



Let's talk about IMPACT.

Creature & Co.'s 2022 Impact & Purpose Report.

**CREATURE
&CO.**

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Certified



Corporation



PETER JOHNSON
**MANAGING DIRECTOR,
CREATURE & CO.**



“ Welcome to our 2022 Impact & Purpose Report! This is a really exciting moment in our story, because it’s our first as a certified B Corporation!

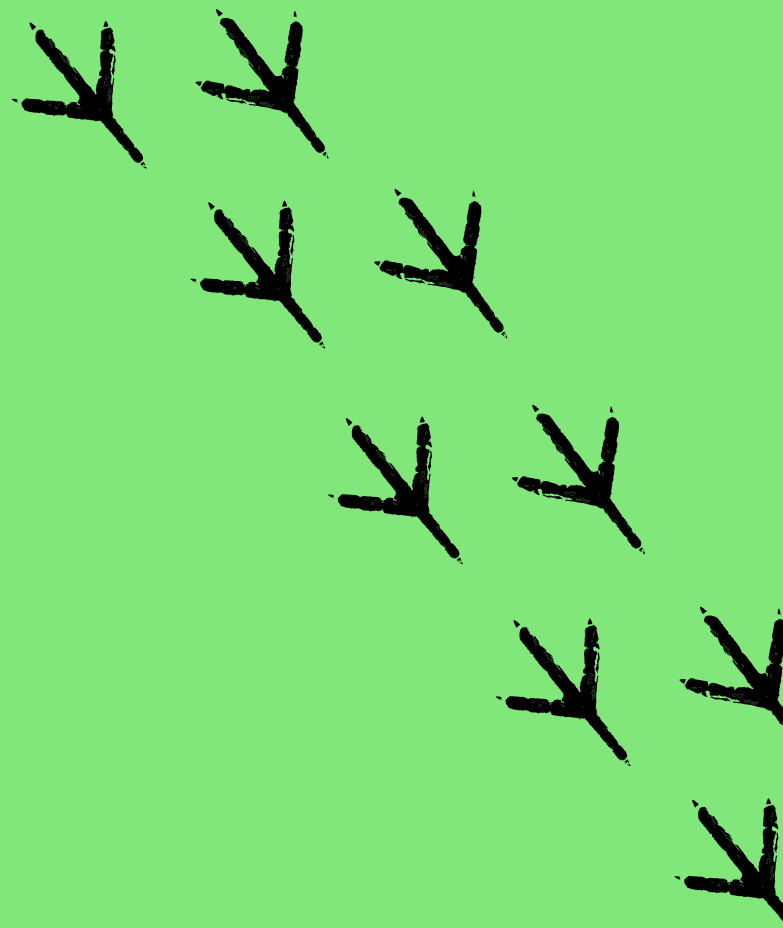
We’ve made a legal commitment to use our business as a force for good – to ensure our activities protect and care for our local communities, employees, the environment, and in turn, our collective futures.

We can’t say that 2022 was an easy year. The ongoing Cost of Living Crisis, COVID-19, Brexit and tensions in other parts of the world caused hardship for many of our clients, impacting the frequency, scale and budget of our projects. And in many ways, that makes what we do even more important!

Despite that, 2022 still gave us some incredibly inspiring, purposeful projects with brilliant clients. Plus, we furthered our mission to educate people about the world’s challenges through uplifting, solutions-focused storytelling and creative – you can learn a little more about that in this report.

**Here’s to another year of
inspiring positive change!**





Our Purpose.

In this part of our report, we lay out our business's reason for being, the why that drives our what.

