# Wild Dog
# Impact Report
## Year 01

**Published August 2023**

wilddogdesign.co.uk

Certified B Corporation™

# Wild Dog is a unique creative animal

An independent B Corp design agency with a passion for beautiful and effective design, from branding, print collateral, through to sophisticated digital development projects.

For over twenty-six years we have worked in a number of sectors, with particular emphasis and focus in both the sustainability and specialist travel markets.

Within our studio beats the heart of a hungry and passionate team of creative, smart, tech savvy, fun professionals ready to help our clients realise their project objectives.

## Creative / Technology / Strategy

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WILDDOG

# A word from the founder

First I am so proud to be submitting Wild Dog's first B Corp Impact Report; it seems hardly credible that a year has already passed since we received notice that we had been accredited.

That thrill of becoming a B Corp is as fresh and intense today as it was a year ago; and of course it is all down to the wonderful people at Wild Dog, our clients, our community and to the B Corp members who have made us feel so welcome. My thanks to each and every one.

Nonetheless I feel it is important to acknowledge that although it may have only been a year, but what a year of challenges it has been for society and the planet.

The post-pandemic emergence and recovery for many companies has not been straightforward; there has been exceptional political turbulence everywhere (not least in my own country with three Prime Ministers in one year); a tragic, heart-breaking war in Ukraine; the cost of living and the energy crisis; and of course a climate crisis that continues to unfold and which has the potential to overshadow and consume any other problem we are facing.

As individuals it is hard to see how we can make things better; but collectively we know we are capable of incredible things.

Wild Dog was born in 1996 out of a desire to design for clients who were passionate about their product or service; and we still feel the same way today. What has changed over the years however, even though there is still nothing we love more than to design, create and build for our clients, is that the world now expects more from us as an agency and as individuals.

We need and want to take responsibility for who we are and what we do. We need to be considerate as well as creative.

We believe that everyone's got something of a Wild Dog inside them. Something independent-spirited. Something adventurous. Something that makes them want to stand out and do things differently; with a drive and heartfelt belief in the right way of doing things.

That is why we are so proud to be part of B Corp. Daily we see more and more companies and teams, just like ours stepping up and saying we are going to try and do the right thing the right way.

At Wild Dog we are not perfect by a long shot, and we have much to do. However I hope this Impact Report will give you some sense of who we are, what drives us and who we are aiming to be.

**Michael C Hughes**

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# Our journey to certification

Wild Dog Design was founded in 1996 to create beautiful designs for the travel industry and beyond. Over the last 27 years we've evolved to become an agency that lives and breathes creativity, technology and strategy.

We have been a local employer within the Brighton & Hove region for over 21 years offering permanent and stable employment whilst allowing our employees to be the creative free spirits that they are. We're proud that our team chooses to be part of Wild Dog. They are the lifeblood of our business.

We decided to aim for B-Corp certification in 2020. We wanted to show our commitment to our employees, clients and our planet and we want to give back and be 100% accountable for the impact our business creates. 2020 seemed the right time to focus on becoming B Corp as the pandemic highlighted what is really important in life.

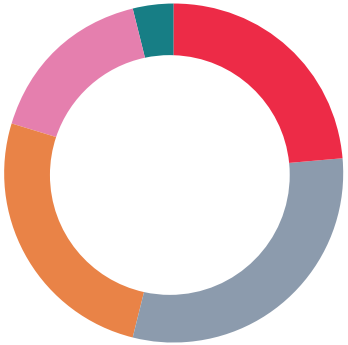
It took us 18 months from deciding to go for it to proudly achieving our B-Corp certification. The assessment was challenging and no stone was left unturned. We wanted to ensure we were the best we could be at that given moment. We felt privileged that we were in a position to give the process time but we know we're not completely perfect, although we're certainly aiming to be.

This is our first report as we became certified in 2022. We'll share our progress so far and our aims and vision for the coming months and years.

> We're committed to improving, growing and learning.

# Impact assessment 2022

Our current 2022 overall B Impact score **92.6**



Governance
**22**

Workers
**27.9**

Community
**23.8**

Environment
**15.3**

Customers
**3.4**

We are very proud of our initial first year score. However, in 2025 when we recertify, we hope to improve our impact score and get nearer to, if not reach, the magic

**100**

IMPACT AREA:

# Governance

## What we said we would do

We will consistently incorporate social and environmental impact into our decision-making because we consider it important to the success and profitability of our business.

