

# IMPACT REPORT



2022 EDITION



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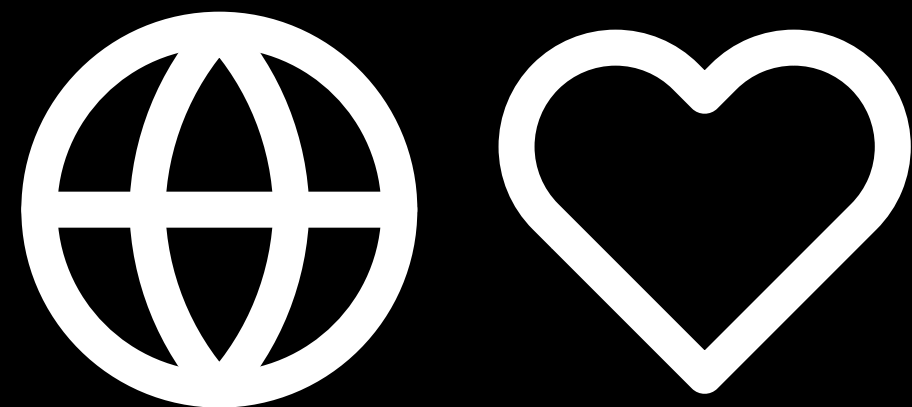
# LET'S RECAP

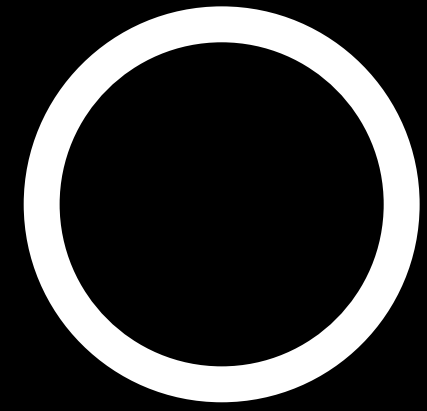
Our mission is to create joyful and impactful digital experiences for our clients, whilst growing a profitable business that prioritises our people and the planet.

We understand that everything we do has some negative impact on the environment. But that shouldn't stop us from trying to be as low impact as we can. Leading by example is difficult. There are always more questions than answers. Problems that need solutions. Shortcuts at every turn. But that's exactly why we signed on the B Corp dotted line.

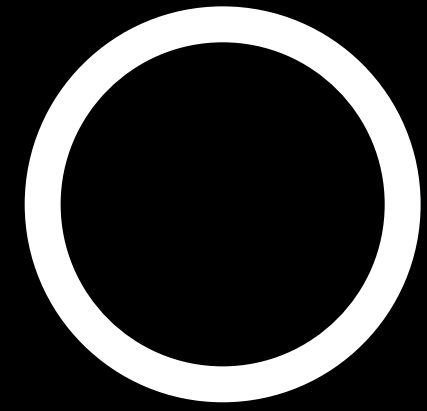
**“We have a greater responsibility than ever to find innovative ways to reduce the impact our industry is having on the environment”**

We want to be the change we seek. Hold ourselves accountable. And if we're fearless enough to ask the right questions, we're confident we can become that force for good in our industry.

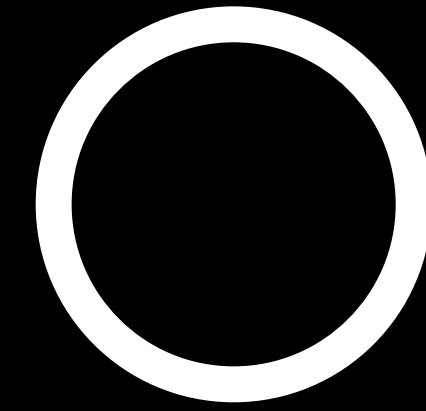




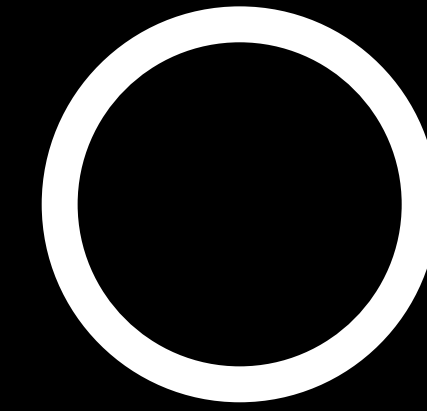
Be curious



Keep it simple.



