



Edit

— SALOCIN —

Impact Report

FEB 23 – FEB 24

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Introduction

Thank you for taking the time to review our second Impact Report.

In this report we will outline our progress, provide an overview of our current scores, give a breakdown of initial targets and achievement for the past year as a Certified B Corp company. We will also outline our future goals which are broken down into the five key pillars of governance, workers, community, environment and customers.

A letter from our CEO

It's been two years since Edit Agency Ltd. became a Certified B Corp, shortly after the business was acquired by The Salocin Group. The pending B Corp certification was a key factor in our decision to acquire the Edit Agency and set the strategic direction we set ourselves for investing in purpose orientated businesses.

In early 2023, The Salocin Group brought another sector specialist into Edit Agency. Wood for Trees, a company that specialises in optimising data insights for charities and not-for-profits. Wood for Trees has relationships with some of the world's best-known charities, working to improve fundraising efficiency and performance. It's exactly the type of business that we wanted to be able to bolster our services to our clients, and charity clients we already support.

Our three brands Edit, Join the Dots and Wood for Trees, which are all trading names of Edit Agency Limited, now support over 60 charities.

Through acquisitions and how we continue to strive to be a better business and act on our triple P (people, planet, profit) business plan. It's fair to say, we haven't hit all the objectives we set out in our first Impact Report, perhaps being too ambitious and eager to make changes in our first year. That said, I am immensely proud of what the team, across all our brands, continues to achieve whilst doing their day jobs and taking on extra responsibilities to support our growth plans.

I am delighted we have a newly formed B Keeper committee. The committee is made up of representatives (the B Keepers) across the different brands and departments. Our B Keepers are tasked with being our employee's voice on how we drive initiatives throughout the business, that better supports our people, our community and our planet.

One of their first tasks was to ask our people to nominate a charity of the year. In our first Impact Report we committed to making a pledge to donate 0.5% of our profits. Since that report, we have increased that pledge to donate 1% of our profits. Our charity for this year will be Kidney Research UK, a charity that is very close to our hearts. The next B Keeper project is the launch of our volunteering programme and there will be a beach clean in February 2024 to support the launch, and I know we'll do a wonderful job looking after our closest beach.

We continue to work with fellow B Corp, Ecologi. We now have 27,141 trees planted and 2,023.49 tones CO2 avoided. This contribution to our planet, not only sees our team members carbon footprint offset, but allows us to be a carbon neutral business. Join the Dots, our media optimisation brand continue to be the innovators in the media industry creating more ways for our clients to be environmentally aware with their marketing campaigns.

As we approach our final year before recertification, I continue to watch our employees share their ideas on how we can be a better business. Our business plan remains fully centred around our people, our planet and profit. As I look forward to 2024 and beyond, I hope that we continue our B Corp journey to be not just a better business, but a business for good.

Nick Dixon, CEO



Who we are

Edit Agency is a collective of three brands, Edit, Join the Dots and Wood for Trees.

Edit Agency Ltd. is one company with three brands; Edit, Join the Dots and Wood for Trees. We do slightly different work but what links the brands is our data-led approach and our end goal, 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 win, grow and keep customers. We optimise customer connections by super charging first-party data in an ethical and privacy-first way.

We do this through a lens of customer 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 Agency (including all three brands) 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.



Edit
— SALOCIN —

A data driven customer experience management consultancy, providing brands with Transformational CRM, deepening customer relationships.



the **Join
Dots**
— SALOCIN —

A data-driven media agency committed to working in a transparent sustainable manner to help brands meet their acquisition goals, regardless of channel or medium.



**wood
for trees**
— SALOCIN —

A data insights, analysis and marketing technology agency with expertise in helping charities get more from their data assets.

We've been B Corp certified since February 2022, and we scored 80.4 in our assessment.

If you'd like to know the full journey to B Corp certification please see our [2023 impact report](#).

B Corp scores



Governance

What was the plan?

