

CREATURE & CO.

Impact & Purpose Report 2023



A word or two from MD, Pete

Welcome to our 2023 Impact and Purpose report!

At Creature & Co., we embarked into 2023 with ambitious goals and a commitment to making a difference through family-focused content.

I'm pleased to report that we've not only met but exceeded many of our objectives. But we're fully aware this is an ongoing process, and we are even more determined and dedicated to evolving as a company with each passing year, to further strengthen our B Corp status.

The team we have grown, the people, their creativity and dedication continue to inspire me daily. The stories we tell have the power to change perspectives, foster understanding and deepen family bonds. After all, we're all about creating family-focused content that matters.

So, on that note, here's to another year of positive change!



Peter Johnson

Managing Director

peter@creatureco.co.uk

What do we do? And *why*?



We create family-first content that matters.

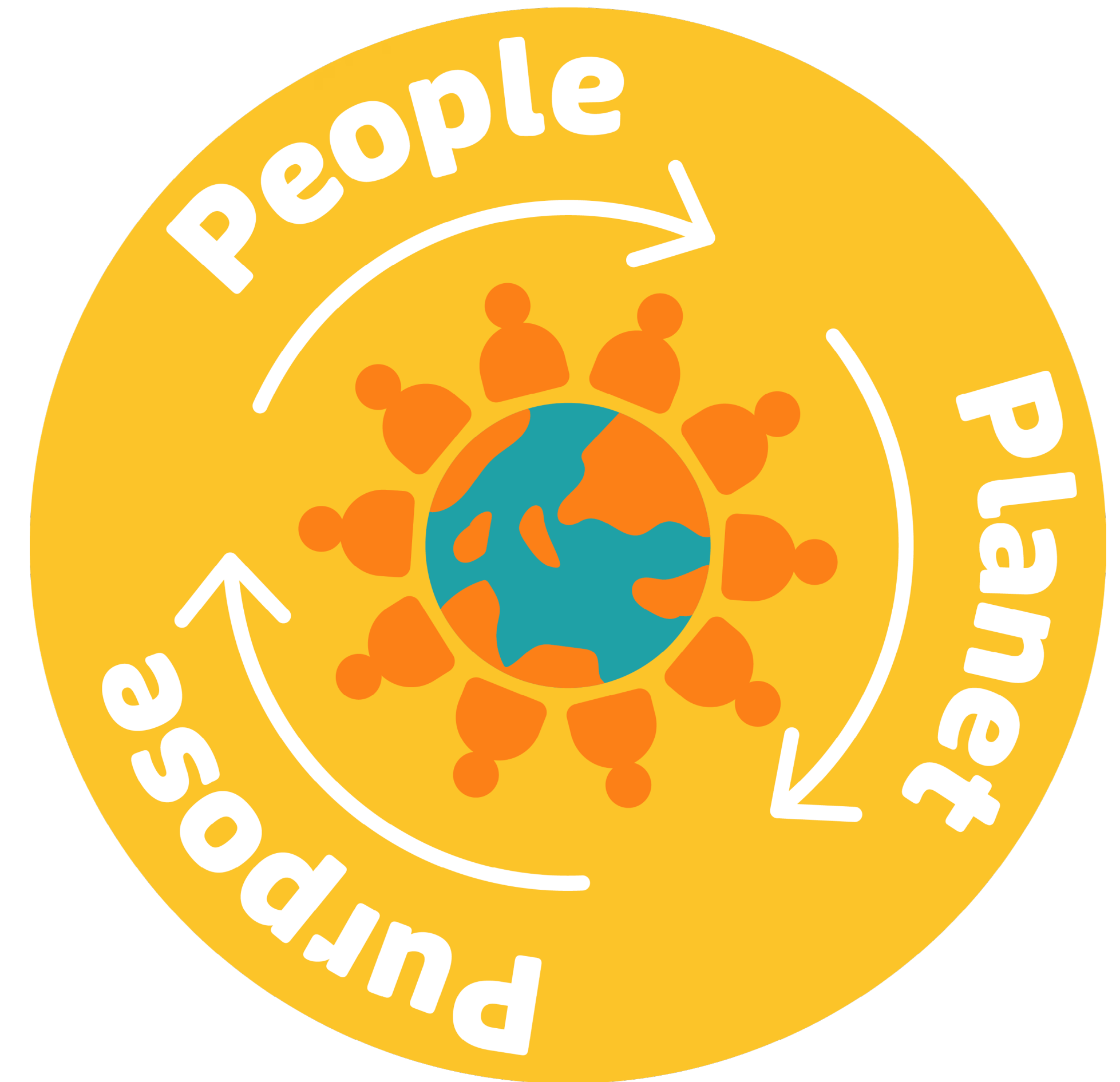
We're committed to creating content that entertains, educates and empowers kids, families and communities. We aim to inspire a love of learning, foster curiosity and empower future generations, to drive positive change for a better tomorrow.



