

NUCCO

A UNIT9 COMPANY

ESG Impact Report

2022-2023

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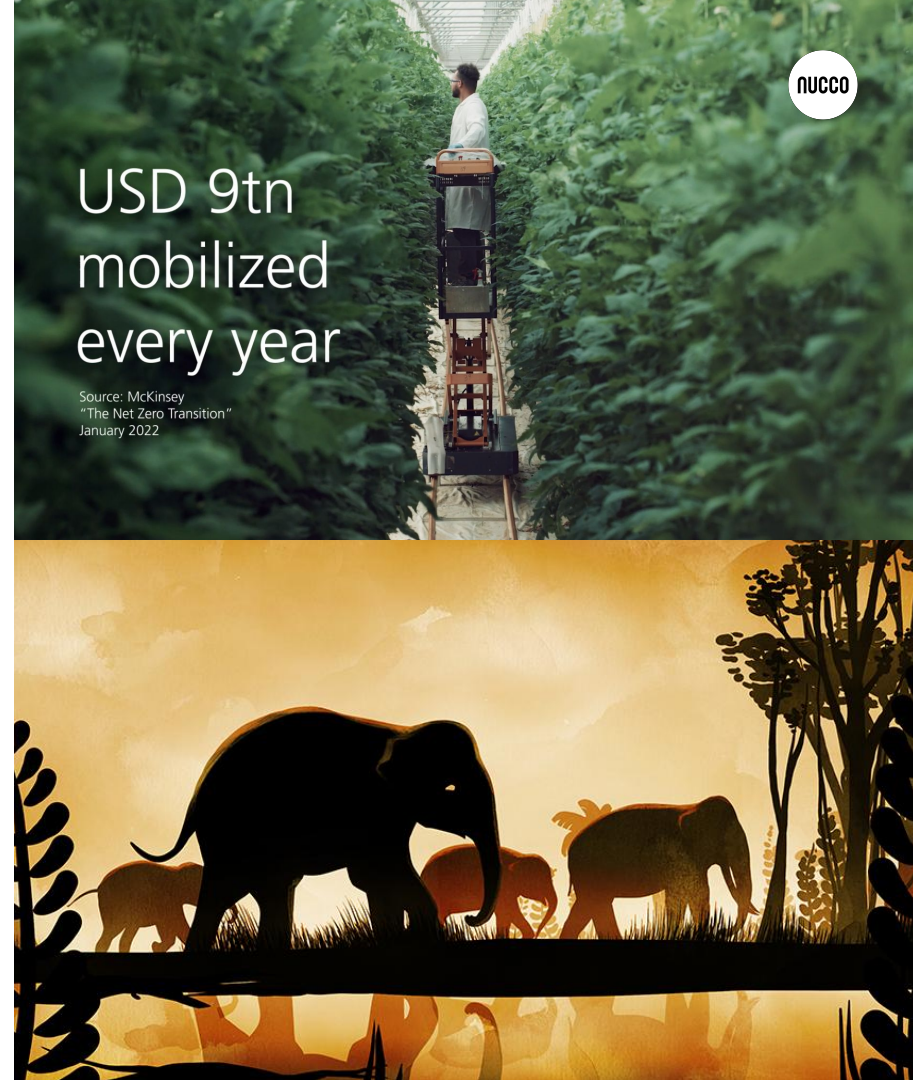
18

19

USD 9tn
mobilized
every year

Source: McKinsey
"The Net Zero Transition"
January 2022

NUCCO





Mark Iremonger
MD & Strategy Partner

“We set our goal of becoming a B Corp in 2021 and were faced with a barrage of setbacks amid the pandemic. Despite this, we have remained undeterred in our goal to “be the change you want to see,” and two years later we are in sight of the finish line.



Cassy Waugh
Client Services Partner

“All that for what?” At Nucco, we are convinced that caring about our people, our work, and our culture is the recipe for better work, sustainable profit, and unlocking potential. The B Corp Framework has helped guide us down this path and becoming certified will be the first step in our journey to pioneering ethical and sustainable business practices. It’s beautifully simple.”



Alistair Robertson
Creative Partner

What we do

At Nucco we create beautifully simple digital advertising, marketing and internal communications that change audience perspectives and behaviour.

Powered by creative production group; UNIT9

Campaign Tech Company of the Year 2020, 2021

AdAge Production Company of the Year 2019 and 2023

Our B Corp Journey

2021

Nucco sets goal of becoming a B Corp.

