

SUSTAINABILITY REPORT 2021

And commitments for 2022



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About us



Feb 2020

official launch

**COLLABORATION
INCLUSION
VALUE CREATION
AUTHENTICITY**

are our values

The 4D Sustainability Canvas was born **to introduce sustainability and regenerative economy to all businesses**, regardless of their size and maturity. The co-founders **Luiz Beltrami** and **Liza Degtyareva** set an ambitious goal to **democratise sustainability and make it affordable and simple for small and medium sized companies**, that are often overlooked by other certification programs and consultancies.

We wanted to prove that **a mindset change can overcome limited resources** inspired by communities that brought about changes from the bottom-up. Their capacity to self-organise and cooperate can solve energy and food scarcity as well as redistribution of wealth by introduction of local currencies. Similarly, companies, small and large, that adopt regenerative and sustainable principles **can develop resilience, prosperity and a new way of value creation.**

With the official launch of 4D Sustainability Canvas **at the end of February 2020**, we were curious if a visual and simplified tool with appropriate guidance can make this shift happen, and we could get closer to our vision:

A system where success is measured by the positive impact and value created for the society and planet.



*“**Sustainability** is a relationship between dynamic human economic systems and larger, dynamic, but normally slower-changing ecological systems, such that human life can **continue indefinitely**, human individuals can **flourish**, and human **cultures can develop** – but also a relationship in which the effects of human activities **remain within bounds** so as not to destroy the health and integrity of **self-organising systems** that provide the environmental context for these activities.”*

Brian G. Norton (1992)



Theory of Change

We envision a new system where success is measured by the **positive impact** and **value created for the society and planet**.

PROBLEM

Our current economic model is leading us to **irreversible environmental and societal damage**.

Standard business management and strategy tools don't encourage companies to think about the impact and all stakeholders.

Sustainability standards and tools are too complex and expensive for SMEs

KEY AUDIENCES



Facilitators, Consultants, Mentors and Teachers.

Small and growing companies (including NGOs and start-ups).

INPUTS



Training and Community of experts.

Free tools and online workshops.

Private workshops and sustainability report.

Consulting.

OUTPUTS



More professionals learn about 4D Canvas framework and are able to apply it.

Experts gaining new clients through referral.

Companies take their first steps on their sustainability journey.

Business related SDGs identified.

Negative impacts and sustainability opportunities assessed.

Priority actions defined.

OUTCOMES



Increased and empowered community of professionals that can help companies on their sustainability journey.

Sustainability reporting and targets are part of company strategy and KPIs.

Progress measurement on sustainability actions.

IMPACT




Healthy communities, inclusion, inspiration for stakeholders, job creation in local communities and underrepresented groups.

Higher level of employee engagement, satisfaction, retainment rates. Better performance and innovation capacity.

Stakeholder engagement, better brand reputation, Social contract with all citizens, transparent communication.

Cost reduction, energy efficiency, GHG reduction, higher awareness on climate change, restoration of biodiversity and reduction of waste. New business models and opportunities.

2021 in numbers

 **458**
people
downloaded
the Canvas

 **863**
subscribers

 **1288**
followers on social media
760 on Instagram
528 on LinkedIn

 from
40
different
countries

 **8**
Licence
Partners

 **20**
companies and
professionals in
"Collective Futures"

130
people attended
our workshops

AVERAGE RATING OF THE WORKSHOPS (1-10)