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

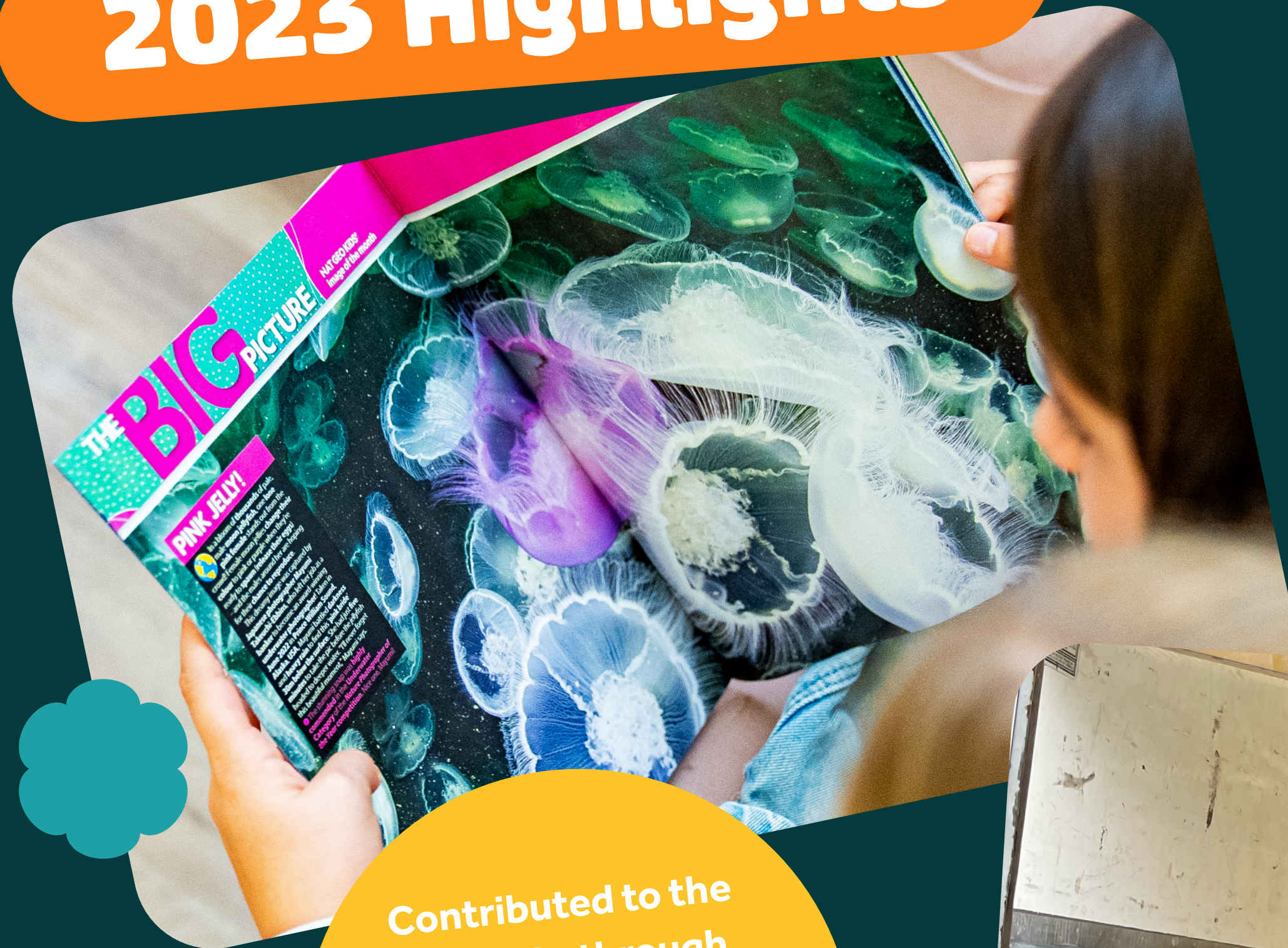
We care deeply about our audience and the content we create, with 100% of our employees expressing they feel the work we do is important.

Operating 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!

2023 Highlights



Contributed to the UN SDGs through impactful client work and by producing Nat Geo Kids magazine in four regions.

Hosted our annual Creature Retreat, growing team bonds and connecting with nature.



14 volunteer days were used in 2023. That means 47% of employees utilised a volunteer day vs. 33% in 2022.

We're passionate about progressing the Global Goals – a universal framework for creating a greener, fairer and more secure world by 2030.



Project Spotlight!

