

Shaped By®

Impact Report

Our journey to B Corp

2023





Introduction

I'm delighted to introduce this year's Impact Report, reflecting our dedication to creativity, ethical business practices, and sustainability.

As an agency of like-minded people we're looking forward to embracing the B Corp movement. We are committed to fostering positive change in the world through ethical business practices.

We appreciate we're at the start of a long, but exciting journey. It will take a real commitment

and long term changes to the way we behave both as individuals and collectively as an agency.

This report encapsulates our journey so far, highlighting the strides we've made in key areas that align with the B Corp movement – Governance, Workers, Community, Environment, and Customers.

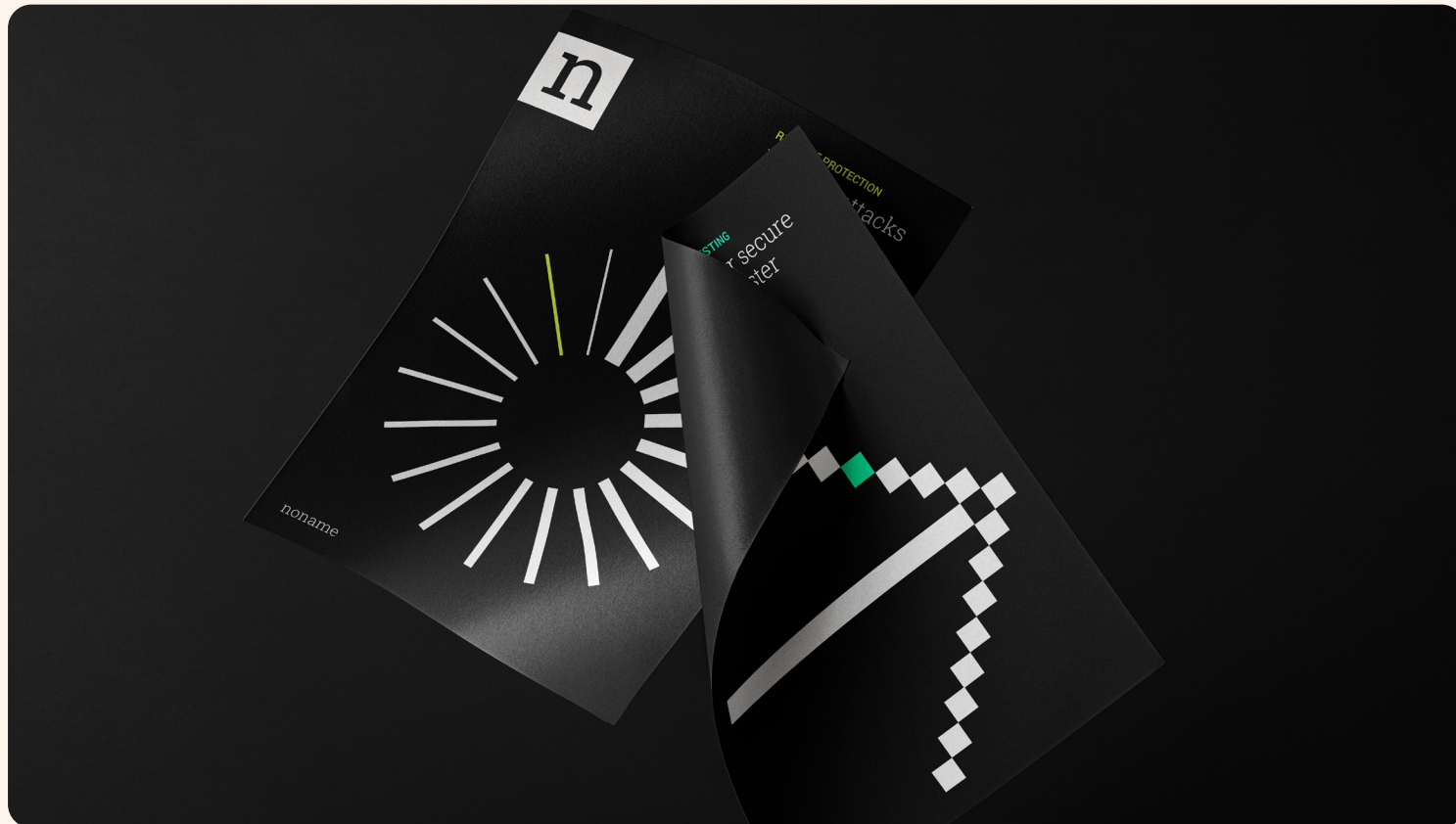
Nick Farrar
Founder
Shaped By



Company Purpose

Our purpose is to deliver business success through creative thinking and design excellence. We work with b2b companies - typically, but not exclusively, within the tech sector.

