

Brightly Impact Report 2024





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Kia ora We are Brightly

We're making the world a little better for people, planet and communities through the strategic use of technology.

We support businesses using our range of IT services, ensuring their technology infrastructure drives efficiency, innovation, encourages sustainable growth, and reduces their environmental footprint.

Our strategies are guided by sustainability and social responsibility. We advocate for more conscious and considered use of technology, with the aim of inspiring collective change towards the reduction of energy waste, carbon emissions and e-waste.



We started Brightly to support values-aligned organisations who also want to do business better.

After decades of experience in IT, working across a variety of industries, we'd started to question some of the ways that IT services were delivered, both within the organisations we worked for, and the wider market.

When we considered our personal values, the social and environmental challenges facing Aotearoa, and the change we wanted to see in the world, we decided to start an IT company that could do things differently.

We think that doing good business means achieving more than commercial success.

We didn't want to look back on what we've achieved and feel that we had our head in the sand about global challenges and what we could have done differently. Our goal was to show that you can run a profitable business while taking into account the full scope of your actions, working to create a positive impact overall.

As a small company in the scheme of things, we recognise the power of collaboration, scaling our impact through our work with our customers, partners, and wider community of purpose led organisations and B Corps.



What **matters** to us

These are the principles that guide us in achieving better outcomes for our customers, our people, our community and our planet.

In February, we reflected as a team on what matters to us and refreshed our existing values. Our core purpose and vision remain clear and consistent, and it was a validation of how we have stayed true to this as we have grown as a company.



Collaboration

We are greater than the sum of our parts.



Agility

We are flexible, open and innovative.



Purpose

We fearlessly lead with purpose and make a meaningful difference with positive impact on the world.



Empathy

We put people at the heart of everything we do.



“We haven’t chosen the path of least resistance or fast, short term profits. Creating meaningful change takes leadership, commitment, and some hard choices. We know that focusing on the needs of our customers and partners and our wider stakeholders in the community and our environment means that we are building a company for the long term, and more importantly, a company that we can all be proud of.”

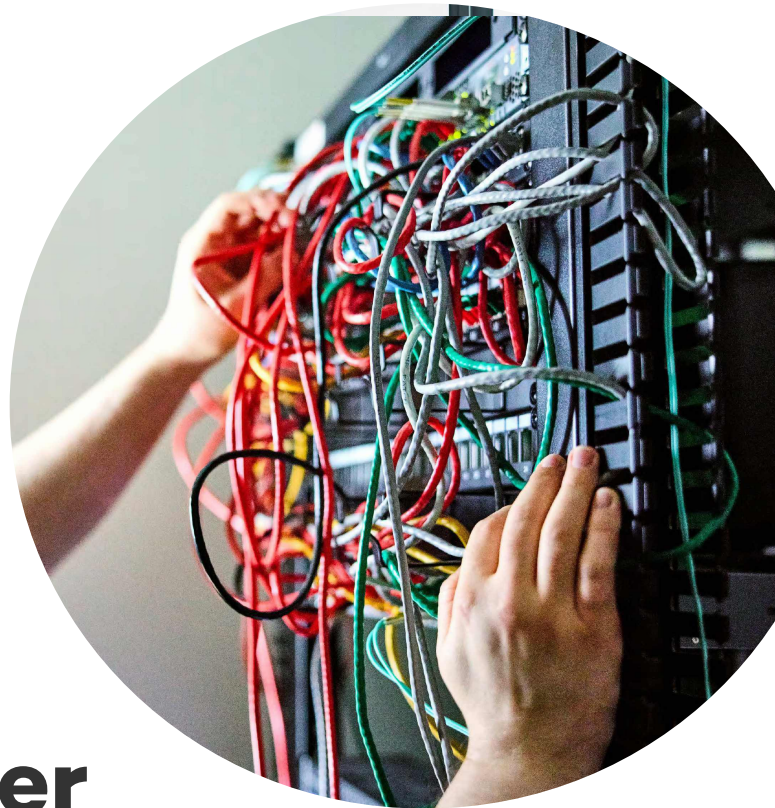
Mike Carroll, Founder and Principal Consultant (left)
Andy Walsh, Co-founder and Technical Consultant (right)

Yesterday

- **Our impact journey so far**
- **2023 in review**
- **Our year in numbers**



Our journey



2016

Brightly launches

With a vision to offer IT services that make a positive impact.

2018

We join One Percent Collective

Donating 1% of our revenue to causes we support.

2019

We start the process to become B Corp certified

A 5-month journey of discovery that turned ideas into goals and policies.

2020

We partner with Computer Recycling (now Echo Tech)

And have since recycled over 2,949kg of e-waste.

2016

Brightly HQ moves to GridAKL

A shared space in a Green Star-rated building.



2019

We partner with Living Wage Movement Aotearoa

as a commitment to paying Brightly employees a living wage.

2020

We start supporting Garden to Table with both financial donations & IT services

2020

We become a certified B Corp!

achieving B Corp status with an 80.9 impact score from our first assessment.

2022

We formally launch B Local Tāmaki Makaurau in partnership with B Lab Australia & NZ

helping build the community of B Corps across Auckland & Aotearoa.

2022

We start supporting Digital Future Aotearoa and their Recycle a Device program



2022

We undertake a partnership with Rea

welcoming two cadets for 12 weeks paid work experience.

2023

We become a Toitū Climate Positive organisation

measuring and assessing our impact and purchasing offsets.

2023

We recertify as a B Corp

improving our overall B Impact Score from 80.9 to 106.8

2024

We become a Gold Sponsor for Sustainable Coastlines

in support of their mission to clean up our oceans.



2023 in review

Environmental, social, and political events of 2023 and 2024 have shown us that now, more than ever, is the time for businesses to recognise the imperative of being a force for good by looking beyond traditional metrics.

We're happy to say that within the past 12 months we have achieved an increase in the financial donations, pro-bono time, and discounts provided to our impact partners. We are seeing movements like B Corp gaining critical mass and enabling wider collaboration amongst businesses in Aotearoa.

We're working closely with other B Corps as both customers and partners, and the benefits of working together are clear to see. It is through our partnerships with likeminded organisations that we have been able to grow while staying true to our values and increasing our impact.

57 companies in Aotearoa gained B Corp certification in this financial year, a total of 154 at March 2024



2023-2024 highlights

106.8

Our B Impact Score for B Corp recertification



870kg

of e-waste diverted from landfill in the past year

13

new client partnerships



Became a Toitū Climate Positive Organisation

\$23,645.28

donated FY 24 to our non-profit partners



12

We grew to 12 team members this year



2024

Attending Assembly 2024 was a highlight for Brightly founder, Mike Carroll

Attending Assembly 2024 was a highlight for Brightly founder, Mike - the first in-person gathering of B Corps from across Australia and Aotearoa in over five years, with 300 people from organisations across all sectors.

One of the key takeaways was the clear values alignment between the B Corp community and Māori and Aboriginal cultures within Aotearoa and Australia, while acknowledging just how far we still have to go.

There was no hiding from our current and emerging challenges, with people questioning how we work both individually and collectively, and acknowledging that what we are doing now is not enough. Nonetheless the prevailing mood was one of determination, committed to continuing to collaborate and learn from each other as we build a new economy.

