

BECOM-

ING

B CORP

Shaped By
Impact Report
2024



FOUNDER'S THOUGHTS

What a year.

A lot's happened in 12 months. For one, and it's a big one, we achieved B Corp certification.

In this report, we'll show you everything we did in 2024, where we are right now, and everything we aim to do as a B Corp business in 2025.

We'll reflect on our vision and where we want to be. We'll explore how, as individuals and as an agency, we're playing an active role in fostering positive change in the world – through ethical and sustainable business practices.

As well as highlighting our achievements, we'll shine a light

on where we need to do more and do better. And we'll show you all this in the context of the five key areas aligned to the B Corp movement:

[Governance →](#)
[Workers →](#)
[Community →](#)
[Environment →](#)
[Customers →](#)

It's been a really positive start to B Corp life. We look forward to the journey ahead and making good on our ambitious impact 2025 goals.

Nick Farrar
Founder, Shaped By

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SHAPE-

They're called who?

We're all on healthy first name terms here, so we're not big fans of impersonal words like 'staff', or 'employees'. We refer to Shaped By people as *Shape-lings*. Just so you know when you see it in this report.

LINGS

B Corp Certification

HOW
WE
DID...

Most Companies →

50.0

B Corp Threshold →

80.0

Shaped By →

81.1

GOVERNANCE 18.0

33.0 WORKERS

COMMUNITY 16.1

10.3 ENVIRONMENT

CUSTOMERS 3.5

WHY

We're a collective of like-minded individuals who love to think, do and design boldly.

WE'RE

Working with B2B companies – typically, but not exclusively, within the tech sector – we channel the power of creativity to deliver business success.

HERE



people-first



WHERE

WE

By putting people first and product over profit, we aim to be the global champion for creative thinking and design excellence in the B2B tech world.

WANT

TO BE

WHAT WE

We believe in the power of creativity and design. We never compromise on quality and do what we say we'll do.



We're a business with clear, realistic ESG goals. A force for good in the community.

STAND FOR



Now, let's get into what we did in 2024 across each of the five areas. Let's look at the positive impact our actions had, and the social and environmental improvements they've helped us make.

READY FOR IMPACT

Here, and in line with the Business Impact Assessment, we've highlighted the five key impact areas: Governance, Workers, Community, Environment and Customers.





WHAT

WE

DID

IN

GOVERNANCE →

Established strong business ethics

Our strong business ethics guide our everyday actions. Making sure that we're doing right – by each other and all our stakeholders.

SEE & FEEL IT

We're a people-first business. With a people-first culture. We see, hear and recognise our team, and help them feel more connected and motivated.

But having a true people-first culture takes ambition, consideration and dedication. It's an ongoing activity, not a static one. You'll see and feel it in the way we pay, train, develop and treat our Shape-lings. In how we engage with everyone beyond our studio walls.



**We've built on our core
value of treating people with
respect and consideration**

Because everything we do has an impact, positive or negative. Before we do something, we have to consider how our actions and behaviours will affect others.

Over the last year, we've brought in new measures to strengthen our people-first approach:

- We trained every Shape-ling on the B Corp process and what's involved
- We tracked wellbeing through our internal continual assessments
- We carried out annual client interviews (through The Drum)
- We introduced regular studio updates to share the latest news and finances, so all Shape-lings are in-the-know and understand the role they have to play as part of the agency.

PRODUCT

BEFORE

PROFIT

C/ UPASSION PA

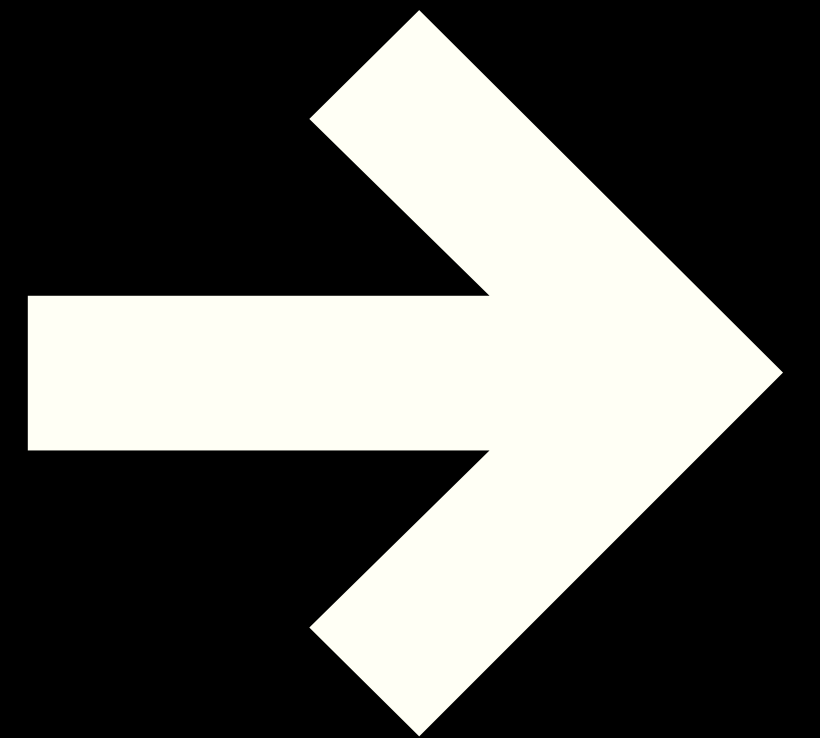
When we place a strong emphasis on our people, with everyone approaching their roles with passion and dedication, amazing things happen.

