SUSTAINABILITY

IMPACT REPORT 01:

2019 - 2022

Date: July 2022
Revision: v 1.6

CONTENTS

Executive Summary:

Why?

Alongside many organisations, ScanLAB acknowledges that we are facing a Climate Emergency and that the current path for human-based emissions will heat the planet beyond the 'safe' 1.5 degree threshold.

We started this process to help us understand our **environmental** impact, from our carbon footprint to the way we use our work to tell stories. Since work began we have expanded our scope to address the broader **sustainability** of our studio and our work.

We aim to:

- Establish processes / protocols that make monitoring our impact and sustainable decision-making a natural part of daily studio life.
- Bring our team with us on this journey, collectively discovering the true impact of our work in an open and transparent way.
- Extend that transparency beyond our team to our clients, collaborators and peers so that this work can be as accessible as possible.
- Set ambitious targets and a day-to-day, project-to-project process for achieving them.

Executive Summary (cont.):

How do we impact?

We are still in the process of understanding the many ways in which our studio, our work and our leadership decision-making has an impact on the world around us. We are currently focused on:

- The environmental impact of running our studio space.
- The impact of individual projects and the decisions we take from concept through production to delivery.
- The technology and the tools we use and make.
- The people we work with, the partnerships we choose and the stories we tell through our work.

This report predominantly deals with our environmental impact. It begins with an overview of our sustainability journey so far, reports our impacts to date, and outlines the concrete actions that we are taking to reduce them. While we have made a start with monitoring our sustainability more broadly, we acknowledge many elements are behind the environmental progress.

Executive Summary (cont.):

Our process

For the year 2021 / 22 we undertook a year-long investigation and evaluation of our business practices, projects and governance. Working alongside Conscious Creatives we established several initiatives to **engage** our team and **measure** our impact.

Team engagement

Throughout the year we held team workshops to collectively explore sustainability. These sessions helped to identify the key team values that motivate our work:

- A joy of **Discovery**
- A commitment to **Beauty and Truth**
- An aim to **Empower**

These core values, while broad and aspirational, guide how and why we make our work, and inform the sustainability policies we put in place.

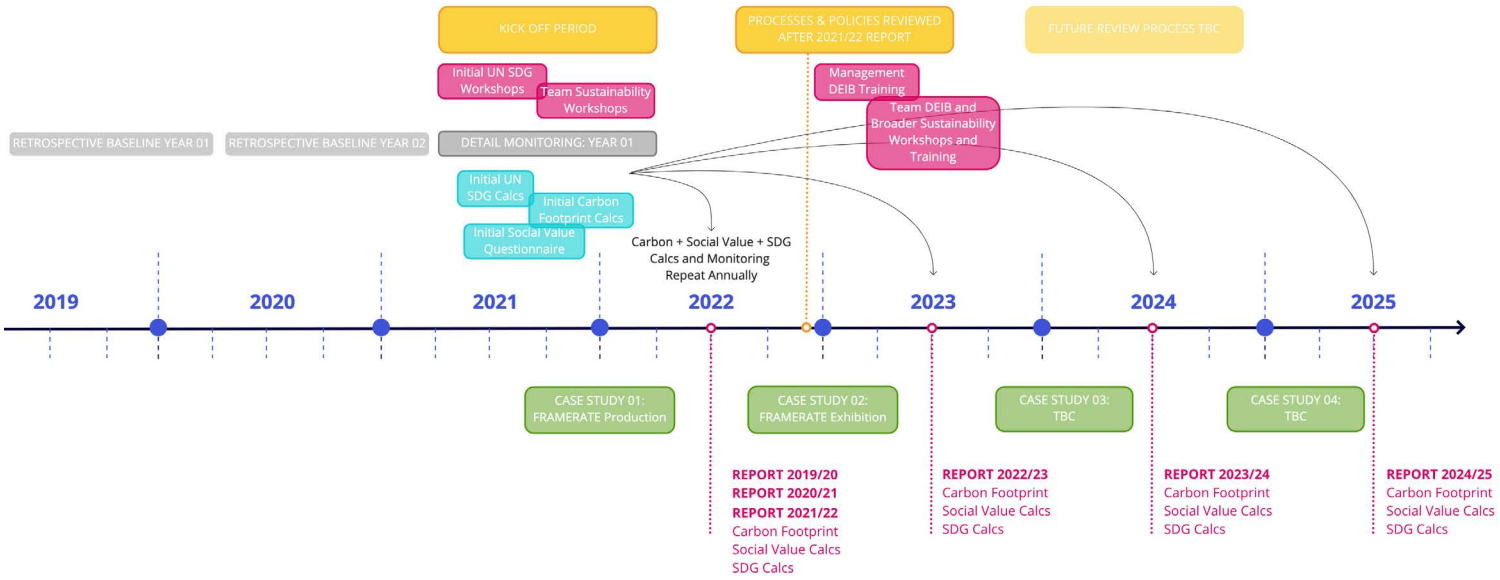
Executive Summary (cont.):

Measurement:

We have decided to measure our impact across three major areas.

- **Carbon Footprint** - A global measurement of the environmental impact of our business. *See pages 14 - 20 for a detailed understanding of our figures and methodology*
- **HACT Social Value Calculator** - An emerging measurement tool with an emphasis on how we support our employees and contribute to social value beyond just paying their salary. *See pages 21 - 23 for a detailed understanding of our figures and methodology*
- **United Nations Global Goals** - An international movement dedicated to creating a better society and economy that supports everyone. *See pages 24 - 29 for a detailed understanding of our figures and methodology*

We will continue to monitor these three metrics throughout the coming years and will report our results publicly each year.



