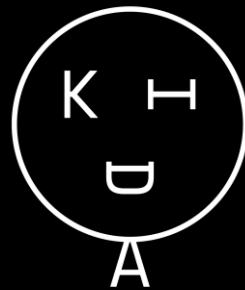


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Kid-A
Impact Report
2022

K I D - A

**“AMBITION
MAKES
YOU
LOOK
PRETTY
UGLY”**

Radiohead, 1997

Hello World

Welcome from the Co-Founders of Kid-A

January 2023.

What's up everybody and welcome to the inaugural Kid-A impact report!

Where to start...

2022 was a crazy, unpredictable and challenging year and for some people, unimaginably hard. The war in Ukraine, the cost of living crisis, Brexit, unserious politicians when we most need good leadership, and loads of other issues are hitting hard, and in multiple ways. We want to send you a message of positivity and optimism by showing you what we've been up to this year, and some of the good things we've done. It must be a fact that more businesses doing the right thing, more often than not will have an overall (and potentially very sizable!) positive impact on all our lives.

For Kid-A, this year has been incredible on every level. Our people and their commitment to what we're doing, our culture, our vision, and our purpose have all driven a fantastic performance, and we are immensely proud of our achievements over the last 12 months.

Big love,

Andy and Adam



Welcome to Jurassic Park

Hello from everyone at Kid-A

We hadn't really heard of B Corp until it was tabled by some cool cats we met on the road. Ever sceptical and conscious that we didn't simply want to collect badges we did our research and concluded that this is the best framework on how to go about being a 'good', purposeful business. Six months later we became the first agency in our sector to gain B Corp accreditation; something we are incredibly proud of.

The road to B Corp has been interesting, enlightening and also very gratifying. Our B Leader, Kate, was just awesome in helping us navigate the BIA and we were particularly happy to see that we didn't have to significantly change what we were doing to meet the criteria. To us, this was a huge endorsement, and encouragement that we were already heading in the right direction.

This is our first ever impact report and we hope that the requirements of honesty, transparency, and accountability come across, as well as bringing you into our world!

Kid-A

January 2023



THE VISION

To be a business that pours love and energy into our people and enable 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

Our values are very Kid-A and we love them

“ALWAYS NEVER OUTNUMBERED, OUTGUNNED”

We love that we're (still just about) a fairly small team and we really like working with big companies. It means we're agile and can do more things, more quickly than bigger firms can. We always back ourselves too – that's the “never outgunned” bit.

“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.”

Carl Sagan

Our Behaviors

We hope for these to evolve as we grow and change, but right now, this is how we operate



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 often where most of the creative stuff happens.



LET'S GET TO THE BISCUITS

Get to the things that matter the most and try not to get distracted. And if you're wondering, that's Colonel Chestbridge!



I AM SPARTACUS

Everyone is empowered to make decisions. Everyone is an individual but we are all working as a team in each other's interests.



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).

Some highlights of the good stuff we're proud of

HELP for HEROES

Help Musicians



We have donated over £5,000 in our fundraising activities.

Our Co-founders have committed to cooking for the homeless shelter (mad props to the Winchester Beacon) once a month, and engage and encourage the team to do their bit for others too.

ALL KID-A EMPLOYEES WORK TO A 32 HOUR WEEK WITH TOTAL FLEXIBILITY.



All our people have full healthcare, great pension schemes as well as rewards gateway and employee assistance programs and mental health first aid support.

BIG KID RULES. IT'S HOW OUR TEAM OPERATES AND MAKES DECISIONS.



We became the main sponsor for our local women's basketball team division 1 Wessex don't cha know

More highlights of the good stuff we're proud of

3 OF THE BOARD HAVE SWITCHED TO ELECTRIC VEHICLES WHICH HAS REDUCED OUR EMISSIONS.

0.

We kicked off our Net Zero journey in November and are working on our base year GHG inventory.

We work with Rewards Earth and have planted over 20k trees in 2022.