At Shaped By, we've always:

- Prioritised our team's wellbeing
- Strived for exceptional work
- Collaborated with outstanding clients
- Pushed ourselves to learn new skills
- Explored innovative and unconventional approaches to every facet of our work
- By placing these priorities above profit, we'll cultivate a well-organised, efficient and profitable agency.
- Our collaborative approach ensures that success happens naturally, as a by-product of everyone's effective time with the agency.

N DEDICATION D

WORK- ERS



We've done more to look after our Shape-lings and their wellbeing

Keeping our people healthy, safe
and happy is super important to
us and critical to our success.
And research proves that if you
look after your people, you'll
outperform the market. Fact.

By always looking for new ways to improve our Shape-lings' wellbeing, we'll boost morale and, ultimately, boost our output and its quality.

We track and monitor – and make changes where needed – every Shape-lings' working conditions, so that they continue to:

- Enjoy a healthy demand/capacity balance
- Feel a sense of autonomy and community
- Know that our values are their values
- Feel a sense of fairness in the agency
- Feel they're developing their skills and career
- Feel they're duly rewarded.

Speaking of rewards... In 2024, we moved from regional to national salary benchmarking, an average of 13% increase. This was based on figures taken from the Design Business Association (DBA).

We also rolled-out new, enhanced employee benefits, including life assurance, Medicash, loyalty bonus, and a friendly working hours policy.

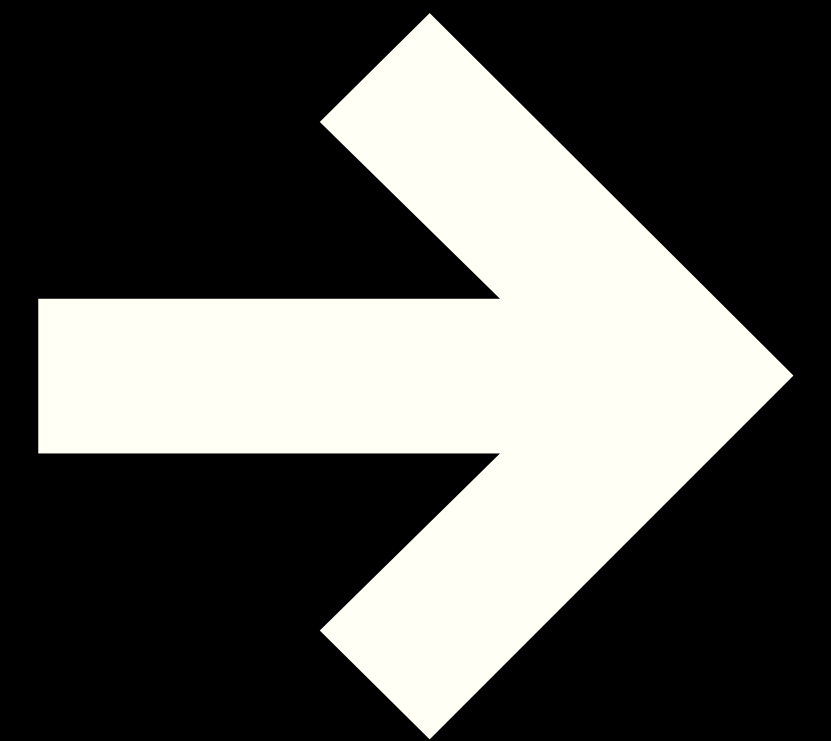


And to make sure that we keep on delivering for our clients, we've welcomed more new Shape-lings to the studio. 🙌 Rachel, Justin, Molly, Parissa, Jamie, Ben and (for the second time) Stu.

