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Annual  
Impact  
Report  
2021

# ERO NET-ZERO NET-ZERO

## Welcome

I'm Danny Matthews, the owner and Creative Director of an award-winning design studio called Danny&co., which I started in August 2019.

Although I had built and run businesses before, I had never experienced it like this. Fulfilling my dream career and childhood passion through one of the biggest global challenges in history came out of nowhere.

I consider my team and I so lucky that through the pandemic we were able to work with some of the most innovative, exciting and impactful businesses from across the globe. Businesses that don't just want to exist for the sake of making a profit but for being a force for good.

A special thank you to Sharon Critchlow from Discover Your Bounce for introducing me to Sarah from Profit Impact. Through the work we were commissioned to do I realised a passion for mission-driven organisations and the smart, creative people who run them.

### **It's this journey that led to this - our first impact report.**

I'm extremely proud of what we have been able to achieve in such a short space of time in becoming a Net-Zero business.

I hope this annual report will act as a reference, an accountability tool and a source of inspiration to people and businesses who read it.

We share the impact and goals that we have designed into our business which reflect our values and our mission.

We are looking forward to seeing what more we can do in the year ahead.

Enjoy!

*Danny Matthews*

We exist to advance

# HUMANITY

through creativity

*Branding*

## **Business as a force for good**

Companies are seeking to show greater transparency in respect of their impact on society and the environment.

As we become more environmentally conscious of purchases we make, consumers and employees want to associate with companies that consider their social, environmental and community impact.

A survey conducted by B Lab in 2020 found that 72% of UK adults believe that businesses should have a legal responsibility to the planet and people, in addition to the maximisation of profits.

This sentiment is likely to grow, particularly in light of the Covid-19 pandemic which has seen an increased consumer concern for society and the environment. There is an overriding message that people want to buy from businesses they believe in and whose values align with their own.

Consumers are starting to ask questions; about where your products come from and how you conduct business behind closed doors. Glitter and polish are no longer deterrents from the truth.

We have noticed a seismic shift from an era of demand creation where we buy products and services for their perceived value alone, to a movement of participation.

Consumers want to buy products and services where they can become part of something bigger than themselves.

### **Your brand is a powerful force for good.**

As long as people have opinions, everyone and everything has a brand and it's our job to positively influence that perception through what we say, do and how we show up.

What does your brand say about you?

STEVE JOBS

The ones who are  
Crazy enough to  
think ~~different~~  
they can change the  
world  
are the ones who do

DM.

## Our Values

Four simple principles that define who we are and how we operate.

### AUDACITY

We are all born with unique DNA. So why blend in when we were born to stand out? In the noisy world we live in we have to be bold and dare to be original.

### IMPACT

Careful of the quiet ones. They are the people who make consistent, small steps for big change. We add life to their brand so they can add value to humanity.

### CONFIDENCE

Your success is dependent on you, your people and your clients' confidence in your brand. We believe that confidence gives you economic immunity.

### INNOVATION

Intent without action is an insult to people who see the best in you. We are the people who make ideas happen and are always moving forward.

# United Nations Sustainable Development Goals

Our intention is that in our own small way, through our direct and indirect actions, we will help to bring the world closer towards these goals.

We focus on 5 of the 17 goals and share examples of how we are working to each one on the next page and the pages that follow.

It's been a big year for us, but we're only just getting started.



## 3. Good Health & Well-being

Successful implementation of a Results Only Work Environment (ROWE) for our remote workforce, well-being workshops and regular social events to help balance life during the pandemic.

## 4. Quality Education

We hired 8 young people (16-24 year olds) through the government Kickstart Scheme and maintain training for all employed and contracted staff on subjects that align with our values.

We have also set goals to provide support to young people unlikely to have access to university because of their social status.

## 8. Decent Work & Economic Growth

Identifying these goals and putting them at the forefront of how we work has allowed us to create opportunities to grow.

This report is part of that.

In 2021 We also became part of the Good Business Charter as part of our commitment to the Living Wage, Diversity and Inclusion, Ethical Sourcing and more.

## 13. Climate Action

In the year leading up to COP26 we made some big changes and as leaders from all over the globe declared a climate emergency, we declared our commitment to Net-Zero and eliminated all of our Scope one and two emissions, offsetting what's left through Ecologi.

We are encouraging our partners, suppliers and staff to commit to a net-zero strategy in 2022.

## 16. Peace, Justice & Strong Institutions

We have implemented a supplier assessment and code of conduct to protect working conditions and equality, as well as helping us work with other businesses who share our values and goals.

## 3. Good Health & Well-being

Hiring a 100% remote workforce, all under 25 years old, for some their first job and trying to implement a whole new way of working meant that the health and well-being of our people quickly became top priority.

Despite the challenges of having to work from home we were able to keep an open and honest dialogue with our people as we navigated new territories.

