



novoda

Bringing good things to life with mobile.

Impact Report 2022/23

Hello & Thank You

This is our first-ever impact assessment, and we are proud to share it with you. It is about our journey, which got us from A to B.

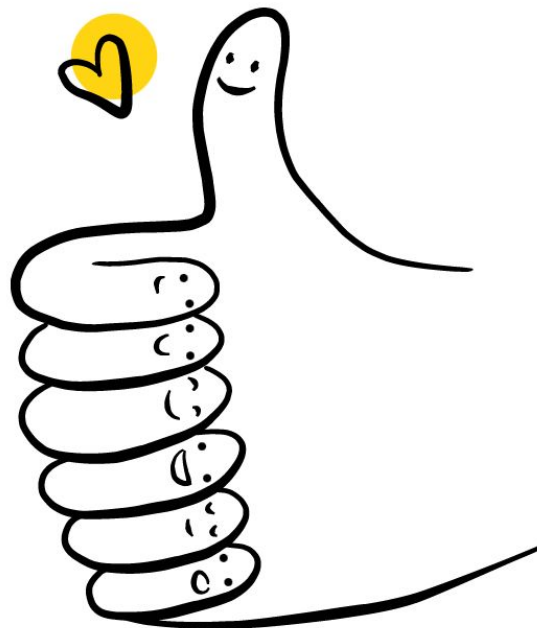
I am proud of our achievements and looking forward to where we go next. In all of us, there is good, and we want to expose that good in the business we are part of.

B-corp is a fantastic way to express that, and I am so excited about our first assessment. I see less representation of tech companies in the B-corp world so I'm happy that novoda is doing its bit here. It might be a small step for a small business, but many small steps from many small businesses will start a significant shift in our world.

Thanks to everyone that has been on our journey so far and to those that will be on our next one!

Warm Regards

Carl & the Novoda team



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Our Journey So Far

The Start of the Story

It's nearly two years since the Novoda team decided to re-orient to be a force for good in the world.

It was troubled times, Brexit was in full flight which felt terrifying for a globally positioned company like ours, the pandemic was looming, we'd just recovered from a difficult client experience that had cost us financially, emotionally and in grey hairs.

If we were re-launching the business we needed a powerful purpose, a mission that could motivate us every day, a commitment to the things that we cared about as an organisation. The people we work with, the communities we serve and the planet we live on. That's where B corp came in.



Finding our Feet

We wanted to feel inspired in our work and feel like we were making a difference.

The question on our lips; how can we give back whilst still doing the things that we're good at? And most importantly, do good work whilst enjoying ourselves at the same time? It's serious business making sure we have a livable planet for our children and Novoda needed to be a part of the solution not the problem.

Ultimately we felt inspired to be a part of the change and hopefully we can inspire those around us to do good, to be good and to feel good. **If we can do it, anyone can.**





To truly do good, be good and feel good...

We needed to rally behind a purpose and mission that empowered us.
To hold our heads high, and speak with confidence about what 'good'
means to us.

“Our most challenging problems cannot be solved by governments and nonprofits alone.

By harnessing the power of business, B Corps commit to positively impacting all stakeholders – workers, communities, customers, and our planet.

B Lab, United Kingdom

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Our Philosophy

Our Mission & Values

We're a pretty good bunch here at Novoda. We work hard, we're really good at what we do, and we care about the outcomes of our work.

We've profited from putting those ingredients together for our clients for 14 years and counting.

And yet we've started to feel uneasy. The world we opened our doors to years ago has changed to a point where our priorities no longer match the moment.



Our Motivations

It's time for action:

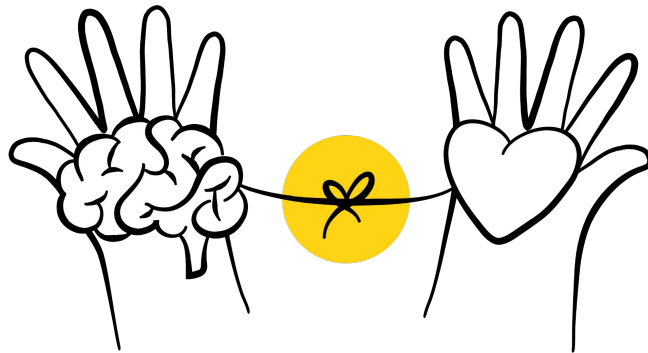
We've entered a [Decade of Action](#). The last call for us humans to come together and fix the most significant challenges of our time. We feel the gravity of these challenges and experience some of the impacts. Yet, we're far from being part of the solution.

