

# **BETTER BUSINESS NETWORK**

**IMPACT REPORT 2021**

February to November

# ABOUT US

Our Vision is to create the biggest global community of changemakers in business that share best practice, network, support and inspire each other.

## MISSION

We empower business leaders through support, guidance, networking and collaboration that allows them to grow their business while changing the world.

## VISION

We envision a world where all businesses are a force for good, advocating for sustainability, government support and creating regenerative practices, contributing to a better world.

## VALUES

We are an inclusive network for purpose-driven business owners and leaders who want to grow their business and make the world a better place. We help them grow their impact, income and audience while advocating for systemic change.



# SUMMARY

The Better Business Network 2021 was our first ever year of business.

We have now recruited two Cohorts of businesses to the network with 70 members. Our members range from Solopreneurs to Small Business Owners, all with the mission to make the world better.

This Impact Report outlines what has been achieved in the last ten months and takes into account our plans for December 2021.

My personal time and work on BBN continues to be pro bono. Financially the network has been funded by income from betternotstop. This financial input is being treated as an Interest Free Loan with plans to begin repayment in Autumn 2022. I will not be expecting financial reimbursement for my own time

If you have any additional questions around the statistics or financials highlighted in this report, please don't hesitate to reach out for more information.

I look forward to sharing our updated Advisory Board with you in the new year,

Hannah

\*Financial reporting correct up to the 16th December 2021.

# FINANCIAL REPORT

Our investment this year came from membership fees and financial investment from betternotstop.

## TOTAL INCOME BREAKDOWN

**26%**    **74%**

MEMBERSHIP  
FEES

BETTERNOTSTOP  
INTEREST FREE LOAN

## TOTAL EXPENSES BREAKDOWN

43% were one off costs to create the foundations of the network.

