DIAL A GEEK

Annual Impact Report

2022/2023

We are an IT company with a purpose.

We help businesses reach their goals by unlocking their people's potential – and we do so in a way that protects the planet.

We care about:

- Sustainability
- Personal development
- Community
- Partnership and human connections

We believe IT can be green and business can be done while recognising a human being on the other side.

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Why we decided to prove our commitment to the community and environment

Dial A Geek was started in 2006 by Gildas Jones. Since then the company grew while maintaining company culture based on Gildas' (and all of his employees') values.

For years we have done things that in our minds protected the environment, helped our community, and made our employees happy; but we've realised that we were missing in the admin department - and that there was so much more we could be doing!

We decided to start our B Corp journey in order to improve our overall practice - to get the right framework, find out what more we could be doing, improve our reporting, and set some targets for the future. B Corp is the most comprehensive certification of this kind, so we were very hopeful it would be rewarding as much as challenging.

With a help of a B Corp coach, we've completed our original assessment at the start of 2022 to find out what more we could be doing.

We needed to improve the way we record what we do. Which only showed us how much more we could be doing! Every time we completed a task, something new popped up. Every time we gathered proof for one positive impact action, another possibilities opened for us.

Even though we are not B Corp certified yet, attempting the certification has widely improved our business. It forced us to crystallise some processes and communicate better with our staff and other stakeholders. It pointed us in the right direction in terms of positive work that we could be doing. It forced us to set official goals that we can be held accountable to. It helped us find new motivation and inspiration to make the world better.

Our social and environmental KPIs

To best monitor our overall social and environmental impact we set a few KPIs that we review at the end of each financial year. They help us monitor:

- Our energy use and its targets,

- Our carbon footprint (scope 1 and 2) and its offset,

- Our charitable donations (financial and in-kind) as well as pro-bono work - and whether we met our targets for the year,

- Our volunteering hours,

- The number of laptops that we saved from the landfill that year, whether by refurbishing for the client of refurbishing and donating to a charity.

2022/2023 KPIs

Energy use:
3180 kWh

Energy use relative to pounds of revenue:
0.004 kWh/£1 (massive improvement of 60% compared with last year, that meets our target of 5% improvement).

Carbon footprint:
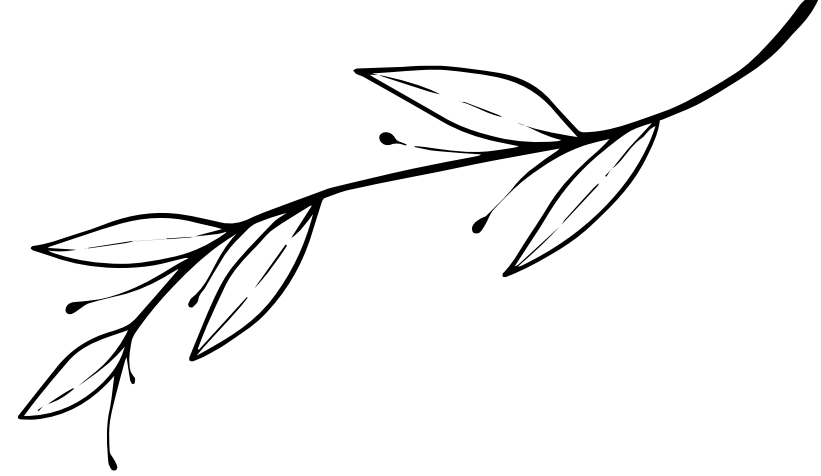1,545.18 kg

Carbon Footprint offset:
2 tonnes/129.4%

Charitable donations (financial and in-kind):
0.21% of turnover - targets of 0.1% met

Laptops refurbishments (for clients or charity):
136 (35.5% of all laptop setups, a 3.1% improvement from previous year)

Pro-bono work:
1 day (target met)

Volunteering:
0 h (targets not met)

