IMPACT REPORT

April 2020

GREEN FOX ACADEMY

A NOTE FROM THE FOUNDERS

We have co-founded several technology businesses in the past, but Green Fox Academy is a special creature. What makes it fundamentally different is the business' clear and solid social impact thesis, a purpose.

The origins of Green Fox lie in the experiences we had while living in the safe harbor of the technology bubble in the thriving capital of Budapest. Whilst we were enjoying great work conditions and a good quality of life, we were seeing smart, motivated and well-educated people around us struggling to find motivation and make a decent living, with one option being to move abroad – friends, family members, co-workers and university peers who, with some help, would have been perfect for the understaffed domestic technology industry we were working in, but who were instead having to move to London to take a job they were overqualified for.

The three of us have known each other since Kristóf invested in Tamás' and Péter's first company in 2013. Tamás has always been dedicated to education, while Peter could see the business opportunity in such a venture, and Kristóf brought a social business perspective to the melting pot. Our defining thought was that "we can only go skiing with friends who either work in IT or at a multinational company. The rest have to leave the country or simply cannot afford it. At the same time, we cannot scale up our IT consulting businesses due to a lack of talent. We have to try and fix this situation!"

After initially seeing how these challenges were affecting our friends and acquaintances, we soon realized that this was a significantly broader social issue, and we became committed, in particular, to trying to reach more disadvantaged social groups. We were now not concerned with the 'first word problem' of skiing anymore, but rather about stabilizing and enlarging the middle class, the engine of any democratic society, in the context of a rapidly changing, technology-driven, labor market.

It is this purpose that continues to guide our organization on its journey to provide future proof hard and soft skill sets to a growing number of people, and it is this goal that keeps the team together and motivated at all times, especially the hard times. Managing a social business is easy, because you have a clear answer to the question 'why'.

With pride and gratitude,

KRISTÓF BÁRDOS   TAMÁS KÖKÉNY   PÉTER LANGMÁR

Co-Founders, Green Fox Academy

This foreword would not be complete without us offering our thanks to everybody who has had a hand in bringing this report to life, especially Andrea Kozarek, Barbara Baráth, Kinga Budai, Anna Balázs, Péter Lukács (Digital Natives), Gergő Iváncsics (Impact Ventures), our former co-founder Barbara Fazekas, our first investor, Péter Balogh, and our other investor, Széchenyi Tőkealap-kezelő Zrt. We are, in addition, truly grateful for the commitment of our co-workers and friends at Green Fox Academy, who have provided us with much help over the past 5 years.

ABOUT GREEN FOX ACADEMY

Green Fox Academy is one of the leading coding bootcamps in Hungary. We have also been operating in the Czech Republic since 2018 and are working on expanding throughout the CEE region. We offer 4.5 month-long intensive and 1-year long part-time programming courses to career changers. As well as focusing on coding, we also place great emphasis on the development of soft skills such as problem solving, stress management, presentation skills and teamwork, in order to make career changes smoother. After completing our courses we help successful graduates find employment in the IT industry.