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.

Goals for next year

Workforce Empowerment

To continue to empower our workforce, to not only deliver amazing results for our clients, but to continue to embed our people, planet and profit ethos into everything we do.

Modern Slavery Policy

Create and roll out a Modern Slavery Policy. As a business we do not meet the legal requirements to publish a modern slavery statement, we feel a policy will better support our processes ahead of implementing the full statement.

What we did?

VISA Sponsorship licence

We achieved our Visa Sponsorship Licence in September 2023, which we hold for the next four years. This allows us to sponsor the visas of individuals based outside of the UK, enabling us the opportunity to develop a more diverse workforce.

B Keeper Committee

We created a committee made up of representatives across all departments to give an employee voice on all matters relating to the B Corp areas (governance, workers, community, environment and customers). One of their first initiatives is allowing our teams to select our charity of the year; Kindey Research UK. They have also created a volunteering policy and a volunteering event to go alongside the launch of the policy (this will be hosted in February 2024).

Infosec

Edit Agency Ltd. is dedicated to providing information assurance and data protection to employees and clients. They have continuously held the ISO 27001 certification for 10 years providing a risk assessed holistic suite of security controls covering; compliance, information technology, physical controls, human resources, asset management and business continuity.

The last two certification audits have successfully been completed without registering any non-conformities. Additionally, since January 2023, we have held the Cyber Essentials accreditation which provides further granular attention to cyber security controls.



Workers

What was the plan?

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.

Goals for next year

Menopause

Bring in two more policies to ensure we have as many appropriate policies as possible in place to take into account our diverse workforce. Currently on the roadmap is:

- Fertility policy
- Marketing training supported by the DMA

What we did?

Well to be honest, we really smashed it here!

We made the decision to invest a lot of time and money into our most valuable resource, our people. A few of the key ones are listed below:

- Future Female Leadership Program
- Commercial Fundamentals
- Lunch & Learns covering all aspects of our business
- Wellbeing Policy
- Menopause Policy & Training
- Mental Health Training
- ILM Level 3 Leadership and Management Training

We also achieved our highest ever eNPS score, which shows that investing in our people really makes a difference, and rolling out our compressed week policy also added to that.



Community

What was the plan?

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 & Donations

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

Goals for next year

Donation 1%

Match our donation percentage from this year to a newly chosen charity selected by our teams.

Volunteering Hours (target 10%)

Now we have our volunteering policy in place we really want to make sure our employees take advantage of it; we are aiming to have 10% of our work force take advantage of this in the next 12 months.

What we did?

Nominated Charity

We've nominated our chosen charity, Kidney Research UK, a charity close to all our hearts here at Edit after losing our colleague in early 2023, whose chosen charity was Kidney Research UK.

Volunteering Policy

Launched our volunteering policy and have scheduled our first volunteering event for the 25th February 2024, a beach clean and litter pick in Weston-Super-Mare!

1% Donation

We decided that 0.5% wasn't enough, so we decided to up it to 1%, all of which will be going to Kidney Research UK!



Environment

What was the plan?

Enhance Environmental Management System

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.

Goals for next year

Environmental Policy

Finally get around to putting all of our great work we do for the planet into a policy.

Plant more trees

They're the lungs of the earth and when it comes to trees, the more the merrier.

ISO Accreditation 14001

Strive for certification of our Environmental Management System with ISO14001.

What we did?

Enhance EMS

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

Carbon Offsetting

100% carbon offset! Wahey... that's three years now!

Even More Trees

Hit 28,000 trees in our Ecologi Forest, so a big increase but not quite the level we were hoping for.

Soft Plastic Recycling

Enable soft plastic gathering within Edit so that we can then ensure we are recycling as much as possible.

EMS Report

Produce out 4th iteration of our Environmental Impact Report.



Customers

What was the plan?

Pitch Offsetting

Extend our pitch offsetting program to include any travel prospective clients will undertake in new business proceedings (irrespective of if it's 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.