We use the Goals to guide our creative work, aligning our projects, themes and content to them, and spreading awareness and education on the Goals both explicitly and implicitly with our clients and their audiences.

Aiming to galvanise a generation of children into acting on some of the world's biggest issues, the team at Persil's Dirt Is Good Project asked us to help create The Dirt Is Good Academy – a digital education programme that would align to the UN SDGs and inspire behaviour change in kids.

After 2021's successful launch in the UK, we were asked in 2023 to adapt the platform for the Thai market to inspire behaviour change in a whole new audience. Nice!



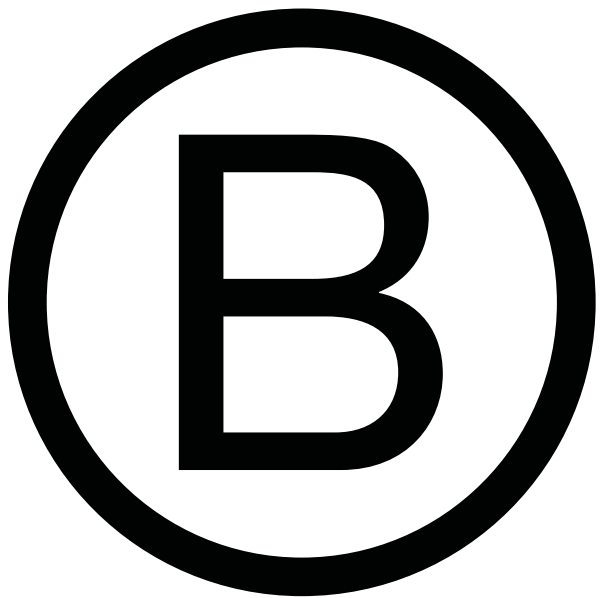
Our Impact Journey



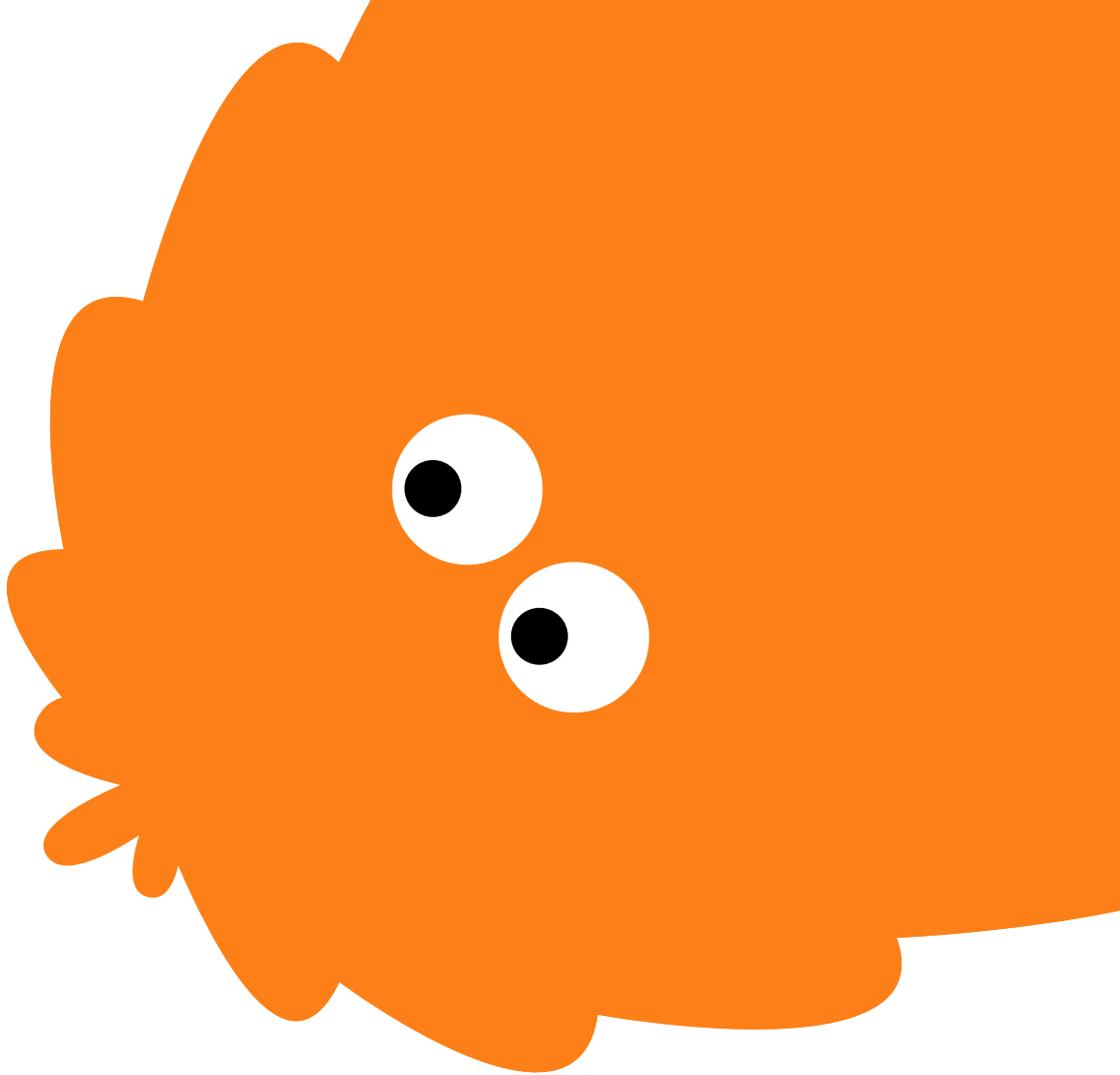
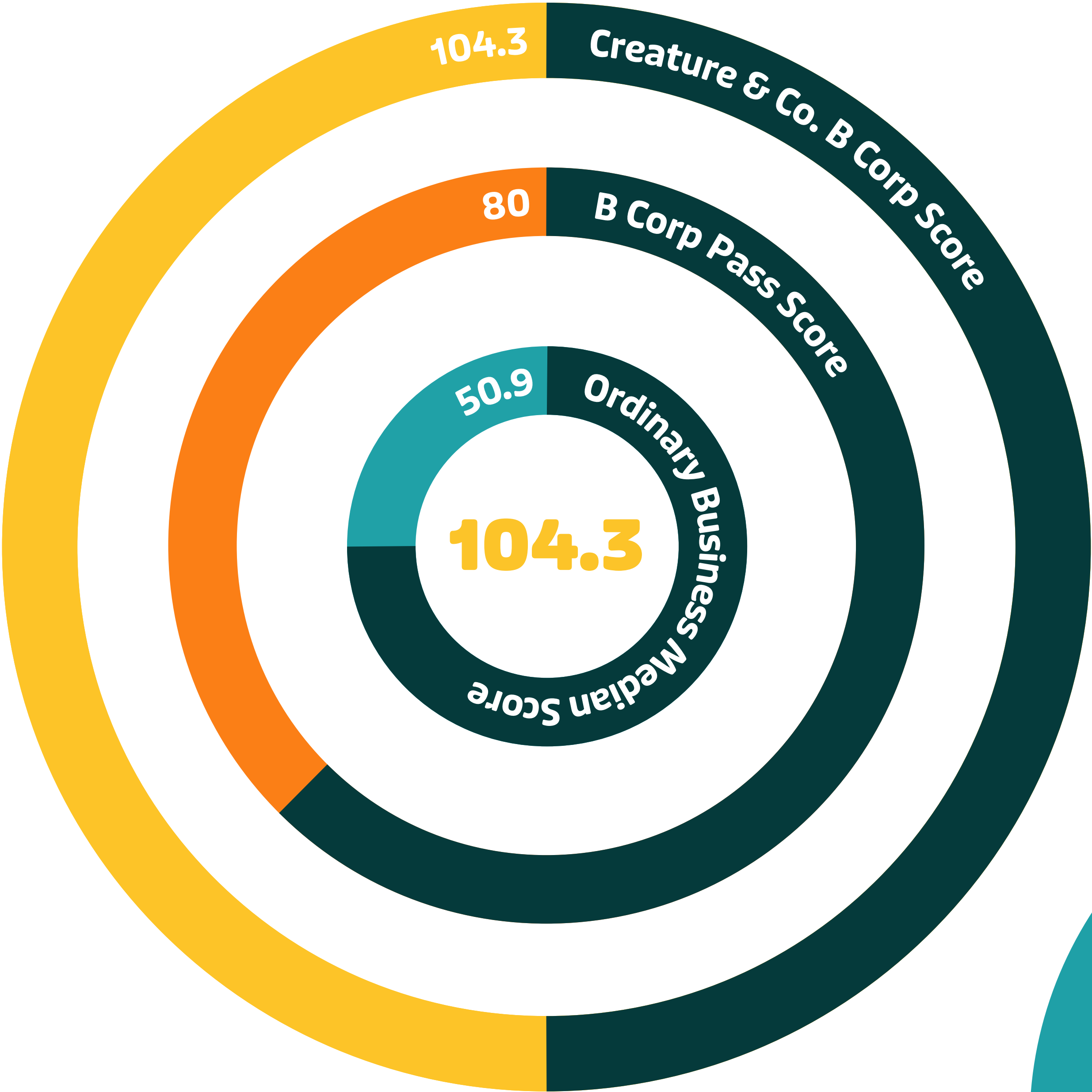
So, what's the score?

