



Annual Benefit Report 2023



About thinkPARALLAX

We believe businesses are a key driver in urgently creating a low-carbon, inclusive, and just world. And that by inspiring fresh perspectives on sustainable business transformation, we can help bring about this change.

In 2023, we celebrated our 20th anniversary, capping off two decades of growth and impact. We supported 22 new partners on their sustainability journey, welcomed 5 new team members, and saw an overall retention rate of 79% at year-end. We also brought our team and community together to celebrate our anniversary, including outfitting the office with a timeline of tPX history, and — of course — a dance party.



A note from our CEO

This past year, our theme was continued growth, both as a company and as individuals. We celebrated 20 years in business and the journey we've taken from humble beginnings in an Ocean Beach garage to today, where we are now guiding some of the world's most influential companies on their sustainability journey. Internally, we expanded our team and established committees focused on DEI, sustainability, and volunteering. We also deepened our focus on people through individual professional development exploration and planning, training around both sustainability and role-specific skills, and an emphasis on living our purpose of sharing and incorporating diverse perspectives.

Looking ahead to 2024 and beyond, we will continue building upon last year's progress, expanding our team while preserving our culture, and continuing to increase our positive impact with our clients and their stakeholders. Cheers to the next 20 years of tPX!

Jonathan Hanwit
Co-Founder + CEO



Purpose

To inspire fresh perspective on sustainable business transformation.

Mission

To be the strategic, creative partner to help companies define, deepen, and amplify their positive impact.

Values



Connect the dots

Critical thinking turns information into insight.



Create the unexpected

Purposeful creativity unlocks our best work.



Venture forward

Continuous innovation unlocks our best work.



Bring out the best

Inspiring greatness is essential to amplifying impact.



Embrace parallax

Our differences make us stronger.



Our B Corporation Journey

Using business as a force for good

The B Corporation (B Corp) certification means that a company has been verified as meeting B Lab's high standards for social and environmental impact, that it has made a legal commitment to stakeholder governance, and that it is demonstrating accountability and transparency by disclosing this record of performance in a public B Corp profile.

We have been a proud Certified B Corporation since 2016. Our programs, plans, and strategy are aligned with the five B Corp Impact Areas: Governance, Workers, Community, Environment, and Customers.

Overall B Impact Score

think**PARALLAX**

For calendar year ending: Dec. 31, 2021

87.4

Our Company



B Corporation Certification Qualification



0

200

VERIFIED

Impact Area Scores



Governance

18.7



Workers

36.5



Community

21.6



Environment

7.9



Customers

2.5

Governance

As a B Corp, we're part of a global community of businesses that meet high standards of accountability and transparency. We incorporate our mission and values into the DNA of our corporate structure, working to align our practices with our recommendations to our clients, and fully commit to using business as a force for good.

We [joined the United Nations Global Compact \(UNGC\)](#) this year to affirm our belief in the transformative power of business to contribute positively to global challenges and promote sustainable development. We are proud to be a part of the world's largest voluntary corporate sustainability initiative and will report annually in future years on our progress in implementing the UNGCs Ten Principles and advancing the United Nations Sustainable Development Goals.

Ethics and Transparency

Transparency is a cornerstone of how we work and helps us maintain ethical business practices.

We start each year with a virtual Kickoff event, where leaders throughout the company announce our strategic priorities and objectives for our work, our people, and our business. Progress on financials and strategic goals are shared internally on a quarterly basis, and as requested by the team, throughout the year.

On a continual basis, we evolve our policies and practices to ensure they reinforce our company values. Notably in 2023, we created a Compensation Approach that describes our compensation philosophy, pay bands, bonus structures, raise process, and more. Crystallizing this information gives everyone — team members and their managers — the same starting point when discussing pay and supports equitable compensation for employees in similar roles and across the company.

Environment

This year the focus was on practicing what we preach by implementing new initiatives to reduce our climate impact.

