

Impact reporting made **simple.**

**FREE
IMPACT
TRACKER
INCLUDED**



**CREATURE
& CO.**

Impact Reports can take on many forms; from **ESG** to **GRI**, part of a **B Corp submission** to an **Annual Report**, we've got you covered!

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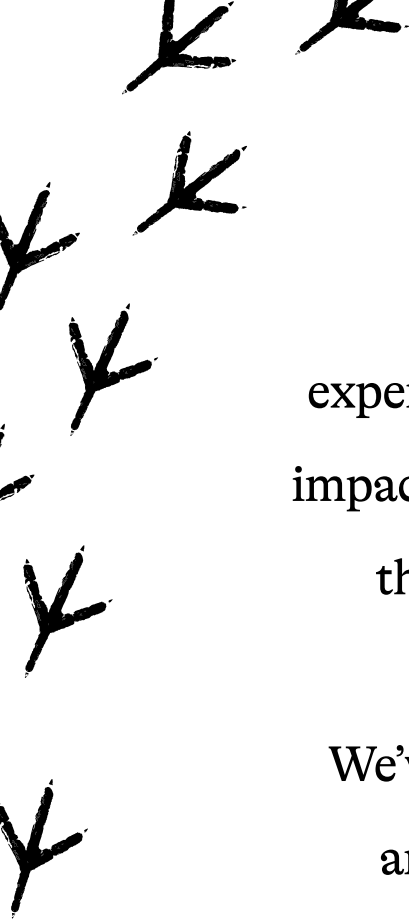
Our free, downloadable Impact Tracker gives you a head start on your next Impact Report.

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](#).





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.

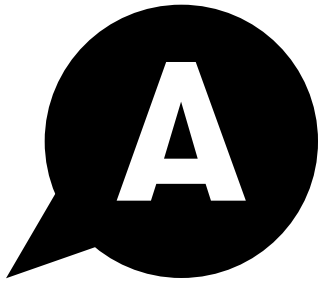
We've broken down the process into three stages: Research & Analysis, Creative Execution, and Proactive Planning. We've also included examples of some of our favourite Impact Reports, as well as a **FREE, DOWNLOADABLE IMPACT TRACKER** that you can update throughout the year to ensure your impact reporting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

IMPACT AREAS



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.

