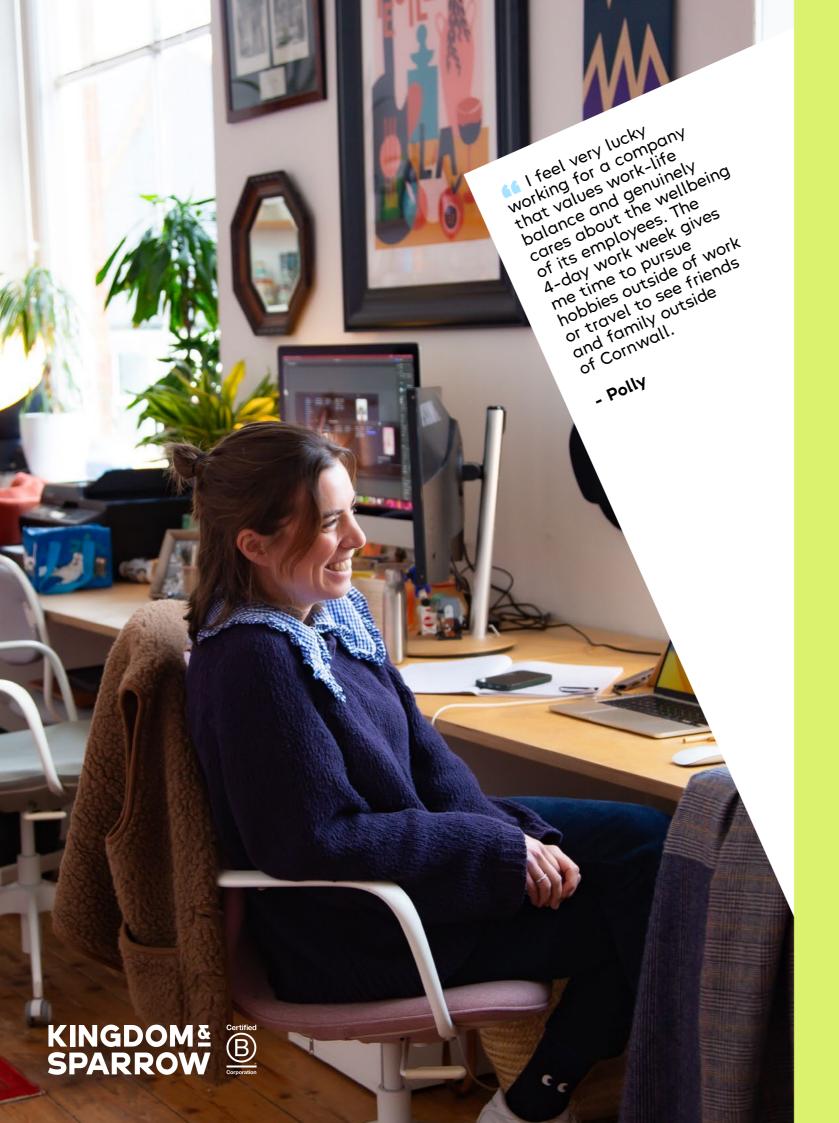


CRAFT IMPACTA



CHAMPIONING CREATIVE WELLBEING



PEOPLE

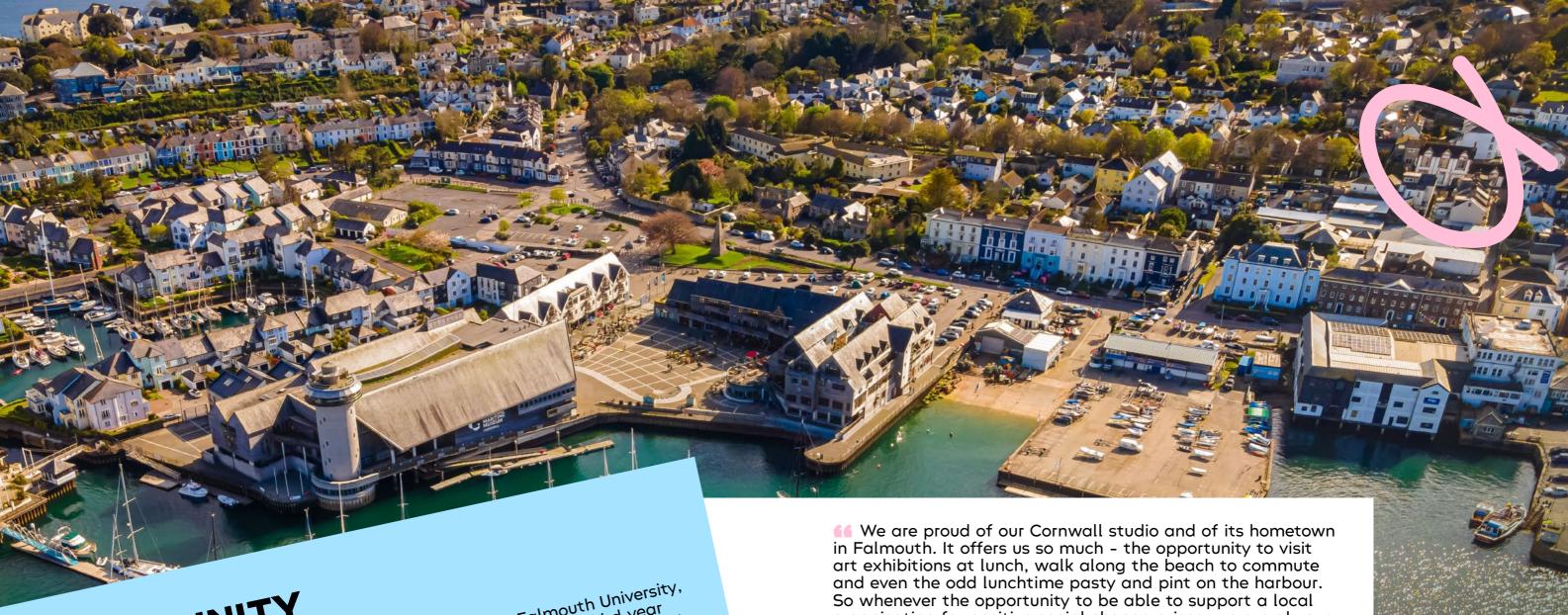
Until now, we have had a gender pay gap, particularly impacting on women in positions of leadership. This year we became 50% female owned and eradicated the gender pay gap across all roles in the business.

We provided training for staff to become Mental Health First Aiders.

As part of our dedication to work-life balance, **we introduced a 4 day work week**, building on our previous 4.5 day week, and allowing the team more time for the things that matter outside of work.

Thanks to the team's effective, purposeful work, we won 13 World Brand Design Society awards and maintained our Global Agency Ranking as 3rd in the world.

THE GENDER PAY GAP ACROSS ALL ROLES IN THE BUSINESS.



COMMUNITY

In 2023 we continued our support of local craftspeople by working with local maker, EOT Ceramics, on our Christmas staff gift commission. It was important, as always, for the product and the making of it to be sustainable, and with kiln firings fuelled by solar power, and use of recycled clay, this year's gifts are

We dedicated 105 hours of pro-bono just that. work to Young People Cornwall, a charity which supports people aged 8-25 in our local community, providing the charity With a new brand and better tools to showcase their incredible work.

We worked with Falmouth University, providing a live brief for third year Graphic Design students. In the lead up to this project we provided crit opportunities and portfolio reviews for students engaged with the brief, with access to our Creative Director and Senior Designer.

We hosted work experience students at further and higher education levels, and provided a paid internship.

A senior staff member was given paid leave to coach up-and-coming designers at a summer bootcamp, hosted by Falmouth University.

organisation for positive social change arises, we are always delighted to get stuck in. Being able to see our work having a positive impact on the lives of people who share our lifestyle and values is incredibly rewarding and enriches our connection to where we work.

- Liam

OF PRO-BONO WORK.

PLANET

We contributed to the Sustainability Action Plan for the Cornwall and IoS Creative and Cultural Sector. Two of our team attended the inspiring SWARM event.

As promised, we switched to 100% eco-friendly cleaning products. We continue to use 100% renewable energy, including that used to host our servers.

We welcomed our friends, fellow B-Corp and creative geniuses, Bull & Wolf to share our amazing building. We have reduced our physical footprint by approximately two thirds and have reduced our energy consumption as a result of this.

WE HAVE REDUCED OUR PHYSICAL FOOTPRINT BY APPROXIMATELY TWO THIRDS.







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