Sustainability Committee

As an important step, we established a Sustainability Committee to identify gaps and opportunities in our environmental policies and practices and create a strategic roadmap for our sustainability priorities. The Committee works to bridge the gaps between our team members' personal motivations for low-impact living and company-level environmental priorities, to ensure we collectively stay accountable in moving the needle of progress forward for thinkPARALLAX.

Environmental Policy

This year, the Committee updated our Environmental Policy, engaged tPXers on personal sustainability topics that are important to them, and identified opportunities — such as reducing data storage and composting at our Encinitas office — to mitigate our impact. We continued to certify as Climate Neutral, meaning that we measure, set reduction goals, take action to achieve those goals, and offset our residual Scope 1, 2, and 3 greenhouse gas (GHG) emissions. The Sustainability Committee is reviewing our strategy to ensure that our approach results in meaningful GHG mitigation and will continue to report on our initiatives and progress in future reports.

In-Office Recycling and Composting

We implemented robust in-office recycling and composting in 2023 and aim to reduce our waste and impact by serving plant-forward options at company-sponsored events that limit—if not entirely avoid—carbon-intensive meat and avoiding single-use serving items wherever possible.

We continue to abide by our strict e-waste policy, where items like laptops, monitors, and ink cartridges are reused, recycled, or disposed of properly.

While we are proud of the strides we made this year, we have room to grow in fully calculating our environmental impact and look forward to reporting on our progress in the future.



Team

We pride ourselves on our company culture and strive for each of us to feel a sense of pride in being part of a Certified B Corp and in identifying as tPXers. We align our people strategy with the B Impact Assessment considerations of benefits, learning and development, health and safety, and career opportunities.

Engaged Culture

The holistic health and wellness of tPX employees is a constant priority. We conduct periodic pulse surveys and extended annual surveys to check in with ourselves and make sure we have the support we need to thrive. We are thrilled that in 2023, 100% of us said we're proud to work here. Our commitment to our culture is reflected in being recognized as one of Inc's Best Workplaces in 2023.

We know that a strong culture means valuing people for their contributions beyond their core responsibilities. In 2023, we continued our peer-to-peer recognition program, Claps & Snaps, to give props to tPXers who dazzled and inspired us through the lens of our values. All employees who are recognized for Claps & Snaps receive a quarterly gift card to a small and/or minority-owned business of their choosing in celebration. Often, team members choose to donate to their favorite charity instead. In 2023, team members supported organizations like California Black Women's Health Project, For the Boys, Palestine Children's Relief Fund, and Project Hope Alliance.

In addition, our Celebration Committee continued their work acknowledging employees and the moments that matter, including work anniversaries and birthdays, and planning our annual end-of-year party, which includes a lighthearted, poetic roast of our colleagues.



Diversity, Equity, and Inclusion

One of our core values is to **embrace parallax**. We believe that a diversity of perspectives and backgrounds makes our team and our business stronger. Creating an environment where we can choose to show up as our full selves makes us more innovative and creative, ultimately enhancing the quality of the work we do with clients and the progress we make toward our vision. Our DEI Committee holds us accountable to embracing parallax, weaving it through our policies and practices, and equipping each of us with the tools to live out this value.

This year, the Committee continued to provide a space for tPXers to practice having hard conversations around DEI-related topics and share what embracing parallax means for them. We wrapped up season one of our [tPX Culture Share](#) in Summer 2023 with more than 90% of our team choosing to lead their own session and launched the next iteration of our ongoing series. Season two is centered on the story of the land that all of us call home. Our team is researching the stories of the Indigenous peoples who were the original stewards of the land—seeking not only to learn more about the history of the United States, but ultimately, how we can take action to further support Indigenous communities.

Talent and Professional Development

Another win in 2023 was an enhancement to our job description language, encouraging applicants to request reasonable accommodation should they require it any time during their candidacy for or employment with thinkPARALLAX. We believe that communicating proactively on reasonable accommodation will compel more sustainability professionals to apply to our open positions without concern for their experience when an accommodation is needed.

