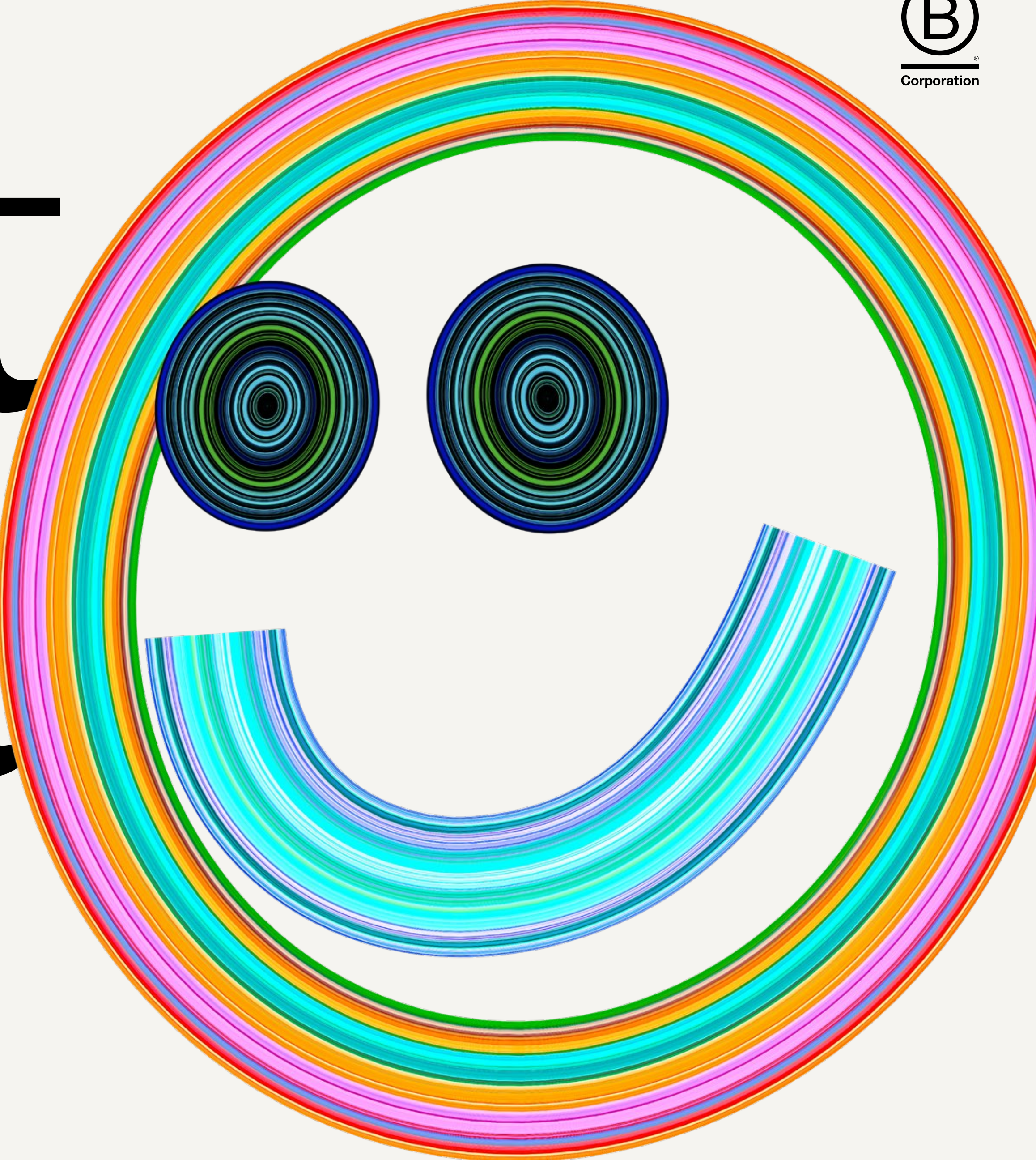


Impact Report



A NOTE FROM THE FOUNDERS:

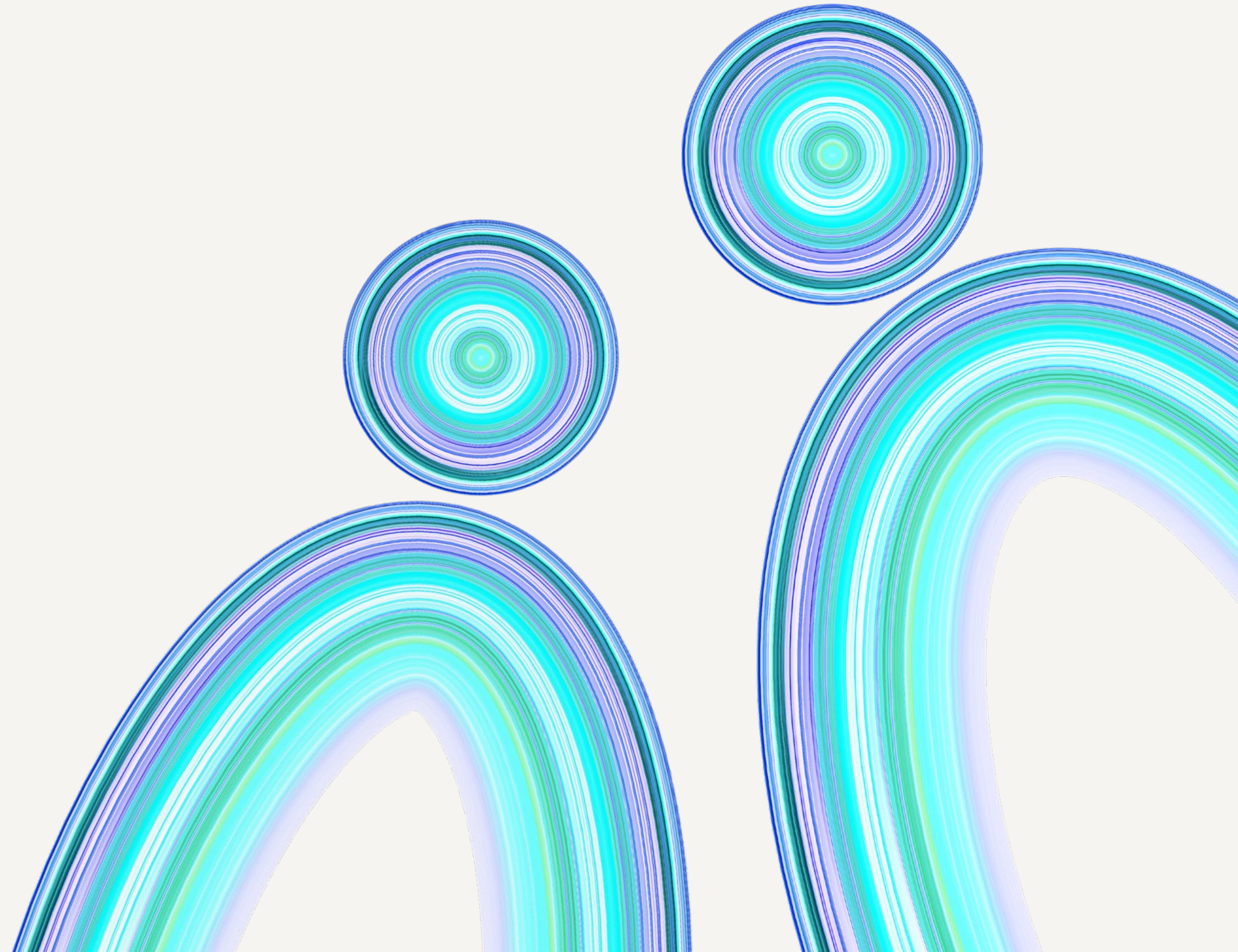
When we started Ragged Edge back in 2007, we wanted to create a business that was true to our values. A business that treated its people the way we'd hope to be treated. Where opportunities were abundant, work was rewarding, talent was nurtured. And where our ambition to drive positive change was shared.

