

Buf.

Impact Report

2022

Introduction

/why we're doing this


Since the beginning of Buff, we've had a mantra of 'reflect and improve'. We strive to learn from our experiences and fold these lessons into our future actions. As a business, we're committed to doing things better and this idea has inspired us to create our first Impact Report. This is designed to officially take stock of our business activities and work out where we want to concentrate our efforts in the coming year. We've decided to divide this report into the areas assessed by B Corp on reviewing companies for certification. Firstly, because they know what they're talking about! And secondly, because we have aspirations to one day become a B Corp.



When companies speak about values, you can be forgiven for wondering how much of it's just talk. We hope those who know us would agree that we aim to live our values and be supportive of each other every day. We're dedicated, collaborative and resourceful which means we're trusted as a safe pair of hands – and the security of knowing “they've got this” is what our clients value.

Our ambitions for better business have taken precedence this year. Whilst we've always had aspirations to be the very best motion studio we can be, one of our directors now works solely on furthering this mission with support from the team. In the past year, we've begun auditing business policies, processes and procedures, and identifying opportunities for improvements across all operations.

We're also thinking about
our legacy as a business
beyond the work; how we
can make a positive impact
not only on our team and
clients but also on our
communities and the planet.



We hope this report demonstrates
our dedication to doing things better.
We know there's plenty to do, but we
want to celebrate the progress we've
made so far and make public our
commitments for the year ahead.

Chloe & Tom

Co-Founders



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Governance

As a small business, run by two equal partners, our corporate governance is pretty simple. We run the company on a founding set of values: *open, honest, fair*. As we grow, we know we'll need to develop this into an official policy and code of conduct so that our leadership team can be held accountable. But for now, it's reflected in our actions, approach and mindset.

We're refining our vision for the future of the company as we grow and learn more about the kind of business we want to be. As a purpose-led organisation, we want to make our aspirations clearer in our external communications. We need a clear purpose statement to inspire our team and our clients, and that's something we plan to develop and share in the next quarter.

Team

Building a team that feels valued and creating an environment in which people can flourish has been part of our founding ethos. Offering fair packages for pay and benefits, as well as niceties like weekly team breakfasts and away days have long been part of our company culture. Our studio is our people and we're only able to do great work with great talent. We want to nurture and develop our team to keep us moving forward as a studio. You can read about the benefits we offer our team on [our website](#). Here are the key team initiatives from the past year...



/development days

We have a strong focus on development. As well as activities like creative team skillshare sessions and project debriefs, we have dedicated time away from client work to focus on individual professional development. This year we have changed from giving each person 1 hour per week to allocating 1 day per month. On the last Friday of the month, we effectively close the studio and all work towards our development goals. The time can be used for whatever the team member wants to work on or learn to further their workplace skills.

The shift from one-hour to one-day blocks has had a huge impact on its effectiveness. It's meant the time is more respected and people have a good chunk of time to really get their teeth into something valuable. Also, by all being in the development mindset together, we've created space to share what we're learning with each other. Each team member can also continue these personal objectives during downtime periods in between client work.

/performance & development

At the start of the year, we launched a new approach for Performance & Development Reviews. We wanted the review process to bring more value to the team and the business, so we consulted with them to gather feedback and insights on what they liked and what they thought could be improved. We worked with an HR consultant to come up with a new system and walked the team through why we'd implemented the changes, which includes a new 360-degree feedback model.



We road-tested the new quarterly process in April for the first time and feedback from the team has been really positive. We're excited to see how this progresses in the coming year and how it impacts the collaborative team culture we're building.