Kid-A became a certified Social Enterprise in Oct '22 further endorsing our business.



KID-A IS PROUD TO BE LIVING WAGE AND MINDFUL EMPLOYER.



elitebusiness TOP SME 2023 BUSINESSES

We have been lucky enough to be a part of and win some of these awards.

Our B Corp journey

Here's a bit about why we did it and how we found the experience...

We can, at times, be a sceptical group, and don't want to collect badges for the sake of it, but wanted to really be a better place to work. When we saw B Corp which was shown to us by a friend (big props to Studio Republic) we really liked that it was an audited process, and commitments such as the change to our articles of association – it was the best framework to underpin our aspirations.

During our B Corp journey we faced some complexity around adding the accounts performance of our product, caseym, which due to its infancy we decided to remove from the audit but will include when we recertify.

We were pleased that the process had delivered an honest assessment of where we were and that there was very little calibration needed to achieve accreditation.

Our score kicked out at 81.8 which we thought was amazing but when we recertify we're setting a target of 100 as a minimum, and to be best in class in the workers section.



Our B Corp journey

Here's a bit more...

The more we understood B Corp, the more we felt it was a very natural meeting of minds and fits perfectly into our business models. We're really not that far away from where B Lab is heading and this just makes us feel all warm and snuggly as – ALL OF US – are making the difference by living our values which in turn stands up alongside B Corp.

Since becoming part of the community, it has really resonated with our partners and given us another reason to stand out and prove that our business is a force for good. It has helped in removing glass walls within the team and a real feel of community and purpose in the business. We have made decisions which have had negative commercial impact in order to make the right call – and we love that and won't change.

As part of our ongoing evolution around our impact, we have just onboarded a new Chief Sustainability Officer to refine our strategy and lead us on our journey to a Net Zero commitment.

Certified



®

Corporation

All Good Things

Come to those who wait

Wednesday 5th January 2022

Awarded Certification with a
score of 81.8

Thursday 11th August 2021

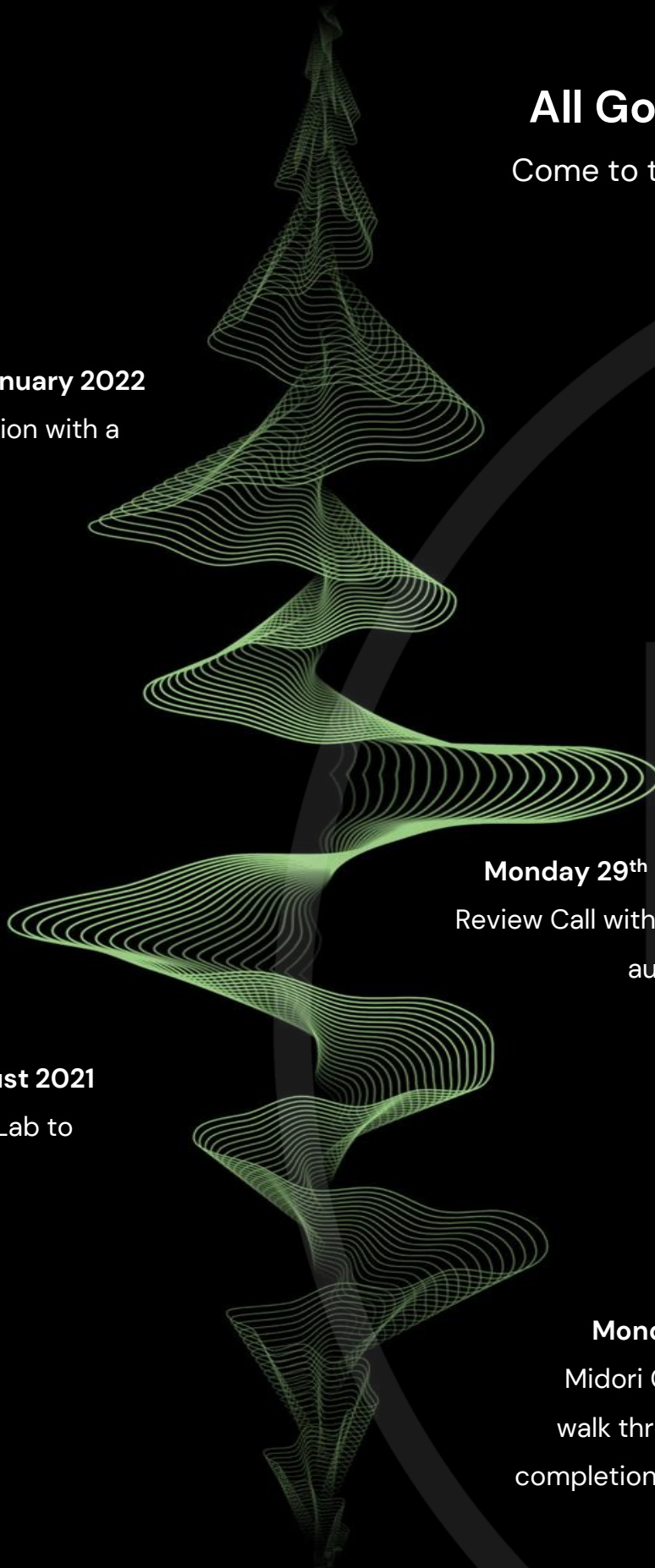
Review Call with B Lab to
discuss audit and
evidence

