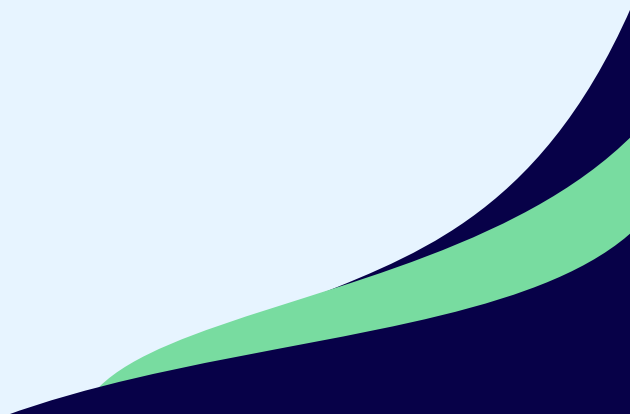


Our Impact Report for 2023



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Why we decided to certify as a B Corp

As a Social Impact Tech company, we want to make the world better for communities and empower diverse voices to be at the centre of changemaking. Whilst profitability allows us to make a huge impact; to achieve our full potential, we must place as much priority on social & environmental impact.

We want diverse voices in communities to have a constructive, tangible impact on decisions that impact them. Whether it is a community of people brought together by place and geographic boundaries; or a community of people who share the same interest; or a community of people trying to bring about change.

This is why becoming an accredited B Corporation was a no-brainer. It validates our purpose and challenges us to not be complacent in our mission.

Taking the step to undergo the rigorous assessment process to become a B Corp was driven by our authentic commitment to building trust & rapport with the communities we engage.

Maintaining this public trust underpins our KPIs. We generate unrivalled engagement metrics not only because we make it quick, fun & easy but because our Tech-for-Good brand positioning enables the people receptive to change to overcome their cynicism or apathy towards consultation – as long as they can trust a Give My View project's impact is not a foregone conclusion, they have a compelling motive to engage.

However, it is easy to become blindsided by one's own hype. Therefore by opening our business up to the thorough scrutiny of the B Corp verification process, we can guarantee that we are working to the highest standards of performance, accountability, and transparency and not our own subjective definitions.

For our first impact assessment, we wanted to capture the work we delivered over the last financial year 2022-23. The second half summarises the results of our B Corp impact assessment, which measures how we are doing in terms of our governance, workforce, customers, our wider community, and the Environment.

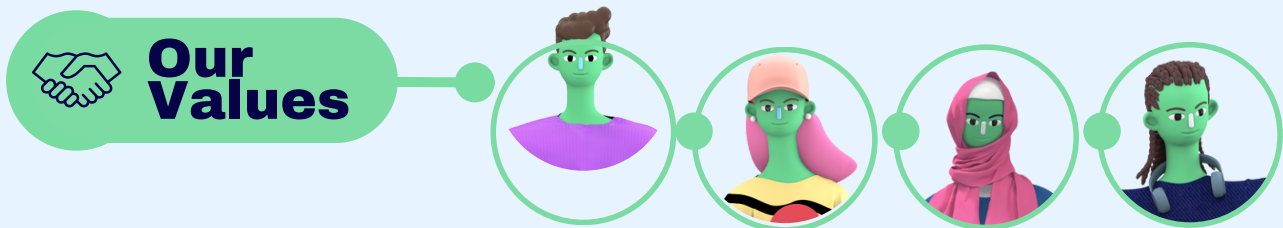
Oby Bamidele
Chief Operating Officer

Who we are

Built-ID is a social impact software company that enables decision-makers to deliver more socially impactful and sustainable places, using its award-winning digital community engagement platform, Give My View

By making community engagement easy, gamified & impactful, Give My View motivates diverse voices to engage with decision-makers & have a positive impact on projects

We are a team of passionate individuals unified by our mission to build trust, more sustainable and inclusive places.



We are Community Centric

We want diverse voices in communities to have a constructive, tangible impact on decisions that impact them. Whether it is a community of people brought together by place and geographic boundaries; or a community of people who share the same interest; or a community of people trying to bring about change.

We build trust

We are a safe space to trust and be trusted, to belong, and to bring our true authentic selves. We foster an environment that embraces diversity, inclusiveness, openness and transparency. We cultivate understanding through respect, patience, and trust.

