



# Our B Corp Journey

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Our Impact Report for the year 2024–2025

Design that connects us







This report captures some of the key highlights and meaningful steps we've taken in our first year as a certified B Corp, while outlining our aspirations for the journey ahead.

The B Impact Assessment serves as our guiding light, continuously challenging us to improve and evolve in ways that better serve both people and planet. B Corp certification isn't about achieving perfection - it's about each business committing to do what it can to create positive change. We believe that motivation and inspiration are contagious, and that every step forward, no matter how small, contributes to a larger movement of businesses using their power as a force for good.

**Lisa Baker**  
**Head of Experience Design & Sustainability**



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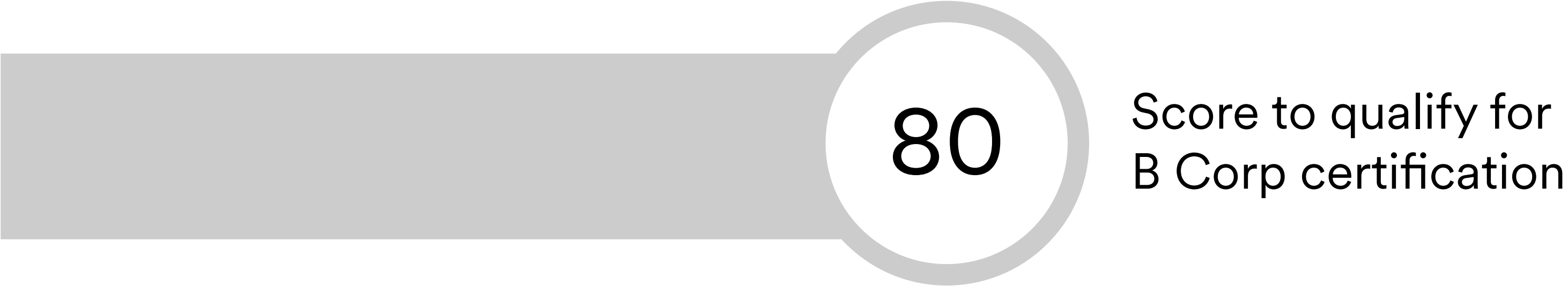
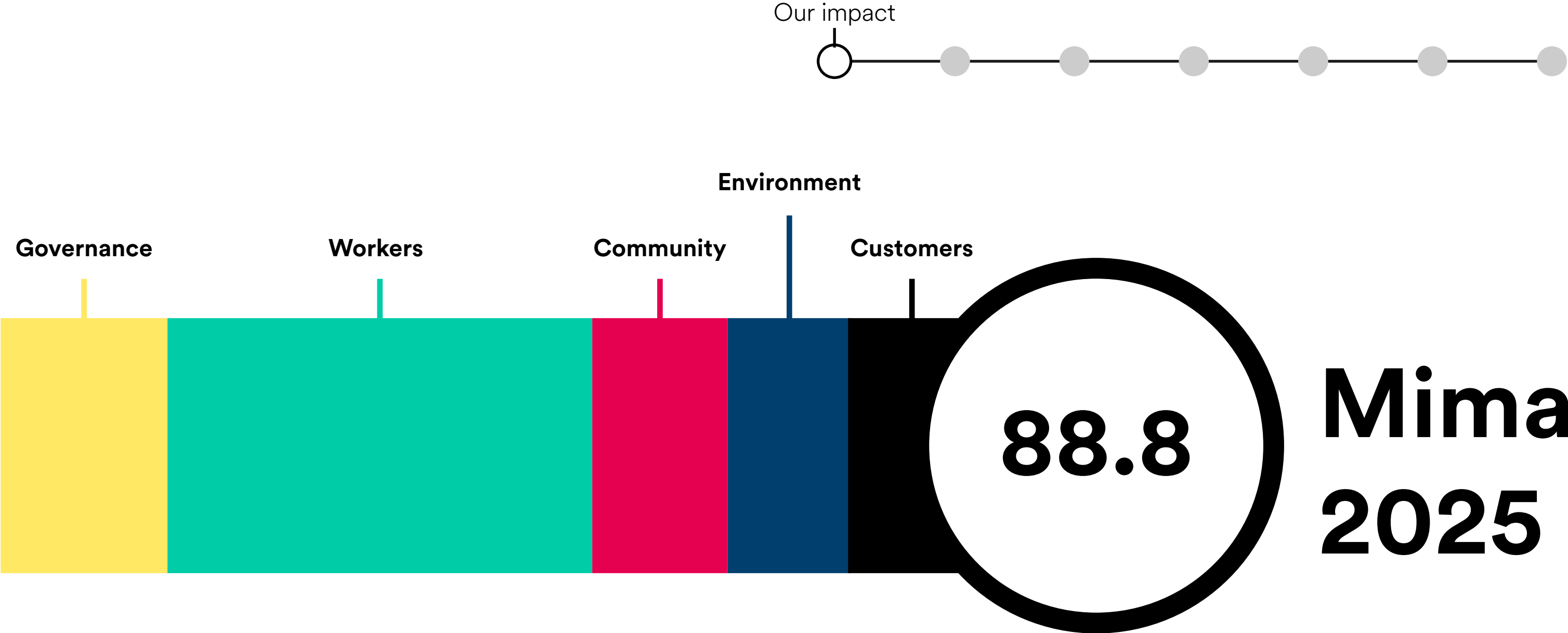
Enriching lives  
through human  
centred design  
excellence



# Our impact assessment

Based on the B Impact assessment, Mima earned an overall score of 88.8.

