

Pixelated Eggs Annual Impact Report 2023-24

Certified



Corporation

pixeledeggs



READY, STEADY, GO!

We're now 2 years into our B Corp journey and we're proud to be part of this growing community of over 2,000 UK change-making businesses.

We have had a busy and exciting 12 months since our last impact report, having moved into our new office in the beautiful town of Windsor and grown our list of purpose-driven clients which now includes other Certified B Corp organisations.

We continue to review and strengthen our business practices and consider our impact on people and the planet at every step as we work with a genuine intention of contributing to a better world. We're looking forward to our 3rd year as a B Corp agency and to recertifying in 2025.

We hope you enjoy reading this report and finding out about the improvements we have made and the challenges we're working on.

Sepas Seraj - Founder and CEO - sepas@pixeledeggs.com



Sepas Seraj
Founder



**We're Pixeled Eggs,
we do purpose-driven digital.**

WHAT WE DO

**The world needs to know
about purpose-driven organisations.
Who they are, what they do
and why it matters.**

WHAT WE DO

By designing smart, modern websites at the heart of purpose-driven organisations, we give every good cause its digital edge.

Every shape of purpose

We partner with charities fighting disease and poverty, organisations delivering lasting positive change, for-profits helping us to live in climate-positive ways, and more.

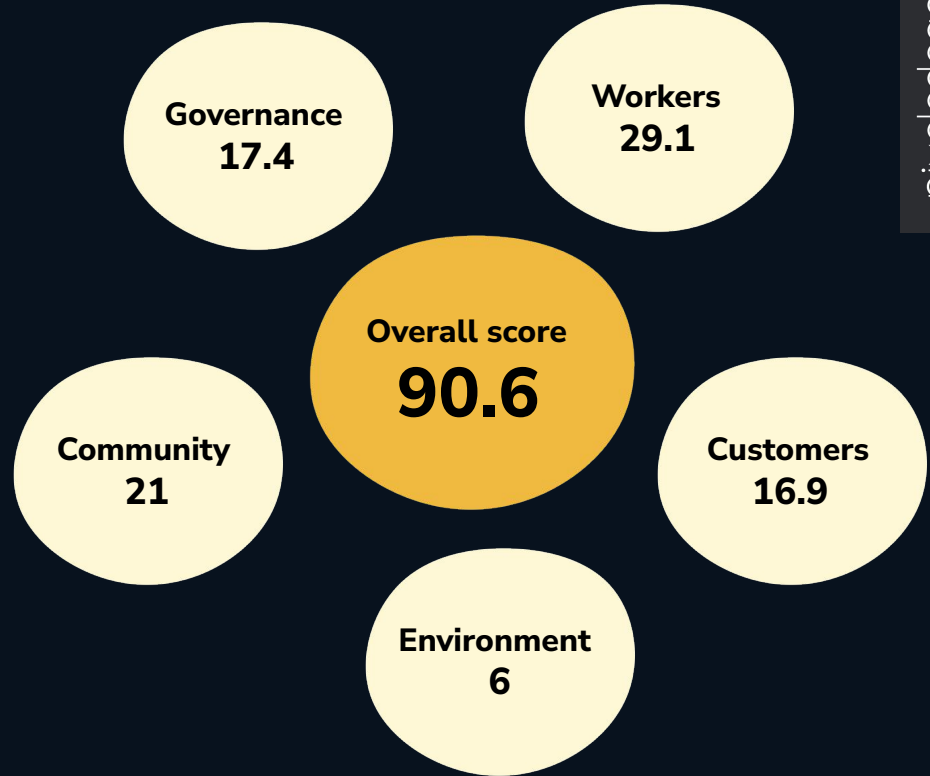


OUR VALUES

**Good People + Good Work =
Better World**

OUR VERIFIED SCORE

We're very proud to be B Corp Certified and as we approach our 3rd year of certification, we're continuously working on improving all areas of our work. We're aiming for a score of at least **95** when we recertify in 2025.



2023-24 Highlights

HIGHLIGHTS

Introducing “Community Engagement Time” policy.

