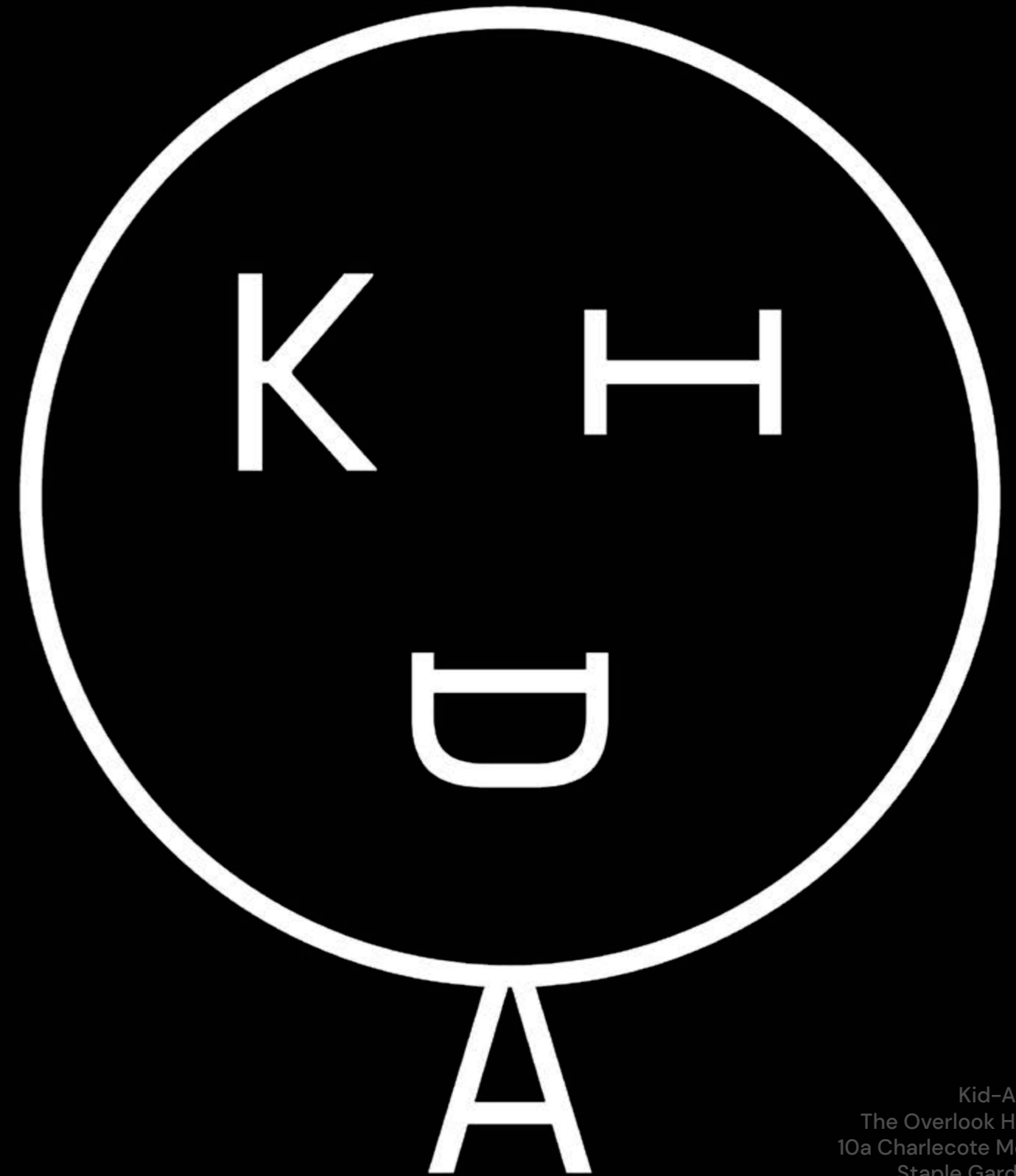


PEOPLE & PLANET IMPACT REPORT 2023

Company Registration 12171870 | www.kid-a.co.uk



Certified



Corporation

K I D - A

Kid-A Ltd
The Overlook Hotel
10a Charlecote Mews
Staple Gardens
Winchester
SO23 8SR

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A LETTER FROM OUR FOUNDERS

Hello Everybody,

We have come to love writing the introduction to the Kid-A impact report, giving us a chance to reflect on the year past and look ahead to 2024!

