



B Corp Impact Report

2022-23

Certified



Corporation™



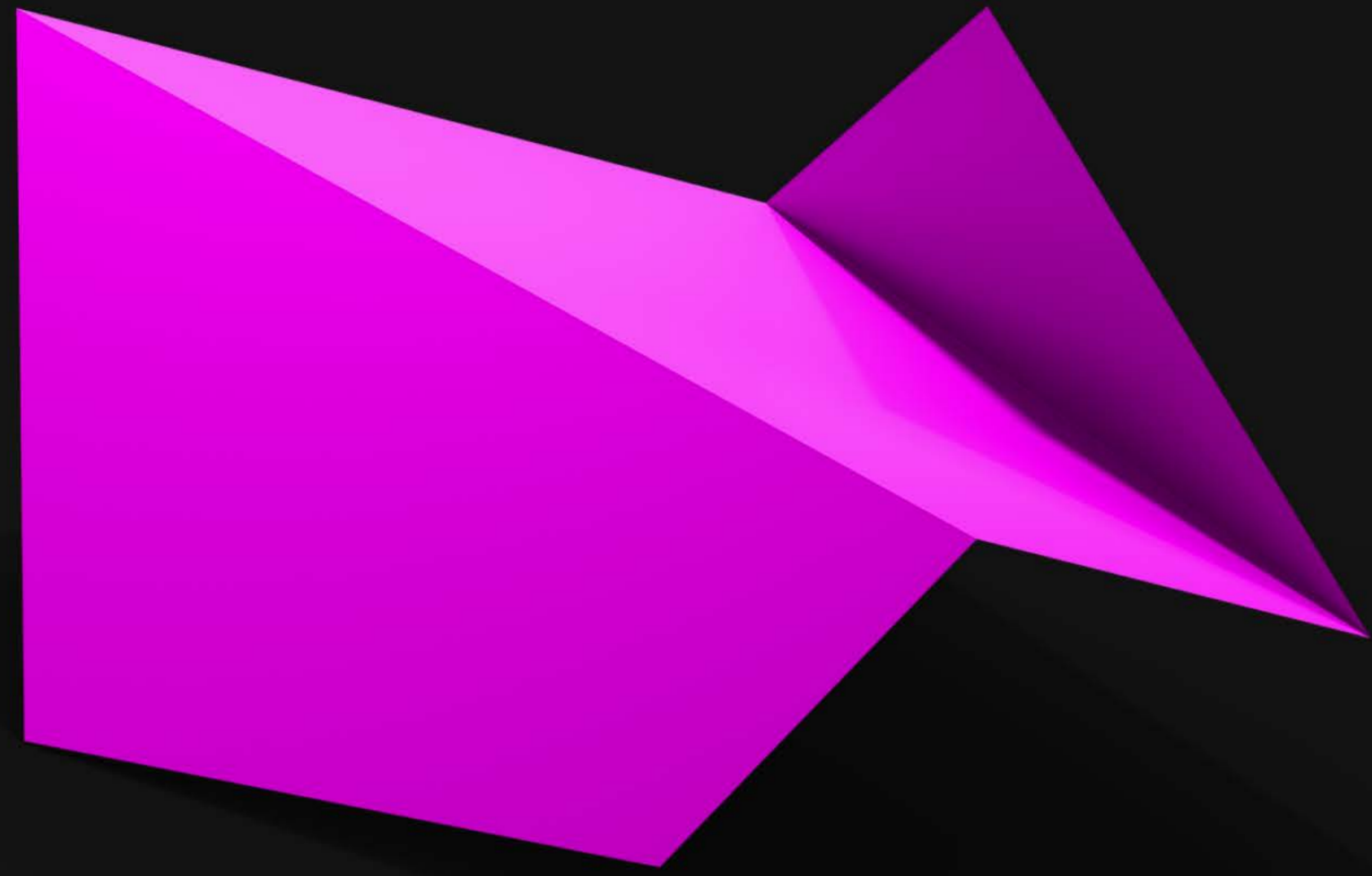
Foreword

We know that business is about far more than just money. Graphite has always been about people. Our team, our clients and their customers too — whether clinical staff or patients.

We are focused on making a positive, measurable impact on people's health and wellbeing; improving lives every day through digital innovation and design.

In the face of economic adversity, we have made good progress in the year since our certification. We're pleased to report that progress here, and give a glimpse of what's to come.

