

# SOCIAL IMPACT STATEMENT

2021 DECEMBER







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“ LanciaConsult is a thriving business and we want to make sure that our growth, our capabilities; our people, and our profits are all a force for good. ”

**Jeffrey Cronkshaw**  
CEO

## A message from our Chief Executive Officer.

At the beginning of the year we asked our teams, what's important to you? Overwhelmingly, they said two things: firstly, extending the power of education towards every child in the world, and secondly, playing our part to stop the climate crisis.

As both these themes played out dramatically on the world stage this year, our people and our communities rallied – mobilising their networks to connect us with the charity partners we could most effectively support. We researched; we analysed; we coded; we coached for success. We ran; we cycled; some months, we wore our passion literally on our faces! Turn the page to read all about the social impact work that has made 2021 so special at LanciaConsult.

I'm incredibly proud of the genuine impact we have made in the education space through our support – whether it's in aid of sign language for employability or confidence-building activities for inner-city

school children – and all alongside a true care for environmental conservation and carbon reduction.

Why have we done all this? LanciaConsult is a thriving business and we want to make sure that our growth, our capabilities; our people, and our profits are all a force for good. This is something the LanciaConsult team has in common: it's important to us all that our work builds 'shared value' – bringing something to the world in a way that benefits everyone.

This annual report allows us not only to celebrate the ever-increasing impact we generate as we grow, but also to hold ourselves to account for keeping up momentum. Our approach is still evolving with the times, and we need our wider friends and family to advise, question, celebrate and join in. Talk to us about our social impact work, and help us bring shared value alive.



# Our year in social impact.

**14**  
IMPACT  
PARTNERS

**230**  
PRO BONO  
OR LOW  
BONO DAYS

**20**  
LC TEAM  
MEMBERS

**\$166,000**  
GIVEN IN TIME

**\$16,000**  
GIVEN IN  
DONATIONS

## Our values.

### **PRACTICAL**

We give our impact partners real, hands-on support.

### **ENTREPRENEURIAL**

Close and trusting partnerships let us grab opportunities as they arise.

### **GENUINE**

We make your mission our business; that's our only motive.

### **SUSTAINABLE**

Social impact isn't an add-on: it's hard-wired into our business.

# Our approach.

## OPERATIONS

**We govern for shared value,** actively managing LC's impact on our people, our communities and the planet.

## SERVICES

**We consult for shared value,** making our services available to the impact partners our team believes in.

## GIVING

**We donate for shared value,** giving money to leverage the impact of our charity consulting.

We believe that potential shared is not potential lost.

## WE WORK TO CREATE SHARED VALUE:

We love our work, but that's not all we love.

LanciaConsult wants to go about its business in a way that benefits and protects the communities we live in: our teams and their children and parents; the people we pass on our way to work; even the trees we can see from our windows.

**We want to make sure everyone wins and nobody loses.**

So we've made three commitments that radiate out from the heart of the organisation: we commit to govern, consult and donate for shared value.

We think it's right to share out the power, privilege and profits we hold in our hands, and we'll start at home.

Each year, we will set regional goals against these three commitments, and monitor our progress against them. Yes – it's not as simple as handing out volunteering days or putting on an annual fundraising dinner. But in the pages that follow, you can read about the real impact it's generating.

Shared value is about continuous reflection and self-assessment; it demands constant evolution. We take each challenge as it comes, and we're ready for whatever's up next.



## Our impact themes.

# Education

We know that the LanciaConsult of the future needs all the potential that the world's bright and optimistic young people have to offer.

But in 2021, lockdowns continued to interrupt learning and job losses made it harder and harder to progress to employment. We chose EDUCATION as our first impact theme because we felt that in 2021 we owed it to the young people in our communities.

We support charities that support high quality education around the world.



UN Sustainable Development Goals



## Our impact partners:





## Our impact themes.

# Environment

It hasn't been easy to watch climate milestones come and go this year. The LC team felt that, whatever else we did, we had to play our part in safeguarding the future of our planet.

This has taken a variety of forms : we've worked with impact partners that protect green spaces, plant trees, support low-carbon energy choices or and campaign for sustainable food and farming systems.

### UN Sustainable Development Goals



## Our impact partners:



Consulting for  
shared value.



“ Working in partnership with Lancia has really transformed the pace and impact of our strategic digital work. They have built a deep understanding of who we are and guided us expertly through all sorts of projects – exploring our technical requirements, implementing user-friendly solutions and developing the business case for digital investment. I trust them implicitly and their advice and flexibility is invaluable; it always feels like working together as a team. ”

**Vicki Wright**

Chief Operating Officer  
ThinkForward

## Mission-driven Strategy

LanciaConsult arms charity teams with the insight and analysis they need to work out the right next step.



**Our impact partnership with ThinkForward – whose long term coaching gets young people ready for the world of work – has been hugely important to LanciaConsult this year. Alongside building apps for delivery and reviewing their technology architecture, our pro bono research has delivered important – and sometimes surprising – strategic insights.**

Did you know: even in this post-pandemic world, 42% of the UK working age population still doesn't have the full suite of basic digital skills for work?

