

# Cyd Innovation Environmental & Social Impact Report 2024/25

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# Introduction



# Introduction

At Cyd Innovation, we believe that business success and social impact go hand in hand. As a specialist consultancy focused on home energy efficiency and retrofit solutions, we work across England and Wales to create warmer, more sustainable homes while tackling fuel poverty and supporting communities to thrive.

This report showcases our social and environmental impact throughout 2024/25, demonstrating our continued efforts to embed positive social impact throughout our operations. From supporting local educational initiatives and environmental projects, to prioritising staff wellbeing and community volunteering—we're committed to creating positive change that extends beyond our commercial activities.

Social impact isn't just an add-on to our business—it's fundamental to who we are. In a world facing climate challenges and social inequalities, we believe companies have a responsibility to be part of the solution. That's why we measure our success not only through financial performance but through the tangible difference we make in people's lives and communities.

This report outlines our progress across three key areas: Climate, Community, and Culture. It shows how we're working 'together'—as our Welsh name 'Cyd' suggests—to build a more sustainable and equitable future for Wales and beyond.

While we're proud of what we've accomplished this year, we recognise this is just the beginning of our social impact journey. The initiatives and achievements detailed in this report are just the start. Our future plans demonstrate our ambition to expand our environmental efforts, engage more deeply in our local community, and to foster an open and sincere workplace culture.



# 2024/2025 Social Impact Highlights

**38 hours**  
volunteering  
across 3 projects

Community

**509 hours**  
of well-being time  
taken by staff

Culture

**173 hours**  
of accredited  
external training

Culture

**£1,000 donated**  
to STEM initiatives

Community

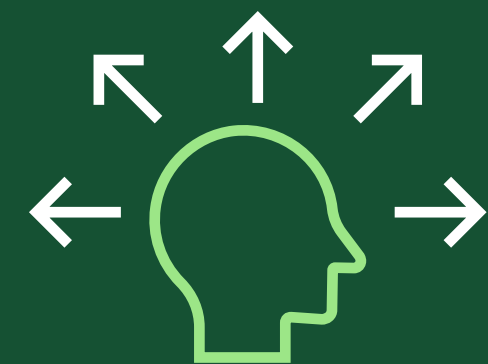
**+100**  
Employee net  
promotor score (eNPS)

Culture

**90% of staff**  
are local to  
our Welsh office

Culture

# Our Values



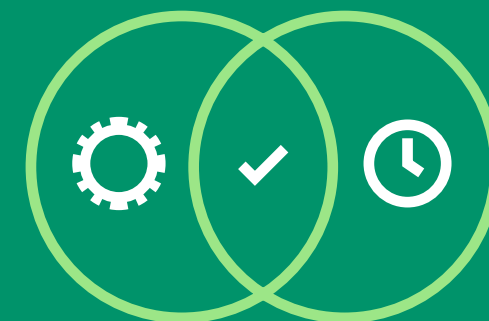
## Open

As thought leaders, we share knowledge generously to accelerate progress and inspire change.



## Sincere

We are genuine, honest, and transparent in everything we do, ensuring our words align with our actions.



## Relevant

We strive to make a genuine difference by offering the most relevant solutions for each individual project.

# Our Strategy

At Cyd Innovation, our Sustainability and Social Impact Strategy is shaped by the needs of our communities, the strengths of our people, and our responsibility to help build a more inclusive, sustainable Wales.

Grounded in data from employee workshops, community needs assessments, and industry reviews, our strategy is focused on delivering tangible outcomes in the areas that matter most. With this in mind, we have organised our work into three strategic focus areas:

## Climate

Through our retrofit projects we're taking steps to address the environmental challenges facing our industry and communities.

We focus on improving the delivery of more energy efficient homes and identifying ways to support the delivery of industry best practice with regards to biodiversity, waste and carbon management.

We're committed to improving the carbon data transparency of our business activities, reducing emissions within our supply chain, and prioritising local sourcing.

## Communities

Our roots in North Wales inspire our ambition to support people and places through meaningful, community-focused work.