We achieve our purpose by continually promoting the importance of great design, never compromising on quality and building the strongest team to keep the promises we make to our clients.

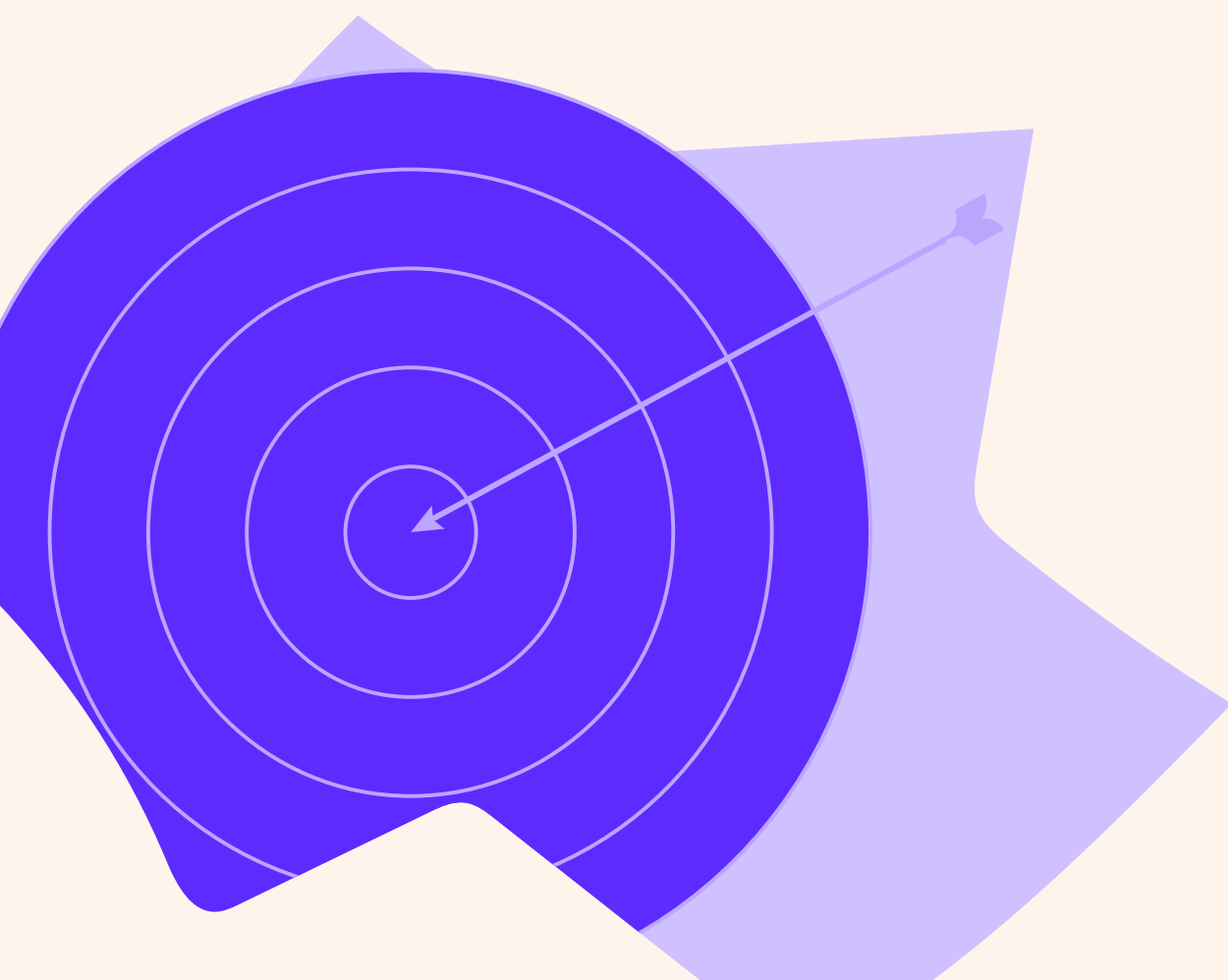




ESG metrics/ targets

As part of our B Corp journey, Shaped By have highlighted the following key areas to show our commitment to social and environmental improvements on behalf of the business.

