

Our Promise

IMPACT ASSESSMENT REPORT

JULY 23



Workhouse
creative agency

For over 30 years, Workhouse has strived to make positive connections with our colleagues, clients and communities.

Utilising a transparent and accountable attitude, we are committed to becoming a planet, people and profit positive company. Making a significant and lasting impact on environmental sustainability is difficult to achieve without securing financial sustainability for the long term.

We are excited to report on our social and environmental activities over the last 12 months, as we finally get to say we are officially **B-Corp Certified!**





We are still seeing first-hand the impact of climate change, as soaring temperatures across the continent caused ongoing wildfires throughout Europe this summer.

Thankfully, the COP27 movement is bringing governments together to accelerate global efforts to confront the climate crisis. Particularly as the latest science shows that climate change is moving much faster than we are, pushing ecosystems and communities to their limits.

**As mentioned in our 2022 report,
the consequences of global warming
can't be ignored and act as a constant
reminder of what could happen if
action isn't taken.**





So, what would happen if the global temperature reached 2°?

37% of the world's population could be exposed to severe heat waves at least once every five years. Heatwaves will intensify, effecting staple crops like wheat and corn. This will result in **40%** of the global human community dealing with famine and freshwater shortages, especially across equatorial regions of Africa and southern Europe.

The worst effects will be felt in the oceans, where fresh water from the melting ice caps will lessen the density of the saline sea water, killing **99%** of coral reefs. This will have repercussions on over 9 million different marine species.

The Arctic region will have ice free days in the height of summer, which will affect arctic wildlife such as polar bears, walruses and arctic foxes.

50cm minimum rise in sea levels, resulting many areas flooding.



**It is businesses like us who can
make changes – no matter how big
or small – to help the planet.**

In 2022, we set reduction targets which were closely monitored every month, with ongoing changes being implemented to keep us on track.

Here is how we finished...

2022 Reduction Targets

HOW DID WE DO?

Certified



Corporation

Energy Use

Electricity

Target 14.98 - Actual 6.36

58% SAVING

Oil

Target 2.01 - Actual 1.76

12% SAVING

Water

Target 0.38 - Actual 1.85

81% INCREASE

BEING INVESTIGATED

Waste

General

Target 1.41 - Actual 1.529

8% INCREASE

WE HAVE ENDED THE LEASE ON A BUILDING AND NEEDED TO EMPTY

Recycling

Actual 0.779

FIRST YEAR OF TRACKING

Company
Van

Target 2.24 - Actual 1.64

27% SAVING

This section is where we cause most damage

Commuting

Target 42.05 - Actual 27.09

35% SAVING

HYBRID WORKING & CAR SHARING (3883 MILES SAVED)

Business Travel

Actual 2.5

FIRST YEAR OF TRACKING CAR SHARING WHERE POSSIBLE

Spend Approach

Target 114.68 - Actual 169.54

15% INCREASE

WE HAVE LITTLE CONTROL ON SPENDS

Overall Performance

COMPANY CO² EMISSIONS (TONS)

Target 210.228 – Actual 213.03

1.4% INCREASE

Considering we have completely emptied 1 building, and it is our first year tracking this activity, we are pleased to have kept the increase so low.



***After a successful year in 2022,
we are now looking to the future
and agreeing Reduction Targets for
2023.***

Agreed Reduction Targets 2023

	2022 KG/LITRES/MILES	2023 Targets
Oil usage	2.28 tonnes	Reduce to 2.05 tonnes
Company Van Usage	1.64 tonnes	Reduce to 1.6 tonnes
General Waste	1.529 tonnes	Reduce to 1.299 tonnes
Recycling	0.779 tonnes	Reduce to 0.973 tonnes
Water	1.85 tonnes	Reduce to 1.57 tonnes
Electricity	6.36 tonnes	Reduce to 5.72 tonnes
Commuting	27.09 tonnes	Reduce to 26.54 tonnes
Business Travel	2.5 tonnes	Maintain 2.5 tonnes
Spend Approach	169.54 tonnes	Reduce to 161.06 tonnes
OVERALL	213.568 tonnes	203.312 tonnes

- ▼ 10%
- ▼ 2%
- ▼ 15%
- ▲ 25%
- ▼ 15%
- ▼ 10%
- ▼ 2%
- ▶ Maintain
- ▼ 5%
- ▼ 5%

2023 initiatives

Install Electric Charging point	1 x point to be installed
Culture/People	<ul style="list-style-type: none"> • Bring B Corp to life using Social Calendar • Community Projects TBC
Environmental impact	<ul style="list-style-type: none"> • Look into Solar Panels • Speak to Landlord about alternative oil source

Long term initiatives

- Build a green living wall
- Engage with our suppliers/clinets how to be more sustainable
- Review our reuse, reduce and recycle activitites
- Look at costs for a Hybrid Van

Should we meet our

Predicted Targets 2023

COMPANY CO² EMISSIONS (TONS)

2022 Actual 213.56 – TARGET 201.36

6% SAVING

One of our biggest changes of the last 12 months was saying goodbye to Studio A.

