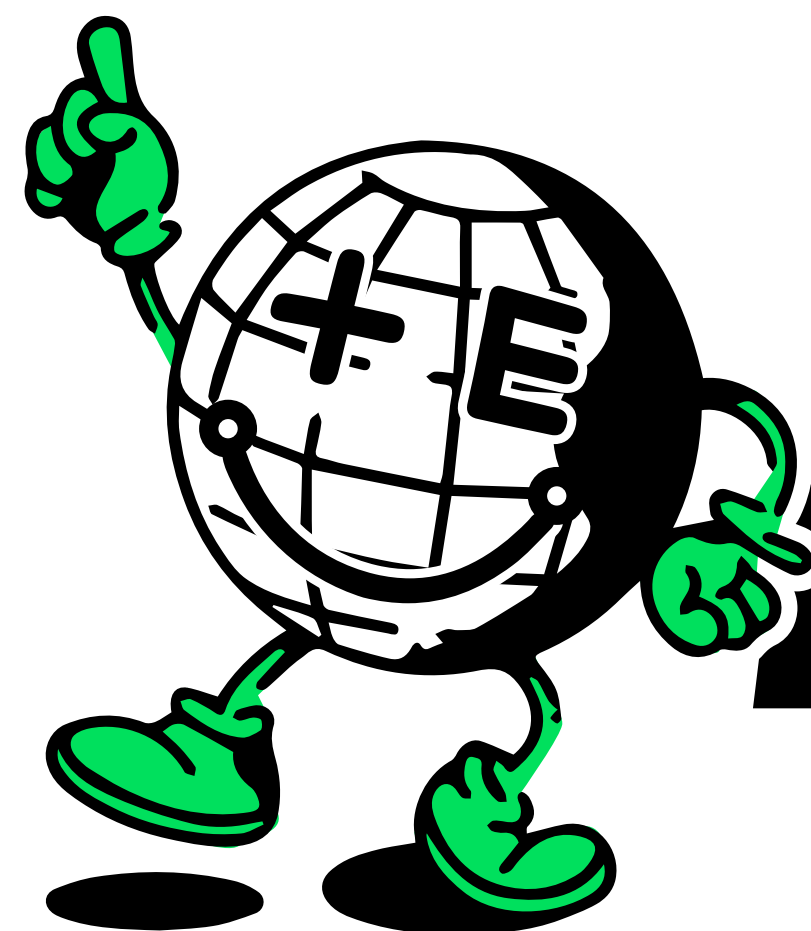




Positive Experience



IMPACT REPORT 2023/24

May 2024



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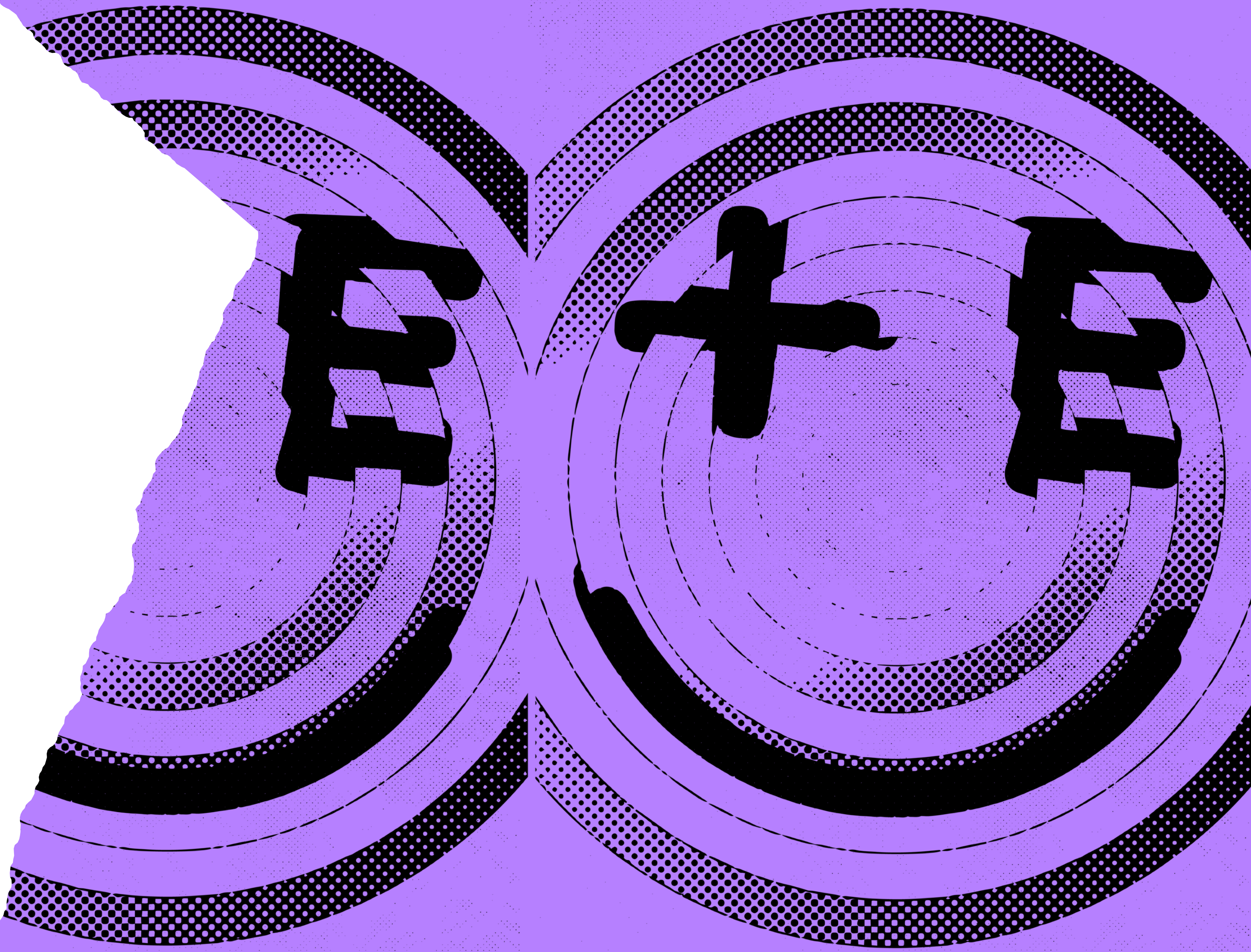
Governance

Workers

Community

Environment

Customers



POSITIVE
EXPERIENCE

ABOUT US

We're the creative experience agency; imagining, designing and delivering positive experiences that make the world smile.

Whether you are a challenger brand or a brave established brand looking to shake things up, we bring the ideas, change makers and planet positive start-ups to life.

Together we can do better, increase impact and define the new normal. Our past defines our present, what we do today shapes the future.

You do the world changing brilliant business idea, we'll do the imagining, designing and delivering

experiences that get your audience smiling, experiencing your product and loving your brand.

Why settle for another event? Let's collaborate on a positive experience.

“
Together we can do better, increase impact and define the new normal.
”



GOVERNANCE

Highlights/New processes/Things to shout about

- ★ Setup annual performance reviews
- ★ Setup annual directors reviews
- ★ Diversity and inclusion training for all employees
- ★ Mental health and wellbeing training for all employees
- ★ Initiated process for stakeholder engagement
- ★ Put in place code of ethics/whistleblower policies/employee handbook
- ★ Made company finances more transparent to all employees and stakeholders
- ★ Amended our articles of association to incorporate the official B Corp legal agreements
- ★ Set social and environmental goals/objectives for the **company as a whole**:
 - ★ Team walks
 - ★ Team building outings to creative events
 - ★ Team volunteer days
 - ★ Seeking out more pro-bono work for local businesses
- ★ Set social and environmental goals/objectives for **individual employees**:
 - ★ Monthly family style meals in the office
 - ★ Attend local events / galleries as a team each month
 - ★ Encourage part time crew to dispose of waste correctly and responsibly
 - ★ Seek out local organisations who may benefit from items that we dispose of



Positive Experience
Impact Report 2023/24

WORKERS

Results of Employee Satisfaction Survey

We sent our first Employee Satisfaction, Diversity and Inclusion Survey.
Here are some of the results...



