# Business that makes the world spin better.





Business is part of humanity. Without business there is no economic freedom, no opportunity to make rich human connections and no chance to deliver meaningful work.



# WHY DID WE BECAME A B-CORP?

# Business is a force for good.

It gets stuff done and moves agendas forward. It helps us to innovate every aspect of our lives. Business has tremendous power, but with no consciousness. So while it can be a brilliant force for good, can be equally destructive if not lead properly.

I became fascinated by B-Corp when Finisterre, a friend of mine's business, became certified. It's not that I longed to specifically become a certified B-Corp, but rather that I associate strongly with the values of the companies that are.

The leaders of these companies know that there is more to business than profit and they are prepared to invest in making sure that they are leading organisations that are about something greater.

I find this inspirational. So I took a hard look at myself and asked what type of leader I wanted to be and what type of business I wanted to be leading.

# I want a business that makes the world spin better.

The challenge that start-up businesses so often face is getting caught up in the detail and not getting the chance to raise our gaze beyond the current quarter's numbers. Everything is about today and never about tomorrow so we need to focus on the detail of survival and, if we're lucky, the details of growth. If we start to dream about the future we take our focus away from the threats facing us right now. This makes it very tough to be the business we want to be.

To manage these agendas while maintaining a vision for the future requires a conscious and balanced approach. We need to be conscious of our impact on the planet and all humanity and be sure that we are truly working for the greater good rather than just to line our pockets.

That's why we became a certified B-Corp.

It was a very deliberate, conscious and visible commitment. We are no longer just trying to do good but are also ingraining it into the various systems and processes of who we are. It has raised our gaze.

B-Corp keeps us honest and focused. It makes us think about the bigger picture and about tomorrow as well as today.

"It just feel right that we should leave a positive impact wherever we do business.

On the planet and for our people"

"It feels great to be part of a company that uphold the values of B-Corp"

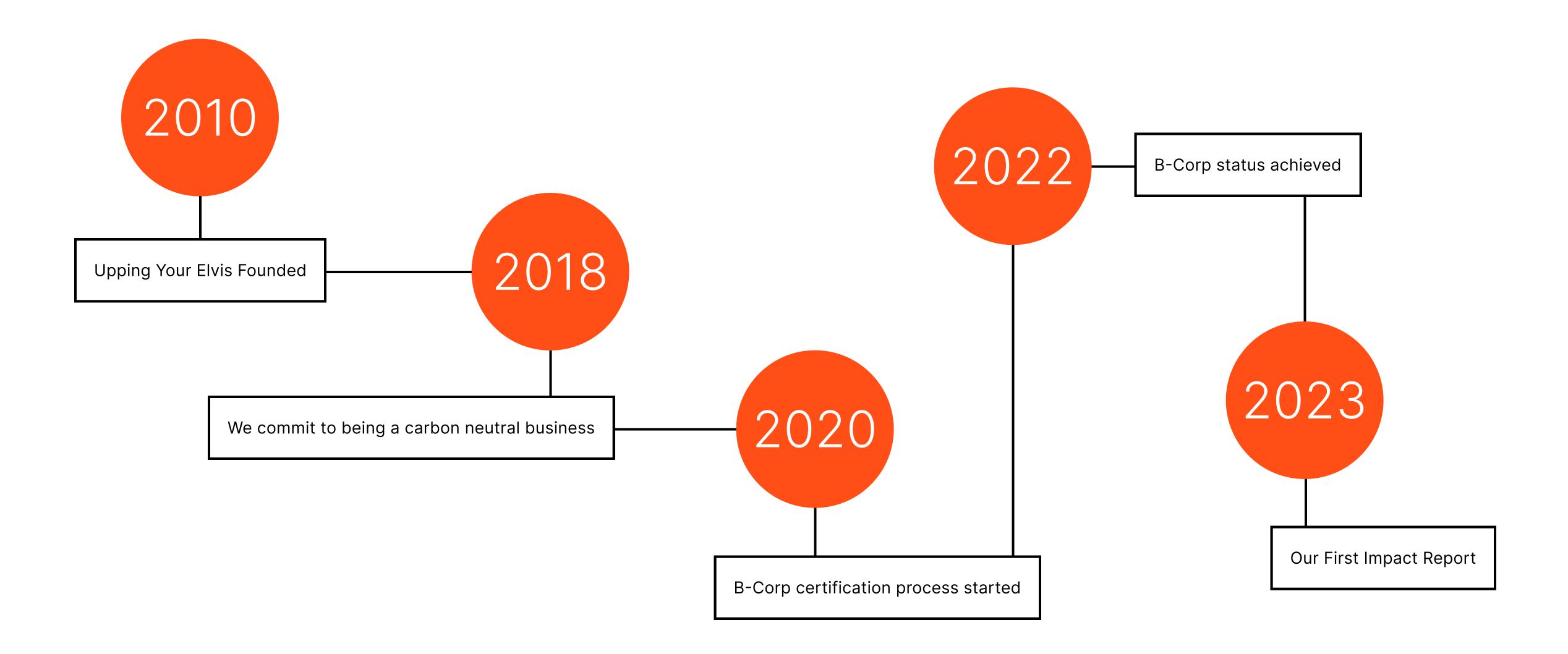
"We are part of something bigger and are proactively working with others to make a real difference to this world"

