

yellow. impact report

yellow.global



What's inside?

1 Introduction

2 Purpose

3 B Corp

4 People

5 Environment

6 Clients

How to read

We encourage you to read this report with an **open mind**, **curiosity** and ready to **learn about** the yellow.global journey and collective.

You might have lots of time to dedicate to this impact report, or maybe you want to get to grips with our key highlights much faster. In other words, you may want to read this as a **long distance** runner, or a **sprinter**!

As a long distance runner, get **comfortable** and take your time through this impact report. As a sprinter, look out for the **rocket** symbol. The rocket will indicate a stand out fact, sentence or impact that will **signpost** quickly to where you need to be on the page, so help you take in the report faster, but still effectively!

Either way, thank you for reading, and enjoy!



Key...



Looking to go through this impact report quickly? Look for this symbol!



This symbol indicates a “breather page”. These pages will invite you to take a moment before going onto the next section. We’ve provided some breathing exercises, but this is just a suggestion. You might want to get up, walk around or grab a cuppa.



Highlights page

Becoming B Corp certified was a huge achievement for yellow.global this year. As well as giving an insight into our B Corp journey, this impact report demonstrates our commitment to our work, clients and yellow.global collective.



B Corp Score
85.9
Pg 8

Client feedback
“The epitome of excellence”
Pg 26

Team happiness survey
8.2
out of 10
Pg 13

yellow. purpose



Lets take a moment before we get into it.
A deep breath in through your nose. Pause.
And a longer breath out through your
mouth. Okay, lets go...



The yellow.global adventure...

1. It all started off with an idea eight years ago from our founder Jane. With one third of our lives spent at work she wanted to **change** the way people worked.



2. Following this passion, a team was gathered to be a part of the **yellow.global collective**. Clients and key partnerships came into being and an idea became a business reality.



3. Now living and breathing at yellow.global is a collective of expert “sherpas” **committed** to transforming the way work is done through skills, training, wellness solutions and some common sense business strategy.



4. But we had a moments pause and started to **reflect...** We needed to stay true to our values and hold ourselves **accountable**.



5. We did a **deep dive** into the yellow.global business structure, how we worked and what we worked towards.



6. We worked hard for change and are proud now **to be B Corp** certified. We know this is just the beginning and we can't wait for what **the future** holds...



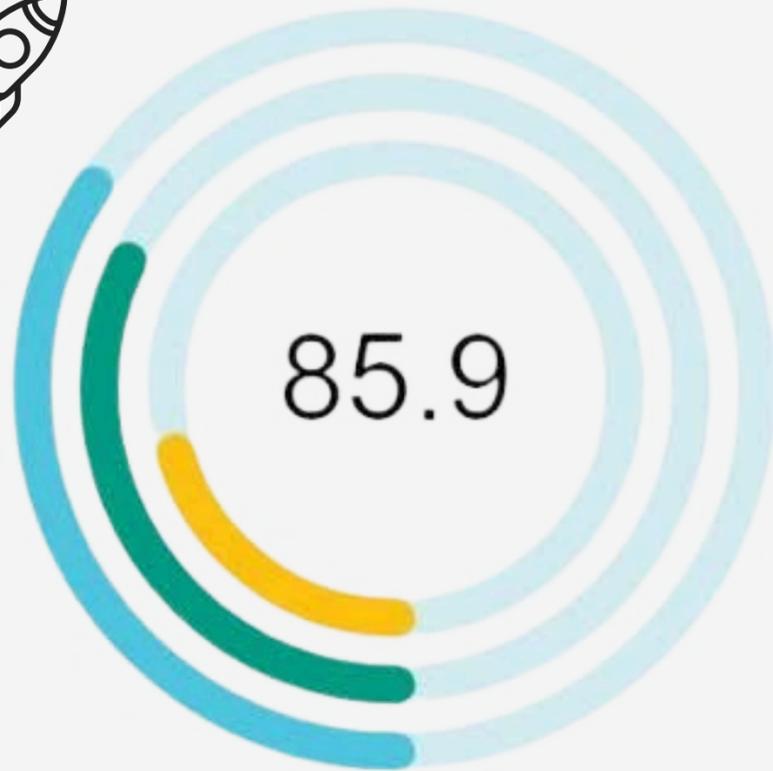
yellow. B Corp



Time to for a small pause. Lets go again with deep breath in through your nose. Pause. And a long exhale out through your mouth. Once more; and off we go.



Being Bolder with B Corp!



- 85.9 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

From starting at a score of 35.7 to getting to 85.9 we made some big changes, but still have a long way to go. How are we doing?



Governance:
16.9/25

Community:
32/50

Workers:
27.1/50

Customers:
3.6/5

Environment:
5.9/20

Our current scores have helped inform us of our focus areas for the next 18 months, especially regarding improving our impact on the community and environment.

A B Corp Timeline...

April 2022: the adventure begins...

To start we took the initial assessment. We scored 37.5 - a score lower than the average business.

Action, action action!

But this score didn't wane our determination... it was time to put in the work. We made big changes to our business and took key actions such as becoming a 1% for the planet partner, team bonding, community challenges and more!

1% for the planet

One change we made was becoming a 1% for the planet partner, meaning we donate 1% of our revenue to our charity partners: I Am Water and Join the Pipe.

The steering group

There were key players in making these big shifts. One of those was our dedicated team, the steering group.