EXECUTIVE SUMMARY

Although we read about it every day we might not realize the full extent of how digitalization is completely transforming the labor market: **it is estimated that, In Hungary by the mid-2030s, over 900,000 jobs, one quarter of the total of all jobs, will be at high risk from automation.**
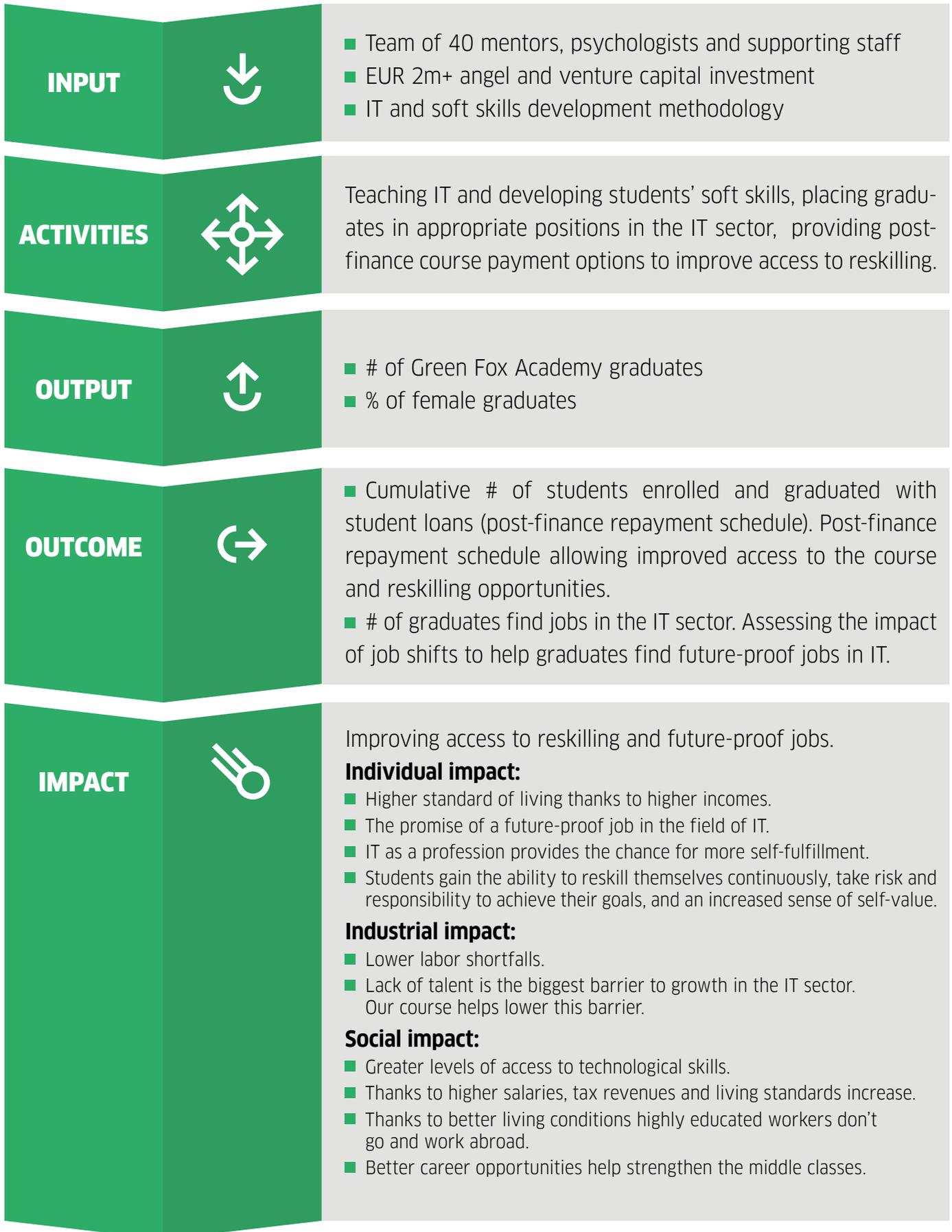
AI and digitalization impact the whole of society, but surprisingly it's the middle classes who will be mostly at risk, as they provide the 'engine' of the economy. This is especially the case **in Hungary where, according to the OECD, the middle class is the third most at risk among European societies.**

The linear pattern of work, with its concepts of a 'job for life' has been confined to the past: **in the future, people will need to have the ability to learn new skills to remain employable throughout their working life.** To gain a real future-proof skill set, besides developing their digital skills people will be required to improve their social skills as well as their abilities to continuously up- and re-skill.

At Green Fox Academy we are educating the market about the upcoming job shift, and offering career-changing opportunities. Our institute has trained more than **930 graduate students so far; moreover, 70% of them came from sectors that are highly impacted by automatization.**

Our output is that **91% of our graduates who completed our course at least 6 months ago and asked for our help in finding a job now work in the IT sector**, enjoying higher levels of compensation and more engaging work environments thanks to our hard and soft skill training. Within the first year of their career change they earn, on average, **17% more than in their previous job, and 66% more after 3-4 years of experience** (this increase is above the national average). Moreover, **only 4% of our graduates have left Hungary**, despite the appealing IT salaries available internationally.

IMPACT VALUE CHAIN

INPUT

- Team of 40 mentors, psychologists and supporting staff
- EUR 2m+ angel and venture capital investment
- IT and soft skills development methodology

ACTIVITIES

Teaching IT and developing students' soft skills, placing graduates in appropriate positions in the IT sector, providing post-finance course payment options to improve access to reskilling.

