

**400**



**2022-23**

# **IMPACT REPORT**



# LEADERSHIP LETTER

As a creative business our vision is to do meaningful work for organisations that have a positive impact on the world, and we've always been committed to using our business as a force for good.

Becoming a B Corp has challenged us to do even better. To be better as a business, better at how we work and who we work for, and better at contributing to positive change.

We've always tried to live by these values, but it was hard to formally measure our impact in a recognised way. B Corp gave us a clear and robust framework by which to do so.

The certification process helped us to assess our business practices and strategy, and in the last year we've invested more time and energy into clarifying our mission and analysing the wider impact of our decisions.

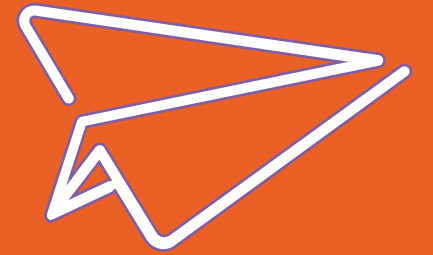
Our team has helped to shape the values and behaviours that guide us, strengthening our commitment to having a positive impact on the environment and society.

**I'm inspired by and incredibly proud of the 400 team's enthusiasm for embracing, supporting and contributing to our continued evolution as a business.**

**I firmly believe that a positive future is within reach and it is our responsibility as a business to help make it a reality. Our B Corp certification in 2021 underlined our commitment to helping shape the world we want to live in.**

Paul





# OUR JOURNEY TO CERTIFICATION



# PROUD TO BE B CORP

We're incredibly proud to have been a certified B Corp since 2021.

We're designers. So we're always looking for new and better ways of doing things. Becoming a B Corp challenged us to do better. Better as a business, better at how we work, who we work for, and better at contributing to positive change. Our vision is to do meaningful work for organisations having a positive impact on the world.

Before becoming a B Corp, we had always tried to do things the 'right way'. But we found it hard to formally measure and assess our policies and impact. B Corp gave us a clear and robust framework by which to do so. Certifying as a #BCorp is the confirmation of what we've been working hard to achieve – to use our business and creativity as a force for good.

## SO WHAT DOES BEING A B CORP MEAN?

A B Corporation is a business that balances purpose and profit, and one that meets the highest verified standards of social and environmental performance, transparency and accountability. We're legally bound to consider and measure the impact of our decisions against five criteria: Governance, Workers, Community, Environment and Customers.

It took us just over a year to go through B Lab's impact assessment in which we were asked questions, measured and scored against their rigorous criteria.

