

# 2020–2022 Impact Report



B CORP

2020–2022

Accept & Proceed  
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EST2007 #6225749

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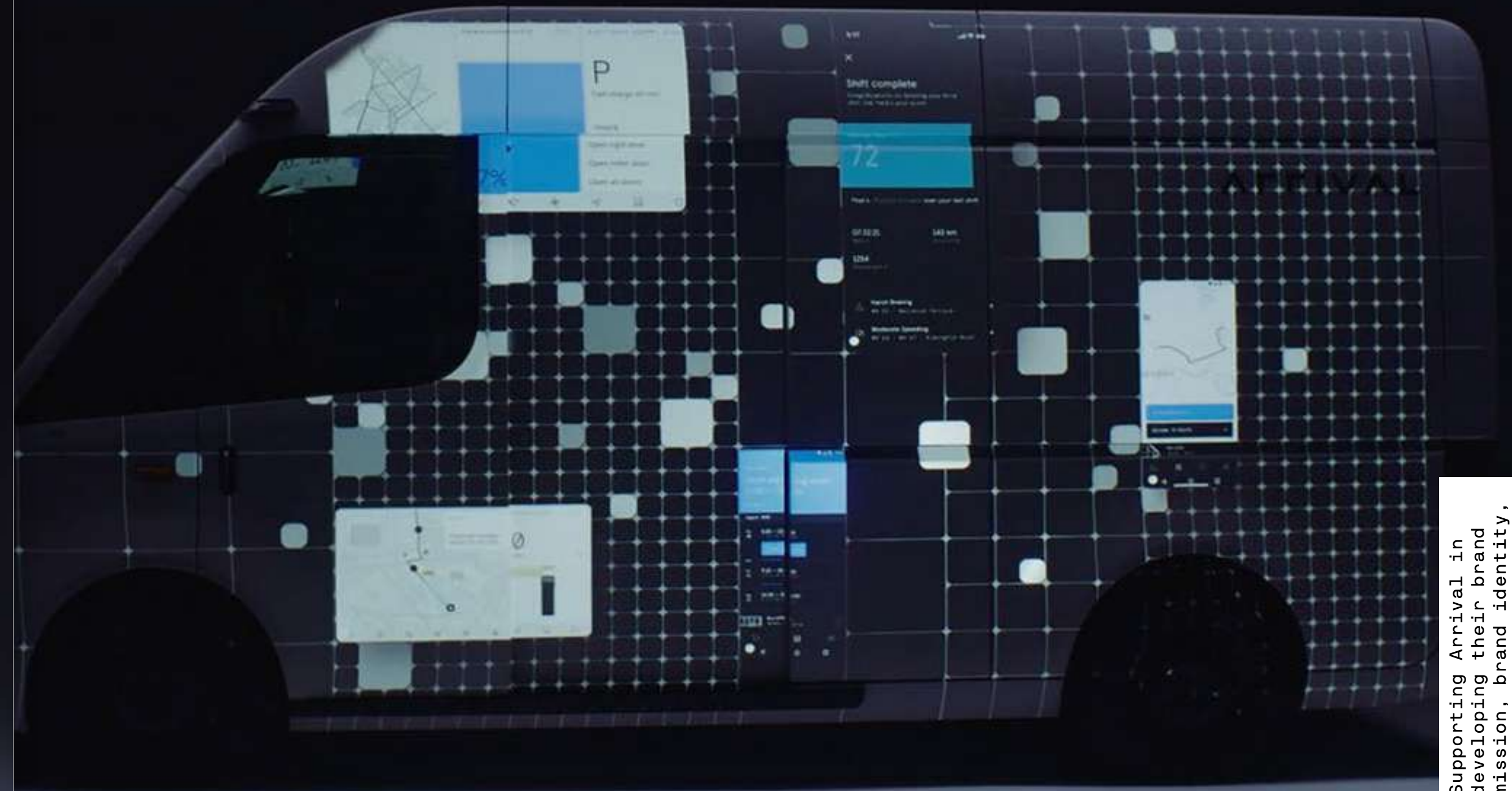
# Meet A&P

## ↓T Our agency

Accept & Proceed is a London-based design studio dedicated to amplifying the power of visionaries since 2006.

As a certified B Corp, we use our business as a force for good and consider the impact of all decisions on our people, community, and the planet. Our studio focuses on creative work that responds to societal challenges and pushes for positive impact, and we give 1% of our turnover to urgent environmental issues each year. Our podcast series, Endless Vital Activity, hosts conversations with brilliant minds to inspire radical action.

We take every other Friday off to explore new worlds and bring back fresh thinking, and we've been voted the tenth best UK agency by our peers.



Supporting Arrival in  
developing their brand  
mission, brand identity,  
and social toolkit.

2021

Arrival  
Zero-Emission Vehicle  
Solutions For Cities

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# Designing a Better Industry

## Letter from the Founder: A&Past, Present & Future

Years ago I had the realisation that companies using profit and growth as the only measure of success is just not where it's at. Certainly not for one as special as ours.

Our existence should not be guided by a static set of targets and metrics, I thought. Our agency pulses with energy, ideas, purpose, influence, awareness and originality. We're real people, it's a real world, let's get real.

But there was no B Corporation back then...

At Accept & Proceed we are committed to bringing about positive change through our work, connecting brands to culture and helping envision a better future through the process.

We have grown over the last 15 years to support some of the world's greatest brands at their most important moments, and of this, I am very proud.

In 2020 we were certified as a B Corporation and as such became part of a movement of businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability.

B Corps don't just say that they're good, or socially responsible businesses, they must live it.

In many ways, I feel that's where the power of our work lies; in real-world, self-initiated R&D which provides learnings and proof points for the way we operate as well as the work we do with those organisations we choose to partner with.

As we near the end of 2022, A&P is looking forward. Ideas around what it means to be an 'agency for the future' are a huge part of what we are thinking and talking about daily. But with so many potential futures, plans are interesting at this point.

While necessary, we see that they are just that; plans and strategies. In such an era of flux, we must all be adaptable and see strategies themselves as changeable entities. Because we need to set the bar higher year on year. Continually.

And we know we are not alone. What is most exciting to us is what we can achieve through our networks and partnerships. As an agency, you don't exist without your partnerships. We partner with visionaries. People who hunger for radical ideas. People who like radical action. People who don't flinch at the world we've been given to solve. Join us.

David Johnston  
.....  
Founder  
.....



A new visual identity  
that balances data with  
purpose.  
2021

# Designing a Better Industry

## ↓T Letter from Creative Leadership:

To be a B Corp is to consider the 3 P's; People, Planet, Profit and in that order of importance. It's essential, however, to understand that these three aspects have a co-interdependence on each other.

Looking after our people is paramount, as our real IP is the brains of our excellent team. We aim to protect our gang in several ways; having a say on the governance of the studio with group town halls where we discuss how the business operates. Our 360 reviews where we can examine our own futures, and progression and initiatives like the Friday fortnights give us extra time to refresh and inspire ourselves. They are all part of a multi-pronged approach to our team's well-being.

The state of the planet is, of course, the primary factor that underpins many of our actions as a business; having B Corp status assures everyone that the studio is doing its best regarding the environment within our operations.

We're also a member of the "1% for the Planet" programme, where 1% of turnover is given each year to charitable projects we all believe in. As a studio, we are also fully supportive of pro-bono projects that come our way for supporting causes that don't have the funds.

Being B Corp affects the work we choose to do and the work we turn away from; increasingly, projects are drawn to us by people who also share our values, not just our design sensibilities.

Finally, it's good to remember that there is an underlying thought that pervades all the work we take on and how we do our jobs, and this is the question of "is this work doing some good in the world, and if it isn't, can we alter it so that it is?"

Matthew Jones  
Executive Creative Director



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Matthew Jones  
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Executive Creative Director  
.....