We aim to strengthen our role in addressing skills and opportunity gaps—particularly in green jobs—by encouraging greater engagement with STEM and expanding access to reskilling in areas with the greatest need.

We're also committed to supporting our communities through both funding and time. This includes donating 1% of our annual revenue to local initiatives from 2025 onwards and encouraging staff to volunteer their time to address key challenges such as fuel poverty.

## Culture

Our culture strategy is built around four key areas: inclusivity, Welsh identity, well-being, and training and development.

We're continuing to embed more inclusive practices across our operations, with a focus on disability, ethnicity, and gender equity.

Welsh identity is central to who we are, and we strive to reflect it meaningfully across all aspects of our work.

Initiatives like our 'Well-being Hour' received strong feedback. We're exploring additional ways to support both the mental and physical health of our employees.

We encourage continuous learning and creating opportunities for professional progression across our teams.

# The Frameworks

Our work is, of course, part of a broader movement towards social and environmental action. We align our activities with both national and international frameworks. This report reflects that alignment, mapping our work to these frameworks;

## The Sustainable Development Goals

In 2016, the UN adopted the Sustainable Development Goals—17 internationally recognised goals that highlight the world's most pressing issues, vital to sustainable, ethical, and just development.



## The Well-being of Future Generations Act

For a more localised approach, the Welsh Government established 7 goals for the social, economic, environmental, and cultural well-being of Wales, now and for future generations.



# Climate

At Cyd Innovation, we want to champion environmentally minded business. From carbon emissions monitoring to work from home schemes, and staff volunteering, we aim to create warm homes for all without sacrificing the environment.



# Climate Consciousness

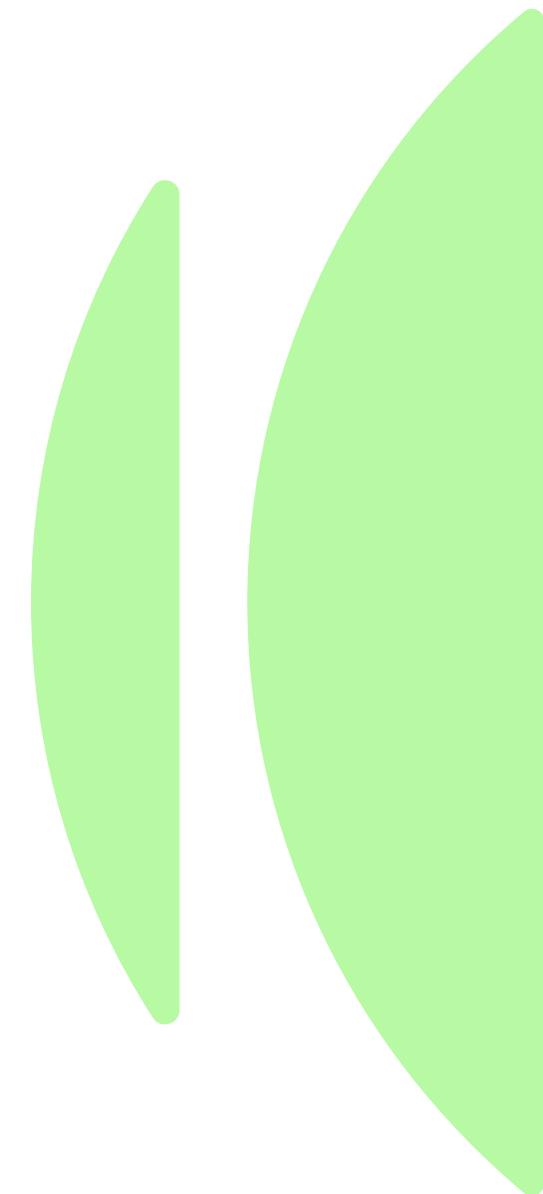
Cyd Innovation acknowledges the vital need for decarbonisation. This work 'begins at home', with the housing sector responsible for 20% of annual CO2 emissions.

As a specialist consultancy, Cyd Innovation's business model is inherently low carbon, with the majority of our annual emissions resulting from employee commuting.

To minimise our emissions, Cyd Innovation offers a hybrid working model to all staff, reducing commuting and its carbon output.