It is clear that our future is in working together, that we must hold each other to account, use business as a force for good, and our voices to support democracy. We have a lot to learn and a lot to do, and the way forward is together.

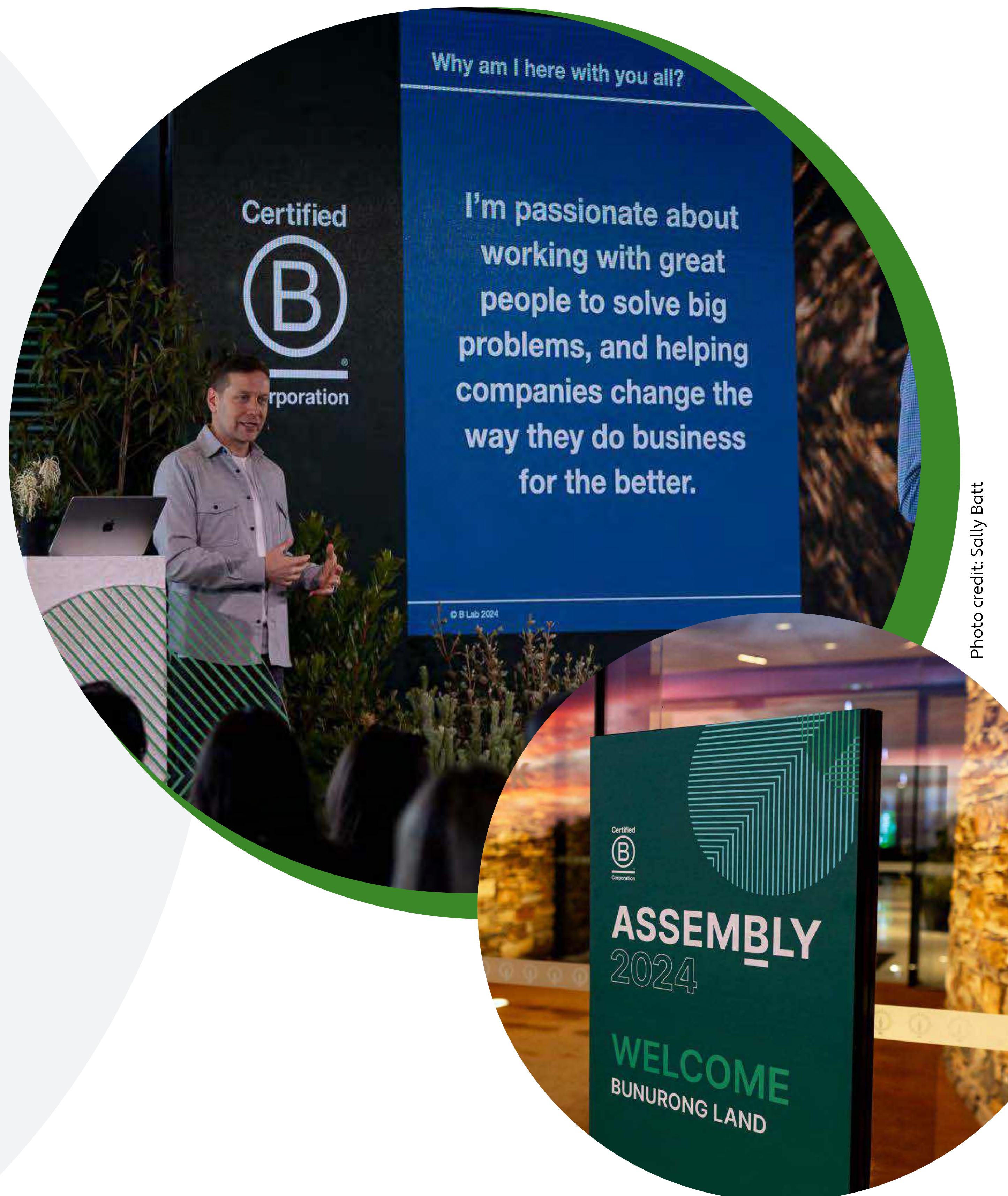


Photo credit: Sally Batt

Brightly's vision is an equitable Aotearoa



We know there's work to be done within the tech sector. Our governance structure means we go beyond to embrace equity and create an inclusive and equitable workplace.

01 Closing the digital equity gap

Diversity is still a major challenge with women, Māori, and Pacific people significantly underrepresented in our tech sector. According to the latest Digital Skills report, Aotearoa faces three specific challenges: a struggle to fill advanced digital roles, that require experience and specific skills, challenges placing early-career tech workers into industry roles and inspiring more rangatahi to consider tech as a career.

02 Change happens through collective action

Regressive political decision making means it's more important than ever for us to understand our role in enabling, supporting and leading important conversations around sustainable and ethical business practice. By supporting more impact-led customers, amplifying voices of leadership around sustainability and social issues, and providing support to charities and not-for-profits who are undertaking important work within our communities, we can collaboratively influence a new economy.

03

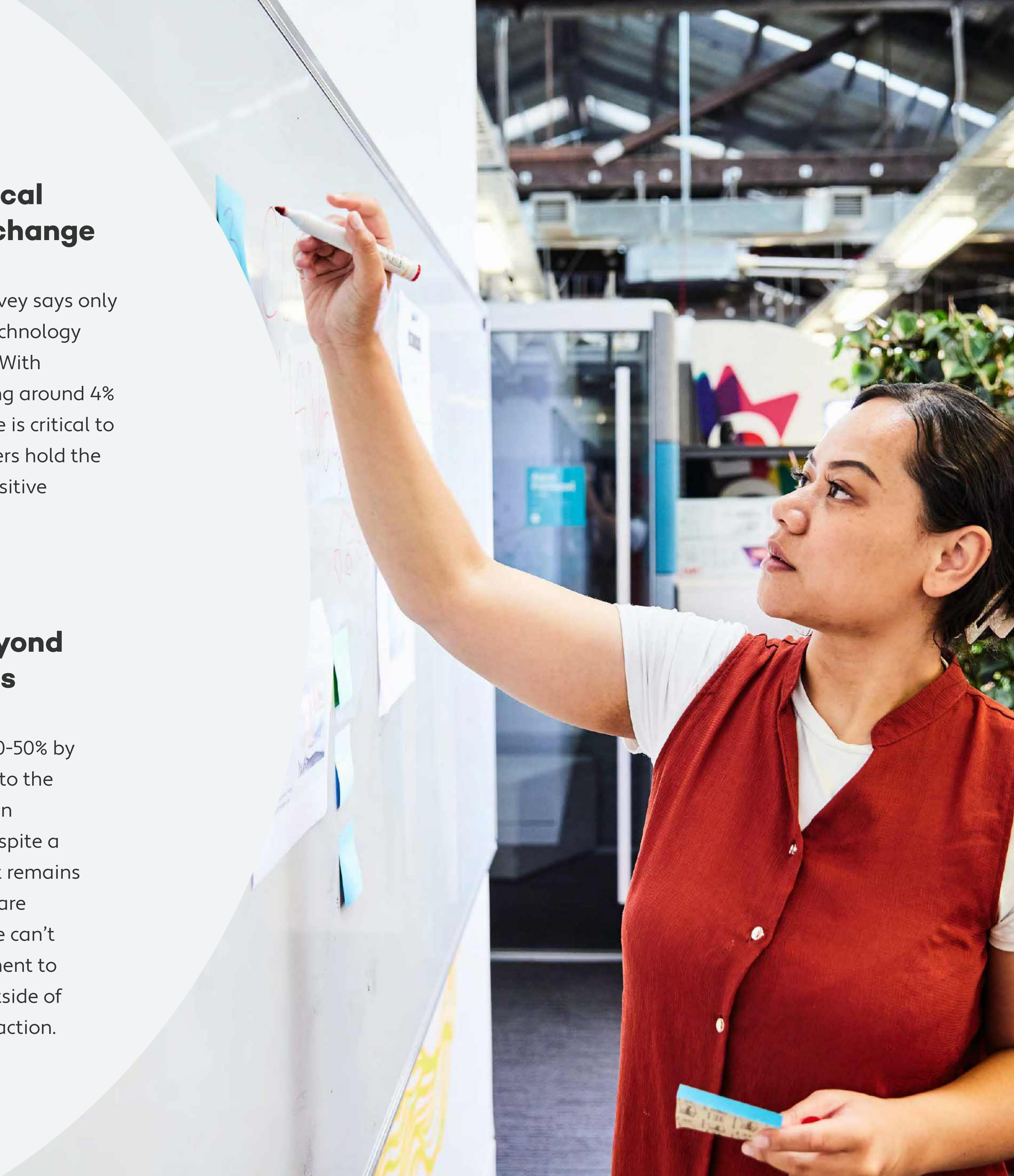
Tech plays a critical part in enabling change

