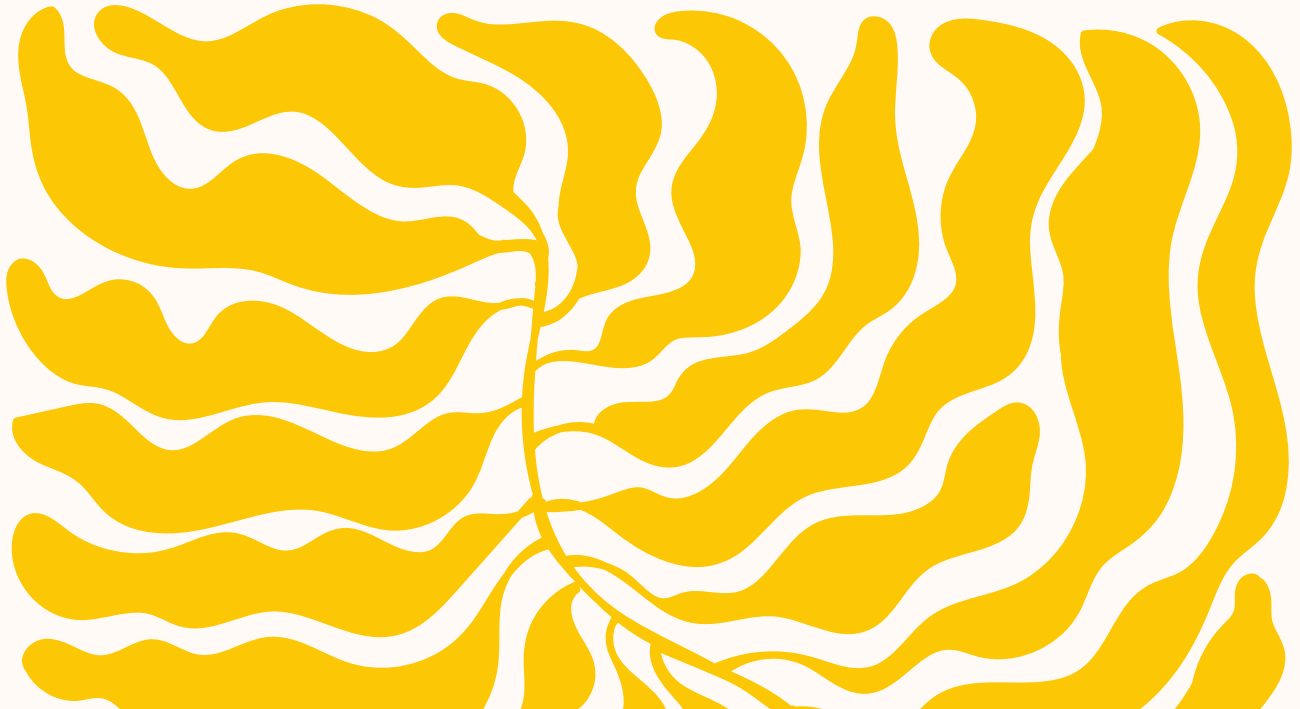


A WEIRD AND WILD YEAR.

2024/2025 Impact Report.



BOLD AND BRAVE.

Always skilful, always playful.
We create change.



Value one.

A LIFE RE-WITTEN



the brain injury association

**ACTION FOR
BRAIN INJURY
WEEK 2024**

GoldenTM Hooves



Hold for applause.

Teapot achieved official B Corp status in August 2024.

Formal accreditation felt like an important signifier for all the hard work we put into making Teapot a sustainable workplace. We are immensely proud of our achievements and everything we do to benefit our people, our community and our planet.

Our team have always helped local charities and CICs and we look forward to growing those relationships in the future. We have also made great strides along the path to net

zero by putting energy into our processes and procedures to ensure a better working environment for all.

Reflecting on our core values, we've worked with clients who hold themselves to the same high standards, raised our minimum salaries and shifted our focus to serve more charities and non-profits. While we are delighted with the progress we've made so far, we know there is still a lot to do.