"It feels good to work for a company that takes the B-Corp values as seriously as I do. We owe it to the planet more than ever"

"It is extremely meaningful to me that I am working for a company that shares my ethical values and beliefs about balancing work with people and the planet"

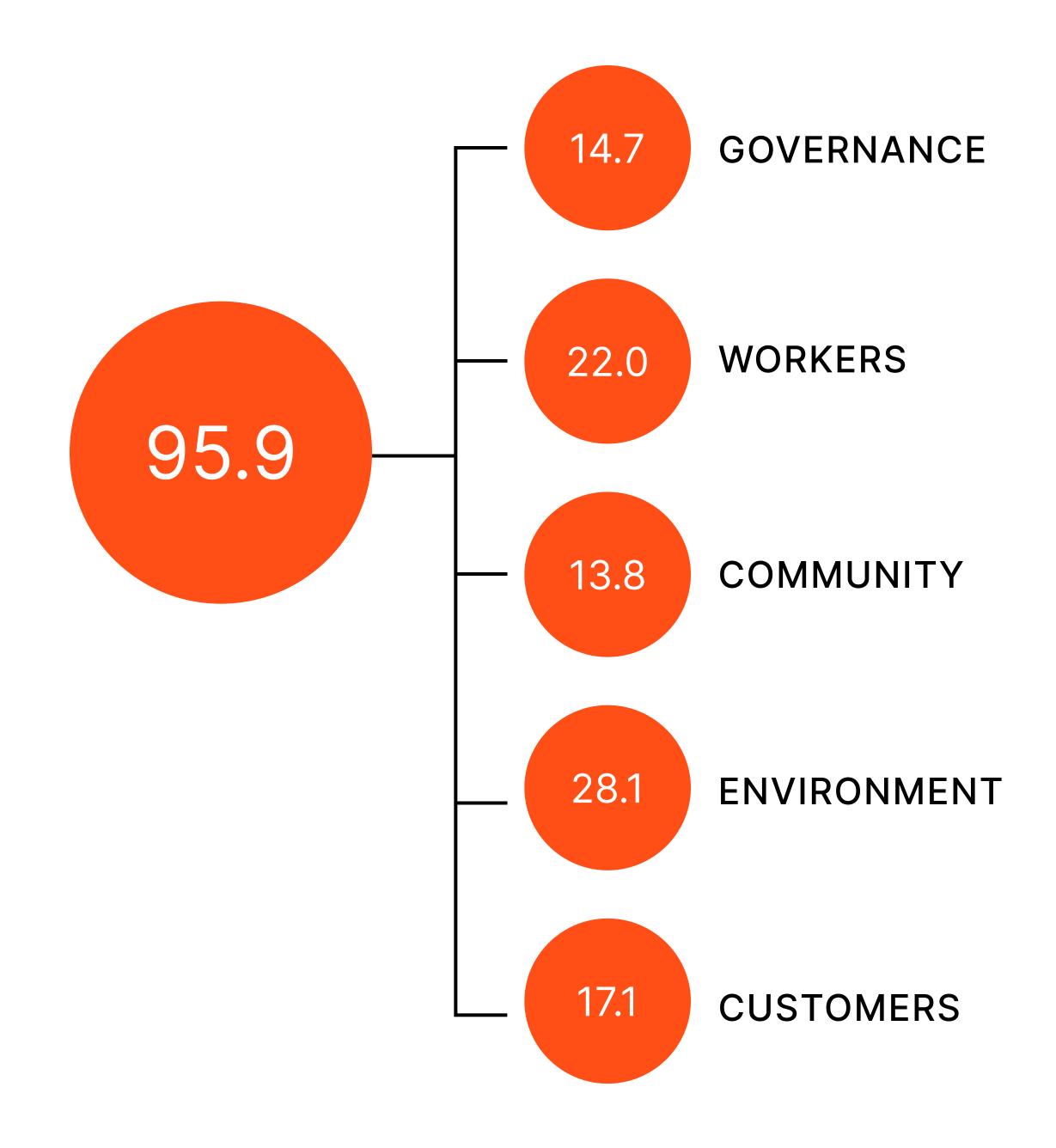


# OUR JOURNEY TO CERTIFICATION



In 2022 Upping Your Elvis was proud to become a fully certified B Corporation®

This was the culmination of our ambition to be a business that creates a positive impact for people and the planet, and our growing desire to join a community of like minded people and business, to help support and learn from each other on our journeys.