Accenture's recent sustainable technology survey says only 7% of companies have fully integrated their technology strategies with their sustainability strategies. With technology said to be responsible for producing around 4% of the world's Co2 emissions, good governance is critical to effecting change. We believe technology leaders hold the reins to making tech choices that can drive positive change and shape a more sustainable future.

04

Achieving goals means looking beyond traditional metrics

Aotearoa targets for emission reductions are 40-50% by 2030 and net zero by 2050. However, according to the Sustainable Business Network's Sustainability in Aotearoa New Zealand's Corporates Report, despite a growing focus on sustainability in corporates, it remains secondary to profitability. So, while businesses are optimistic, more work needs to be done, and we can't depend on signals or investment from government to make it happen. Businesses need clear KPIs outside of regulation to keep themselves accountable to action.



Our commitments

01

Creating opportunities and expanding diversity in Aotearoa’s tech sector, while ensuring Brightly is an inclusive and equitable place to work.

02

Contributing to systemic change through education and partnership, and inspiring conversations on social justice within our own communities, and beyond.



03

Supporting purpose-driven organisations in creating and scaling impact through technology.

04

Consistently incorporating social and environmental impact into decision-making, considering it critical to the success and profitability of our business.

05

Reducing our own carbon footprint in line with Science-based targets and off-setting what remains, creating a more sustainable supply chain and promoting the reduction of e-waste through our customers.



2020

B Impact Score of 80.9

we were proud to become Aotearoa first IT services company to certify as a B Corporation.

2023

B Impact Score of 106.8

we recertified with an improved B Impact Score of 106.8.

Certified



This company meets the highest standards of social and environmental impact

Corporation

Being **B Corp** is an important part of committing to, and measuring, our impact.

Our mission is woven in our DNA, and the B Corp assessment holds us accountable to our values and business ethics. It helps us measure our success by what matters most to us: the positive impact we can create for our people, our communities and the environment.

B Corp is an essential way for us to contribute to systems change across the economy, with the core principles of interdependence and stakeholder governance key to our impact model.

Where we have improved



Our purpose, to help organisations adapt and drive positive impact for the environment and our communities, is now fully locked into our company constitution. We see this commitment reflected in our increased governance rating.

Detailed score comparison

Governance



Workers



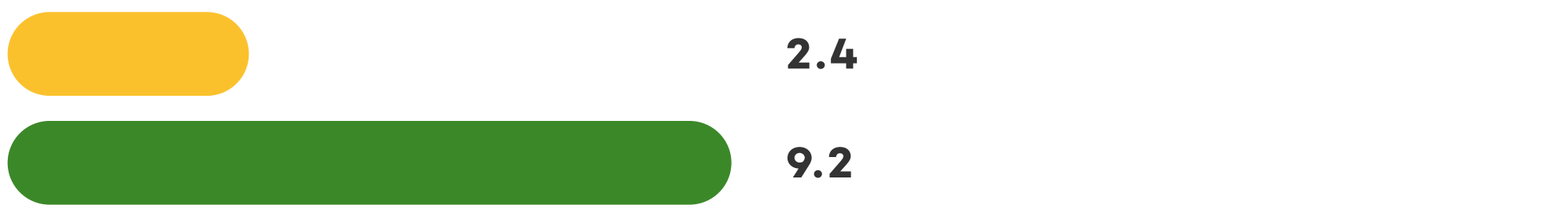
Community



Environment



Customers



Being a B Corp is about much more than a certification, it's about being part of a community of businesses committed to positive change and connecting with people who share our values.

Certified



Corporation

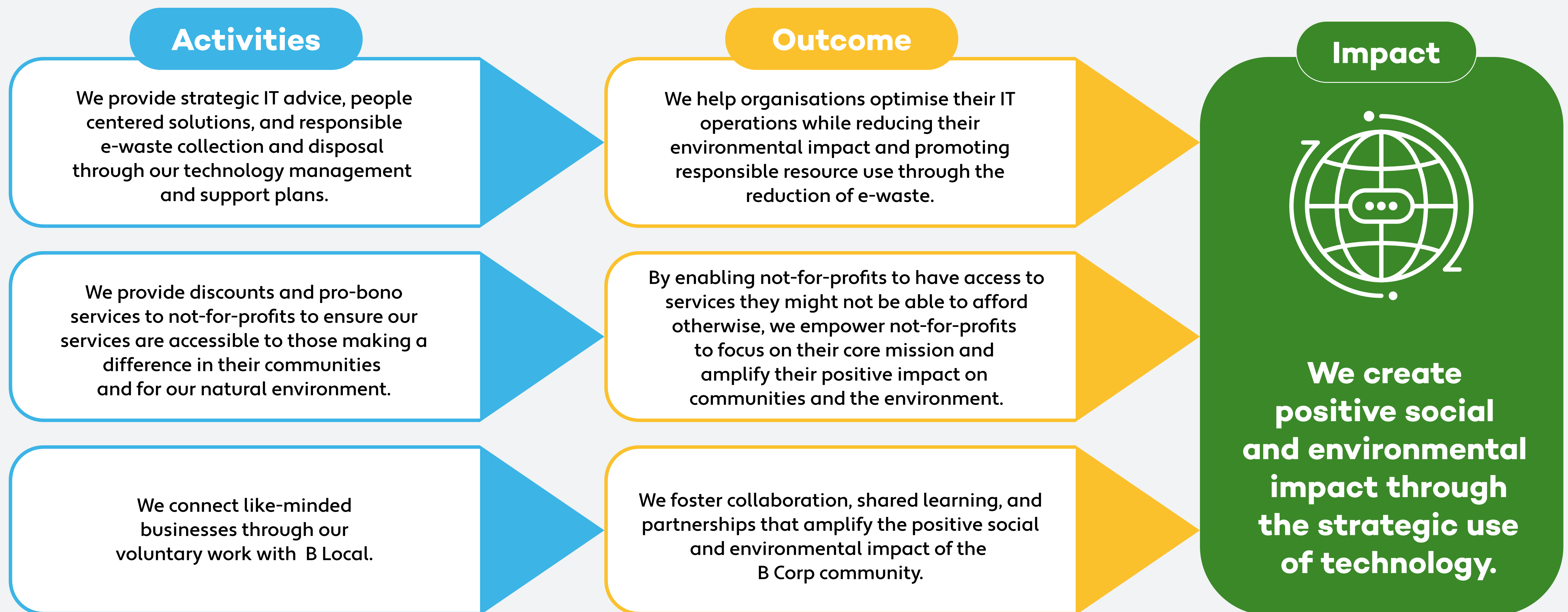
This company meets the highest standards of social and environmental impact