Our B Corp scores

Overall Score: 81.9

Governance: 15.1

Workers: 25

Community: 19.6

Environment: 19

Customers: 3.1

81.9

50.9 - Median score for ordinary business

80.0 - Qualifies for B Corp

81.9 - Dial A Geek score
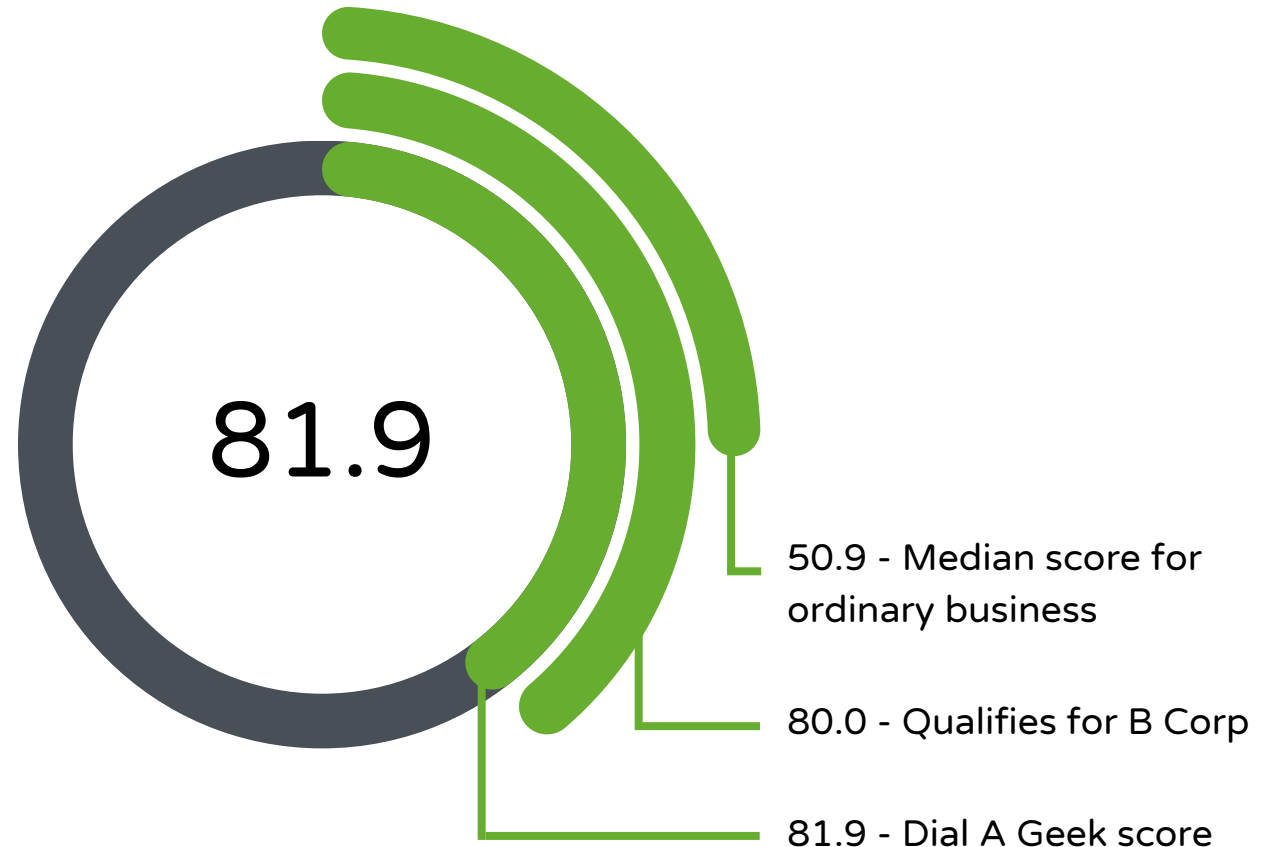
What we improved since our first attempt at the B Corp assessment

Governance

- We have added regular (at least yearly) managers' meetings to review our social and environmental impact (including reviewing our official KPIs);
- Social and environmental impact responsibilities were added to our official job descriptions - for managers and executive staff members;
- Goals for social and environmental issues were added to our monthly staff reviews;
- We improved our stakeholder engagement plan, including designating individual employees responsible for appropriate follow ups;
- In the name of transparency, we started sharing our full financials with the whole team, on a quarterly basis;
- To legally ensure that our social or environmental performance is a part of our decision-making over time, regardless of company ownership, we have amended our company association articles (available publicly at Companies House).

