



# Impact Report

Impact Report 2020

Prepared by Mark Roberts and  
Debbie Morton with support from  
the whole team.



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# EXECUTIVE SUMMARY

This is our first full Impact Report. As a small business we are not required to create any mandatory reporting but as members of the United Nations Global Compact we are choosing to commit to providing an annual assessment of our own sustainability. We want to be the best SME when it comes to reporting. Both in data and storytelling.

In this report you will find our Carbon Footprint, our Sustainable Development Goal Impact and our Social Value Impact. Where we have other baseline statistics we will share those but this is truly our full baseline year.



**MARK | CEO**

I am proud of the Conscious Creatives team for being willing to push our own sustainability strategy as our main selling point for why others should work for us. We are walking the walk. 2020 was a challenging year for everyone but I am left feeling hopeful and inspired by all the organisations and individuals that continue to put sustainability high on the agenda.



**DEBBIE | SUSTAINABILITY**

As COVID-19 restrictions begin to ease, we have the opportunity to build back better, our society and economy. Cultural changes forced upon us, such as working from home, have improved air quality, saved carbon and improved employee well-being. We have learned that a clear global goal can lead to transformative change.

The future must be resilient, fair, sustainable and green.

# OUR NUMBERS

Here is our summary of 2020 covering the three major areas of focus.

For further details please continue through the document. For the science and methodology please head to our appendix where you will find all the facts and figures.

## Carbon Footprint



**0.28 tCO2e**

## Social Value Generated



**£52,761/person**

## SDG Action Manager Score



**70.9% Baseline**



*Working at a company that values more than profit has lead to so many changes in how i view money and and the idea of success. I think this Impact report is a great example for businesses on how to care for more than pound signs*

**Ruby James - Project Manager**

# CARBON FOOTPRINT

In this Carbon Footprint analysis we are looking at 2019 vs 2020.

The important thing for us to consider is that 2020 is a very different year with the home working situation. It is likely that as we grow and as we return to 'normal' working behaviour that our Footprint will increase.

## Key Findings - 2020

- The total annual carbon footprint was 0.28 tCO<sub>2</sub>e, a 46% reduction from the previous year- expected due to COVID-19. This is as a result of a significant reduction in business travel
- The most dominant climate change impact was home-working emissions, responsible for 73% of overall carbon emissions.
- The carbon intensity of the business in 2020 was nearly x 4 less than 2019



Powered by 98% Renewable Energy



4x Reduction in Carbon/£1000 in revenue



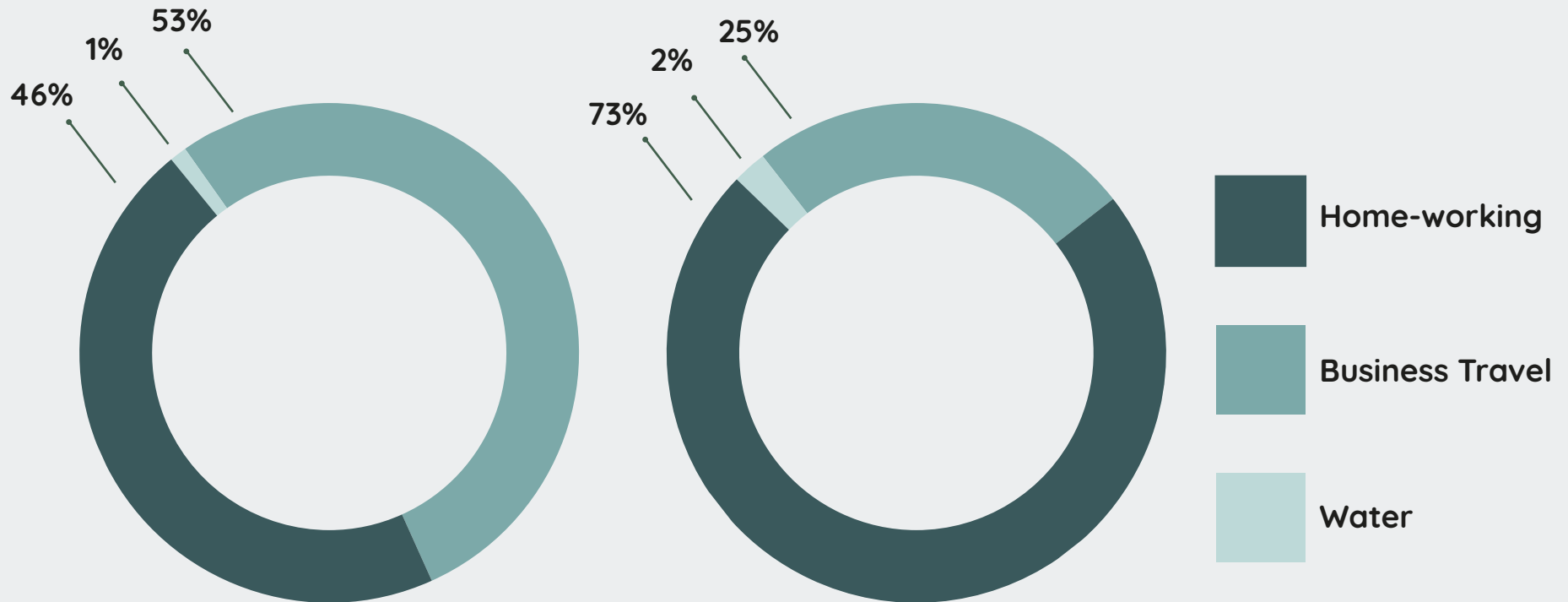
46% Reduction in overall footprint vs 2019

