Widgit®

Annual B Corp Impact Report

25/26



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Who we are


We are

Widgit

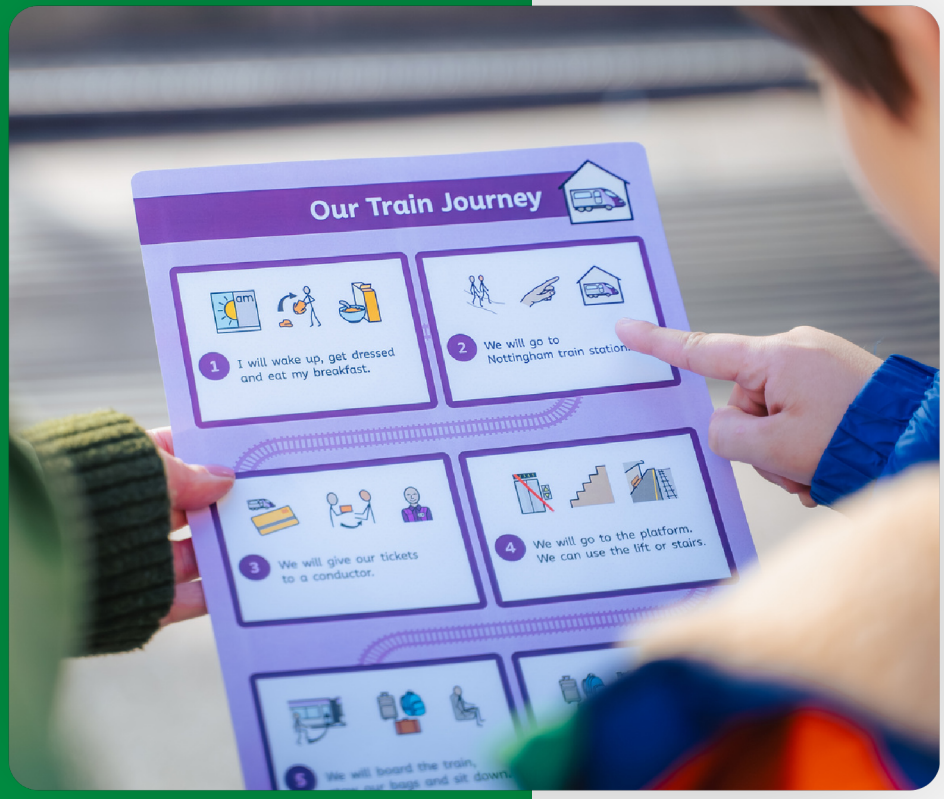
and


symbols


are our world.

As pioneers of symbol-based communication software, we're dedicated to making communication accessible for individuals of all ages, abilities, and backgrounds across a diverse range of environments. As a Certified B Corporation, we measure success not only by our financial performance, but by our positive impact on the people we support and the planet we call home. Doing business as a force for good, we're proud to help our workers, customers, and wider community realise their full potential.

What we do



With over 40 years' experience as providers of symbolised software, our flagship platforms Widgit Online and InPrint 4 give access to a library of over 100,000 symbols and a growing catalogue of comprehensive resources. We empower educators, practitioners, parents, and carers to customise resources tailored to the needs of all individuals, helping to ensure anyone can express themselves independently and navigate the world with confidence.

I firmly believe that what makes Widgit special is our mission, our values, our culture, and most of all: our people and their pride in making the world a better place through our symbols and software. That purpose has always shaped our products, our partnerships, and the way we do business.

Becoming a B Corporation allowed us to externalise that as not only something that we told ourselves, but something that could be measured and validated; a responsibility we can publicly acknowledge. It also gives us a broader framework for that responsibility: not in just what we make, but how we treat people, how we make decisions, how we support our community, and how we reduce our impact on the wider world.