Executive Summary (cont.):

Our Results

We are at the start of our sustainability journey. We recognise that the best foundation for this work depends on creating accurate baselines, getting best-practice processes in place, and embracing change. As part of this process we have actively not settled for easy answers, but have embraced difficult research and findings to make our figures as truthful as we can. We believe that with consistent measurement this will allow us to grow our sustainability strategy in a meaningful, effective and manageable way.

Carbon Footprint Summary:

For Carbon Footprint calculations we are studying three years of emissions. We have retrospectively taken 2019-20 as a baseline year, and are also reporting on the next 2 years, 2020-21 and 2021-22.

- **2019-20** values represent pre-pandemic activities including international travel and full in-studio work.

- **2020-21** values reflect the pandemic interruption to our normal work patterns and the contraction of our international travel.

- **2021-22** roughly reflects a ‘new normal’ work pattern, is approximately representative of the traditional travel patterns required, and reflects some positive change in our actions.

Executive Summary (cont.):

One way to ensure that we understand our impact in ways that are meaningful to our goals is to examine our footprint in relation to different parts of the business. In this report, we look at total carbon emissions, and those same emissions measured per employee and per £1000 of turnover.

Total Carbon Footprint per Year

50.23 tCO_2e

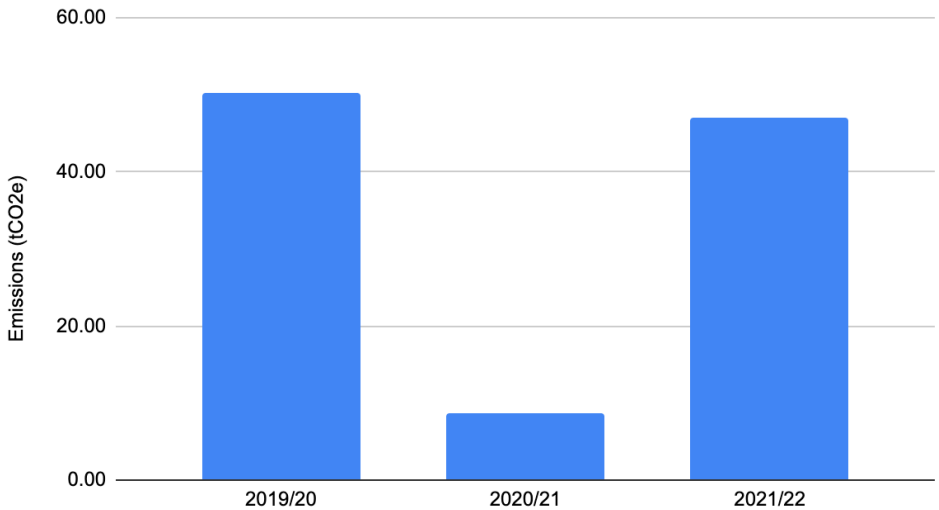
2019 / 20

8.66 tCO_2e

2020 / 21

47.07 tCO_2e

2021 / 22



Executive Summary (cont.):

Carbon Intensity by Employee per Year

We are conscious that tracking only our overall emission values could give a misleading impression if the studio grows or shrinks. More work and a bigger team might still immediately mean more overall emissions, even if we are operating much more sustainably. A reduction in our number of employees and doing less work is almost certain to reduce our emissions, but doesn't achieve our other company goals. Tracking Carbon Intensity per Employee allows us to track impact in relation to team size.

The below numbers should be viewed in comparison to an equivalent sized SME average of 1.85 tCO_2e per employee. Our baseline year is considerably higher than this and our latest year, 2021/22, is even higher. We believe this is due to a reduction in overall staff numbers while our amount of business-critical international travel has remained approximately the same. Reducing air travel is clearly a way we can make significant progress toward reducing our impact, alongside other incremental steps.

Executive Summary (cont.):

Carbon Intensity by Employee per Year

4.53 tCO_2e

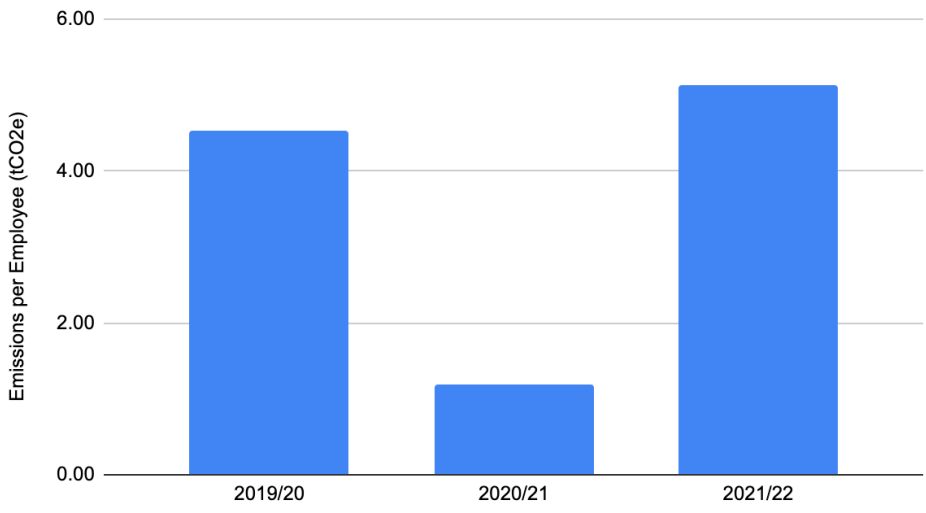
2019 / 20

1.12 tCO_2e

2020 / 21

5.14 tCO_2e

2021 / 22



Executive Summary (cont.):

Carbon Intensity by Turnover per Year

2020 / 21 emissions

per £1000 turnover were

28%

of 2019 / 20 levels

2021 / 22 emissions

per £1000 turnover were

61%

of 2019 / 20 levels

Our second normalised metric is carbon intensity tracked against annual turnover. Our goal is to grow our business in a sustainable way. This metric allows us to understand if our reduction strategies are effective in the context of the amount of work done by the studio as it changes.