2022

Nucco lays the groundwork for B Corp and scores **81.6** on the impact report.

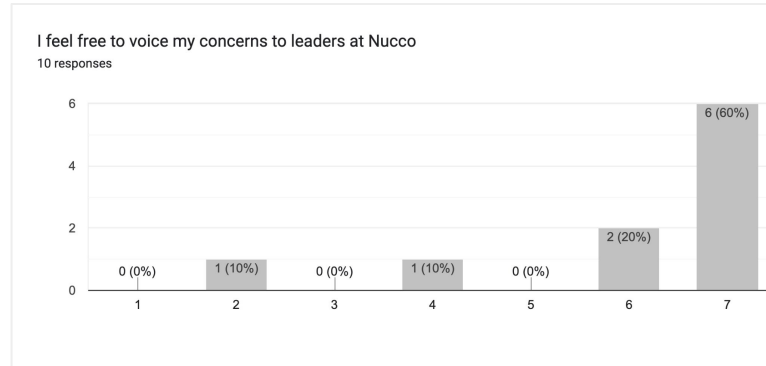
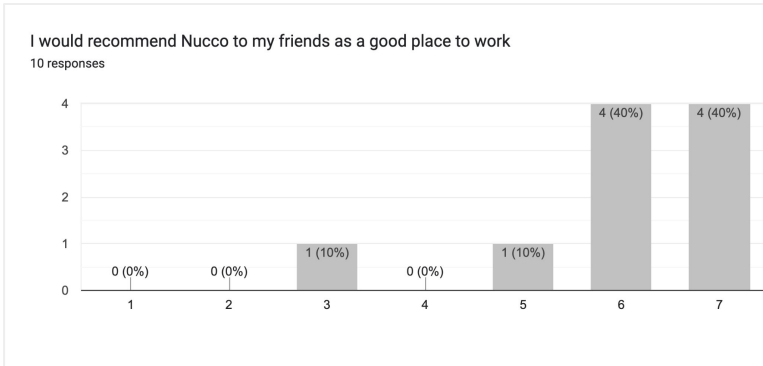
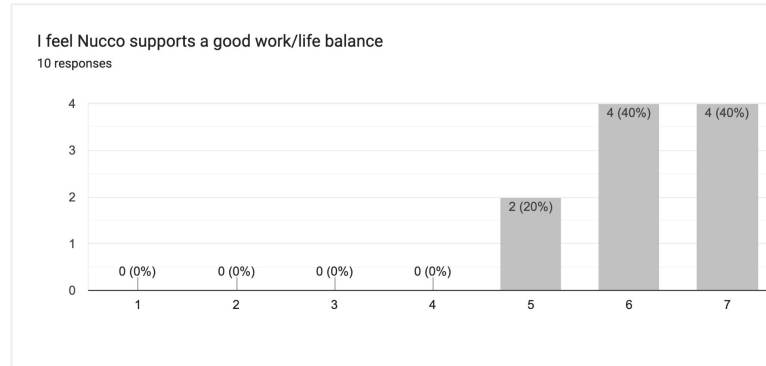
2023

Nucco applies for B Corp certification with a score of **85.5**.

Staff

Engagement and Satisfaction

Ensuring our employees enjoy the work they do and love our company culture is integral to Nucco. Our regular staff surveys confirm staff would recommend Nucco to their friends, they feel happy voicing concerns to their leaders and find a good balance between their job and personal life.

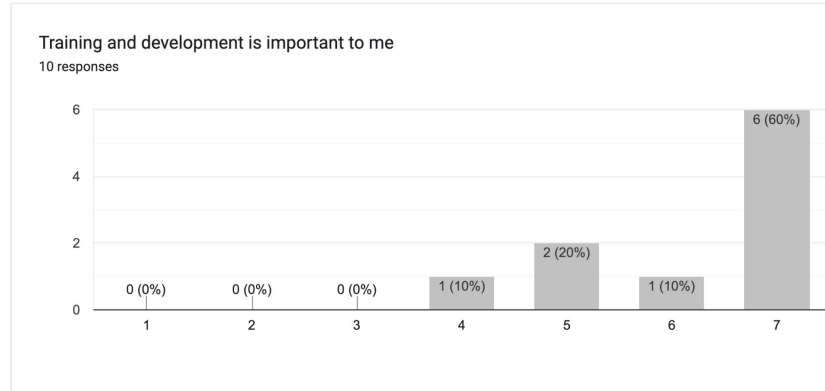
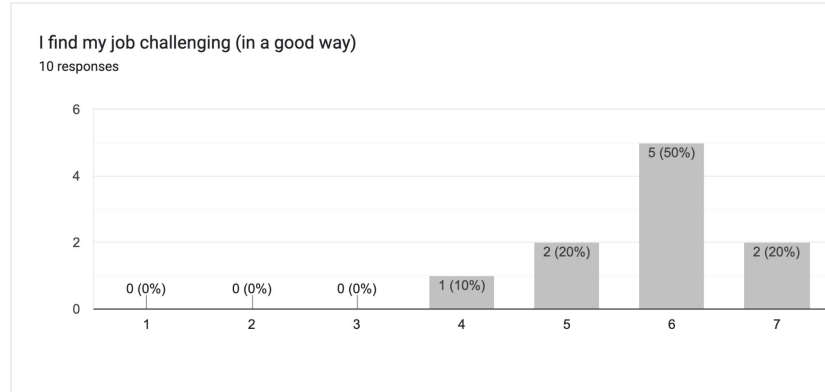