We continue to work on our internal culture and external

impact; every small but positive change we make as a team gets us closer to our goals and improves Teapot as a whole.

Our Leadership Team and all members of the Teapot family are fully dedicated to the ongoing journey of continuous improvement. We're excited to be part of a dynamic community of organisations sharing this path, working daily to reshape what it means to operate a successful and ethical business.

Journey to certification.

2010 - Starting our journey.

Teapot opens in a drafty garage, just two designers and a couple of macs.

2011 - Looking forward.

Teapot moved into its first grown up office in Hambridge. We gained new clients and started feeling like we were on the verge of something special

2013 - Team expansion.

We moved on to a bigger, better space, taking on two developers, a UWE intern and an admin. Momentum picked up and we started to work on integrated brand, web and marketing projects.

2014 - Prestashop partner.

We became the largest Prestashop agency in the UK.

2016 - Somerset Business of the Year.

We won Somerset Business of

the Year, giving us the courage to expand further and push ourselves to the next level.

2017 - Mailchimp Pro Partner.

We grew our marketing team to be able to offer SEO, PPC and Mailchimp email marketing. We also became the first Mailchimp Partners in the UK.

2018 - Somerset Chamber board members.

One of our co-founders, Lizzie, was elected to the board of the Somerset chamber to introduce more diversity on to the board and to bring in wealth of marketing and brand knowledge.

2021 - Digital Somerset.

Wanting to give something back to our Somerset community, we agreed to take on the running of Digital Somerset CIC - a movement for the digitally curious.

2022 - Green hosting for all.

We are always striving to bring sustainability to the forefront of what we do. Because of this, we partnered with a progressive server supplier which allowed us to offer 100% sustainable hosting at no extra cost.

2023 - Working towards the application.

We decided to rebrand Teapot to reflect our journey towards B Corp. Our first apprentice celebrates his 10th year anniversary with Teapot.

2024 - B Corp status.

This year saw us invited to join the Mailchimp Customer Advisory Board and we finally felt ready to make the B Corp application. In August of 2024 we became certified and also signed the Better Business Act to further our commitment to going good as well as doing good work.



HAND RAISERS NOT FINGER POINTERS.

Taking responsibility and owning the work.
Informed decisions and smart risks.

Value two.





Our impact assessment score.

To become B Corp certified, a company must first complete the B Impact Assessment, which is a score out of a total of 200 points. The median score for ordinary businesses is 50.9 and a score of 80 qualifies for B Corp Certification.

Teapot scored a total of 94.2.



50.9
Median ordinary
business score.

80
Qualifies for B Corp
Certification.

94.2
Teapot's overall
B Impact Score.



Clients 4.2

Customer Stewardship 4.2

Environment 9.8

Environmental Management 3.3

Air and Climate 2.7

Land and Life 3.0

Governance 19.6

Mission and Engagement 3.6

Ethics and Transparency 6.0

Impact Business Model 10.0

Community 23.3

Diversity, Equality and Inclusion 3.0

Economic Impact 5.3

Civic Engagement and Giving 2.6

Supply Chain Management 1.0

Local Economic Development 7.8

Team 37.3

Financial Security 7.5

Health, Wellness and Safety 11.2

Career Development 7.2

Engagement and Satisfaction 8.1



YES AND.