This year, we also made some simple but impactful changes in our office, such as swapping low-efficiency bulbs for new LED lighting.

This is only the beginning. We have plans to complete an independent 3 scope carbon emissions assessment to understand the full impact of our work and create a robust carbon reduction plan in response.



# Community

At Cyd Innovation, we believe that sustainable businesses are at the heart of communities. We want to empower communities through knowledge sharing, voluntary initiatives, and charitable donations.



# Educational Initiatives

Cyd Innovation is committed to inspiring young people throughout Wales, through education, training, and work placements. We want to build and retain a skilled workforce that places Wales at the forefront of the net zero movement.

This year, Cyd Innovation began working alongside M-SParc to develop innovative, interactive tools that allow students to get hands on with the built environment and learn about climate change. Cyd Innovation contributed £1,000 towards M-SParc's Egni scheme. This donation has funded the 'Eco-house', a small-scale model of a fully sustainable house featuring insulation, a wind turbine and electric cars.

While the model is still in progress, once complete it will become part of the Egni scheme, touring Welsh schools and inspiring young people to explore STEM careers.



# Volunteering

We value our local communities and recognise that giving back, in any way we can, uplifts staff and our wider community. The team at Cyd Innovation are always ready to get hands on.

**In 2024, we delivered 38 volunteering hours.** Victoria spent time with the team at ClwydAlyn, completing vital maintenance at the Chirk Courts Garden Project. This access to greenspace is a lifeline for the residents of Chirk Court care home, improving well-being and creating a usable outdoor space for activities.

Staff members Gareth and Sharon also got their hands dirty with ClwydAlyn at Garden City communal gardens. Volunteers worked to remove weeds, create raised garden beds and add a new seating area. Maintaining these communal greenspaces ensures residents have easy access to the outdoors and brings life back to unused corners of the estate.



# Volunteering

## Greenfield Valley Heritage Park

In September 2024, 6 of our staff worked alongside rangers at Greenfield Valley Heritage Park. The 70-hectare countryside park is environmentally and culturally integral to the Holywell area.

Our staff spent 4 hours and removed eight rubble bags full of the invasive species Himalayan balsam to give back to such a significant site and allow locals to enjoy this ancient woodland.

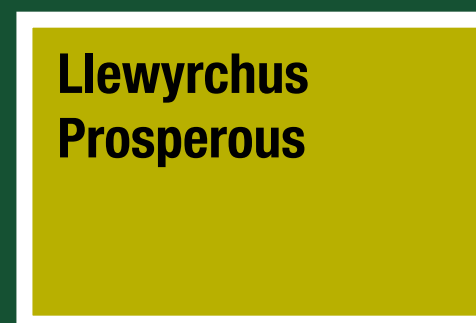
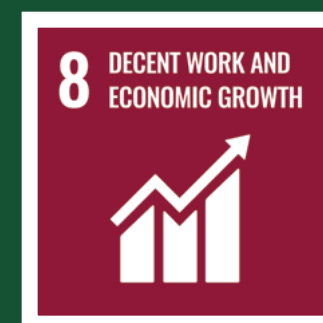
"The contribution made by your team is invaluable and helps keep the Valley an attractive place for visitors and the local community."

Brenda Harvey,  
Chair of the Greenfield Valley Trust



# Culture

At Cyd Innovation, we know that having a strong workplace culture, centred on collaboration, innovation, and a shared purpose is vital. We strive to uplift our staff through training, support for career development, and extensive well-being programmes.



# Staff well-being

Staff are at the heart of Cyd Innovation, and we work hard to ensure all employees feel heard, supported, and valued whether this is through fair pay, flexible working hours, or our well-being hour scheme.

Cyd Innovation is a Real Living Wage employer—we want to invest in our staff, and paying them a real living wage is just the start.

This is reflected in our employee net promoter score (eNPS) of **+100**. This means that our staff are not only happy to work at Cyd Innovation, but they would also recommend Cyd Innovation to others looking for work.

As part of our well-being initiative, we offer flexible working hours for all employees. This approach allows staff to better balance their work with personal commitments, making time for their families and themselves. We believe people do their best work when they have the freedom to choose a schedule that fits their lives.



