

ANNUAL SUSTAINABILITY

Impact Report 2021/22

The *Typeface* Group



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1

OUR FIRST ANNUAL REPORT

Introduction

from Polly & Natalie

The decision to become a certified B Corp was made based on our desire to not only provide the best services to our clients but to consider the planet in all we do. We are responsible for managing how we conduct our business and in turn how it affects employees, clients, the environment, and our communities.

Earning B Corp accreditation is a huge achievement for the business. It really helps to benchmark the ethics and values we hold to a globally recognised standard.

For current and prospective clients it highlights our commitment to being considerate of people and the planet while delivering work. We all need to be mindful of our impact on each other and our landscape – everyone at The Typeface Group is committed to being better.

But, this accreditation, and now this impact report are just the beginning. Our impact report sets out what we have done, but more importantly defines clear aims for the future as we look to reduce our environmental impact, run a conscious and inclusive business and ultimately do good as we grow.



2

Setting a benchmark with B-Corp

THE PROCESS

Our 9 month journey to becoming a BCorp business.

The Assessment is scored out of 200 possible points. BCorp Say

“Any score higher than 0 points is a good score, as a positive score indicates that the company is doing something positive for society and the environment. The Assessment rewards practices that go beyond standard business practice; therefore, every point earned on the Assessment reflects incremental, positive impact.”

Most companies score between 40 and 100 points out of the 200 points available.

2ND FEB 2021

Finding our baseline.
Our score was 51



MID FEB 2021

Working with a BLeader
- Nancy Hyne from True
Horizon - to improve
our score



APRIL 2021

Submitted BCorp
Assessment for Evaluation



MID SEP 2021

Entered the
Evaluation Phase



SEP 2021

Applied to change our
articles of association



29TH OCT 2021

Became B-Corp Accredited!



