



Impact Report 24
Rev A
Based on financial EO March 2024

The left side of the page features a large, light gray graphic of a hand with fingers spread, reaching upwards. The background is white with a green geometric shape on the right side. The title "Leadership Letter" is positioned in the upper left area, partially overlapping the hand graphic.

Leadership Letter

It's always great to reflect on our year and see how we have grown and supported our client base. We've been fortunate to be involved in the design of some remarkable products this year, and we're excited to share some of the highlights with you. Some still need to be kept under wraps, and some unfortunately never make it into the public domain, but that's just the nature of our business

So, this year we are incredibly proud to have increased our impactful projects for good to 78% of our revenue from 60% in the previous year. This has significantly reinforced our commitment to sustainability. Overall, we worked on fewer projects, which allowed our team to be more focused and have time for extra subject area study. This was 30 as opposed to 35 and consequently the percentage of these which were projects for good dropped to 57%.

Moving forward, our aim is to maintain this positive trend and continue advocating for impactful design. Some project highlights for the year include the launch of the Alora cot which we worked on in the previous year. Milbotix development for their sock for dementia patients. A Shoebox heatpump for Kensa Ground Source Heat pumps.



Milibotix : SmartSocks®DISCOVERY has been designed to provide researchers into human health and neurocognitive diseases such as dementia with a data collection platform to enable them to unobtrusively collect data from wearers that find wrist and other wearables irritating or even frightening and remove them



Turning Tot Roll Mat : [High-Quality Nappy Changing Mats | The Turning Tot](#)
The nappy changing mat for parents with rollers, wrigglers, turners or squirmers



ResKube : Smart Infrastructure for Distributed Computing. Always-on Observability and Control.



Our design for the baton for Running Out of Time



Kensa : Shoebox Ground Source Heat Pump



D&AD Entry for Impact Award

We have entered!

So, we took the plunge and have entered a couple of our projects into the DNAD awards.

For those not familiar with the D&AD is an education charity that promotes and enables excellence in design and advertising. Each year, D&AD Awards gather the world's best creative work from across the commercial design, advertising, production and craft disciplines to be judged by more than 300 global creative leaders, practitioners and innovators.

Hopefully, we will have something to report for next year but meanwhile we wait with everything crossed

The Maeving electric Motor bike was entered into Impact : 8102 Design: Designs that have resulted in behavioural, environmental, social or policy change and are benefiting society. Includes product designs, new materials, packaging innovations, digital design, service or systems design that has improved circumstances, access or quality of life.



Alora cot was put into Impact : 8106 Upstream Innovation Solutions: Designed to fit within a circular system, where an upstream innovation approach has been applied to prevent waste. For solutions that are reusable, returnable, recyclable or compostable, or where the need for materials has been eliminated. A fifth judging criteria applies to this subcategory: Is the design circular?



Our Journey....

So, we have been living the B Corp journey for 3 years now and recertification is nearly upon us. We have endeavoured to stay the course and do the best for our business, people, employees and planet.

The re-assessment later this year gives us time to reflect on our time since becoming certified. We feel confident that our focus on ensuring products that are being designed and manufactured are being done so to solve people and planet's need for positive change, and for all our products, including the projects that fall outside of that definition, we are doing so ensuring we have put a process in place to minimise the negative impact as much as possible.

This year, our assessment score improved significantly, which we attribute to our progress in implementing the "Wheel of Innovation – How to Design the Right Thing" into our design process. A design model that integrates sustainable design thinking into the process of designing commercially viable product solutions. We worked with two universities – Falmouth and Chester- and a big thank you to the lecturers and students who adopted our model and ran and tested it on live projects at the beginning of this year.

The results are proving that we are making a positive impact. We also managed to influence the industry, as the prestigious design agency and now friend and partner, Whipsaw based in California took our process and evaluated it and are taking elements into their internal process.

We love the diversity of our project challenges and how all the small decisions on the design and material selection can add up to a substantial positive S&E impact. It's the small things that make difference and that's what we pride ourselves on, and it's been 3 years of small incremental steps that have resulted on us having something we are incredibly proud of and excited in. During 2024 and 2025 we will continue in testing our sustainable design model with academia and our peers and be rolling it out to the public.

