

# Pixelated Eggs Annual Impact Report 2022-23

Certified



Corporation

pixelatedeggs



READY, STEADY, GO!

# Pixelated Eggs was founded on simple principles. Get a team of good people together, do good work, and enjoy the journey.

We didn't set out with a big plan or an end goal, but we wanted to be a responsible, sustainable business which meant we needed to be conscious about the company we kept. Those principles led to us working with some amazing charities, global NGOs and conservation and environmental organisations which has in turn led us organically to where we are today, a Certified B Corp digital agency focused on giving purpose-driven organisations an equal voice.

In 2020, in the midst of a global pandemic, we started our B Corp journey to strengthen our own business practices and be part of a community that holds itself accountable to positive change. We wanted to direct our efforts not just on what we do and who we do it with, but also how we do it and what can be changed to create a better business that's a genuine force for good. We were certified in May 2022 and this is our first impact report. We hope you enjoy reading this document and finding out about the challenges we're working on.

Sepas Seraj - Founder and CEO - [sepas@pixeledeggs.com](mailto:sepas@pixeledeggs.com)



Sepas Seraj  
Founder



**We're Pixeled Eggs,  
we do purpose-driven digital.**

WHAT WE DO

**The world needs to know  
about purpose-driven organisations.  
Who they are, what they do  
and why it matters.**

WHAT WE DO

**By designing smart, modern websites at the heart of purpose-driven organisations, we give every good cause its digital edge.**

# Every shape of purpose

We partner with charities fighting disease and poverty, organisations delivering lasting positive change, for-profits helping us to live in climate-positive ways, and more.

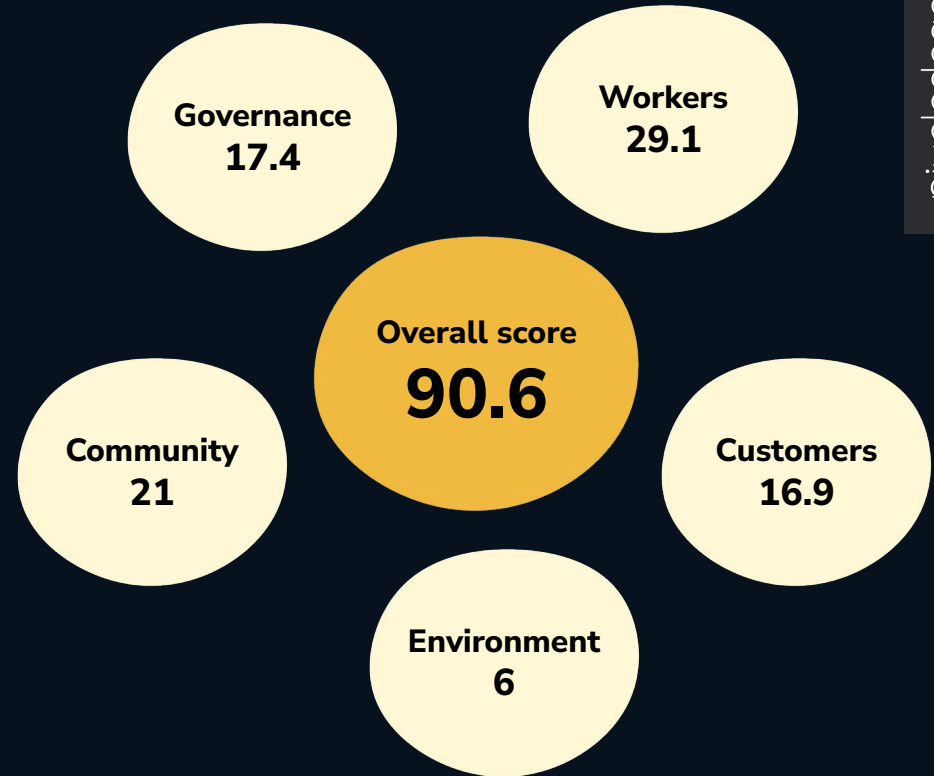


OUR VALUES

**Good People + Good Work =  
Better World**

OUR VERIFIED SCORE

We're very proud to be B Corp Certified and we're working on improving our score across all areas of our work. We're aiming for a score of at least **95** when we recertify in 2025.





