PIXELFRIDGE

Impact Report: 2023 in review

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A big year for Pixel Fridge

Between new employees, a growing business, and B corp certification, a lot has happened for us as a company!

In our last impact report, we described 2022 as 'a year to mature and focus'. We reflected on our social and environmental impact, confirmed our mission and vision, and set some targets for our organisation. This past year has confirmed our idea of who we are and what we want to achieve for our employees, our clients, the community, and the planet. As we celebrate our fifth birthday shortly after receiving the news that we're now B corp certified, we feel like we're in a great position to reflect on our aims from 2022 and decide on our next steps in this journey.

Our team worked really hard throughout 2023 to deliver Purposeful Experiences to our clients. We've grown our revenue and team, but we've also tried to further the use of our work for social and environmental good.

As this is our second impact report, we're now able to reflect more fully on how we've grown and what we've achieved, as well as setting ourselves some more ambitious goals. We feel very lucky to have the team that we do, and part of this report will focus on our employees and how we try to create a genuinely positive environment for them.

We'll aim to outline some big organisational changes, a few key statistics from last year and what we've done to try and improve them, and report on our long-term goals. As the years go on, we hope these reports help us to monitor our progress and ultimately tell a successful, impactful story.
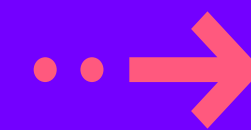
We hope you enjoy reading it!

Tom, Chris and Nick

REFLECTING ON

our achievements in 2023

our mission and vision

Throughout this report, it's important to bear in mind our mission and vision while we reflect on our successes and goals. These core aims allow us to develop practises and outcomes that mean something and make us proud of what we do.

Our mission

Purposeful Experiences

We partner with our clients to create websites and applications for social and environmental good. We achieve this by adhering to best practice design and development standards, working with like-minded organisations and selecting carbon-neutral partners.

Our vision

To be the go-to digital partner for clients who want to create engaging digital experiences, whilst doing social and environmental good.

goals from our 2022 Impact Report

To give some context for this report, it's important to bear in mind the aims and goals we set ourselves last year. We'll go into more detail about how we feel we've performed against each goal throughout this report.

Goals for 2023

- Benefits - formalise a benefits scheme for our employees
- Carbon reduction - focus on a further reduction of average webpage carbon
- Mentoring / Volunteering - offer our staff opportunities for mentoring and/or volunteering
- Donation of profits - Increase our % of profits donated to local communities or charitable causes.

Long-term objectives

- Investigate and set a deadline for working towards Net Zero
- Ensure average page of all our new websites is less than 0.5g carbon.

our highlights of 2023

B corp certified!

We achieved B corp certification, which means we meet high standards of social and environmental performance.

Team and revenue growth

2023 saw us add two new team members and grow our revenue.
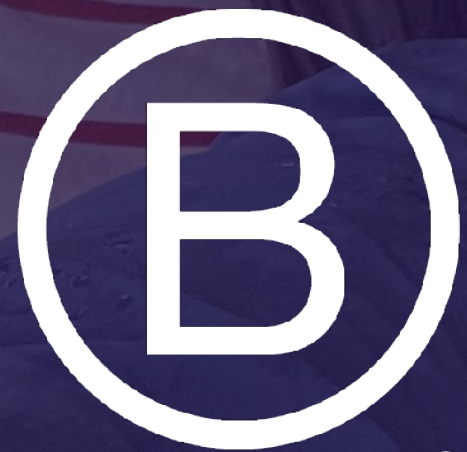
Increased our donation of profits

We upped the donation of our profits to good causes to 0.6%, and aim to keep this increasing!

Improved benefits and policies

We introduced a range of employee benefits and policies that we are proud of.

Certified

B

®

Corporation

More purposeful experiences

We increased our proportion of purpose-led, non-profit, or charity clients to 50% of our revenue.

Standards of digital sustainability maintained

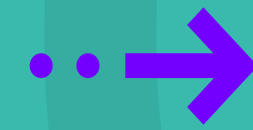We continued hosting on sustainable servers and decreased our average carbon emissions per site page.

100% staff retention

Another year has passed with no members leaving our team.

A CLOSER LOOK AT

B Corp certification

PIXELFRIDGE

Certified

B

Corporation

our B Corp journey

We began our B Corp journey a year and a half ago.

Given our vision of *being the go-to digital partner for clients who want to create engaging digital experiences, whilst doing social and environmental good*, we felt that B Corp certification provided the perfect opportunity to really set this goal in motion.

The key messages from the B Corp movement are to:

- **Use business as a force for good**
- **Improve social and environmental impact for businesses**
- **People, planet and profit as equal**

These messages align closely with our company values, so we jumped at the chance to formalise these commitments! As a young company, many of our policies and processes weren't formalised. We realised pretty quickly that while we were meeting B Corp standards in several categories, we lacked the formal documentation to prove it. What followed this initial assessment was a rigorous process undertaken by Hannah and Nick to meet the high standards required for certification.

While this journey was long and demanding, it has laid the foundations for how we are set up as a company. We have formalised policies and processes than benefit our employees, started monitoring and reducing our carbon footprint, and thought deeply about our role in the wider community. We have learned and implemented far more than we expected to, and gained so much as a result.

We are so so proud of achieving this milestone - it's a great source of gratification that all of our hard work is paying off. Our B Corp journey, however, is just beginning. Being a B Corp is all about continuous improvement, and we have a long way to go towards achieving our dreams.

