



**Edit**

— SALOCIN —

# Impact Report

FEB 22 – JAN 23

# Contents



<a href="#">Intro letter</a>	3
<a href="#">Who we are</a>	4
<a href="#">Our journey to certification</a>	5
<a href="#">B Corp scores</a>	6
<a href="#">Governance</a>	7
<a href="#">Workers</a>	8
<a href="#">Community</a>	10
<a href="#">Environment</a>	11
<a href="#">Customers</a>	13

# Intro and CEO letter

Thank you for taking the time to review our Impact Report. In this report we aim to; explain our journey to B Corp certification, give you an overview of our current scores, give you a breakdown of our initial targets and achievements for the past year as a B Corp and explain our future goals, broken down into the five key pillars of Governance, Workers, Community, Environment and Customers.



It's been a year since Edit became B Corp certified, and what a year it's been. Following the successful acquisition of Edit Agency Ltd by The Salocin Group in November 2021, B Corp accreditation has been a key factor in our decision-making, particularly around the types of business we want to be investing in.

I've had a fascinating learning experience over the last 12 months, coming to understand the B Corp philosophy, and seeing how important it is to our Editors and Dotters to be part of something bigger than our business. It is this passion for building a better business that allowed our leadership team to shape our 3-year plan around the fundamental triple P bottom line, putting planet and people at the heart of everything we do.

This is our first impact report, and I am incredibly proud of our B Corp journey to date. As we all start to feel the pinch of a recession and continue to watch the market and plan accordingly, we've continued to invest in our team to become a leading Microsoft, Salesforce and Apteco practice, providing our people with the development opportunities to bring more skills and knowledge to our ever-evolving business. Developing our team has allowed us to diversify and offer a wider range of services to our clients and future prospects.

As we go into 2023, I continue to be impressed with how our team of Editors and Dotters drive our business forward, coupled with their passion for the planet. We carbon offset our whole team through fellow B Corp Ecologi, with over 21,000 trees now in our Edit forest, and 1,500 tons of carbon reduced. The introduction of partnering with Ecologi was following a direct initiative from our Editors and Dotters. And we know we can do more, for instance, we have a plan to design and develop our very own calculator to carbon offset any new client projects.

Creating our 3-year strategy with profit, planet and people at the heart of that plan and using the B Corp assessment as a template to continually improve and shape our business to become a high performing B Corp, is the future of Edit Agency Ltd. I look forward to our next impact report, where I can report further on the initiatives we have set for ourselves, and how we can continue to make positive change for our people, planet, clients, suppliers and community.

**Nick Dixon, CEO**

# Who we are

Edit Agency Ltd is one company with two brands; Edit and Join the Dots. We do slightly different work but what links the brands is our data-led approach, and the end goal is still the same; to deliver amazing results for our clients and to have People, Planet and Profit at the heart of everything we do.

Combined, we are a data, tech and media consultancy that helps clients deliver ROI-beating customer relationship marketing. We optimise customer connections by super charging first-party data in an ethical and privacy-first way.

We do this through a lens of client centricity, using our four core pillars of intelligent data, marketing technology, transformational CRM and media optimisation.

People, Planet and Profit are at the core of our company, following B Corp principles and objectives.

Edit (including JTD as a brand of Edit) is wholly owned by The Salocin Group. The Salocin Group's mission is to make a measurable difference for clients, colleagues, and community, through the ethical application of data and technology in marketing.

Edit deliver data solutions, customer acquisition and retention campaigns for some of the world's most recognised brands, including Jaguar Land Rover, Shell, Tesco Bank, and The British Heart Foundation.

Based out of Bath, Edit's team consists of data scientists, engineers, technology strategists, and CRM planners who are focused on delivering attributable growth for businesses across any sector.

With bespoke planning, campaign delivery, data strategy, and our technology expertise, our teams navigate your needs to find the right solutions for your business.

We deliver projects via our proprietary delivery framework, Orbit. This agile, sprint-based engagement model comprises distinct, iterative time-boxed phases to ensure solutions are delivered to agreed specifications, on budget and on time.

We are also certified Microsoft Gold Partners and Salesforce Consulting Partners.

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We're an award-winning media agency, committed to working in a transparent, sustainable manner to help our clients meet their acquisition goals, regardless of channel or medium.