Since receiving Certified B Corp status, we've grown as a business, both in size and ambition. But we've held on to the things that make Widgit feel like Widgit: our values of integrity, kindness, and quality, a belief that the ability to communicate is critical to happiness and wellbeing, and recognising the unique individuals behind every role at Widgit, every customer we help, and every partner we do business with.

In this last period, we've invested in our team, continued to improve our products, contributed to our communities, and thought more deliberately about the long-term impact of the choices that we make.

There have been plenty of moments to be proud of. We have seen our symbols and tools continue to support people in schools, homes, workplaces, and communities. We have also seen the commitment of the team behind that work: people who care deeply about accessibility, inclusion, and the practical difference our work can make in someone's day-to-day life.

Being a B Corp asks us to look honestly at ourselves, recognising the progress we have made, but also where we need to do better. Looking ahead, we want to build on what we've achieved so far. We want Widgit to keep growing, but in a way that protects our culture, strengthens our social impact, and reaches even more people through the power of symbols; giving them the opportunity to communicate, learn, participate, and be heard.

Ben Stevenson
Chief Executive Officer



The journey so far



Having proudly certified as a B Corp in July 2025, our overall **impact score of 117.8** reflects our high standards of commitment across the five former B Impact Assessment pillars. From enhancing our employee lifecycle processes to continued bursary schemes for our customers, the following pages detail just a few interim milestones we've been proud to achieve following our first submission of data as a B Corp, from September 2024 to August 2025.



Governance









- **Leadership and professional development:** We continued investing in executive capability through targeted leadership programs, including executive development training, enhancing strategic foresight across our operations.
- **C-suite and financial stewardship:** We strengthened operational oversight and financial sustainability through key executive appointments, including Paul Williams joining as our Chief Financial Officer (CFO).
- **Board composition and independent oversight:** We enhanced board governance by diversifying perspectives and appointing new board members, alongside strengthening Non-Executive Director (NED) involvement in 2024 to ensure rigorous accountability and alignment with B Corp principles.

Workers







Health, safety and wellbeing:

- **Physical and mental health:** We gave staff access to the wellhub app to promote physical wellness, alongside company-wide mental health training with Mind to empower staff and managers with proactive mental health tools.

- **Culture and connection:** We brought teams together through numerous social events including B Corp Month celebrations, our annual summer and winter parties, book club, and games nights.

Workers



Financial wellness and fair pay:

- **Cost of living support:** We implemented benchmarked salary adjustments and a targeted cost of living boost to protect our staff.
- **Financial health:** We introduced a financial wellness initiative in partnership with our financial advisor Neil, offering personalised guidance.
- **Future security:** We successfully transitioned to an upgraded pension scheme in 2025.

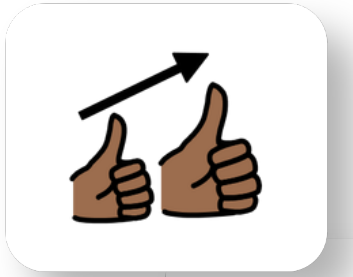






Workers







Learning, growth and succession:

- **Education and professional development:** We funded specialised external courses and support for staff within our Education team, whilst upgrading our internal training to track skills growth across all departments.

- **Internal succession and progression:** We celebrated key promotions within our existing team and expanded numerous roles following a comprehensive evaluation exercise.



Community

Community and charity engagement:

- **Charitable initiatives:** We built emergency shelter kits with Sleep Pod at Widgit HQ, and took part in a Myton Hospices skydive, raising £6,817 from 14,000ft in the air!

- **Global and local impact:** We sponsored the charity School in a Bag to equip displaced and disadvantaged children with educational resources, alongside local youth sports sponsorship for a regional basketball team.







Community







Education and skill building:

- **Digital accessibility:** We provided bursaries for Widgit Online licences, making learning accessible for customers from all backgrounds.

- **Career access:** We hosted work experience placements and internships to support young people entering the workforce.