When we were still on the B Corp application journey stage, we had taken the decision that no matter if we were successful or not, we would weave Charity into our company structure and *modus operandi.*

We pledged to donate 1% of all of our sales value (minus Government taxes) to Charity;

we involved the staff in identifying and selecting three charities to support (a social, a wildlife and an environmental one were selected) and to involve our clients in deciding which causes to support.

## What we did do

We continue to incorporate social and environmental in our decision process.

With the Charity 1% now part of our corporate DNA, we have begun to involve the staff with updates and feedback from the charities as to what the money has been used for (where supplied).

> We pledged 1% of all of our sales value to Charity

## Goals for the next 12 months

- Charity - We now need to improve and publish our communication with both staff and clients regarding where and what their charitable contribution has gone towards. We need to learn to celebrate and make more noise about our contribution.
- In the coming year to set the staff to review and reassign which three charities we will support over the next three years.
- We will look to review and sign up to the 'Better Business Act' whereby we promise to support the principles of the BBA **(https://betterbusinessact.org).**
- Develop a more formal mission/vision piece that is owned and shared by all the staff.
- Establish and conduct an ethics-focused risk assessment of our company and company activity.
- To improve company transparency.
- Aim to embed B Corp into company culture and integrate into our recruitment and on boarding process.
- Develop an ethical supplier check list and survey.
- With the advent and rapid growth of AI, we intend to research, review and potentially develop and/or adopt a responsible code of practice such as the World Ethical Data Foundation: **https://openletter.worldethicaldata.org/en/openletter/**

IMPACT AREA:

# Workers

## What we said we would do

All of our team will be paid above and beyond the living wage.

All of our team will be paid an annual bonus. When the agency does well, so do all our employees.

Continue our Cycle to Work Scheme in place (and encourage environmental methods of getting to and from work).

## What we did do

We have reviewed our annual leave policy to be more generous to our team to thank them for their support. Holiday days will be increased with each year an employee stays with us capped at an extra 4 days per year. This increase in leave starts after 3 years service.

We offer a hybrid working pattern to all.

> All of our team will be paid above and beyond the living wage

## Goals for the next 12 months

- We aim to improve upon and make a regular part of internal communication to run 'Staff consultation and employee satisfaction' surveys. We need to widen the scope beyond the importance of wellbeing (which was very much the theme of the pandemic period), and now widen this out to cover other areas such as training and career development.
- We aim to become an accredited living wage employer to highlight our commitment to all our employees **(https://www.livingwage.org.uk)**.
- We aim to revisit and improve upon our DEI (EDI) policies, communications and how we embed it further into any company recruitment process. We aim to pay particular attention to those areas we have previously not addressed fully (eg the neurodiversity and post 50+ years age groups).
- Review and improve the Staff Appraisals process; to cover additionally courses and personal skills development.
- Volunteering - To review and create a more formal, paid for volunteering advocacy within the company; and encourage staff to participate. Historically it has been left to staff to enquire on an *ad hoc* basis.

IMPACT AREA:

# Community

## What we said we would do

As part of our 1% commitment to charity, we aim for one of the three charities to be a local social issue.
We have presently adopted Knight Support **(https://knightsupport.org.uk)** - a local charity helping rough sleepers and the homeless to get back on their feet.

We aim to improve upon our ethnic minority staff recruitment.

## What we did do

We continue to adopt and support our local homeless charity Knight support.

We have increased our workforce with members from an ethnic minority from 0% up to 18%.

## Goals for the next 12 months

- Continue to support a charity (one of three) that is focused on social issues and is local to our geographic community.
- Identify potential community action/involvement (beyond local homeless charity already supported).
- Aim to increase our DEI workforce further; and explore offering online training to staff.

IMPACT AREA:

# Customers

## What we said we would do

We will be selective about what industries and trades we will work for as an agency.

We will actively involve our clients in choosing which charity they would like their project to be associated with from our selected three.

## What we did do

Continue to work with businesses to share the same ethos as us.

Our clients choose which of our three charities that they get to support.

As an agency we have launched our new Canvas SaaS product **(https://wilddogcanvas.com)** for the Travel & Events industry. This will potentially increase the range and scope of our historical client base; and thereby our customer relationship and communication channels may need to adapt to accommodate.

## Goals for the next 12 months

- Regularly inform our clients about any charity updates and projects that we have helped support with a quarterly e-news mailing and blog stories.
- Continue to ensure that the Canvas product development evolves whilst staying committed and true to our B Corp ethos.

