

Scrummi
B Corp
Impact Report
2022-2023

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A word from us

Let's rewind it back a year: September 2022 – a month that marked a significant milestone for us here at Scrummi. We donned our B Corporation certification proudly, officially becoming part of a global movement that aims to preserve our planet.

Yes, we're talking about the legendary B Corp community.

Becoming a certified B Corp wasn't just another feather in our cap – it was a true declaration of our unwavering commitment to transforming the professional hair and beauty landscape into a sustainable haven. From the very beginning, our inner vibe has been all about ethics, sustainability, and that big impact.

We're not here to simply exist; we're here to tackle challenges, spread good vibes, and sprinkle a dash of positivity to make this world a touch better.

Fast-forward one year – here we are, beaming with pride as we share our very first B Corp Impact Report. Think of it as an insight into the amazing things we've achieved over the last year.

We're not just about towels – we're about transformation. And this report? It's the story of how we're turning our purpose into action.



Our journey to certification

Here at Scrummi, our mission to liberate the planet from laundry isn't just a catchphrase – it's in our DNA. We're all about protecting the planet we call home.



We're problem solvers, not just for customers, but for the industry and we're here to shake things up for the better.



Our journey to becoming a certified B Corporation didn't start just because we wanted a fancy title. Nope, it's because we believe in being a better business, and more importantly, because we're all in for the B-Corp movement. It's like a family of forward-thinkers, and we're all about spreading this sustainable ethos.



As such it's inspired us to make holistic changes that connect us even more to our core mission – to help liberate the planet from laundry and be a sustainable force for good.



As proud B-Corp members, we get evaluated on five key areas: Governance, Workers, Community, Environment, and Customers. Think of it as a thorough check-up – from every angle! Going through this certification isn't just a box-checking exercise; it's a deep dive that helps us truly understand our impact. It's like putting on a new pair of glasses that help us see things differently.

“Undergoing the B-Corp audit is a rigorous process that involved an enormous team effort from every area of the business to achieve. People may think it is a one-off process, however it's an ongoing evolution as you are assessed every three years. With the mindset that this is a fundamental part of our business.

We are still learning a lot about ourselves throughout this journey, and it has deepened our resolve to be a force for good and lead positive change. Sustainability for us is about transparency and playing a part in shaping a different solution for our industry.”

Rob Cooper Managing Director, Scrummi

So here's to progress, purpose, and a planet we're proud to stand up for!

Our B Corp Score



Where we are:

Back in September 2022, when Scrummi officially certified, our score was an impressive 87.5. (broken down as shown above).

Where we're heading:

As we dive into the recertification process, we're aiming for a B Impact Score of 95+.

Here's just some of the ways we're going to get there:

Transparency is Key: Making our Impact Report public, allowing everyone to see our commitments and progress.

Supplier Ethics: Developing an ethical checklist to evaluate suppliers, ensuring our partners share our values.

Workers First: Implementing initiatives across all our sites, providing vital support to our staff.

Goals and Expectations: Incorporating career development discussions during performance reviews to set clear goals and expectations.

Eco Packaging: Evolving packaging design and materials continuously to minimize our environmental impact.

Zero Waste Pledge: Committing to producing zero waste to landfill or ocean and striving to reduce our greenhouse gas emissions year after year.

Customer-Centric: Continually out performing and focusing on what matters most to you, our customers.

Governance: 13.7
Workers: 28.7
Community: 13.4
Environment: 29.3
Customers: 2.2
Total: 87.5



Governance

We're on a mission for a greener future, and it's not just about our products. Governance is where we get all serious about our company's mission, being ethical, and just being totally upfront about everything. We trained up our team on stuff that's important to us, like saving the planet, and introduced regular board meetings to chat about how we're doing. And guess what? We're not keeping it a secret – we're shouting it from the rooftops. We're all about being transparent and showing you the cool stuff we're doing. Dive into this section, and you'll see how we're turning our promises into real-deal actions.