ENVIRONMENT

9.2

WORKERS

27.4

GOVERNANCE

15.9

CUSTOMERS

11.4

COMMUNITY

21.9

FINAL SCORE

85.9

3

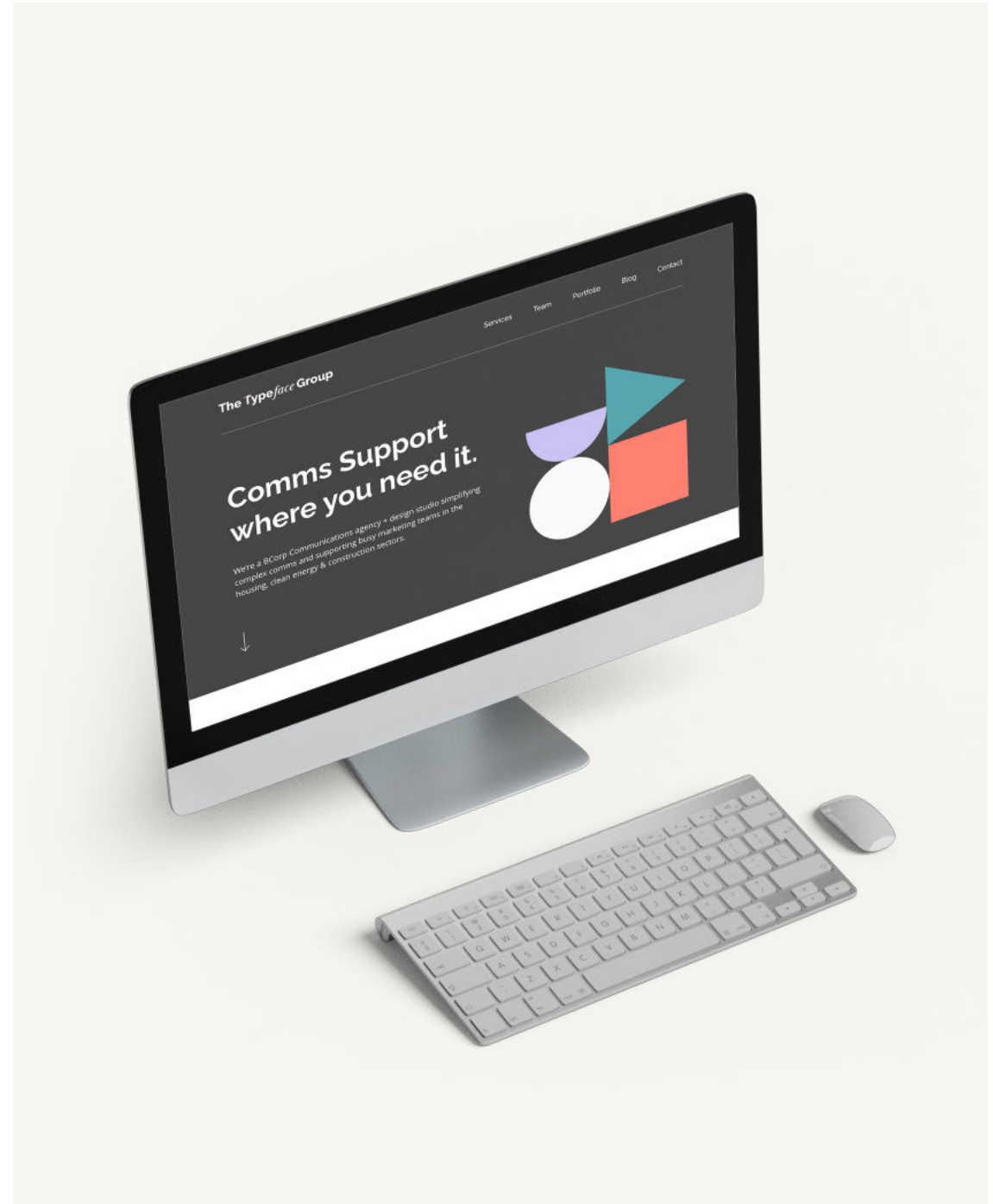
Reducing our digital impact

Achieving a lower carbon impact with premium theme + WordPress builds.

In late 2021 we rebuilt our website, using it as a test bed to see how far we could reduce our carbon impact while retaining our business model of working with WordPress and premium themes to build.

This meant we were working against the tide, looking to mitigate the heavier theme files, which provide our clients with the forward flexibility for scaling and minimal developer costs that they crave, while reducing the carbon impact of the site as much as possible.

Hosting for all our clients and for our TFG website is fulfilled using Nimbus. Their data centres are UK-based and are powered 100% by renewable sources, and designed to BREEAM 'Good Standard'.

