

**LESS
TALK**

**MORE
ACTION**

**DON'T
CRY
WOLF**

IMPACT REPORT
2022



CAN'T BE BOTHERED WITH IMPACT REPORTS?

**DON'T
CRY
WOLF**

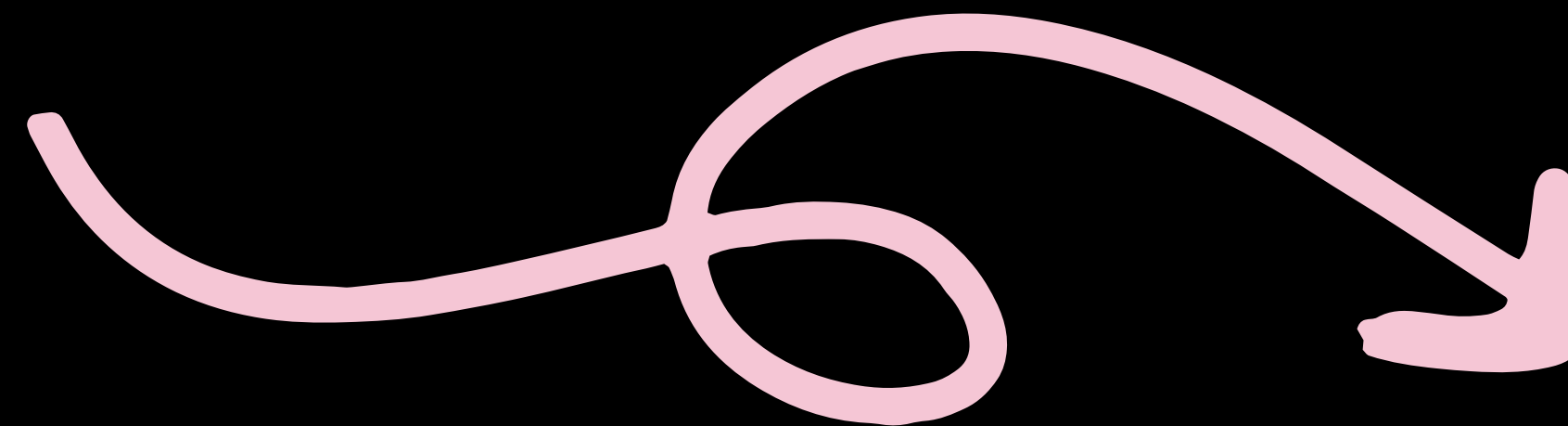
YEARLY HIGHLIGHTS

EXPLORE A CHAPTER

READ THE ENTIRE THING

Highlights	4
Environment	9
Society	14
Governance	19
Other things	25

I've got a break in between
endless emails



Got nothing better to do
than look at how great
Don't Cry Wolf is

JOG ON 2022

At the end of 2021 I sat around the last remaining morsels of baked ham and the final drops of cheap port and said to anyone still paying attention, 'I'm really hoping for a boring 2022'.

By February, that was fucked.

What's certain is continued uncertainty. Geo-political instability, economic turbulence, feverish populism and back peddling on climate commitments from businesses and governments all featured in 2022.

Culminating in 49 days of Liz Truss.

As a business, we definitely clung to things that have served us well. Pursuing the very best, creating work with our wonderful clients, an unwavering commitment to helping people less fortunate than ourselves, and a relentless dedication to speaking the truth about ESG bullshit. All done through a lens of self-awareness of our own challenges and opportunities.

We continued to see a decrease in our own carbon footprint and an increase in our ability to support our team with benefits that meant something. We dished out over £16,500 in cash to charitable causes and formalised ongoing commitments with charitable partners for the future.