**32%**    **16%**    **18%**    **11%**    **6%**

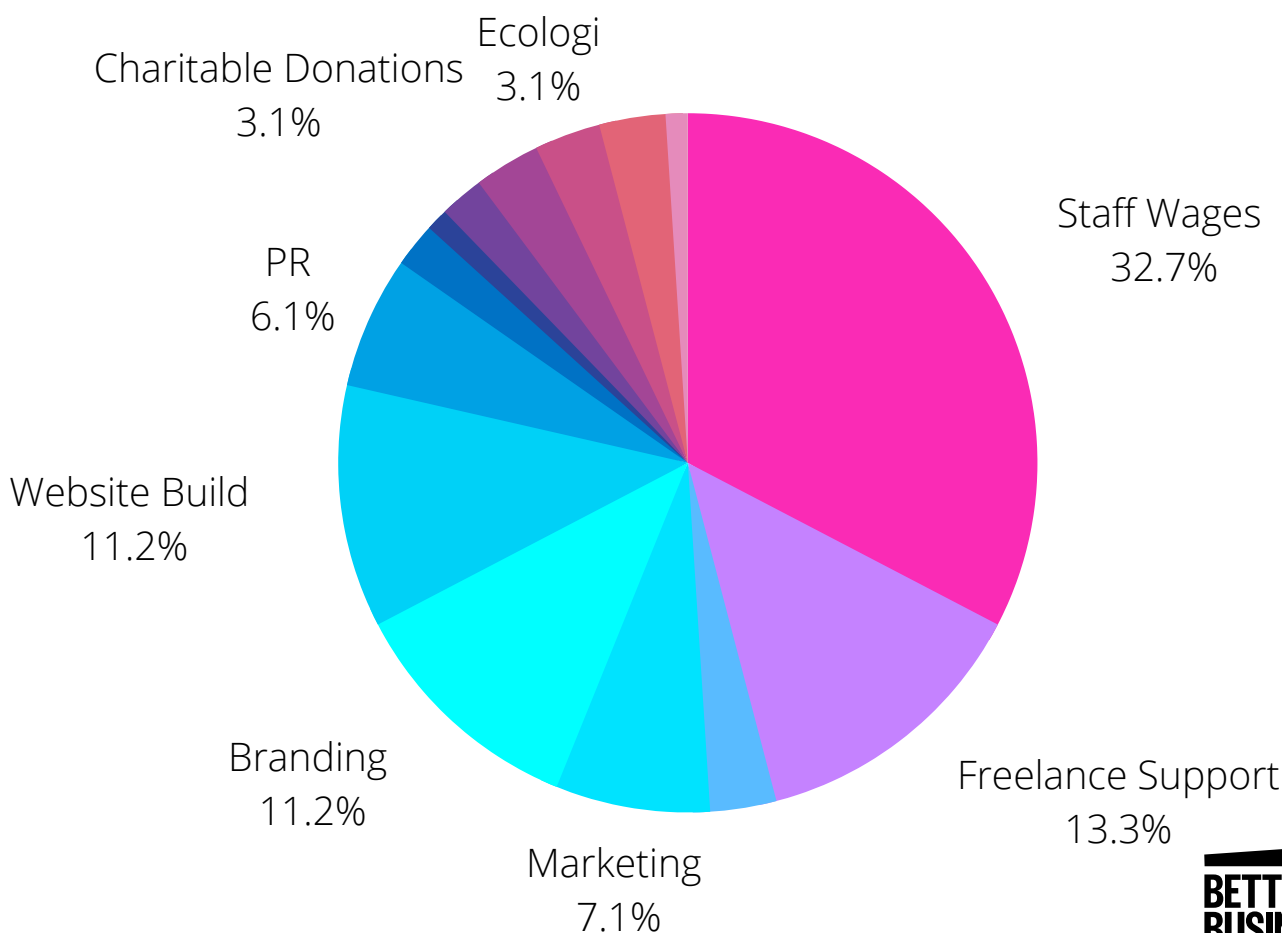
STAFF WAGES

FREELANCE HELP  
WORKSHOP SUPPORT

AGENCY COSTS

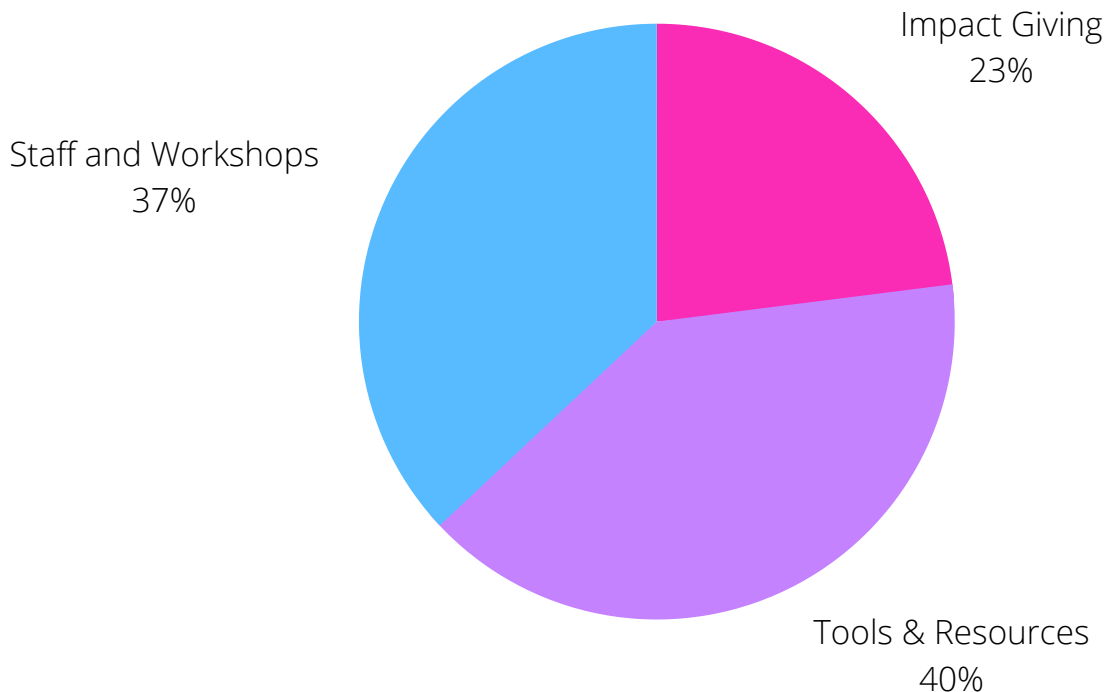
WEBSITE BUILD

IMPACT GIVING



# MEMBERSHIP FEE SPLIT

Out of our Membership fees, the income was split across impact giving, operations and member value.



*Ecologi*

111 Tonnes Carbon Reduction  
1,553 Trees Planted



£800 donated to High Impact Non Profits  
£70 raised through Speed Networking

**ClientEarth** 

£100 donated to Client Earth. Working in partnership across borders, systems and sectors, using the law to protect life on earth.

**BETTER  
BUSINESS  
NETWORK**

Members Website  
50+ Virtual Events throughout 2022  
100+ Tools & Resources added this year  
Moved to 100% Green Web Hosting with Krystal  
Created two new job roles

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NETWORK**

# MEMBERSHIP NUMBERS

We recruited two Cohorts in 2021. Founding Members in May, followed by Cohort Two in November. We will be recruiting for our next Cohort in Spring 2022, with a Welcome Week in May 2022.



COHORT 1:  
27



COHORT 2:  
42



COHORT 3:  
??

# STRATEGIC PARTNERSHIPS

While the network grew, so did our Partners. Working with other impact organisations has created the opportunity to increase our knowledge and awareness of how we can help other businesses grow.

## THE BETTER BUSINESS ACT

We are featured on the Website and one of our aims is to have all BBN Members sign up to the act and as many as possible contact their Local MP.



 Share

FAQ & Resources  
About the Act

act now >



## RESET CONNECT

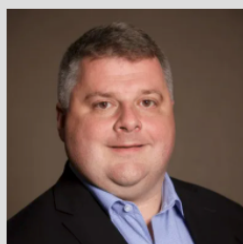


