

The feel good place
to buy books

Our Impact Story

Social and Environmental Impact Report

Financial Year 2022/2023

Wob

Certified



Corporation


World of Books
GROUP

Who are we?

The feel-good place to buy books!

We offer an affordable, sustainable alternative for bookworms who want to save money and save the planet.

Our story began in 2002, when a group of book-loving entrepreneurs stumbled upon a bag of books in a charity shop bin, destined for landfill. They rescued them on the spot, determined to give them a second life and World of Books Group was born!



Fast forward more than two decades and we've become a global seller of preloved books operating on a circular economy business model. We buy books from customers through **Ziffit** and **Sell Back Your Book**, and buy bulk excess stock from charities (stock they're unable to sell) through **Shopiago**. We then sell this stock to customers through **Wob** and **Second Sale**, meaning less waste and more rehomed books!



We're a **circular economy, for-profit company** that protects the planet and supports charities by helping people reuse books, DVDs, CDs, games and more!

We plan to be recognised as a true innovator of re-commerce solutions while keeping the values that the business was founded on.



FY23 Highlights



Over
28 million
books rehomed

That's
1,706 trees
saved every day!



622,878
trees saved

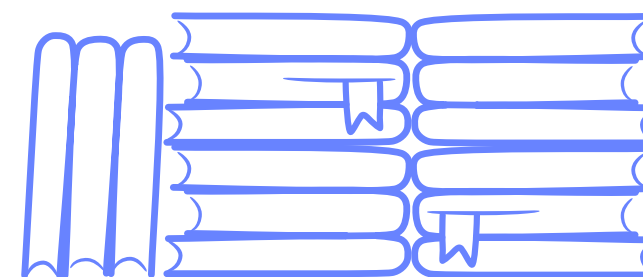


The Wob Foundation



We launched our very own independent charity that supports literacy and the circular economy!

100% of donations raised by The Wob Foundation go directly to causes that support literacy and the circular economy.



We're
ahead of target
to donate
1 million books
by 2025

289,800
books donated
in 2023



708,700
books donated
in total



Certified



Corporation

This company meets the
highest standards of social
and environmental impact

B Corp recertified
We increased our
B Corp score from
84.8 to 102!

shopiag

£70 million+
raised for UK charities
using our technology
since Shopiago launch



Environment

The feel-good place to buy books!

That's
1,706 trees
saved every day!



28,324,925
books rehomed



36,640
tonnes of books
diverted from waste



622,878
trees saved



Queens Awards

We officially accepted not one, but TWO Queen's Awards for Enterprise – winning both the Sustainable Development Award and the International Trade Award.

Wob was one of only seven companies to achieve two Queen's Awards for Enterprise from a total of over 200 winners!



Other smaller wins

- ☆ This year was a win for water conservation! We predict we'll save over 1 million litres of water annually – that's like saving almost 1.5 tCO₂e! How did we do it? By making smart moves, like switching all taps to nifty sensor ones.
- ☆ A brand new van fleet – we've renewed our vehicle leases which means we have more modern and efficient vans!
- ☆ We've changed our logistics model to reduce mileage and carbon.
- ☆ We've spent the last year looking at how we can make our packaging more sustainable! Our dedicated packaging project team has been putting different materials to the test and we're excited to make more headway this year.

