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B CORP IMPACT REPORT

CHANGE MEANS A LOT TO US HERE AT YOYO. WE'RE THE KIND OF COMPANY THAT WANTS TO MAKE A DIFFERENCE, ALWAYS THINKING ABOUT HOW WE MIGHT DO THINGS BETTER.



FINDING THE MAGIC FORMULA

But change doesn't come easy. Whether you're facing challenges in your business or trying to help tackle the planet's biggest problems, it can sometimes feel a bit overwhelming. Where do you even start?

The past year has reminded us that it's not about finding a silver-bullet solution or delivering a quick fix. The only magic ingredient you really need to make change happen is good people.

When you put people at the heart of things, or frame things from a more human perspective, you can almost always find a better way. You'll make connections. You'll build confidence. You'll collaborate and grow as a community.

2022 was full of all those things at Yoyo and, despite challenging economic conditions, it has been our most successful year to date in terms of our impact and our commercial success.

At a local level, we've welcomed Ukrainian guests to our town, arranged Christmas gifts for less fortunate children and created a forum for businesses to collaborate around sustainability. Such initiatives have led to us making new friends and fostering new partnerships, all of which will only help us deliver more impact in our community.

In terms of our own people, we have listened to what they need. The pandemic hit the reset button on how all of us live and work, pushing us to question what works and to change the policies and processes that don't. Figuring out the best way forward has sometimes been mind-bending, but it has ensured we evolve in the right direction.

We've placed a deep focus on learning and development, helping individuals with career planning. We've put more structure around our volunteering programme. One of my personal favourite policy introductions this year was Life Leave, where anyone can request extended time off and we work to make this happen, together. This really underlines how the goals of the business need to – and definitely can – work in harmony with life goals. It's all part of our ongoing evolution in a year where we have welcomed new starters and supported colleagues who have moved on. After all, goodbyes can be just as important as hellos.

Throughout it all, the B Corp movement has continued to inspire and guide us, and we have been driven by an ambition to improve our recertification score by 10%. We have attended events in London with B Lab, in Surrey with fellow B Corp Vivo Barefoot, and we were proud to be part of the B Leaders summit in Rome. We have also hosted our own events with the fantastic Rosie from Cook, Kresse from Elvis and Kresse, and with the support of Jacqueline from B Lab.

Collaboration is how we answer the challenges we face in our society and how we make the changes needed to look after our world. There's always more to be done, but we'll get there faster – and we'll go even further – if we do it together.

Jenny Kitchen, CEO

PEOPLE

COMFORT IN A CRISIS

While the stresses and strains of the pandemic receded from view in 2022, our team faced new pressures from the cost-of-living crisis. We have been proactive on several fronts to ensure they feel supported at such an uncertain time.

- **Salary bump:** All staff received an increase in their basic salary this year, easing the additional pressures on household budgets.
- **Winter bonus:** With energy and food costs on the rise – and Christmas on the way – we supported staff with a one-off £500 bonus.
- **Living Wage:** We delivered on our commitment to become an Accredited Living Wage employer, ensuring everyone in our team is paid a wage that meets their real-world needs.

CHANGE FOR GOOD

Our policies must not only be fit for purpose, they must also join together to form a cohesive package that reflects the Yoyo values. That's why this year we undertook a full review of what we offer and made some important changes:

- Changing the eligibility criteria for Life Insurance so that it is now available to employees from their first day.
- More than doubling annual sickness leave allowance from four days to ten, providing greater financial support to unwell employees.

INCLUSIVE THINKING

Diversity, equality and inclusion (DEI) in the workplace has rightly received a great deal of focus in recent years as society has woken up to this complex issue. Keen to maintain momentum, we co-ordinated training for management and the wider team on DEI, with a view to eradicating bias and delivering on our promise of being an inclusive place to work.

ADJUSTING TO THE NEW WORK NORMAL

Hybrid working is here to stay. And while it brings much more flexibility, it also means fewer opportunities for face-to-face meetings or off-the-cuff conversations in the office. Effective communication is central to the Yoyo culture, so to help us all adapt we held a company training session on giving and receiving feedback. It's about making sure the honesty, respect and transparency we have always valued as a team can work just as effectively in the new dynamics of the hybrid working world.