...believe the work they do
has **meaning and purpose**

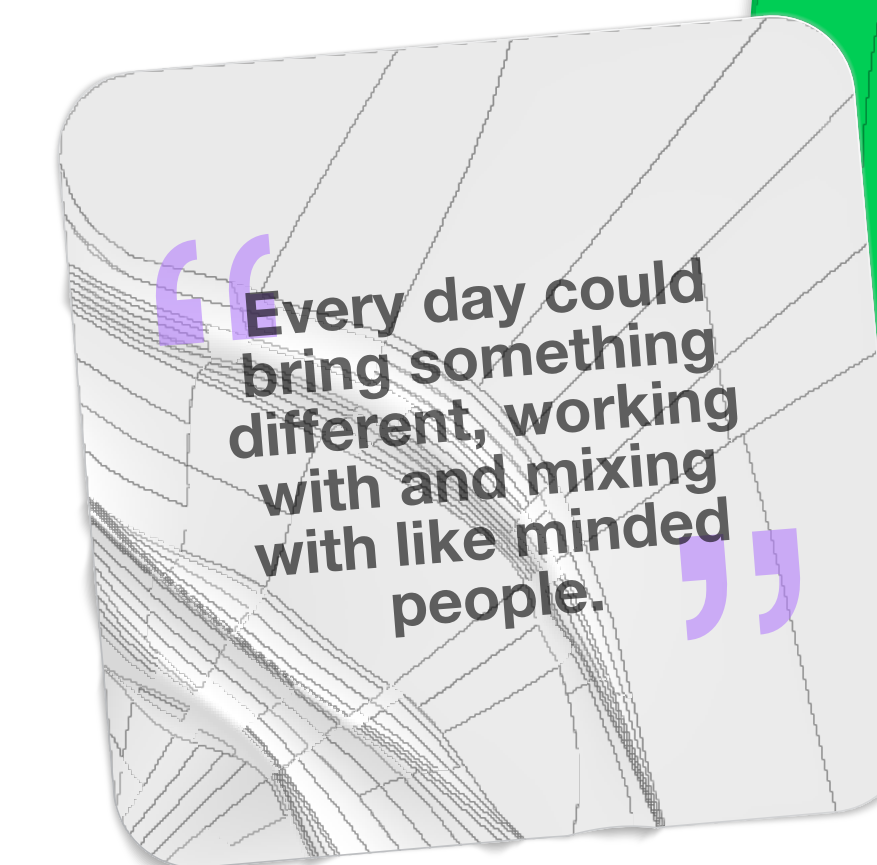
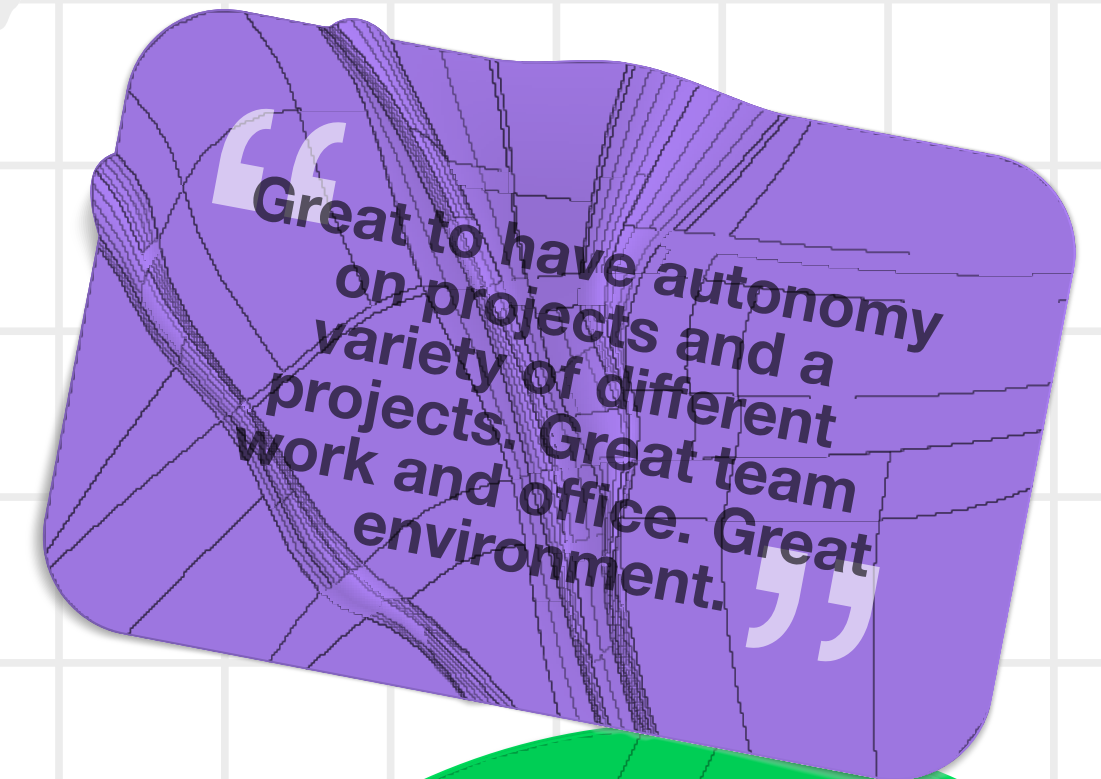
...agree that Positive
Experience sets a **clear
mission and values** that
guide the organisation

...feel that Positive
Experience is committed to
cultivate a culture where
people of all backgrounds
are **respected and valued**.