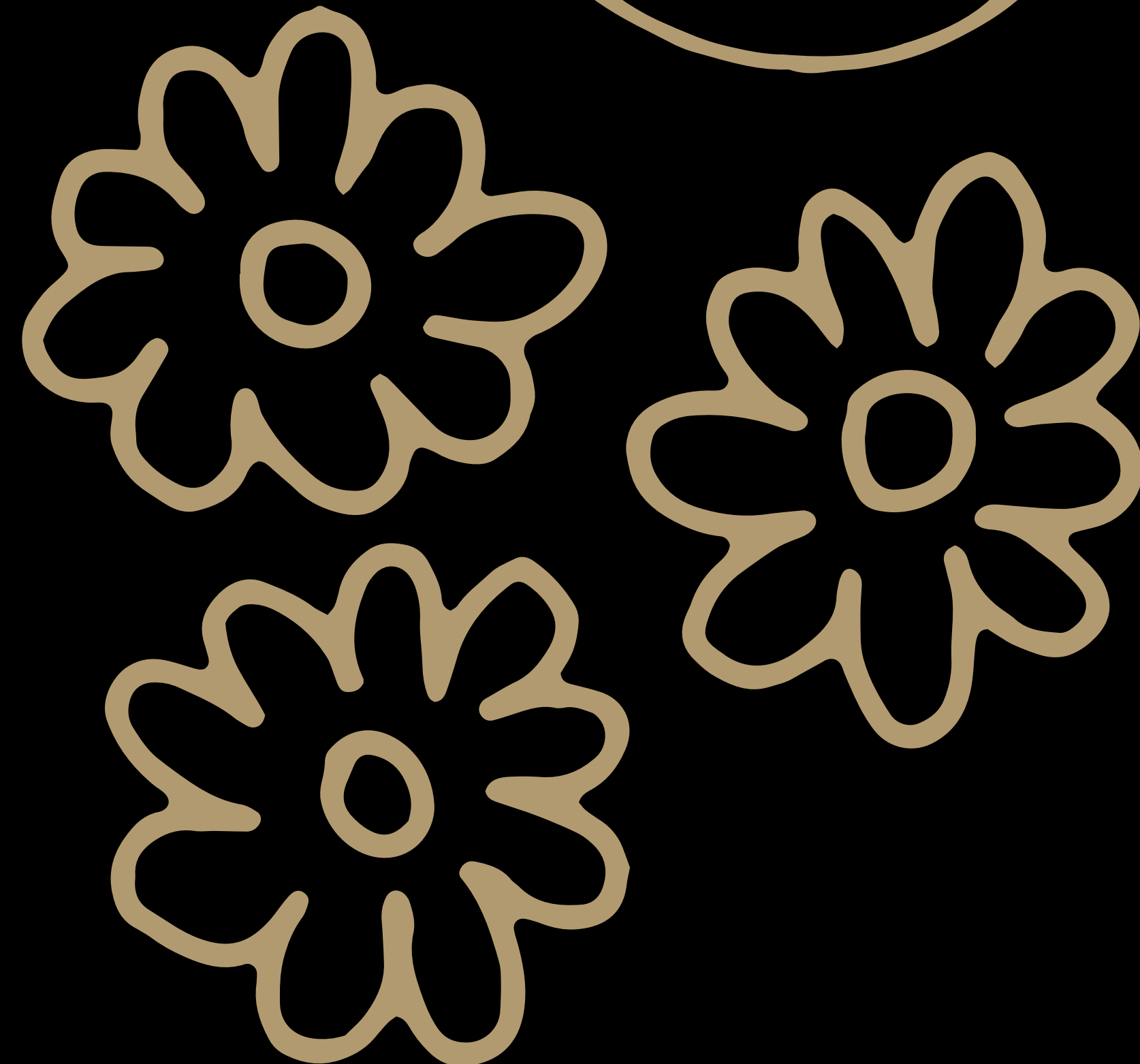
We also messed up on certain things. We flip-flopped around whether we were a purely 'virtual' agency or fully returning to the office and we invested in a few initiatives that didn't deliver. But, we hit some important milestones and made it through another year of total insanity.

We'll continue to fight for what's right and speak the truth to those hellbent on making all of us suffer.

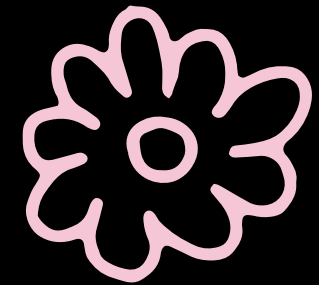
I love you all.