Monday 29th September 2021

Review Call with B Lab to discuss
audit and evidence

Monday 5th July 2021

Midori Consulting call to
walk through the BIA and
completion with score of 83



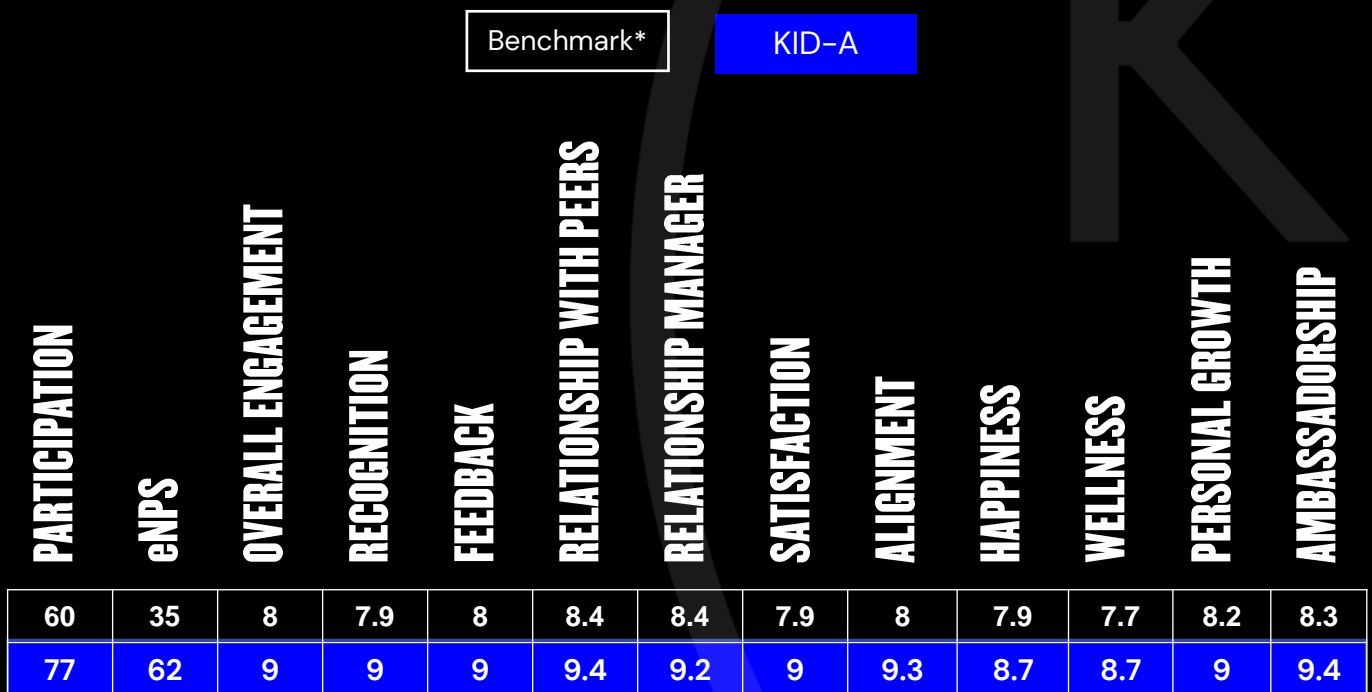
Shiny Happy People Holding Hands

Our Officevibe report lets us know how Kid-A is doing

We started using Officevibe in Feb 20 and its an amazing tool to allow us to track our internal eNPS. Once a week the team are sent "pulse" surveys anonymously, on any number of different metrics such as happiness, wellness, recognition, feedback and more.

This then throws out a score that we can then see where we are struggling and/or thriving and act. We also have live feedback that the team give the ExCo and the ability to send "Good Vibes" to each other highlighting support success and just generally being beautiful.

*(management consultancy)



Better, Not Perfect

Our journey to Net Zero

We're young, only just over three years old, and certified for our first year – so our focus this year has been understanding the greenhouse gas emissions, which as a business we emit into the atmosphere.

We have been busy working out our base year greenhouse gas (GHG) inventory, following the guidelines set out in the Greenhouse Gas Protocol Standard.

It is important for us to understand our entire carbon footprint (Scope 1, 2 and 3), that means emissions in our direct control, and indirectly from purchased energy, and the most relevant activities across our value chain.

Once completed the base year GHG inventory will be verified by an independent third party – being transparent is part of our DNA.



Sustainability is a Journey

Our next steps

This is just the start of our Net Zero journey which will have many twist and turns. We will continue to share our journey with you and include both the highs and the lows, so we can learn together.

Everything we do has an impact. Individually our actions alone may not save the planet, but at least we can be conscious and try.

Help and support others on their Net Zero Journeys.

Annually report our progress vs targets and share regular updates