The median score for ordinary businesses who complete the assessment is currently 50.9. We are continually improving and aiming to re-certify in 2027 with a higher overall B Impact score.

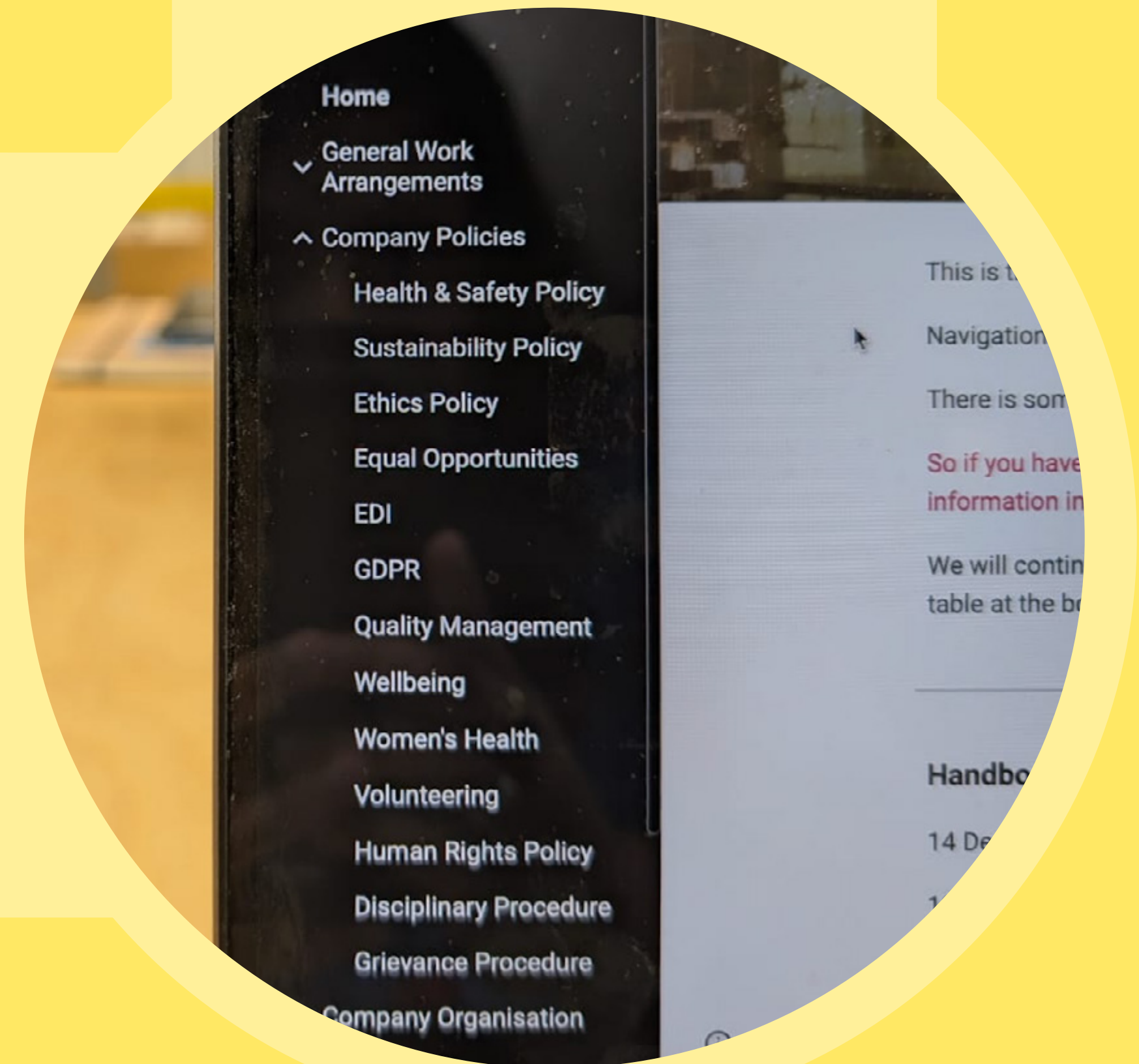




# Our impact at a glance





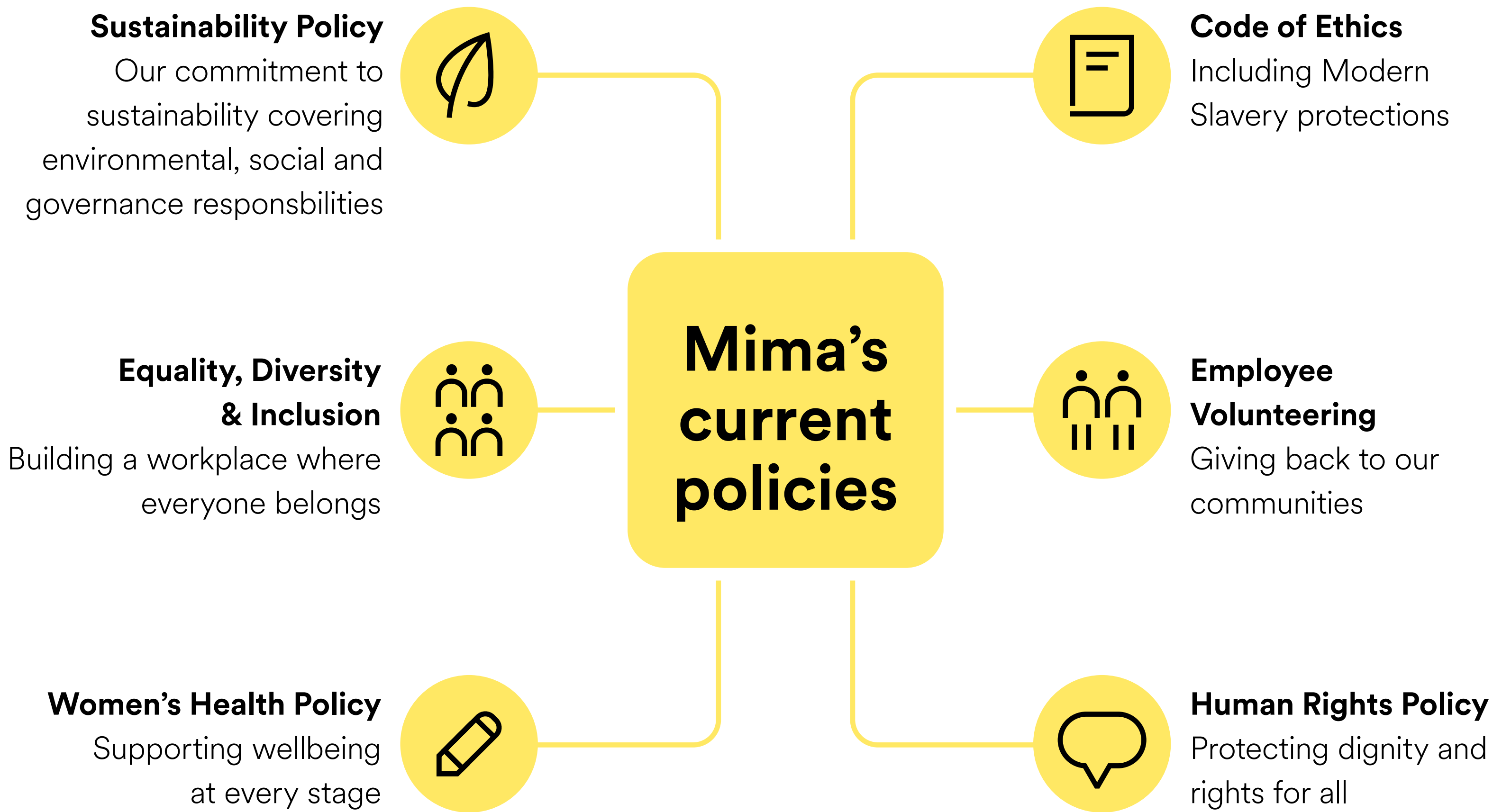


# Governance



# Continuing with our strong foundations

