

# Trampoline NH CIC

*Promoting Community Enterprise*

*Supporting Ethical Leadership*



## Ethics & Social Impact

## **Trampoline NH CIC**

- *Promoting Community Enterprise*
- *Supporting Ethical Leadership*

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# Trampoline NH CIC

*Promoting Community Enterprise*

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## **BUSINESS ETHICS**

### Learning Objectives / Session Outcomes

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#### OBJECTIVES

Enable you to:

- Understand key factors for improving social and environmental impacts.
- Consider how your business could adopt ethical values.
- Improve your Work / Life balance.

#### EXPECTED OUTCOMES

By the end of this session, you will be able to:

- Perform a basic audit to help you improve your business' ethical values.
- Make informed decisions for operating ethical business models.
- Create your ideal Work / Life balance.



## **BUSINESS AND ETHICS**

In today's markets and economies, a lot of businesses -large and small- are looking for ways to run their operations on more ethical basis. This could apply to some or all aspects of business operations.

As part of the broader conversation on Business Ethics, an increased number of businesses / employers are now looking to improve their stance on the following principles:

**Trustworthiness:** Keeping promises, being reliable.

**Respect:** Treating everyone with dignity.

**Fairness:** Ensuring equity in pay, contracts, and opportunities.

**Accountability:** Owning mistakes, correcting them transparently.

**Duty of Care:** Protecting the wellbeing of customers and employees.

**Responsibility:** Recognising your wider impact on society and the planet.



## **WHAT MATTERS TO YOUR BUSINESS?**

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Traditionally, business success has largely been measured by **PROFITABILITY**.

This is often referred to as having a **SINGLE BOTTOM LINE**. Here what matters is profit and doing well enough to remain in business.

However, entrepreneurs today are considering not only their financial performance but also the social and environmental impacts of their business.



## WHAT IS AN ETHICAL BUSINESS?

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A business that seek to adopt sets of VALUES and PRINCIPLES that will help to create POSITIVE IMPACTS on SOCIETY and/or the ENVIRONMENT in which they operate (trade or do business).



## **ABOUT YOU and Your Enterprise**

Before diving into ethical considerations, remember ethics usually starts with the founder's values. They are not an “add-on”—they flow from your vision, values, and belief.

### **Reflective Questions:**

- What values do you want your business to stand for (e.g., honesty, wellbeing, sustainability, fairness)?
- How do you want your customers and community to describe your business in 5–10 years?

## **BECOMING AN ETHICAL BUSINESS**

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Consumers are becoming increasingly concerned about the way businesses operate and their impact on society and on the environment.





## ETHICAL BUSINESS MODELS

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### SINGLE BOTTOM LINE

Is your business only concerned with PROFITABILITY?

This is when the main thing that matters to your business is to make profit and remain profitable.



## ETHICAL BUSINESS MODELS

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### DOUBLE BOTTOM LINE

Besides making PROFIT, is your business also concerned with creating POSITIVE SOCIAL IMPACTS?

A Double Bottom Line business model is when the business cares about both PROFIT and PEOPLE.

This is about your business improving its relations with its communities:

Local people, employees, suppliers and customers.



## ETHICAL BUSINESS MODELS

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### TRIPLE BOTTOM LINE

In addition, your business could also aim to create POSITIVE ENVIRONMENTAL IMPACTS.

This is where your business is interested in making PROFIT,

Investing in PEOPLE (social impacts), and

Improving the PLANET (environmental impacts).

# Triple Bottom Line



**Planet**  
All the impacts and benefits of a project on the natural environment.

**Community**  
All the impacts and benefits to the people who design, construct, live in, work in, and constitute the local community and are influenced, directly or indirectly, by a project.

**Economy**  
All the economic benefits of a project for all the stakeholders (not just the project owner). This includes economic impact and benefits to surrounding communities.



## HOW COULD YOUR BUSINESS EVOLVE?

The process of operating a Double Bottom Line or a Triple Bottom Line business models can be quite costly and usually requires the business to be able to first generate PROFITS, then re-invest some of it to improving its SOCIAL and/or ENVIRONMENTAL IMPACTS.

