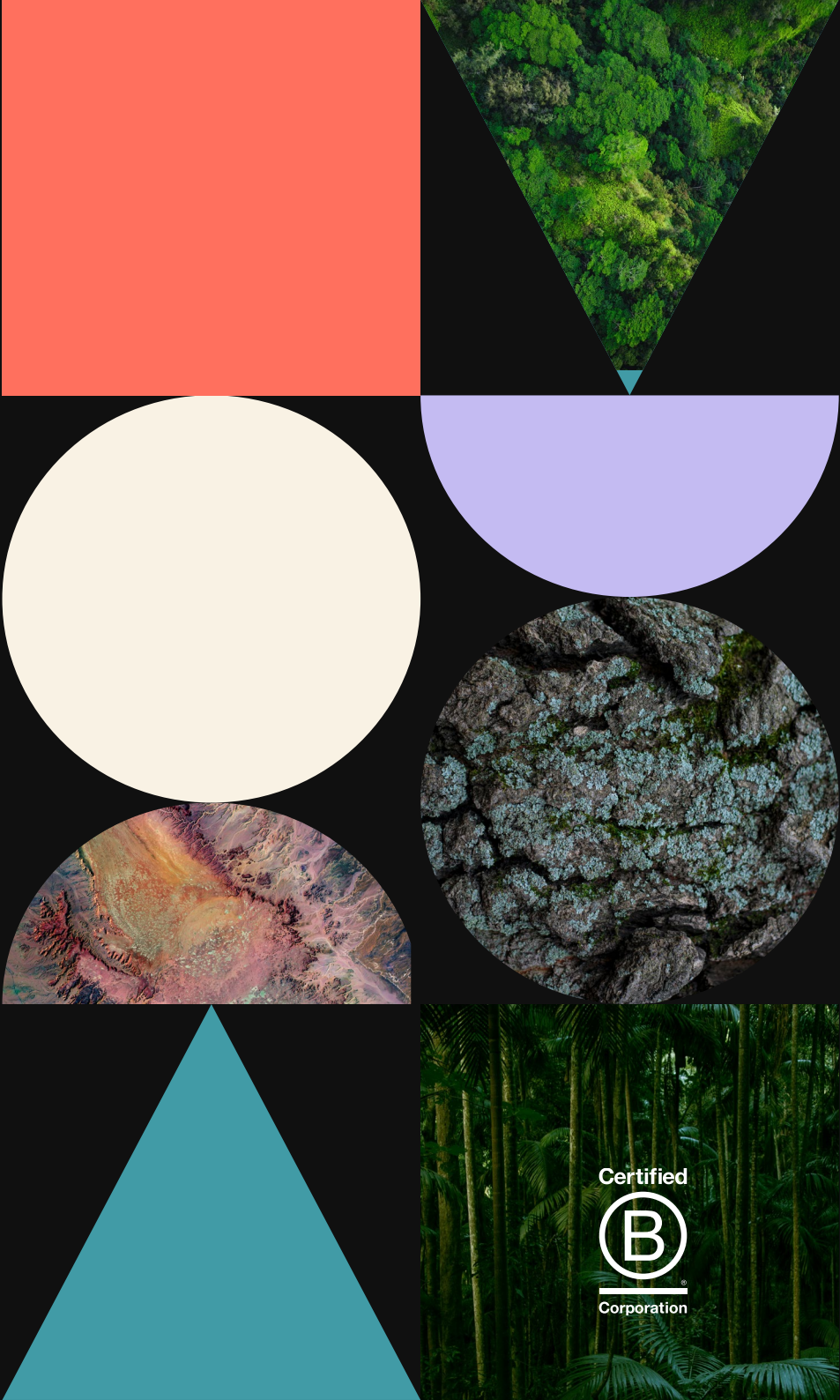


The *Typeface* Group

Impact Report

2023/2024



Certified



Corporation

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Looking Forward

“We want to use our skills to support businesses and charities in protecting the environment and improving the lives of as many people as possible.”