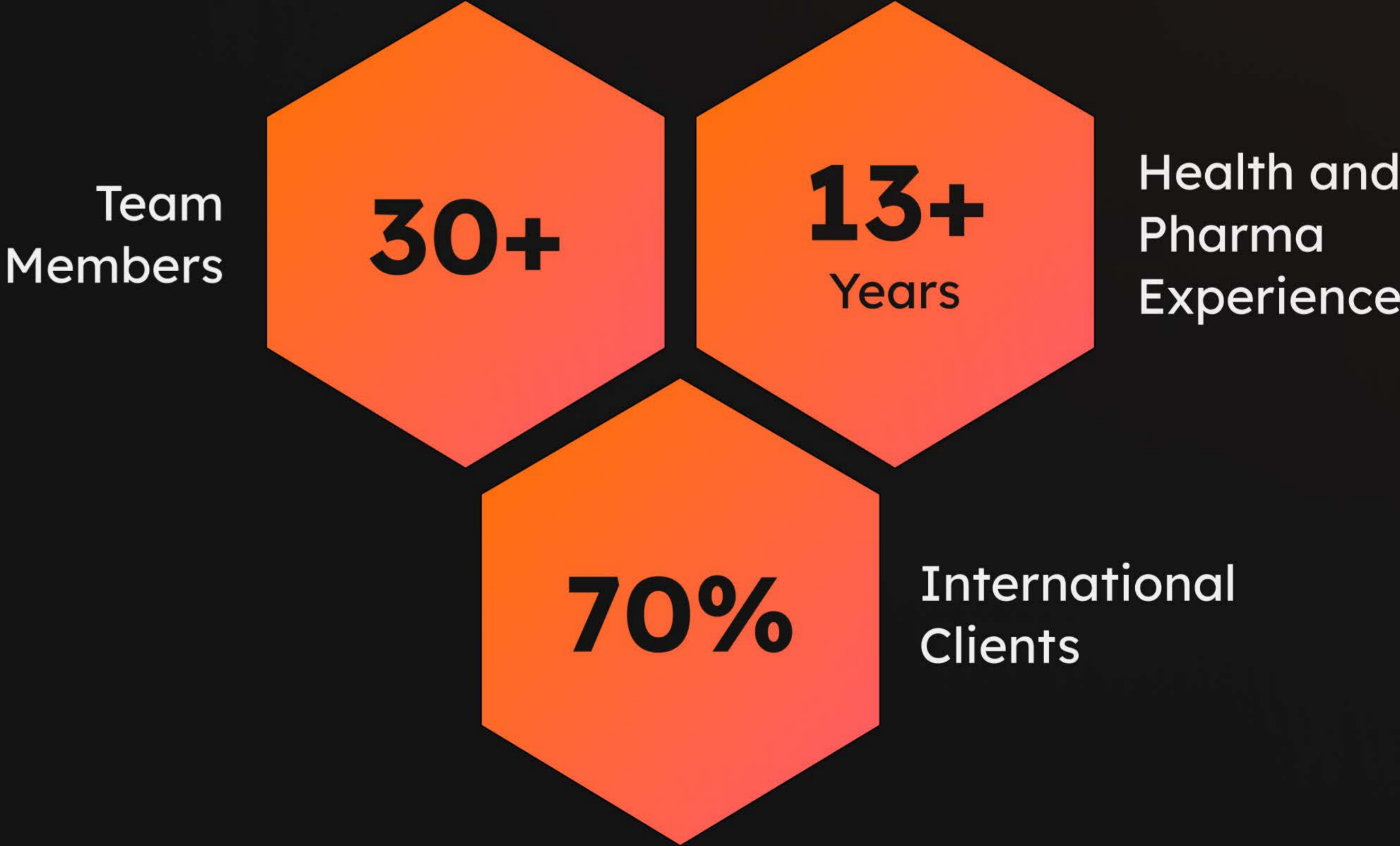
Rob Verheul, CEO



To create digital experiences which result in a positive, measurable impact on people's health and wellbeing; improving lives every day.

Digital strategy and design partners for health and pharma

Deepening customer connection through meaningful digital experiences





Strategy

We apply strategy to help you to create a future roadmap of your digital customer experience that is rooted in research and insight.



User Research

We develop insights through user research to establish what customers want and convert these into actionable, practical solutions.



Design

We design digital products and services that resonate with your customers and achieve your objectives, testing to ensure effectiveness, then scaling.



Our values



We genuinely care

Looking out for our people, customers, healthcare practitioners and patients.



We collaborate to innovate

Blending perspectives to deliver the best outcomes, together.



We endeavour for better

Developing people and processes in continuous improvement. Practitioners and patients.



Our journey to certification



We're **just** getting started

Graphite achieved Certified B Corp status in June 2022 and will recertify in 2025. It seems like a long way away and we're really only just getting started.

The B Impact Assessment (BIA) Tool is a great starting point to benchmark progress and to continuously improve. Reviewing and resetting our goals through the tool in early 2023 highlighted just how much we'd achieved, and how much further we can go.

Oct 21



Unconscious
Bias Training

Nov 21



Partnered with
Ecologi

Feb 22



Enhanced family
friendly policies

May 22



Awarded 'Best
Company to
Work for' status

Oct 22



Unilateral bonus
& cost of living
payment

Jul 22



Gained B Corp
Status

Dec 22

Awarded Top 40
UK Healthcare
Agency

Nov 22

Anthropy Live
summit,
connecting with
others making
an impact

Jan 23

Launched wellbeing
programme with
Luminate

Feb 23

Joined a local B Corp
collective for greater
impact

Mar 23

50:50 Gender pay
gap analysis

Our B Corp Score

We're aiming to score over 95 by the time we recertify in 2025

Overall B Impact Score

Based on the B Impact assessment, Graphite Digital earned an overall score of 90.6. The median score for ordinary business who complete the assessment is currently 50.9.



● **90.6**
Overall B Impact Score

● **80**
Qualifies for B Corp Certification

● **50.9**
Median Score for Ordinary Business

Graphite have joined the growing community of businesses in the UK and worldwide who are committed to balancing purpose and profit.

Unlike traditional corporations, which are focused primarily on maximising shareholder value, B Corps are legally required to consider the impact of their decisions on multiple stakeholders, including their workers, customers, suppliers, the community, and the environment.

We're proud to have achieved a score of 90.6 — ten points above the requirement to certify.

To become a B Corp, we have to meet rigorous standards of social and environmental performance, accountability, and transparency, as set by the non-profit organisation B Lab. This includes a comprehensive assessment of the company's impact on its stakeholders, and the implementation of sustainable and socially responsible business practices.

You can see our entry in the B Corp Directory, and the full breakdown of our score, [here](#).

Scoring

The B Corp assessment is evaluated across five impact areas: Governance, Workers, Customers, Community, and Environment.

Each impact area has a set of questions and each question is assigned a number of points. Questions can be eliminated from scoring if they are not applicable and answers are weighted meaning you can gain a different combination of points depending on the response.

The total number of points a company can earn is 200, and a minimum score of 80 points is required for certification.

The assessment is designed to be comprehensive and covers a wide range of topics, including worker treatment, environmental practices, community engagement, and corporate governance.

By scoring well on the assessment, we demonstrate a strong commitment to sustainability and social responsibility.





Governance

Governance

The Governance score evaluates our overall mission, our engagement with social/environmental impact, ethics, and transparency. It also evaluates our ability to protect our mission and formally consider stakeholders in decision making through our corporate structure or corporate governing documents.

We're locked in — B Corp Mission Lock

As a B Corp, we are legally required to consider the impact of their decisions on all of our stakeholders — workers, communities, customers, suppliers, and the environment - not just shareholders.

The B Corp legal framework allows us to protect our mission regardless of capital raises or leadership changes.

As a remote first company, we still recognise the importance and impact of coming together. Once a quarter, we get everyone in the business together for some quality time, training and a company update.

It an opportunity to reflect on what we've done in the last three months and what we will be focusing on coming up

So how do we do that?

- We evaluate new suppliers and existing suppliers on a regular basis to ensure alignment on governance.
- As a small owner-operated business we're not yet engaging with an external board, however all key business decisions are taken by the management team, which is 50% male, 50% female, with input from the business.
- All staff have regular engagement and support by Senior Leadership.





