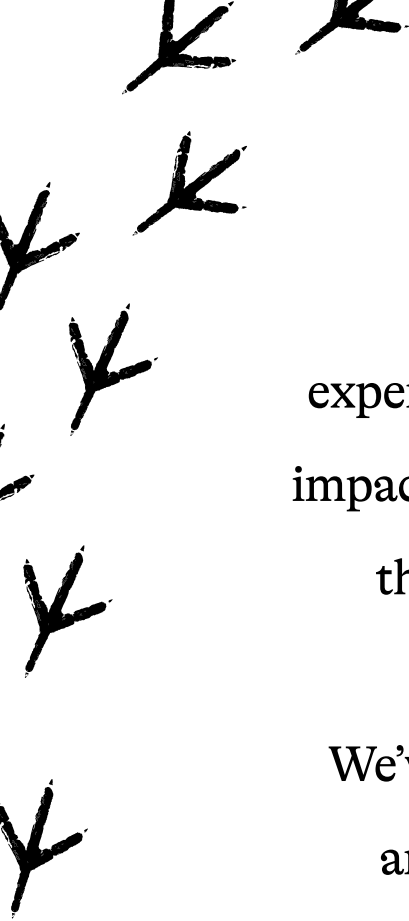


IMPACT REPORTING MADE SIMPLE

What is an Impact Report? Why is it important?
And how do you create one? Look no further...

**CREATURE
& CO.**

**FREE
IMPACT
TRACKER
INCLUDED**



The time for an Impact Report comes around quickly every year. Whether you're an experienced organisation who has done this many times before or a newcomer to the world of impact reporting, we understand that the process can seem daunting. That's why we've created this document: to provide you with all the tools you need to give impact reporting a try.

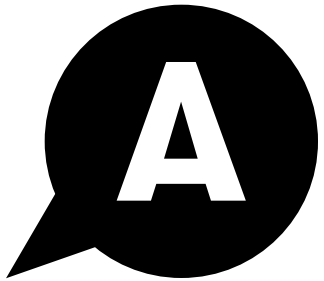
We've broken down the process into three stages: Research & Analysis, Creative Execution, and Proactive Planning. We've also included examples of some of our favourite Impact Reports, as well as a **FREE, DOWNLOADABLE IMPACT TRACKER** that you can update throughout the year to ensure your impact reporting goes as smoothly as possible.

But first: What is an Impact Report? And why do you need one?





WHAT IS AN IMPACT REPORT?



TYPICALLY A DOCUMENT,
BUT IT CAN TAKE ON MANY
FORMS INCLUDING VIDEO,
ANIMATION, INTERACTIVE

WEBPAGE AND MORE. AN IMPACT REPORT
IS A BRILLIANT TOOL TO COMMUNICATE
TO YOUR INDUSTRY, CONSUMERS
AND STAKEHOLDERS THAT YOU ARE
TAKING ACCOUNTABILITY FOR YOUR
ORGANISATION'S ENVIRONMENTAL
AND SOCIAL IMPACT.



WHY DO YOU NEED ONE?



AN IMPACT REPORT INCLUDES
INFORMATION ON YOUR
ORGANISATION'S MISSIONS
AND GOALS, AS WELL AS

THE STRATEGIES AND TACTICS USED TO
ACHIEVE SAID GOALS. IT ALSO PROVIDES
TRANSPARENCY & ACCOUNTABILITY,
IDENTIFIES AREAS FOR IMPROVEMENT,
ENHANCES YOUR REPUTATION, AND
DEMONSTRATES YOUR COMMITMENT TO
SUSTAINABILITY & SOCIAL RESPONSIBILITY.

AREAS TO CONSIDER



EMPLOYEES

Happy employees are good for business as they are more engaged, show more productivity and have less absences. Consider their financial security, health and safety, wellness, career development and training opportunities, engagement and satisfaction.

ENVIRONMENT

We need to take bold action to protect our most precious resources with environmentally friendly business practices. Look at every aspect of your organisation, from electricity usage to greenhouse gas emissions and even food waste.

COMMUNITY

Success should be shared! Evaluate the impact your business has on the communities in which it operates, hires from, and sources from. This includes DEI, economic impact, charitable giving, volunteering, and supply chain management.

CUSTOMERS

It's important to build credibility and trust with customers. You should be constantly monitoring customer feedback channels and the quality of your products and services.

IMPACT REPORTING: BREAKING IT DOWN.