**RACHEL+JUSTIN
MOLLY+PARISSA
JAMIE+BEN+STU**

COMM-

UNITY



We didn't have a proper
community engagement policy
in place last year. But we do now.
And with it, we've done more in,
for and with local communities
and community organisations.



WerkShop Weekender October 2024

Tom, one of our senior designers, joined other design professionals to host an inclusive weekend studio experience for anyone looking to gain insight and access to the creative industries.



University of Plymouth design students joined us for a day

As well as showing them the inner workings of our busy studio, they were also able to pick our creative brains and ask us questions.



Opening our doors to work experience students from schools across Bristol.



Greener fingers - tree- planting days out with One Tree per Child. We clocked 32 hours of tree planting/maintenance in local parks around Bristol.



As part of B Corp Month in March 2024, we attended Purposefest to speak with other like minded local B Corp companies and build our network.

ENVIRO- NMENT ➔

We've reduced our carbon
footprints. As Shaped By
and as individuals.

We know that measuring our carbon footprint is one of the most important ESG metrics. Because by actively reducing carbon emissions, we can play our part in slowing climate change and preserving the environment.

We're now reducing, reusing and recycling as much as we can now on-site. This year, we introduced food waste bins so that minimal waste is being sent to landfill.



DE- CARBON- ISE

We commissioned a Carbon Survey Report from the West of England Combined Authority (WECA).

The report estimated our current carbon emissions and identified steps that we could take to decarbonise.

Here are the steps we've now taken.

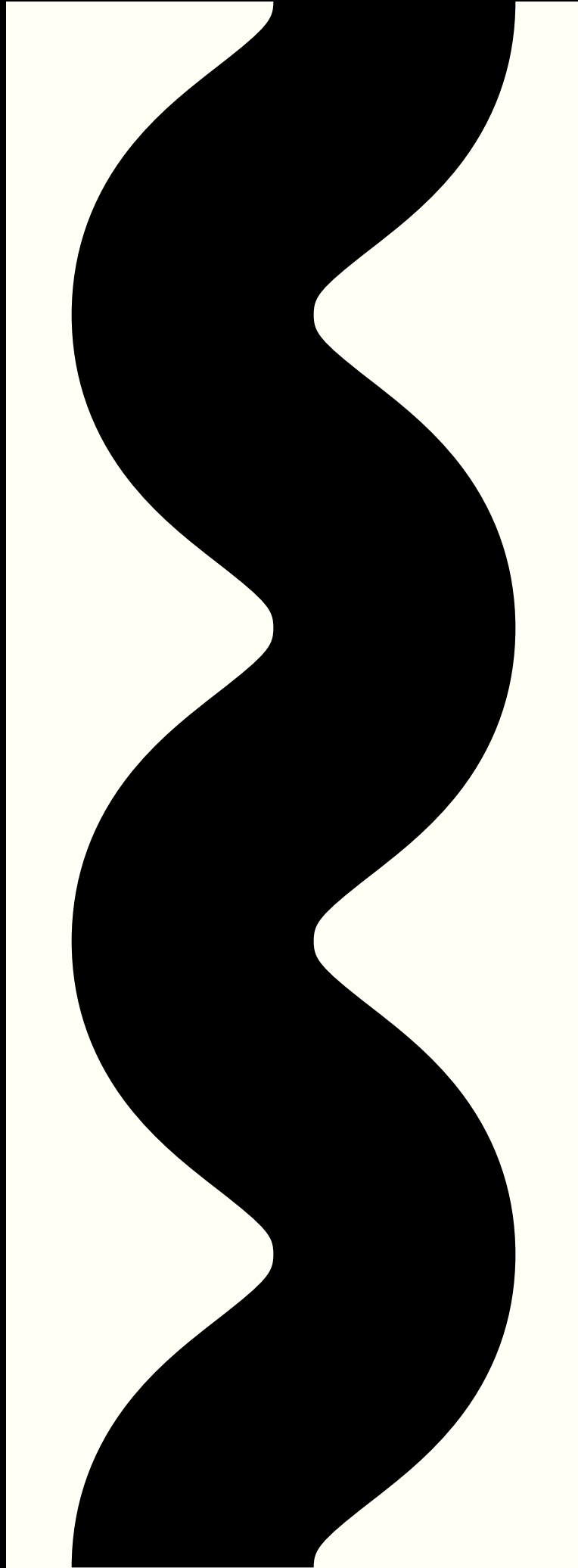
We replaced existing T8 fluorescent tubes and compact fluorescent lamps (CFLs) with new LED lighting, reducing our lighting energy consumption by around 60%.

