

The *Typeface* Group

ANNUAL

Impact Report

2022/2023



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What *we've* been up to *this* year

People Profit Planet

Welcome to our 2nd annual impact report. It covers April 1st 2022 - 31st March 2023. We're keeping it simple this year by splitting it into 3 chapters, people, profit & planet.

Our Mission

Our mission is to reduce marketing waste and, in turn, reduce Scope 3 emissions while improving ROI for our clients. We do this through technical and on-page SEO, conscious, high-quality communications + design.

Our Why

Did you know Scope 3 emissions are likely 80–90% of business emissions, yet businesses can claim carbon neutrality without measuring them?

We aim to make more businesses aware of and measure their digital carbon footprint, which falls into this category. After all, data centres (that power the internet) account for 2% of the world's greenhouse gas emissions (GHG), which is as much as the AIRLINE INDUSTRY!

"We couldn't have pulled together our impact report without our Sustainability Lead. Three cheers for Rebecca!"

Polly & Nat

"Sustainability is not just a goal; it is a mindset engrained in our everyday decision-making and delivery process. Our unwavering commitment drives us to continuously educate ourselves to inspire and empower our team, clients and peers on how they can be more considered with their communications."

Rebecca
Sustainability Lead



Open *communication,* shared vision and *values-based* activity in the *community*

As a leadership team, Polly and Natalie have a firm desire to blend responsible marketing solutions and services for their clients alongside a flexible working environment for their all-female workforce. As individuals, their ethics reflect their working environment to ensure a

healthy work-life balance and act as proud advocates of equality in the workplace with the opportunity to balance parenthood/family life with the supportive space to develop and progress in their careers.



Updated our policies

Including menopause and fertility treatment policies and governance



Hybrid working

Was formally introduced for our team



Mental health first aiders training

Was completed by Franki Napolitano and Rebecca Chivers



Early finish Fridays

The whole team now benefits from a 1pm finish on a Friday!



Local employment policy

= using local talent and reducing commute times and emissions



Moved office in June 2022

Which reduced the footprint of our office space

eNPS with officevibe

eNPS
50

Our eNPS score (based on bi-weekly pulse surveys) is 50 against an industry average of 30 for the marketing and advertising industry.

	<div><div></div>Participation (%)</div>	<div><div></div>eNPS</div>	<div><div></div>Overall Engagement</div>	<div><div></div>Recognition</div>	<div><div></div>Feedback</div>	<div><div></div>Relationship with peers</div>	<div><div></div>Relationship with manager</div>	<div><div></div>Satisfaction</div>	<div><div></div>Alignment</div>	<div><div></div>Happiness</div>	<div><div></div>Wellness</div>	<div><div></div>Personal growth</div>	<div><div></div>Ambassadorship</div>
Benchmark	64	29	7.9	7.8	7.9	8.4	8.4	7.8	7.8	7.7	7.6	8.1	8.1
Team TFG	71	43	8.6	8.7	8.8	9	8.5	8.2	8.2	8.2	9	8.3	8.8
Team TFG (ML)	83	50	8.6	8.7	8.8	9	8.5	8.2	8.2	8.2	9	8.3	8.8

Who we *choose* to *work* with

Did you know? Green jobs account for around 2.2% of all new jobs in the UK. As the UK's renewable economy continues to grow, consultancy firm PwC stated that green jobs are growing at four times the overall UK employment market rate.

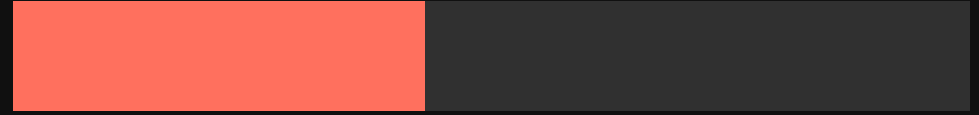
In our 2021/2022 annual impact report, we set a target of generating 50% of revenue from purpose-driven businesses in 2022/2023 (the 21/22 figure was 43%). For 2022/23 we achieved 52.55%.