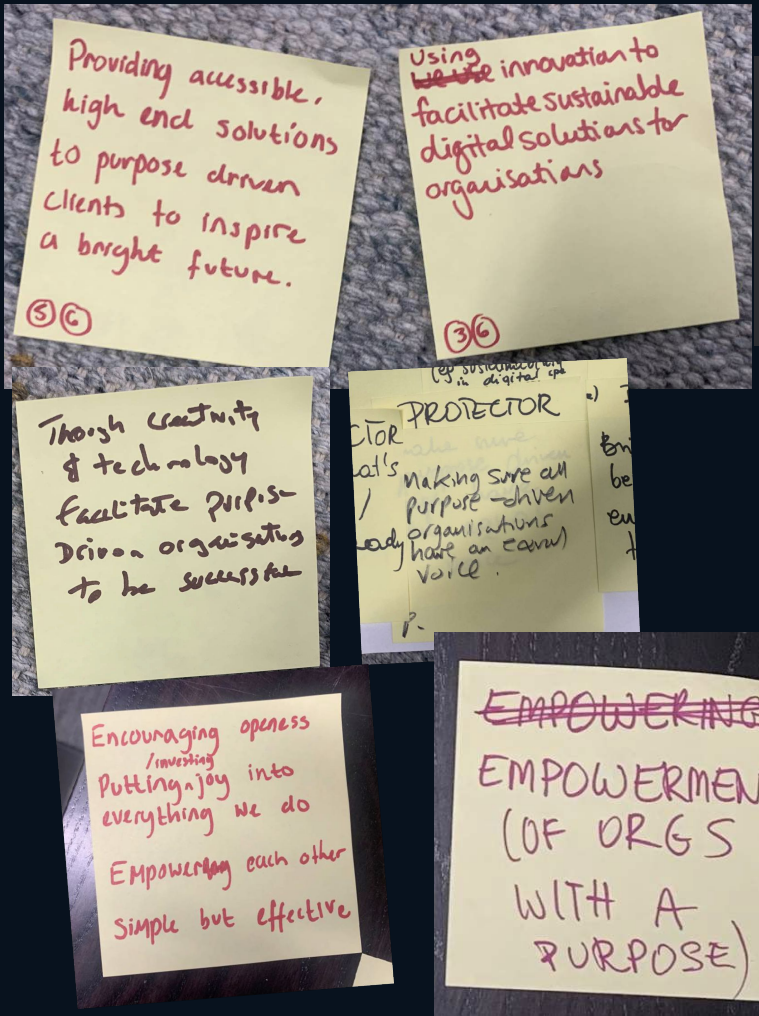
# 2022 Highlights

HIGHLIGHTS

# Revisiting our vision, purpose and values.

After gaining our B Corp Certification, we decided to revisit our Vision, Purpose and Values with a view of setting our guiding lights for our plans towards continuous improvement.

We involved the entire Pixeled Eggs team, holding a team workshop to collectively define our direction of travel.



## HIGHLIGHTS

We declared our commitment to ensuring our process considers the carbon footprint of the products we create.

Inspired by our work with The Royal Foundation on [The Earthshot Prize](#) which supports groundbreaking environmental projects across the globe, we now consider sustainability throughout our design and build process, with the view to create better performing websites with a lower carbon footprint.



HIGHLIGHTS

## We became an Accredited Living Wage Employer.

We have always been a living wage employer, but in 2022 we were accredited by the [Living Wage Foundation](#).



## HIGHLIGHTS

**Over 70% of our current clients are purpose-led businesses or charities.**

These include some amazing organisations helping to improve the lives of people and working hard to repair our planet. We're particularly proud of our work with the **Queen's Green Canopy**, bringing communities together to plant over 3 million trees planted across the country.