Once again, the news on our phones has been on the slightly dispiriting side but we can certainly be optimistic when reflecting on the things we have seen going in in our world, if not always in the real world out there...

We were extremely proud to host our Pale Blue Dot event in Vodafone HQ where we brought together brand partners, thought leaders and industry

experts to discuss and learn how we can decarbonise our businesses and champion the transition to Net Zero. Events like these make us believe that on the ground, there is a lot of great stuff happening and a genuine willingness to drive the sustainability agenda. We continue to lead our industry on this, and it has become integral to everything we do.

We are particularly proud of our people this year. As with all small businesses we have weathered some storms in 2023 and faced some real challenges but throughout the year the team has kept standards high, maintained a tight bond and had fun. Every one of us is proud of our B Corp status and we place high value on doing the 'right thing' in our interactions with other businesses and our impact on the environment and society.

We are proud to publish this report and we hope you enjoy reading it.

As ever,
Big Love

Adam and Andy
January 2024

WHY B CORP?

We hadn't really heard of B Corp until it was suggested to us back in 2021. Ever sceptical and conscious that we didn't want to just collect badges for our website footer, we did a deep dive into B Corp and B Lab and concluded that the framework is the best out there, in how to go about being a 'force for good'.

The road to becoming A Certified B Corporation was interesting, enlightening but mostly gratifying and in January 2022, we became the first agency in our industry to gain B Corp accreditation; something we are continually proud of.

This is our second Annual Impact Report, before our BIA submission set for January 2025. We hope the requirements of integrity, transparency and accountability are evident here, as well as giving you an insight into the world of Kid-A.





THE VISION

To be a business that pours love and energy into our people, enabling them to be the best version of themselves. Remain optimistic, free thinking, disciplined, and break the mental shackles that constrain us to deliver an incredible social experience while minimising our impact on the planet.

THE MISSION

To become the number one partner in our sector and lead the industry in new ways of thinking. We are agents for change and will never relent in creating, nurturing and evolving our culture to be the best of the best in everything we do.

OUR VALUES

ALWAYS OUTNUMBERED, NEVER OUTGUNNED

We love that we're a fairly small and incredibly agile team. This way we can do more things, more quickly for the bigger firms that we work with. The "never outgunned" bit always reminds us to back ourselves.



THERE IS NO SPOON

Do you remember the first time you saw the Matrix? We loved the never ending mind expansion of it all and we wanted to capture that in our values. 'There is no spoon' is a quote from the film and means...

THE PALE BLUE DOT

"There is perhaps no better demonstration of the folly of human conceits than this distant image of our tiny world. To me, it underscores our responsibility to deal more kindly with one another, and to preserve and cherish the pale blue dot, the only home we've ever known."





OUR BEHAVIOURS

NOBODY DOES IT BETTER

We have the highest standards in everything we do. If we're not the best at what we do, we don't have much.

BE WATER MY FRIEND

We adapt to our environment and find a way through. And as the great man said, "Now, water can flow or it can crash."

UNCOMFORTABLY NUMB

We talk a lot about getting comfortable in being uncomfortable – it's where the creative stuff happens!

LET'S GET TO THE BISCUITS

Get to the things that matter the most and try not to get distracted by the noise.

I AM SPARTICUS

Everyone is empowered to make decisions. Everyone is an individual but we are all working as a team.

YOU'VE GOT A FRIEND IN ME

Help each other, look out for each other, be kind and trust one another. Be like Buzz, be like Woody (also be like water).