We are intellectually curious

We relentlessly focus on growth and learning by seeking to understand more about the world around us. We constantly challenge the status quo in our pursuit of excellence and take pleasure in tackling important challenges.

We are entrepreneurs at heart

We actively foster a culture that enables ideas to flow from anywhere within our team. We are radically agile, never resting on our laurels, we resist complacency and seek out new opportunities. We are constantly achieving efficiently and thinking outside the box.

What we do

The Challenge

Community engagement is increasingly a prerequisite for effective decision-making. However, as engaging is typically dull, time-consuming & yields no tangible impact, community members who're receptive to change have had no incentive to engage.

This means that when it comes to projects that shape how diverse groups live, work & play, community engagement is globally dominated by negative vocal minorities.

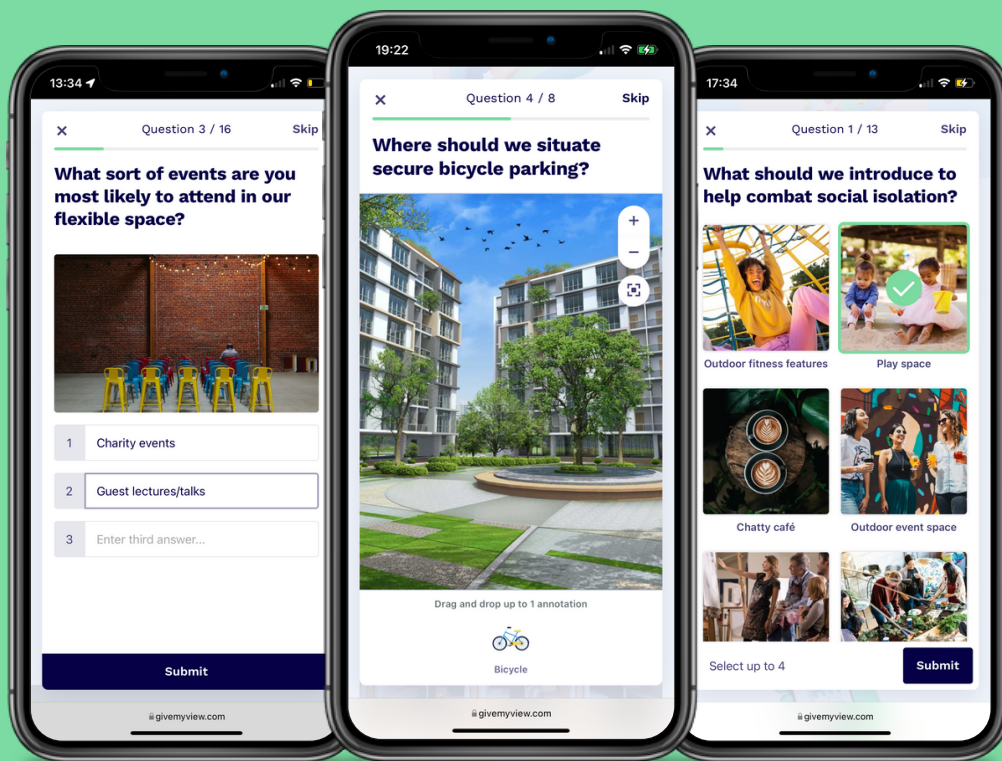


The Solution

By making community engagement intuitive, fun & impactful, Give My View motivates diverse, hard-to-reach demographics to meaningfully engage with decision-makers & have a positive impact on projects.

The platform enables a human-centred approach to innovation that keeps both social needs & business requirements at the centre of plans by making it easy to identify & action robust data-driven decisions