In late 2022, at the end of a two-year journey, we submitted our B Corp Impact Assessment. After a thorough evaluation and verification process, Creature & Co. became a certified B Corp, with a score of **104.3**.

Certified

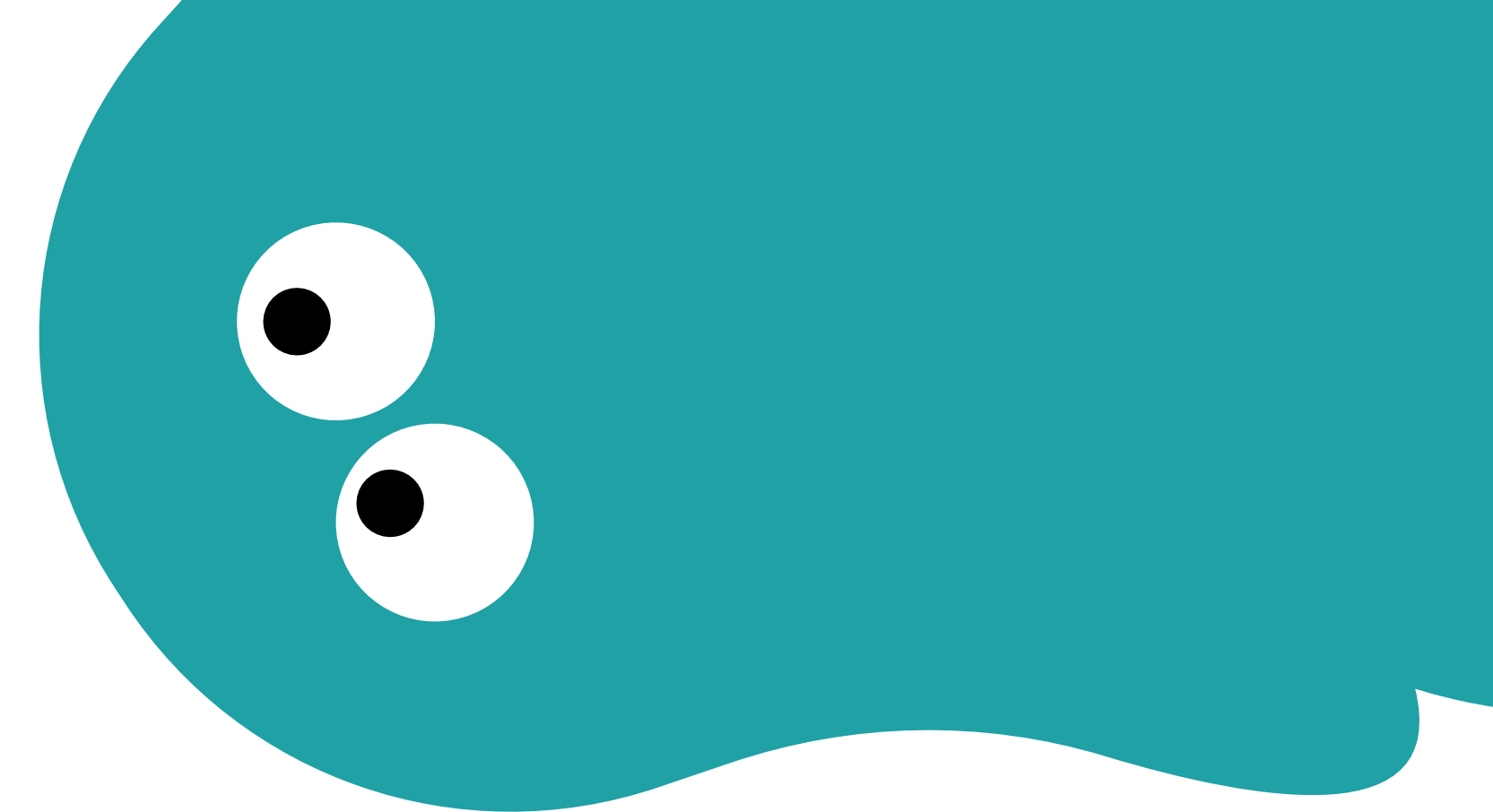


Corporation



In 2024, we're planning to host B Corp events and appoint B Keepers in the pursuit of continual progress. Watch this space!

Our story so far...



2021

We begin preparing to work towards B Corp certification, become a Real Living Wage Employer and sign up to the Better Business Act.

2022

We start measuring our carbon footprint. In 2022 we recorded our scope 1 and 2 emissions and a small part of scope 3 emissions. We introduce 2 x paid volunteer days for all employees.

2023 (Now!)