8.6

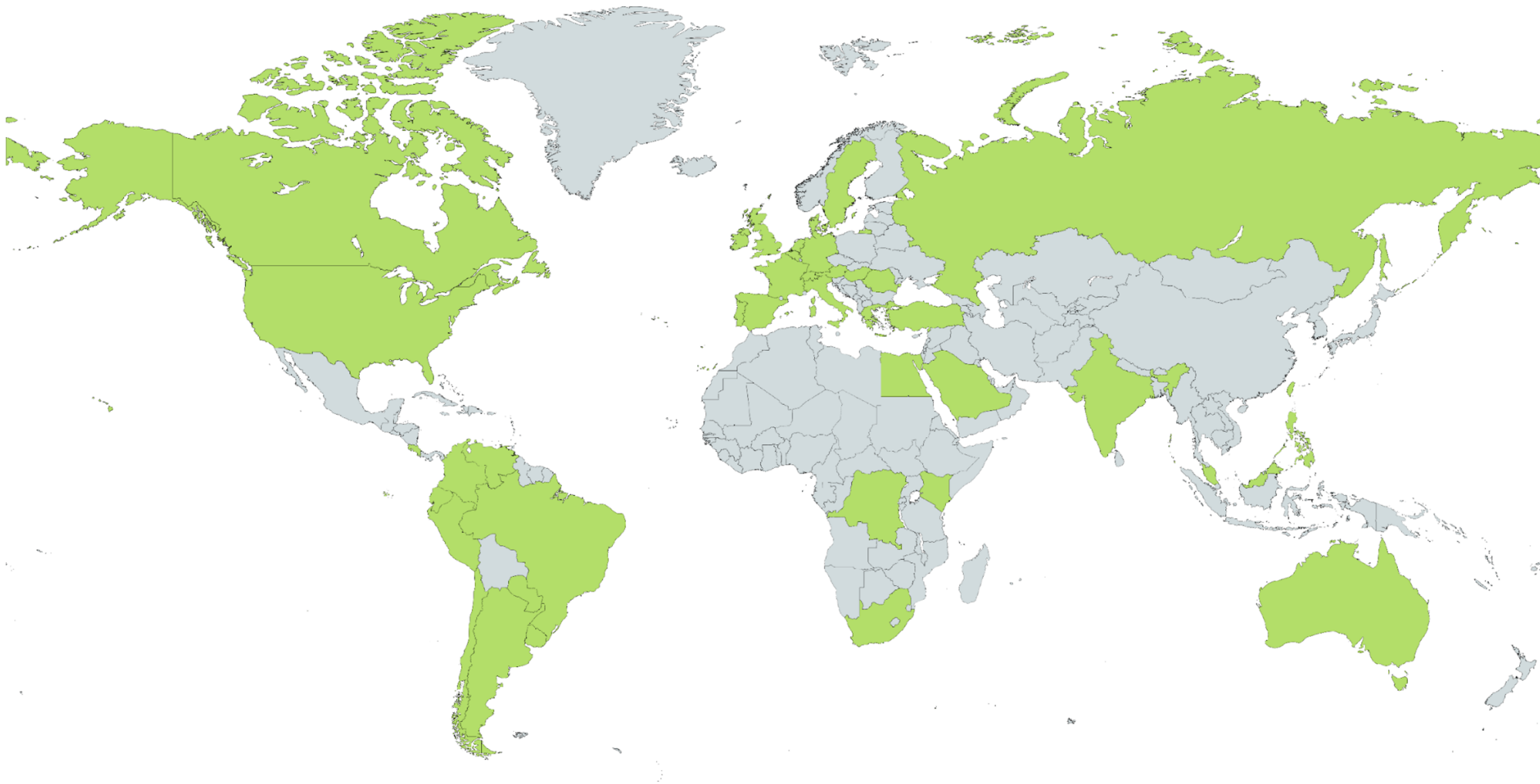
"I managed to understand our sustainability priorities better after the workshop"

8.6

"The 4D Sustainability Canvas helped me understand my company's impact better"

8.3

"I had a better understanding of the concept of sustainability in a business context"



4D CANVAS Downloads

Value chain and Stakeholders

Our approach of pursuing organic and steady growth allowed us to build profound relationships with our stakeholders:

our partners, licensees, workshop participants, subscribers and suppliers.

In 2021 we expanded our service with our licence offering, therefore apart from conducting workshops for SMEs and consultants/experts and continuing to deliver a collaborative consulting process for our clients, our strategy focused on expanding through our network of licence partners who will multiply the impact of the 4D Sustainability Canvas globally.

Even though we are small, we are committed to building a business with a strong sustainability culture, ensuring the transparency of our operations, inclusion and well-being of our employees and volunteers,

empowerment of underrepresented groups through our value chain, all while making sure to protect the environment and biodiversity.