This impact report is just one of the ways we intend to hold ourselves accountable, and continue to use our business as a force for good!

our B Corp score

Our final score in the B Corp assessment was **95.1**. You need **80** to be certified, and the average score for businesses who complete the assessment is **50.9**.
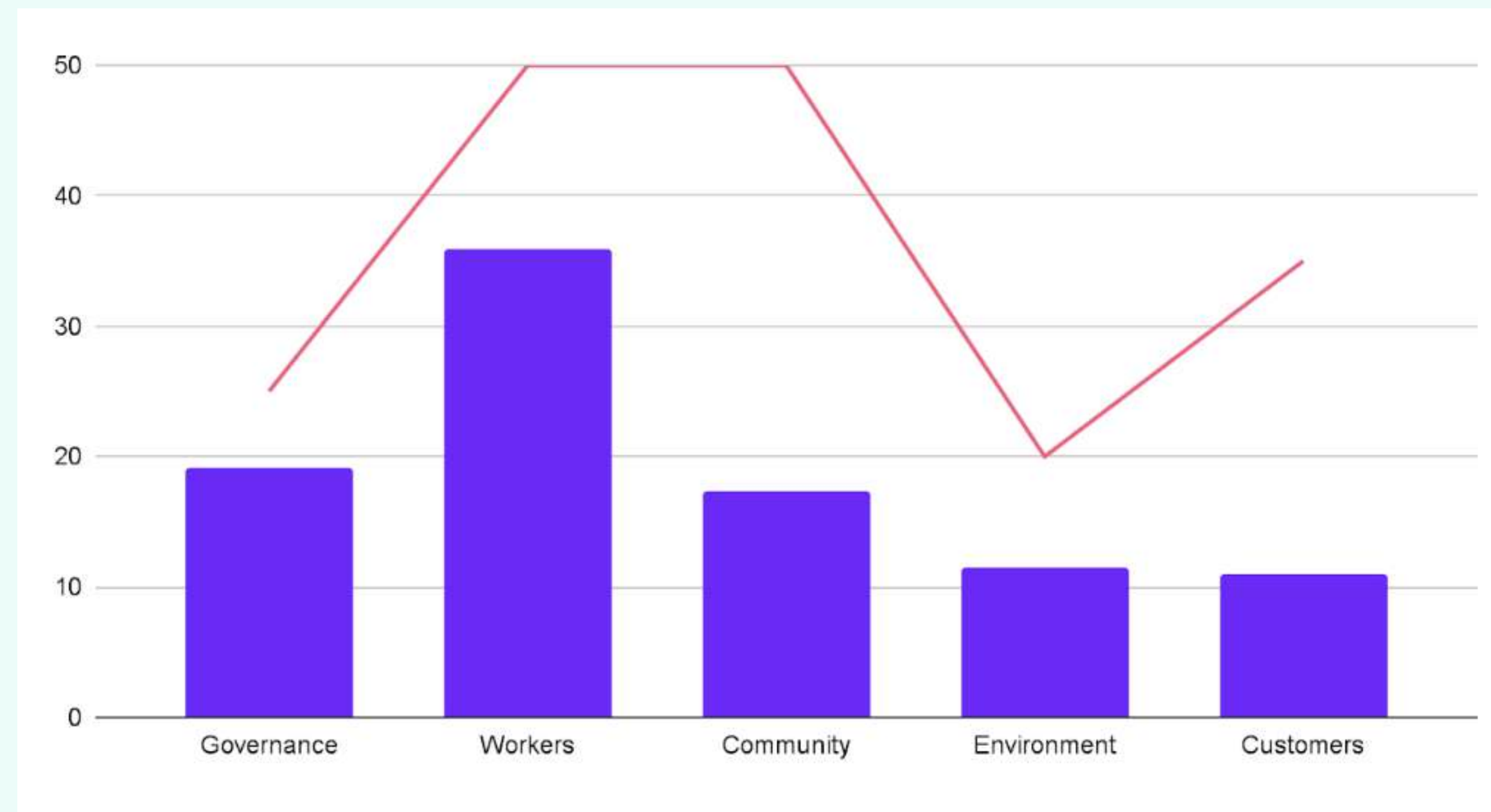
our score — total score available

Discussion

While we are immensely proud of our overall score, the individual categories provide us with some more detailed guidance on where our strengths lie and what we could do better. This graph shows how we performed in each category, as well as the maximum scores available.

As a small organisation, some of the assessment criteria just wasn't relevant to us, and we know that B Lab are currently altering their assessment process to adapt better to a range of organisations.

Lots of the information was genuinely useful, and will guide how we move forwards. Our score for Community, for example, showed that we need to do better in the Diversity, Equity, and Inclusion space. We're aiming to start combatting this through our new *Mentorship Policy*, which this report will explore in more detail.

A CLOSER LOOK AT

sustainability
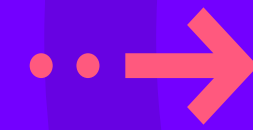
hosting and digital sustainability

Last year, we touched upon how we have moved all of the sites that we host to Google Cloud for carbon neutral hosting. This year, we have increased the emphasis of digital sustainability when we talk with potential clients and existing clients.

We now include a section in all of our proposals and initial discussions on digital sustainability. If nothing else, this raises the awareness for our clients and allows us to then make decisions during a project with sustainability in mind.