We have reviewed and updated our company policies since July 2024.







# Workers





Putting  
our people  
first



# Mima's people

Our value is in our people.  
We support our team through  
fair pay, inclusive policies and  
practical wellbeing measures.





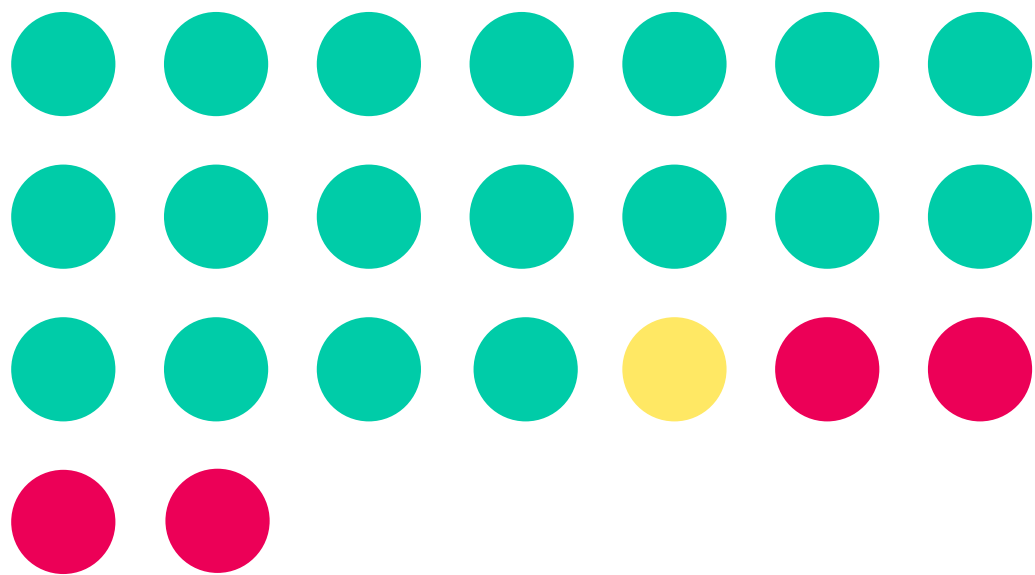
# We create a space to bring in diverse perspectives