Benefits*

- 401(k) plan. 100% of contributions matched up to 3% of annual salary, then 50% after the first 3% up to 5% after three months of employment
- Employer-sponsored health, vision, and dental, with 80% of individual health premium and 100% of individual dental and vision premium covered by tPX
- \$250 one-time stipend to set up a home office, with access to our Encinitas office for a workspace
- 10 paid holidays every year, plus generous vacation and sick leave, plus 10 days for winter and summer breaks
- Generous bereavement leave that covers the loss of any loved one, as we know that meaningful relationships extend beyond the circle of our immediate families to our chosen families and friends
- Profit sharing bonuses in relation to salary and tenure
- A \$75 monthly wellness stipend that employees can use for exercise equipment, CSA boxes, spa days, co-working spaces, and more!
- 8 hours of paid time to volunteer in our communities each year
- Annually, \$1,500 and 96 paid hours for professional and personal development

**Benefits described here are for full-time employment. Part-time employees receive a commensurate package.*



Community

We strive to be a positive force in the communities where we live and work. We believe in supporting our neighbors and the issues that impact quality of life for all.

Employee Action

Throughout the year we provide employees with opportunities to give their time to organizations and causes that amplify impact in their communities. All of our employees have up to 8 hours of paid time off per year to volunteer with their nonprofit of choice. In 2023, 67% of our employees volunteered with local organizations ranging from the City of Encinitas to Caritas de Monterrey.

We further support our causes of personal interest through our birthday donation program, giving a \$50 donation to each employee's nonprofit of choice. In 2023, tPXers supported great causes and organizations throughout the country (and the world!), including Doctors without Borders, Eloheh Indigenous Center, the Jamaican Women's Soccer Team, and the North County Food Bank. Supporting a culture of actively participating in our communities extends to our policy of paid time off for all of our employees to vote in local, state, and national elections.

Perspective Space

We continued to utilize Perspectives Space, our daytime office and after-hours community venue, to support the local Encinitas community. We hosted hundreds of community events, including weekly breathwork and yoga classes, a Men's Group, a Women's Circle, brand launches, a writing club, community discussions, art workshops, and donating the space to nonprofits to hold their meetings. We also transformed into an art gallery, showcasing the work of local artists.

Gallery exhibitions

This year, our gallery exhibitions included Nicole Merton's [Here, Our Voices: Our MMIP Movement](#), a powerful and eye-opening exhibit bearing witness to Indigenous voices and shedding light on the stories of those connected to the Missing and Murdered Indigenous People Movement. We plan to continue featuring Indigenous artists in the space in honor of American Indian Heritage Month in years to come. We also hosted our own Design Director Kyrstin Nihill's exhibit, Form and Flow, a collaborative project with her husband that juxtaposed their different styles; blending Bryce Nihill's bold color palettes and layered grids with Kyrstin's harmonious color palettes and organic, free-flowing compositions.



My name is Sarah Rice

I am SoDora Mexico Yagui, 3rd generation born in CA after elders escaped.

MMIW/MMIP is highly important to me. Due to generational trauma stemming from the violence my great grandmother left Mexico to escape, I've endured the terrible burden of surviving multiple instances of emotional, verbal, physically violent, and sexual abuse from family members. The instances of PTSD and CPTSD within native families who've endured such violence, is almost always passed along for several generations in the form of continued abuse. Awareness and support is the only path to improving these tragic patterns.



20 years of impact!

Every year, we bring together all thinkPARALLAX employees for in-person gatherings to re-energize our team, strengthen internal bonds, review company performance, strategize, and set future goals. This year's retreat featured a beach scavenger hunt, a comedy show, a trip to the museum, and team improv. Yes, and...