IMPACT AREA:

# Environment

We have been actively involved in environmental issues long before we applied to become a member of B Corp; and we have been endeavouring to measure, mitigate and report on our CO2e emissions since 2019.

We always knew that this year, having emerged from the Covid pandemic would be a tough year for us to reduce our emissions. Although our commitment remains total, we have also been more active commercially attending events, (eg our train travel to meetings has risen from 4,227km to 13,418km) we have grown in staff numbers and adopting better, more accurate WFH CO2e measurements (which historically never existed pre-pandemic).

This means that when we come to finalise our annual figures we know our figures will have risen. So we will simply have to work even harder still to mitigate to reach our net zero objective, which is an unwavering aim.

## What we said we would do

Measure, report and reduce our CO2e emissions.

Wild Dog was proud to become a signatory and launch partner of the COP 26 Glasgow Declaration on Climate Action in Tourism and we will continue to honour our signed commitment to the Glasgow declaration including drafting our first Climate Plan.

Our founder and MD, Michael C Hughes is an active member of the AITO Climate Crisis Think Tank committee **(https://www.aitoclimatecrisis.com/).**

## What we did do

We created and published our first annual Climate Plan in October'22.

As part of our 1% charitable donation we donated to Surfers Against Sewage which is a marine conservation charity working with communities to protect oceans, waves, beaches and marine life.

For the carbon that we could not reduce, we offset with a gold standard programme run by Ecologi.

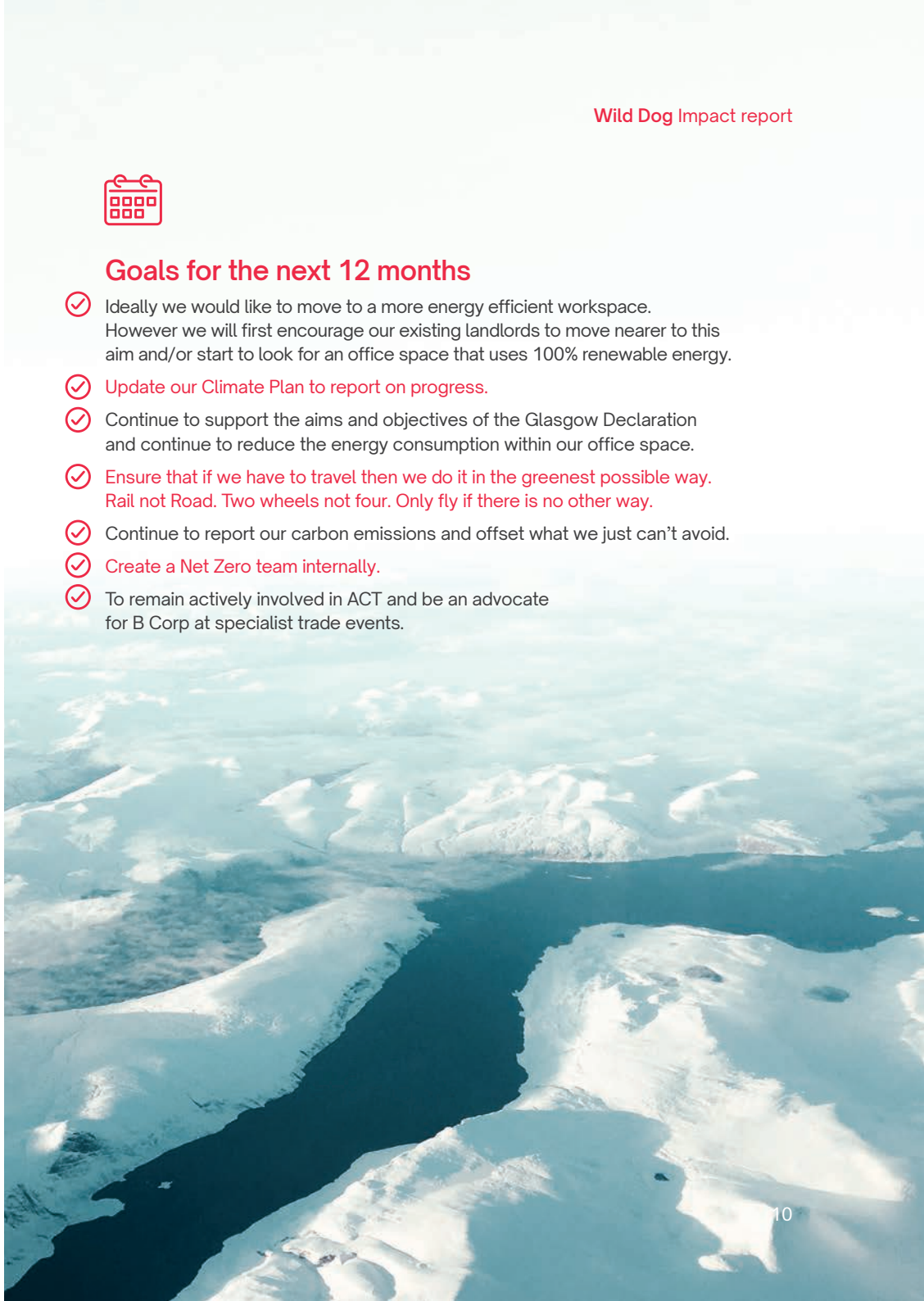
A member of our team worked hard to ensure a green space in our local community wasn't developed and paved over.

