

# OUR IMPACT

2022



**We're a B Corp by nature,  
not just by choice**



# We exist to give the pioneers making our world a better place a more purposeful platform for radical human change.

Our commitment to social and environmental purpose is in our DNA. For more than 20 years we've enabled some of the world's most progressive changemakers turn ideas into action.

Through culture-shifting identity work and storytelling, we help those with solutions to some of our greatest problems build the strongest platform for shared purpose and positive change.

In short, we help pioneers to find what matters to people about what they do — then make it matter even more.

## Contents

- 04** Leadership letter
- 05** Journey to certification
- 06** Our B Corp score
- 07** Our commitments
- 10** How we are
- 23** How we work
- 63** How we live

## | From our founder

**Last year we recertified with an improved score on our 2016 certification, confirming our progress since becoming one of the 100 founding B Corps in the UK.**

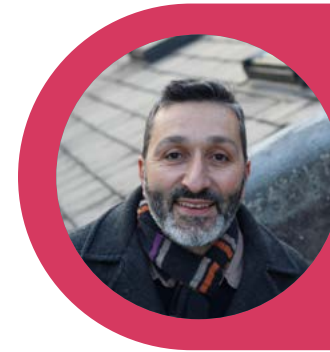
In the same year, we were also recognised as a Best For The World™ B Corp, thanks to our commitment to people and the ways we choose to work together. We felt honoured to hear that our worker impact score is in the top five percent of our grouping worldwide. This is testament to what we do to nurture a happy, healthy team.

In 2022 we celebrated 20 years of Neo. When we set up in 2002, purpose wasn't high on the business agenda and social and environmental change was confined to the margins. We made it our mission to change that: by giving a platform to the pioneers changing the world for the better,

we could bring more meaningful attention to what matters most for people and our planet.

Twenty years on and we're definitely in a better place collectively. With what feels like a mass public awakening to issues such as climate change, equality and wellbeing, businesses are being compelled to take a hard look at themselves, and we're finally seeing change happen. But clearly it's too slow.

As part of the B Corp movement and wider purpose-led sector, we can be proud of the role we've played in helping to move things on. But we can't rest on our laurels; we need to accelerate the rate of change exponentially.



**Nick Christoforou**  
founding partner

For us, our renewed purpose is about deepening our level of support for future-focused pioneers, helping them to bridge vital connections between identity, strategy and culture that will bring the sustainable change and impact needed.

While the year ahead holds so many unanswered questions, we're optimistic that together we can turn uncertainty into positive action.

## | Our journey to certification

By the end of 2019 our team, culture and identity were really taking shape, which meant we could consider new initiatives again.

We felt a renewed purpose and wanted to start making some concrete commitments around that. In just about every conversation we had on the subject, one of us asked: “What about B Corp?”

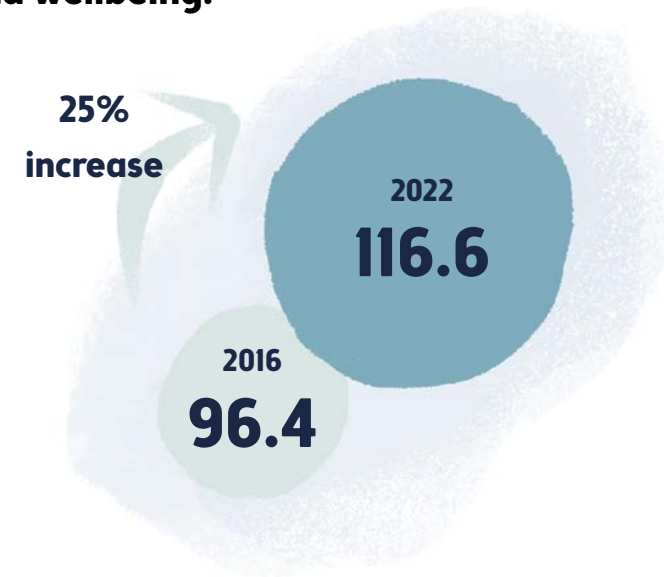
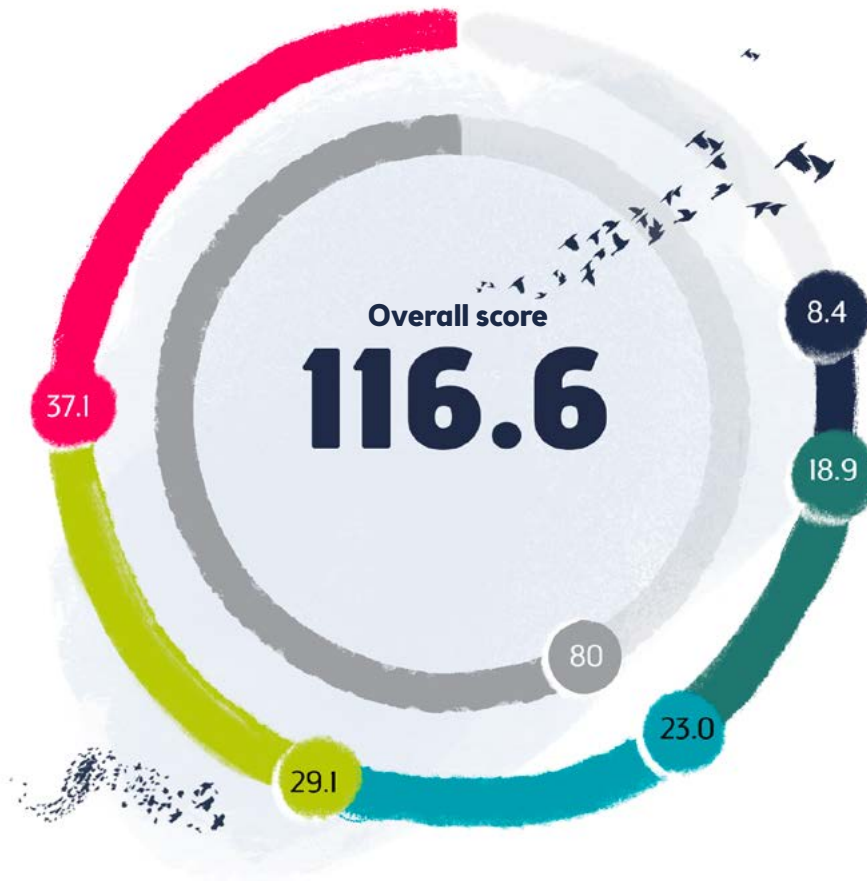
After a hiatus, rejoining the B Corp community seemed like an obvious part of our evolution and we all felt energised by the idea...

[READ MORE >](#)









## | Our B Corp score

In 2022 we improved upon our B Corp score by 25 percent, achieving 116.6 out of a possible 146, also scoring among B Corp's Best in the World for our commitment to our people's development and wellbeing.