#1

On average 2-3 months

RESEARCH & ANALYSIS

AUDIT OF BUSINESS OPERATIONS
IN-DEPTH **RESEARCH**

#2

On average 2-8 weeks

CREATIVE EXECUTION

CREATIVE DIRECTION
CONTENT **CREATION**

#3

Every 3, 6 or 12 months

PROACTIVE PLANNING

IMPLEMENT **IMPROVEMENTS**
COMPILING NEXT YEAR'S DATA

EVERY BRAND IS DIFFERENT, SO YOU NEED TO THINK ABOUT THE BEST EXECUTION FOR YOUR IMPACT REPORT. DOCUMENT? VIDEO? INTERACTIVE? GET CREATIVE!

RESEARCH & ANALYSIS

Research is critical because it provides the organisation with the data and insights necessary to measure impact and evaluate progress towards its goals.

The research and analysis stage can be daunting, as there are so many areas to consider. To start, why not try breaking your research into the following categories, and working from there: *Governance, Workers, Environment, Customers & Community.*

TIPS TO GET STARTED

ASK YOURSELF: WHAT'S THE MISSION OF THE BUSINESS AND WHAT ARE ITS VALUES?

CONSIDER HOW YOU CURRENTLY MEASURE SUCCESS AGAINST THE MISSION. YOU CAN'T IMPROVE WHAT YOU'RE NOT MEASURING.

WATCH OUTS

WITH SO MANY ASPECTS AND DIFFERENT COMPARTMENTS, THIS STAGE CAN BE A HUGE UNDERTAKING FOR ONE PERSON. TRY GETTING SUPPORT FROM A COLLEAGUE IN EACH TEAM OR DEPARTMENT SO YOU HAVE ASSISTANCE GETTING THE INFO YOU NEED.

CREATIVE EXECUTION

You may think Impact Reports are dull, but they're actually a great opportunity to showcase your organisation's creativity.

Whether it's a beautifully designed document, an interactive infographic or webpage, a fun video or even something wacky and in-your-face – your Impact Report should reflect your brand whilst conveying the complex information in an accessible way.

TIPS TO GET STARTED

KNOW YOUR AUDIENCE. THIS WILL INFORM CONTENT, FORMAT AND TONE.

ALONGSIDE DATA, CAN YOU INCLUDE QUOTES FROM CUSTOMERS OR STAFF? THIS WILL HELP TELL A STORY AND BRING THE DATA TO LIFE.

WATCH OUTS

DON'T SACRIFICE SUBSTANCE OVER STYLE – GET YOUR RESEARCH DONE FIRST.

AVOID MISLEADING VISUALS, SUCH AS A SCALE IN A GRAPH THAT MAKES INCREASES/DECREASES LOOK BETTER THAN THEY ACTUALLY ARE.

PROACTIVE PLANNING

If you're putting in the effort to create an Impact Report, why not strive to improve it each year? A well-thought-out strategy with proactive planning can help you do this!

With an easy-to-follow system for collating results, you can determine the most effective way to gather research, helping you set goals and deadlines throughout the year to build momentum and motivate stakeholders to continue supporting your mission.

TIPS TO GET STARTED

SET SPECIFIC, TIME-BOUND & MEASURABLE GOALS FOR IMPACT REPORTING. ENSURE THEY ARE ACHIEVABLE AND RELEVANT TO YOUR MISSION. EXAMPLE: "INCREASE EMPLOYEE DIVERSITY REPRESENTATION BY 15% WITHIN THE NEXT YEAR TO PROMOTE INCLUSIVITY."

WATCH OUTS

ENSURE YOUR GOALS ARE ALIGNED WITH THE SIZE, TYPE AND IMPACT OF YOUR BUSINESS. DISPROPORTIONATE OR UNREALISTIC GOALS MAY HINDER PROGRESS. THERE MAY ALSO BE THIRD PARTY GUIDELINES OR GOVERNING BODIES YOU'LL NEED TO CHECK YOUR GOALS AGAINST, SUCH AS SBTI, ESG OR CSRD.



EXAMPLES

This is the part where we stop waffling on about the importance of Impact Reports and show you some of our favourite examples.