...feel **included and valued**
within the business

Areas we will work on

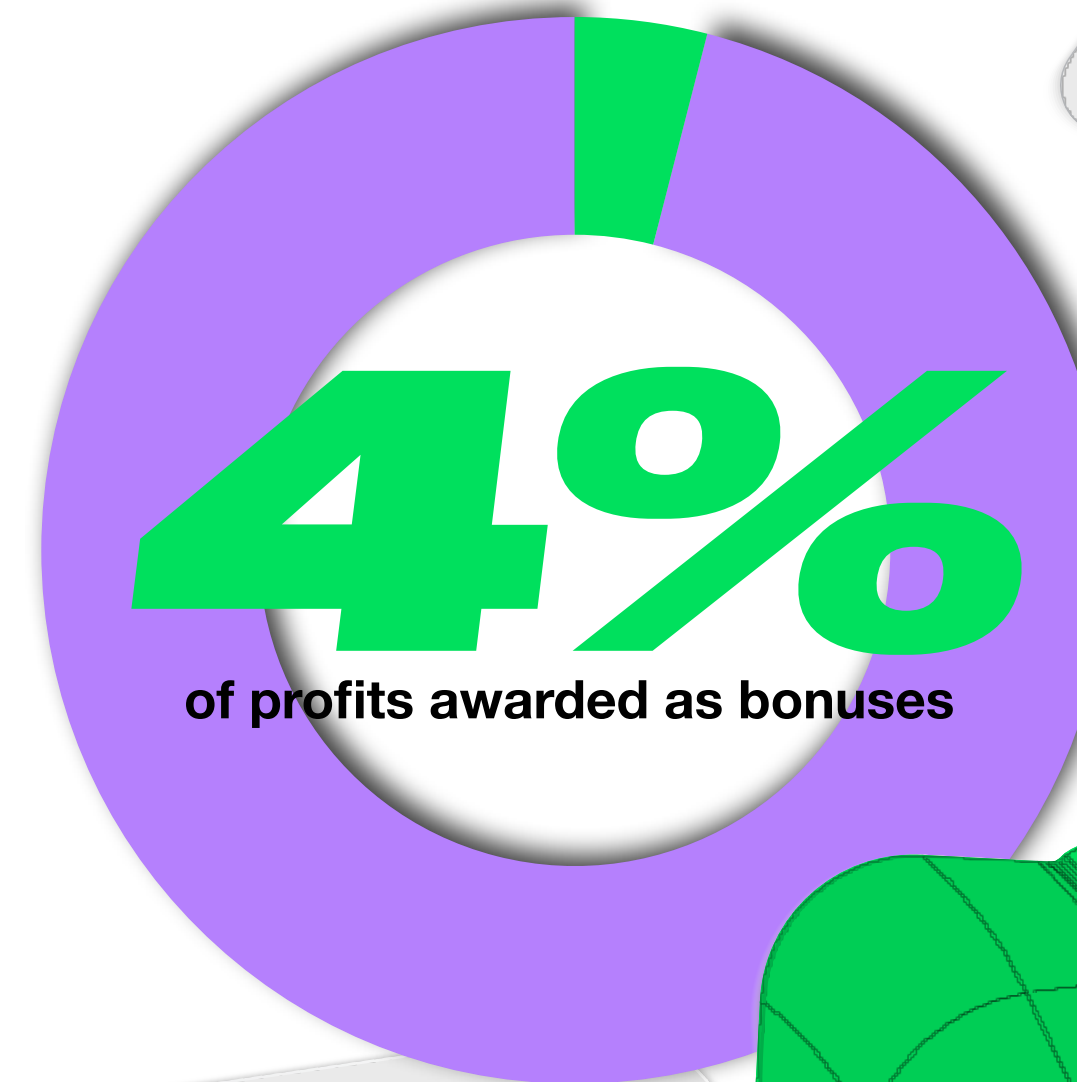
- ★ More regular project meetings
- ★ More meetings in green spaces