We're proudly independent, not driven by delivering buying quotas or side-lined by other priorities. We operate with neutrality in our media selection, guided by data and insight and placing strategy at the heart of what we do. At Join the Dots we are innovation led, with sustainability at our core.

Powered by data, driven by people. Empowering our clients by turning data into insight, simplifying to make it useful and usable. Delivering campaigns, the right way, not the easy way.

**the Join  
Dots**  
— SALOCIN —



Our journey to B Corp certification hasn't exactly been linear

...back to the drawing board...

We spent the next year going through the assessment, implementing policies, rolling out programs of work and frameworks to drive us forward towards certification. Things were starting to look positive, with our score quickly approaching 80 with potential for a lot more!

And then... Covid

This slowed things down considerably due to impacts on ways of working, impacts to our clients, and such massive uncertainty. After lockdowns started to ease and certainty on the future began to take hold (as much as it can) we sat down to work out what was the best way forwards. We changed our approach and formed a smaller, more dedicated team to continue the drive to certification. Within five months we were in a position to submit for certification with a score circa 88; not the highest but we were confident that this was something we would be able to stand by.

Submit button clicked!

Edit was part of the Kin + Carta (K+C) group and formed part of the team that was involved in K+C becoming the first B Corp that was on the LSE. The drive to become B Corp certified was initially driven by J Schwan and Nick Zinzan from K+C. They approached Edit, as well as all the other companies in the group, to get our buy-in. It wasn't a long conversation, we were in 100% from day one! We completed our initial assessment back in December 2018 over a pint and some fish and chips, thinking 'Hey, we should smash this!'... our original score came out at about 54, average to say the least...

Enter B Corp

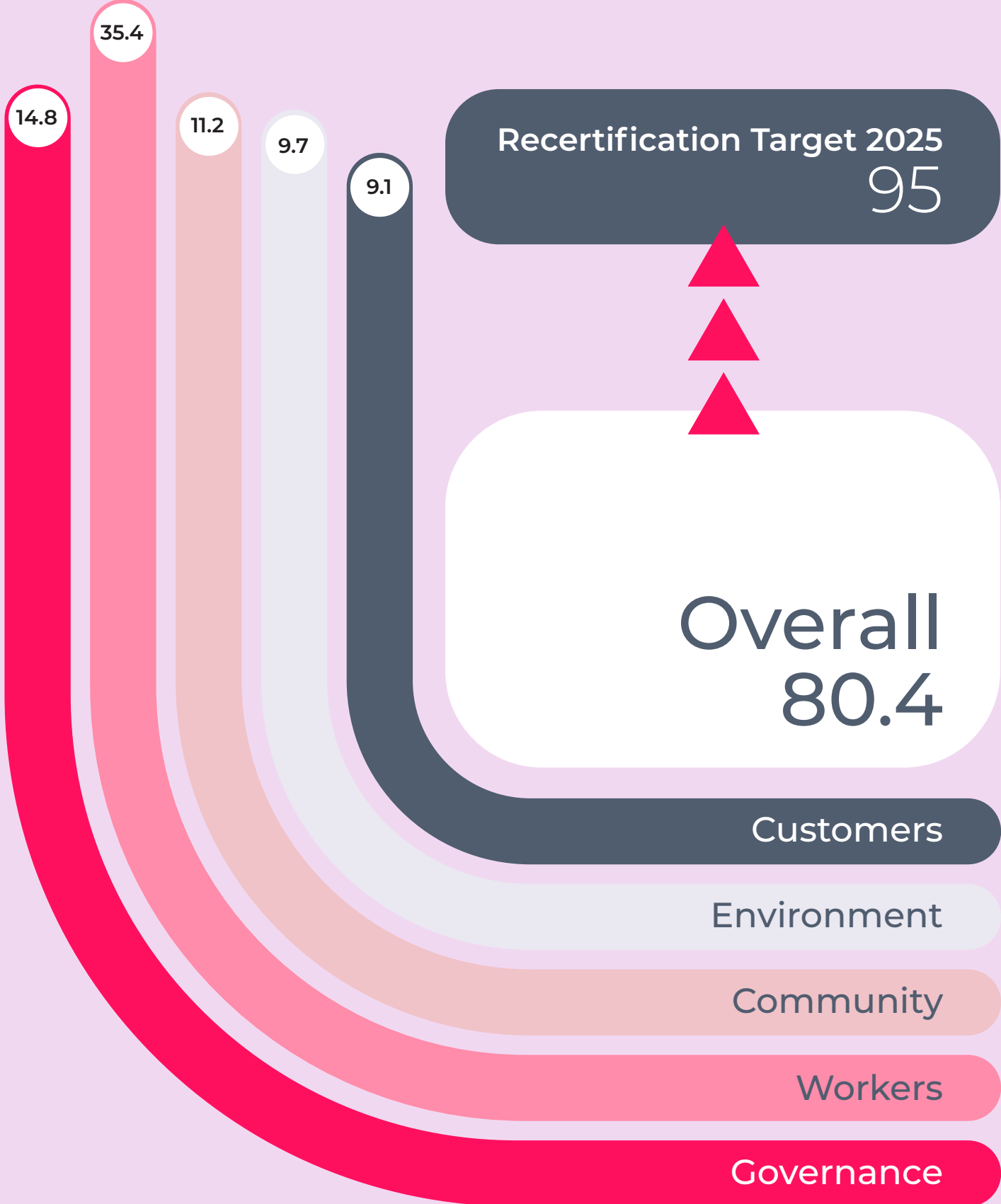
Assessment Audit!... Luckily, as a business that takes pride in its data and having been through numerous other audits previously for other certifications, we had managed to gather 98% of all the evidence we would need for the audit during the assessment process. This made our lives a lot easier and we came out of the audit process with a score of 82.