## our goals

Our plan to move forward is to two fold. Keep going on our journey of reduction. Learn from 2020 and think about how we can set standards from this year.

1. Commit to the SME Climate Hub and ensure our clients do the same
2. Join 'Pledge To Net Zero'
3. Review all policies relating to climate and introducing new policies including: WEEE Waste Policy, Saving Energy At Home, Household Renewable Energy Scheme for employees, Low-Waste At Work
4. To half all of non-direct emissions (client emissions) by 2030
5. Remain on course for true Carbon Neutral by 2022 and Carbon Positive by 2030 while growing the business

# 2019 vs 2020



## the data

The expected switch between business travel and home-working emissions leave us where we thought we would be. However due to the nature of our business we only measure Scope 3 emissions. Our plan for 2021 is to really get to grips with what extra things we can measure, going beyond best practice and setting new standards.

As part of our commitment to fighting the Climate Emergency we are investing in 2t of Gold Standard Offsets as we follow our own advice and ask that clients double their footprint when offsetting. This does not make us Carbon Neutral. This is us simply investing in the planet we call home.





*It is really valuable to work for a company that listens to our feedback and personal goals and thinks of how they can make that happen. Prioritising social value, employee's mental health, and our ambition, is crucial to making a working environment where we can all thrive.*

**Amberley Hack - Copywriter**



# SOCIAL VALUE

This is our first year of measuring Social Value and so this will become our baseline.

This is a practice that we have adapted after a training course from HACT, who created the Social Value Calculator that we use values from. If you are new to Social Impact then allow me to quickly introduce it. Some very smart people using very scientific data methods figured out how much monetary value there is in certain non-monetary action. For example supporting someone through anxiety or depression is worth around £36,000.

## Key Findings - 2020

- Hiring new staff and moving them from a temporary to a permanent contract has given us a boost
- Our culture creates high confidence but we need to do more to tackle mental health
- Part-time jobs are not enough to give financial security to our team and we must reinvest revenue where possible into moving them to full-time jobs



£229,046 total social value generated across the employees



Our highest score that we had a direct impact on was confidence, worth £39,240



Our lowest was volunteering worth £3466

## our goals

This year we are going through the sticky patch that a lot of small businesses go through when you start hiring employees and suddenly all your profit margins disappear. We have to grow our revenues and ensure we turn that into investment into the team.

