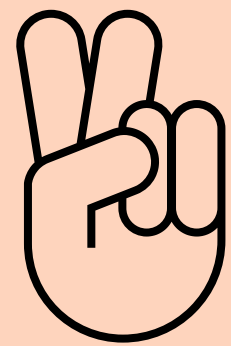


CREATE  
FUTURE

# Annual Impact Report — 2023



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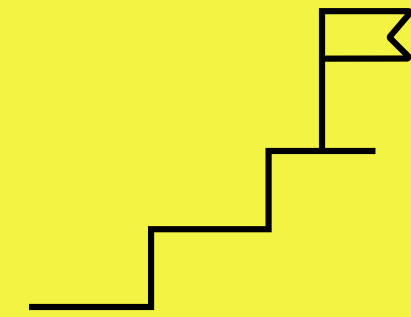
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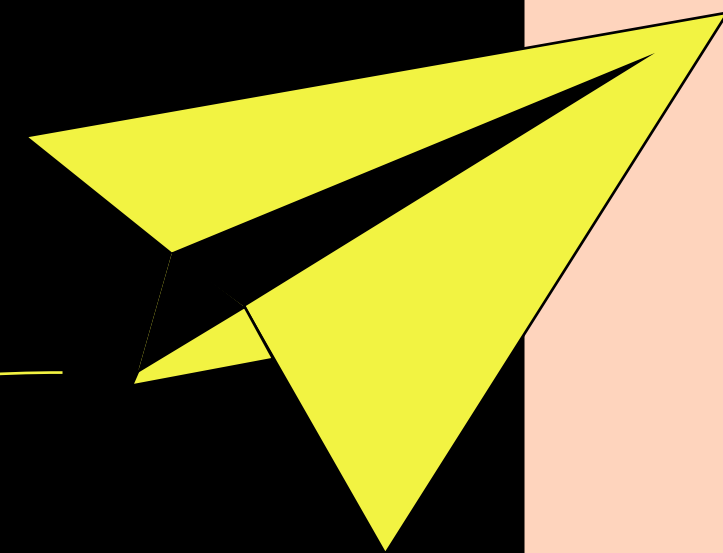
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Annual  
Impact report — 2023

# Hello

We are CreateFuture, a design and innovation company. Global brands trust us to design products & services that outperform in the market.



# Our BIG *1st year* as a B Corp.

CreateFuture is incredibly proud of our BCorp status.

We often get asked why we decided to embark on this journey. It's personal. The world we live in and the lives we lead are not conducive to good health and positive working. The Pandemic, Cost of Living Crisis and the Geopolitic landscape have only exacerbated issues such as depression, anxiety, and other illnesses. I've experienced this first hand, and it needs to change.

And so, it became my mission to help people thrive and to grow our business for the better. To build a company that put people over profit.

One that cared, that made a difference. Becoming a BCorp was the natural progression. It is proof of our commitment to doing good.

And a framework to help us improve and keep doing so. This inaugural Impact Report is proof of a happy and healthy team, a thriving business and testament to year of positive change.

The future looks bright for CreateFuture. In April 2023 we became part of the xDesign group - a 500 strong digital consultancy and delivery partner. This acquisition means we can continue to thrive, at an even bigger scale.



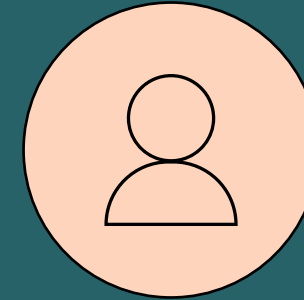
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**Jessica Mullen**

Founder & Managing Director

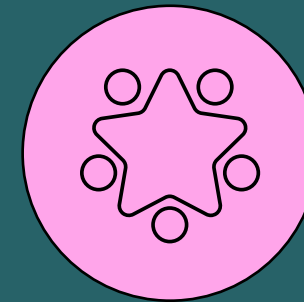
# 2023

We're proud of what we've achieved this year. From happy, healthy teams to paying it forward in our wider community, we're committed to making progress across the 5 fundamentals of B Corp.



