

Rubber REPUBLIC ★

IMPACT REPORT 2023

Certified



Corporation

OPENING STATEMENT

We believe a better world is possible, but requires courage and creativity to be made real.

Our mission is to use the power of creative communications to build momentum and accelerate positive change towards a more just and sustainable future.

Great ideas and compelling stories have the ability to engage and motivate people in ways that facts and figures alone cannot. Through our work, we strive to connect with audiences on an emotional level, helping them to understand the urgency of the climate, ecological and equality crises we face, and the importance of taking action.

At Rubber Republic, we believe that the creative industry has a crucial role to play in shaping a more sustainable future. We are dedicated to using our platform to raise awareness about the positive possibilities available to us, to inspire positive action towards a healthier, more equitable world for all.



MATT GOLDING

Founder & Creative Director

Certified



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Corporation

MISSION STATEMENT

We're a creative studio who excite audiences about what we can do today to build a safe, secure and sustainable tomorrow.

Our aim is to use our creative talents to help people discover their own power when it comes to creating a thriving future, and give them confidence to push towards tangible and desirable goals.

We focus on four interconnected areas: Climate change, Mental health, Equality and Unthinking Consumption.

We refuse to work for organisations who are not wholly committed to improving the world in meaningful ways and instead partner with amazing teams pushing for change, who need a creative collaborator to bring their stories to life. We also collaboratively generate our own creative projects designed to accelerate positive impact.



RECENT CLIENTS



UNITED NATIONS



Triodos @Bank



ROAD TO CERTIFICATION

Our mission is to bring the story of our positive future to life, and therefore becoming part of the B Corp community five years ago just made sense.

The B Corp Impact Assessment sits at the core of Rubber Republic and has pushed us to become a Carbon Neutral company with all levels of our work considered and assessed for impact on people and the planet.

We also carefully consider our potential clients and mark them on an internal traffic light system based on their impact on the planet, seeking out those who's impact is positive.

We have tried all kinds of impact models over the years, from working for Disney and eBay and funding super ethical work, to our current guise of only working for those positively making a difference.

We are always evolving. Our current goals are using the latest behaviour change science to increase the impact of our work, building scope 3 emissions measurement into our carbon monitoring process, and telling more jokes.

Our background is in comedy, and we need to not lose sight of the fact that this transition is not easy for anyone, and a little humour can go a long way in keeping us moving. Combining these things we hope to help contribute to navigating us back to living in greater harmony with each other, with our communities, with nature, and with the natural systems on which we depend.



** We're currently updating our model to include Scope 3 emissions, and whilst these aren't huge for a company like ours, they will mean re-checking whether we can be confident in our operations being carbon neutral and updating our methods to account for any overages if not.*