3

GOOD HEALTH  
AND WELL-BEING

10

REDUCED  
INEQUALITIES

Llewyrchus  
Prosperous

# Our well-being scheme

We see how hard our staff work and want them all to have a little bit of 'me time' built into the work week.

This is why we are proud to offer all staff a weekly hour of well-being time. This means our staff can take a well-deserved moment to themselves. Whether it's an early finish on a Friday, a lunchtime dog walk, or a moment with a good book. **In 2024/25, 509 well-being hours were taken by our staff.**



"I sit and chill with a cup of tea and enjoy the peace and quiet. It gives me time for me."

Karen



"I get the opportunity to spend more time with my daughter."

Jamie



"I walk, play sports, and run errands I wouldn't have time for otherwise."

Josh

# Equality, diversity and inclusion

We are committed to creating a welcoming, inspiring, workplace for all, with all new starters completing training on unconscious bias, sexual harassment in the workplace, and equality, diversity and inclusion.

At Cyd Innovation, we recognise that having diverse staff from a range of backgrounds and life experiences adds essential perspective to our work. The built environment industry is traditionally male-dominated. This year, **35% of all staff and 50% of our management team were female.**

Furthermore, we are proud to be a Welsh-owned business, and we feel that local people should benefit from our growth as much as we do. In 2024/25, **90% of Cyd Innovation's staff lived in Wales.**

We are also making efforts to preserve Wales's vibrant language and culture, with Welsh speakers in the office, and staff titles in both Welsh and English.



5

GENDER  
EQUALITY

10

REDUCED  
INEQUALITIES

Mwy Cyfartal  
More Equal

# Staff development

We believe that supporting career development is vital to Cyd Innovation's success and to achieving long lasting social impact. We are proud to work with local colleges to provide placements for students looking to break into the industry.

In 2024/25, our team completed 63 training modules, covering equality, diversity and inclusion, unconscious bias, health and safety, and cyber security. We also saw an additional 173 hours of external training, with our staff working towards qualifications that ensure Cyd Innovation is well equipped to manage this dynamic industry.

4

QUALITY EDUCATION

8

DECENT WORK AND ECONOMIC GROWTH

Llewyrchus Prosperous



**Kyle Shearer**  
IT Work Experience

Kyle joined Cyd Innovation in 2024 from Coleg Cambria, looking for an opportunity to gain experience in IT and the world of work. Kyle's time with Cyd Innovation helps toward the completion of his IT college course and offers an opportunity for him to develop transferable skills that can be applied to future workplaces.

Since beginning his work placement, Kyle has spent every Friday working alongside our team on several IT projects. The projects have not only helped Cyd Innovation create proactive IT solutions but have also given Kyle a sense of pride and ownership of his own work.

"My favourite thing about working with Cyd Innovation is the flexibility and relaxed atmosphere that they provide. One of the larger projects I have worked on is the backup report. I am proud of this project as I completed most of it on my own and have created several backup solutions the business could use."



**Adam Bubb**  
Retrofit Assessor and Co-ordinator

After several years in the commercial finance industry, Adam saw an opportunity for skilled workers to move into the built environment space. Training in Energy Performance Certificates, retrofit assessments and RICS home surveys, Adam picked up contracted work for Cyd Innovation and never looked back.

After years of self-employment, Cyd Innovation offered Adam security, competitive pay, and a workplace culture driven by a shared purpose. In 2024, Cyd Innovation supported Adam through his Retrofit Co-ordinator training. This training has allowed Adam to transition to larger projects, overseeing the retrofitting of over 91 houses this past year alone.

"I am most proud of my upskilling journey and becoming a qualified RC. Cyd Innovation has given me the support and security needed to focus on developing my career."



**Victoria Potter**  
Head of People and Success

From the outset of my employment, Cyd Innovation's commitment to employee development was clear. With their full support, I was able to undertake the CIPD Level 5 qualification, which has significantly enhanced my knowledge of HR and refreshed my understanding of broader business management principles.