We also report on sustainability performance for our existing clients. As part of any reviews and health checks that we complete, we now include and discuss the carbon impact from our clients websites. Not only does this give us targets, it's a way of driving change for our clients from a sustainability point of view.

our emissions

We use Ecologi Zero to measure our emissions. This allows us to track and compare our emissions over the years, with the aim of reducing where we can moving forward.

We'll use this section to present our total emissions for 2023 and break this figure down by scope and industry. These emissions do not include the emissions that results from our websites, as these depend on site traffic and content which are out of our control.

While it's definitely useful to keep an eye on how our emissions change over time, it's important to note that Ecologi has changed the way it measures emissions this year. It's also worth remembering that we're an expanding business, with new employees and bigger office spaces likely affecting our emissions for 2023.

These changes mean that our data might not serve as a like-for-like comparison to last year's, but it's still important to track these figures and see where we might be able to cut down.

Total emissions for 2023
28.6 tCO$_2$e

What makes up our total emissions?

Suppliers	22.9 tCO$_2$e	
Energy	1.66 tCO$_2$e	
Vehicles	0.478 tCO$_2$e	
Home working	3.52 tCO$_2$e	

our scope 1, 2 and 3 emissions

Scopes provide a standardised way of categorising your emissions; breaking them down into your **direct** (Scope 1), **indirect** (Scope 2) and **value chain** (Scope 3) emissions.

● **Scope 1: Direct Emissions**
1.11 tCO$_2$e

● **Scope 2: Indirect Emissions**
0 tCO$_2$e

● **Scope 3: Value Chain Emissions**
27.5 tCO$_2$e

We are a small, serviced based institution so the split between our scopes is to be expected.

0.5%

99.5%
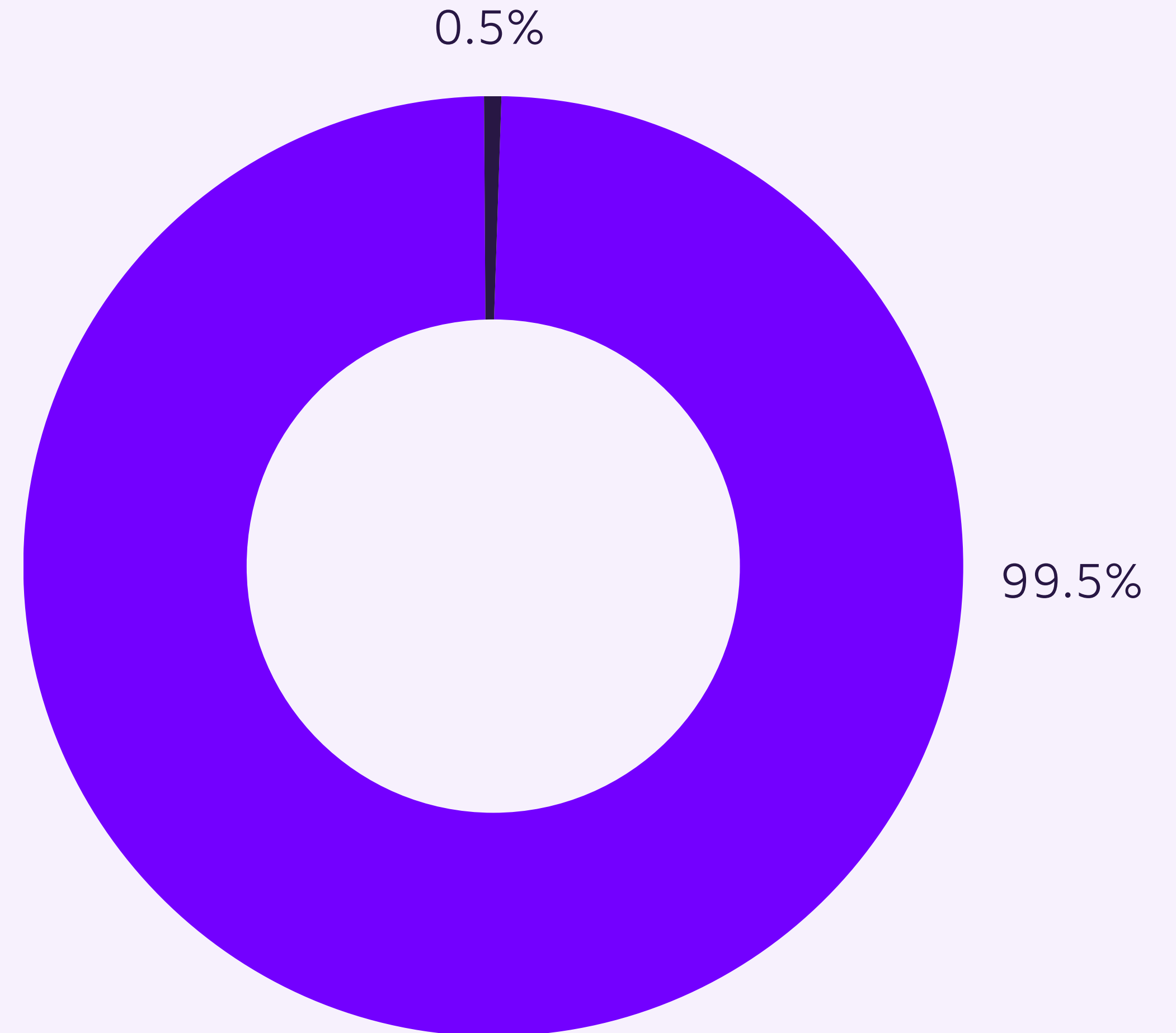
our emissions by sector

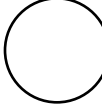|		
🟣	**Food & Hospitality**	7.69 tCO$_2$e
⚪	**Capital Goods**	5.6 tCO$_2$e
⚪	**Land Transport**	3.69 tCO$_2$e
🔴	**Home Working**	3.52 tCO$_2$e
🟢	**Technology & Communications**	2.31 tCO$_2$e
⚫	**Other**	5.78 tCO$_2$e

One of our aims going forward will be finding the right balance between reducing our emissions while still providing our employees with the equipment, environment, and wellbeing tools they need to feel appreciated and happy.

