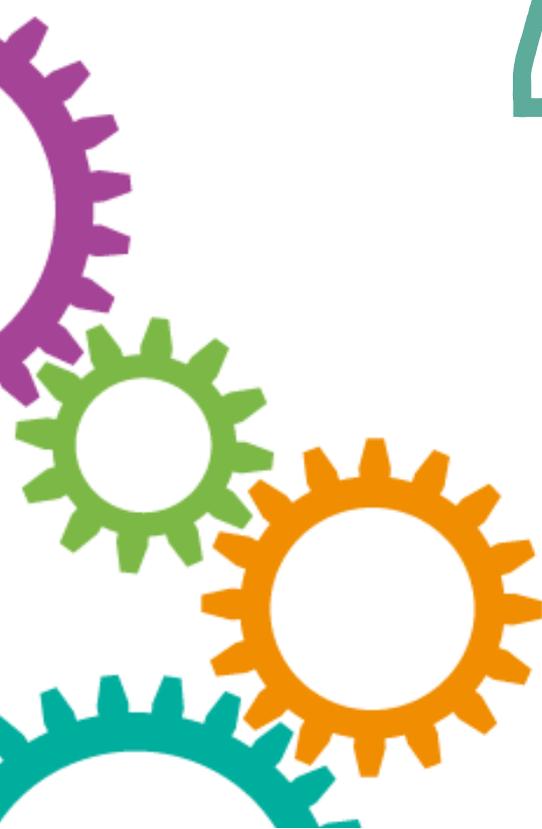




# IMPACT REPORT 2021-2022



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# INTRODUCTION

At LAS, our vision is to see a society where business is a force for good and where profit and creating shareholder value doesn't come at the expense of people or planet. We firmly believe that there is a different way to do business that is equitable, inclusive and regenerative.

We have always tried to conduct our business with integrity, in an ethical manner; choosing our customers and suppliers carefully and being mindful of sustainability and social impact.

In 2021, after a rigorous 10 month accreditation process, we certified as a B Corp. This impact report marks the end of our first year of certification. We will be reporting every year on our progress in the B Corp Impact Areas on our way to re-certifying in 2024.



# OUR STORY SO FAR

## OUR MISSION

Learning has a powerful role to play in preparing people for the future. It gives them the skills and support they need to be adaptable and successful. We work with organisations who are, on balance, benefitting society and the planet. We produce custom digital learning experiences, consultancy and training that ensure their people are best equipped to help them thrive in these turbulent times.

We also work within our sector community to raise the bar in digital learning. We are huge enthusiasts of all technology has to offer to learning and use our skills to give pro bono help to others, so that they see the potential too.

Our values are at the heart of everything we do. Staying true to these values is hugely important to us:

- Act with integrity
- Work in partnership
- Champion the learners
- Think widely and deeply
- Push boundaries
- Commit to excellence

## OUR PURPOSE

As a team, we thought long and hard about our purpose. What we eventually came up with may sound a bit lofty for a small company, but we figured why not have a big goal that will really inspire us to do our best work. Our purpose is to:

Empower every person to learn to adapt and thrive so that together we can make the world better

# 92.1

## OVERALL B IMPACT SCORE

80 QUALIFIES FOR  
BCORP CERTIFICATION

50.9 IS THE MEDIAN  
SCORE FOR ORDINARY  
BUSINESSES

# BCORP IMPACT AREAS

The B Impact Assessment is categorised into five distinct impact areas that represent the company's Governance and four key stakeholder groups: Workers, Community, Environment, and Customers. These are individually scored and together with additional points for special initiatives, make up the B Impact score.

## GOVERNANCE

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency.

Score: 15.3

## COMMUNITY

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

Score: 24.6



The 5 BCorp  
impact areas

## WORKERS

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.

Score: 25.5

## CUSTOMERS

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

Score: 15.6

## ENVIRONMENT

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels.

Score: 10.9

# OUR YEAR IN SUMMARY

## Our year at a glance

200%

of the carbon that we can't reduce has been offset



114.5k

learners upskilled in our customer organisations



27%

increase in turnover



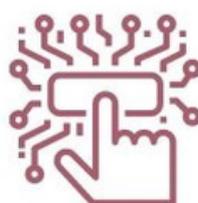
101

people from 24 different countries trained pro bono in learning experience design



97

new users of our free Digital Learning Diagnostic tool



11

charities supported through donations and projects



learning  
technologies

Awards 2021

Learning  
Organisation  
of the Year

Gold  
Award

We were also really proud to win the Gold Award for Learning Organisation of the Year at our industry awards in November 2021.