It's time for change:

The world's on fire, as [Rebecca Henderson](#) puts it. Old ways of doing business make less sense than ever to us. We know we need to take on and serve a far greater set of stakeholders than we're used to. Put profit to good use. Capitalism needs reimagining, and many good-minded folks are actively contributing to change. But not us. Not yet.

It's time to give more:

The exceptional people we want to work with (and continue working with!) are demanding more from us. They want way more than a paycheck and the promise of challenging work. They crave real purpose, and we have given them little so far.

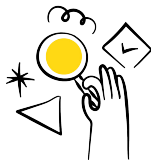


The Big Question

And so when it came to choosing our mission, we wanted to challenge ourselves with a big, purposeful question:

“How might we best invest our time, energy and expertise to create as much digital good as possible in the World?”

The Question Unpacked



When we say, 'How might we best?'

That's an invitation to think ambitiously about all the ways we might put our business to good use.



When we say 'Time, energy and expertise'

These are the atomic units of what we can offer up to our cause. And we plan on giving them generously.



When we say 'The World'

We mean our people and our planet first and foremost. There's plenty more that begs attention, but our focus starts here.

There are a million ways we could answer this question as we take action. That's the point. We've posed it, and now we're building our business around the search for a good answer.

So What...?

In practical terms, we like to think of this manifesting through the creation of what we're calling 'digital good', meaning:

1. **Good, digital work.**

Working in a manner that creates positive outcomes for our clients, their customers and their users.

2. **Digital work that creates good.**

Helping to realise projects that have a measurably positive impact on the world - the planet we live on and its inhabitants.

We see a world where digital creates more good (than bad) for people and we want Novoda to be a leader in that momentum shift.

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Our North Star Goals

Our North Star Goals

After doubling down on what we do best, we've settled on (and quietly started working towards) some goals to guide us in the early stages of our mission.

Our North star goals are an expression of our shared endeavour to do good, be an organisation for good and existing in the world in a more progressive way.

Together these goals have started to create fundamental changes in how we think and act, though we're barely off the start line regarding impact. This is long-term thinking, and there's a long road ahead.



The B110 Project

Being a good business starts with finding ways to help our fellow Novodans prosper.

We're using the B Corp standard as our baseline for that exploration, and after a year of hard work, we're fortunate enough to have received our certification.

There's way more a contemporary digital business can do for its people than mandated by the B Corp standard. The B110 Project is a (slightly cheeky) way of expressing our commitment to going as far as we can down the path of putting our people ahead of profit. We've got such a long way to go, but at least now we're on a structured path to progress.

Good Profit Pledge

We want to generate a sizable amount of our future revenue from helping organisations make a positive impact.

Sometimes with a little margin, sometimes with none, and sometimes at a loss.

Those projects don't always get what they deserve. One of the best ways to help is to make our expertise available where it'd otherwise often be lacking. So we're actively searching for projects that meet our Good Profit Pledge criteria starting now.

Good Future Factory

How might we use our skills and experience to explore our own more direct route to making a positive impact?

We've established 'The Good Future Factory' to help us find out.

We've launched a little learning laboratory, putting our mobile-centric problem-solving skills to work on experiments that directly impact the UN's Sustainable Development Goals.

Climate Action (SDG 13) and Life on Planet (SDG 15) are our early (and passionate) focus. We look forward to telling you about our first active experiment soon.

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Our B-Aspirations

What Matters Most

Over the last few years, more and more business leaders have been waking up to our collective responsibility towards people and the planet. And as a result, **the B Corp movement is booming.**

Achieving the B corp badge is not an easy thing, and we know first-hand how hard it is to prove the high standards of social and environmental responsibility, transparency and accountability that are required.

But in some cases, the requirements aren't as applicable to every business as they could be, even though the assessment differs for every industry. For example, as a digital, remote company, we have very little supply chain, which makes gaining points in this area almost too easy.