Our future is set on maintaining good design, best practices, and education for the benefit of people and the planet



"We appreciate the support of our team of sustainability champions. The Ellen MacArthur Foundation as we adjust to advances in sustainability."

Anne Van Itallie
Director, Business

WHIPSAW



Our Wheel of Innovation....



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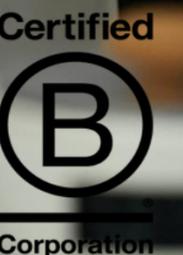
Rebecca Falon. Course leader Product Design Chester University

“Stefan did a wonderful job again this year and had a really positive impact on our students and the course, bringing in the principles of circular design which has really changed the tack of how we teach. Stefan delivered 3 workshops and then he was kind enough to listen to their final presentations .”



Simon Andrews Course leader for Sustainable Product design @ Falmouth University

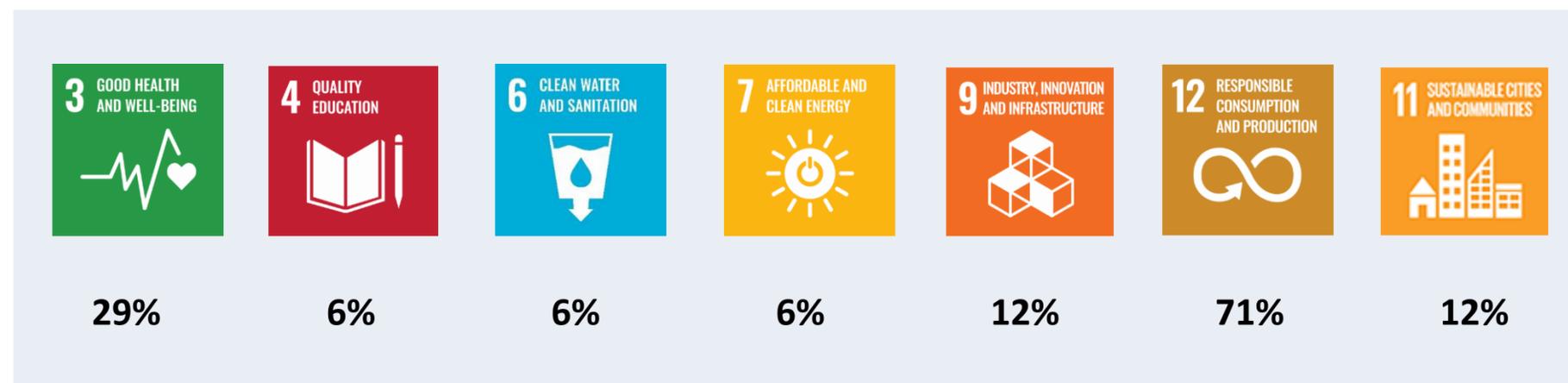
“The students benefited enormously from the input from Bang Creations on the module. Using Stefan’s model for design innovation allowed them to examine the business contexts of their design concepts alongside sustainable design strategies.”



Projects for Good

We started to categorize our projects according to the United Nation's Sustainable Goals (SDGs) objectives last year and have continued to monitor using the same method this year.

Sometimes it's hard to establish exactly where our projects fit within the United Nation's SDGs even though they obviously add significant benefit to people's lives and the planet. Our number of categories we have in our portfolio has increased to 8 from 7, as we diversify in the range and types of projects we work on. This year we have started to specify the exact target that the project relates to.



Score & Goals:

107.1

As we approach certification, we realise the significant impact and constant improvements we've been making for the planet and our business.

