

# Impact Report





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.



# People

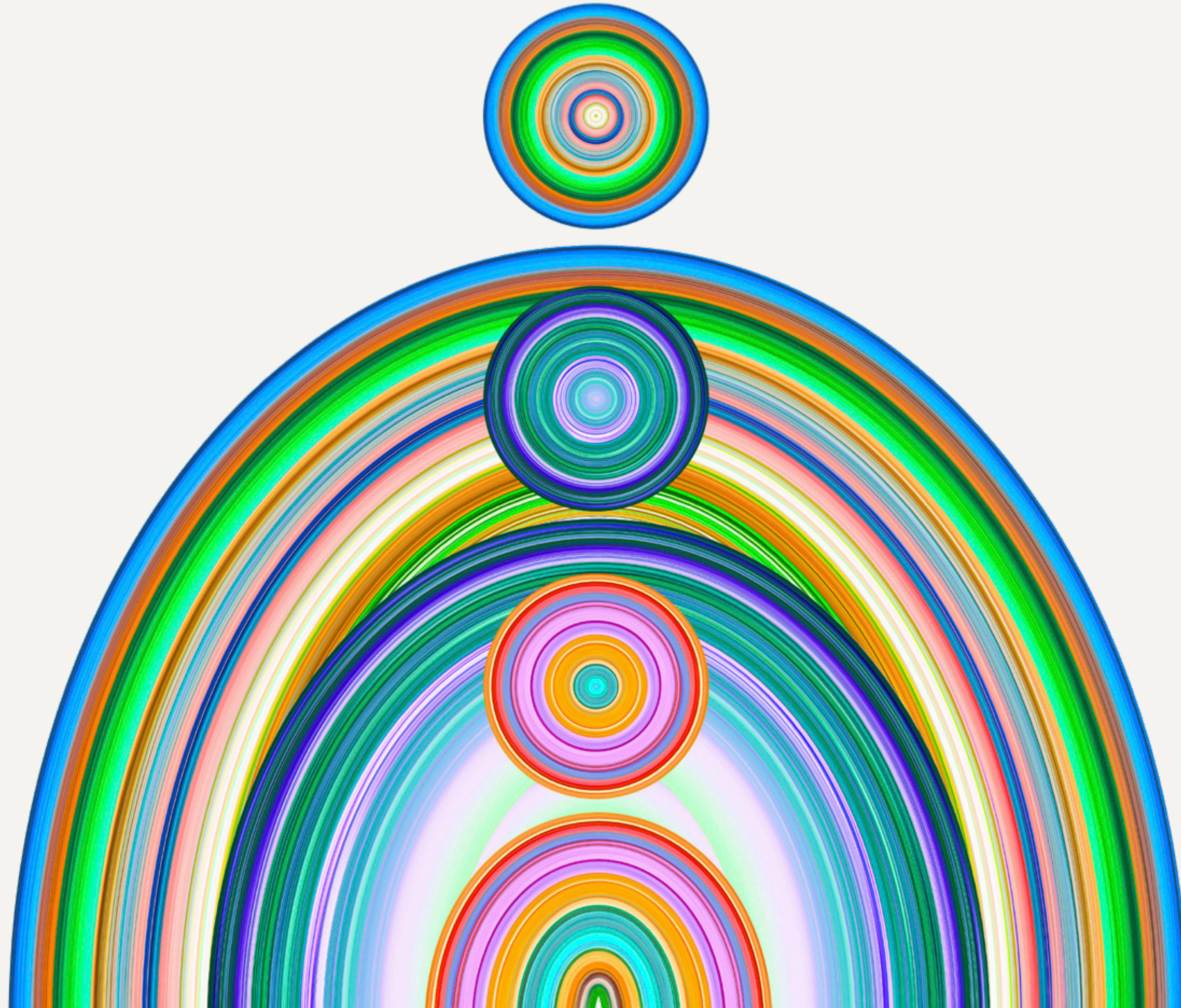




**“The first few months of parenthood have been both amazing and intense. With the financial strain alleviated for the first 16 weeks, I was able to concentrate fully on my daughter’s needs, which significantly reduced the pressure during such a pivotal moment.”**

Anna Yateman  
Business Director





## PEOPLE

As part of our people pledge, everyone at Ragged Edge has pledged to develop a growth mindset and to continuously learn. To strengthen this commitment and to encourage everyone to embrace continuous learning and personal development, we've partnered with an external career coach, providing personalised coaching opportunities for everyone across the business.

