

A large, light gray decorative graphic on the left side of the page. It consists of a large, stylized letter 'B' shape, a curved line below it, and a cluster of several short, rounded rectangular bars radiating from the top right of the 'B' shape, resembling a sunburst or a gear's teeth.

# BCorp Impact Report Year 2022

**Author: S Knox**

Rev 04 Impact Statement EO 2022 rev 04

26<sup>th</sup> April 2023

A large, light gray decorative graphic on the left side of the page, consisting of a stylized gear or sunburst shape with several curved lines radiating from it.

## Important note on adjustments due to B Corp timing of reporting requirements

Our B Corp assessment was sent to B Corp at the end of March 2021, and was based on the Financial year end accounts March 2021.

We certified for B Corp in December 2021.

We have been told by B Corp that our impact statements must run yearly from the month we were certified. However, we do not have signed off end of year financial results that coincide with our certification year end date.

However, this impact statement document uses financial figures March 2021 to March 2022.

**ALSO PLEASE NOTE.** Our revenue figures are based on our hourly billable time, NOT our revenue or total sales. This is because we have large tooling bills or expenditure that passes through our company that is not reflected in our profits at all.

**Author: S Knox**

Rev 04 Impact Statement EO Dec 2022 rev 03

26<sup>th</sup> April 2022

# Executive Summary

At Bang, we actively maintain a delicate balance in our workload, persistently challenging ourselves to align our actions with what's right for our clients, our projects, and the planet.

While our certification took place in December 2021, this Impact assessment centres on the work accomplished in our financial year from April 2021 to the end of March 2022. We take immense pride in the products we've championed. One notable endeavour was our collaboration with Seb & Will on the Maeving electric bike, which debuted this year and continues to gather momentum while earning accolades. Projects like these unequivocally demonstrate the role of design in benefiting the planet and underscore how, as a consultancy, we tangibly contribute.

Yet, amidst these soaring design accomplishments, there have also been challenges. The COVID-19 pandemic and the conflict in Ukraine have presented significant hurdles affecting global component supply chains, leading to substantial cost escalations that have impacted both our clients and our business. These dynamics have rendered our operating environment complex, making the cost of bringing products to market exceptionally challenging.

Admittedly, we've lagged behind on delivering our impact statements. Nevertheless, we've remained steadfastly focused on the goals and mission we set upon becoming certified. As a consultancy, our innate desire is to craft content that not only delights in its presentation but also stands out for its substance. In this instance, rather than a glossy digital output, we humbly ask you to centre your attention on our content and the journey we've embarked upon.



## Headline summary

- 57% of the projects we took on were projects which benefited people & planet.
- 93%\* of our revenue was attributed to this 57% of projects.
- We gave back by delivering five British Library, 2 day workshops with 42 attendees.
- We set and ran live client focused design projects for Falmouth & Chester design students

Despite the relief of emerging from lockdown, this past year remained challenging. Our staff continued to work from home, and our office remained fully closed for an extended period. Compounded by the fact that both founders of our business have autoimmune conditions, our studio had to manage design and prototyping remotely. This posed difficulties, particularly because we were engaged in major projects that significantly influenced our commitment to consciously work on projects beneficial for both people and the planet

\*This figure is skewed heavily due to one project where the revenue for third part electronics teams and digital teams passed through Bang Creations. We prefer our measure to be on the percentage of projects we work on that are “projects for good”. Due to B Corp assessment measurements, they require it to be off revenue.

## Some stand out-projects for 2021-2022

The Maeving electric motorbike stood as our primary focus—a retro-style electric vehicle designed for urban living. It demanded a top speed of 45–50mph, a range of 50 miles without recharging, and the convenience of a removable battery for recharging at home or work—an idyllic vision for any designer. This project amalgamated various critical elements: promoting clean transport, embracing the circular economy for service and repair, utilizing sustainable materials, and fostering partnerships within the UK. Stefan collaborated closely with the founders, particularly in refining the supply chain. This collaboration significantly influenced their strategic decision to shift production away from China, establishing operations in Coventry, UK



Muckstopper addressed a common challenge within the groundworks industry—preventing mud and debris from entering manholes and inspection chambers during housing development construction. The need arose for a solution capable of capturing construction debris within these chambers, facilitating easy removal upon site completion. These shafts typically have a diameter of 450mm and can reach depths of up to 2m.

