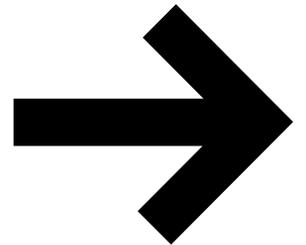


StudioXAG Impact Report

2022/23



Hello!

StudioXAG are known for creating **WOW moments**. Brands seek us out to do exactly that. It has been a big year both professionally and personally, with some **WOW moments of our own**. Being certified B Corp before Gem went on maternity leave marked the beginning of a new chapter for StudioXAG.

Embracing the power of using our business as a force for good, we fulfilled a dream by working with Choose Love, a charity we have long supported. It meant a lot to our team to lend their talent and expertise to such a good cause - to **reimagine retail for the better and make a real positive impact in the world**.

This focus on impact has shifted the way we think about the business. **Investing in innovation from XAGzero to collaborations with Inhabit and Materials Council**, we're on a mission to inspire our clients and drive change across our industry.

Using our shared platform as a force for good we can make a bigger impact. **Read on to find out how.** 



Year at a glance



Empowered Change

Working collaboratively, the StudioXAG team have the power to set company goals that aim to drive change within our business and our wider industry.



Launched XAGzero

Our in-house carbon tool, XAG zero developed to understand the carbon impact of our projects, allowing us to partner with clients to make reductions and offset through certified carbon projects.



Became a certified B Corp

After over two years of perseverance, we were officially Certified as a B Corporation! This cemented our mission to transform our industry by using business as a force for good.



Partnered with Choose Love

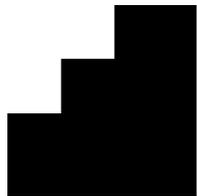
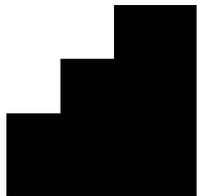
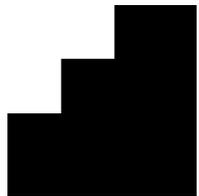
A charity close to our hearts, we gifted our time and resources to Choose Love to help make a tangible difference to the lives of those seeking refuge.



Launched a fundraising Xmas campaign

To boost the impact of our work with Choose Love, we asked our community to help raise more money and awareness for a good cause.

Progress



In August 2022, we became a Certified B Corporation, something we've worked toward for over two years.

Certified



Corporation

Being a B Corp is much more than just ticking boxes and filling out forms;

it's how we behave ↘,

how we see 👁️ the world,

and what we aim to achieve. 🚩

Business as a force for good

We want to make being a
**'good' business the
default, not the goal.**

With our certification
in hand, we can help
>>> *accelerate* the change
we need to see, and **set
an example for others to
follow** in 2023 and beyond →

Based on the B Impact assessment,
StudioXAG earned an overall score of 83.



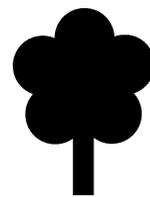
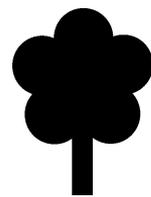
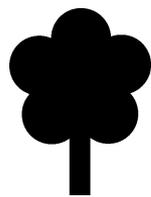
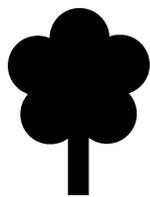
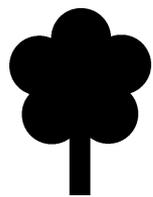
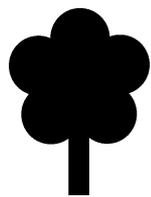
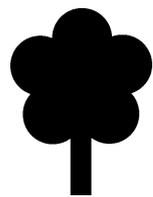
● STUDIOXAG
IMPACT SCORE

● B CORP
CERTIFICATION

● ORDINARY
BUSINESSES

The average score for ordinary businesses who
complete the assessment is currently 50.9.

Planet



Push your purpose. Wow the world.

There's a shift in retail. A shift from

superficial sustainability talk → **more tangible action.**

Yet the

throwaway
nature

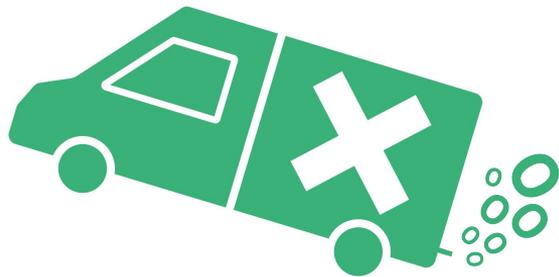
of our industry remains a challenge.