Additionally, every team member now benefits from a dedicated training and development budget, empowering them to invest in their own professional growth.



**“It says a lot that leadership want to hear and share our honest feedback for what it’s like to work here. I value the conscious choice that we are making to improve.”**

Christy Madden  
Strategy Director







We've also enhanced our support for working parents by improving our maternity, paternity, and adoption leave packages, providing additional time and financial support to help families spend more quality time together. In addition, we've implemented clearer guidance and expanded benefits for same-sex couples and individuals who identify as non-binary, making sure our policies are inclusive and supportive for all.

Other people focused highlights this year include the addition of seven new team members (57% F / 29% M and 14% Other). We've renewed our partnership with Self Space, offering company funded mental health sessions for both employees and their families, ensuring that mental health support is easily accessible. We also completed our annual engagement survey, which revealed a 5% increase in employee satisfaction, particularly in responses related to whether Ragged Edge is a great place to work and whether team members would recommend Ragged Edge to their peers.

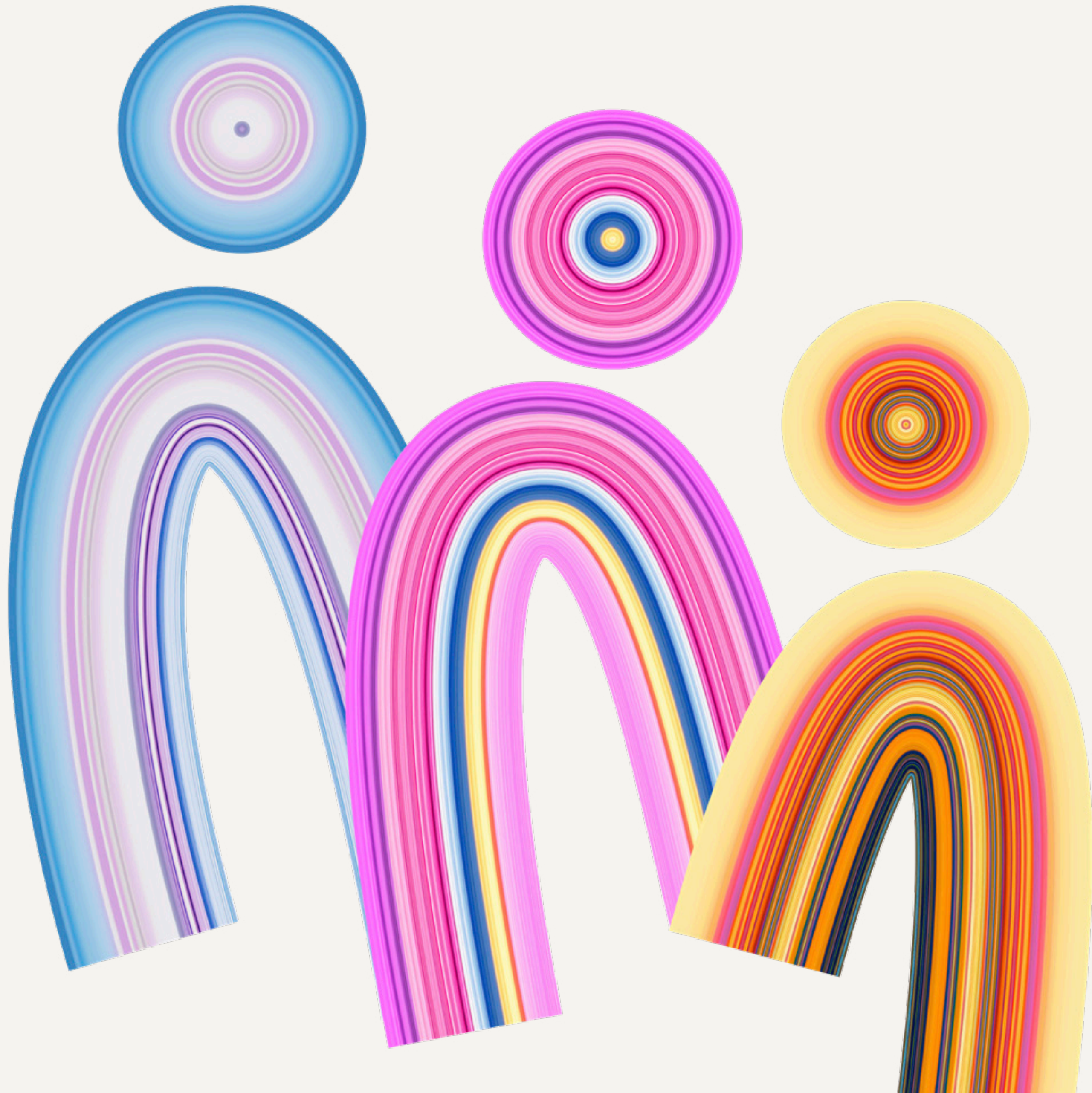




# Community







COMMUNITY

At Ragged Edge, we remain dedicated to making a positive impact within our industry. A significant part of this effort involves actively participating in talks, interviews, workshops, and events that address various industry challenges and support emerging talent. Our aim is to not only contribute to industry wide conversations, but also to foster a sense of collaboration and learning across the creative community.