We've spent 16 years working towards those goals with a people-first agency where ambition for the work is balanced by the knowledge that the work is just one part of it. The B Corp Impact Assessment gave us the opportunity to make our intentions official, and to optimise every part of our business to deliver on our triple bottom line: people, planet and profit.

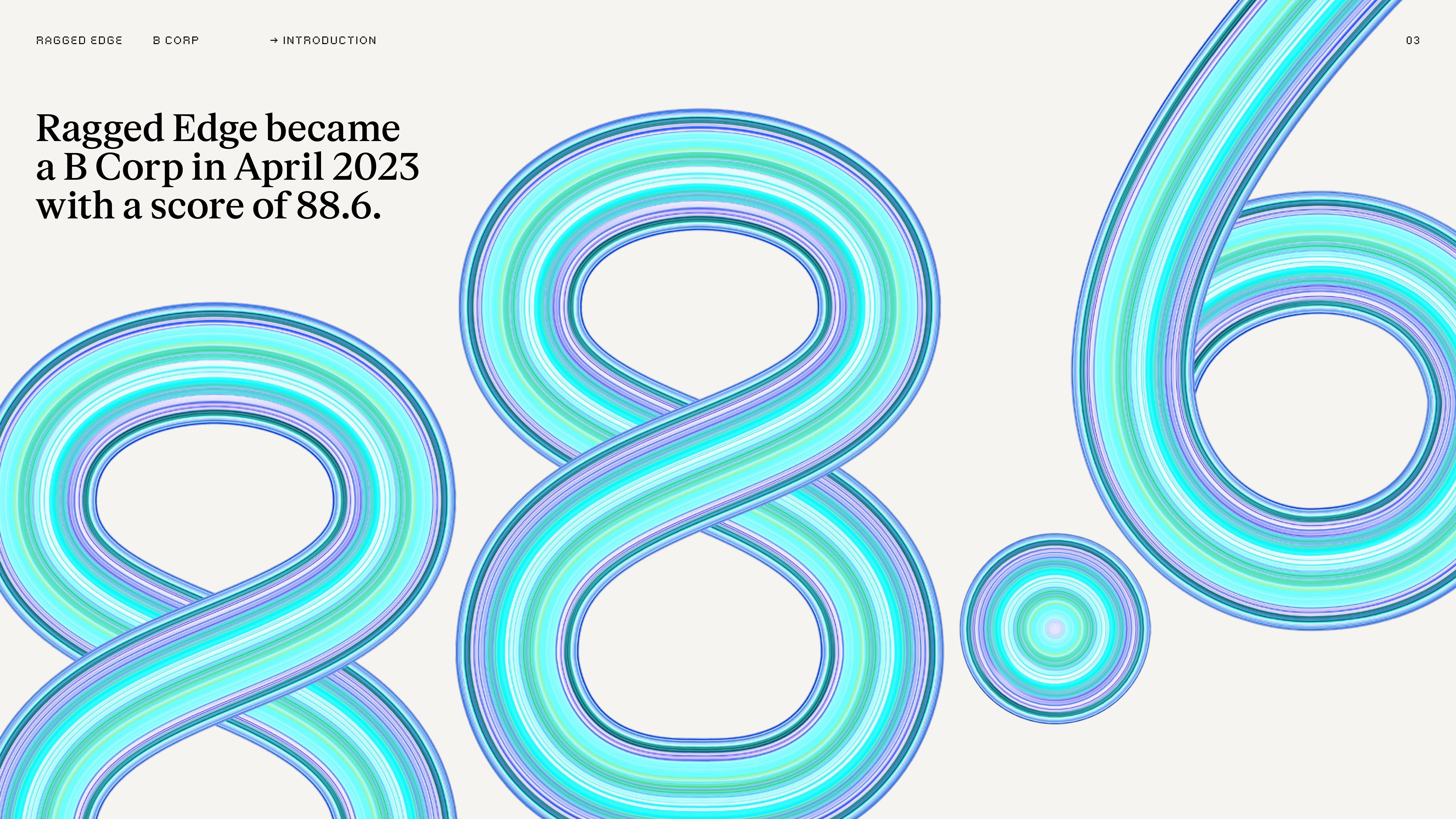
Our B Corp Certification is just the beginning.

Today we're a team of 37 fiercely ambitious people who are determined to ensure that Ragged Edge is continuously striving to be both the best in the world and the best for the world.

Matt Max



**Ragged Edge became
a B Corp in April 2023
with a score of 88.6.**



We've separated our efforts and achievements into five categories: People, Community, Planet, Clients and Governance. Sharing what got us here, how far we've come and what's still to come on this journey.

OVERVIEW

This is an overview of all the things we've been doing in the last 12 months. Some small, some big. But they all add up to where we are today as a B Corp.

PAGE 08

People

- We created a People Pledge outlining how we work together and our commitment to our team.
- We have enhanced our mental health support and partnered with Self Space.
- We've revised our policies to create a safe space for any person to work in.

PAGE 11

Community

- We've increased our focus on D, E & I during our recruitment process.
- We're only working with suppliers who also want to drive a positive impact.
- We love giving back, so throughout the year we donate money, time and expertise to a number of charities making a change.

PAGE 15

Planet

- We've signed the UNFCCC's Race to Zero pledge.
- Our new studio space has an EPC rating of A and the very latest in zero carbon technology.
- Our carefully selected partners are making it possible for us to reach our sustainability goals.

PAGE 20

Clients

- Our clients are Changemakers, shaping the way we work and the world around them for better.