In 2020/21 we had almost no business travel due to the pandemic, and produced just 28% of our 2019/20 baseline emissions per £1000 of turnover. This does not reflect the success of our reduction strategies, as international travel is a fundamental part of our business. However, our experience during the pandemic did prove our ability to carry out some of our work remotely, and this is something that we are carrying forward in order to reduce future emissions.

Executive Summary (cont.):

In 2021/22, with an overall emission total similar to our baseline year we produced 61% of the impact per every £1000 of turnover. So in relation to our baseline year, we have grown our turnover without increasing our overall emissions.

HACT Social Value Summary

Social Value is an emerging technique for measuring how we look after our team and in turn how they are able to contribute to the wider community. By attributing a value to 'team happiness' this gives us a mechanism for ensuring improvement year on year.

The result for our baseline year is an average of £42,598 of additional social value per employee. This result seen in isolation is quite unhelpful, but it gives us a mark on which we aim to see a permanent increase.

The process has highlighted areas where we achieve well (e.g. job creation and job security) and others where the majority of employees can see room for improvement (training and the ability to volunteer in the community).

See pages 21 - 23 for a detailed breakdown of our process and results.

Executive Summary (cont.):

United Nations Global Goals Summary

We use the United Nations Global Goals as a guide to help us broaden our perspective and understand the context in which we measure our impact and set our targets. This is a team-wide process which also looks to understand the views of stakeholders beyond our immediate organisation as well.

While our initial results on the SDG scale are disappointing we believe this is predominantly due to a lack of formal written policies to validate the generally good practice and business habits already in place. That said, there is still a lot of work to be done. We have highlighted several areas for initial improvement and target a much-improved position in 2022/23.

See pages 24 - 29 for a detailed breakdown of our process and results.

16.2%
SDG Baseline Score
2021

61.8%
SDG 'Live' Score
May 2022

Detailed Results:

Carbon Footprint

Why measure our Carbon Footprint?

Alongside many organisations, ScanLAB acknowledges the 'Climate Emergency' and that the current path for human-based emissions will heat the planet beyond the 'safe' 1.5 degree threshold. At ScanLAB we have signed the SME Climate Commitment to halving our emissions by 2030. We have set ourselves the stretch goal of achieving Net Zero by this date.

Achieving Net Zero means that we take a baseline year of emissions and commit to reducing 90% of those emissions, offsetting only the remaining 10% through true carbon reduction programs. We choose to target Net Zero over Carbon Neutrality because it commits us to a reduction, when Carbon Neutrality can be achieved through offsetting alone.

In this report you will see us describe our emissions as CO_2e or 'Carbon Dioxide Equivalent'. We calculate CO_2e by converting emissions of other greenhouse gases into the amount of carbon dioxide that would produce the equivalent warming effect. This allows us to compare emissions of different GHGs on the basis of their global warming potential.

Within the analysis of our footprint we have three years for comparison;

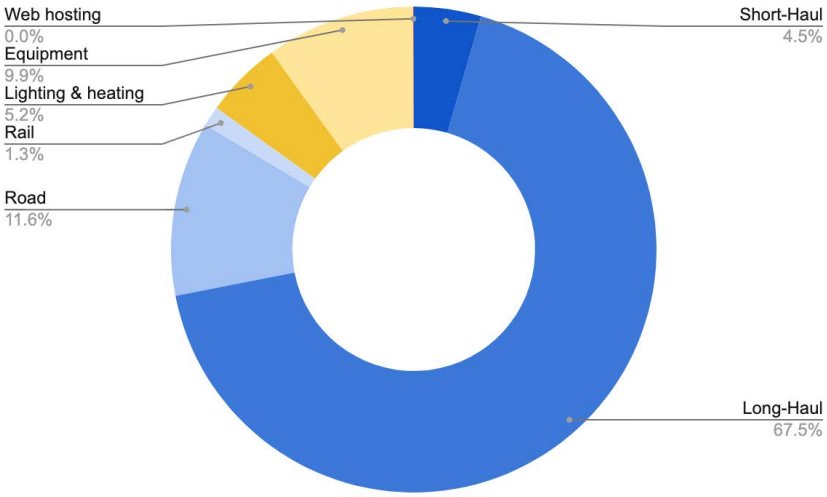
- 2019-20 is our baseline year with pre-pandemic activities.
- 2020-21 is a pandemic-influenced year.
- 2021-22 reflects a 'new normal' work pattern and is approximately representative of the traditional travel patterns required for that.