Environment





Biodiversity and ecosystem support:

- **Protecting the bees:** We installed an on-site bee revival kit and built bee hotels to support local pollinators and urban biodiversity.

- **Tree planting:** We partnered with carbon offsetting initiative Oblong Trees in our ongoing pledge to plant up to 40 trees per staff member, both locally and globally.

Community gardening & conservation:

- **Green space care:** We arranged hands-on staff volunteering days supporting community green spaces, including hedge trimming and gardening work with Campion School, and tending the memorial garden at Evergreen School.



Customers



Customer success and experience: We expanded the Customer Success team to provide proactive tailored support, ensuring high customer satisfaction and retention.

Data-driven insights: We leveraged customer analytics and data insights to continuously refine service delivery, understand user needs, and improve platform experience.







Where we are now



Becoming a Certified B Corporation in July 2025 formalised our commitment to placing purpose alongside profit. This report outlines our operational impact and performance across the five original pillars of the B Impact Assessment framework.

- **Governance:** How we protect our mission, remain transparent, and uphold ethical business practices.
- **Workers:** How we support our team's wellbeing, growth, equity, and financial security.
- **Community:** How we contribute to local supplier networks, diversity, and social impact.
- **Environment:** How we measure, manage, and minimise our footprint.
- **Customers:** How our products and services create genuine value and positive outcomes for the people we serve.

In the following sections, we outline our score for each pillar, the initiatives that drove our results, and just some of our plans for the year ahead.



Workers



Environment

Certified B® Corporation



Governance



Customers

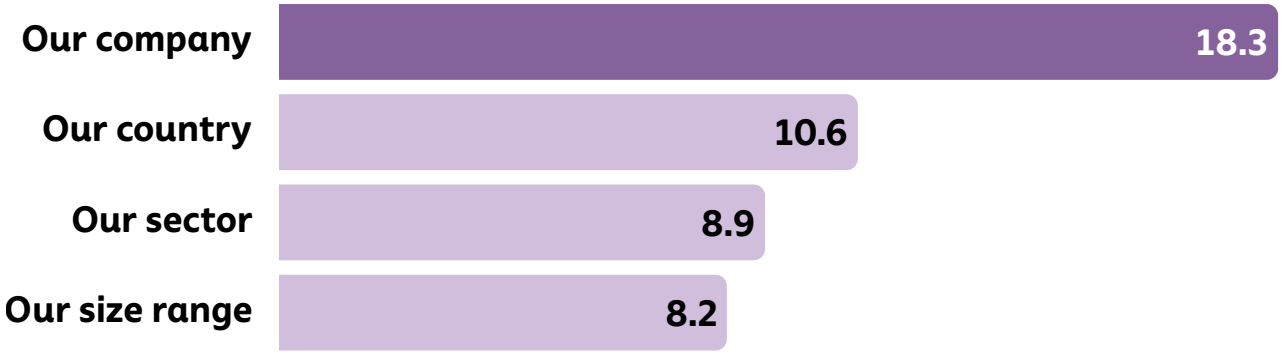


Community

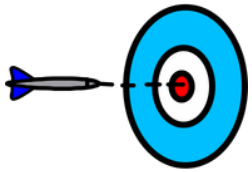


Governance

Score: 18.3 / 25

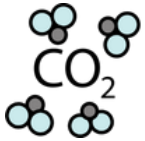


What we said we'd do





Execute a full review of suppliers, systems, and internal operations.

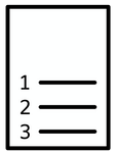


Prepare and initiate carbon footprinting calculations.



Advance and roll out a wider Trust and Ethics strategy across the business.

What we did do



Built a structured operational plan across five priorities, 21 initiatives, and 106 workstreams.



Strengthened financial governance by appointing a CFO, introducing SaaS modelling, reducing aged debt, and implementing rolling three-year planning.



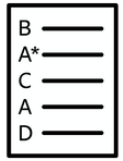
Advanced key governance foundations, including scoping the Business Continuity Plan, reviewing IT policies, and improving contracts.



