



IMPACT REPORT

2022
2023

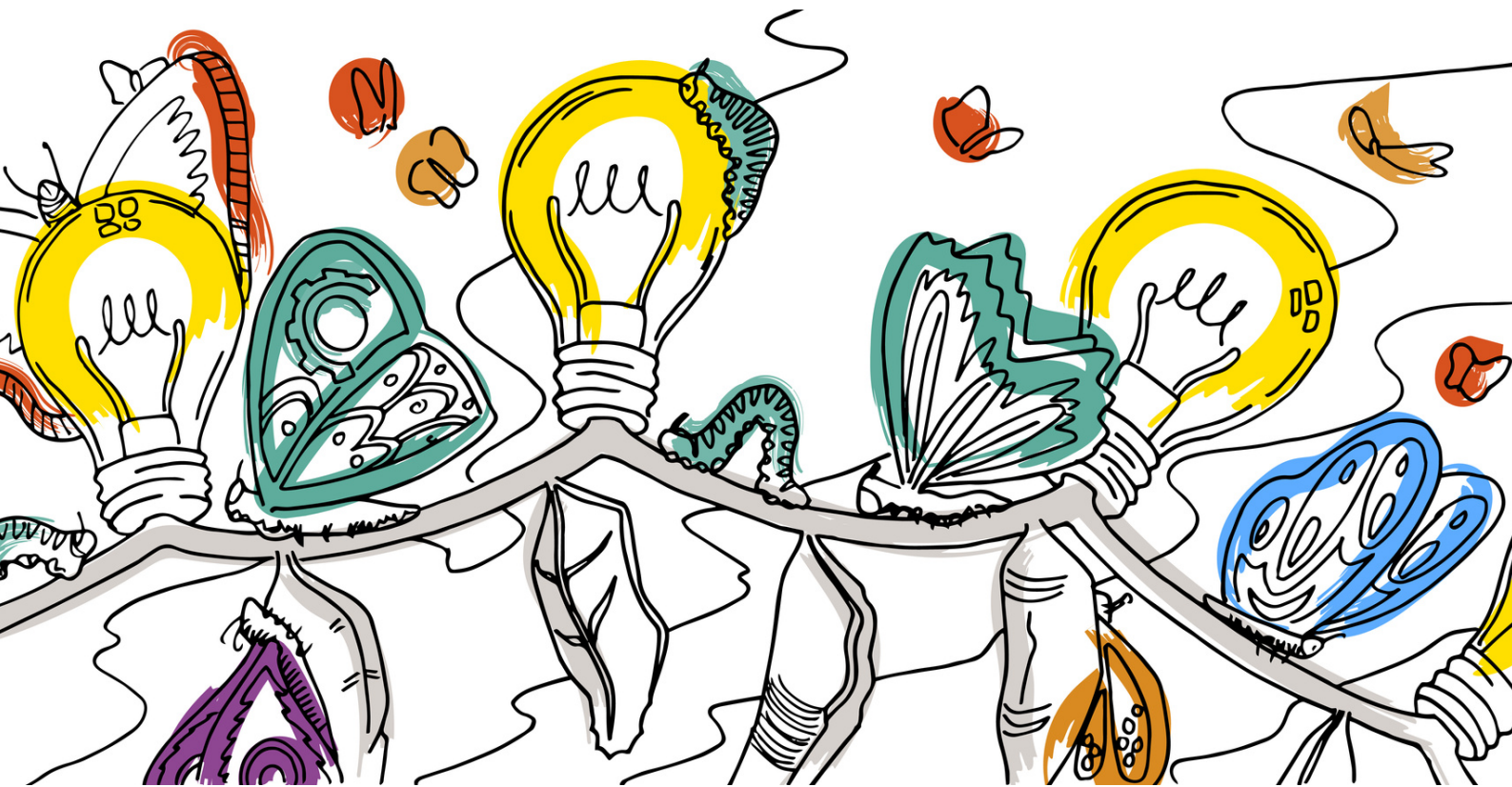


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Introduction

Welcome to our second annual Impact Report. We hope that this report will provide you with insights into our commitment to using business as a force for good and our efforts to create a positive impact.