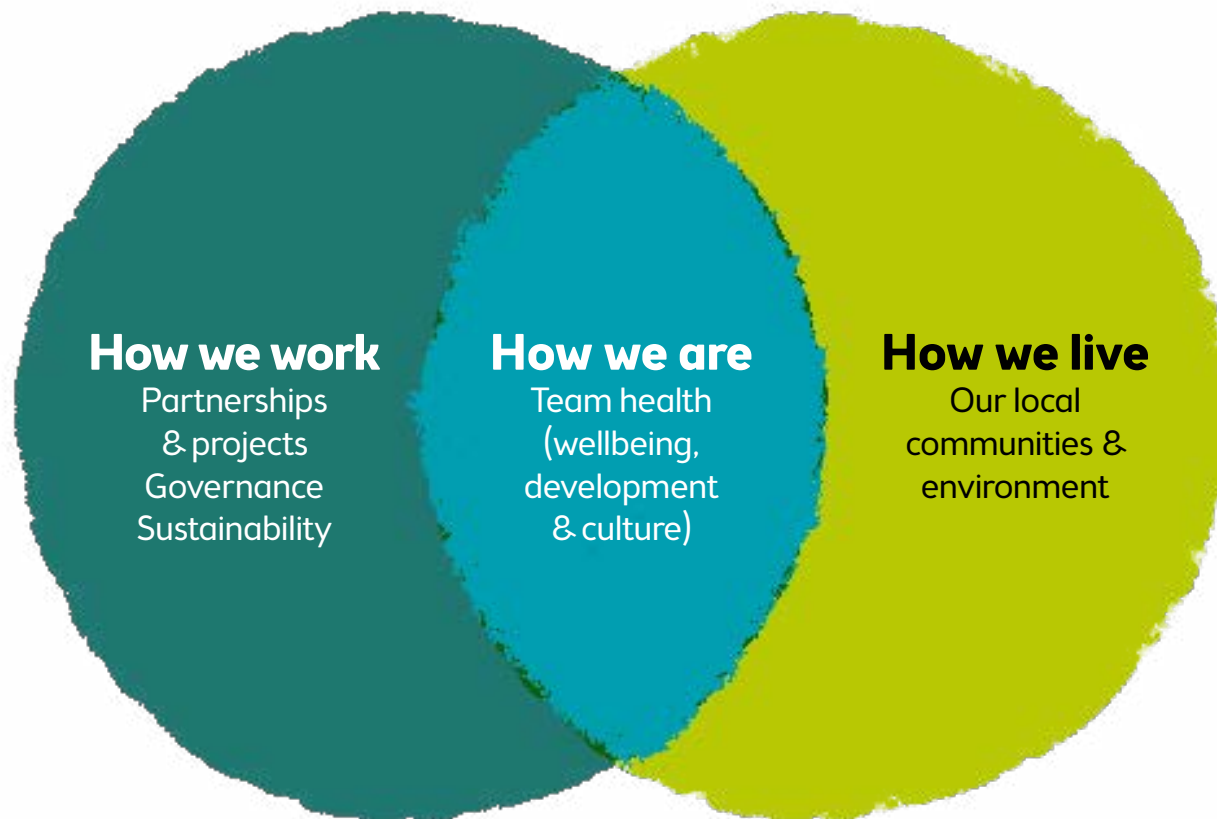


### Key

-  Workers
-  Community
-  Customers
-  Governance
-  Environment
-  Qualifying score for B Corp certification

## | Our B Corp commitments

**As a team we're committed to having a positive, regenerative impact wherever we can, not only through our work and how we work, but also through how we live.**



*Our B Corp commitments  
continued*



## How we are

### **Team health (Wellbeing, development & culture)**

Nuture a happy, healthy, sustainably productive team within a culture of curiosity, courage and collectiveness



## How we work

### **Partners & projects**

Define and amplify the true purpose of social and environmental pioneers, helping them achieve the greatest long-term impact for people and our planet

### **Governance**

Run the business as transparently as possible for the benefit of all stakeholders

### **Sustainability**

Reduce emissions from business travel, and minimise car trips and flights

Minimise our energy usage and switch to renewable energy sources

Use ethical, sustainable suppliers and materials



## How we live

### **Our local communities**

Support the communities we're part of to be healthy, vibrant and inclusive

### **Our environment**

Support local, ethical, sustainable production of food

Support ethical, sustainable brands

Protect and restore our landscapes for the benefit of nature, people and our climate



# | Our organisational commitments

All we do is guided by our own commitments (or values), and that includes the commitments we make as a B Corporation.



## Collective

The collective power of diverse minds and positive actions can be greater than monolithic might.



## Curious

Always asking 'why?', 'What's underneath?' is, we think, the healthiest way to approach the world.



## Courage

We challenge, we trust, we're true to who we are. We also dare to get it wrong.

[READ MORE ON OUR COMMITMENTS >](#)

# How we are

Our team health  
(wellbeing, culture & development)



How we are  
**Our team health**

**Our team health is our top priority. It's obvious to us as a very conscious organisation built around shared purpose. How can we value the health of people and our planet if we don't value our own personal health?**



## | How we are

**We're committed to:** Nurturing a happy, healthy, sustainably productive team within a culture of curiosity, courage and collectiveness.

**It seems obvious to us that team health must be top priority. The challenge is making sure it remains as such. But firstly, it's important to define 'team health'. For us, it incorporates our wellbeing, development and shared culture.**

We've built into the core of our organisational roadmap an objective to help us keep coming back to these aspects — through creating a culture of curiosity, courage and collectiveness.

Through the lens of team health, that means nurturing an **open, attentive, empowered and mutually supportive** working environment.



## *Team health framework continued*

### **Taking care of how we are**

#### **Our 'team health' framework:**

- **Wellbeing mindset** — focused on what makes us feel happy, fulfilled and included, embedded in everything we do and say
- **Peer-to-peer support** — weekly team wellbeing check-ins, more periodic group coaching sessions, and generally a culture of sharing and listening to how we feel and how we're responding to issues
- **Comprehensive employee policy** — setting a standard around decent working conditions and work-life balance, flexible ways of working (including both working at home and co-working), and adaptable leave requests
- **Self-development framework** — drawing on learning and support from the whole team
- **Coaching training and practice** — nurturing leadership, healthy and supportive communication and a sense of ownership and pride in our work
- **Professional freedom** — for example, to do voluntary or paid work of interest in our local communities or work on personal creative projects

Our team is a mix of full-time, part-time employees, contractors and a network of collaborators who align with our values and ways of working.

AGNES



KELLY



NICK



BRIDGET



CORE TEAM

RACHEL



ALISSA



ALEX



How we are

## Our structure: a radically human team

**We believe that people who feel empowered, trusted and supported in their work are much healthier, more productive people. We also believe meaningful contribution leads to meaningful commitment.**

This is why we're working toward being a **co-organised team**, based on three tenets (inspired by the Teal movement): **shared evolutionary purpose, self- or co-organisation** and **bringing your whole self to work**.

### **1. Shared evolutionary purpose** **Drawing on our curiosity**

Our compass is set to what's needed to fulfil our wider purpose: right now, that's to support the pioneers of social and environmental change in achieving their ambitions.

Purpose is a shared concern and always an open discussion among the team. No matter what their experience or seniority, each team member is invited to play an active part in shaping how that looks ongoing.

For everyone to genuinely share our purpose, we believe, there must be no hidden agendas.

Being transparent is something we practise day to day in our in-person and online communications, but we also have more structured sessions where we share, for example, our business thinking, finances and salaries transparently.



No matter what their experience or seniority, each team member is invited to play an active part in shaping the future of our business.