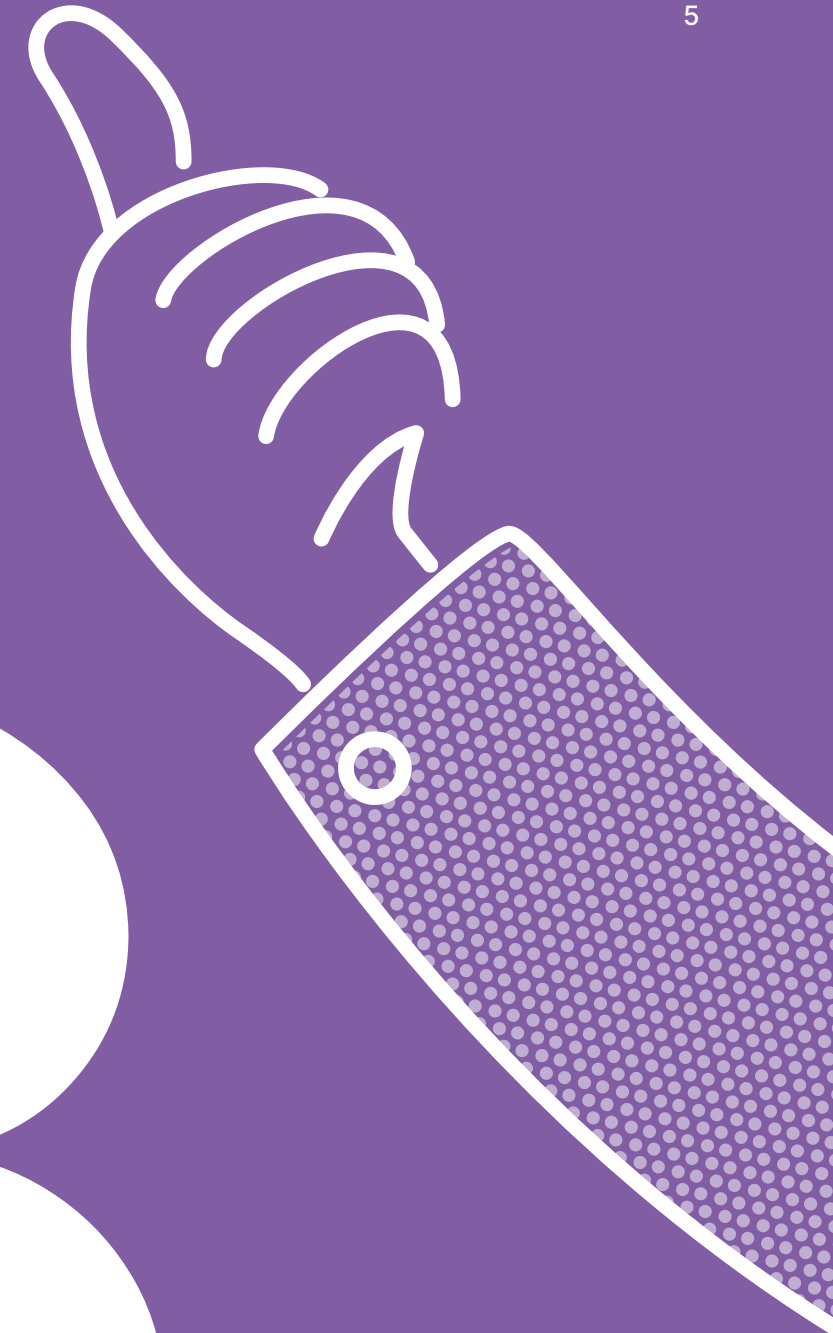
Following our initial assessment, feedback and an interview with the B Lab team, we exceeded their criteria and officially become a certified B Corporation.

We were even recognised as one of the Best for the World™ B Corps, scoring in the top 5% of companies in the area of Workers.

	OUR CERTIFICATION SCORES
TOTAL	86.8
GOVERNANCE	15.0
WORKERS	36.3
COMMUNITY	17.0
ENVIRONMENT	9.4
CUSTOMERS	9.1

# OUR SCORE AT CERTIFICATION IN NOVEMBER 2021

86.8



# LOOKING AHEAD

As a design agency, we're constantly looking for new and better ways of doing things. Our team are always discussing and contributing ideas for how we can improve and evolve as a business and our values are aligned.

We're about to embark on our recertification journey, hoping to improve our score, using B Lab's clear assessment framework to enable us to continue building a better business.

We're looking forward to connecting with and learning from the growing global community of like-minded companies, working to create a more inclusive and sustainable future.

## AIMS FOR RE-CERTIFICATION

We were really happy, as a relatively small business, to achieve our initial score of 86.8. However, there are clearly some areas for improvement and we'll be looking to increase our scores in the impact areas of Environment, Customers and Community.

**When we recertify next year, we'll be looking to gain 10-15 point and increase our overall score to 95-100 points.**



Leo



# IMPACT AREAS & PLANS FOR PROGRESS

# GOVERNANCE



Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency.

It also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.



## GOVERNANCE HIGHLIGHT

**We introduced a new Senior Leadership Team structure, made up of five people from across the business, to discuss, plan and implement company strategy in a more transparent and inclusive way.**



## WHAT WE SAID WE WOULD DO

- Work with external consultant to help shape company strategy and plan for growth.
- Create a new Senior Leadership Team structure to provide and clarity to decision-making and communication.
- Put in place an HR system to streamline and simplify processes for staff and management.

## WHAT WE DELIVERED

- We worked with an external consultant through a mentoring scheme funded by a Mayor of London grant, to help shape our company strategy and plan for growth.
- Following our discussions and workshops with out external consultant, we established a Senior Leadership Team structure comprising of five people from different areas of the business to discuss, plan and implement company strategy in a transparent and inclusive way.
- Launched our new HR platform that provides staff and management with a single platform for payroll, legal support, company policies, pensions and booking holidays.