Workers

- We got certified as a living wage employer;
- We added private health insurance as a benefit for all our staff members, including part-time employees;
- We created a policy to encourage internal promotions by hiring internally before advertising a job externally;
- We formalised the way we record staff training, which allows us ensure that everyone has the same access to external training, including cross-skills training;
- We started regular 360 reviews to allow everyone's feedback in our monthly staff reviews;
- We improved our parental leave policies, adding additional paid time off for secondary care givers, as well as subsidising the statutory maternal/paternal leave to ensure our employees get paid 100% of their average weekly pay for a specified time (3 weeks for secondary care givers, 13 weeks for primary care givers);
- Additional staff benefits were introduced: gym memberships, additional days off for long-term employees, and work from home allowance for office-based workers.

2024 guarantee: Additional dental private insurance will be provided for all Dial A Geek employees from February 2024.

Community

- We started to record our employees' details through diversity surveys, so that we never guess or assume;
- We started reporting on our suppliers - their location, whether their ownership is diverse, and whether they are purpose-driven or holders of 3rd party certifications;
- We added official targets for charitable donations/in-kind donations and pro-bono work;
- We added volunteering allowance for each of our employees;
- A supplier code of conduct was created to highlight our requirements for our suppliers;
- A formal process for post-project feedback to and from our contractor was created, so that we can communicate better with the remote workers that we may not see face-to-face too often;

2023/2024 promise: We will further motivate our employees to take a paid day off work to volunteer for their chosen organisation.

Environment

- We started monitoring our energy use, as well as working towards relative reduction goals;
- We started offsetting our carbon footprint (scope 1 and 2) with Ecologi;
- We offered to plant trees for each company who joins our Managed Service, to help offset the footprint of their cloud services (we planted a total of 3,350 trees between March 2022 and March 2023);
- Recycling, WEEE recycling, equipment refurbishment, and hazardous waste disposal were assigned to our 1st line Helpdesk Technician, in order to ensure all of the above are done well and someone is held accountable;
- We formalised our end of life programs to ensure our tech is as sustainable as possible;
- We started tracking the laptops we save from the landfill and will ensure going forward they account for the same, or higher percentage of our laptop setups.

2023/2024 target: We will decrease our energy use relative to our turnover (kWh/£) by 5%.

Customers

- We formalised our customer feedback process, including designating an employee responsible for collecting it, and making sure it's addressed in a timely manner;
- We created an ethical marketing policy to provide guidance on which marketing activities align with our values;
- We started monitoring customer satisfaction on each ticket - as well as created a regular feedback collection process for our projects team;
- Customer feedback is now shared and discussed with the whole team within our team meetings;
- Customer Service contact information was added to our website.

2023/2024 plans:

We are currently looking into:

- Creating a Client Portal,
- Creating regular satisfaction surveys, on top of post-ticket and post-project feedback.

Thank You.

The last year has been such a journey to us. We are still to be B Corp certified (we really hope this happens soon!) and taking the B Corp road has only showed us how much more we could be doing. We look forward to further improving our impact on our community and the environment.

Thank you to all Dial A Geek stakeholders who supported us on our mission so far.

If you have any questions regarding this report or would just like to chat:

Email office@dialageek.co.uk
or give us a call on 0117 369 4335

Visit our website for helpful Green IT resources and more info:
www.dialageek.co.uk

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