**“My internship has been nothing short of amazing so far! Coming into the studio for the first time felt nerve-wracking, to say the least, but I can’t describe the feeling of hearing everybody greeting me as if they’d known me already.**

**I thought I was coming in to shadow and get industry experience, but collaborating with people and the trust everyone has in me has made me a better designer and a better person as well.”**

Enzo Grandio  
Design Intern



Some key events we've been proud to be involved with include being a part of *D&AD New Blood*; speaking at the *HOW Design Festival*, where we shared insights on creative innovation; *A Seat at Our Table* podcast, which allowed us to engage in meaningful discussions about diversity and inclusion in design; and *The Subtext*, where we explored the deeper narratives driving our industry.

In addition to these external engagements, we've committed to nurturing the next generation of talent through portfolio reviews and mentorship programmes within our team. We've partnered with respected institutions like *The University of Kent*, *Universidad de Diseño, Innovación y Tecnología*, and *Shillington Education* to offer guidance and insight to emerging creatives. We also welcomed two university students for placements at Ragged Edge, offering them hands-on experience to better understand how the industry operates. This opportunity helped them gain valuable insights as they make important decisions about their future career paths, including selecting the right university courses.

Our commitment to inclusivity remains a priority. Every new team member has completed our "Know Your Bias" training, reinforcing our dedication to fostering a more inclusive and aware working environment.