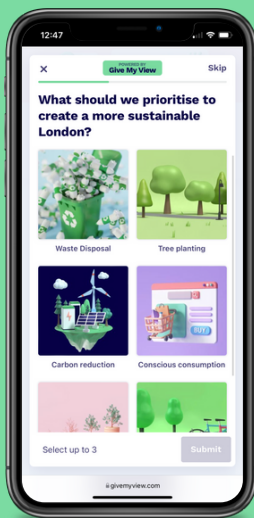
Product Features



**Community
Front-End**
Dynamic, gamified
engagement tools

**Client
Back-End**
Intuitive CMS & data
analytics platform

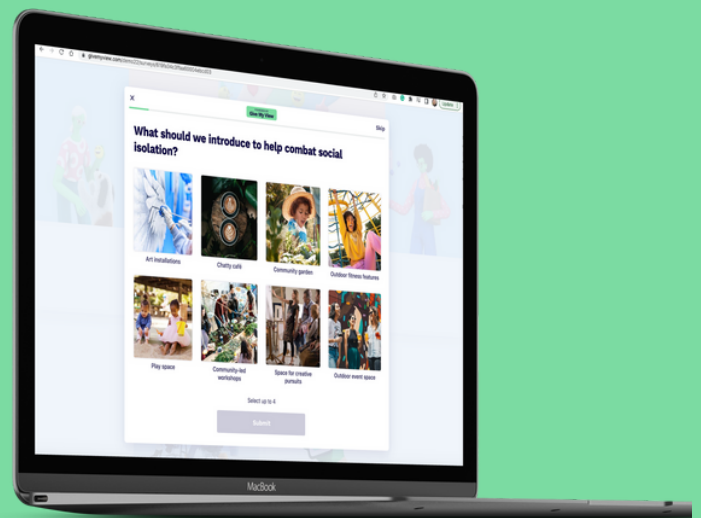
How we do it



Dynamic, frictionless survey experience

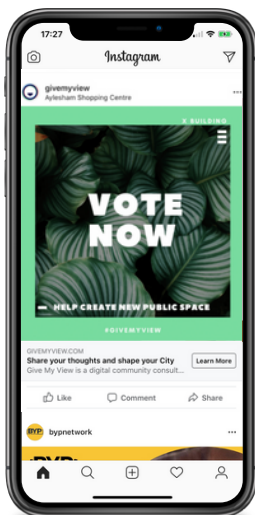


Available in up to 15 languages

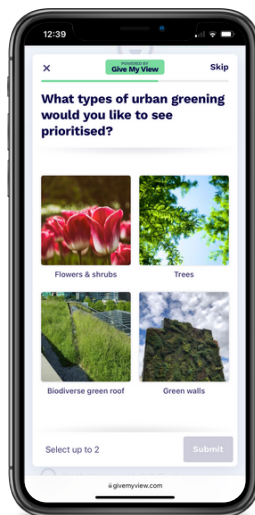


As accessible on a computer as it is on a smartphone

How it works



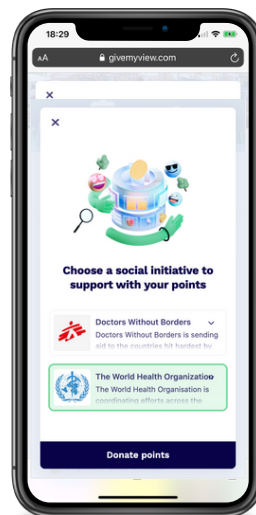
User clicks on a social media ad, QR code or text/email link



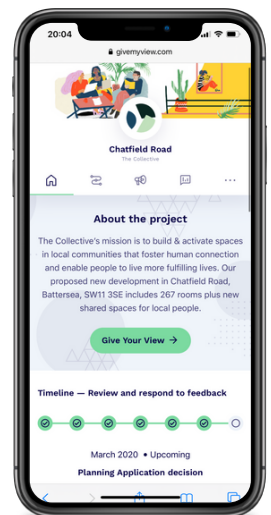
They earn points by answering a series of survey questions



The questions are contextualised with digestible facts



They donate their points between social initiatives



They peruse the timeline, newsfeed, FAQs & visuals

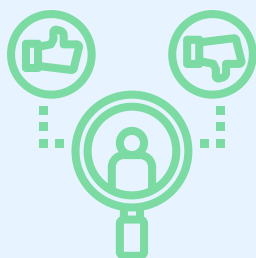
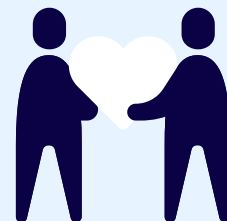
Our Social Impact

To date, Give My View has engaged with 217,000+ people across the UK and Ireland. These people have now become community changemakers who are actively and constructively shaping projects in their local community.



Through the Give My View platform, Built-ID has facilitated a total of £45,000+ worth of donations to local charities across the UK on behalf of our clients.