OUTPUT

- # of Green Fox Academy graduates
- % of female graduates

OUTCOME

- Cumulative # of students enrolled and graduated with student loans (post-finance repayment schedule). Post-finance repayment schedule allowing improved access to the course and reskilling opportunities.
- # of graduates find jobs in the IT sector. Assessing the impact of job shifts to help graduates find future-proof jobs in IT.

IMPACT

Improving access to reskilling and future-proof jobs.

Individual impact:

- Higher standard of living thanks to higher incomes.
- The promise of a future-proof job in the field of IT.
- IT as a profession provides the chance for more self-fulfillment.
- Students gain the ability to reskill themselves continuously, take risk and responsibility to achieve their goals, and an increased sense of self-value.

Industrial impact:

- Lower labor shortfalls.
- Lack of talent is the biggest barrier to growth in the IT sector. Our course helps lower this barrier.

Social impact:

- Greater levels of access to technological skills.
- Thanks to higher salaries, tax revenues and living standards increase.
- Thanks to better living conditions highly educated workers don't go and work abroad.
- Better career opportunities help strengthen the middle classes.

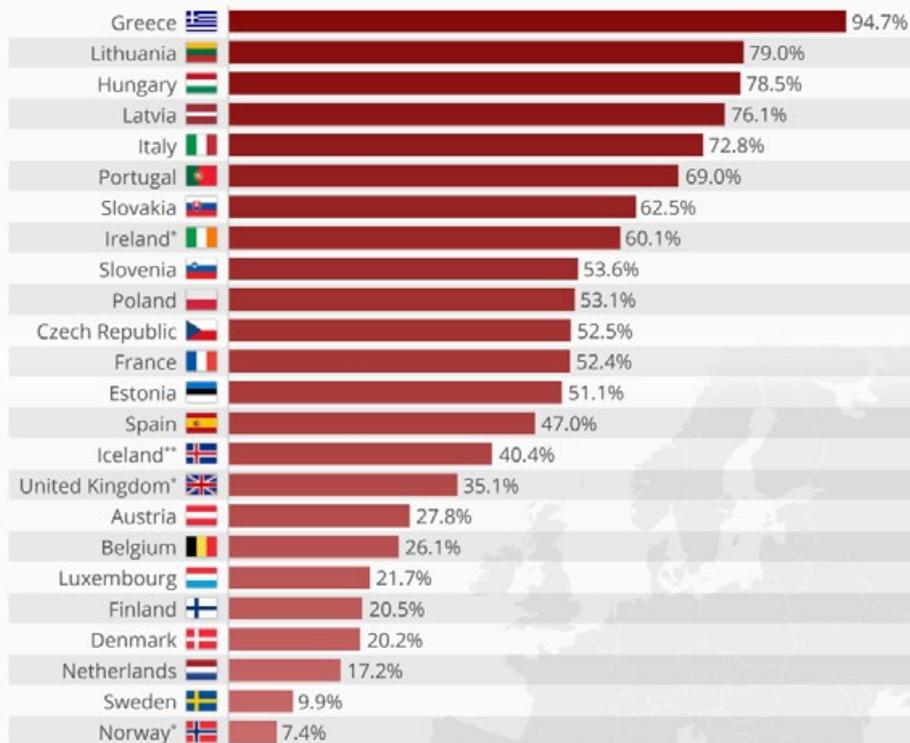# WHAT WE ARE WORKING TOWARDS
THE CHALLENGE AND OUR PURPOSE

> "The crucial problem isn't creating new jobs. The crucial problem is creating new jobs that humans perform better than algorithms. Consequently, by 2050 a new class of people might emerge – the useless class. People who are not just unemployed, but unemployable."
>
> **(Yuval Noah Harari, Sapiens author)**

- **AI and robotics are restructuring the labor market:** In Hungary over 900,000 jobs, **one quarter of the total of all jobs, will be at high risk from automation by the mid-2030s**. In the short term, automation will hit middle-aged females the hardest (PWC: How will AI impact the Hungarian labour market?). There is an urgent need for increased investment in education and skills to help people adapt to technological change throughout their careers.

- **New pattern of working life:** The linear pattern in the transition from education and training to work and retirement is now in the past. Given the ongoing changes in the workplace, **people will need to increasingly have the ability to learn new skills to remain employable** throughout their working life (EPSC: Skills and Resilience for a World of Change, SocialFokus, LightClock: "Automation VS Human employment").