WORKERS

Highlights/New processes/Things to shout about

- ★ We pay all our employees above the living wage
- ★ Gave bonuses to staff equating to 4% of profits
- ★ Created employee handbook
- ★ Created formal onboarding process for new employees
- ★ Put in place annual performance reviews
- ★ We spent £1000 in the last year sending employees to events, conferences and training
- ★ Created process for feedback and complaint mechanisms for all employees



DOES FIVE THINGS



COMMUNITY

Highlights/New processes/Things to shout about

- ★ Charity donations - Committed to giving 1% of profits to Fair Frome
- ★ Ensured all our job postings included a commitment to diversity, equity and inclusion
- ★ Initiated process for sending and receiving results for employee satisfaction survey, diversity survey and inclusion survey
- ★ We started tracking diversity of ownership among our suppliers by sending a supplier survey
- ★ We grew our team by 25%
- ★ Committed to giving the team 40 hours a year paid time off to complete volunteering work in the local community at Forest of Avon trust
 - ★ Here is the volunteering day we will be taking part in
- ★ Set out process for all suppliers to commit to our supplier code of conduct
- ★ Setup formal routine process for contractors/suppliers/clients to feedback to the company post event
- ★ Our Connection Crew partnership resulted in:
 - ★ Positive Experience generating 88 hours for crew affected by homelessness (equivalent to 2.3 weeks of work.)
 - ★ Helping to offset 576.2kg CO2e
 - ★ Through our offset scheme (Ecologi via We Are Albert), your spend has also directly supported climate projects across the world, including protecting the Tambopata-Bahuaja biodiversity reserve in Peru, solar power generation across India and wind power projects in Thailand (not to mention tree planting too.)

25%
Growth in team



ENVIRONMENT

Highlights/New processes/Things to shout about

- ★ Committed to working with Green Small Business to track and set goals/targets around reducing our carbon footprint, including the following goals:
 - ★ Continue to maximise the reuse of event installation materials
 - ★ Continue to recycle all card, plastic, glass, metal
 - ★ Adopt a 'use of transport' policy
 - ★ Provide access to Cycle to work scheme or equivalent
 - ★ Work towards transitioning to electric company vehicles when feasible
 - ★ Build sustainability considerations into purchasing decisions for new equipment and furniture
 - ★ Explore carbon impacts of the primary materials used for our event installations
 - ★ Make staff aware of ethical pension investment funds that are available to them
 - ★ Add our environmental policy to our website for transparency to stakeholders
 - ★ Estimate and report our carbon footprint annually
 - ★ Provide carbon literacy training for all staff
- ★ Set reduction targets for reducing our waste
- ★ Increased/reorganised the recycling area in the office in order to make our recycling more efficient
- ★ Confirmed list of preferred eco friendly suppliers to use for all office supplies



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CUSTOMERS

Highlights/New processes/Things to shout about

- ★ Setup and implemented process for collecting client feedback post project
- ★ We raised awareness for 30 Planet positive brands
- ★ We made more thorough investigations as to what our clients environmental goals are, enabling us to do all we can to help them meet their environmental/ social goals



CUSTOMERS

Case Studies



BURTS CRISPS

Burts Crisps approached us to design and build a 6m x 3m stand to work at the Public Convenience show and Taste of London.

They wanted a striking stand and we knew that the design had to be sustainable and real, without plastic and gimmicks.

We created a scalable back wall from printed plywood, a CNC logo and then added found items to dress the space and showcase their many flavours and suppliers.

We are happy to have Burts as a client, and be able to support their quest for making their product as sustainably sourced as possible.



DECENT PACKAGING

B Corp Decent Packaging have recently launched in Europe and for this wanted flexible assets to suit lots of different shows.

We created a modular stand using easy to refresh birch plywood. Each item was 1m wide or had 50cm infills so could flex to any size stand and easily pack down onto a crate for easy travel around Europe to be reused for multiple events. This dramatically reduced the use of single use materials.

We are proud to have been able maximise brand awareness for Decent Packaging through the sustainable events we produced for them.



CUSTOMERS

Case Studies

OATLY

We are proud to have been working with Oatly for six years. We are their go to production partner, working across all channels, supporting on events, sampling campaigns, store launches, coffee festivals, touring and builds.

We are proud to be amplifying their brand, making the world more aware of the environmental benefits of drinking oat over dairy.



VITA COCO

B Corp Vita Coco approached us to design and build a pop up space at an outdoor bar in London. It was an essential requirement from the client that all assets could be reused in order to reduce the use of single use materials.

Vita Coco are one of seven B Corp brands we have worked with in 2023/2024.