1. Create full-time jobs for current staff
2. Add more part-time staff that part-time truly works for
3. With Covid restrictions easing we should create a way for our team to volunteer in their local communities
4. 2 Employees will complete their Mental Health First-Aid training in May to strengthen our offering
5. Employees will be offered free coaching/therapy with the cost covered by Conscious Creatives no matter of time worked or contract type



As part of our commitment to our staff we aim to accept everyone for who they truly are. Loving all parts of them so that when they show up to work they are able to show up as their whole selves. Not someone that they think is 'appropriate' for their job.

Mark has been working with a guide for nearly a decade now after hitting a wall of depression and feeling unfulfilled. In fact he contributes much of the decision to start Conscious Creatives thanks to the work he has done with his guide over the years.

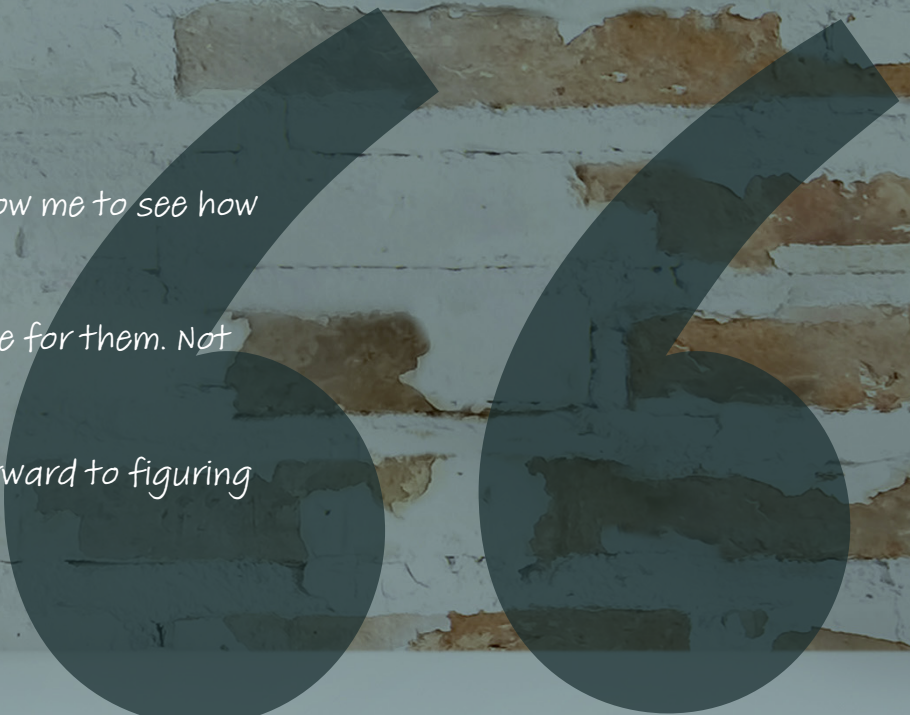
His guide is Fi Feehan, a fantastic practitioner based in Brighton. You can find her and her organisation Light Before Dawn at [www.lightbeforedawn.co.uk](http://www.lightbeforedawn.co.uk).

For the Conscious Creatives team we wanted to take a path that would allow us to understand ourselves as individuals and each other in a way that would deepen the trust in the organisation.

It is our belief that vulnerability is the birthplace of creativity and that to truly be whole and vulnerable with the team then we must truly trust each other.

Fi took us on a journey through Drivers, Meta-Programs, Love Language and finally BRAVING - Brene Browns work on Trust.

Each of the team completed a short quiz and then we reflected back on our results with Fi and the team at each stage via a zoom call.



*“Having these insights as a leader is incredible. Not only does it allow me to see how the team works best, it allows them to see the same in me.*

*It’s forced me, sometimes reluctantly, to be the best leader I can be for them. Not an idea of a leader that comes from a book.*

*These sessions have definitely achieved the objective and I look forward to figuring out how we continue this with new employees in the coming year.”*

**Mark Roberts | CEO**

The sessions were always interesting. Everyone taking a while to warm up and by the end really showing up and sharing with the team what they thought.

Lots of our team took the exercises outside of work and into their personal lives. Looking at all of their relationships and asking, how can they deepen trust there too.

Following our work with Fi and Light Before Dawn we have noticed the difference in the way we work together and the way set the vision for moving the business forward.