Detailed Results (cont.):

Carbon Footprint:

Baseline Year 2019 / 20

50.23 tCO_2e



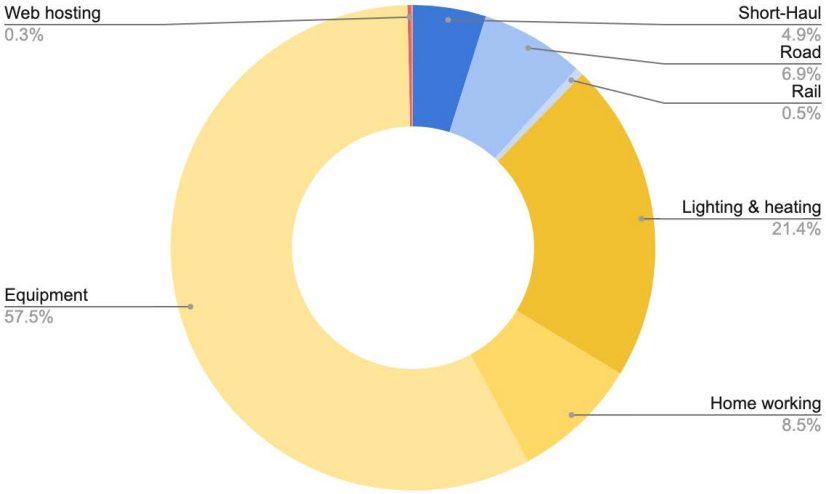
Emissions Summary		
Travel		
Domestic	0.00	kgCO2e
Short-Haul	2,240.81	kgCO2e
Long-Haul	33,895.56	kgCO2e
International	0	kgCO2e
Road	5,839.11	kgCO2e
Rail	666.30	kgCO2e
Energy		
Lighting & heating	2,589.81	kgCO2e
Home working	0	kgCO2e
Equipment	4,972.94	kgCO2e
Digital Impact		
Web hosting	21.98	kgCO2e
Data		kgCO2e

Detailed Results (cont.):

Carbon Footprint:

Pandemic Year 2020 / 21

8.66 tCO_2e



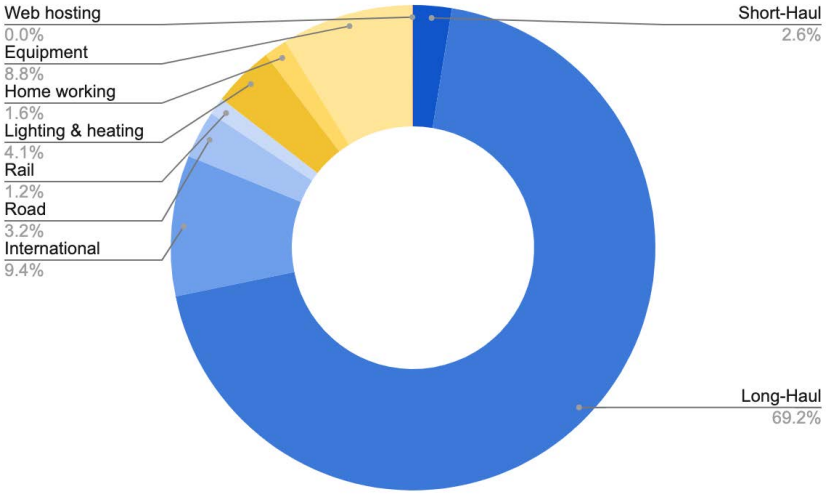
Emissions Summary		
Travel		
Domestic	0.00	kgCO2e
Short-Haul	421.09	kgCO2e
Long-Haul	0.00	kgCO2e
International	0.00	kgCO2e
Road	599.42	kgCO2e
Rail	45.68	kgCO2e
Energy		
Lighting & heating	1,847.87	kgCO2e
Home working	732.23	kgCO2e
Equipment	4,972.94	kgCO2e
Digital Impact		
Web hosting	21.98	kgCO2e
Data	10.47	kgCO2e

Detailed Results (cont.):

Carbon Footprint:

New Normal Year 2021 / 22

47.07 tCO_2e



Emissions Summary		
Travel		
Domestic	0.00	kgCO2e
Short-Haul	1,212.73	kgCO2e
Long-Haul	32,577.42	kgCO2e
International	4,415.55	kgCO2e
Road	1,494.51	kgCO2e
Rail	551.74	kgCO2e
Energy		
Lighting & heating	1,929.85	kgCO2e
Home working	732.23	kgCO2e
Equipment	4,131.08	kgCO2e
Digital Impact		
Web hosting	18.26	kgCO2e
Data	10.47	kgCO2e

Detailed Results (cont.):

Emission Summary

We categorise our emissions into three main headings: **Travel, Energy and Digital Impact.**

Travel:

Long-Haul Flights: These account for the largest emissions we produce by far. 2019/20 was a relatively standard year for long-haul studio travel. During 2020/21 the pandemic halted in-person work, and stopped our overseas travel almost entirely. 2021/22 represented the return of international travel and as a result there have been several difficult decisions to make to consider the importance of transatlantic flights with respect to their impact. The pandemic and this reporting encouraged us to examine whether international travel is always necessary for the studio. In 2021/22 we interrogated each international flight to determine its true business necessity, and have still flown a significant amount.

Short-Haul Flights: Short-haul flights are a relatively frequent occurrence and a significant source of emissions in normal times for ScanLAB. 2020/21 is an anomaly year with very little short haul travel. In 2021/22 we had significant business need for short-haul travel. We interrogated every instance where a flight was required, and in many cases chose a less carbon-intense mode of travel. Despite this, unavoidable business-crucial short-haul travel in 2021/22 has driven our short-haul emissions above our 2019/20 level.