We continued to measure our carbon emissions and successfully recorded 95% of our scope 3 sources of emissions in the UK. There are just a few activities we weren't able to capture in our calculations.

We certified as a B Corp with a score of 104.3 and we began transitioning our banking away from Barclays who are the UK and Europe's biggest financier of fossil fuels, according to [Banking on Climate Chaos](#).



Creature & Co. 2023 UK Carbon Footprint:

795.06 tCO₂e



The average UK car emits approximately 2.1 tonnes of CO₂ per year.

This means 795.06 tCO₂e is equivalent to the annual emissions of about 598 UK passenger vehicles driving for one year.



The average UK household's annual carbon footprint for home energy use is about 2.7 tonnes of CO₂.

Thus, 795.06 tCO₂e is roughly equivalent to the annual carbon emissions of around 294 UK households.

In 2023 we worked closely with our finance team and suppliers to get hold of more activity data to build a full picture of our Scope 1, 2 and 3 emissions.

Where we couldn't get hold of scope 3 activity data from suppliers, we have used an estimate based on the amount of money we spent on a service or product.

Due to publishing magazines, our business has a large scope 3 footprint. The largest contributor is our spend on business services which includes printing the magazine.



	2022 Total tCO2e	2023 Total tCO2e	tCO2e / Revenue (2022)	tCO2e / Revenue (2023)	tCO2e / FTE 2022	tCO2e / FTE 2023
Scope 1	1.384	6.704	0.246	1.405	0.058	0.291
Scope 2	1.302	2.754	0.231	0.572	0.054	0.11
Scope 3	22.729	785.610	4.035	164.663	0.947	34.156
All Scopes	25.414	795.069	4.512	166.646	1.059	34.568

Our biggest source of emissions come from paper and the process of printing and distributing our magazines.

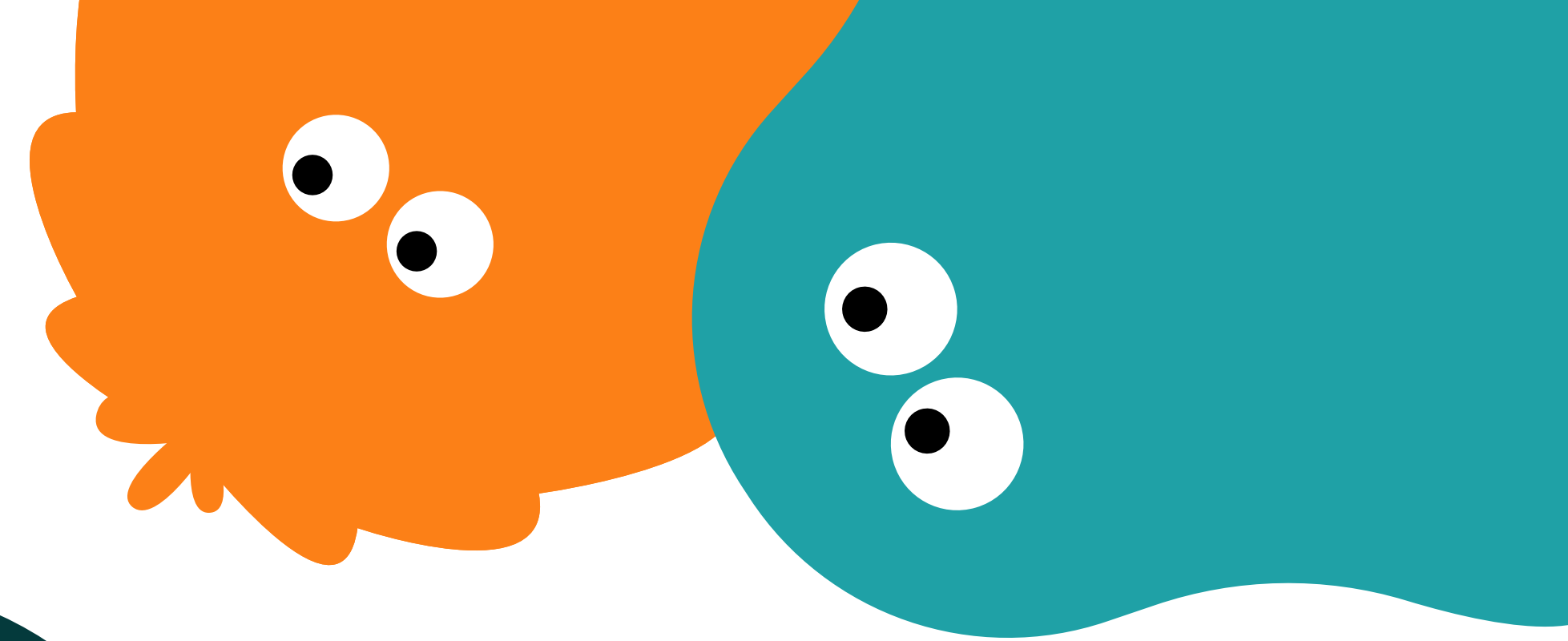
Magazine production accounted for 66% of our UK carbon footprint in 2023.

