

*Abstrakt*

FY24

# Annual Impact Report.



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# A better business.

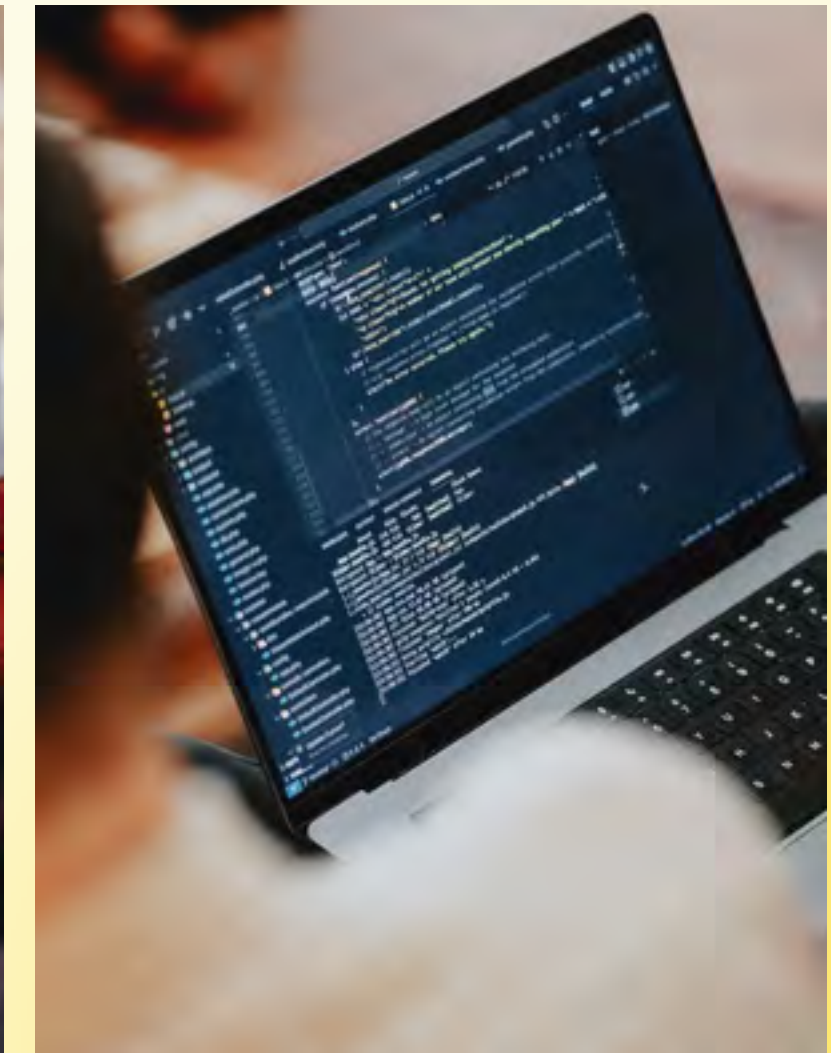
It's important to us as a business, professionals, and people, to leave the planet and future generations better off.

Welcome to our inaugural annual impact report, one of our first steps towards transparency and accountability on our journey towards being a better, more sustainable, and greener business.

"Sustainability isn't merely an objective for us; it's a fundamental mindset embedded in every decision we make and every step of our delivery process.

Our dedication compels us to consistently educate ourselves and others, inspiring and empowering our team, our clients, and our peers to adopt more conscientious practices across all of their business operations.

**Marc Swarbrick, Co-Founder and Head of Impact**



# People. Planet. Profit.

As a Certified B Corporation, we're counted among a growing global community of businesses leading a movement for an inclusive, equitable, and regenerative economy.

We believe in the power of design to transform businesses, communities, and the planet. Our mission goes beyond creating visually stunning and highly functional websites; it's about positively impacting everything we do.