At LAS, our vision is to see a society where business is a force for good and where profit and creating shareholder value doesn't come at the expense of people or planet.

We believe that there is a different way to do business that is equitable, inclusive and regenerative. We have always tried to conduct our business with integrity, in an ethical manner; choosing our customers and suppliers carefully and being mindful of sustainability and social impact.

In 2021, after a rigorous 10 month accreditation process, we certified as a B Corp. This impact report marks the end of our second year of certification. We will be reporting every year on our progress in the B Corp Impact Areas on our way to re-certifying in 2024.

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We firmly believe that learning and development skills are pivotal in helping organisations become more sustainable and adapt to change successfully.

This year, we have made it our mission to bring the conversation to our industry and encourage the sharing of best practice around sustainability learning, digital sustainability and intersecting areas, such as gender and accessibility.

”



Rob Hubbard
Founder and CEO

Our story so far...

Our mission

We believe that learning has a powerful role to play in preparing people for the future. It gives them the skills and support they need to be adaptable and successful. Rapid technological changes, as well as significant and ongoing environmental, economic and social disruption make this adaptability and resilience increasingly vital.

At LAS we choose to work with organisations who are, on balance, benefitting society and the planet. We design custom digital learning experiences and provide consultancy and training that ensure their people are best equipped to help them thrive in these turbulent times.

We are huge enthusiasts of all technology has to offer to learning and use our skills to give pro bono help to others, so that they see the potential too. Our values are at the heart of everything we do. Staying true to these values is hugely important to us.

Our purpose

Empower every person to learn to adapt and thrive so that together we can make the world better

Our purpose may sound lofty for a small company, but we work with senior leaders at some of the largest and most influential organisations in the world. This gives us the opportunity to amplify our positive impact. We're proud to be able to use our unique skills to help them in their important work.

92.1

OUR OVERALL
B IMPACT SCORE

80 QUALIFIES FOR BCORP
CERTIFICATION

50.9 IS THE MEDIAN SCORE FOR
ORDINARY BUSINESSES

The 5 B Corp impact areas



Our priorities for 2022-2023



COMMUNITY - KEY PRIORITY

To create more awareness of sustainability in our industry and to create a community to share best practice and co-create solutions



CUSTOMERS

To support our customers in a difficult socioeconomic environment



ENVIRONMENT

To further reduce our carbon footprint



WORKERS

To improve team diversity and equality and to achieve Living Wage accreditation

Community

We believe that learning and development (L&D) professionals can and should use their skills to make a major impact on sustainability goals in their organisations and we're on a mission to show them how

This year we made it our key priority to increase awareness of sustainability, particularly around the climate, in our industry and to act as thought-leaders in this area.

Climate change will necessitate fundamental changes in how we produce, consume, live and travel. It requires huge levels of change, innovation and re-skilling. In learning and development (L&D), we have the skills to help organisations navigate this successfully, yet L&D is rarely involved in these discussions.

We made it our mission this year to inspire industry colleagues into action - to recognise what they can bring to the table and to work collaboratively with each other to make a difference.



learning technologies

Our campaign to include sustainability on the agenda for our main UK industry conference was successful. We were granted a lunchtime session in May 2022, spoke at the Learning Technologies Autumn Forum in October 2022 and were on the full conference agenda for May 2023. With over 9,000 attendees from 50 different countries, the Learning Technologies conference is an important forum in which to get this message heard.

Alongside conference speaking we also founded a Green L&D group which now has 123 members.

The group exists to bring L&D professionals together to discuss how we can lead the sustainability revolution as a sector, how we can support green change in our organisations and to share successes, failures, best practice and practical tips.

Our goal for the coming year is to continue to grow this fledgling community. We have lots of ideas, so watch this space!



Sustainability has many intersecting strands, gender equality being one and we were really proud that one of our directors, Tess Robinson, was selected to be a UN Women UK delegate for the UN's Commission on the Status of Women - CSW67 - in March this year.