### PROFITS

Do I make any profit?	What am I doing now?	What are my aspirations?
Am I marketing my ethical credentials to improve my profitability?		
Can I invest some of my profit to improve my staff's employment conditions?		
Can I invest some of my profit to "Go Green"?		
Do I donate any of my profits, time, products?		
Am I involving my staff?		
Am I asking my clients to donate to good causes?		
Any more?		



PEOPLE

# HOW CAN I CREATE POSITIVE SOCIAL IMPACTS?

Is my business interested in creating POSITIVE SOCIAL IMPACTS?

Who are my “People” and how can I invest in them?

As a business leader, what can I do to improve relations with people in our community, and with my staff, suppliers and customers?

Does my business treat people fairly?	What am I doing now?	What are my aspirations?
Am I paying people fairly?		
Do I have good contractual arrangements?		
Is my work environment safe?		
Does my workplace reflect the diversity of my environment?		
Is my supply chain ethical and diverse?		
Any more?		



## HOW CAN I CREATE POSITIVE ENVIRONMENTAL IMPACTS?

Is my business interested in creating POSITIVE ENVIRONMENTAL IMPACTS?

How can I improve the “local environment”?

As a business leader, what tangible actions can I put in place to lower our carbon footprint or become more environmentally-friendly?

### PLANET

Is my business kind to the planet?	What am I doing now?	What are my aspirations?
Am I recycling waste and reusing materials?		
Am I sourcing materials that produce very little waste or produce waste that is non-toxic and biodegradable?		
Am I disposing of commercial waste sustainably?		
Am I/my landlord using renewable energy?		
Is my workplace energy efficient?		
Is my office paperless?		
Do I source my supplies locally where possible? Am I using ‘multi-delivery services’? Am I trying to be ‘carbon neutral’?		
Do I make sure I use as little packaging as possible and where I do use packaging that it's biodegradable?		
Any more?		



## Purpose-Driven Business Matters More Than Ever

Research has shown that a lot of consumers now prefer to do business with businesses that have strong ethical values and are willing to pay extra for the goods and services they buy from these businesses.

- 50% of UK and US employees would consider quitting if their employer's values don't align with theirs.
- 53% of UK employees want to play a greater role in driving positive change at work.
- Among Millennials & Gen Z, this rises to 64%.
- The trend is part of a wider movement dubbed "Conscious Quitting"—where employees prioritize purpose, values, and impact.

(Source: 2023 Net Positive Employee Barometer, led by Paul Polman)



## ADVANTAGES OF RUNNING AN ETHICAL BUSINESS

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Being an ethical business can:

- Improve your image and reputation
- Provide a competitive advantage from your competitors
- Attract more customers
- Increase your market share and/or sales revenues
- Increase staff morale
- Attract ethical staff and collaborators
- Ensure lawful conduct
- Encourage recognition
- Attract new sources of capital (from ethical investors).



## **DISADVANTAGES OF BECOMING AN ETHICAL BUSINESS**

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Becoming an ethical business can:

- Require extensive investments
- Be expensive
- Reduce the amount of profit available (for distribution)
- Time consuming to implement.



## **BECOMING A B CORP BUSINESS**

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In time, you might also want to consider becoming a **B Corp** business.

B Corporation certification is a private certification issued to for-profit companies by B Lab, a global non-profit organisation. A B Corp business is one that meet the highest standards of verification for their social and environmental performances, public transparency and legal accountability, and how they balance profit and purpose.

B Corps a form a community of like-minded leaders and drive a global movement of people using business as a force for good.

The process for becoming a B Corp business is long but it's a certification worth having if you're serious about ethical credentials.



## GROUP DISCUSSION

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Is it enough for a business to make PROFIT LAWFULLY?

Should this also be done ETHICALLY?

## SOCIAL IMPACT

Social impact is the effect your business has on people, communities, and society. It can be:

- **Positive** (improving wellbeing, creating jobs, reducing inequality).
- **Negative** (environmental damage, poor labour practices).
- **Neutral** (no wider effect beyond selling a product).