## ↓T Letter from Creative Leadership:

Our first year of working as a certified B Corp design team was undertaken in the midst of the global shift to remote working. Most of our interactions as a team were seen through a video call. It was a laggy, messy and frustrating experience at times but there were also moments of joy and ingenuity. Most of all, the fact that we got through it as a team, created some of our best work and solidified a lot of client relationships in the process, proved that our designers have an incredible in-built resilience and ability to use creativity in an adaptive way. So this, our first Impact Report, is intended to reflect the digital window where we watched our first year as a B Corp zoom by.

It's a slice of time, and acts as a visual memento of our creative resilience as we return to working together in our studio more focussed on the future than ever before.

.....  
Stephen Heath  
.....  
Creative Director  
.....

# Designing a Better Industry

## IT Letter from Creative Leadership: B Corp Reflections

We asked our team for their thoughts on working for a B Corp, because it's individual actions and efforts of every team member that make up the DNA of A&P.

Here are some of their responses on what they appreciate the most about A&P being a B Corp:

It's not an easy feat, so being a B Corp helps my conscience that I'm working for the good guys.

The increased focus it has led to in terms of 'people' e.g. 9-day fortnight and employee voice along with the message that profit is not the only (or main) reason to make decisions.

Commitment to improve.

I appreciate that A&P are doing their best to take care of the people who work for them and the planet.

That B Corp holds us accountable as a business to social and environmental considerations, as well as the opportunity this provides to find mission partners for future collaboration.

Being part of a company that is actively trying to make the world a better place. The necessity to turn away clients that do not meet our ideals.

The fact that A&P cares about the planet is important.

That we make our commitments real and visible.

Making a positive impact.

I appreciate A&P's commitment to its employees, and selectivity in signing on certain clients.

Makes me feel I'm contributing to a better future.

A&P Team



# B Impact Assessment

!T The B Impact Assessment allowed us to take a close, honest look at our business and accurately measure the impact on our workers, community, environment and customers. We were accepted to the B Corp community with a kick-off score of 83.6 — the number we will use as a benchmark and competition with ourselves.

Within the five impact areas measured by all B Corps, we found the area we naturally excelled at was in making progress for our team, and other areas that we need to allocate more focus on are with our customers and the environment.

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Impact Scores	Verified assessment scores	2021/22 Prediction	% Change
Governance	18.4	18.2	-1%
Workers	30.2	34.0	+12.6%
Community	23.4	26.8	+14.5%
Environment	8.0	10.8	+35%
Customers	3.4	5.2	+52.9%

Certified June, 2020

83.6

June, 2021\*

94.4

# Governance

We evaluate our overall mission and engagement around its social/environmental impact, ethics, and transparency.

# Governance

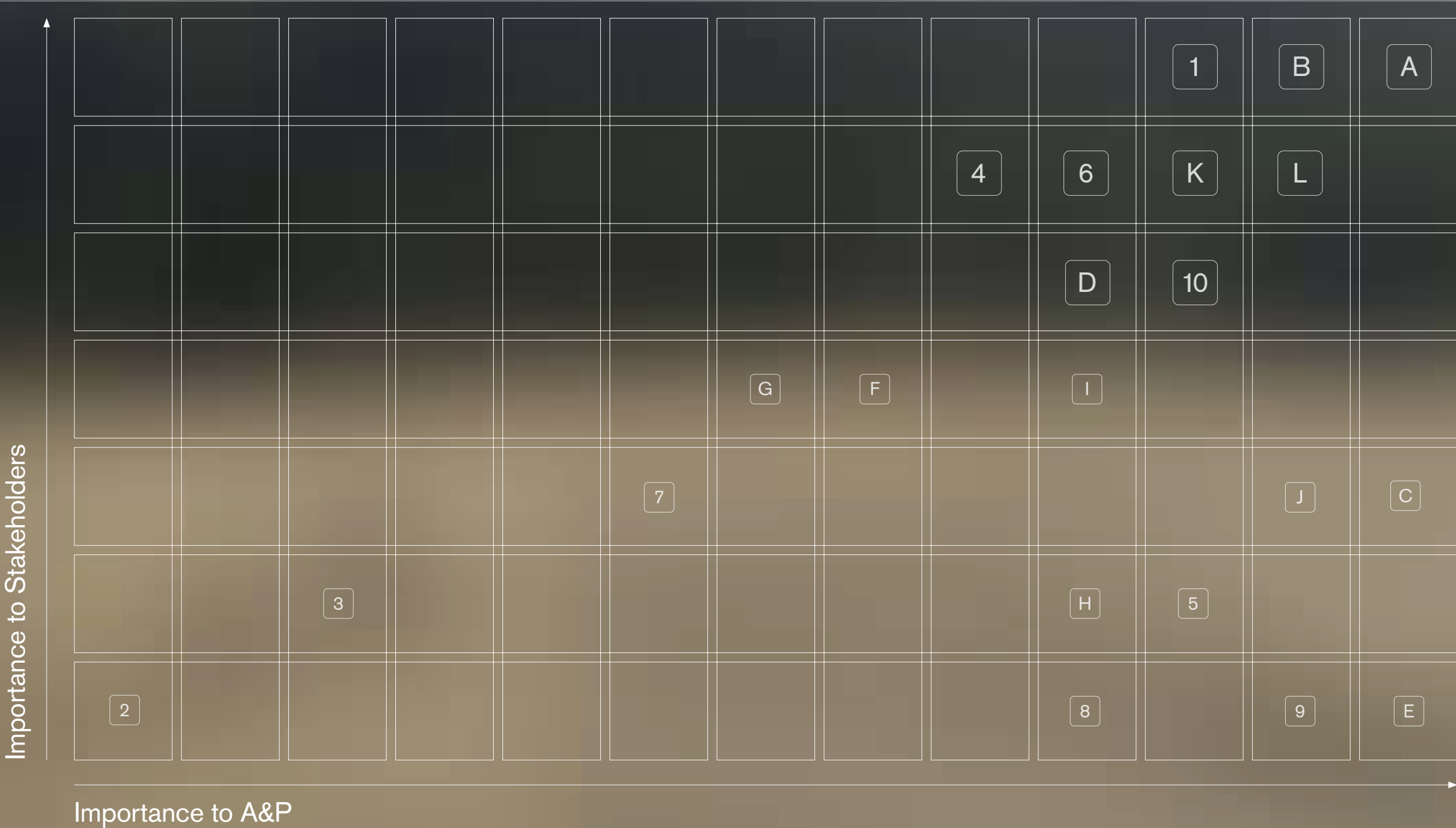
↓T This is our current materiality matrix, which shows the results from our 2021/22 assessment.

— Environmental issues material to A&P:

- 1 Climate change
- 2 Water usage
- 3 Waste
- 4 GHG emissions
- 5 Recycling/reusing
- 6 Carbon off-setting
- 7 Pollution
- 8 Sustainable suppliers
- 9 Sustainable products
- 10 Sustainable clients

— Social issues material to A&P:

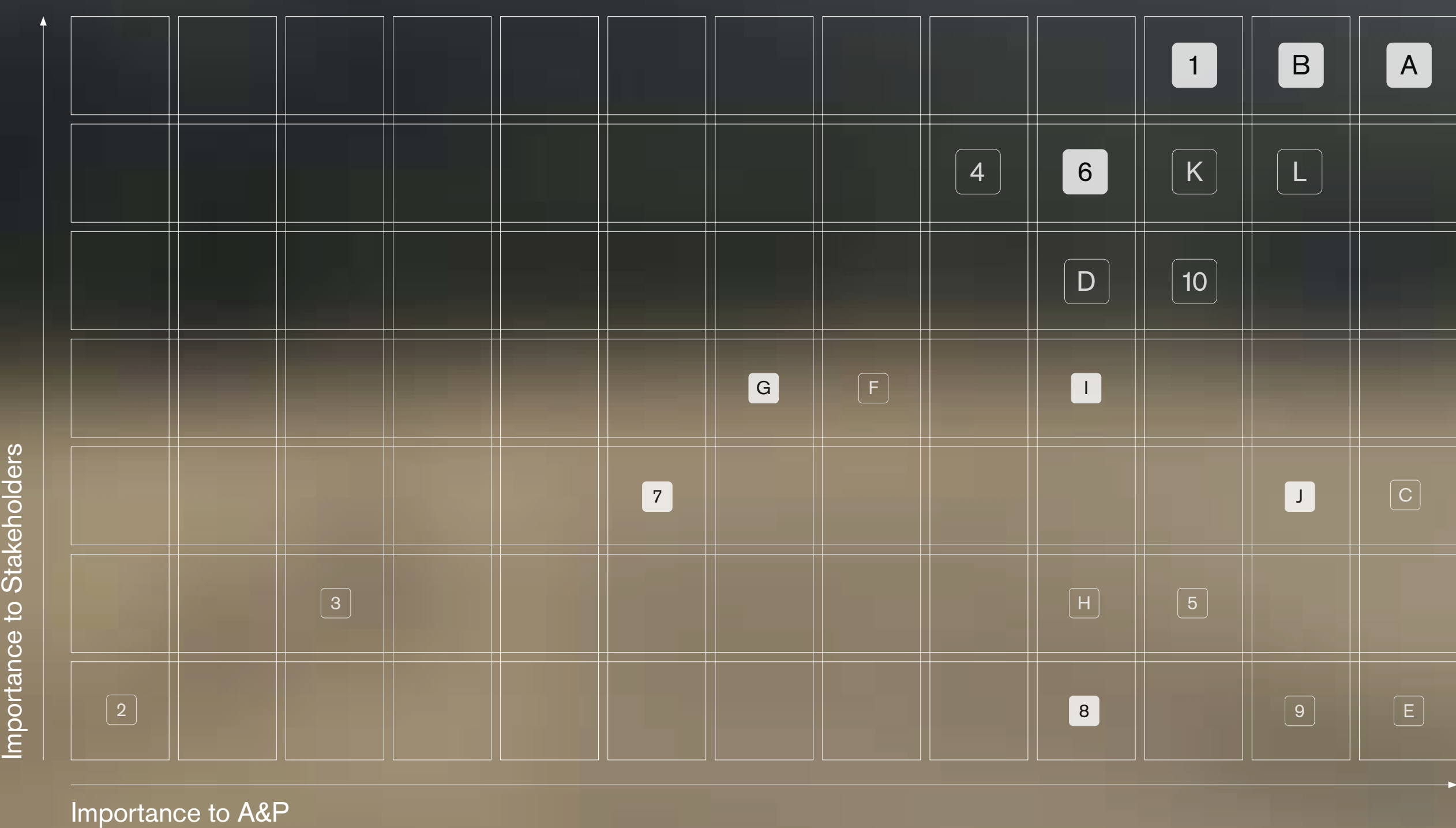
- A Inclusion & Diversity
- B Staff well-being
- C Employee training and development
- D Volunteering
- E Charitable donations
- F Being a voice in the community
- G Being a voice in the industry
- H Ethical 3<sup>rd</sup> party suppliers and sub-contractors
- I Type of client
- J Type of work
- K Creating diverse work experience opportunities
- L Ethics, values and culture
- M Transparency (both internally and externally)



↓T Within Governance, we take a look at our materiality matrix which shows the results from our 2022 assessment. Here, environmental and social issues are given a weighting of significance according to our team versus our stakeholders. The results mapped here show our most important environmental issues to both A&P and stakeholders include:

- 1 Climate change
- 6 Carbon off-setting
- 7 Pollution
- 8 Sustainable suppliers

- ↓T And our most important social issues are:
- A Inclusion & Diversity
  - B Staff well-being
  - G Being a voice in the industry
  - I Type of client
  - J Type of work



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↓T And our most important social issues are:

- A Inclusion & Diversity
- B Staff well-being
- G Being a voice in the industry
- I Type of client
- J Type of work

↓T Previous identified areas for action:

- 1 Equal pay and equal opportunities
- 2 Staff wellbeing
- 3 Voice in the industry
- 4 Type of client and type of work
- 5 Travel emissions
- 6 Carbon Offsetting
- 7 Pollution
- 8 Sustainable Suppliers/Products

↓T Current identified areas for action:

- 1 Inclusion and Diversity, ethics, values and culture
- 2 Climate change, GHG emissions and carbon offsetting
- 3 Staff wellbeing
- 4 Volunteering
- 5 Training and development
- 6 Transparency
- 7 Type of client and type of work

# Team

# 2

IT We assess our contributions to our employees' financial security, health and safety, wellness, career development, and engagement and satisfaction.

# Team

IT Before we knew the pandemic would carry us from lockdown to tiered travel systems and take us along other unexpected turns, we held steadfast to the health, safety and happiness of our team as our utmost priority. Whatever the business pivots, project changes or client shifts, the team's well-being was a non-negotiable.

We approached this in two ways: updating the work environment to suit the new normal, and upgrading employee benefits where it affects happiness.

# Team

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Project  
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We partnered with  
Ananas Anam to create  
their Impact Report.

2020

 **Ananas Anam**  
Innovative Natural  
Textiles

# Team

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## Updating the work environment

Our first adjustment was an idea we were teasing before the pandemic hit. The 5-day work and 2-day rest week never sat well as the right “formula” for good work and happy people, so we experimented with the 9-day fortnight. Every other Friday, the studio would close, our out-of-office message turned on, and the team is free to rest, explore and do what is necessary to recharge. This 1-year trial became an absolute favourite and we’ve since made it official. Our productivity and employee happiness hasn’t been better.

We also introduced flexible working to accommodate parents, those who’ve needed to adjust their schedules as a result of the pandemic, or simply to make lives easier.

Of course, remote working was put in place and now we are in the process of trialing hybrid working.

Studio renovations - a project dubbed Studioflex - has made it possible to accommodate the new mode of operating in studio, at home or wherever works best in the world.

We are leaning towards a global mindset and team, whereby not being present in person will no longer hinder or delay progress, but will be set-up to incentivise and positively challenge our work and collaboration for the better.



Pay



Benefits



Learning & Development



Work Environment

# Team

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## ↓T Total rewards and recognition

Upgrading our employee benefits with regards to rewards and recognition wasn’t just about pay raises and bonuses. It was important to us that we also considered health and wellness, optimal work environment and resources for additional support:

- € Pay:
- Base pay (increased salary bands and equality)
  - Contingent pay/bonus/cash incentives (in progress: company-wide profit share bonus for 2022/23)
  - Long term incentives e.g. shares (in progress)

- 👤 Benefits:
- Work/life balance: holiday increasing with service, birthday off, 9-day Fortnight
  - Pension, health care
  - New perks: Headspace, cycle to work schemes
  - In progress: Dental from 2022

- 💻 Learning & Development:
- On-the-job learning and coaching
  - Access to professional development workshops in partnership with You Can Now
  - Improved appraisal process with clearer points for development
  - Peer recognition scheme (in progress)

- 📖 Work Environment:
- Quality of working life and hybrid working values to be collectively defined (in progress: StudioFlex in 2022)
  - Employee voice (in progress)
  - Offsite retreat (Today)
  - Job design (in progress)

- € Pay
- 👤 Benefits
- 💻 Learning & Development
- 📖 Work Environment

# Team

## ↓T Diversity, equity & inclusion

Internally, we aimed to gain clarity into the makeup of our team and identify areas for improvement. Externally, we wanted to support young designers in learning more and finding opportunities within the creative industry (more on this in the next section on Community).

For a look into our team, A&P partnered with &ForAll, a startup dedicated to supporting businesses with developing an inclusion and diversity strategy. Using &ForAll's framework, we were able to survey our team in such a way that granted us a transparent and honest understanding of where we stood in terms of diversity and inclusion, and our areas for improvement.



