

AMMP ACT

Report 2022

Certified



Corporation



Hello. We're L&Co, a London based design and branding studio. We work with a range of organisations to define who they are and create compelling communications to help them achieve their ambitions. Underlying all our work is the love of our craft and the belief that design should have a positive impact on the world, it's why we're a certified B-Corporation®.

One of the highlights of 2022 was landing our first client that we can directly attribute to our B Corp certification. Despite the challenging economic climate, we managed to maintain our momentum with an increasing number of clients who's values matched our own.

As a small agency, I believe the greatest impact we have is through the output of our clients. In 2022 our three largest projects all fitted squarely with our values around making business a force for good. These were:

- **Impact Cubed** with their mission to rid the investment world of green-washing
- **Eesti Energia** the state owned Estonian electricity company with their impressive investment in sustainable energy sources
- **PUNCH Torino** who have designed a pioneering internal combustion engine that runs on (green) hydrogen

**ONE MISSION.
ONE CHANCE.
ONE PLANET.**

**ONE
DAY
GLOBAL**

Left: Ad design for OneDay.global

In addition to these commercial projects, our support and close ties with Creative Conscience continued to grow as we formalised our commitment to supporting them.

Our work for OneDay.global was conducted on a pro-bono basis as we were keen to back them in their mission to engage large corporates in giving one day of profits every year to direct impact environmental projects.

It was the year that we re-applied for our B Corp certification, so it was interesting to re-visit our assessment and review both our commercial projects and pro-bono work as set out above. We are proud of what we have achieved in this respect, while acknowledging there is still much more to do.



Paul Barlow
Founder & Creative Director

Our journey to re-certification

The re-certification process provided an opportunity to remind ourselves why we wanted to join the B Corp community four years ago. Put simply, we felt it was about returning to the original objective of business which has become lost in short-term profiteering at any cost – Business exists to serve society and not the other way around.

As a small business we wanted to join a community that was able to have a louder voice through scale. The idea also of being able to network with like-minded businesses on commercial projects that could have a positive impact was a big draw. What has started to happen, is companies who may not be B Corps but who share these values have started to use the B Corp directory as a conduit to access agencies who share their values.

There have been some issues that have challenged our view of B Corp and we had joined some discussions on how to improve the certification process as a result. The negative media attention for example that was given to Nespresso's certification was an issue we were challenged on several times. Giving us an early warning and the information to understand and if appropriate, defend (or not) other B Corps who attracted negative press would have been useful.

Right: Launch give-away postcard design for Impact Cubed

Our mission is to accelerate the shift of capital towards a more sustainable economy.

OUR PURPOSE

We are a creative community and global not-for-profit organisation who believe that creative thinking and innovation can make positive change.

CREATIVE
CONSCIENCE



Left: Ad design for Creative Conscience

Our original application process enabled us to implement several important decisions, for example moving our bank to Triodos. It also inspired us to formalise several processes that we already undertook but on a more informal basis, such as the amount of time we donate to Creative Conscience.

As a small business, aligning our business strategy and culture has been a relatively straight forward process, but again it has led to us formalising and disseminating this on a more formal basis.

It's hard to assess just how much becoming a B Corp has impacted our business. I would categorise this in two ways:

Direct impact

The greatest impact has been the opportunity to attract clients who share the B Corp values whether from inside or outside of the B Corp community. Through them, we ultimately have the ability to create the greatest positive impact.

Conversely it has given us the confidence to turn down several potential clients, who's businesses we don't believe have a positive impact.

Indirect impact

It has elevated the conversation with existing and potential clients on environmental and social issues. We have also introduced many students to the B Corp model and has informed numerous business decisions.