PAGE 22

Governance

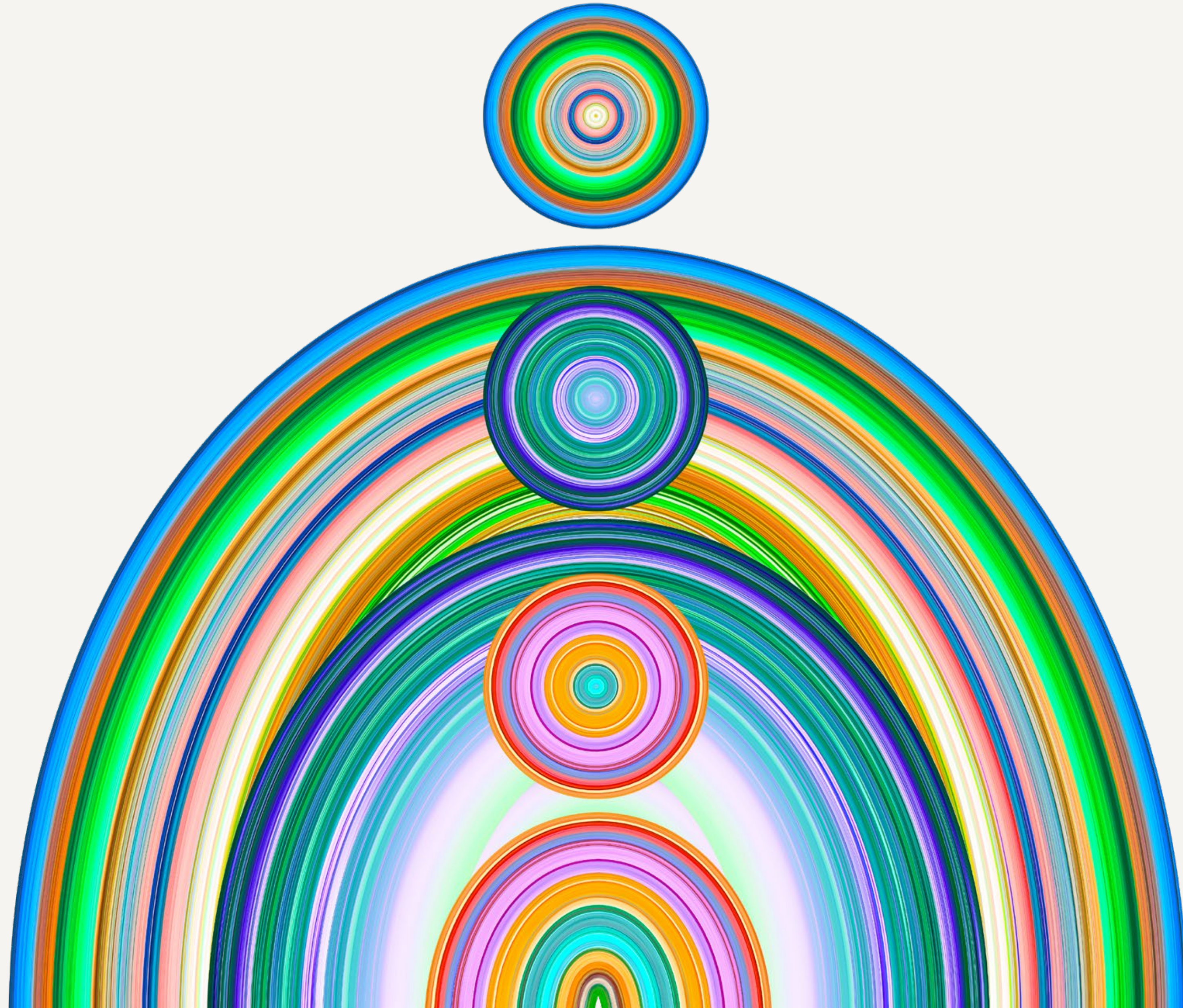
- We keep everyone updated on the business' finances in our weekly all-team meetings.
- We've amended our articles of association and we're now legally accountable for considering the best interest of our employees, suppliers, clients and local communities.
- We've made sure all job descriptions are aligned with our social and environmental commitments.

People



“When we say people first, we mean it. We’re dedicated to making sure every member feels valued and heard. Our People Pledge allowed us to come together, ask the important questions and listen to the needs of the team.”

Lisa Mitchelmore
Head of People and Culture



A People Pledge

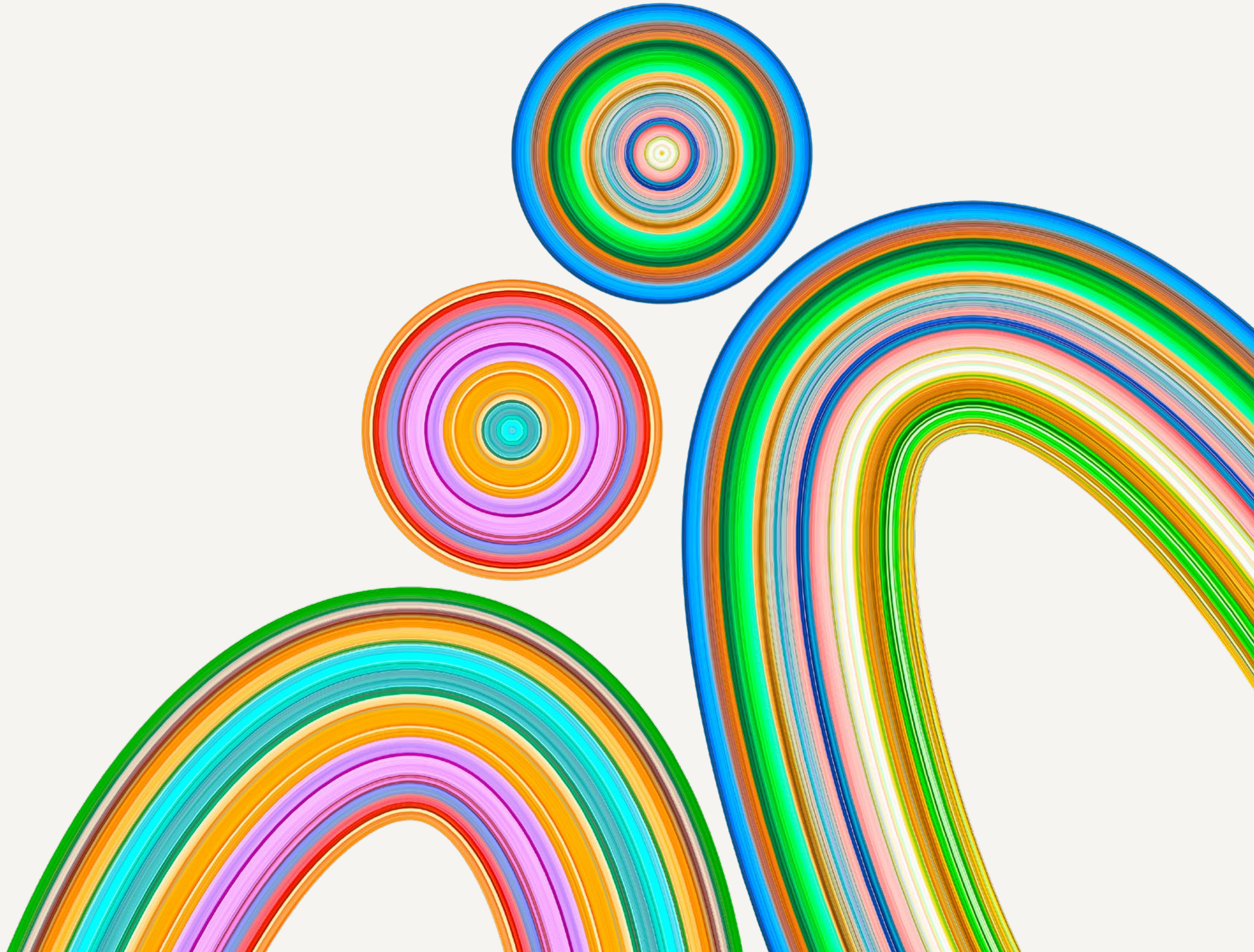
HOW

All of these efforts have culminated in the launch of our People Pledge. A shared commitment to Live A Rewarding Work-Life, Continue to Grow, Communicate with Care and Responsible Impact. These four principles were discussed and defined by the entire team. And we've all signed a physical declaration, outlining how we work together and what being "people first" actually means to us.

Mental health support

HOW

Mental health is an integral part of how we operate and communicate day-to-day. We have six certified mental health first aiders and our “Mind Your Head” guide gives practical tips and advice for anyone on the team who sees a colleague might be struggling, or is struggling themselves. We also now partner with Self Space, an on-demand mental health service, that provides 1:1 therapy, mental health consultation, workshops and training.