John

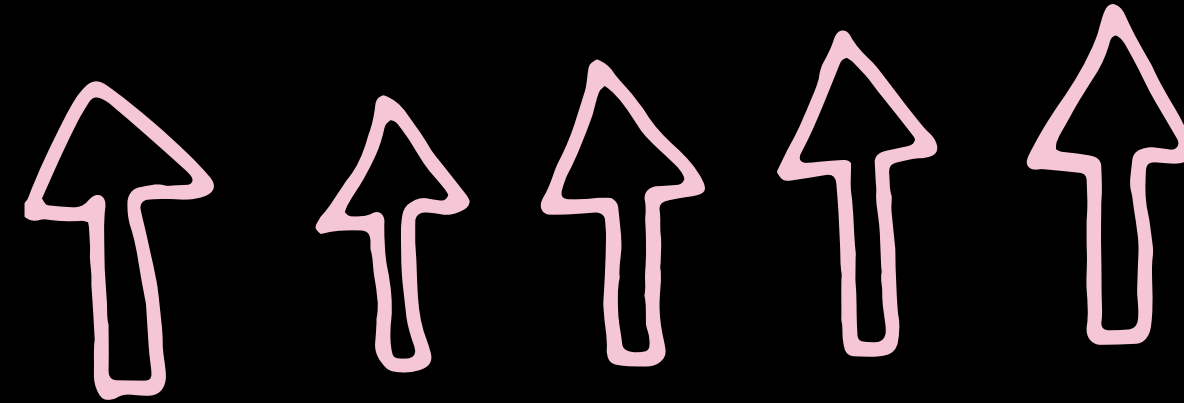
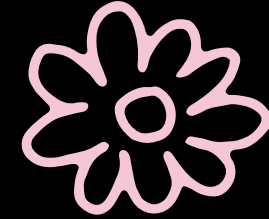
DON'T
CRY
WOLF



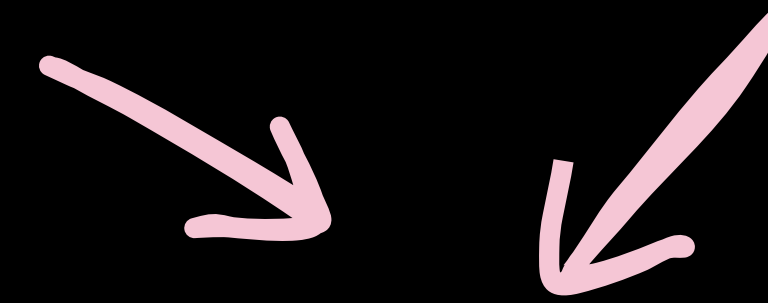
HERE'S OUR HIGHLIGHTS:



Reduction of carbon emissions by 55.64% from 2019



Improved our B Corp points from 96.1 to 120.6



Over 60% of donations go to local/community charities



70% of the management team identify as female

Donated £16.5k to charity

Four charities supported through pro-bono activations



WHAT WE
SAID.

WHAT WE
DID.

WHAT'S
NEXT?



ENVIRONMENT

What we said

What we did

What's next?

Undertake another carbon footprint assessment

Partnered with Green Element to provide a full carbon footprint assessment including impact of homeworking

Continue the assessment

Reduce our carbon footprint in line with science-based targets

Achieved our 10-year near-term reduction 7 years earlier than anticipated

Reduce Scope 3 emissions by a further 35% by 2029

Explore impact investment fund once we reach a financial threshold

Unfortunately no threshold was reached

Provide refresher training and insight into decarbonising finance

Achieved our
10-year
near-term
reduction
7 years earlier
than anticipated.



What we said

What we did

What's next?

Donate 1.5% of our revenues to charitable community causes

Over the last year we have donated over £16,500, hitting our 1.5% commitment of our yearly revenue

Continue with donations

40% of donations to go to local causes

Around 42% of all donations have gone to charitable causes directly within our local communities in London

We will continue with local community investment with a focus on both Cornwall and London

Three days of volunteer time offered to every team member

Along with 5% of pro-bono time delivered to charitable causes, we have formalised three days of paid volunteer days for every employee to do something good!