These businesses range from clean energy companies (food waste to energy and advanced gasification), electric heating manufacturers and businesses dedicated to improving UK housing stock through energy efficiency measures. Amplifying the communications of these businesses is almost priceless as we help them to reduce the negative impact on our natural environment.



43%

Revenue from purpose-driven
businesses 2021/2022



50%

Goal revenue from purpose-driven
businesses 2022/2023



52.55%

Year to date revenue from purpose-driven
businesses 2022/2023



Spending our time *educating* others

From our 2021/22 Annual Report:

"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."



Digital Clean-Up Challenge

Approx 100 individuals took part in the Digital Clean-Up Campaign in March 2023 who, on average, reduced their carbon by over the next year 48.92kgs.

This is the equivalent of driving (in a car that takes "gas") 121 miles EACH. So that's 12100 fewer miles travelled as a group with some simple changes. Most of this was email cleansing. A lot of going forward, I feel, will be website and content based.

This challenge was created to coincide with Digital Clean Up Week in March to help those that take part in reducing their digital carbon footprint and make them more mindful of their impact moving forward. We researched numerous sources and applied average carbon costs to digital activities in order to present approximate savings for those that took part!

For those that shared their results with us we encouraged them to save

an average of 48,918.0405 grams of carbon per challenger, which is the equivalent of charging 5951 smartphones.

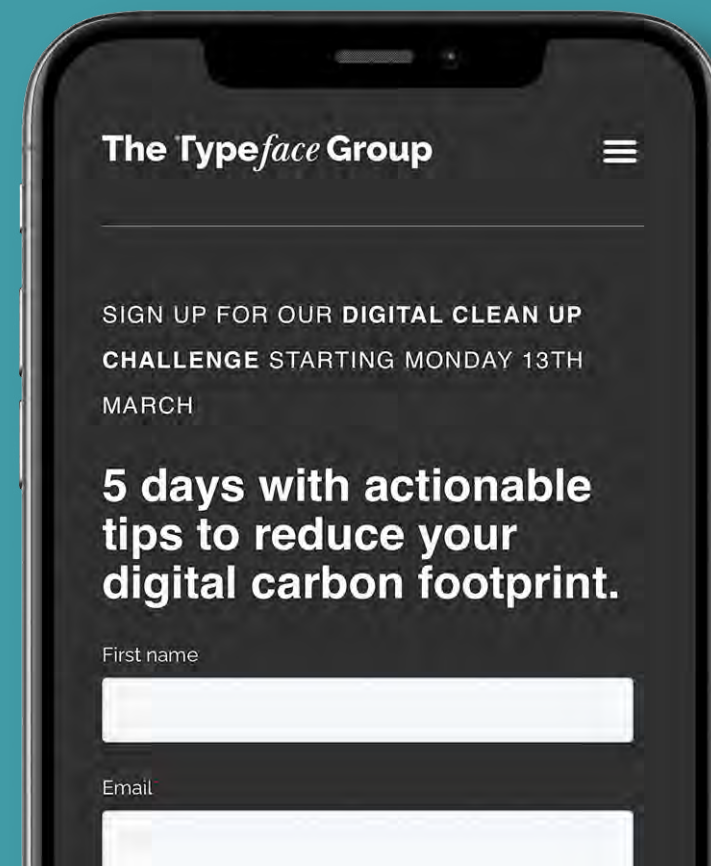
We get regular updates from people, months on still working through the list or letting us know that they're maintaining their new found digital hygiene. We're so delighted with the success of our first challenge that we are running it again in September 2023.

91
Sign-ups

49kg
Average
carbon savings

"TFG's Digital Clean Up Challenge was an eye-opening experience, which has prompted me to change the way I work and help others manage their digital communications."

Becky Attwood



And *also* educating *ourselves*

Service delivery

Our conscious approach to marketing and communications makes life easier for our clients and aims to reduce digital and marketing waste, considering the planet in everything they do. From high-level strategy to granular detail, our expert team is a flexible extension to our growing client roster, working to the same ethos and sustainable strategy.