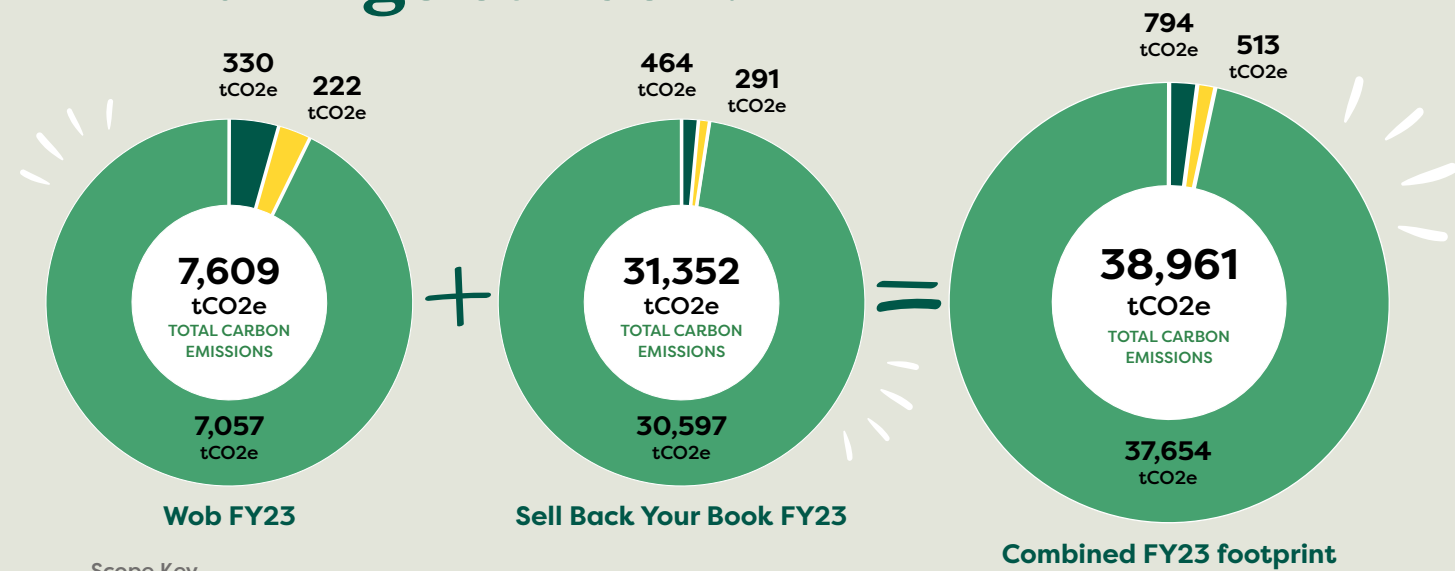
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We are so proud to see the progress World of Books Group is making with Sweep's platform and our climate change advisors, in taking action on their carbon emissions and sustainability data management.



Rachel Delacour
Sweep co-founder
and CEO.

All things carbon!



Scope Key

1

Emissions from vehicles we own

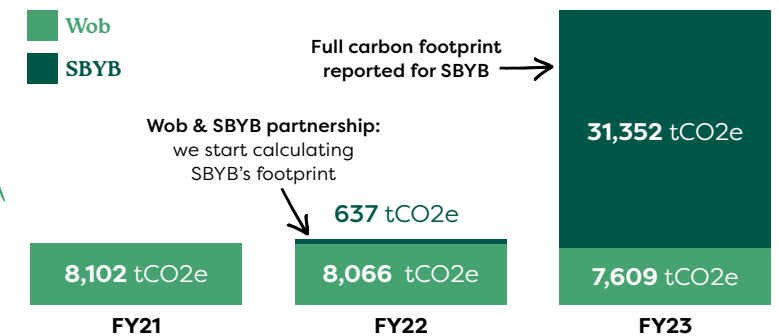
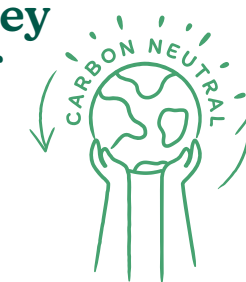
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Emissions created on-site, like gas and electricity

3

Emissions from our supply chain including waste, water and packaging

Our carbon journey so far



Why has our carbon footprint changed so much since last year?

Last year was a big win – we hit carbon neutrality ahead of schedule! But to stay on top, we knew we had to smarten up how we track our activities internally. We teamed up with Sweep, a B Corp like us, and their data-driven carbon tool. Now, tracking our emissions is a breeze, happening monthly like clockwork.

With **Sweep** onboard, we've boosted engagement company-wide. Plus, we dove deep into our data, spotting where we needed more accuracy and where we were doubling up on emissions. Last year

we reported our Wob carbon footprint as being 17,156.66, but thanks to more accurate data, it turned out our actual footprint was only 8,066 tCO₂e!

But hey, improvement's a journey! We've expanded our reporting to include our US business SBYB – which is why our total footprint looks much higher this year – gathering more data for a clearer picture. Our aim? Consistency in data to slash emissions year after year. Stay tuned for our progress in cutting our carbon footprint!

Communities

The Wob Foundation

We launched our very own independent charity that supports literacy and the circular economy!



100% of donations raised by The Wob Foundation go directly to causes that support literacy and the circular economy. The Foundation focuses on supporting charities that work with disadvantaged groups who find it hard to access books in places like schools, prisons, youth clubs, libraries,

women's refuges, asylum centres, as well as those who support creative writing in such settings. For charities which support the circular economy, the Wob Foundation will focus on donations to tangible and measurable programmes that evidently improve the environment.

So far, we've paid out **£55k** to charities!

In the last year, The Wob Foundation has supported five charities!

FIRST STORY

Schoolreaders
improving literacy • increasing life chances

BERNIE'S BOOK BANK

GIVE A BOOK

826CHI

First Story couldn't be more thrilled to be chosen as one of The Wob Foundation's first beneficiaries. Their donation will support hundreds of underserved young people to gain pleasure from writing creatively, hone their writing skills and become published authors. First Story are honoured to be part of Wob's global community.