We also won awards for Excellence in the Design of Learning Content with pan-disability charity [Leonard Cheshire](#) and Best Blended Learning Programme with the [NPCC](#).

# ENVIRONMENT

## FOCUS AREA 2021/22

This year we decided to focus our B Corp goals on the environment, as this is our lowest scoring area on the B Impact Assessment. There is always more that we can do to be greener and to make sure our activities are as sustainable as they can be.

### Understanding our environmental impact

As a digital learning agency with a remote team who all work at home, our carbon footprint is already light. However, digital is not without impact. We conducted two pieces of research this year. One to understand the effect of climate change, amongst other megatrends, on work and learning and the other to dig into the environmental impact of digital technologies and what we can do to minimise it.

### Offsetting our carbon



**ClimateHero**

We took a good look at our carbon footprint this year. It's quite a challenge to calculate the footprint of an entirely digital remote company, but we did our best. We first looked at what we could do to reduce our footprint - this includes the energy and products that we use, the waste that we generate and the travel that we undertake.

We also checked that suppliers of the digital services that we use are either already using 100% renewable energy or have a roadmap to achieve that in the near future.

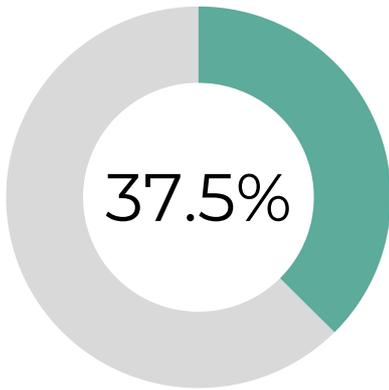
We did a lot of research on the efficacy of carbon offsetting, as there is some controversy around it. Following a team vote, we decided to sign up to one of the WWF Gold Standard schemes run by ClimateHero.

We calculated the carbon that we couldn't reduce to be 0.6 tonnes per team member. We have offset this by 200%, making us effectively carbon positive.



## Reducing our travel

Covid necessitated a reduction in travel and a move to video conferencing which has now been normalised. This has reduced our customers' reliance on face-to-face meetings, which has meant that we have been able to reduce our travel by a whopping **83%** this year.



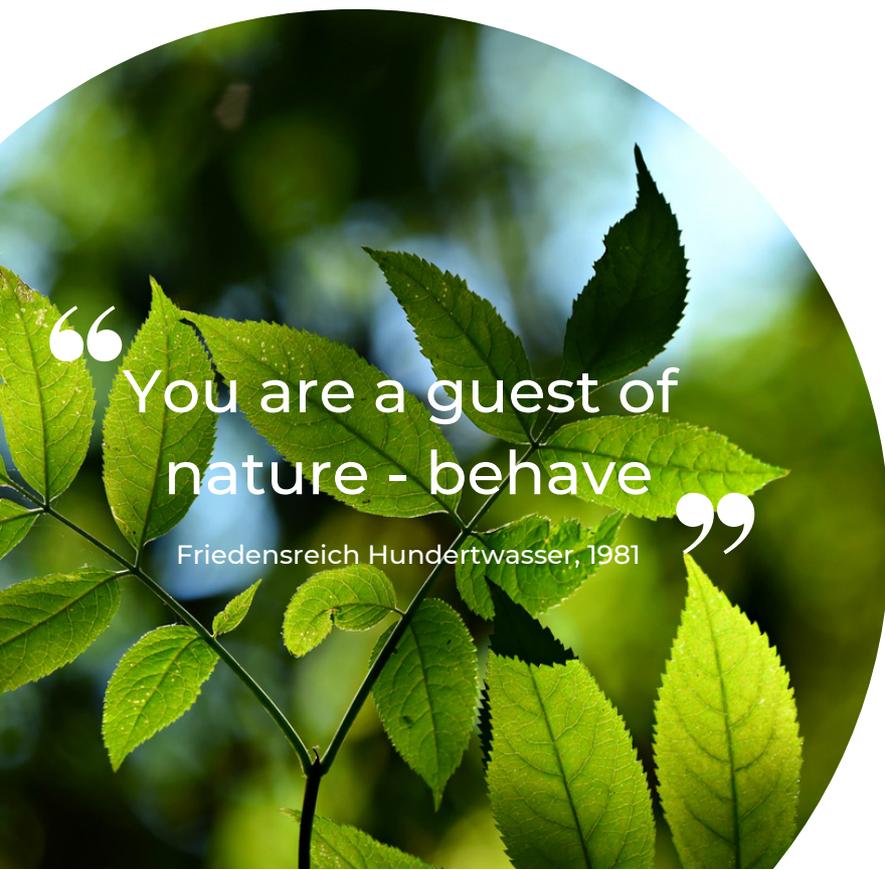
## Using renewable energy

Currently only 37.5% of our remote team use 100% renewable energy tariffs in their home office or workplace. This is partly due to availability of tariffs for those in more rural areas. However, we would like to see this percentage increase and are exploring ways to encourage team members to switch.