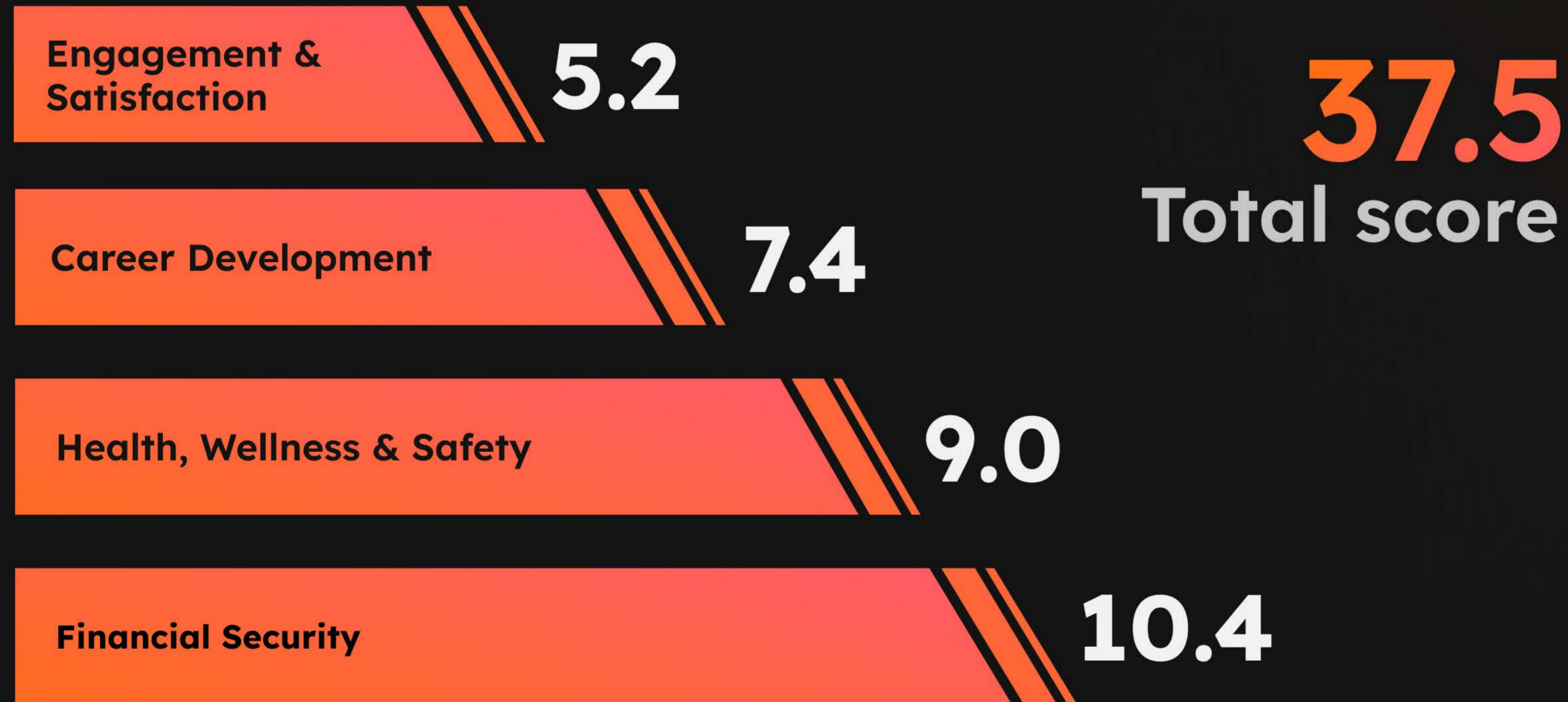
Workers

Workers

The workers score evaluates our contribution to our team's financial security, health and safety, wellness, career development, and engagement and satisfaction

We're proud that this is one of the best scoring areas.

Our score



Every year we carry out a benchmarking exercise to ensure our team are paid fairly and in line with other creative agencies.

In October 2022, at the close of our financial year, we gave everyone in the company a performance bonus and a contribution towards the cost of living.

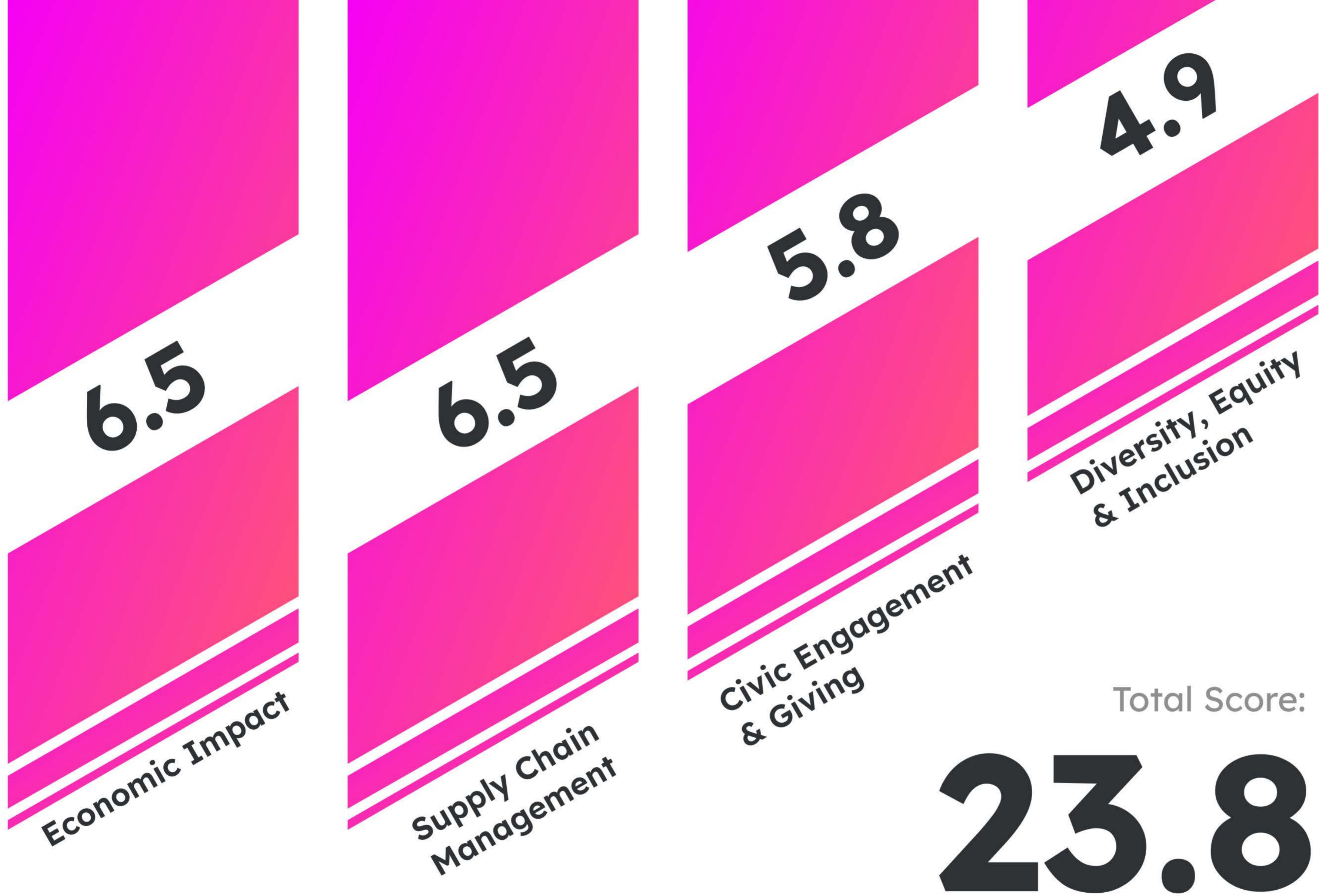
All of our departments have clear and transparent skill matrices with salary banding so our team know the skillsets needed to develop and grow their career. Goals, objective and pay are reviewed twice a year as part of our Personal Development Plan process, giving hard working team members the direction and recognition they deserve.