As part of our commitment to making a positive impact on our communities and the environment, we introduced the Community Engagement Time policy, designed to encourage and support our employees in actively participating in volunteer activities and community service.

Our employees are now entitled to one day of paid time off to engage in community engagement activities, allowing everyone to contribute their time and skills towards causes that resonate with each individual.

We have collectively spent 44 hours volunteering on community engagement activities since the introduction of the policy.



Our Impact
2023 - 2024
Volunteering Days



HIGHLIGHTS

Supporting universities and communities.

We supported a number of university activities and challenges including:

November 2023 #Uxathon23: Our creative team including, Kris Samyui-Adams, Emily Franzini, and Dabin Han mentored students from Loughborough University and Loughborough School of Design and Creative Arts alongside Deloitte Digital in the annual UX challenge. Over the course of 5 days the team supported the ideation of innovative and creative solutions and helped bring the students visions to life.

February 2024 university talk. Our Creative Director Kris gave a presentation on Ethical Design and UX at Loughborough University.

May 2024 University workshop: Our creative team designed and hosted a workshop with 30 students, bringing to life the importance of storytelling within the discipline of UX and Design.



A fun hands-on session, that was fun to interact with. It was very helpful to get some direct feedback



This is very helpful! Got a taste of what the real world's like. 😊

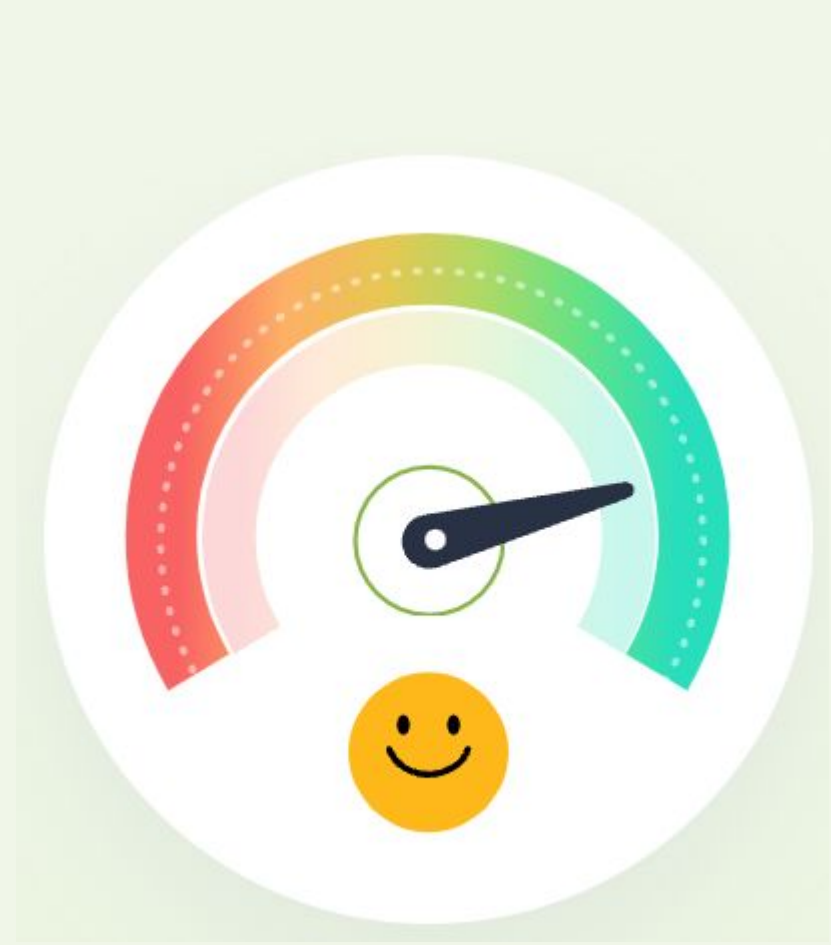
HIGHLIGHTS

We have changed our bank.

As a climate-conscious organisation, we have decided to move our money to a bank which doesn't invest in projects that harm our planet.

We had been banking with the same organisation since the start of the company and despite a number of operational challenges, we have now moved to a bank which does not lend to fossil fuel companies.

