

# B Corp Impact Report 2023

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# Introduction

2023 marked our first recertification since becoming a B Corp in December 2019, and with a 35% jump in our score from 81.7 to 110.4, we're now among the top B Corp-certified digital product studios by this metric. But more than anything, this growth is a rewarding testament to our collective willingness to put in the work to keep improving.

Since becoming a certified B Corp in 2019, we've continued to operate with a collective passion for business sustainability. We've made significant changes in our governance structure, embraced employee ownership, increased transparency and created impactful work with clients who share our values.

This drive to make a positive impact goes beyond our work and day-to-day studio culture. We're committed to nurturing talent and helping create a more inclusive and equitable future for our industry through partnerships with organisations like Where Are

the Black Designers?, internship opportunities, opening our doors for community events and holding portfolio reviews to make our industry more accessible. We're also volunteering together to engage with our local communities.

Our environmental impact is a major area of focus for our business practices, and we're working towards a goal of Net Zero operations by 2030. In 2023, we calculated our carbon footprint baseline, began supplier assessments and made our website greener, along with other activities offsetting our carbon footprint.

While we're far from being perfect, we're celebrating all we've accomplished in 2023 with our team, clients and partners as we work together to build a sustainable future at ustwo and beyond.

– Partners of ustwo





# Our journey to (Re)certification

	Governance	Workers	Community	Environment	Customers
2019	16.8	35.8	15.9	8.4	4.4
2023	18.1	62.5	12.7	8.6	8.2

Becoming a certified B Corp is a difficult undertaking that requires a rigorous assessment and verification process to meet social and environmental standards in five main areas: Governance, Workers, Community, Environment and Customers. But the work doesn't end there. To remain a certified B Corp, businesses must conduct a re-assessment every three years.

Since our initial B Corp certification, our commitment to sustainability and social responsibility has led us to make significant changes across our business, most notably, becoming an employee owned business in 2022. We've also improved transparency, nurtured our work with purpose-driven clients and worked on environmental improvements to our facilities and the way we operate.

Read more about our recertification journey [here](#).





## Overall B Impact Score



- **110.4** Our overall B Impact Score
- **80** Qualifies for B Corp Certification
- **50.9** Median Score for Ordinary Businesses

Based on The B Impact Assessment, ustwo earned an overall score of 110.4. The median score for ordinary businesses who complete the assessment is currently 50.9.

## What said we'd do in 2023

### ✓ Governance

Maintain ustwo's overall mission, ethics, accountability and transparency.

### ✓ Workers

Provide internship opportunities.

### ✓ Community

Continue to give back to the community. Promote team volunteering activities and support community-led initiatives.

### ✓ Environment

Move a step closer towards carbon neutrality by calculating our carbon emissions and kicking off a supplier assessment.

### ✓ Customers

Improve the management of our impact assessment and continue working with purpose-driven organisations.

Let's look at how we did it...





# What we did in 2023

## Governance

### Living our B Corp values is everyone's job.

In 2023, we took significant steps to integrate B Corp principles into our organisational fabric, which starts with educating each employee about these values and principles. We've integrated content around our B Corp status as a standard part of onboarding so that every team member understands these principles from the outset. To foster a deeper understanding and alignment with the B Corp movement, we conducted comprehensive studio-wide sessions on the core aspects of what it means to be a B Corp, including objectives, certification and assessment, unpacking our recertification journey to celebrate our wins and highlighting opportunities for improvement. We also committed to transparency by sharing and responses for

our B Corp assessment. This collective awareness ensures that our commitment to run a sustainable business remains dynamic, responsive and top of mind for everyone at ustwo, and that all ustwobies feel empowered to contribute their diverse perspectives to decision-making.

We are also excited to announce the initiation of our ISO 27001 certification process, a multi-year undertaking to achieve the highest level of information security management standards. While we have always made data security a priority and have robust and exceptional measures in place, working towards ISO 27001 certification reflects our commitment to formalising and validating our existing practices.





🔧 Workers

Supporting workers means nurturing the next generation of design talent to make our industry more equitable and diverse.

We're a founding member of [Flipside](#), which provides paid training and internships to aspiring young designers from London's East End to prepare them for junior roles and widen access to the product design industry. Since the programme launched in 2020, we've supported four Flipside cohorts, with a fifth coming to ustwo in February 2024. In 2023, we hired a Junior Designer from one of these cohorts following an internship at ustwo.

