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# **B Corp Impact Report 2020**

# Founders' thoughts



2020 was our first full year as a B Corp — and what a year. We joined because our values are closely in step with what B Corp represents, and we were keen to hold ourselves accountable on issues that matter. When we announced our commitment in January, we had no idea that a couple of months later, our world — both as a business and as people — would chuck so many changes and challenges at us all.

We stayed true to our commitment while navigating the uncertainty and difficulty of a pandemic, making sure that the B Corp ethos is woven into the fabric of our business, and that it is obvious in what we do and who we are. Reporting our progress is part of the commitment we made, but it's also the right thing to do. Transparency is a huge factor in the way we work.

We all had moments in 2020 when our focus was unavoidably split, but we could always be confident that our B Corp commitment would remain a super-important part of our day. That's because every ustwobie is passionate about what we're trying to achieve here: to make good on our pledge to do better for people and planet.

Here's a brief write-up of what we've been doing, and what's still in our sights for 2021 and beyond. We are always learning, changing and eager to be better, so even the stuff we say we've "done" here, we'll still be working at as time goes on. We'll never be done. And that's the way it should be.

— Mills & Sinx, co-founders of ustwo

# What we did in 2020

B Corp measures our progress in five key areas: governance, workers, community, environment and customers. The headline for ustwo in 2020 is that we made great progress for our people, and we have work to do when it comes to the environment and customers (more about our future plans later). Let's break it down.

## People

As the pandemic story moved through its chapters, we changed things up to make sure that our colleagues could work 100% remotely, with the flexibility they needed to accommodate their own individual challenges, and we offered everyone training to help with some of the issues the pandemic raised.

We hired Abadesi Osunsade as our global Diversity and Inclusion (D&I) consultant, who helps us to do the right things in the best ways. She's working directly with our D&I committees around the world, focusing on practical solutions and new daily habits that bring us closer to a more equitable workplace.

She's looking at everything from the language we use and the way we listen to where we post job opportunities and our recruitment practices – both for permanent and freelance teammates.

To give our people a vision of the opportunities they might want to take in their ustwo journeys, we introduced global career frameworks for our Studios. It was gratifying to learn on our latest engagement survey that 95% of our colleagues are proud to work at ustwo.



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## Process

The first big step for us in our debut year as a B Corp was to develop our understanding of how we're doing against the goals we've set ourselves. We spent a lot of time on our back-end systems to make reporting and tracking our progress on key initiatives easier. It may be a bit dull, but it's really important and we're glad we've done it.

We've started to factor long-term contractors into our employee statistics (like diversity, for instance) so that our reports reflect the complete picture.

A large, stylized red double quote icon.

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## Community

Looking beyond our own metaphorical walls, we donated £32,078 to Australian bushfire funds and Black Lives Matter charities, which is 17% of our profit in a really tough year.

## Planet

We're immensely proud to have launched a game tied to an important ecological cause: we created a partnership with Ecologi for the ustwo game, "Alba: A Wildlife Adventure". We've planted 613,000 trees so far, and we're aiming for a million trees.

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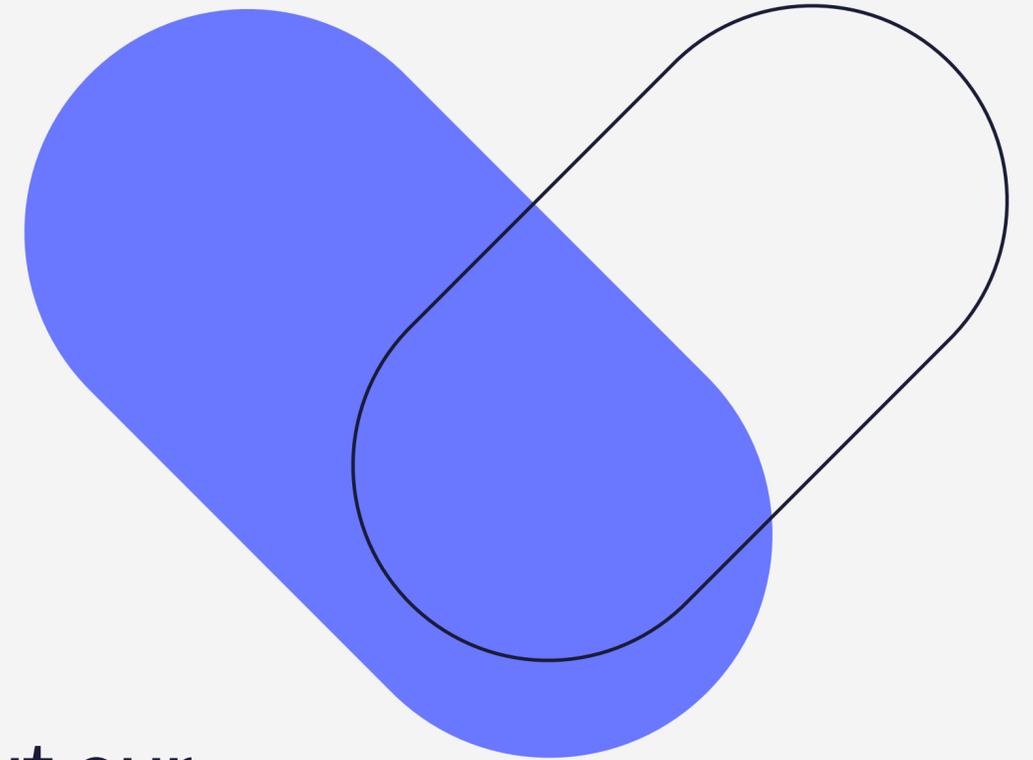