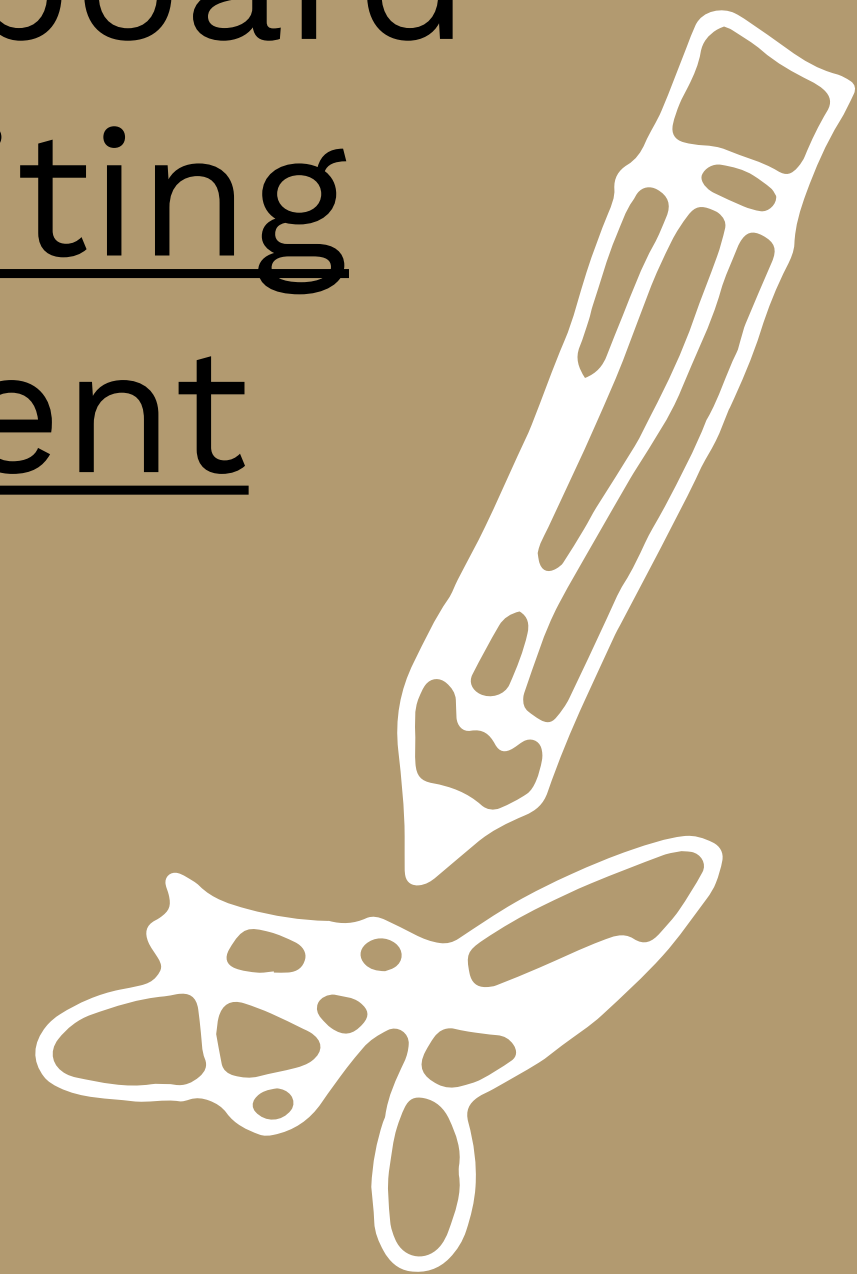
Measure impact of volunteer time and the causes supported

Over the last year we have donated over £16,500, hitting our 1.5% commitment of our yearly revenue.

GOVERNANCE

What we said	What we did	What's next? →
Bring on workers' representative into the board	We commissioned research through Wadds.Inc into how this can be formalised with a view to it being embedded into the team	Bring on a workers' representative into the boardroom
Invite a client onto the board	Amy Barber from Tangle Teezer now attends board meetings	Formalise and execute worker representation onto the board
Broaden the impact of client representation on the board	Refreshing client representation on the board and inviting new client to join	New client confirmed into board position

Refreshing client representation on the board and inviting new client to join.



ENVIRONMENT



THE ENVIRONMENTAL BIT


The stats:

Total tCO2e 2022: 22.3

Scope 1 tCO2e 2022: 0

Scope 2 tCO2e 2021: 0

Scope 3 tCO2e 2020: 22.26

REDUCTION OF

55.64%
COMPARED TO
2019 WHERE
TCO2E WAS 50.17

Category	GHG Emissions (tCO ₂ e)				% of Total GHG Emissions
	Scope 1	Scope 2	Scope 3	Total	
Purchased Goods and Services**	-	-	15.08	15.08	67.8%
<i>IT Services</i>	-	-	6.26	6.26	28.1%
<i>Client & Staff Entertainment</i>	-	-	4.35	4.35	19.5%
<i>IT Equipment</i>	-	-	3.06	3.06	13.8%
<i>Office Equipment & Furniture</i>	-	-	1.37	1.37	6.2%
<i>Paper and Stationery</i>	-	-	0.04	0.04	0.2%
Home Working	-	-	3.57	3.57	16.0%
Business Travel	-	-	2.40	2.40	10.8%
Employee Commuting	-	-	1.21	1.21	5.4%
Total (Market-Based)	-	-	22.26	22.26	

THE STORY

Carbon hotspots

What?

Our carbon hotspots are firmly embedded in Scope 3 emissions. 28% coming from IT services, 20% from client and staff entertainment, 13% from IT equipment and 12.5% from home working.