Traditionally, no specialized equipment existed to prevent dirt ingress into these chambers. At project completion, substantial amounts of water—often thousands of gallons—were conventionally used to flush the system. Muckstopper revolutionized this process, saving sites significant expenses previously spent on water jetting. Additionally, its implementation contributed to saving thousands of gallons of water, benefiting the environment profoundly.



# Summary:

**What did you plan to do this year? What were your objectives?**

## **Projects for good**

Our ultimate objective is the exclusive pursuit of projects that contribute unequivocally to the greater good. We envision a future where our endeavours are dedicated solely to initiatives generating positive impacts for individuals and society. Each passing year, our goal is to take significant steps toward realizing this vision. This approach, ingrained in our business ethos and the products we craft, aims for enduring improvements in our world and the creations emerging within it.

In the previous year, 50% of revenue came from projects aligned with this goal. While we aspired to increase this ratio, the post-COVID challenges, including disruptions in supply chains and economic downturns impacting our clientele, presented significant hurdles. Despite this, we have increased the revenue to 93%. BUT as previously mentioned, this is heavily biased due to one project, which if we exclude 3<sup>rd</sup> party costs brings our percentage this year to 54%.

Moreover, as a part of our comprehensive strategy, we aimed for every project engagement to undergo a sustainability review. While not every facet of a project inherently focuses on benefiting the planet and its inhabitants, we meticulously scrutinize every element. Whether it's a material or a process, we proactively offer recommendations to clients, facilitating substantial differences. By seamlessly integrating this approach into our workflow, we ensure consistent consideration of sustainability aspects across all our projects



# Summary:

## What did you plan to do this year? What were your objectives?

### Giving back

We committed to giving back to our communities and supporting individuals by dedicating specific time towards:

- Investing a minimum of 2 days per month (24 days annually) inspiring and aiding entrepreneurs through our British Library workshop and one-on-one sessions.
- Devoting an average of 1 day per month (12 days annually) to assist students in achieving sustainable design goals, providing mentorship for their coursework or postgraduate initiatives.
- Aspiring to contribute 10% of our profits to a community fund, earmarked for investment in community-led projects.

Our target was to allocate at least 36 days per year toward these initiatives, with an overarching goal of reaching 5%, equating to 58 days yearly, dedicated to giving back to people and communities.

Acknowledging the pandemic's influence on project formats, particularly in transitioning between face-to-face and virtual settings, we adapted accordingly.

For instance, our in-person workshops seamlessly shifted to online events during lockdowns and continued virtually as people preferred remote interactions. While this virtual approach couldn't fully replicate the interactive nature of design workshops, it proved highly beneficial for student mentoring.

Recognizing the challenges students faced securing work placements during this disrupted period, our virtual mentoring sessions became a vital source for them to receive commercial feedback on their work. Though unable to replace hands-on industrial placements, these sessions provided invaluable insights and guidance, positively impacting students deprived of such experiences during the pandemic



# Summary: 2021-22

What did you plan to do this year? What were your objectives?

## Giving back: Workshops

For 9 years, we've partnered with the British Library, delivering workshops tailored to aid inventors and entrepreneurs in navigating the product development journey. These sessions offer vital insights for successfully bringing ideas to market, with the £25 workshop fee directed towards supporting Bang community initiatives, aligning with our 10% profit allocation goal.

This year, funds for our community initiatives are ringfenced. Beyond the monetary contribution, our commitment includes invaluable pro bono hours devoted to these workshops, a crucial part of our community engagement.

Our objective: dedicating a minimum of 2 days monthly to pro bono support and guidance for entrepreneurs, inclusive of our British Library workshops. We extend this commitment by offering free feedback and mentoring to clients seeking direct assistance

## Giving back: Community

Our aim was to allocate a minimum of 12 days annually, with a target of 34 days, dedicated to various community and people-oriented projects. However, this commitment is contingent upon our ongoing projects, particularly in providing support and expertise to initiatives like the Weald School Green Car Club, which persisted post-COVID.

Our commitment to mentoring included scheduled sessions to assist both Falmouth and Chester universities virtually throughout the year. These sessions involved setting real-life projects for students, followed by regular reviews and feedback at every stage of the design process.