We have outlined what we have already achieved and our goals for the company's financial year 2023-2024.



These are broken down into the five key impact areas in line with the Business Impact Assessment:

1. Governance —>>

2. Workers —>>

3. Community —>>

4. Environment —>>

5. Customers —>>



1. Governance



Establishing Strong Business Ethics

Strong business ethics will ensure that Shaped By and our stakeholders are doing the right thing all the time.

People first

2. Product before profit



Our people-first culture is an agency-wide approach that aims to recognise our team and help them feel more connected and motivated.

Having a true people-first culture is much more than a hollow promise or a PR stunt. It takes ambition, consideration and dedication and it's something we're always looking to evolve. It's reflected in the way we pay, train, develop and treat our team members and the wider people we connect with.

The core value is that we treat people with respect and consideration

On the one hand, it's how we treat people - our colleagues, clients and suppliers. We should always do this with integrity and consideration. Everything we do has an impact and that impact can be positive or negative. We should always consider what impact our actions and behaviours will have before carrying them out.

This has always been ingrained in Shaped By culture and the way we work. Over the last year we have brought in the following to measure our people first approach:

- * Track well-being through our continual internal assessments
- * Annual client interviews



Product
before
profit!

When we place a strong emphasis on our people, with everyone approaching their roles with passion and dedication, then amazing things will happen.

At Shaped By we have always:

- * Prioritised our team's well-being
 - * Strived for exceptional work
 - * Collaborated with outstanding clients
 - * Pushed ourselves to learn new skills
 - * Explored innovative and unconventional approaches to every facet of our work
- By placing these priorities above profit, we'll cultivate a well-organised, efficient and profitable agency.

This collaborative approach ensures that Shaped By's success happens naturally as a by-product of everyone's effective time with the agency.



Governance Goals

1.

Ensure each team member is trained on the B Corp process and what is involved.

2.

Continue to work on our continuous assessments.

3.

We will aim to be more transparent with company information by having monthly internal studio updates to keep the wider team aware of agency news, finances and build their commercial knowledge.

4.

Become a certified B Corp and continue to contribute to the community of like-minded companies using business as a force for good.



2.Workers



Employee wellbeing

We know that keeping employees healthy, safe and happy is critical for the company's success. In fact, research proves that award-winning health and safety companies outperform the market. By monitoring and improving our employees' wellbeing will improve morale and ultimately output.

As part of our continual assessment programme we track, monitor and make changes to individuals working conditions across the following areas.



We aim that individuals:

- * Have a demand/capacity balance
- * Have a sense of autonomy
- * Feel a sense of community
- * Feel their values are aligned with the agencies
- * Feel sense of fairness in the agency
- * Feel they are developing their skills and career
- * Feel they are duly rewarded

Each employee already has access to an allocated training budget of £500 per year and the Government Cycle scheme Bike2Work.



WorkKers Goals

1.

We will introduce a salary framework benchmarked against the industry and location with a set plan to increase this each year if we hit our financial targets.

2.