And as LED lights tend to last around 50,000 hours, compared to 15,000 hours for fluorescent, we've reduced waste as well as maintenance and replacement costs. This means we should save 0.4 tCO2e annually.

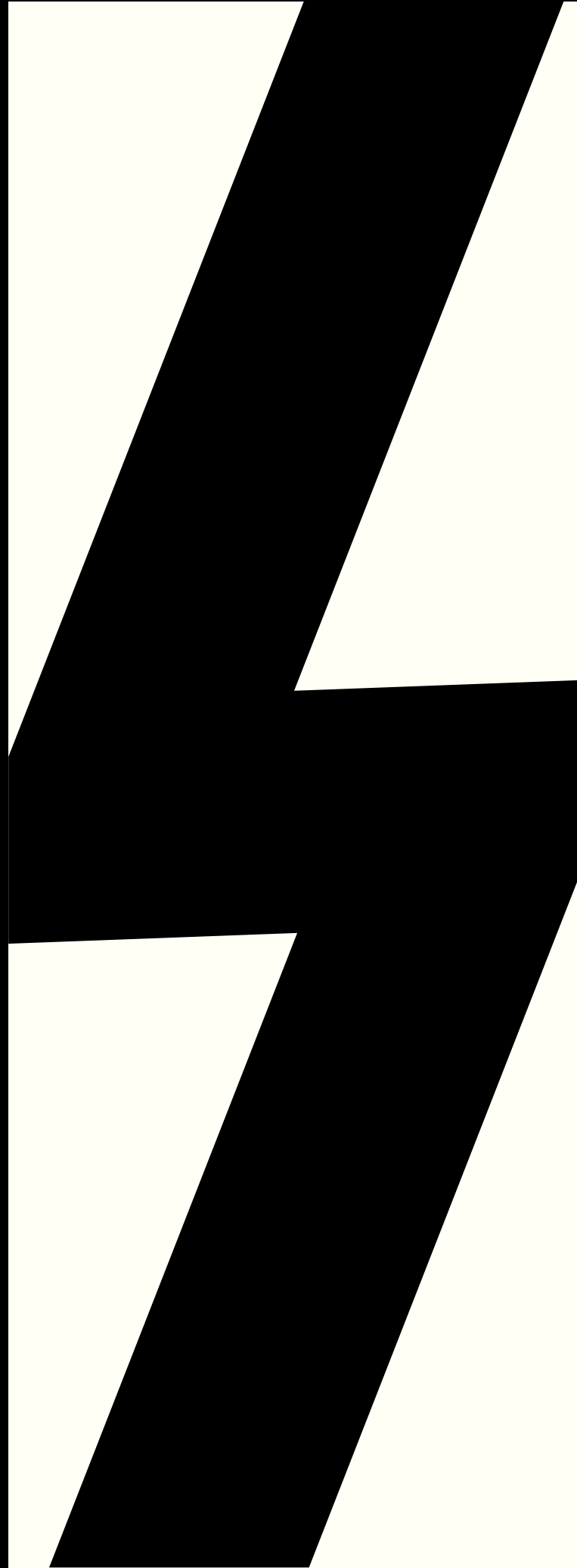
We installed new 4mm double Solar Gard® Solar Window Films,

reducing our summer solar heat gain by 50%

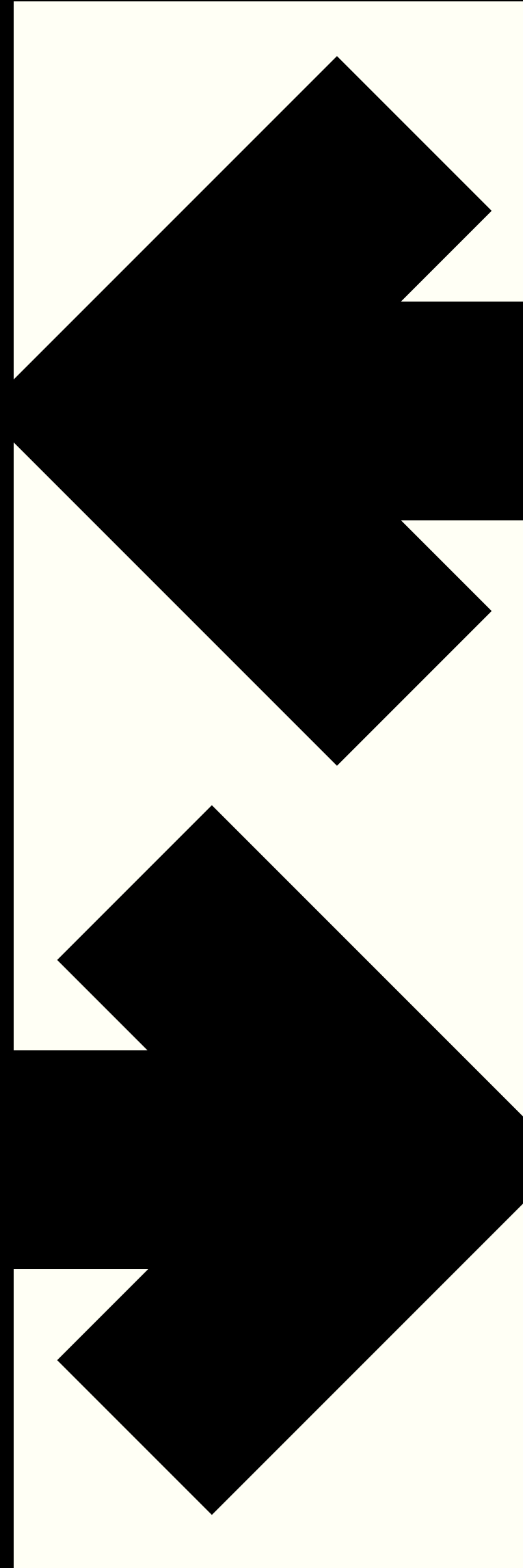
and our winter heat loss by 26%.