/Great Place To Work survey

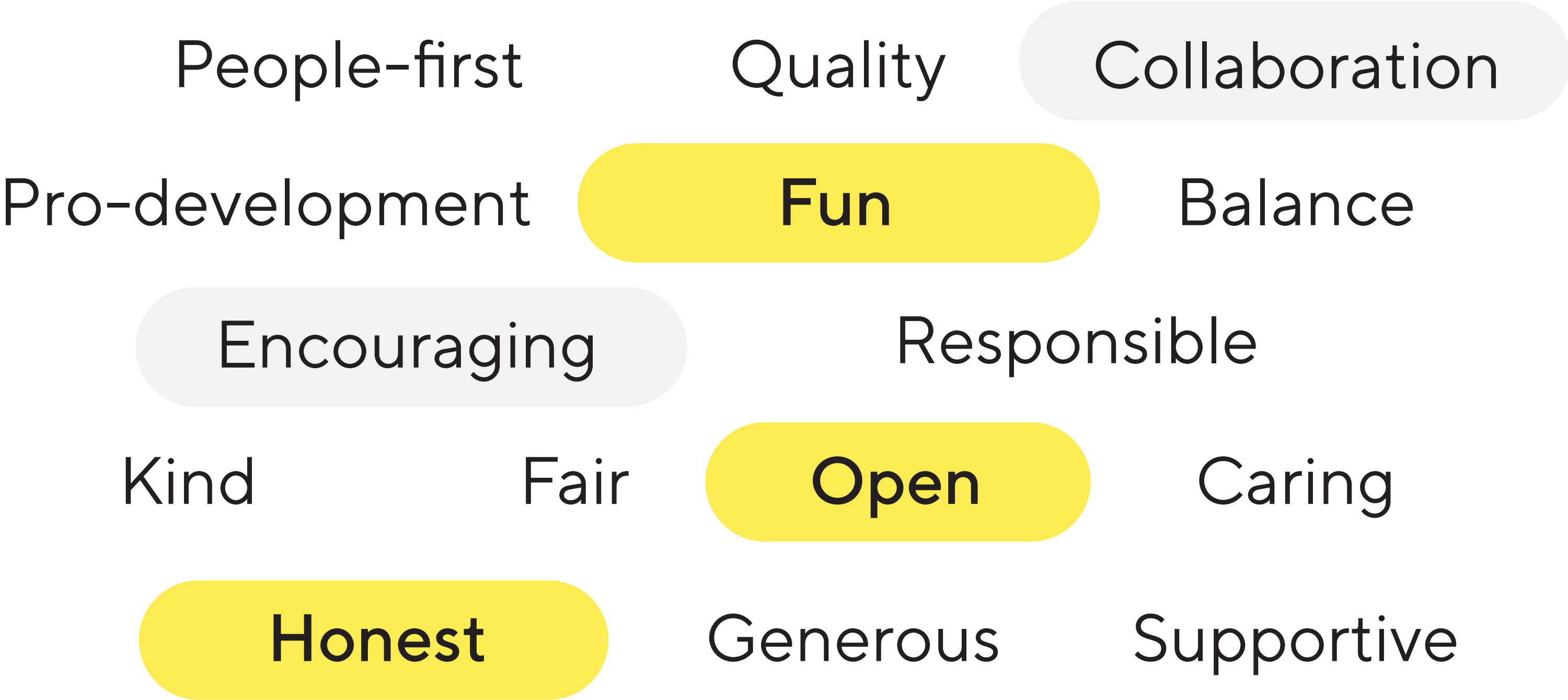
In January we launched a Great Place To Work survey with some truly amazing results! Out of 67 statements about the company, we scored 96% positive answers across our 6 employees (excluding Company Directors). To give some context, to be certified as a Great Place to Work you need to score 60%.

We had a debrief on the results with a Consultant & Wellbeing Lead at Great Place To Work and they cited a few things as exceptional in the results. These included setting clear expectations, understanding the wider organisational purpose and creating a psychologically healthy environment.

In benchmarking ourselves against the Top 5 Best Small Workplaces in the UK, we have identified areas of improvement. We're working up a plan of action for these. Starting with understanding the route cause and then making changes to create better outcomes for the team.



We enjoyed reading the words the team chose to describe Buff values as part of the survey.

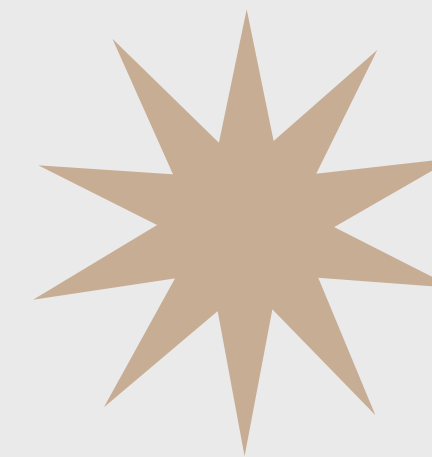


Community

Here's how we have chosen to support our communities during the past year.