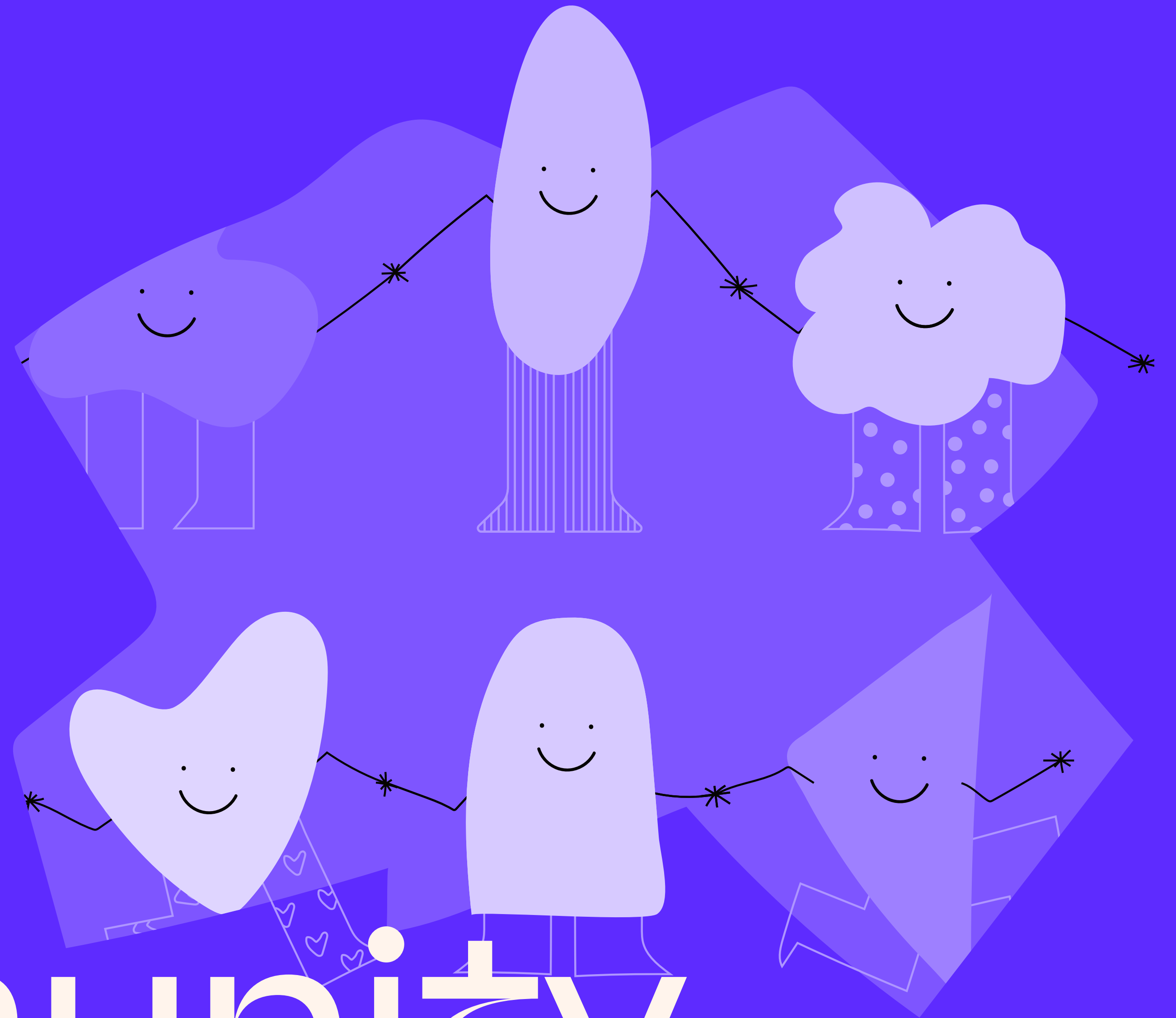
We will offer enhanced employee benefits with paid birthday off, Health Cash plan, Group Life scheme.

3.

To encourage employee retention we will introduce a bonus for staff loyalty based on number of years' service (for context, some of our employees have been at Shaped By for 15 years!!)

4.

We will adopt a 'friendly working hours' policy to prevent our team working too many additional hours during project delivery phases.



3. Community

Community

Although we have good intentions, we have never had a formal volunteering policy in place and this is one area we were lacking. This financial year we haven't officially taken part in any community projects other than inviting University of Plymouth design students in to talk to them about working life in an agency.





Community Goals

1.

Implement a 'Giving back' policy where each team member has an allowance of 1 day per quarter to use within the community.

2.

More school and university outreach.

3.

Match charity contributions when team members fundraise for charity.

4.

Choose a designated charity and consider how we can support them.