STAYING MINDFUL ABOUT MENTAL HEALTH

With external support available from a professional counselling service, we also strengthened our internal support by training up three more Yoyo mental health first aiders. We also delivered on our promise of becoming a Mindful Employer, signing up to the NHS-backed Charter for Employers Positive About Mental Health to provide us with a framework to keep reviewing and making progress in this area.

LIFE SKILLS

One of the most powerful ways we can support staff is by equipping them with the skills to support themselves. This is exactly what we set out to achieve with Yoyo Employee Life Support – a programme of guidance and advice that delivers practical help where it's needed.

- We partnered with Finance Hub, a local drop-in financial network, to host a training session on personal financial planning. This included talks from experts and a group discussion, highlighting the importance of saving for the future and how to access expert financial help.
- We established a direct relationship with a counselling helpline, providing staff with 24/7 support on physical and mental health issues as well as work and personal relationships. The service can signpost employees to professionals if help is needed at a deeper level.

LIFE LEAVE

Yoyo staff know the door has always been open to the possibility of taking an extended break from work. This year, however, we decided to formalise that offer with the introduction of Life Leave. There are no absolute guarantees, but it means we now have a policy to consider any requests and to do whatever we can to make them happen. We're incredibly proud of the people who work here; we want them to be curious about the world and to have an appetite for new adventures. We also believe work is only part of who we are. By talking openly and positively about what can be achieved, we can balance individual aspirations and job security with the long-term needs of our clients and our business.

PLANET



AS A BUSINESS, WE BELIEVE IN SHARING OUR PROFITS WITH OUR PEOPLE. BUT THIS YEAR WE DECIDED TO GIVE SOMETHING BACK TO THE BIGGEST STAKEHOLDER OF ALL – THE PLANET.

As a result, we pledged to carve out a proportion of our profits for Surfers Against Sewage (SAS), a charity working to protect the UK marine environment from pollution. Having made our first payment in 2022, we're excited to continue this support into the current year.

Closer to home, we've undertaken regular litter picks, which are a great way of bringing the team together and keeping our local environment clean.

And in our day-to-day work, we continue to make conscious choices about our environmental footprint. Knowing others are also on this journey, we compiled all our learnings into a [user-friendly guide](#) to help more people in the digital design community deliver eco-friendly websites.

The guide to eco-conscious digital design.

Build your digital strategy without sacrificing impact.

- 80% of users will leave your website if it takes more than 3 seconds to load.
- 87% of users will leave your website if it takes more than 5 seconds to load.
- 75% of users will leave your website if it takes more than 10 seconds to load.

09 Carbon-Budgeting

01 Green Web Hosting

Green Web Hosting

Colour

Video Images and Media

Carbon Offsetting

Efficient User Journeys

Prints

COMMUNITY



WE COMMITTED TO THE CAUSE

Individuals among the team have given their support to a number of charities, with everyone given two days of volunteering leave so they can commit time to worthwhile causes.

WE WALKED THE WALK

The Big Walk saw a team of intrepid Yoyoers take on the 27.5-mile Tunbridge Wells Circular in support of West Kent Mind, a charity supporting people in our community with mental health issues.

WE HELPED SPREAD THE WORD

Having hosted a series of B Corp drop-in events in 2022, we have five more planned for 2023. Our CEO Jenny has championed the cause among larger corporations to get their teams excited about the movement, and our aim is to inspire and educate as many people as possible about the B Corp way.

NOBODY HAS EVER NEEDED TO REMIND US THAT OUR PEOPLE ARE OUR BIGGEST ASSET. THE QUESTION WE CONTINUALLY ASK OURSELVES IS HOW CAN WE BEST PROTECT, NURTURE AND SUPPORT THAT ASSET SO THAT IT CAN TRULY FLOURISH?