## Meat-free Mondays

This year the LAS team instigated 'Meat-free Mondays' where we have a vegan or vegetarian day and share recipes on our team Skype chat.

With all of us just making this one change for a year, we created the equivalent carbon saving of taking a car off the road for 60 weeks



“You are a guest of nature - behave”  
Friedensreich Hundertwasser, 1981

## Plastic-free status

We have had Plastic-Free Status for a number of years now, but continue to monitor our consumption of single-use plastics in the workplace. This year we moved to ink-well printers, which do not use disposable cartridges.

**PLASTIC FREE**

**LEAMINGTON AND WARWICK**

**SURFERS AGAINST SEWAGE**

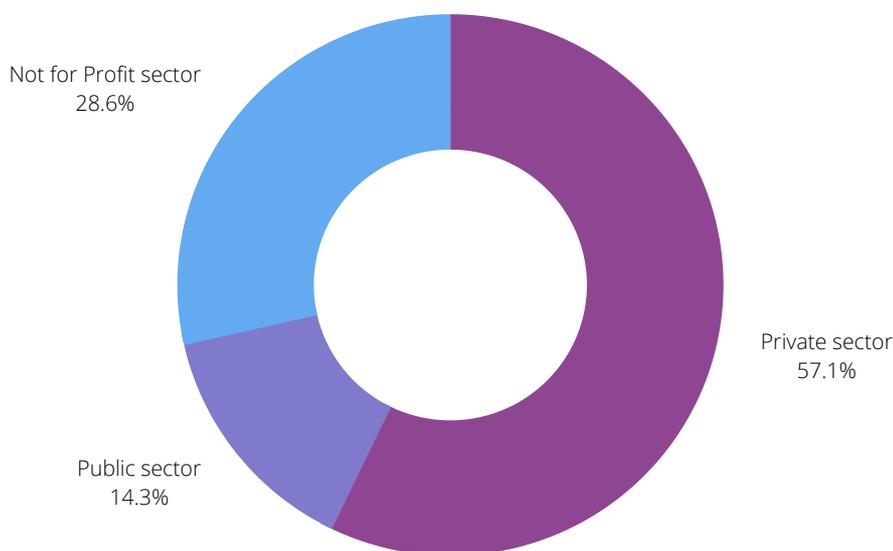
# CUSTOMERS

## 2021/22

We choose our customers carefully, evaluating their environmental and social impact, as well as how they treat their workers before beginning work with them.

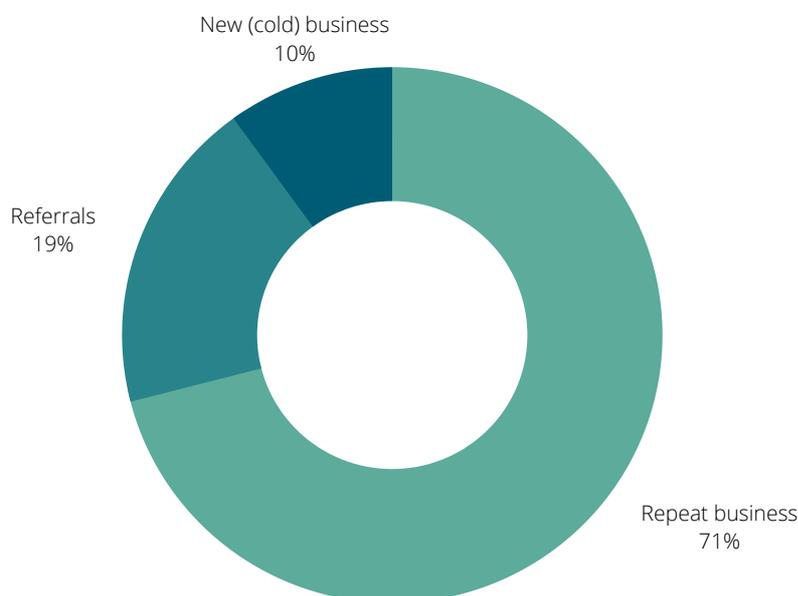
We work with a range of organisations but they all have one thing in common - they are making an overall positive contribution to our society and planet or taking significant steps to do this.