/motion design community

We have started to offer portfolio reviews to non-professionals who are looking to break into the industry. New artists can now email us with their work for notes and advice on their portfolio or showreel. Honest feedback is hard to come by when you're starting out so we hope this offers value to the motion designers of the future.



/creative community

We have become a Company Partner with [Creative Lives in Progress](#). Its mission is to transform the way emerging talent accesses, understands and connects with the industry. We sponsor their work and intend to support the emerging creative community directly by partnering with them to deliver portfolio review events and educational content. As well as utilising their resources to inform and improve the inclusiveness of our recruitment process.

**CREATIVE
LIVES—IN
PROGRESS**

x

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/Brighton community

We love running a business in this incredibly forward-thinking, creative and supportive community. In concentrating our efforts on funding social and environmental issues further from home, we recognise that we've neglected supporting issues closer to home. Something we plan to rectify this year is being more involved with local initiatives such as beach cleaning, homeless shelters and food partnerships.

/UK community

Earlier this year, we signed up to the Better Business Act which aims to change UK law to make businesses take ownership of their social and environmental impact - so that the importance of shareholder profit does not outweigh the impact on people and the planet. This is something we wholeheartedly believe in and subscribe to already so to have this as standard practice for UK businesses would be awesome.

“Something we plan to rectify this year is being more involved with local initiatives”

/global community

Since March 2021, we've been using the B1G1 platform to donate to these amazing projects.

B1G1 uses a *buy one, give one* policy designed to work with business sales metrics so that you donate to a specific project when someone buys from you. Last year, our target was to give at least 1% of our revenue to charitable causes we believe in. To fulfil this commitment, we had to top up the donations. You can see all of our impacts to date on [our website](#).



- Planting trees to support reforestation in Borneo
- Building water wells for families living in Ethiopia
- Providing breast cancer screening for women at risk in Kenya
- Collecting plastic waste through beach cleaning in Indonesia
- Providing medical support to families in need in Kenya
- Providing education to refugee children in Malaysia
- Training a farmer in Indonesia in regenerative farming
- Providing sexual awareness and feminine hygiene programmes for girls in Kenya

Planet

This year, we've continued our support of [Ecologi](#), a climate-positive platform through which we plant trees and fund innovative carbon offsetting solutions. We've also remained part of the [Creative Energy Project](#) through Albert meaning our studio is powered by renewable energy.

We recently became members of [1% for the Planet](#) too. This means we've pledged to donate 1% of annual sales this year to environmental projects.



In doing so, we'll continue to donate at least 1% of our revenue to causes we believe in – but instead, this year our support will have an environmental focus.

The key areas we're continually working on are reducing waste and finding independent suppliers closer to home. But we need to step this up a gear and set some sustainability targets. We want to invest in better understanding our environmental footprint as a business and will be deciding on a platform to help us measure this in the coming year.

Clients

We have always been keen to collect feedback from clients about our working practices. In the past year, we have begun to book client review calls with our Studio Director to debrief on projects. These sessions seek to understand more deeply about the client, their needs and their setup to make collaboration in future even better. These discussions have given us some insight into the effectiveness of our comms and process. So far it's all been very positive! But we anticipate this format could highlight ideas that will help us to shape improvements going forward.