# Summary: 2021-22

## So how did we do?

*What have you done this year? What are you most proud of? How does that align to your objectives?*

## Projects for good

In the fiscal year 20-21, 50% of our total revenue was dedicated to funding 16 projects with the purpose of creating positive impact. We are pleased to announce that this year, we have strengthened our dedication even further, allocating 93% of our revenue to similar projects. Furthermore, it is worth noting that more than half of the projects we undertook directly contributed to the betterment of both people and the environment through their core functionalities. This achievement reassures us that we are on the right path and heading in the correct direction. To further assist and oversee project inquiries while effectively handling customer questions, we've established a database. This database is designed to automatically furnish prospective new customers with essential documentation. This serves the purpose of informing them about our operational procedures and our commitment to sustainable practices

## Giving Back:

Ultimately, we have an intent to be in a position where we can give back in a monetary form, by donating a percentage of our profits to communities and projects in need. It was a tough year for us and our profits declared are considerably less than the previous year. At the end the 2022 we declared some profits but did not feel able to donate due to the uncertain business landscape.

We felt that preserving our funds which will allow us to support our staff coming out of COVID and our ability to continue making impactful contributions by supporting deserving projects in the years to come would be a more effective use of our resources. This decision primarily stems from the uncertain climate and the lack of events and projects that we believed required immediate support.

# Summary: 2021

## So how did we do?

*What have you done this year? What are you most proud of? How does that align to your objectives?*

Overall, we set a minimum commitment of 36 days of our time to projects which gave back either via our workshops, mentoring and feedback to entrepreneurs. In 2021 we achieved 25 days in total, 33% less than we committed to. The BL contribution was substantially down but we made up much of the shortfall but unfortunately not all in other areas.

## Giving back: Workshop

Unfortunately, there has been a decrease in attendance in the British Library workshop compared to the previous year. Although we delivered a similar number of events the total of number of attendees dropped to 32 as opposed to 45 in 2020. So, in this current year, the total amount of money generated from the workshops amounts to £800.

We calculated we spent 11 days of our time working with the BL to deliver these events, which is less than the 24 we estimated.

Our contribution to entrepreneur support via our feedback process equated to around 5 days

## Giving back: Community

Chester & Falmouth students both had one project set and mentored which totalled 7.5 days of our time. In addition, we delivered a day to design students at South Bank University on the important of design. It's rewarding to receive quotes like this:-

*'Stefan's taught workshops helped with understanding different principles like blue ocean vs red ocean as well as reminding us that when designing we don't need to redesign the wheel when designing and creating a product. Stefan helped us with the design process by explaining the difference between the problem and design challenge as well as different ways to conduct research in the design process such as empathy and perceptual mapping. In my opinion, the last meeting we had with him, where we presented our work to him, really opened my eyes to how my product ended up and how it could've been improved if the project was longer. This last meeting has got me thinking about how to approach my designs moving on'*

# Summary: 2021-22

## Summary

Looking back at the past year, we are proud of our achievements, especially considering the challenging circumstances our staff faced. Our highlight was the development of the Maeving bike, which showcased our commitment to world-leading sustainable design. This project not only defined our direction but also highlighted the types of projects and individuals we strive to support. The success of the Maeving bike has set a strong foundation for our organization, inspiring us to continue pursuing innovative and environmentally conscious initiatives.

We were disappointed at the decline in the Green car project objective and the numbers decreasing on our workshops as peoples behaviours were still influenced by COVID. But we found great satisfaction in the opportunity to assist numerous students and entrepreneurs. Our commitment to supporting their educational journey was exemplified through our workshops at the British Library and mentoring programs at universities, particularly during a challenging year for the education sector.

However, we continue to receive excellent feedback from those that do attend.

‘Thank you again to Stefan to take us through a fascinating journey of brainstorming ideas, empathy mapping and moving to the next level. It is a perfect timing to have attended this workshop as we are gradually coming out the lockdown period and into a back to business phase with many challenges to reconsider and reconnections to make. I am trying to present / introduce our unique charities concept to various organisations but naturally need more brainstorming and help from the professionals’

By providing guidance and resources, we were able to contribute to the growth and development of these individuals, despite the adversities they faced. We remain dedicated to fostering a supportive environment for students and entrepreneurs alike, and we look forward to continuing our efforts in empowering and nurturing their talents.

