are limited reduction opportunities, but we have actively engaged in auditing our environmental impact and taken measures to improve.



Energy use produced  
from low-impact  
renewable sources to  
100%

Completed website  
energy audit



Remain carbon  
neutral



Carried out internal  
waste and water  
usage audit. With  
less than 99% of  
waste going to  
landfill we continue  
to be 'zero waste to  
landfill'.





# ‘Website Carbon Audit’

---

An average web page of our website  
emits less than 0.35 gram of CO<sub>2</sub>e  
and it is green hosted.

---







## ‘Zero waste to landfill’

We are so small this feels like it was too easy a ‘win’ to mention!

But we have continued to measure, and it is worth celebrating what we do to reduce waste.

# ENVIRONMENT: WHAT WE HAVE DONE

- Using fellow Bcorp [CompareYourFootprint](#) we have reported our carbon footprint Scope 1,2 &3 and balanced the remaining CO2 with verified carbon credits.
- We have a clear idea of our baseline so we can set targets and compare results.
- We have reached carbon neutrality ahead of our 2030 target.



# We are carbon neutral

***We know that carbon neutrality alone is not sufficient to meet global climate targets and is not a solution to the climate crisis, but we see it as an important milestone towards net-zero.***

With this in mind we have measured and benchmarked our emissions and are working with **Ecologi** to balance the remaining carbon credits with 'Verified Carbon Standard and Climate, Community & Biodiversity Standard':

- 4 tonnes of Nature-based carbon avoidance
- Supporting Matavén Forest protection in eastern Colombia





## 5. Challenges & Learning: Reflections on Recertification

---

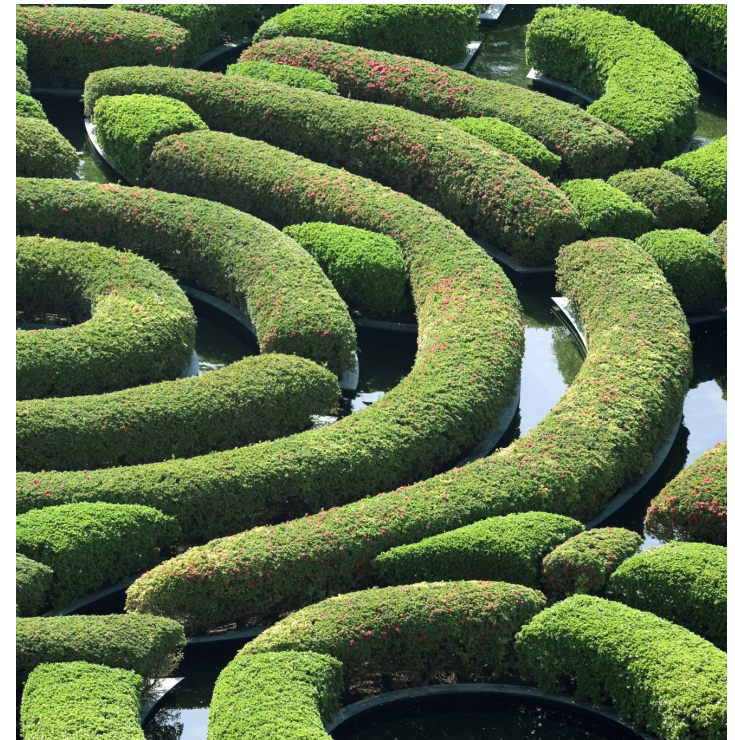
This year's B Corp recertification was challenging, very different from our experience in 2022. At times, the process felt rigid and exhausting, and there were moments when it seemed our business wasn't fully seen or understood.

Will I choose to go through this again in 2028? That question is still alive for me.

Yet, despite the difficulties, we are incredibly proud of the result: a score of 131.5, placing Wise Goose among the top-performing UK B Corps.

So, here's a paradox: I'm proud to be part of this community, and I also want to be honest. Between now and the next recertification I will be holding these questions from a friend:

*"Can the living thing you're dedicated to creating at Wise Goose survive the machine? Does it need the machine? Does the machine offer something of genuine value, or does it deplete something more precious?"*



## 6. What Next?

- Now we have a 3-year carbon footprint benchmark we will need to decide between continuing to pay for a platform which has massively increased its fees, or if our resources are better invested elsewhere.
- We will continue to share stories of how our alumni, students and colleagues bring about positive change in their work in the world
- Create a new collaboration with Ecovillage Findhorn community in Scotland





# THANKYOU!!!

- Thanks for reading, we'd love your feedback and support on the next leg of our BCorp journey.
- If you've enjoyed reading about our work please share it!



A handwritten signature in black ink, which appears to read "Helen Zieff". The signature is fluid and cursive, with a vertical line to its right.