Reset Connect London 2022 will be the UK's largest sustainability ecosystem and green investment gathering. As well as speaking, we will have a Trade Exhibition Stand and will be launching our New Business Manifesto.

### Speakers



**Maria Municchi**  
Multi Asset Fund Manager, M&G Investments



**Wayne Bishop**  
CEO, King & Shaxson



**Hannah Cox**  
Founder, Bettemotstop



**Catherine Westoby**  
Senior Policy Advisor, Department for Business, Energy & Industrial Strategy, UK Government



**Rob Labinski**  
Head of Electrification, Octopus Energy

# MORE STRATEGIC PARTNERSHIPS

## LIVING WAGE EMPLOYER



Working with our Business Members to help review and revive business finances to offer a Living Wage to all.

## SUPPORT THE GOALS



Aligning BBN with the Sustainable Development Goals and helping our members do the same.

## SUSTAINABLE MARKETING MANIFESTO



The range of Partners on board with the Manifesto showcases the important role marketers play in supporting behaviour change. By wiping out greenwash and communicating what 'good business' really looks like.

## ETHICAL INFLUENCERS



Supporting Businesses in avoiding greenwashing and adhering to the Green Claims Code, while having authentic conversations with Customers.

# WEBSITE STATISTICS

Our new site went live in October and we are continuing to work on developing and growing in 2022. Currently the Private Members Area includes 100+ tools & Resources, workshop recordings, members directory and a new blog section .

We have a lot of work to do to grow the website authority and ranking. We have just installed Google Analytics and have started our SEO Growth plan.

