

Febrarury 2024
B Corp Impact Report

OUR IMPACT.



INTRODUCTION

MMRG is a specialist life sciences research consultancy based in the UK.

Biopharmaceutical companies developing new innovations seek advice, adoption, and advocacy from external experts.

We identify and profile the key movers, shakers, and shapers, across multiple stakeholder groups, in a variety of therapeutic conditions. We deliver the results of our research in a sophisticated, yet easy-to-use online platform, called Thecosystems.

OUR PURPOSE

At the highest level, we are driven by our shared desire to help people lead healthier, disease-free lives.

We would describe our purpose, however, as 'To Build a Beautiful B Corp Business.' Every day our actions are shaped by considerations of People, Planet, and Profit.

We behave according to our beliefs, including what we believe is the right, fair way of working and treating people. We work to the highest professional standards - always - rather than just meeting minimum or statutory requirements.

OUR B CORP CERTIFICATION SCORES

Our total score:

90.7

Our absolute scores are as follows:

37.1

People

23.3

Community

16.6

Governance

8.9

Environment

4.7

Customers

When you compare our scores to the potential score in each category, expressed as a percentage, we performed best for Customers at 94%. Our scores for Community (78%), People (77%) and Governance (76%) were all at a similar level. Our Environment score at 51% offers the most scope for improvement.

MMRG B CORP PERFORMANCE

Governance:

$16.6/21.74 = 76\%$

People (Workers):

$37.1/48.25 = 77\%$

Community:

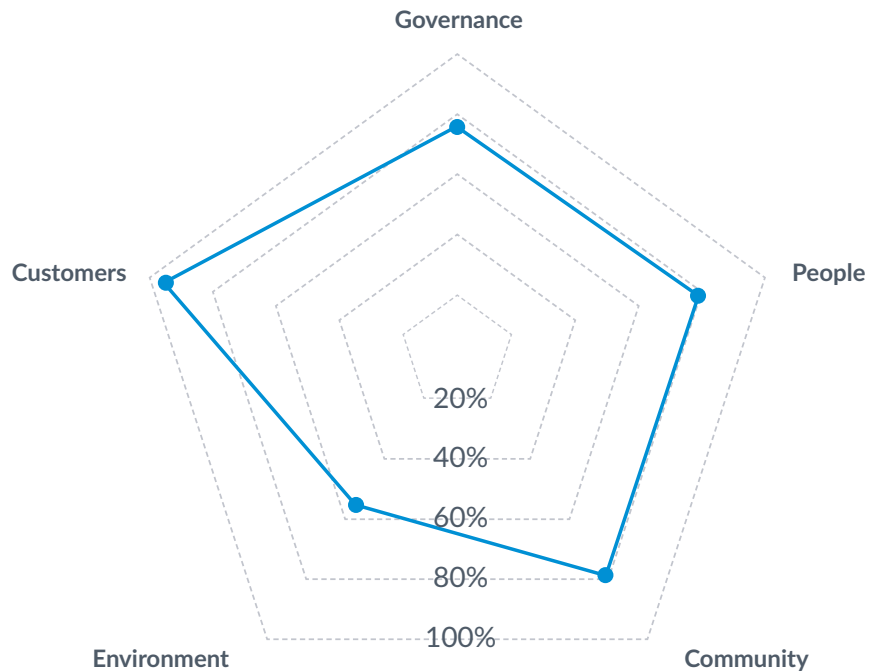
$23.3/30.04 = 78\%$

Environment:

$8.9/17.58 = 51\%$

Customers:

$4.7/5.00 = 94\%$



OUR HIGHLIGHTS OF THE YEAR

Key achievements: [March 2023 - February 2024](#)

There are many, many steps, both small and large, that we have taken to be a Beautiful B Corp Business in the last year. We don't intend to list them all here, rather we have chosen a few highlights that give an idea of what's important to us, and how we strive to make a difference.

PEOPLE

A Growth Mindset

When we take on new team members, their attitude to growth is more important to us than their current skill set. If we are asked if we know or can do something unfamiliar, our answer is 'not yet'. And then we challenge ourselves to find out more.

We don't just believe in every team member having the opportunity to grow. We give them opportunities to grow. Why? Because if our team grows, our business benefits.

Live as if you were to die tomorrow; learn as if you were to live forever

Mahatma Gandhi



Every single person at MMRG is currently on an external, face-to-face course. In the last year, we've invested in our team: from apprenticeships, recognised industry qualifications and MBAs, to Vistage (A CEO coaching and peer advisory organisation) programmes and leadership courses.

Everyone shares their learning so we can all benefit from knowing about new ideas or initiatives, and can experiment with, or adopt new ones. In addition to learning from each other, interacting with others on these courses encourages us all to gain a broader understanding of business in general.

We seek inspiration from others; regularly arranging for experts to talk to us, from internationally renowned speakers to local people who have stories and learning to share. (We also like to share by inviting our professional partners along too). Last year, we welcomed several speakers, two of whom were Cesar Gamio (Dharma Centre for Wellbeing) and Joe Meanen (one of the 61 Piper Alpha survivors).