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↓T For 2023 and beyond, our focus is to convert this information into a full-fledged I+D strategy. We have formed an I+D task force to spearhead the additional research, survey and dialogues to help us gain further insights before we can develop an actionable plan.



# Community

ESG

IT We review our engagement with and impact on the communities in which we operate, hire from, and source from, including areas in diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

# Community

↑T As a group, the team at A&P expressed a strong desire to support young and diverse designers with their knowledge of design and finding opportunities within the creative industry. We decided to lend our hand to organisations already set-up with this singular aim: 20/20 Change and MaadTechy.

# Community




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IT 20/20 Change is a youth empowerment organisation leading the way to a more diverse and inclusive workforce in the UK. Through training programs, mentorship and career support, they empower young black professionals to flourish in the workplace. Their commitment to excellence, passion for community and dedication to transparency helps achieve clear, explicit and sustained change for young black professionals.

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👥 A&P provided a pro-bono rebrand for the organisation's social media presence, with a new website still in the works.

👥 A&P delivered 2x workshops on the topic of design and branding.

👥 A&P provided various mentoring sessions to individuals.

👥 David volunteered as a guest speaker at a Lunch and Learn session.

# Community

IT MaadTechy is the brainchild of Fejiro Marino. It's an early-stage startup with a focus on increasing diversity within the design and tech industry by providing tech/design experience to young creatives.

Altruistiq is a decision-making environment for business sustainability teams.  
Altruistiq.com

A new visual identity that balances data with purpose.

2021

# Community

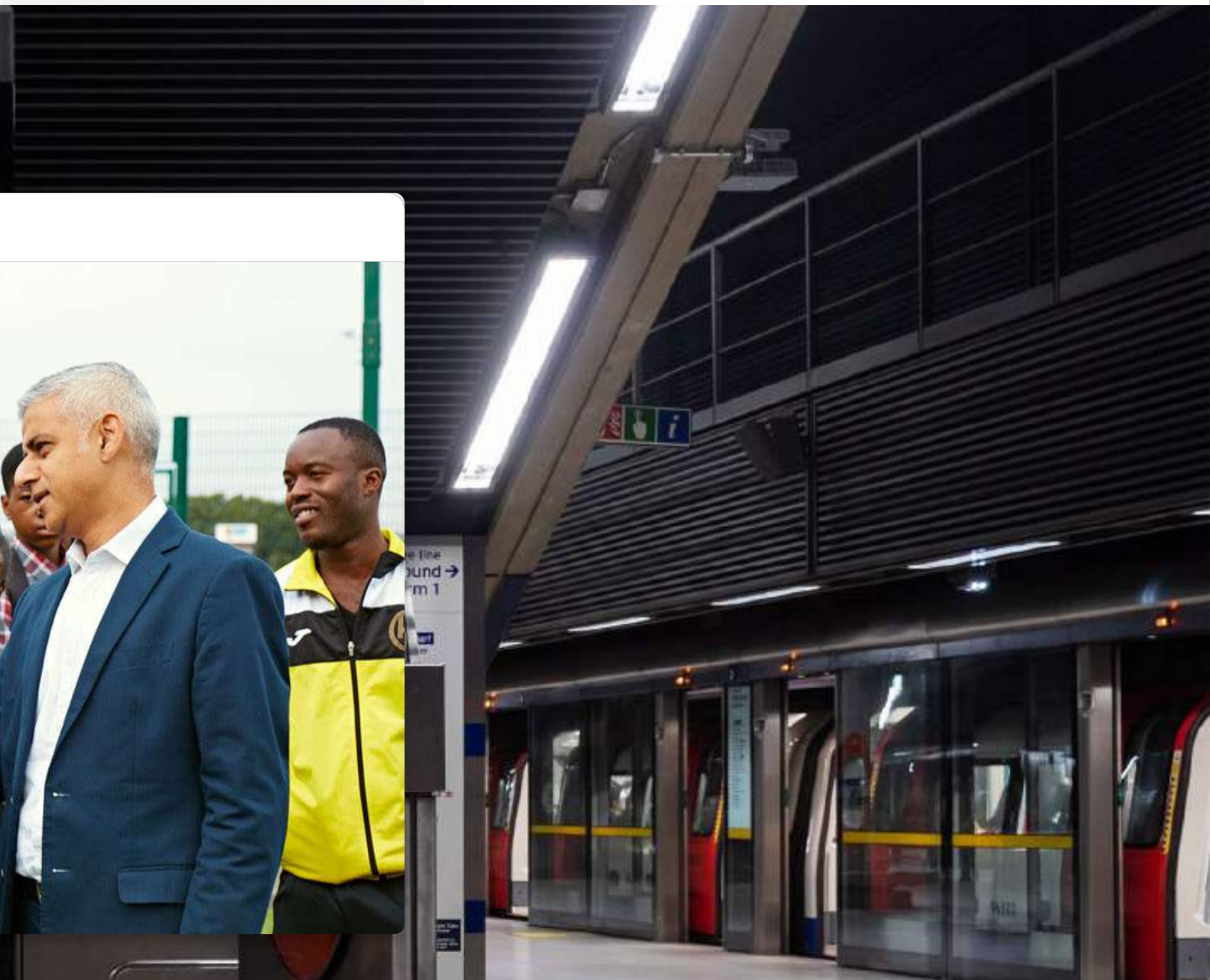
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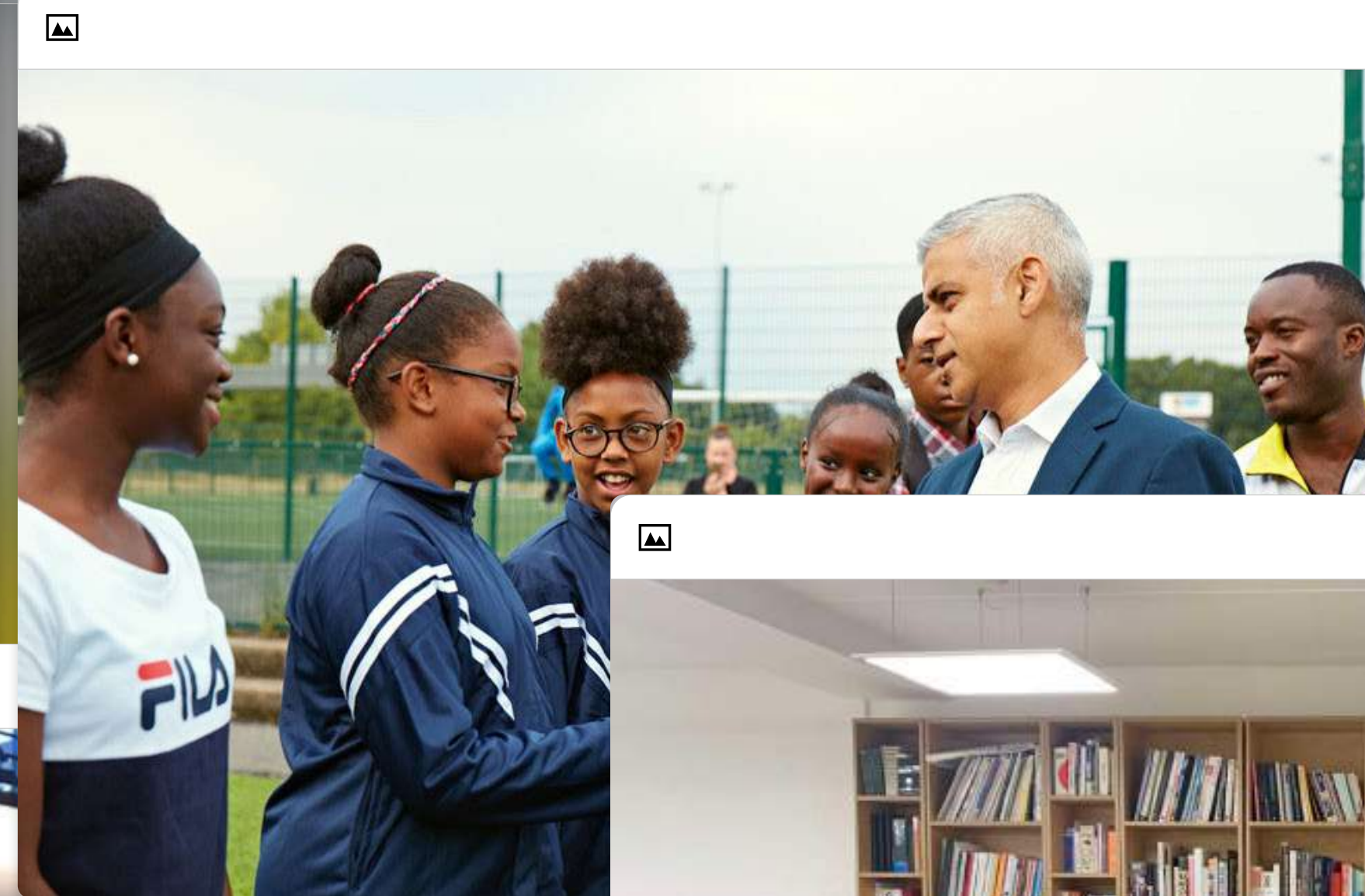