Our team is gender-diverse and operates in an inclusive environment

Leadership



Below leadership



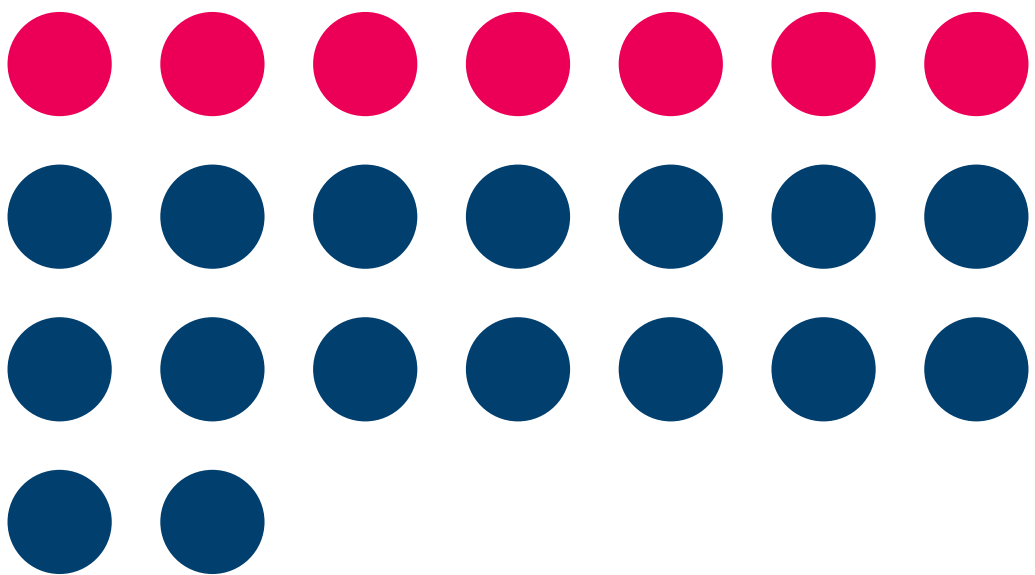
Female Non binary Male

Our team has different access requirements and lived experience of disability

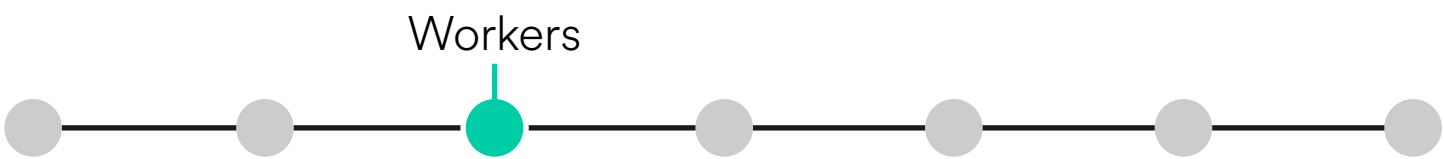
Leadership



Below leadership



Disabled Not yet disabled

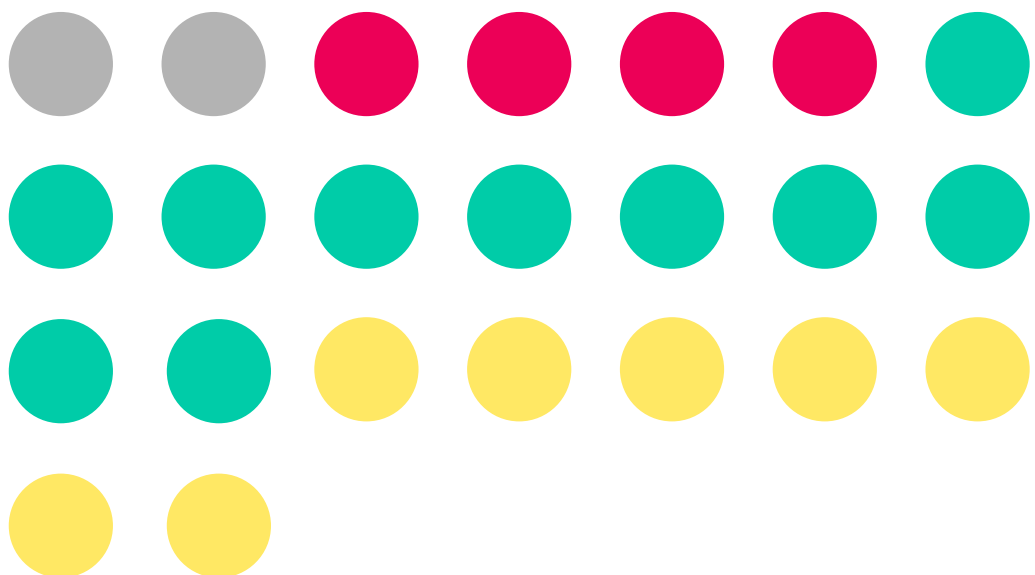


Our team includes people from all age ranges

Leadership



Below leadership



21-30 31-40 41-50 51-60 Over 60





# Our team include diverse cultural backgrounds















# Community



# Community champions

Our employees can each take up to 40 hours of paid volunteering each year. Here are some of the ways our team participated in volunteering activities.