**IMPACT AREA**

# Governance

**What we said we would do**

We wanted to take specific steps to integrate our environmental performance in our decision making. Our aim was to consider the carbon footprint of the websites we design at every stage of the project, looking into ways to reduce our environmental impact through UX, design and technical decisions that we make.

**What we did**

We carried out research and documented and provided training (both internally and externally through CharityComms) for simple, actionable methods of reducing the environmental impact of our sites. We now measure this as part of our success criteria for the websites we develop and it forms an important part of the decisions we make during each project.

**Our goals for the next 12 months**

We are going to review the job descriptions for our staff and management team to explicitly incorporate social and environmental performance.

IMPACT AREA

## Workers

### **What we said we would do**

We wanted become an Accredited Living Wage Employer and review some of the benefits we provide to our staff.

### **What we did**

We have now been accredited by the Living Wage Foundation as a Living Wage Employer. We have also introduced enhanced maternity pay which has been documented as part of our policies.

### **Our goals for the next 12 months**

We will be reviewing the feasibility of changing our structure to include some level of employee ownership as well as reviewing all the benefits we provide to make sure we providing the maximum amount of benefits that's within the company's means.

**IMPACT AREA**

# Community

**What we said we would do**

We wanted to review our banking services and ensure that we don't bank with an organisation that invests in fossil fuel.

**What we did**

Unfortunately, due to some admittedly minor complexities, we haven't completed this task yet and it remains on our to-do list. We have been using the bank.green and the Global Alliance for Banking on Values websites to review our options and we now have a clear plan to implement this change in the following few months.

**Our goals for the next 12 months**

We will be changing our banking services and we aim to choose a Certified B Corp bank or a bank who is a member of Global Alliance for Banking on Values to carry out the majority of our banking services. We're also going to look into introducing group or individual volunteering days for our staff and officially recording our volunteering activities.



## IMPACT AREA

# Environment

### **What we said we would do**

Since our initial assessment, a number of things have changed the way that we work, brought about as a result of the Covid pandemic. We no longer have a studio and we've adopted a hybrid model of working with most of our staff working from home the majority of the time. This means we have less control on the energy consumption of each team member in their own homes (complicated by the energy crisis and the collapse of energy companies that has meant many of us are now using a provider that we didn't choose). However, as a team we are travelling a lot less often and we continue to champion the use of environmentally friendly options to all our staff.

### **What we did**

We now have a small private office in a co-working space and we specifically chose a company that focuses on sustainability as well as health and well-being.

### **Our goals for the next 12 months**

We would like to introduce more policies around energy use and corporate travel. Although not specifically related to our assessment, we continue to discuss and improve the energy consumption of products (including hosting on green energy) and we're measuring this in terms of performance which produces more tangible results than carbon calculators which are based on assumptions.

## IMPACT AREA

# Customers

### **What we said we would do**

We were originally set up as a development agency and we worked with creative agencies to develop websites and applications. This meant we had a diverse client list across many industries. Since introducing our own internal end to end digital services (research and strategy, UX, design, development, hosting and maintenance), we had been mostly working with charities and non-profit organisations and we wanted to expand on this to work exclusively with purpose-driven companies.

### **What we did**

After becoming B Corp Certified, we reviewed our own vision, purpose and values and verbalised this in a way that we now support purpose-driven organisations and produce products that operate at the digital heart of these organisations to benefit their causes. Although we still work with some existing clients that don't fall in this category, we have actively ended our relationship with companies that we as a team did not believe in their values and products and services.

### **Our goals for the next 12 months**

Our goal is to continue with this direction and focus on working with other companies across all sectors whose values are to benefit and protect people and planet and are at their core a business for good.

# Thank you

Sepas Seraj - [sepas@pixeledeggs.com](mailto:sepas@pixeledeggs.com)

Phone 0203 488 6545

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