Our new score is still pending verification by B Corp as we near re-assessment at year-end. We've been rigorous in our self-evaluation, ensuring only verifiable data is included, and even excluding community work that doesn't affect our score. The notable increase in our score resulted from implementing our "wheel of innovation" model, now used in academia and shared across the industry. This process highlighted areas previously unaddressed, and while our actual score might seem misleading, we are confident that the incremental changes across the five categories reflect our mission and commitment to working on projects for good



18.8

Governance:

We said we would ...	What we did...
Roll out our model for sustainable design in the public domain	The sustainability design wheel was tested with two universities and shared with peer reviews with international design agencies.
Integrate our design model with sustainable practices to engage our stakeholders	We took steps to include the sustainable wheel of innovation as part of our project initial project assessment and longer term integrate into the project update document
Increase our measurement of performance indicators through the number of feedback forms we send out	Tracking our feedback forms was a real priority for 2023. We are now more consistent on send them out to clients. 85% of client received our forms, which was an improvement of 18% on last year..
Engage & communicate more closely with our stakeholders.	We sent out our first newsletter to keep our clients up to date and are now implementing this annually

Goals for next year: Work with Academia to Publish the design model as a white paper. Evolve our custom feedback form to be more quantitatively.



35.3

Workers:

We said we would ...	What we did...
Explore private health care for the BANG Team	An initial discussion was had with our team as to the benefits, they took away the information with a view to having a second conversation. The high cost of living has hit working families hard and this was recognised in the bonus and pay rises provided.

Goals for next year:

Explore other benefits for the team as private health care was not adopted by them.
Look to grow the team – especially in the UI/UX sector.



Customers:

We said we would ...	What we did...
<p>Feedback Forms: Continue to increase the number of feedback forms we send at each stage and redesign system to enable tracking of the return percentage rate and achievement scores. In addition, we are looking to incorporate a sustainability matrix that dove tails with our day-to-day project tracking</p>	<p>The team stepped up and redesigned the way they update customers along with being more disciplined at send out feedback to clients. We reflected on why some had not been sent previously and it was often that the stage did not complete of progress. We created a channel within teams to track and log forms, so they are now all referenced in one place. Our feedback remains good. 100% said we have kept them up to date on development; especially suggested changes and any impact they may have going forward? And we have we been good value. good to have such a focus on environmental impact' 'keep up the creativity' In addition, we have incorporated the wheel of innovation into our project evaluation and ongoing customer communication.</p>

Goals for next year: Target to have 100% of feedback forms to be sent to clients and to make them more qualitative. We aim to now focus on increasing response rates.



21.0

Environmental:

We said we would ...	What we did...
<p>With our current building which is rented we make the best of being in a badly insulated, old structure. Our aim for next year is to make a start in really getting to grips with our CO2 footprint and establish a base line so we can target and create a strategy moving forward.</p>	<p>Yes, we have done it green energy!! 31st March we switched to green electricity supply. We had hoped to make more improves based on the assessment made in May 2023 but there are other plans afoot to maybe move so we can take more control of these aspects of our carbon footprint, so little progress has been made.</p>

Goals for next year: It's time we really assess our overall footprint and travel carbon footprints and other areas within the business. The longer-term goal is still to move to a building we own.
Our Sustainable business model – Wheel of innovation impacted this area. Following discussion with B Corp assessors later this year we review how we can add more KPIs to the model