ThinkForward's programmes get tomorrow's workforce job ready; this year, they're asking themselves: how mission-critical are digital skills? To help them reach an answer, we investigated the prevailing ideas in the UK about its emerging digital skills gap; pinpointed the most relevant skills frameworks, and identified the best existing providers. We also had fun hearing from young people about the highs and lows of remote learning.

With a strong partnership and a detailed understanding of ThinkForward's digital strategy, we're still by their side, navigating the changing employability landscape together.



“ The opportunity to engage in third sector projects is a big part of the reason I joined Lancia.

You get the chance to work with passionate and engaged staff who are happy to collaborate and hugely appreciative of the work that you do...

...and you also see first hand how your contribution makes a difference to people's lives.

Even though working with charities can be demanding, it's hard to have an off day on a project like that!

”

**Dawit Tafari**  
Consultant  
LanciaConsult



Consulting for  
shared value.



“ LanciaConsult took the time to really understand our needs, carried out thorough, high-quality analysis and fed back their findings in a very clear and user-friendly way. This would have been impossible for us to do, with our limited capacity and limited expertise in this field. We can't thank LanciaConsult enough for their help and look forward to working with them again in the future. ”

**Anna Bowie**

Senior Coordinator  
Jacari Bristol

## High Impact Tech

The pandemic has forced many charities to digitise fast, but they don't want to act in haste. We fit the technology to the organisation – big or small.



**Jacari works with local students to support migrant young people with English as an Additional Language. Last year, its resourceful volunteers had to transition to virtual tutoring overnight. LanciaConsult was well placed to help the organisation consolidate by moving towards a single digital platform.**

The first thing we needed to deliver for Jacari was clarity – on what exactly they needed from their technology. We worked together to analyse their exact requirements for effectively co-ordinating, delivering and tracking tutoring sessions. We then did a market scan and presented a vendor comparison report to help the organisation select a platform that will meet everyone's needs.

Jacari can now choose their technology with confidence: something that unifies their technology architecture; offers a better experience for the students, and helps them to track student progress – to examine and drive the benefits of this life-changing work.



# High Impact Tech

To deliver impact, you need the right tech at the right time. LanciaConsult helps charities to select and embed systems that truly work for them.



**The Singapore Association for the Deaf has been serving Singapore's Deaf and Hard-of-Hearing community for over six decades, helping them achieve a better quality of life and contribute to society. They wanted a new a CRM to manage all this - but were they ready to dive in?**

So many organisations make the wrong choice of CRM for lack of systematic groundwork; SA Deaf didn't want to be one of them. They asked LanciaConsult to step in, and we closely reviewed their needs and pain points. What were their teams' processes to manage donors, clients and volunteers? What were the challenges as clients interacted with their varied services? On what basis should a platform, vendor and implementation partner be chosen?

This work has saved thousands of dollars by assuring good resourcing decisions – and those are dollars that can now be spent on vital services from Hearing Care Centers to Notetaking and Interpretation.

Consulting for shared value.



“

LanciaConsult has been a change-maker for the Singapore Association for the Deaf (SADeaf). We loved working with their local team, who have deep expertise and a passion for serving the community. They provided an accessible environment for our team, many of whom are part of the Deaf or Hard of Hearing community. They also went above and beyond in developing our staff's technical skillsets. Thanks to LanciaConsult's support, we are able to invest more in community service programmes like children's education and elderly support.”



**Eric Tseng**

President

Singapore Association for the Deaf



We can walk away with a sense of fulfilment, knowing that we left the organisation in a good place and helped those that need it most. It's not that we were doing anything unusual – this is the kind of work we know and love from commercial clients – but what made it special was the sense of getting together to make something better and improve lives.



**Bryan Foo**  
Senior Consultant  
LanciaConsult

**Anson Chew**  
Senior Consultant  
LanciaConsult





**Consulting for  
shared value.**



“

LanciaConsult really took the time to understand our charity and then tailored their support to meet our needs. Not only did they provide solutions for everything from improved project management to better knowledge sharing, they partnered with our staff in a way that left us with greater capacity to take the work forward ourselves. Their understanding of how to use IT to drive change helped use to sharpen our impact and make a bigger difference for the young people we support.”

**Kevin Munday**

Chief Executive Officer  
CityYear UK

## Skills for Change

**Delivering change takes more than a wish and a prayer. We equip charity teams with tools, skills and support models to make dreams come true.**



**City Year UK is a youth and education charity which empowers diverse 18 to 25-year-olds to tackle educational inequality through a year of full-time volunteering in schools. We love the premise and found the organisation as receptive and open to support as we were keen to offer it.**

Too often, pro bono consulting operates on someone else's terms, and with limitations that can leave charities in the lurch. We wanted to be an end-to-end project partner for CYUK, getting the job done no matter what.

So alongside practical work – for example, building an intranet to bring remote teams together – we have worked to build internal capacity too. From delivering Project Management 101 training for front-line staff, to offering their leadership team a Change Management framework, we've worked to leave CYUK with the project delivery skills for future success.