- **Skills gap:**
  - **Hard skills:** Although 9 in 10 jobs in the future will demand digital skills, **44% of Europeans still lack even basic knowledge** (The Digital Skills Gap in Europe). 53 % of companies that recruited or tried to recruit ICT specialists reported difficulties in filling these vacancies (Web Summit 2019: Digital skills, your future), while the Hungarian labor market has a shortfall of 30,000 IT professionals (Survey of IVSZ, The ICT Association of Hungary).
  - **Soft skills:** The need for **finely-tuned social and emotional skills will also rapidly grow**. Accompanying the adoption of advanced technologies in the workplace will be an increase in the need for workers to have finely-tuned social and emotional skills - skills that machines are a long way from mastering. In aggregate, between 2016 and 2030, demand for social and emotional skills will grow by 22% in Europe (McKinsey).

- **Lack of long term opportunities:**
  - **Lack of professions providing a secure livelihood:** In the OECD area, **nearly half of middle-income households are having difficulties paying their basic household expenses every month** (OECD report). Hungary is one of the most affected countries.

Europe's Middle Class Under Pressure

Share of middle-income households having difficulties to make ends meet in Europe in 2017

Country	Share
Greece	94.7%
Lithuania	79.0%
Hungary	78.5%
Latvia	76.1%
Italy	72.8%
Portugal	69.0%
Slovakia	62.5%
Ireland*	60.1%
Slovenia	53.6%
Poland	53.1%
Czech Republic	52.5%
France	52.4%
Estonia	51.1%
Spain	47.0%
Iceland**	40.4%
United Kingdom*	35.1%
Austria	27.8%
Belgium	26.1%
Luxembourg	21.7%
Finland	20.5%
Denmark	20.2%
Netherlands	17.2%
Sweden	9.9%
Norway*	7.4%

Survey question: "Thinking of your household's total income, is your household able to make ends meet, namely, to pay for its usual necessary expenses?"

* Figures are from 2016
** Figure is from 2014

@StatistaCharts Source: EU-SILC 2017

statista

☐ **Lack of satisfactory job opportunities:** Despite the labor shortage **there is a large amount of highly-educated talent who are unable to find a satisfactory job, in terms of both professional challenges and existential opportunities**. IT careers offer promising alternatives for them, with potentially improved working conditions and greater personal satisfaction.

■ **Gender inequality:** Women are under-represented at all levels in the digital sector in Europe. While in the short term, automation will hit middle-aged females (PWC) the hardest, the number of men working in the digital sector is estimated to remain 3.1x greater than those of women (Women in Digital Age), with, for example, only 17% of ICT specialists currently being women (Women in Digital Scoreboard 2019).

FOCUSES FOR THE FUTURE

■ Continuous focus on reskilling based on labor market changes
■ Providing future-proof (tech-savvy + finely tuned social and emotional) skills
■ Greater involvement of women in the ICT and digital sectors
■ Appealing job opportunities

GREEN FOX ACADEMY'S IMPACT STATEMENT

Green Fox Academy provides a solution to the previously-mentioned pressing issues. We help people overcome their skill gap through reskilling. We help our students to gain the ability to be able to continuously reskill, and to attain the appropriate skills to become tech savvy and acquire a future-proof job. By doing this we support Hungary's long term stability by increasing the proportion of people with above average income, carrying out higher value-added activities.

Our purpose is to create an educational space that responds to the needs of the labor market.

OUR COURSES
KEY FIGURES 2015 - APRIL 2020[1]

TOTAL NUMBER OF STUDENTS: 1068

Junior developer courses: 937
In-house academies: 131

Junior developer courses: 937

► BUDAPEST 860
   ◻ Super-intensive Course: 821
   ◻ Part-time Course: 24
   ◻ Academy4MoMs: 15
   Female proportion: 27%

► PRAGUE 77
   Female proportion: 16%

TOTAL NUMBERS OF GRADUATES: 727

► BUDAPEST 679
   Female proportion: 29% (198)

► PRAGUE 48
   Female proportion: 15% (7)

PROPORTION OF GRADUATES WHO WORKS IN IT: 91% [2]

► In-house academies: 141

► International: 70

Hungary: 71

ALUMNI RESEARCH, April 2020

SALARY GROWTH:

Years of experience in coding	NET average	GROSS average	Yearly growth
Before the course	HUF320,000.0	HUF450,000.0	
<1 yr	HUF340,000.0	HUF480,000.0	6%
1-2 yr	HUF410,000.0	HUF570,000.0	17%
2-3 yr	HUF410,000.0	HUF570,000.0	0%
3-4yr	HUF530,000.0	HUF740,000.0	23%

[1] Some of the Hungarian data is audited until 31 December 2019 by IVSZ
   (IVSZ Bootcamp Auditjelentés).