## Key

 Supporting schools and children	 Pro-bono project support
 Trustee activities	 Donating blood
 Zero waste activities	 Volunteering in homeless shelters
 Event and project support for charities and organisations	 Volunteering at food banks

127 hours

95.5 hours

34 hours

22.25 hours

16 hours

12 hours

5 hours

4 hours



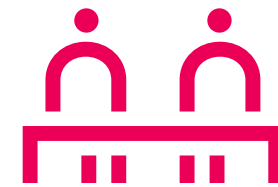


# Community champions

We like making a difference together!  
We support creating authentic partnerships through lived experience engagement.



We involve people with lived experience in research activities, with fair compensation



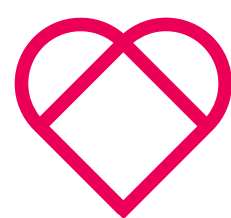
We invite them to become part of expert panels to influence both strategy and delivery



We connect with local people with lived experience within the project's area to strengthen its community relevance



Our Accessibility and Inclusive Design team members all have lived experience of disabilities, with many part of advisory boards and panels



We provide a platform and support people with lived experience to share their stories and advocate for change





# Case study

## Till the Coast is Clear

 Pro-bono project

Using behaviour change to keep our beaches clean, by increasing participation in ocean plastic collection and to reduce or eliminate general rubbish and contaminants from being placed in collection points.

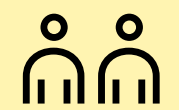
We developed the signage imagery and collection point “character” design along with recovery point re-design that promotes people to react with prosocial behaviours.





# Case study

## SeriousFun Children's Network



Low-bono project

Building knowledge surrounding non-visible impairments and neurodiversity to provide inclusive camp experiences for children with serious illnesses and medical conditions.

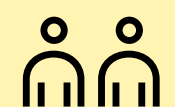
We have created and delivered three bespoke training modules and a supporting toolkit for SeriousFun to support their inclusivity journey, both on-the-ground at camp and within their own internal 'office' culture.





## Case study

### Accessibility and Inclusion at Together Trust



Low-bono project

Collaborating to identify and remove barriers, to create independence and belonging for staff and service users at Together Trust's Central Building.

We worked with Together Trust, a charity providing care, special education, and community support for disabled people, to improve accessibility and inclusion at its Central Building through an access audit. We considered the full user journey, ensuring that all potential interactions within the built environment were addressed.