Polly Buckland

INTRO

A year of self-awareness, challenges & *purpose-driven decisions*

Our 2023/24 Impact Report reflects our commitment to evolution. Not only are we currently in the trial phase of a fully remote setup, but we've also made a strategic decision to shift our focus. After a decade of website builds, SEO, content and design, we've changed lanes to concentrate entirely on our mission of reducing digital clutter through thoughtful optimised communication to help grow the businesses we work with. This intentional shift to remove web builds from our roster of services means we can focus our small yet highly skilled

team on making a meaningful impact for purpose-driven businesses, while reducing digital waste.

Had we known what would transpire economically, we might have held on to web-build services for another year. Revenue dropped 8% year on year, but we held our ground, matching 52% of revenue from purpose-driven businesses from the previous year.

This impact report shares our progress and pitfalls... buckle up!

“Adversity is like a strong wind. It tears away from us all but the things that cannot be torn so that we see ourselves as we really are.”

Arthur Golden

Team motivation & tricky times

What motivates you?

We have added a module to our appraisal process so we can understand what motivates the team in their work. This will shape how we move forward into 2024/25.



Fun Fact!

Our motivation model was taken from **Ken Blanchard's One Minute Manager**



Team TFG X workleap

Good Vibes
50+



We use Office Vibe to check in with our team and see how everyone's feeling. It helps us understand what's working well and where we can improve. This way, we can share our eNPS findings in a way that reflects our amazing team's real experiences and feedback.

Data from

officevibe

Benchmark

Team TFG

Metric	Benchmark	Team TFG
Participation (%)	66	100
eNPS	26	33
Overall Engagement	7.8	8.6
Recognition	7.8	8.3
Feedback	7.8	8.4
Relationship with peers	8.4	9.3
Relationship with manager	8.3	8.9
Satisfaction	7.7	8.8
Alignment	7.7	8.5
Happiness	7.5	8.7
Wellness	7.5	8.2
Personal growth	7.9	8.7
Ambassadorship	7.9	8.4

A year of giving back



Creative partners of Winchester Pride

We're providing pro-bono support to Winchester Pride, whose mission is to promote equality, inclusivity and diversity for all persons living in the Winchester District and to work to end discrimination on the grounds of sexual orientation and/or gender identity.



Hampshire FA
IAG



Basingstoke Mencap
Website & Event Support



VIVID Homes
Residence Group



Spartsholt College
Sustainability Pyramid

79.5

Hours total
of volunteering

We are committed to donating 20.5% of profits to charity

Our dedication to charitable donations is at the heart of our commitment to social responsibility. We believe in the power of giving back (what we can) and actively support causes close to our hearts, whether through financial contributions or by pledging our time and resources.



freedom4girls



Vision, Values, and Purpose-Driven Services

Our Vision

Amplifying experts through meaningful communication.

Our mission is to counteract digital chatter by championing authentic and impactful communication.

We work with brilliant business minds to extract, optimise, and amplify their expertise, cutting through content clutter and

stimulating engagement. We reduce digital waste at all costs, squeezing value from content through optimisation, design and strategic distribution.

Vision Day

Being strategically clear and looking long-term helps us think more sustainably. We've baked sustainability and waste reduction into our vision, mission, and values.



Refining our *values*

Take Ownership

Ownership goes beyond task completion; it encompasses taking the initiative to fix what's broken, to bring solutions, not just problems. We believe in a collective commitment to owning our learning and growth, continuously seeking opportunities for self-improvement.

Be Clear

When everyone is unequivocally clear on their objectives, responsibilities and processes, we can become incredibly efficient and conserve precious energy, freeing up creative time and reducing stress.

Good Vibes

We are responsible for finding the balance that allows us to show up with positive energy. We model and encourage self-care and acknowledge the difficult times. Let's play to our strengths and recognise vulnerabilities so we can do something about it.