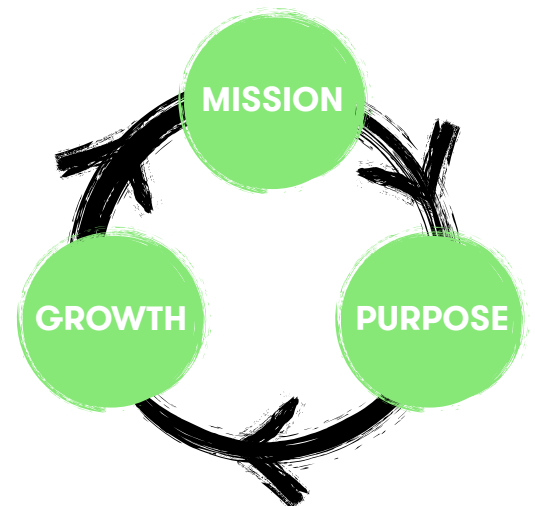
We are a purpose-driven creative agency that helps brands drive positive change for the benefit of all people and our planet.

Our mission.

To inform, inspire and empower people to act on the world's challenges through engaging and accurate storytelling and experiences.

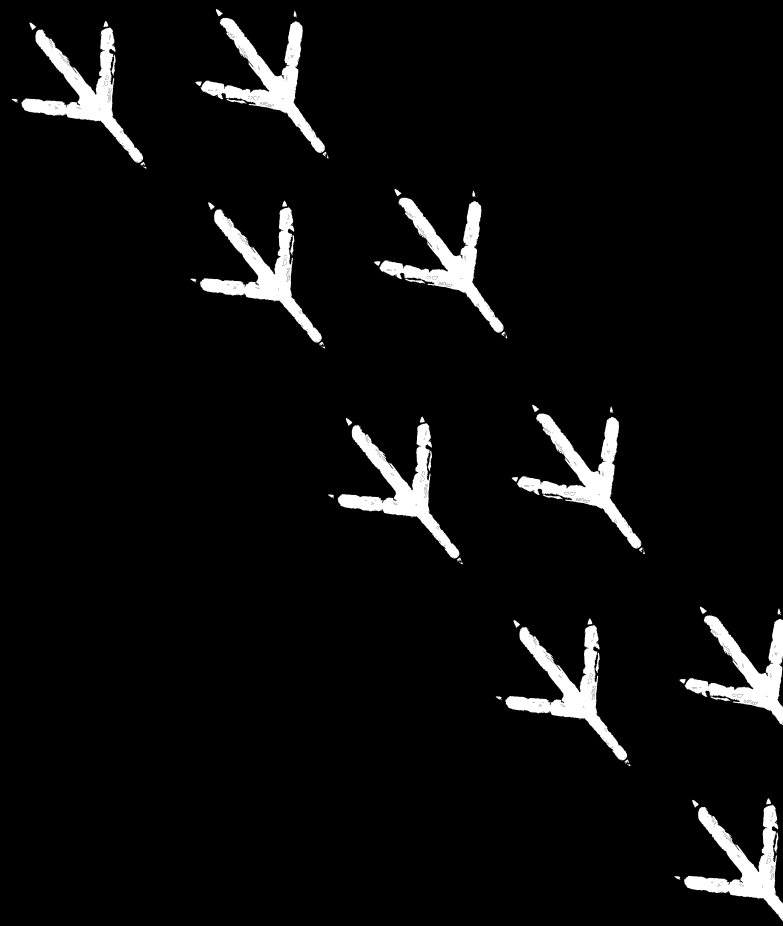
In 2021 (from a baseline of 24 million), we set ourselves the goal of educating 48 million people through our work by 2025.

We operate in a virtuous circle; our mission drives our purpose, our purpose drives our growth, and our growth helps us achieve our mission. We continue to work towards our ambitious target!



We are passionate about progressing the **Global Goals** – a universal framework for creating a greener, fairer, prosperous and secure world by 2030.

**SUSTAINABLE
DEVELOPMENT
GOALS**



Our people.

In this part of our report, we focus on the work we've done in the last year to better support the people that work for us.

Diversity & Inclusion.

To help us improve and measure diversity and inclusion within our business, our employees filled out an anonymous survey about themselves. We're using this information to help ensure everyone who works for us feels welcome, valued and included, no matter their age, race, background, gender, sexuality or ability.

We know we have more work to do here.

We aim to build a more diverse team that better reflects the city of London, where our office is based!

Employee happiness.