Social and environmental decision making is a hugely important part of the way we show up as a leadership team. It's how we stay true to our mission to create a business that makes the world spin better.

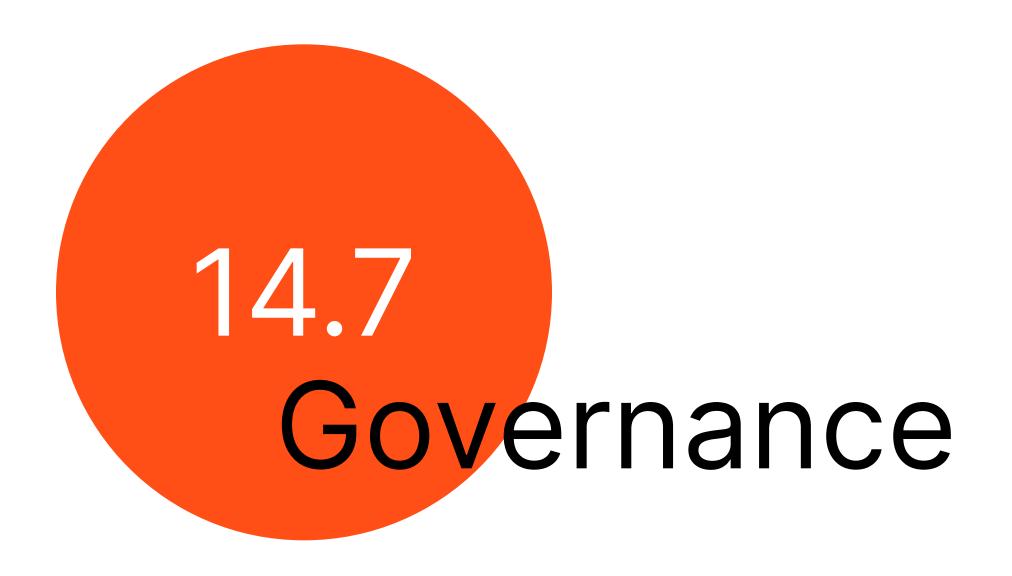
We wanted to embed this way of thinking and behaving not just in our leaders but across the entire organisation, empowering all of our colleagues to have the chance to input into how we behave as a business and guide us in always doing the right things.

# **PEOPLE**

We invited our colleagues as well as our leaders to input into the direction of the business and how we deliver on our social and environmental impact.

# **POLICY**

We have changed the job descriptions of our employees, making our social and environmental impact part of everyone's role. We all have the responsibility and opportunity to input into the direction of UYE.



# Going forwards...

We want to continue to embed positive social and environmental decision making into our business so for the next year we're planning on introducing:

# STAKEHOLDER FEEDBACK

Talking to our wider stakeholders to get their viewpoint on the social and environmental impact we have as a business and how we can collectively improve this.

# SHARING MORE OF OUR IMPACT

As well as publishing our impact report, we want to share our work around carbon neutrality and volunteering.

#### **ETHICS RISK ASSESSMENTS**

To ensure we are always making the right ethical choices we want to develop an ethics risk assessment policy.



Our people are our most important asset. Operating as a healthy, happy team is our number one priority as a business. People may join us for our business, but they stay for the team they're a part of. And it's in this team that the true culture of our organisation lives, breathes and thrives. We want our people to help share the direction of our business and share in its successes.

# INCREASED TRAINING OPPORTUNITIES ACROSS THE TEAM

100% of our team have received training to help them develop and grow in the last 12 months.

#### INCREASED THE DIVERSITY OF OUR TEAM

We now have a 60% female workforce following recent recruitment drives.

#### INCREASED BONUSES FOR ALL EMPLOYEES

100% of employees received a salary-based bonus, compared to 50% the previous year.



# Going forwards...

Simple really! We want to continue doing more of what we've done and then added to that we also want to...

- Continue to develop, update and introduce policies where relevant to workforces, including a Menopause Policy and Ethical Marketing Policy
- Focus on improving our sick policy for our workers
- Continue to offer training to all staff over the next
   12 months



Our community is super important to us. And ensuring we're working with our community in the best way possible is key to us delivering on our vision. We want to be the best partner to all our clients and suppliers, and we want to learn from them all as we go. To ensure are partnering beautifully in our community we've...