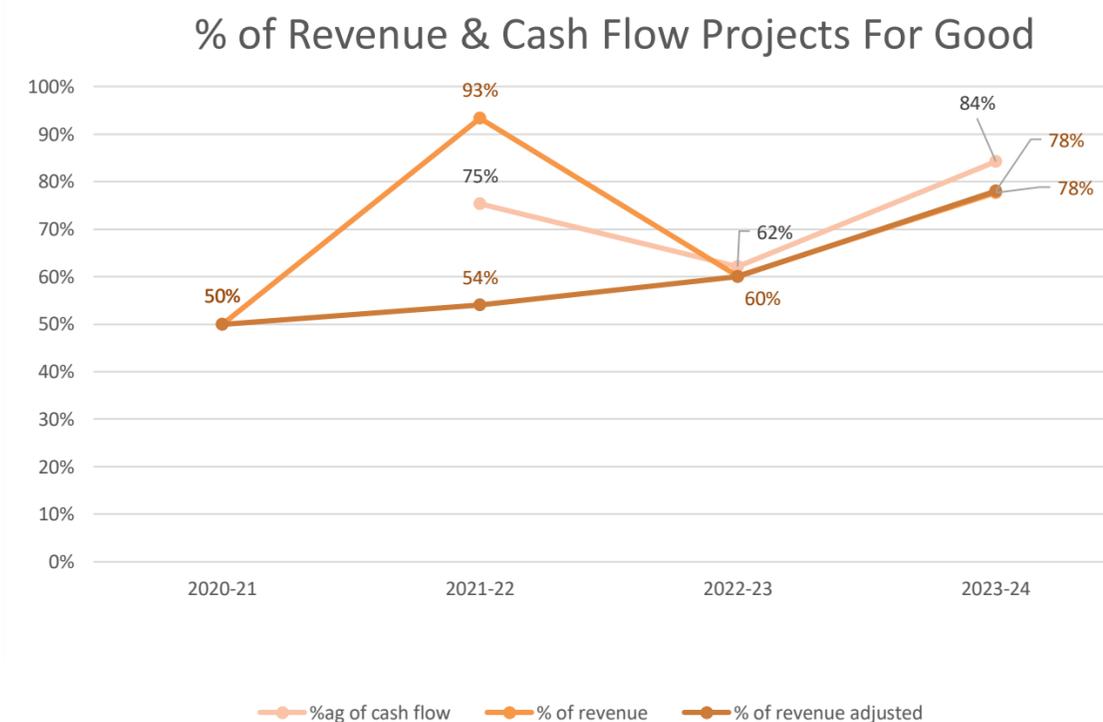
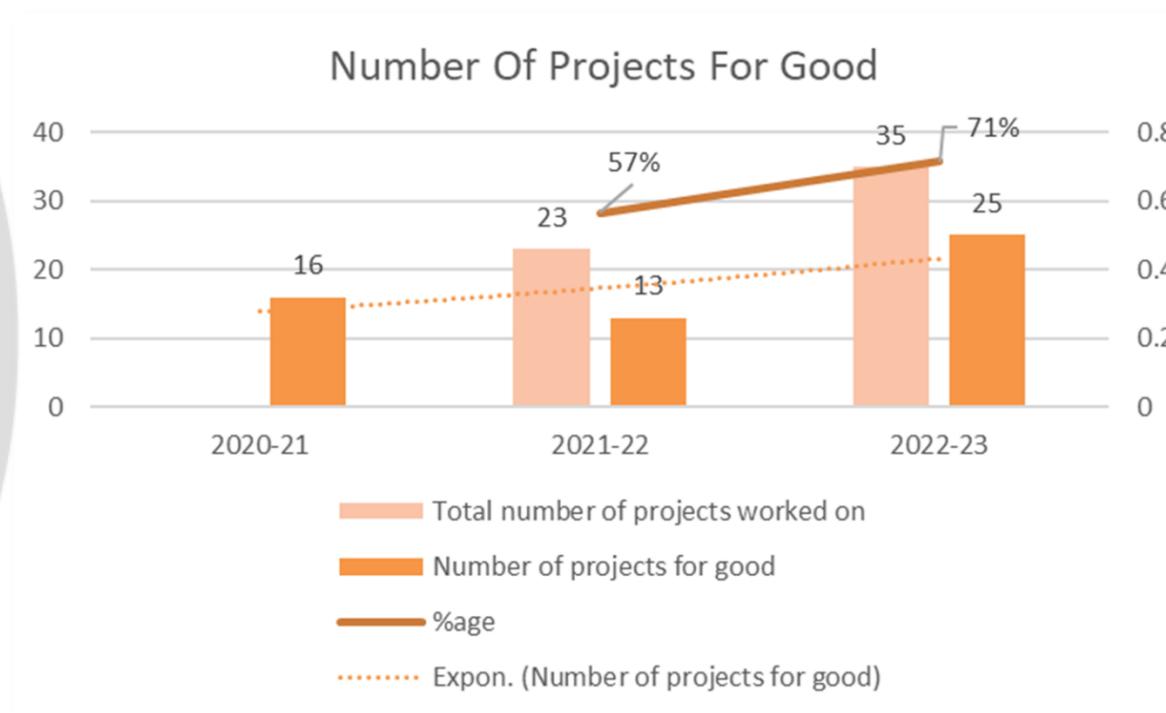
Community:

