



Using B Corp certification to elevate a fast-growing cleaning company

Case Study: Greenzest

Greenzest is a UK-based sustainable commercial cleaning company that's seen as one of the country's leading office and commercial cleaning contractors. With increasing expectations from clients around credible sustainability performance, Greenzest saw B Corp



certification as a way to validate its leadership and stand out in a competitive market. Junxion designed a hands-on, time-efficient process that aligned improvements in policies and

practices with Greenzest's broader strategy and impact priorities while keeping demands on senior leadership light.

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Achieving this milestone has been a momentous occasion for us, and we couldn't have done it without Junxion's expert support. Their team guided us patiently through every detail, making complex questions simple, and always being there so the process wasn't overwhelming. Beyond their expertise, the cultural fit and genuine collaboration made the whole experience enjoyable and deeply rewarding. We look forward to continuing this partnership into the future and challenging the cleaning industry to join us as a force for good.

IAIN FRASER-JONES

MANAGING DIRECTOR, GREENZEST

The Challenge

Greenzest had been interested in B Corp Certification for years but struggled to find the capacity and specialist expertise to move from intention to implementation. As a growing services business with dispersed operations and a strong sustainability ethos, it needed a structured way to evidence impact across governance, workers, environment, community, and customers without overburdening senior leaders. Greenzest sought a partner who could translate certification into a strategic, engaging journey that reinforced its goal to make a tangible difference in the cleaning industry.

Using B Corp certification as a catalyst, Junxion helped Greenzest sharpen its sustainability focus, clarify its purpose, and communicate its impact with new levels of confidence and credibility.

How We Helped

Junxion created a tailored roadmap for Greenzest's B Corp journey, combining practical guidance on the B Impact Assessment with strategic conversations about the company's purpose and long-term impact. Junxion supported Greenzest to refine and formalize policies, align practices with its sustainability commitments, and prepare documentation that clearly demonstrated positive outputs for people, planet, and customers.

A streamlined approach reduced the time required from senior leaders, allowing them to stay focused on day-to-day operations and growth. As part of the project, Junxion led a 'double materiality assessment', a best-practice process, to identify Greenzest's most material sustainability topics. This gave the business confidence that its sustainability efforts targeted what matters most both to stakeholders and to the company.

As the work progressed, the collaboration expanded to include developing an impact report, ensuring certification efforts would translate into transparent, stakeholder-facing storytelling about Greenzest's social and environmental performance. Junxion also co-created a new purpose statement with Greenzest: 'to reimagine the cleaning industry as a force for good'. This purpose will be the lens for making decisions at all levels, from strategic choices to operational decisions, and will help Greenzest stay focused on positive impact.

Measuring Success

Greenzest certified for B Corp certification in early 2026 with 117 points, a market-leading score for cleaning companies. Greenzest now has credible external validation that its sustainability efforts are both rigorous and bold. The certification journey has formalized how the company thinks about and manages social and environmental impact. Their first impact report gives stakeholders a clear, transparent view of Greenzest's progress and ambitions and provides a strong, repeatable foundation for future reporting cycles. The new purpose statement is succinct, inspiring and will help galvanize the Greenzest team in the years ahead as they continue to raise the bar for what ethical cleaning can achieve.



Interested in B Corp certification? We can help.

Email hello@junxion.com to learn more.