

# CREATURE & CO.

## Impact & Purpose Report 2024

Certified



This company meets high  
standards of social and  
environmental impact.

Corporation



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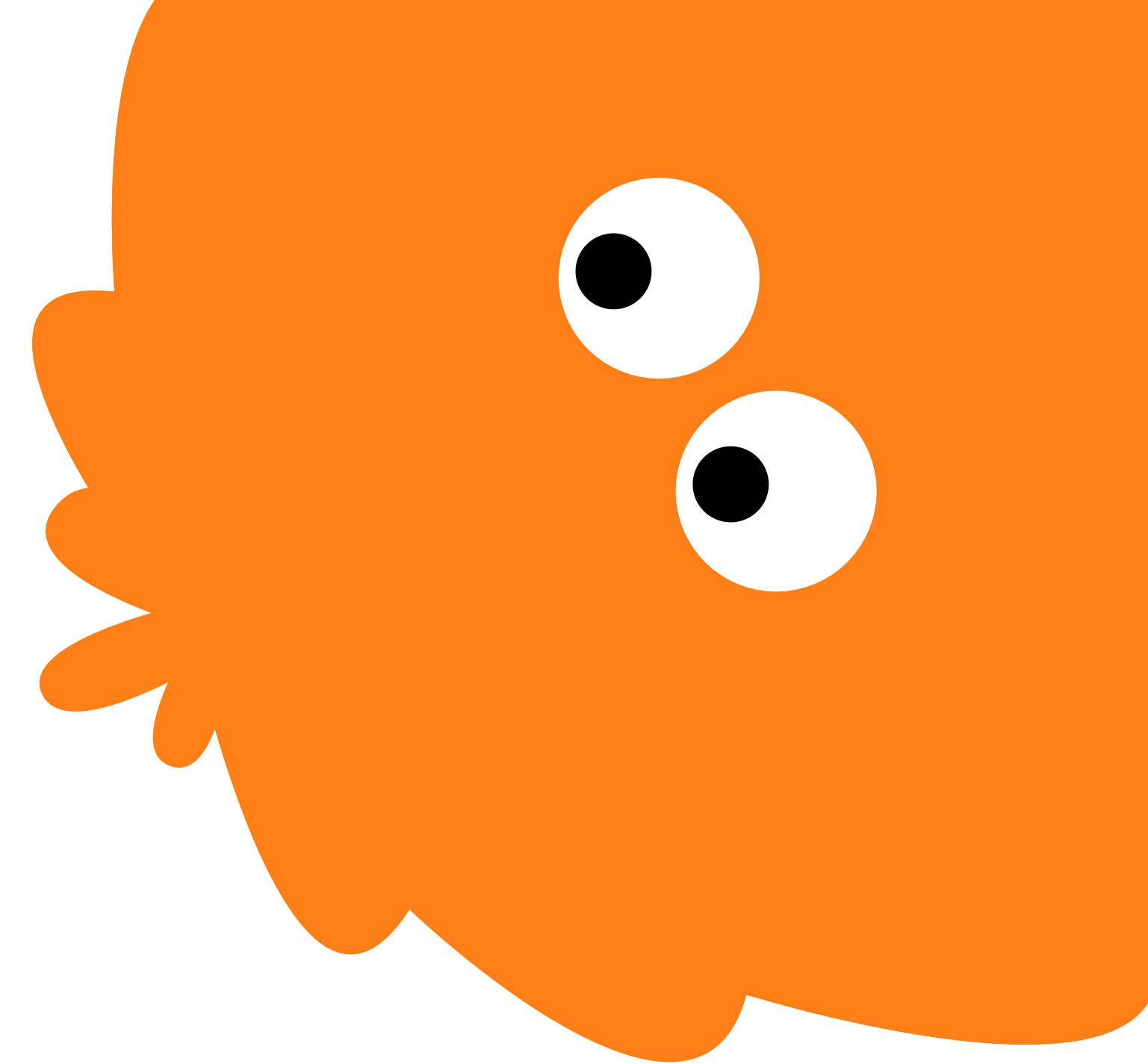
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# A word or two from MD, Pete

Welcome to our 2024 Impact & Purpose report!

At Creature & Co., we embarked on 2024 with the ambitious goal to deepen our impact and better understand the difference our work makes.

We measure our successes each year because it helps us learn, stay accountable and keep strengthening the company we are proud to be, while recognising there is always room to grow.

This report is the outcome of that work, and I could not be prouder of the individuals who make up this company, work so hard to make it what it is and truly believe in its values. Fairness is not an add-on for us. It is written into our DNA, guiding how we think, create and show up for others.



[peter@creatureco.co.uk](mailto:peter@creatureco.co.uk)

# Creature & Co. is built around three connected businesses:

## Publishing

Our Publishing brands, National Geographic Kids, National Geographic Little Kids and natgeokids.com, inspire millions of families with trusted, curiosity-led storytelling.