Be Curious

Seek opportunities, be curious, and prioritise learning. Be commercially aware and understand the bigger picture for the business, the industry, and our customers. This value encourages everyone to seek opportunities, to be curious and unafraid to try new things.

Amplifying our Mission



Talking the talk

Panel discussions for DWEN/ Dell

UK at a closed event & Women in Business & Tech

Hampshire Chamber Green Innovation Event

A local event discussing how we became BCorp

Reusabox Podcast

Discussing digital carbon footprint

[Listen here](#)

TEDx Winchester

Natalie's TedX on challenging labels

[Watch Nat's Talk Here](#)

Matt Holman talks Mental Health

An open & honest chat about mental health

[Watch Here](#)

Brain Tumour Awareness

Supporting this cause by talking about personal experience

[Watch Here](#)

Inspiration Space

Talking sustainable web design

[Read Here](#)

Inspire Awards 23

We won the Environmental Responsibility Award



Educating others

In early 2024 we launched our first ever webinar

This was designed for brand and marketing managers who need help clarifying what content they can reduce, reuse and recycle and why all three are important in a sustainable content strategy.

This 20-minute session provides practical guidance to:

- + Identify the common pitfalls in content creation
- + Clear down your content without losing impact
- + Apply a reduce, reuse, recycle-first strategy
- + Improvements you can implement right away

You can watch the webinar [here](#)



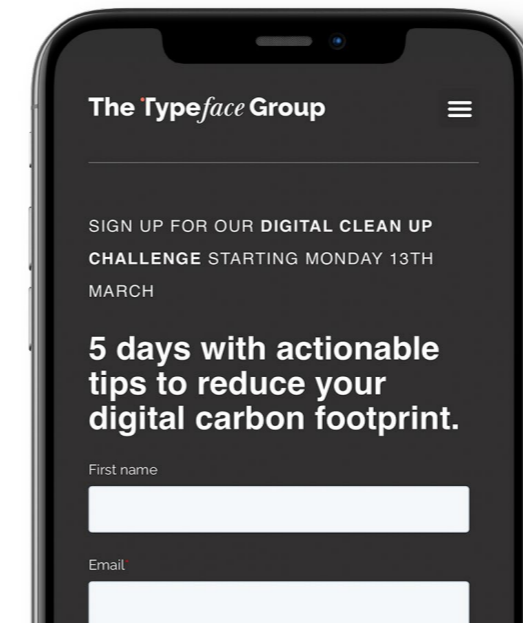
Digital Clean-Up Challenge

We continued to run our digital clean-up challenge in 2023/24. With 58 companies signed up. One team of six shared their results with us, which represented an annual carbon saving of 112kg.

We'll be running this challenge quarterly in 2024/2025.