2023 PROGRESS

Check out our progress from the past 12 months. We've worked blimmin' hard, and made sure to drive progress in all areas.

B Corp Impact Area

GOVERNANCE

2022 Score: 16.6
2025 Target: 20

Create forums and processes for us to factor our decision making. Delegate a board member to oversee our governance and set targets to achieve relevant ISO accreditations.

We've appointed Kevin Tubb into our board of directors in June, to oversee and support governance. We kicked off Project 'Kid-A 3.0' with a view to obtain ISO accreditation. We expect to achieve these accreditations in the coming months.

WORKERS

2022 Score: 32.3
2025 Target: 40

Continue to ensure our people get the best benefits for the work they do. Head of Karma Police (that's HR btw) to formalise our learning and development for clear career progression and make our culture even stronger.

Our Head of Karma police has rolled out personal development plans across the team, and we've continued to host collaborative All Hands sessions to support our great culture.

COMMUNITY

2022 Score: 21.2
2025 Target: 25

Evolve our business model around doughnut economics to enable us to give back more to our community. Continue to drive encouragement in our team for charity support. Develop ways to continue to attract diverse talent.

We funded internships for two team members and continued with volunteering activities (local beach cleans and cooking for Winchester Beacon.) Most recently we sponsored WaveBreakers in their feat across the Atlantic...

ENVIRONMENT

2022 Score: 8.6
2025 Target: 20

Complete our GHG inventory, obtain SBTi approved targets and produce our first Decarbonisation Plan. Work with our suppliers to influence scope 3 emissions reductions, and explore life cycles of our own products.

We published our official Net-Zero targets following verification by SBTi, explored life cycle product assessments and hosted an event focused on sustainability in our sector, and much more...

CUSTOMERS

2022 Score: 3
2025 Target: 7

Regularly communicate our progress to customers, and lobby them to trial initiatives on behaviours in sustainability, removing barriers and making it easier for our customers to do the right thing.

We utilised various communication channels to ensure our transparency to our customers, by being clear, simple, 'to the biscuits'. We try our best to demystify things - not make them harder than they are.

WHAT WE SAID WE'D DO

WHAT WE DID

K I D - A

GOVERNANCE

"The Governance Impact Area evaluates the company's overall mission, ethics, accountability and transparency through topics such as integration of social and environmental goals in employees' performance evaluation, impact reporting and transparency, stakeholder engagement, and more"

2022 Score: 16.6
2025 Target: 20

12 months on and we are still in a good place with Governance, having continued to ensure we prioritise stakeholder engagement, and continue sharing quarterly objectives and key results, aligned to our mission, values and behaviours, and ensuring we drive growth of our team and business, not just financially, but in social and sustainability too.

We appointed Kevin Tubb to our board of directors, as a Non-Executive Director. Kevin's role is to keep us honest when it comes to our governance, and support Kid-A across policy, planning and hold us accountable to our mission.

We signed up to BBA (Better Business Act) in March 2023. BBA is a coalition of over 2000 companies in the UK, and the aim of the act is to lobby government to change the UK law, ensuring every company in the UK aligns their interests, with the wider society and our environment.

We're with Better Business Act and believe that making a small change to the law will benefit us all greatly. Read more about the Better Business Act [here](#).

Governance isn't our strongest area and so therefore will be a huge focus for us in the next 12 months. We need to get tighter in removing ambiguity and ensuring crystal clear transparency.

As of this week, we are kicking our ISO workstream off, where we plan to achieve not one, but four ISO accreditations, from Information Management to Quality Assurance.

In the next year, we plan to roll out a new and improved File Folder Structure, to support Information Management, further improving accessibility and security. As we grow, we will stick to our strong foundations for our people, after all, it's our people who make our company.



WORKERS

"The Workers Impact Area evaluates your company's contribution to its employees' financial, physical, mental, professional, and social well-being"

2022 Score: 32.3
2025 Target: 40

This is where Kid-A has scored best, and where we are proud to excel. We've a team of 15 legends, all with incredible expertise in their respective fields.