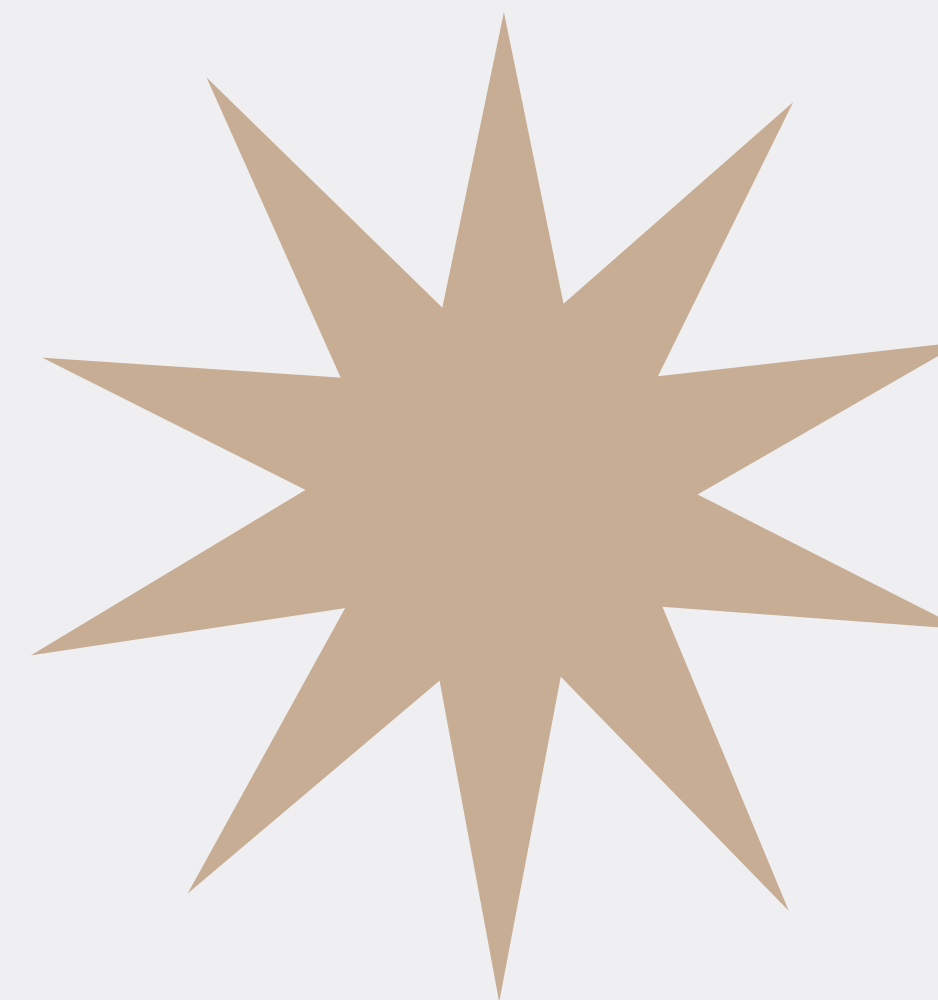
To date, we have been poor at tracking tangible outcomes for our clients and this is something we plan to change in the coming year. We need to agree upon and build metrics into our briefs so that we can evidence the effectiveness of our work, beyond it being a great piece of animation.

We're also working on improvements to our project management internally which aims to streamline some activities. This will primarily impact the team's workflow and information sharing, but some of these developments will be experienced by the client. For example, a new project enquiry form to collect all the information we need to reduce the back and forth early in project discussions.

Summary

/what's next?

Overall we've had a positive year. The business has performed well, in no small part down to the team's hard work and talent. We have loads of ideas for things to make the studio a better place - our ambition has never been an issue! It's now time to implement. We need to focus on the goals we set in our manifesto, and prioritise those which have the potential to make the biggest impact.



Here are key areas of focus for the next year and those that we plan to report progress on in our next Impact Report.

Sustainability:

Setting sustainability goals and tracking our progress. Making it a team priority to make choices that result in minimal waste of time, energy and materials, over and above financial cost.

Diversity and inclusion:

Developing policies and learning how to make our recruitment fully inclusive.

Impact:

Demonstrating how we make an impact for clients through case studies and keeping our impact as a business at the forefront of all decisions.

The team's health and wellness:

Working on the points identified from the Great Place To Work survey and our performance and development reviews.

Increasing collaboration and building working relationships:

Committing to studio projects and prioritising collaborative opportunities for client projects.

Implementing process updates:

Completing work on the improvements we've identified, including new client onboarding and issuing POs to suppliers.

Future of work

Alongside this, a big focus of ours is exploring what the future of work looks like for us. A hot topic is hybrid working so we're looking at what this means for us as a business and a team. We've always valued being in the same space together but the forced home working we experienced during the pandemic has uncovered other benefits. As the team's health and wellness is a priority, we're exploring how our ways of working can support everyone's mental health and wellbeing.

We have surveyed the team about their ideal working week and are reviewing the data to work out what practical policies we could support now and in the future. We're closely following the 4 Day Week Campaign and speaking with companies about their experience to understand the various scenarios in which this could be viable for us, whilst upholding our collaborative studio culture.

Thanks!

Thank you for reading our first Impact Report.
We'd love to hear from you if you have any
feedback or ideas to support our journey
towards a better, more sustainable business.

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