In August 2022, it was agreed we would hand back the keys, as Studio B offered plenty of space for us all to work. By handing back the keys we literally reduced almost 50% of our utility costs in an instant.

We also opened our Manchester Office, so those living further afield could reduce their commuting times.

Since the pandemic, we have also embraced hybrid working, as it allows more flexible work life balance, which is an important part of our culture.





Our team of B-Corp Warriors will be keeping track of Scopes 1, 2 and 3 emissions throughout the year.



Continuing to reduce our carbon footprint is something we are proud of and we are always thinking about new initiatives to push forward our eco efforts.

These include:

- Solar panels
- Electric car charging point
- Alternative boiler to replace our current oil boiler
- Communicating more with like-minded suppliers
- Install Bee Hives

An aerial photograph of a river valley during autumn. The river flows through the center, surrounded by lush green fields and dense forests with vibrant orange, yellow, and red foliage. The scene is captured from a high angle, showing the winding path of the river and the surrounding landscape.

Let's talk about Sustainable Development Goals.

As a company who is passionate about corporate social responsibility, sustainable development goals help develop new ways to work towards a more inclusive, prosperous and sustainable future.

An aerial photograph of a lush green forest with a winding river. The text 'SDG Target 1' is overlaid in white, serif font, with a white triangle pointing to it from the top right.

SDG Target 1

End Poverty

A scenic landscape at sunset. The sun is low on the horizon, casting a warm orange and yellow glow across the sky. The background features a range of mountains in shades of blue and purple. In the foreground, there are rocky slopes with green grass and numerous small white flowers with yellow centers. A white geometric shape, resembling a stylized arrow or a triangle, is overlaid on the image, pointing towards the text.

SDG Target 2

Zero Hunger

A woman in a long, dark dress is running through a field of tall grass at sunset. The sun is low on the horizon, creating a warm, golden glow. The woman's hair is blowing in the wind, and her arms are outstretched. The background shows rolling hills and a few trees. The overall mood is peaceful and energetic.

SDG Target 3

Good Health and Wellbeing



SDG Target 7

Affordable and Clean Energy



SDG Target 15

Life on Land

What have we been doing to achieve our SDG targets?

SDG Target 1: End Poverty & SDG Target 2: Zero Hunger

Our team of B-Corp Warriors have delivered several food bank drives since we initiated the idea back in July 2022. Secondly, as a nod to Food Waste Day, we pulled together an information pack containing delicious recipes to inspire everyone to waste less and save money.



A photograph of three people walking along a path in a forest during sunset. The scene is dimly lit with warm, golden light filtering through the trees. On the left, a woman with glasses and a grey coat walks. In the center, a woman in a dark coat and a beanie with a pom-pom walks. On the right, a man in a dark puffer jacket and white shirt walks. The path is slightly elevated and leads into the distance.

SDG Target 3: Good Health and Wellbeing

This year, we have introduced several wellbeing initiatives, including regular exercise and activities for a range of abilities to get involved in. These include:

Yoga: Every Wednesday lunchtime, Sue hosts her weekly yoga class in The Lab which is open to everyone. Yoga is great for reducing stress as it promotes relaxation and improves overall wellbeing.

Walking club: Whatever the ability of the walker, we promote the positivity of getting out of the office to stretch our legs and take in some fresh air; either at lunch or during walk and talk meetings. Some of us even head out to tackle mountains on the weekends too!



SDG Target 3: Good Health and Wellbeing

Running club: We have recently launched the Workhouse Running Club. Ideally gathering two Wednesdays a month, the club aims to enjoy the stunning surroundings in Ribchester during group runs either before, during or after work; depending on people's preference and availability.

Cycle to Work Scheme: Introduced in October 2022, Tom Gorst happily hops on his bike and rides to and from our Manchester office daily.