If one of our team members need some help along the way, everyone has a yearly budget that they can put towards training.





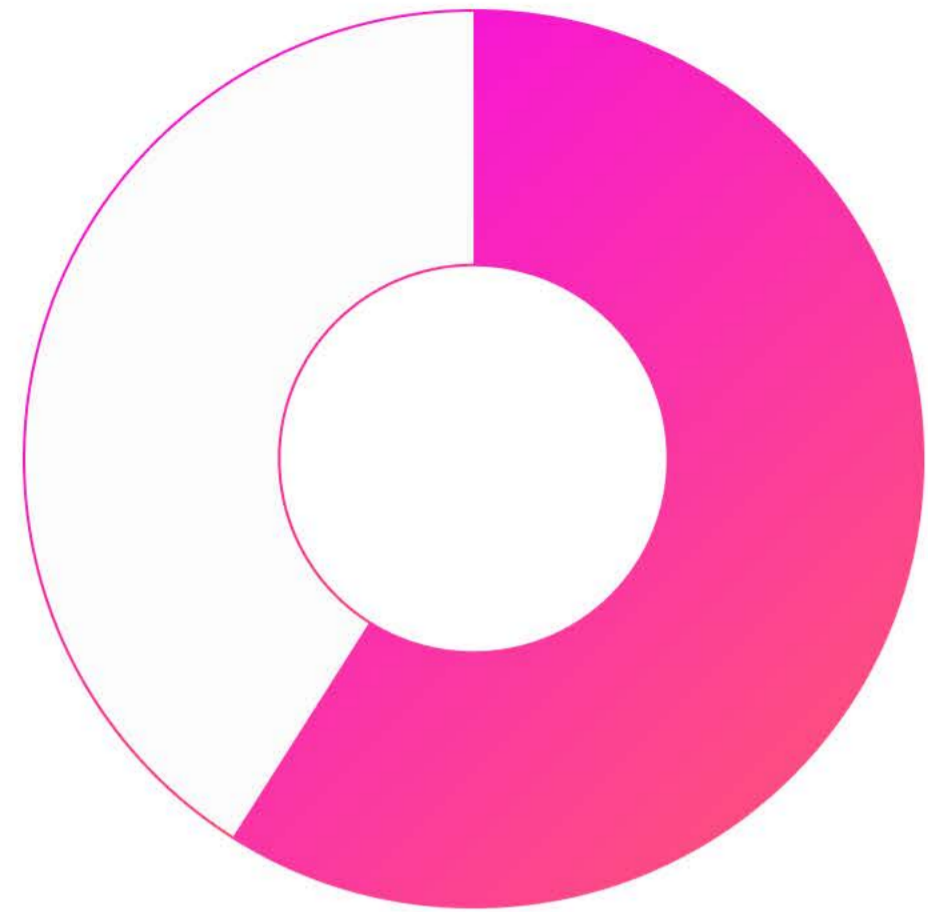
Community



Community

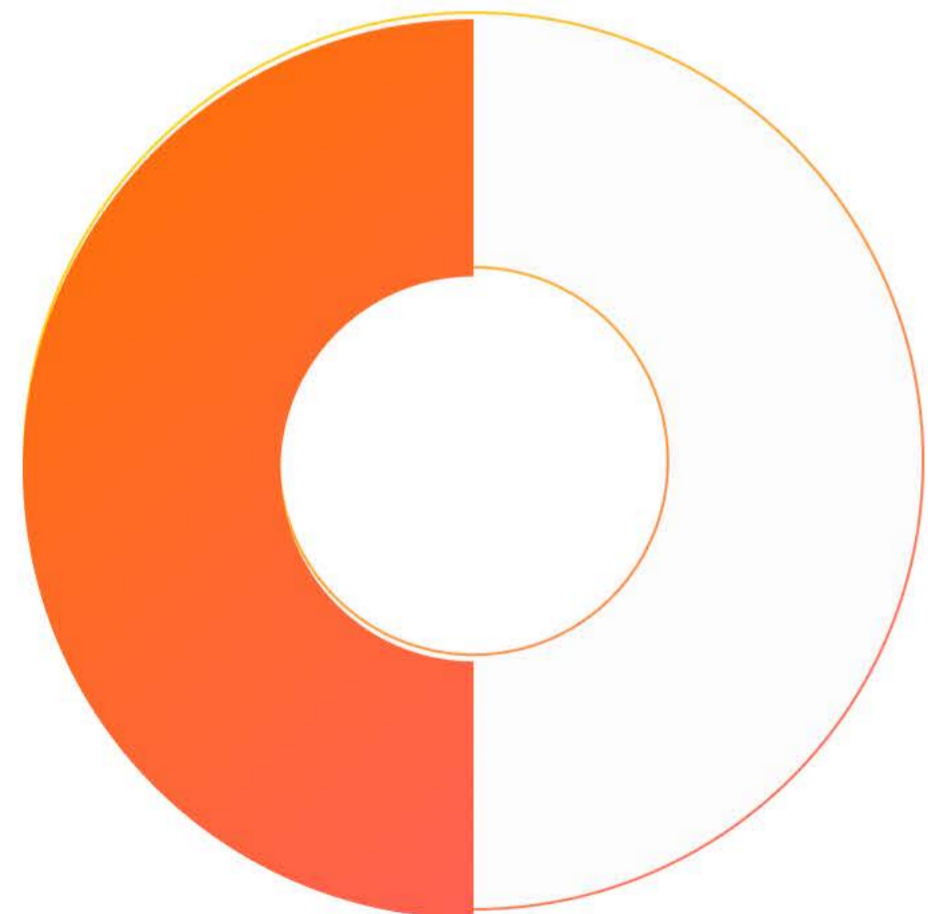
The Community score evaluates our engagement with and impact on the communities in which we operate, hire from, and source from.