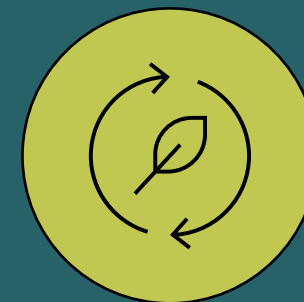
## Our people

Continuing to ensure CreateFuture has a growing, happy healthy team by prioritising financial security, using our skills for good, focusing on well-being and supporting people to progress.



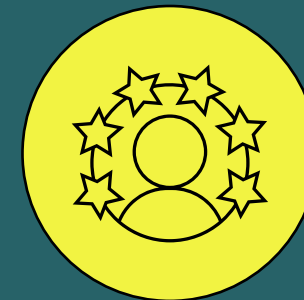
## Our community

Paying it forward to those around us by giving our time and putting our skills and expertise to work.



## Our environment

Helping everyone make greener choices for business travel, in the office, and at home.



## Our customers

Championing human-centered design to put customers at the heart of every decision, evolving and improving as we go.



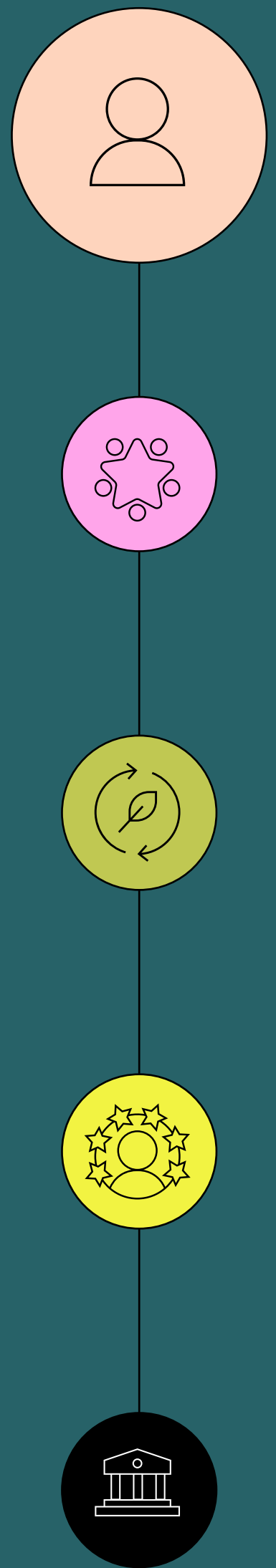
## Our governance

Increasing governance so we can operate with more than business profit in mind.

# Creating *happy, healthy* teams.

Our impact starts with us. That's why, even in challenging times, the team's well-being is our top priority. We support positive change in ourselves, our work and the world around us.

- Improved our team's financial wellbeing so they feel less stressed, more secure, and more settled in their job. Thanks to fellow BCorp, Bippit, everyone now has access to a qualified financial coach, regular webinars and helpful content.
- Partnered with YuLife to reward activity, to help our team stay physically and mentally well. Our team leaderboard shows we're making healthier and greener steps forward!
- Launched volunteer days! We now offer 2 paid days per year for our team to take the time to give back to a charity, community or cause that's close to their heart.
- Focused on the career development and professional growth of our people by pairing team members with mentors outwith the business and setting up dedicated development time with Learning & Development days.



# Paying it forward to our community.

At every opportunity, we like to do good. We use our skills and share our knowledge and experience to empower and inspire others. Because kindness makes the world go round.