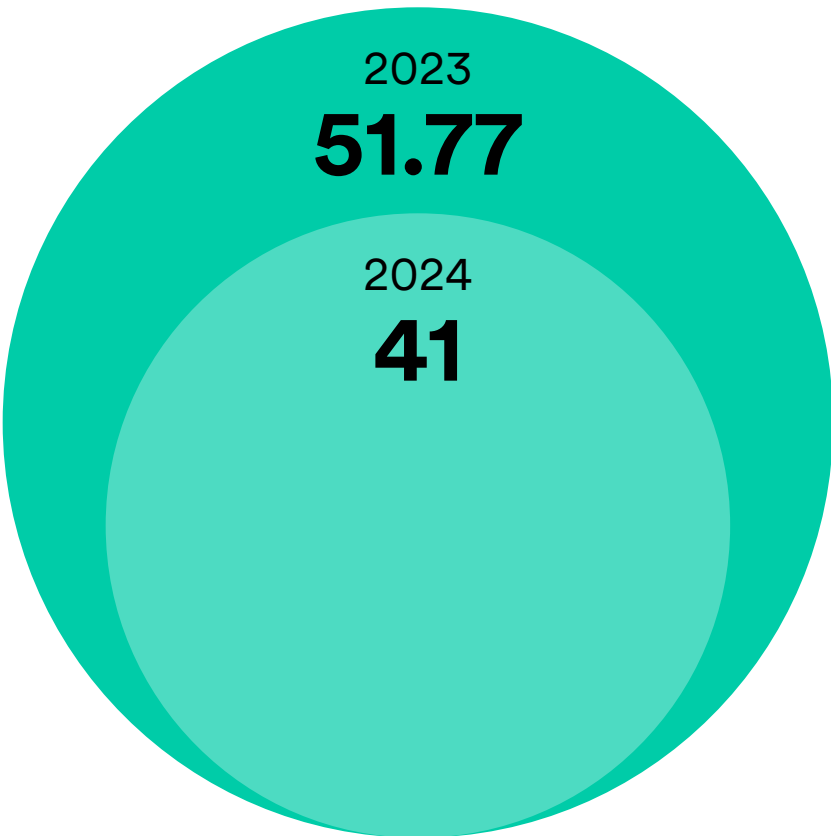
# Environment



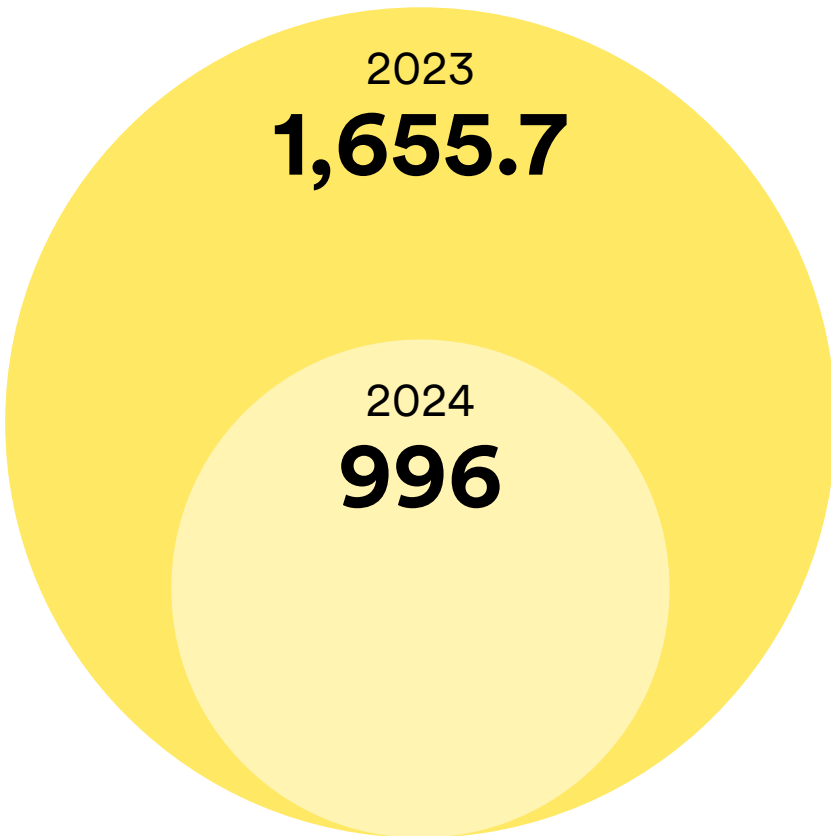
# Planet protection

We recalculated our Scope 1 and 2 emissions and achieved a reduction since our baseline year. We are currently in the process of calculating our Scope 3 emissions.

In 2024, we successfully reduced our Scope 1 and Scope 2 emissions compared to our baseline year. We also launched a new EV car scheme to support our employees and our sustainability goals.



Scope 1 emissions (kgCO<sub>2</sub>e)



Scope 2 emissions (kgCO<sub>2</sub>e)



# Planting trees for a better future

420 trees planted by Tree Nation on behalf of Mima since July 2024







# Clients





# Impactful

# Projects



# Mental Health Support Tellmi

Supporting children and young people awaiting autism assessment by turning waiting lists into support networks.