“

I appreciated the honesty and trust that I was given straight away at City Year UK. I was meeting with senior stakeholders; presenting my findings, and leading workshops – from the off!

I really benefitted from seeing the whole project through from end-to-end: that's just one reason why it's a privilege to work with the small but dedicated teams at charities like City Year.

”

**Immy Ireland**

Consultant  
LanciaConsult





Consulting for  
shared value.



“ Lancia has supported us in all kinds of projects from the development of fundraising strategies for books in Sierra Leone, to the development of AI strategies. The professional support and advice supplied by Lancia has elevated our projects significantly: they have helped our consultants to ask the right questions and ensured value for our clients. ”

**Patrick Keaveney**

President

180 Degrees Consulting Bristol

## Skills for Change

Whatever the project, LanciaConsult sets teams up for success. Training and mentoring is one of our most effective forms of impact partnership.



180Degrees  
CONSULTING

**180 Degrees Consulting links student volunteers with social impact organisations to provide high-quality consulting services. We love their model because we at LanciaConsult also appreciate the energy, fresh eyes and new insight that young people can bring.**

LanciaConsult's experienced consultants were there for the enthusiastic 180 Degrees student consulting teams through their projects from start to finish. Together we've built:

- ▶ A re-usable Consulting in the Third Sector training session to help prepare teams to work in this unique sector (now available to 30 branches worldwide).
- ▶ An ongoing mentoring partnership that supports students throughout project cycles.

Not only have keen students of diverse backgrounds gained an insight into a career in consulting, but eight organisations (including Bristol City Council and Blaise Castle Estate) have benefited from new insights, website improvements and marketing strategies.

Donating for shared value.

# THE LC 10/10 RUN

At LanciaConsult, we strive to make an impact in everything we do. And when we're not doing it in the boardroom, we're doing it on the streets.

On Sunday 10th October – World Mental Health Day – we hit the streets and ran an astonishing 1,049km. From Canada to Singapore, rain or shine, the LanciaConsult family came together under one sky and raised \$10,000 SGD for two incredible charities.



**10,000** dollars

**1,049** kilometres

**124** runners

**9** countries

**2** charities

**1** LanciaConsult

**Babbasa links young people in Bristol – truly a city of two halves – with the support, mentoring and work they need to achieve their ambitions.**

“The donation will support our bold target to provide intensive progression support for 400 young people in inner-city, ethnic minority and low-income households adversely affected by the pandemic.

Thank you for showing marginalised young people that they are heard, their struggles are seen, and support is on hand.”

**Poku Osei**

CEO of Babbasa



**Catch+ is a Singapore based charity offering a holistic and unique service to children from the Jalan Kukoh area to enrich their lives and their education.**

“Our heartfelt thanks go to the entire LanciaConsult team for this generous donation.

It will enable us to deliver Sports, Art and Enrichment activities to increase our students' self-confidence, develop their interests, discover their talents and spend a meaningful school holiday.”

**Yu Chan Ong**

Centre Manager, Catch+





**Donating for  
shared value.**

# ECOLOGI

LanciaConsult's partnership with Ecologi continues to offset the carbon emissions of our global teams - because even as travel has slowed, climate crises around the world prove that carbon reduction is more important than ever. Using our monthly donations, Ecologi:

- ▶ Grows forests: planting trees to help us offset the carbon emissions from our travel and lifestyles.
- ▶ Reduces carbon pollution: using our money to fund gold standard climate crisis solutions from around the world.

We've already achieved a CO<sup>2</sup> reduction of 877 tonnes – that's enough to save 2,600 metres<sup>2</sup> of sea ice or to offset 2 million miles driven in a car. We'll carry on doing what it takes.



## **Running 1042km is just the beginning: the LanciaConsult team proved in 2021 that they'll do anything for charity.**

This year we again supported Spin for Smart Works, raising a fantastic £1268 and clocking up a grand total of 500 miles by bike and on foot in the run up to International Women's Day. Smart Works exists to help marginalised women break the cycle of rejection and deprivation that results from unemployment.

In Singapore, we took part in the UFIT virtual 5k (the burn was real!), with inbuilt donations to Special Olympics SG.

And at the end of the year, we ran or walked 60km each in honour of the 60 men we lose to suicide each hour, every hour across the world. It being Movember, those who wished did so sporting every size and shape of moustache under the sun – and we raised £1360 in the process.





# ABOUT LANCIACONSULT

LanciaConsult is a fast growing business and technology consultancy, serving clients around the world from offices in Europe and Asia.

We founded LanciaConsult in Singapore in April 2012 after being frustrated with the sector shifting from advisor to supplier, driven by the pursuit of high revenue projects and large scale outsourcing. Recommending solutions that addressed clients' real needs often felt like an afterthought.

We felt there was a better way, a more client centric way. We set out to listen, to provide clients with relevant experience, and to always scale our advice and solutions to our clients' needs. Our team of experts is dynamic, collaborative, and easy to work with. We always provide dedicated teams overseeing our client projects; real people with relevant experience from start to finish.