Staff

Career Development

We encourage internal promotions, with 100% of recent promotions occurring within the company. We also facilitate external growth opportunities for our employees by offering training to ensure they can develop the required skills to thrive in the industry.

90% of employees said they were engaged in their work.



Staff

Health and Wellbeing

Nucco provides life and critical illness insurance and offers 25 days of paid annual leave (plus bank holidays). In addition to this we close between Xmas and New Year.

We have two anchor days (one mandatory, one optional) a week when staff are asked to be in the office. This makes sure people are not alone when they come in. We also have days when everyone will be in the office for company events. We have a 'quality time' policy which asks employees to be in the office before 1030 and stay until 1630 on the mandatory anchor day, this allows people to plan their time around their lives.

We advise on companies that provide free yoga and mindfulness sessions for when stress and deadlines mount up. We also provide information

on resources to help with wellness when working from home. We believe in outcomes, not hours, so we give our staff the autonomy and flexibility to balance their workload and managers will always make time for a one-on-one call when people need support.

Paternity and Maternity Leave

Becoming a parent is a huge step in life and we support our staff with enhanced occupational paternity and maternity pay on top of statutory requirements. We offer an additional 2 weeks of paid paternity leave, with 10 extra paid days possible at the manager's discretion.

For maternity leave, we offer an extra 13 weeks and pay nearly £100 a week more than the standard..

Staff

Social

To ensure we are creating a company culture that our employees love, we host occasional social events throughout the year to build friendships, unity and fuel our common purpose with group.

Company Socials

At least once a quarter, we make sure to do social activities outside of work. In the past, we have gone to play ping pong, organised a picnic in the park and hosted pizza parties.

Lunch and Learns

We put on regular group lunch and learn sessions to explore new technologies and share our knowledge. Every day's a school day especially when it comes with lunch!

Company Meetings

We host quarterly company meetings for everyone to discuss company updates and for the creative team to talk about recent projects. As a tight-knit team, we like everyone to be kept up to speed about what is happening in the company and be inspired by other projects.



Community

Charity

At Nucco, our staff choose a rotating charity to support. This year we chose charities aligned with **UN Sustainable Development Goal 4** (quality education), so we supported the DEC Ukraine and the Turing Trust.



DEC Ukraine

In March 2022 the group donated £20K, and the staff raised £5K for DEC, a consortium of agencies working on the Ukraine appeal. We also aim to offer employment to as many affected Ukrainians as possible.

In April 2022 we sponsored 3 Ukrainian students who started at Brighton Academy. We will continue to sponsor them until they reach their A-Levels.



Turing Trust

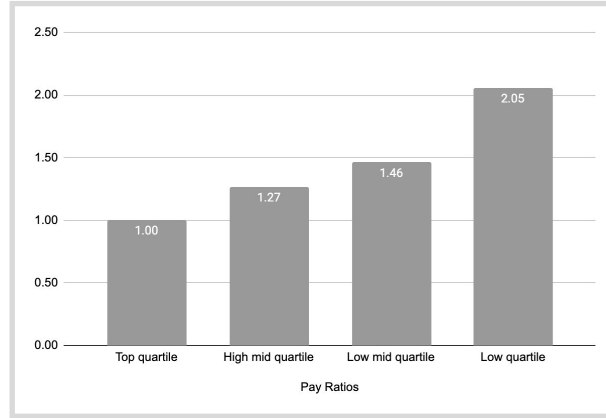
We donated laptops, PCs, monitors, mobile phones and tablets which achieved emissions savings by reducing unnecessary production through reusing computers.