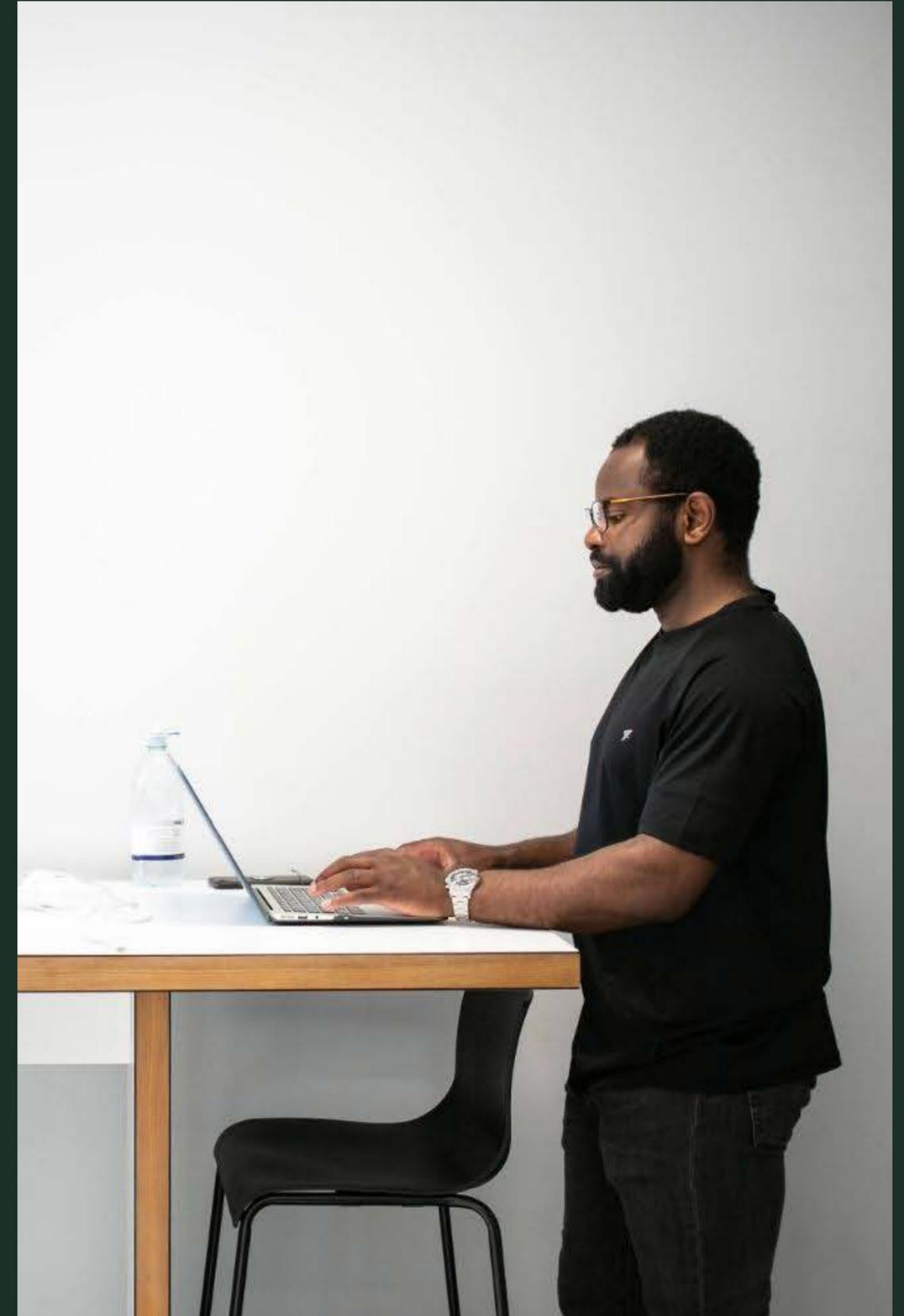
Career progression has been a major focus this year, and we have moved to a performance model based on twice-yearly reviews supplemented by one-to-one conversations with the CEO. This structure allows management to uncover deeper insight into employees' career objectives to better facilitate their progression within the business.