Certified



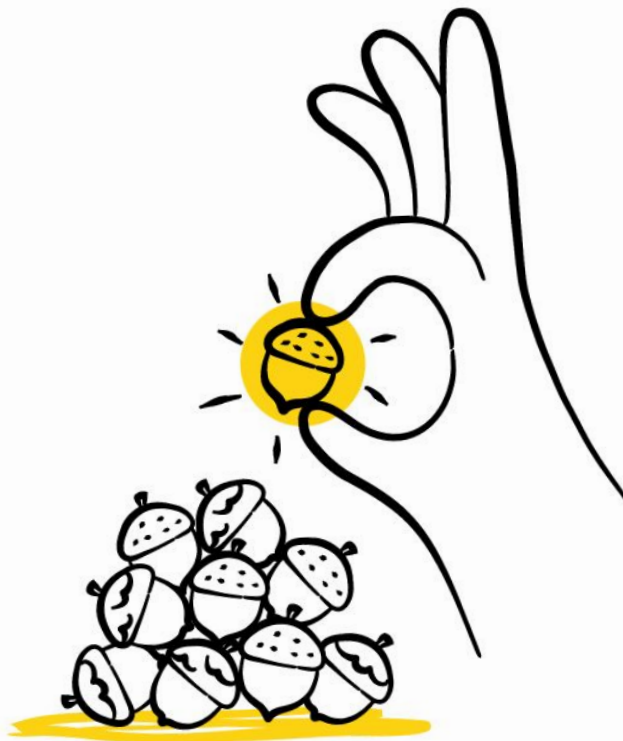
Corporation

Prioritising our Impact

We didn't want to treat the B corp assessment as a stand-alone tick box exercise. We wanted to do right by the people, clients and end users that we serve and truly and consultatively explore what it means to be good in the context that we, as a digital agency, exist within.

So we're asking, **what does a modern, profitable, good digital agency that respects all its stakeholders as having equal importance look like? And what do we need to do to get there?**

The B110 Project is about giving 110% – going above and beyond the B Corp framework. It's about identifying where we know we can do more than what the B Corp assessment asks for and taking action in these areas.



A Meandering Journey

Our key areas of focus in going beyond the requirements for B Corp are wellbeing, diversity and inclusion, sustainability and learning and development.

We believe the B Corp certification should be what every business does. It shouldn't be the thing you hang your hat on, every business is unique, with its own beauty and ugliness to consider. We're looking at our B Corp certification as part of a holistic business strategy. As a leadership team, we've had to set our egos aside, look at every aspect of our company critically, and take every one of our stakeholders through the journey.



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Our Impact

(Good) Governance Stuff...

Changing our legal structure

We've updated our Articles of Association to reflect our commitment to creating social and environmental benefits and formally protect our mission.

Deep Dives and Open Sessions

We run regular company wide sessions where we update one another on new developments regarding our business strategy, sales pipeline, finances, project work, people and community events. We facilitate an open forum where all Novodans can ask questions on any topic, with the option to do so anonymously if preferred.

Code of Ethics

We have introduced a Code of Ethics. The Code highlights our ethos, values and principles and links these standards to our behaviour as a company and as people. This helps us ensure that our operations are as sustainable as possible.

Stakeholder Engagement

We've identified our key stakeholders and the needs of each specific stakeholder group. Our engagement plan covers what interests our stakeholders have, what level of communication and consultation is required and what function within the organisation is responsible for owning stakeholder interaction.



(Good) Community Stuff...

Events: Aspiring Women CTOs

We co-sponsored a continued professional development course for Aspiring Women CTOs as part of the LWCx100 Programme which covers values, leadership styles, reaching alignment in conversations.

Events: Londroid

We run the London Android User Group (established in 2007) and meets monthly to discuss how the community can continually push the Android platform into its interconnected future. The event provides a platform for constructive discussion on design, development, build systems and processes.

Volunteering

We have launched a volunteering programme to give people at Novoda time and support to volunteer for a cause they feel passionate about. Each employee is entitled to undertake fully paid volunteering activity for one day per quarter.

Charitable Donations

We made charitable donations to people affected by the Ukraine war. Novoda made a one off donation of £5000.00 to Doctors without Borders, a charity chosen by Novoda employees, and also offered employee donation matching up to a total donation value of £10,000.00 to charities selected by employees individually.



(Good) Customers Stuff...

Feedback mechanisms

There are mechanisms in place that help our clients and Novoda regularly share feedback before, during and after we work together. Our clients are supported with general account management as well as discipline specific advice. Case studies and reviews of our work are publicly available.

Good Profit Pledge

We've launched our good profit pledge initiative where we offer rate card discounts to purpose-driven, sustainable businesses.



(Good) People Stuff...