Antonia Byatt
CEO at First Story

Donations

Last year we set a record with our donations, and guess what? We've smashed that record this year, reaching a fantastic 289.8k books donated! This means we've donated a total of **708.7k books** so far!

We pledged to donate 1 million books by 2025, and with the pace we're going we're set to hit that target by the end of 2024 – you heard that right, ahead of schedule!

AuthorSHARE

Our AuthorSHARE initiative backs authors every step of the way! With the used book scene on the rise, we're making sure authors get the fair deal they deserve. A new book will be sold once but their stories can be enjoyed by more than one owner. After all, a story doesn't change because it's been read before!

Total number of authors supported: **46,517**

Total amount we've paid out since the scheme began: **£177,350.10**

On target
TO
ONE MILLION BOOKS

289,800
books donated
in 2023

201,400
books donated
in 2022

217,522
books donated
between 2018
and 2021

Thank you so much to Wob. It is all down to your generosity. We couldn't do it without you!

Julie de Bastion
Own Books

We've spread bookish joy worldwide!

120,000 books
brightening up schools in
Nigeria with 'Book Cycle'

100,000 books
traveling across Africa thanks
to our friends at Books 2 Africa

Closer to home, we've rocked the UK:
Approximately 20,000 books
supplied to schools in Warwickshire, West Midlands,
and the North through our awesome partnership
with Own Books

Let's keep spreading the book love!

shopiagob

Over
£70 million
raised for UK charities
using our technology since
Shopiago was established

Working with publishing partners to reduce waste

Alongside our charity partners, we're also proud to work with our publishing partners using Shopiago Trade-in. This means we buy excess stock from publishers to divert books from waste and ensures additional royalties go to authors through our Wob AuthorSHARE scheme!

In FY23, more than
1.5 million
books and media traded
for instant cash



“

Working with Wob and Shopiago Trade-in on a targeted list of overstocks was a pleasure. Their processes are efficient and straightforward and come with the added benefit of knowing that by partnering with Wob, we're reducing waste and our environmental impact while ensuring these books reach students who need them.

Zoe Seaton
Business Development
Manager, SAGE Publishing



“

Shopiago has allowed us to be more organised, more productive and visible. This has helped us with our limited retail space and organisation since we started training in March.

Sarah Conrad
Ecommerce Development
Manager, St Luke's Hospice



We aim to make the most of every donation we receive from our supporters and raise as much money as possible to fund life-saving cancer research. We believe our partnership with Shopiago will support this and create more opportunities to grow our online sales in the future, allowing us to fund more research which will help more people to live longer, better lives free from the fear of cancer.

Julie Byard
Director of Trading,
Cancer Research UK



Our People

Training and development

Average
4,000
development hours
per month

↑ **+5.5%**
vs. last year

23 Wobbers
studied an
apprenticeship
during the year

50+ Wobbers
were enrolled in our
internal Leadership
Pathways training

There are two ways to report on gender pay gap

Mean
gender
pay gap:
3.7%*

Median
gender
pay gap:
0%*

*Across World of Books Group and World of Books Limited.
Government requires us to report entities separately.

We are required to report on both our Median and Mean gender pay gap in order to provide a comprehensive picture of gender pay disparities within our workforce. This requirement aims to promote transparency and encourage organisations to address any gender pay gaps that may exist.