### What sector are our customers in?



We work in a wide range of industries across private, public and not-for-profit sectors. This year we were delighted to add our first Nobel Prize-winning customer in Humanity and Inclusion - an amazing and humbling charity who, along with UK-Med, another new customer, support the UK's Emergency Medical Team, responding to disasters overseas.

### Where do our customers come from?

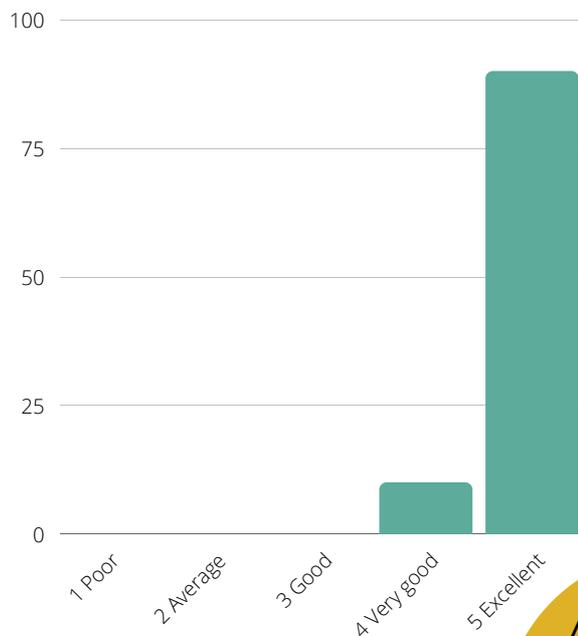


One of our company values is to 'work in partnership', rather than being a transactional supplier. This way of working is more satisfying and productive for all parties. It also means that we form deep, trustful relationships with our customers. This, in turn, leads to most of our work coming to us through repeat business or referral - a positive reflection of the experience customers have with us.

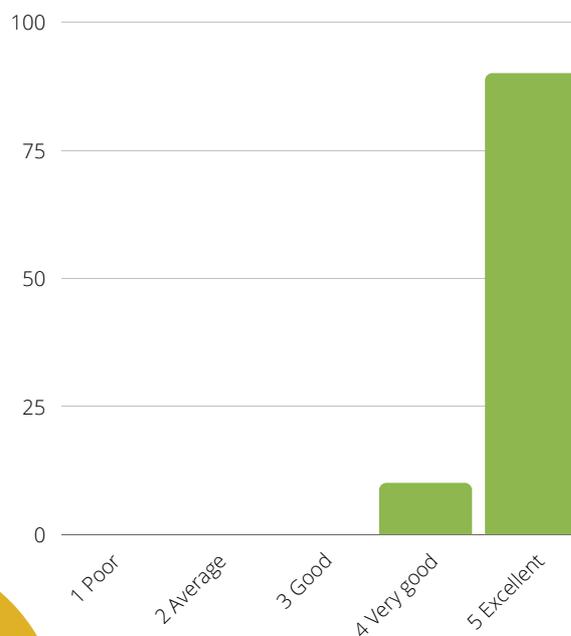
# Surveying customer satisfaction

We check in with our customers personally on a regular basis, to make sure that their experience with us is nothing short of excellent. However, we have never run a formal survey. We tried it for the first time this year, focussing on four key areas. Here's the results:

### Customer service

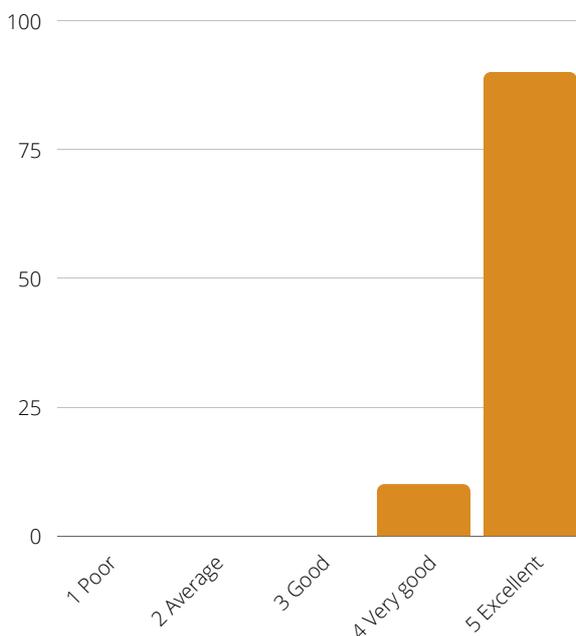


### Account management

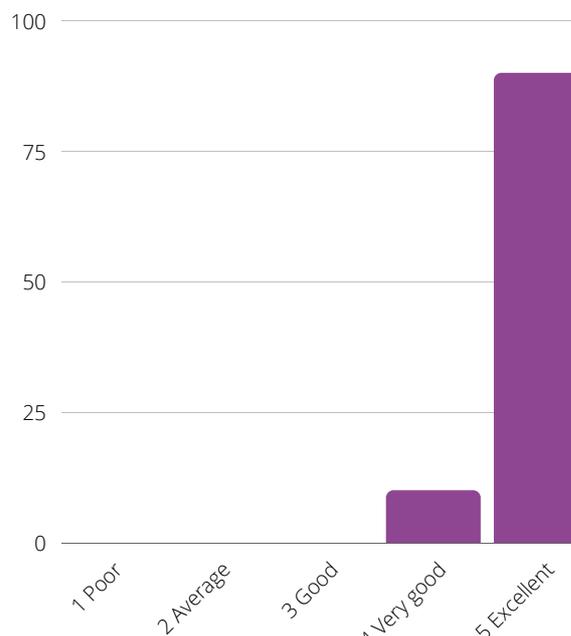


Ave Score  
**4.9**

### Ability to achieve excellent and demonstrable results



### Project management



# OUR IMPACT

## SOME EXAMPLES

We may be small, but the impact that we're able to achieve through the learning we design and develop belies our size, touching thousands of learners and bringing truly transformational benefits to our customers and their learners. Here are three examples from three different sectors that we're particularly proud of this year.

### Private Sector: Sodexo

Data Transformation portal to inspire staff and propel Sodexo's business into a bright future

In partnership with the Sodexo Innovation team, we designed and built a Data Transformation portal to help their 400k+ people better understand and use data to empower decision-making and improve their business processes and offer.



The portal was designed to inspire Sodexo's people by encouraging awareness and action and building skills and knowledge related to data. It allows learners from a range of roles to access practical, tailored learning journeys that increase engagement with and understanding of data.

“

LAS is a trusted partner of ours. We always feel safe and secure working with them because we know that the results they are providing us with are extraordinary.

”

Neta Meir, Group Innovation  
SVP, Sodexo

## Not-for-profit: i2i Consortium / Leonard Cheshire

Highly accessible soft skills and digital skills programme to increase the meaningful inclusion of disabled people in paid employment

Together with the pan-disability charity, Leonard Cheshire, we designed and developed a set of 46 modules to help 11,600 disabled people in Kenya and Bangladesh develop the skills needed to succeed in the workplace.

The modules went beyond usual accessibility standards to be accessible for learners with a wide range of disabilities, particularly those with auditory, visual or Neurodevelopmental Disorders such as autism (ASD), ADHD and dyslexia.

The learners also enthusiastically got involved with design and production - shooting and editing videos of themselves talking about their experiences of using the various tools and techniques they were being taught.

The result is a learner-centric, representative and engaging programme that offers opportunity to all and that is genuinely changing lives.



“

I would like to thank Leonard Cheshire and the i2i project for giving me this opportunity to prove myself. It is because of them I have started my career as a brand marketing intern. I would say to every youth with disability to keep faith in yourself because ability is in our heart.

”

Joshua Sangma, Learner, Bangladesh



# Public sector: National Police Chiefs Council

Transforming learning across 43 Police Forces in England and Wales

In partnership with the Police Uplift Programme we designed, developed and delivered an ambitious three month programme to improve blended learning design expertise in the Police and provide ongoing support to 550 L&D staff across all 43 Police Forces.



The project has acted as a catalyst for change with Forces embracing blended learning, collaborating more and sharing best practice more than ever before.



*An independent CIPD evaluation report found that:*

‘What has emerged from the [programme] is a passionate internal L&D community who are in place to drive the next stage of the BLP [Blended Learning Programme] development journey.’



“

I have to say that I found it really inspiring, the whole thing and I've gone away with more confidence to use various blended methods.

”



# COMMUNITY CONTRIBUTION

It has always been important to us to share our skills with the wider learning technologies community in order to help raise the bar in digital learning overall. Technology has so much to offer but too many people still equate learning online with dull click-next traditional elearning. We want to change this.