Community also includes diversity, equity and inclusion, our economic impact, civic engagement, charitable giving, and supply chain management.



59% of the Graphite team identify as female

- Male - **41%**
- Female - **59%**



50% of our senior leadership team and **50%** of our line managers identify as female

- Male
- Female

Diversity, equity and inclusion

We carried out a gender pay gap analysis in March 2023 in line with government guidelines.

Our average pay for men and women in Graphite was marginally higher for women by 0.28%.

We have enhanced our maternity and paternity policies. For both male and female employees, we have increased the level of pay they can expect to receive on top of statutory leave while taking care of their new arrival.

We already have a flexible working policy and trust our team to manage their time appropriately. This means for returning parents, especially mothers, we're reducing the barriers back into work.

Diversity, equity and inclusion

If we want to live our core value and collaborate to innovate, we need a diverse workforce.

When we bring people with different backgrounds, experiences and perspectives together, they bring new ideas and solutions to the table, enabling innovation and creativity.

We want Graphite to be inclusive, positive and productive, and have some specific goals in mind to make this possible.

What's next?

Our current team has an age range of **27 years**.

We want to build a more age diverse team, supporting both the emerging younger workforce and older generations.

To support women in the workforce, we'll be creating a menopause policy to ensure that there is understanding amongst the team and giving assistance to those that need it.

We want to continue to invest in our female employees and ensure we have a strong female management team.

Our hiring strategy for the next three years will be underpinned by our DEI targets.

We want at least a third of our workforce to be from BIPOC (Black, Indigenous, Person Of Colour) origin.

We commit to carrying out a gender pay gap analysis every year.

Supporting emerging talent in the digital space has been a long standing passion of ours.

Supporting young talent

BIMA's Digital Day

We're proud to have been actively involved with BIMA's Digital Day initiative for 6+ years. Through this we engage with schools locally to give students practical experience of the industry through a day of workshops and mentoring.



Resurgo SPEAR

We're partnered with Resurgo SPEAR, a local organisation that supports disadvantaged young people into employment or further education. We support them with regular volunteering and donations.

Work experience programme

We've run a successful work experience programme with local schools for the past 3 years. We've recently expanded the catchment area and specialised the programme to focus on digital design skills. A participant from our most recent work experience week subsequently joined the team full-time as a Marketing Executive.

Charity and greater impact

1%

In line with the ‘**1% pledge**’ we commit to giving **1%** of profit to good causes.

This year we’ve given **1.3%** of our profit to charities. We ask the team to share with us charities that are close to their hearts so that donations go where it matters. We also support donations to sustainable

initiatives as part of our carbon offsetting programme.

In March 2023, we joined the Brighton B Corp Collective – a collective of local B Corps who want to find ways to come together and make an impact in the city we call home.

We kicked off our involvement by taking part in a blustery community beach clean for #BCorpMonth2023.

We’re also committed to the continuation of our work experience programme and the support of young, emerging talent.



Partnering with DKMS to help them increase the number of registered stem cell donors

Blood cancer charity, DKMS, were experiencing low return rates of their stem cell donor registration kits. This meant that less people were successfully registering as potential donors, and resources were being wasted in supplying free kits that were never sent back.

Utilising our team of in-house user researchers and designers, we partnered with DKMS on a pro bono basis to help them better understand their target donors and work out what they could change in their processes in order to improve return rates.

We conducted in-depth research interviews with a selection of donors, mapped out the donor

journeys, then hosted a collaborative workshop, working to identify high-impact changes to improve return rates. We designed new prototype solutions, then sought feedback again from real donors to validate any changes.



Our work with DKMS has equipped their team with the insight and understanding to enhance the registration process, improve kit return rates, and ultimately increase the chances of those in need finding a match.

[→ Read the full story here](#)



Customers

Customers

The customers score evaluates our stewardship of customers through the quality of the products and services we provide as a company.

We are privileged to have the opportunity to positively affect the health outcomes for individuals through many of our client projects.

Over the following pages, we've included a few client stories from recent projects as a small sample of the positive effects we can bring.

As we move forward we look to continue to expand our impact by enabling our clients to better measure the results of their projects, as well as working on digital health projects with great potential to make a difference.

2.7

Customer Stewardship



CSL Behring



What our clients say about us

“The team has a lot of energy.”

“You challenge our thinking, bringing in fresh ideas and ways of working.”

“There is a true willingness to seek to understand and seek to solve.”

“Graphite gave me the epiphany that we should be talking to users.”

“I don’t feel it’s our agenda, it’s very much two-way; it’s highly collaborative.”



