

Annual CSR Scorecard

A plain-English record of what we committed to, and what we actually delivered. Published once a year. This edition replaces the previous version on the /company/csr page — no hidden archive, no PR spin.

Reporting period	Latest 12 months
Published	Reviewed annually by BeingEcom leadership
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The four CSR pillars

People	Fair pay, senior-only staffing, remote-flexible working, mental-health support and paid learning time for every team member.
Practice	Ethical marketing, honest reporting, transparent pricing, no dark patterns and no clients in categories we can't stand behind.
Planet	Fully remote operations, carbon-aware hosting, minimal travel, digital-first deliverables and vetted lower-impact suppliers.
Philanthropy	Pro-bono retainers for charities, free audits for early-stage founders and a percentage of profit donated annually.

Annual scorecard — commitment vs. delivered

Metric	Commitment	Latest year
Pro-bono retainers delivered	1 active at all times	1 charity retainer, 4 reduced-fee engagements
Free audits delivered	Unlimited	312 Being Ecom Brain audits run
Team volunteering days used	2 per person / year	94% of team used their allocation
Profit donated to charity	1% of profit	1.2% of profit — 5 charities supported
Paid learning budget used	Per-person quarterly	89% of budget deployed
Diverse-supplier spend	Track & report	37% of external supplier spend
Emissions review	Annual (Scope 2 & 3)	Completed & published

Metric	Commitment	Latest year
Client retention	Earn renewals monthly	92% retention across the year

What we said we'd do, and what we changed

What we hit. Every headline commitment above was met or exceeded this year, including the 1% profit-to-charity pledge and the volunteering-day utilisation target.

Where we fell short. External audit of our estimated Scope 2 & 3 emissions was scoped but not commissioned — planned for next year as headcount grows.

What's changing. Diverse-supplier spend target raised from 30% to 40%. Paid learning budget increased 15%. Pro-bono capacity expanded from one to two concurrent retainers.

Categories we decline to work with

- Gambling, betting and high-risk speculative consumer finance
- Adult content, adult products and adult advertising campaigns
- Weapons, ammunition and defence-industry consumer products
- Tobacco, vaping and any nicotine-delivery products
- Predatory lending, payday loans and high-APR consumer credit
- Brands with credible unresolved modern-slavery or serious environmental violations
- Multi-level marketing schemes dependent on downstream recruitment

Causes we support

Digital inclusion	Charities helping under-served communities gain digital literacy and ecommerce livelihoods.
Mental-health services	UK mental-health charities providing free counselling to founders and freelance operators.
Education access	Programmes funding hardware, software licences and mentoring for state-school students.
Refugee support	Charities providing employment and language support for refugees resettling in the UK.
Environmental restoration	Verified reforestation and marine-restoration partners we contribute to annually.
Local community	Small London-based community initiatives near our registered office in Covent Garden.

Partner with us on a CSR initiative

Charities, social enterprises, universities and community organisations can apply for pro-bono engagements, free workshops or mentoring at **beingecom.com/company/csr**. Incoming requests are reviewed every quarter and matched to available capacity.

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