And then... Salocin Group

Nick Dixon, who had been following Edit for some time, decided now was the time to put in an offer to Kin + Carta that was too good to turn down, and subsequently brought Edit back into private ownership as the first cog in The Salocin Group. Nick's views on how a business should be run aligned perfectly with the B Corp movement. Although it meant we had to go back to the drawing board for a few of the Governance orientated questions, the impact on timelines was minimal and we had submitted everything and gone through the audit by the end of November 2021.

We proceeded through the final checks and were confirmed as B Corp certified in February 2022 with a score of 80.4

# B Corp Scores



# Governance

## What was the plan?

To ensure that B Corp is incorporated into every aspect of our decision-making processes within the business. To put together a mission statement that we can then all get behind, that covers our mission for the next three years of development.



## Goals for next year

### Launch Internal B Corp Committee

Since certification, our B Corp team has stayed the same. In the next year, between now and our next impact report, we will have launched a dedicated B Corp committee. This committee will be open to everyone in the business with an emphasis on ensuring it is as diverse and inclusive as possible.

## What we did?

### Mission statement

“We want Edit Agency to be the first company brands think of when they want to put their customers at the head of their business in an ethical and privacy-first way.

We wish to deliver secure employment for our people in an open and honest culture of diversity and inclusion.

We only have one planet and our objective is to deliver services and solutions that have a positive impact on our planet.

We will grow to a £3m EBITDA business allowing us to continue to invest in our people, conduct ourselves in a positive sustainable manner, create a return for our investors and support our clients.”

### We moved office

This wasn't planned at the start of the year... but the opportunity arose with one of our fellow building residents and certified B Corp, Rocketmakers. We fully embraced hybrid working after the end of the lockdowns and our old office just didn't align itself with creating the best working environment to enhance our collaboration and culture. Not only that but our energy usage has dramatically dropped as well!

### Financial training

Every month within Edit we go through our commercials with everyone in the business. It was highlighted that there are going to be different levels of knowledge regarding business commercials, so we launched our internal training program to bring everyone in Edit up to the same base level of understanding on all things commercial.

# Workers

47%

of our team have been with Edit for 5 years or more

21%

of our team have been with Edit for 10 or more years!

Male

57.6%

Female

42.4%

4

Apprentices



## What was the plan?

We wish to deliver secure employment for our Editors in an open and honest culture of diversity and inclusion.

## Goals for next year

### Menopause

Establish and publish a menopause policy, alongside Menopause Understanding training.

### Real Living Wage Employer

Become an accredited Real Living Wage Employer.

### Development Framework

Develop a Learning and Development framework under the name 'Edit Agency Academy'.

### Salary Benchmarking

Complete our annual Salary Benchmarking exercise.