What we did



We measured the material social and environmental outcomes produced by our performance on our KPIs over time.



Board of directors reviewed social and environmental performance in quarterly board meetings.



Appointed a Non-Executive Director.

Ambitions for 2024

Introduce more managers from under-represented social groups.



We make our Impact Report public!



Create an ethical checklist for evaluating suppliers.

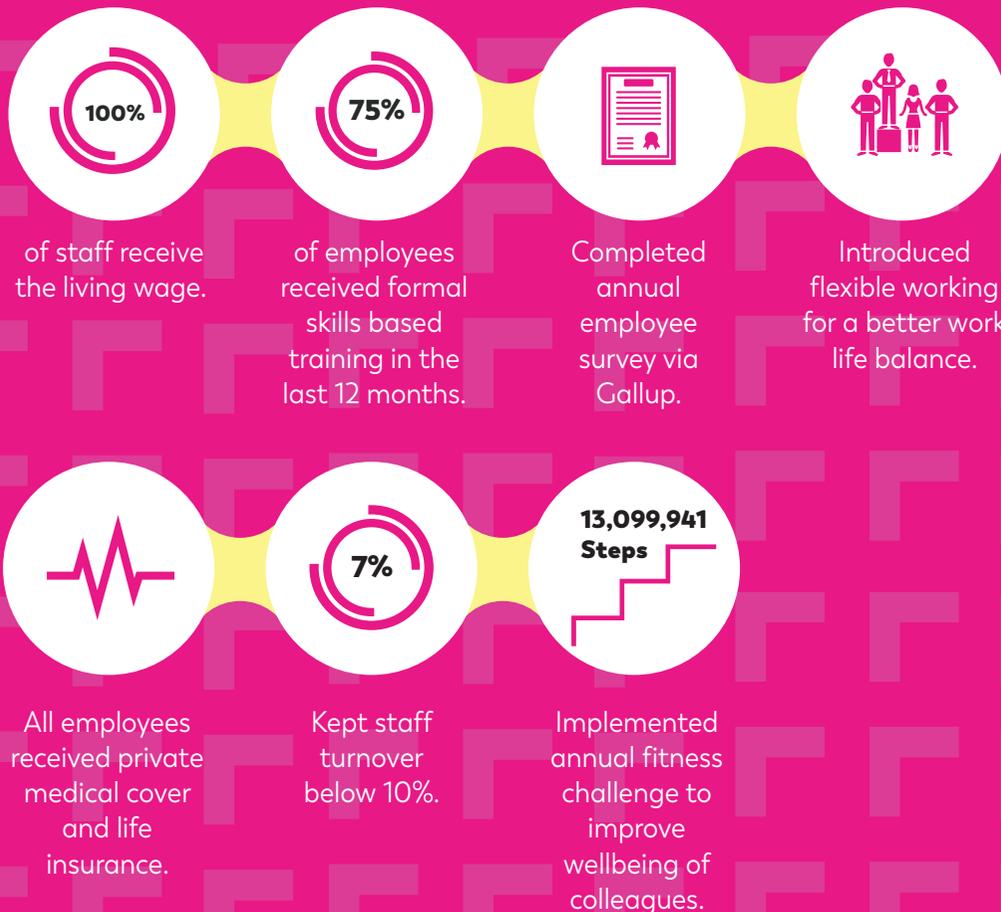


Workers

2

At Scrummi, we're all about taking care of our fantastic team. Our Workers Impact Area is where we talk about how we make sure our crew is doing great in every way – from their health to their careers. We promised to amp up our benefits to match our company values, give everyone chances to grow through cool training, and cook up awesome initiatives to make sure our team feels awesome. So, we're not just a workplace; we're a place where everyone's thriving, both personally and professionally.