Grow our revenue from charity and B Corp clients

Look to work with more like-minded organisations and charities across both brands within Edit Agency.

Goals for next year

Continue development of InsightHub

InsightHub is one of our home-made products designed to help charities make the most of their data. There's a breakout page below that explains this in a bit more detail.

Impact Calculator for pitches

Develop a simple way to ensure that we offset all effort, travel etc. on every pitch that we are going for.

What we did?

Revenue from charitable clients

In the past 12 months we have grown our revenue from charitable organisations by 108% and our net revenue by 240%!

Welcomed Wood for Trees

A lot of that 240% increase in revenue from charitable clients is from our acquisition of Wood for Trees. See the next page for more detail on Wood for Trees.



Welcome Wood for Trees



Wood for Trees specialise in helping charities gain more value from their data assets. The company joined Edit Agency and its existing brands Edit and Join the Dots.

Wood for Trees is an award-winning business providing powerful solutions to the charity sector such as InsightHub for Charities. InsightHub has been designed from the ground up to compile, visualise and democratise industry leading insights for charitable organisations looking to boost supporter engagement and maximise return on fundraising activities, providing the detailed level of understanding any charity needs to thrive. Wood for Trees won the coveted Best Use of Apteco Software Award jointly with Teenage Cancer trust, and Apteco Partner of the Year in November 2022.

Nick Dixon, CEO of Edit Agency Ltd. and founder of The Salocin Group stated, 'We are delighted to welcome the Wood for Trees clients and the talented employees which will create an even greater supporter engagement agency in the charity sector. Charities are a particular focus for us, especially with our B Corp certification, as we look to extend the number of purpose-orientated organisations we work with.'

'Combining Wood for Trees' data insights for the charity sector with Edit's capabilities in CRM Strategy, data platforms and marketing technology and Join the Dots' data-driven media planning and acquisition team, will help us optimise supporter connections for the charity sector. Together we will be serving over 50 charity clients.'



A data driven approach to reporting

InsightHub has been designed from the ground up to compile, visualise and democratise industry leading insights for charitable organisations looking to boost supporter engagement and maximise return on fundraising activities, providing the detailed level of understanding your organisation needs to thrive.

Unique in a crowded analysis environment and unlike traditional, offline reporting methods, InsightHub for charities leverages Wood for Trees' market leading data model alongside Microsoft's formidable Power BI toolset to deliver impactful insights where they're needed most, providing you with a unique advantage in a hugely competitive marketplace.

What our clients are saying

"InsightHub helped propel us forward in terms of data maturity from basic operational reports to a place where we have access to a wealth of self-service dashboards utilised by our income generation team.

We've implemented all possible dashboard bundles and have even added our own bespoke reports to the tool to improve our data-driven decision making. The format and visualisation of the data makes it easy to access, navigate and extract insights.

Another thing that sets this tool apart is the benchmarking functionality it offers, which is often hard to come by and inconsistent as categorisation differs from charity to charity. With InsightHub, comparisons are like-for-like and, as more charities adopt the tool, all current participating charities benefit.

As we've built up the analysis function of the data team over the last 18 months it's given us the kick-start we needed and enabled us to concentrate on other reporting priorities so we can grow the function and the benefit it has to the organisation."

Features

- Instant and secure online access to our suite of industry-leading reports
- Measure your performance against the sector using Wood for Trees' proprietary benchmarks
- Seamlessly share insight across your organisation with full access control
- Continuous deployment of new reports and features to stay ahead of the analysis curve
- Understand your supporters
- Make empowered and informed strategic decisions
- Maximise return on fundraising and campaign activity
- Integrate predictive modelling with comprehensive analysis

Thanks for reading!

If you have any questions please reach out to:

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If you are a B Corp and want to help collaborate on anything then please reach out, together we can achieve more!

Read more online: edit.co.uk

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