## *Our structure: a radically human team continued*

### **2. Co-organisation**

#### **Drawing on our collectiveness**

We know that really great work is often achieved through collaboration and co-creation.

It's also a lot more satisfying that way. That's why we nurture a working structure that encourages inclusive participation and decision-making across the team.

It's our view and experience that classical hierarchical approaches cannot cope with complex systems such as organisations in a connected 21st century world. We seek, instead, to create a system of distributed authority and collective intelligence.

Co-organisation is liberating, but it doesn't mean there's no structure or that anyone can do whatever they want because there is no 'boss'. In our co-organisational model there's a natural structure based on level of involvement and overall experience. And we have roles, processes and ways of coordinating ourselves for how we want to run the business.

We don't spend hours in meetings seeking consensus in all that we do. We do, however, use decision-making processes that are simpler, more agile and powerful than consensus — such as the advice system and consent and concordance, where people's views are sought and properly listened to.

But what holds all of this together is a shared sense of responsibility to our purpose, our work and our team health.



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We nurture a working structure that encourages inclusive participation and decision-making across the team.



*Our structure: a radically human team continued*

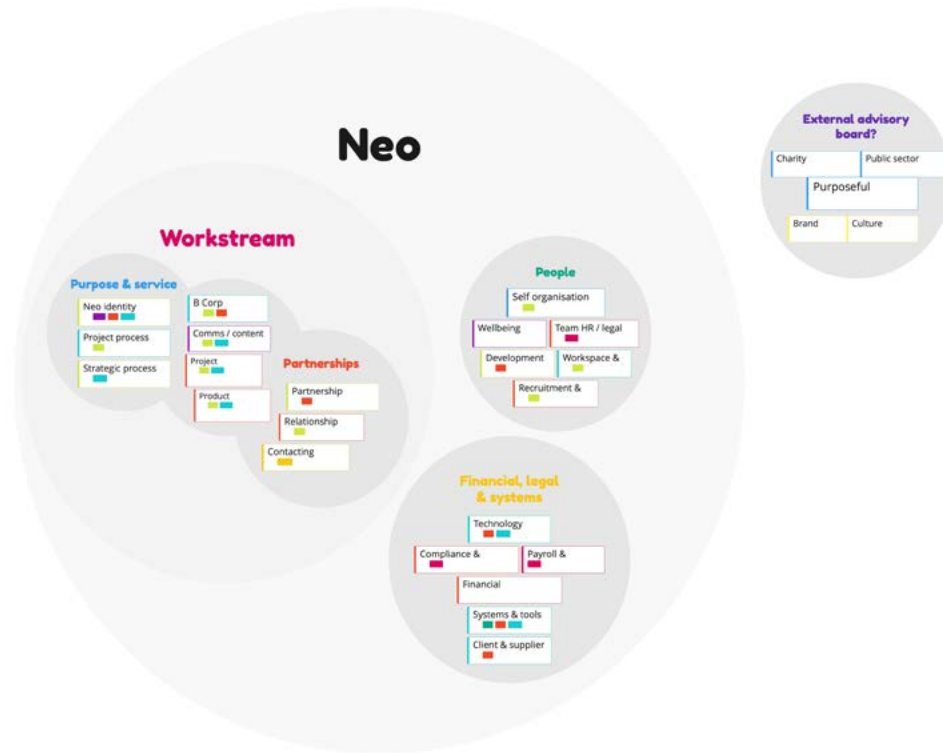
**Our co-organisation map**

Everyone can benefit from the freedoms of co-organisation. But with freedom comes responsibility — that’s our measure of balance.

We’re working on a map to help us identify who’s facilitating what areas of work. Right now, the more senior team members hold more things, but we’d like to see that changing. The level of involvement is dependent on the initiative and appetite of each individual, but is encouraged through our coaching and self-development programme.

**Model loosely based on Sociocracy governance principles**

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## *Our structure: a radically human team continued*

### **3. Bringing our whole selves to work**

#### **Drawing on our courage**

There's a difference between professionalism and wearing a professional mask. We're big believers in not suppressing parts of our personality or life at work, but simply being conscious of and taking responsibility over what energy and emotion each of us is bringing into the room.

We want to create an open, psychologically safe space conducive to true, creative collaboration. To making mistakes. To being human.

Our 'whole selves' philosophy and regular deep listening conversations reveal any issues emerging among the team. We're not afraid to "put our mooseheads on the table", as our friends and coaching trainers at Tuff Leadership like to say about surfacing underlying tensions.

We may be intuitive, but none of us are psychics. We're beautifully human, we have blind spots and we trust each other to be open and honest about when and how we may need support.



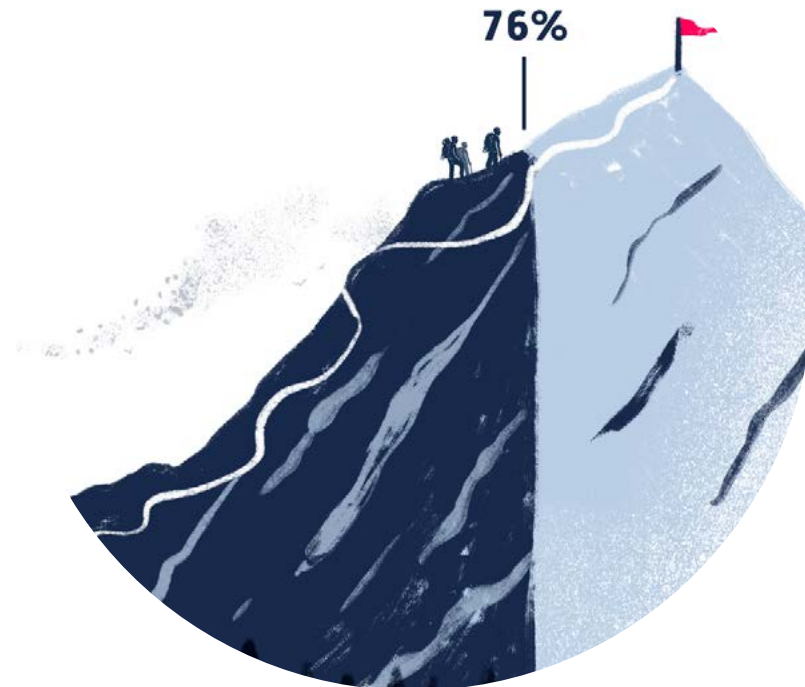
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# How we are