Nat West Financial Review was offered in Oct/Nov 22.

This couldn't have come at a better time with the Cost-of-Living Crisis being in the forefront of most people's mind.

We presented an opportunity for employees to have a free no obligation Financial Health Check with Nat West, totally confidential and in work's time. We all know how long you must wait in bank nowadays to see an advisor (better taking half a day's leave just to be sure).

Fair Quid - our Managing Director Martin Meadows is a patron of Blackburn Zone Youth and came across an ethical scheme called Fair Quid during a recent networking event.

Fair Quid is built on the traditional Credit Union schemes that have been operating in communities for generations, using a digital platform for ease of use. Fair Quid is a non-profit organisation and could be helpful for anyone facing difficulties.

We signed up to the scheme in case it is needed, which means if anyone did use the facility, any payments can be taken directly out of salary. We are not offering any kind of financial advice and any discussions with them are direct and confidential.



More importantly, we launched our new birthday celebration!

Not only do we now get an extra day of annual leave so we can relax on our birthday - we also get to spin the wheel. Packed full of prizes ranging from a caterpillar cake to butties for the whole team.

3 GOOD HEALTH AND WELL-BEING



SDG Target 7: Affordable and Clean Energy

As mentioned in the 2022 report, we have been analysing and accessing the environmental impacts of our operations to establish what our carbon footprint looks like.

From Jan - Dec 2022, our company CO2 emissions generated came to 213.56 tons.



SDG Target 7: Affordable and Clean Energy

Our impact is damaging the world we live in and that's not good! Measures are in place to reduce our impact, but it is inevitable we will always cause some damage.

For the second year on the run, we offset our full carbon footprint using <https://www.goldstandard.org/>

Supporting <https://marketplace.goldstandard.org/products/20-mw-biomass-power-project-chhattisgarh-india>

20 MW Biomass Power Project in Chhattisgarh, India

Godawari Power and Ispat Limited (GPIL) has installed a 20 MW biomass-based power project that generates electricity using rice husks from local communities. By using a renewable fuel, this project reduces local waste, whilst reducing emissions by replacing fossil fuel intensive based power generation.

We are proud to announce that using Gold Standard platform, we have completely offset our cO2e for a second year running.



Gold Standard[®]



SDG Target 15: Life on Land

We've been busy organising many events to help achieve this target, each focusing on our planet and the positive ways we can impact it.

World Veggie Day: Last October, we hosted World Veggie Day. Striving towards a more plant-based diet lowers our impact on the planet, so we cooked up various recipes to showcase how tasty vegetarian food can be – with the aim to convince everyone to try meat-free swaps more often.

15 LIFE ON LAND





SDG Target 15: Life on Land

Feed the Birds Day: In February, we recognised it was Feed the Birds Day. This was a good opportunity to learn about some of the fantastic birds and wildlife we share our environment with, wherever we live.

We felt it was important to remind everyone that birds need to have regular food during winter months when it is more difficult to forage, so we provided everyone with complementary bird feeders and bird feed.



SDG Target 15: Life on Land

Bees arrived in May

Bees play a vital role in the eco-system, without them, crops and flowers wouldn't be pollinated, meaning a potential collapse of many eco-systems, food chains – and supply chains.

To play our part in protecting bees, we now have an on-site beehive. The hive belongs to a local beekeeper from the village, so he will be keeping an eye on them for us – but hopefully, next year we'll also be able to enjoy some homegrown honey as an added benefit!