Why is this happening?

We made some moves to ensure our premises in 2022 was with a certified B Corp provider, X&Y. This allowed us to be far more confident in the renewable energy mix of the premises, as well as robust recycling and reuse policies. So our Scope 1 & 2 emissions disappeared. But, with a more hybrid way of working, we wanted to check out what our employees were up to at home. So we commissioned research into each employee's carbon emissions and energy mix at home to get a clearer idea of what will happen in a more remote working future.

Our tech stack continues to be a big emitter, but a continued commitment to buying refurbished equipment and the procurement of another B Corp IT services provider helped to keep this under control.

What will we do about it?

We'll continue to keep an eye on remote working carbon emissions and look to see if we can implement an end-of-life solution for our hardware that may include donations to schools or other charitable organisations.

Accelerated ambition

What?

We're progressing astonishingly well against our verified SBTi plan. So that means we need to up the stakes a bit.

Why is this happening?

We're going to formalise a plan to accelerate our reduction in Scope 3 emissions by a further 35%. We want to set a target date for this and be clear in policy changes that will make that a reality.

What will we do about it?

We'll work with Green Element to formalise a deep-dive materiality analysis into our Scope 3 emissions and develop a plan of action and a target date to reduce these emissions by 35%.



OTHER BITS AND PIECES

We've had a great take-up of our slow travel days with nearly half of our team utilising the benefit for extra holiday based on taking a train rather than a plane.

We have switched to a fully remote working model with membership to workspaces across London and Cornwall meaning a more increased focus on remote working emissions is needed for the coming year.



FINAL THOUGHT

We're doing well and our emissions are heading in the right direction. The trick now is to keep things consistent and then challenging ourselves to hit the mighty target of Scope 3 reductions by a more ambitious date.

This is crucial, not just because we like beating ourselves on a daily basis, but because the climate emergency is becoming more urgent and more real every day. So keeping ourselves on our toes is essential.





SO

CIE

TTY

THE STORY

Charitable donations

What:

We've kept to our commitment of 1.5% of our revenue going to charity, in fact it was a bit more.

Why is this happening?

Because it's important. And because we said we would.

What will we do next?

Every single member of the Don't Cry Wolf team has a role to play in this too, with each member contributing to deciding which charities and projects we should be investing in. We wanted to increase our local commitments and we're just shy of 50% of our charitable contributions have gone to local and community causes.



THE STATS

2022 donations to charity:

£16,584

Charities donated to include:

- | | |
|--------------------------|-----------------|
| Mevagissey Harbour Trust | WWF |
| Three Bays Wildlife | Mind |
| Black Girls Camping | Big Moose |
| Hounds for Heroes | Stonewall |
| Hope For Good | Amnesty |
| Cancer Research UK | Blood Cancer UK |
| Women's Trust | Socially Mobile |
| Echo For Refugees | Starlight |
| Susan Roberts Foundation | |

THE STORY

Pro-bono work

What:

We've upped our game on pro-bono time and while 5% was our commitment, we had just over 5% dedicated to working with brands that ordinarily wouldn't be able to afford the 'reassuringly expensive' fees agencies like us charge. It's also fully embraced and loved by the team who get to work on things that are deeply meaningful without keeping an eye on the clock. We upped our commitment to Compass For Life Foundation and were deeply proud to spend some time with B Lab Europe and B Lab Global on some epic comms projects.

Why is this happening?

Because some organisations need access to epic talent without an epic bill. And we bloody love doing it.

What will we do next?

We launched an application system for our charitable pro bono work that's already being used for 2023 and have kicked off a heap of new projects both local and national.



THE STATS

Four pro-bono projects taken on for:



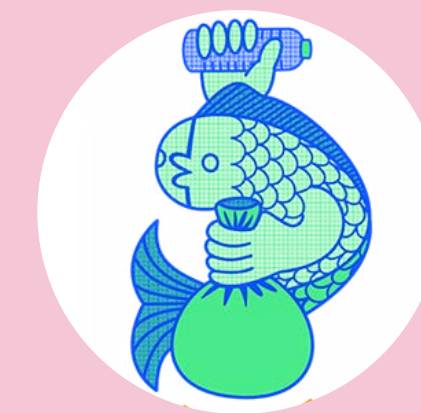
Compass For Life Foundation



B Lab Europe



B Lab Global



Rise Up Residency

OTHER BITS AND PIECES:

We implemented a three-day volunteering policy enabling all our team to have three paid for days to undertake personal volunteering projects.