## Team health: 2022 measurement

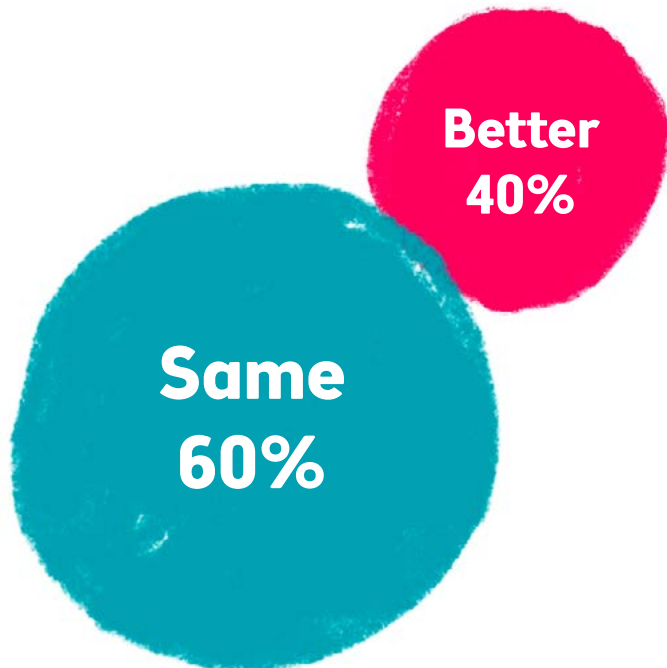
**We asked ourselves 12 questions to assess our team health across wellbeing, culture and development. On average, across all questions, we scored 76 percent. This will form a benchmark for our 2023 assessment.**



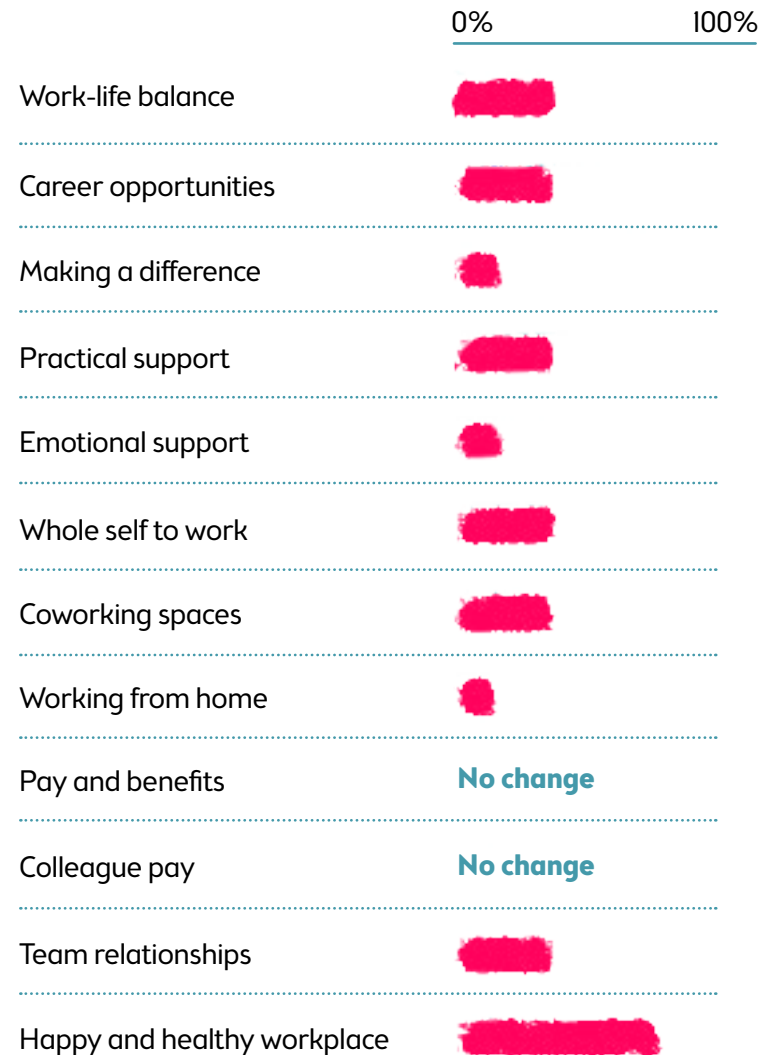
## Team health: 2022 measurement continued

### Same, better or worse?

As we didn't have data from 2021 we reflected on whether or not wellbeing areas feel like they are better, worse or unchanged. We found that things are largely the same (60 percent), but 40 per cent of areas feel like they'd improved.



### Where we noticed improvement



We've been recognised as a **Best For The World™** B Corp, thanks to our commitment to people and the ways we choose to work together





## Goals for 2023

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How we are

### **Team health (wellbeing, culture & development)**

- Alongside our co-workers, take a more active role in improving and developing our workspaces
- Support career progression and increase salaries to reflect cost of living
- Provide leadership development training for all team members to help build confidence and nurture our empowered and mutually supportive working environment
- Improve our team wellbeing survey score by five percent

# How we work

Partnerships & projects  
Governance



How we work

## **Our projects & client partners**

**Our work commitment isn't centred on reducing our negative footprint on the world. It's much more about our positive, regenerative impact. After all, that's the very reason we exist. We work exclusively with progressive organisations whose purpose is focused on making a real difference to people and the planet.**





## | How we work

**We're committed to:** Defining and amplifying the true purpose of social and environmental pioneers, helping them achieve the greatest long-term impact for people and our planet.

**Our ambition is to accelerate positive change in the world. We aim to do this by helping organisations redefine their purpose and give it the best possible platform.**

That begins with deep identity, strategy and culture work and surfaces as powerful storytelling and communications strategy.

We believe making our world a better place can only be achieved by people coming together, and how we grow our collective consciousness to solve our greatest challenges. This spans how we connect with one another, how we work with and inspire one another to be and do better, how we live our lives and how we inhabit our planet.

We've developed a strategy to seek out, attract and retain the courageous organisations that are breaking ground with new approaches, business models and ideas that inspire people to play a role in positive change.



## How we work

# Positive impact through partnership

**An equal, caring and conscious world can exist only if we commit to doing things differently.**

For us, that begins with how we work with our client-partners. And that's why we prefer to forge trusting partnerships rather than commercially pitch for projects.

Our relationship-centred approach to projects means we start with the right intentions and are better enabled to give our all to helping our client-partners achieve their ambitions. To pave the way for this, we do various things:

- **Rather than pitching, providing free sounding-board sessions and consultation upfront to help start unpacking problems and needs together, and decide if a partnership feels right**
- **Taking the time to immerse ourselves and listen deeply to what's truly needed**
- **Offering recommendations on what's needed; purpose over profit**
- **Dedicating to each project the best of our skills, experience and attention**
- **Working collaboratively, inclusively and authentically**
- **Equipping and support existing teams/ skills resource rather than replacing them**
- **Offering fair and transparent fees and working terms**

## How we work

# Find what matters, make it matter more

**Over the past 20-plus years, we've developed what we find is the right methodology to help pioneers unearth their true purpose.**

Through our process, we find what matters most about their work and why they do it: the key truths around which to build identity and culture.

Then we make that purpose matter more by telling the story that inspires deeper connections and more meaningful participation around it.

### **Connecting the bigger picture**

We work at depth and on the bigger picture, taking a holistic, deeply explorative approach that connects identity, working culture and organisational strategy.





## How we work

# What we measure

**Our positive impact is ultimately about helping our client-partners to achieve theirs. And that can be quite difficult to connect back to our work.**

But we do see plenty of indicators and many positive outcomes from our evidence-based approach to our work. That work inherently involves carrying out research, testing our ideas and evaluating outcomes. And those outcomes are wholly dependent on the objectives of each project.

Our evaluation includes client testimonials, campaign metrics, and periodic impact reviews. We capture individual stories, bigger picture impacts and ongoing learning through our case studies.