ITV

ITV's recent Impact Report is a great example of promoting transparency and accountability. Their report highlights their progress whilst also noting the targets they didn't meet and the improvements they need to make over the forthcoming year.



itv Social Purpose Impact Report 2022

LOOKING BACK.. our year at a glance

We set goals and targets to keep track of how we're doing. These 'Key Performance Indicators' (KPIs) help us measure progress and identify areas for improvement. Here's an overview of our KPIs this year:

WHAT WE'VE
ACHIEVED IN
**2021
2022**

NUMBER
OF FARMERS
IMPACTED
14,763



7
PARTNER
CO-OPS
with whom we
have long-term
commitments

CLMRS

child labor monitoring and remediation system

SELECT
COMMUNITY
FACILITATOR



remediated
case =
the child is out

CONDUCT
FOLLOW-UP
VISITS

FIND
COMMUNITY

VISIT
HOUSE
HOLDS

RECOGNIZE
CHILD
LABOR

START CON
VERSATIONS

FIND
INDIVIDUAL-
FOCUSED

cases found:
2,875

736 cases
were found
at the
long-term
partner
co-ops

1,939 cases
were found
at the newer
partner
co-ops

**CHILD LABOR
PREVALENCE RATE**

4.4% at the long-
term partner co-ops
52.8% at the
newer partner co-ops

TOTAL AMOUNT OF BEANS USED

4,117 mt
sourced by
Tony's Open
Chain mission
allies

14,002 MT



3 NEW

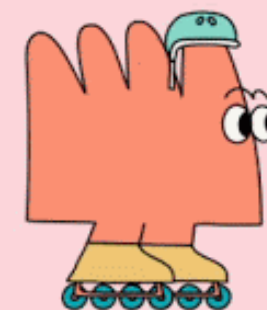
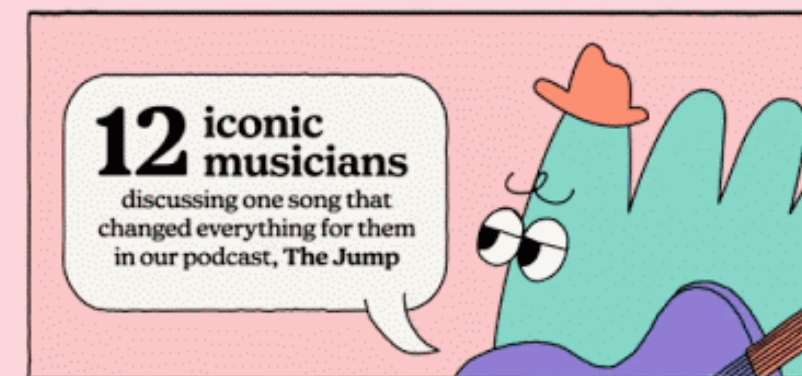
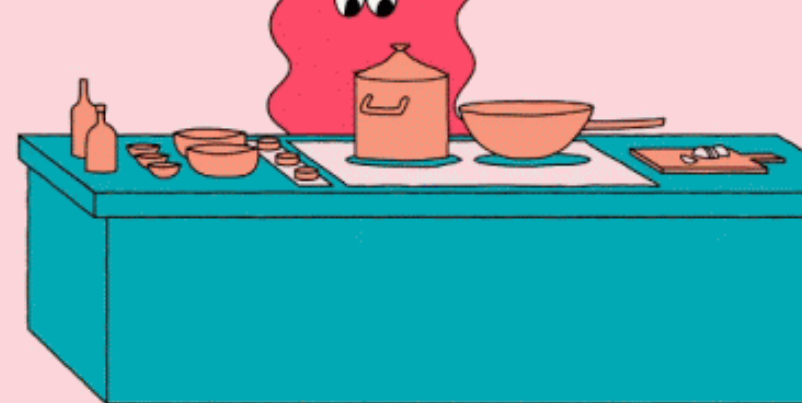
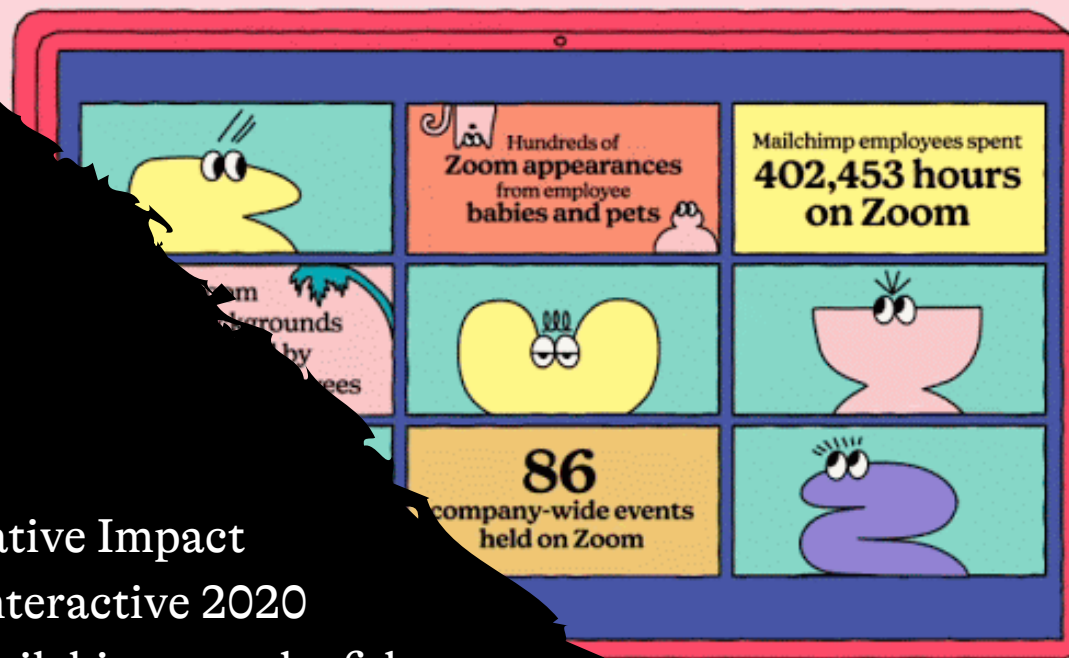
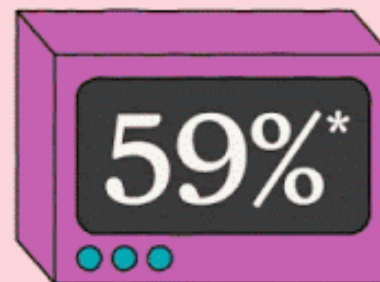
100%
COMPENSATION