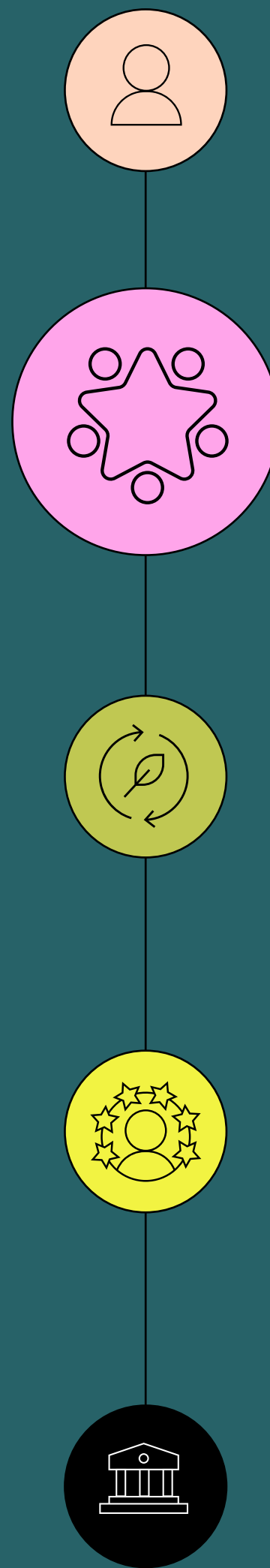
- ➔ Our Purpose and Impact circle ran an internal design sprint to create positive engagement with, and impact on, the communities in which we live, work with, and hire from.
- ➔ Over 5 days, we ideated solutions to highlight and solve the biggest issues new starts have today to improve the lack of network and lack of experience, including:
  - Fun, fast, video sessions with a CreateFuture team member and ask a burning question about the industry.
  - Join a CreateFuture sprint to get hands on experience in the design process.
- ➔ Whether we're volunteering our time, running innovation days within schools, delivering talks or making connections, we invest heavily in industry-led communities such as BIMA, Girl Geeks, and GAB to support the next generation of talent.
- ➔ We provided free tickets to those unable to afford a spot at our yearly Catalyst conference, to remove the financial barriers to learning and development and provide access to design and innovation leaders.



**2023 Charities**

- Cash For Kids
- Trussell Trust
- Save The Children
- British Red Cross
- Jamie's Farm

Score  
**23.7**  
in 2023



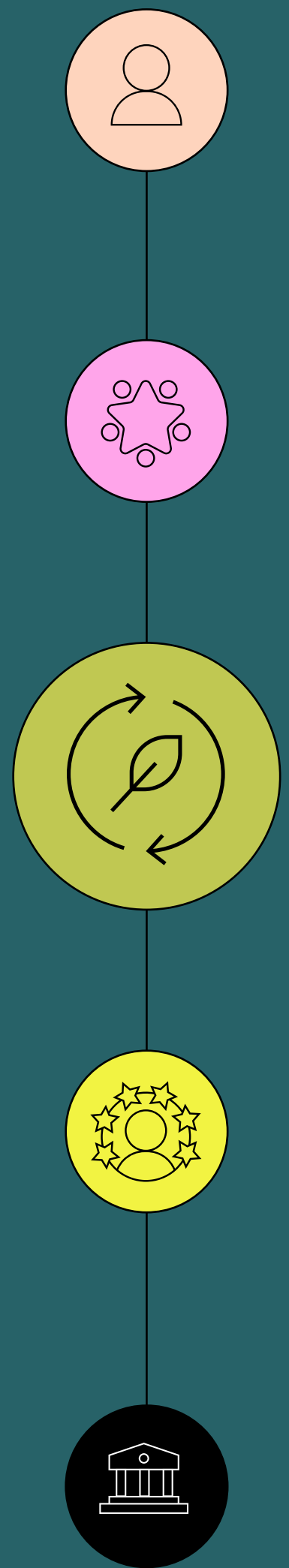
# Helping *everyone* make greener choices.

From energy saving at home and in the office to better business travel, we've designed the tools our team needs to make planet positive choices.

