

MasonBreese

2025 Impact Report

Certified



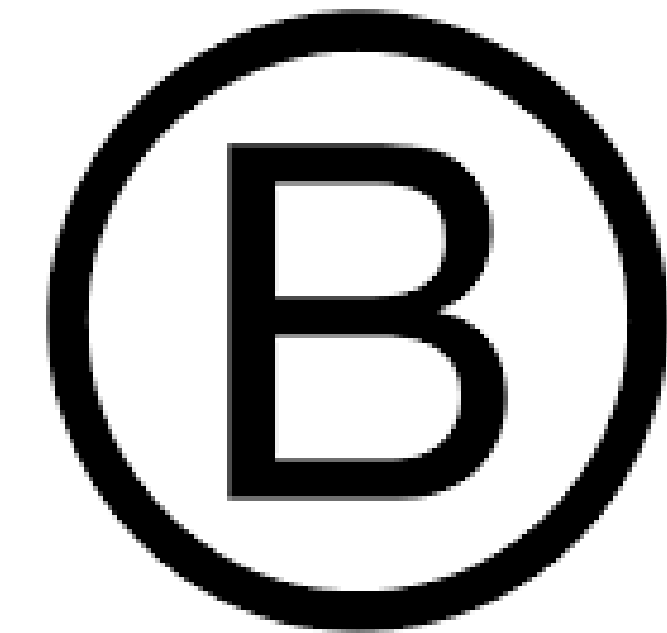
Corporation

What is a B Impact Report?

An annual impact report is a document that highlights a company's progress toward positive outcomes for people and the planet, offers transparency, and demonstrates commitment to sustainable practices. Completing and publishing an annual report is a requirement for every B Corp certified company.

Our annual impact report is one way of keeping our stakeholders informed about the progress that we have made, and the goals that we are setting for the future. By sharing our social and environmental impact openly, we aim to foster trust, transparency, and collaboration. This report allows us to demonstrate how our values drive our actions, whilst also inviting feedback and strengthening our commitment to creating positive change for our communities and our planet.

Certified



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Corporation

Who Are MasonBreese?

MasonBreese are experts in change and transformation. We advise clients on strategic change programmes and implement digital, cultural and system change. Investments are made in our people to help us deliver creative change solutions. Our aim is to be the consultant of choice for our clients.

We approach all aspects of change management with our dedicated team of advisors who possess both a broad spectrum of experience and extensive expertise in their chosen fields. A team approach is fostered to work collaboratively with your business as an independent extension to your management team, carefully considering the implications of change and transformation on your people and development goals.

Our people are important to us. We take an open approach and encourage our team to think differently to deliver long-term, sustainable results to boost the true potential of your business

Our Mission Statement

- ☐ Employer of choice for our **people**
- ☐ Consultant of choice for our **clients**
- ☐ A **resilient** and **profitable** business
- ☐ A role model for our **communities**



Why is being a B Corp Important to MB?

At MasonBreeze, we believe that being a B Corp means that we are part of a global community of businesses, committed to balancing purpose and profit. Our B Corp status recognises that we strive to meet the highest standards of social and environmental performance, accountability, and transparency. It is more than a certification; it is a commitment to continually assess and improve how we impact our colleagues, communities, customers, and the environment. The B impact assessment provides us with a framework to guide our efforts and to measure our progress.

As a B Corp certified business, we are dedicated to using our business as a force for good, ensuring that our growth contributes positively to the world around us and aligns with our values of integrity, responsibility, and sustainable progress.

2025 Summary

Building on the three-year targeted action plan established in 2024, we began this year with a focus on steady, measurable progress. Continuing our 2024 philosophy of marginal gains, a commitment to small but meaningful improvements, we delivered a series of initiatives designed to strengthen our B Impact Score and embed positive impact more deeply across our operations.

Midway through the year, B Lab announced upcoming changes to its standards, prompting us to shift focus toward understanding the new framework and assessing its implications for our business. This moment provided an opportunity to take stock of our current performance and begin shaping a clear roadmap to address the forthcoming requirements.