Defined and formally ratified our Trust and Ethics framework, establishing clear governance standards and embedding ethical decision-making across our operations.

Plans for the next 12 months





Publish the Impact Report and use it as a clearer account of progress moving forward.



Complete supplier and systems review, including procurement and values alignment.

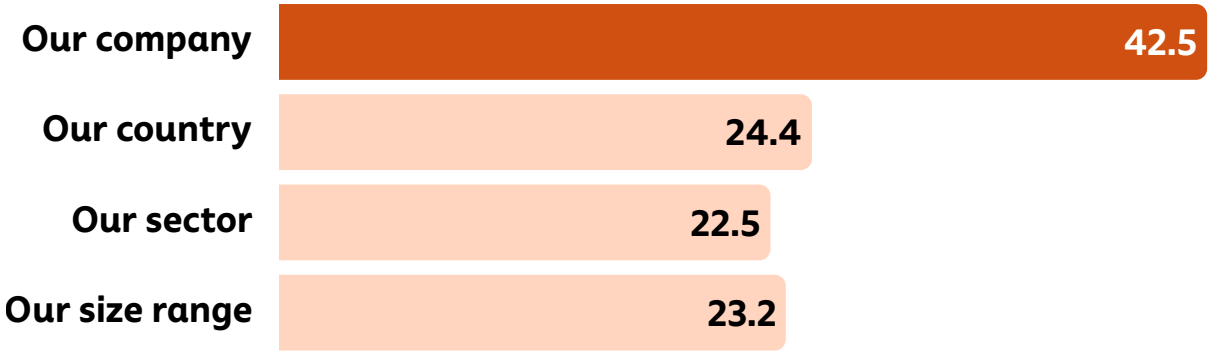


Continue improving long-term financial planning, forecasting, and reporting.



Workers

Score: 42.5 / 50



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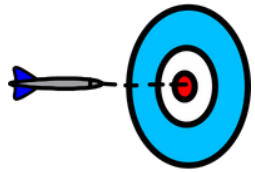
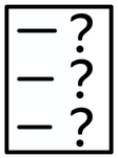
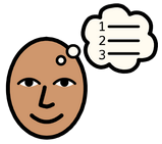




Accelerate Equality, Diversity, and Inclusion (EDI) initiatives.



Conduct a staff engagement survey.



Complete structural improvements to probation processes, personal development plans, and HR systems.

What we did do



Improved employee lifecycle processes, including onboarding, offboarding, and contract readiness.



Implemented consistent tracking and monitoring for leave, sickness, and holiday usage.



Maintained cultural momentum through Culture Club initiatives, volunteering planning, and drafting culture, charity, and benefits materials.



Recognised as a Culture 100 employer, highlighting our people-first culture alongside sustained high retention rates and strong headcount growth.

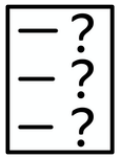
Plans for the next 12 months



Roll out the ‘Welcome to Widgit’ onboarding handbook and department introductions.



Publish clearer benefits, culture, and charity information for staff.