We are partnering with schools and universities in the Malmö region to provide internships for young talent, including learning opportunities, mentorship and work experience and references to support them during their studies and prepare them for their first job in the industry. As we enter into 2024, we currently have one intern in a six-month position, and are planning more opportunities to welcome interns in the spring.





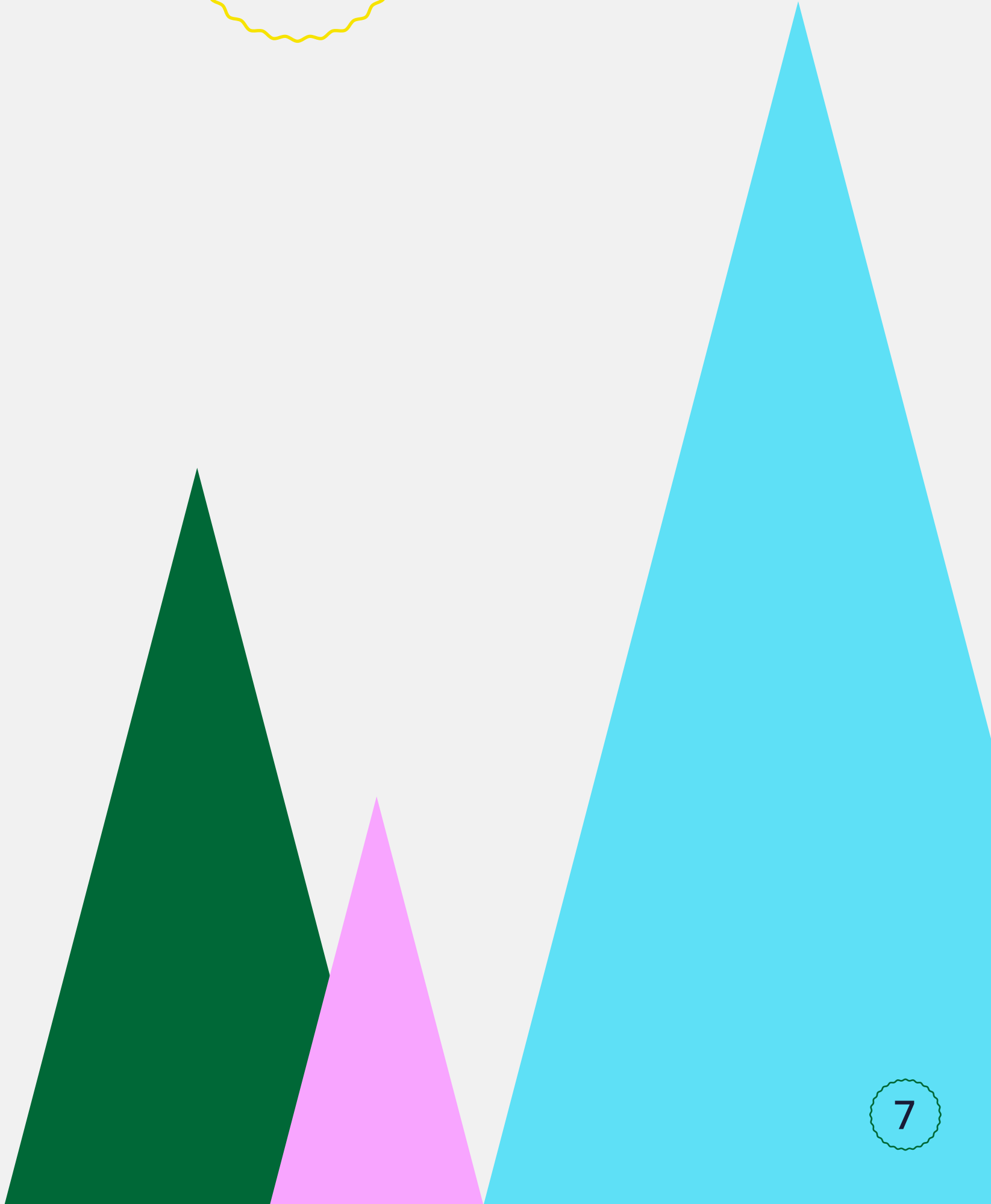
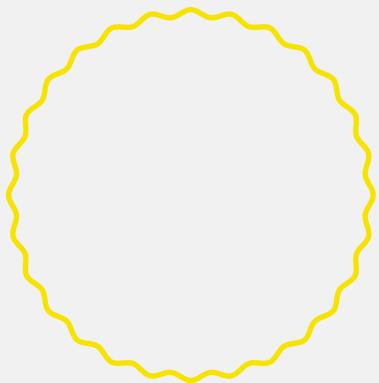
▲ Environment

We made major strides in our goal to transform and decarbonise our operations and practises by 2030.