We have made it our mission to ensure our culture stays great, with a focus on our super flexible 32 hour work week, where employees are encouraged to get work done in the hours suited to them and their area of focus. We believe that empowering our people in this way, builds a level of trust like no other.

We offer great benefits, and ensure that everyone has access to mental health support as required, whether through mental health first aid, or therapy services.

We achieved another certification this year, from the global authority on workplace culture and Kid-A are 'Great Place to Work' Certified.

This is a ringing endorsement for how we go about our business.

Being certified gives us great insights into which policies and programmes our people love, along with some insights into areas for us to improve.

Well... thats all great, but what's next? We will continue to focus on individuals personal development to ensure everyone is on their own path to greatness.

We will continue to scope out ways in which we can support our people financially - we want our people to feel they can influence their financial rewards, and also find comfort in financial support schemes.

Lastly, we will provide additional training to each and every employee in sustainability and/or social impact. These topics are not exclusive, and we want every band member to be on the journey as a collective.

Check out some more from our people on the next couple pages...

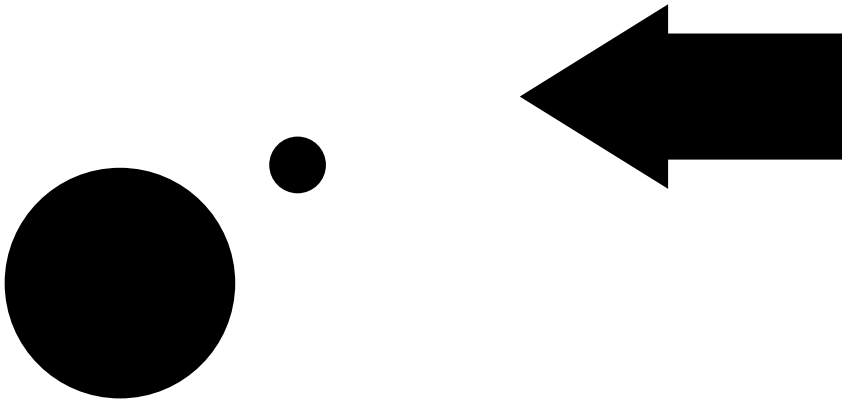


“FREE UP YOUR MIND, YOU KNOW YOUR SOUL’S DIVINE”

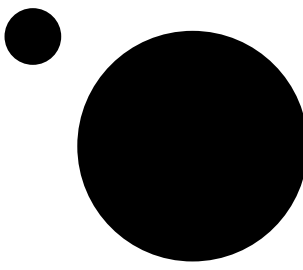
Greentea Peng, Free My People

**“I LOVE WHEN WE SAY
WE ARE MAKING A
POSITIVE IMPACT ON
THE PLANET THAT WE
REALLY ARE DOING THAT”**

**“I LOVE HOW MUCH
EVERYONE LOOKS OUT
FOR ONE ANOTHER”**



**“I HAVE BEEN FOCUSED
ON BEING A PARENT
FOR A WHILE. IT IS
NICE TO FINALLY HAVE
AUTONOMY TO FOCUS
ON MY CAREER WITHOUT
SACRIFICING THAT”**



**“YOU CAN CREATE A NEW
WAVE AND PATH FOR
YOURSELF, WHILST BEING
ENCOURAGED TO MOVE
INTO THE UNKNOWN”**

**“A POSITIVE FORWARD
THINKING CULTURE
AND DIVERSITY OF
RESPONSIBILITIES”**

**“THE LEVEL OF TRUST
THAT ALLOWS ME TO
GO ABOUT MY DAY”**

**“THE THINGS WE DO
ARE NOT DONE BECAUSE
THEY SHOULD BE, THEY
ARE DONE FOR ALL
THE RIGHT REASONS”**



COMMUNITY

"The Community Impact Area evaluates your company's positive impact on the external communities in which your company operates, covering topics like diversity, economic impact, civic engagement, and supply chain impact."