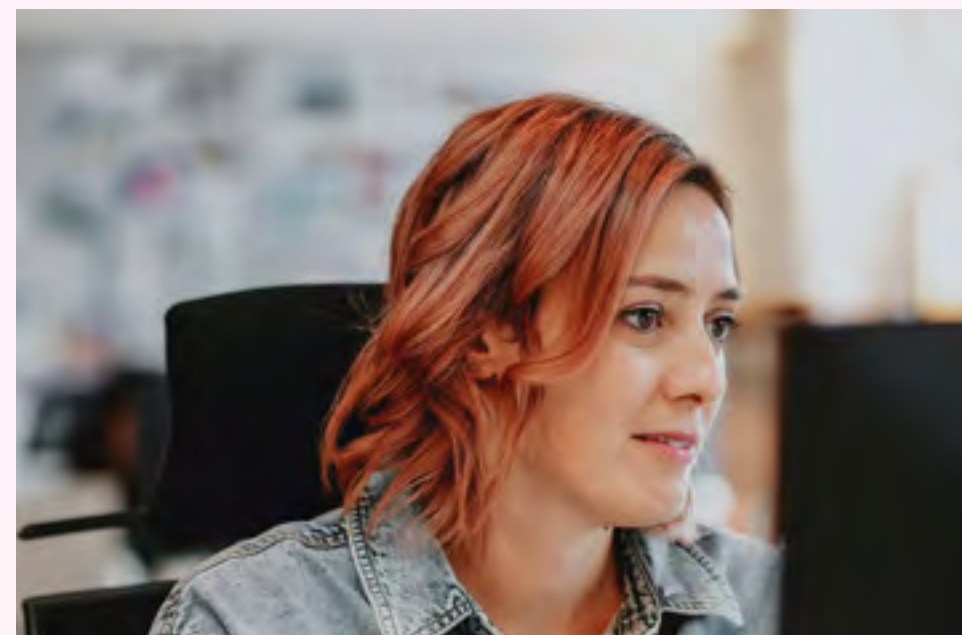
# Shared vision and values.

As a leadership team, we are strongly committed to responsible and sustainable business practices, to providing a supportive and flexible work environment, and to advocating for a healthy equilibrium between work and personal life.

We passionately support workplace equality, fostering a culture where all individuals champion each other and can grow professionally within a nurturing and empowering setting.

Abstrakt is **50%** owned and led by women

We're proud to have a mean gender pay gap of **-10.2%**

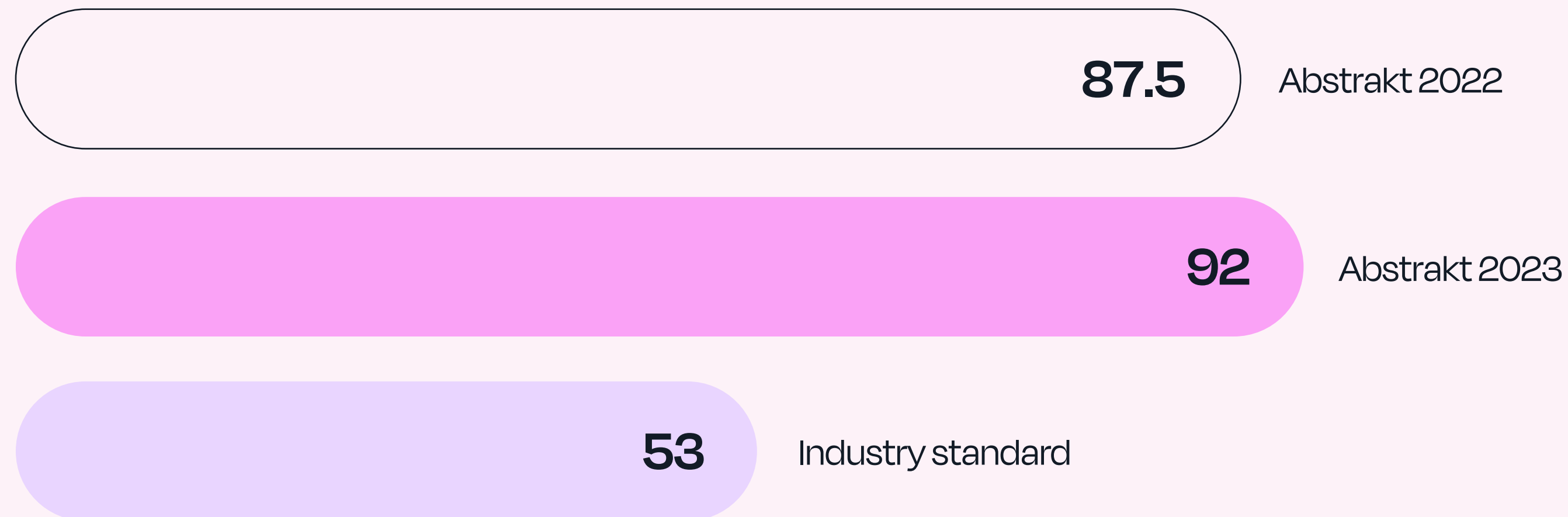


# Client satisfaction.

Client satisfaction is our core metric. Every year, we send a questionnaire to all of our clients to see how we've performed so we can understand where we're succeeding and where we need to improve.

Our NPS for calendar year 2023\* is **92**, against an industry average of 53. This is an increase of 4.5 in 2022.

**NPS:**



\* NPS is measured at calendar year, not financial year

"It has been a pleasure to work with the whole team...

...who are all committed and hardworking and intent on delivering the very best outcome. We definitely view Abstrakt as an extension of our team."