20.2%

26.9%

19.6%

19.6%

12.3%

8.1%
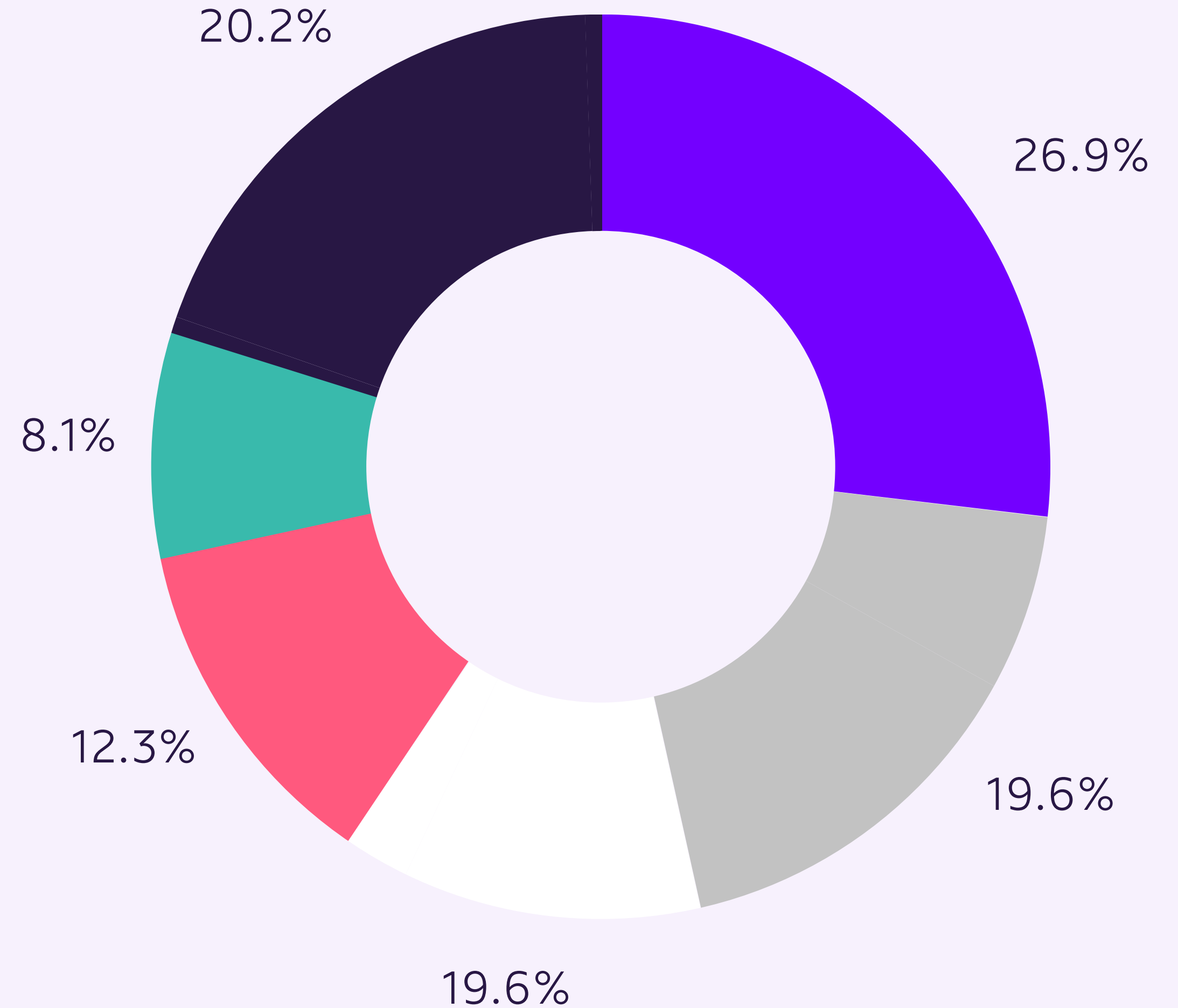
carbon offsetting

We make a monthly contribution to Ecologi, which plants enough trees to more than offset our company's emissions (excluding our website emissions).

Over the last two years we have offset **107.37** tonnes of CO2, and funded the planting of **1,462** trees!

Our aim, however, is still ultimately to reduce the energy we use in the first place. As a small organisation, it's often difficult to find ways to do this in a sustainable, genuine way.

This year we aim to learn more about net zero and want to start creating a roadmap for carbon reduction. The B Corp community is a great place to start for all of this and we've already got some exciting events lined up in March for B Corp month, including a net zero webinar!