TONY'S CHOCOLONELY

This Annual Fair Report from Tony's Chocolonely is engaging, creative and memorable. It isn't just a wall of words – it's easy to read and full of colour and infographics, highlighting the company's innovative approach to producing slave-free chocolate.

MAILCHIMP

Another incredible creative Impact Report is the fun and interactive 2020 Annual Report from Mailchimp – a playful tour through their accomplishments, journeying through brightly-coloured high streets, offices and stores, led by an animated guide.



**“Inspiring action
that’s good for the
environment and
for everyone.”**

HELLO@HUBBUB.ORG.UK



Registered charity no. 1158700

Hello

At Hubbub, our work has always been about inspiring people to take action. Three-quarters of adults in the UK are concerned about climate change, but often don't know where to start with doing something to help, or think environmental action's not for them. We're here to show how everyone can contribute to the solutions, whether that's putting more plants on their plate, donating an old smartphone or even setting up a Community Fridge.

As such, our primary impact is on people. Our work has myriad environmental benefits, from carbon reductions to improved air quality; enhanced biodiversity to less plastic in our waterways. But to tackle the issues we face at the scale and speed required, we believe that we need to get society on board. That's why our vision is a world where everyone makes choices that are good for the environment. We are building a movement of people who feel both willing and able to make a difference, every day.

2022 brought a new set of challenges, as citizens in the UK faced almost unprecedented pressures amid the cost-of-living crisis. As you'll read in these pages, we've worked with every project and partner. As our work has always been about bringing people together and often about helping them save money, Hubbub was well placed to build stronger, more resilient communities through projects ranging from our Community Fridge project in Manchester, In Our Nature, to our Halloween food waste project, Your Pumpkin. Last year we went further, adapting our challenge to help people recognise that every environmental issue is also a social one, and that we're at the heart of what we do.

It was also a year where we explored what 'scale' we can achieve it. In this report you'll read about how we can scale what we can achieve in the UK, or became deeply embedded in a community. And you'll see our continued commitment to help businesses scale what we've learned from our projects. And you'll see our continued commitment to help businesses accelerate their own impact, from helping them to exploring how to bring the circular economy forward to bring the circular economy forward to bring the circular economy forward.

As I reflect on my first month, I'm struck by the remarkable breadth of work we've done. We've had numerous collaborations, from working with a huge range of groups as partners to working with everyone. There's a long way forward to bring the circular economy forward to bring the circular economy forward.