"Abstrakt exceeded our expectations in every way!

The team understood our website needs and complemented our vision perfectly. It is so refreshing to be working with such an approachable, proactive and immensely talented team."

[See full report](#)

# Team satisfaction.

We believe that our team is our biggest asset, and we work hard to look after them. We are passionate about ensuring their workplace happiness, comfort, well-being and satisfaction.

Our eNPS\* is **87.5**, against an industry average of 30.

eNPS score:

**87.5**

Abstrakt

**30**

Industry standard

## Officevibe

	Participation (%)	eNPS	Overall Engagement	Recognition	Feedback	Relationship with peers	Relationship with manager	Satisfaction	Alignment	Happiness	Wellness	Personal growth	Ambassadorship
Benchmark	64	29	7.9	7.8	7.9	8.4	8.4	7.8	7.8	7.7	7.6	8.1	8.1
<b>Team TFG</b>	<b>71</b>	<b>43</b>	<b>8.6</b>	<b>8.7</b>	<b>8.8</b>	<b>9</b>	<b>8.5</b>	<b>8.2</b>	<b>8.2</b>	<b>8.2</b>	<b>9</b>	<b>8.3</b>	<b>8.8</b>
<b>Team TFG (ML)</b>	<b>83</b>	<b>50</b>	<b>8.6</b>	<b>8.7</b>	<b>8.8</b>	<b>9</b>	<b>8.5</b>	<b>8.2</b>	<b>8.2</b>	<b>8.2</b>	<b>9</b>	<b>8.3</b>	<b>8.8</b>

\* based on bi-weekly pulse surveys in OfficeVibe

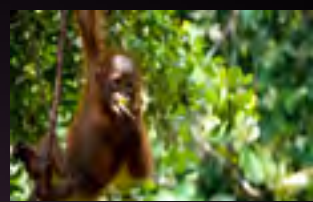
1,416

Impacts created

32

Projects supported

A few of the impacts chosen by our team



24 square metres of forest were protected for orangutans



11 days of social support were provided for Roma migrants



1,085 days of medical protection were given to street dogs



80 days of feminine hygiene support were provided for girls



54 days of access to clean water were provided in the world

# Creating positive impacts for a better future.

Abstrakt is a member of B1G1, a platform that helps us create meaningful and measurable positive impacts in the world that align with the UN SDGs.

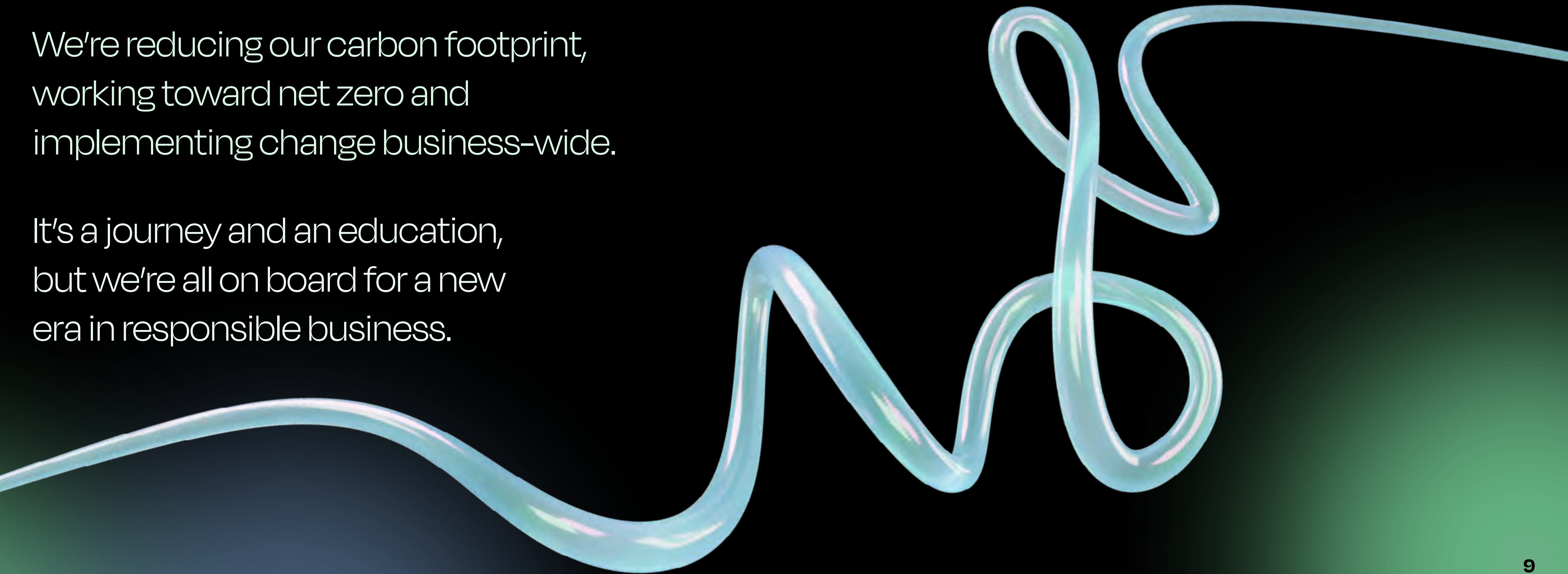
B1G1 gives us the ability to choose how and where we can make a difference. This means that we can give our team members the opportunity to contribute to projects that they genuinely care about. Best of all, the membership structure of B1G1 means that 100% of our giving is passed on directly to the projects we support.