Brightly Impact Model

The Brightly Impact Model describes how what we do links through to the change we want to see.

We envision a world where businesses thrive through the use of sustainable and innovative IT solutions, contributing positively to their communities and environment.

Our mission is to empower purpose-driven businesses with strategic, efficient and environmentally friendly IT services, fostering growth and cyber-resilience.

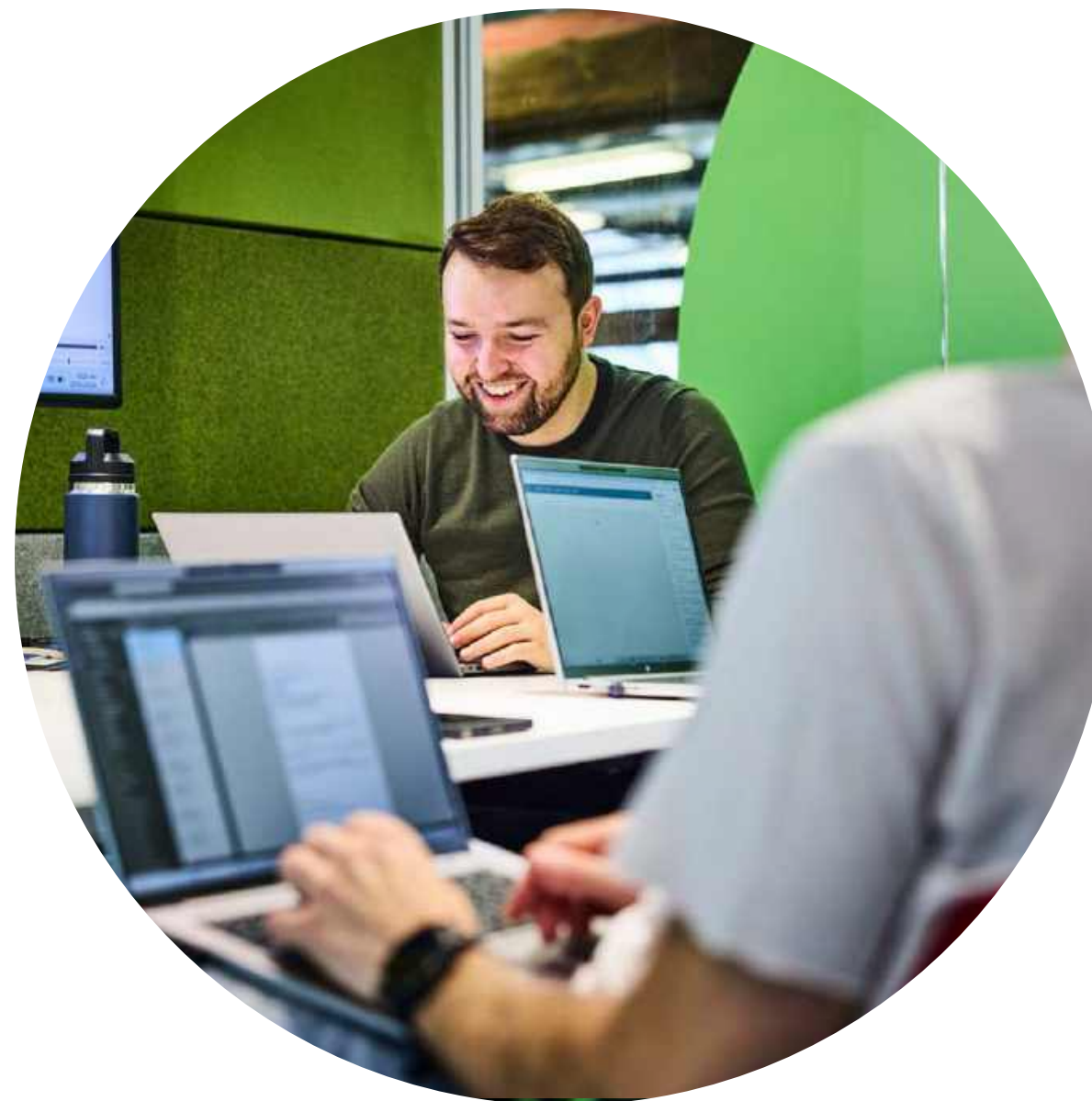


Our impact model is interwoven with our operational model, which considers **three key pillars:**



How we operate

- People
- Social responsibility
- Environmental responsibility



How we work with customers

- Innovation
- Education
- Responsible technology



Direct impact

- Investing in organisations driving change
- Pro-bono support
- Engaging our community

Today

- **How we operate**
- **How we work with customers**
- **Direct impact**



We've created an inclusive culture

We're dedicated to creating a company culture that promotes respect, understanding and knowledge. We foster understanding and awareness within leadership and our team around diversity, equity and inclusion through training and a JEDI toolkit.

We're developing great people

Brightly employees are provided with professional and personal learning opportunities and encouraged to attend training industry events. Regular attendance at B Local events also give us the chance to connect with and learn from other business leaders and decision makers. In the past year, learning opportunities for our team have included:

- Finance courses
- Assembly (a gathering for B Corps)
- Cyber Security Conference
- Technical training including Apple, Sophos, and Microsoft Certifications
- Udemy online training





We grew to 12 team members this year, improving our gender balance (42% women / 58% men)

We're a living wage accredited employer

Having originally been accredited in 2019 we continue to partner with Living Wage Movement Aotearoa to represent our commitment to paying all Brightly employees, including suppliers and contractors, a living wage.

We support our team

Every employee can access learning resources and accessible support through Clearhead. Clearhead offers proactive mental health tools and techniques, as well as anonymous and confidential therapy support.