We've continued to support events and initiatives to help the creative and business community reduce its carbon footprint and advocate for a more regenerative future. This includes Goodfest, Planet C and Creatives for Climate.

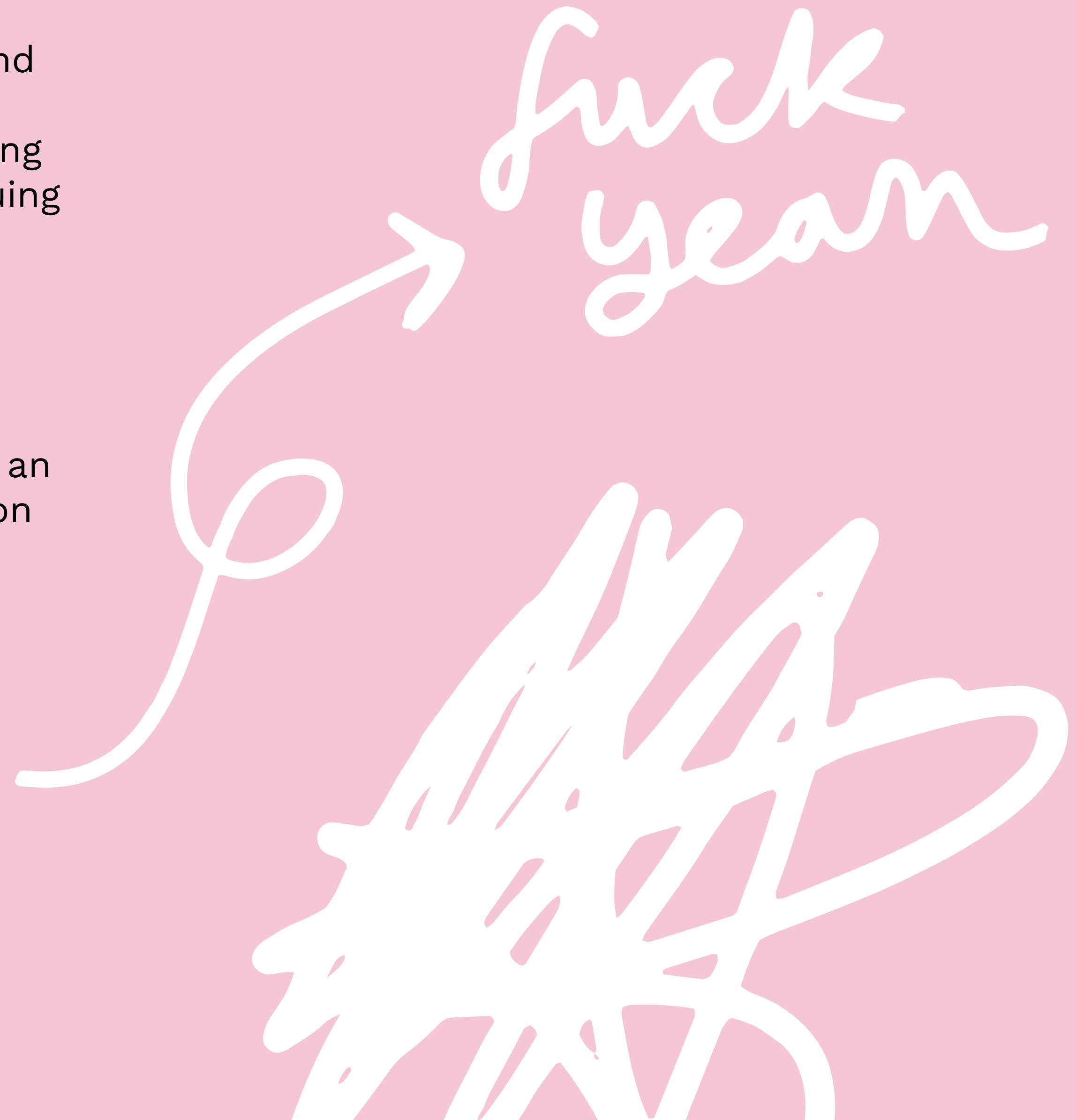


FINAL THOUGHT

We've got a great mix of local initiatives, donations, and broader national impacts. We've worked to help make life a little better both within our industry, from working with the extraordinary Socially Mobile team to continuing to be the headline sponsor of Goodfest.