[2] Among those graduates who completed our course at least 6 months ago and asked for our help in finding a job in the field of IT.

OUR IMPACT ON PEOPLE LIVING IN THE CEE
WE HELP STUDENTS ATTAIN FUTURE-PROOF SKILL SETS

HARD SKILLS

Why do more and more people need digital skills?

Due to automation some professions will be drastically transformed or may disappear entirely, while other sectors will need to be re-defined and new jobs created. Based on PwC's study ([PWC: How will AI impact the Hungarian labour market?](#)) jobs that will be at risk from automation include:

- By 2020 most data-driven industries such as the financial sector, IT-related industries and clerical workforces.
- By 2025 sectors with higher clerical support, in industries such as wholesale and the retail trade, public administration, administration and support services.
- By the 2030s industries with a higher proportion of manual and repetitive work, such as manufacturing, transportation and construction.

At Green Fox Academy **we provide courses where people can gain the needed digital skills.**

Our Part-time Course offers our students the opportunity to **gain more basic digital skills that are needed to enhance their current career**.

How do we focus on industries at risk?

- Our campaigns target relevant high-risk groups: administrative and support services, financial jobs, public sector workers.
- Our marketing messages highlight the fact that, by attending our courses, students may gain future-proof skills.

> Thanks to our targeting **70% of our students came from sectors at risk from automation**.

- 1 out of 3 students worked in sectors at high risk from automation based on [PwC's survey](#) (Transportation and storage, Manufacturing, Construction, Administrative and support service, Wholesale and retail trade, Public administration and defense, Financial and insurance).

- In total 70% of our students came from sectors at risk from automation (Information and communication, Professional, scientific and technical, Accomodation and food service, Human health and social work, Education).

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SOFT SKILLS

Automation is accelerating a shift in skills: besides the need for technological knowledge the demand for social and emotional skills is continuously growing (McKinsey Global Institute Workforce Skills Model).

Based on the National Association of Colleges and Employers Job Outlook 2017 survey the soft skills most required by employees are:

- Ability to work in a team - 78%
- Critical thinking - 77%
- Writing proficiency - 75%

- Strong work ethic - 72%
- Verbal communication - 70%
- Leadership - 69%

At Green Fox Academy **we focus on both hard and soft skills in order to make career changes smoother** for our graduates. **We employ three full-time psychologists**, with one specifically dedicated to each class. Our psychologists help students with team work, problem solving, communication, stress management, resilience and presentation, and personal coaching for mental wellbeing.

THE ABILITY TO CONTINUOUSLY UP- AND RESKILL

Most people are conditioned to accept the status quo and focus on short term benefits and interest. At Green Fox Academy, students are given the chance to take their first steps in challenging this status quo, overcoming risk and accepting responsibility to achieve their goals and experience the benefits of lifelong learning.

As a result, they invest in their future by learning one of the most currently in-demand skills: coding.

How do we help them to gain the ability to continuously reskill themselves?

We utilize **mentorship methodology in a 'flipped classroom' model**, promoting lifelong learning by strengthening students' ability to learn independently.

Despite the fact we are a bootcamp, teaching how to write code in itself is not the biggest impact we make. Instead, the most important contribution we make to students' lives is to give them the experience of starting something from scratch, and to offer them the chance to acquire employable skills. Through these activities our students gain self-confidence and start to value themselves more.

WE ARE EXPANDING ACCESS TO TECHNOLOGICAL SKILLS

Since opening in 2015 we've amassed an amazing alumni of more than 720 graduates. **91% of our alumni students who completed our course at least 6 months ago and asked for our help in finding a job succeeded in landing in an IT related job**. We continuously investigate new opportunities to help prepare people for the digital age.

THOSE WITH LOW INCOMES

Our course costs around 1-1.5 million net HUF. There are many people who are in need of a career change but cannot afford to pay for it upfront - **so we've launched a post-finance course payment option** for them. They only need to start paying back approx. three months after finishing the course.