## Clients

We've put our hearts and souls into some truly impactful projects with our clients in 2020. These included:

- A project with The LEGO Foundation that helps visually impaired children learn braille to gain independence.
- A digital solution and a business model that enables The Body Coach to help more people adopt healthy habits to last a lifetime.
- A suite of products across the patient and clinician journeys to help manage chronic kidney disease for Fresenius.
- Strategically redefining Eli Lilly's digital product ecosystem, establishing a long term vision and roadmap for designing a patient-centric platform which scales across the company's treatment/brand portfolio.

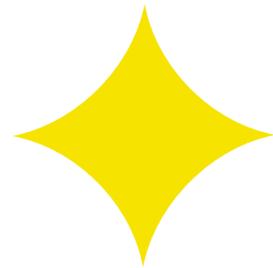
We continue to work with our clients on projects that deliver real world impact and we actively seek to work across categories that B Corp classifies as impactful, those being Arts, Education, Environmental Impact, Financial Inclusion and Healthcare.



**We've put our hearts and souls into some truly impactful projects with our clients in 2020**



# What we'll do in 2021



We've jumped right into the #RaceToZero, so we will be a Net Zero organisation by 2030 (and in fact, we're optimistic that we might achieve it much sooner). This means we've joined The B Corp Climate Collective, which is a member of the UNFCCC's Race to Zero campaign.

To set us on the right track, we've shaped a series of activities including putting in place a new way to track our impact, working with our landlords around the world to improve our energy efficiency, supporting ustwobies as they move over to green energy, and cultivating environmental awareness within the business.

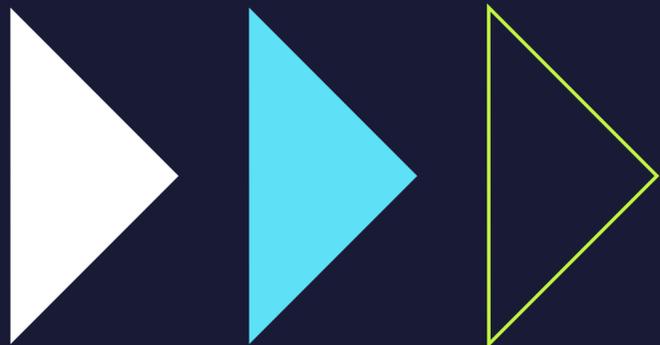
We plan to take our work with Ecologi a lot further, to offset our carbon footprint (not just for our business premises, but for each ustwobie's personal impact, too). We've recently started an ustwo employee forest, where we plant 25 trees to celebrate every ustwobie anniversary and 100 trees every time a colleague switches to a 100% green energy provider at home.

We'll develop and deliver on our commitment to understanding and helping with mental health issues. That includes training all managers, having seen the benefit in the 16 managers who have recently been certified as Mental Health First Aiders. We also have plans to launch a training and development programme for our employees at global level (which we've never had before), with particular focus on skills-based training and cross-functional training to help people advance their careers.

# Always moving forward

We're proud of what we've achieved in 2020. It was an exceptionally challenging year, so the fact we've made this progress gives us faith that we can make a bigger impact as the factors beyond our control settle down.

We nodded to this up front, but it's something we're keen to reiterate: the achievements we've listed here aren't items we tick off a list and forget. We have more work to do and we're committed to doing it – on an ongoing basis. Because nothing stands still, so neither should we.





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