Of all our employees,

91.3%

said they **agree or strongly agree** with the statements on the right:

100%

of Employee DEI Survey respondents **agreed or strongly agreed** with the statement: 'Creature & Co. values diversity'

48%

of Employee DEI Survey respondents **agreed or strongly agreed** with the statement: 'Creature & Co. builds diverse teams'

"I would recommend Creature & Co. as a great place to work"

"I am proud to work at Creature & Co."



Gender identity.

While there are more women than men in our company, proportionally there are still more men in managerial positions.

GENDER & ROLE	2021	2022
EMPLOYEES IDENTIFYING AS MEN	24%	33.3%
EMPLOYEES IDENTIFYING AS WOMEN	76%	66.7%
MEN IN MANAGEMENT POSITIONS	60%	66.7%
WOMEN IN MANAGEMENT POSITIONS	43%	47%



Introduce **Enhanced Maternity & Paternity Pay**



Give all employees an **annual training & development budget**



Introduce a policy to **advertise jobs internally** (this **increases opportunities for promotion and progress** for existing employees)

WHAT
WE'VE
DONE



Introduce a policy to **support women going through menopause**



Menopause training/learning for all employees

PLANS
FOR
NEXT YEAR

Racial & Ethnic Diversity.

We compared information about the ethnic diversity of our employees with the same kind of information for the whole of the UK and London (we felt it important to include London as this is where our office is based).

CENSUS CLASSIFICATION	2021 LDN POP. %	2022 C&CO. %
ASIAN, ASIAN BRITISH OR ASIAN WELSH	20.7%	9.5%
BLACK, BLACK BRITISH, BLACK WELSH, CARIBBEAN OR AFRICAN	13.5%	9.5%
MIXED OR MULTIPLE ETHNIC GROUPS	5.7%	0%
WHITE	53.8%	81%
OTHER ETHNIC GROUPS	6.3%	0%



Our recruiter (company that helps us find new employees) **removes details that could reveal peoples' ethnic and racial identities from their job applications**

WHAT
WE'VE
DONE



We will ask the recruiter **not to send applications** unless we have a **diverse range of people who've applied**



Racial & ethnic diversity and anti-racism training will be scheduled

PLANS
FOR
NEXT YEAR

Financial stability & career development.

We want our employees to feel happy and fulfilled at work, and a big part of that is making sure they're paid fairly for what they do, feel excited to keep learning and motivated to continue doing awesome work!

	2021	2022
EMPLOYEE ATTRITION RATE	4.76%	0%
EMPLOYEES WHO RECEIVED A BONUS	100%	0%
WHAT % OF EMPLOYEES MADE USE OF THEIR TRAINING BUDGET	N/A – DIDN'T EXIST	28%
VALUE OF THE ANNUAL TRAINING BUDGET ALLOCATED TO EACH EMPLOYEE	£0	£500



Give all employees access to an **Independent Wealth Advisor** to assist with **money queries**



Increase pension contributions for every employee, **paying above the legal minimum**