### **Improving future evaluation**

We're constantly refining our methodology and practice for greater impact and we intend to introduce a set of standardised impact indicators to help us measure progress.



# Building culture-changing brands that inspire a better world

Snapshots of some projects  
we've been working on...



A photograph of a woman with dark curly hair, wearing a black tank top and a backpack, shouting into a blue and white megaphone. She is part of a group of people, some wearing face masks, in an outdoor setting. The megaphone has 'PYLE PRO SOUND' written on it. A red diagonal brushstroke is overlaid on the left side of the image.

# Debt Justice

Modernising the  
movement for  
financial justice and  
a fair economy for all

# Debt Justice

## Identity & culture

**We helped the impressive team at Jubilee Debt Campaign reset as Debt Justice: a clear call for change that's inspiring the movement for a fair economy. We worked with them to connect highly nuanced social, political and environmental issues through a transformative renaming, rebrand and reimagining of purpose that's brought clarity to their cause.**

### Big-picture ambition

Diversify and expand on the cancellation of unjust debt globally, alongside making financial reforms toward an economy that serves people and the planet.

### Project goals

- Clearer, more compelling purpose and story around complex domestic and global issues
- Increase and broaden supporter base beyond the stalwarts
- Galvanise greater participation around campaigns and grassroots action
- By helping to modernise and demystify the organisation and movement it's enabling





*continued*

### Early indicators

- Overwhelming support of new identity and strategy by stakeholders old and new
- 6,000 new supporters, and constantly increasing social-media community
- Several campaign outcomes boosted by a clearer platform
- Improved team cohesion around shared purpose and sense of identity





“

The Neo team really got under the skin of the organisation and did a really great job of surveying widely, looking across the sector and working out where we fitted in. We still marvel at the detail of that report. This evidence base helped us to make decisions on things that had been kicking about in the organisation for some time.

Eva Watkinson, head of campaigns



*your* **PLACE**  
Solving homelessness  
one person at a time

Encouraging people  
out of homelessness,  
one person at a time

## Your Place

Identity, culture, building installation & storytelling

**Inspiring a culture encouraging people out of homelessness, the Your Place identity not only provides a platform for personal change, but also prompts a shift in how we talk about homelessness and its root causes.**

We found Caritas Anchor House, now Your Place, to be a sanctuary and a starting point for people experiencing homelessness, where they can be part of an inclusive, supportive community helping them to build a sense of belonging and self-belief in their future. A progressive, person-centred organisation that's helping to 'solve homelessness, one person at a time'.

### Big-picture ambition

Reduce homelessness in the worst-affected areas of London, and pioneer a more effective, person-centred solution to the issue and its root causes.

### Project goals

- Create a new name, identity and narrative that supports the co-creation of a positive, progressing and enabling culture for residents and staff



*your* PLACE



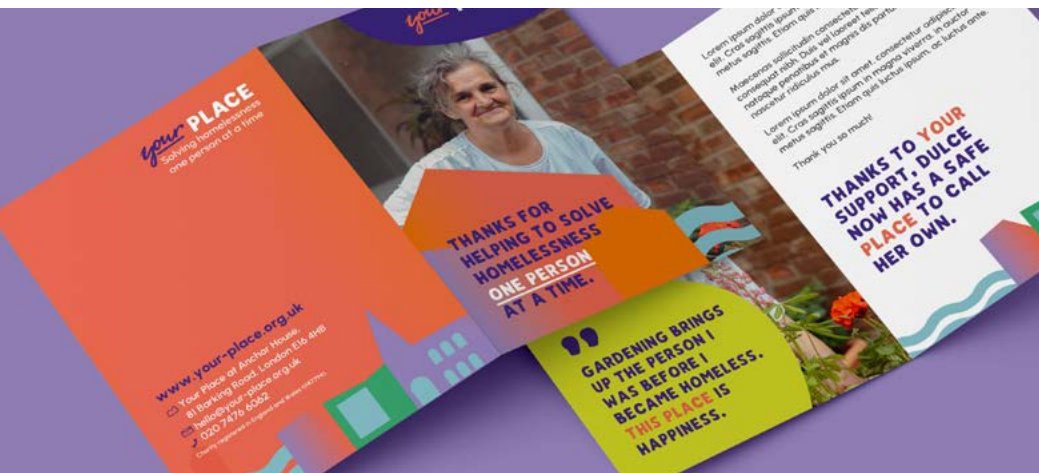
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- Grow support and income for the charity, supporting its ambitious strategy to expand and diversify services (without alienating supporters connected to the charity's catholic heritage)
- Tell the real story of homelessness, helping to shift public perception locally
- Articulate the charity's distinct approach and solution

**Early indicators** (initiative still in development)

- Increased ownership over shared spaces by residents
- Gradual adoption of brand language
- Diverse supporter-base wholeheartedly embracing identity
- New funding invitation made following supporter launch event
- Team feeling more empowered to tell the story and make a clear case for support





“  
 Caritas Anchor House  
 rooted us in the past,  
 and limited our identity  
 to one of our buildings.

Your Place, our new  
 identity, is forward-  
 looking; a clever play on  
 words and imagery that  
 places us firmly in the  
 future and at the centre  
 of our communities.

Amanda Dubarry, CEO, Your Place

“

**The work we did with Neo was so positive. The team understood how we ticked and what we wanted to achieve, and helped us navigate the process with care. Kelly was particularly skilful and empathic, picking up on the nuances of our stakeholders.**

Simon Hall, chair of trustees, Your Place



Changing the  
game for children's  
sport, health and  
wellbeing, from  
the ground up



# Play their way

## Identity, culture & strategy

We worked with and brought together a collective of pioneers in children's sport and wellbeing sectors across England to give rise to a groundbreaking movement (still in the making). **Play their way** is a promise to change children's coaching from the ground up, encouraging a child-centred approach underpinned by **every child's right to play, to be heard and to develop**, whatever their means or background.

### Big-picture ambition

Change children's lives for the better through child-led sport and physical activity for all.

### Project goals

These evolved and grew along with the project.

- Define a purposeful identity (including name) and platform for a new child-centred coaching movement, based on a complex body of evidence and insight
- Unite and facilitate the group around a shared purpose and ambition
- Co-create a set of measurable strategic objectives toward the group's ambition



*continued*

- Help the group turn ideas into action and encourage them toward self-organisation
- Keep children's and coaches' voices at the centre of the work

### **Early indicators**

- Helped secure a significant lottery grant to fund further research and roll-out of the strategy, programme and campaign
- Influenced overarching Sport England strategy for children and workforce
- Case heard by the House of Lords select committee on sports and recreation
- Overwhelmingly positive support from coaching communities in initial tests
- Play their way mandate and promise already filtering into communities at grassroots
- Greater awareness raised around barriers and inequalities children face





When we play  
their way,  
every child wins

“

Neo have been fantastic to work with going further than expected to help us truly understand what matters most to children when taking part in sport and physical activity delivered by someone coaching. They have supported us to align multiple national partners around a shared purpose, creating a powerful vision we are collaboratively striving towards every day.