We used the bank.green website to choose our new bank.



HIGHLIGHTS

We are now a member of the the Better Business Act.

The Act proposes legislation, reflected in an amended Section 172 of the Companies Act, to make it the default law for companies to align the long-term interests of people, planet and profit:

As part of the coalition we're aiming for a cleaner, greener, fairer future for all.

better business
act

HIGHLIGHTS

We have signed up to Marketing Declares and Clean Creatives.

Marketing Declares aim to inspire marketers across brands, sectors, agencies, consultancies and individuals, at all levels of seniority, to all take up their power and influence our industry to be better.

Clean Creatives is a movement of organisations pledging not to work for fossil fuels polluters to show commitment to a sustainable future for the creative industry.



HIGHLIGHTS

Charity Digital Skills Report 2024 partners.

We're proud to be a partner of the Charity Digital Skills Report 2024.

Founded in 2017 by Zoe Amar, it has since become the annual barometer of charities' digital skills, attitudes and behaviours.

It provides data and analysis on critical success factors for digital transformation, including leadership, funding, governance, and strategy.

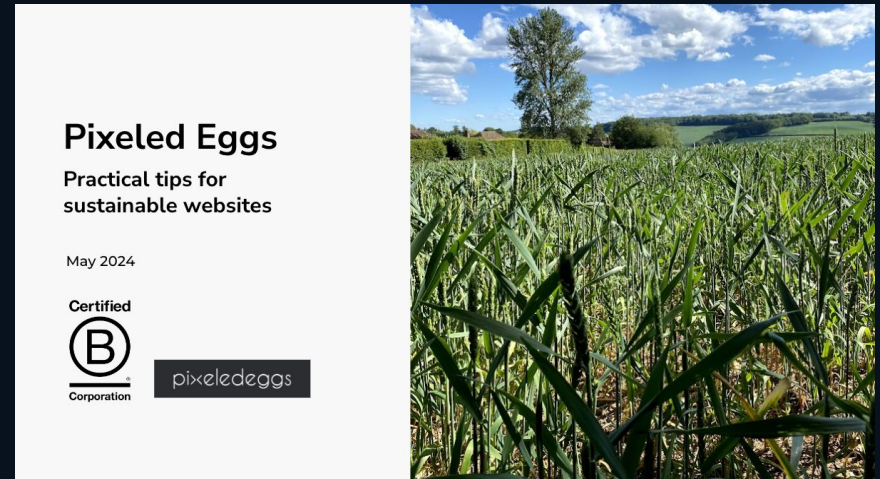
[Download the Charity Digital Skills Report](#)



HIGHLIGHTS

We continue to champion digital sustainability.

We have produced a practical guide for website sustainability and we continue to raise awareness of this issue with our clients and with people in our industry through hosting lunch and learn sessions and appearing on marketing podcasts (including Can Marketing Save the Planet).



HIGHLIGHTS

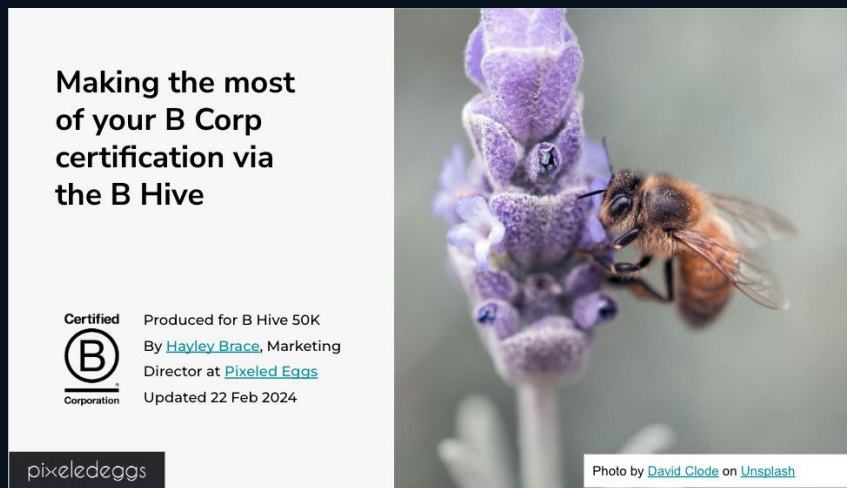
We won the B Lab UK, #BHIVE50k challenge.