Policies that shape our lives

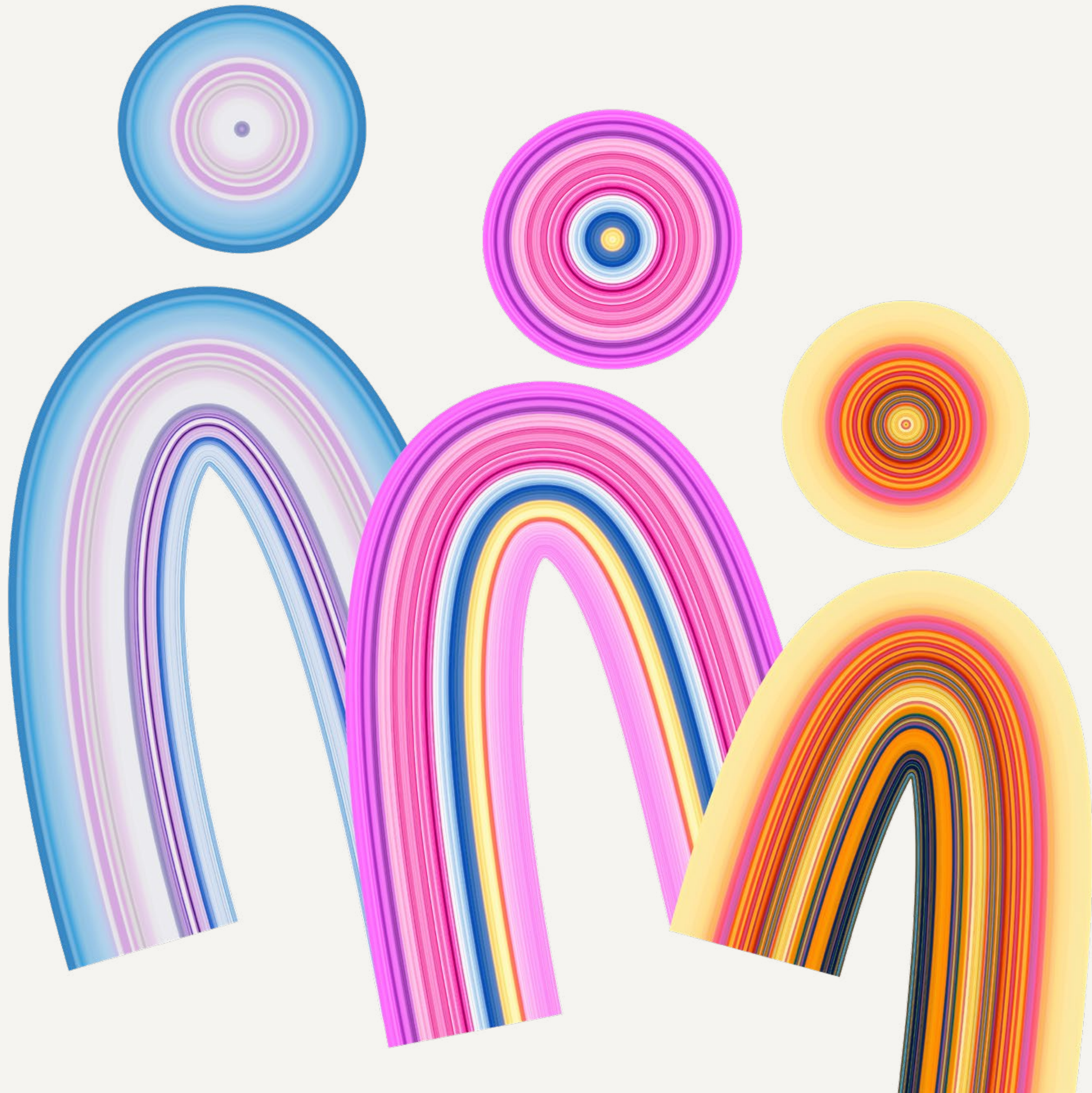
HOW

By listening to each member of our team we're constantly revising our policies to ensure they benefit the people they're intended for. We have introduced a menstrual health policy, a menopause policy, a transitioning at work policy and we have been improving our parental policy. We've retained a flexible approach to hybrid working. And we've updated language across the board to make sure our policies are inclusive and fit not only for our current team, but for anyone who might join us in the future.



Community





Increased focus on D, E & I

HOW

From our accessible recruitment process to paid internships, we've been actively working on our diversity, equity and inclusion. This commitment has changed how and where we advertise job roles, and redefined our approach to recruitment. We've worked with Creative Access and The Other Box to help us reach more diverse talent. And at least a third of applicants now need to be from underrepresented groups, before we even progress to the next stage.

Suppliers and supply chain management

HOW

We get to know the companies we work with by sending out a survey: “Small Questions Big Change”. Asking questions to ensure we’re working with like-minded people who can power positive change with us. When we get responses to our survey from suppliers, we use our traffic light evaluation system to determine whether they’re a suitable partner for us. From the seemingly little things, like the coffee we drink, to the big things like the targets we set, we know that small choices can make big changes.





Charity contributions

HOW

We are proud of the pro-bono, charity and social enterprise partnerships we've developed along the way. In addition to raising money for good causes, including the Mental Health Foundation during Mental Health Awareness Week, and Just Like Us during Pride Month, we've also looked to use our time and skills to benefit others.

We donated 100% of our time and expertise to create the brand and packaging for Solovey, a vodka raising money to support children needing humanitarian assistance. And on a larger rebrand (to be announced later this year) we've offered key deliverables at significantly reduced fees.

And as part of our annual Christmas party, we created hand-made cards for Cards for Bravery, an organisation dedicated to brightening the days of hospitalised and seriously ill children.

Planet



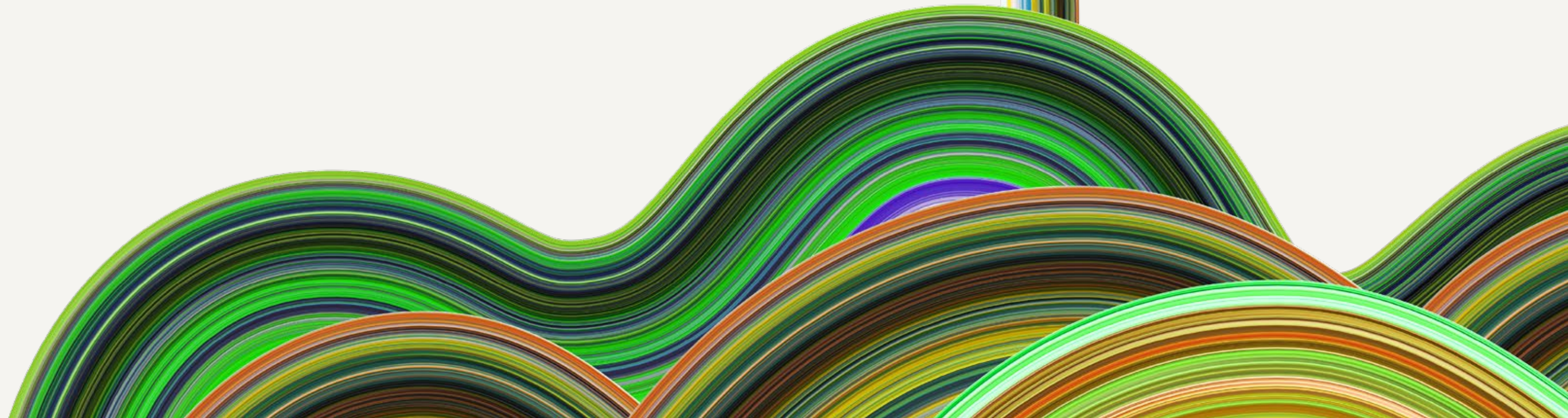
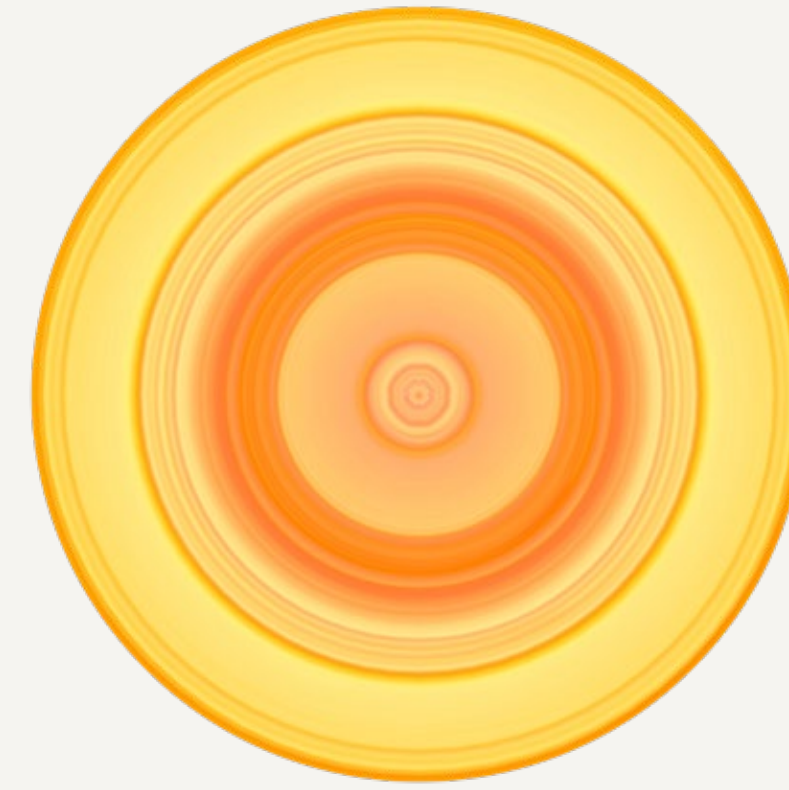
A commitment to the planet