Road and Rail: The 2019/20 figures show that overland travel has a significant impact, equalling the emissions of short-haul flights. In 2021/22 this is something we have turned considerable attention towards and have been able to act upon. While our figures for road and rail emissions go down by 4.34 tCO_2e between

Detailed Results (cont.):

2019/20 and 2021/22, we have actually covered a much higher mileage in this period (a total of 29,024 miles, 8,821 higher than in 2019/20). This reflects the more sustainable choices we made in 2021/22; in 2019/20, 100% of our road miles were in traditional or hybrid vehicles, whereas in 2021/22 80% of our miles were travelled in an EV.

Energy:

Lighting, Heating and Home Working: Our studio is fully reliant on electricity provided via the landlord for light and heat. The pandemic year 2020/21 saw a decrease in our in-studio emissions, but we have been careful to include the way this impact didn't disappear but 'went home' with our employees by monitoring our home working impact. Our 2021/22 figures suggest that the switch to a hybrid approach has led to a partial rise in in-studio energy use, although not up to baseline levels while the home working emissions still exist.

Equipment: As a studio we store, process and render enormous datasets using a substantial IT infrastructure for a small team. This is a distinguishing factor that is core to our business in comparison to many SMEs, so we have purposefully separated out the energy use of our equipment. In 2019/20 this category was second in our emission list to only long-haul flights - it was double the impact of our short-haul flights. This equipment and processing is fundamental to the daily work of ScanLAB but the figures clearly identify this as an area to monitor and improve. Our emissions in this category are reduced in 2021/2022, but the values still account for the second-largest proportion of our impact, equivalent to the impact of short-haul flights & road travel combined.

See appendix for detailed notes on Studio Electricity Calculations.

Detailed Results (cont.):

Digital Impact:

Web Hosting: While this makes up a small part of our emissions we are interested in monitoring how these numbers vary over the coming years.

Data Storage: Like web hosting these are small numbers that we started tracking in 2020/2021. There is potential for this impact to grow considerably as our model for hybrid studio/home working is refined if we choose to rely less on studio-based servers and instead store more data in the cloud; therefore, this is something that we will continue to monitor.

A note on home working emissions:

In 2021/2022 we include home-working emissions to measure the carbon impact of our team working from home.

We are careful to acknowledge that even while the team is remote, our studio space continues to use energy. We have seen a limited reduction in the energy use in our studio as the lights are less often on, but our work-from-home model relies on almost all IT hardware in the studio running 24hrs a day.

Detailed Results (cont.):

Social Value

What is social value?

Social Value is an emerging technique for measuring how we, as a company, look after our team. We are finding this a useful tool, not because it puts a value on 'team happiness' but because it gives us a technique for evaluating our progress. Our focus is on tracking the metric rather than on its specific monetary value; our goal is to increase the number year on year.

We asked all employees to complete an anonymous survey about their relationship with their work, and how that has changed between 2020 and 2021. The questions were chosen from the HACT Social Value Calculator, a long-running research project into expressing happiness as a monetary value. For example, a full-time job (regardless of salary) adds an extra £14,433 worth of 'happiness' or social value. If that job is a permanent contract that increases by a further £12,034.

The survey also offers employees a chance to answer questions on their health, their wellbeing and their ability to contribute to society more broadly, and it interrogates how these are affected by their work. Increasing these values for an employee increases our overall business score. Aiming for an increasing business score motivates us to provide the best work environment we possibly can.

See page 39 in the appendix for details on the HACT Social Value Calculator

Detailed Results (cont.):

Our social value score

The calculator asks employees to compare their experience of working with ScanLAB in 2020 and 2021. We scored a total of £298,189 for the 7 employees who completed the survey, giving an average of £42,598 per employee in social value. Rather than being an average salary or a bonus, this is an expression of the 'happiness' created as a notional monetary value.

We scored well in questions around job security and confidence in the workplace; for example, 42.9% of employees rated their confidence in their job as higher in 2021. However, while most staff rated their health and well-being as good, a significant proportion had seen no improvement or a deterioration between 2020 and 2021. Although this is likely in part due to the effects of the pandemic, it is clear that we could and should be doing more to support the health and wellbeing of our employees. One area that we are proud of is that 42.9% of staff felt more control of their lives in relation to their work for ScanLAB in 2021 compared to 2020.

We were less successful when it came to enabling opportunities for staff to contribute to society through volunteering and community engagement. Only 1 of the 7 employees had taken on any volunteering in their community. This indicates another clear area for improvement as part of our broader goals.

Our final area of focus will be our internal training. Over 50% of the team felt that they had not received any job-specific training in the last year. This is an incredibly important part of looking after our staff and we are committed to improving that over the next year.

Detailed Results (cont.):

As we refocus our sustainability work over the coming 24 months on broader topics including Social Value and DEIB we will evaluate how effective the above approach is. We are actively looking to improve our learning, practice, and monitoring in these areas.

Detailed Results (cont.):

United Nations Global Goals

What are the Global Goals?

In 2015, world leaders agreed to 17 Sustainable Development Goals (SDGs). These goals are aimed at creating a better world by ending poverty, fighting inequality and addressing the urgency of climate change.

How did we approach the Global Goals?