OUR B IMPACT SCORE

	ENVIRONMENT	17.3
	DISCLOSURE	0.0
	WORKERS	27.4
	CUSTOMERS	15.1
	COMMUNITY	18.7
	GOVERNANCE	18.0

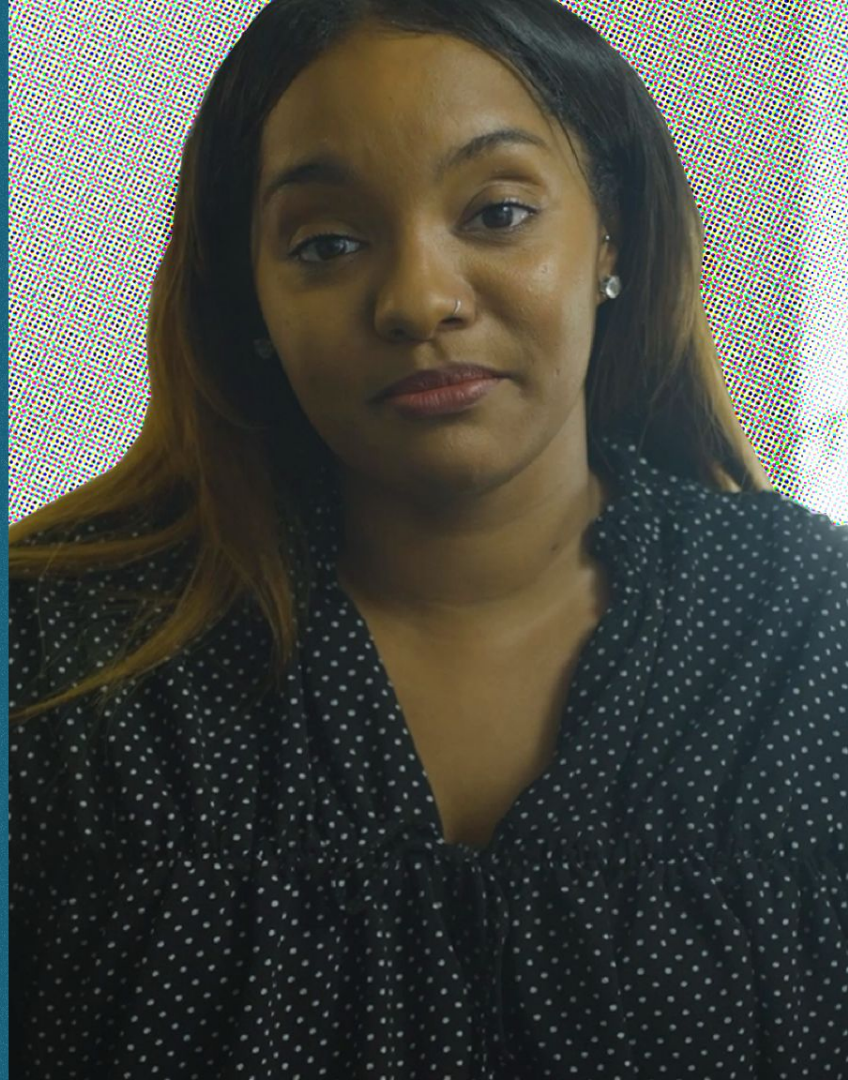
OVERALL
96.8



GOVERNANCE

Our passion is for engaging communications but we have to keep the wheels on, so in early 2023 the systems within Rubber Republic have been overhauled to streamline the overall governance of the business.

LATEST B IMPACT SCORE: 18.0





PROGRESS

WHAT WE SAID

Update our in-house carbon calculator.

Update how we monitor Rubber Republic's finances.

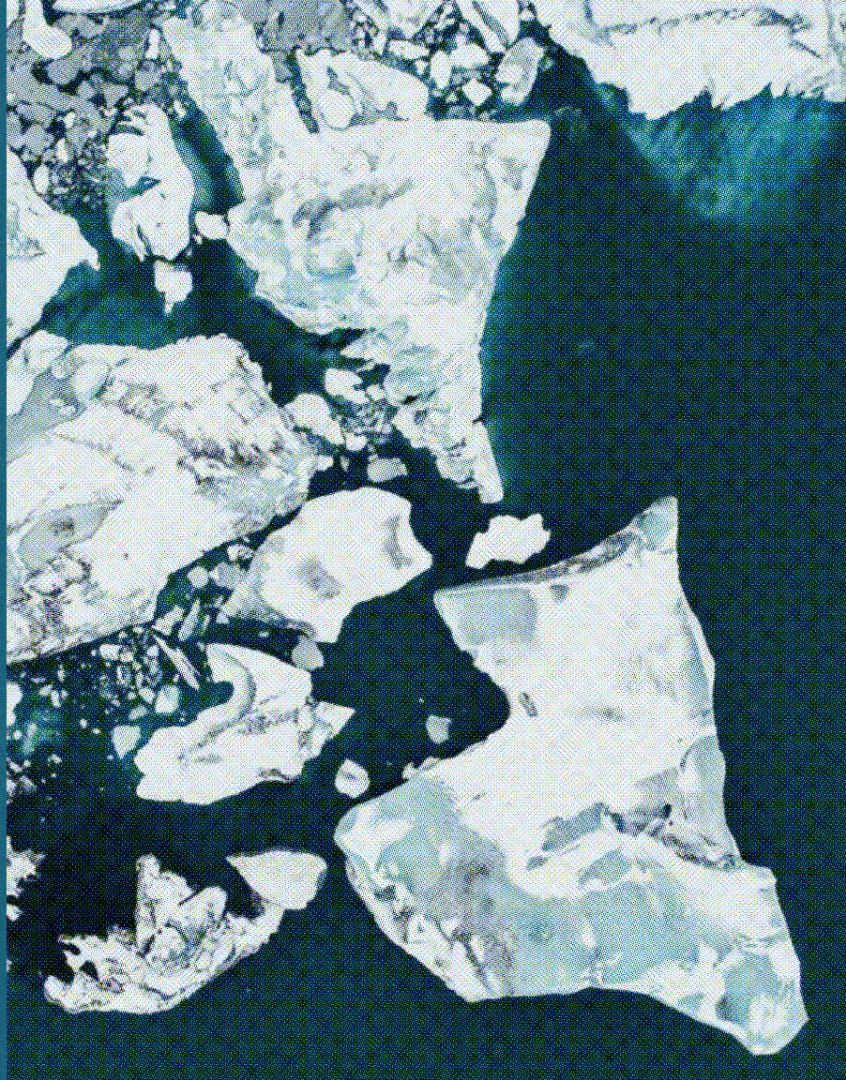
WHAT WE DID

Moved to an industry standard Carbon Calculator and received training from Albert.