Sustainability is a core part of our business, and we're committed to making conscious choices that will benefit our planet and leave a positive legacy for future generations. That means great strides in recycling, eliminating single-use plastics, working with new partners, sending nothing to landfill and more. And to show our commitment to reaching net zero by 2030 – 20 years ahead of the Paris Agreement – we've signed the UNFCCC's Race to Zero pledge.

A responsible studio

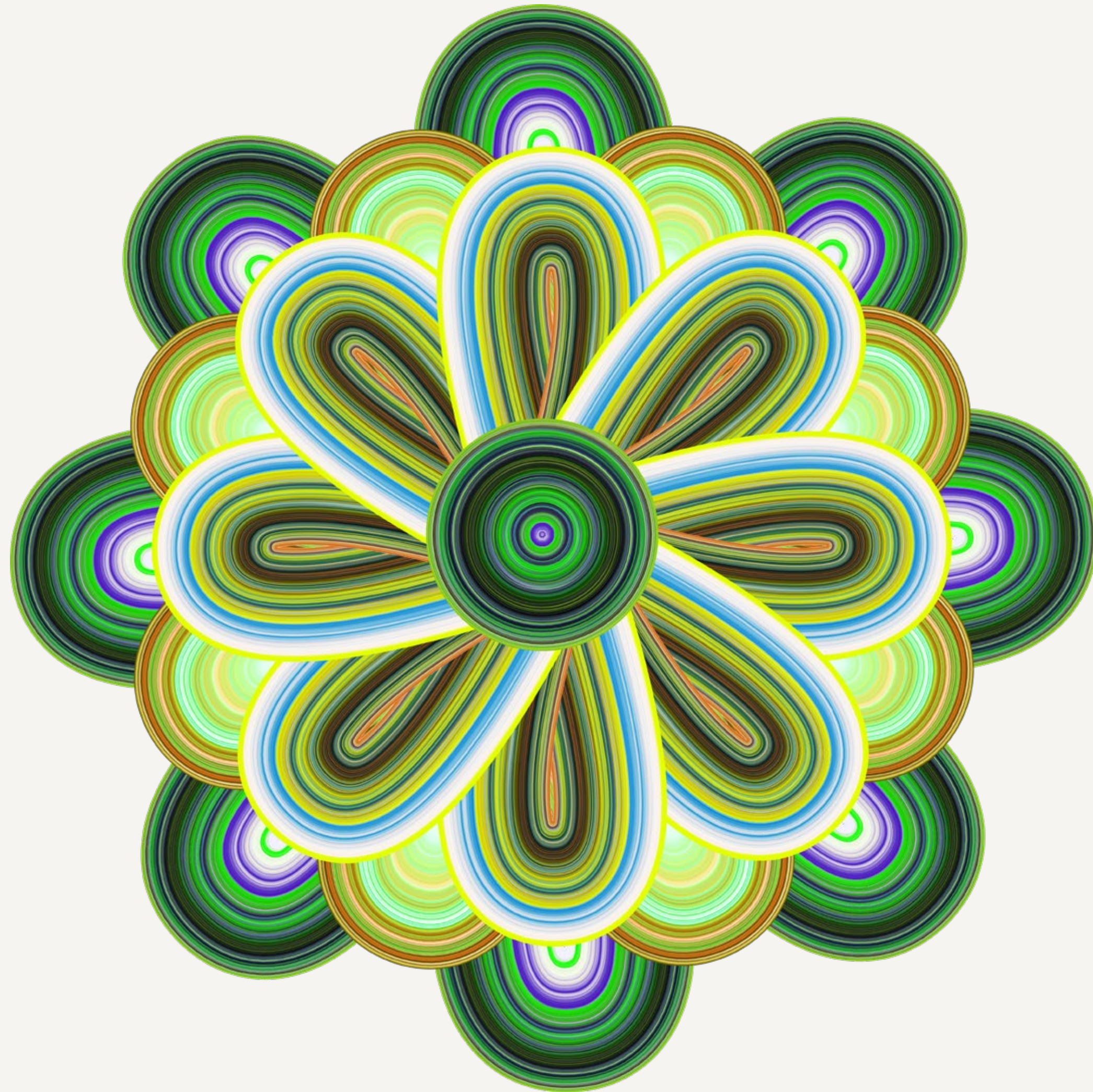
HOW

In November 2022 we moved into a new studio. We specifically chose our new office building, The Bindery, for its sustainability credentials including an EPC rating of A and the very latest in zero carbon technology. And we're proud to be the first company certified B Corp in our building. With that comes a dedicated internal Planet team and slack channel, a more considered approach to waste management, and a new set of local, sustainable suppliers. Including as many B Corps as possible.



“Achieving B Corp is such an exciting moment for the whole Ragged Edge team. We chose our new studio for its green credentials and we’re carrying that through to everything we do. I’m proud to be a part of this and can’t wait to continue working on creating a space where change can thrive and make a positive impact.”