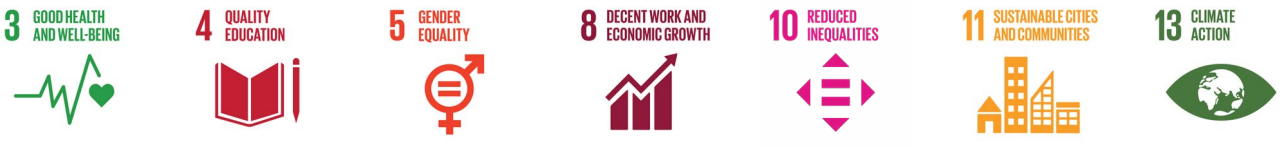
While many of the SDGs can feel beyond our control or outside of our remit as a small studio, we believe they are a really useful guide for our leadership and team, helping us broaden our perspective and the context in which we make decisions. Central to our use of the SDGs was a series of full team workshops over three stages:

Step 1: Identifying Stakeholders: Taking a diverse range of our stakeholders (including clients, employees, grant funders, suppliers and audiences) and plotting them across a 'stakeholder influence map' to understand the scale of impact each has on our business.

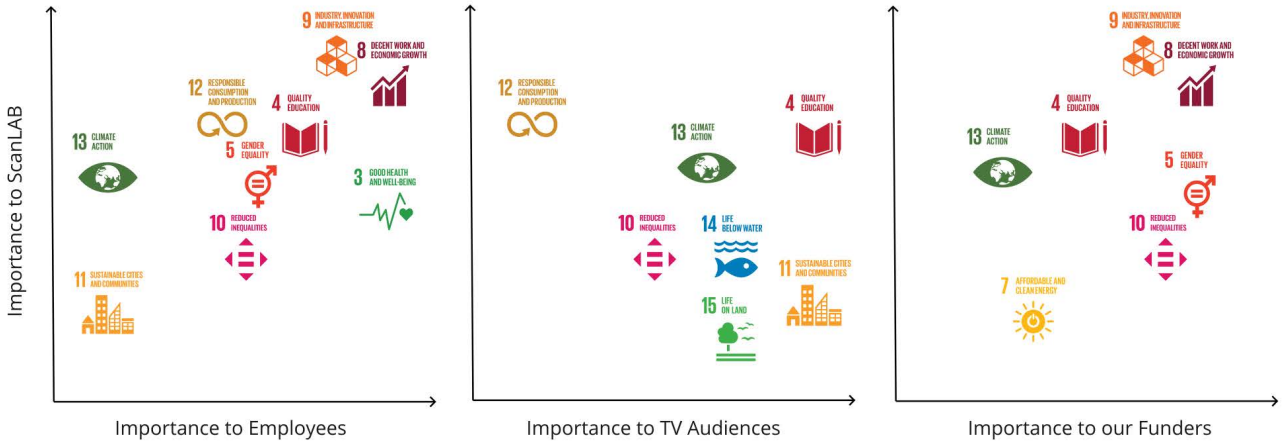
We identified our employees as the most influential stakeholder group, followed by our advisors, our audiences, our collaborators and our funders.

Detailed Results (cont.):

Step 2: Exploring the Goals: Discussing all 17 goals, exploring different interpretations and interrogating what they might mean for our business. This led to an understanding of which SDGs felt most relevant to us as a team. The following goals featured highly in our team discussions:



Step 3: Materiality: Mapping out collective estimates of which goals might motivate influential stakeholder groups gave us an indication of where our sustainability goals aligned or diverged with our stakeholders' aims. Here we are attempting not just to highlight what is important to us and our stakeholders, but also what we realistically believe we can influence. We are of course using our team's opinions and therefore our inherent biases to estimate our stakeholders' position in these thought experiments. That limits our trust in these results. Nevertheless, this process helped turn quite a broad exercise of SDG discovery and exploration into some clear and tangible learnings.



Detailed Results (cont.):

Global Goals Scores

Having explored the goals we used the SDG Action Manager from B-Lab to complete detailed questionnaires which derive a 'baseline score' across all goals. We are committed to reporting and updating these results on an annual basis.

The questionnaire presented us with a valuable opportunity to reflect on our mission, our governing documents, our human rights policy, how we treat our staff, and our environmental practices. Each question came with different weights and percentages designed to give us an overall baseline score for the company's performance on human rights, labour practices, environmental management, and good governance.

In our first baseline answers in 2021 we scored just 16.2%. The average score for a UK company is 30%, for our sector is 25% and for our company size is 23%.

While this is concerning, we believe that in part our low score reflects existing policies and procedures in the company that had yet to be clarified in written form, like an employee handbook. We have a strong studio culture but a lot of best practice comes through word of mouth rather than documentation. We recognise that in order to maintain our standards and ensure equity through growth having written and transparent policies and procedures is key.

We now keep a running score to maintain our awareness of our progress on these metrics, and with the work already completed in 2021 / 22 we estimate we have achieved an increase in this score to around 61.8%. We now need to spend the time updating our documentation to match our culture.

Detailed Results (cont.):

A Focus on Goal 10: Reducing Inequality

The SDG Action Manager from B-Lab encourages companies to highlight a Global Goal, to focus improvements and make the overwhelming process of the goals more incremental and achievable.

We have chosen to focus our current investigations and immediate energy toward **Goal 10: Reducing Inequality**. This goal was of importance to all of our stakeholder groups. It scored slightly lower than other goals internally and that in part influenced our decision to focus energy here. It feels a fitting result of our studio-wide Global Goals process for us to try to broaden our impact with the work we do and address an area of sustainability that is slightly beyond the natural scope of our work.

Furthermore, as a studio led by two privileged, white, male directors we are at the start of a journey of understanding our role in perpetuating inequalities. We understand that as leaders we can have significant impact and hold significant power. This SDG focus gives us a framework in which to learn, to improve and aim to generate a positive impact.