We said we would ...	What we did...
BL	We continue to provide workshops via the British Library with a slight title change to plan, prototype & protect your innovation still with a sustainable focus. We had a total of 21 attendees through the year in 2023
Develop the use of our 'wheel of sustainability' model into the universities we work with again, our aim is to gain feedback and embed them in the projects and work they product next year . Ideally see if this model can work, and if so roll out to the wider community to help them deliver best design practice.	The Falmouth university ran the model within the 3 rd years final year project. It was great to see the 'wheel on innovation' on all the presentation boards. We received such good feedback from them. <i>- The students benefited enormously from the input from Bang Creations on the module. Using Stefan's model for design innovation allowed them to examine the business contexts of their design concepts alongside sustainable design strategies.</i>
Baton project	For the Running Out of Time baton we contributed a significant amount of our time to the design and production of the baton which trail blazed its way from Ben Nevis to the house of parliament where we met and supported the runners in the final stage

Goals for next year: Roll out the wheel of innovation, continue mentoring university students and helping inventors.



Data: Governance

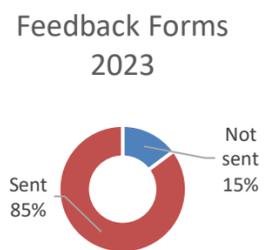
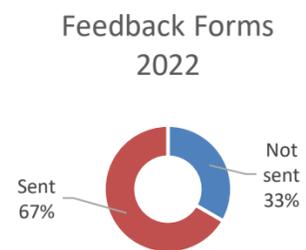
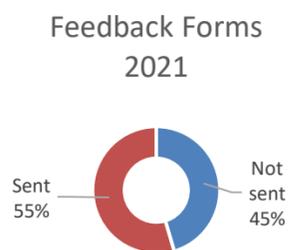
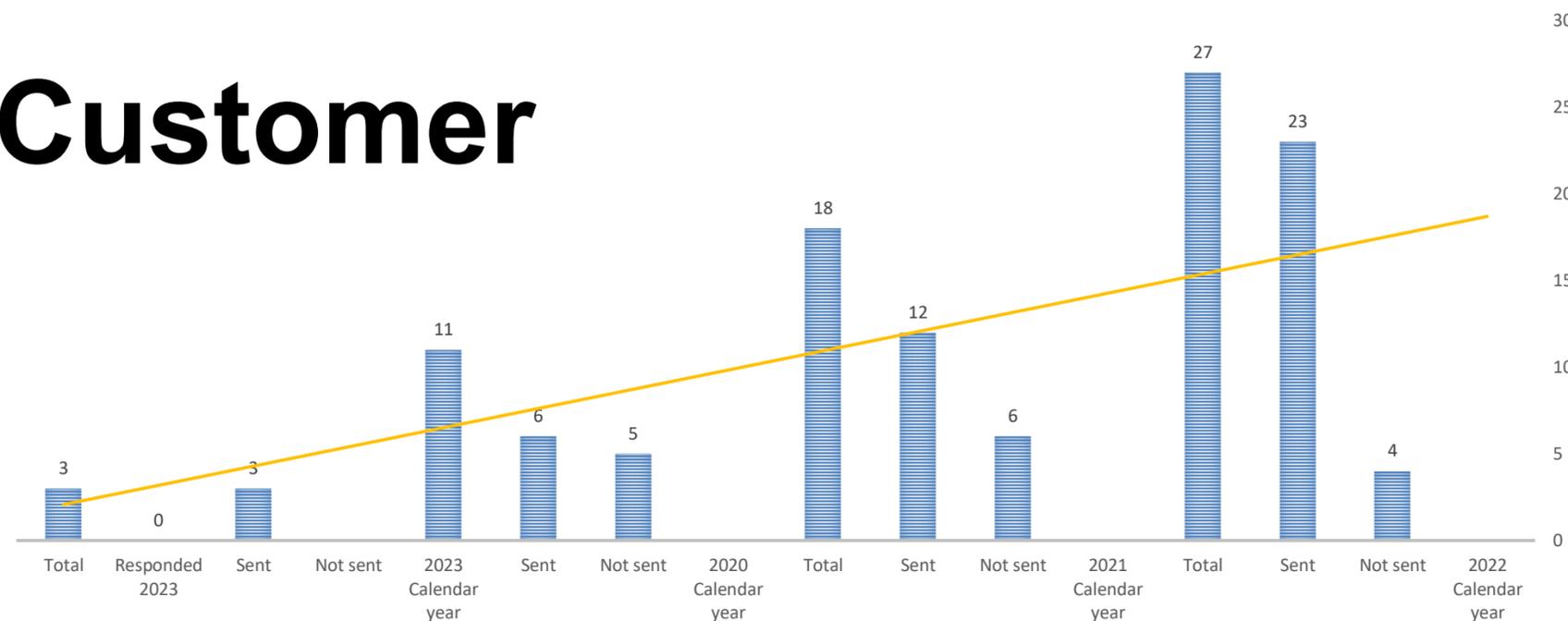