We arrange events throughout the year, to broaden all our minds and deepen our understanding of the world around us.

COMMUNITY

Supporting others

Every year, we commit to donating 1% of our annual revenue to charitable causes. Forming close relationships with two passionately run charities, that make such an enormous difference to their clients, and the community.

We can change the world and make it a better place. It is in your hands to make a difference

Nelson Mandela

North Guildford
Food Bank
[website](#)

The North Guildford Food Bank



North Guildford Food Bank (NGFB) began in 2012 operating from garages, but now runs from St. Clare's Church in Park Barn, Guildford. People living in Guildford and the surrounding area who need temporary support, are referred to the food bank by local services, to ensure no one goes hungry.

In the last year, NGFB has employed its first two permanent members of staff to work alongside its 100 (or so) tireless volunteers. We are thrilled to support the charity by giving the two staff members space in our offices, the use of all our facilities and, more importantly, colleagues to work alongside. We include them in many of our team events, eager to learn from their experiences. We have also volunteered our time, helping the volunteers from NGFB to sort through and organise their donations.

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Harpenden Money
Advice Centre
hmac.uk



Harpenden Money Advice Centre (HMAC) is led by Richard Payne and a dedicated group of volunteers, who are all trained debt advisers. The charity has been established for 15 years; in that time, they have helped nearly 800 people with over £8.5m worth of debts. Since foundation, the demand for HMAC debt advice has increased significantly, from 15 to nearly 100 cases per year. The centre receives direct referrals and requests from other agencies such as Citizens Advice Bureau (CAB), and it is affiliated to other organisations, such as Community Money Advice.

Contrary to popular opinion, most people fall into debt through changing life circumstances, (as opposed to poor judgement and decision making) such as loss of work, illness, death, cuckooing, or changes in the benefit system.

Going into debt causes worry, anxiety, and other health issues, often making a bad situation worse. People find it hard to focus and don't know where to find non-judgemental help.

One service HMAC offers is guiding their clients through the Government's Debt Relief Order (DRO) process. Utilising £1,000 of MMRG's donations in HMAC's Client Crisis Fund has enabled them to pursue several DROs, writing off over £110,000 of debts for their clients in the last year. Our donations have also been used to fund training for the volunteers, allowing HMAC to offer the best, most up-to-date advice to their clients.

ENVIRONMENT

Reduce our impact

Every year we measure and offset our carbon footprint. In 2022, our carbon footprint was 15.4 tonnes CO₂e, averaging 1.3 tonnes per employee. Significantly lower compared to the average office-based company, that usually reaches around 3.5 tonnes per employee.

We are aware of options to reduce our footprint further, by introducing remote or hybrid working practices, but we believe that there are benefits to being an office-based business. Encouraging a high performing team and allowing us to build strong partner and client relationships. We have adapted, however, by holding most of our external meetings online.

You cannot get through a single day without having an impact on the world around you. What you do makes a difference, and you have to decide what kind of a difference you want to make.

Jane Goodall



This year we disposed of our old tech equipment, such as old PCs, phones, photo copiers, and a TV. We chose to donate them to CPR Computer Recycling, who repair technical equipment from businesses where it is no longer needed. Nothing goes to landfill.

Following a fascinating presentation by Luke Fletcher of Bates Wells, on the Better Business Act, we signed up and are active supporters of the coalition and its aim to amend section 172 of the Companies Act.

CUSTOMERS

Quality of service

We work hard to build long term relationships with our customers, by being service orientated and reliable. We respond to client queries and requests immediately. Focusing on our clients' needs enables us to make well thought through observations and recommendations.



Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.

William A Foster

We are rewarded with positive feedback, repeat business and referrals.

- "MMRG are the best partner. Thank you for the quick response."
- "That makes sense – that's a smart approach."
- "We're thrilled to get access."
- "We're excited to roll out the Thecosystem to our commercial, medical, access/value and policy teams..."
- "My medical colleagues are already finding [this] of great value."
- "Thecosystems continues to play a vital role in our scientific exchange activities with KOLs".
- "Thanks again for taking the time to walk me through the Thecosystem – very impressive product. I will definitely be looping others into it..."

We have worked for and achieved Cyber Essentials Plus accreditation to give both our clients and us, the reassurance that our data and software is secure, in an increasingly testing environment.

WHAT WE AIM TO DO NEXT

Continue to move forwards.

We are conscious of our B Corp certification, what it means, how we can live by it and continue to improve our performance.

We all spread the B Corp word through our professional networks and hope to inspire and motivate others to join the movement.

There are many ways of moving forward, but only one way of standing still

Franklin D. Roosevelt



We are increasing our B Corp network by attending local meetings and reaching out to other B Corps in our area, intending to share ideas and learn from each other.

In the next few years, our goals are to write policies and set targets where they don't currently exist, with particular focus on the environment.

We are committed to being the change we wish to see; it's enshrined in our goals and drives us forwards.

MMRG.

UNTIL
NEXT YEAR.

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Certified



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