All new web builds get a carbon measure and a calculated annual carbon reduction based on the previous years' traffic.



We partner with web agencies to advise and deliver technical SEO, one of the most influential elements of a build regarding reducing carbon.



We use a web host for clients whose data centres are run on 100% renewable energy.



We write and deliver considered content strategies to reduce, reuse and recycle content in line with Google's helpful content update.

0.41g Co2

We lead by example by ensuring our website is clean. Our website now sits at 0.41g co2 per page visit.

82%

Which means it's cleaner than 82% of other websites scanned.

But what does this mean, commercially for our clients?

We produced a carbon-conscious website for our clients in the food waste industry, supporting their mission of striving towards a greener future. Reducing their annual website carbon emissions by 520kg Co₂, the equivalent of over 2500 miles of air travel, while increasing online conversions.

520kg
Co₂

=

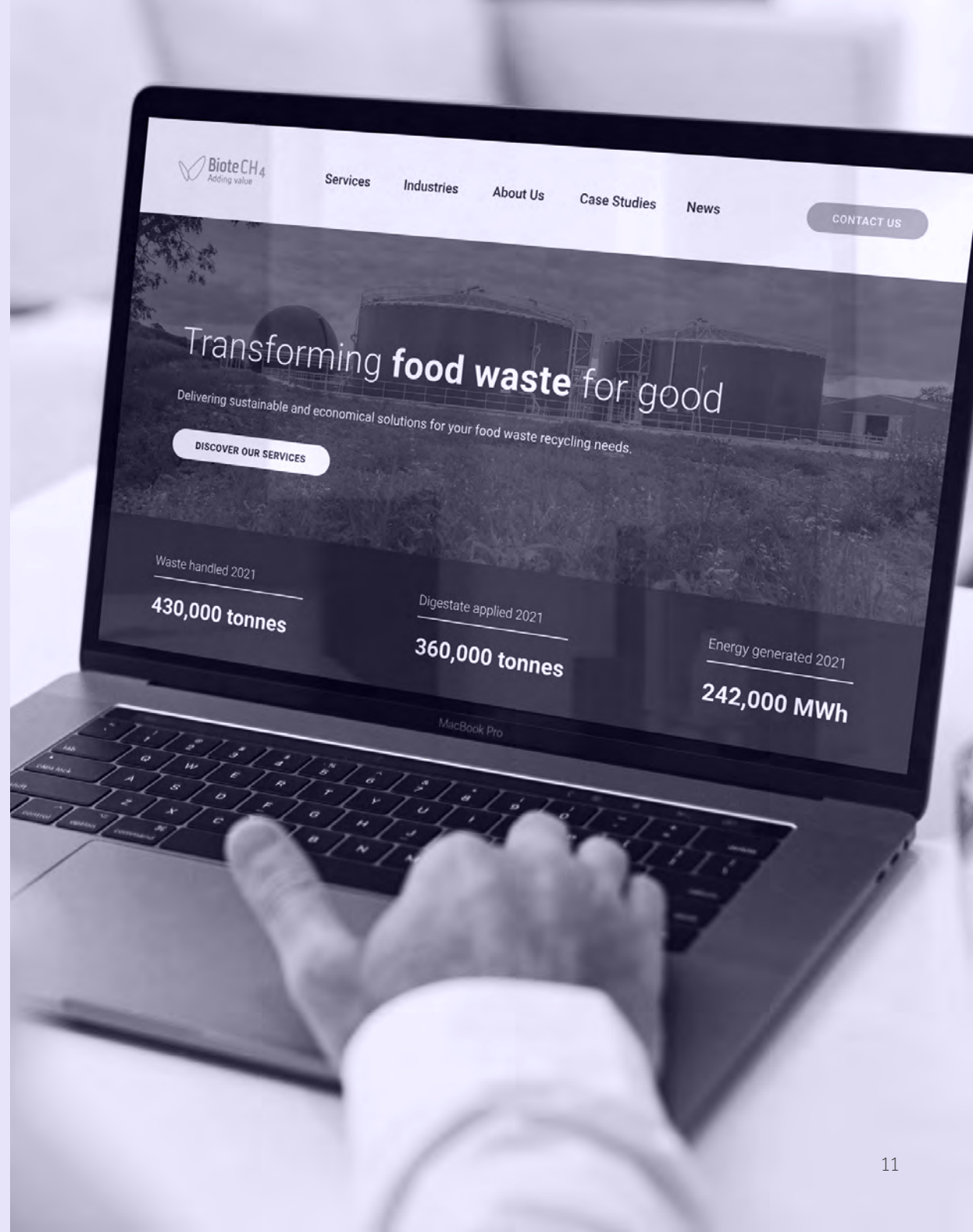
2500 miles
Air travel



Read more here:

[BioteCH4 Case Study](#)

[BBC Article](#)



Our *internal* impact



Using Compare Your Footprint to track our carbon footprint in a much more granular way to measure (and communicate internally) our emissions.

Team education

Whole company workshop on our carbon impact for 2021/22, educating the team on how this is measured and the differences between a carbon-neutral business and net zero.

Cutting the commute

Introducing working-from-home measures so we can capture the entirety of our Scope 1 and 2 emissions with a hybrid working business model, which will, in turn, help our team understand what they can do at home to reduce emissions.



Measurement & *breakdown*

Onto the emissions...