Often we now recognise in other people some of their traits that before may not have made sense to us but because we understand and accept each

other for who we are, everything moves a little easier.

From a strategic perspective we are now co-creating better than ever. It is easier to have everyone give their opinions and really develop the best services for our clients.

It really does feel like we are creating space for vulnerability.



# SDG ACTION MANAGER

As participants of the United Nations Global Compact we are focused on delivering on the Sustainable Development Goals and supporting our clients to find easy ways to align as well. The Action Manager from the team at B-Corp has proven to be a fantastic tool for those getting started in managing their impact through the SDGs,

## Key Findings - 2020

- We score highly on the baseline test evaluating our organisation against all 17 SDGs
- That our main business impact is across Goal 8: Decent Work & Economics
- That we will have to actively choose other SDGs to work on in order to support achieving the overall Global Goals by 2030



Scored 15.6/20 on Labor thanks to our Living Wage, Annual Leave and Pro-Union policies



Scored 6.6/20 on environment. Even with our low footprint our small data set needs improving



The average score for a company of our size in 34.9 so we have doubled the expectation

## our goals

### Baseline Score = 70.1% - 2022 Target = 77.6%

1. Investigate home office usage and create reduction plan for energy and water
2. Conduct an ethics-focused risk assessment as part of our annual impact report

### Goal 8 Score = 37.2% - 2022 Target = 77.2%

1. Add 1 part time and 1 full time employee and increase 2 part time employees to full time
2. Full supply chain impact report and policy placement
3. Create advocacy program for local and national adoption of Goal 8



# ACHIEVING SDGS WITH PARTNERS

One of the ways we are exploring working to achieve the SDGs is by working with and investing in partner organisations that have different goals than us. While we as a sustainability focused organisation will attempt to add as many of the 17 goals to our agenda as we can. Working with partners will help us all achieve the goals quicker.

## Surfers Against Sewage - 250 Club Membership



## Cornwall Wildlife Trust - Business Members



## Terra Neutra - Offsetting Partner



## United Nations Global Compact - Participant



# UNITED NATIONS GLOBAL COMPACT

Today, Conscious Creatives is proud to share our United Nations Global Compact Communication on Progress (COP), demonstrating our ongoing commitment to responsible business action in support of broader societal goals.

As part of our continued engagement with the United Nations Global Compact and its Ten Principles, this report outlines our efforts to support and uphold universally accepted principles in the areas of human rights, labour, environment, and anti-corruption. You can view our Communication on Progress (COP) and other activities and engagements on our participant profile on the UN Global Compact website here [\[link to your profile\]](#).

Since joining the UN Global Compact in 2020, Conscious Creatives has been proud to be part of a global movement of sustainable companies and stakeholders. By integrating a principles-based approach to sustainability, Conscious Creatives is taking shared responsibility for achieving a better world.

“The core of the United Nations Global Compact’s mission is to support companies doing business responsibly by aligning their strategies and operations with ten universal principles on human rights, labour, environment, and anti-corruption,” said **Steve Kenzie, Executive Director, UN Global Compact Network UK.**

“We also support business taking actions to advance the Sustainable Development Goals. We are delighted and encouraged by Conscious Creatives endorsement of our initiative.”





# THE 10 PRINCIPLES

The Ten Principles of the United Nations Global Compact are derived from: the Universal Declaration of Human Rights, the International Labour Organization's Declaration on Fundamental Principles and Rights at Work, the Rio Declaration on Environment and Development, and the United Nations Convention Against Corruption.

1

**HUMAN RIGHTS:** Businesses should support and respect the protection of internationally proclaimed human rights

2

Make sure that they are not complicit in human rights abuses.

3

**LABOUR:** Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

4

The elimination of all forms of forced and compulsory labour

5

The effective abolition of child labour

6

The elimination of discrimination in respect of employment and occupation.

7

**ENVIRONMENT:** Businesses should support a precautionary approach to environmental challenges;

8

Undertake initiatives to promote greater environmental responsibility

9

Encourage the development and diffusion of environmentally friendly technologies.