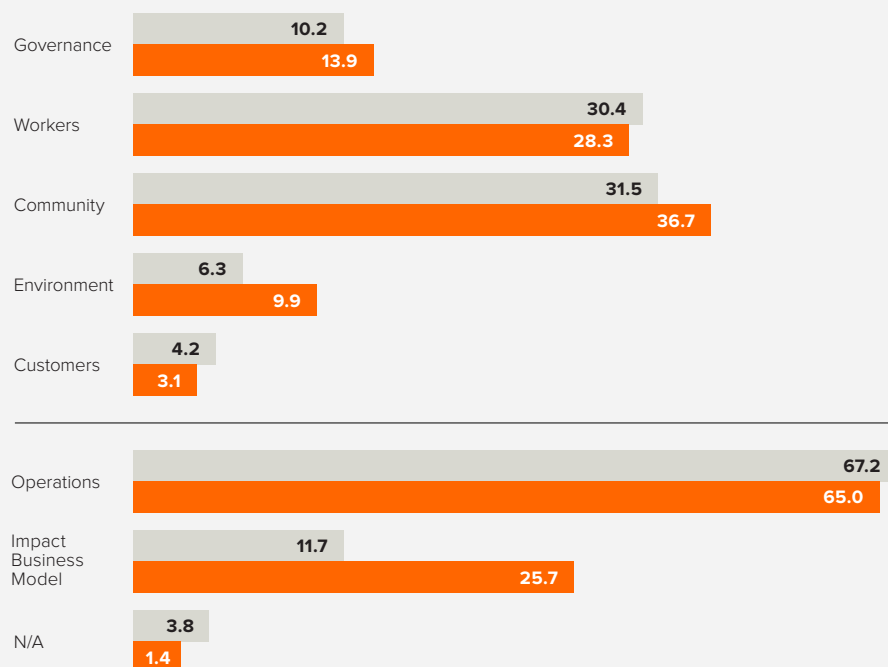
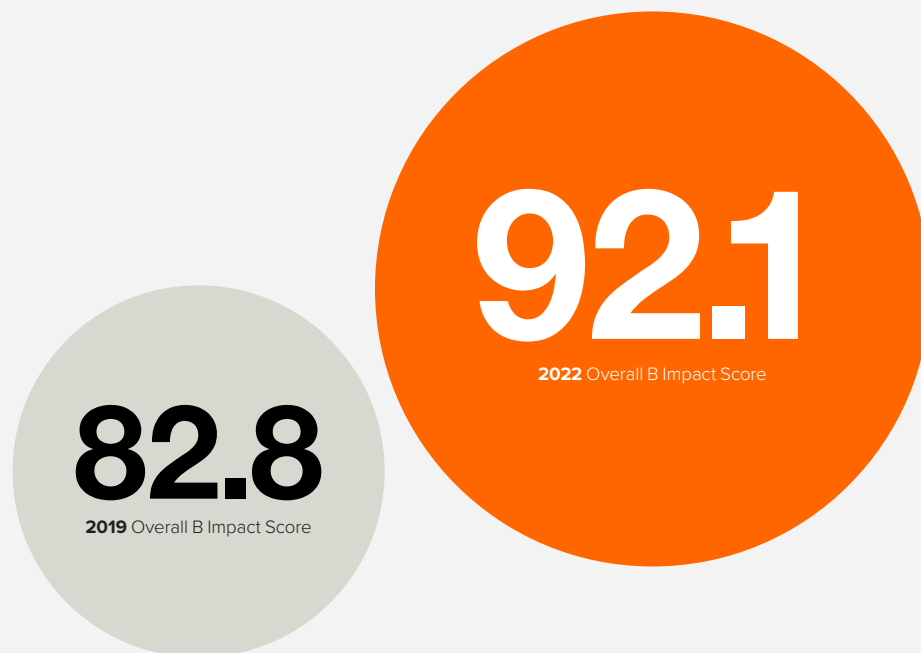
B Corp verified score, progress & goals

We were pleased to have raised our verified B Corp score overall from 82.8 to 92.1.

The biggest single improvement for us was in our Design to Give – Impact Business Model score which more than doubled. Although we have supported Creative Conscience in various ways over the past 10 years, our commitment to donate a minimum of 5% of our time to the charity clearly helped our score.

In addition to the support we give them in managing the website and opening the L&Co studio to the Creative Conscience team, we also joined forces in running two educational courses on building positive social/environmental impact projects, supporting the annual awards, two virtual events and university talks which included sections on the B Corp movement.

The drop in our Customers score was a surprise due to the increase in the number of clients we are working with who share our values and who's output has a positive impact. However, as these organisations are not specifically charities, not for profits or NGOs this does not form part of the assessment. Going forward, our challenge is to quantify this impact, for which I think we will need to open up a dialogue with other B Corp agencies as well as B Lab itself.



Governance

2022 Goal: Prepare our first impact report and publish on our website.
Result: We plan to publish this draft by the end of June 2023.
2023 Goal: Continue to explore ways of being increasingly transparent.

Staff

2022 Goal: All staff to attend at least one externally run course to help their professional development.
Result: Each member of staff completed a course.
2023 Goal: All staff to be part of profit share scheme after two years of employment.

Community

2022 Goal: Win a project through the B Corp network.
Result: Won and completed project for Impact Cubed, who found us through the B Corp directory (see opposite).
2023 Goal: Offer a 10% discount to other B Corps and win a project with at least one other B Corp.


Environment

2022 Goal: Promote sustainable travel, offering cycle to work scheme to staff and introduce an official work from home two days/week for all staff.
Result: All staff now have and use bicycles and work from home two days a week.
2023 Goal: Promote sustainable design and the B Corp community by speaking at a design/creative conference.

Customers

2022 Goal: Increase the percentage of billable time spent on projects for charities, not for profits and organisations driven by positive social and/or environmental impact.
Result: Billable time spent on these projects increased from 33.7% to 38.5%*
2023 Goal: Continue to grow the percentage of our billable time invested in these sectors.

*Included in this category is our work for Eesti Energia and their substantial renewable energy business and for PUNCH Hydrocells (green hydrogen engine technology).



We chose L&Co because they genuinely care about sustainability, and also brought world-class brand strategists and designers with international experience and a willingness to work with us as partners. It turned out to be a good choice.

Libby Bernick, CEO Impact Cubed

L&Co 308 Screenworks
22 Highbury Grove, London N5 2ER
+44 (0)20 3176 9347 landco.studio

L&Co Design Limited is registered
in England number 04577183
Registered address as above