Michael C Hughes continues to be an active member of the ACT committee.

Advocacy for the B Corp within the specialist travel section. Wild Dog has spoken on the B Corp movement at a number of both national trade and overseas events throughout the year; and also a written article for AITO's sustainability newsletter distributed to their full membership.

## Goals for the next 12 months

- Ideally we would like to move to a more energy efficient workspace. However we will first encourage our existing landlords to move nearer to this aim and/or start to look for an office space that uses 100% renewable energy.
- Update our Climate Plan to report on progress.
- Continue to support the aims and objectives of the Glasgow Declaration and continue to reduce the energy consumption within our office space.
- Ensure that if we have to travel then we do it in the greenest possible way. Rail not Road. Two wheels not four. Only fly if there is no other way.
- Continue to report our carbon emissions and offset what we just can't avoid.
- Create a Net Zero team internally.
- To remain actively involved in ACT and be an advocate for B Corp at specialist trade events.



# Charity

In the Spring of 2021, as we emerged from the pandemic we took the decision that at Wild Dog we needed to be bold and we needed to be kind; and we needed to make this a permanent part of our culture and not be solely reactive to an immediate global crisis. We therefore decided to donate 1% of our sales value (minus VAT and Government taxes of course) to Charity.

First we involved the staff in selecting and choosing which charities to consider, and collectively agreed that it should be a total of three.

As we also planned to involve our clients in selecting which project they would like their work to associated with, we decided the three charitable themes would be focussed around social, wildlife and environmental issues.

## Our present three charities are:

### Knight Support

**Homeless Charity**

Life on the streets can be lonely and frightening. Knight Support is a Charity based in Brighton and Hove devoted to helping Rough Sleepers and our Homeless, through the provision of support, advocacy, clothing and self-care items.

### Four Paws

**Animal Welfare Worldwide**

FOUR PAWS is the global animal welfare organisation for animals under direct human influence, which reveals suffering, rescues animals in need and protects them. Their vision is a world where humans treat animals with respect, empathy and understanding.

### Surfers Against Sewage

**Environment, Conservation & Climate Charity**

The Surfers Against Sewage is a community dedicated to the protection of oceans, waves, beaches and wildlife. A national marine conservation and campaigning charity that inspires, unites and empowers communities to take action to protect oceans, beaches, waves and wildlife.

# B Corp advocacy

As with most things in life, one can never devote as much time and energy as you might like into any given idea.

Nonetheless we made a commitment to ourselves that if we were successful in qualifying to join B Corp, then we would weave it into our company culture. And in addition we would try to engage with and be an advocate for B Corp wherever and whenever we can.

Due to geography,  there has been limited opportunity to attend any realtime B Corp events. However we are hoping that will change as there are an increasing number of B Corp organsations in our area.

In addition we are regular attenders at the Quarterly Ambassador calls, and have applied to join two specialist B Corp groups.

In addition to being involved within the B Corp community, we have additionally been advocats for the organisation within our own area of business interests within the specialist travel section.

Over the last 12 months Wild Dog has been asked to speak on the B Corp movement at a number of both national and overseas trade events throughout the year; and also provided a written article for AITO's sustainability newsletter distributed to their full membership.

We look forward to continue engaging, learning and having fun with the B Corp community over the coming year.

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Travel by B Corp

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Michael on the stage introducing B Corp to adventure travel specialists at the Adventure Travel Network conference; along with Intrepid Travel, Pura Aventura and B Corp.