3 GOOD HEALTH AND WELL-BEING



## What We're Doing

With our learnings from 2020 we are now documenting our working culture, our processes and well-being practices, having them as part of our onboarding plan for all new employees.

We have also implemented a feedback loop for every meeting to ensure we are always minimising screen time (if virtual) and respecting our limited time and energy.

In future we will run employee satisfaction surveys for deeper insight into retention opportunities.



**Our target is to have 100% of employees complete onboarding and employee satisfaction surveys.**



4 QUALITY EDUCATION



## 4. Quality Education

COVID19 has wiped out 20 years of education gains. We have always played a part in the development of young people in South West England through talks, mentorship and guest lectures in universities but now our young people need us more than ever.

Using our business as a force for good we have started to partner with organisations and educational institutions to set targets and track our impact in this area.

## What We're Doing

We have partnered with The Platform Project, a Swindon-based non-profit who help bridge the gap between young people aged 16-24 and employers, giving them real-work experience so they can launch a career they love.

Swindon are unique in that, they do not have a university so employers often miss out on talent that leave the area and do not return after education finishes.

We will continue to work with Cirencester College, The Royal Agricultural University, UWE, The Churn Project and more.



**Our target is to help 100 young people have a positive transition to the world of work in 2022.**

## 8. Decent Work & Economic Growth

More youth than ever are Not in Employment, Education or Training (NEET) and more people have lost their job in the last 2 years than in the financial crisis of 2007-2009.

This year we had a realisation that in order for us to build a sustainable business we needed to set targets and measure our impact, beyond making a profit.

This has led to partnerships in sustainability, implementing sustainable practices and identifying how we can provide opportunities to others in the process. This is how we all win.

8 DECENT WORK AND ECONOMIC GROWTH



## What We're Doing

A big milestone in our efforts to become a more sustainable business this year is reaching net-zero. It started a chain reaction that has been more beneficial than we had originally anticipated, impacting not just the way we work but also the way we live.

Realising the goals and how we will measure and track our impact has been an exciting learning curve and led to us creating this impact report that will be shared internally, with clients and suppliers as well as being made available publicly.



**Our target is to remain a carbon neutral business.**



13 CLIMATE ACTION



**Danny&co. planted 404 trees through Ecologi in 2020. This equates to 26.49 tonnes of CO<sub>2</sub> emissions being removed from the earth's atmosphere.**

**Ecologi is now a certified B Corp.**



## 13. Climate Action

It's been a big year for climate change. The science shows that we all need to act now to keep global warming to below 1.5°C - the critical level of heating to avoid the worst impacts of the climate crisis.

Planting trees is the easy part. We've made a huge effort this year to understand our footprint and reduce any negative impact to the environment before offsetting any remaining emissions.

## What We're Doing

We have already done everything we can to reduce our emissions through electric vehicles, renewable energy and have been working to reduce our scope two and three emissions to minimal amounts which we currently offset.

As a remote-first business we share our progress with our team and encourage them - as well as suppliers and colleagues - to reduce their own footprint where possible.

We also plan to implement training around this for future employees and have it in our onboarding process.



**Our target is to only be working with suppliers with a net-zero strategy in place to reduce our scope two and three emissions. We will also continue to plant trees for every invoice with a goal of planting at least 1000 a year.**

# 16. Peace, Justice & Strong Institutions

Child labour rose to 160million in 2020 - the first increase in two decades. We have seen breakthroughs in racial and gender equality yet, the disparity in social and economic justice has never been wider.

Operating several non-conventional working practices means we have to keep a close eye on possible areas of weakness.

## What We're Doing

We have explored several ways to ensure we build a strong foundation of equality, diversity, inclusion and freedom of speech as well as reducing the risk of child labour and bribery.

We have been a member of the Good Business Charter since it's inception and have implemented a supplier assessment and code of conduct in an effort to align suppliers to our values and impact.

The one initiative which has had the biggest impact has been our Culture Navigator™ which is 12 principles to guide how we work at Danny&co. and was developed by our team.



**Our target is to build a diverse network of professionals and have 100% of suppliers agree to our code of conduct.**



A proud member of



# We removed **32x** more carbon emissions than we emitted in 2020

In order to reduce our impact on the environment, we must calculate our carbon footprint for our business and our employees.

Our annual carbon footprint in the business is 0.55 tonnes, made up solely of third-party energy usage.

<b>SCOPE 1</b>		0 tCO2e
<b>SCOPE 2</b>		0.46 tCO2e
<b>SCOPE 3</b>		0.8 tCO2e

We plan to reduce our scope 2 and 3 footprint in 2022 and will continue our global reforestation initiatives with Ecologi.