Through our Pro bono efforts, we've been able to reach 74,000+ community members for charities and individuals looking to help shape and improve their local surroundings for community benefit, at no cost.



1.3 million preferences, priorities, concerns & ideas have been shared

11.5 million people have been reached through digital marketing



Examples of our work

London Public Authority Female Safety Mapping

Across the UK, 97% of women aged 18-24 have reported experiencing harassment in public and the challenge was for the survey to provide tangible feedback and location-specific data to help the Council understand how safe women feel in local public spaces

1,324
Voters

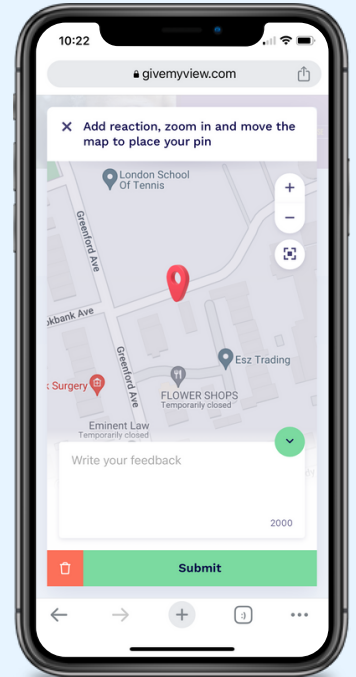
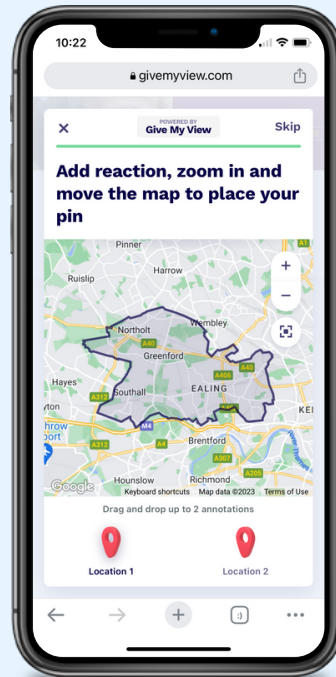
2,133
Annotations

985
written
feedback

60% of women said CCTV cameras will make them feel safer. 14 new HD CCTV cameras will be installed in key locations identified in the consultation.

93% of women suggested better lighting would improve safety. The Council is upgrading 3,100 light columns to LED and investing £2.1m in upgrading all remaining street lighting.

Translated into 9 languages:
Urdu, Polish, French, Tamil, Farsi, Arabic Punjabi, Gujarati & Somali



County Public Authority Coastal Communities

The County Council wanted to learn more about how people use the coast & what the coast means to them. The results & feedback will help the Council to target its resources more effectively & invest in those sites & facilities that will make a positive difference to people's lives.

1,589
Voters

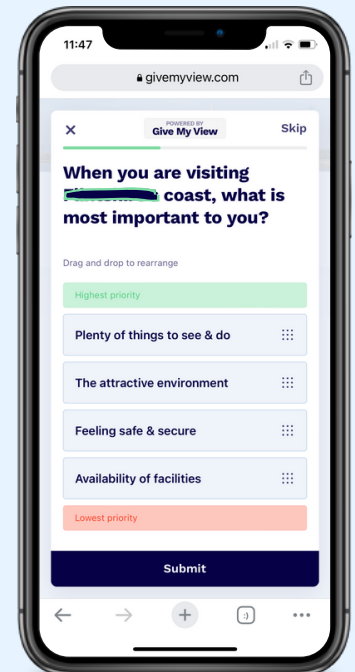
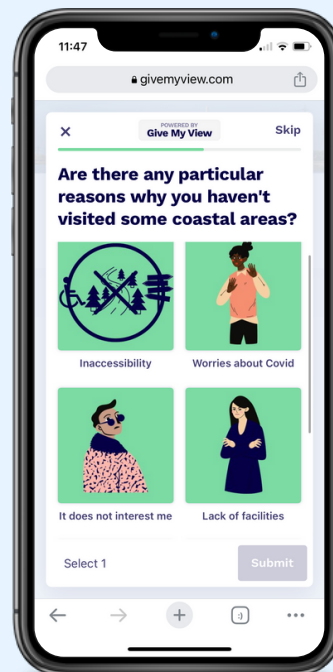
12,671
Votes