Improving the digital customer experience to allow Vhi members to lead healthier lives

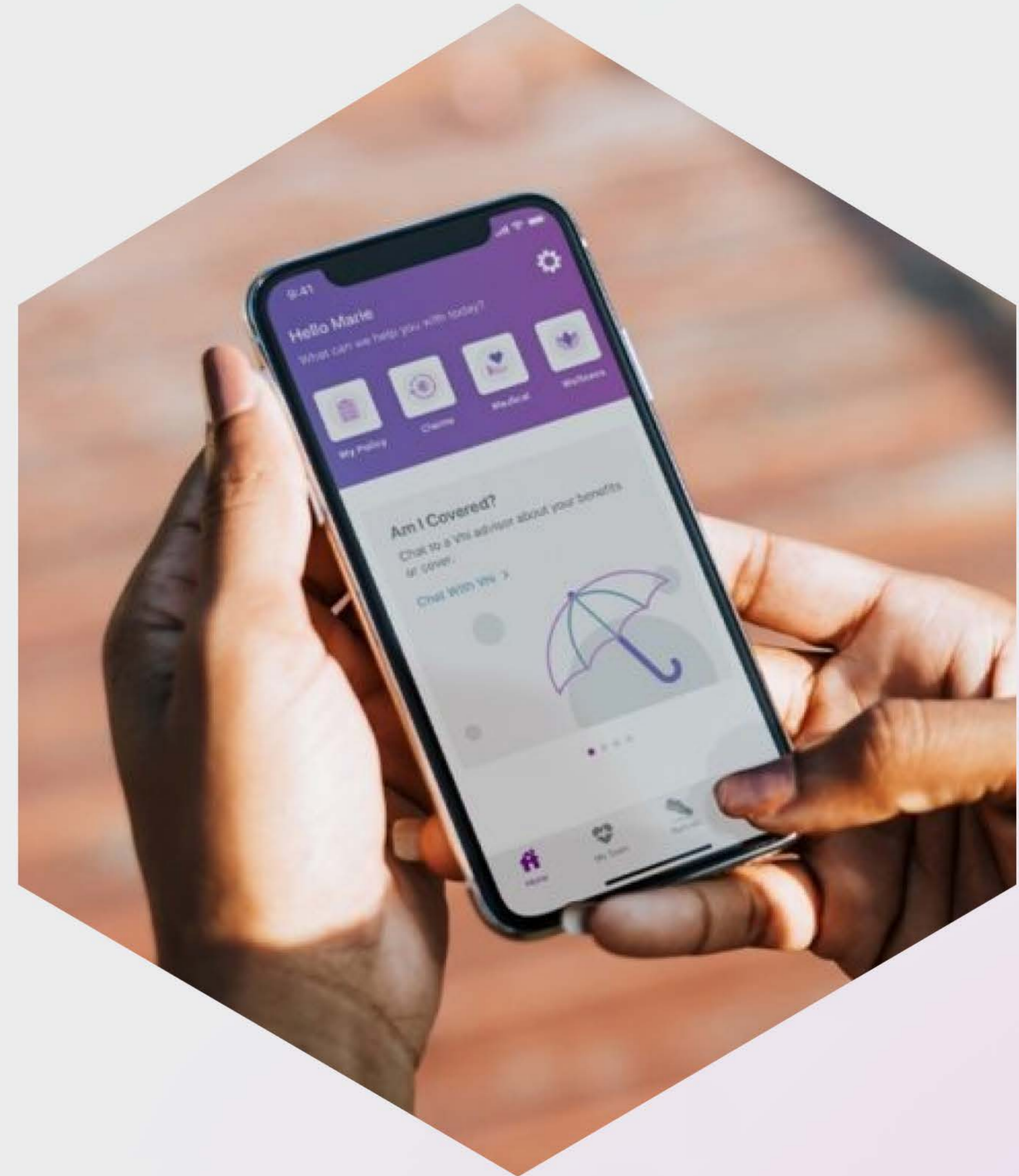
We're partnered with leading Irish healthcare provider, Vhi, to help them improve their core customer-facing app.

We've redesigned many core features of the Vhi app to ensure they are aligned with customer needs — such as their online doctor telehealth service, their Parkrun rewards programme, the symptom checker, and the app dashboard.

By focusing on user experience, accessibility, user research, and insight-driven design we've helped transform the Vhi app and improved engagement with features that allow members to lead more healthy and active lives.

Outcomes:

- New dashboard preferred by 90% of app users
- Apple app store rating of 4.7, and Google Play rating of 4.6
- 407% increase in Online Doctor usage within 3 months of launch






Improving HCP access to valuable digital content

The team at Astellas Pharma turned to us to help them optimise the registration process for their HCP (healthcare practitioner) portal – a gated digital platform that hosts medical and product information for clinicians.

We conducted user research with HCPs across key markets to better understand the current user journey and identified high-impact opportunities for improvement. We also gained additional insight into HCP needs, wants, and pain points that could be applied across many digital contexts.

Outcomes:

- Gained insights on HCPs preferences and market nuances to inform future decision-making
- Identified high-impact areas for improvements to the portal registration journey
- Evidence-based design and development for shared confidence and maximum ROI

[Read full story](#) 






Inspiring patients with Type 2 diabetes to take action


The Know Diabetes site is designed to help all those affected by diabetes in North West London. Whether it's signposting people to the best assistance, or providing advice on eating healthily and checking symptoms, the site can help users make small, practical changes to boost their health.

The NHS NW London team turned to us to help deepen their audience understanding in order to evolve their service, better serve patient needs, and improve site engagement.

Using a combination of UX research and digital strategy, we worked with the NHS team to come up with a series of actionable recommendations. By optimising the user experience for diabetes patients, we could inspire them to take action when it comes to their health.



“Working with Graphite has given us a deeper understanding on how we can develop our future strategy and ensure that users of the services have a positive experience.”