Alex Rea

HUBBUB

A good example of an Impact Report that celebrates progress is this magazine-style report from Hubbub. The report includes an evaluation of the effectiveness of their Community Fridge network, user feedback providing insights into the challenges and successes of the initiative.

In 2022 we are:

...focusing on how we can support women in the company by introducing... our existing... maternity...

NAT GEO KIDS CUSTOMER SERVICE SATISFACTION

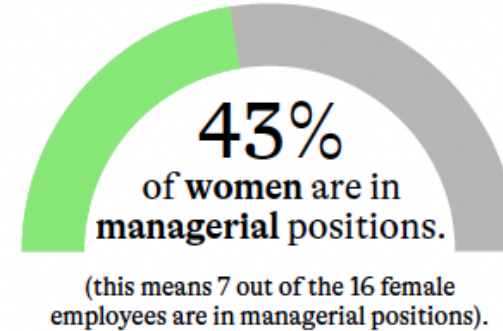
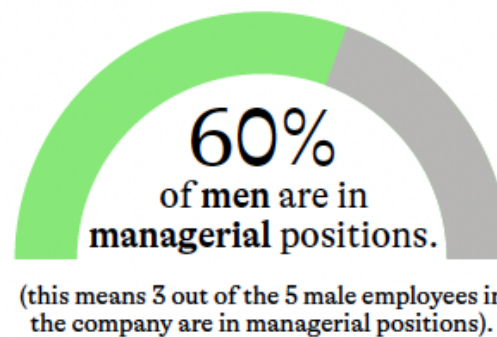
GATHERING **BASELINE DATA** TO IMPROVE THE **CUSTOMER EXPERIENCE** IN FUTURE:



In 2022 the customer service team will begin... the number... calls that... back...

CREATURE & CO.

We couldn't do a piece on Impact Reports without showing you our own. Creating our 2021 report helped us define the areas we needed to make improvements in, and we made a lot of changes off the back of it last year. Keep an eye out for our upcoming 2022 Impact Report!



We pay the Real London Living Wage as a minimum – per hour, that's **£11.05**



EVERY EMPLOYEE HAS ACCESS TO A **£500 PERSONAL DEVELOPMENT AND TRAINING BUDGET** PER YEAR, AND WE ENCOURAGE THEM TO USE IT!

CONSIDERATIONS

➤ **PURPOSE & SCOPE**

Define the purpose and scope of the report based on the intended audience.

➤ **DATA SOURCES**

Identify relevant metrics and data sources to measure impact.

➤ **INDUSTRY STANDARDS**

Check for any standards you may need to adhere to in your industry.

➤ **LANGUAGE**

Use clear, concise language and visuals to communicate data effectively.

➤ **IMPACT STORIES**

Highlight impact stories to engage the audience emotionally.

➤ **CONTEXT & ANALYSIS**

Provide context and analysis to help the audience understand the significance of the findings.



Our free, downloadable Impact Tracker gives you a head start on your next Impact Report.

To use the worksheet, simply fill in the relevant areas and update throughout the year when progress is made. We've included a few questions about your organisation's overall impact and purpose as well as a helpful spreadsheet to track any improvements.



CREATED IN COLLABORATION WITH
SUSTAINABILITY CONSULTANT HEIDI
FLORENCE, FOUNDER AT [FAIR ENOUGH](#).

FREE IMPACT TRACKER

CLICK TO
DOWNLOAD

INTERESTED IN AN IMPACT REPORT? WE COULD HELP YOU CREATE IT. WHY US? WELL, OUR ROOTS IN ENVIRONMENTAL JOURNALISM GIVE US AN **INQUISITIVE, FACT-LED** APPROACH. HERE'S A BIT MORE ABOUT US...

CREATURE & CO.

All our Creatures have been employed for their **love and knowledge of our planet**, with great brand skills ranging from **strategy** through to **production**. Together, our mission is to help organisations **navigate purpose** to create **lasting change** and **empower people** to act on the world's challenges.

Our Co's are **best-in-field** specialists and advisors in **social and environmental movements**. Our little black book is full of amazing people who we bring in at the right time for the right job.

ARE YOU WITH US?

CREATURE
& CO.

If you're interested in an Impact Report that will communicate your organisation's sustainability initiatives and brand purpose in an engaging and transparent way, please get in touch.

Our door is always open for a free, informative chat!

PETER JOHNSON
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Creature & Co.

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