10

**ANTI-CORRUPTION:** Businesses should work against corruption in all its forms, including extortion and bribery.

# CONCLUSION

## A summary of where we are and where we are going.

This took a lot longer than I had imagined. It wasn't the data that was difficult. It was the story. The original version of this clocked in at nearly 50 pages. The thing is, I hate long sustainability documents. I now understand how they happen. So much to talk about and share but it is not effective to lump it all into one document at the end of the year and then ask people to read it. You have to make it accessible for all your stakeholders and then use it as something to inspire others.

On the back of this we will create several digital assets that we can share across our website and our social media pages to celebrate what we have done and hold us to account as we go through this year. By creating a deeper appendix and leaving only key highlights at the front I hope we have created an easy to read document that gives enough information without being overwhelming.

Next up we have some big plans. We have set out very clear targets for the year ahead and beyond. We are also pleased to announce that we are very close to completing our B-Corp certification (there is a 5-7 month waiting period) and from August we will be offering consultancy on this as a service. Lots of organisations are choosing B-Corp as a start to their sustainability journey and the SDG Action Manager works with the Impact Assessment for B-Corp so why not complete both?

Outside of the office we are hoping to make our way to COP-26 with a client to create an Impact Report just like this for an event. Providing us with really interesting challenges from how to get up hills in an electric car to how to measure the impact on the SDGs of a live event. We are also looking to combine with partners from across the country to create something for the G7 Summit happening in our home of Cornwall in June.

We are also really excited about the launch of Conscious Connections. A netwalking event hosted in partnership with Cornwall Wildlife Trust. We originally planned on launching this March 23rd 2020...yep, the week of lockdown 1. Getting out with lots of conscious professionals to explore the Cornish coast and countryside will provide a fantastic alternative for business owners fed up with suit and tie breakfasts.

So lots to do in 2021 and beyond. Our mission remains the same. Get all SMEs in the Cultural and Creative sector to achieve the SDGs by 2030. Our vision of a world that fits inside the Doughnut Economy still feels possible. If you have read this document and thought you might like something similar then please reach out. This is going to be the focus for us in achieving our mission so we would love to hear from you.



Mark Roberts  
CEO & Co-Founder | Conscious Creatives





01872 300797



[hello@consciouscreatives.co.uk](mailto:hello@consciouscreatives.co.uk)



30 Ferris Town, Truro, TR1 3JJ



[www.consciouscreatives.co.uk](http://www.consciouscreatives.co.uk)

# APPENDIX

Here is our data and methodology notes. For the Carbon Footprint and SDGs we are using existing frameworks and methodology. For the Social Impact measurement we are using our own methodology because no such framework currently exists.

## Carbon Footprint Data:

Conscious Creatives (CC) have conducted a Scope 1, 2 & 3 Carbon Footprint for years 2019 & 2020 (Jan-Dec). As all staff work from home, the business currently has no Scope 1 & 2 emissions.

The objective was to provide an overview of Conscious Creatives carbon emissions and establish a baseline year which all years can be compared against.

In this study we reported on Scope 1, 2 & 3 emissions for years 2019 & 2020. Scope 1,2 & 3 emissions were calculated using Defra's UK government GHG conversion factors for 2019 & 2020.

2019 Table

Impact	Consumption	Carbon
Home-working	931 kw/h	0.24
Water	N/A	0.005
Business Travel	1110 m	0.28
<b>Total</b>		<b>0.52 tCO2e</b>

2020 Table

Impact	Consumption	Carbon
Home-working	890 kw/h	0.208
Water	N/A	0.007
Business Travel	464 m	0.07
<b>Total</b>		<b>0.28 tCO2e</b>

## **Carbon Footprint Methodology:**

### **Carbon Footprint**

A Carbon Footprint is the total greenhouse gas emissions (GHG) emitted by an organisation from direct (Scope 1) & indirect sources (Scope 2 & 3). Measuring your carbon footprint allows you to highlight key emission sources and opportunities to reduce them. Your carbon footprint is expressed in kilograms (kg) of carbon dioxide equivalent (CO<sub>2</sub>e) kgCO<sub>2</sub>e and/or tonnes of CO<sub>2</sub>e (tCO<sub>2</sub>e) and is calculated in line with the Greenhouse Gas Protocol Standard, using the standard emissions factors for the UK. (Defra's GHG reporting conversion factors <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2019> ). Due to the nature of business, expanding and growing, carbon is also expressed in carbon intensity (kgCO<sub>2</sub>/m<sup>2</sup>, kgCO<sub>2</sub>/staff, kgCO<sub>2</sub>e/£).