## E-commerce

Our ecom business brings content directly into home through our magazine subscriptions and affiliated educational products, building long-term relationships with parents and children.

## Agency

And our Agency turns purpose into action, creating content and campaigns for kids, families and communities that help to influence a better world.

**Together, these three pillars help us inform, inspire and empower families everywhere.**



# Our story so far

**2021**

We begin working 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 Cscope 1 and 2 emissions and a small part of Cscope 3 emissions. We introduce 2 x paid volunteer days for all employees.

**2023**

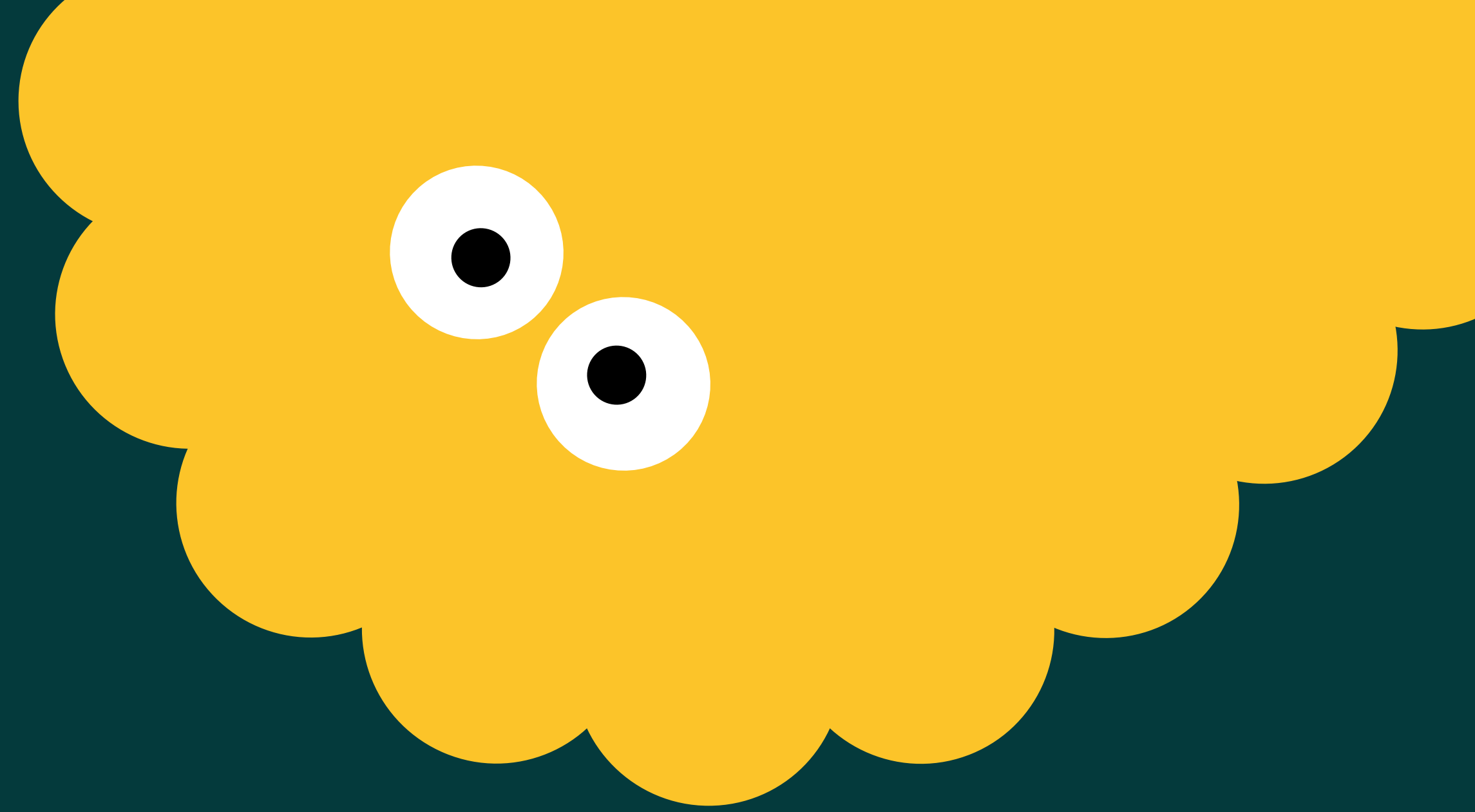
We continued to measure our carbon emissions and successfully recorded 95% of our Scope 3 sources of emissions in the UK. There are just a few activities we weren't able to capture in our calculations.

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](#).

**2024**

Over the past year, we've focused on improving our measurement of the positive educational impact of our magazine product, increasing the number of happy customers leaving positive feedback and better understanding our supply chain scope 3 emissions.

**We make**  
***content***  
***for families***  
**to create a**  
***better world***  
**for everyone.**



We're committed to creating content that entertains, educates and empowers people to act on the world's challenges through engaging and accurate storytelling.