Health matters.



Give a shit.

**OUR CULTURE IS SHAPED BY  
OUR TEAM'S VALUES, WHICH  
REMINDE US OF WHO WE ARE  
AND WHAT WE CARE ABOUT.**



# CAN WE COME OUT NOW?

**2021 was, well, better than 2020.**

Speaking openly, the two years since our certification in March 2020 have been the most challenging years we've ever had in business. Negotiating a pandemic, Brexit, social injustices and an ever-evolving humanitarian crisis in Eastern Europe aside, we've also been navigating the health and wellbeing of our growing team. No one has had an easy ride.

But through it all, we've seen an incredible amount of kindness, of empathy and of support for one another. Adversity shakes people out of automation and breeds new ideas and innovations. Without a doubt, we are a better business as a result.

It has fostered a deeper sense of community, within yoyo as well as with our clients, our partners and our communities. B Corp is one of those communities. We've collaborated with dozens of businesses on B Hive, made new friends through Standing on Giants' excellent speed networking events, and helped to grow the community through my role as a B Corp ambassador.

This year will see us running our own B Corp events, some to raise awareness of the movement locally, some to build deeper connections between B Corp companies.

The strong values of the B Corp community run through every single area of our organisation. It's part of our identity and is present in every single decision we make. We'll be coming up to our recertification in a year's time, and we'll be aiming for 110 points, up 10% from our 2020 score.

Personally, it's been the best experience of my life to take Yoyo through this certification and then continue to build on this year after year.

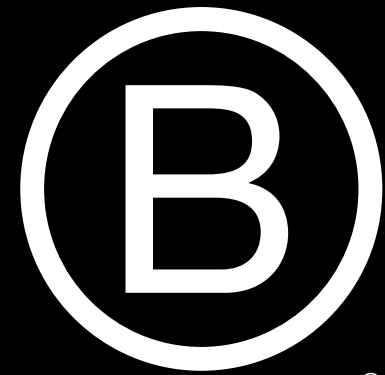
**Jenny Kitchen, CEO**

# WHAT IS

A B Corporation is a business that balances purpose and profit, and one legally required to consider the impact of its decisions on employees, customers, suppliers, its community and the environment.

# B CORP

Certified



Corporation

AREA OF IMPACT	YOYO SCORE	UK INDUSTRY AVERAGE
Governance	18.4	15.4
Workers	37.7	27.1
Community	21.6	25.1
Environment	9.6	15.9
Customers	12.5	8.2
Total:	100	92

WHAT B CORP MEANS TO OUR :

## BUSINESS

- Looking after our people
- Investing in our community
- Going further with our clients
- Empowering our suppliers
- Taking care of our planet
- Honouring our legal commitment

## CLIENTS

- Trusted to deliver on our promises
- Benchmarked against the best
- Agency with good intentions
- A sustainable supply chain
- Like minded values

## PEOPLE

- A sense of purpose and pride
- Being part of something bigger
- Colleagues with the same values
- Challenging ourselves to be better
- Truly understanding our impact

We're excited to see how the continual changes we make each year will help improve and increase our impact and continue to be worthy of certification.





# LESSONS

## There's no place like home.

This year, Yoyo moved to a new office. It's beautiful, cosy and set up specifically to create a healthy and happy space for our team. Having a comfortable and social working space has really re-energised our team and reminded us how great the Yoyo office culture is.