### **Scope 1 & 2 - Electricity, Gas, Company Vehicles**

Scope 1 & 2 is your mandatory minimum carbon footprint reporting - This is your direct and indirect emissions from purchased electricity, gas & combustion of fuel in company vehicles.

Scope 3

Scope 3 is all your other indirect emissions from sources that the company does not own or control. These are quite often the biggest share of the carbon footprint including staff commuting, home-working, business travel, procurement, data and storage, waste and water.

### **Data- Method**

Carbon Accounting year January-December.

CC had no Scope 1 & 2 emissions

### **Home-working Emissions**

Home-working emissions were calculated in part using the EcoAct White Paper 2020, as well as carbon footprinting good practice. I assumed 10W for lighting per hour for each staff member and also calculating their consumption from IT devices. Heating emissions were not applicable to staff, except Mark, as they had other full time members at home permanently during their working hours.

### **Electricity - Mark**

For 2020 data used was a monthly figure in kWh, taken from invoices. There was no data available for January/February so a winter monthly average was calculated and used for these months. For 2019 data used was an annual figure in kWh taken from invoices.

### **Business Travel**

Mileage data was collected from Mark. Mark's car (VOLKSWAGEN POLO, 2002, PETROL, 1.2, LC02WFF) by market segment was supermini.

### **Water**

An office industry standard of 0.002kgCO<sub>2</sub>e/hr was used for each staff member.

## **Carbon Footprint Statement:**

Our Carbon footprint for 2020 was 0.28 tonnes of carbon dioxide equivalent. This is roughly the same amount of carbon emitted by:

- Driving 1233 miles in an average UK car
- Drinking 3,944 cups of tea
- Drinking 377 Lattes
- 622 rolls of recycled toilet paper

We emitted 4.27kg of carbon dioxide for every £1,000 we made (Carbon Intensity/CI)

We purchased 2 tonnes of Gold Verified Carbon Offsets (that's almost 6 times our footprint) to represent a more real of carbon ~£25/t.

We saw a 46% reduction in our 2020 footprint, mostly due to reduced business travel as a results of COVID-19. Over 98% of our home working emissions comes from renewable energy company, X, but since it is already accounted for within the grid emissions factor, we will report on the UK current grid electricity fuel mix (no official carbon savings but we don't mind!). Purchasing 100% renewable energy drives demands and moves the UK closer to 100% renewable electricity (2030 UK target).

## **How we did it?**

Having a business where staff exclusively work from home makes carbon footprinting a little tricky. All our emissions fall into Scope 3 (value chain emissions) We used the ECO Act White Paper (2020) and specific energy use for staff members, to get a rough estimate of our carbon footprint.