# Our journey to Net Zero.

We're reducing our carbon footprint, working toward net zero and implementing change business-wide.

It's a journey and an education, but we're all on board for a new era in responsible business.



# Taking action.



**794 trees** funded

**89.31 tCO2e** avoided

As digital partners to mindful businesses, we've been taking action to be more sustainable in every aspect.

This year, we've worked with Nottingham Trent University and their Sustainability in Enterprise team to become carbon neutral on our journey to Net Zero.

While Net Zero is our long-term goal, given the latest updates on the climate crisis it is clear there is an urgent need for immediate action. We have therefore decided to act now and start making a difference by contributing to verified carbon capture and removal projects.

We also use Ecology's Climate Positive Workforce programme to offset our entire team's personal emissions.

[ecologi.com/abstrakt](https://ecologi.com/abstrakt)

# A more sustainable web for all.

Our carbon-conscious approach to website design and development aims to reduce the carbon impact of our client's websites.

- + From intelligent information architecture and sustainable design practices to frontend performance and optimisation, our team works hard to ensure that both people and the planet are considered at every step of the process.
- + We host our client websites with DigitalOcean through their London data centres, which all run on 100% renewable energy.
- + Our team are committed to sharing their knowledge on sustainable websites through community meetups and conference speaking.



The internet use accounts for **3.7%** of global emissions

Our website produces  
an average **0.56g CO2e**  
per page

**- 11.56Kg CO2e**

Abstrakt has removed 11.56Kg CO2e through  
verified removal projects



# A greener website for us.

We're carbon conscious.

As a web agency, it's our responsibility  
to be a force for good and prove it.

**Every website produces carbon, including ours!**

We're leading by example by actively measuring the carbon our  
website produces, taking steps to reduce it and offsetting the rest  
against verified carbon sequestration programmes.

# Profit is not a dirty word.

**16%** of our revenue was from purpose-driven businesses\*



We're a for-profit business. We are responsible to our shareholders, our team, and our clients to be profitable, financially strong, and commercially viable.

However, we want profit to be created ethically, morally, and responsibly. Therefore, we choose not to work with companies in controversial industries or with business practices that could potentially have negative impacts.

We want to work with businesses and brands aligned with our values and share our dedication to treading lightly and delivering a positive impact for all.

# Future forward.

We're as ambitious about our impact as we are about our business. There is a long road ahead, but it's a marathon, not a sprint, and we're just getting started.

Small changes make a big difference when they happen at scale, and we're excited to be part of the charge of creating an equitable and sustainable future for everyone.

## Here's what we have achieved so far in 2023/2024

Became a Certified B Corp business

Supported 32 UN SDG projects and created 1,416 impacts

Funded 794 trees and avoided 89.31 tCO<sub>2</sub>e

Undertaken carbon literacy training with Nottingham Trent University

Benchmarked our revenue from purpose-led businesses (16%)

Offset our workforce's carbon emissions via the Ecologi platform

Offset the carbon impact of our agency website via verified carbon sequestration projects

Invested in technologies to reduce energy usage in our office

Introduced policies focused on reducing waste and carbon footprint wherever possible

Committed to paying the Real Living Wage across our direct supply chain

# What's next for us?



## Here's what we aim to achieve in 2024/2025

Continue to create positive impacts

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Increase our revenue from purpose-led businesses to over 25%

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Expand the reporting boundaries of our Scope 3 emissions

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Continue to reduce waste wherever possible

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Continue to offset our carbon emissions via verified carbon reduction and capture projects

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Continue to optimise and offset the full carbon impact of our agency website

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Introduce and offer automated digital carbon removal to our clients

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Commit to 1% for the Planet

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Ensure all of our policies are fair, inclusive and supportive for a future fit work environment

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# Abstrakt

Thank you for reading  
our FY24 Impact Report.

Team Abstrakt.