— IAN REDDINGTON, DIGITAL LEAD
DIABETES AT NORTH WEST LONDON
CCG, NHS



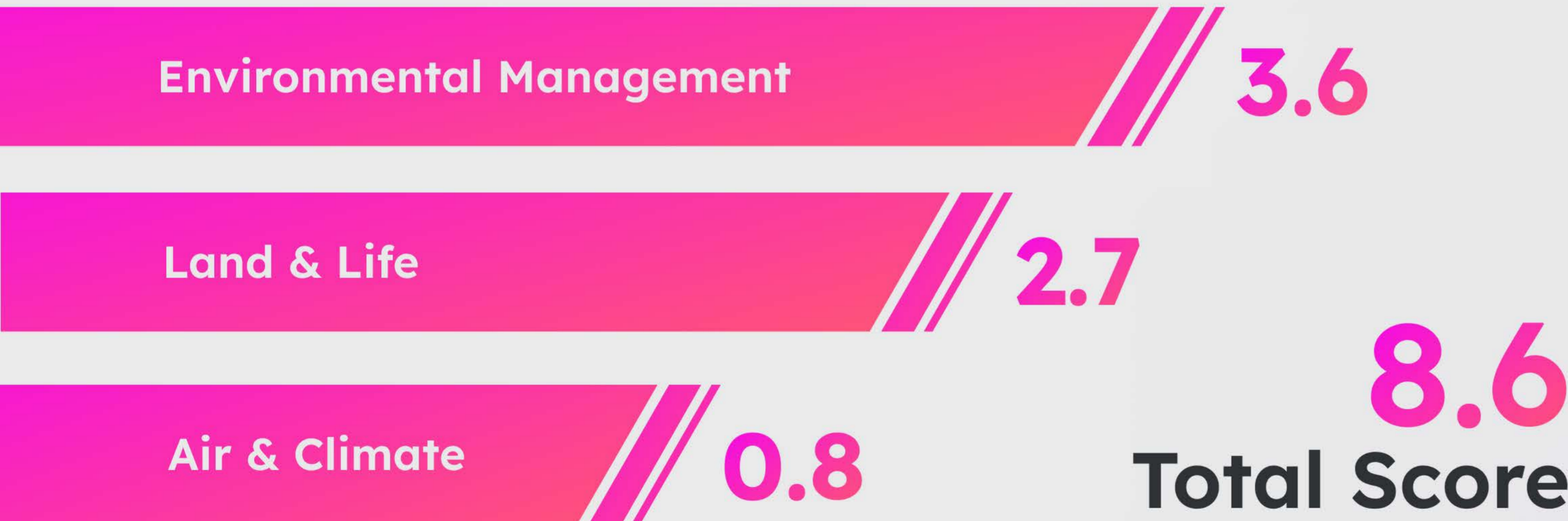
Environment

Environment

During the COVID-19 pandemic, Graphite, like many other businesses in the world, made the decision to work from home.

Prioritising employee wellbeing and safety, we gave up a large premises and moved into a small office in a local coworking community.

Our Score



‘Environment’ evaluates our overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of our operations and, when applicable its supply chain and distribution channels.

We are one of many tenants on a 6000 sq foot office space, occupying just under 400 square foot as our dedicated space. In February 2023, as a percentage of the total space, we used 249kwh of electricity, creating 45.5 kgCO₂e

As the majority of our team work from home, we have prioritised ensuring the team are equipped with the necessary training and knowledge to make the most sustainable choices whilst working from home. We also encourage the use of public transport whenever travelling for business and offset any carbon emissions generated by international travel.

Environment

In 2021, we partnered with Ecologi and joined their Climate Positive Workforce initiative. This involves carbon offsetting the impact of our employees and business activities, and supporting climate-friendly projects around the world.

We were thrilled to be eligible for their Ecologi Zero platform BETA, designed to help SMEs in the UK understand their carbon footprint.

Understanding Scope 1, 2 and 3 emissions



Scope 1

Emissions are direct emissions that come from sources that are owned or controlled by the organization, such as emissions from combustion of fossil fuels in boilers or vehicles, or emissions from chemical reactions during production processes.



Scope 2

Emissions are indirect emissions that result from the generation of purchased electricity, heating or cooling consumed by the organization. These emissions occur at sources that are not owned or controlled by the organization but are used by them.