We turned 20 this year, which called for a celebration! We coupled our annual retreat with our 20 Years of Impact party. We had a kaleidoscopic art experience set up by tPXers, free tacos, and local beverages. We had a screen printer for guests to tag second-hand items with our special 20-year anniversary art and a DJ and live music to dance the night away.

Thank you to past and present tPXers, our clients, and the Encinitas community for helping us celebrate. This was one for the books. Cheers to the next 20 years!

Clients

We partner with our clients to drive sustainable business transformation through well-informed strategy and creative, credible communications. Our unique approach provides partners with the knowledge, perspective, and ideas to see sustainability challenges from new angles and uncover creative solutions that drive the next step in their sustainability journey.

The tPXperience

We continued to offer end-to-end expertise, combining our sustainability experts, strategic communicators, and world-class designers to help clients craft their unique stories, measure and track their progress, and **amplify their impact**. We are proud our clients gave us a Net Promoter Score (NPS) of 54 this year and will continue engaging with our clients to improve our services.

This year, we officially launched what we call the tPXperience, to offer additional value for our clients. Through 360° support, quarterly strategy discussions, and access to learning sessions to build knowledge and community, we guide our clients through every step of their sustainability journey. We provide thought leadership opportunities for our clients through our topical Perspectives panels to energize sustainability professionals and grow our tPX community.

We partnered with influential companies across industries, including Campbell's, IFF, Panera, MillerKnoll, and WM, to guide their sustainability strategy, reporting, and communications. We continued to provide comprehensive sustainability services, including:

- Strategy visioning and alignment, goal-setting and implementation plans for sustainability priorities, and materiality assessments to engage stakeholders and prepare for forthcoming US and EU regulation
- Communications strategy, narrative development, and activations to build a unique, authentic, and credible sustainability brand that helps build reputation and engage audiences

- Sustainability reporting, combining brand forward storytelling and rigorous data and disclosure aligned to multiple reporting frameworks.

We continued to educate and engage with companies and professionals interested in sustainability by offering insightful articles, webinars, and the launch of our [ESG Field Manual series](#) to support clients through all stages of their sustainability journey.

Hang Ten Hang Out

At thinkPARALLAX, our purpose is to inspire fresh perspectives on sustainable business transformation, and we never miss an opportunity to create spaces where leaders in our industry can swap ideas and be inspired. In collaboration with the Global Compact Network USA, thinkPARALLAX hosted our “Hang Ten Hang Out” at South Mission Beach in San Diego, bringing together sustainability professionals to connect and enjoy the sand and salt water.

This Perspectives event featured live music, tacos, and surf lessons from our CEO, Jonathan Hanwit and our other SoCal team members. The beach was an ideal setting for letting our guards down and sharing candid insights on how we can work together to build more sustainable businesses.



Looking Ahead

Governance

Finalize our 2030 vision, including aspirations for our team, our work with clients, and the impact we have in the world

Team

Grow our team by continuing to add expertise in sustainability strategy and people and culture

Community

Establish a Volunteer Committee to lead the charge on engaging our team in service and elevating and supporting our nonprofit partners using their business as a force for good

Environment

Formalize our sustainability strategy by conducting a materiality assessment, setting ambitious emissions reductions goals, and developing our approach to minimizing our travel footprint

Clients

Provide more opportunities for our clients and community to share ideas, collaborate, and expand their perspectives



PUBLIC BENEFITS AND DISCLOSURES

thinkPARALLAX is both a B Corp and a benefit corporation under California law. We work to provide public benefits to our clients, our employees, and the community. We measure our public benefit through B Lab Impact Assessment, which measures a company's positive social impact on its stakeholders. We have been using this assessment since 2016, the year we registered with B Lab. This audit takes place once every three years and will happen again in 2024.

There is no organizational connection between thinkPARALLAX and B Lab. The thinkPARALLAX shareholder with an ownership stake of more than 5% is Jonathan Hanwit.



www.thinkparallax.com