Work with our suppliers to decarbonise our supply chain.

Build and implement a realistic and robust iterative decarbonisation plan.

Sign up to science-based targets; we are keen to hit the targets quickly.

Our Scores

How did we do ?

GOVERNANCE



WORKERS



COMMUNITY



ENVIRONMENT



CUSTOMERS



PING

POW

BING

OH

BUMMER



Governance

Tricky, but not impossible

“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”

We're in quite a good place on governance but as our business grows, we must make sure that these elements factor into our thinking.

There may only be a small gap from 16 to 20 but there is quite a lot of work that needs to be done to ensure that we get there and not just say we're doing it.

Key for us is to create processes that are effective and simple and don't inhibit our ability to be fast and agile. We will work to ensure ISO accreditation across all core functions of the business.

Our fiscal health and controls are strong, but like everybody's they can and will improve alongside the reporting of our financial performances.

In short, we've got a far way to go and its going to get a bit uncomfortable . . .but we love being uncomfortable, its kind of our thing.

CHECK OUT WHAT WE DID

Locked in our Mission

Have an open forum of ideas and ways to improve from the team

Clear stakeholder engagement plans

Good governance, but it could always be better

Robust fiscal health and controls

Created a supplier scorecard

HEADS UP ON WHAT WE WANT TO DO

Improve level of impact focus on stakeholders

Develop supplier scorecard to widen the ethical priorities measured

Measure impact of social and environmental impact to improve going forward

Introduce board oversight and improve overall transparency

ISO accreditations

BIG TALK ? HOW YOU GONNA DO THAT THEN?

In our journey to what we call “Kid-A 3.0” we will look to improve, refine our overall governance and transparency

Design forums and processes for us to factor in and measure impact on our decision making

Delegate a board member as oversight on Governance – exactly which board member is yet to be decided!