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A&P provided pro-bono branding for the website and social media.

A&P delivered 1x trial workshop with youths from Wickers Charity.

A&P hosted 1/1 sessions and challenged young designers to create a logo.

A&P provided business support and mentorship to the founder.

# Community

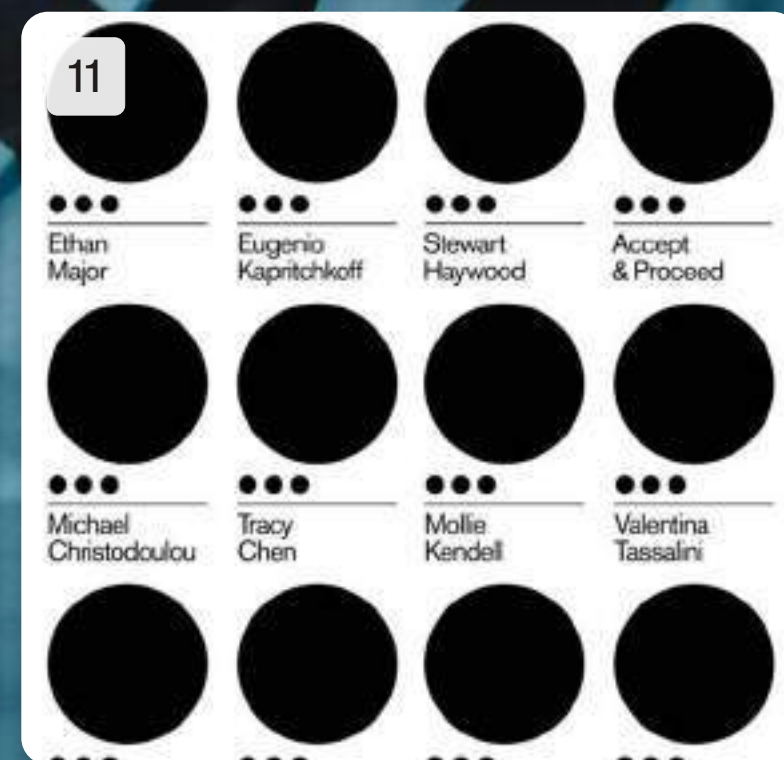
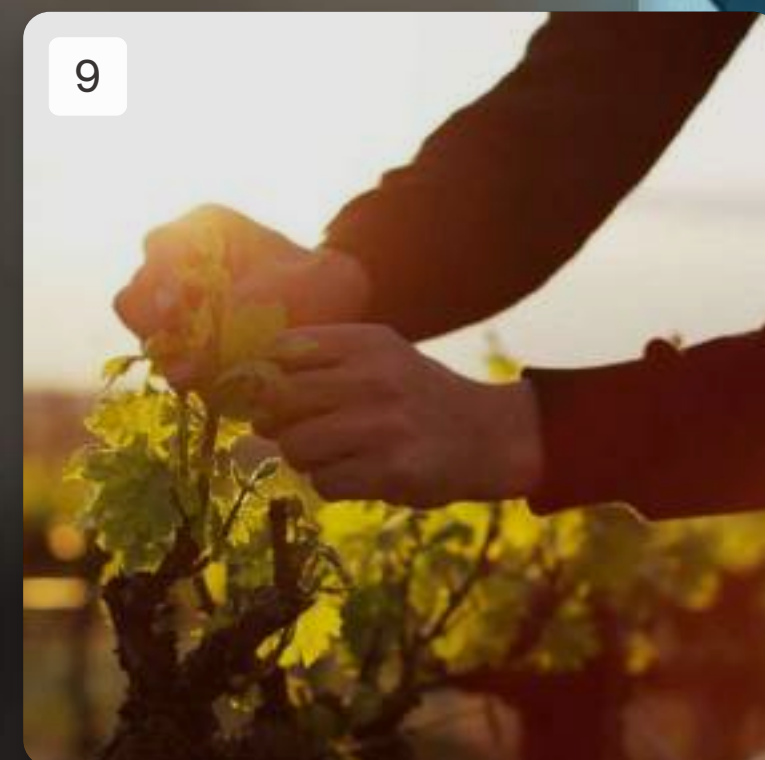
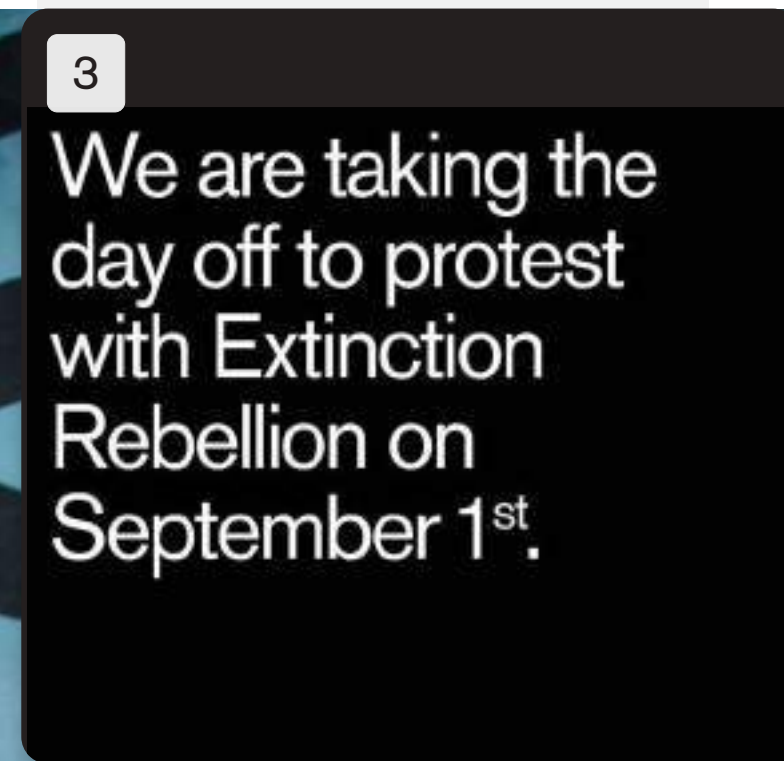
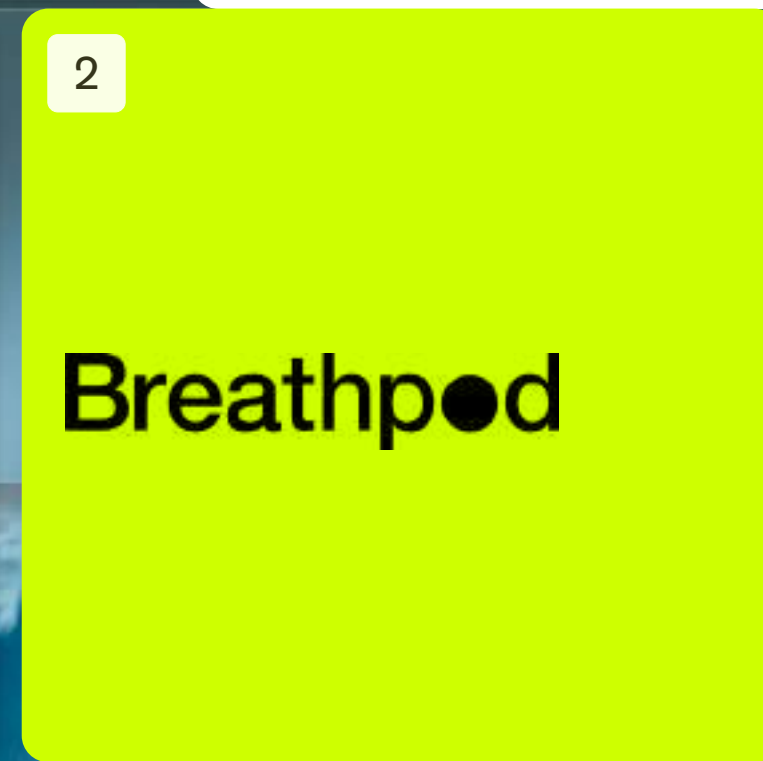
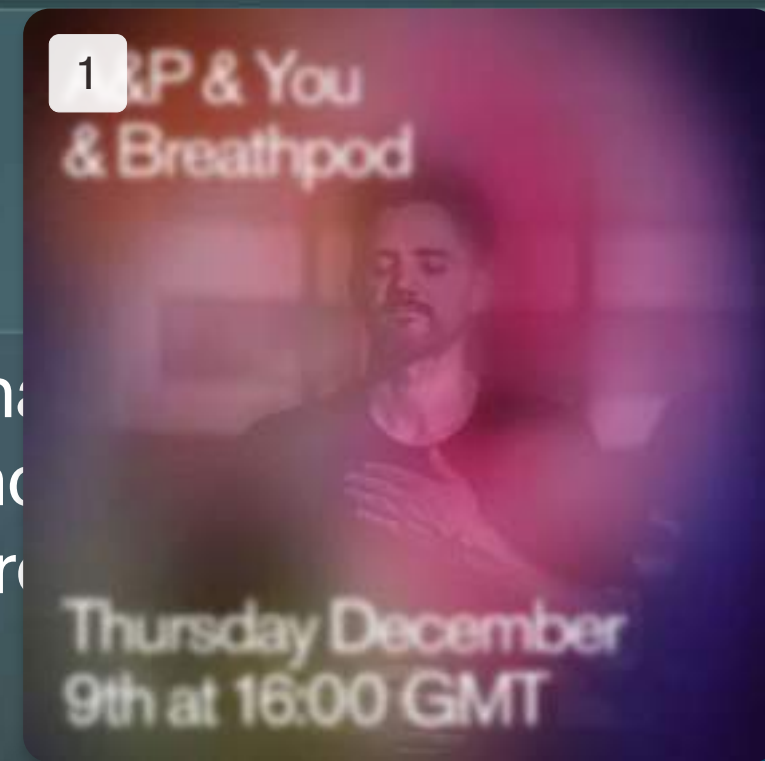
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- 1 Breathe In 2022
- 2 Breathpod
- 3 Extinction Rebellion
- 4 &ForAll
- 5 Realise Resilience
- 6 Made In Hackney
- 7 Activist Potential
- 8 NHS Water Bottle
- 9 Farmer's Footprint
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- 11 Student Initiative