The theme for this year's CSW was 'Innovation and Technological Change, Education in the Digital Age' which was very appropriate for us as a digital learning company.

Tess was subsequently asked to be a human book for the People Library at the CIPD's Festival of Work, at Olympia in London, so she could share her experience and what she learned.



Source: CIPD

This year we joined a coalition of almost 2,000 purpose-driven businesses to campaign for a change the UK law to ensure every company in the UK aligns their interests with those of wider society and the environment.

This small change in the law, will make a big change in the world, helping to create a fairer, greener future for everybody.



<https://betterbusinessact.org>



In 2022/23 we welcomed people from 14 different countries onto our free learning experience design course (LXD).

The LXD course provides the fundamentals that budding learning designers need to design excellent and effective learning experiences and raise the bar in digital learning design globally - all for no charge.

Also this year, our directors joined colleagues from around the learning industry to dress up as characters from stage and screen for a charity calendar to support the charity Dreamflight.

Dreamflight takes children with a serious illness or disability on the holiday of a lifetime, enabling them to discover independence, confidence and a new outlook.



Customers

Helping workforces thrive in difficult times

2022 was a tough year, as the ongoing fallout from the pandemic coincided with a new war in Europe, compounded by the ensuing energy price shocks and inflation. Rapid changes in technology, together with increasing environmental pressures have also added to an unprecedented level of change for the organisations we work with.

As learning, behaviour change, innovation and transformation experts, in line with the B Corp ethos, we have been able to use our skills to support customers at a difficult time, helping them to become more resilient to weather the storm.

Alongside this, we made the decision to hold prices at 2021 level for as long as possible, despite spiralling inflation, to help our customers make the most of their increasingly tight budgets.



Learning that helps the most vulnerable

We work with a wide range of organisations in the public, private and third sector but they all have one thing in common - they are making an overall positive contribution to our society and planet or taking significant steps to do this.

We already work with a number of charities and NGOs and are pleased that, this year, we were able to add international humanitarian organisations, working at the highest level, to our customers, in order to support them with their learning activities.

Being able to use our skills in learning to make a difference at international scale to the most vulnerable people, is a huge privilege and has been a long-held ambition of ours.



Mafraq, Jordan - June 2, 2014

Skills for learning professionals

Learning professionals spend all their time designing and developing learning for others in their organisations, but are often at the back of the queue when it comes to their own training. For a few years now, we have been training internal learning teams in large organisations in human-centred learning design. It's very rewarding to see those lightbulbs go on, giving internal teams the skills and confidence that they need to succeed.



This year, we formalised our approach and launched L&D Evolution - a comprehensive training and coaching programme for L&D teams, tailored to the organisation's culture, ambitions and people.

Many organisations made great progress with digital, hybrid and blended learning during the pandemic. Our programme helps them to capitalise on that pivot and those gains by upskilling their L&D teams to meet 21st Century challenges.

Learning for all

We firmly believe that learning should be designed to be accessible by default and we now build this into all of our proposals, whether it has been specified or not. We have been expanding our expertise in accessible design and ran our first one day event on it for the UK Police in February. We are aiming to run more of these events with customers in the coming year.



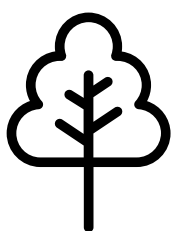
Environment

Without a planet there is no business. Businesses have a responsibility to do what we can to protect it

Alongside the work we do around sustainability and climate change in the wider learning community, it's also very important to us that LAS is as green as possible. As a remote, home-based, digital business our carbon emissions are already extremely low, but we don't rest on our laurels.

Our carbon footprint continues to improve and is now just 0.24 ton CO₂e per team member per year.

According to ClimateHero, a gold standard carbon offsetter, 1 tonne of CO₂e per employee is considered sustainable. We are pleased to be running at a quarter of that, but are always looking for ways to reduce it further.



Where appropriate, we have also started putting a CO₂ equivalent into relevant proposals, so customers can see how much they save by doing the learning as a blend or online, rather than face-to-face.