Despite this change in direction, we continued to act decisively to enhance our positive impact. Across our four key mission areas, we achieved meaningful progress, from advancing operational sustainability to deepening community partnerships. Together, these efforts reflect our ongoing commitment to building a resilient, purpose-driven business that drives positive change from the inside out.

2025 Focus

At the end of 2024, we identified six key focus areas to guide our efforts throughout 2025. An update on our progress against these priorities is provided below:

1 Understand and Report on our Gender Pay Gap

We enhanced our gender pay gap reporting by developing a PowerBI MI dashboard for Board members, providing clearer insights and enabling a deeper understanding of the underlying data to support more informed decision-making

2 Advocate for and Promote B Corp Values and Certification to Local Businesses

This goal was successfully achieved in 2025. To mark World Social Workday, two of our consultants led a workshop, introducing the social services community to the principles of B Corp certification and exploring practical ways non-profits can integrate ESG excellence.

3 Further Improve our Environmental Impact

We continued to introduce new internal policies aimed at strengthening our environmental impact. Initiatives such as Cycle-September were launched to encourage more sustainable ways of travelling to work

2025 Focus (cont.)

4 Continue work with B Lab to facilitate B Corp legal pathway for Local Companies

We remain committed to supporting B Lab and are ready to provide any further assistance required as they review and update the legal pathway for Jersey companies

5 Review and Enhance our Colleague Healthcare Package

We have strengthened our colleague healthcare package by introducing critical illness cover, along with Westfield Health and Cinema Society benefits for all full-time employees

6 Targeting an Additional 5+ point Improvement in our B Impact Assessment by 2025

Work began on this target early in 2025; however, with B Lab’s announcement of a new framework that removes the traditional point-scoring system, our focus shifted toward understanding the updated requirements and preparing for alignment with the forthcoming standards.

People

Living Wage Employer

At MasonBreese, we are proud to be a Living Wage Employer, which means we ensure fair pay for all our suppliers.

For 2025, the recommended Living Wage in Jersey has been increased to £14.13 per hour. We believe in fair compensation and in contributing to a better quality of life for everyone living on the Island. The Living Wage is defined as the minimum income a worker should earn to live with dignity and thrive in the community.



Investment in Training

We continue to encourage our colleagues to focus on their ongoing personal development, actively supporting their professional growth by subsidising examination costs and ensuring they have the resources and opportunities needed to succeed in their careers.

Our consultants continue to achieved new professional certifications, reflecting their dedication to continuous learning and professional excellence.

These achievements not only enhance individual expertise but also strengthen the collective capability of our teams, enabling us to deliver even greater value to our clients and the communities we serve.

Mason Breese Sport

In June, colleagues took part in a Steps Challenge, walking a total of 4,323,280 steps. It was a fun way to stay active, support one another, and celebrate a shared achievement.

This year, our team also joined their first padel competition, enjoying friendly competition and trying a new sport outside of work. The event brought energy, fun, and strengthened team connections.

In September, many took part in Cycle September, Jersey's inclusive cycling challenge. From seasoned cyclists to beginners, participants enjoyed riding, boosted their wellbeing, and contributed to a healthier, more sustainable community.

Clients

Throughout the year, we have not only strengthened long-term relationships with key clients such as the Government of Jersey, the Channel Islands Cooperative Society, and the Ports of Jersey, but have also begun working with a number of new local businesses. In doing so, we have continued to support and encourage their CSR ambitions, helping them progress on their sustainability journeys and embedding stronger ESG practices.

Our focus on building deeper local partnerships reflects our belief that we can achieve more together. This collaborative approach has enabled us to broaden our impact across the Island, creating shared progress and more sustainable outcomes.

This year also saw the launch of Impact 51, our new female connection group designed to strengthen local relationships, create space for meaningful conversations, and further connect partners and clients across the community. Through initiatives like this, we continue to invest in relationships that support collective growth and positive social impact

Resilience

Internal Policies

This year, we strengthened our internal framework by introducing several new policies designed to better support our colleagues. These include our Anti-Bullying & Harassment Policy, Menopause Policy, Responsible Workplace Policy, and Employee Wellbeing Policy. We're particularly proud that our Responsible Workplace Policy brings together our commitments to Corporate Social Responsibility (CSR), Diversity, Equity & Inclusion (DE&I), and environmentally responsible practices.