Our goal is to create lasting, positive change that makes the world a greener, fairer and more prosperous place for all.

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



Operating in a virtuous circle; our mission drives our purpose, our purpose drives our growth, and our growth helps us achieve our mission.

**We're pleased to report that we smashed our goal this year, reaching 53 million people with our mission-driven content.**

**We continue to work towards increasing our impact even more!**



# 2024 Highlights



18 volunteer days were used in 2023. That means 45% of employees utilised a volunteer day!

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



The percentage of women in senior management positions has surpassed that of men & proportionally reflects the number of women in the business.



We won some big projects this year that are perfectly aligned with our mission to make a better world for kids, families and communities.





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

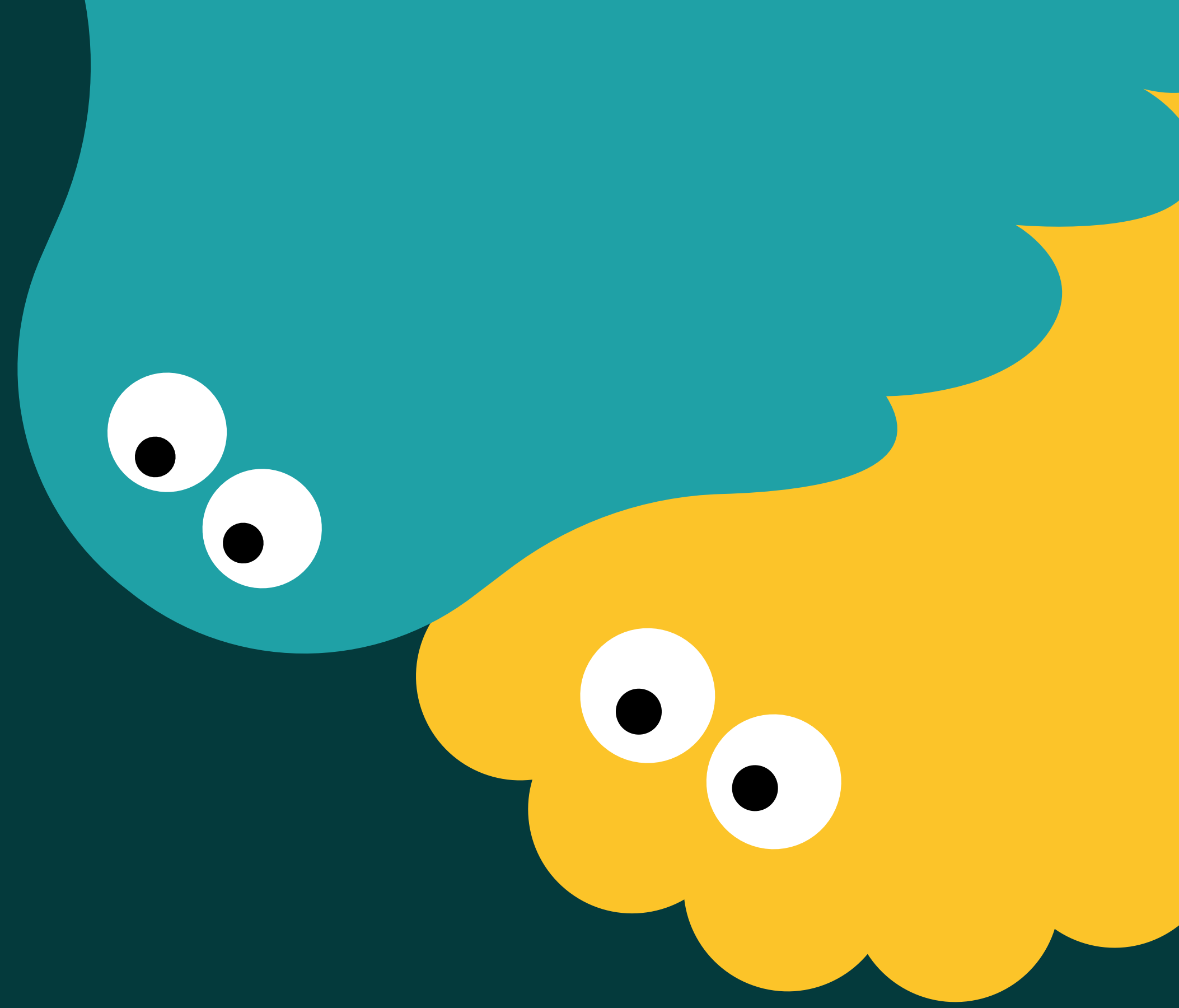
**We use the Goals to measure the impact of our creative work. Where possible, we try to align our projects, themes and content to them and spread awareness and education on the Goals both explicitly and implicitly with our clients and their audiences.**

**This year, we've helped National Geographic Kids, The National Lottery Community Fund and some super-secret clients we can't talk about yet further the Global Goals through entertaining, educational content.**