The 2021 sustainability reports to reflect on our impact and the progress against the commitments we set a year ago.

Since our launch we reached a total of **863 people** from **40 countries**, including the **458 downloads** of the 4D toolkit, **162 people** engaged through webinars and **130** participated on our workshops. Moreover we were proud to welcome the below

Licence Partners

Profit Impact Ltd. (UK)
Sustainable Spa Association (UK)
With Many Roots (UK)
Hidra Societa Benefit (IT)
Sonia Sanchez (UK, ES)
AB5 Consulting (UK)
One20 Network (UK)
Sustainable World Group (US)

Business Partners:

Amani Institute
SDG Monitor
Matchable
Paul Hastings
ABRAPS
Impact Hub Budapest
ISCTE Business School



COMMUNITY

*Create a healthy and just society along the value chain including suppliers, partners, local communities and customers. **Leave no one behind.***

INCLUSION

When we dreamed up the 4D Sustainability methodology, we put our clients, beneficiaries, suppliers, the 4D team and each of their communities **in the centre of our mission**. By creating a free tool and framework to spread a sustainable way of running a business and overcome the inertia created by the myriad of already existing tools and standards, **we enable sustainability** for entrepreneurs, NGOs and businesses regardless of their financial and social status or racial background.

The 4D Sustainability Canvas is inherently inclusive, inviting anyone who has the intention of joining a regenerative world, with the option of downloading our toolkit and

following our guide **with one click**.

In the past 2 years **458** people from **40 different countries** downloaded the Canvas from our website.

As we know SMEs were hit the hardest by the pandemic and consecutive crisis, therefore keeping our prices adjusted to the weak financial situation was central to our strategy. We use tiered pricing to be able to cater to micro companies and NGOs and always have a reduced price option on our monthly workshops.

Going forward, we will continue to ensure **a considerate and inclusive approach in our pricing strategy**.

COMMUNITY SUPPORT

In 2021, we organised a successful webinar on how **SMEs can integrate the Global Goals**, in partnership with the SDG Monitor. From the proceedings of the event we supported **Inspiring Girls**, an international NGO on a mission to empower girls so they could pursue ambitious careers breaking away from traditional role models.

Our CEO frequently contributed with sustainability content on the Scottish Women's Business Centre and spoke about the importance of sustainability, inclusive design and the SDGs on online events like the Green Urbanics Business Livecast, Impact the Future global event and Green Urbanist podcast .



COMMUNITY

Our goal with all these free events is to **share practical and hands-on sustainability tips**, making it easier for companies to take actions and understand that social and environmental sustainability are strongly intertwined and **“net zero” is not the final destination.**

Since April 2021 we supported earthday.org’s **Canopy reforestation** project from the monthly workshops, which meant a total of **76 native trees planted.**

SUPPLIERS

Given that we are a start-up our supplier list is not vast. Our platform is being maintained by a female freelance developer in Brazil. We use marketing and collaboration tools for communication such as **RD Station, Miro, Slack, Trello, Mlabs and Canva.**

By introducing the online payment possibility we selected Stripe as our payment provider due to their commitment to addressing climate

change. Through **Stripe Climate** 1% of our revenue goes into funding carbon removal technologies .

Our amazing partner **Matchable** connected us with experts in growth strategy and pricing from **Capital on Tap and Merkle**, which significantly contributed to our 2022 roadmap.

Our pro-bono legal service provider remained **Paul Hastings** (Europe) LLP in 2021, that enabled our pivot to become a B2B business through the licensing model.

Our website is hosted by **Kualo**, green server provider and climate positive business, and we use **Ecosia** as our default search engine, making all our searches powered by 100% renewable energy.

In 2022 we hope to keep working with above suppliers and make sure that new providers will meet our sustainability criteria as detailed in our new **Code of Conduct** (find on our website).

When it comes to banking services we are looking into a sustainable and fair business bank account that would replace Santander UK, which was impossible to do in 2021 due to eligibility constraints.