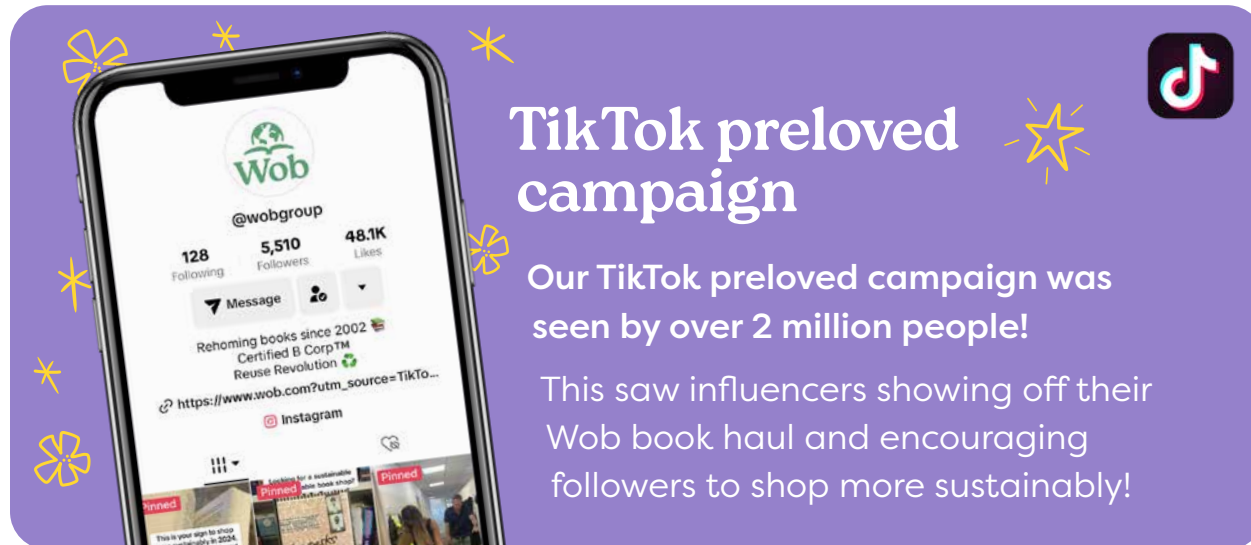
Our Median gender pay gap remains at 0%, and we are working to reduce our Mean gender pay gap. Last year alone, we reduced our average gender pay gap from 17.4% to 10.8% within World of Books Limited – a section of our business that encompasses mostly leadership team members.

Health and wellbeing

The health and wellbeing of our people is important to us. Our ongoing initiatives and opportunities are aimed at ensuring everyone's optimal health and happiness. Here are just a few of the things we've done over the last year:

- ✧ Additional mental health first aiders trained in both Goring and Coventry
- ✧ Monthly health and wellbeing committee meetings
- ✧ Mental health first aider drop-in sessions held monthly
- ✧ Developed relationships with the local MIND charity to support them in initiatives and activities.
- ✧ Awareness session held by the local Samaritans charity
- ✧ Meditation sessions

Our Customers



TikTok preloved campaign

Our TikTok preloved campaign was seen by over 2 million people!

This saw influencers showing off their Wob book haul and encouraging followers to shop more sustainably!



New brand ambassadors!

We've been running our brand ambassador scheme for the last couple of years and it was going so well that we decided to expand it!

We had more than 500 applicants on Instagram and TikTok, and after careful selection, we onboarded 8 new brand ambassadors! That means we now have 17 brand ambassadors who share the love of reading on social media and encourage followers to buy preloved.



What are customers saying about us?

How we're improving the Wob customer experience

We launched the Wob Help Centre! This self-serving option gives customers easier access to answer any questions they may have. Of course, customers can still get in touch with us directly!

Our Customer Satisfaction Score achieved a high of **71%**

Improvement in average response time to customers by **40%**

ziffit

We encourage customers to re-love a preloved book with Wob and sell their used goods through Ziffit! This helps people to reuse and results in less waste going to landfill.

We bought **13,325,681** items from customers via Ziffit UK

3,268,841 media items
+
10,056,840 books



The U.S.

We've grown the US business by more than 50% by partnering with US trade-in site, Sell Back Your Book. Together, we're helping to protect the environment by encouraging the reuse of books, CDs, DVDs, games and more on a global scale.

Working with Goodwill organisations



We continue to establish direct partnerships with Goodwills and Habitat for Humanity, and purchase books directly from them.