*“Thanks to your donation **200 students will be able to learn vital IT skills**. Beyond this, the environmental impact from your donation will offset 3 tonnes of CO2 emissions, the equivalent of planting 10 trees. The embodied energy savings created are also enough to power 1 UK home for a year.”*

Community

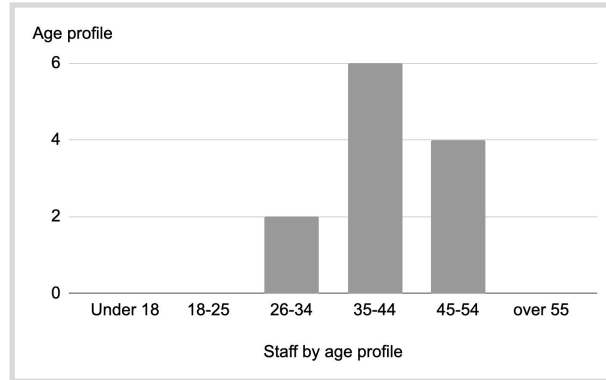
Diversity – Pay Equality and Age Profile

We tackle social inequality by being transparent and have worked hard to align ourselves with **UN Sustainable Development Goal 10**, to reduce inequalities and create a fair company and culture.



Pay Ratios

We voluntarily publish our pay ratio data. Our pay ratio is 2:1 meaning the top quartile are payed double that of the lowest quartile.



Age Profile

50% of staff are 35-44 years old, with 17% under 35 and 33% over 44.

For more info see

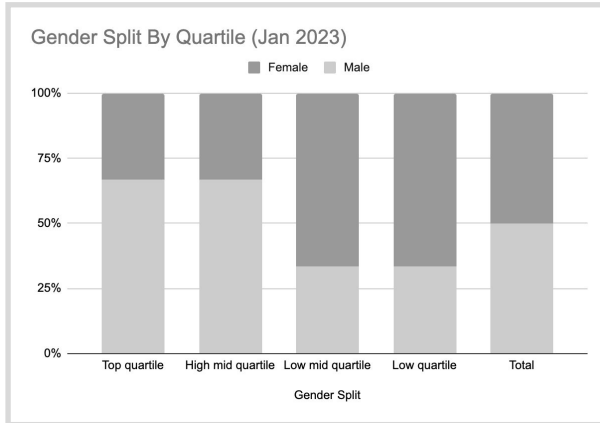
<https://www.nucco.co.uk/about>

Community

Diversity – Gender and Ethnicity

We tackle social inequality by being transparent and have worked hard to align ourselves with **UN Sustainable Development Goal 10**, to reduce inequalities and create a fair company and culture.

Nucco tracks **ethnic diversity** using the [census categories](#). Greater than 90% of total staff (including shared group resources) are white.



Gender Pay Gap

We voluntarily track and report our gender pay gap. The average in the advertising and marketing industry was 18%, at Nucco median gender pay gap is 8%, the mean is 7%.

Gender

Our gender split is 50/50 across the whole company demonstrating our commitment to gender equality.

For more info see

<https://www.nucco.co.uk/about>

Community

Staff Charity Days

Our staff have used their charity days for a variety of causes, from volunteering with Guide Dogs and hospices to supporting food banks.

Charity fundraising event

"I've used some of my charity time allowance to organise an event which raised £5450 for 3 cancer charities.

This was one of them - and we presented a cheque to Helen Rollason cancer support for £1828"

Organising donations for Ukraine

"You don't have to be Polish to volunteer there. But you will be treated to delicious (and free) Polish food. This organisation is being flooded with donations every day (mainly clothes), but they desperately need volunteers to help with sorting, packing and loading them to vans, especially on weekdays."



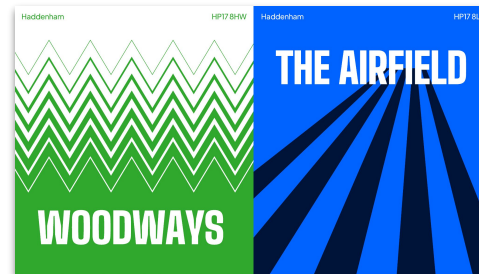
Community

Haddenham Youth Football Club

Our design team used some of their charity days to work with a youth football club to rebrand and reposition the club.

The team was responsible for creating a visual identity, brand guidelines, banners, posters, letters, and presentation templates.

Up the ducks!



Environment

Be the change you want to see.