Work From Home

At MasonBreese, we continue to promote a flexible work environment by enabling our colleagues to work from home at least twice a week. This ongoing initiative supports work-life balance while contributing to the reduction of our carbon footprint through fewer daily commutes. To further our commitment to sustainability, we continue to provide team members with energy-efficient equipment for their home offices, empowering our colleagues to remain productive while aligning with our environmental goals.



Community

Jersey Festival of Words

As part of our commitment to help the communities we operate in, we supported Switch Digital, a local business, as their book partner during this year's Jersey Festival of Words.

Jersey Festival of words is a nine-day literary event, 19-28th September aiming to promote a love of the written and spoken word across the community



UCJ Sponsorship

This year marks our eighth consecutive year as the lead sponsor of University College Jersey. Through this ongoing partnership, we continue to fund a programme of extracurricular activities that enriches the lives of UCJ students while strengthening the College's presence within the Island community.



Community

CABA Programme

MasonBreese remains heavily focused on expanding the pool of Change Management skills on the island. We continue to invest in our own Chartered Management Institute (CMI) certified, Change Management Academy Business Analyst (CABA), two-year training programme, which we are proud to be offering again this year.

The CABA programme is designed to build MasonBreese's future talent pool to a standard of excellence through specialist training, skill development, and mentorship. Additionally, across the local community, the programme provides valuable learning opportunities and offers a clear career pathway on the island to those who might not otherwise have access to it.

Baton of Hope UK

In September, our Chief Operating Officer, Gemma Ward, took part as one of more than 30 baton bearers in the Jersey leg of the Baton of Hope UK tour, the nation's largest suicide prevention initiative.

The Baton of Hope aims to raise awareness, encourage open conversations, and reduce the stigma surrounding suicide, an issue that impacts all areas of society. Each baton bearer participated for their own personal reasons, and for Gemma, it was an opportunity to promote understanding and encourage Islanders to speak up and seek support when needed.

At MasonBreese, we are committed to working with purpose within the communities we serve, and we are proud to support initiatives that foster hope and positive change across the Island.

Community

Genuine Jersey Artisan Markets

We are proud to once again sponsor the Genuine Jersey Artisans Market Series in 2025. The Genuine Jersey ethos and its vital contribution to strengthening the local economy continue to align closely with our own values, supporting local businesses, our community, and the Island's economic growth.

Our continued sponsorship of the Genuine Jersey Artisans Markets is a natural partnership, as Genuine Jersey plays an important role in helping Islanders make more sustainable choices while celebrating local creativity and craftsmanship.



Macmillan Cancer Support Coffee Morning

In September, we were proud to support Macmillan Cancer Support Jersey's Greatest Coffee Morning 2025, an event dedicated to raising funds and awareness for Islanders affected by cancer. The morning was a fantastic success, bringing together colleagues, friends, and members of our community to enjoy coffee, cake, and conversation, all in support of an important cause.

A special thank you goes to our talented MB Bakers for their delicious creations and to everyone who donated and joined us on the day. For those unable to attend in person, contributions were also made through our JustGiving page, helping to further Macmillan Jersey's vital work. We're proud to stand with Macmillan Jersey and continue supporting initiatives that make a real difference in our community.



Community

World Social Work Day

One of our key focuses for 2025 was to advocate for and promote B Corp values and certification among local businesses. As part of this, MasonBreeze led a workshop on our journey to B Corp certification and the ongoing ESG initiatives we're implementing as part of our mission for positive social impact.

It was a fantastic opportunity to contribute to World Social Work Day, hosted by University College Jersey (UCJ), and to share how businesses can drive meaningful change and sustainability within the community



2026 Focus

In 2026, we will continue to prioritise sustainability and responsible business practices across every part of MasonBreeze. We are actively reviewing the **new B Lab requirements** to ensure we maintain and strengthen our B Corp certification, while identifying new opportunities to enhance our positive impact.

From top to bottom, we remain committed to operating as a sustainable business, embedding environmental, social, and governance considerations into every decision we make. This includes continually improving how we support our colleagues, clients, and the wider community, reducing our environmental footprint, and championing practices that create lasting value for the Island and beyond.



Thank you