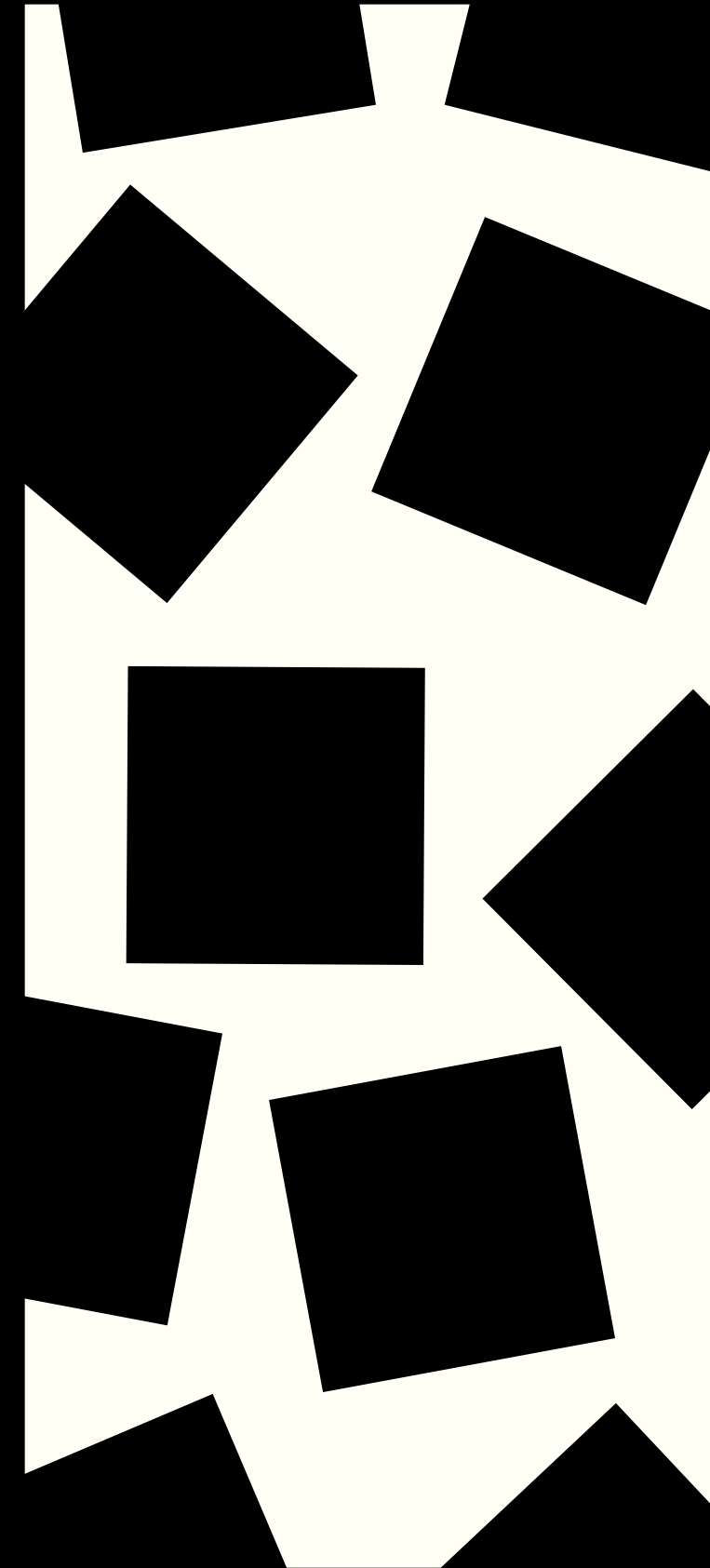
We put in new infrared heating with smart thermostats, giving us estimated calculated carbon savings of 2.0 tCO₂e each year.