# SUSTAINABLE DEVELOPMENT GOALS

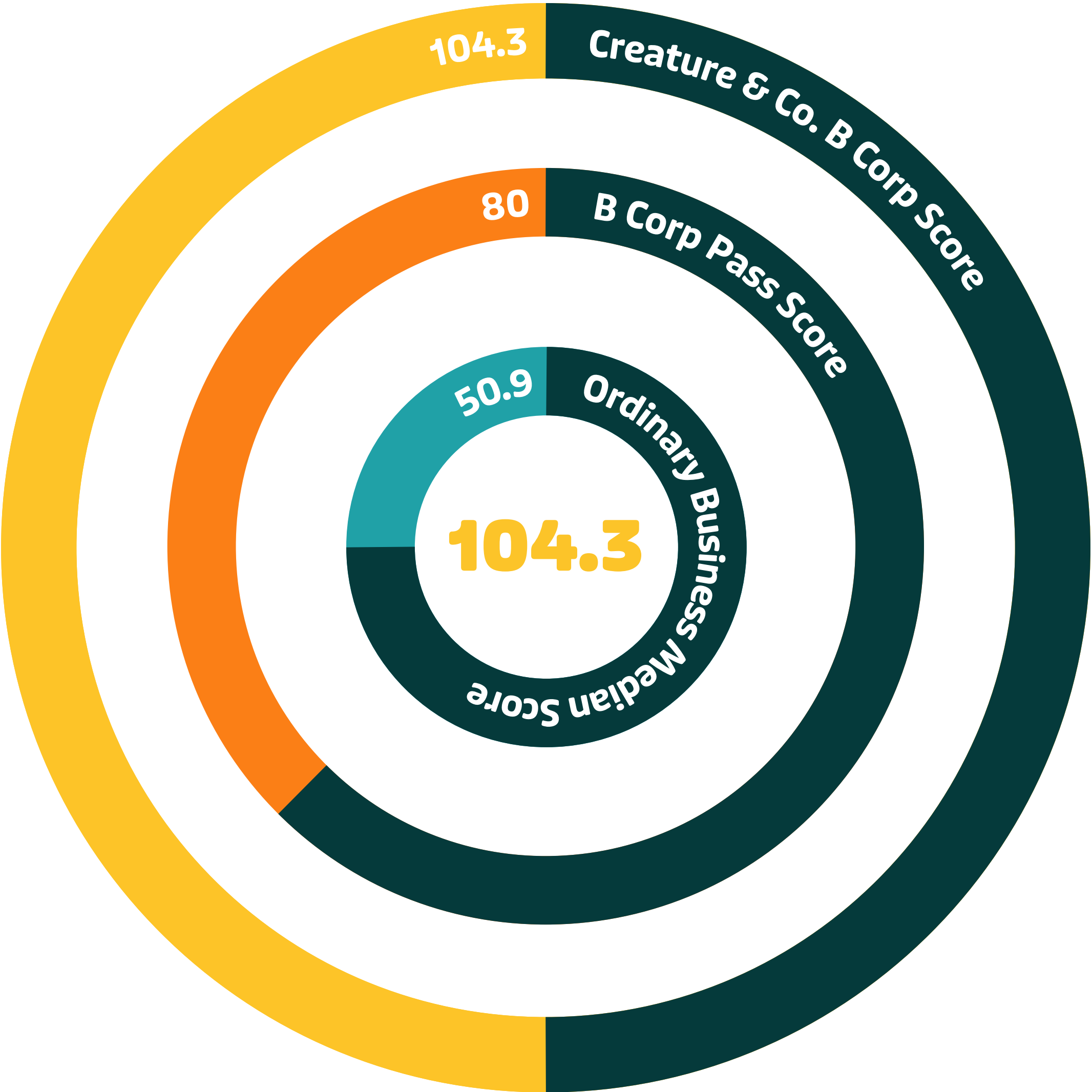


# Our impact journey

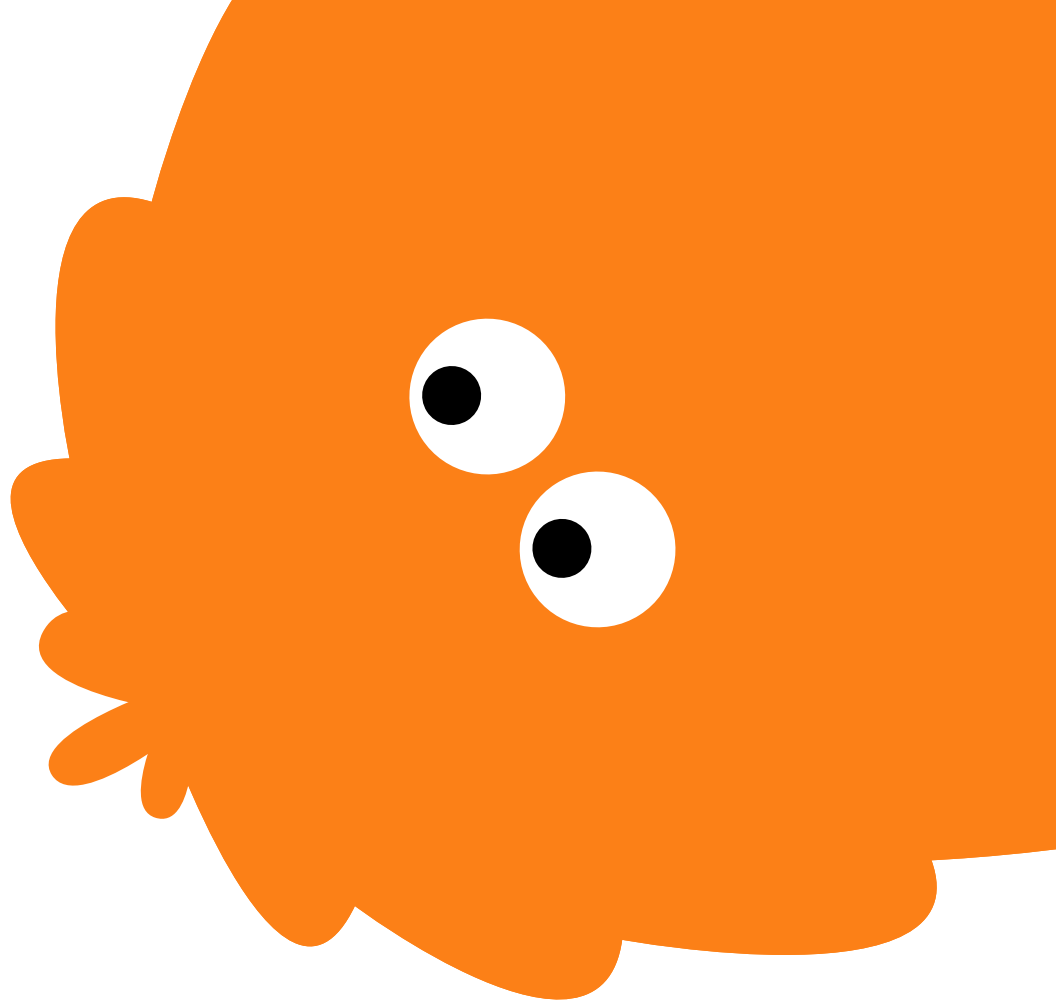


# So, what's the score?

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**.



Over the past year, we've focused on improving our measurement of the positive educational impact of our magazine product, increasing the number of happy customers leaving positive feedback and better understanding our supply chain Scope 3 emissions.





# Emissions

Over the past year our emissions increased by 8.54%. This was due to our publishing side of the business launching a new magazine title in the UK and ANZ.

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.