The *people* who make it happen!

Here at Creature & Co., we value our people and always strive to find ways to better support the people that work for us, as individuals and as a collective team.



Together we...



...gave all employees access to a session with an independent financial advisor to advise on green pensions and other financial questions.



...continued to pay above London Living Wage.



...introduced Anti Racism e-learning which we completed as a group, access is now given to all new starters.



...established a £500 training budget for each employee.

Survey says...

To help us improve and measure diversity, engagement and inclusion within our business, our employees are invited to fill out an optional and anonymous survey about themselves. We use this information to help ensure everyone who works for us feels welcome, valued and included.

Our findings were largely the same as last year – diversity and inclusion is an area we still need to improve on.

We aim to build a team that better reflects the population of London where our operations are based.

We're hopeful that in our 2024 Impact & Purpose Report, these results will be even more positive.

**Creature & Co.
values
diversity**

**90% of respondents agreed
or strongly agreed with
this statement.**

**Creature & Co.
builds diverse
teams**

**55% of respondents
agreed or strongly agreed
with this statement.**

**I am proud to
work for
Creature & Co.**

**91% of respondents agreed
or strongly agreed with
this statement.**

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

**78% of respondents
agreed or strongly agreed
with this statement.**

Creature & Co. is committed to creating a gender diverse company.



	2021	2022	2023
Employees identifying as men	24%	33.3%	32%
Employees identifying as women	76%	66.7%	68%
Men in management positions	60%	66.7%	57%
Women in management positions	43%	47%	46%

2023 Survey based on 22 responses

Our 2023 goals...

We wanted to introduce a policy to support people going through menopause and provide information and training for all employees.

Although, this wasn't completed in 2023, we moved this goal into 2024 and continue to strengthen our awareness and sensitivity around this topic to better understand and support our employees.

We compare the ethnic diversity of our employees to the ethnic diversity of the population of London using UK census data as this is where our office is based.

Our 2023 Goals

- 1. Ask our recruiter not to send job applications through to us one at a time, they should wait until there is more diverse range of applicants.
- 2. Schedule racial and ethnic diversity and anti-racism training.

What we achieved

Racial and ethnic diversity and anti-racism training took place as a group and access is now given to all new starters.

Census Classification	2021 London Population %	2023 C&Co. Employees* %
Asian or Asian British	20.7%	9.5%
Black, Black British, 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%

*2023 Survey based on 21 responses



At Creature & Co., we believe it's vital to ensure our people are well supported across several areas of the business, including their financial stability and their development within the company.

We hope to keep growing as a company, constantly evolving to better support our team in the best ways possible and help them grow as people and within the company.



In 2023 the employee attrition rate was...

12%

2023 Newbies!



We welcomed Louise Ioannou, our Marketing Director



Oliver's role as Senior Creative was made permanent

Supporting our people



Our 2023 Goals

£££

Create a bonus policy so all employees can see and understand targets



Support and encourage employees to use their annual training budgets

What we achieved

Due to a turbulent year with management fighting against higher costs and running saving exercises alongside the day to day, we struggled to encourage staff to use their training budget due to time constraints. Only 26.7% of the annual training budget was used in 2023

As the company was making hard decisions about costs, we parked the bonus scheme for 2024.

Supporting our community

Giving time

We're a passionate bunch of creatures inside and outside working at the company.

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

We're happy to say our employees have devoted this time, supporting a number of wide-ranging initiatives and organisations.

Giving joy

Fulfilling our company's mission to entertain, educate and empower, Creature & Co. supports a local charity, The Children's Book Project, to provide disadvantaged children with access to reading resources by gifting donated books.

In 2023, instead of Secret Santa, Creature & Co., spread a little magic by collecting 606 books for The Children's Book Project in December. Much better than the same-old smellies from your colleague.