To enable this **we have re-invested all our profits to help finance the studies of 270+ students so far**. At the end of 2019 the total amount of our invoiced and contracted postpaid outstanding was 148 million HUF.

Income Share Package

In 2020 **we are also launching an Income Share Package** that is available for our Online courses. With this package, students only need to start paying when they succeed in finding a job, with the amount paid per installment depending on their salary (20% of their salary). This package is much more predictable and secure for students than fixed installments.

Part-time Courses

We know that despite the post-finance course payment option **there are people who** are unable to attend courses at Green Fox Academy because they **cannot quit their job**. That is why **in 2019 we launched our Part-time Course**: classes are held on weekday evenings and on one day of the weekend. The course contains three modules, and it is not obligatory to complete all of them - if you only want to learn the basics, it is enough to attend the first (two) module(s). **This course offers a good opportunity for those who** don't want to change their career but **wish to boost their career path by gaining future-proof coding skills**.

MOTHERS WITH YOUNG CHILDREN

Since our inception we've also been looking for ways to be able to welcome students who cannot fit our highly intensive course schedule (11-12 study hours per day) into their lives. That was why **we launched a special course for mothers called Academy4MoMs**.

The IT sector is a good choice for mothers due to its culture of flexible work conditions, which can help with managing work-life balances. We established the course in partnership with Rita Utasi-Peszlen, an HR professional and the leader of Blue Elephants Nursery.

Together we help mothers to:

- Become junior software developers by developing coding and soft skills.
- Successfully complete the course by providing supporting childcare services.
- Return to the labor market by helping them find employment in the IT industry.

100% placement

The first Academy4MoMs course kicked off with eight brave mothers who started their studies at the beginning of October 2018, finishing in June 2019. **We are very proud that we were able to help all of them find a part-time IT job**. The second cohort started in October 2019 with seven moms, and we're already running the campaign for the next cohort.

WHAT OUR STUDENTS SAID:

Eszter

The **most exciting** thing about **coding**:
'I like the feeling that my brain starts to work during the problem-solving process of coding.'
'As a mother of two kids, I wanted a job that makes it easier for me to balance life and work.'

ESZTER'S STORY

Eszter graduated as a lawyer and worked in diplomacy for 10 years.
She was looking for a new profession with appealing job opportunities, creative but also with enough flexibility to allow her to take care of family responsibilities. With coding Eszter found everything she was looking for.
After the course, Eszter started to work part-time for an American multinational company.

Viola

The **most exciting** thing about **coding**:
'Creating something 'tangible' that offers solutions for a specific problem.'
'By starting coding from scratch I want to set an example to my kids to not to be afraid of new challenges in life.'

VIOLA'S STORY

Viola originally studied geography. She also attended a doctoral school, where she learnt the basics of programming. She wanted to attend a programming course to help facilitate her reintegration into the labor market. Green Fox was a good choice for her because of the part-time schedule and the nursery in the building. She feels that besides programming knowledge, the soft skills training was extremely useful.
After the course Viola succeeded in finding a job in the IT sector.

PEOPLE FACING A CAREER CRISIS

In the springtime of 2020 the coronavirus pandemic caused **worldwide job insecurity, mainly in the hospitality, tourism and service sectors**. At Green Fox we decided we wanted to help people facing new challenges because of the pandemic **to gain some basic coding skills: we launched a free, three-week long Coding Course**, named #Stayathome Coding Camp. We received more than 7200 applications for our courses in Budapest and Prague. We offered the chance for all of them to take part in our free course, the only requirement being having their own computer and a minimum intermediate-level English knowledge.

PEOPLE LIVING OUTSIDE BUDAPEST

In 2020 we also launched our Online Courses (both Part-time and Full-time) so that people who do not live in Budapest can also take part in our courses.

EXTENDED IMPACT

Since 2019 we have been providing training courses for IT teachers in partnership with HTTP Foundation. The aim of this course is to help extend our social impact to those students with whom the IT teachers come into contact.

WE ARE MAKING IT MORE DIVERSE

Our student range from the ages of 19 to 50, with diverse personal and professional backgrounds. The proportion of female students in Hungary is 27%, almost three times higher than the average for female employees in the Hungarian IT sector.