## Upskilling our industry

This year we have trained 101 people from 24 different countries pro bono in learning experience design, making over 750 people trained since we started offering this free online blended programme. Through our LXD course, we've been able to help people gain new skills and confidence, switch careers and help improve things in their own communities, particularly in developing countries.

Pablo Barzola from Peru went on to use his new-found skills to make a positive impact in Peruvian society by creating some (free) modules to help teachers in the remote areas of the Amazon rainforest to develop digital skills. We mentored him through this process as well.

“Your course helped me to experience a passion of mine. I am fascinated by the things that I learned, but also, I realized that there are more things I yet need to learn. I believe LXD have a positive impact on people's lives and I would like to keep learning and contributing more to people.”

Pablo Barzola, Peru

## Encouraging innovation and best practice

Since certifying as a B Corp, we have accepted an additional 97 new users of our free Digital Learning Diagnostic tool. This tool encourages people to think beyond elearning courses when designing learning and to make the most of all technology has to offer.

Three of the LAS team judged industry awards this year, sifting through dozens of applications and hours of interviews to determine the best projects in our industry.



# CHARITIES SUPPORTED

Each year we donate a percentage of our profits to charities nominated and chosen by the LAS team. We also ask participants in our free Learning eXperience Design (LXD) course to consider donating to our chosen cohort charity. We're pleased to have been able to support 11 charities this year through donations and discounted rates for not-for-profit customers.

## LAS team chosen charities



Molly Olly's Wishes supports children with life-threatening illnesses and their families to help with their emotional wellbeing. They grant individual wishes and donate therapeutic toys and books to both children directly and to hospitals throughout the UK.



Bowel Cancer UK is determined to save lives and improve the quality of life of everyone affected by bowel cancer. They provide education and support to patients and their families, campaign, fund research and educate the public and professionals about the disease.



Nominated for the second time, YoungMinds plays a vital role in fighting for children and young people's mental health. It provides them with tools to look after their mental health and empowers adults to be the best support they can be to the young people in their lives.

## LXD course charities supported



## Not-for-profit customers



# WORKERS

## THE HEART OF LAS

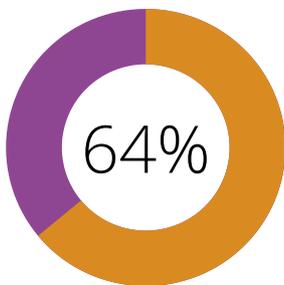
Our team is at the very core of impact we are able to make. They are talented, hard working and bring a wide range of experience, both work-based and beyond. We strongly believe in offering a flexible work environment, which allows people time and space to explore their other passions and also to meet their personal responsibilities, for example, as carers and parents.

## Feeling connected as a remote team

As we have a remote team, we work hard to make sure team members still feel a strong sense of connection through regular team meetings, individual catch-ups, Design Jams, a team chat Skype channel and values-based recruiting. We've also reviewed a number of HR policies this year to make sure they're fair and fit for purpose.



## Increasing diversity and equality



LAS is ethnic minority and female-owned. Our team is 64% female but only 5% ethnic minority. Our industry is not very ethnically diverse, but we would like to help change this. As such, we have worked with [Design x Humanity](#) to offer free places on our Learning eXperience Design course to people of colour who want to become learning experience designers. We also always try to ensure that a range of voices and perspectives are seen and heard in the learning that we design.

All of our roles at LAS are paid at the same rate for the same role, regardless of whether it's done by a male or a female team member. Despite this, we find that, overall, our female team members earn less on average than our male team members. This is something that we'd like to work on, by encouraging female team members in lower paid roles to develop their skills, experience and confidence, so that they can move into higher paid roles within LAS, if they'd like to do so.



# ACKNOWLEDGEMENTS

Thank you to everyone involved in the making of this report:

**LAS Core Team:** Jamie Cole, Louise Cox, Abi Fairholm, Anita Page, Ed Hickman, Rob Hubbard, Danielle Nihill, Lee Ratcliffe, Tess Robinson, Anna Vámos, Alison Walters

**Our featured customers:** Sodexo, i2i Consortium, Leonard Cheshire and the NPCC

**Our network** of talented and wise industry colleagues

**B Corp and fellow B Corp companies** for your advice, guidance and inspiration in producing our first impact report

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**WE THANK YOU**  
**ALL FOR YOUR CONTINUED SUPPORT**