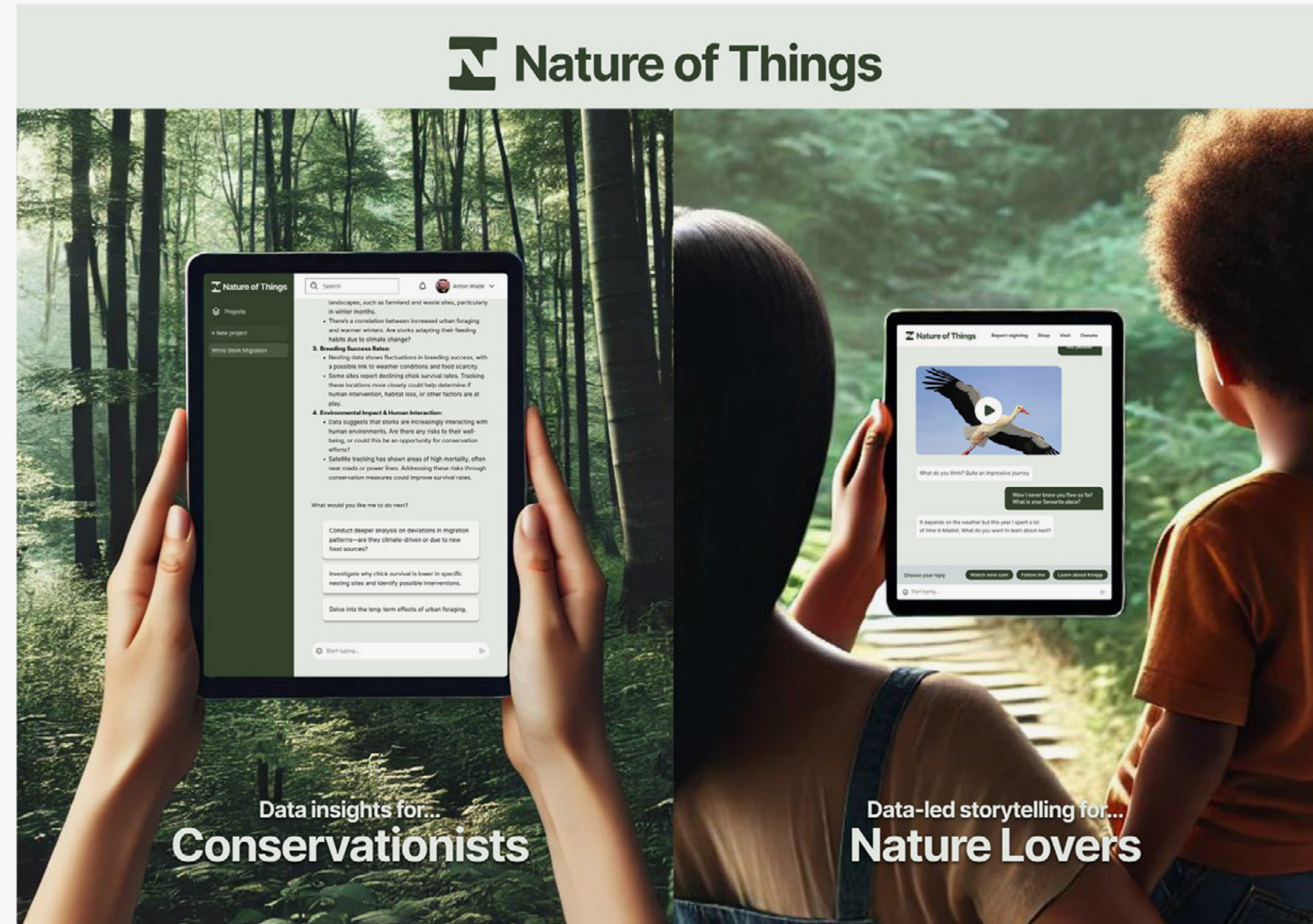
We worked with Tellmi to extend their mental health solutions to include solutions specifically designed for autistic young people on the waiting list for autism diagnosis. By visualising the complex healthcare system, we supported the creation of an evidence-based narrative for the platform, bringing an objective external perspective that bridges the gap between user needs and the platform's positioning within NHS ecosystems to build a compelling business case.





# Conversing with Nature

## REWILDlife



Leveraging design to grow the UK's technology and innovation sectors.

We worked to help REWILDlife develop a platform allowing public to reconnect meaningfully with nature by clarifying how their service could achieve positive behavioural changes towards nature conservation. The service aims to create lasting connections beyond physical visits, and offering more interactive engagement.



# Data for Good

## Map Impact

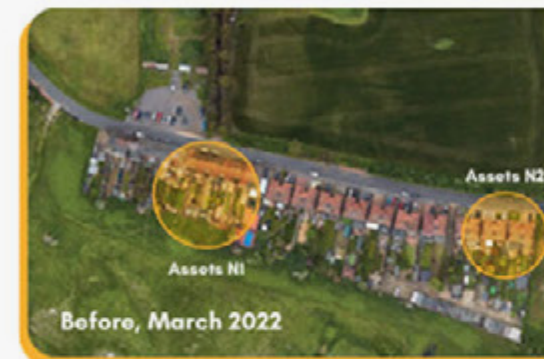
Designing human-centred tools for environmental insight.

Guided Map Impact's strategic transition from data provider to product innovator, while aligning their product development with user needs. Support was provided to create accessible and actionable tools that make environmental monitoring and assessment more efficient and impactful for diverse stakeholders.

### Climate Risk Suite + Biodiversity View



#### WENNINGTON WILDFIRE, LONDON



Assets N1  
Aerial Imagery of the Fire



Assets N2  
Aerial Imagery of the Fire

In July 2022, the **wildfire** in Wennington, London, spread across 40 hectares, **damaging** 17 houses, 5 garages, 12 stables, numerous sheds and outbuildings, a car repair workshop and several vehicles.

The conditions were **exceptionally hot and dry**, the investigator added, which meant the flames could easily and quickly move along the marshland to the rear of the properties.





# Calm Spaces

## Oxfordshire Community Railway Partnership



Creating inclusive places for all with the work fundamentally grounded in lived experience and shaped through dedicated workshops involving Disabled, d/Deaf and Neurodivergent participants.

The final outcome outlines a good practice guidance for creating inclusive, accessible “Calm Spaces” at train stations - spaces that support emotional regulation, reduce stress, and promote wellbeing during travel.



# Feel Good in the Forest

## Forestry England

Connecting people to green spaces and supporting them with comprehensive pre-visit information to confidently explore accessible green spaces across the UK.

As part of the Forestry England's 'Feel Good in the Forest' programme, our support has been to improve pre-visit accessibility information for their sites. We have so far developed a detailed access guide, access trail videos, and an accessibility map, including sensory information. Alongside visitor resources, a practical 'How-to' toolkit to equip Forestry England staff with the confidence and tools to produce their own detailed accessibility guides for other forest locations has also been developed.