Jess Landor
Studio Manager

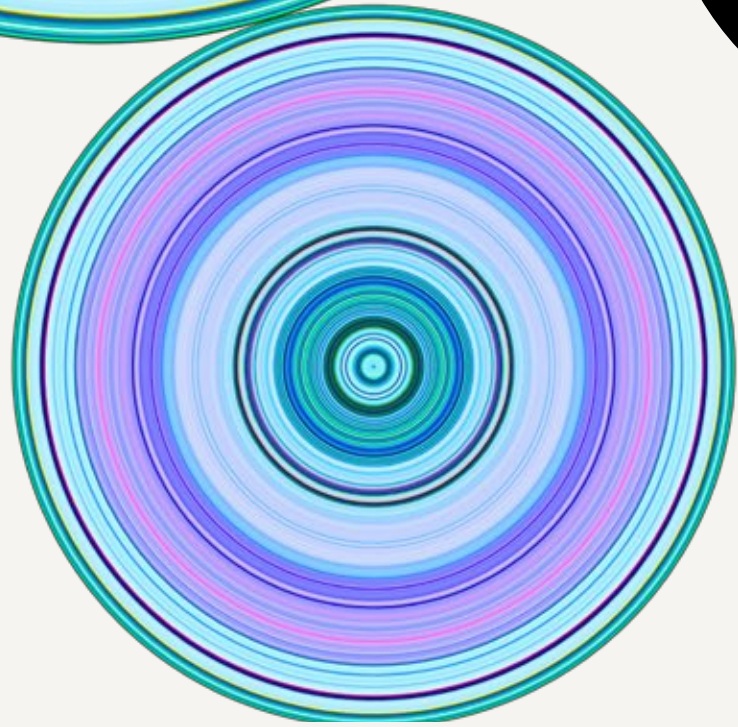
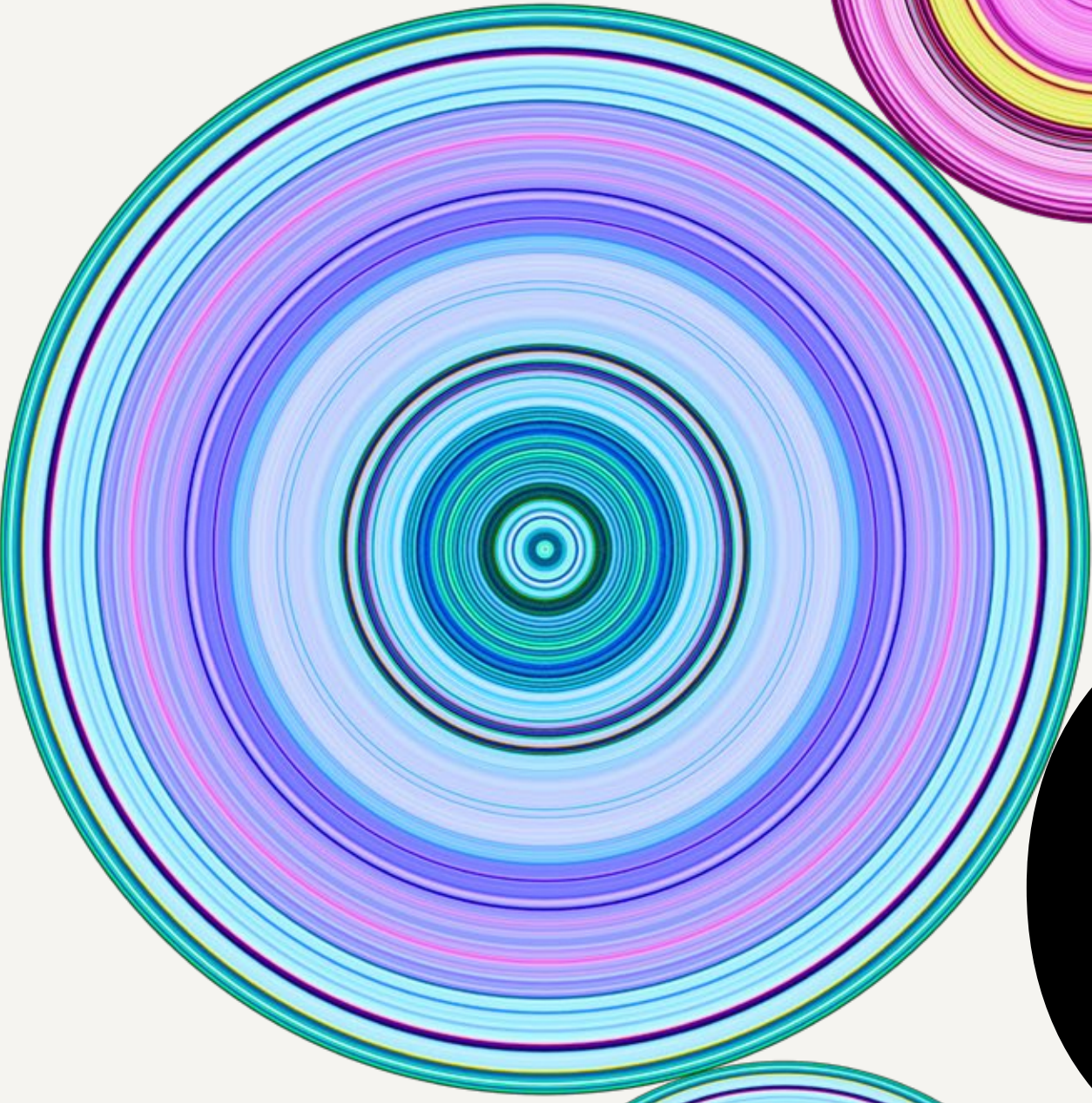
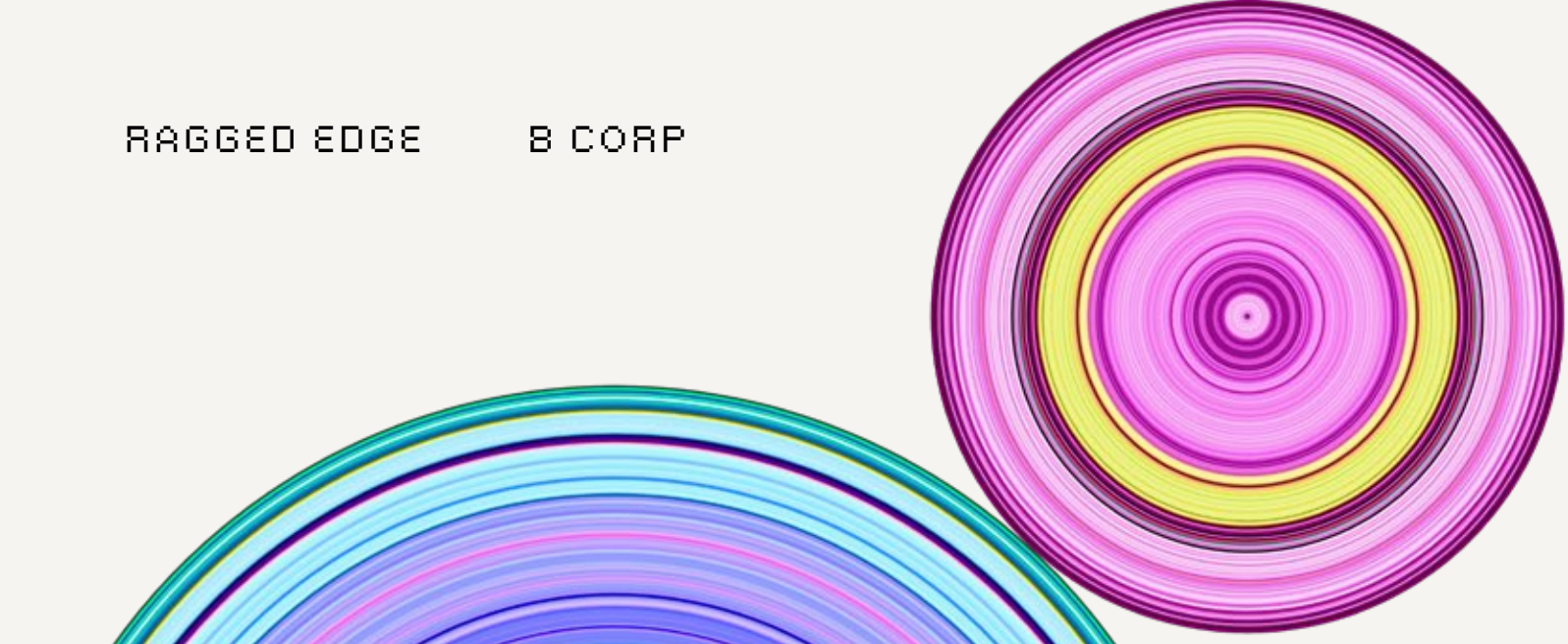