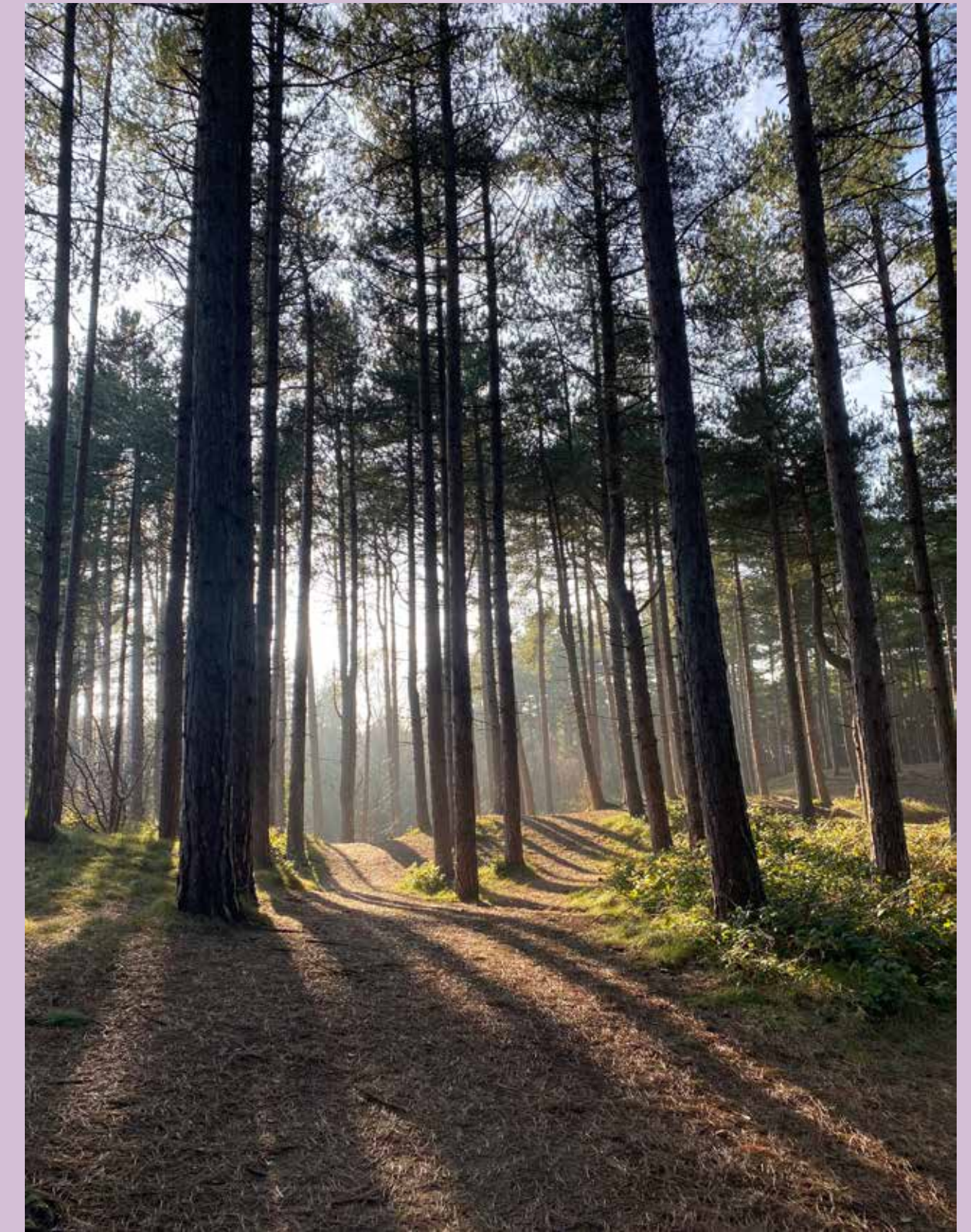




First Place - Fish



Second Place - Lee



Third Place - Claire

SDG Target 15: Life on Land

In June, we celebrated **Nature Photography Day**. We hosted a photography competition with some exciting prizes to encourage everyone to venture out and capture the magic of the great outdoors. Several amazing snaps were entered, but Fish, Lee and Claire bagged the prizes with their photos. Well done!

SDG Target 15: Life on Land

As the sun is shining, we started a competition to see who could nurture and grow the biggest sunflower. Not only did this allow us to enjoy a little friendly competition, but it also helped out our bees, as sunflowers are a magnet for pollinators (they also look pretty outside in the sunshine).

Also outside in the garden, we've planted potatoes, chillies, tomatoes and some other vegetables.



A scenic landscape featuring a winding road on a grassy hillside, a rocky riverbed, and dense green vegetation. The road curves through the upper left, leading down towards a riverbed filled with rocks. The surrounding area is lush with green grass and trees, with a stone wall visible on the left side of the road.

What a busy 12 months we have had.

We've made some great progress in the last year and with lots more exciting events in the diary, things are looking good as we strive towards a more sustainable future. Most of all, we've learned that making small changes can help save the planet – and it's pretty fun too!

A low-angle, upward-looking photograph of a dense forest. The image captures the intricate network of tree trunks and branches, with sunlight filtering through the thick canopy of green leaves, creating a dappled light effect. The perspective is from the forest floor, looking up towards the sky.

Why don't you give it a go? :)



Written by Martin Meadows, Managing Director of Workhouse.