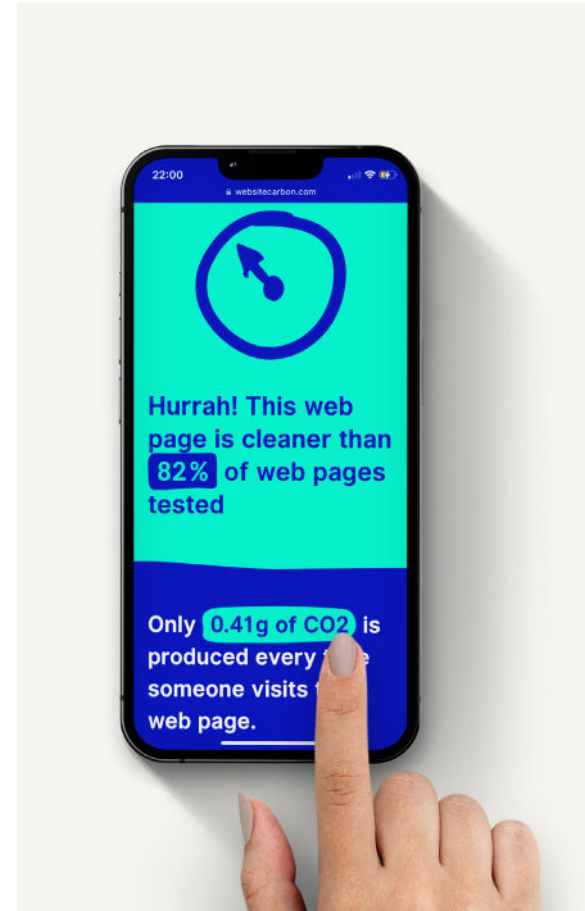
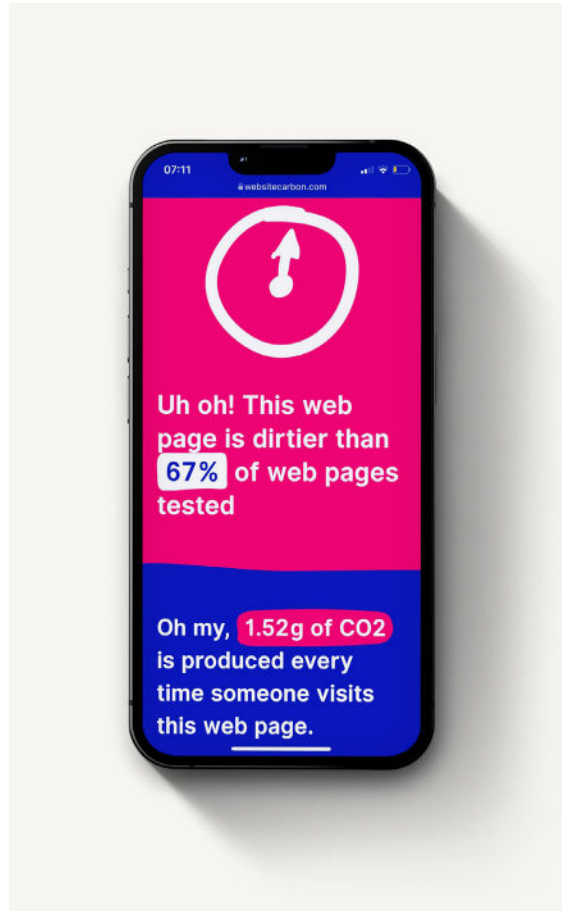


CO₂
0.41g

We are now running at 0.41g of Co₂ Per page visit, cleaner than 82% of all other websites scanned.

We did this by:

- Reducing images
- Considering all plugins
- Reducing javascript
- Switching our analytics to Plausible
- Localising our fonts
- Considering all content
- Reducing white space



“

Tell me with whom you associate,
and I will tell you who you are.

JOHANN WOLFGANG VON GOETHE

In 2021/2022 37.48% of our business came from purpose-led businesses.

Our goal in 2022/2023 is to bring this over 50%



4

All the small things

...add up to being better

Aside from who we do business with, there are small everyday adjustments we've made that all add up. The following pages illustrate how we look to improve our impact on our people and the planet.



CHARITABLE DONATIONS

We are committed to donating a minimum of

5%

annual company profit to charity.

IN 2021/22

WE DONATED TO

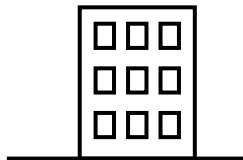


EXTRA-CURRICULAR

- Nat is Vice-Chair of Hampshire FA Inclusion Advisory Group
- Polly sits on Basingstoke Business Strategy Group (Basingstoke Chamber)
- Hampshire PRIDE Creative Partner
- Polly sits on Green Innovation Steering Group (Hampshire Chamber)

OFFICE MOVE

We moved to an office in December 2019...



that had had extensive energy saving measures completed.

CHARITABLE DISCOUNT

We apply a

10%

discount to all work completed for registered charities.

TEAM WELLNESS

Team access to Headspace App



Vitality Health Insurance plan after 6 months continuous employment



5

Measuring Satisfaction

through NPS and eNPS

NPS AND ENPS

NPS with  RETENTLY

In April 2021 we sent an NPS survey via Retently to all clients we did work with in 2020/April 2021.