What we did



Ambitions for 2024



Community

We really care about where we work. Here we look at how we're making these spots even better. We're talking about giving a boost to the local economy, supporting diversity, creating jobs, and getting involved in community stuff. And here's the exciting part – we're super committed to making sure everyone feels included. We've upped our diversity, equity & inclusion training, making sure impact goes way beyond our office walls and makes our communities even more amazing!

What we did



21% of workforce identify as non-British.

Sponsored a local girls under-11 football team.

Workforce
71% Female /
29% Male.



All employees receive training on diversity, equality and inclusion.

Organised equality-promoting campaigns featuring colleagues and industry figures.

We require suppliers to complete an assessment we designed.

Ambitions for 2024

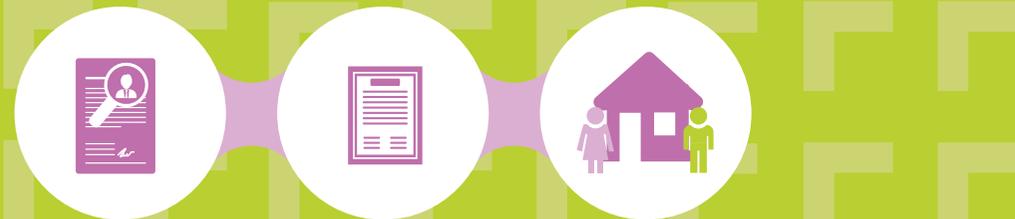


Grow a philanthropic partnership within the hair and beauty industry.

Introduce corporate fundraising day for local causes, i.e. local hospice.

All staff receive a day off to volunteer at a charity.

More diversity at a management level (1-9%).



Conduct routine audits or reviews of suppliers at least every two years .

Review job description language to ensure it is inclusive.

Offer our space for community associations to provide entertainment locally.

Environment

At Scrummi, we're all in on sustainability, and that includes looking after our planet. We're diving into what we're doing for the environment and we're not just talking about it; we're actually doing stuff! We're checking out our environmental impact, like our carbon footprint, how we use water, and how we're keeping the land and ecosystems happy. Oh, and here's the best part – We're making sure our products go through a sustainable cycle to keep our eco-footprint as tiny as possible.

What we did



Scrummi partnered with a waste disposal company and offered a service to help our customers safely dispose of their used Scrummi products.



80%+ of our products are sold in plastic-free packaging.



Our customers collectively saved 4,650,570 litres of water and helped to offset 1,060,39 KG of CO2 with Scrummi products.

Ambitions for 2024



Continue to evolve packaging design and materials to minimise environmental impact.



Gain additional product credentials in other markets.



Produce zero waste to landfill /ocean .



We measure and report our GHG emissions to SME Climate Hub in the UK.



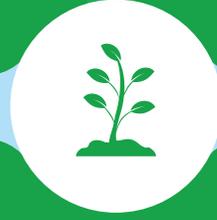
We re-certified our products as compostable with TÜV Austria.



Our packaging materials are certified to meet independent standards for environmental impact.



Continue to reduce our GHG emission year on year.



Offer more end of life solutions for our towels.



95% of all products to be sold in plastic-free packaging.

Customers

This part of our Impact Report is all about you. We're checking out how we can make your Scrummi experience even better every day. And guess what? We've been working towards putting together a whole team dedicated to listening to your ideas and making our products even better. You're the experts, after all! Plus, we want to keep you in the loop with our quarterly newsletters, so you can see all the cool stuff we're up to, like charity work and sustainability projects. You're part of the Scrummi family, and we're all about making sure you have the best experience with us.

What we did



Gained B Corp certification.



Invested in a public trust platform for our customers (Trustpilot).



Set a target of 4.0 for our Trustpilot score and achieved 4.8.

Ambitions for 2024

Have a written policy in place for ethical marketing.



Establish a third party methodology to manage quality assurance for our products or services.



More than 75% of our key suppliers to be subject to regular reviews / audits.



scrummy
MORE THAN JUST A TOWEL