# Final comments from Sarah Whale, Founder & CEO of Profit Impact.

## Better business starts with you.

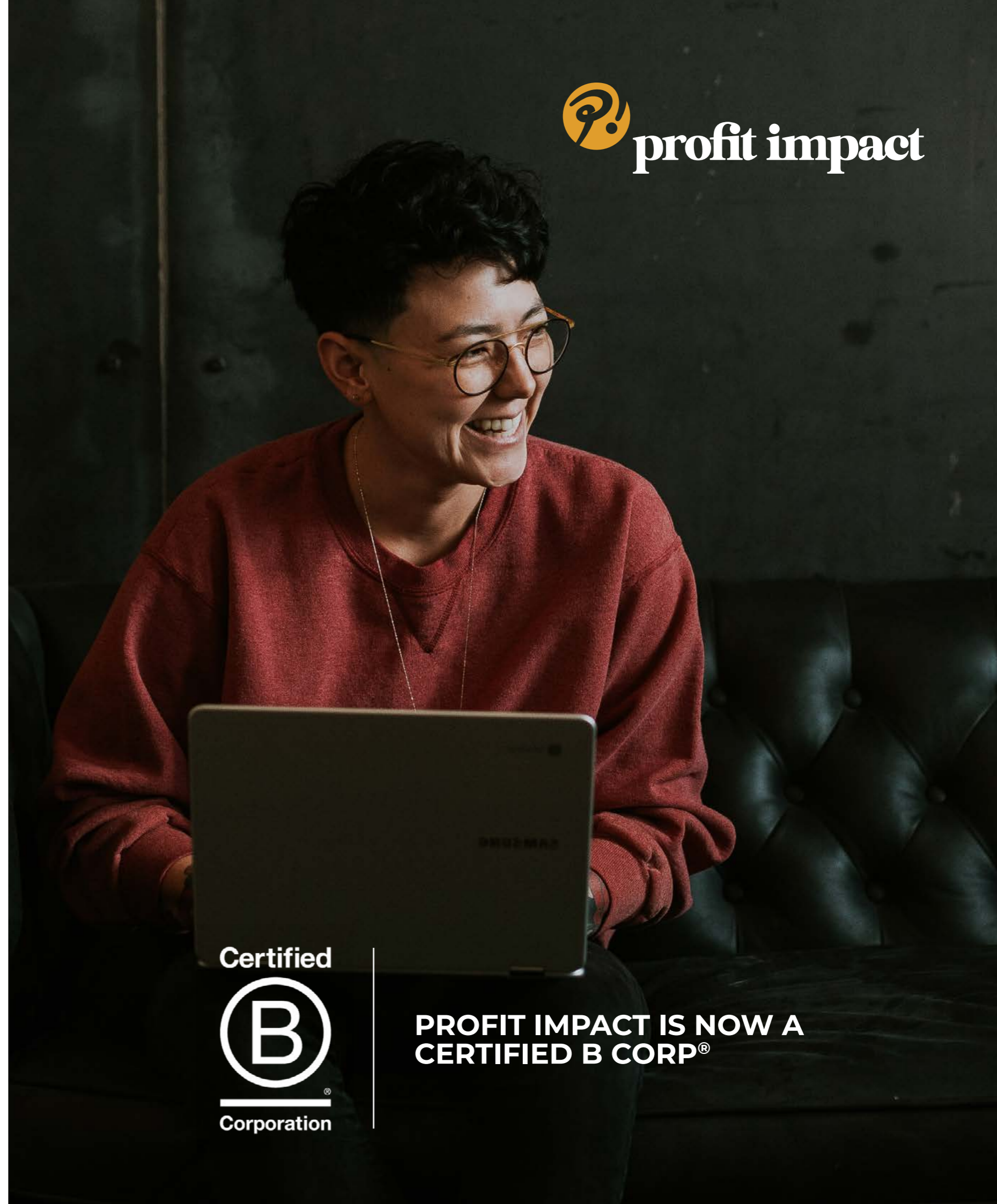
The success of a business comes from more than just thinking about the money. We believe if you commit to your social and environmental impact you will maximise your chances of long term financial success.

We love working with Danny and his team to integrate sustainable goals into their business. The authentic passion to drive positive change through Danny&co. was clear from the start of our journey as was their hunger to learn. To see them quickly recognise the ripple effect they can create by developing sustainability services and their own impact report is inspiring.

Danny&co. lives by the mantra that better business starts with them.



Sarah Whale  
Founder & CEO



Certified



Corporation

**PROFIT IMPACT IS NOW A  
CERTIFIED B CORP®**

**Your success is dependent on  
you, your people and your clients  
confidence in your brand.**

To start your journey to Brand Confidence®  
get in touch with us today:

[hello@dannyand.co](mailto:hello@dannyand.co)

The logo for Danny & Co. is displayed in white text on a black rectangular background. The word "danny" is in a lowercase, sans-serif font. Below it, the ampersand "&" is positioned to the left of the word "co.", which is also in a lowercase, sans-serif font. The ampersand is slightly larger and more stylized than a standard one.