To celebrate and contribute to #BHIVE50K, in February 2024 we were the UK entries' top post (over 350 views, 50 comments and 55 likes on the B Hive).

Our guide aims to encourage, inspire and provide quick access links and tips on how to make the most of the B Hive community space.

Useful for New B's and existing B Hive users, the guide is regularly updated.

[Access the B Hive guide](#)



IMPACT AREA

Governance

What we said we would do

We wanted to review the job descriptions for our staff and management team to explicitly incorporate social and environmental performance.

What we did

We have reviewed and developed our Environmental and Sustainability Policy which now forms part of the Pixeled Eggs handbooks and sets our commitment to protecting the environment by being a more sustainable business and making choices where possible that make a positive difference. This has been shared with all our staff and is highlighted to all new staff alongside our other policies.

Our goals for the next 12 months

We are still planning to update the job descriptions for our staff and management team to explicitly incorporate social and environmental performance. This has been delayed due to us moving to a new office and having to review our staff's ways of working. This will now be done as part of a wider review of job descriptions. We are also going to review our management of material social and environmental issues and document impact metrics for the products that we develop.

IMPACT AREA

Workers

What we said we would do

We wanted to review the feasibility of changing our structure to include some level of employee ownership as well as reviewing all the benefits we provide to make sure we providing the maximum amount of benefits that's within the company's means.

What we did

We have carried out initial research into the feasibility of changing our structure and spoken to a number of legal specialists to assist us. Although the timing isn't quite right for us at the moment, this is something we plan to review on a regular basis with the aim of the company eventually becoming employee owned.

We have introduced an Enhanced Maternity Pay policy for our employees.

We have also conducted Coaching Skills training for our leadership team to improve our approach to staff management and development.

Our goals for the next 12 months

We are looking at the possibility of moving our default pension scheme to an ethical fund.

IMPACT AREA

Community

What we said we would do

We wanted to review our banking services and ensure that we don't bank with an organisation that invests in fossil fuel. We also wanted to look into introducing group or individual volunteering days for our staff and officially recording our volunteering activities.

What we did

We have now moved our main banking operations, moving to a bank which doesn't invest in fossil fuels (using the bank.green website) and we have almost completed the transition of our banking services. We have also introduced the community engagement time policy and our team have already completed 44 hours of individual and group volunteering.

Our goals for the next 12 months

Having relocated our office to Windsor, we are reviewing and implementing policies for local purchasing and hiring.

IMPACT AREA

Environment

What we said we would do

Since our initial assessment, a number of things have changed in the way that we work, brought about as a result of the Covid pandemic. We have now relocated our studio to be outside of London (Windsor) and we've adopted a hybrid model of working. We wanted to introduce robust environmental and sustainability policies to ensure we continue to consider our environmental impact in all aspects of our work.

What we did

We have reviewed and updated our environmental and sustainability policies to include travel, consumption of resources and our own products and services. We have also selected a cleaning company that only uses environmentally friendly products to clean our office.

Our goals for the next 12 months

Unfortunately we no longer control some aspects of our business, from energy supplier to waste collection. We are going to discuss this with our neighbours and our landlord to try and improve the way our office is managed.

IMPACT AREA

Customers

What we said we would do

We wanted to continue with our focus on working with organisations across all sectors whose values are to benefit and protect people and planet and are at their core a business for good.

What we did

We have concentrated our marketing and outreach efforts in reaching the types of customers that match our values including charities, for profits that help us to live in climate-positive ways other B Corp companies.

Our goals for the next 12 months

As part of our continued commitment to providing our customers with value for money, we are focusing our work on the outcomes and impact that they provide for our clients and their audiences. We know that the websites we develop already have a longer lifespan than the industry average and we're working across all disciplines within our business to improve the long term impact of our products and services.

Thank you

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