The goal of ethical entrepreneurship is to maximise the positive and minimise the negative.





## Ways Businesses Create Social Impact

- **Employment & Workplace:** Fair pay, inclusive hiring, and support for staff wellbeing and growth.
- **Customer Wellbeing:** Deliver products that improve lives, are accessible, and promote sustainable choices.
- **Community Engagement:** Give back through donations, local partnerships, and staff volunteering.
- **Supply Chain:** Source locally, trade ethically, and partner with diverse or social enterprises.
- **Advocacy & Influence:** Champion health, wellbeing, and social justice through your platform.



## **WHY Report your Impact?**

- 1. Attracting Investors:** Appeals to investors seeking sustainable, impact-driven companies
- 2. Building Trust and Credibility:** Strengthens trust with customers, partners, and communities.
- 3. Improving Decision-Making:** Supports better decisions through impact measurement and data.
- 4. Differentiating from Competitors:** Helps the startup stand out in a competitive market.
- 5. Inspiring Employees:** Increases employee motivation and sense of purpose.

## IMPACT REPORTING

Social Impact can be presented in multitude of ways. Most popular is to present a snapshot of all your key outcomes followed by narratives on how you achieved these.

These needs to be evidence based and have a clear methodology on how you obtained these numbers/figures.

### Key Highlights



Of participants reported progressing into more advanced business stages.



Of 1:1 business support delivered.



Entrepreneurs supported.

**2024**  
*at a Glance*

**50+**

New products and services launched.

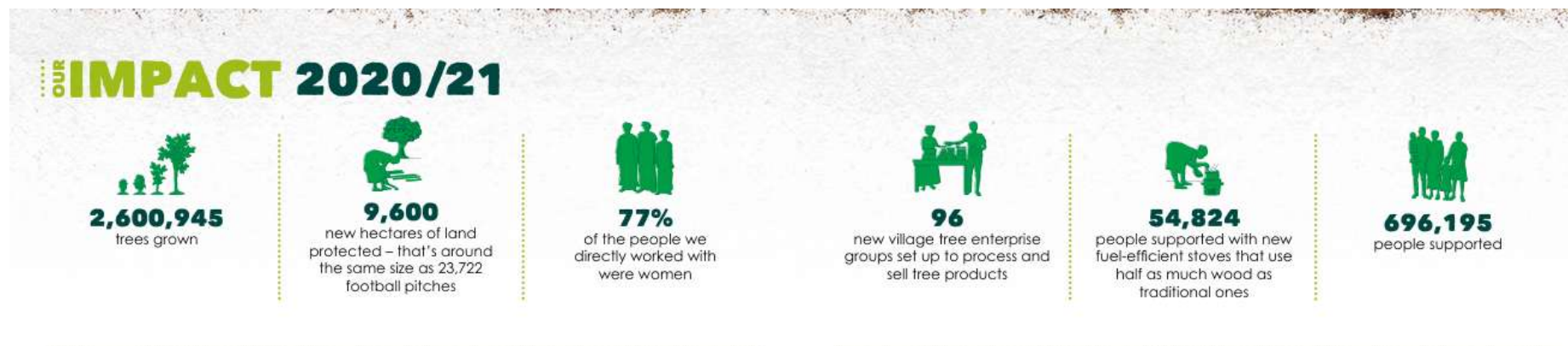


**£55,687**

In grants awarded to programme participants.