Set targets to achieve relevant ISO accreditations

CURRENT

16.6

TARGET

20

Workers

The best you can is good enough

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

This was our favourite subject and one where we scored the most on. We were a young business when we did this but it showed us two things: 1) we were focussing on the right things and 2) we still have room to improve!

We’ve had a great start for a small business, 17 highly engaged people, great rewards, great culture, 32 hour week and loads more – but the next phase is how we can do more to develop the team and add more support structures in place for them to deliver their best work.

The other element we need to be better at is governing, communicating and implementing (basically everything then). We do feel that this is something we’re quite good at it, but we could be much tighter. This really means removing ambiguity and giving real honest clarity to our team.

After all, if we don’t have each other, we have nothing. So this is where we’ll be spending a huge amount of time and investment because after all, its our people who will make this company great.

CHECK OUT WHAT WE DID

Created an award winning culture and work place

JEDI, disability, H&S and anti-bullying polices

Had great rewards and benefits as a minimum

Became a living wage employer with great pensions

Created our Fitter, Happier wellness initiative

Created high engagement and satisfaction

HEADS UP ON WHAT WE WANT TO DO

Scope initiatives such as employee ownership schemes

Scope financial support mechanisms such as loans or financial tools

Scope improvement for reward such as life insurance

Significantly improve career development plans & training

Improve engagement and satisfaction

BIG TALK ? HOW YOU GONNA DO THAT THEN?

Work with our finance and legal (we’ve got some good ones) on how we work out schemes where our team get more back for their effort, including benefits

Figure out what help our team needs outside of work and see if its something we can do – keep it all in house n that!

Work with our Head of Karma Police (that’s HR btw) to formalise and evolve our L&D with clear career progression

Work with the team and research how we can do some really be different and make our culture drive higher engagement, reduce churn and smash our satisfaction numbers

CURRENT

32.3

TARGET

40

Environment

On a mote of dust, suspended in a sunbeam

“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”

We’re an agency who also has a product offer. When we first submitted for B Corp, the product had only just launched, and we tried to make it as sustainable as we could. Since launch, we have learnt boat loads in how to improve this as well as the overall supply chain. The good news is that we have already created over two hundred working days in Madagascar and planted enough mangrove trees to sequester over 7,500 tonnes of CO2e by planting one tree for every unit sold.

Also, we have just started our journey towards Net Zero (wow this is tricky business) underpinned by the Greenhouse gas Protocol Standard, and science based targets. It’s critical to us to be a Net Zero business and as we write this we’re close to finishing our base year GHG inventory (not easy) which will identify our hotspots, so we can create a wicked decarbonisation plan, with as much front loading as we can.

CHECK OUT WHAT WE DID

Switched to Ecotricity for our energy

Leased 3 electric vehicles

Invested in a tree-planting programme in Madagascar

Reduced Casey’s phone case packaging by 49%

All looked at each other saying “we need to get way better at this”

HEADS UP ON WHAT WE WANT TO DO

Sign up to science based targets, base year GHG inventory verified

Take actions on our decarbonisation plan to reduce our emissions

Look to improve our emission data, and reporting

Start a high level carbon footprint of our Casey’s phone case

Invest in a Gold Standard carbon offset programme

Scope a better EMS for the office

BIG TALK ? HOW YOU GONNA DO THAT THEN?

Complete our GHG inventory and then, cunningly devise a wicked front loaded decarbonisation plan (moves little finger to corner of mouth)

Figure out a way to track EVERYTHING HONESTLY – and then reduce it

Work with our suppliers to influence scope 3 emissions, and develop the Casey’s carbon footprint

Transparently and regularly communicate our progress to the outside world

Implement a reputable EMS system and processes to make sure we’re not wasting resources at the office

CURRENT

8.6

TARGET

20

Customers

We want to run a tight ship not a ...you get it

"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"

We are primarily a non consumer facing business and this does somewhat limit what we can report on, hence our low score on the first pass. That being said there are absolutely ways and means that we can try to improve how we work, report on and measure our impact into our customer base.