Sion Kitson, coaching & professional workforce, Sport England

“

**Reading the draft narrative gives me an enormous sense of pride to have made even a small contribution to this. I genuinely believe that this work is the start of a movement that can and will change the way children experience sport and physical activity in this country, for good.**

Jack Shakespeare, director of research, policy  
& communications, UK Active



Elevating the  
extraordinary  
partnerships  
making everyday  
life possible

*For making life possible*





# Zoe & Sheila

## Dogs for Good

### Campaign & identity evolution

**We're currently working with this trailblazing charity as both strategic consultants and as a creative extension of their team.**

Dogs for Good's expertly trained dogs support people affected by disability, dementia, autism, and other conditions and social-care challenges, helping them to make everyday life possible in extraordinary ways.

### Big-picture ambition

Revolutionise social care in the UK, enabling more people to make everyday life possible.

### Project goals

- Test refreshed narrative and messaging, as part of a brand campaign and evolution
- Boost fundraising over the key periods, including Christmas
- Make a case for support to existing and new funding partners
- Equip the organisation's communicators and fundraisers with the storytelling tools to take advantage of new and existing platforms



*For making life possible*

**DOGS  
FOR  
GOOD**

*continued*

### Early indicators

- Uplift in corporate sponsorship
- Christmas fundraising exceeded recent years' totals
- Social-media engagement boosted over the period
- Positive response to first ever BBC Radio 4 appeal
- Wide support and take-up of narrative throughout stakeholder community

### Dogs for Good standing out at Crufts





“

We've listened hard, pushed through barriers, stretched ourselves, and been generous with our time to help give Dogs for Good the best possible platform for its campaigns and communications.

Rachel, project lead, Neo

“

As soon as Luna arrived, I just knew life was going to be different...

- Allison



“

**Dogs for Good is a really unique charity, with a hugely passionate and supportive team around it, but we recognised that our work is complex to explain and that we need a clearer mission...**

Sarah Langford, communications manager,  
Dogs for Good

“

**What Neo's work has enabled us to do is really define and communicate our sense of purpose, the impact that dogs can play in people's lives and the deep sense of community that people who experience Dogs for Good connect with. With the new narrative and evolution of our brand, there's a real pride across our stakeholders, a better sense of understanding around our work and a developing commitment to supporting it.**

Sarah Langford, communications manager,  
Dogs for Good



Inspiring people to discover and protect the nature on their doorsteps

## Your National Park

### South Downs National Park

Film collection & campaign - in progress

**Your National Park is a collection of films exploring the deep but also everyday connections between the people who live and work in the South Downs and their environment. It holds up a mirror of possibilities to our own discovery of the nature, culture and history on our doorsteps.**

Through a series of personal stories and portraits, our aim is to inspire our audiences to find for themselves what makes the national park so special. To instil a sense of belonging to the South Downs: a uniquely living landscape. More than that, we hope these films move people to take action, whether that's a small act of community awareness or a commitment to conservation through volunteering.

#### South Downs National Park

Film collection & campaign

#### Big-picture ambition

Inspire people to look after and participate in the South Downs National Park, to 'make it their own'.



*continued*

### **Project goals**

- **Promote the objectives of the park's five-year partnership management plan on tackling climate change, creating new wildlife corridors and supporting a sustainable rural economy**
- **Broaden and deepen awareness of the youngest national park in the UK**
- **Build perceptions of the park as accessible, relatable, 'for me', among a more diverse audience**
- **Educate people living in and around the park about its natural ecosystems, human culture and symbiosis between people and the landscape**
- **Promote responsible usage of the park and uptake of micro-volunteering and custodianship**

### **Early indicators**

The project is two and a half years in the making, and yet to be completed, largely due to covid restrictions. Early tests have shown higher engagement than usual in content of this type on the national park's social-media channels. Due to the value of the body of work amassed, there's an aim to turn what was intended as a public campaign into an exhibition or at least screening event.



*Our*  
**HERITAGE**



“

**Overcoming Covid restrictions, Neo have unearthed the very real, people-centric stories behind the National Park’s ambitions. They have been diligent and sensitive, navigating complex subject areas which has allowed participants to tell their authentic stories of connection to the landscape.**

**We’re sure these stories will stand the test of time and help even more people to connect with and be inspired by the South Downs.**

Luke Walter, digital & social media officer,  
South Downs National Park Authority



## How we work

# Going beyond

### Pro-bono hours

Our projects fees are usually based on a set number of hours at an agreed rate for that particular type of work. We build in a 10 percent pro-bono hours contribution across all of our work.

In reality we don't stop there and have over the last two years contributed on average 20 percent more hours than we've charged for.

While this level of contribution isn't financially sustainable for us in the longer term, we're happy to continue offering an average of 10 percent of our time as pro-bono for selected projects.

### Pro-bono value

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## How we work

# Governance

**We're committed to:** Running the business as transparently as possible for the benefit of all stakeholders.

**As a company committed to shared purpose, participation and responsibility, we're really inclusive around decision making, finances and co-creating our business strategy. And we feel we go beyond usual workplace standards to instil this mindset.**

For example, we hold quarterly finance meetings where our finance manager not only shares a report with all of the team, but also provides an opportunity to learn the basics of managing accounts.

That said, our B Corp assessment did highlight a few areas where we could go further, for example:

- **Improving our governance structure by having a non-shareholder on the board**

- **Enhancing ethical policies and practice by undertaking an ethics-focused risk assessment**
- **Defining more specific internal financial controls**
- **Providing more structured learning opportunities around finance and governance**

We're exploring how these could work and aim to have a plan in place by the end of 2023.



## How we work

# Travel & transport

**We're committed to:** Reducing emissions from business travel, and minimising car trips and flights.

**Our homes are spread across the country and a few of us work predominantly from home. But we all travel as sustainably as possible to co-working spaces and to meet with each other, our partners and collaborators.**

- Those of us regularly using a co-working space either cycle, walk or travel by train
- We travel by train for most meetings or workshops that can't be done online with partners and collaborators