- Our Sustainable Travel Policy helps our team take collective responsibility for every trip. By providing additional guidance in our employee handbook, we support our team to individually consider, minimise and mitigate their impact on the environment.
- We took a clean approach to CreateFuture's annual Catalyst Conference. We removed unnecessary swag that always ends up in landfills, provided delegates with sustainable travel options and employed a local social impact charity to cater the event. We even re-purposed last year's lanyards!
- Our team co-designed the Virtual Office Stewardship, a handy WFH guide to reduce our environmental impact when we're working remotely. From reducing waste to monitoring energy usage, switching off vampire chargers to putting a jumper on when it's cold, the guide is full of handy tips and tricks to help everyone make greener choices throughout their working week.
- We are leading the sustainability agenda across the entire group including carbon monitoring, recycling initiatives and green coding methods.



*Ecologi*





# Testing, learning, and improving.

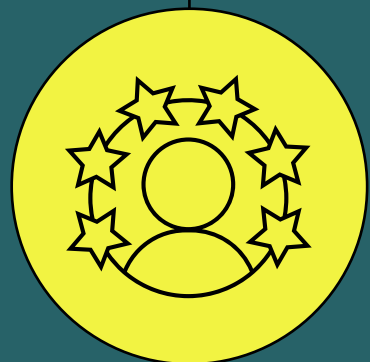
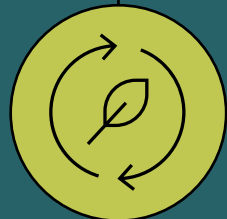
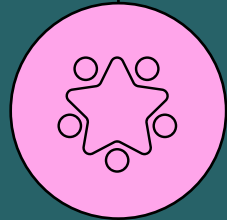
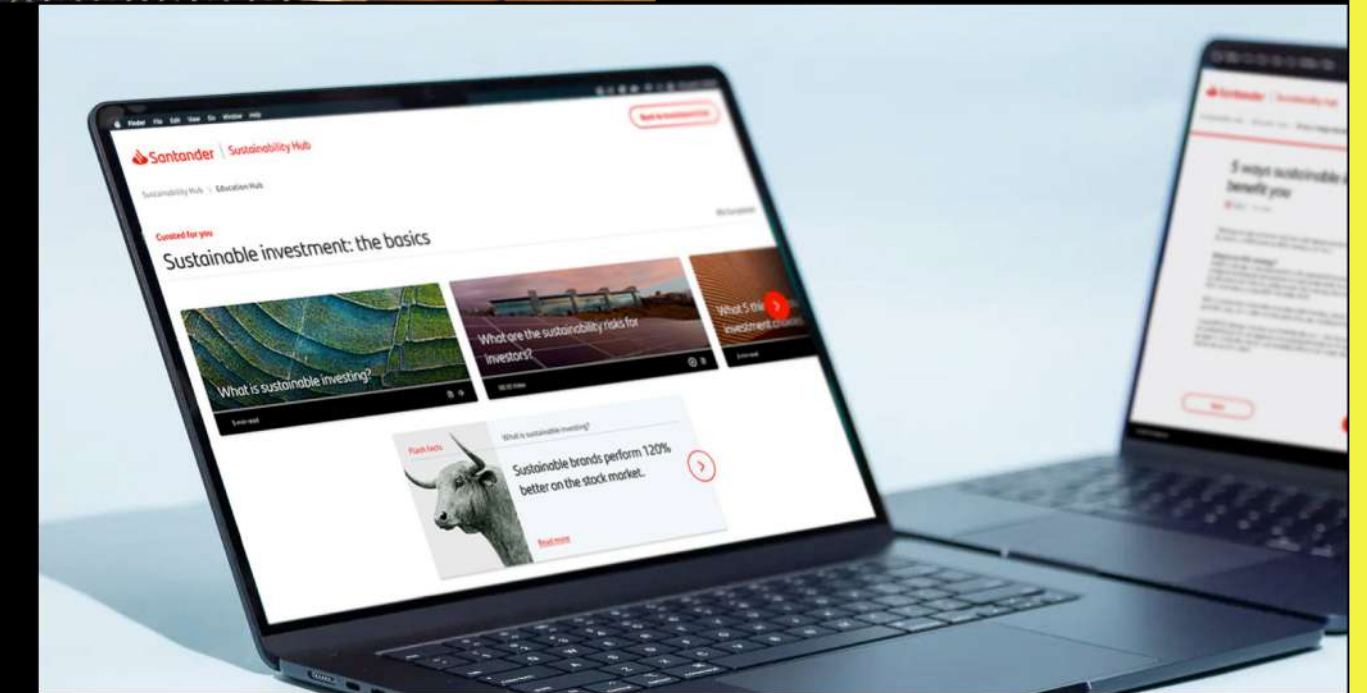
We champion human-centered design, which means customers are always at the heart of every decision. Our empathetic test-and-learn approach allows us to continually evolve and improve to make a greater impact in customers' businesses.