1,182
written
feedback

Car Parking & Toilets was the community's choice for improvement, with 30% of total votes

Walking/running & Visit the beach were the top leisure activities chosen by the community with votes from 79% and 68% of respondents

Translated into Welsh



Examples of our work

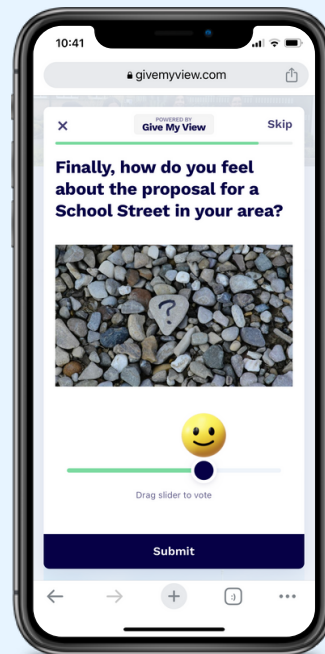
London Public Authority School Streets

A School Street is where streets around a school are closed to most through and school traffic during school opening and closing times, term time only. The council is using Give My View to help the school and local community have their say on the proposed schemes.



9 different School Streets consultations have been launched across the borough. Engagement is targeted specifically for those who are directly affected

- The team have also duplicated surveys to speak to pupils as well as adults, so the whole community is involved. Pupils surveys are simpler and use different language, of course.



London Public Authority Local Plan

The LPA wanted to reduce unnecessary administration and digitise their consultation process, gathering key insights to inform decision making for the next 15 years. They wanted to understand the priorities of the borough's residents, workers, and visitors as well as what they like/dislike about the area.

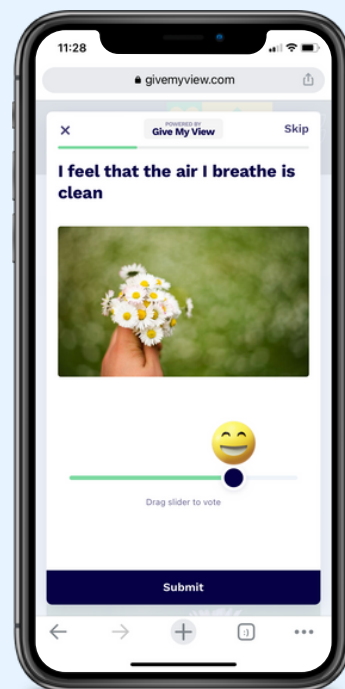
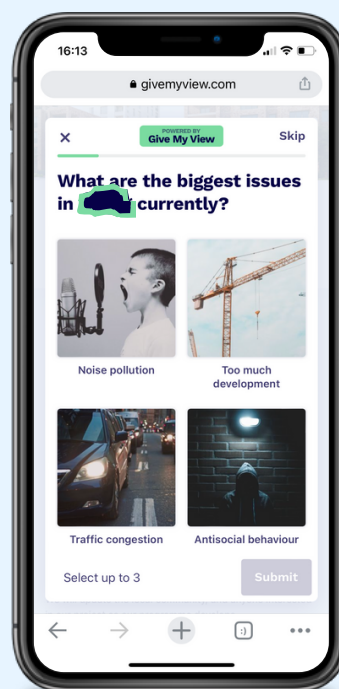


Over 5,200 GDPR compliant resident email addresses and contact details were gathered for future project communications

- This was the LPA's first digital project and set a benchmark for engagement. It showcased the desire for the community to be involved in planning policy

Translated into 9 languages:

Urdu, Polish, French, Tamil, Farsi, Arabic Punjabi, Gujarati & Somali



Pro Bono work

Project Embrace The Curvy Hair Survey

We successfully launched a Pro Bono project called 'The Curvy Hair Survey' where we supported the work of Project Embrace UK to halt hair prejudice, and improve Afro hair representation.