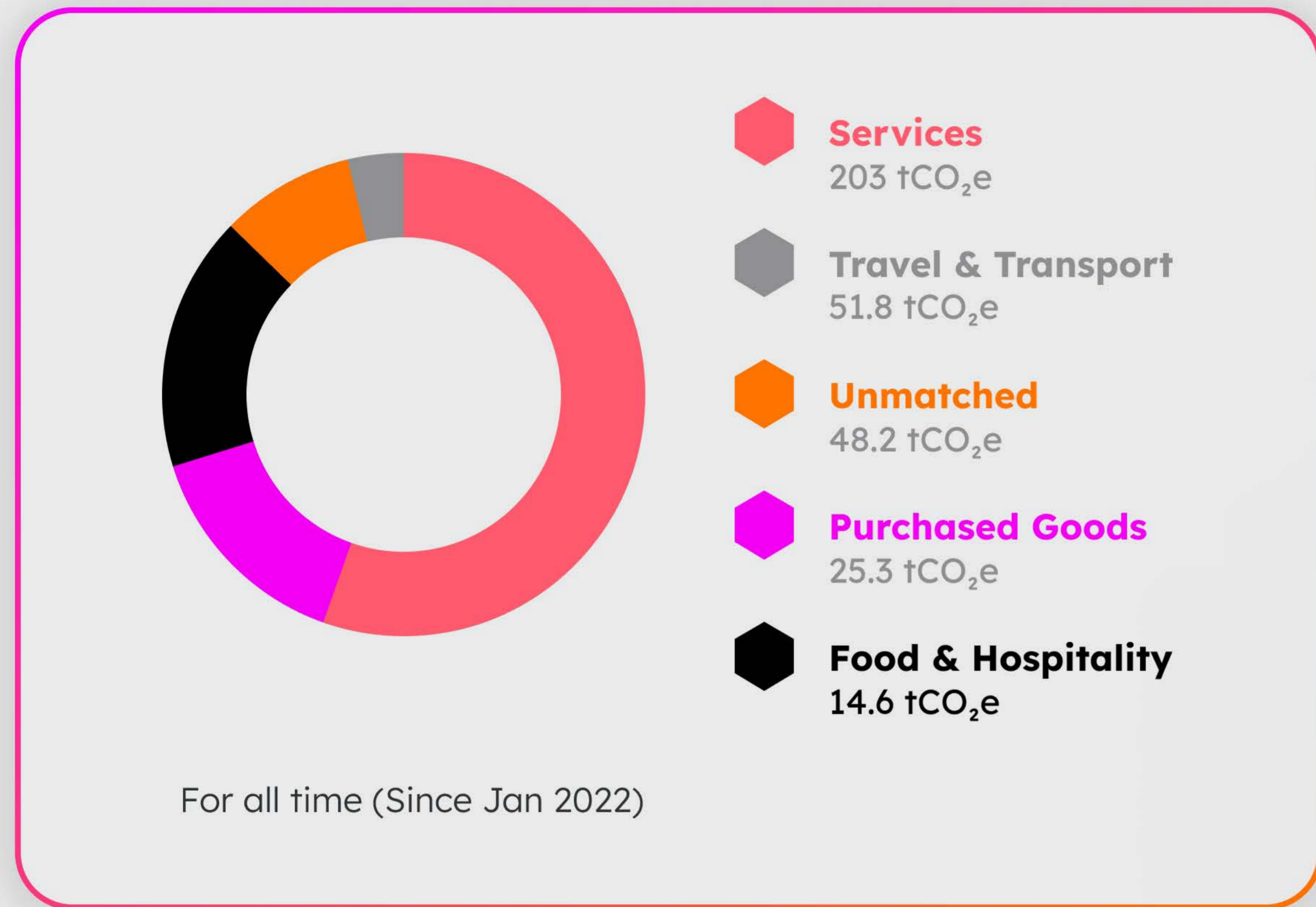


Scope 3

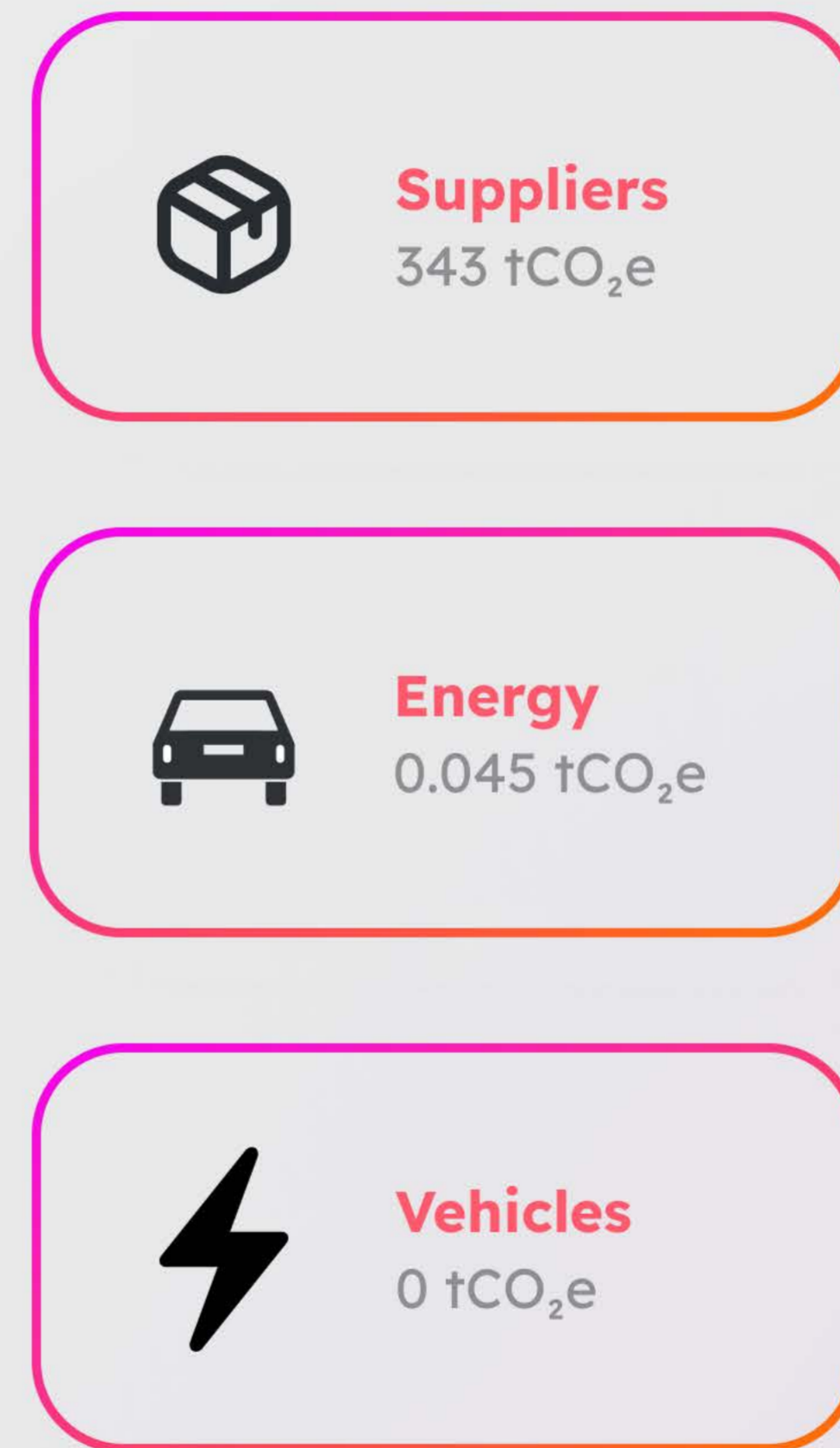
Emissions are all indirect emissions that occur in the value chain of the organization, including the emissions from the production of purchased goods and services, employee commuting, business travel, and the disposal of waste generated by the organization.

Environment

Total emissions by category



What make up our total emissions?



Average of 23,240kg CO₂e a month

Our carbon footprint in 2022 was 287.5 tonnes of CO₂e. This is equivalent to doing a return trip from London to Brisbane 99 times in a year

343 tCO₂e

Total emissions for all time (Jan 2022)

Environment

What we have achieved



4000+

Trees planted



324

Tonnes of carbon dioxide offset through sustainable schemes



20

Tonnes of carbon emissions offset from international flights



We also work from home and set up our office space in a local coworking community



Our team have access to a cycle to work scheme and we prioritise the use of public transport whenever possible.



Whenever we can, we use local businesses and talent to support Graphite's goals.

What's next?

Now that we understand our carbon footprint, we want to move from carbon neutrality to net zero.

But what's the difference? Carbon neutral aims to balance greenhouse gas emissions with an equivalent amount of carbon offsets that avoid or remove emissions.

Net zero aims to reduce emissions in line with limiting warming to 1.5C and to balance any remaining emissions by removing GHG emissions from the atmosphere.

We will continue to monitor our carbon emissions while making it a priority to reduce our impact, particularly within Scope 1 and Scope 3 emissions.

Summary

We're only one year into our B Corp Certification and it's been an eye opening experience so far. There is so much more left to do.

We're thrilled to have partnered up with other B Corps in the local area with the hope of unlocking further impact and we are delighted to be part of a growing, global movement that promotes change for good.





Thank you



www.graphitedigital.com