Detailed Results (cont.):

Goal 10: Reduced Inequalities

We have begun to interrogate how our business model, the work we create, the audiences we reach, and the internal operations of our company can affect this goal. Completing the detailed SDG calculator for this goal helped us to recognise the breadth of impacts our studio can have and the ways we can make policy changes to ensure that our impact is positive.

Detailed Results (cont.):

The average score for a UK company is 15%, for our sector is 17% and for our company size 15%. We scored 36.6% and we are really proud of that, however, regardless of score, this process has immediately highlighted a number of areas where our policies and leadership can have significant and swift impact on making us a more inclusive studio, including:

- Diversity, Equity, Inclusion and Belonging (DEIB);
- A clear Code of Conduct, including disciplinary procedures, and
- Recruitment and training.

We are beginning this process in 2022/23.

Offsetting:

This initial Impact Report has studied 3 years of studio emissions at a total of 105,952.03 kgCO_2e. Our offsetting policy is to multiply our emissions by a factor of 1.5 so we have worked with an offset budget of 150 tCO_2e. We choose this relatively low multiplier of 1.5 as we are very confident in our EMS work and believe we track our carbon footprint incredibly accurately. 150% provides security that any remaining underestimates are covered.

It is our policy to collectively choose the way our offsets are distributed and our team has selected to support the following range of projects across the **Gold Standard for Global Goals** carbon offsetting register at a total cost of £3,105.05.

Nicaforest High Impact Reforestation	6 tonnes	Clean Cooking with Biogas, India	4 tonnes
Recycling Emissions Reductions	9 tonnes	Cookstoves for Schools in Uganda	20 tonnes
Arhyama Power Project	4 tonnes	Mixed Reforestation in Costa Rica	6 tonnes
Healthy Homes for all in Mexico	13 tonnes	Efficient Cooking + Heating in China	1 tonne
Kenya Biogas Programme	3 tonnes	Gold Standard Climate+ Portfolio	13 tonnes
Planting Biodiverse Forests Panama	6 tonnes	Wind Power Project in Rajasthan	3 tonnes
Solar Cooking for Refugees in Chad	7 tonnes	Community Forest Programme	5 tonnes
Cambodia National Biodigester	1 tonne	Hydroelectric Project in Honduras	8 tonnes
Improved Cookstoves in Guinea	5 tonnes	Improved Cookstoves in Peru	8 tonnes
Solar Power Project at Bhadla	5 tonnes	Myanmar Stoves Campaign	10 tonnes
Clean Water Access in Laos	6 tonnes	Wind Power in Madhya Pradesh	7 tonnes

Offsetting (cont.):

We will continue to offset our emissions at a rate of 150% every coming year.

In addition to this offset process we have begun a 3 year commitment to support the restoration of a degraded forest reserve in Kagombe, Uganda. This is in partnership with **Botanical Gardens Conservation International** and **Tooro Botanical Gardens**. The scheme will plant 80 native tree species including several threatened with extinction, support the biodiversity of the area, and create jobs in the local community using the £1,500 per year that we have committed. Our commitment is based on an understanding that the relatively small contributions that we are able to afford as a small studio are most effective when they are part of a long-term commitment. We will receive annual reports from Toori Botanical Gardens which we are excited to share alongside our upcoming Impact Reports.

Conclusions:

Conscious Creatives

We are proud to have collaborated with ScanLAB on their first Impact Report. We think this report tells the story of where this ambitious business has been and where they are going. The company was already making headway and we feel like we have simply given them some structure and form that aligns their values with their work.

Bringing in the whole team has been a great decision and has set the baseline that everyone has a responsibility towards reducing the impact of the business. It is empowering the entire company to question the way they go about their jobs and Matt and Will are giving everyone the room and resources to find answers.

Our opinion is that ScanLAB are leading the way in their industry already. As they implement the changes and achieve the targets we have set that will only increase. We have asked a lot of Matt and Will, not only to be fantastic at running their business with the services it provides clients but to also do it in a way that goes about things in the right way. They are succeeding so far and we have great faith they will continue to do so in the coming years.

Carbon Footprint:
ScanLAB have a classic scenario we are now seeing. A bigger than average carbon footprint pre-covid and a lower than average post-covid. The challenge is continuing to ensure the business thrives so they can grow and employ more people but continue to reduce their footprint.

Conclusions (cont.):

The ‘Decision Making Tool’ created by Emilia and the team is genuinely revolutionary and we believe to be world-leading for their industry. We have recommended that they share this with the world as it is a truly award winning piece of work.

Global Goals:

We believe that we have set a real challenge for ScanLAB here. Measurement and methodology in Global Goals work is difficult. The goals have been designed for Global governments and not necessarily for SMEs. The tool we have provided them does a great job of showing what’s possible but it also highlights how much internal change is needed to truly make a difference.

Choosing Goal 10 as a focus is a wonderful pick. It really is important in 2022 that we continue to raise the voices of all. We have set Matt and Will challenges to go beyond their roles in the business but to look at their roles outside of it and look at their local community too.

Their work in Diversity and Inclusion will be important for an industry that lacks it. We don’t expect them to solve all the problems but we are happy to see ScanLAB getting out there and meeting those challenges head on.

Social Value:

New to the ScanLAB team they can use this opportunity to really focus on their team. Going beyond just profit as a measure of success and look at the legacy of ScanLAB. Their baseline score has highlighted some easy wins. Seeing things like on job training not being at the top of staff minds shows there is some work to be done but we still believe the culture of the team is fantastic.

