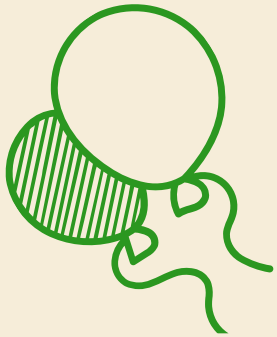


'X Y A N'

Impact Report 2022



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Introduction

This is our second Impact Report and our first as a Certified B Corporation.

We achieved our certification in July 2022 after a long period of hard work, during which we shifted our focus towards becoming a more impactful and purpose-driven company.

Becoming a B Corp has already had a great impact on our business, who we work for and even our company culture.

I don't think it's any coincidence that our current work roster includes clients focused on organic, regenerative farming, mental well-being for industry leaders, energy efficient homes, health and safety, equitable recruitment and employee wellbeing.

All this, and we're only six months in. I can't wait to see what the future holds for us.

Gavin Shinfield

Chief Sustainability Officer, Kyan



B Corp

Our score is awarded against our activities in 2021. Since then we have reassessed our score and have increased impact for our workers by adding free dental cover to our health insurance coverage and implementing an official breastfeeding policy, as well as improving our community action with the implementation of our paid volunteering scheme.

In 2021, as we came out of the worst of the pandemic, we saw unprecedented growth in our headcount. This wasn't sustainable in 2022, so whilst we maintained our full team we didn't add any full-time roles. This saw a reduction in our impact score of a full four points.

Overall, we saw our B Corp score reduce for the whole of 2022 from 89.5 to 87.9, a reduction of 1.6 points. Whilst this is not desirable, it is wholly down to a flatline in team growth — something that was a planned consolidation. We expect to see this reverse in the coming two years before our three-year B Corp recertification.

Certified



Corporation

Our B Corp Impact Score

89.5

[VIEW OUR IMPACT SCORE](#)

Environment

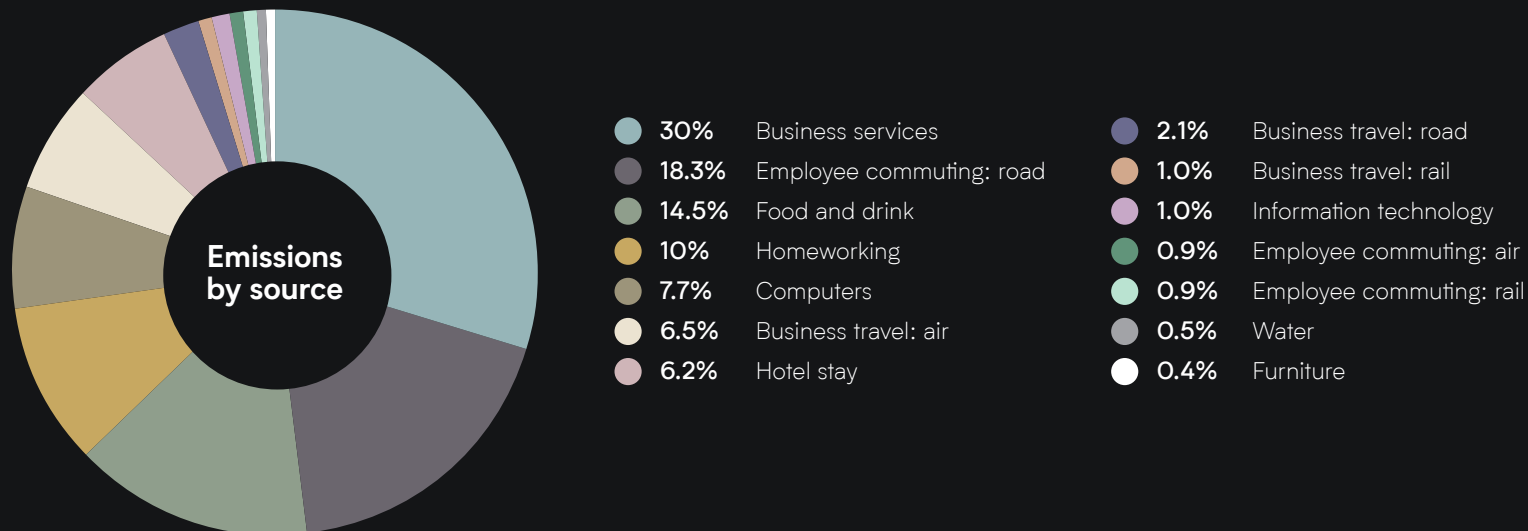
We learnt a lot in 2022 about our impact on the environment.

Our carbon footprint

Our reported carbon footprint has increased from 21.19 tCO₂e to 124 tCO₂e. This is not because our emissions have dramatically increased but rather we have learnt more about the number of factors that should be taken into consideration. This means we have shifted our base year for reporting from 2019 to 2022.

Our 2022 footprint

124 tCO₂e



Action on carbon

Carbon avoidance

3,000

trees planted

We offset the carbon we can't remove via our carbon capture partner, Ecologi.

Total trees planted: **17,997**

Carbon removal

900 kg

Via Direct Air Capture
provided by Climeworks

Carbon removal via direct air capture is an emergent technology. It is significantly more expensive than traditional offsetting however, it is immediate and the removal is permanent.

Carbon reduction

225.9 tCO₂e

225 tCO₂e through offsetting
and **0.9 tCO₂e** through
permanent removal.

Howeworker carbon

7,164 kg

This has increased from last year's **6,110 kg** in 2021 and it is definitely something we are looking to reduce. However, it's still considerably less than the UK average of **12,700 kg**.

Environmental goals

Net zero target

Due to the resetting and refactoring of our carbon footprint we have reset our Net Zero target to start our reduction plan in 2023, measured from the baseline of 2022.