It will be interesting to learn from B Corp when we have our re-assessment about how we measure these stats. We did not submit the 93% revenue figures and adjusted it by taking out revenue that did not reside in Bang, despite it being the metric B Corp measure.

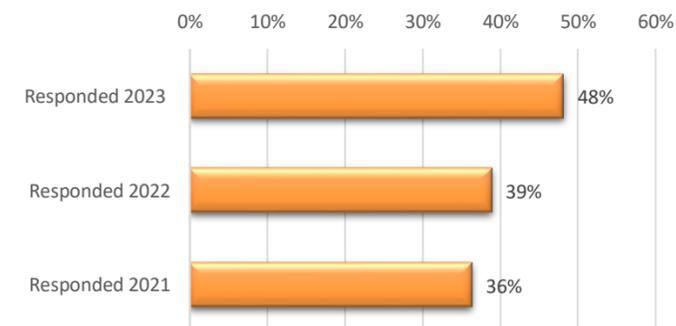
This is why we have included an adjusted % figure in there.

FEEDBACK FORMS TRACKING

Data: Customer



Feedback Form Response % of Total



We have seen significant improvement this year in the increased volume of feedback. It is vital for us to really unpick this feedback for us to assess if we are offering best practice. As mentioned in our impact report of last year, it is hard to push for feedback in our industry due to the nature of projects, their confidentiality and the stage of development KPIs. We are vehemently focused on achieving a 100% feedback rate.

Data: Community

TOTALS for 2023	Actual hrs 2023	Actual Days 2023	Target Days 2023	Actual Days 2022	Actual Days 2021
Total Hrs	435.5				
Total Days		54	20	17	25

BL Workshops	Actual hrs 2023	Actual Days 2023	Target Days 2023	Actual Days 2022	Actual Days 2021
<i>British Libray Workshop: Innovating sustainable products for change</i>					
3 workshops x 8hrs @£120ph	24				
Preparation hrs	12				
British Libray Reset Restart: None					
Total No Hrs per year	36				
Total Days per year		5	10	8	11

Community Uni & Mentoring	Actual hrs 2023	Actual Days 2023	Target Days 2023	Actual Days 2022	Actual Days 2021
<i>Chester University Workshops</i>					
Various dates Jan-March (4 total)	8				
Preparation (2hrs per workshop)	8				
Pre 2024 course discussion in 2023	3				
<i>Falmouth</i>					
October Lecture	2				
Preparation (2hrs per)	2				
Total No Hrs per year	23				
Total Days per year		3	6	6.75	7.5

Other	Actual hrs 2023	Actual Days 2023	Target Days 2023	Actual Days 2022	Actual Days 2021
<i>School seminars (Days)/placements</i>					
Provided Feedback to 21 clients on projects @30 mins per project	10.5				
Other i.e green car	0				
Relay baton (334hrs billable time)	334				
Relay Baton London event support	32				
Total Hrs	376.5				
Total Days		47	5	3	6.75