2022 GOAL

Keep offering our services in the most inclusive way. Challenge existing suppliers by looking for their sustainability credentials. Shift to sustainable financial institutions.

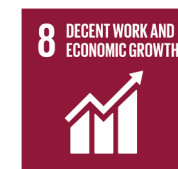
Impacted SDGs



1.4



4.7



8.4



10.1; 10.2



12.1; 12.2



17.14; 17.17



EMPLOYEES

Unleash the power of a high-performing team through an inclusive, inspiring and diverse workplace.

Employees are the most important contributors of all organisations and this is no different within our company. The performance of employees and volunteers is crucial to the success and effective operation of the company.

The 4D Canvas promotes diversity, employee well-being, safeguarding and health & safety through the Employee Section of the framework. It is therefore crucial. **that relevant regulations and best practices are in place**

The team in 2021, consisted of the **2 co-founders and a social media manager** from the Philippines who all work remotely. Remote work enables the team to recruit employees and volunteers from all over the world allowing a **highly diverse team** to come together.

In 2021 we published our **Diversity and Inclusion Policy** setting the foundation of how we are to grow as an inclusive company.

Once we will be in the position to hire a bigger team we will roll-out **inclusive recruitment and onboarding processes**.

As part of 2022 strategy we are to keep offering flexible work hours and develop feedback interviews for our staff to be able **to measure their well-being**.

In 2021 we started introducing well-being check-ins on a monthly basis, which turned into bi-monthly ones.

“Being a part of the 4D team is definitely one of the highlights of my 2021. I love the dynamics and teamwork formed between me and the co-founders. They are ready to learn new things and open to new ideas especially when it will help amplify their mission to more SMEs. I admire that the co-founders are very knowledgeable and are experts at what they do. They are clear on their goals and focused on their vision and mission. This way, I also learn a lot about the niche I chose which is sustainability. The co-founders are also empathetic and approachable that makes communication a lot more easier and the work more enjoyable.”

Charisse Almeida – Social Media Manager



EMPLOYEES

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When it comes to professional development opportunities in 2021 Luiz enrolled in a course on SDG Integration by **UNGC Brazil**. Liza undertook the **Ellen MacArthur Foundation Course - Inside the Circular Economy: Beyond the Basics** in spring. Following the courses they shared the outcome and learnings.

In 2022 we will identify knowledge gaps for all our staff and attend training to fill those gaps.

2022 GOAL

Ensure training and development needs are met of all staff and streamline our on-boarding process in line with our values.

Impacted SDGs



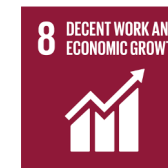
3.4



4.7



5.1; 5.2



8.7; 8.8



10.2



16.5; 16.6
16.7; 16.10



PLANET

Operate within planetary boundaries. Reduce and mitigate negative environmental impact.

It has become clear that a **1.5°C increase in average global temperature**, compared to pre-industrial levels, is the maximum that ecosystems and humanity can cope with in relation to the impacts of the current climate crisis. Following the current trends, **it is predicted that we are on the path to exceed this point in 2030.**

To date, businesses have used a large amount of the Earth's natural resources, which led to the disruption of ecosystems. Healthy ecosystems that provide food, water, clean air and shelter are crucial for our survival, **it is therefore necessary for businesses to protect them by operating within planetary boundaries.**

One of our core purposes is to help businesses mitigate their negative

environmental impacts by adopting environmentally friendly practices. Following the old saying of 'Practice What You Preach', **we are eager to ensure that we respect planetary boundaries while encouraging others to do the same.**

We started 2021 by migrating our website to **Kualo's 100% renewable energy powered servers in the UK**. This obviously does not mean that our website would not emit CO₂ therefore we continually look into energy efficient and low-carbon measures for our platform. In order to turn completely carbon neutral or positive we would like to understand our CO₂ impact better and be able to finance more carbon removal projects.

As part of our goal to measure our baseline emissions we joined the **SME Climate Hub** and made a commitment to be **net-zero before 2030**, which in our case is intended to be reached within 2 years.