With female and male applicants having to meet the same requirements during the selection process, we support gender diversity in the following ways:

- Marketing campaigns targeting: female and male audience reach is almost the same (based on Facebook Ads statistics).
- Dedicated events: we organize an event dedicated to women named Ladies Coding Night.
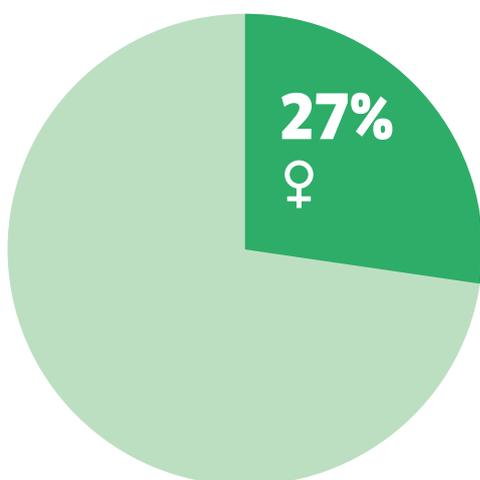
The proportion of our female students
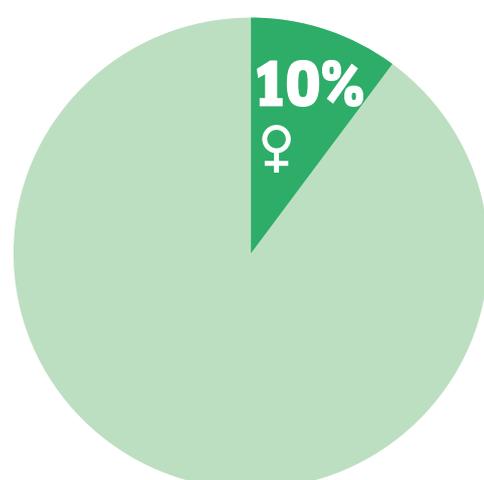
Average proportion of female employees in the IT sector

WE OFFER THE CHANCE TO DEVELOP NEW CAREERS WITH BETTER PROSPECTS AND NEW CHALLENGES

For many highly-educated people it is hard to find a satisfactory job in terms of professional challenges. By gaining marketable knowledge our graduates get not only a new career but also great career opportunities. Since the Hungarian labor market has a shortfall of 30,000 IT professionals, developers have many options in terms of job opportunities.

According to our alumni survey the main motivations for starting our courses were burnout **(41%) and stuck career (16%)**.

By providing more opportunities we also contribute to preventing talented employees from going abroad to work. Based on our Alumni survey **30% of our students had worked abroad before starting our courses, but only 4% of them left Hungary after completing their studies**, this being despite the fact that most of them thought that with their acquired knowledge they had a good chance of getting a job abroad.

How do we utilize this knowledge?
- Targeting: We run campaigns targeting Hungarians living outside Hungary.
- Messages: We focus our communications on individuals who are approaching burnout or feel stuck in their current career opportunities.

Lilla:
Before becoming a developer she used to work in finance

"I wanted to change career because in my job my everyday duties didn't challenge me after a while, and I missed the opportunity to create something, besides Excel spreadsheets, that would be tangible proof of what I was doing. With coding it was completely the opposite, since by writing only a few lines of code you can create brilliant things: it works, it appears on the screen, it can be clicked on, it moves, especially if it's front-end. I think it's a really great profession."

Lilla

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WE ARE HELPING DISSUADE THE WORKFORCE FROM LEAVING THE COUNTRY

For the first time in its history, Central Eastern Europe faces a huge exodus of young workers without having a "human reserve". Therefore, it is essential to train the existing talent pool and offer them appealing opportunities. Thanks to Green Fox our alumni had the chance to take their place in the middle class, and strengthen their position, and enjoy jobs with high benefits in the labor market, motivating them to stay and work in Hungary. Based on our Alumni survey 30% of our students had returned home from abroad because of our courses, and only 4% of them left Hungary after completing their studies.

WE ARE HELPING INCREASE INCOME LEVELS

Our education fuels social mobility by increasing incomes. The average pre-course gross salary of our students is **450,000 HUF**. In the table below we described the dynamic income growth after graduating from Green Fox Academy. With less than 1 year of experience 45% of working graduates got a pay raise, while with 1-2 years of experience the proportion is 83% (49% got pay raise 2-4 times during this period).