[Home](#)[Join](#)[Events](#)[About Us](#) ▾[Resources](#) ▾[Member Login](#)

## WELCOME TO THE BETTER BUSINESS NETWORK

# WE CONNECT AND SUPPORT BUSINESSES TO INCREASE THEIR IMPACT AND INCOME

[LEARN MORE](#)**MOZ**[Products](#) ▾[Free SEO Tools](#) ▾[Learn SEO](#) ▾[Blog](#)[Why Moz](#) ▾[Q](#) [Log in](#)

## Free Domain SEO Analysis Tool

Enter any domain, and we'll show you top competitive SEO metrics like Domain Authority, top pages, ranking keywords, and more.

[Analyze domain](#)

Domain Authority

**17**

Linking Root Domains

**12**

Ranking Keywords

**2**

Spam Score

**1%**

### Top Pages by Links

The site's most important pages based on Page Authority (PA), an algorithm of link metrics. [Learn more about Page Authority.](#)

Page/URL	PA
<a href="#">thebetterbusiness.network/</a>	16
<a href="#">thebetterbusiness.network/join-us/</a>	14
<a href="#">thebetterbusiness.network/terms-and-conditions/</a>	11
<a href="#">thebetterbusiness.network/about-us/</a>	11
<a href="#">thebetterbusiness.network/recommended-resources/</a>	9
<a href="#">thebetterbusiness.network/ways-to-reward-members/</a>	9
<a href="#">thebetterbusiness.network/events/</a>	9

### Top Linking Domains

The top linking domains based on Domain Authority (DA), a metric which predicts ranking potential based on links. [Learn more about Domain Authority.](#)

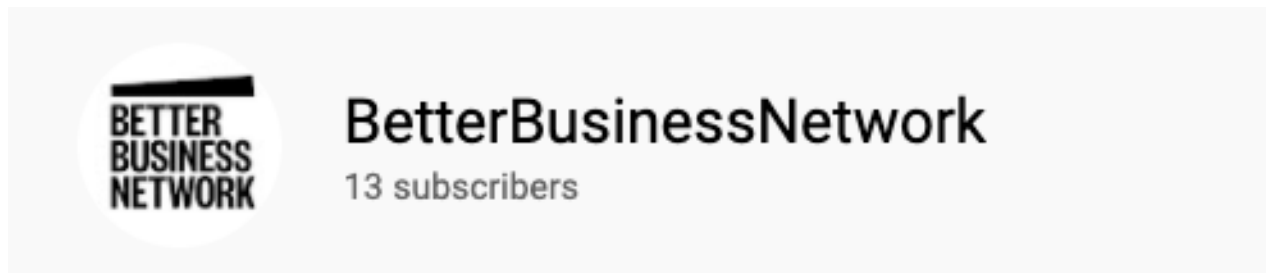
Domain	DA
<a href="#">startups.co.uk</a>	74
<a href="#">smallbusiness.co.uk</a>	59
<a href="#">thrivcart.com</a>	52
<a href="#">aboutmanchester.co.uk</a>	51
<a href="#">minutehack.com</a>	49
<a href="#">koyu.space</a>	36
<a href="#">betternotstop.com</a>	31

**BETTER  
BUSINESS  
NETWORK**

# SOCIAL STATISTICS

Our social media went live this year, but it was only after November we had capacity to start growing and engaging on our channels. We are excited to see where this takes us in 2022.