Implemented a new financial review system which has moved from a monthly basis to a weekly one

2023 GOALS

- Continue to update our carbon monitoring to include scope 3 emissions more accurately.
- Streamline weekly finance review and assess using new software to give us better real time data to allow more nuanced decision making on climate focussed projects. (ie where can we afford to reduce rates without compromising staff pay, and where can't we)
- Integrate nature into our decision making by holding at least one management or advisory meeting per quarter in nature.



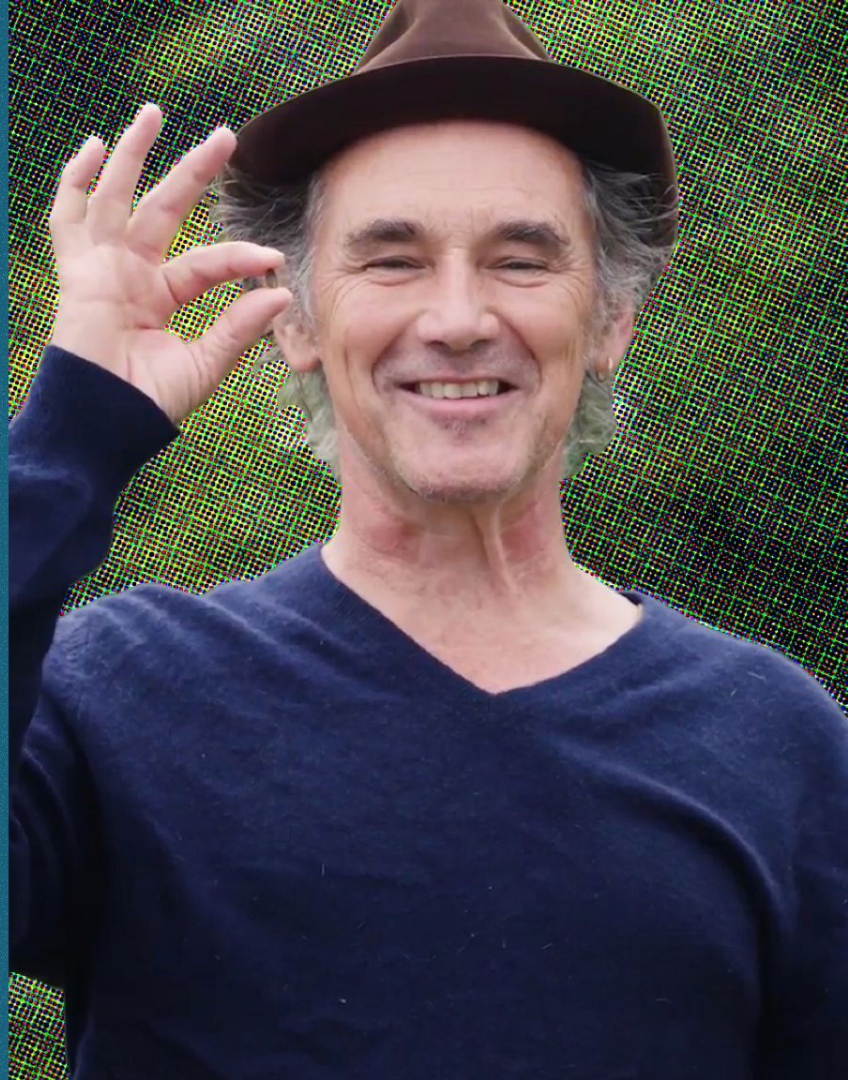
TEAM

It feels good to make a positive difference but it can also be hard work to stare at difficult issues all day, so we try to look after ourselves and ensure our team is safe, supported and has the space to develop.

On a project-by-project basis, we bring in collaborators and freelancers to help boost our content's potency by applying unique skills and specialities to the work.

We are always seeking new talent and voices to join our external talent pool so we can continue to communicate with authenticity and inclusivity.

LATEST B IMPACT SCORE: 27.4





PROGRESS

WHAT WE SAID

Support our team members mental health and Wellbeing.

Connect team members to wellbeing platforms.

Consider strategies for supporting work/ life balance, restorative time and practices around our impact work to avoid burnout.

Re-instate growth and development support which had become diminished due to Covid response strategies.

WHAT WE DID

We've developed a mental health wellbeing pack for team members.

All staff members have free and unlimited access to Sarsen Light, a wellbeing and meditation app.

Modelled a new billing system and testing on a four and a half day week.

Providing access to Masterclass subscription so staff can develop and evolve their skills.

2023 GOALS

- Create monthly wellbeing checkins on use of the pack + Integrate mental health into the work day (eg meditation during the work day).
- Trial 4 and 4.5 day work weeks and assess the optimal long term balance based on staff feedback. Additionally assess staff and freelancer satisfaction and build a rating framework around this.
- Provide a mode tailored growth plan for staff to identify specific personal development goals and more tailored, pro-active, measurable routes to achieving them



CUSTOMERS

We believe what we do works, so we're careful who we do it for, so we don't end up breaking things instead of fixing them.