Once again, through offsetting and removal we accounted for more carbon avoided than we emitted by an order of magnitude. However, we realise that the hard work starts now and that whilst offsetting is a very worthwhile activity, we know that reduction of emissions and permanent removal of the remainder is the only way to achieve our net zero goals.

Our reduction plan starts in

2023

Historic carbon

In 2022 we calculated our historic carbon footprint. We took into account the increasing number of employees from just three in 2003 to 55 in 2022, resulting in an accumulated number of 480 employees.

Using our 2021 carbon footprint calculation as a base, we were working off an annual footprint of 0.688 tCO₂e per full-time employee (FTE). Multiplying this by 480 employees gave us our total historic carbon footprint.

Whilst this is somewhat of an arbitrary figure, the amount of carbon emitted over the past two decades is considerably less than the amount we have offset.

Annual footprint per FTE

0.688 tCO₂e

People

At Kyan, we believe that a diverse team—one from different backgrounds and cultures, with different ideas and life learnings—leads to better business decisions and better designed products.

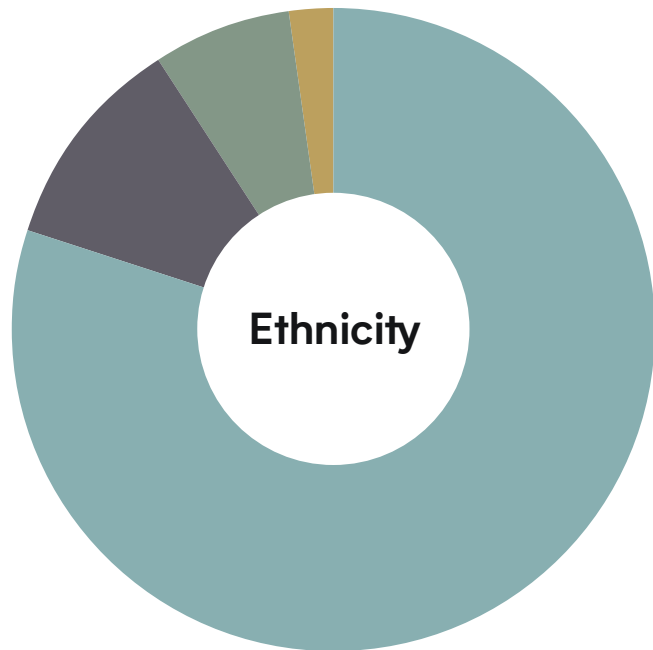
It's not enough to just strive for a diverse team. We need to make sure that once here, everyone is included and afforded the same opportunities.

Our focus

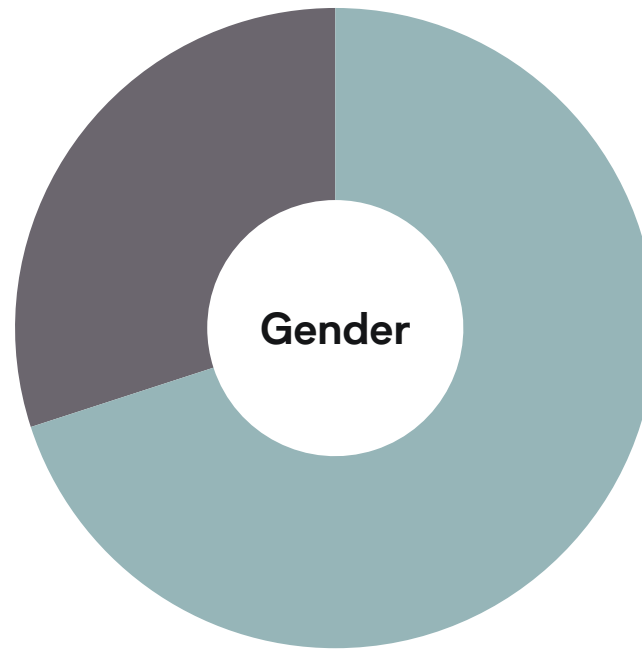
Diversity
Equity
Inclusion

People

Diversity



- 80% White: British
- 11% White: European + other
- 7% British Asian
- 2% Mixed race



- 70.4% Male
- 29.5% Female

Gender pay gap

0%

We calculated our gender pay gap in March 2022.

Giving back

Volunteering

In 2022 we held our first volunteering day, with a litter pick at local beauty spot West Wittering Beach. This was part of the Surfers Against Sewage Million Mile Clean.

This was a great start, but it accounted for only a fraction of the paid volunteering time that we had allotted for our team. Lesson learned, we need to provide more structured volunteering options for our people in 2023.

Charitable giving

In February 2022, just after the announcement of the Russian war against Ukraine, Kyan gifted £10,000 towards the efforts of the Ukrainian Red Cross.

Ukrainian Red Cross donation

£10,000

Spreading the word

Thought leadership

As well as producing numerous blogs and taking part in several podcasts, Gavin spoke at the Agency Hackers Good Agencies conference, talking about Guerrilla Sustainability and encouraging other agencies to focus on taking action to become more sustainable.

Also led by Gavin, we contributed to the BIMA Sustainability Council project to create the Web Environmental Sustainability Guidelines (WESG).

Growing our sustainable network

As well as continuing to contribute to the BIMA Sustainability Council Gavin has also been instrumental in setting up the Sustainability Action Group for the Alliance of Independent Agencies and is a founder member and co-chair of the B Local Surrey group.

K Y A N

Impact Report

2022

If you'd like to know any more about any of the initiatives in this report, or maybe even get involved, then please get in touch.

We'd love to hear from you and share ideas.

hello@kyan.com

kyan.com/sustainability

Our sustainability partners

Ecologi



giki zero.