2022 Score: 21.2
2025 Target: 25



In complete honesty and transparency, in terms of community – we've done some really great things, but we know we can do more.

A highlight was joining the UN Global Compact Network which is the world's largest sustainability initiative. We signed up in July to join the fantastic community who offer tools, resources, training and local support.

Our co-founders have supported our local homelessness shelter, by giving up their evenings to cook for those in need.

We now sponsor a local Under 8s football team (they rep Kid-A on their training kit). This is in addition to our continued sponsorship of the Winchester Royals all female basketball team.

This year we were bronze sponsors for WaveBreakers. WaveBreakers is the name of the incredible trio of ladies, smashed the Whisky Atlantic Challenge.

The world's toughest row (seriously, more people have climbed Mt Everest) takes rowers over 3000 miles, rowing continually across the Atlantic, starting at La Gomera in the Canary Islands, to Nelson's Dockyard in Antigua.

We're so proud of The WaveBreakers, who not only smashed the row out of the park, they are also new World Record Holders. We're so pleased that our business enables us to support such a feat, with money raised going to climate supporting causes; WWF, Vodafone Foundation and UNHCR (The UN Refugee Agency).

This is all awesome, but like we said, we wanna do more – so in the next 12 months we will roll out a volunteering programme through our quarterly OKRs to encourage every team member to organise individual and group volunteering with local organisations that need it most. We love to give back, it's in our DNA.



ENVIRONMENT

“The Environment Impact Area evaluates the company’s overall environmental stewardship, including how the company identifies and manages general environmental impacts, its management of air and climate issues, water sustainability, and impacts on land and life”

2022 Score: 8.6
2025 Target: 20

Environment was most definitely our biggest area of focus and growth for 2023. From embedding net-zero targets, to R&D projects, and exploring product lifecycles – buckle up...

Firstly, back in November 2022 we started working out our base year GHG (greenhouse gas) inventory. We decided to align this to our Fiscal Year for reporting purposes (FY22/23)

We decided to go all out to understand our entire footprint across Scope 1,2 and 3. As we have discovered, carbon reporting is not an exact science, and we knew the importance of having a third party verify our work.

In May 2023 our base year GHG inventory was independently verified by a couple of very knowledgeable GHG ninja’s (is that a thing?)

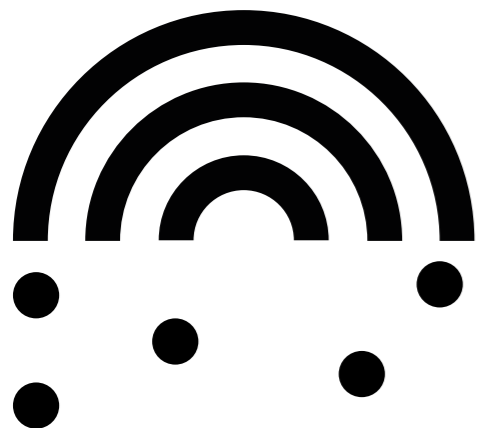
who gave us the green light and rubber stamped that our base year inventory was compliant to both the GHG Protocol Accounting and Reporting Standard and ISO 140064-3 Guidance for the Verification and Validation of Greenhouse Gas Statements.

Our current period of emissions reporting is from 1st April 2023 to 31st March 2024 (FY 23/24) and is still active. As each month goes by, we calculate and internally report and review our tco2e emissions

We are committed to achieving net zero, and we signed up to the Science Based Target initiative (SBTi) in June 2023,.

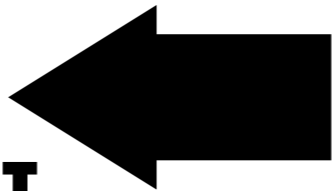
In addition, we have also signed up to CDP, to enable us further in the management of our environmental reduction targets. CDP is a not-for-profit charity that runs the global disclosure data system in order for companies like ours to manage and share and reduce our emissions.