Rather than turning a blind eye, we're developing strategies, from the **realistic to** → **the radical**, to tackle these challenges head-on.

From strategy to design, production, and beyond, we believe **sustainability**  **should feed creativity.** It pushes us to constantly innovate and evolve, to work smarter and drive change faster. → → →

We've planted over

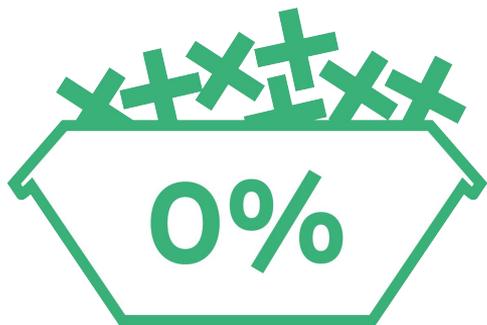
750 
trees



All our deliveries
are carbon neutral

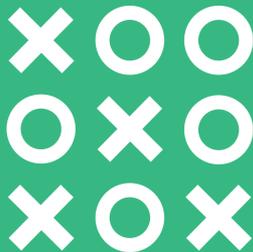


We only use FSC
certified wood



of our waste
goes to landfill

We've partnered with Lloyd's
Park Childrens Park Charity



to repurpose materials
for playgrounds

We switched to



Our carbon impact

We've been measuring and offsetting our carbon footprint since 2018.

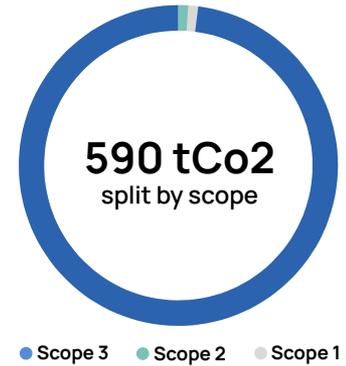
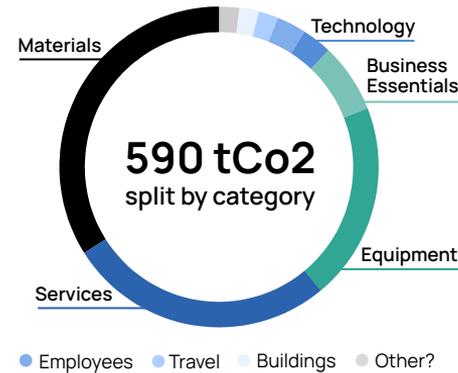
After many years of working to calculate and reduce our footprint, the **Science Based Targets Initiative certified our target to lower global emissions well below 2°C** in line with the goals of the Paris Agreement.



Katingan Peatland project

We contribute to the conservation and restoration of peatland in Indonesian Borneo. Not only preventing the release of carbon; but also preserving precious biodiversity, rewetting, and reforestation with species that support the local community livelihoods

In 2023 our impact is...



Scope 1

Direct emissions resulting from our own machinery, facilities, and vehicles.

Scope 2

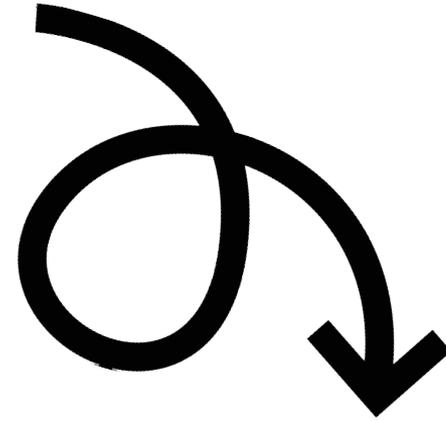
Indirect emissions associated with the generation of energy for us, like electricity purchased from a provider.

Scope 3

Indirect emissions from all other activities up and down our value chain. From employee commuting to the products from our suppliers and the client use of our products.

Measuring carbon since

2018



This year, we've found an **exciting new partner** in **Inhabit**; carbon experts who will independently measure our emissions and guide us towards our goal of Net Zero by 2035.