WHAT
WE'VE
DONE



Support & encourage employees to use their **annual training budget**

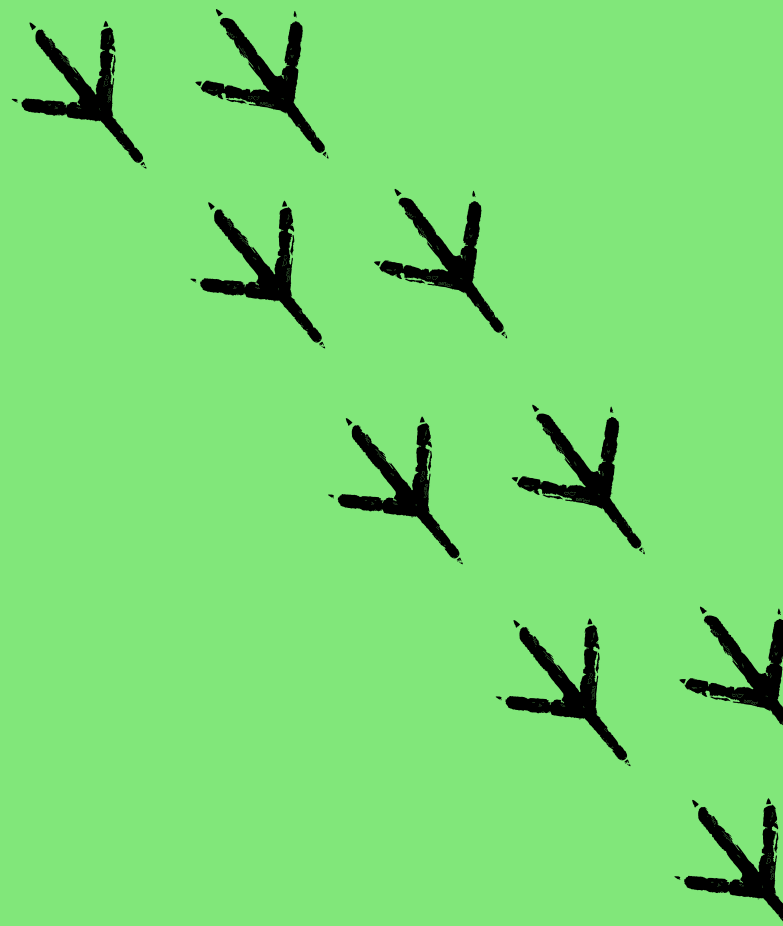


Create a **Bonus Policy** so **all** employees can **see & understand targets**

PLANS
FOR
NEXT YEAR



This year, we became a **Living Wage Employer** – voluntarily paying our employees a wage that keeps up with the cost of living!



Our Community.

In this part of our report, we focus on the work we've done in the last year to improve the impact our business has on people outside of our employees.

Volunteering.

Each year, our employees have the option to use up to two days of paid work time volunteering for worthy causes.

Planet Purbeck

Managing Director, Pete, uses his skills in communications and marketing to help engage his local community with the issue of climate change.

Invictus Wellbeing

Editorial Director, Tim, uses his skills in communicating challenging topics to children to engage kids in conversations about mental health.

Second Chance Café

Senior Account Manager, Chloe, lent a helping hand serving at a community-run café that supports those facing poverty and social isolation.

Greenwich & Bexley Community Hospice

Senior Creative, Oliver, became a Christmas elf for the day to fundraise and spread cheer at the charity's annual Christmas Grotto.

Girlguiding

Content Director, Gemma, used her written skills to engage member girls' parent and drum up new volunteer interest.