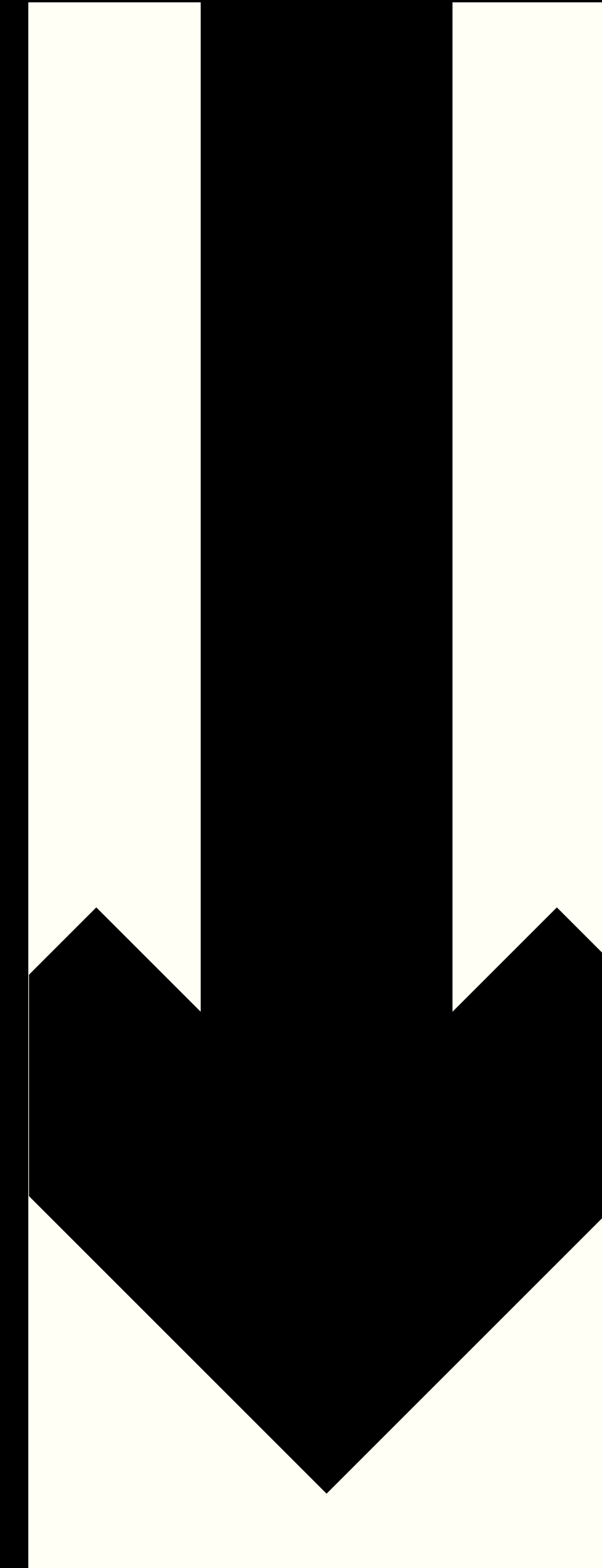
We chose a renewable energy provider for our studio, British Gas Lite. They give us a 72% renewable and 28% nuclear fuel mix



We recycled and donated our old, energy-inefficient technology.



Our Giki-Zero results show an average carbon footprint for a Shape-ling was 6.3 tonnes of CO₂ equivalent per year. According to The Eco Experts, the national average is 12.7 tonnes of CO₂ equivalent per year. So we're tracking pretty well.



We also encouraged Shape-lings to measure and reduce their carbon impact using Giki-Zero. The average reduction in reduction from 2023 to 2024 was 5%.

More of us are now travelling less and travelling sustainably.

Last year, 50% of Shaped By people took the greener way to travel – by switching to EVs or travelling on foot, by bike or public transport (train or bus). This year, the figure's gone up 75%.