In **FY23**, we paid
\$618,000
to charities and
non-profits in the US

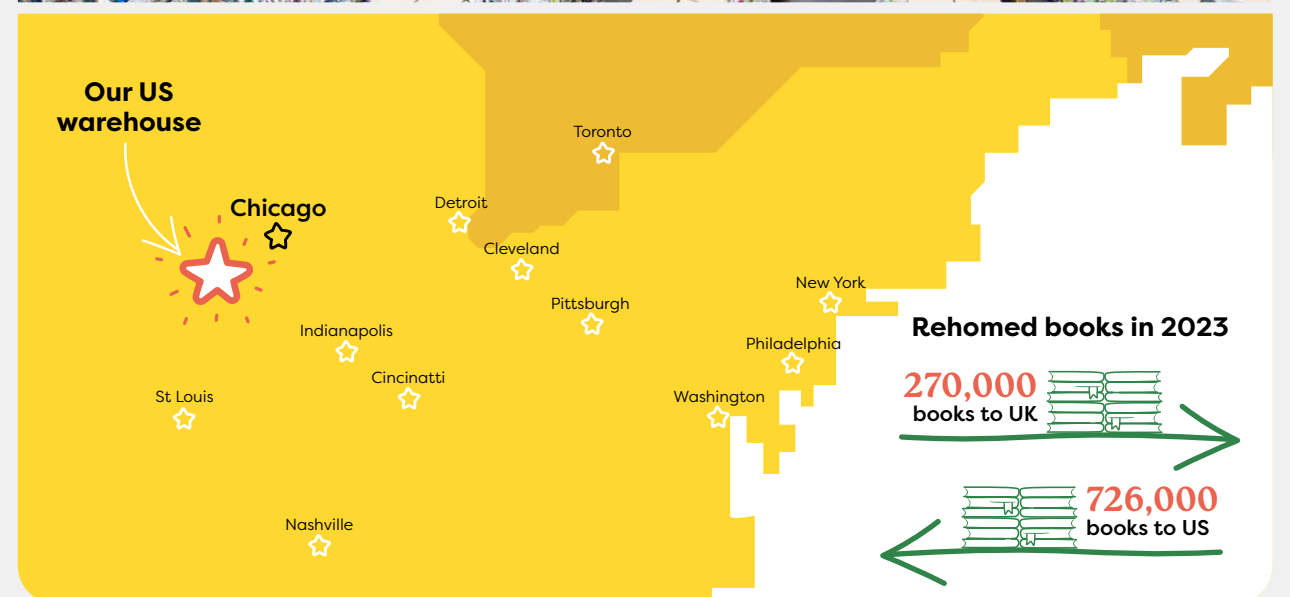
Our workforce

We increased our
US workforce by
37%*

*Based on 133 existing permanent workers + 49 new hires. Not accounting for 238 agency workers.

Supporting our people

- Created opportunities for secondments and personal developments with UK Wobblers now working out in the US!
- Supported employees in securing promotion opportunities.
- Created 8 new management training sessions for our Leaders and Supervisors.
- More accessible online training.
- Provided management and skills training to support career opportunities.



Rehoming more books

When we can't rehome a book, we send it off to be responsibly recycled. However, we've started a new project that allows more books to find their forever home. Books that we can't sell in the UK or the US are now being shipped over the US so they can be sold in a different market.

In 2023, we shipped 726,000 books from the UK to US, and 270,000 books from the US to UK – that's **996,000 books** in total! This new initiative has resulted in less waste and more books being rehomed.

I'm incredibly proud of our progress towards a future where every other item sold is used, marking a significant step towards sustainability and waste reduction. It's a testament to our commitment to a more eco-conscious world.

Glen Nothnagel
Founder and Chief Growth
Officer of Sell Back Your Book





Our next chapter

Equity, Diversity and Inclusion

We value every person that works at Wob, so it is important to understand more about the people who keep Wob ticking. We plan to measure Wob's diversity so that we can enhance the benefits and wellbeing of everyone who works with us.

SBYB B Impact Assessment

Now that we've achieved B Corp recertification in the UK with an amazing score increase – we're ready to take SBYB on a B Corp journey! We'll be working on their first B Corp certification in line with Wob's next recertification in 2026. This will bring lots of exciting benefits to the teams in the US.

Carbon literacy training for Wobbers

We want to help Wobbers understand climate change and how we can all be empowered to make positive impacts in every role at Wob. We'll be launching our Carbon Literacy course to Wob's first cohort this year and are very excited to certify our very first Carbon Literate Wobbers!

Carbon Literacy Project



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“Another incredible year of impact at Wob! As you would have seen throughout this year's report, we continue to strive for more! Our journey to make a meaningful difference never stops because at our core, we're not just a business; we're a force for good.”

Hannah Clevett
Impact Manager

Sustainable supply chain

Now that we have our full footprint calculated, it's clear that our supply chain (as is the case with most companies) makes up the majority of our footprint – so it's important that we understand this in more detail! We're getting ready to send responsible supplier questionnaires to our suppliers and help them to kickstart their own sustainability journeys.

Energy saving plans

We've taken on loads of energy-saving tricks from ESOS Phase 2 (a mandatory energy assessment scheme for organisations in the UK that meet the qualification criteria). And guess what? We're not stopping! Phase 3 is on the horizon, packed with more ways to slash our energy use. We're on an energy-saving roll!

Employee Value Proposition (EVP)

Our EVP project defines why people love working here and gives a peek into our company for potential joiners. It's not just about perks; it's our compass, showing how we work and explaining our ethics. Fun fact: 65% of candidates drop out of hiring processes if the EVP isn't appealing. That's why this project's a big deal!



“

“We're all immensely proud of the positive impact we're having. Our success as a business and our commitment to sustainability are deeply interconnected. In fact, it's precisely because we prioritise sustainability that we're able to benefit our customers, our team, our charity partners and the planet simultaneously.”

Niall Wass
Chairman