# Clients

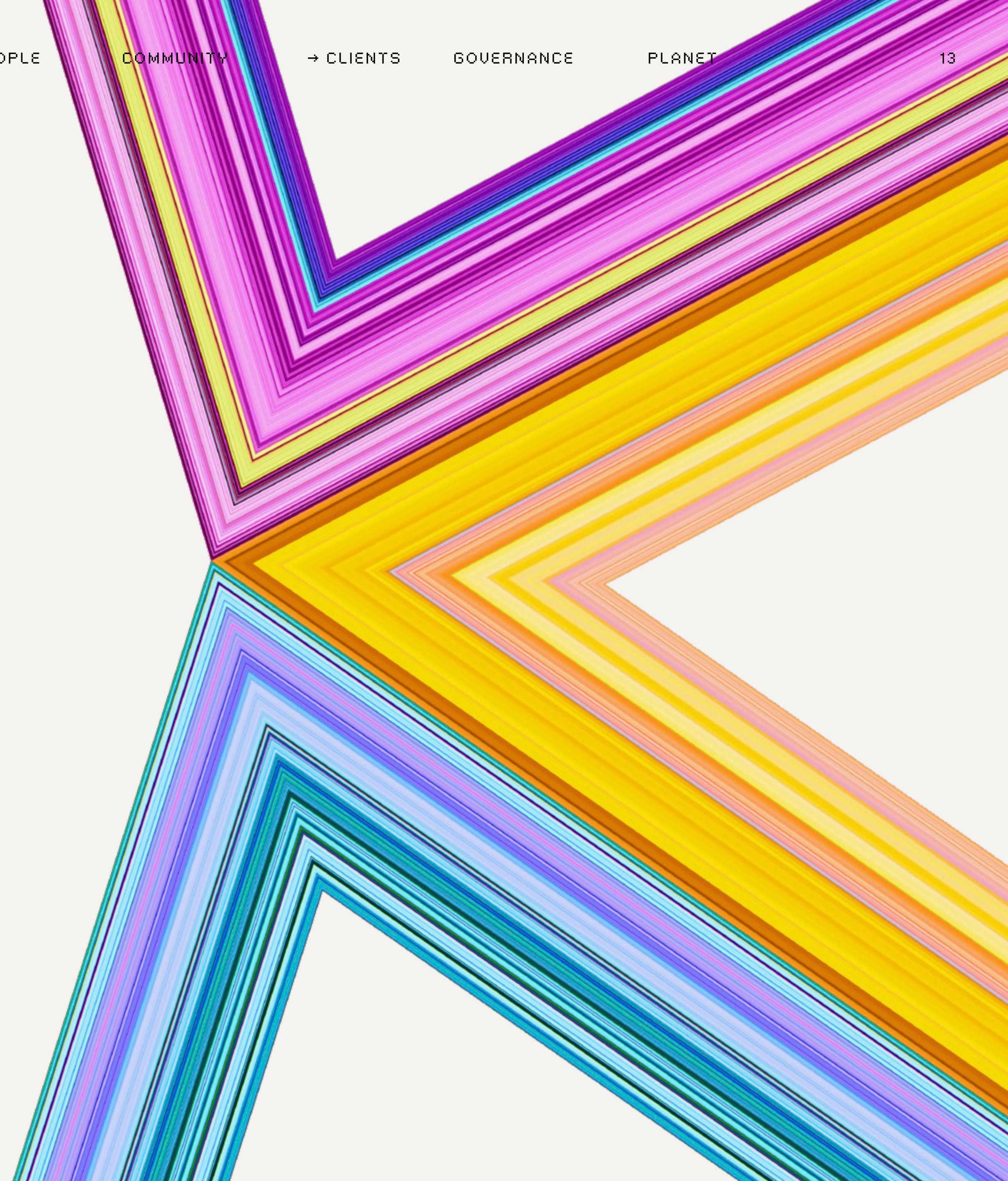


CLIENTS

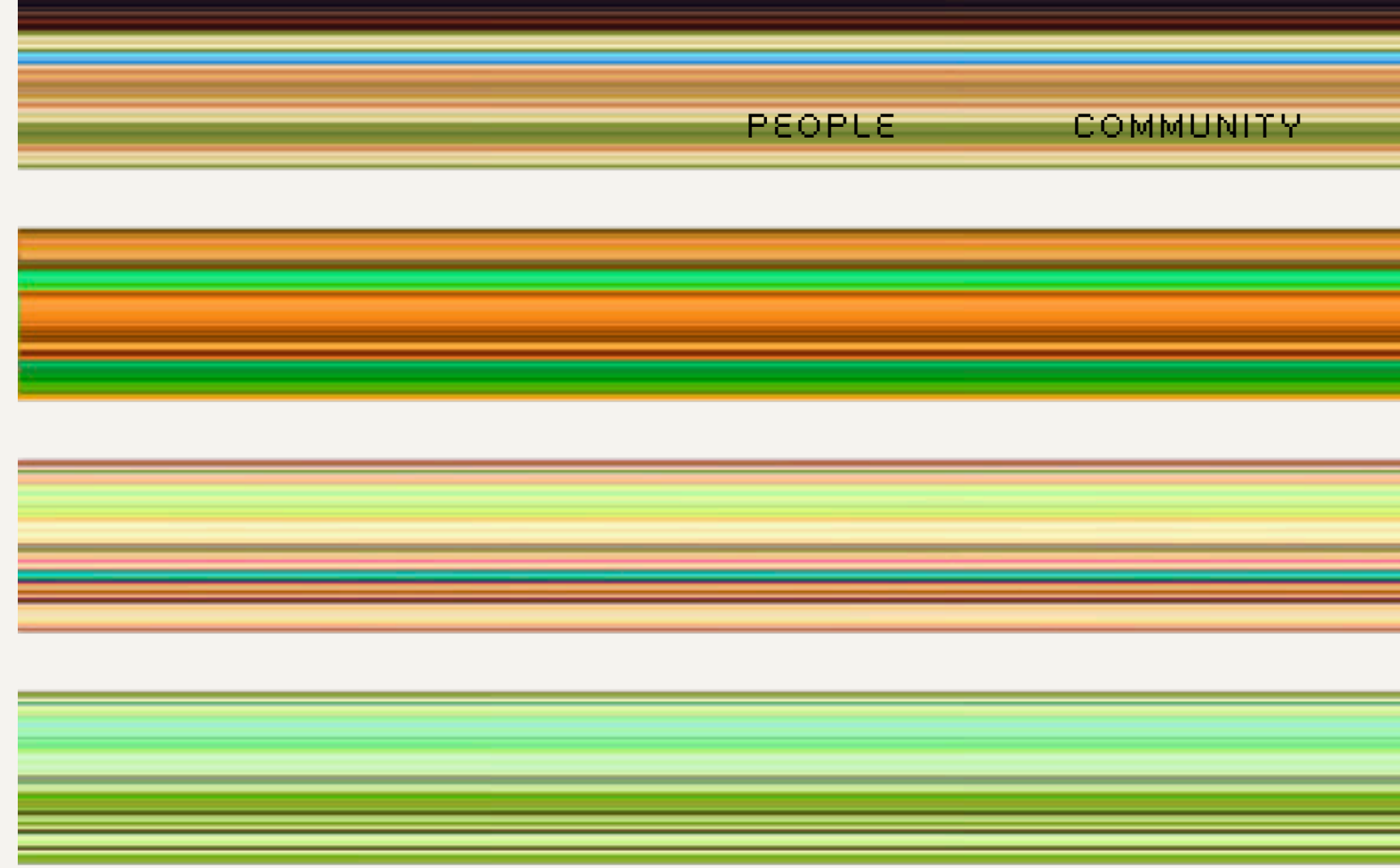
At Ragged Edge, we are committed to partnering with purpose driven businesses that strive to create meaningful, positive change in the world. In 2024, we collaborated with 13 businesses across a diverse range of sectors, including financial services, pet care, fashion and insurance.

We take this responsibility seriously, ensuring that we conduct thorough due diligence to fully understand not only our clients but also the entities that fund them. This deeper understanding allows us to align with businesses that share our commitment to integrity, transparency, and positive impact.

We're especially proud to have welcomed two new clients from the B Corp Community into our portfolio this year, further solidifying our dedication to working with companies that prioritise people and the planet alongside profit.







