

## Introduction

Thinking Beyond Business - TBB - was born due to a journey. Our founders were searching for meaning in their professional lives, trying to put their skills and education in business, finance, law, and ESG towards working with a higher purpose. The devastating effects of climate change, together with the growing social inequalities, are of a big concern for both Soledad and Silvina. They decided to join forces and start an advisory business to help other businesses rediscover their essence and generate positive impact while growing profitability.

TBB is proud of helping small and medium-sized businesses incorporate best practices of sustainability into their business model, ultimately generating a positive impact in our world.

**Our Purpose guides us in everything we do**





# IMPACT REPORT

## 2021

## A Message from our Founders

With the effects of Covid-19 still rampaging into our lives, we have learned to adapt and face a fast-changing world with new priorities. We are all learning to live with more uncertainty, be more flexible, and recognize and value the importance of collaboration as we experienced the positive impact of working together and saw what happens when lacking. In this sense, 2021 was a challenging and exciting year for TBB as we grew as a business and individually while staying true to our purpose. Looking back on the past twelve months, we see a journey crowded with meaningful relationships, multiple collaborations, and partnerships working together towards a common objective: *driving progress and building a better world.*

We are proud of the incredible people and organizations we worked for and partnered with, from global nonprofits working to restore our planet to local organizations working tirelessly to help responsible and committed entrepreneurs launch and scale their businesses. Along the way, we met individuals who inspired and challenged us to elevate ourselves and deepen our commitment to healing the world by empowering responsible businesses to thrive.



# IMPACT REPORT

## 2021

We are grateful to the organizations that opened their doors and provided us with a physical and virtual space to expand our influence by educating professionals and business leaders on the importance of a triple bottom line approach. Above all, in our workshops and webinars, we met individuals and businesses committed to being agents of change and engaged in learning how to behave more responsibly, incorporating climate change and social issues into their agendas.

We are thankful to our clients, who trusted us with their concerns and allowed us to be part of their plans, helping them do business with a higher purpose. We guided them to strive for progress on the issues, risks, and opportunities that mattered the most to each of them. We are honored that our clients chose us to guide their paths to sustainability seeking continuous progress.

We are committed to the United Nations 17 Sustainable Development Goals - UN SDGs- in their efforts to achieve a better world by the year 2030. We have aligned our strategies and goals to these 17 goals and their targets. We have adopted this universal framework as a visual method to communicate and align our efforts with those of committed leaders around the world.

In this report, we are excited to share the results of TBB's work in 2021.

*Silvina & Soledad*

## Supporting the UN SDG's

Over 50 hours of time dedicated to local nonprofit organizations committed to promoting a more environmentally and socially conscious way of doing business.

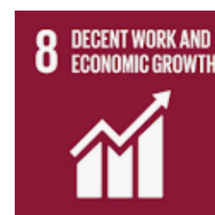
4 free webinars educating on the importance of implementing more sustainable practices as a way to create opportunities for consistent and profitable growth.

In partnership with 1% for the Planet, 1% of our revenue was donated to charitable organizations working to restore our planet.

Promoted the formation of a business sector within the Town of Greenwich Sustainable Committee to engage, educate and empower local businesses to accelerate sustainable practices.

Over 20 consultation hours given pro bono to help nonprofits uncover their full potential by embracing an approach that considers a positive impact on society and the planet.

Over 10 hours mentoring startups on how to launch and scale their business through the lens of sustainability.



## This is Our Impact

### Collaboration

We fostered a spirit of collaboration with other committed professionals across multiple disciplines to help us increase impact and provide our clients with knowledgeable and responsible advice.



### Community Engagement

We developed close and meaningful partnerships with organizations that share similar goals and collaborated on shared educational events designed to empower agents of change.

### Environment

We partnered with 1% FTP to do our part in protecting our planet and we formalized home office practices aimed to foster environmental awareness with our main stakeholders and in our personal lives.



## Activism

We became active members of organizations and committees to drive growth and take action on issues we are passionate about.

Why these organizations?



We believe in a healthy planet.



We believe in raising awareness to do business with a higher purpose.



We believe in the power of collaboration to scale solutions to issues that matter the most.



We believe in Towns that promote and facilitate sustainable economies.



We believe in a society that includes everyone regardless of their special abilities.

## Client Stewardship

We helped our clients reach their potential by focusing on issues and areas of impact unique to each of their businesses.

- Incorporated Sustainability Strategies within business models and developed Action Plans.
- Developed an Employee Handbook that includes respect for human rights, and promotes diversity, equity, and inclusion.
- Surveyed employee satisfaction and commitment.
- Formalized pledge to commit to environmental practices.
- Established waste management programs.
- Launched a zero single-use plastic program.
- Fostered environmental awareness and implemented formal eco-friendly policies.
- Reinforced commitment to purpose-driven business models and helped them become the best they can be.
- Stewarded clients into giving back programs.
- Streamlined impact reporting in line with the UN SDGs.
- Promoted local sustainable brands from the communities in which we live and work through social media.

## Committed to an even better 2022

We see two main challenges that impact every part of our world: climate change and inclusivity and we believe collaboration is crucial to solve these pressing problems. Therefore, we welcome 2022 with a heartfelt goal to continue building meaningful relationships and partnerships with organizations and companies that share our same purpose because we believe that collaboration is the force to drive sustainable change and what the world needs today.

We will focus on:

- Raise awareness on the importance of measuring carbon emissions to better understand areas of improvement in efforts to reduce carbon footprint
- Assume an active role with our clients and partner organizations to promote inclusivity
- Promote zero waste policies and events with the organizations we partner with, with a special focus on banning single-use plastics
- Educate professional service providers on key terminology of sustainable practices so they can be better advisors for their clients
- Consider environmental and social factors when engaging in new partnerships and purchasing goods and services
- Continue promoting local businesses
- Collaborate with other professionals to find scalable solutions to climate change and social inequalities
- Expand our giving back program beyond 1%FTP to support women entrepreneurs
- Continue mentoring women and entrepreneurs on social impact projects

**Thank you for trusting us**