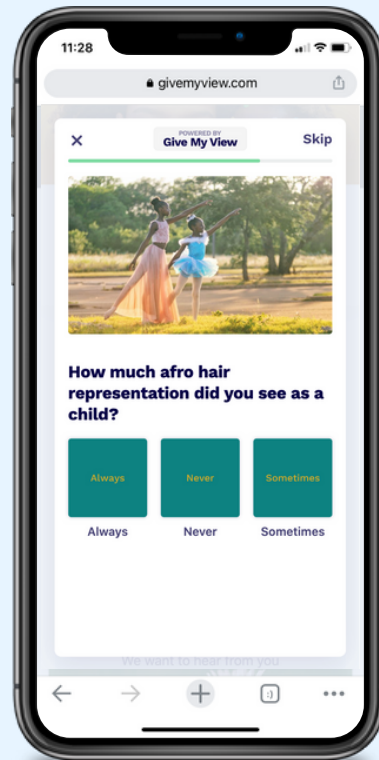
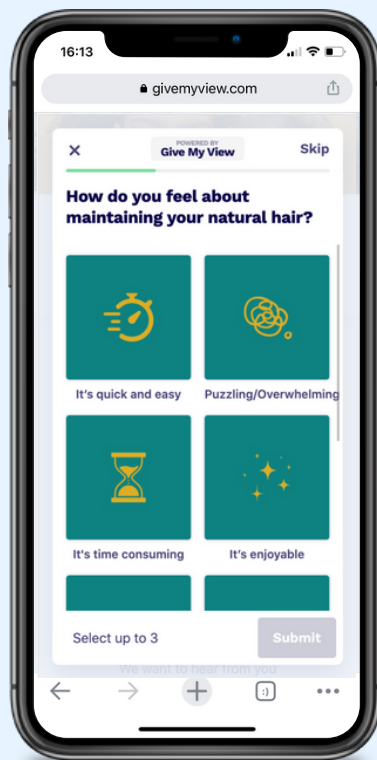
The Curvy Hair Survey aimed to:

- 💡 Recognise the psychological impact of the lack of depiction of Afro-textured hair on general well-being
- 💡 Examine how having Afro-textured hair influences women's perceptions of themselves, other people's perceptions of them, and how they treat themselves
- 💡 Examine how people treat women with Afro-textured hair, as well as the effects of that treatment
- 💡 Any psychological, physical, or both disadvantages that women face as a result of modifying or concealing their natural Afro hair texture

**318
Voters**

**6866
Votes**

**2417
written
feedback**



B Corp Impact Assessment

What we learned from the B Corp verification process

Our current score on the “B Impact Assessment” (BIA) is 126.3 out of 200, the minimum score to achieve certification is 80. Whilst we are pleased with our first result as a young, small organisation, we know there is more to learn and improve.

The B Impact Assessment is an in-depth questionnaire that analyses five main areas of a business impact:

- Governance
- Environment
- Workers / Team
- Community
- Customers

Unsurprisingly, our highest scores were in the workers and community impact areas which is a testament to the ethos and values of our company. The workers' impact area measures how well we contribute to our employees' financial, physical, professional, and social well-being while the community impact area measures our contribution to the economic and social well-being of the communities we operate in.

We are certainly not going to rest on our laurels, our next step is to evaluate each impact area and put an improvement action plan in place. As our lowest score was in the environment impact area, we are focusing on improving our overall environmental stewardship as a priority this year. We'd love to hear of any initiatives or ideas other small companies have implemented!



B Corp Impact Assessment

Governance

Governance evaluates a company's overall mission and engagement around its social and environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure.

What went well

- We completed an impact assessment, updated our governance documents, and became a certified B Corp.
- We redefined our vision and mission statement and our values gaining more clarity on the impact we want to have in the world. We undertook this exercise with the whole team.
- We were transparent with our team, sharing our financial performance with them to ensure they were fully informed and played their part in building our company.
- We're publishing this - our first impact report.

What we are working on

- Aligning our internal processes to the social and environmental impact aspirations and having quantifiable goals.
- Educating the whole team and involving them in the process.
- Implementing a social value framework to aid impact and support our decision making
- Learn from other companies and seek best practices.
- Actively work with stakeholders who share our values



**B Corp
Score**

15.8

BCorp Impact Assessment

Team

This section focuses on what we do to contribute to our employees' financial, physical, professional, and social well-being.