100 tonnes of CO_2 sequestered

Ecologi

Total trees funded with Ecologi

1,462 To date, we have funded the planting of this many trees

our websites' emissions

From 2022 to 2023, we decreased the average web page carbon emissions of the sites we built. This figure went from an average of 1.1gCO2 to 0.8gCO2 per homepage, despite the industry average increasing from 0.5 to 0.8.
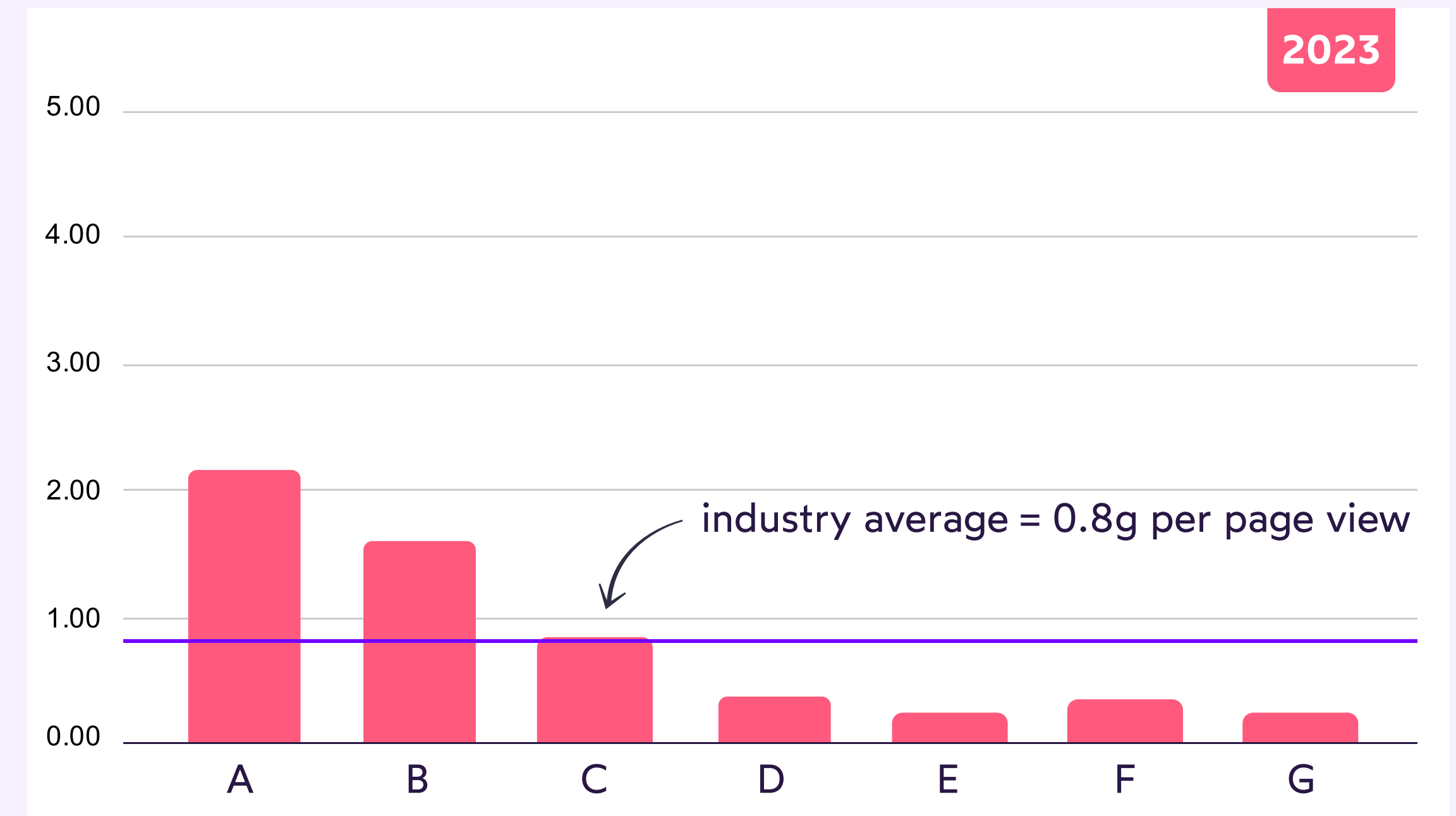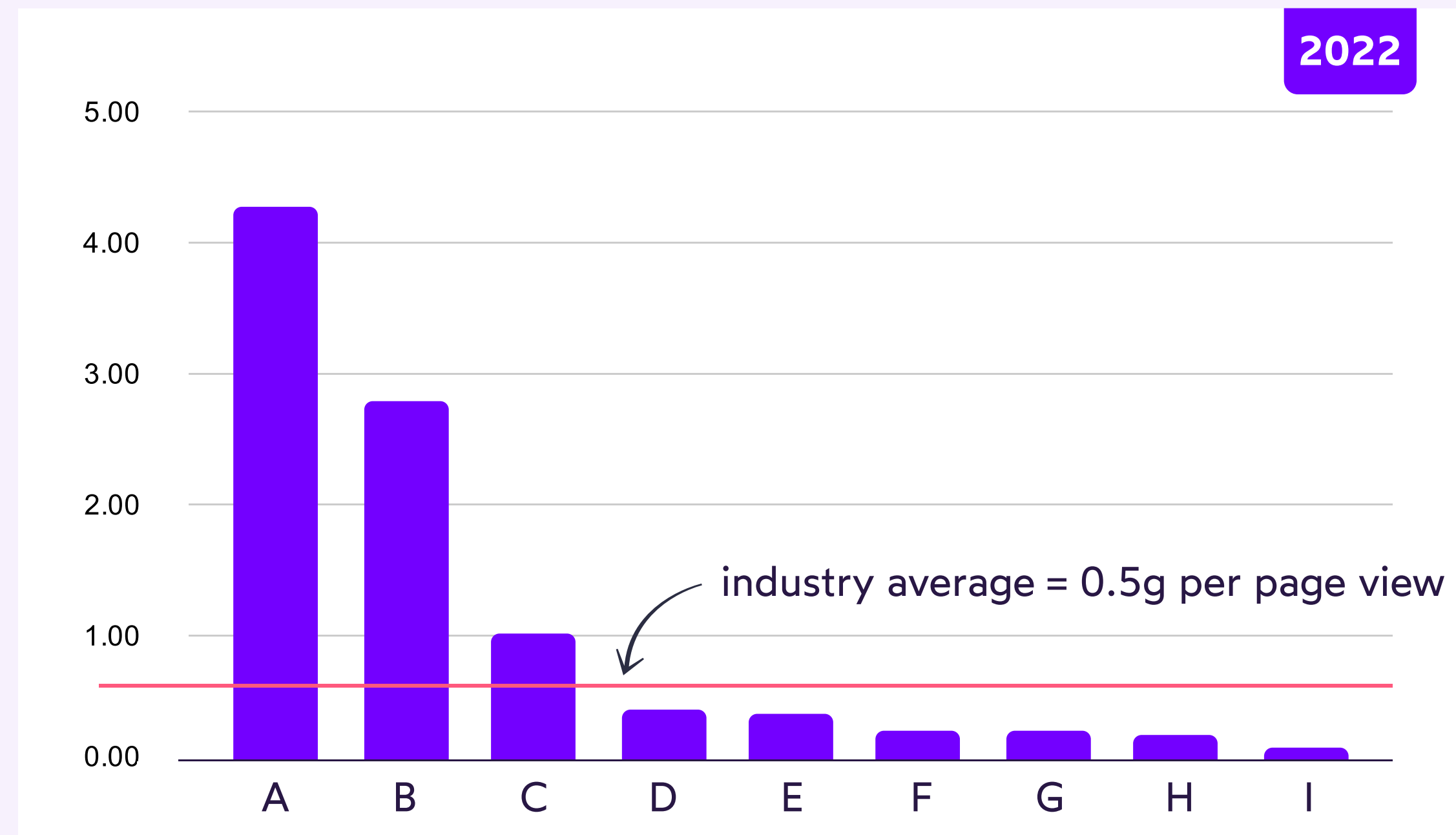
The Homepage is a particularly relevant page to review because most people are likely to visit it, but they are often more carbon heavy than other webpages.