4. Environment



Carbon footprint reduction

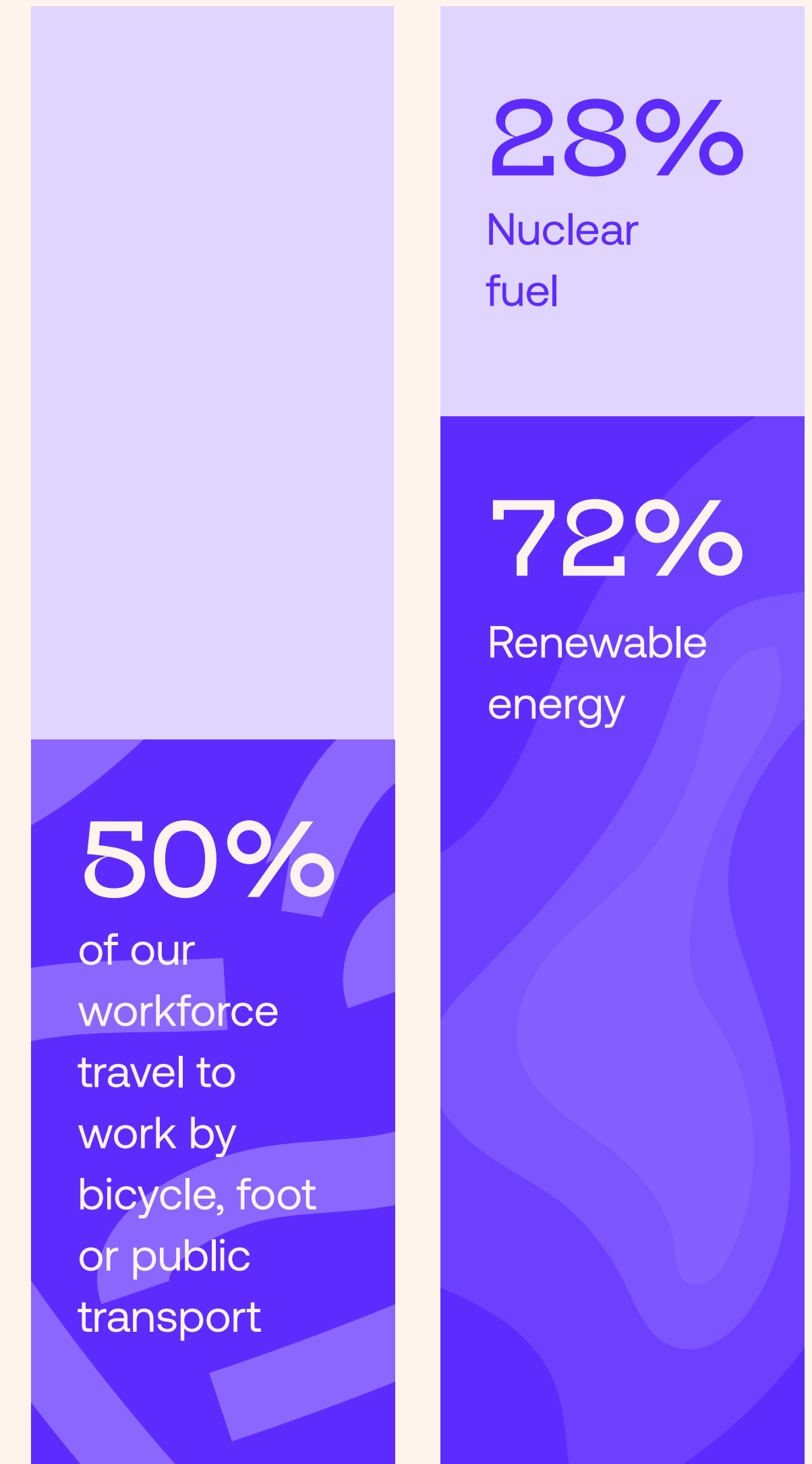
We recognise that one of the most important ESG metrics to measure is our carbon footprint. By reducing carbon emissions, companies can help slow climate change and preserve the environment.

Currently we are reducing, reusing and recycling company materials with the following dry materials recycled on site:

- * Dry paper - office paper and newspapers and magazines, envelopes (windows OK)
- * Wrapping paper (if scrunches)
- * Books
- * Dry cardboard (grey or brown)
- * Cans (including empty aerosols)
- * Plastic bottles (up to 5 litres) - PET (clear), HDPE (milk bottles)
- * Pots, tubs and trays (HIPS - yoghurt pots, PP - clean food packaging)

We chose a renewable energy provider for our office and our current supplier is British Gas Lite and who have a 72% renewable and 28% nuclear fuel mix.

We encourage green travel and over 50% of our workforce travel to work by bicycle, foot or public transport (train or bus). Our team works from home 40% of the week and we rarely travel for meetings as almost all of our work is based internationally - US and Europe - so all client communications are carried out remotely (Zoom or Teams). Our marketing efforts (podcasts and events) are also remote activity.