What went well

- We held our team summer party in September 2022 and a three-day team retreat in February 2023. Both were well received, filled with fun activities, and an opportunity for us to connect.
- Kicked off our lunch and learn events to share knowledge amongst the team on interesting topics and not just work-related.
- Provided Mental health support for the employees through Spill.chat
- During Black History Month, we ran informative sessions to gain knowledge and insights through hearing lived experiences of the team. We also invited a Mental Health Advocate to speak on mental health and Black communities.
- Offered EMI options to employees
- Introduced Built-ID Development & Progression Track Framework to create paths that enable employees grow and progress professionally



**BCorp
Score**

65.6

What we are working on

- Ensuring that all aspects of our people processes are adequately linked to the social and environmental impact we aspire to.
- Create a Virtual Office Stewardship Policy
- Incorporate social or environmental performance principles and practices into employee training and development



Summer Party 2022

Team Retreat in Devon 2023



BCorp Impact Assessment

Community

This section looks at how a company contributes to the economic and social well-being of the communities it serves and operates in. Key areas of evaluation include diversity, equity and inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

What went well

- Delivered 37 projects that sought the opinions of diverse and hard-to-reach communities.
- Empowered communities to have a constructive say in shaping projects in the places they live, work and play.
- Delivered 1 pro bono community project
- Facilitated two DEI events focused on addressing the needs of under-represented and underserved communities.
- Participated in Innovate UK's Women in Innovation programme and played an active part in championing new entrants to the programme
- Participated in conferences aimed at tackling environmental challenges through renewable energy solutions.
- Engaged with more BCorp Organisations to procure services.



**BCorp
Score**

23.8

What we are working on

- Implement a Supplier Ownership Diversity policy and track diversity of ownership among our suppliers.
- Actively building relationships with underrepresented and female-led organisations.
- Roll-out the Leg-up Programme aimed at giving young people from underrepresented communities the opportunity to learn and develop skills to begin a thriving career in a supportive and inclusive environment.

BCorp Impact Assessment

Customers

This section evaluates a company's stewardship of its customers - how to improve the value that we create for our direct clients and the end users. It also looks at how we serve underserved or unrepresented customer communities thereby supporting them to improve their social impact.

What went well

- Delivered 1 pro bono community project for an underserved organisation.
- Improved our internal control processes to ensure data protection of clients and end users and effectively managing risks.
- Facilitated 4 free webinars and masterclasses for our client base.
- Hired a Client Experience Manager to understand our client needs and improve our service.



Without Give My View it would've proven a difficult to engage the 4000+ people who chose to participate in the consultation. We would certainly welcome the opportunity to use Give My View for future consultations and would highly recommend it to others

Karen Whitney-Lang
Flintshire County Council

Give My View is our go-to digital consultation platform to engage extensively with a large and diverse range of people. With Give My View we know we are guaranteed a strong depth and breadth of feedback. This premium tool always cuts through the noise, reaching the silent majority, and provides us with valuable data on local sentiment. Give My View are experts in their field and the account management is always proactive and creative.

Liam Ronan-Chlond, Socius

I was very happy with the service provided by Built-ID. You were helpful and responsive to queries and provided good value for money. Would happily use you again.

George Wright
City of London Corporation

Runnymede Borough Council's Housing Team was pleased to work with Built ID following the Council's successful bid for government Prop Tech grant funding. This aimed to increase the number and diversity of customers who engage with us, using innovative digital tools. We had not previously undertaken any digital satisfaction survey of our tenants and were delighted with 5687 clicks from the digital advertising, 5172 visits to the platform, 11248 questions answered and 379 pieces of qualitative feedback.

Angela Horsey
Runnymede Borough Council



**BCorp
Score**

19.1

What we are working on

- Regularly share customer feedback through our weekly QA meetings with defined actionable strategies in place.



Social Housing Roundtable Event - 2022



Breaking Barriers DEI event - 2022



BCorp Impact Assessment

Environment

Environment evaluates a company's overall environmental stewardship and the impact of the business on the air, climate, water, land and biodiversity.

What went well

- Reduced our travel and carbon emissions through remote working.
- Developed our company environmental policy and our company shares resources with employees regarding environmental stewardship in home offices



**BCorp
Score**

1.8

What we are working on

- Track what percentage of our energy use is produced from low-impact renewable sources.
- Reduce the environmental footprint of our website and outputs.





**Thank you for
reading our BCorp
impact report!**