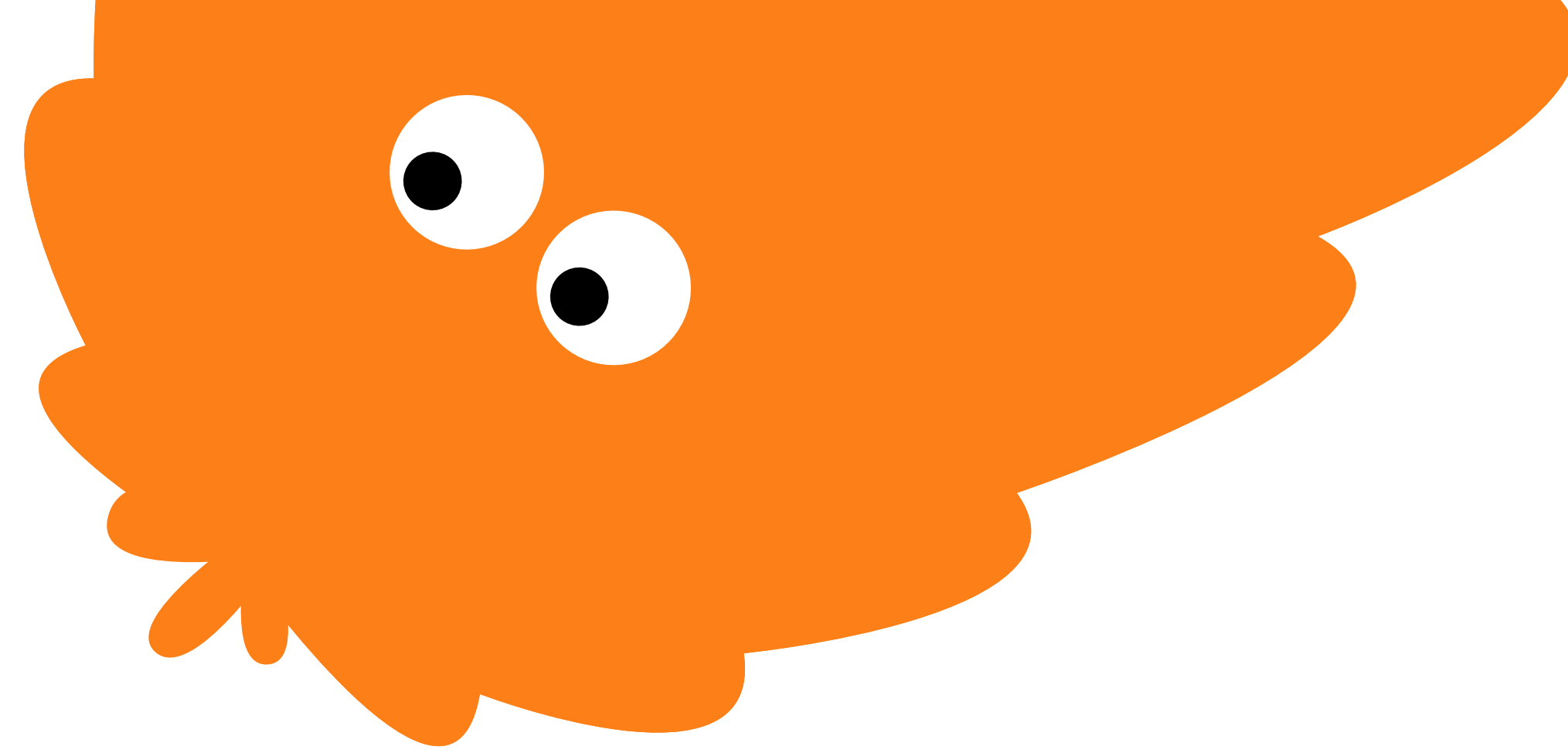
**Children's
Book
Project**



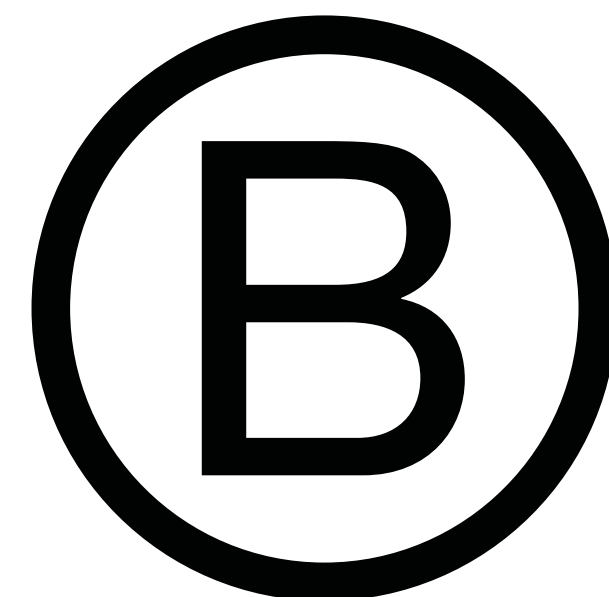
Looking to the future.

We've worked hard to ensure the changes made on our B Corp journey are designed to be long-term and sustainable.

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!



Certified



Corporation



**Business
Declares**



**We Declare
A Climate
Emergency**

Thanks for reading!

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creatureandcoagency.com

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Certified



Corporation