In our **SME Climate Commitment** we are set to calculate and understand our GHG emission that will be shared in 2022 as soon as the Normative Calculator becomes available for the signatories.

In the meantime we do the utmost to minimise our carbon footprint, in 2021 we continued to use Ecosia as default search engine, we switched to renewable servers, and use Swipe Climate for all online payments, rolled out a policy to keep our digital footprint and e-waste to minimum, as part of this exercise we **eliminated 10.8 kg CO₂e e-waste.**



SME CLIMATE COMMITMENT

"Recognising that climate change poses a threat to the economy, nature and society-at-large, our company commits to take action immediately in order to:

- 1. Halve our greenhouse gas emissions before 2030*
- 2. Achieve net zero emissions before 2050*
- 3. Disclose our progress on a yearly basis*

In doing so, we are proud to be recognised by the United Nations Race to Zero campaign, and join governments, businesses, cities, regions, and universities around the world with the same mission."

Liza Degtyareva
CEO Collective Futures Ltd.

By being a fully digital business, all our staff and volunteers worked remotely, we had one business related travel in 2021, **which CO₂ emission was fully offset.**

Climate education is at the heart of the 4D Sustainability Canvas. Our workshops enable businesses and individuals to identify their negative environmental footprint, while our webinars focus more on specific sustainability, often environmental, topics, bringing together experts from different business fields. Our **monthly newsletters** cover different sustainability related concepts, news, facts and they are often focused on educational content, helping readers to gain a better understanding on topics around the UN SDGs and how business and individuals can help achieve them.

To be able to reach a wider audience, we extended our educational content to our social media channels as well,

2022 GOAL

Set Benchmark GHG data and clear plan to reach net-zero through the SME Climate Hub.

Impacted SDGs



7.2; 7.3



8.4



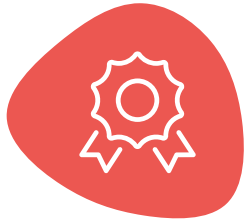
9.3



12.1; 12.2
12.6



13.3



GOVERNANCE

Governance consists of organisational systems, processes and practices in place that ensure the transparent and effective implementation of sustainability measures in the above listed 3 dimensions and the disclosure of the impact and financial results.

We stay true to our values of **Inclusion, Collaboration, Value Creation and Authenticity**. We, so as other small and growing companies, have just started on the sustainability journey and are constantly assessing what we can do better. This is nowhere near perfect but provides evidence that we hold ourselves accountable and proves that any company at any stage can embed regenerative and sustainability principles in the business strategy.

In 2021 our goals was to ensure transparency and develop the necessary policies and processes to hold ourselves accountable. In 2021 we partnered with SDG Monitor to keep track of our

Sustainability goals and progress, we disclosed our results on a quarterly basis except in Q3, and published our **Diversity Policy** and **Code of Conduct** on the website.

Having the Theory of Change in place we have a clear understanding of our intended impact, which we measure through our surveys and follow-ups, however there is room for improvement when it comes to data frequency and quality, therefore our focus in 2022 is to **enhance our data analytics** through a possible digitalised solution.

In terms of company structure we have reached a maturity to set up a more robust management structure and **Advisory Board in 2022**.

2022 GOALS

*Our overall goal for 2022 is to scale and for that we are to establish an **Advisory Board**, decision making process and will also be looking at more efficient and automated ways of measuring the long term impact of our activities.*