We've improved our gender balance

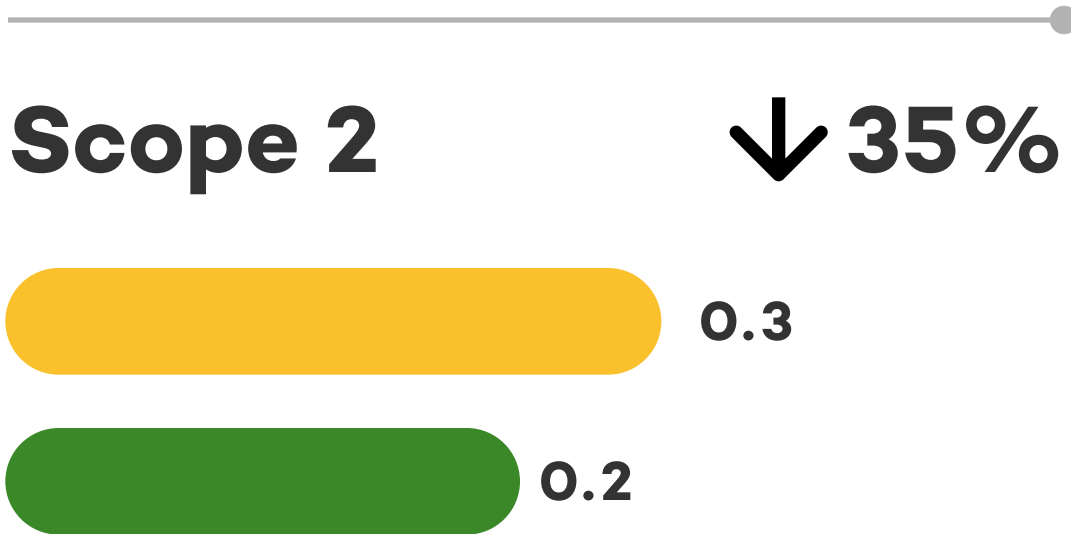
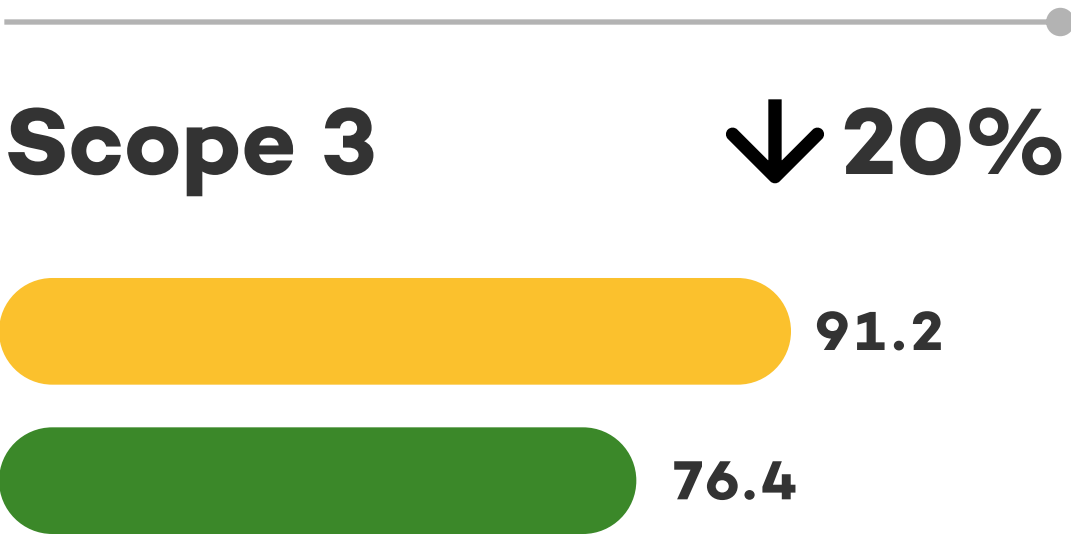
According to Deloitte research, women represent 33% of the tech-related workforce. In the past 12 months, we've grown to a team of 12, and with 42% of our employees identifying as women, we are above the industry average and are dedicated to continuing to improve.

“Help and support is only a chat or phone call away. Mike and Andy are always there for us, no matter how busy they are. They also support a flexible work environment and understand that you are a human and have outside responsibilities as well. There are endless learning opportunities, training and development, a fantastic and vibrant team... what more could you ask for?”

Nives Kolaric-Penman, Manager
Business Systems & Operations



Reduction in indirect emissions



KEY

- 2022
- 2023

TOITŪ

CLIMATE POSITIVE

ISO 14064-1 ORGANISATION

We’re a Toitū climate positive organisation

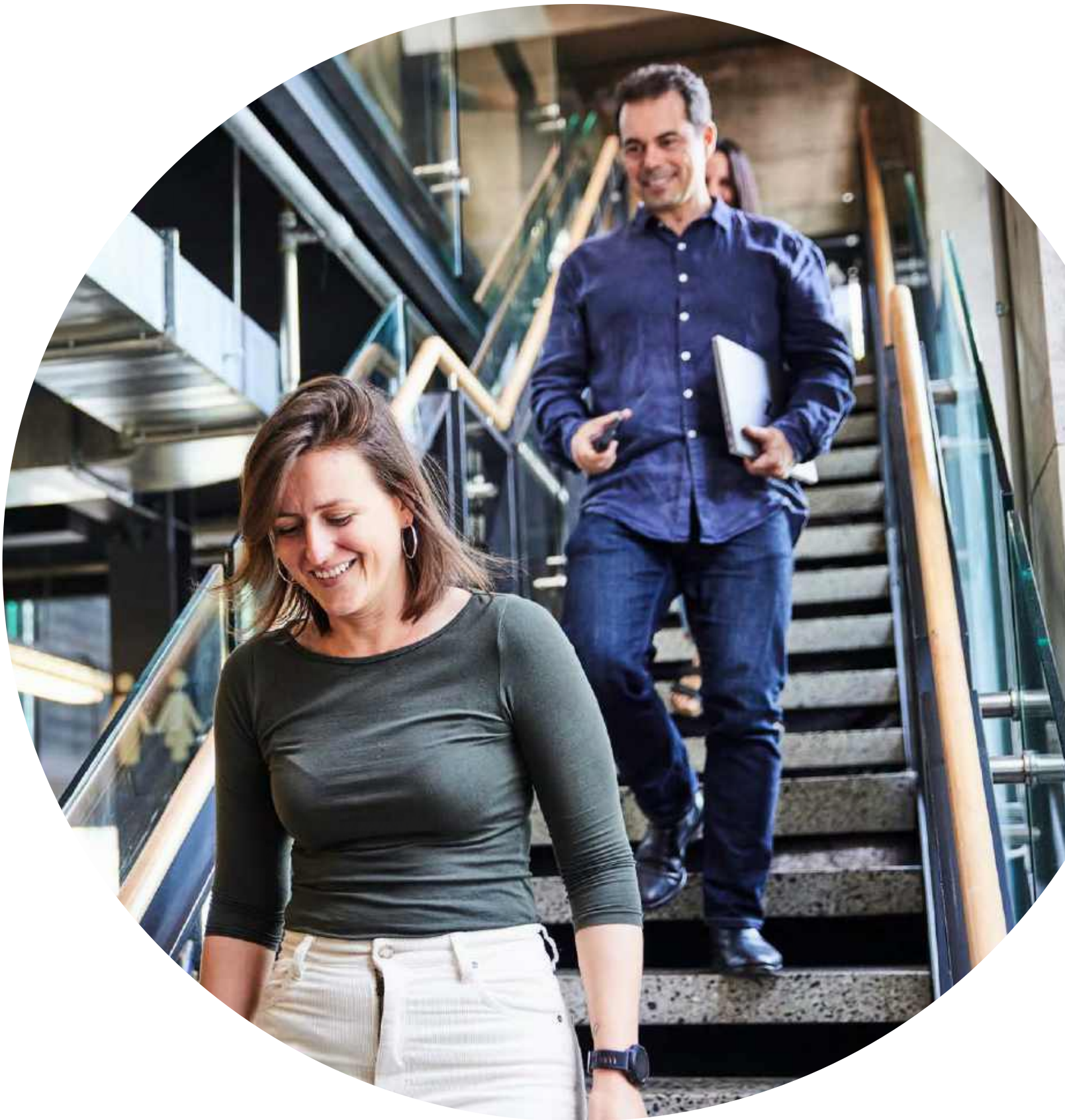
Our Toitū certification in February 2023 contributed to the significant improvement of our B Corp environmental score (23.8 to 31.0). Our ambitions over the last 12 months were a 10% reduction in supply chain footprint.