## What we did?

### High Engagement

We measure our progress against the above through bi-monthly pulse surveys and twice-yearly engagement surveys. Based on our 2022 pulse surveys we are averaging an engagement score of 82/100.

### Cost of Living Payment

Providing all our people with a £1000 Cost-of-Living Bonus to support our team through the cost-of-living crisis and offer some relief from rising costs, we furthered this by giving another £500 cost-of-living bonus in our January payroll.

### Lifestyle Benefit Expanded

Expanded the Lifestyle Benefit to include bills and other unexpected costs on top of what was already included, giving our team some peace of mind when unexpected costs arise.

### Compressed Week

We are trialling a 4.5-day compressed working week. This gives everyone the opportunity to finish at 1:30pm on Fridays. The outcome of this will be decided by 31st January 2023, with the aim to give our team a better work-life balance.

### Diversity and Inclusion Training

A Diversity and inclusion program was developed and then launched to all Editors in 2022.



# Diversity and Inclusion Workshop

At Edit we've always valued and pushed to have a diverse and inclusive environment for our employees and customers to operate in. We understand that simply bringing a diverse workforce into Edit won't be enough to reap the benefits of everyone's unique perspectives. We may welcome diversity, but we must always ensure that we nurture inclusion.

To help achieve this we invested in Diversity and Inclusion training for all staff members, run by The Diversity Trust, a non-profit community interest company. Their mission is to influence social change to achieve a fairer and safer society, a mission that resonated with us at Edit. We worked with The Diversity Trust to help build our training stack, which was customised depending on the role within Edit and given to every member of Edit.

## The training covered

### **Part 1 – Everyday Inclusion (for everyone)**

Introducing EDI and how it is everyone's responsibility. The importance of taking action and being inclusive

### **Part 2 – Everyday Inclusion (for everyone)**

How to engage in effective and respectful communication. Challenging bias and becoming an Ally and Active Bystander.

### **Inclusive Leadership (for senior leadership)**

Engagement of teams and increasing inclusivity. Principals of reflection and wellbeing, leadership to enhance inclusivity. Diversity, non-exclusion and inclusion.

As well as training, The Diversity Trust completed a policy audit, reviewing current equality policies. We will be taking the learnings from this forwards in our new B Corp Committee to help continue to drive forwards Equality, Diversity and Inclusion, alongside other initiatives.

# Community

## What was the plan?

We set out this year, after becoming certified, to have a volunteering program in place for the beginning of our financial year which started on the 1st August 2022, and to work out a structure for our charitable contributions.

## What we did?

### Donations Pledge

We have made a pledge to donate 0.5% of all profit made to charity, with the charity being selected by our employees which is outlined in our 3-year plan shared with the business.

### Local Charity Contribution

Contributed to local homeless charity, Julian's House.

### Won Corporate Social Responsibility Award

at Bath Life Business Awards.

### Volunteering Policy

We have outlined and had a Volunteering policy mapped out but unfortunately we haven't been able to roll it out to the business in the time frames that we would have liked.



## Goals for next year

### Volunteering Program

Have the Volunteering program fully up and running.

### Volunteering Hours

A minimum of 100 hours of volunteering time completed by our employees.

### Charity and Donations

To have confirmed our chosen charity and donated 0.5% of all profits to them.



# Environment

## What was the plan?

To continue the work done as part of the B Corp process to certification and ensure we maintained the level of offsetting we had set out with. We also wanted this year to be one of consistency, which we would be able to use as a baseline for driving further environmental initiatives within Edit. Unfortunately, due to Covid we couldn't be sure if our metrics captured prior to certification would act as a valid baseline for future comparison.

## Goals for next year

### Enhance EMS

Further enhance our EMS to ensure that the calculations are still as accurate as possible and publish the FY23 version.

### Carbon Offsetting

Ensure we remain 100% carbon offset and continue to look at ways to reduce the carbon we produce as a business.

### Even More Trees

Hit 35,000 trees in our Ecologi Forest.

## What we did?

### Supplier Audit

Our suppliers form a key part of our Join the Dots brand and so an Audit of all our media suppliers regarding their sustainability credentials felt appropriate for this year.

### Carbon Offsetting

Offset 108% of all our emissions covering Scope 1, Scope 2 and Scope 3.