In January, one of our Directors completed training with the Carbon Literacy Project to become Certified Carbon Literate and has passed those learnings onto the LAS team.



The majority of our work is stored in the cloud via Google web services. We chose Google because they match 100% of the electricity consumption of their operations with renewable energy purchases and are aiming to be operating on 24/7 carbon-free energy by 2030.



Abi Fairholm, LAS Marketing Manager, with her well-earned medal

In March, we ran a 100km team challenge, where team members could swim, walk, run or row 100km over the month. We also offered alternative challenge options for those with physical restrictions.

For every team member who completed the challenge, we sponsored land for rewilding with charity, Heal, for one year. Thanks to the team's enthusiastic participation, we were able to sponsor an amazing 54m² of land.

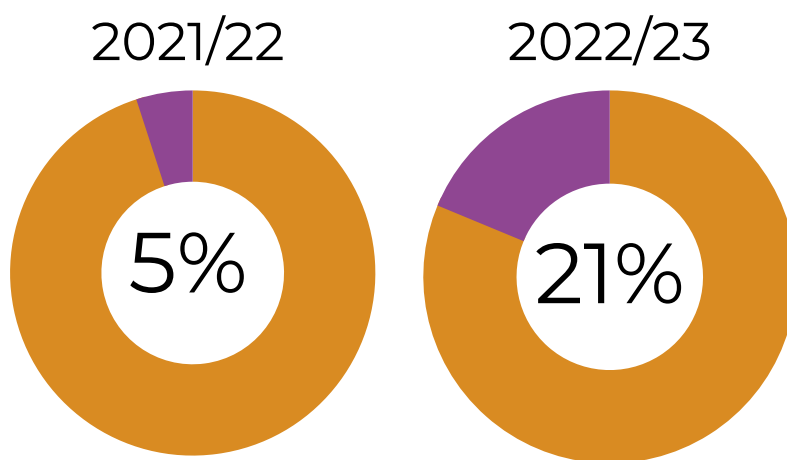
We asked the LAS team for ideas of small actions we could take to lessen our environmental impact. One of the ideas was to add a 'Think Before You Print' logo to documents and email to remind those we communicate with (and ourselves) that they don't always need to print off a hard copy, thus saving paper and trees.



Workers

Equality, diversity and fairness at LAS

Our team are the heart and soul of LAS. We try hard to make their journey with us as interesting and rewarding as possible and for them to feel cared for and supported on that journey.



LAS is ethnic minority and female-owned. Our team is 64% women but last year was only 5% ethnic minority. We've worked hard to improve diversity and this year 21% of our team are non-white, including our CEO.

All of our roles at LAS are paid at the same rate for the same role regardless of gender. Despite this, we were still finding that, overall, women at LAS earned a lower average rate than men. We have been trying to close this gap and are pleased that it now stands at less than £1 per hour. We expect average rates to be equal by next year.



Finally, as part of our commitment to fair rates for all, we applied for and achieved Living Wage certification.

The real Living Wage is an above-minimum-wage rate that is voluntarily paid by over 12,000 UK businesses who believe their staff deserve a wage beyond those set by the government, which meets everyday needs - currently £10.90ph.



The majority of our team are highly paid professionals to whom this rate would not apply. However, we do have some junior roles which may be considered minimum wage elsewhere. These junior roles are currently paid at almost 50% more than minimum wage and almost 40% more than the Living Wage. Those in the junior roles are also given support to develop the skills to move to higher paid roles in LAS if they wish to do so.

Acknowledgements

Thank you to everyone involved in the making of this report:

LAS Team: Samuel Adeyera, Sam Bunce, San Buriro, Jamie Cole, Louise Cox, Abi Fairholm, Ed Hickman, Rob Hubbard, Megan McIlvenna, Anita Page, Lee Ratcliffe, Tess Robinson, Anna Vámos, Alison Waters, Martina Yates

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Our featured customers

Our network of talented and wise industry colleagues

B Corp and fellow B Corp companies for your advice, guidance, inspiration and fellowship

We thank you for your continued support in our efforts to make the world better through learning