# LOUDER THAN WORDS

The B Corp Festival

Sep 10 - 11. Oxford, UK

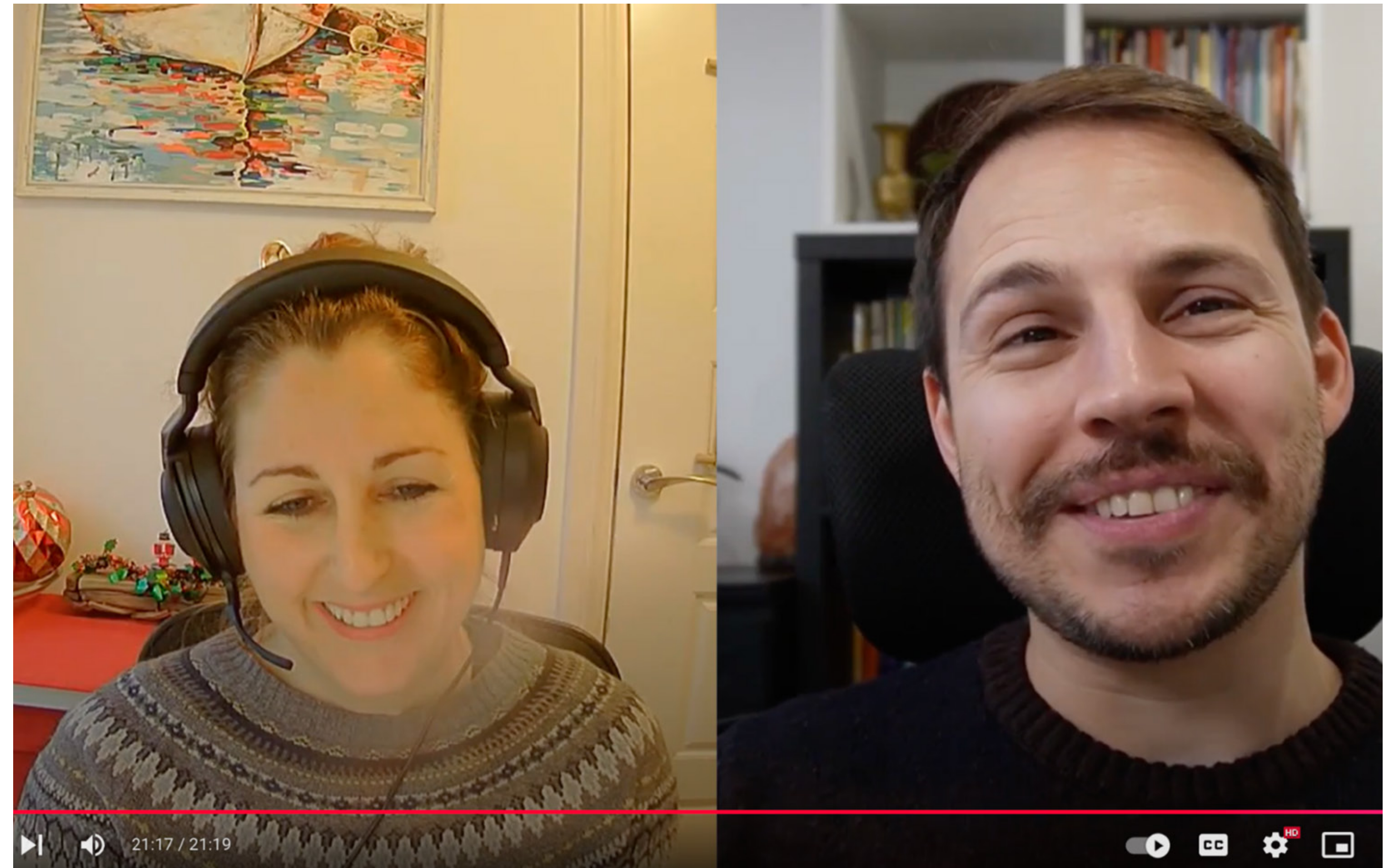
# Leading the way



# Thought leadership

Lisa represented us at the ‘Louder Than Words’ B Corp Festival in September 2024, engaging with fellow B Corp leaders and sustainability advocates.

She also featured as a guest on the Plucky Bamboo podcast, sharing our sustainability journey, and our ongoing commitment to environmental and social responsibility.





# Our goals for 2026



## Calculate and reduce our Scope 3 emissions

Partner with a third-party supplier platform to measure our indirect supply chain emissions, enabling us to set science-based targets and work collaboratively with our suppliers to reduce our full carbon footprint.



## Enhance supply chain transparency and ethics

Implement stronger due diligence processes for supplier selection, prioritising businesses with strong social and environmental practices, and work toward greater transparency in our procurement decisions to ensure our values are reflected throughout our value chain.



## Integrate sustainability value delivery into client projects

Continue to evolve and embed sustainability value delivery into client projects by developing standardised methods to assess environmental and social impact, cost savings, and alignment with client ESG and compliance goals, ensuring measurable, impactful results.







# Thanks for reading!

**Design that connects us**

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