ANNUAL SOCIAL IMPACT REPORT

Conscious Enterprises Network

For the period 28 October 2024 to 31 July 2026

Published in accordance with Part 7 of the Articles of Association of White Wolf Rising Limited

Item	Detail
Registered name	White Wolf Rising Limited
Trading as	Conscious Enterprises Network
Company number	10260348
Place of registration	England and Wales
Registered office	11 Thursby Road, Northampton, England, NN1 5NB
Reporting period	28 October 2024 to 31 July 2026
Report status	DRAFT — awaiting data and approval

1. Statement from the Directors

This is the first Annual Social Impact Report of the Conscious Enterprises Network (CEN).

On 28 October 2024 White Wolf Rising Limited (WWR) adopted new Articles of Association. Those Articles constituted the company as a social enterprise limited by shares. They set an object of self-awareness, compassion and human rights advocacy. They capped dividends at 49 per cent of distributable profits. They placed a duty on the Directors to report each year on the social and environmental impact of the company. This document discharges that duty.

The period covered has been one of construction rather than harvest. The commercial pillar does not yet trade. The charters have advanced. The network has grown. We report both the progress and the gaps, because a report that shows only success is not a report at all.

We made progress in business and AI governance for ESG companies. Developing a better understanding of the gaps many organisations are now facing in view of the new regulations, especially in Europe. It was disappointing that we did not manage to close any contracts in the country (Spain) and the sector (Banking/Fintech) we were targeting. However, we are looking at applications and services that could be sold under the CEN flag. By end of 2026, we ought to know how successful this approach has been.

2. Who we are

The Conscious Enterprises Network is the trading name of White Wolf Rising Limited, a private company limited by shares and registered in England and Wales under company number 10260348. The Articles of Association define the company in exactly these terms.

The company is a social enterprise. It is not a charity and it is not a community interest company. Its social character rests on its constitution, which restricts the distribution of profit and protects the mission through a supermajority requirement.

Vision

A world led with awareness. Where enterprise serves all life. Where power is held with care.

Mission

- We awaken conscious leaders.
- We equip them with practice, evidence and tools.
- We connect them into a network that acts together.
- We reinvest what we earn into our charters and the network that carries them.

Values

Stewardship. Inner Harmony. Wisdom. Authenticity. Boldness. Compassion. Competency.

3. How we create impact

The company operates a hybrid model. Müller (2012) describes such organisations as recovering part of their cost through trade while continuing to fund non-trading work from surplus and support. Our structure has three pillars.

Pillar	Purpose	Trading status
Pillar 1	Education	Part trading, currently inactive. Leadership programmes and course certification.
Pillar 2	Commercial	Yet to trade. Software, artificial thinking mentoring and sustainability advisory. CEN Certification.
Pillar 3	Charters and projects	Non-trading. The Peace Charter, the AI Charter and related work. CEN Anthology.

Surplus generated in Pillar 2 funds Pillar 3 and the shared infrastructure that carries all three. Müller identifies this cross-subsidy as one of four defining design principles of social enterprise business models. In our case it is not merely an intention. The 49 per cent dividend cap in Part 4 of the Articles makes it a constitutional requirement.

4. What we did in this period

Pillar 1: Education

No activity has been undertaken this year.

Pillar 2: Commercial

No revenue was generated in this pillar during the period. Three offerings were prepared for market.

- Art of Thinking software, developed by Eon Joubert, to be sold through the network.
- Artificial thinking introduction and mentoring for small and medium enterprises, to be delivered by Eon Joubert and Jock Odendaal.
- Sustainability advisory for organisations under environmental, social and governance reporting duties, to be delivered by Esther Robles.

Currently we have no pilot, pre-sale, letter of intend or paid trial.

Pillar 3: Charters and projects

The two CEN charters have achieved this number of signatories:

Ethical AI Charter: 5 signatories

Peace Charter: 12 signatories.

CEN has been quite active on LinkedIn (social media) to gain visibility.