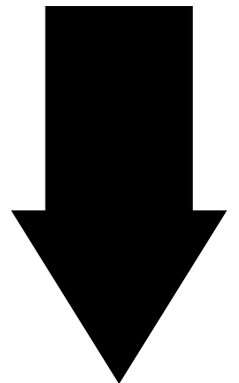


THE PALE BLUE DOT

**KID-A NET ZERO
COMMITMENT**



**INTERIM TARGETS
REDUCE SCOPE
1 & 2 EMISSIONS
BY 42% BY 2030**



**NET ZERO
BY 2050**

ENVIRONMENT

"The Environment Impact Area evaluates the company's overall environmental stewardship, including how the company identifies and manages general environmental impacts, its management of air and climate issues, water sustainability, and impacts on land and life"

2022 Score: 8.6
2025 Target: 20

We will reduce scope 1 and 2 greenhouse gas emissions 42% by 2030 (from the 2022 base year) with Net Zero being achieved by 2050.

In July we published our first Decarbonisation Plan. This includes the information we've shared so far, along with further detail on how we report our emissions and specifics on our emissions reduction targets. To begin, we will focus on three areas:

Head Office Utilisation and Resource Efficiency (Scope 1 and 2)

- Power management systems
- Office usage monitoring
- Wayfinding signage to encourage reduction of energy

Sustainable Travel and Commuting (Scope 3)

- An engaged workforce, reporting monthly on individual travel
- Encouraging car sharing and public transport

Supplier Engagement, Reporting and CO2 Reduction (Scope 3)

- Pale Blue Dot Event (check page X)
- Supplier Scorecard includes sustainability metric
- Supplier engagement sessions

We always talk about sustainability at Kid-A and we will empower our colleagues with education and engagement for the cause. It will be down to everyone in our team to play their part, and this is exactly why, when Kid-A was formed, we knew the importance of our company value 'Pale Blue Dot'. You'll see that we reference this in our sustainable projects as it bears a powerful message; we have nothing without 'the only home we've ever known'.



ENVIRONMENT

"The Environment Impact Area evaluates the company's overall environmental stewardship, including how the company identifies and manages general environmental impacts, its management of air and climate issues, water sustainability, and impacts on land and life"

2022 Score: 8.6
2025 Target: 20

We are an agency with a product offering. We have our own brand of mobile phone accessories, where we make all of our decisions with our planet in mind.

We only use alternatives to virgin plastics, such as recycled and biodegradable options, and we plant one tree with every sale, in collaboration with Carma.

Since we launched this product, and at the time of publishing this Impact Report, we've planted 77903 trees, across three deforestation areas in Africa. This is the equivalent to 23371 tCO₂e sequestered across the tree's lifecycle. According to 'How bad are bananas' this measurement of CO₂e, is comparable to the footprint of 6,678 economy class return flights from London to Hong Kong.

On the topic of product, this year we focused on understanding product life cycles, and learned how we can apply a Life Cycle Assessment to our own products. We've experienced some interesting learnings along the way, and we know that collaboration is absolutely key with our supply chain in order to gather the evidence required to submit to our chosen partner Climate Partner.

Our aim will be to roll out product LCAs over the next 12 months, giving our customers visibility on this to support purchase decisions.

In addition to Product LCAs, we also spent time on 'Project Amy' a project to explore, experiment and learn how we might bring manufacturing closer to home, with aims towards a circular economy. Lots and lots of learnings were made, with plenty of scope to bring this to life in the future.

Lastly, we are chuffed to bits, as in November 2023 we hosted our first ever sustainability event titled, you guessed it 'Pale Blue Dot'.

We produced this event with our main customer, and invited brands and partners from across the industry, engaging in panel talks and discussions, centered around our planet and how we can do better.

We had a packed audience and an incredible lineup of experts talking about anything from circular economy, to sustainable practices and trends, with a huge theme of solutions to the issues we face, and how we can change mindsets. We received some amazing feedback and this event will be our first of many, as we continue to engage in decarbonisation within the mobile accessories industry.