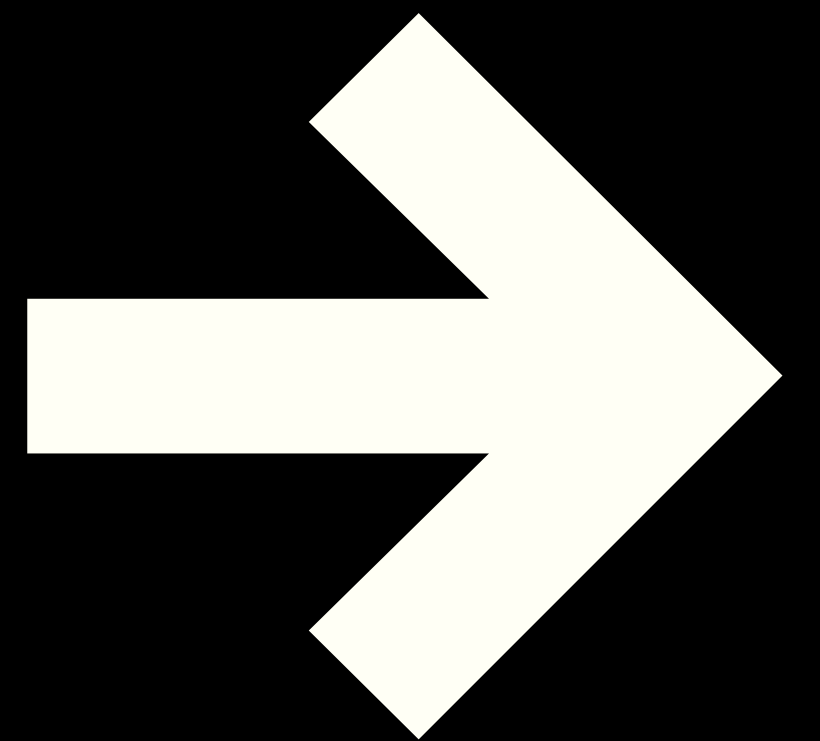
Our team works from home 40% of the week. And as most of our clients are US- or Europe-based, we rarely travel for meetings. All client communications are remote, by Zoom.

Our marketing efforts (podcasts and events) are also remote and online activities.

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CUSTOMERS -



We love our clients. We value the strong relationships we have with them. And the fact that we have so many long-standing and recurring client relationships speaks volumes about the time and effort we Shape-lings put into them.

Because client satisfaction is everything to Shaped By, we track it in a number of ways.

LONG-STANDING

RECURRING

RECURRING

RECURRING

RECURRING

RECURRING

RELATIONSHIPS

Project by Project

Client satisfaction starts at the beginning of a project. By asking the right questions upfront, we can better understand their expectations and aims.

And having asked the key questions early on, we can have an effective wash-up at the end.

This way, we can understand:

- Were the project goals met?
- Are there areas where we can improve the process and experience (client and agency)?
- We then discuss the next opportunities to work together.



We've always been picky about who we work with.

But this year, we introduced enhanced vetting for new clients. To make sure that they share our ethics and values.



We also took part in The Drum Recommends. It's an anonymous survey sent to all our clients, where they rate us and leave feedback. This year, we increased our overall score from 8.8 out of 10 to 9 out of 10.



Now that we've shown you what
we've done and the impact
it's had, time to look ahead.

→ 2025 GOVERN- ANCE

- We'll create a dedicated AI policy and process.
- We'll incorporate social and environmental goals into Continual Assessments.





→ 2025 WORK- ERS

- We'll introduce new ESG training for our all Shape-lings.
- We'll aim to move from national salary benchmarking to London weighting, based on figures from the DBA Annual Survey.
- We'll continue with our satisfaction and engagement surveys, so that we can compare results and see where we need to do more.

→ 2025 COMM- UNITY

- We now have our Charity of the Year: Marmalade Trust. We've started pro-bono work with them, to help them raise awareness of loneliness and to empower more people to make connections.
- We'll do more school, college and university outreach.





→ 2025 ENVIRO- NMENT

- We'll continue to track, measure and reduce our Shaped By carbon footprint.
- We'll incentivise Shape-lings to reduce their personal carbon footprint too.
- We'll carry out a carbon survey at the end of the year, so that we see the improvements in energy efficiency/reduction in GHG emissions following the installation of our new heating and lighting.
- We'll replace our old legacy servers.

→ 2025 CUSTOM- ERS

- We'll keep rigorously vetting new prospects – so that we only work with clients who share our ethics and values.
- We'll look to increase client participation in our annual surveys and improve our Drum Recommends ratings.



WHAT I'LL DO IN 2025 ➔

We asked our Shape-lings to share their personal goals and commitments for 2025 in alignment with our B Corp objectives.