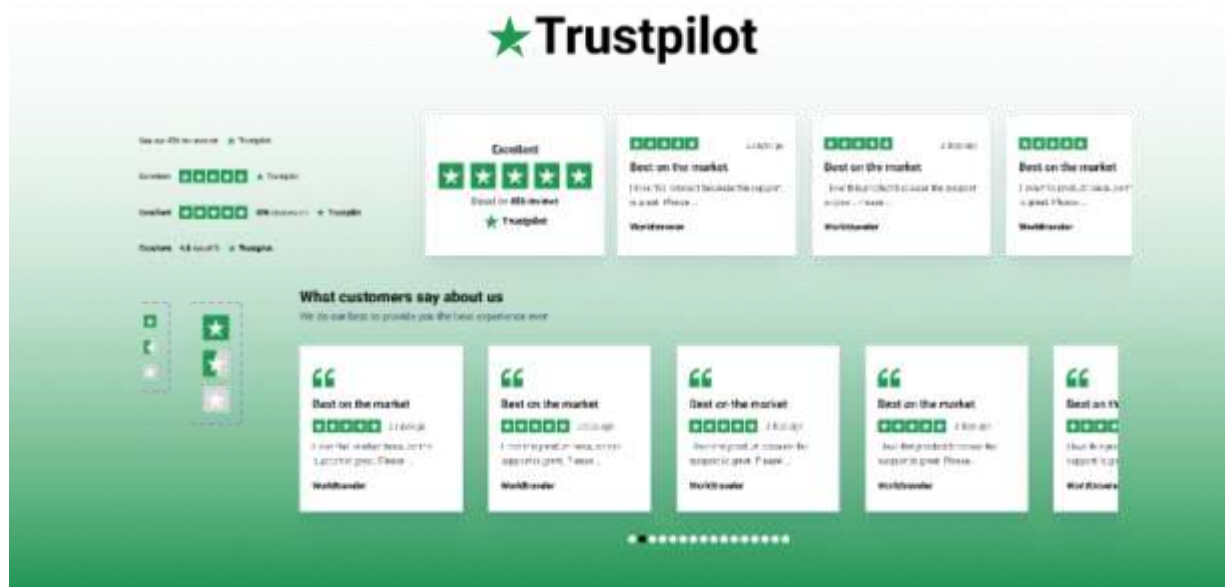
(Trampoline Annual Report 2024)





# SPOTLIGHTS & REVIEWS

Personal spotlights and stories of service users to highlight how their lives changed because of your interventions can be another way to showcase your impact.



# CLAYINE WILLIAMS

Carib Pot



**“ I think for anyone it’s important to do something that you’re good at and passionate about—stuff that’s going to work because of the money. Because like me, you know, I’m working right now and I’m happy! Apart from being tired, I’m happy.**

“I’m learning a lot as I go along, and each day brings a new challenge, which I’m up to! So far, the challenges I’ve faced...was basically to get here—somewhere like this—because I was always working from home. The kitchen was too small, not being able to cook enough, just to serve my customers in time...so all that. But this [kitchen space] is going to help me to get better in that sense, as in get the food up faster and in more portions as well.

Another way to show your work and build credibility is through customer reviews & feedbacks. This can be Trustpilot, Google Reviews, or even a video / quote.



## **OPTIMAL WORK / LIFE BALANCE**

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In this section, we will look at how to create a  
HEALTHY WORK / LIFE BALANCE.



## OPTIMAL WORK / LIFE BALANCE

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To do this, let's

- See how a good work – life balance can contribute to improving productivity.
- Look at boundary setting.
- Identify the signs of unhealthy work – life balance.
- Design your optimal / ideal balanced lifestyle.
- Implement strategies for maintaining a healthy work – life balance and avoid burnout.



## **TWO KEY THINGS TO CONSIDER:**

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- What are the signs of an unhealthy work – life balance?
- Where are you on the “WHEEL OF LIFE”?



## HOW TO IMPROVE YOUR WORK / LIFE BALANCE?

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How can you improve your balance, in terms of the following factors?