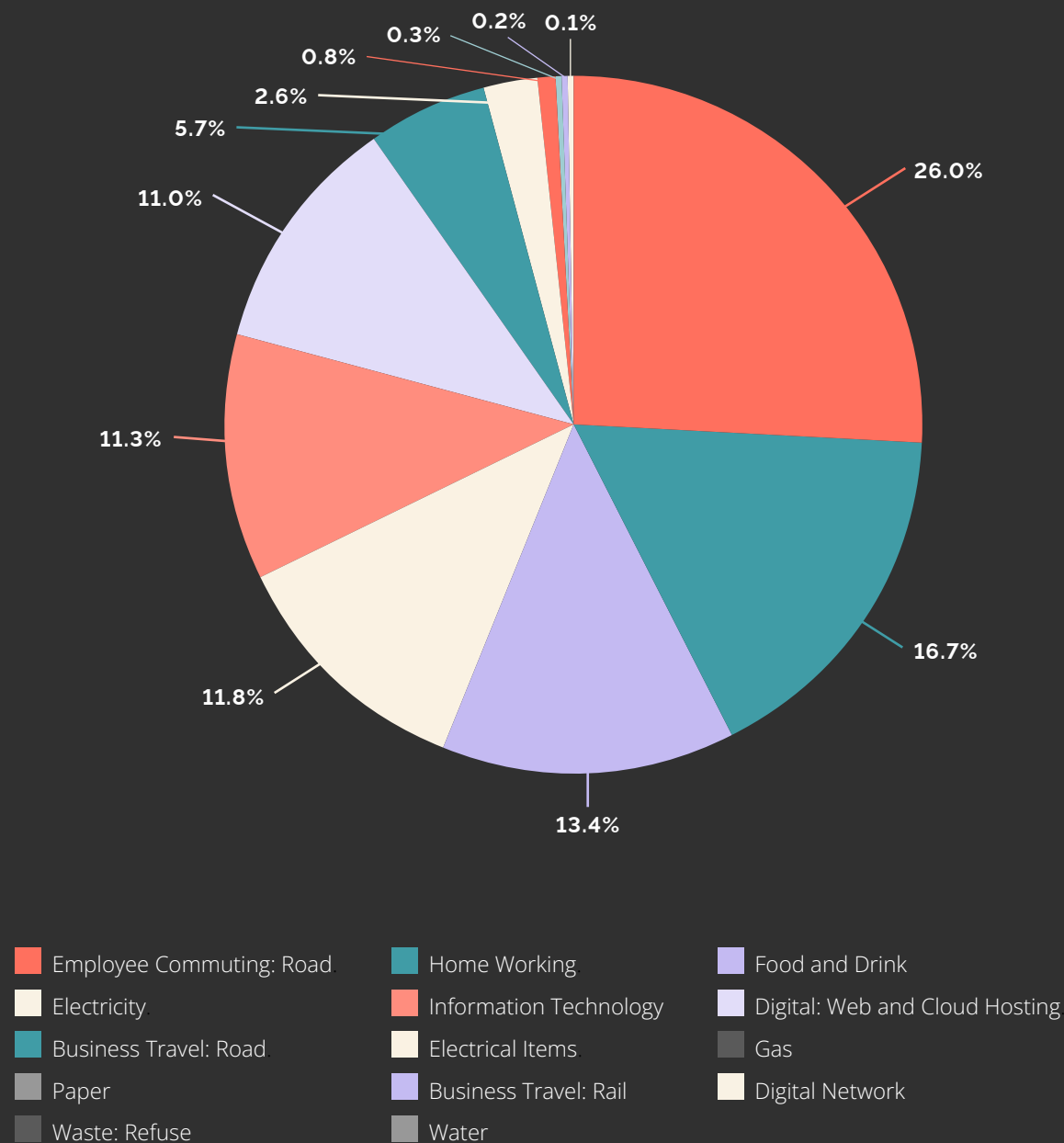
Scope 1: 0.058 tCO₂e

Scope 2: 0.595 tCO₂e

Scope 3: 6.167 tCO₂e

Total : 6.818 tCO₂e

We have a 13.43% increase from 2021/2022.



What's next *targets* for *reduction* & *areas of focus*

Our 2023/24 roadmap.

1

We will be at...

**The BIG Sustainability
Expo October 2023.**

2

By the end of financial year 2023/2024...

**We will be changing to a
more ethical bank.**

3

In 2023/2024 publish a white paper...

**Supporting the
decarbonisation of
UK homes.**

4

Keep learning...

**In 2023/24 we'll
complete Carbon Literacy
Training as a team.**

We're going *remote*

28.72% of our emissions come from the team commuting and that's with hybrid working in place! 2023/24 sees us going fully remote.

We will continue to work closely with Compare Your Footprint to survey the team regarding their energy usage at when working from home.

We're looking to set new benchmarks with a fully remote workforce and that we anticipate a reduction in Scope 3 emissions.



28.72%

of our emissions come
from the team commuting
to our office

Past, present, *future at a glance*

What we said we'd do last year & where we are with it!

What we said

Increase revenue from purpose-led businesses to over 50%

Get more granular with our Scope 3 emissions to put a net zero plan together

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

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

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

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