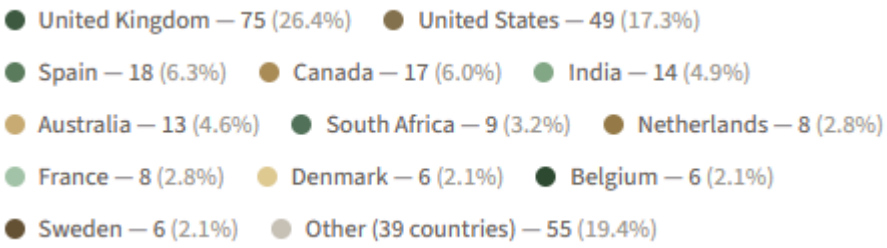
The official launch (in-person and online) for the Peace Charter took place at the end of 2025. This was undertaken at TOLI building in Central London, venue gracefully provided by World Wide Generation.

The official launch for the Ethical AI will be undertaken by end of 2026.

The CEN book is making very slow progress due to extended editing challenges, lack of resources and funding. However, the plan is to get it published within the current period.

The network

The total number of members of CEN is: 284



The number of CEN active contributor is: 9

The number of affiliated members in LinkedIn is: 3,788

The number of published articles is: 127

The number of published videos: 25

The number of published Podcasts: 2

The number of published case studies is: 5

The number of advertised members' books is: 37

The number of interviews is: 3

The number of published Journey to Conscious Leadership Videos is: 8

5. How we measure impact

We distinguish three levels. Activity is what we did. Output is what it produced. Outcome is what changed for somebody. Reporting activity alone is the most common weakness in social impact reporting, and we intend to avoid it.

Müller argues that a social enterprise must address the root cause of a problem rather than its symptoms. The root cause we name is unconscious leadership. Our outcome measures must therefore speak to changed leadership behaviour, not merely to attendance.

Level	Example measure	Our position
Activity	Programmes delivered, charters published	Recorded. Reported in section 4.
Output	Participants certified, signatories gained	Partly recorded. Data gaps remain.
Outcome	Changed decisions and practices in member organisations	Not yet measured. This is our principal weakness.

6. Financial position and application of profit

Part 3 of the Articles requires the Directors to direct at least half of profits towards the social and environmental goals of the company. Part 4 provides that no more than 49 per cent of distributable profits may be allocated as dividends, and that the remainder must be reinvested to support the social objectives. In view of the lack of incoming funds, no profit is used to support the company apart from financial injections from the CEO that fully meets the financial requirements for applications and infrastructure.

7. Governance

The Articles protect the mission in four ways. Directors must commit at least half of profits to social and environmental goals. Directors are appointed on the basis of their commitment to the social enterprise model. Any decision affecting the social or environmental mission requires a supermajority of 75 per cent of voting shares. A shareholder transferring shares must ensure that the incoming shareholder accepts the mission and the profit restrictions.

8. Challenges and lessons

Three challenges shaped this period.

- The commercial pillar has not begun to trade. Until it does, the cross-subsidy engine is a design rather than a working mechanism, and the charters depend on founder time and goodwill.
- Outcome measurement is absent. We can describe what we produced. We cannot yet evidence what changed.

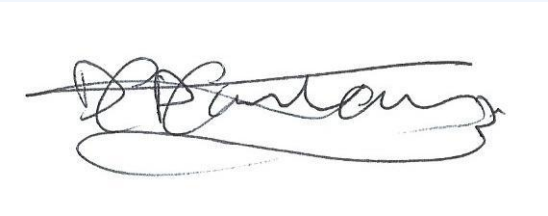
- This is the first impact report produced since the Articles were adopted in October 2024. The reporting duty was not discharged in the intervening period, and this report closes that gap.

9. Priorities for the year ahead

- Bring at least one Pillar 2 offering to first revenue.
- Publish the revised vision, mission, value proposition and values.
- Resolve the dissolution provision in the Articles.
- Bring the website trading disclosures into line with the 2015 Regulations.
- Apply for certification with Social Enterprise UK.
- Publish the CEN Anthology.

10. Approval

This report was approved by the Directors of White Wolf Rising Limited and made available to all members in accordance with Part 7 of the Articles of Association.

Field	Detail
Approved by	Dominique Conterno
Date of approval	24/08/2026
Signature	
Made available to members on	24/08/2026
Published publicly on	www.consciousenterprises.net

References

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Social Enterprise UK. (n.d.). Our membership criteria and how we define a social enterprise. https://www.socialenterprise.org.uk/our-membership-criteria-and-how-we-define-a-social-enterprise/

The Company, Limited Liability Partnership and Business (Names and Trading Disclosures) Regulations 2015, SI 2015/17. https://www.legislation.gov.uk/uksi/2015/17/contents

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