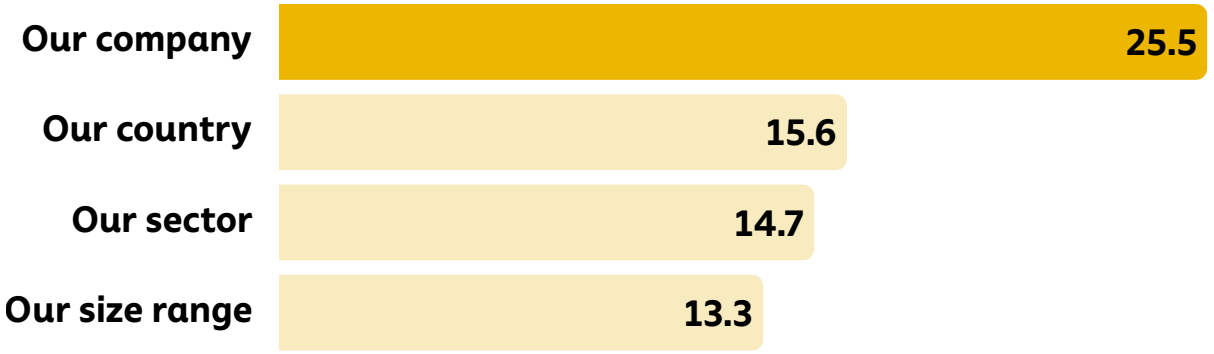


Run the staff engagement survey and turn the findings into an action plan.



Community

Score: 25.5 / 50



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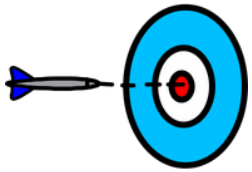




Execute the wider rollout of Symbol-Friendly Schools.



Develop mature impact tracking for community, charity, and volunteering activity.



Publish and increase visibility for case studies and research evidence.

What we did do



Expanded Symbol-Friendly initiatives across key sectors, including transport, sport, and visitor attractions.



Released standardised UK Communication Boards and launched international boards in the UAE.

Rolled out the Symbol-Friendly Schools pilot, establishing audit criteria and supporting materials.

What we did do



Installed playground boards in Warwickshire and other regions.



Delivered community and charity initiatives, including Sleep Pods, School in a Bag, and festive shoe boxes for Helping Hands Community Project.



Organised a team Walkathon for Mind, hosted a Christmas Jumper Day for Save the Children, and took part in LWS Night Shelter's Reverse Advent Calendar, donating essential goods and supplies to vulnerable individuals and their families.

Plans for the next 12 months





Review the Symbol-Friendly Schools pilot and prepare for a wider rollout.



Continue growing Symbol-Friendly projects in public and community environments.

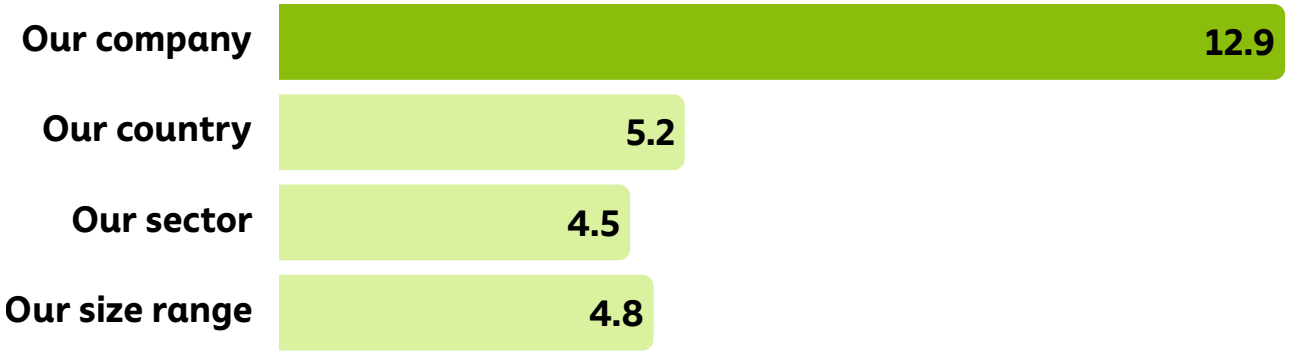


Improve how we evidence community contribution, including volunteering and project impact.



Environment

Score: 12.9 / 20



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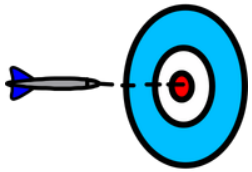
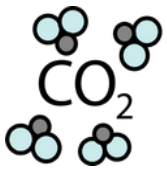




Calculate our carbon footprint and establish an environmental baseline.



Complete a full review of suppliers and systems.