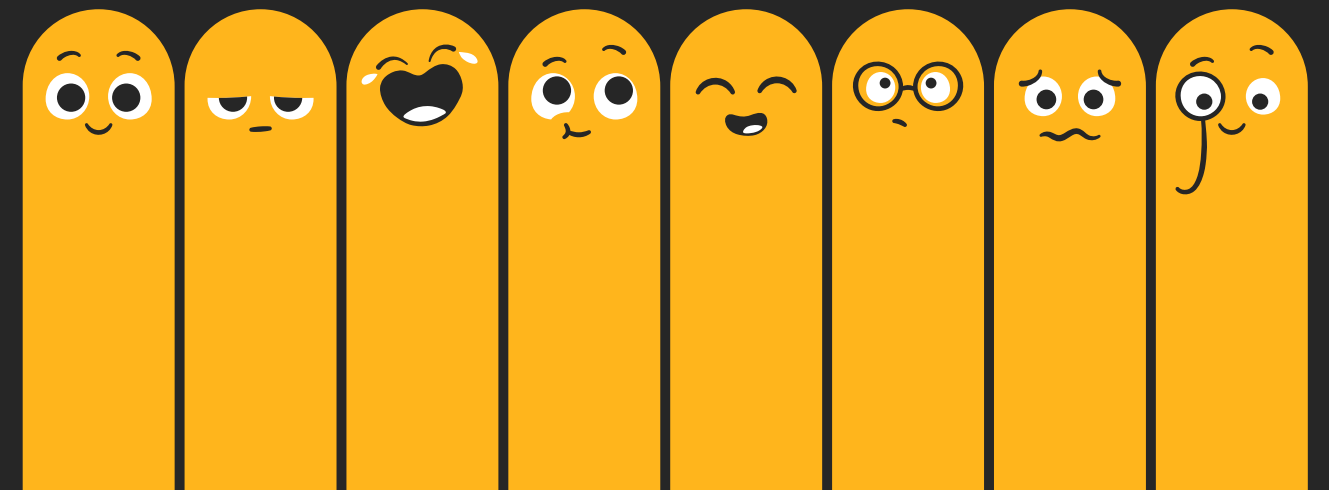
Less ego, more openness.
Over-delivering as standard.

Value three.





School Literacy Network





Goals.

Clients.

By forging outstanding relationships with local B Corp companies that share our values, we will strengthen our network and continue to grow in a way that aligns with our commitment to ethical and sustainable business practices.

Environment.

Working with Balanced Energy, we aim to reach net zero by 2030. Our sustainability efforts include continuing our recycling program, with 60% of waste being recycled or composted. We will also maintain a WFH policy for 60% of the week to reduce emissions and ensure environmentally conscious purchasing.

Governance.

Our Leadership Team will regularly review our performance to ensure we excel in governance. As part of ongoing improvements, we aim to integrate social and environmental goals into our yearly appraisals and KPIs. We also strive to embed our

core values more deeply into our culture, starting from the leadership and cascading throughout the organisation.

Community.

We remain dedicated to supporting local charities with pro bono work and improving our volunteering efforts. We will set and monitor inclusion and diversity goals and review them regularly. Additionally, we will maintain supplier relationships within a 50-mile radius of our Hambridge office and increase team participation in volunteering efforts.

Team.

We will continue to support our team through flexible working arrangements, including work-from-home and flexible hours. Over the next two years, we will introduce additional perks, aiming to offer all employees Private Health and Dental Care. We also plan to improve the environmental credentials of our pension scheme and focus on personal development.

FIRE STARTERS.

Changing the world. Doing good
as well as doing good work.

Value four.





Creating change.

Since becoming B Corp certified in September 2024, we've taken significant strides to enhance our internal processes, inspire our team, and fully embrace the B Corp™ principles in everything we do at Teapot.

The journey has had its challenges, and while we've faced a few hurdles along the way, our dedication to sustainability and making a meaningful impact remains unwavering. We're proud of the progress we've made, even as we acknowledge the goals we've yet to reach.

The annual goal-reporting process has instilled a deeper sense of responsibility and resilience within our agency. It pushes us to safeguard the

positive impact we're already achieving while continuously striving for incremental improvements.

What's clear is that becoming a B Corp™ has been a win on many fronts. It has not only helped our clients pursue their sustainability goals and deepened engagement with our team but also strengthened our community involvement in practical ways. On top of all that, it has contributed to our financial growth, boosting turnover and profits, all while staying true to our culture of being a force for good.

We're excited to continue this journey and look forward to sharing our impact and progress in the years to come.



ADAPT.

Celebrate wins and learn from losses.
Nothing changes if nothing changes.

Value five.





Teapot.