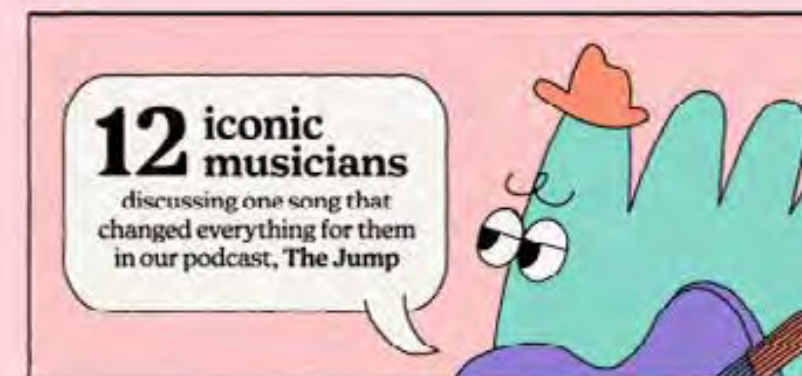
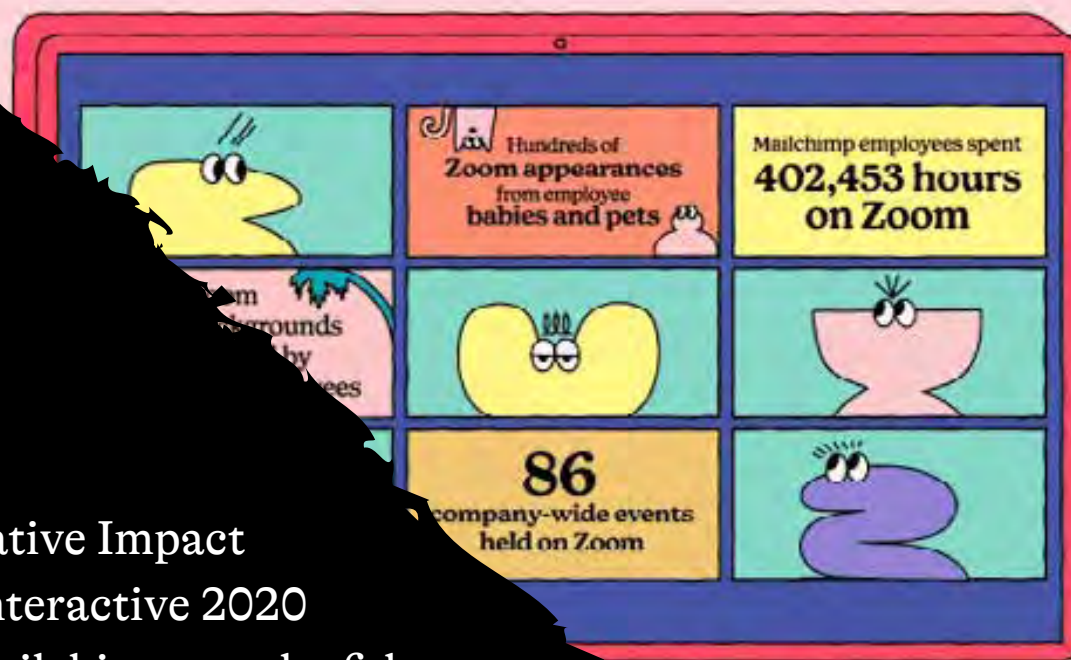
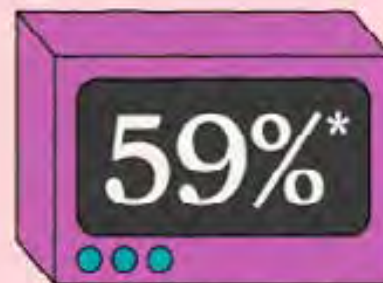


Examples

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

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.



86 employees
★ ★ ★ ★ ★
volunteered as

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
GO-OPS

with whom we
have long-term
commitments



GLMRS

child labor monitoring and remediation system

SELECT
COMMUNITY
FACILITATOR

VISIT
HOUSE
HOLDS

RECOGNIZE
CHILD
LABOR

CHILD LABOR
PREVALENCE RATE

4.4% at the long-term partner co-ops
58.8% at the newer partner co-ops

CONDUCT
FOLLOW-UP
VISITS

START CON
VERSATIONS

FIND
COMMUNITY

FIND
INDIVIDUAL-
FOCUSED



remediated case = the child is out



cases found: 2,896

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

1,939 cases were found 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
LEADING

100%
COMPENSATION

CO

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.

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!

NAT GEO KIDS CUSTOMER SERVICE SATISFACTION

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

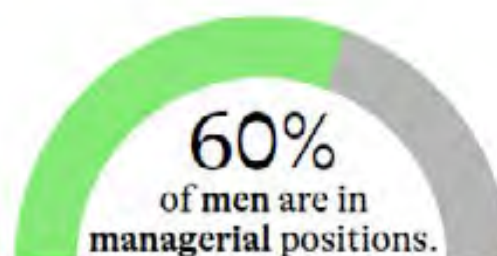


In 2022 the
customer
service team will begin
reducing the number
of missed calls that
fall back...

♀ **76%**
OF EMPLOYEES
ARE **FEMALE**.

24% ♂
OF EMPLOYEES
ARE **MALE**.

(MAR 22)



(this means 3 out of the 5 male employees in
the company are in managerial positions).



(this means 7 out of the 16 female
employees are in managerial positions).

20%

OF EMPLOYEES
IDENTIFY AS
**NON-WHITE
BRITISH***.

OUR STAFF
TURNOVER
IN 2021 WAS
12.5%.

IN 2021 NG KIDS GIFTED

52,000

BOOKS TO NHS HOSPITALS
AND LITERACY TRUST.

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.



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!

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