800

books collected
& gifted to the
Children's Book
Project



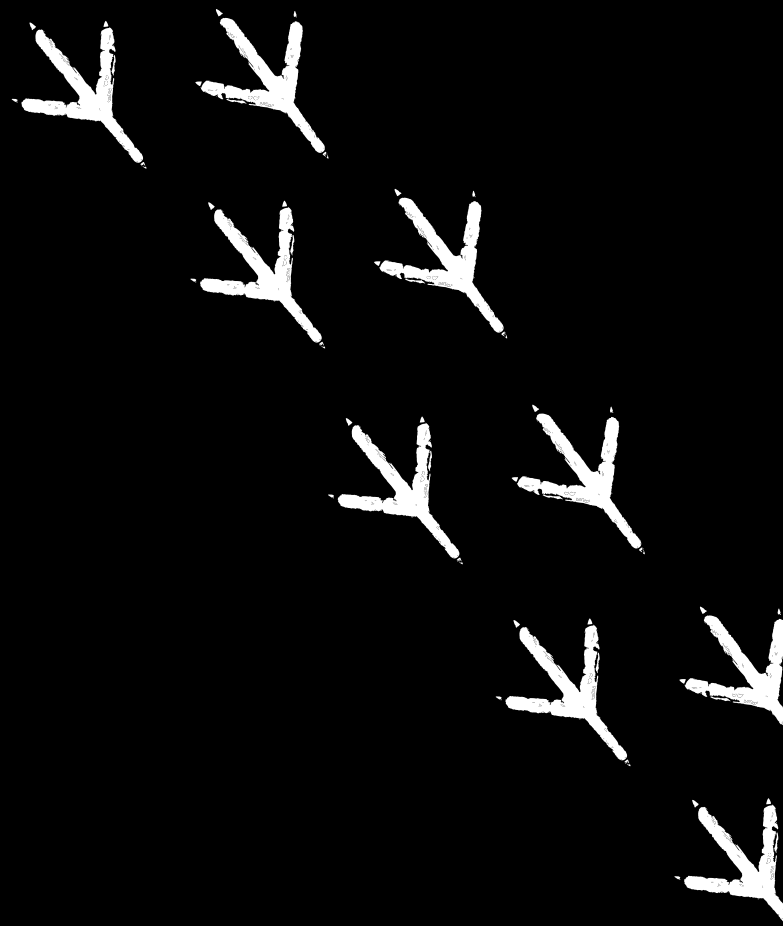
216

items collected
& gifted to the
Euston Foodbank
at Christmas



33%

of employees used
their optional
volunteer days



Our Impact.

In this part of our report, we focus on the work we've done in the last year to improve the impact our business has on the planet.

B Corp Certified.



After a thorough evaluation and verification process, we're proud to announce Creature & Co. is a certified B Corp, with an initial score of 102.3.



Ordinary Business Median Score: 50.9



B Corp Pass Score: 80



Creature & Co. Score: 102.3

This is a great start but we're looking forward to improving our score in 2023 and beyond!

Being part of this global community of B Corps is inspiring us to do better, and holds us accountable for our impact on people and planet!



[Click here](#) to find out more about what being a **B Corp** means!

[Click here](#) to check out our **B Corp** announcement!

[Click here](#) if you'd like tips for becoming a **B Corp**!

Our Climate Action.



SEPT

Joined Clean Creatives

SEPT

Became a Surfers Against Sewage member

OCT

Created GOALS newsletters & blogs

DEC

Launched the UN SDG card game, Go for Goals!

DEC

Joined Business Declares



Business Declares



Go for Goals uses gamification to raise awareness of the world's challenges and their solutions, empowering people to take action.

[Find out more here!](#)



Our Climate Action.

We are committed to improving our scope emissions, focusing on reducing direct and indirect greenhouse gas emissions across our whole business.

There's still much more work to do here, so watch this space!

EMISSION TYPE	2021 (tCO ₂ e)	2022 (tCO ₂ e)
SCOPE 1	1.175	1.384
SCOPE 2	1.156	1.302
SCOPE 3	3.813	17.12

WHAT WE'VE DONE



Committed to net-zero scope 1 & 2 emissions by 2030



Recording annual emissions with **Compare Your Footprint reporting software**



Measuring our **in-office** and **working-from-home energy use**, plus employee commuter emissions



Successfully petitioned our office's landlord to **switch to renewable energy** once the current energy contract ends