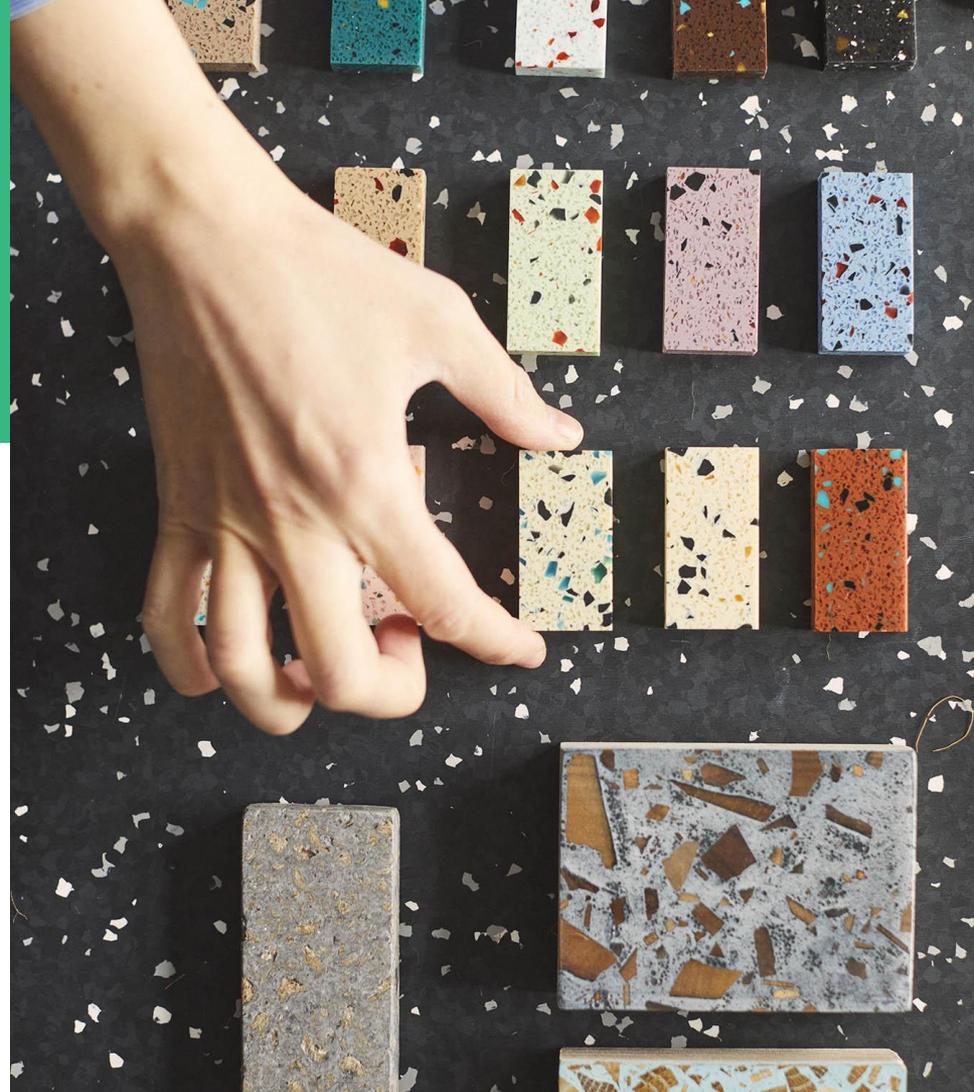
Goal of net zero
2035

We launched

XAGZERO

XAGzero is our carbon data insight tool, built by us for use on every project we work on. It unlocks the value of the carbon data we collect during our projects, to help us and our clients work smarter and drive change faster.

After rolling out XAGzero in mid-2022, we've been able to measure and offset the carbon footprint of projects for brands like **COACH, Joseph + John Lobb.**



Our clients offset their project's impact, and we match it.

A net positive result.

We know that carbon offsetting isn't the ultimate answer to the climate crisis. Whilst we work with our team and clients to deepen our knowledge and develop our carbon reduction strategies, our approach means **every project we measure is double offset**, raising awareness, sharing the responsibility with our clients and giving back more than we take.

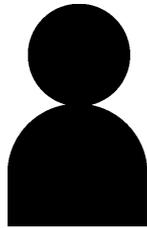
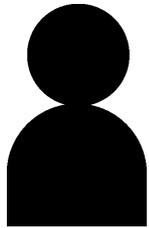
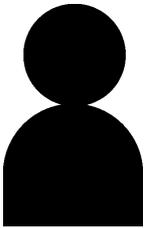
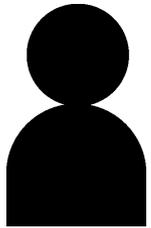
We've handpicked four offsetting schemes from **Terra Neutra**, offering diverse opportunities to make each investment truly count - including a **rainforest preservation initiative with an industry-leading Gold Standard certification.**

Since the launch of XAGzero we have, alongside our collaborators, offset:

284 tCo2



People



We want to use our business as a force for good, 🌱👤📈
so gifting our skills and expertise, pro bono, to Choose Love to design and build their 6th annual Christmas store off London's Carnaby Street felt like the perfect way to put **purpose at the heart of a project** that could make a world of difference.