Environmental Goals

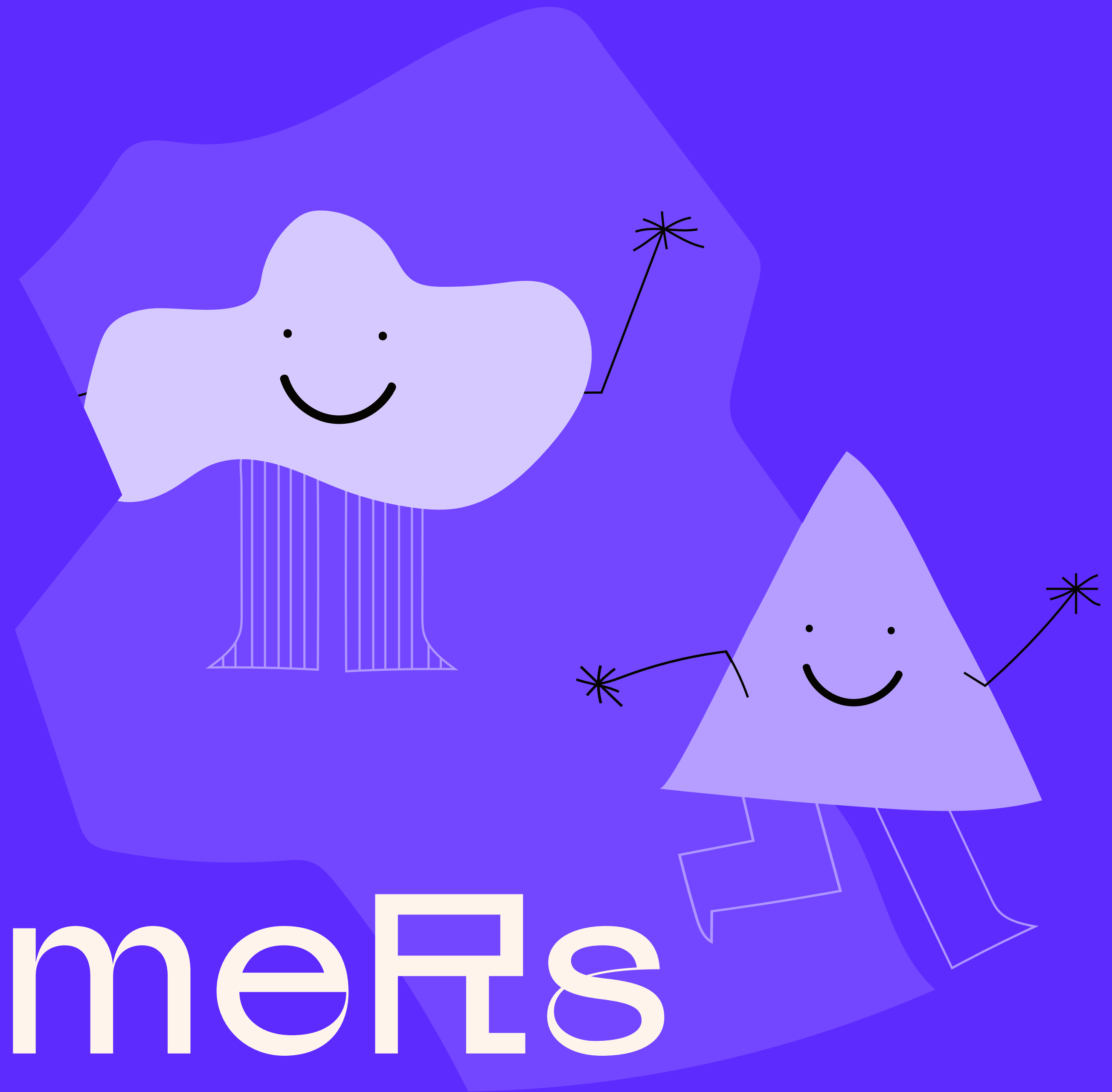
1.

Carry out a carbon survey to understand our current footprint and put steps in place to reduce this.

2.

Introduce a food waste bin in the office to encourage recycling of everything possible and reduce land-fill waste.