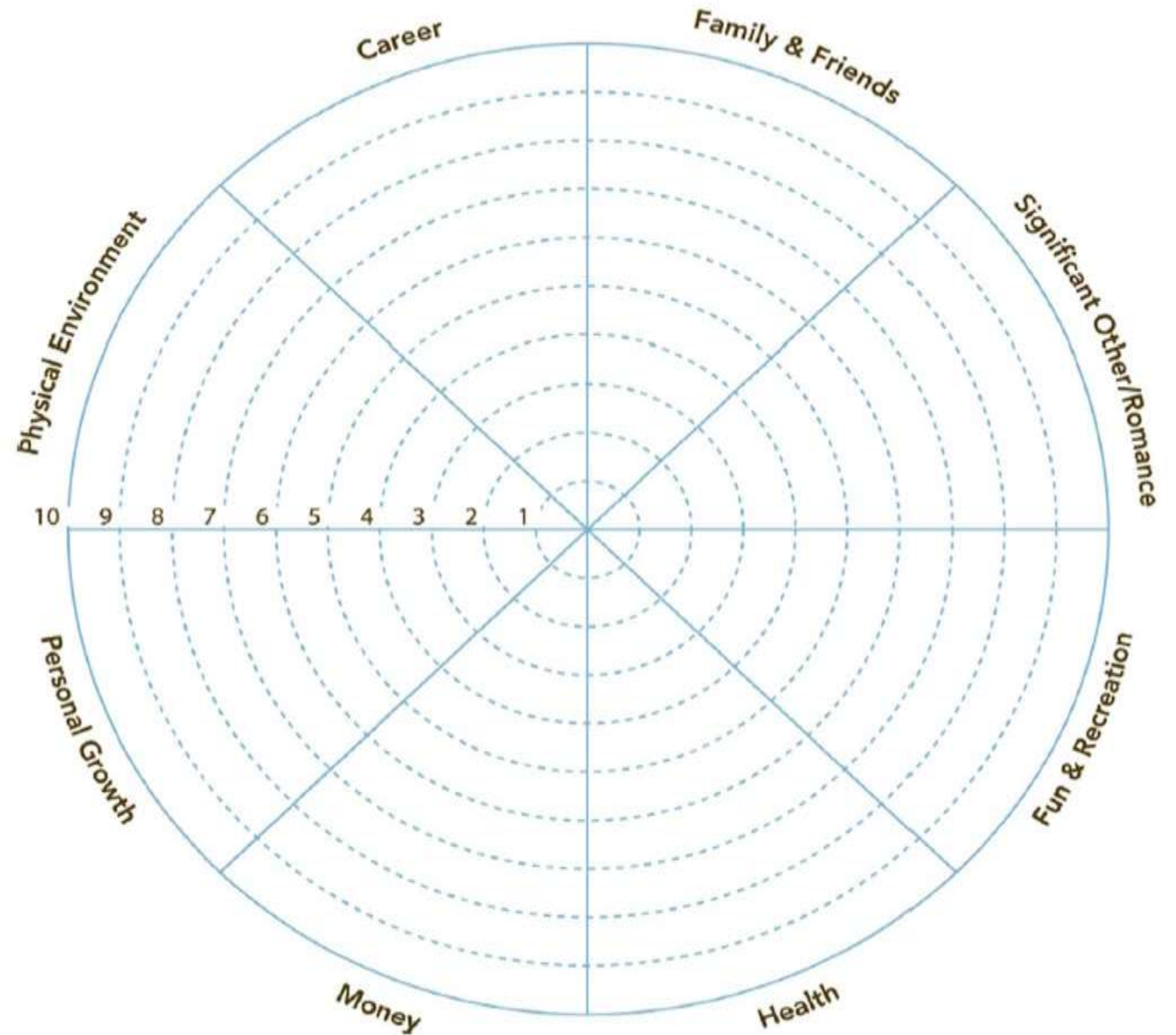
- Workload
- Time management
- Personal rhythms
- Exhaustion
- Low mood and/or irritability
- Keeping order
- Keeping your goals in mind and not getting diverted – clarity of intention
- Social media
- Perfectionism
- Relationships
- Fun!

## THE WHEEL OF LIFE

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### How to use it:

- Score each area from 1 (poor) to 10 (excellent).
- Join the dots around the wheel.
- Reflect: Is your wheel smooth (balanced) or bumpy (imbalanced)?





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We'll leave you with a reflection from author Mark Twain:

“Find a job you enjoy doing, and you will never have to work a day  
in your life.”



How did we do today?

Please scan the QR Code below, to give us your feedback



# Join the Start-up Movement!

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