58
Sign-ups

112kg
Average
carbon savings



Educating ourselves

Training completed by the team

1
Carbon Literacy
Innovation South
Virtual Campus

2
LGBT+ in the Workplace
Level 2

3
FA Safeguarding
For Children

4
FA Safeguarding
For Adults

Measuring Our Environmental Footprint

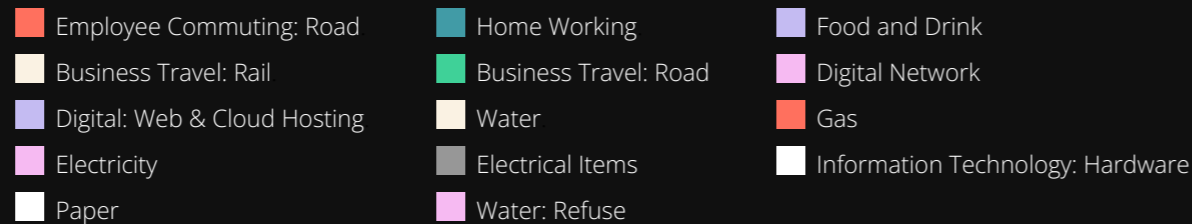
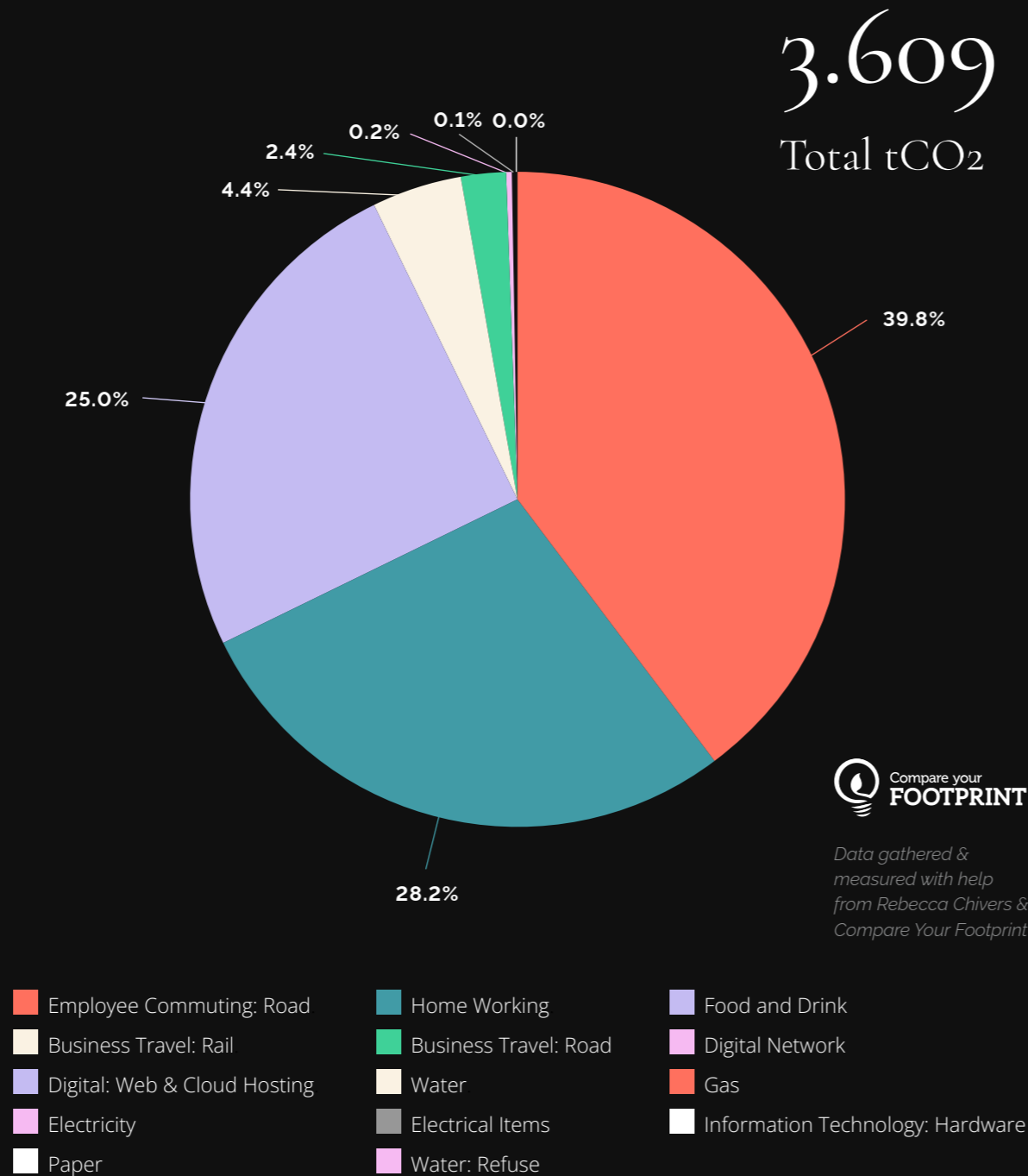
Scope 1, 2, 3 emissions disclosure

Where is the bloody baseline?