Learning

We introduced a learning and development budget accessible to all Novoda employees. Each person is entitled to £1000 per year and five days fully paid training leave to spend on any learning they wish, whether job related or not. We also ran company wide training sessions on a variety of topics such as what it means to become a B Corp, Diversity and Inclusion and Financial Wellbeing.

Wellbeing

Each Novodan has access to a number of health and wellbeing resources and benefits. Through the Yulife wellbeing app including a GP service, Employee Assistance Programme, life coaching and counselling. Novoda also offers critical illness, income protection and life insurance cover. We've introduced a mental health budget for every Novodan to ensure therapy is accessible to everyone. We're also exploring ways to support mental wellbeing in a holistic way – such as partnering with The Money Charity to deliver a series of financial wellbeing workshops.



More (Good) People Stuff...

Reward

In 2022, we increased all Novoda salaries in line with inflation. All Novodans, including those in internship positions, are paid above the London living wage or the local equivalent where a living wage does not exist yet.

For family support, maternity leave is paid at a minimum of 6 months of full pay, and paternity leave is paid at a minimum of 5 weeks of full pay. We have also introduced a infant feeding policy to support new parents and their children. This support includes the option to take as many breaks as needed for feeding, as well as access to private feeding rooms when undertaking work away from home offices.

We have also introduced an employee bonus scheme that allows all Novoda employees to take part in sales and business development activity. Bonuses are based on introductions employees can make to new projects.

Each month, employees have the option to withdraw up to 50% of their monthly salary as it is earned for a flat fee of £1.50. There is no interest incurred on such withdrawals and can support people both in emergencies and enhance financial wellbeing by enabling more effective budgeting and planning.



Even More (Good) People Stuff...

Flexibility

Working abroad

As a fully remote company, we support giving people as much freedom as possible to work flexibly. If an employee wants to work and live from a specific location or country where Novoda is not registered as an entity, we work with international payroll providers to facilitate such requests. In 2022, we made remote hires in the Netherlands, Mexico and Portugal.

Working Flexibility

During 2023 we will follow 3 principles that will help us our calendar to be more flexible, inclusive and efficient.

- **Work together hours:** We have introduced core working hours. During this time, we prioritise working together with the rest of the team. If a session involves more than 3 participants, we schedule sessions within these hours.
- **Flex time:** Everyday, we have slots of time on our calendar that we call flex time. This is a time that remains free in our calendars to allow for time to work on urgent and emergent matters with others. Flex time enables us to be more efficient and to easily find a slot of time where the team can collaborate together.
- **Productivity time:** This is when we prioritise our focus time or small meetings (1:1 & donuts)



(Good) Environment Stuff...

We completed our first Carbon Footprinting exercise to better understand Novoda's environmental impact and where we can make improvements to our operations. From **January 2021 - December 2021, Novoda has a total carbon footprint of 376 tCO₂e (9.4 tCO₂e per employee or 0.1 kg CO₂e per £ revenue).**

Based on the outcome of these measurements, we introduced guidance to employees on how to work from home in an environmentally friendly manner and how to properly dispose of e-waste and hazardous waste. Novoda's electrical waste is typically either recycled with a specialist provider, or where functional, electronic devices are donated.

We have worked with all our significant suppliers to complete a supply chain assessment and introduced an ethical purchasing policy that stipulates that goods and services purchased should meet rigorous third-party social and environmental certification criteria. When price and quality are equal, preference should be given to independent, women, or minority-owned suppliers physically located within 150 miles of the final delivery location.

Novoda will strive to reduce its need for ongoing consumable and durable goods actively and our goal is for 80% of the total annual purchase of ongoing consumable materials and durable goods to meet the criteria outlined in our ethical purchasing policy.





It's a wrap...
For now

What Now?

It took a whole lot of introspection, an armoury of hard work and heaps of care to get to this point in our journey, but for us, it's only the beginning.

We're extremely proud and humbled by all we've achieved this year but it feels like we've made it to the foothills of the mountains and we're looking up at everything else there is to achieve.

Here are some of the goals and ambitions that are in the pipeline this year:

Next Year's Goals

1

Novoda goes Net Zero

Our goal is to be a net zero organisation by 2030. That's not a very long time! Next year is all about setting the foundations, defining our strategy and making a clear plan to achieve that goal. We'll be looking to leverage the support of the B Corp Climate Collective and the UNFCCC's race to zero campaign to help us get there. In practice, not only does that mean a total reduction of our tier 3 emissions, but we'll also be reviewing the impact of our suppliers and value chain, our services and their beneficiaries and the cloud and architecture choices we make on projects.