See section 6 to see how we'll improve participation rates in 2021/22.

Out of 83 surveys sent, we received a 20% response rate, achieving a score of 79.

"The people in TFG really care about our company"

"Friendly, complete service with a team who take time to understand my company's needs and interests"

"Analytical and commercial approach. Friendly and supportive. Indie values. Passion for both design and data. Genuine and honest".

"Clear proposition, engaged team, takes pride in the output and standard of work".

NPS

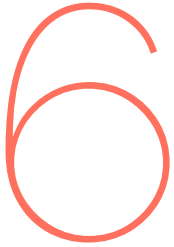
79

eNPS with officevibe

eNPS
8.9

We implemented OfficeVibe in April 2021 - our current participation rate is 100% with a score of 8.9.

	Participation (%)	eNPS	Overall Engagement	Recognition	Feedback	Relationship with peers	Relationship with manager	Satisfaction	Alignment	Happiness	Wellness	Personal growth	Ambassadorship
Benchmark	59	30	7.8	7.8	7.9	8.4	8.5	7.6	8	7.7	7.5	7.9	8.2
thetypefacegroup.co.uk	100	83	8.9	8.8	9.1	9	9.4	8.2	8.6	9	8.9	9.2	9.3



Our Carbon Impact

breakdown



GOALS FOR 2022-2023

We moved office in mid 2022 and so, need to communicate with our new landlord in our shared space to ensure our impact measuring is accurate.

With firm hybrid working practices in place, we need to invest time in understanding emissions for our 'at home' work force to report in more detail for Scope 3 emissions.

Our aim is to reduce combined Scope 1, 2 & 3 emissions to below 3 tonnes Co2e while measuring on a more granular level.

Year end 2022 results

Year end	Total tonnes Co2e
2021	2,204
2022	3,756

70.47%

increase in emissions year on year.

Scope 1, 2 & 3 Emissions

WHAT WE MEASURED

Scope 1 - Gas

We're shocked by how high this is - we were in a shared space that was vacated by all other businesses so were billed a % of usage. There was no in-office control over heating used. Good news is we've moved!

Scope 2 - Electricity

Scope 3 - Business travel with Compare your FOOTPRINT

Improving Scope 3 for next year - we're committed to measuring waste, home working, digital footprint, commuting, purchased goods materials & services. We have signed up with Compare your footprint to help us do this.

Did you know?

80%+

of all business emission fall under Scope 3 however you dont have to measure these to claim carbon neutrality.

INFLUENCING FACTORS

2021 Pandemic usage - in-home emissions not calculated

Cutting the commute - by encouraging hybrid working



B-eing Better

in the future

TO-DO LIST

Things we're working on over the next year

To Report on in April 2023.

Next year our focus is education. Educating ourselves & our team as well as our clients and peers on how we can reduce marketing waste and in turn conserve energy.



PURPOSE-LED BUSINESSES

Increase revenue from purpose-led businesses to over

50%

COFFEE MACHINE

Invest in a bean-to-cup coffee machine for the office



to reduce Starbucks runs.

COST OF LIVING INCREASES

Continue to support the team in understanding cost-saving



measures in work and at home.

GETTING MORE GRANULAR

with our Scope 3 emissions in order to put a net zero plan together.



INCLUSIVE LANGUAGE

Continue to work with our HR support team to ensure all policies use

Inclusive Language



CARBON TRAINING

Complete business-wide training in



OFFSETTING OPTIONS

- Continue to reduce our impact wherever possible
- THEN look at various offsetting options and actions we can take

EMPLOYEE VOLUNTEERING

Explore paid employee volunteering so the team can work with charities and social enterprises that are

important to them.



WEBSITE COMMS PLAN

Roll out our carbon-considered website comms plan for

SMEs

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