# Governance

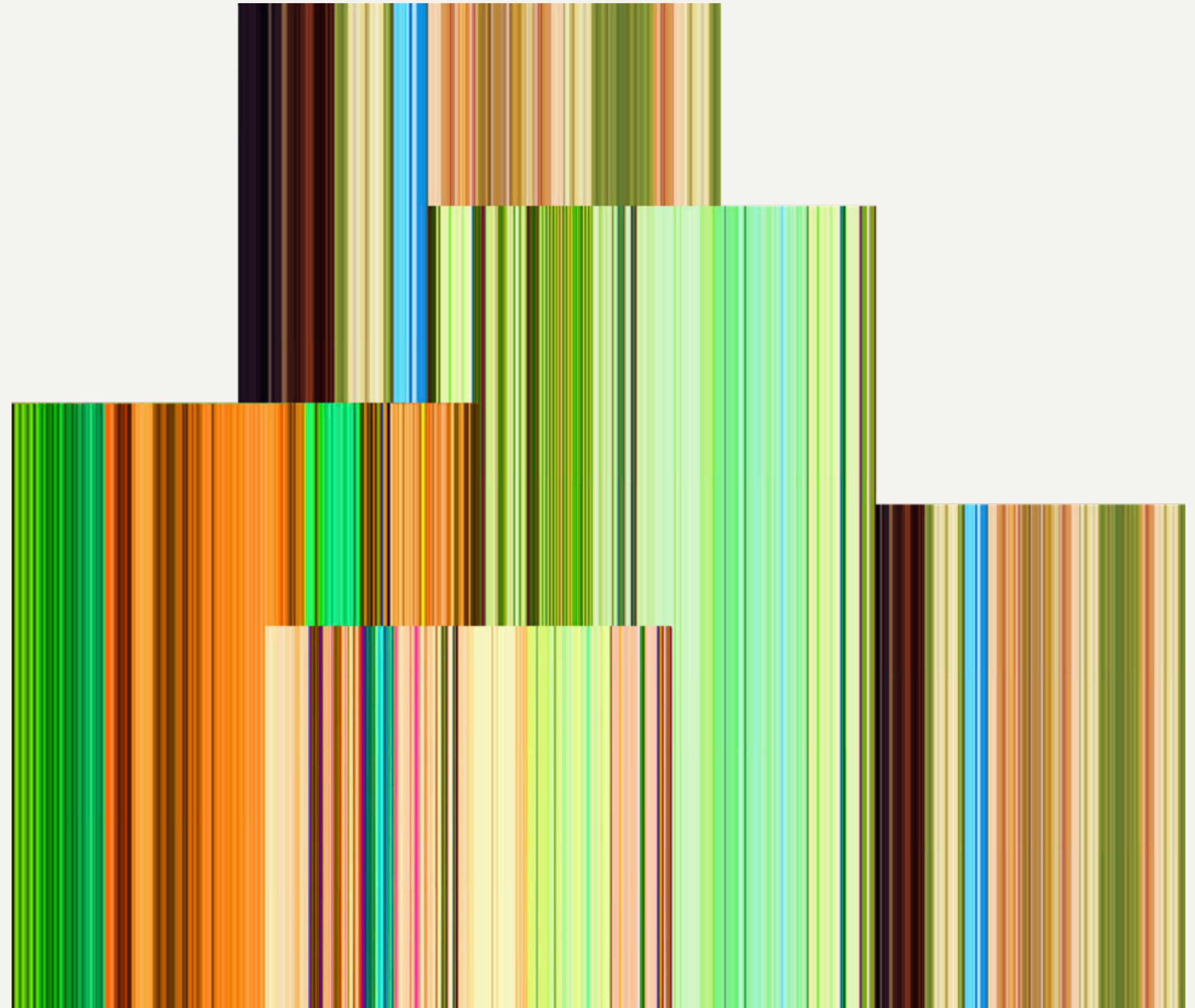




**GOVERNANCE** We've introduced a regular quarterly financial agency meeting, along with a detailed report that is accessible to everyone in the company, offering full financial transparency.

Additionally, our co-founder has opened up the opportunity for any employee to book 1:1 sessions to gain a deeper understanding of the commercial operations, goals, and financial strategy of the business.

This year, we also conducted our annual market salary review to make sure that our salaries remain fair and competitive with industry standards. This process allowed us to evaluate our team's contributions, recognise growth, and ensure alignment with market benchmarks. As a result, we're pleased to share that 11 well deserved promotions took place over the past 12 months, celebrating the hard work, dedication, and impact each of these team members has had.