We’re a Gold Partner for Sustainable Coastlines

We have worked alongside our friends at Sustainable Coastlines since 2020, and we’re excited this partnership has now been formalised through our Gold Partner status. Sustainable Coastlines benefit from our reduced-rate impact partner pricing. We support Sustainable Coastlines’ team with on-going IT support, ensuring their systems are operating securely and keeping their team connected, as well as through direct charitable donations.

We’re committed to greener ways of working

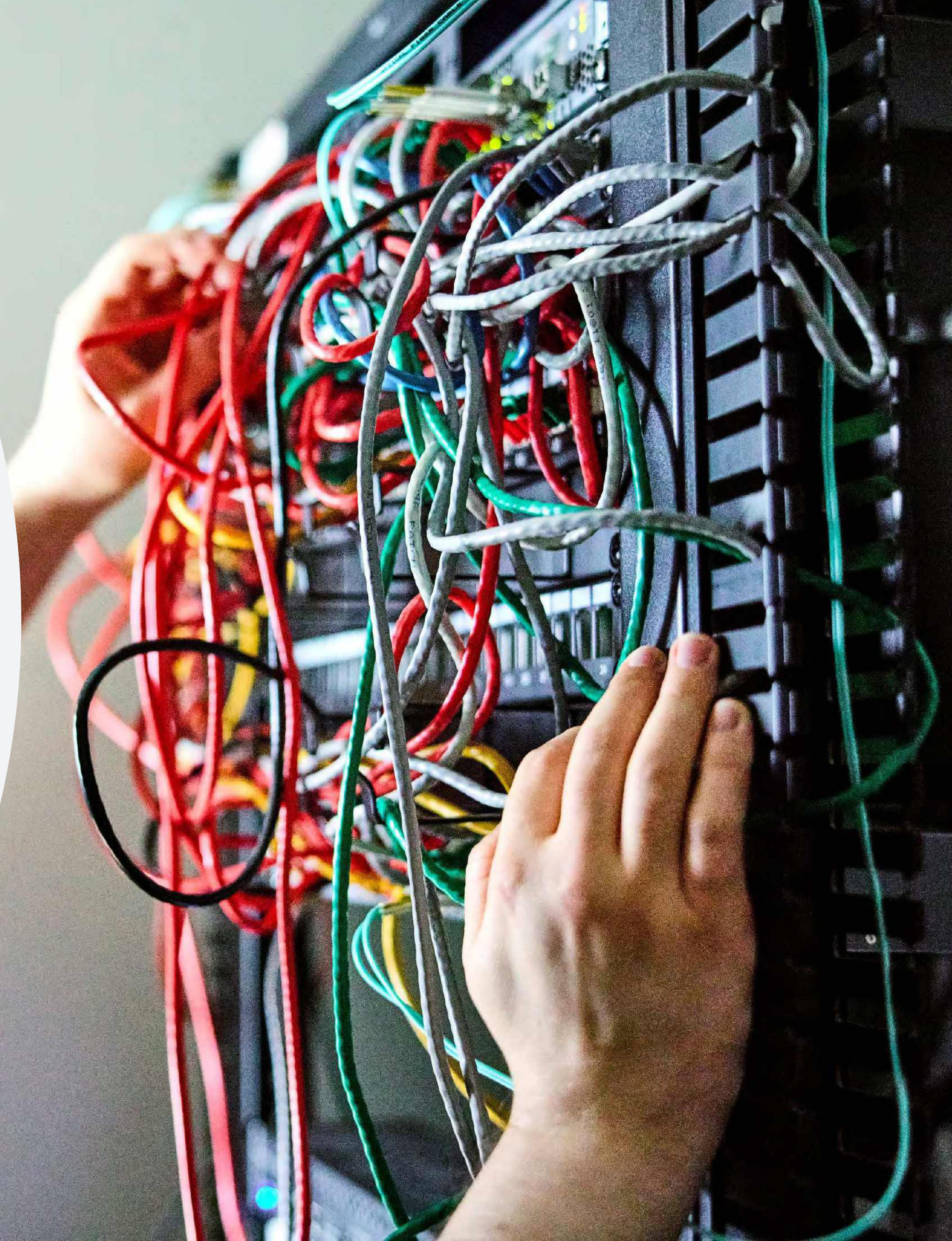
Brightly HQ is located in Grid AKL, a shared office space and a Green Star Energy rated building, with energy efficient air-conditioning and environmentally sustainable LED lighting. To reduce travel emissions, we encourage remote working, and when commuting to and from work, our team travels on e-bikes, public transport, or Mevo. All Brightly employees are provided company funded AT hop cards as part of our commitment to encourage sustainable commuting options.



We're educating and empowering our customers

We advocate for more conscious, considered use of technology, with the aim of inspiring collective change towards the reduction of energy waste, carbon emissions and e-waste. This includes:

- Recommending energy efficient hardware (EPEAT Gold certified) and data centre solutions by evaluating vendors based on their commitment to sustainability and responsible manufacturing practices
- Leverage cloud solutions to consolidate resources, reduce hardware demands and allow for flexible scaling
- Advocating for transparency in supply chains, minimising transport emissions and adhering to responsible sourcing standards





“Brightly supports our sustainability goals by responsibly recycling old IT equipment, ensuring that our technological footprint aligns with our broader environmental commitments. Their approach to IT asset management complements our sustainability ethos, helping us minimise waste and contribute to a circular economy.”

Clinton Farley, General Manager,
The Hotel Britomart


 **Onwardly**
 **Brightly**

We're helping impact organisations make a difference

In addition to the financial donations for our key non-profit partners, we offer comprehensive support with discounted pricing for not-for-profit customers. Most importantly, our values-aligned approach means that we understand what is important to our customers and their purpose. This means that our strategic advice is aligned with their vision, and they know that the trust they place in us is reflected in the way that we support them and their teams.

We're supporting customers with e-waste reduction and recycling

In the last fiscal year, over 870kg of e-waste was recycled with the help of Echo Tech.

We're growing through collaboration

In 2023 we partnered with Onwardly, an Aotearoa-founded platform that is helping to democratise security and privacy, making it more accessible, and affordable, for SMEs to proactively defend their business. Our partnership with Onwardly supports our goal of improving the security literacy of our customers.

We're focused on customer support

In the past 12 months, we've grown to a team of 12, boosting capability with additional employees across technical support and customer success.