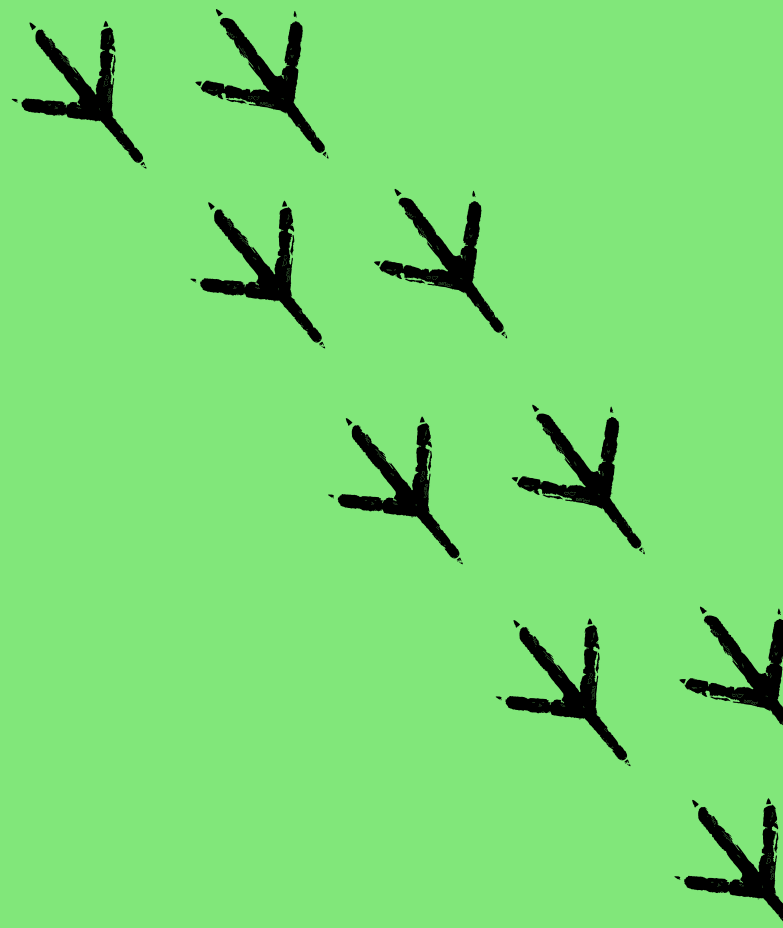
PLANS FOR NEXT YEAR



Our biggest use of energy comes from our **employees working from home**. When fuel costs stabilise we will **incentivise employees** to move to renewable suppliers or tariffs.



In April 2022, the team enjoyed a talk from Dr. Imogen Napper, a Post Doctoral Researcher at The University of Plymouth & National Geographic Explorer. Imogen shared her fascinating work on ocean plastics & the actions we can take to help prevent plastic contamination of water.



Our Projects.

In this part of our report, we focus on the work we've done in the last year for our clients, helping them use their influence for the good of people and planet.



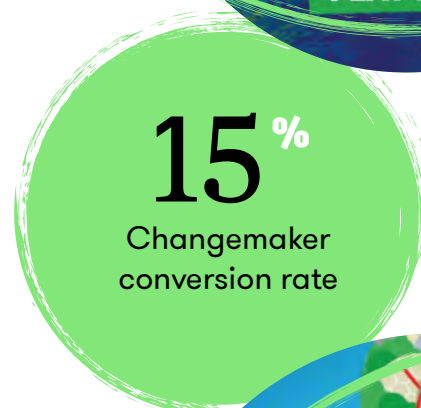
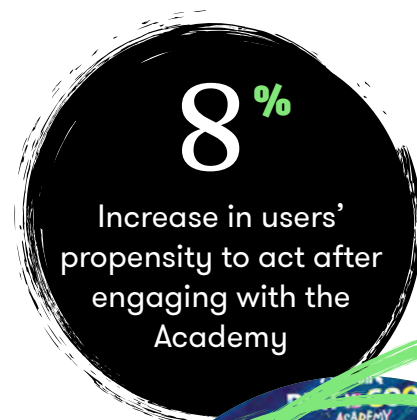
Dirt Is Good Academy.

In 2020 and 2021 respectively, we created and launched The Dirt Is Good Academy on behalf of Unilever's Dirt Is Good brands – a purpose-led education programme that teaches kids about UN SDG-aligned social and environmental issues, empowering them to become 'changemakers' through action.

This year, we continued improving, refining and expanding the Academy, introducing new, animated illustrations that add adventure and storytelling to the Academy's navigation. We also incorporated more gamification, helping to educate users on the Academy's topics through more fun and interactive means.

We also launched the Academy in a brand-new territory – Thailand! This involved working closely with the local brand team, translating the content and adapting videos and visuals to make them more visually representative for the South-East Asian market.

17 UN SDGs featured





Earth Day Resources.

In the run-up to Earth Day 2022, Mattel asked us to create a series of one-page resources for the Mattel playroom – the brand’s content hub for parents and caregivers.

The project had two aspects; resources aimed at kids and resources aimed at parents – both serving a slightly different purpose. The kids’ resources were designed to be colourful, fact-filled, and digestible, but most of all inspiring. Six resources documented the amazing lives of real-life changemakers making a difference in the world, from biologists and broadcasters to primatologists and activists. A further six resources explored some of our planet’s most incredible ecosystems, from breathtaking mountain ranges to sun-beaten savannahs.