The impact we are having on the environment and on society is an important consideration in every aspect of working for Nucco.

In line with the **UN Sustainable Development Goal 12** (responsible consumption and production), we constantly review our business operations for ways to support a circular economy, increase recycling and reduce consumption. When making purchase decisions, Nucco's policy is to choose which option is better for the environment ahead of the cheapest.

Environment

Energy

Our brand new offices have state of the art equipment with high energy efficiency, timers, day time dimmers, sleep modes and sensors to reduce our energy usage. Our ambition is for the office to be powered by **100% renewable energy** in 2024.

Waste

We encourage employees to bring in waste materials from home, especially toxic products such as toner cartridges, so that they can be disposed of properly. The only products not recycled in the office is food waste.

Water

Our offices have low flow equipment and low volume irrigation to reduce our water consumption.

Purchasing

We source environmentally friendly products where there is an option to. For example, we use chlorine free and recycled paper supplies, biodegradable soap, environmentally friendly washing up liquid and dishwasher tablets and ethically produced food.

Travel

We rarely travel at Nucco, however when we do we make low carbon choices and take public over private transport to reduce our impact as much as possible. We avoid taking unnecessary flights and use virtual working instead of travel where possible.

Cleaning

Our **B-Corp certified** cleaners at Swan Yard, NuServe, are carbon neutral and use non-toxic and plant-based cleaning products.

Customers

Who are our customers?

We use insight-led creative to produce digital campaigns and content for advertising, marketing and internal communications. We work across a wide range of industries, from financial and professional services to non-profit and education organisations.



Customers

How we support charities

We apply a 5% discount to clients with charitable status.

A highlight of 2022 was working with the **Shark Trust** to help secure [the future for sharks on the high seas](#).



World Animal Protection

Raising awareness of the elephant riding industry and its harmful effects.

RNIB

See differently

RNIB

Raising awareness of sight loss through an immersive experience.



WaterAid

A story about water through the human lens.

Action Against Hunger

"I would definitely recommend working with Nucco. It's refreshing to work with a content agency that's so open, honest, understanding and genuinely helpful."

Governance

Mission and Engagement

Acknowledging our social and environmental impact is the essence of being a B Corp, which is why it is incorporated into our performance reviews, job descriptions and board of directors reviews.

Transparency

We are firm believers in transparency, which is why we share financial, board members, social and environmental information internally, and as appropriate, publicly.

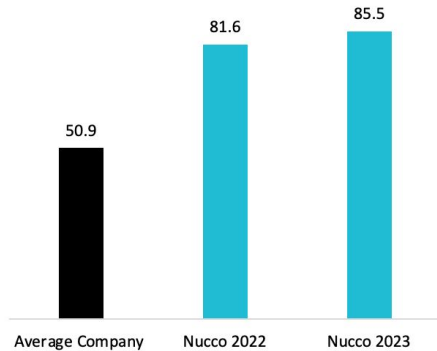
Ethics

Ethics is vital for a just and functioning organisation where people feel valued and respected. Therefore, we have a written ethics and whistleblower policy.



For the future

Despite the improvements we are proud to have made to reach this stage, we are always striving to do more. That is why we are already thinking about what's next to keep Nucco the best it can be.



The average business gets a score of **50.9** on the report compared to our (pre-audit) score this year of **85.5**.

Carbon Literacy

We are exploring carbon literacy training through the Carbon Literacy Project to build awareness of the carbon emissions associated with everyday life within our company. We believe every day is a school day and learning about our impact on the planet can help us make educated choices as a company and in our daily lives.

Waste, Energy and Water

As we do not currently measure our waste or energy usage, we cannot set reduction targets. However, we want to change this to help us quantify the positive strides we are taking in these areas.

Mental Health

Caring for our people is a cornerstone of the Nucco ideology. Therefore, we want to do more to support the mental health of our staff. We already have one mental health first aider trained in Nucco. But, we want our staff to get mental health first aid training through the St John's Ambulance mental health first aid course.

Business In The Community

BITC is a responsible business network that drives greener and fairer practices. Joining BITC is a longer term goal set for 2024.

Ethnic Diversity

As a small business that is purposefully small and lean, with high retention of staff we are slow to hire. It is a priority to improve the diversity of the team.

For the future

IMPROVE OUR SCORE!

Our final goal is to improve our B Corp score by 1 point a year to reach 88.5 once we have been certified.

Overall Score 2023



Score Breakdown





Make it beautifully simple

nucco.co.uk