## Carbon intensity

We measure the amount of emissions produced per million of revenue and per full time employee to measure carbon intensity. Over time, we aim for our revenue and the number of employees to increase whilst the amount of emissions we produce declines.

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.



## Emissions reduction target setting

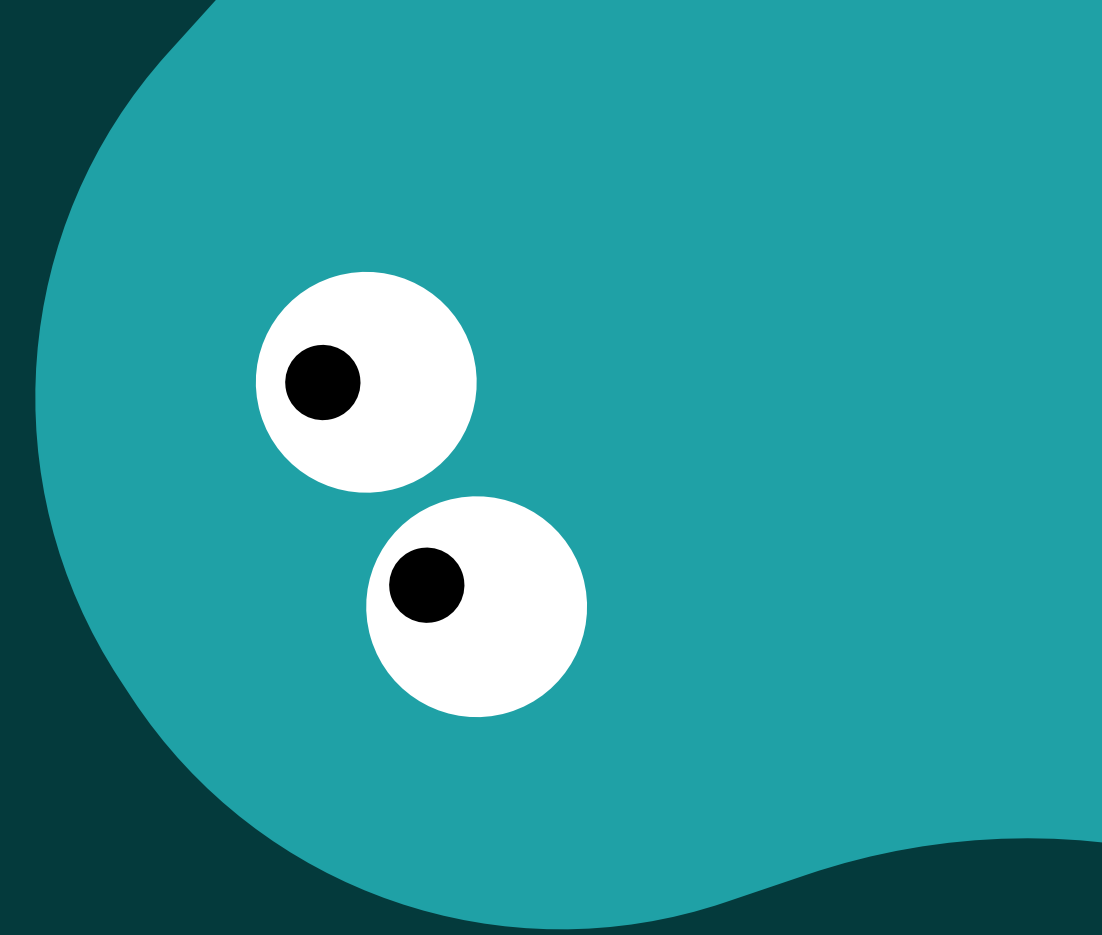
With two full years of Scope 1-3 measurements for both the UK and ANZ side of our business, operations complete we have confidence in our data to set a Net Zero emissions reduction target in alignment with the SBTi. This is a project for 2025.