# Planet

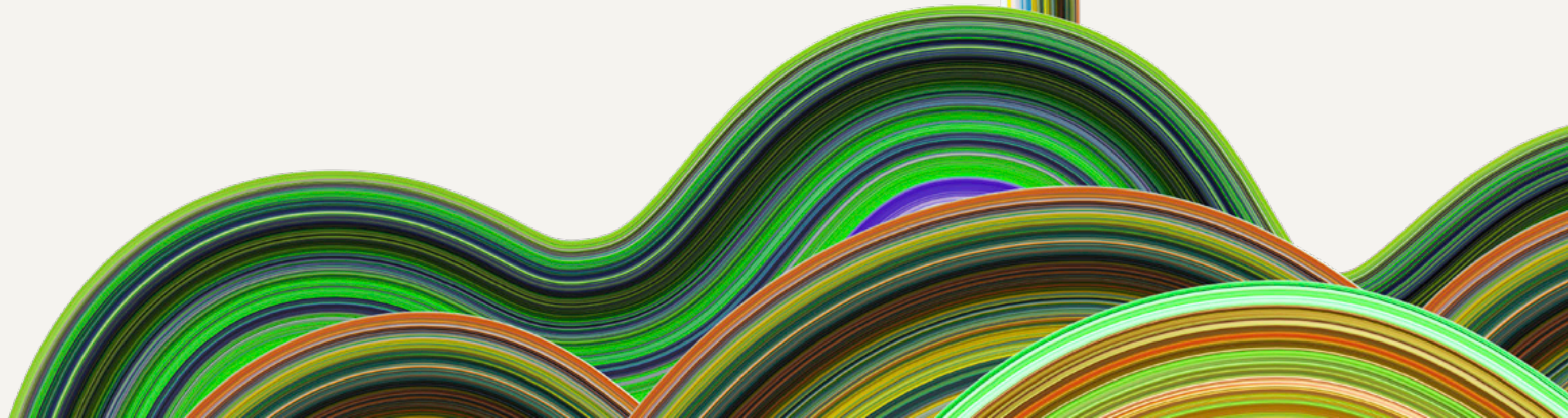
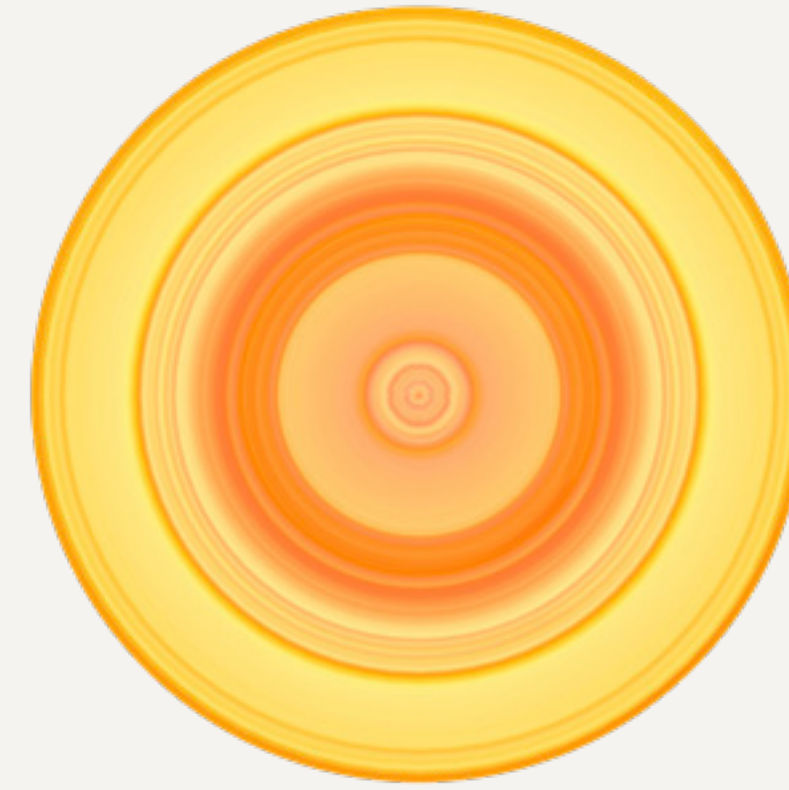




# A responsible studio

## PLANET

Since 2022 we've been partnering with Plan A to help track and reduce our carbon emissions. Each year we're continuing to learn and make improvements. In the last year we produced a total of 36.28 tonnes of CO<sub>2</sub> which is a -62.77% decrease from the last year, a testament to the effectiveness of this partnership. We're excited to continue on this journey with Plan A as we work toward our goal of achieving net zero by 2030.