We also launched AskNicely to measure customer satisfaction. The feedback we receive assists in our team's training and development and helps us celebrate great moments. This also helps us build deeper, more valuable, relationships with our customers. We've brought on a Customer Success Manager to strengthen our customer engagement and help them get the most out of what we offer.

“Knowing that we have a partner who is providing us with sound advice and effective practical support means that we are significantly less impacted by the drag of inefficient systems, or bogged down by manual, admin-heavy processes – freeing us up to focus our energies on creating and delivering exceptional outcomes for our clients.”

Thea Farrant Adam, Group Head of Commercial & Client Services,
Uno Loco | Hula



B Corp community



Connecting with like-minded businesses, and being able to support each other through the work we do, is a reason we love being a part of the B Corp community.



“With Brightly, our commercial relationship and the excellent service their team give us are underpinned by shared values. As Certified B Corps we are paddling our respective waka in the same flotilla, working to run our businesses to be better for Aotearoa as well as our shareholders and teams. Our shared vision and practices in doing business better give us both fellowship and efficiency. We're genuinely aligned and that's easier and more fun all round”.

Katherine Dewar, Founder & MD, GoodSense



Choosing to work with Kiwibank was a great decision for us. We knew that we wanted to work with a bank that shared our values and kept profits and investment going back into the local economy. Kiwibank's responsive team are there when we need them and with offerings like their sustainable business loans there is support for B Corps and others working on sustainability initiatives.



“Having met Mike from Brightly through B Corp, and having seen how he is advocating for doing good business, being good business; that's the kind of suppliers that we want to work with and we want to be inspired to work better. I just wish more businesses were like this, that are open and willing to share ideas and good business practice”.

Anna Bayliss, DNA Operations Director



We're inspiring collective action through B Local events

We've continued to invest time and resources into growing and connecting with our local B Corp community in Tāmaki Makaurau through organising and attending B Local events. We have helped facilitate four B Corp events in the past fiscal year. We recognise the importance of coming together, sharing ideas and challenges, learning from each other and fostering new partnerships and collaborations.



We're giving back

Since 2020, we've donated 1% of our revenue to causes we support through One Percent Collective, the Good Gift Registry, and direct donations, with over \$23,000 donated in FY23. Moving forward, we'll be focusing on donating direct to a select number of organisations whose work is closely aligned with our impact focus. This includes:

- [Digital Future Aotearoa](#)
- [Sustainable Coastlines](#)
- [Garden to Table](#)



We're amplifying impact through partnerships

Where we can, we choose to work alongside other organisations who have chosen to become B Corp certified. Being able to support each other through the work we do is a reason we love being a part of the B Corp community. Over the past year, our partnership with certified B Corp businesses include [Good Sense](#), [DNA](#), [Toitū](#), [Kiwibank](#) and [Kin](#).

Brightly in kind donations and discounted services

Garden to Table

\$54,780 NZD



Heart Foundation

\$32,400 NZD



Sustainable Coastlines

more than \$30,000 NZD which made us Gold Sponsors this year!



Total: \$117,180 NZD

We're supporting the next gen of engineers

We've partnered with Recycle A Device (RAD) who give donated laptops a second life by diverting them from landfill and teaching students tech engineering skills to refurbish them. For the past fiscal year, our target was to donate 50 laptops.

We're donating our time and skills

We've provided over 50 hours (last fiscal year) of pro-bono support for our not-for-profit partners. These partners are limited in their resources, so to help them optimise the technology they have access to, our impact hours provide additional knowledge and support that enables them to focus on growing their intended impact.

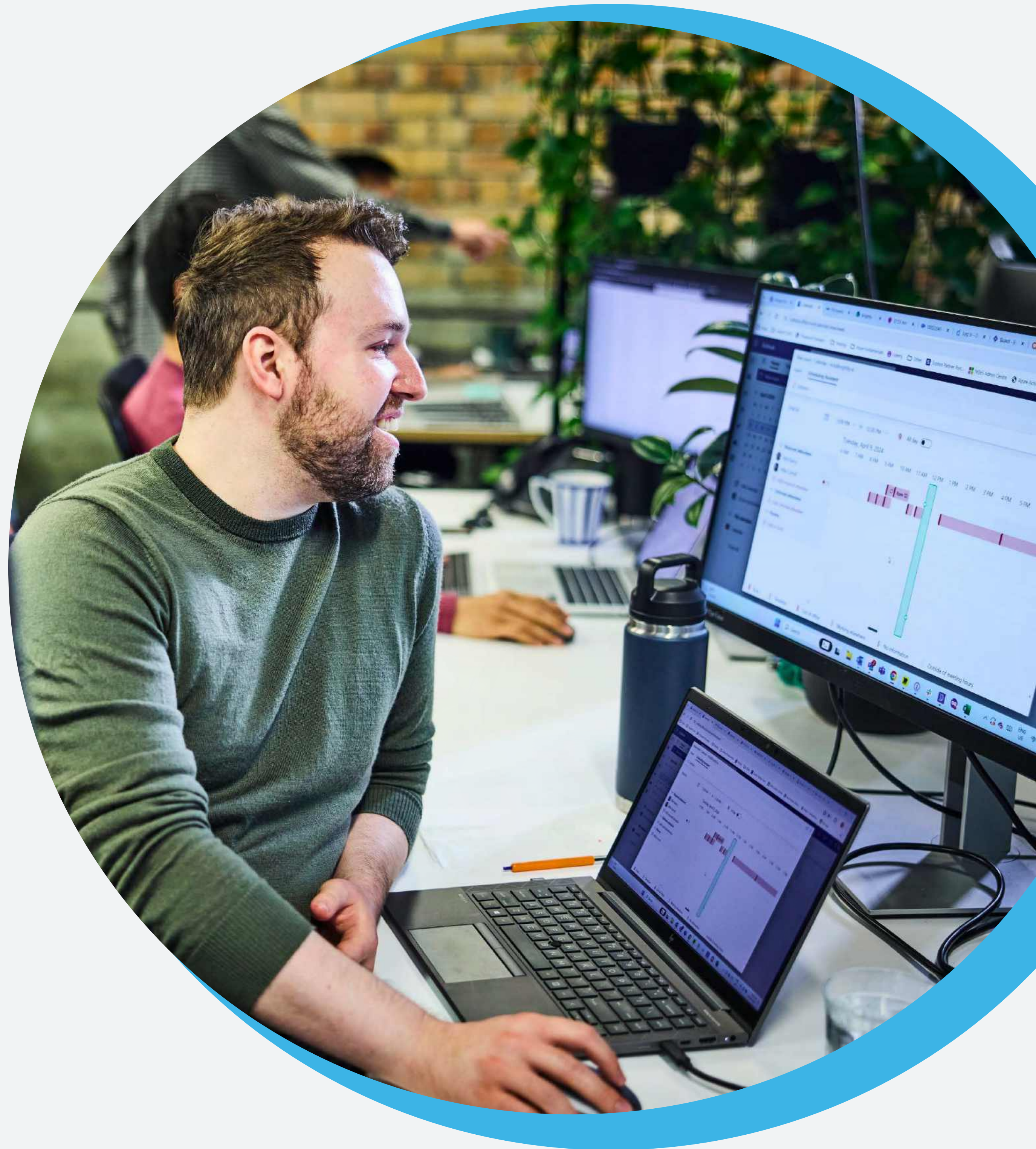
“We love that they are committed to the wider justice Kaupapa, a commitment to Te Tiriti o Waitangi, to fairness and equity, to a living wage, to the health of the planet – all those things are our everyday and its awesome to have IT support that understands and lives that same way of being.”