Through climate studio Inhabit, we have measured our Scope 1, 2 and 3 carbon emissions. We have aligned our reporting to frameworks set out by GHG and CDP standards, as well as launching a thorough supply chain analysis and rating merchants by sustainability credentials.

Internet servers are a significant contributor to greenhouse gas emissions. We measured the environmental impact of our website using the tool Ecoping and reduced our carbon footprint by making a static website (without a complicated Content Management System), which requires less energy to store, transfer and view. Learn more about this process [here](#).

We’re continuing our partnership with Ecologi to help offset the carbon emissions of our team, like their household energy consumption and travel emissions, as a step towards our goal of running a carbon-neutral business, and have now planted almost 70,000 trees. In 2023, we also supported ten Gold Standard projects involving clean energy generation through hydropower, wind power, waste biomass and biogas, contributing to 8 SDGs.





Community

Our approach to community involves both our industry and the well-being of the local communities around us.

By hosting portfolio reviews, we're using our design talent to help aspiring designers and industry newcomers succeed. In London, we celebrated the London Design Festival by opening our local studio doors for 1:1 portfolio reviews, and also hosted portfolio reviews through our partnership with Where Are the Black Designers? across the year. In New York, we also hosted portfolio reviews with WATBD? and focussed on supporting students through our partnership with the industry mentoring organisation ADPList. In Malmö, we held our first ever portfolio review in the region. At these free and open events, attendees had the opportunity to polish their portfolios while also connecting with ustwobies to learn about their diverse career journeys in design and tech.

Throughout the year, we opened our space to organisations and initiatives addressing the lack of inclusivity in our industry and adjacent areas, including Black and Good Co-working and Networking, Amaliah's meet-ups, Comuzi, Beyond Art, Enjoy the Collective podcast, Co-Innovate Journeys, ábiké London Brand Camp, Healing Isn't Linear and a West African food and drink festival.







## What we did in 2023

### ◆ Community

## Where are the Black Designers?

A 2023 highlight for ustwo was launching our partnership with Where Are the Black Designers?, an international nonprofit design advocacy organisation which supports and amplifies Black creatives while fostering dialogue about systemic racism within the design industry. Throughout the year, we co-hosted 11 events with WATBD? in London, New York and

online, including portfolio reviews, recruiter meetups and networking events, speaking events with industry experts from the WATBD? community and beyond, and a makers market to highlight the work of Black creatives and Black-owned businesses. We will publish an impact report on our WATBD? partnership in 2024.





◆ Community

We supported our local communities by rolling up our sleeves and volunteering as a team for causes we care about.