### Environmental Management Report

Published our first publicly visible Environmental Management Report for our FY22.

### Recycling

Recycled 53% of all waste generated at our office.

### Energy Consumption

Reduced our energy consumption by around 50% due to reanalysing office requirements post Covid.

### Office Enhancements

Work with our landlord to push through more changes to make our business as environmentally friendly as possible.

### Project Level Carbon Tracking

Develop tool to accurately track the amount of carbon produced for each project, both internal and client.

### Trees, Trees and More Trees

Planted over 12000 trees in the last 12 months, bringing our total to 21,799 in our Ecologi Forest.

### New Business

Made the business decision to ensure that all new business work would be 100% offset, so if we had to travel by train to a meeting, fly, stay in a hotel or eat out it would be offset.

### Environmental Awareness Training

Rolled out to all staff with a refresher issued each year to make sure we all have a base understanding of the impacts we are making and the things we can do to make a change.





# Environmental Impact Report

The last calendar year was the first year that we publicly published our Environmental Impact Report. We have had this running for a couple of years now, but this is the first time it's been made publicly available for review (and scrutiny).

Based on data from 1st August 2021 to 31st July 2022, the report aims to highlight the impact Edit has had in the last 12 months on our environmental touchpoints and to give you as transparent a view as possible into what we have done, and what we are doing.

The full report is available now via our website >>> [edit.co.uk](http://edit.co.uk)



**Certified B Corporation**

**Edit is proud to present its 2022 Environmental Impact Report.**

Based on data from 1<sup>st</sup> August 2021 to 31<sup>st</sup> July 2022.

This report aims to highlight the impact Edit has had in the last 12 months on our environmental touchpoints and to give you as transparent a view as possible into what we have done, and what we are doing.

This is our first Environmental Impact Report, so if you're looking for year on year comparisons, you'll have to come back next year!



### Offsetting & Edit's Forest

Offsetting any carbon produced by Edit is something every Editor stands behind.

Our initial drive to offset our carbon started long before we were a B Corp and was brought to the board by 2 members of our Delivery team.

We take our data from our Environmental Management System to ensure that we have offset 100% of our carbon emissions.

And it's not just about offsetting our carbon, it's about planting those trees as well - our forest is getting bigger every month. We partnered with fellow B Corp member Ecologi to enable us to offset and plant with confidence!



### Offsetting & Edit's Forest

**112% Carbon Offset**

**12061 Planted in last 12 months**

**19509 Trees in our Forest**

# Customers

## What was the plan?

We aimed to deliver high standards of customer service and output to enable our end clients to reach their goals, while trying to incorporate more of the B Corp ethos into our everyday working practises.

## Goals for next year

### Pitch Offsetting

Extend our pitch offsetting program to include any travel prospective clients will undertake in new business proceedings (irrespective of if its won or lost).

### Project Offsetting Calculations

Develop an automated model so that we can work out the CO2 production on each of our projects for both client and internal work.

## What we did?

### Satisfaction for the Planet

Made a pledge to donate to the Wildlife Trust for every customer satisfaction survey that we received back.

### Pitch Process Offsetting

Commitment to offset cost of any new business pitch effort for the Edit team on all new pitches.

### Charity Revenue Growth

Generated circa £1 Million in net revenue for our charity clients via our Join the Dots media department.

### #Winning

Won numerous awards for the work that we carried out for our clients:

- ✓ Bath Business Live Awards – Corporate social responsibility
- ✓ Campaign Tech Awards – Best use of experimental tech
- ✓ Campaign Tech Awards – Best use of tech in CRM
- ✓ Campaign Tech Awards – Best use of Insight
- ✓ Engage B2B Awards 2022 – Best use of data and customer insight in marketing
- ✓ DMA Awards 2022 – Data storytelling
- ✓ Automotive Marketing and Communication Awards – Best use of Data
- ✓ The Strategic Mailing Partnership Golden Envelope Winner

### Grow our % of Revenue from Charity and B Corp Clients

Look to work with more like-minded organisations and charities across both brands within Edit Agency (Edit and Join the Dots).







# Thanks for reading!

If you have any questions please reach out to:

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If you would like to chat about how we pulled together our first impact report then please reach out!

If you  
are a B Corp and want  
collaborate, please  
reach out, together  
we can achieve  
more!