Dave:

After we moved house, the school run became too far to do on foot, and my son Freddy is registered disabled anyway so the car was the only option. Conscious that this would increase our family's carbon emissions quite significantly, we recently invested in an electric car. My commitment is to keep up our emission-free school runs for the whole of 2025 (and beyond!)



Rachel:

This year, I'm excited to commit to volunteering with the incredible Marmalade Trust, an organisation dedicated to raising awareness about loneliness and helping people build new social connections. As a Marmalade Companion, I have weekly calls with a community member, supporting them in discovering social opportunities in their local area!



Tom:

We're changing our windows to A rated energy efficient windows, we currently have drafty 25 year old+ windows that mean the heating goes on more than it will (hopefully). I'd also love to do some outreach to local schools to help inform about the career opportunities in the creative space - something I was told virtually nothing about at school.



Tandy:

I'm hoping to take part in more tree planting, not only to improve our carbon footprint but make our public spaces a lot more enjoyable to spend time in. I'm also aiming to further reduce my meat and dairy intake with a focus on buying better quality local produce. I'd love to say I'm cutting down on the amount of flights I take however that's only going to increase because of recent family developments, which is why I need to be more mindful offsetting in other ways.



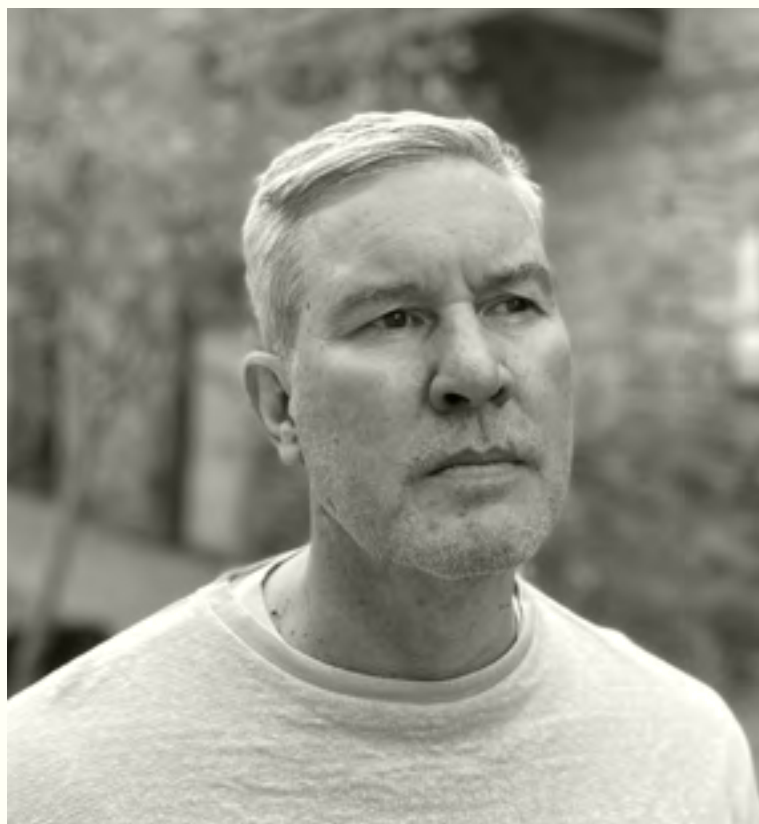
Stu:

This year, I'd like to switch to more sustainable home consumables such as soap bars and refills, as well as eat meat for fewer meals. I'm also engaging more within my local queer and POC communities, and looking to volunteer for fundraising and awareness events.



Will:

Getting more involved in the design community through events such as talks, portfolio reviews and doing outreach in schools is a big goal for me this year. I think education about careers in the creative industry is often lacking and I'd love to help change that. I also want to start cycling to work to help reduce my carbon footprint.



Justin:

As well as cycling to the studio, and using the bus more for local journeys, we're cutting red meat from our family-of-four food shops.



Emma:

After being involved in a few outreach and portfolio events in recent years, I can see how valuable opportunities to connect, learn and grow together really are. Breaking into the industry can be a daunting and difficult experience, so if I can help in even a small way then I'm all for it! I'm hoping to set up another portfolio event this year to get emerging creatives excited and inspired about a future in the creative industry.

PROGRESS IS EVERY- THING

**Progress is everything
to everyone here at
Shaped By.**

Progress as an agency.
Progress as individuals,
progress for our clients.
And yes, progress as a
force for good in the world.

We're proud to have
become B Corp, and
we'll keep pushing
forward to benefit people,
communities, and the
planet. That's a promise.

**We're ready for an even
more purposeful year.**