2

Chasing the North Star(s)

Our North Star Goals aren't going anywhere any time soon, we set them as loft ambitions for a reason, so we'll keep shooting through the galaxy to bring them closer into reach. That means:

- a. Continue on the B110 path to mastery and consult with B Lab on the areas we feel could be expanded or adapted for professional service organisations.
- b. Better define the qualification criteria for the Good Profit Pledge and grow our 'good' client base.
- c. Launch our Good Future Factory microsite and start investing our time, energy and expertise in supporting solutions that directly and positively impact SDG 13 and and 15.

And More...

3

The B-Agency community

'Embrace the community' is a piece of advice we've heard on this journey. Still, we haven't found a substantial, permanent community specifically for agency-adjacent firms like ours to get together and compound their impact. So we want to set one up to maximise our opportunity for positive impact and share our experiences. .

5

Sustainable banking & pension funds

Switching our business banking provider to a financial institution that doesn't fund fossil fuel companies will allow us to reduce our carbon footprint significantly. We also plan to recommend that our Novodan switch to more sustainable / ESG pension funds.

4

Home Energy Commitment

We're a remote-first business, meaning we don't have offices to heat and rent to pay, but our people do. We plan to engage with Novodans to switch to a 100% renewable energy supplier and help install smart meters, LED lights and maybe even solar panels to optimise their energy use.

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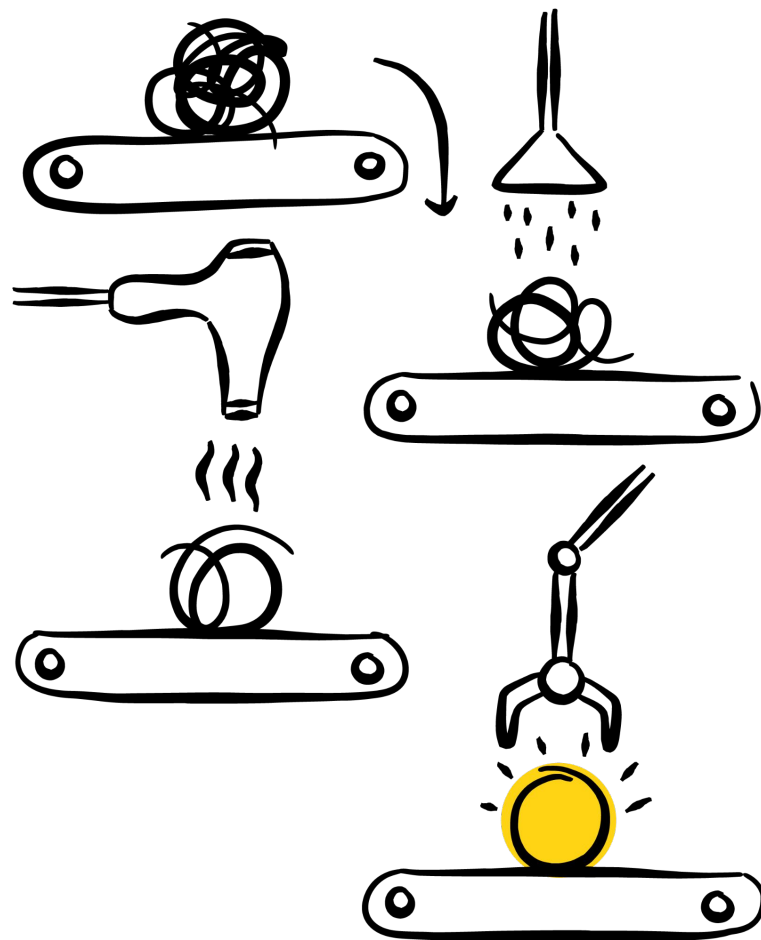
Our Volunteering Commitment

We'll build on our existing volunteering policy to support, encourage and facilitate our people to make the most of their volunteering days. Ideally we'd like Novodans to use one day a quarter and at the very minimum, at least one volunteering day per year.

Looking Beyond

Our journey to good is just beginning, it's truly exciting to see the progress we've made and the progress yet to come. Being a B corp is something every Novodan is passionate about and we're all committed to deliver on our future targets.

Hopefully when we come to write this impact statement next year, we'll be tackling some of the loftier ambitions we have as an organisation; things like uncovering, launching and structuring new impact business models and exploring what employee ownership might look like for us as a business.



Thank You.