The training has not only boosted my confidence in handling a wide range of HR responsibilities but has also allowed me to bring more strategic insight and value to my role.

As a result, both I and the business have benefitted—I'm better equipped to support colleagues and contribute to the organisation's goals, and Cyd Innovation have gained a more capable and confident HR professional. I'm incredibly grateful for the opportunity and the encouragement provided throughout my learning journey.

# Cyd Innovation's Future

We have big plans here at Cyd Innovation. We are proud of all we have achieved this past year but being an ethical and sustainable business is no easy feat. We know we still have a long way to go.



# In the pipeline

## Eco-house school tours

We are excited to continue growing our partnership with M-SParc.

We will be funding educational models, school outreach programmes and career development for young people in North Wales. The eco-house is set to be finished in early 2025 and will join the Egni scheme, travelling to schools as a tool to talk about adapting to climate change and retrofitting.

## Social impact monitoring

We are committed to being transparent, measurable, and honest in our reporting.

With Cyd Innovation's continued growth, we are excited to keep developing, adapting, and refining our approach to social impact.

## Unlimited volunteer hours

In 2025, we're implementing an unlimited volunteering policy for all employees.

This policy allows staff to request as many volunteer days as they and their manager see fit. This ensures that staff can invest their time and skills in their local communities and maximise the positive impact we can make together.

## Carbon emissions monitoring

We have plans to complete an independent 3 scope carbon emissions assessment to understand the full impact of our work.

Understanding our emissions is only the first step—we want to create a robust carbon reduction plan in response, ensuring we can confidently monitor and adapt our operations with the environment in mind.

## B Corp certification

We're taking the next step in formalising our commitment to social and environmental responsibility by working towards B Corp certification.

This externally verified accreditation provides credibility and reassurance that we are dedicated to using business as a force for good. Soon, you won't just have to take our word for it. We aim to achieve certification by 2026, joining a global community of companies committed to balancing profit with purpose.



# Appendix

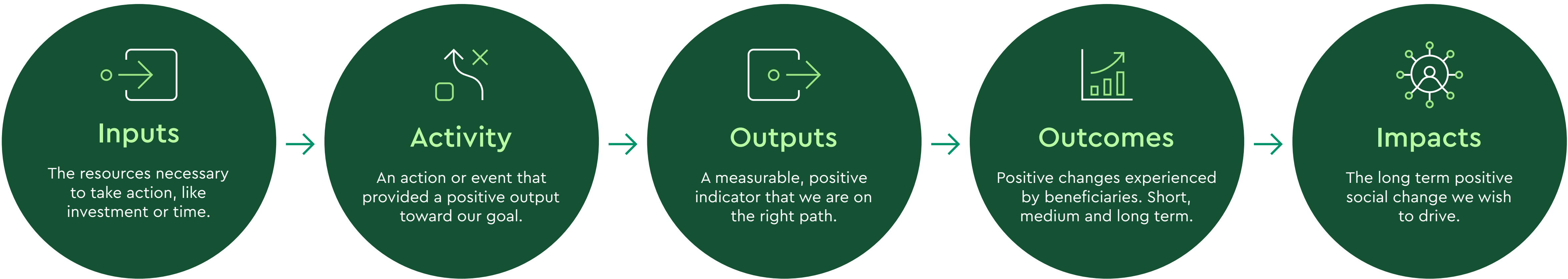


# How We Measure Social Impact

At Cyd Innovation, we aim to lead the way in transparent, measurable, and actionable social impact reporting. Social impact covers a wide range of issues, and the ripple effects of our actions can be difficult to fully capture. This makes it a complex challenge—but one we're deeply committed to. We're at the beginning of this journey, and we're in it for the long haul.

The Impact Pathway is a framework, based on the Theory of Change, that allows us to assess our progress toward creating long lasting and meaningful social change. The further along the pathway we get, the more we can capture the true impact that our intervention has had in the long term.

We're committed to following our projects through to their full potential—striving to move as far along the impact pathway as possible. We don't just measure inputs like time, expertise, or funding; we focus on whether those efforts lead to meaningful, measurable outcomes for the people and communities we aim to support.



# Diolch Thank You

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