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# Community

As a member of 1% for the Planet, we are committed to donating 1% of our sales back to the environment each year — whether or not we were profitable. According to its founder Yvon Chouinard, also founder of Patagonia, “the intent of 1% for the Planet is to help fund these diverse environmental organizations so that collectively they can be a more powerful source in solving the world’s problems.”

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ALTRUISTIQ

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- Our 2020 1% donations went to:
-  Woodland Trust
  -  Action for Conservation
  -  Women's Environmental Network
  -  World Wildlife Fund
  -  Bumblebee Conservation



# Community

For 2020/21, we wanted to narrow our focus yet broaden our offerings. While it was wonderful to donate, we also wanted to be able to follow along the journey of the nonprofits and have a better understanding of how we can directly support each cause. So this year, we opened the selection process to our team and allowed them to vote for the 3 nonprofits we would be commit to monetarily, but also as a partner in the coming year. Our whole team was involved in the selection process for our 2021/22 Donations. Voting on a short list, with the top 3 receiving our 1%.

Our 2020 1% donations went to:

-  [Rewilding Britain](#)
-  [Women's Environmental Network](#)
-  [FareShare](#)

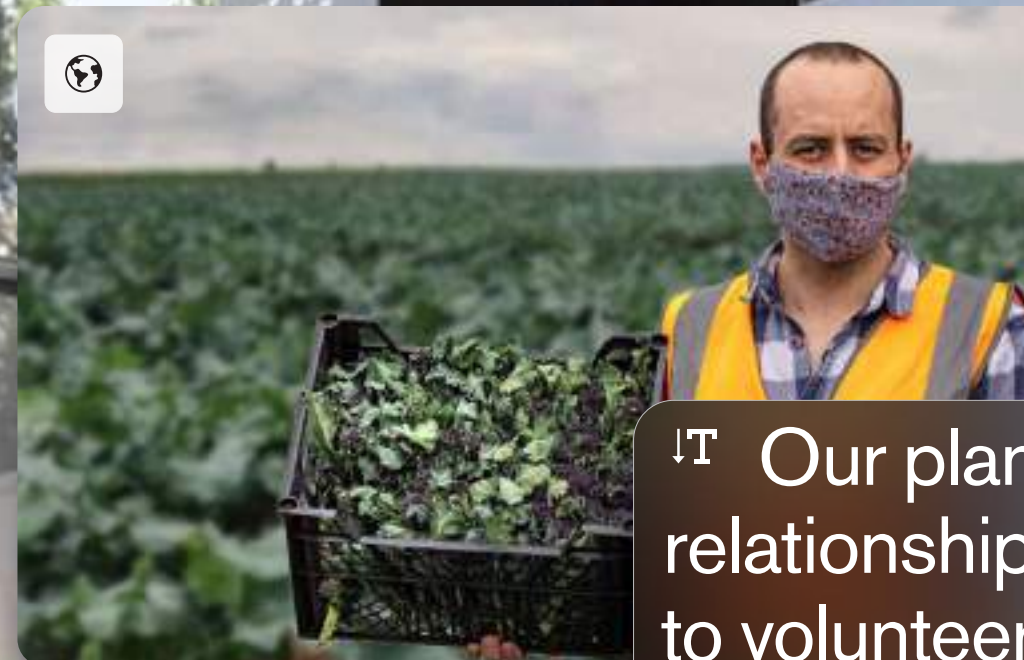


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↓T Our 2020 1% donations went to:

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↓T Our plan for 2022/23 is to build meaningful relationships with our chosen charities, to volunteer with them and follow their journey so we have a better understanding of how we can directly support each cause.



# Environment

IT We evaluate our overall environmental management practices as well as our impact on the air, climate, water, land, and biodiversity.

# Environment

IT We can't manage what we can't measure. So last year, our efforts were focused on monitoring usage to help inform our targets. We worked with Inhabit to understand our full operational carbon footprint.

Using recycled Nike materials to revitalise a court and playground.