A CLOSER LOOK AT

clients
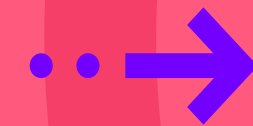
purpose driven clients

In 2023 we did more of the work we love - purposeful digital experiences with clients who are charities, purpose-led, or non-profits. Half of our clients fit these categories in 2023, and we are really keen to carry on improving this figure.

2022

Purpose-led
25.9%

Regular businesses
55.6%

Non-profit
11.1%

Charity
7.4%

2023

Purpose-led
20.8%

Regular businesses
50.1%

Non-profit
8.3%

Charity
20.8%
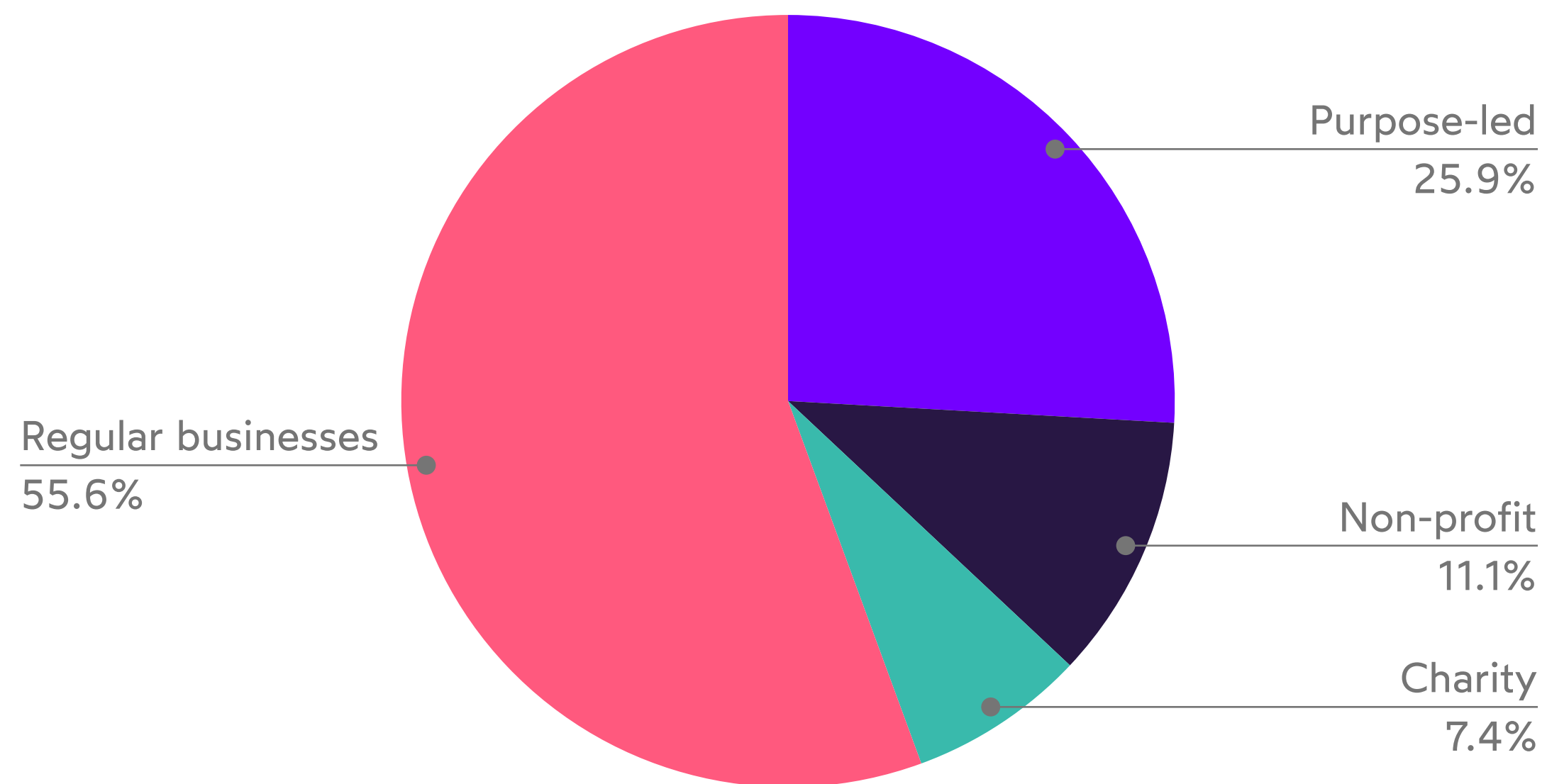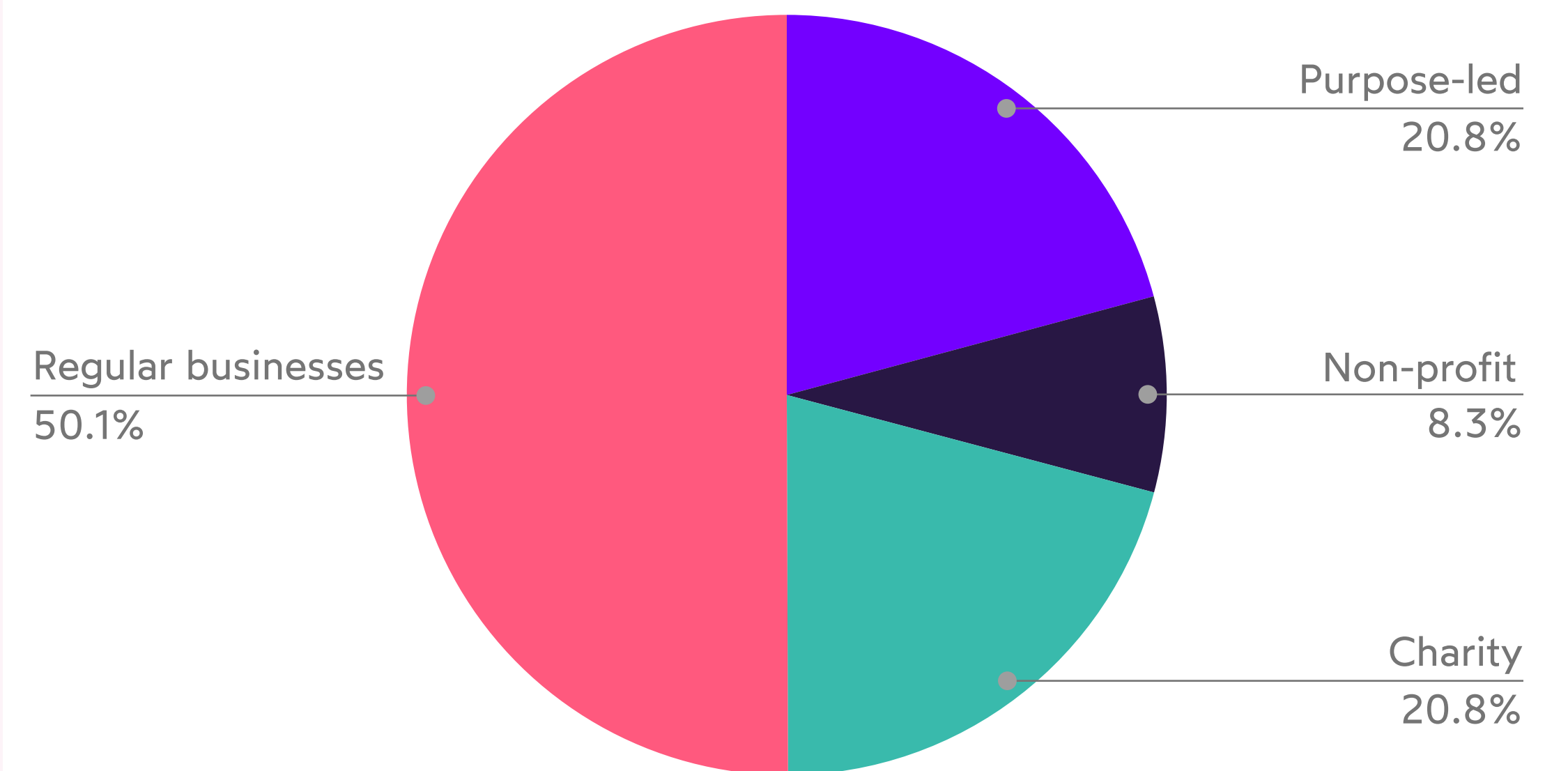
A CLOSER LOOK AT

employees

our employees

Our team means a lot to us, and we try really hard to create a great environment for them.