Throughout the year, the StudioXAG team organised and participated in several community and charity-focused events, including:

- Raising £1,780 doing a charity run for mental health charity Mind
- Hosting a Clothes Swap within the StudioXAG studio
- Taking part in a Hackney Herbal wellness walk in our local community
- Organising a Choose Love fundraiser party to generate sales for the charity



Looking ahead...

Moving through 2023 and beyond we will continue to bring the WOW to our clients - for us that means even more than it once did. **to WOW now is to be purposeful, collaborative, responsible, innovative, and always inspiring.**

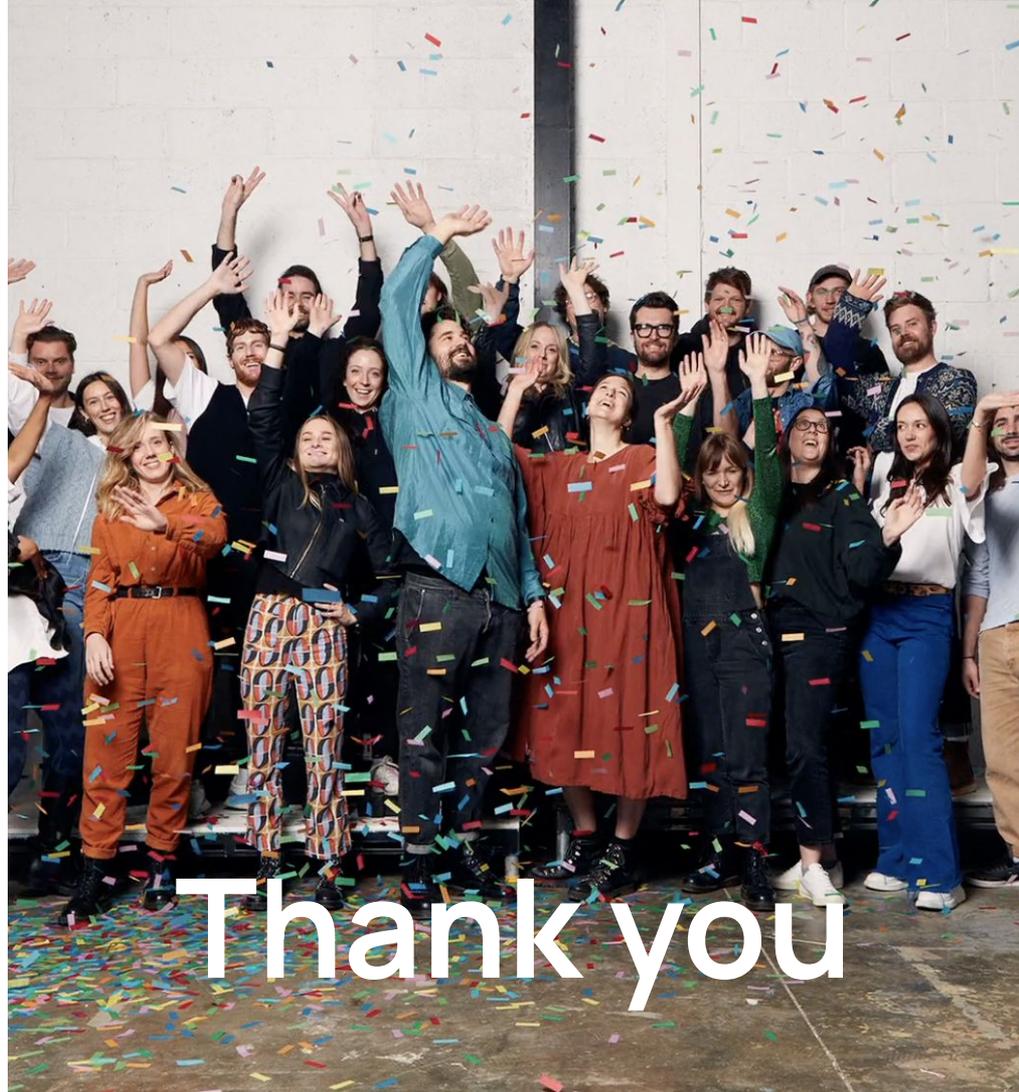
Across all areas of the business we'll apply what we've learned to make tangible changes as we progress towards our Net Zero goal. We'll evolve XAGzero to become more powerful and make a bigger impact across our industry.

Driven by research and innovation, we aim to inspire our teams, clients and collaborators to make meaningful change, giving them the strategies and tools to do so. We will continue to bring more purpose to all that we do.

And finally, looking after our team will continue to be a top priority. As an exciting initiative for the year ahead, we're delighted to be rolling out our first profit share scheme.

Together we'll create WOW moments for brands of the future.

Get in touch! _____ hello@studioxag.com



Thank you