# Emissions

	2023 Total tCO2e	2024 Total tCO2e	2023 tCO2e / Revenue	2024 tCO2e / Revenue
Scope 1	2.928	2.215	0.614	0.373
Scope 2 <sup>1</sup>	1.177	1.602	0.247	0.270
Scope 3	1252.233	1359.905	262.470	229.308
All Scopes	1256.338	1363.722	263.331	229.951

**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.**



**100% of the team utilised some or all of their annual £500 personal development and training budget through the introduction of some mandatory training opportunities.**

**We continued to pay all employees above the London Living Wage (no matter where they are located).**

**LIVING  
WAGE  
EMPLOYER**

# Survey says...

To help us improve and measure diversity, engagement and inclusion within our business, our employees are invited to fill out a voluntary 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 2025 Impact & Purpose Report, these results will be even more positive.



**Creature & Co.  
is a great place  
to work.**

89.5% of  
employees  
agreed with this  
statement.

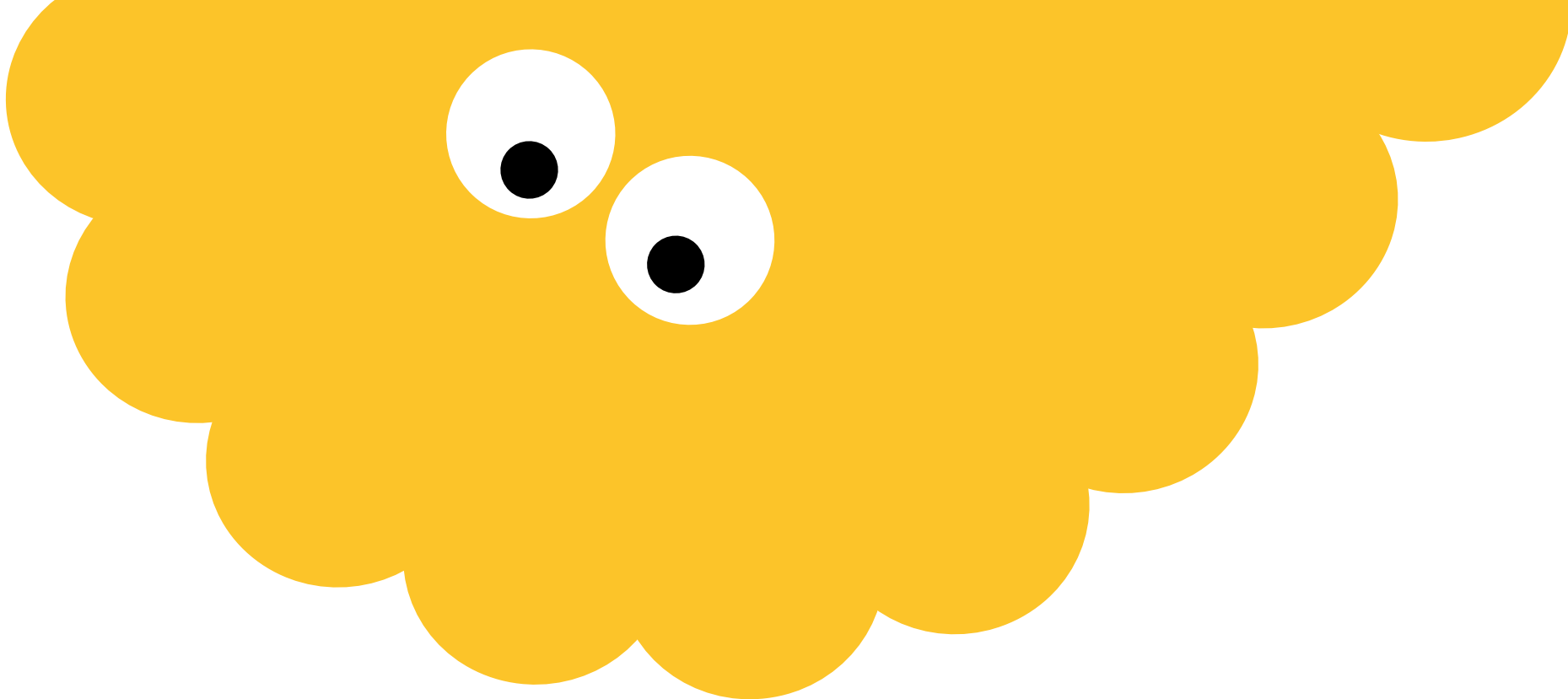


**The work  
Creature & Co.  
does is  
important.**

95% of  
employees  
agreed with this  
statement.



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



	2021	2022	2023	2024
Employees identifying as men	24%	33.3%	32%	31%
Employees identifying as women	76%	66.7%	68%	69%
Men in management positions	60%	66.7%	57%	29%
Women in management positions	43%	47%	46%	71%

For the first time since gender identity reporting began, the percentage of women in senior management positions in Creature & Co. has surpassed that of men and now proportionally reflects the overall number of women in the business.

\*2023 survey based on 21 responses \*2024 survey based on 16 responses.



# It's important to us that our team reflects the community where we work.

Each year we send our team an anonymous, voluntary survey in which they can share their ethnicity. We use this to compare the ethnic diversity of our team to the ethnic diversity of the population of London – where our company is based – using UK census data.