## GOALS FOR NEXT YEAR

- Set up an internal B Corp Committee of five-six staff with shared responsibilities to help further embed B Corp practices and values within agency and improve our score.
- Increase transparency in the reporting of our financial, ethical and overarching targets with staff through quarterly performance review.
- Presenting Impact scores and Impact Report on our newly launched website.
- Appoint a NED to act as an independent, impartial and experienced advisor to the Senior Management Team.
- Build social and environmental performance principles and conscious decision making into onboarding and training.
- Invest in Sustainability and Environmental awareness training for management and employees and include topics in performance reviews.
- Increase impact score to 95-100 points.

# WORKERS

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.

In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.



## WORKERS HIGHLIGHT

**We scored in the top 5% and  
gained recognition as one of the  
Best For The World – Workers.**

As all #BCorps are already businesses that meet high standards,  
this made us incredibly proud!



## WHAT WE SAID WE WOULD DO

- Review and reinvigorate our learning and development framework.
- Introduce Menopause policy.
- Put in place an HR system to streamline and simplify processes for staff and management.
- Continue to offer Hybrid and Flexible working arrangements for all staff to suit their individual circumstances.

## WHAT WE DELIVERED

- Introduce a formal learning and development framework that links to skills and competencies which sets expectations for skills development for individual employees. This extends across the creative and project management teams and includes a training calendar and tracker with staff taking external or internal job training to help them build their careers.
- Consulted with female staff and introduced our Menopause policy.
- Launched our new HR platform that provides staff and management with a single platform for payroll, legal support, company policies, pensions and booking holidays.
- We continued to offer Hybrid and Flexible working arrangements for all staff to suit their individual circumstances.

## GOALS FOR NEXT YEAR

- Plan and launch an Apprenticeship, intern and/or student placement scheme.
- Expand scope of learning and development framework to include Diversity & Inclusion, and Environmental awareness training.
- Introduce Menopause policy.
- Continue to offer Hybrid and Flexible working arrangements for all staff to suit their individual circumstances.
- We're planning to conduct an external employee satisfaction survey and gain accreditation from 'Great Place to Work'.
- Introduce a 'Cycle to work' scheme so staff can save on transport costs and get fitter.

# COMMUNITY

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Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via micro-enterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

## COMMUNITY HIGHLIGHT

**Contributed over 50 days of  
pro-bono work to charities  
and other purpose-led  
organisations**



## WHAT WE SAID WE WOULD DO

- Increase our involvement and contribution to helping local community organisations, charities and other purpose-driven organisations.
- Identify B Corp certified suppliers to partner with on projects or use for our own services.

## WHAT WE DELIVERED

- We provided pro-bono creative work for a number of charities including [PhotoVoice](#) and [Underdog International](#). For example, for Underdog International we ran a Charity dog show and designed all the social media assets for the Instagram account.
- We provided pro-bono services to a local theatre company, which included set design and build, and design of promotional materials such as posters, programmes and social media assets.
- We hosted a series of design workshops at local primary schools.
- We volunteered at local sports clubs and provided pro-bono design and communications support to Lewes Football Club, designing match-day posters, social media assets and other promotional materials, and providing copywriting services.
- We volunteered for the Dwarf Sports Association, and at the 2023 World Dwarf Games in Germany.
- Engaged with other B Corps such as Fluid Branding and Zen Internet for project delivery and the supply of our own services.