Years of experience in coding	NET average	GROSS average	Yearly growth
Before the course	HUF320,000.0	HUF450,000.0	
<1 yr	HUF340,000.0	HUF480,000.0	6%
1-2 yr	HUF410,000.0	HUF570,000.0	17%
2-3 yr	HUF410,000.0	HUF570,000.0	0%
3-4yr	HUF530,000.0	HUF740,000.0	23%

Robi:
Robi graduated as a construction engineer and worked in the construction industry for almost eight years before changing career

"One day my wife and I were in the kitchen putting away the plates and suddenly she turned to me and said 'Thank you'. She thanked me because I had dared to change my career. Before I became a developer I had spent most of my time away from home and had been constantly stressed. Thanks to my career change, our whole life transformed: I'm much calmer, get home for dinner in the evenings, and our standard of living just simply got better. My wife said it was a big challenge, but it was the best decision I could have made. "

Robi

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FUTURE PLANS

To expand access to our courses we are working hard on several projects. Our main plans are:

■ **Reskilling of underprivileged groups:** There are several talent pools which could benefit from our Junior Developer Course, thus helping to plug the IT professional shortfall gap. Academy4MoMs was our first step, now we're working on solutions to make our course accessible to young people from outside Budapest (first step was to launch online courses), as well as SSC employees and assembly line workers.

■ **Student dorm:** since our campus is located in Budapest, one of the biggest barriers for students coming from outside the city is to find accommodation. To make our courses more accessible to them we plan to set up a student dorm.

■ **Scholarship:** Our courses can cost up to 1 million net HUF. This is a high barrier to entry which we will aim to reduce by launching a scholarship program.

SUSTAINABLE DEVELOPMENT GOALS ALIGNMENT

4 QUALITY EDUCATION

- We've helped 930+ people start a new career in the field of IT.
- We're helping reskill 80+ students as we speak.
- We reinvested all our profits into student loans. By March 2020 these will have helped finance the studies of more than 270 students.
- We are utilizing mentorship methodology in a 'flipped classroom' model which promotes lifelong learning by strengthening our students' ability to learn on their own.

5 GENDER EQUALITY

- In September 2018 we launched a special course for mothers named Academy4MoMs.
- The proportion of our female students in Hungary is 27%, which is almost three times higher than the average for female employees in the Hungarian IT sector.
- There is a female presence on the corporate board.
- We place great emphasis on corporate transparency, especially in terms of equality of employee incomes.

8 DECENT WORK AND ECONOMIC GROWTH
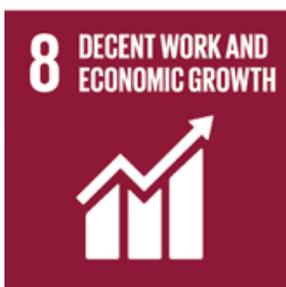
- We help people get a future-proof job by teaching them how to code.
- During our courses we also focus on soft skills to help improve the employability of our graduates.
- By educating software developers we help to reduce the IT professional shortfall.

IMPACT REPORT METHODOLOGY

This report contains data from 937 students who were enrolled in Super-intensive and Part-time courses until 15 April 2020 at both Green Fox locations (Budapest, Prague), as well as data from our alumni survey, conducted in April 2020 and filled in by 180+ alumni students. We also conducted desktop research to give us a comprehensive insight on the relevant trends.

In order to gain qualitative insights we carried out a number of interviews with other students and graduates at both our locations.

WE MET THE REQUIREMENTS OF THE B IMPACT ASSESSMENT

Beneficial corporations are companies with a clear purpose of positive impact on society, workforces, the community and the environment in addition to having profit as its legally defined goals, in that the definition of "best interest of the corporation" is specified to include those impacts. The B Impact Assessment is an extensive and internationally-recognized scoring of the impact businesses make, measuring business activities in terms of their impact on employees, customers, the community, and the environment. A score of over 80 qualifies a companys for B Corporation Certification. Green Fox Academy completed the self-assessment aspect of the process with a 109.4 score, and an audit is being currently organized.

Overall B Impact Score

For Calendar Year Ending: **Dec. 31st, 2019**

Your scores below are being compared against 1105 Ordinary Businesses that also have 50-249 employees. Learn More

109.4

52.4 — 80 — 109.4 — 131

0   50   100   150   200

UNVERIFIED

Impact Area Scores

Governance	15.3	+
Workers	33.1	+
Community	21.7	+
Environment	3.7	+
Customers	35.4	+