We run a traffic light system to evaluate a potential customer's impact on people and planet. This is reviewed internally by the team on a project by project basis.

TRAFFIC LIGHT SYSTEM

Green Light: This client engages with progressive social and environmental change and holds sustainability as a core belief of their business.

Orange Light: Businesses that are enthusiastic about wanting to make changes in response to injustice and the climate crisis.

Red Light: These are businesses who are responsible for negative ethical, social and environmental impacts.

We strive to work with companies in the green bracket, will work with orange companies and won't work for companies marked red.

LATEST B IMPACT SCORE: 15.1





WHAT WE SAID

Monitor finance better to ensure we are delivering better value to smaller clients.

Ensure we listen to customers after project completion.

2023 GOALS

- Create post-project surveys to collect data and testimonials on how we can improve our process.
- Whilst we review every client for impact before we take them on, we are going to create a more formal framework by which this is measured so it is fairer and more resilient.

WHAT WE DID

Moved to weekly finance check-ins to keep up-to-date on company finances and streamline our invoicing workflow.

Scheduling impact review sessions and chasing up data.





ENVIRONMENT

Trying to collectively step up so we create a stable and positive future is key to Rubber Republic's purpose. We try and achieve this day to day through:

OUR ENVIRONMENTAL IMPACT

Rubber Republic is Carbon Neutral*. All our staff use renewable energy when working from the office or from home. For onsite work, we measure every aspect of our production, encourage a strict reuse, reduce and recycle approach, and double offset anything remaining at the end of this that we can't remove in any other way.

CLIENTS

We are partnered with Triodos Bank, MakeMyMoneyMatter.com, Youth Climate Strikers and many more climate-focussed businesses and NGOs to help supercharge their climate communications.

LATEST B IMPACT SCORE: 17.3



** We've worked to be Carbon Neutral according to film industry conventions & use Albert calculator to reduce, avoid and offset emissions in our work, but are currently working to include scope 3 emissions which may mean re-appraising our progress.*



PROGRESS

WHAT WE SAID

Review our carbon offsetting supplier.

Encourage staff to boost their knowledge and understanding of the climate and ecological crisis.

Do more Pro Bono work for planet-friendly clients and activists who need help to boost their voices to create change.

WHAT WE DID

Moved to Ecologi's offsetting service and investigating how to measure and offset Scope 3 emissions.

All staff members have completed AimHi's Climate Masterclass workshop and 'The Week'

We worked with the Children & Youth Pavilion at COP27 to boost the reach of their videos and have their voices heard.

2023 GOALS

- Continue to update our carbon monitoring to include scope 3 emissions more accurately.
- Create an environmental science, narrative and messaging research playbook / resource that all staff can use / contribute to so we have environmental data and messaging advice at our fingertips.
- Carry out some of our own research to advance thinking in this space (with The University of Bristol)
- Focus our pro bono work on areas within our skillset that are most neglected (from our assessment, community action storytelling and climate comedy) and test and research the outcomes of this activity to gauge its effectiveness.





COMMUNITY

If there was one thing we were screwing up as a society more than most others it is having completely forgotten what community means. We try to remember and nurture this forgotten pillar of the future through our paid and pro bono work.

BUSINESS STAND UP

Rubber Republic cofounded the Business Stand Up campaign, bringing together 250+ leading business to act together to rethink how our economy works and how we can address the great crises of our time.

BUSINESS DECLARES

Rubber Republic contributed to the Business Declares movement by creating a free film interviewing influential business leaders at Extinction Rebellion's 'The Big One' in April 2023. The film recieved over 1000 views on LinkedIn and engaged with key voices in the movement.

LATEST B IMPACT SCORE: 18.7





PROGRESS

WHAT WE SAID

Expand our pro bono time to boost the impact of clients we believe in.

Donate 1% of all viable projects to charity.

Team members to be aware of Unconscious Bias and improve understanding of diversity in the workplace

WHAT WE DID

Worked with the Children and Youth Pavilion to supercharge their content output and spread their message across social media.

Supported charities such as Bowel Babes CRUK, Client Earth & SOS UK with the aim of boosting our charity donations in 2023.

All staff have completed Blap's diversity training.

2023 GOALS

- Update our charity donation mechanism to allow a broader range of staff input and a better assessment of the impact of charities we donate to.
- Continue to look for new voices to diversify our team and hiring for projects in the forthcoming year and to investigate just ways to run this.



As we look towards the future of our B Corp journey, we are confident enough to aim for a B Impact score of over 100.

THANK YOU

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