But we've gone far beyond that, investing in small-scale projects that have a tangible impact, such as our support for Black Girls Camping. This initiative provides nature retreats for black women and signing an agreement with Soul Farms, sponsoring a young person to have a placement and to learn about regenerative and organic farming.

For every penny we earn (not just profit) we commit to giving 1.5% away. So no matter whether we break even, make a loss or have bags of profitable cash, we are always keeping our commitment to society front of mind.



GOV

PERNA

NCE



THE STORY

Pay gap

What:

Our mean (average) gender pay gap is -79%. This means that on average, women at DCW are paid 79% more than men. This means for every £1 a woman earns at DCW, a man will earn 79p.

Why is this happening?

We have excellent male colleagues all of whom have progressed and developed in their role while representation at a senior level continues to be primarily strong female leaders, which is the reverse of what the norm is in our industry. However, we're continuing to ensure fair representation and taking an intersectional approach to increase male representation across the business.

What will we do next?

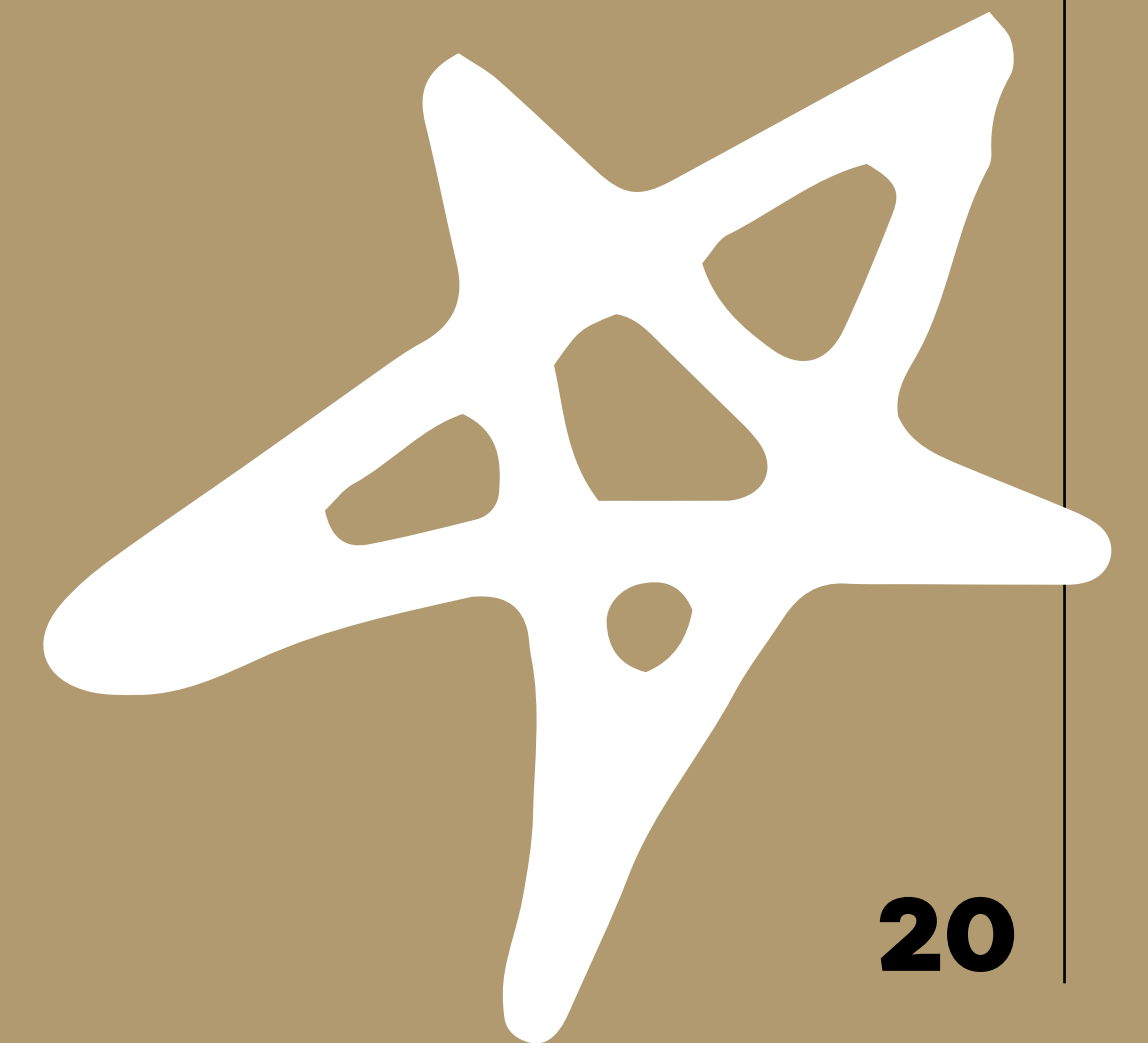
Continue to push for greater balance in our management and leadership teams and provide the necessary coaching and support to improve gender diversity at a leadership level.