It's clear that 23/24 is a year of change for us (again), so it's tricky to find a true baseline. In the last year, our carbon measure has significantly dropped, largely due to the following:

- + Going fully remote
- + Removing web hosting from our remit
- + Using Nat's electric car and train travel for as many of our meeting miles as possible.

But, we're not done. We're committed to better understanding how to measure our working-from-home emissions in 24/25.



Scope 1

2023/2024

0.00
tCO₂

2022/2023

0.058
tCO₂

100%
reduction

Scope 2

2023/2024

0.00
tCO₂

2022/2023

0.595
tCO₂

100%
reduction

Scope 3

2023/2024

3.609
tCO₂

2022/2023

6.137
tCO₂

41.2%
reduction

Offsetting after *reduction* with NativeSquared

We avoided claiming carbon neutrality until we saw a serious reduction. And this year, we're still avoiding it, really, as while technically Scope 3 emissions don't have to factor, we aren't where we want to be with our measurement of working from home. That said, we're over the moon to be offsetting for the first time ever!

We've protected 279 sq metres of rainforest!

Our numbers are small, so we've exceeded our offset by funding 279 sq meters of rainforest in the Pacific region with an imminent risk of logging, a high density of endemic species, and Indigenous communities who have stewarded the forest for generations.

We've done this on pre-sale as Native finalise their dashboard. Eventually we'll be able to see the impact we've had on biodiversity and the indigenous community - who will receive 90% of the funds.



NATIVE

Each Square is the size of the average human armspan and contains 0.039 tonnes of Carbon. We've protected 93 of these.
*So that's 3.609 tonnes offset**

(This project protects 66 native species of flora and fauna, including species endemic to Malaita.)

As we learn more about the community and biodiverse land that we've been assigned, we'll keep you posted.

**this project is being verified by The Cambridge Centre for Carbon Credits*

Commitment Bingo

What we're aiming to do in the next year.

What we said	What we did
60% of revenue from purpose-driven businesses	49.42% Damn. Overall revenue was down in our hardest-ever new business year. What have we done about it? We've clarified our mission, we've enriched our marketing to attract purpose-driven businesses, and we have a laser focus on working with businesses that make a difference in 2023/24
Working from home support to understand Scope 3 out of the office	We have generated a working-from-home policy but have yet to understand how to measure Scope 3 for our new working arrangements. Watch this space.
Put an offsetting plan in place by the end of 2023.	Offsetting via Native - Whoop (see page 14)
Update all policies in our employee handbook to use inclusive language.	We have updated the following policies: Fertility Treatment Policy Transgender & LGBTQIA+ Policy
10 days Volunteering	We're calling 100 hours as good as done
As we move to a fully remote office, support team members on how they can manage their at-home energy usage.	We have anecdotally shared resources and information in the group chat - but nothing formal
Carbon Literacy training planned for the whole team in August 2023.	

What's next?
Let's try again for 60%
Achieve a baseline of measurement for fully remote working
Continue to offset and promote the great work that Native are doing.
Add a diversity and inclusion statement to any future job postings
Let's go for 100
See commitment to measuring scope 3 with working from home, once we have this in place we'll be better equipped to help the team.
Rebecca managed to squeeze this in, but the rest of the team are due to complete.



Our Targets at a glance



Female-owned

Increase our spend with female-owned businesses by 10%



Purpose-driven

Increase our revenue from purpose-driven businesses to reach 60%



Remote working

Continuing to work remotely as a team for now



Networking

Getting out and about more with brunches and local meet ups

NATIVE

Offsetting

Continue to offset and promote the great work that Native are doing



Volunteering

Donate more hours to volunteering and supporting causes we care about

FUTURE

The flip side. Time for *transparency*

While we've made great strides, 23/24 has been a time of significant change, including redundancies. And so, while still high, employee satisfaction has naturally reduced in some areas.

In 24/25 we're committed to Improving recognition, feedback & wellness.

And... hides behind a rock. We still bank with Barclays. At the time of writing this report, we have opened an account with Metro Bank and are working towards migrating our business banking services over.