5. Customers





Customers

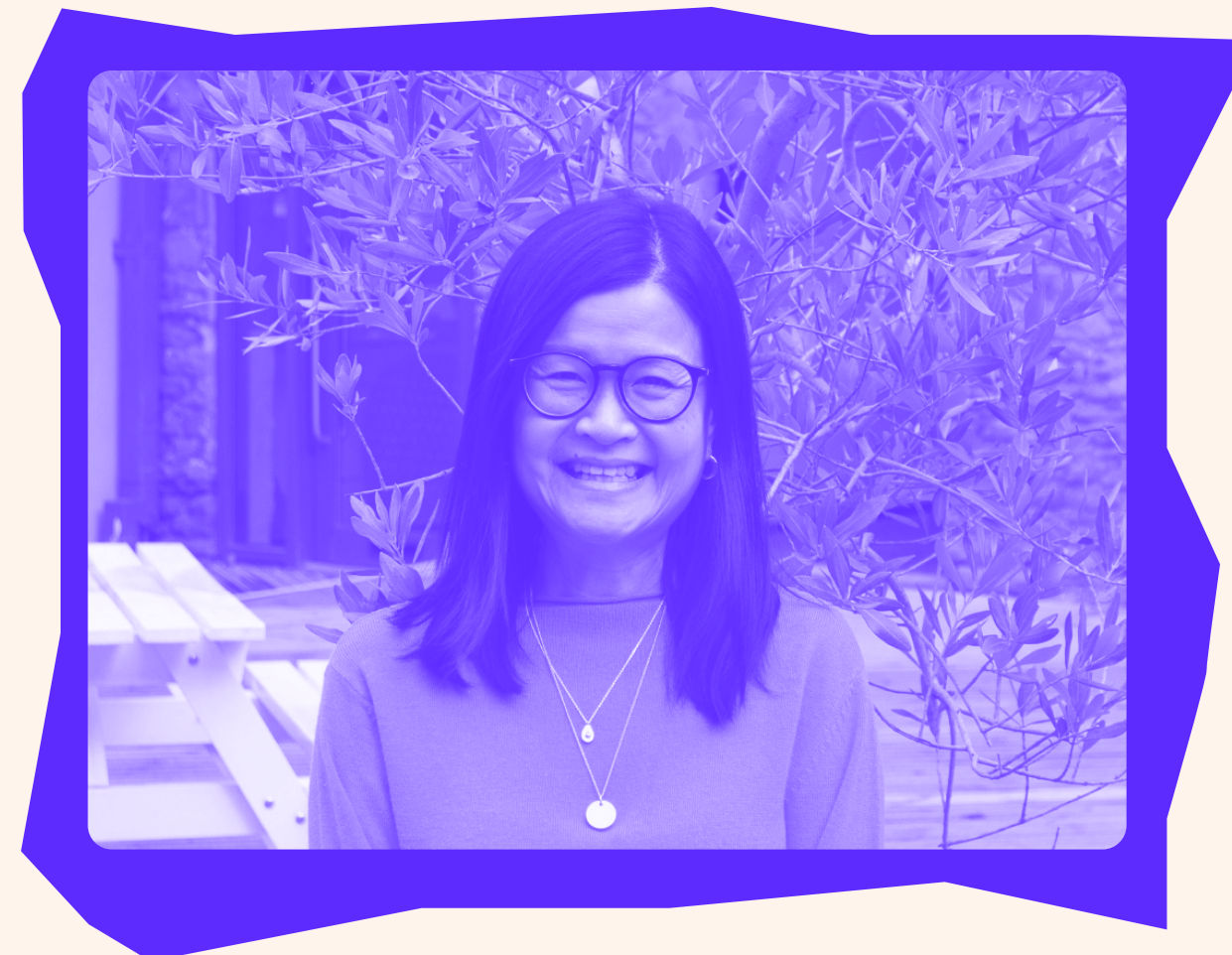
Excellent client service is at the heart of what we offer our customers. We are their right hand man, the person they call at 10pm at night when they need a last minute JSON! We love our clients and the fact that we have so many long standing and recurring customers is testament to our nurtured and dedicated relationships.

Client satisfaction is key to the success of our agency. There are a number of ways that this is tracked.

On a project basis

At the start of each project it's important we have a thorough understanding of what the client is looking to achieve so we can have an effective wash-up session to understand:

- * Were the project goals met
- * Are there areas we can improve the process (client and agency)
- * Discuss the next opportunities to work together





Annual surveys

We conduct two types of annual survey.

1. Key client surveys

Annual telephone surveys are carried out by a third party researcher with a number of key clients.