The parents’ resources were designed to be mini toolkits, providing advice, reassurance and activity ideas for parents looking to educate their children on topics that can be tough to tackle, from talking to your kids about climate change and ideas for family-friendly upcycling projects.

9 UN SDGs featured



It’s no secret that kids love to play, but playing isn’t just fun and games, it has purpose.

Planet Hero! Alexandria Villaseñor

Teen climate activist and founder of Earth Uprising!

Alexandria began protesting alone, but other people soon began to join her – and on April 22, 2019, she founded a nonprofit called Earth Uprising to help other young people get involved and spread the word.

Through Earth Uprising, Alexandria works to educate youth activists from around the world. Being Latina herself, she hopes to encourage a diverse range of young people to get involved and spread the word.

Did you know?

- Alexandria is the youngest person to have been named a Time magazine “Kid of the Year”.
- She has been featured on CNN, ABC, and PBS.
- She has been named one of the “Most Influential Teens” by Time magazine.

FUN FACT! Earth Uprising has over 100 members in over 100 countries around the world.

FUN FACT! Alexandria was named one of the “Most Influential Teens” by Time magazine in 2019.

This year, we created content that deciphers the nature crisis and demystifies carbon counting!

Fascinating Facts About Rainforests!

Tropical rainforests are full of life! They’re home to five main types of animals: mammals, birds, reptiles, amphibians, and insects. These animals play a role in the ecosystem. For example, some birds eat insects that would otherwise harm the trees.

Warm temperatures, rich soil, and lots of rain make rainforests the perfect environment for all kinds of plants and animals to thrive. These ecosystems are home to more than half of the world’s plants and animals, even though they only cover about 6% of the Earth’s surface.

Rainforests aren’t just home to amazing animals, they’re also home to a lot of people. In fact, more than 2 billion people live in or near rainforests. They rely on the rainforest for food, medicine, and many other things.

FUN FACT! Rainforests are often called the “lungs of the Earth” because they produce a lot of oxygen.

Did you know?

- The Amazon rainforest is the largest rainforest in the world.
- It covers about 5.5 million square kilometers.
- It is home to about 10% of the world’s known species.

Check the label!

Look for a label that says “Rainforest” on products made from rainforest wood.

Give back!

Support a nonprofit that is working to protect the rainforest.

Spread the word!

Tell your friends and family about the importance of rainforests.

Mattel were looking to use their force for good to empower the next generation to #lovetheplanet.



Clean Air Day Digital Quiz.

Air pollution is one of the biggest dangers facing our planet. Teaching young people about this challenging subject is crucial to create a cleaner and healthier environment for future generations. Alongside Global Action Plan, we created a digital, interactive quiz aimed at educating young people about air pollution.

These new resources were produced as part of the Clean Air Programme, which is supported through the UK Research and Innovation Strategic Priorities Fund (SPF) and delivered by the Met Office and other partners.

Built in the style of a 'Mostly As', 'Mostly Bs', 'Mostly Cs' quiz, allowing for a personalised result or assigned status at the end, we devised a quiz titled "What's your Clean Air Personality Type?". No matter what the result, whether it's 'You're the Queen of Clean (Air)!', 'You're the Fresh Prince of Clean Air!' or 'You're an Air-Venger!', there's positive encouragement, so players with lower scores are reassured that there's room for improvement, while players with higher scores are encouraged to take what they know into the real world.