In 2023 we:

- Introduced **Vitality Health Insurance** for our employees.

- Introduced **volunteering and mentoring policies** (more to come on this!).

- Officially increased our **maternity and paternity leave**.

- Continued to offer a **flexible work schedule**, which means we provide office spaces for our team but also allow for frequent opportunities to work from home.

- Held our annual company **ramble** and **Christmas party** in 2023. These both mean a chance for our whole team to get out of the office together and enjoy an overnight stay, some great food, and various activities.

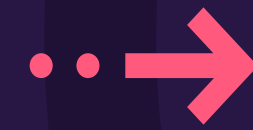- Continued to offer **Flexible Fridays**, where we encourage our employees to step away from their screens at lunchtime on a Friday and only return for anything urgent.

- Closed the office again last year between **Christmas and New Years**, meaning our employees enjoyed an extra 3 days off in addition to their annual leave.

- Formalised our **Employee Handbook**.

- Introduced a **cycle to work scheme**.

staff survey results

We sent out a staff survey in 2023 to find out how our employees feel about our company and whether there's anything we can do better. Here are some of the results:

Results from our 2023 staff survey

100%

- enjoy our company's culture
- feel connected to their coworkers
- feel that their feedback and contributions are valued
- feel that the management is transparent
- are happy at work

Where we can improve

42% felt like someone else in their team takes on more work than them. We aim to combat this through increased knowledge sharing and a more robust support process that distributes tasks equally.

Employee attrition rate

0% The average rate of attrition at Pixel Fridge for 2023 (and forever!) was 0% compared to a UK average of 13.8%.

Employee satisfaction rate

A recent study found that only 78% of workers are happy in their current jobs globally, so we're doing pretty well at Pixel Fridge!

qualitative staff survey

We care a lot about what our employees have to say. Although we performed well above national averages in our annual staff survey, we wanted to give our team a proper chance to tell us how they feel, so we conducted a separate qualitative survey to generate some more in depth feedback. Here are some quotes from that survey!

I'm looking forward to more show-and-tell / teatime chats, especially across teams and locations so we're more connected across offices.

Our team feels like we communicate well and offer to help each other out when needed.

I feel valued, the team always encourage me to voice my ideas.

I think Pixel Fridge has an awesome culture and I love how positive and chill everyone is. I feel like everyone is confident in just being themselves at work and is given enough flexibility to be healthy & happy.

I love spending time with the other office, but realise it's an expensive thing to do so realistically tricky to do more of.

[Pixel Fridge should] continue to win more of the work we want to do.

town hall 2024

As part of our commitment to giving our employees a say in the company's direction, we hold an annual Town Hall meeting.

This is a great opportunity for all of us to get together in one place and review our year as a company. Our 2024 Town Hall took place in London, where we discussed our 2023 performance, reviewed our goals, and set targets for the coming year.

It was also a chance for our design, development, and project management teams to get together separately and reflect on their aims and achievements.

These are always a great way of shaping the year ahead and giving everyone a moment to step back from the day-to-day and think bigger picture.

A CLOSER LOOK AT

community

charitable donations

this was quite a significant jump from last year, given profits also rose!

In 2022, we donated...

0.5% of profits

to charity, non-profit and purpose driven organisations.

In 2023, we increased this to...

0.6% of profits

to charity, non-profit and purpose driven organisations.

Here are some of the lovely organisations our team chose to donate to...

volunteering and mentoring schemes

Volunteering

One of our goals from last year's impact report was to establish a volunteering scheme for our employees.

We want to give people the opportunity to volunteer with charities and organisations that do social or environmental good within our local communities.

As a starting point, we will be introducing **1 day per year** of volunteering time to each employee to spend some time working in a garden, doing some painting at a charity building or helping with any other activities!

Mentoring

Another goal of ours is to allow our staff to embark on any mentoring schemes they feel passionately about.

We're happy for our team to spend some time each week working on these schemes. We particularly encourage any mentoring that might help underrepresented groups get a head start in our industry.

We also aim to track any impact we have with this policy.

LOOKING FORWARD TO

next steps
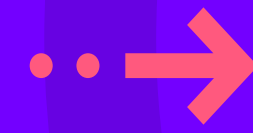
plans for 2024

This is our second Impact Report. As a result, we now have solid grounding to build upon year on year. We're setting ourselves some specific targets for 2024 as well as maintaining some longer-term focusses.

Objectives to put in place during 2024

- Purpose driven client focus: we want to further increase our time spent working with purpose driven clients and 2024 will be a year to focus on this.
- New policies: encourage our employees to make full use of our mentoring and volunteering policies.
- Donation of profits: continue to increase our donation of profits to charity.
- Emissions and carbon impact: continue to monitor and aim to reduce our Scope 1, 2, and 3 emissions.
- Further encourage our clients to take their environmental impact into consideration.

Long-term objectives

- Carbon reduction: ensure average page of all our new websites is less than 0.5g carbon
- Net zero: develop a roadmap for working towards Net Zero (or not, for reasons we'll cover!).

Thank you for reading