### **What we measure**

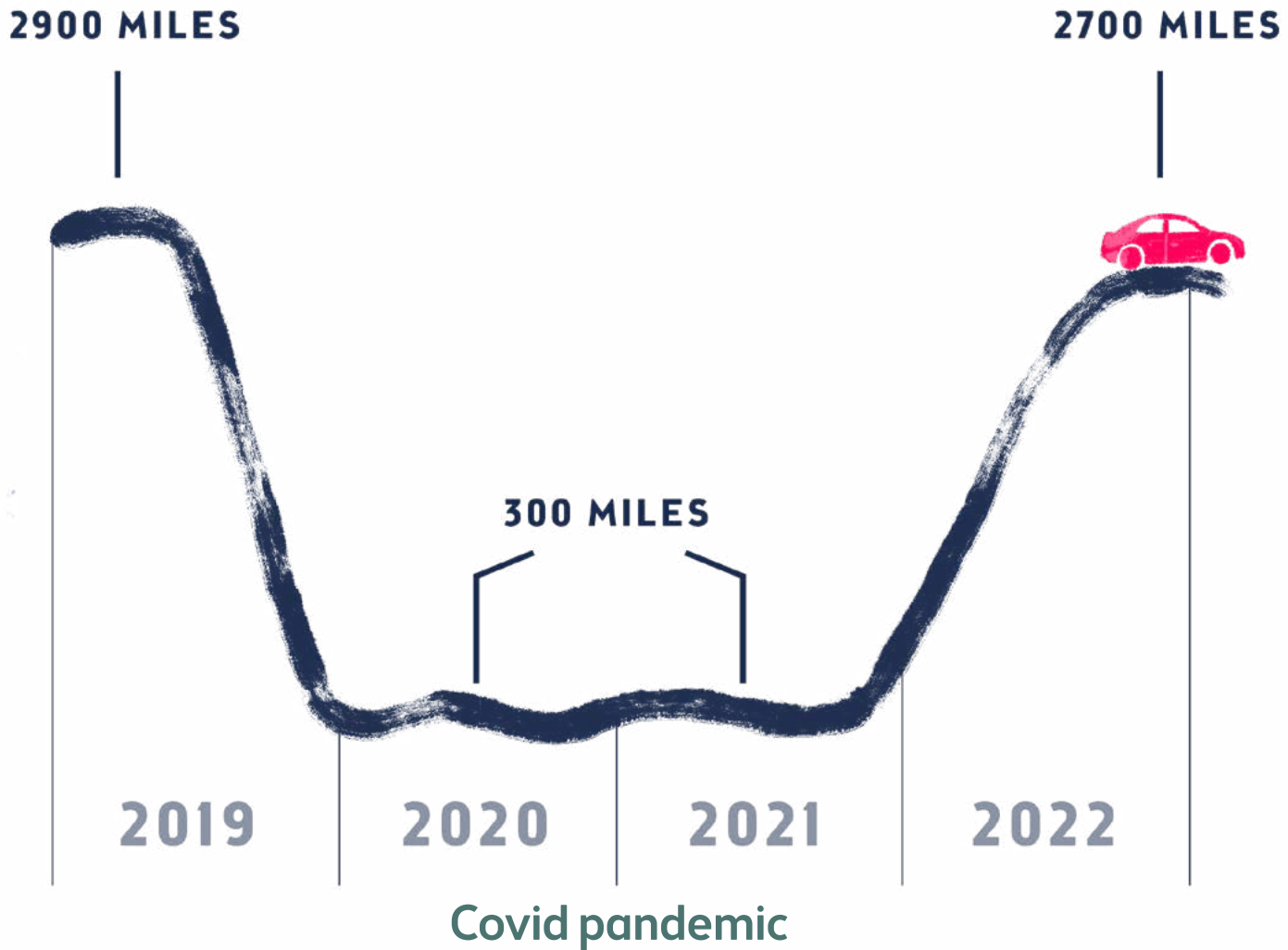
We've been collating miles travelled and drawing on travel expense data using our different modes of transport, but there are some gaps to fill.

For 2023 we aim to keep on top of this measurement and further improve our approach over time by using more low-carbon modes of transport and reducing the need to travel wherever possible.

For now, we've been able to show the reduction of reliance on car travel — see next page — which we aim to reduce further in terms of mileage and/or emissions.

How we work

## Reducing our car mileage



## How we work

# Materials

**We're committed to:** Using ethical, sustainable suppliers and materials.

**Our primary areas of impact in this respect are office consumables and printing for project work.**

Most of the outputs we produce are digital, but for print needs we work with a handful of carefully selected printers with strong green credentials.

- We source our stationery and other materials from a sustainable products supplier
- We've all committed to buying home-office cleaning products that are environmentally friendly

### **What we measure**

Whichever print supplier we use, we check for:

- Greenleaf certification
- Vegetable based inks
- Recycled paper
- Environmental accreditations such as FSC, reduced and plastic-free packaging
- Low-carbon footprint overall

## How we work

# Energy

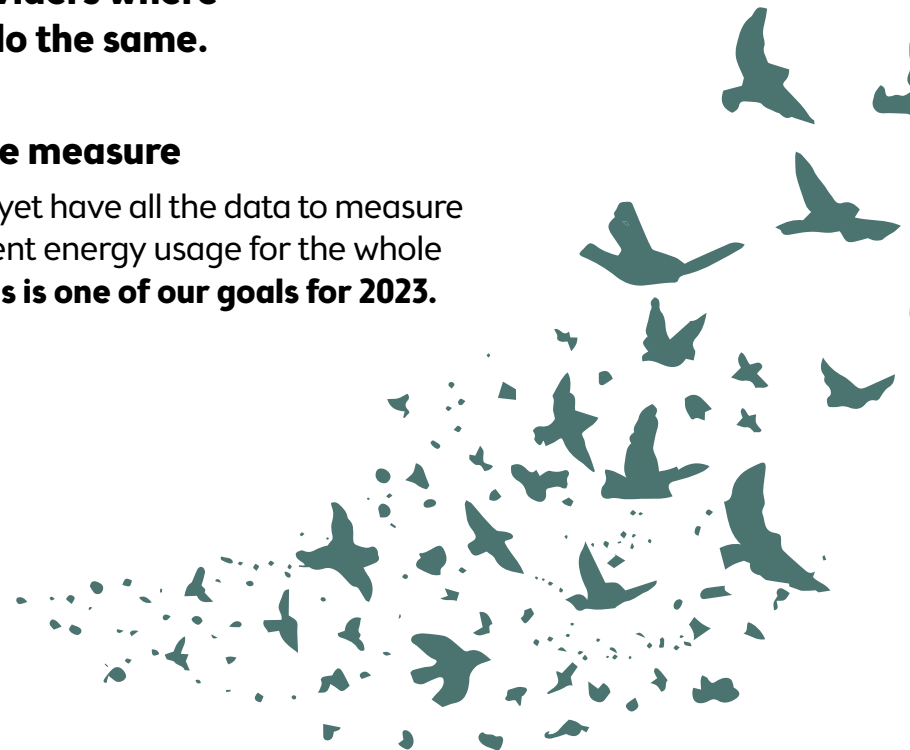
**We're committed to:** Minimising our energy usage and switching to renewable energy sources.

**In our home workspaces, we use renewable energy providers where available — and we aim to use co-working spaces that do the same.**

- All of us choose to use more sustainable energy providers, such as Ecotricity and Octopus, which provide renewable energy
- Some of the team have renewable installations at home such as solar panels and heat pumps
- We have an energy-saving checklist for home-working — being mindful of switching off devices and lights, keeping our thermostats below 20 degrees, etc

### **What we measure**

We don't yet have all the data to measure and present energy usage for the whole team. **This is one of our goals for 2023.**





## How we work **Goals for 2023**

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### **Partners & projects**

- Develop an online learning platform to provide free or lower-cost access to our positive change development process
- Offer more free sounding-board sessions to help purposeful organisations achieve their social and environmental goals
- Form more partnerships with fellow B Corps and true social and environmental pioneers to strengthen movements for change
- Introduce a set of standardised project impact indicators
- Arrange a dedicated team volunteering day with one of our client-partners

### **Governance**

- Provide more structured team learning opportunities around finance and governance
- Complete a plan to make our governance as transparent and participatory as possible



## How we work **Goals for 2023**

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### **Environment**

- Evaluate our web hosting platform's carbon footprint and move to a greener hosting solution if necessary
- Set and measure against a benchmark for our collective energy consumption
- Reduce our reliance on car travel and improve our use of low-carbon modes of transport, including potentially the purchase of an electric or hybrid car; also measure and set a benchmark for all travel

# How we live

Our local communities  
& environment



How we live

## **Our local communities & environment**

**We're collectively and individually committed to making a positive difference to our communities, to the nature on our doorsteps and to our planet as a whole.**





## Our communities & local economy

### Volunteering

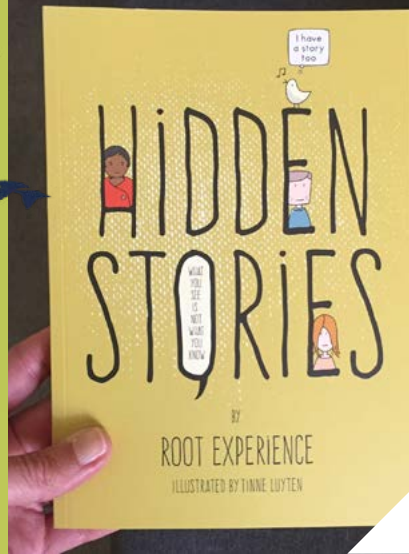
**We're committed to:** Supporting the communities we're part of to be healthy, vibrant and inclusive.