2021

# Environment

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✈ Reduction in business travel

50%

Scope 3  
High Impact  
Low Effort

🏠 Work from home

60%

Scope 3  
Medium Impact  
Low Effort

⚡ At home switch to renewable energy provider

50%

Scope 3  
Low Impact  
Low Effort

Using recycled Nike materials to revitalise a court and playground.  
2021

# Environment

Reduction activity breakdown

Baseline		Expected increase post COVID	40% work from home	50% employee energy switch	50% of business travel	2021/22
		+8.3	-5.6	-1.4		
33.8					-14.3	20.8

# Environment

## Reduction activity breakdown

Baseline		Expected increase post COVID	40% work from home	50% employee energy switch	50% of business travel	2021/22
		+8.3	-5.6	-1.4		
33.8					-14.3	20.8

Baseline

Total33.8tCO2e

GHG Intensity1.3tCO2e

2020/21

Total12tCO2e  
-64% Absolute Change

GHG Intensity0.5tCO2e  
-64% Intensity Change

2021/22 (Projected)

Total20.8tCO2e  
-38% Absolute Change

GHG Intensity0.8tCO2e  
-38% Intensity Change

# Environment

## IT Strategies and target setting

Working with Inhabit, we are able to set ambitious targets on climate, aligned with SBTi, to help meet the 1.5 degree requirements of the Paris Agreement. As we await to see the lasting impact on working habits post COVID, projecting impact is complicated as a result of a significant shift during 2020. However, with robust target setting and focused key reduction activities, we are aiming to see a significant reduction in our operational carbon footprint.

# Environment

Strategies and target setting

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## Net zero trajectory



# Environment

## IT Strategies and target setting

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### Net zero trajectory



#### ➤ Absolute target:

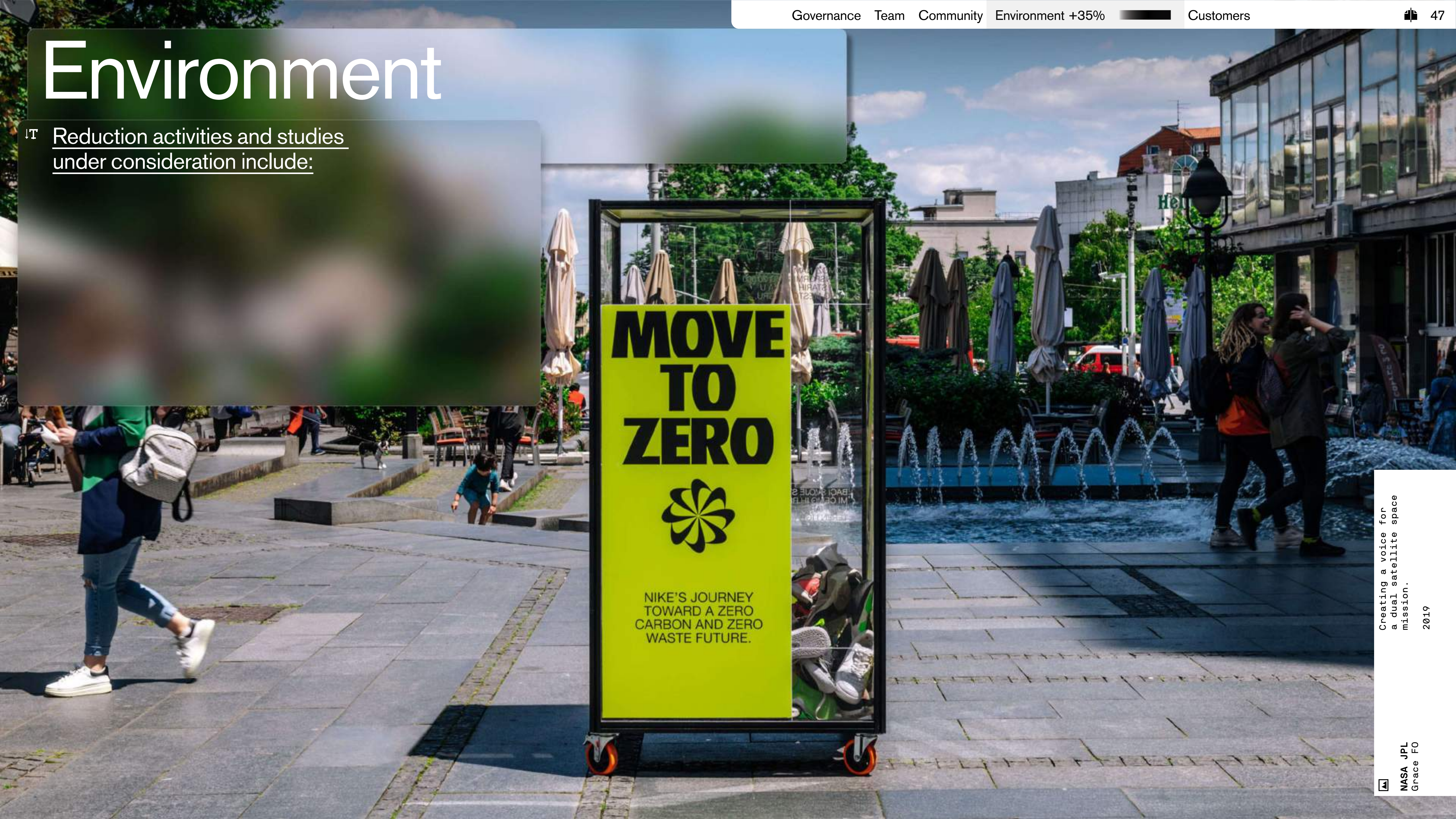
We will reduce our absolute GHG emissions by at least 25% from the baseline by 2021/22.

#### ➤ Net zero ambition:

We will be a net zero operator by 2027.

# Environment

↓ Reduction activities and studies under consideration include:



Creating a voice for  
a dual satellite space  
mission.  
2019

NASA JPL  
Grace FO

# Environment

IT Reduction activities and studies under consideration include:

🕒 Flexible working policy of 60%

After 99% at home through lockdowns and restrictions in 2020 through to March 2021, we have seen a reduction of 3.4tCO<sub>2</sub>e total operational footprint.

✈ Reducing business travel by 50%

Driven in part by lasting travel restrictions, this will reduce our operational footprint by 14tCO<sub>2</sub>e

🔄 Moved to 100% renewable energy

💡 Switching to Octopus energy

Takes two minutes and with their 100% Green plan cheaper than all of the Big Six standard tariffs, we feel it's a no brainer.

🌿 Eco janitorial products



# Customers



IT We deep dive into the stewardship of our customers through the quality of our services, ethical marketing, data privacy and security, and feedback channels.

# Customers

!T We know our actions manifest the world we live in today, and we can quite literally be the change we wish to see in the world. From the designer's standpoint, what can we do and where do we go from here? As Anil Seth tells us "We don't just passively perceive the world; we actively generate it. The world we experience comes as much, if not more, from the inside out as from the outside in."