- We monitor client satisfaction and encourage feedback at the end of every engagement so we can use this data to inform best working practices and improve the overall experience.
- We want to make work that works for people and the planet, so we're proud to have supported FNZ on its journey to sustainable and responsible investing. Over a 5-day design sprint, we designed an educational online hub around user needs to overcome common blockers and enhance Santander's customers on all things ESG.
- Working closely with NatWest Bank and Sage Accounting, we shaped their Carbon Planner tool that supports smaller businesses to measure - and reduce - their carbon footprint.



**83 NPS**  
client score

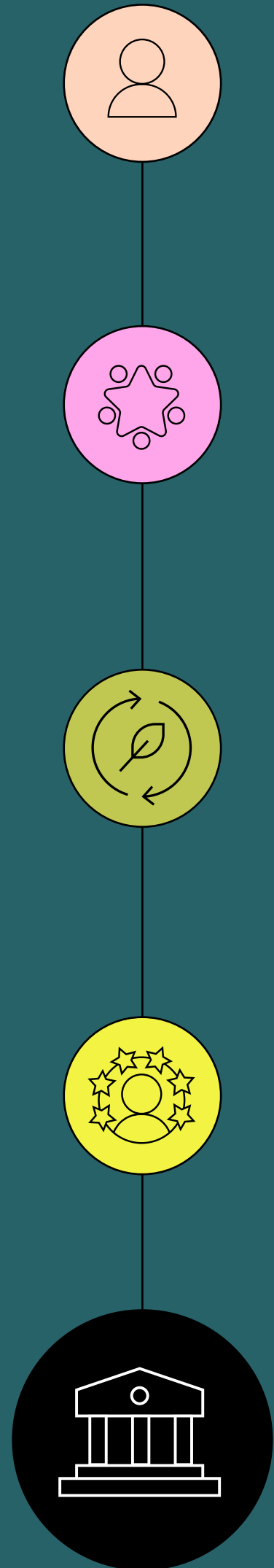
Score  
**3.4**  
in 2023



# Operating with more than business profit in mind.

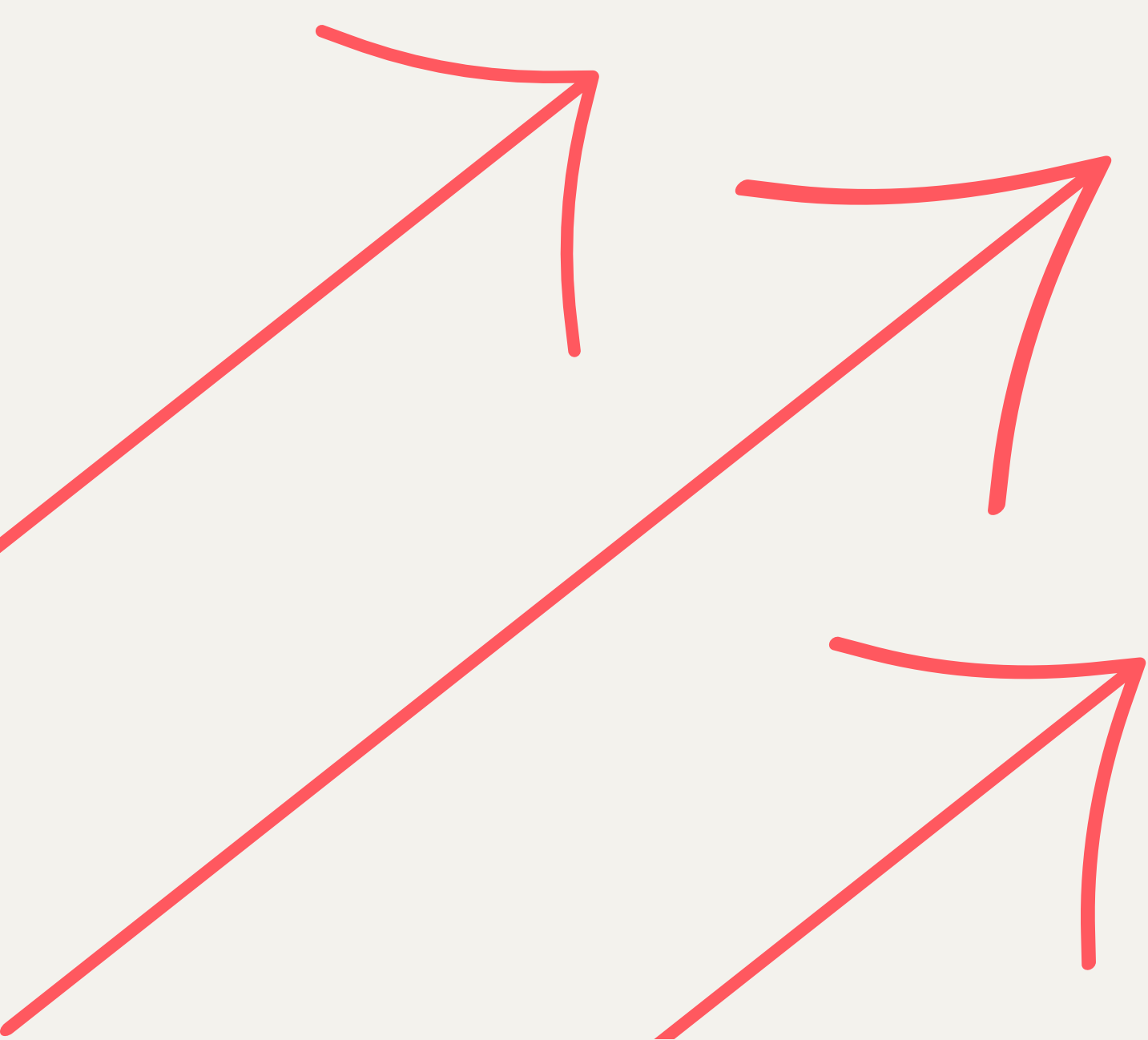
From rewriting our company values, to increasing our reporting and operational capability, being part of a bigger firm means more governance and even more impact.

- Since becoming part of the xDesign group in April 2023, we've not only been reporting to the CreateFuture Board but the xDesign Board too, including their investors. This includes metrics around colleague, client and community.
- Reviewed all of our Policies to ensure they are fit for purpose, easy to understand and accessible for all.
- We hold ourselves accountable to who we work with and the type of projects we commit to, whilst proactively monitoring the environmental and social impact within projects. We also contribute to the group's ESG strategy and portfolio diversification to ensure more clients are aligned with our purpose-driven values.

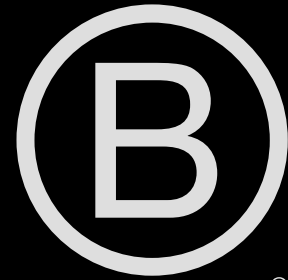


# 2024

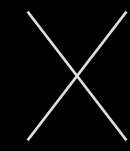
Our commitment going forward, what we're excited about and elements we're going to focus on...



Certified



Corporation



CREATE  
FUTURE

**Thank you**