**We contribute to our communities both as a business and individually, making careful decisions about how we spend our time to support charitable and social projects.**

- Our founding partner Nick is a new trustee of the Welsh Centre for International Affairs, which inspires people in Wales to learn and act on global issues
- Throughout 2022 Nick was also trustee and treasurer for volunteer-led NGO Dolen Ffermio, which partners with remote rural communities in Uganda on sustainable development projects
- Our creative & strategic partner Kelly completed her tenure as a trustee for local arts charity Root Experience in 2020, but continued afterwards to support the charity's final project Hidden Stories, creating community and conversation around hidden health conditions and neurodiversity

**Our collective community volunteering hours over the past two years** 





“I’m fascinated by what happens when we challenge the labels and narratives that keep us apart as human beings. So, the chance to rewrite ‘normal’ as part of volunteering with a Brighton arts charity was reaffirming. Creativity and storytelling are vital in building a more inclusive society.”

**Kelly** | Strategic & creative partner

“Living in the rural hills of Wales keeps me close to nature and its power to feed, heal and inspire us all. I’m a beekeeper with a bit of phobia of stinging insects. But every minor panic attack and sting is worth it for what they bring to my garden and our world.”

**Nick** | Founding partner

“Living by the coast all my life, I’ve been on many personal beach cleans to preserve our coastlines. For me, the beach has always been a place to clear my head and unwind.”

**Alex** | Production designer

“Nature is my happy, creative place, so I feel even more tuned into my footprint and what I can do to make small positive changes..”

**Alissa** | Lead designer

“Creating a more sustainable world for my children is what pushes me most to make changes at home. I’ve overcome my fear of cycling on the roads to lower our family’s emissions. Now, we’re biking wherever we can in place of car journeys.”

**Rachel** | Senior designer



“I discovered Cycling Without Age in a short film. When I saw the wonder on Mary’s face as she rode on the trishaw with the wind in her hair, singing along to The Sound of Music, I knew I had to bring these bikes to my village too. Since then, I’ve met so many wonderful people committed to their local communities across the global movement.”

**Bridget** | Business consultant & matchmaker



“

**One of my absolute proudest moments this year has been making a rug out of 13 of my husband's old T-shirts.**

**Agnes** | Finance advisor



## Environment

### Sustainable food

**We're committed to:** Supporting local and sustainable production of food.

**We're all committed to making the right buying decisions, at work and at home. That means, wherever possible, supporting local shops and businesses and choosing sustainably and ethically produced goods.**

- We eat local, seasonal and organic fruit and vegetables where possible
- Some of us grow our own fruit and vegetables, while others subscribe to local veg boxes
- One of the team keeps bees and produces sustainable honey
- We buy fairtrade and aim to avoid over-produced or exploited ingredients
- We've all reduced the meat and dairy in our diets; most of us have switched to oat milk
- We compost what can't be eaten



Between us,  
we grow 24 different  
kinds of fruit & veg

## Environment

### General buying habits

**We're committed to:** Supporting ethical, sustainable brands.

**We all aim to live as sustainably as possible in our day to day lives, and commit to:**

- Recycling and reducing waste
- Buying local refillable products
- Buying clothes, household and lifestyle products from fellow B Corp companies (Finisterre is a team favourite)



# Environment

## Land & nature

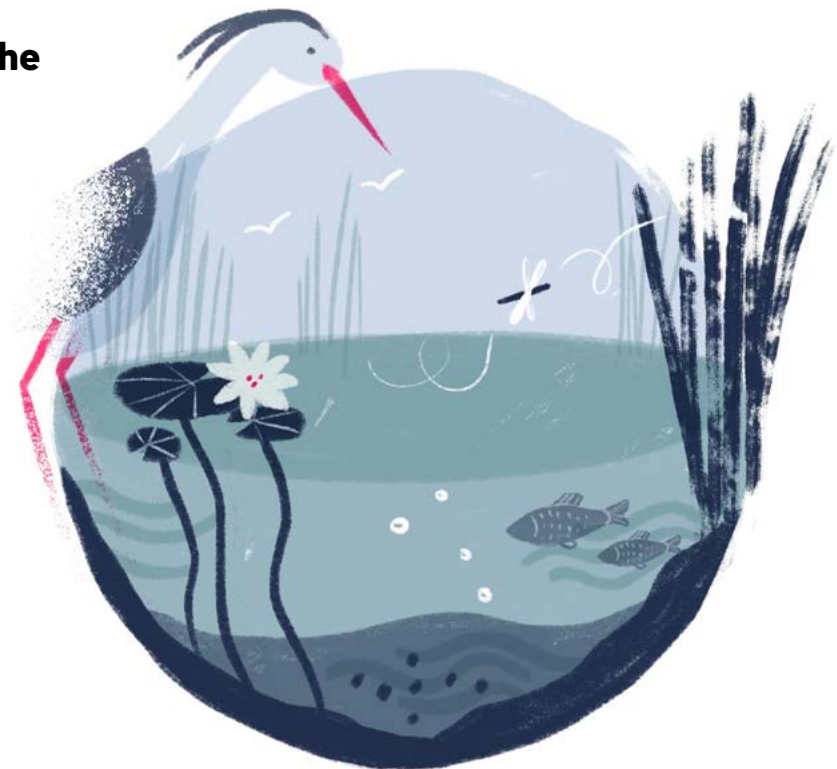
**We're committed to:** Protecting and restoring land for the benefit of people and wildlife.

**Natural habitats are shrinking or even disappearing at an alarming rate, diminishing the biodiversity of nature on which all life depends.**

In addition to the communications work we do to help support environmental organisations address these issues, every one of the team is committed to taking small personal actions to make a difference.

We invite birds, animals and insects to make a home out of our land and gardens by:

- Planting with permaculture techniques
- Introducing bird boxes and creating ponds
- Planting bee-friendly flowers
- Avoiding pesticide





How we live  
**Goals for 2023**

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### **Community**

- Match last year's volunteering hours with valuable community or charity projects

### **Environment**

- Participate in land restoration projects for the benefit of people, landscapes and wildlife (through team volunteering and/or individual time)

FIND  
WHAT  
Matters

make it  
MATTER  
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