Impacted SDGs



12.6



16.5; 16.6
16.7; 16.10

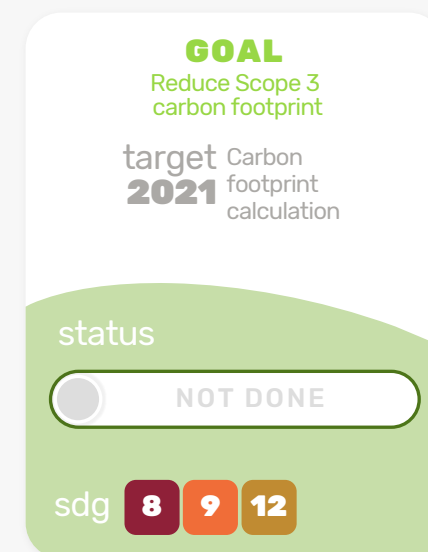
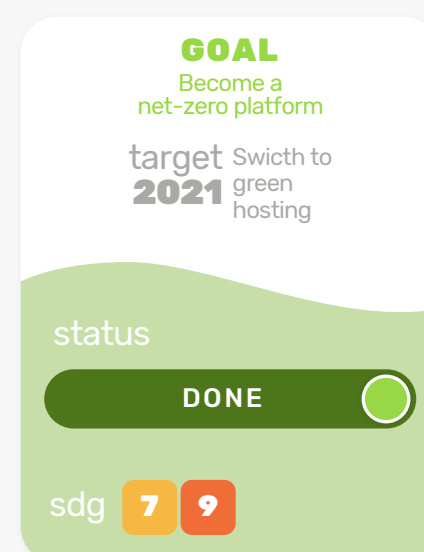
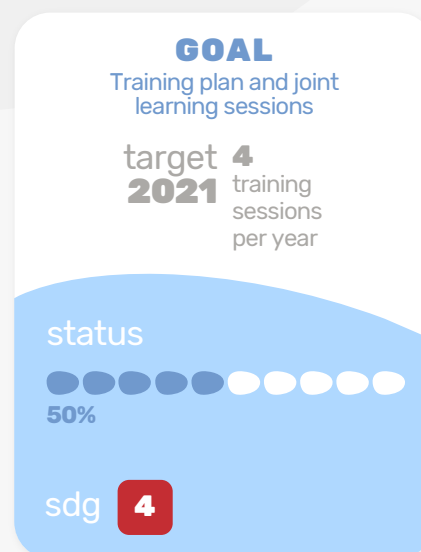
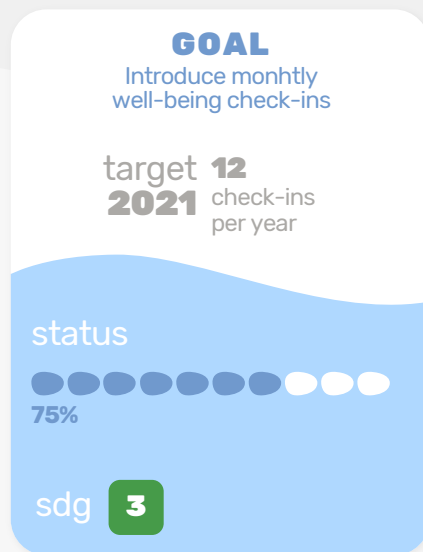
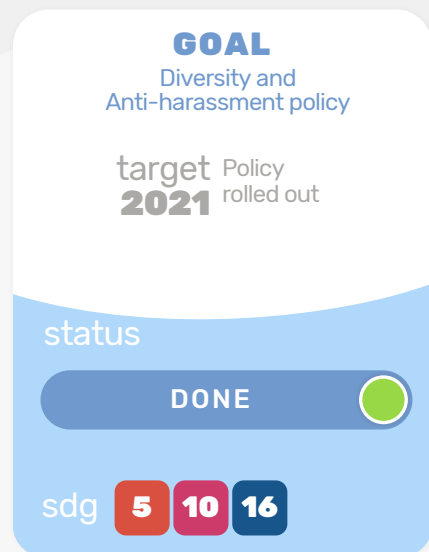
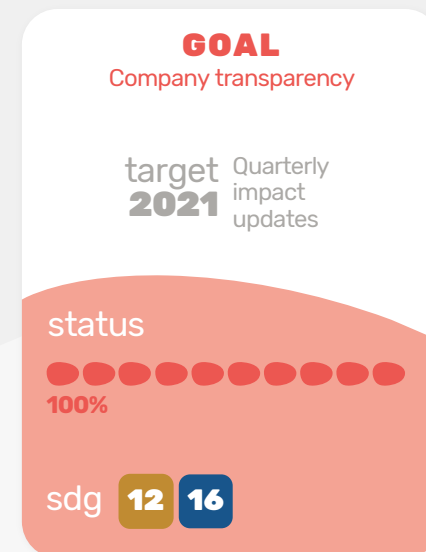
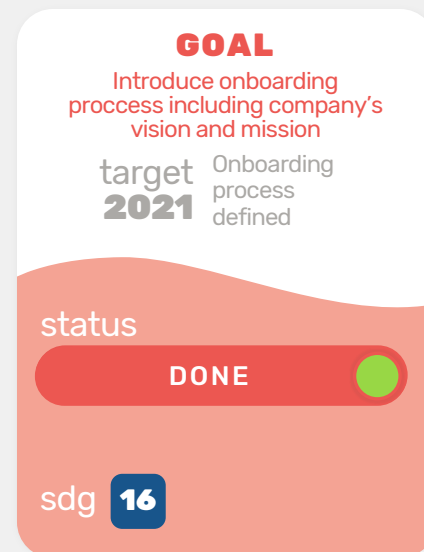
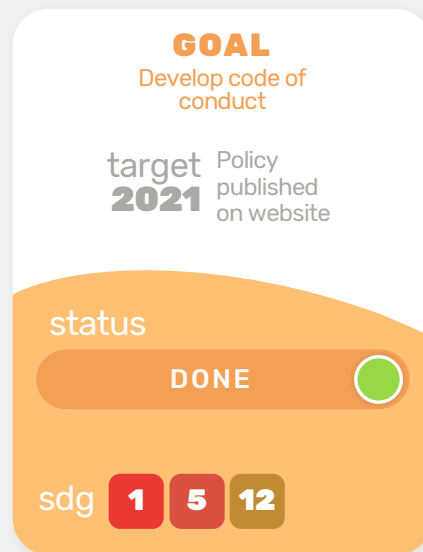
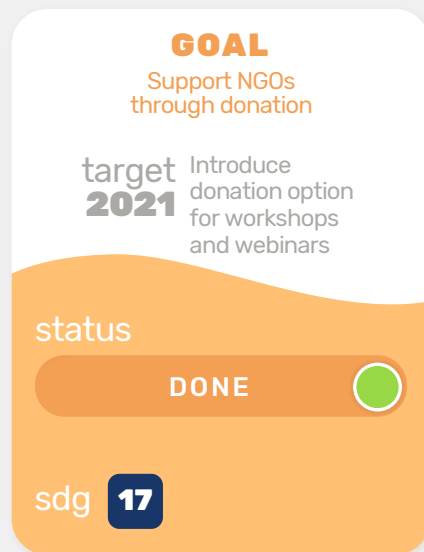