CUSTOMERS

"The Customers Impact Area evaluates your company's value to your direct customers and the consumers of your products or services covering topics like ethical and positive marketing, warranty and quality assurance of products and services, data privacy, data security, and more"

2022 Score: 3
2025 Target: 7

We are a predominantly a non-consumer facing business, however that hasn't stopped us from making efforts in this area. We've used methods such as traditional PR and social media to communicate with our customers, partners and friends.

One of our customers published a case study on us 'Kid-A: A Sustainable Business Success Story' which shares our story in more detail here.

We ensure positive marketing of our products through our sales channels, providing insights into our giving back, in planting trees for every one of our own brands units sold.

We will make continual improvements to our supplier scorecard, to improve the information we gather, to arm us with the data we need to incentivise change. We will continue to demystify with making sure the guidance and learnings that we share are accessible.



better business
act

WE SUPPORT



**Great
Place
To
Work®**

Certified

AUG 2023-AUG 2024

UK

TM

**WE SMASHED OUR GOAL
TO SIGN UP TO VERIFIED
NET ZERO TARGETS**

**WE WERE AWARDED WITH
GREAT PLACE TO WORK®**

**WE HELD OUR FIRST
SUSTAINABILITY
EVENT TO ENGAGE OUR
BUSINESS COMMUNITY**

**SOME
HIGHLIGHTS
& THE GOOD
STUFF WE'RE
PROUD OF**

**OUR PEOPLE BENEFIT
FROM FULL HEALTHCARE
AND GREAT PENSION
SCHEMES.**

**BIG KID RULES. IT IS HOW
WE OPERATE AND MAKE
DECISIONS.**

**WE'VE DONATED
OVER £5000 IN OUR
FUNDRAISING ACTIVITIES
THIS YEAR.**

**WE JOINED THE UN
GLOBAL COMPACT AND
THE BETTER
BUSINESS ACT.**

2024 AMBITIONS

We've got a big year planned as we lead up to our B Corp Impact Assessment which is due for renewal in January 2025.

B Corp Impact Area

GOVERNANCE

2022 Score: 16.6
2025 Target: 20

- Achieve 4x ISO accreditations
- Continue our oversight on governance via monthly board meetings
- Roll out a new Folder Structure to support best practice in Information Management

WORKERS

2022 Score: 32.3
2025 Target: 40

- Provide training opportunities for every team member in sustainability and/or social impacts
- Continue to scope opportunities to further support our people with financial support and rewards linked closely to performance
- Support with personal and professional development areas, ensuring understanding and visibility

COMMUNITY

2022 Score: 21.2
2025 Target: 25

- Ensure every employee has the opportunity to use 16 working hours towards volunteering – a total of over 200 hours.
- Continue to sponsor two local sports teams into the next year – a women's basketball team, and a junior boys football squad.

ENVIRONMENT

2022 Score: 8.6
2025 Target: 20

- Report on our Decarbonisation targets to CDP and our key stakeholders
- Lock in an updated Decarbonisation Report, and ensure aligned to business OKRs to realise
- Continue using proportions of our profits with external providers to fund environmental conservation projects.

CUSTOMERS

2022 Score: 3
2025 Target: 7

- Continue to engage our customers, and trial initiatives to support them to do the right thing
- Lobby suppliers by utilising environmental factors within our supplier scorecard

WHAT WE WILL DO IN 2024

WE PLAN TO GROW OUR SCORE FROM 81.8 TO 112 IN JAN 2025

**“ CONSIDER →
AGAIN THAT DOT”**

Carl Sagan, Pale Blue Dot

**THANK YOU FOR TAKING THE TIME TO READ
OUR 2023 IMPACT REPORT
WE WILL CONTINUE TO LEAD THE MOVEMENT
TO A MORE EQUITABLE SOCIETY WITH BENEFIT FOR ALL**



Certified



Corporation

BIG LOVE FROM ALL OF US HERE AT KID-A