## **Our Future , The Year Ahead...**

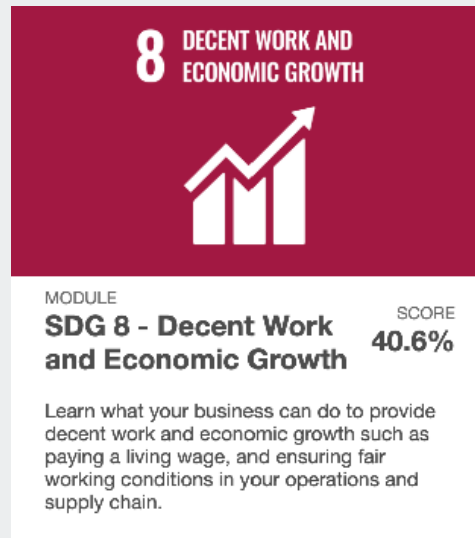
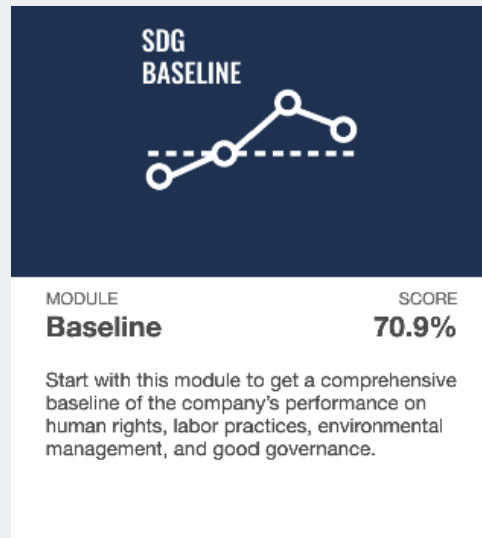
We envision our new normal will have reduced travel miles, due an increase in video calls, but are also considering adding an electric vehicle to our company vehicles for business travel which can't be done by video call.

As a small business working towards being a bigger business, we expect that our carbon footprint might increase (although we are working on doing everything we can to keep it minimal as possible). We will be monitoring our carbon intensity (kgCO<sub>2</sub>e/£1,000) to make sure that we are working as carbon efficient as we can.

To align with the SME Climate Commitment, our business will need to cut its absolute greenhouse gas emissions by at least 50% before 2030, from a base year not more than 2 years back in time. This means that our own emissions (both scope 1 and scope 2 emissions), as well as those emissions related to business travel must be cut in half this decade. Where our value chain emissions (scope 3) are material to our total emissions and where data allows us to measure it, our company should also aim to cut scope 3 emissions in half this decade. Only offsetting a max of 10% by 2050.



## SDG Action Manager Data:



Using the SDG Action Manager we completed the baseline questions and scored 70.9% and told us that we should have a focus initially on SDG Goal 8. We currently have a baseline score of 40.6%.

This doesn't mean we don't have other ways of supporting other goals but this is a fantastic way of creating a task list that will deepen our focus aligned with our business operations.

### Score Breakdown:

#### Baseline:

- Introduction = 11.1/20
- Human Rights = 20/20
- Labor = 15.6/20
- Environment = 6.6/20
- Anti-Corruption = 17.5/20

#### SDG 8 - Decent work:

- Business Model = 19.6/25
- Internal Operations = 14.6/25
- Supply Chain = 6.2/25
- Collective Action = 0.0/25

This data is completed to the best of our ability with as much honesty as possible. There are however, no checks or evaluations of this data from a third party currently.

### **Calculating Social Value:**

Thanks to SmartLine we were able to receive a 2 day training course in understanding and implementing the HACT Social Value Calculator. Initially it posed an interesting question around impact as it is mostly aimed for the housing sector and used by a lot of charities.

Using the HACT Social Value Calculator we have been able to identify key areas that our role as an employer has an affect.

We use these values, defined by HACT as a guide for our internal policy making and HR strategy. The employees are then surveyed independently and we are able to score our result as a percentage and look at key areas of improvement.

### **The relevant values:**

Full-time employment: £14,433

Part-time employment: £11,588

Secure job: £12,034

Regular attendance at local/voluntary organisation: £1733

General training for job: £1567

High confidence: £13,080

Relief from anxiety/depression: £36,766

Good overall health: £20,141

Feel in control of life: £15,894

Able to save regularly: £2155

### **Our Scores:**

We created an anonymous survey for employees and key freelancers to understand our impact on them for the past year.

Full-time employment: £14,433

Part-time employment: £11,764

Secure job: £24,068

Regular attendance at local/voluntary organisation: £3466

General training for job: £6268

Higher Confidence: £39,240

Relief from anxiety/depression: £36,766

Feel in control of life: £63,576

Able to save regularly: £6465

**Total: £229,046 - £57,261 per person**



01872 300797



[hello@consciouscreatives.co.uk](mailto:hello@consciouscreatives.co.uk)



30 Ferris Town, Truro, TR1 3JJ



[www.consciouscreatives.co.uk](http://www.consciouscreatives.co.uk)