17.19

A lighthouse with a glowing light, set against a starry night sky. The lighthouse is white with a red top and a yellow light. The sky is dark blue with many stars. The text "2021" is overlaid on the left side of the image.

2021

**Goals
and targets**





2022

commitments

GOAL

Sustainable Banking

target 2022 Switch business bank account

status



sdg 12

GOAL

Enforce code of conduct

target 2022 Review and query existing suppliers

status



sdg 1 10 12

GOAL

Set up Advisory Board

target 2022 Diverse Advisory Board and meetings

status



sdg 16

GOAL

Efficient Data Management

target 2022 Set performance indicators

status



sdg 17

GOAL

Measure employee wellbeing

target 2022 Introduce well-being measures and KPIs

status



sdg 3

GOAL

Training plan and joint learning sessions

target 2022 2 training sessions per year

status



sdg 4

GOAL

Carbon negative workshops

target 2022 Reduce GHG footprint and support carbon removal

status



sdg 9 13

GOAL

Measure and track GHG footprint

target 2022 Set baseline

status



sdg 13



Enabling sustainability for
small and growing companies

**Value creation extends
to all stakeholders** including the
biosphere and future generations, as
opposed to the current paradigm of
temporarily enriching shareholders.



Our mission is to embed this principle
into the core of all business models by
applying the 4D Sustainability Framework.

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