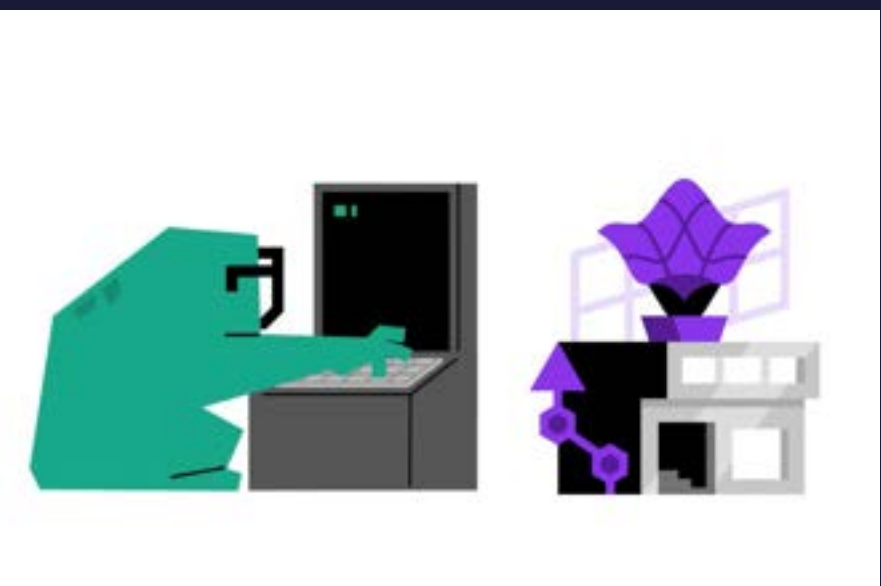
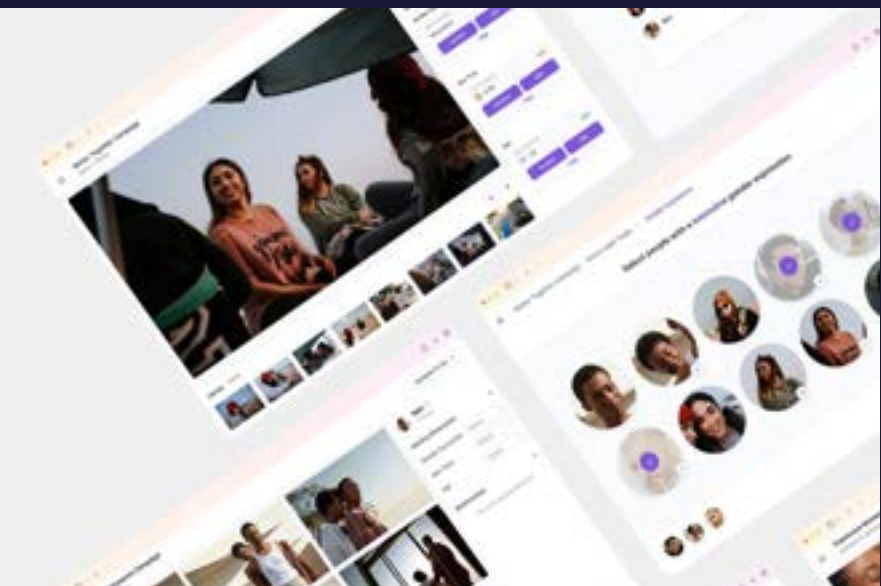
The London studio kicked off 2023 with a group of ustwobies running the Brighton Half Marathon to raise funds for the Sussex Beacon, a charity specialising in care for people living with HIV in Sussex. In our local borough, we pitched in at Spitalfields City Farm, partnered with Hackney Parks to help maintain green spaces and wildlife habitats, and helped out at the Hackney Foodbank’s winter supermarket collection.

Ustwobies from the Malmö studio had fun volunteering for a holiday event at Erikshjälpen, a second hand store supporting children in need and children’s rights.

The New York studio volunteered at the Campaign Against Hunger’s Far Rockaway Farm in Brooklyn, where we did farmwork (and befriended some chickens along the way).







Customers

The impact-driven work we make and the client relationships we build with organisations and businesses who share our values contributed to the rise in our B Corp score in 2023.

While we’re not able to discuss all of this work, as some of it is of confidential nature, here are a few of the incredible projects promoting equity and sustainability that we worked on this year.

**United Nations Office for the Coordination of Humanitarian Affairs (UN OCHA)**  
Humanitarian

Pro bono work to establish an MVP notification system foundation and roadmap that will deliver timely, relevant and contextual data during humanitarian crises to those who need it.

**Green Portfolio**  
Sustainability and FinTech

We redesigned a platform that helps consumers better understand how their investments are impacting the planet and make informed decisions to invest in companies that align with their climate values.  
(More about the work [here](#).)

**Brilliant**  
EdTech

We partnered with Brilliant to help the STEM Learning platform be more immersive, engaging and fun.  
(More about the work [here](#).)

**Alltold**  
Media representation

We defined an AI-powered platform for content annotators to better understand the biases in short form video content to make better decisions for a more inclusive and equitable representation in media.  
(More about the work [here](#).)

**Aviva**  
Financial Services inclusion

Democratising access to financial advice with an offering that is attainable for all wealth and experience levels.



# Our B Corp certification is a way to continually and transparently hold ourselves accountable to practising the values we preach.

We're looking forward to the work we're undertaking in 2024 to continue this ongoing journey. Here are a few examples of where we're focussing our energy.

## Governance

Become ISO27001 certified to continue our commitment to information security.

## Workers

Formalise and codify our internship policies and hiring practices, including outlining clear objectives of internship programmes.

## Community

Expand employee engagement in our studio Volunteering Day.

Improve the inclusivity of the working environment in our newly adopted hybrid way of working.

## Environment

Conduct a social and environmental screening of our suppliers.

## Customers

Improve how we manage our impact assessment and continue our work with purpose-driven businesses and organisations.



# Thank you!



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