Currently we could be considered "light touch" here so this is all about controls and visibility. If we can get tighter on how we interact, how we can see our impact in their world, solve social or economical issues, as well as formally track our customers satisfaction with us – we should be able to really drive improvements in this area.

If we can get this right, as we grow it would be much easier for us to report on and demonstrate just exactly how well we are doing in the eyes of our customers

CHECK OUT WHAT WE DID

- Had a full service wrap with our offer
- Robust data management and protection policies
- Clear feedback loops and escalation points
- High QC process and policies internally and with partners
- Fully GDPR compliant

HEADS UP ON WHAT WE WANT TO DO

- Deploy a Net Zero plan with science based targets
- Reduction and offset of scope 1, 2 & 3
- Make it easier for our customers to do the right thing
- Build on our ethical and social credentials

BIG TALK ? HOW YOU GONNA DO THAT THEN?

- Transparently and regularly communicate our sustainability progress to the outside world
- Lobby suppliers to reduce manufacturing and logistical CO2 emissions
- Trial initiatives to improve customer sustainability behaviour
- Work with gold standard partners to offset where applicable
- By being clear, simple and demystify things – not make them harder than they are

CURRENT

3

TARGET

7

Community

We're stronger together

"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."

Another strong initial score here that we're excited about getting stuck into. We really want to make more of an impact in this sector and it got us thinking pretty hard about how we can do it. So we got round a table, banged a load of ideas on it and then picked through the noise to see if we could find anything better – and we think we have.

Like, for example, going live this month, the Co-Founders are going to be cooking in our local shelter once a month as well as volunteering. This way we can see our immediate impact. We've also helped with training on Microsoft office and other areas where these cool people need help – as they don't get as much as they should. We sponsor a local div 1 Wessex ladies basketball team (who are going to win the cup FYI) and do things where we can see where our money and time really help other humans. . . Wait not just humans. . . other species too. I mean we really love dogs, but they don't have the monopoly on our love ! lol

CHECK OUT WHAT WE DID

Measure diversity in the business

Lucky to have both women and people from racial minorities and age diversity

Created new jobs due to our growth

Fundraised, volunteered and gave back o our community

Added elements to our partner scorecards to ensure that money wasn't the only thing

HEADS UP ON WHAT WE WANT TO DO

Create a foundation to really be more impactful and Work closely with smaller charities to see a real difference

Provide training, services and outreach to our local community

Improve our diversity and female mix in the business

Evolve our model around doughnut economics and how that can give back

Work with more social enterprises, purposeful organisations and ethical partners

BIG TALK ? HOW YOU GONNA DO THAT THEN?

Good question and this is something we are set on doing!

Our model and charity foundation plans are also part o Kid-A 3.0 As part of our new "philosophy" we intend to map to doughnut economics and set out how we will give back directly to the community via finance, services, volunteering or expertise

Our growth dictates our roles, but as we grow we will set targets on attracting talent from diverse, female and ethic backgrounds

Create the Kid-A Foundation (working title) and with clear, robust governance and make more of an impact in 2023

Create a more robust, supplier scorecard and actively target purposeful businesses

CURRENT

21.2

TARGET

25

So What Does It All Mean

We are setting a high target

If we can fully realise our targets we aim to move our score from 81.8 to **112** – which is huge for year 2!

GOVERNANCE



YES

WORKERS



YESSS

COMMUNITY



YESSSS

ENVIRONMENT



YESSSS

CUSTOMERS



YESSSSSS



Consider again that dot.

We've enjoyed building our business and we are trying our best to be a truly progressive company and a genuine force for good, for our people and for the planet. We want to help lead the movement in the direction of a fairer more equitable society and we want to help other companies like us on their road to net zero. Next year will hopefully see our progress and our ambition accelerate and grow.



Now get out of here...!

Big Love from us all at Kid-A



K I D - A