Partners making it possible

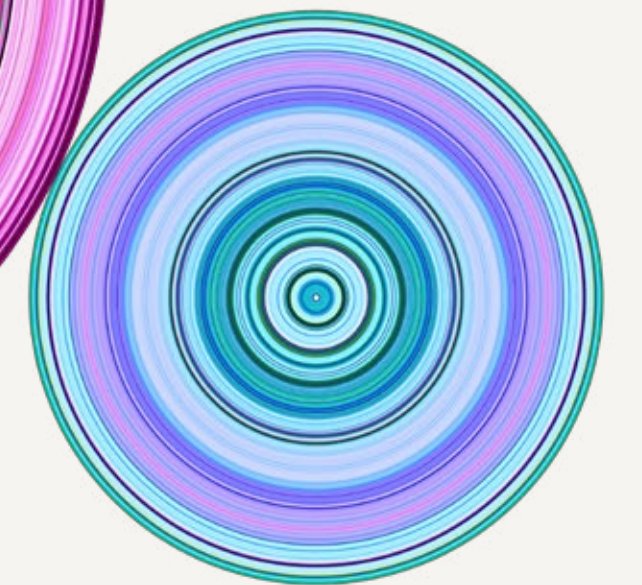
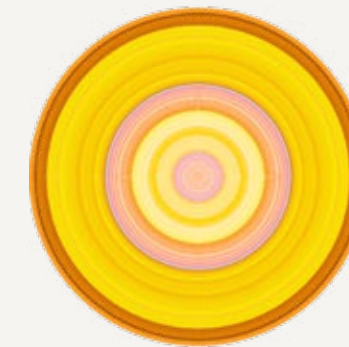
ECOLOGICAL As of April 2023, we have supported the prevention of 352.54t CO₂e from being emitted through 28 verified carbon avoidance projects. We've funded the planting of 4,762 trees across 17 projects.

FIRST-MILE Awarded Silver Recycling Standard for 2022 which means we recycled 75% of our waste during that year and sent nothing to landfill. We helped produce 1306kW energy and saved 4.6t of CO₂.

PLAN A Helping us to monitor, track, and wherever possible, reduce our emissions.

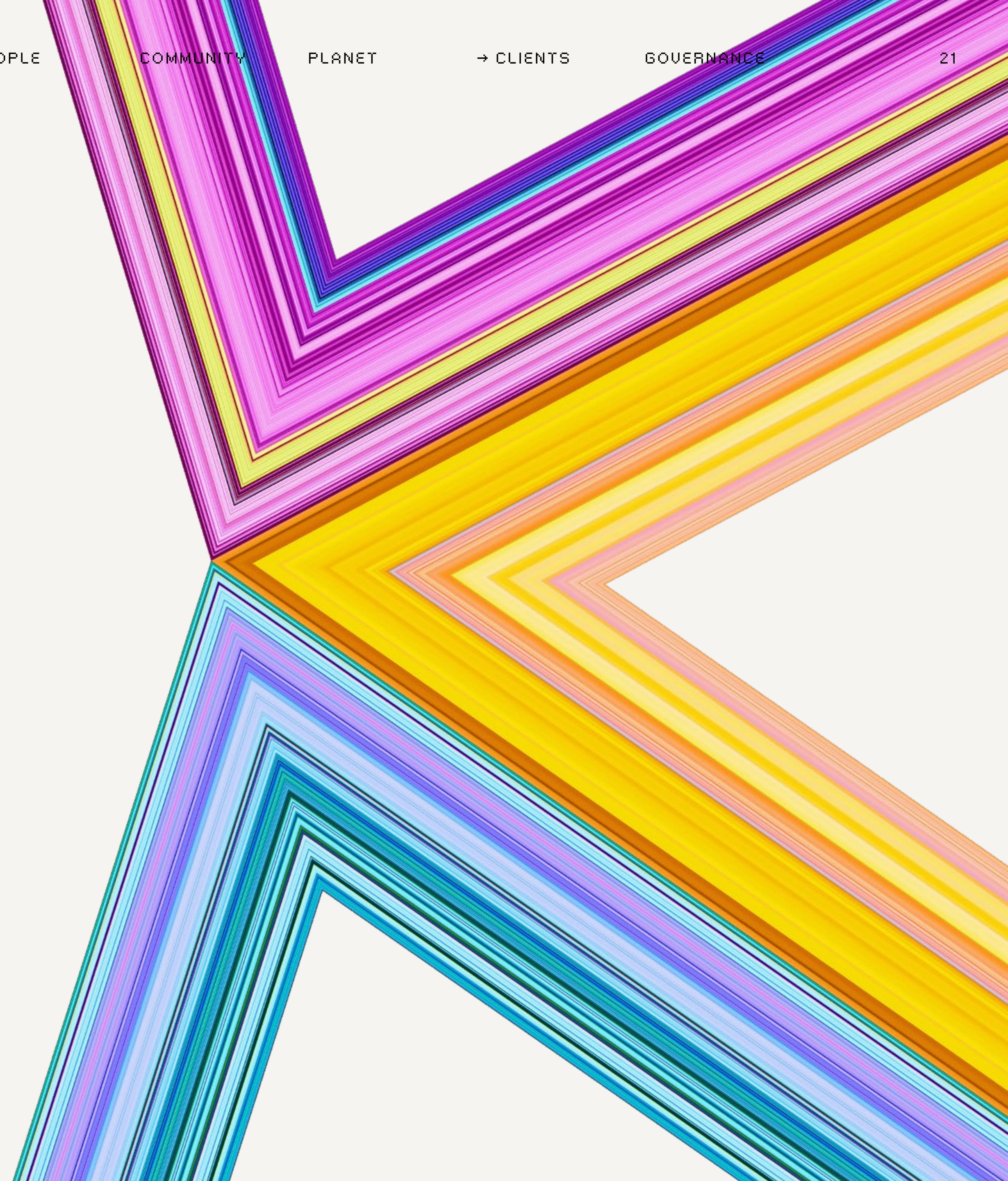


Clients



Clients making an impact

HOW As a branding agency for Changemakers we're committed to challenge the status quo. It's why we work with people who care less about what is and more about what could be. Our values and ambitions for creating impactful change is reflected in the clients we chose to work with. Mindful Chef, Circa5000, Coffee&TV and Papier are all fellow B Corp businesses. But it goes beyond just the brands we choose to collaborate with. It's also about the projects creating undeniable positive change in the world – across a breadth of industries from healthcare, energy management, to consumer goods. But we don't plan on stopping there. Building long-term relationships with our clients is integral to us, we'll continue to support their brand and cultural goals.