Conclusions (cont.):

I was lucky enough to work with the whole team through a series of workshops. They are all smart, dedicated, interested, empathetic, courageous and ambitious. They have everything they need to become a genuine and compassionate business, leading their industry far beyond where they are and demanding a better future for us all.

I hope they are empowered by this report and build our targets for them straight into their business plan.

Mark Roberts, Founder, Conscious Creatives

Conclusions (cont.):

ScanLAB Projects

Giving sustainability the time and attention it deserves has been like having another large, evolving project within the studio. It is hard and time consuming work, and in contrast to other project work (where budgets are fixed and deadlines loom) it can feel additional and less immediately vital. Keeping focus on sustainability has been the biggest challenge but also the biggest achievement of this initial period of work. When it comes to environmental impact we are proud to say the topic has established itself within management and production routines across all timescales.

To us our Carbon Footprint work feels thorough, rigorous and revealing. We have asked hard questions, done the detailed calculations and revealed some tough truths. We don't have perfect solutions for the road forward but we are equipped to continue the journey.

In contrast, our work so far on Social Value and the Global Goals feels tentative and slightly tokenistic. We have opened up our collective studio consciousness to a host of different perspectives and value systems, but the level of interrogation has not broken beyond 'ticking boxes or achieving points' - words that we actively use in our Policy document as a level of engagement we wanted to move beyond. We are aware of this and deeper work is beginning in 2022/23 to apply the same level of scrutiny and learning achieved environmentally to all aspects of our sustainability impact.

Conclusions (cont.):

Assessing the worth of this work is also difficult. For example, as a small studio reaching our ambitious goal of Net Zero we save a relatively insignificant amount of carbon. The time and resources it takes for us to do that can seem inefficient, especially when there is vital, money making work on our desks that we need to do for the studio to survive. We recognise that the value lies beyond the direct carbon cutting we do. We hope that value is delivered by setting an example, in talking about the work we've done, by sharing knowledge and by influencing others. Those impacts feel much harder to quantify, especially at this early stage when we are just publishing our first results.

The first glimpses of the deeper value around this work have begun to emerge internally. While our work on the Global Goals hasn't reached its full potential, some of the studio wide discussions interrogating our practice values, our worth and our responsibilities have been deeply meaningful and productive. Everyone in the studio has been touched by a decision making process where Carbon Footprint, not money or collaborator notes, has directed the next move. The whole team has discussed, and seen us turn down hugely profitable work on moral grounds. As leaders we are now better equipped to navigate our way through these decisions and feedback from the team reflects this. 'I've realised how important it is for me to work somewhere that really cares,' was raised at one recent team review. After the hard work and the team's openness to participate in this journey, that sentence means so much to us.

Matt Shaw & William Trossell, Co Founders, ScanLAB Projects

Appendix A:

Appendix A: Studio electricity calculations

Our studio is located in a multi-use building, and we share facilities and electricity supply with other units, managed by our landlord. The only pre-existing estimates of our electricity usage come from our landlord and are based on our proportion of occupancy of the total floor area in the building e.g. 9.54% of the floor space in the building.

However, we believe this to be an underestimate: ScanLAB is a much more electricity-hungry practice than any of our neighbours, so it is unfair to assume that our use is proportionate to theirs. We instead monitored the energy use of a typical piece of equipement (a desktop computer) in the studio; this measured 511.7kWh in 127 days, i.e. an average of 4kWh/computer/day.

From this, we have been able to get a more accurate estimate of our actual electricity usage.

Methodology:

- We can assume that our electricity usage per month just for the computers is around 1621.33 kWh. We arrived at this number by taking the daily use (above) and multiplying it by the number of working days in the year, then dividing that number by 12.
- We then took this number away from the whole building's electricity usage in each month. This leaves the amount of electricity that would have been used had the ScanLAB computers not been present.
- We then calculated 9.54% of this figure. This is a much more accurate estimate of ScanLAB's electricity usage for things like lights and heating.

Appendix A (cont.):

- ScanLAB's total electricity use was then calculated by adding the figure found in step (3) to the monthly electricity usage of the computers alone.
- Using this methodology, we found that our accurate energy usage is closer to 34.1%, on average, of the building's total.
- We therefore updated our EMS to take into account our actual use of electricity.

Appendix B:

Appendix B: HACT Social Value Calculator

We asked all members of the studio certain questions from the HACT Social Value Calculator. These were chosen by Conscious Creatives on the basis that they cover the areas where we, as an employer, have a responsibility for our employees; therefore, this version of the calculator allows us to measure not the overall happiness of our team, but any negative impact that we are having on the happiness of the team.

The questions were as follows:

- Have you had a full-time job created for you by ScanLAB in the last 12 months?
- Have you had a part-time job created for you by ScanLAB in the last 12 months?
- Have you had a new permanent contract offer in the last 12 months?
- Do you regularly attend any local or voluntary organisations?
- Have you received training related to your job this year?
- How would you describe your confidence in 2021 vs 2020 in relation to your work for ScanLAB?
- How would you describe your experience of anxiety and/or depression in 2021 vs 2020 in relation to your work for ScanAB?
- How would you describe your general wellness and health in 2021 vs 2020 in relation to your work for ScanLAB?
- Would you say you felt more or less in control of your life in 2021 vs 2020 in relation to your work for ScanLAB?
- Over the last 12 months working with ScanLAB have you been able to save regularly?