- Made sure our recruitment process was inclusive by conducting 'blind' screening of CV's and applications.
- Continued to train our staff on diversity and inclusion and incorporated this into staff handbooks and policies.
- Championed businesses in our community, helping them to thrive and grow with us by working with them on our Elvis Energy Experiments.

# Championing businesses in our community

We've created an initiative called the

ElvisEnergyExperiments, where we work with both global and local businesses, exploring our energy, how it affects us physically, mentally, emotionally, and spiritually.

Each month we hook up with a new expert, who sets us an experiment to help us discover a new way of managing our energy. As we experiment with our energy using the challenges we're set, we create content sharing our experiences and promoting our partners business to our followers and audience.

It's a win, win partnership... and a whole lot of fun too! #ElvisEnergyExperiments











We wanted to be more environmentally responsible and conduct our business in a greener way, so we implemented some simple but powerful changes to the way we operate as a business...

- We continued to collate data from all our workers across the UK including those working from home and calculated our carbon offset.
   We offset 66 tonnes of Carbon in the past 12 months.
- We said we'd recycle more and we now recycle 100% of waste that qualifies, and responsibly dispose of all hazardous waste.



# Going forwards...

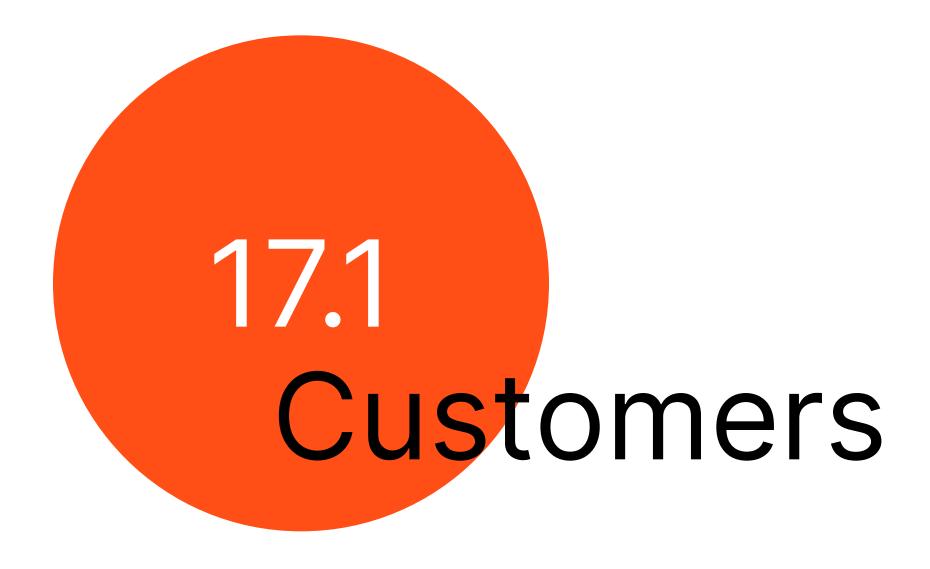
We are committed to constantly improving our impact on the environment to make sure that not only do we leave no trace, but where possible we improve the environment we operate in, leaving it in a better state for those coming after us. To help us do this, going forwards we are committed to...

# **CARBON FOOTPRINT**

Continuing to improve on our Carbon Footprint offsetting score.

# RENEWABLE ENERGY

Exploring options for Renewable Energy Sources for the business.



We're constantly focused on ensuring the experience we deliver for our customers is a human, energetic and positive one. It's our reason for existing and the thing that gives us our energy so it couldn't be more important to us.

# **IMPROVING OUR IMPACT**

We wanted to improve the impact we create for our customers, helping more of their people to get their energy right. In the last 12 months, our "Leading for Creative Impact" scored the very first 100% NPS score for a Unilever Marketing Academy Workshop.

### BROADENING THE REACH OF OUR IMPACT

We developed digital products to allow us to reach people in their thousands, with one client project alone delivering for 22k people globally (without getting on a single flight).

"One of the most inspiring weeks that I've had on a course."

"I think we are going to make a difference and that feels really cool."

"What UYE has done for us as a leadership team is game changing."

"I feel so energized and inspired and I cannot wait to pass that on to my team."

"I have been with my company for 15 years and I can honestly say this was one of the best days I've ever had."



# Going forwards...

As we continue to help more of our customers get their energy right, we have two areas of focus to make sure we are truly making the world spin better.

# BEING ETHICAL IN EVERYTHING WE DO

We're going to introduce a policy to cover ethical marketing and advertising to make sure all our communications are true to how our brand should behave.

# REACHING AND ENGAGING WITH MORE BUSINESSES

As most of our Clients are large global corporations, we want to develop new products to allow us to engage with both larger corporates and smaller SME's so we can reach more people and help them to get their energy right.





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