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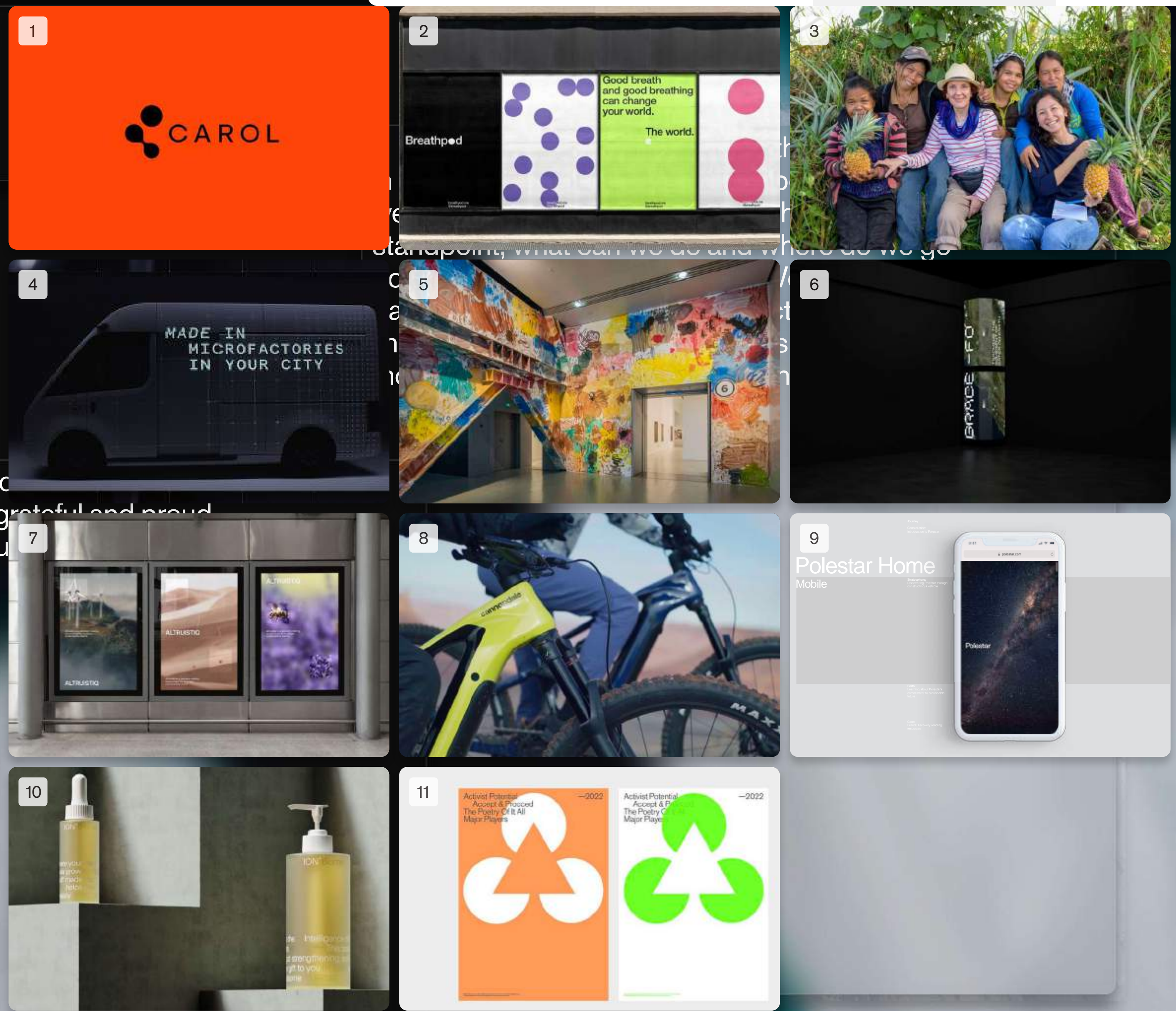
!T At A&P, a large part of this is through the work we do with our clients. Over the last 2 years, we are grateful and proud to have worked with this incredible group of purpose-led clients:

- 1 CAROL
- 2 Breathpod
- 3 Ananas Anam
- 4 Arrival
- 5 Moleskine Fold
- 6 NASA
- 7 Altruistiq
- 8 Cannondale
- 9 Polestar
- 10 Seraphic
- 11 Activist Potential

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# Customers

With our longest-standing client, Nike, we are thrilled to bring to life a series of environmental initiatives and campaigns:

- 1
- Never Done
- 2
- Best Gets Better
- 3
- Move to Zero
- 4
- Belgrade Basketball Court & Playground
- 5
- Trash Labs
- 6
- Bloom Over Doom



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# Customers

↓T Next year, we hope to double down in partnering with visionaries who don't flinch at the world we've been given to solve. In order to keep us aligned with a clear vision, we've developed a set of criteria for new business targets. While there are many variables and considerations, and this list is in no way exhaustive, it boils down to these three elements:



# Customers

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✓ Clear indication of doing good (sustainability focus, positive B Corp score, small scale, prioritisation of work well-being, etc.)

✗ Zero evidence of doing bad (e.g. involvement with tobacco, alcohol exc. clean, gambling, poor working conditions, fossil fuels, etc.)

★ A&P is confident that we can deliver excellence

# Looking to the Future

## Letter from the Managing Director: Strategic Roadmap

London, September 2022, and it's 93 A&P working days and I've learned that the place I entered from, and the place we are going to, fills me with hope as an agency for the future. I've recently started using that language; 'for the future'. At A&P we are collectively dedicated to design for good, and the mission of creating positive impact sticks well to us. Why? We cannot preordain the results of our work, but we can start with the result in mind. We know it is only the concerted efforts of small groups of individuals committed to taking radical actions that will begin to bring the future 'we' want and need into sight.

This is why I think we must challenge A&Ps earlier ideas of 'of the future' (where we think we are well-informed yet not wholly the independent informers or agents of information and bias we receive). It really is only by committing to 'for the future' that allows us to fully imagine and then begin to realise what it is we must, and must not do, that gives us full agency to act in the right interests, and for our right clients, that we need to.

I am really proud of our team for being as forthright as they are about what they expect from working with a B Corp

'for the future'. I am delighted that we have heard voices from across our company that guide us, as leaders, to making the right decision in the team and the planet's interest in combination.

At A&P we are fully committed to designing a better creative industry. This, at its heart, guided me to join the A&P collective originally.

As independent designers, in control of some of our destiny, we have a responsibility to use our broad spectrum creative thinking, making and informing capabilities for good. We will use this intent to guide our choices and decisions, and at A&P we do this where we can.

But it is not without its business challenges. Maintaining the balance between commercial creativity and 'creativity that does good' is a tricky walk. What can we do about that? Our team has told us - through our Living Business Plan - where they want to head and we embrace their collective thoughts. From creating paid 'levies' on the 'damage' of our commercial work, to developing self-supporting growth structures inside and outside the agency,

to active engagement in the business we accept or reject, I am everyday enlightened to potential and we are creating in every avenue to allow those actions to come forth.

As an example, we've always operated in the 'special projects' space in digital. With the advent of a utopia, possibly a dystopia, on our doorstep it is incumbent on us to decide where we focus our digital intentions, with integrity. It's said that to solve the climate crisis we must also tackle the deterministic and deeply ingrained problems of digital (e.g. exclusionary design, toxic passivity of technologically enhanced and biased systems, inequalities of digital access) and we face that head on in thinking about the economies we are yet to create that protect us from the most-worst advent of technologies influencing human behaviour.

It is essential, as we embark on planning ahead for our next two or three iterations of our B Corp membership that we focus on several areas in our work with our clients in mind, and from my leadership perspective; stewarding this collective of exceptional minds to the most effective outcomes. Top of the list are the following questions:

Day One thinking: how, in our work, may we challenge the orthodoxy of consumerism and use our work in 'brand' to bring about conscious citizenry in the purchase or use of goods and services?

How, as a studio, can we foster experimentation with purpose? What are the conditions we need to create internally and externally to push boundaries of design beyond the brief taking/making and respond to need to redesign unacceptable everyday realities?

How can we use our agency to challenge the assumptions of today's business structures and top-down creative goods commissioning? We know that good ideas get killed in the middle and shelved. What can we do about that to reverse the flow of the most damaging business as usual and empower clients from within?

We are at a juncture - a transition point almost - where we are increasingly able, in our independent designer role, to bring awareness of the status quo. How do we create stronger positions of influence inside our large client organisations where our work

empowers others to act, speak and redesign for coming realities?

This is a moment. The thing I am looking forward to most is the opportunity to reassert the 'observant designer' position (much like those during the mid-century held) where our uncontained ability can transcend societal and business norms to create a renaissance for design-led brilliance that improves the lives and outcomes for many.

Sally Oldfield  
Managing Director

# Thank You

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 B CORP

2020–2022

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