## Goal for 2025

In 2025, we plan to invest time and financial resources in a DE&I specialist to make sure every employee feels heard and supported.

95% of employees agree with the statement 'Creature & Co. values diversity.'

Census Classification	2021 London Population %	2023 C&Co. Employees %	2024 C&Co. Employees %
Asian or Asian British	20.7%	9.5%	12.5%
Black, Black British, Caribbean or African	13.5%	9.5%	6.3%
Mixed or Multiple Ethnic Groups	5.7%	0%	0%
White	53.8%	81%	81%
Other ethnic groups	6.3%	0%	0%

\*2023 survey based on 21 responses \*2024 survey based on 16 responses.

At Creature & Co., we are growing as a company, constantly evolving to better support our team in the best ways possible and to increase the impact of the company.



In 2024 the employee attrition rate was...

3.73%



## 2024 Newbies!

4 new jobs were created:



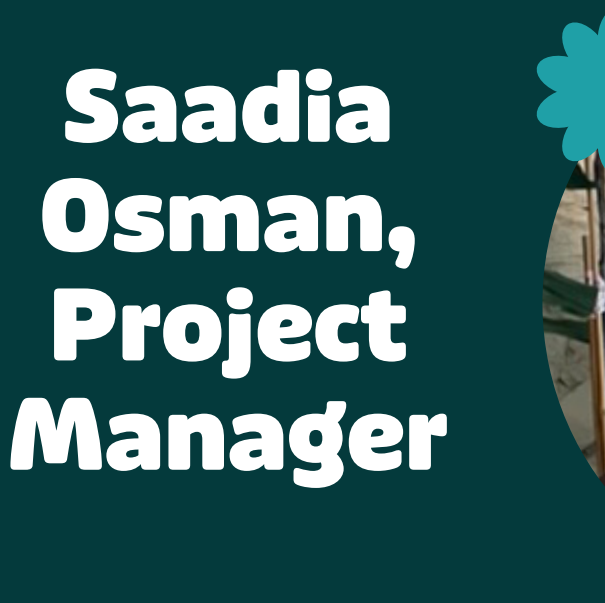
Sara Conway,  
Content Director



Sean Heaney,  
Campaign Manager



Megan Reece,  
Content Creator



Saadia Osman,  
Project Manager



Plus, Gemma Chandler changed role to become our new Director of Digital Education



# Supporting our community

## Charity by numbers

We're a passionate bunch of creatures, both inside and outside of work.

**2 days**

The number of paid work days our employees have the option to use on volunteering for worthy causes.

**0.81%**

The total profit Creature & Co. donated in 2024 to charities supported by employees.

## Pro-bono work

The agency team supported Planet Purbeck – a Dorset based environmental charity – by doing what they do best: taking a hard to communicate topic – in this case a survey about the impact of nature and tourism on Purbeck – and turning it into an easily digestible report.