Cost of living increases means we continue to support the team in understanding cost-saving

Carbon Training

What we did

Done, 52.55% of revenue generated came from purpose-driven businesses

Worked with Compare Your Footprint to begin measuring our Scope 3 emissions and improve and amplify our reporting as a whole.

Researching various offsetting opportunities

We went with GRIND and their 100% compostable pods

Added a Fertility treatment leave policies and a Menopause policies

We gifted 3 days of employee volunteering in 2022/23 to Basingstoke Mencap & St Michaels Hospice

With a cost-of-living crisis comes increased 'life admin' and in October 2022, we introduced a 1 pm finish on a Friday (protecting pay), so the team had extra time to themselves

True Horizon team workshop and carbon literacy training currently being undertaken by one of the team.

What's next

In 2023/23 we are aiming to reach 60% revenue from purpose-drive businesses

Implement working from home support, to help understand scope 3 out of the office

Put an offsetting plan in place by the end of 2023

While we are fully remote, we're committed to discovering as many independent coffee shops in our area as possible

Update all policies in our employee handbook to use inclusive language

Our goal is to top 10 days of volunteering over the next year

As we move to a fully remote office, support team members on how they can manage their at-home energy usage

Carbon Literacy training planned for the whole team in August 2023. We are also looking to further expand our emissions reporting