THE STATS



Our mean (average) gender pay gap is -79%. This means that on average, women at DCW are paid 79% more than men.



THE STORY

Diversity and equity

What:

Only 20% representation of people from non-white backgrounds and no representation of people of colour within the leadership team continues to be a struggle.

Why is this happening?

We've clearly not done enough to attract senior talent from ethnically diverse backgrounds despite working with partners to help improve our exposure to underrepresented communities.

What will we do next?

We have to take further advice and action here and bring on a specific partner to help us improve this representation at a senior level. We'll also need to create space and make sure that a voice from underrepresented ethnicities is heard on the board, so we'll appoint a further NED to bring that voice to the table.



THE STATS

20% of our colleagues are Black or Asian.

We STILL have no representation of colleagues from non-white backgrounds in our senior management team.

Our LGBTQA Colleagues represent 25% of our team.

15% of our team have identified as having a disability.

77% of our team identify as she/her, 20% he/him and 3% they/them.

The proportion of male employees receiving a promotion in the last 12 months is 100% and the proportion of female employees receiving a promotion in the last 12 months is 50%.



DON'T
CRY
WOLF



THE STORY

Accountability

What:

We undertook our recertification with B Corp and are pleased to have increased our points from 96 to over 120.

Why is this happening?

Because we keep pushing the boundaries of what we do and how we do it, we've stayed true to the course of the business philosophy and have made significant strides in limiting our carbon footprint and increasing our societal contribution.

What will we do next?

We're looking to build out a further three strategies for improving our B Corp score.



THE STATS

We improved our B Corp points from 96.1 to 120.6, a 25.4% increase!



OTHER BITS AND PIECES:

We've introduced new policies to support staff:

- Cost of living policy to help all staff with paying the bills
- New remote working policy enabling the team to have a better work life blend
- A sabbatical policy that allows for career breaks

We've undertaken a programme of training and activity to improve leadership skills across the board, develop a greater understanding of how to make the workplace more LGBTQA friendly and invest in further external support for increasing our knowledge and action on improving representation from people of colour.

Refreshed our Employee Assistance Programme to include mental health counseling services with Counselors and Therapists from a diverse background to cater to all the groups represented within the company.



FINAL THOUGHT:

We're still struggling with hiring diverse talent at a senior level. Some of this is due to the availability of roles but some of it is that we're still just not doing enough.

So for now, rather than wait for a role to emerge, we are going to bring on an outside diverse voice into our business to help us lead more equitably and with a greater depth in lived experiences.

Our pay gap is an issue that needs addressing and again, potentially looking at from the perspective of improving male representation at a senior level.

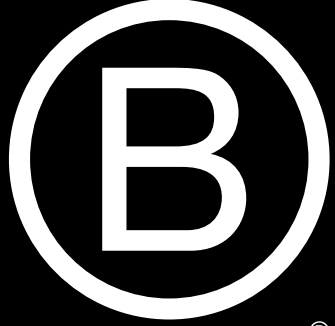
Our policies have seriously helped people through a crisis and our mental health counseling, available to all employees free of charge, has been really useful and kept our team healthy and balanced during a tumultuous period.



SOME OTHER THINGS

Certified 2022:

120.6 POINTS

Certified	20.2	Governance
	36.4	Workers
	45.1	Community
	12.1	Environment
Corporation	6.5	Customers

Our 2019 B Impact Score was 96.1 so we've increased our score by 24.5 points! [Click here](#) to find out more.



List of 2022 clients:

Orgvue
B2B Tech

Elvie
Consumer tech

Owlet
Consumer tech

ByBox
B2B Tech

Vivobarefoot
Fashion

North Sails
Fashion

Tangle Teezer
Hair and beauty

Manhattan TV
Consumer tech

Motatos
FMCG

Frugi
Fashion

Inkpact
Martech

Verso Biosense
Consumer tech

Compass For Life
Leadership training

Livi
Consumer tech

XandWhy
Property

IOSH
Trade association

One Planet Certified:





hello@dontcrywolf.com

dontcrywolf.com

- facebook
- twitter
- instagram
- linkedin

**DON'T
CRY
WOLF**