## YOUTUBE



13

YOUTUBE SUBSCRIBERS

278

VIEWS

3

VIDEOS

## INSTAGRAM



6,061

ACCOUNTS REACHED

417

ENGAGED ACCOUNTS

36

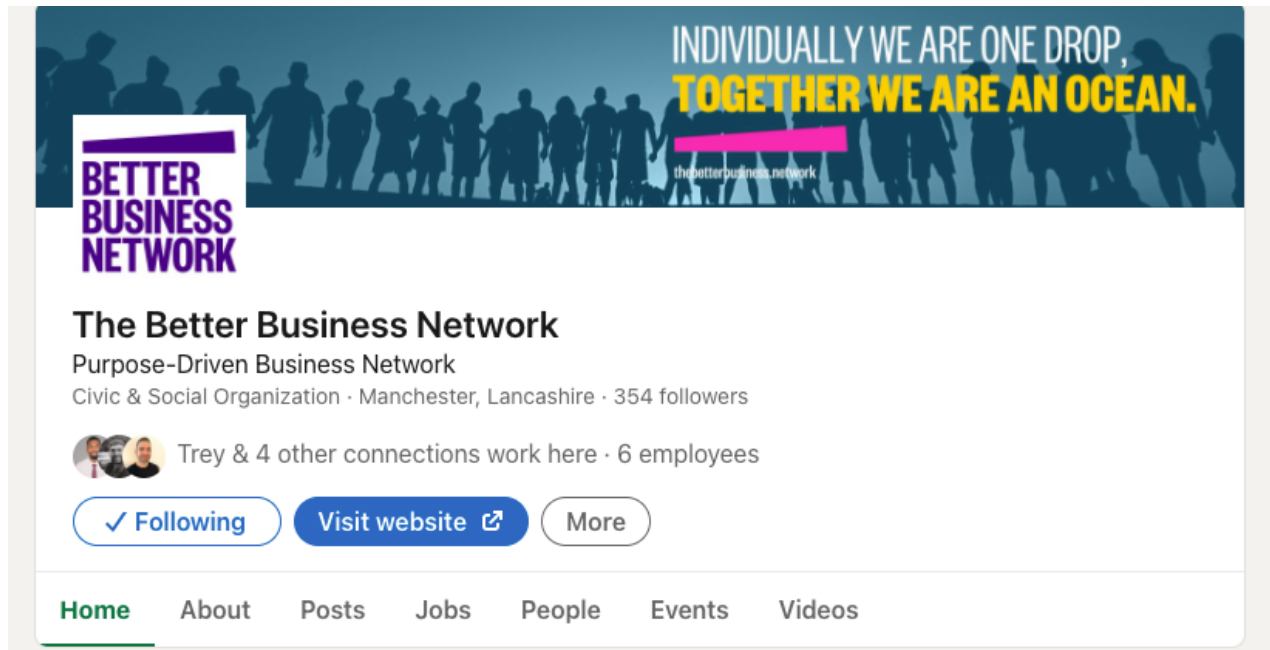
POSTS

Last 90 Day Statistics

# SOCIAL STATISTICS

Our focus for 2022 will be on LinkedIn where we feel we can provide the most support and value to Business Owners.

## LINKEDIN



354

FOLLOWERS

822

VISITORS

1.5K

VISITS IN LAST MONTH

## HIGHEST MONTHLY STATISTICS

3,096

IMPRESSIONS  
(OCT 2021)

110

WEBSITE CLICKS  
(OCT 2021)

14.29%

ENGAGEMENT RATE

# 2022 GOALS

- To support 200 new businesses with their sustainability goals through the Better Business network
- Become the largest climate positive business network in the world
- Raise over £100K to support 1% For The Planet and high impact nonprofits to make the world a better place
- Use our power and voice to promote positive business impact and government advocacy
- Create our own Carbon Literacy Accreditation Course
- Measure our Scope 1,2 and 3 Emissions and set science based reduction targets
- Become a Certified B Corp
- Increase our Social Impact with two new Job roles to people from underrepresented backgrounds or out of work.
- To make the network self sufficient
- Membership Fees Split working towards
  - 30% Impact Giving
  - 30% Staff Costs
  - 30% Tools, Resources and Support
  - 10% Repayment betternotstop interest free loan



# ACKNOWLEDGEMENTS

Everything outlined in this Impact Report has only been possible through the time, resources and support offered by the people who have believed in our vision.

Special mentions to Kate Clarke, Ben Thorne, Jannine Barron, Colin Curtis and all the BBN Members, Partners and Workshop Facilitators.

The Team: Tom, Ethan, Trey and Emily through hard work, tea, coffee and chocolate hobnobs have worked on too many different aspects of BBN to mention.

Excited to see what we achieve together in 2022!

Hannah