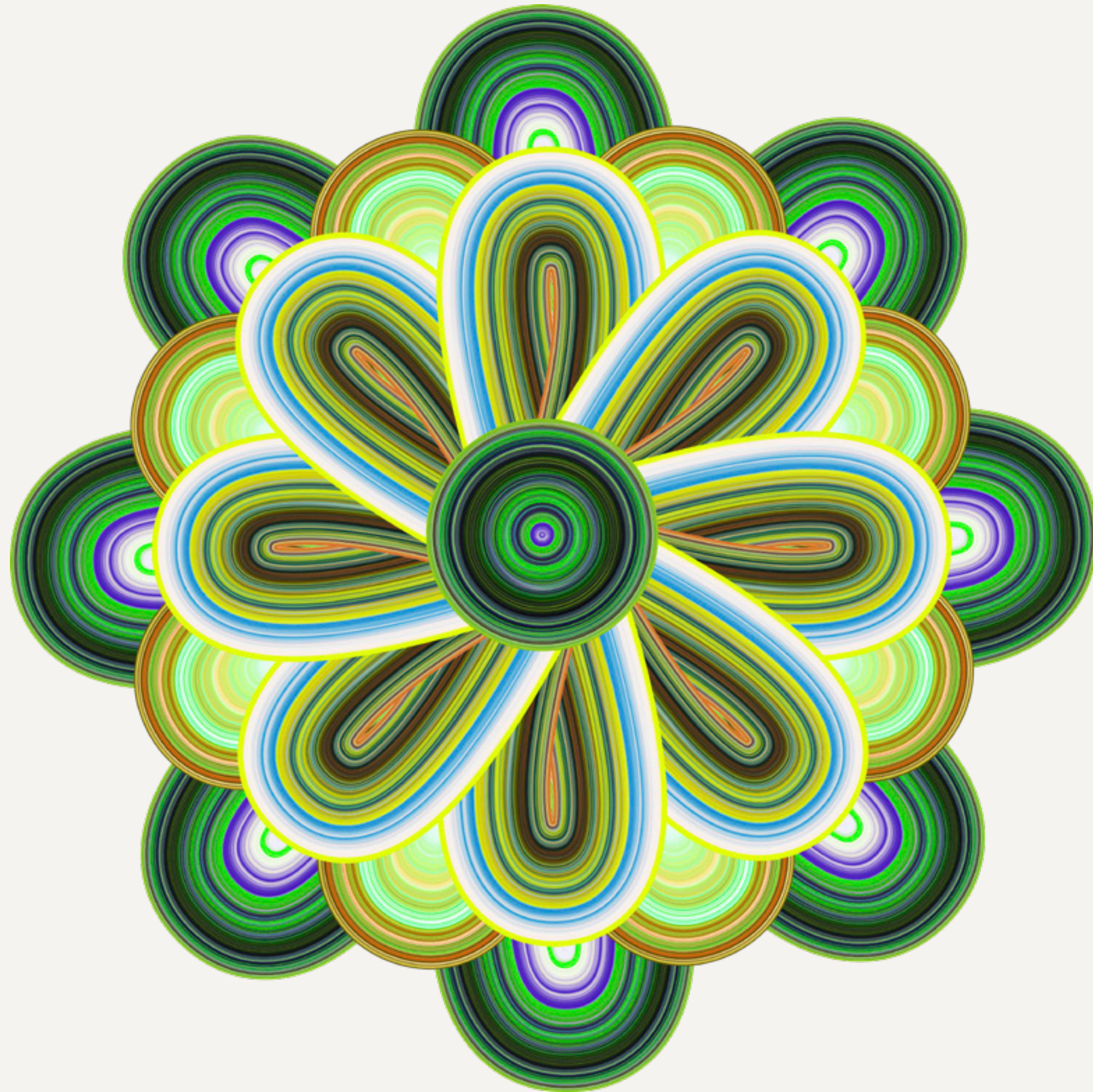


**“It’s been refreshing to join an agency that genuinely lives and breathes the B-Corp values. Seeing these principles in action every day is both inspiring and motivating.**

**Initiatives like Olio have not only reinforced the importance of giving back to the community but have also made a tangible difference in how we operate – especially in minimising waste within the office.”**

Libby Chant  
Studio Assistant





This year, we also joined forces with Olio, contributing to a waste-free world by reducing food waste in our office. Every Friday, we post any remaining fruit, bread, and other items, which local community members collect and put to good use.

At The Bindery, our beautiful office space, we're fortunate to work in a building that shares our sustainability values. Recent upgrades include the installation of rooftop solar panels, adding a clean, renewable energy source that aligns perfectly with our green initiatives and helps reduce our overall carbon footprint. We're so happy to call our home somewhere that has the same values as us.

Our commitment to improving waste management is showing results as well: we've increased our recycling rate from 63.5% in 2023 to 70.5% in 2024 so far. Each of these steps reflects our ongoing dedication to sustainability, and we're excited to build on these successes in the coming year.



@RAGGED\_EDGE