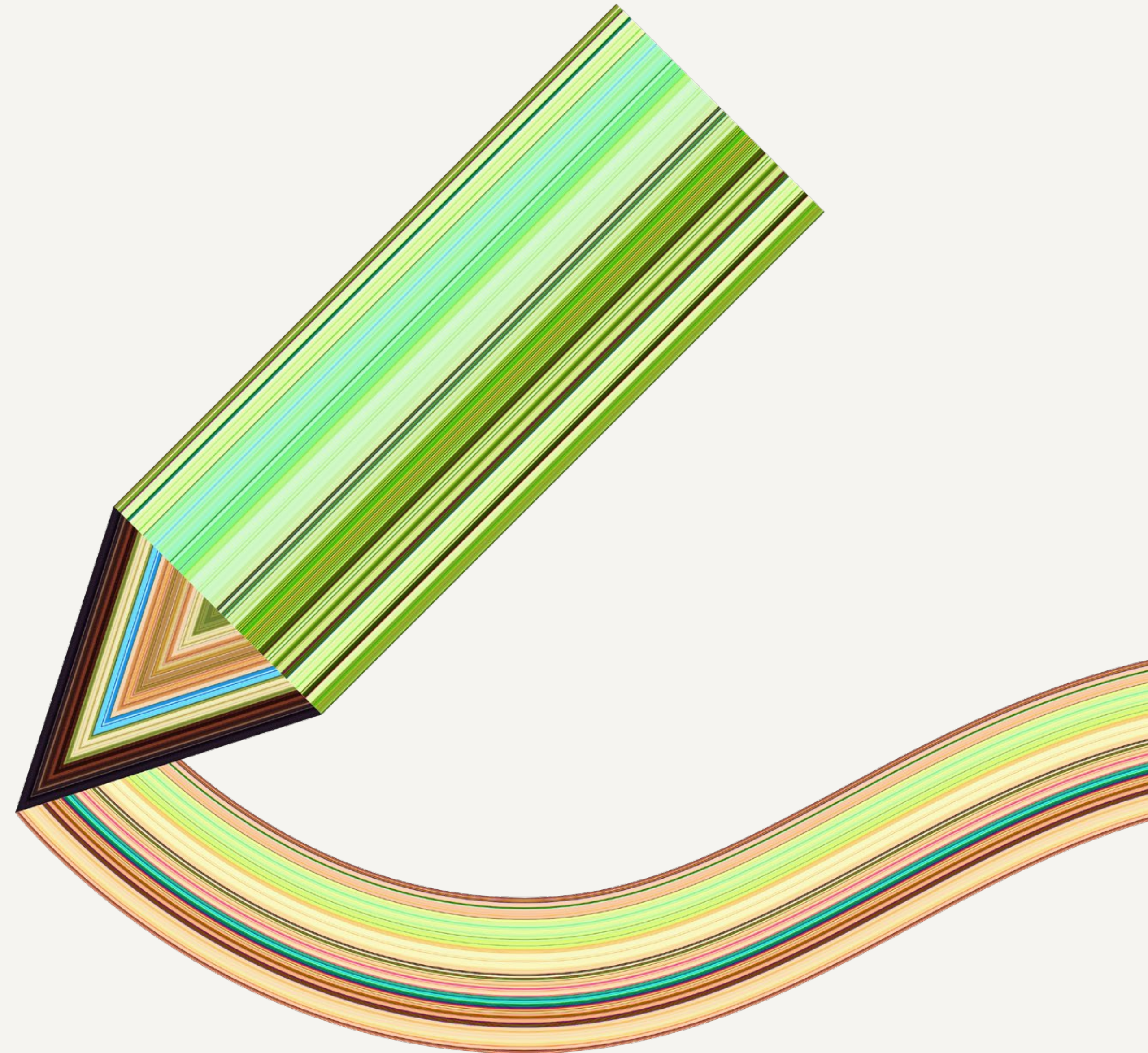


Governance



Job descriptions

HOW Our B Corp commitments have been embedded into all of our employee job descriptions. These include empowering our team to play their part in helping us achieve our sustainability goals, champion diversity, equity and inclusion and consider how to improve processes for both our clients and the business.



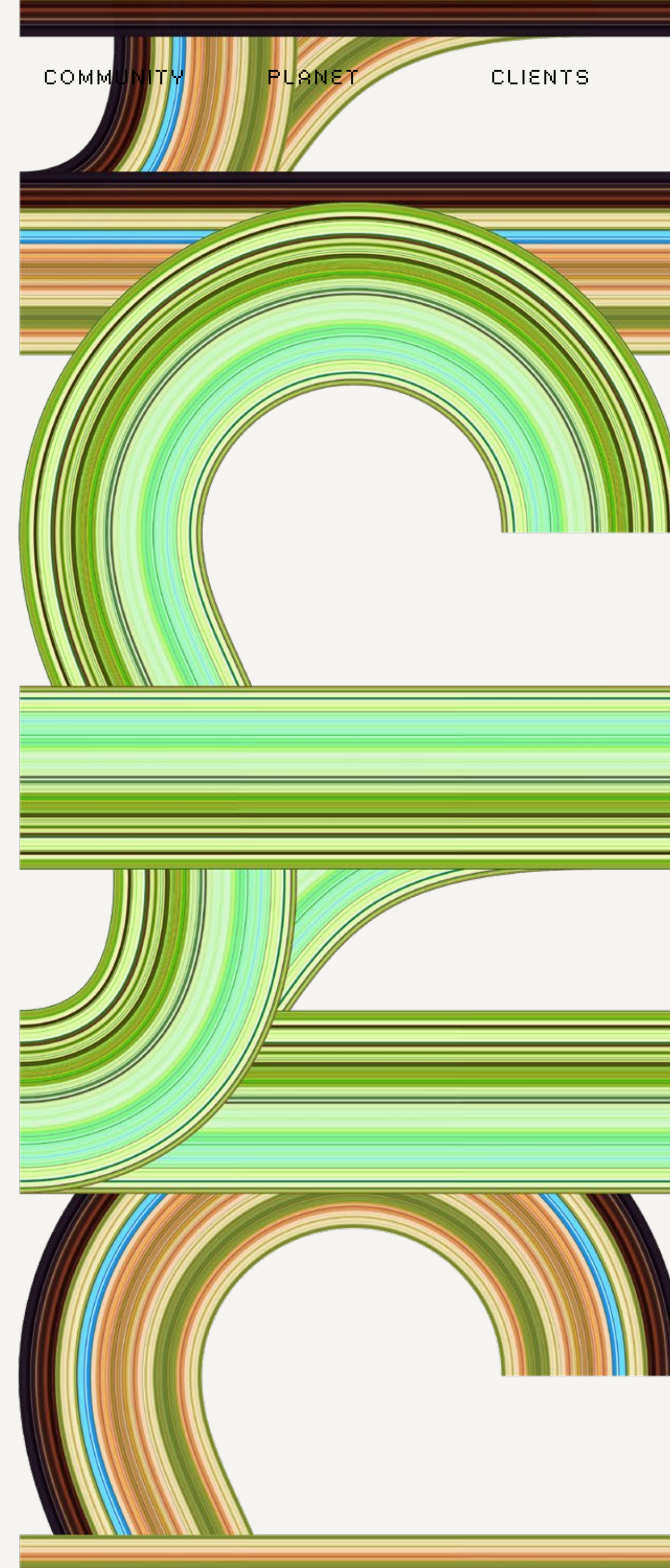
Legal accountability

HOW We have amended our articles of association in line with B Corp requirements. Which means we're now legally accountable for considering the best interest of our stakeholders (employees, suppliers, clients and local communities) when making decisions on how we run our business.

Financial transparency

HOW

We keep the team updated on financial performance as part of our weekly all-team meeting. This includes sales, fee billing and profitability reporting. We have also built financial dashboards and reporting that our team can access in order to track our financial performance at any time.



What's next



WHAT'S NEXT

We're not slowing down the pace of change and we will continue the work. Continue making an impact. Setting more ambitious goals.

AWARENESS AND ACTION

From our team's own energy usage, to supporting the other businesses in our building becoming B Corps, to educating our wider industry – we will advocate for change, and commit to doing what we can to help more people think about and lessen their impact on the planet.

CLEARER TARGETS

We want to set clearer targets next. Partnering with Plan A's decarbonisation tools, we'll be able to more accurately predict our carbon emissions and set targets and actions for reduction.

SUPPLIERS

We'll continue monitoring and improving our suppliers where we can, including more local ownership, ownership by underrepresented groups, and ensuring that the majority of our suppliers fit our preferential purchasing programme criteria.

PEOPLE PLEDGE CONTINUED

We want to take our People Pledge a step further and encourage our clients, suppliers, and peers to join our commitment too.

MORE ACCESS

Once our internship is established we want to make sure we're speaking to as much new, raw talent as possible, providing better access to and understanding of our industry.

CUSTOMER IMPACT BUSINESS MODEL INTRODUCTION

We want to develop and create an official framework for the people we choose to work with and the type of businesses we want to partner with.

MORE LEARNING

We always strive to be better. And, as such, we want to broaden our training and development so everyone – from the newest recruit to longest-serving team member – is learning and growing.

@RAGGED_EDGE