We are excited to meet our long-term goal of donating a percentage of our profits to the right project or community for positive impact. With our ongoing commitment to social responsibility, we aim to redistribute these resources in a manner that aligns with our mission and values. We are truly grateful for the dedication and resilience of our team, and we look forward to building upon this momentum into next year as who knows what new challenges that will bring in this ever changing world.

## Take Aways

As we move into 2022-23 we would like to reflect and look at some things we can take away from last year and incorporate and improve on.

- Coming out of COVID commitment and support to our staff to help them reintegrate and also educate them after the isolation experience. This may be in the form of more team activities, courses and workplace wellbeing.
- We will look to send a member of the team to be a sustainability champion and learn more about life time analysis.
- Ongoing focus on clients who's projects are for good. We have been incredibly lucky with the Maeving project, but we need to be as mindful as we can to our message and motives when times are tough and business struggles.
- We will change our mission statement to move towards a broader mission to educate people on the importance of circular design thinking and sustainable design considerations when designing a physical products and bringing it to market.
- Our feedback sign off forms are woefully low. We have tried very hard to get clients to commit, but they do not wish to feedback in the manor we wish. We will work with existing clients in 2022 and take new ideas through with new clients in 2022. The aim will be for end of 2022/beginning of 2023 have a new sign off system that delivers better feedback and results.

# Summary: 2021-22

## Data to back it up

*Share data. Talk about how you gathered your data and any limitations, assumptions or gaps.*

Throughout this year, we've engaged in approximately 23 projects, ranging from innovative small-scale inventor concepts to expansive energy strategy endeavours. To assess our commitment, we evaluate the value of our time devoted to each project, equating our time spent to revenue. By identifying and tallying the time spent on projects beneficial to people or the planet, we maintain a comprehensive overview of our contributions. This data is meticulously organized within a spreadsheet, aligning with the methodology outlined in the B Lab-provided worksheet that guided us through our certification process.

Tracking our workshops was a straightforward process. We meticulously logged the number of British Library workshops conducted, recorded attendance figures, and calculated both the collected fees and the hours dedicated to preparation and delivery.

Similarly, our involvement with universities was quantified, akin to our workshop metrics. However, tracking mentoring efforts for entrepreneurs presented challenges. Our current system, Meistertask, proved inadequate, prompting us to reassess and improve tracking mechanisms moving forward. To streamline this, we've requested universities to monitor and furnish us with essential dates regarding our involvement.

The inception of the Bang Community Pot emerged during our B Corp status review with our mentor, Gina Mula. It remains our intent to allocate 10% of our profits for dedicated projects when feasible. Utilizing our annual accounts, we derive the figures, preserving this data within our team's B Corp folders. We track this because for B Corp this is our long-term aim.

# Data summary

BL Workshops	Actual hrs 2021-22	Actual Days 2021	Miniumn commitment	Target 2021 (Days)
<i>British Libray Workshop</i>				
5 workshops x 8hrs @£100ph	40			
Preparation hrs	20			
British Libray Reset Restart				
March, April, May. June (2hrs Per)	8			
Preparation hrs (4hrs per)	16			
Total No Hrs per year	84			
Total Days per year		<b>11</b>	<b>24</b>	<b>24</b>

Community Uni & Mentoring	Actual 2021-22 (Hrs)	Actual Days 2021	Miniumn commitment (Days)	Target 2021 (Days)
<i>Chester University Workshops</i>				
Jan-EO March various dates	8			
Preparation (2hrs per workshop)	8			
<i>Falmouth</i>				
Jan-EO May various dates	20			
Preparation (2hrs per)	14			
Review of final submission	10			
Total No Hrs per year	<b>60</b>			
Total Days per year		<b>7.5</b>		6

Other	Actual 2021-22 (Hrs)	Actual Days 2021	Miniumn commitment (Days)	Target 2021 (Days)
<i>School seminars (Days)/placements S/B 21st June</i>	12			6
<i>Prospective client free feedback</i>	42		12	12
<i>Other i.e green car</i>	0			10
Total No Hrs per year	<b>54</b>			
Total Days per year		<b>6.75</b>	12	28

TOTALS for 2021	Actual 2021 (Hrs)	Actual Days 2021	Miniumn commitment (Days)	Target 2021 (Days)
Total Hrs	<b>198</b>			
Total Days		<b>25</b>	36	58



# Appendix

**Thank you**