Tric Malcolm, Pou Ārahi: Executive Officer Kore Hiakai



Tomorrow

- **What we're working on**
- **What's next**
- **Join us**



What we're working on

Supporting the next generation of IT professionals

We see it as an opportunity - and a responsibility - to step up and support the next generation of Aotearoa's IT professionals - particularly encouraging more women, Māori and Pasifika professionals to venture into STEM careers. While it's our longer term intention to re-engage with graduate programmes, we know that right now we don't have sufficient capacity to provide interns with the best support for learning. In the meantime, we're focusing on engaging with industry groups, such as Digital Future Aotearoa and Recycle A Device, who are working to ensure that technology is accessible for all.

Building on our non-profit partnerships

One of our goals for the year ahead is to further target biodiversity and climate impact projects that align with our environmental values. Going forward, we're focusing our financial donations on three organisations, all of which have a focus on reducing environmental impact through their work.

As a Gold Sponsor to Sustainable Coastlines, we provide discounted and pro-bono services giving them peace of mind in relation to their IT environment, so they can concentrate on creating impact in the natural environment.

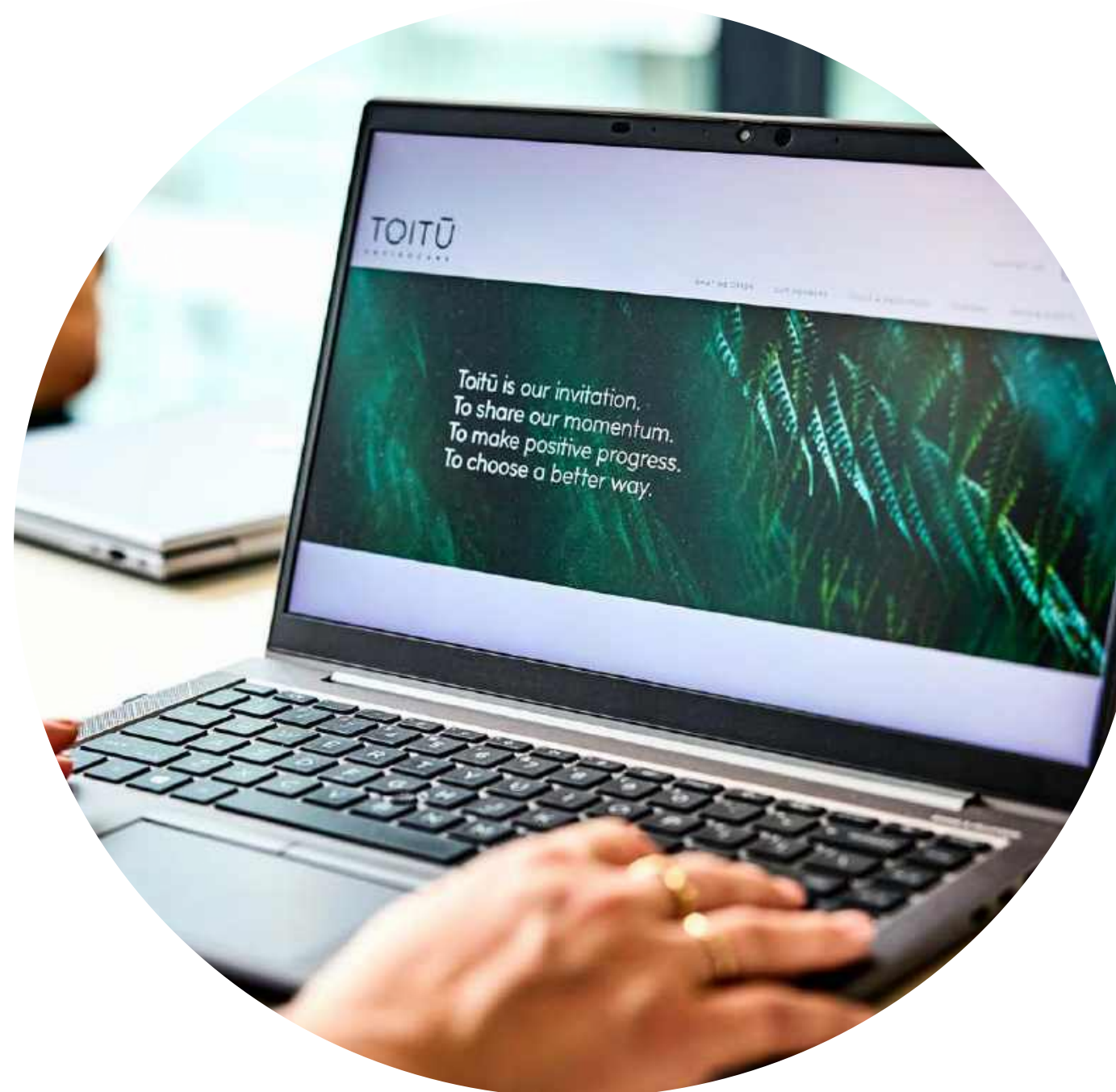
We measure and report on our pro-bono and reduced-rate contributions to our impact partners, such as Sustainable Coastlines, so that we can better understand our wider impact and continue to support more purpose-led customers.



Leveraging tech for better business

We're all about making things easier and better, so we're automating tasks wherever we can to improve our service. By streamlining our processes, we're boosting efficiency and making sure we can give our customers the best service possible. It's all part of our commitment continuous improvement and innovation.

We've improved engagement for our customers through a B Corp and Toitū lens. We offset all the devices we purchase for ourselves and our customers annually. For customers undergoing Toitū certification, we will be able to provide a comprehensive list of these offset devices to assist with their audit processes.



Honouring Te Tiriti with Accountable Actions

We acknowledge Māori as tangata whenua and are committed to being a good partner under Te Tiriti o Waitangi. This means taking actions that align with its principles and embedding them into our business practices with integrity and accountability.

As a business, we will be working on how we can best honour this commitment through meaningful engagement with Māori communities, and decision-making that recognises and supports Māori rights and interests. Our journey will be one of continuous learning, grounded in accountable actions.

Deepening our supplier engagement

A big part of being a Toitū Climate Positive organisation is understanding, measuring and mitigating our supply chain emissions. Engaging with our partners is important because this will allow us to improve supply chain emission measurement accuracy and completeness to identify where we can improve as well as influence and reduce the overall supply chain emissions. It's a big task, but one worth doing.



What's next

At Brightly, driving positive impact is at the heart of what we do – it's woven into everything. By working alongside our partners, we're building momentum and creating change that really counts.

And when it comes to customer service, we're all about delivering an experience that's second to none, making sure your team gets the IT support they need, when they need it.

If you're on board with creating a real difference, let's chat about how we can work together to get you closer to your goals.

Contact

hello@brightly.nz



Thank
you!

[brightly.nz](https://www.brightly.nz)