## It's all about transparency.

We've always been an open book, but we've really upped our effort levels in the past year to make sure that our team is in the know on a monthly basis when it comes to our latest financials. Being totally transparent has built such a wonderful level of trust amongst the team.

## Keep connected with creativity.

For many of our clients and team, it's been a challenge to stay safe, yet sane in the last year and we've had to get extra creative when it comes to keeping connected. From virtual wine tasting with our clients to online art classes with our own team.

## Simplicity and balance is key.

Reviewing our goals has been vital in the last 12 months. It's always a balancing act to keep our team working efficiently but also avoid burnout situations. This year we've kept it simple, set realistic goals and worked hard to keep our clients and team happy.

## More training for Yoyo-ers.

This year we've found that the training initiatives we had in place were a little on the restrictive side. We've set an annual budget for all our employees to choose and request the training that will be of most benefit to them.

# LEARNED

# PEOPLE



Last year we said we would introduce a match funding scheme.

This year we have committed to this and matched our employee donations.

Last year we said we would provide extra support for our working mums.

This year we have increased our parental benefits and added policies to support breastfeeding mothers.

Last year we said we would continue to put our team's mental health first.

This year we have added 3 new mental health first aiders, and have 5 in total.

Last year we said we would increase our knowledge sharing across the team.

We've created Lunch n' Learns, joined new communities and introduced training and mentorship programs.

Last year we said we would have an open discussion about employee benefits.

This year we have updated our benefits based on the results of team feedback.



# PLANET

Last year we said we would launch a sustainable hosting initiative.

This year we have launched green hosting, powered by 100% renewable energy.



Last year we said we would switch to a more sustainable search engine.

This year we have been using Ecosia as our default search engine where all profits go toward funding positive climate actions.

Last year we said we would look into more sustainable and ethical banking.

This year we have researched new banking options that have brought us one step closer to switching to a more sustainable bank.



Last year we said we'd launch a reforestation initiative.

This year we have helped our clients to offset the carbon footprint of their websites by planting 1000 trees per project in the Yoyo Ecologi rainforest. So far we've offset 88.8 tonnes of CO2e.





# COMMUNITY

Last year we said we would coordinate and deliver one monthly volunteering event.

This year we have committed to joining 'OnHand' which will help our agency schedule a full plan of regular volunteering activities for our team each year.



Last year we said we'd use our voice to do good.

This year we have advocated for policy changes that benefit the environment by supporting the Better Business Act, speaking with MPs and voicing our support of the legislation change.

The commitment to our people, profit, and the planet is a step in the right direction, but we want it to go beyond the decisions we make as a business. Our hope is people will be inspired to do more where they can. We want it ingrained into our daily lives, understanding that the decisions we make play an active part in the future we want to live in.



## WHY WE LOVE COMING TO WORK.

At Yoyo, we regularly recognise each other for going above and beyond, living and breathing the Yoyo values or doing amazing things for others. This year has been no exception.

**“Just an absolute superstar, always working so hard, fixing problems, just generally being supportive and on top of shit. Legend.”**

“It has been my first project working with him and the quality of his work has blown me away. We've really gelled together and made a great team, helping improve upon each others' skills and work.”

“She has just been absolutely incredible across all projects that I have been working on with her. She is extremely thorough and ensures that our clients are getting top attention and service.”

**“She’s just been absolutely brilliant, friendly and supportive to the whole team.”**

“For being my Yoyo encyclopedia and available constantly for my questions big and small everyday this week and last. It's been massively helpful and she's made me feel really confident and settled.”

“He's an absolute joy to work with and inspires the best from the team around him. He is always busy and carrying the pressures of meeting client expectations with care, and I love his collaborative approach.”

“He’s always super, super knowledgeable and also incredibly willing to go out of his way to help you.”