We are also working with an external HR consultant to develop an individual training plan for each member of staff. We start with individual goals, set out a personal pathway, and then carve out the space, time and budget for relevant training. Our aim is to help every Yoyo-er find a sense of purpose and positivity through professional development.

PAYING FAIR

Twice a year, every year, employees participate in a pay review meeting with members of the company's board to assess their current remuneration package and to determine any change. In the interests of making this process as fair as it can possibly be, this year we committed to introducing a new dimension in the form of a third-party expert who can lean on robust industry benchmarks and independent verification. It means our employees can be assured they are paid at a rate that is both fair and competitive.

PROGRESSION



IT'S NOT ALL WORK, WORK, WORK. TEAM YOYO HAS BONDED OVER A VARIETY OF SOCIAL ACTIVITIES IN THE PAST YEAR.

SOCIAL ANIMALS



Getting overly competitive at a number of board game nights.



Cracking clues at the Crystal Maze escape room experience.



Creating our own little ecosystems on a terrarium course.



Putting our little grey cells to the test at the pub quiz.



Swatting away wasps on sun-drenched summer picnics.



Summoning the spirit of Christmas at a wreath-making workshop.

PERFORMANCE

REVENUE WAS 15%
HIGHER IN 2022 VS 2021

NET PROFIT WAS 117%
HIGHER IN 2022 VS 2021

SUPPORTED MORE
THAN 30 COMPANIES
THROUGH THEIR B
CORP JOURNEY.



LOOKING FORWARD

FOCUSED FUNDRAISING

In 2023, we've decided to support a single chosen charity, Demelza, which provides care and support for serious or terminally ill babies, children, young people and their families. Three of our team have already committed to jump out of a plane in April and there will be more to come throughout the year, including a rounders tournament for friends of Yoyo in May.

MAKING IT PART OF THE JOB

We're in the process of updating our job specification to incorporate responsibility for social and environmental action, underlining the commitment that our employees already live and breathe every day.

WORK HARD, PLAY MORE

From 2023, we'll be increasing the amount of annual leave from 25 to 29 days, providing employees with a few more days of valuable R&R throughout the year.

MOVING FORWARD TOGETHER

Our 2023 events strategy has been designed with more than Yoyo in mind. We want to help build and support other like-minded businesses and the teams of people within them. Our plans include:

- Hosting a bi-monthly dinner for female business leaders, helping empower them to build better businesses through a specific focus on female leadership and peer mentoring.
- Hosting our first B Corp Breakfast, with the aim of innovating around our B Corp values to create better methods and outcomes and, ultimately, improving the environmental impact of our digital industry.
- Actively encouraging and inspiring others to become B Corp certified through our monthly online and face-to-face sessions, which educate and encourage other companies to use their businesses as a force for good.

UNTIL NEXT TIME



We're now an amazing three years into our journey as a certified B Corp and I'm incredibly proud of everything the Yoyo team has achieved in that time.

Stepping back to reflect on everything in this report, a very real story emerges about how we continue to move forward, guided by the three Ps of People, Planet and Profit.

As we look to the future, for me, there is another P that we have the potential to embed more closely into the mix, and that's Product. Digital design is our heartland at Yoyo, and it's exciting to think that everything about the products we create for our clients can be seen through a lens of sustainability, from choices about hosting providers to the use of less energy-intensive media.

We're already exploring this to a certain level, but what more can we do to nurture both the big wins and marginal gains? How can we help our clients realise measurable improvements and truly deliver on their ESG goals?

In many ways, these questions reflect how we're evolving as a B Corp. We've always been an agency that wants to do things better, but getting certified three years ago gave us a framework for growth and development – and we've come a long way as a result.

Where do we go next? Well, it's really just about continuing to channel the B Corp ethos deeper into the core of our business and turning more ideas into real, tangible action. Only then can we keep delivering on the most important P of them all: progress.

Gregg Lawrence, Founder & Creative Director