Define concrete, measurable environmental commitments.

What we did do



Continued tree planting initiatives for new and existing staff members.



Advanced indirect environmental progress by modernising IT and infrastructure.



Enhanced network security and decommissioned legacy technology.



Established foundations to inform sustainable future choices in hosting, equipment, and procurement.

Plans for the next 12 months





Build a clearer environmental baseline for the business.



Review suppliers and systems against environmental and ethical standards.

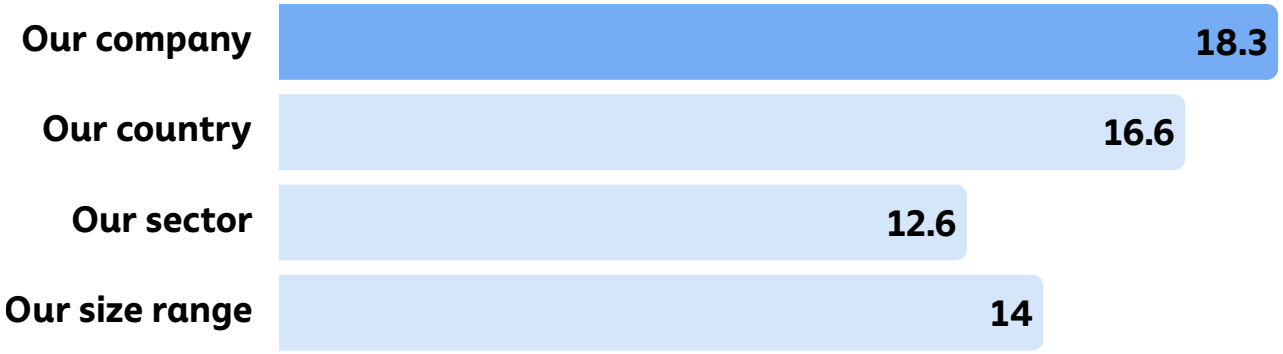


Set simple, realistic commitments suitable for a software company of our size.



Customers

Score: 18.3 / 30



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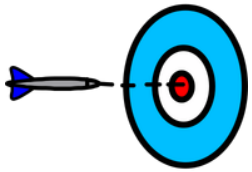




Establish a Net Promoter Score (NPS) baseline.



Fully embed commercial-wide CRM adoption.



Deliver key milestones for the next-generation product build according to schedule.

What we did do



Continued the bursary scheme to support accessibility.



Conducted pricing reviews to ensure ongoing value for customers.



Implemented key account management processes.



Improved onboarding workflows for multi-entity accounts, with training and self-help tools currently in development.

What we did do



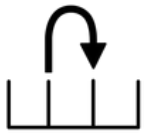
Launched an early access program for customers.



Built trusted Power BI reporting to track retention, new customer metrics, trials, conversions, and revenue trends.



Established NPS and used feedback to prioritise customer improvements.



Maintained existing products while advancing Widgit Accounts, next-generation architecture, and product discovery.

Plans for the next 12 months



Improve onboarding, training, and self-help for customers.



Use trusted early access, beta testing, and customer feedback to shape next-generation products.

“The B Corp journey has helped us turn our values into actions. It’s about being transparent, accountable, and constantly improving – our promise to leave the world better than we found it. We’ve always cared about doing the right thing, but B Corp gave us the tools to measure it and the courage to continue as a force for good.

– Kiran Heer, Events Manager

Looking ahead...



As we look ahead, our journey as a Certified B Corp remains guided by our values of integrity, kindness, and quality on our mission as a force for good. Whilst the past year has delivered key milestones across our operations, culture, and community initiatives, it has also highlighted clear areas where we must continue to stretch ourselves.

By holding ourselves accountable to continuous improvement, ongoing transparency, and the balanced consideration of all our stakeholders, we remain dedicated to building a sustainable, purpose-driven future that creates lasting value for our team, our customers, and the wider world.