**“Straight away she's living the principles - giving a shit, getting stuck in, sharing what she knows, being kind... I'm really enjoying working with her.”**

# HAPPY PEOPLE



**SUPPORTED 30+  
COMPANIES  
THROUGH THEIR B  
CORP JOURNEY.**

**REVENUE WAS  
33.6% HIGHER  
(1/3 HIGHER)  
IN 2021 VS 2018.**

# PERFORMANCE

**SUPPORTING B LAB'S  
MISSION BY  
DESIGNING AND  
DELIVERING THEIR  
BRAND NEW WEBSITE.**

**MADE A PROFIT EVERY  
YEAR FOR THE LAST 10  
YEARS, WHILST ALSO  
BALANCING PEOPLE  
AND THE PLANET**



# WE'RE WORKING

# ON

# ON

# IT.

2021 has been another testing year, but our agency has continued to dedicate its time and effort into all areas of our business. We're working harder than ever to improve our agency policies and practices, keep our people engaged and enjoying their jobs and reduce our overall environmental impact. With B Corp recertification just around the corner, we also hope our efforts will go some way to help increase our scoring, keep true to our B Corp mission and allow the agency and our Yoyo-ers to improve year on year.

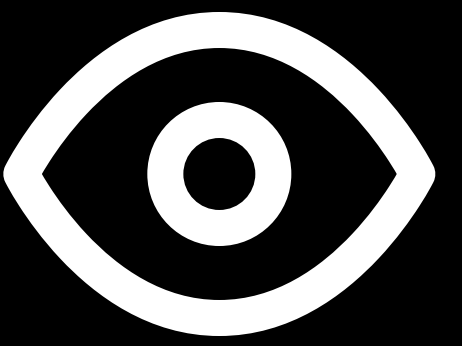
So what are our key ambitions for the next twelve months?





# FORWARD

# GOING FORWARD



## PEOPLE

### Leading the way on fair pay.

It's something we've always done, but we want to shout about it a little more and give it the attention it deserves because all businesses need to know that all staff deserve a wage that meets their everyday needs. We plan to make it official and become a Real Living Wage Employer in 2022. This means we commit to a voluntary higher rate of base pay for all our employees.

### Better mental health.

Nothing is more important to us than the health of our team and although we have so many practices in place to help with this, we want to do more. In 2022, we plan to become an official Mindful Employer and make a public declaration to support the mental wellbeing of all our staff.

### Tackling equality and diversity.

It is the responsibility of our senior team to create practices and strategies that actively promote equality and diversity and continue to develop a culture of inclusivity and respect. In 2022, we will be investing in more training to support and develop our senior staff in this area.

## PLANET

### Protecting the planet.

We want to set up a cycling to work initiative that is regularly used by our local employees. Now we have an office in place with showering facilities, having a healthier and more sustainable way of traveling to work is so important.

### Educating our clients.

We understand that not everyone has environmental issues at the top of their priority list right now. In 2022, we want to help educate our clients and give them more responsibility to positively improve the footprint of the digital products we create for them.

## COMMUNITY

### Fundraising fun.

We've always liked a challenge, but there is something even better about completing one with a special mission. This year, Yoyo wants to take on The National Three Peaks Challenge and climb the highest mountains in England, Scotland and Wales within 24 hours. A huge task, but it will raise vital funds for great community causes.



# UNTIL NEXT TIME

2022 is flying by already and as you'll have seen, Jen, I and the rest of the team have some really big plans for the upcoming months. As we approach the summer, several of the digital experiences we've created recently are starting to generate brilliant results for our clients and there are so many more projects in our 2022 pipeline which we can't wait to get stuck into.

It's brilliant to see how the team and our vision and values have continued to develop and improve Yoyo since our certification in 2020. The B Corp movement has had such a positive effect on all of us and we can't wait to set an example for other businesses moving forward and continue to use our agency as a force for good. Next up is our re-certification in 2022 and we're ready and waiting for it.



**Gregg Lawrence**, Founder & Creative Director







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yoyo™