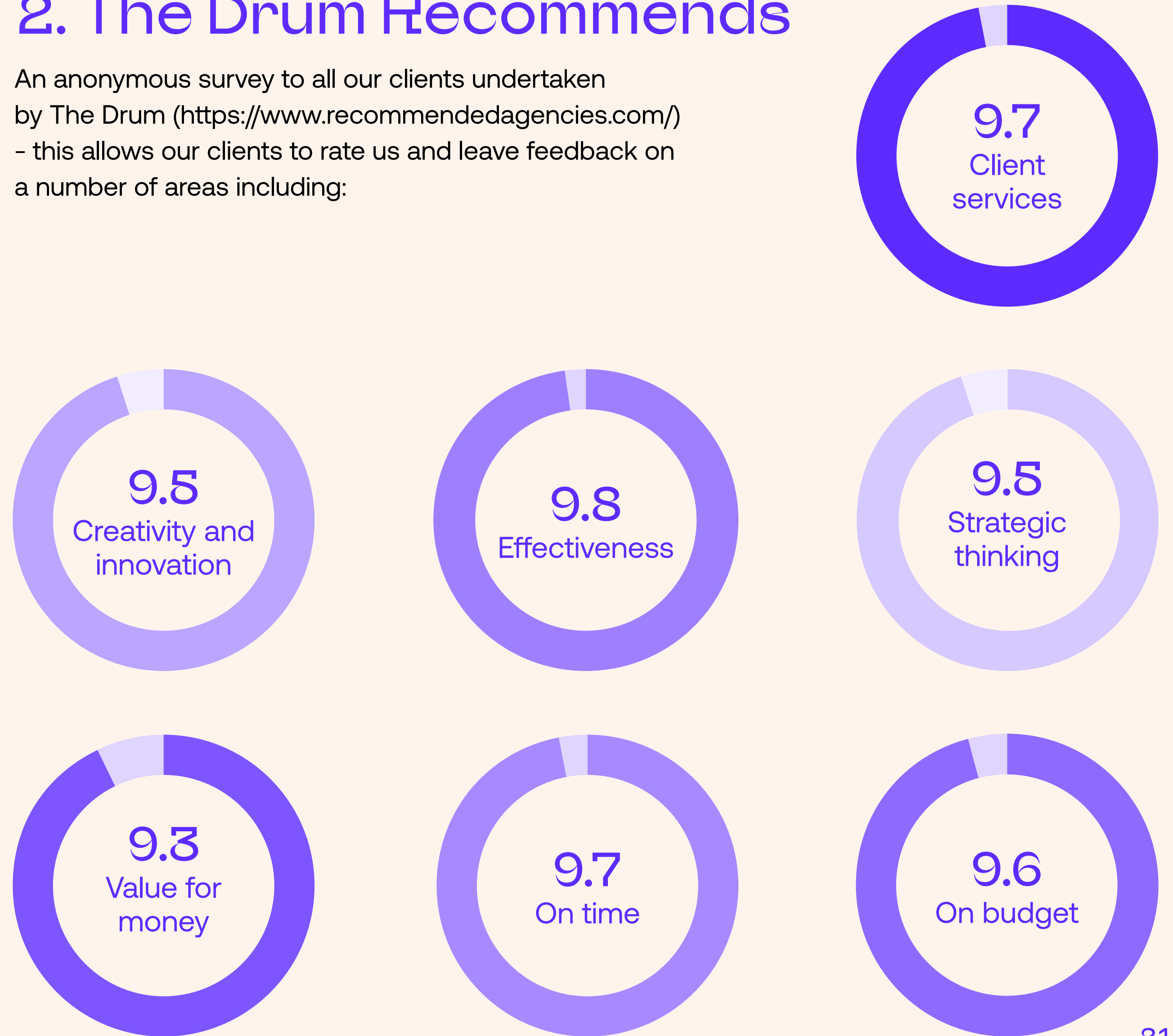
Our independent client surveys allow us to:

- * Reveal current perceptions of your strengths and weaknesses
- * Provide a better understanding of client needs and concerns
- * Identify client development opportunities
- * Understand how we are compared to competitor agencies
- * Benchmark our costs
- * Understand how clients see the market more generally – trends and concerns
- * Pinpoint how client relationships will evolve and what clients will expect from their agency in the future

We are selective about companies who have strong ethical backgrounds. Inbound and outbound marketing activity is subject to qualification criteria to ensure clients adhere to similar ethics.

2. The Drum Recommends

An anonymous survey to all our clients undertaken by The Drum (<https://www.recommendedagencies.com/>) - this allows our clients to rate us and leave feedback on a number of areas including:





Customer Goals

1.

Continue to rigorously vet new prospects

2.

Look to improve our Drum Recommends ratings

3.

Increase client survey participation by 25%

We look forward to a brighter and even
more purposeful year in 2024

Shaped By[®]