5 UN SDGs featured

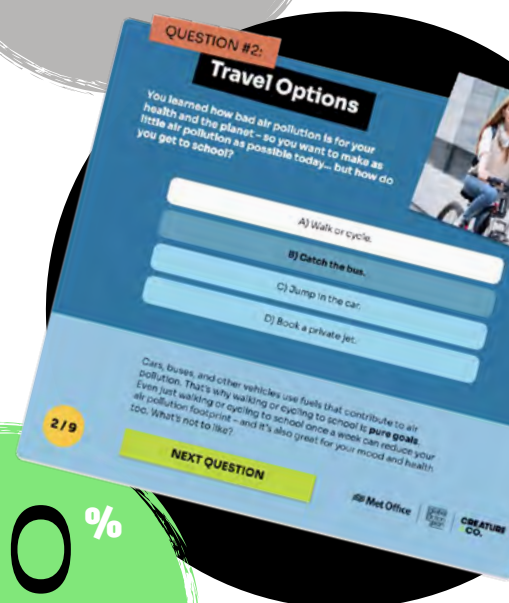


We tested the quiz amongst the desired audience by hosting the quiz as a trial on the Nat Geo Kids UK website...



94%

were more motivated to take action on air pollution



100%

had an increased awareness of the sources of air pollution



Sustainability Hub.

As part of National Geographic Kids Magazine's efforts to become more transparent about its sustainability efforts, we worked with the team there to concept and launch a 'Sustainability Hub' on the National Geographic Kids website.

The aim of the hub was to inform customers about the magazine-making process.

We also wanted to demonstrate how National Geographic Kids listen to feedback from readers, and show how they are constantly striving to improve their impact on the world, all whilst providing a fun digital platform to share future achievements in the world of sustainability.

To ensure the hub felt fun, interesting and colourful, we created an array of engaging content including an animated journey through the magazine production process full of facts, an interactive timeline detailing the magazine's evolution, and a page of compelling articles, acting as a go-to area for sustainability information.

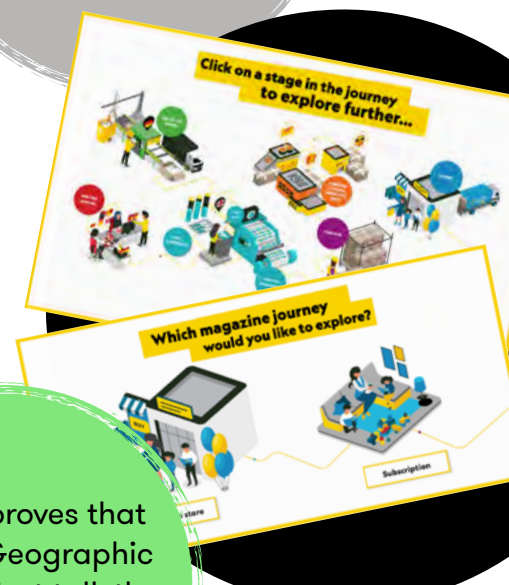
8 UN SDGs featured



Transparency creates trust and loyalty, proving businesses have nothing to hide...



Includes information adults (the potential subscribers) can engage with, in a kids' tone of voice.



This hub proves that National Geographic Kids don't just talk the sustainability talk, they also walk it.



Go for Goals.

As a creative agency that drives positive change for people and planet, we tasked ourselves with the following objective: creatively demonstrate how positively contributing to the UN SDGs creates real, tangible impact for the good of humanity. Our idea? Go for Goals, a card game for 2-6 players aged 8+, in which you, quite literally, change the world by collecting and securing UN SDGs to contribute towards ending world problems. It's like Monopoly Deal for activists...

Go for Goals is the first card game that tangibly demonstrates how positively contributing to the UN SDGs creates real impact for the good of humanity. Unlike similar games, Go for Goals is playable by all ages and centres positive action and progress to create conversation. The game is accessible to all levels of 'eco' knowledge and not targeted exclusively at children or businesspeople, as similar games in the market are. Ultimately, Go for Goals designed to sit alongside any other board game in the cupboard; utilising the UN SDG language in a modern and engaging way to emphasise the enjoyment of the game, thus making education implicit and not overt.

17 UN SDGs featured



1,450

people have engaged with Go For Goals.



Go for Goals is designed to sit alongside any other board game in the cupboard.



Interested in your own copy of **Go for Goals?**

[Get in touch!](#)



Thanks for reading!

If you'd like help creating your own Impact Report, check out our ['Impact Reporting Made Simple' guide](#), and get in touch if you'd like a helping hand!

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