## GOALS FOR NEXT YEAR

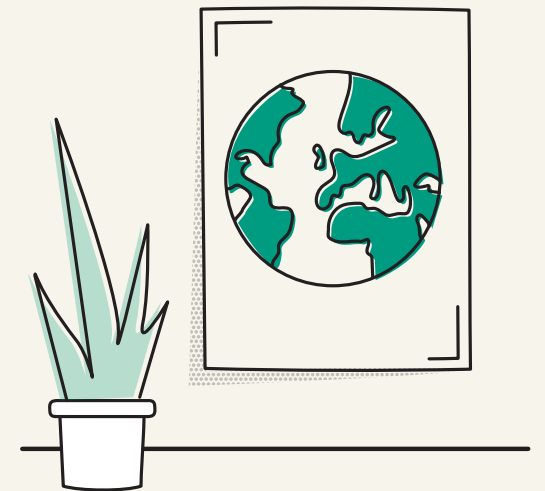
- Re-engage staff and relaunch Volunteering programme to deliver more hours of community support.
- Aim to increase the number of employees that do volunteering to 40% or above.
- Set a company fundraising target through various staff activities.
- Commit to a fixed percentage of profit that we will make as charitable contributions.
- Undertake (at least) two Pro Bono projects in this year.
- Continue to build partnerships with other B Corps and local suppliers such as printers, office suppliers etc.
- Establish and introduce a formal code of conduct for suppliers. Screen / evaluate significant suppliers for social and environmental impact.



# ENVIRONMENT

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Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels.



## ENVIRONMENT HIGHLIGHT

**We joined the UK's  
SME Climate Hub and  
committed to achieving  
Net Zero by 2030**



## WHAT WE SAID WE WOULD DO

- Commit to Net Zero.
- Reduce waste created from our office space.

## WHAT WE DELIVERED

- Have committed to Net Zero by 2030 and joined SME Climate Hub.
- Greatly reduced paper waste by taking the decision to no longer have a printer in our studio.

## GOALS FOR NEXT YEAR

- Measure scope 1, 2 and 3 emissions and set as baseline for future energy and waste reduction targets.
- Engage external support to help us on our journey to Net Zero.
- Prepare a detailed plan on further reducing our Carbon Footprint and share with the Firm on our half yearly Net Zero updates.
- Measure our Scope 3 Carbon Footprint for FY22/23 as a benchmark and set up our Scope 3 measurements to be more accurate for next year. Get this independently assessed.
- Conduct a supplier audit of sustainability credentials and policies.
- Work with landlord to implement carbon/waste reduction policies and office enhancements.
- Explore various carbon off-setting options.

# CUSTOMERS

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving under-served customers/clients, and services that improve the social impact of other businesses or organizations.



## CUSTOMERS HIGHLIGHT

We have significantly increased the number of purpose-driven clients we work with



## WHAT WE SAID WE WOULD DO

- Increase number of purpose-driven clients we work with and support organisations that directly support under-served populations.
- Increase percentage of revenue generated from purpose-driven clients.

## WHAT WE DELIVERED

- We have almost doubled the number of purpose-led clients that we work with from 7 to 13. These now include Cash Access UK, Global Oxygen Alliance, ICTP, IFAD, IMO, Unitaid, UNEP, UNFPA and UNHCR.
- The percentage of our total revenue that purpose-driven clients account for has increased from 52% to 56%.

## GOALS FOR NEXT YEAR

- Start to issue customer satisfaction surveys after key projects and establish formal debrief process.
- We will share customer satisfaction scores in our next Impact Report.
- Continue to offer value-for-money and lower than industry average charge out rates to purpose-driven clients (equivalent to 20% investment by 400).
- Implement internal audit to ensure continued data protection.

# WHAT DOES BEING A B CORP MEAN TO OUR TEAM?

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“For me, the best thing about working for a B Corp is the knowledge that the company is actively doing good in the world. That also reflects on how they treat their staff. It provides reassurance and comfort, knowing that the company you work for truly care about you.”

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“It’s great to have the opportunity to use design and explore sustainable practices (socially or environmentally) to make it become ‘normal, good practice.’”

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“I love the openness and transparency about how we as a business drive to have a positive impact on people and the planet. That as a B Corp (and as designers!) we listen and observe to improve the lives of our clients and the audiences they serve.”

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“I want to work for an organisation who actively works to reduce their impact upon the planet and is accountable for their behaviour and how they conduct themselves.”

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“What joining a #BCorp means to me is knowing that the company you’re part of strives for that higher level of transparency and accountability, and knowing that our work can have a lasting, positive impact on issues that are bigger than our selves.”

*Abbie*

*Zade*

*Karo*

*Jena*

*Gemma*

**400**

Certified



Corporation

[400.co.uk](http://400.co.uk)