The amount of time the agency team gave for free to complete this project was the equivalent of 1.4% of profit in 2024.



**Read the report!**





# Some volunteering highlights



A few members of our Marketing team volunteered at Capstone Farm Country Park, clearing an overgrown section of vegetation and significantly improving the area. Well done team!



Content Creator, Megan volunteered at the Ever After Garden – a tranquil haven where people can remember friends and family they have lost – in support of The Royal Marsden Cancer Charity.



Marketing Manager, Lisel prepared and served meals to homeless people at the U-Turn Homeless Service Centre in Cape Town.



Creative Lead, Oliver, sewed reusable sanitary pads for The Pachamama Project – supporting Ugandan school girls facing period poverty.



# Supplier relationships

At Creature & Co., we care about the quality and the price of the products or services we are purchasing, and we also care about the people who make them and their impact on our environment.

So, we ask our suppliers to complete a survey to tell us about their social and environmental practices and sign a code of conduct.

We believe in supporting local businesses. Over the past couple of years, we've been prioritising working with suppliers who are based in the same country as our business operations.



**90%**



The amount of suppliers to our UK business who were based in the UK in 2024.

This is up from 81% in 2022.



**100%**



The amount of suppliers to our Australia and New Zealand publishing business who were based in Australia and New Zealand.

For the third year in a row, the average duration of our top supplier relationships is 5 years+

# 7 years of impact: Climate Action Fund

We secured a 7-year project providing comms learning and support to the National Lottery Community Fund's Climate Action Fund projects.

During this dynamic and comprehensive scoping phase, we met the grant holders for the first time and carried out an array of data gathering, synthesis and analysis activities.

We've transformed our insights into a series of recommendations that we want to roll out in the next phase. We have also shaped a robust Workplan that runs through to March 2026, with some initial activities commencing December 2024. Our workplan is built on the foundation of our overarching goals, which drive:

**Equity, diversity  
and inclusion**

**Ecosystem building across  
government, business and civil society**

**Scaling projects  
for success**



**ARUP**



**CREATURE  
& CO.**



# Hey, kids.

As an agency, a lot of the work we do sits behind NDAs or quietly supports bigger missions, so we don't always get to shout about it.

But so much of what we work on is created for kids and their families – and we're incredibly proud to partner with clients who care just as deeply as we do about making a positive difference.



We built a Preschool Portal for a global toy brand – a space designed to support parents through early years development, helping them understand the importance of play, social-emotional learning and those crucial first skills that shape a child's world.

We created a wide range of articles for a toy brand with a strong social-responsibility mission – covering topics like cyberbullying, screentime, the value of unstructured play, mindfulness and how play can help children manage social anxiety.

Here are just a few things from 2024 that made us especially proud...



For Nat Geo Little Kids magazine, we began collaborating with the Early Years Alliance to ensure every page has purpose, intentional learning and real benefits for the little readers who get so much joy from it.



**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!



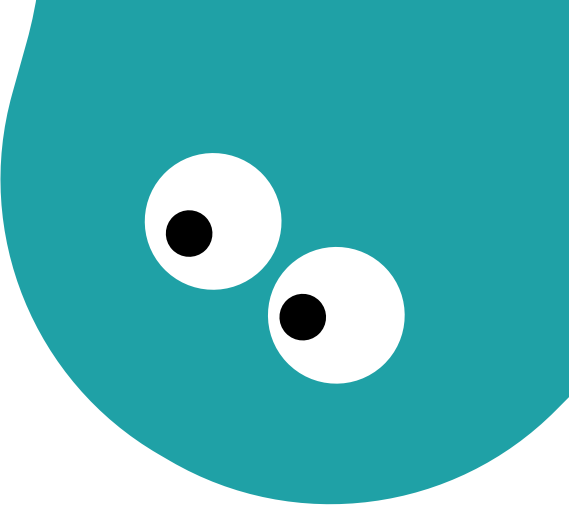
**Business Declares**



**We Declare A Climate Emergency**



# Looking to the future...



- ✿ In 2025 we will be working towards B Corp recertification (we are due to recertify in July 2026).
- ✿ We will set a carbon reduction goal and create a climate action plan in line with a global ambition to reduce global warming to 1.5 degrees.
- ✿ We will be relaunching the Creature & Co. website to make it compliant with WCAG 2.1 AA and adding a new sustainability & supplier governance section to make our policies completely transparent to suppliers and clients.
- ✿ We have created a team of B Advocates to advise on increasing the positive social and environmental impact the business has throughout 2025 and beyond.
- ✿ We take our commitment to making better and well-rounded decisions seriously and we recognise our responsibility as content creators to capture diversity of thought and create content that will appeal to audiences. Therefore, in 2023 we're investing in working with a DE&I consultant. We look forward to sharing how this changes the ways we work together as a team and how it benefits the work we create for our clients and their audiences.

# Thanks for reading!

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