Tom and Michael from Wild Dog at the launch of the 'Travel by B Corp' collective. Wild Dog designed the new brand.

# More information:

Learn more about Wild Dog's environmental and social approach at
https://wilddogdesign.co.uk/we-care

Michael C Hughes

Managing Director
Wild Dog Design

August 2023

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canvas

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Our Partners:

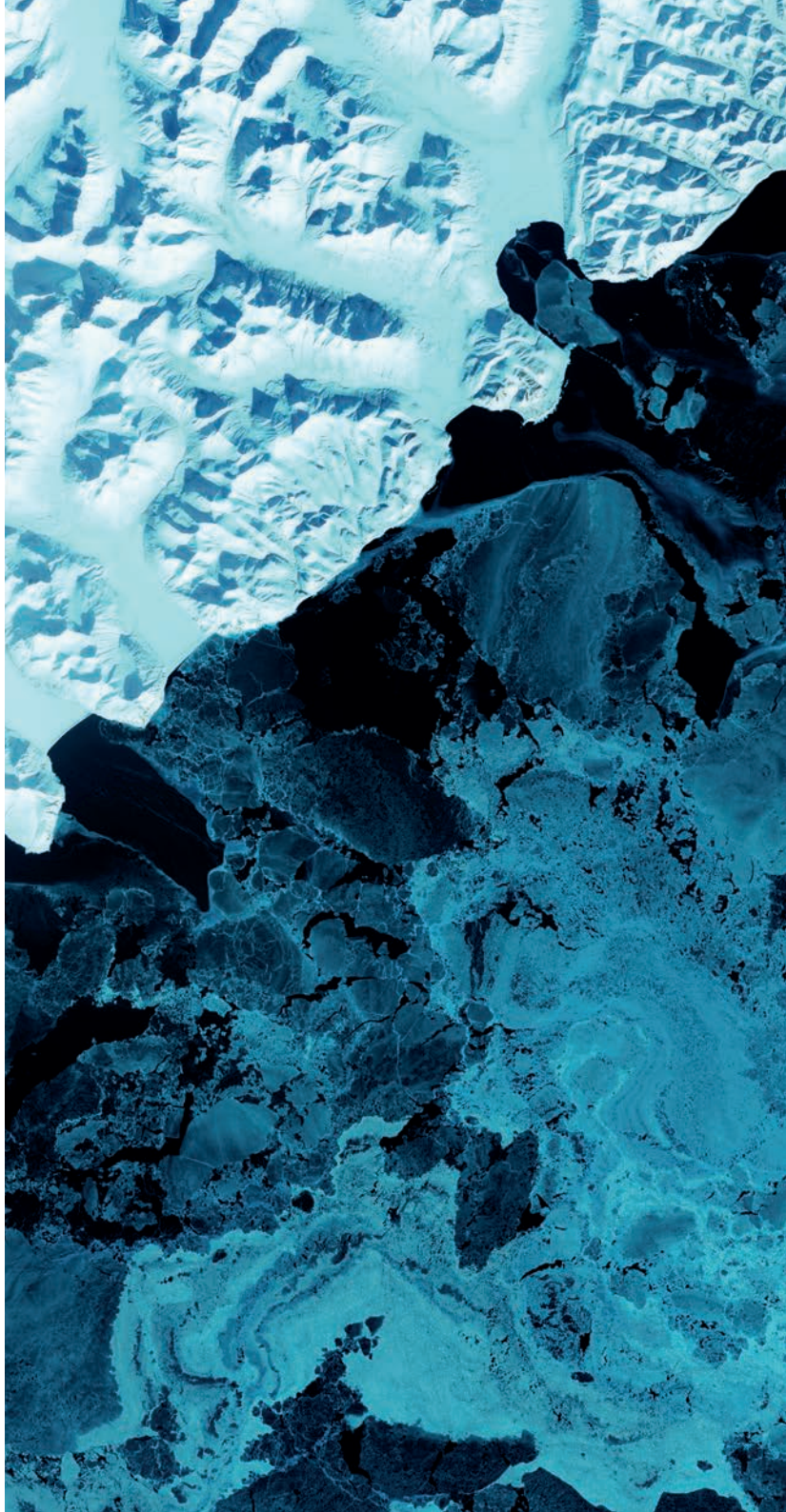
Glasgow Declaration
Climate Action in Tourism

TOURISM DECLARES
CLIMATE EMERGENCY

TERRA CARTA

ACT AITO Climate Crisis Think Tank





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# thank you

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