Assessment revised

Following some of these big changes we revised our assessment and scored 83 in august 2023. This was a big change but it highlighted where changes still needed to happen.

Reviewing and more improvements

Once we'd reassessed we made some of our key changes and reviewed our workers model and controversial industries.

Becoming B Corp certified

In March 2024 we re-entered the evaluation and verification phase and after some minor improvements we upped our score to 85.9! In May 2024 we undertook the final review and became B Corp certified.

Just the beginning?

We are well aware our B Corp certification is just the beginning and we have lots of work to do. We can't wait to continue the adventure!



Our struggles...

Becoming B Corp certified and maintaining socially and environmentally positive practices can be **difficult** at times.

To effectively improve our social and environmental impact, we needed to ensure we were bringing all the **entire yellow.global collective** along with us. As a **remote business** we found this particularly difficult, however we found some ways to overcome this through **Community Challenges**, our **Yellow Handbook**, **LOVE Letters** and a new **Yellow Flow**.

However, we still have difficulties, with environmental impact being our **biggest struggle**. Being a remote company makes it difficult for us to effectively **measure** both our current impact and the **action** we are taking through our **home office policy**, **zero tolerance to e-waste** and **community challenges**.



Environmental impact is a key area we are looking to tackle and create effective positive impacts on.



yellow. people



Time for another break. Focus on a rectangular shape in your environment. Look at the short side and follow it round the edge whilst inhaling. Then exhale for the long side. As many times as needed.



The yellow.global Collective

The yellow.global collective is a unique way to set up a business. We are a group of diverse, multi-talented, passionate individuals - experts in our own trades! Working together allows us to learn about new perspectives and energising one another so that we can make a big impact.

Our attrition rate:



Employee perspectives?

“The thing that’s really kept me going in the last two years is **being part of the yellow team**. You know I also work for myself, so having that group of people there, spurring each other on to do better has been great and **something that I think all companies would benefit from** – that culture. The thing that I’ve always valued the most is that **I can just be 100% me!**” - Jo Weston



Touching base, with the team

Making better work and work better isn't just for our clients, it's for us too. Making work work for **you** as an employee is central to the core of working at yellow.global.

However, it's important we check in on this, with our **bi-annual happiness survey**. We ask the yellow.global collective a range of questions relating to happiness at work. Our most recent survey stats are shown here...



I am feeling happy and motivated

8.3/10



I feel that I'm making a positive impact

3.8/5



I feel motivated within my work

4.3/5



yellow.global is adding value to my life

4.4/5



yellow.global gives me the freedom to be me

4.4/5



I feel rewarded through my work

4.4/5

Far away, but not apart!

As a company that works remotely we have to find new ways to connect as a team and care for each other.

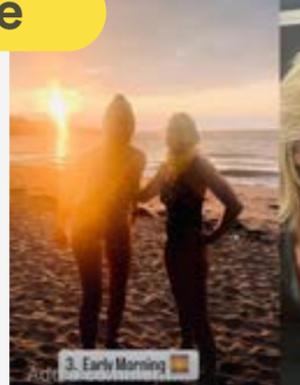
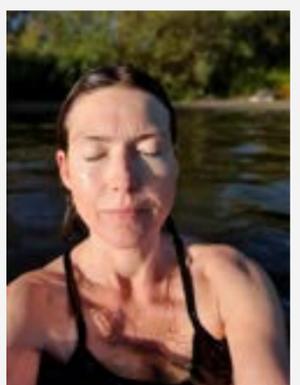


Weekly check ins, team huddles and our community challenges all help us in building our yellow.global community.

In October 2024, we were on and Mental Health MISSION

We had the **challenge** to share how we **care** about **our mental health**, look after our mental health at **work** and care for our **community** and the **environment**.

Check out our community challenges in depth on pages 21&22



Nature

Community

Connection

Making waves beyond yellow.global

Yellow isn't just about committing time to work at yellow.global, our people and our clients. We also contribute our time and efforts to pro-bono work and charities within and outside of yellow.global.



The following examples highlights Pro-Bono work done by yellow.global in 2024. We are looking to increase this in 2025.

Jane is a volunteer with Forward.inc, supporting refugees in creating a start up business. She offers her time to do pro bono work and attended the investor day to support on all presentations and start up entrepreneurs.

She has had initial longer conversations with Mately, Daffee specifically on approaches for selling and marketing for their products. This pro bono work is continuing in 2025!



Here's some more of the teams voluntary work!

Prachi regularly volunteers with HomeStart and Stichting Lelystad Schoon.

1. HomeStart as a foundation aims to support parents with questions about everyday parenting. She works with parents solve any problems they may be facing and provide practical advice.
2. At stichting Lelystad Schoon Prachi assists in litter clean ups and raising awareness for combatting litter in Lelystad.



Kat volunteers her time at the local school. Here's a picture of her combining yellow.globals challenges with her voluntary work at school, by advocating for ocean conservation.



Emma volunteers with her local rugby club, Old Penarthians, where she sits on the Board of Director and the committee. She also produces a bi-monthly newsletter for the club and organises their social media.



Investment in company training



Yellow.global is also committed to investing in company training for **professional and personal development**. In 2024 members of the yellow.global collective took part in Becoming Crew workshops, generating insight into how we are a part of the living world and how we can **connect more deeply to our surroundings**.

We took part in meditations, did activities to develop **listening skills** between **one another and the world around us**, and did creative drawing and poetry making practices.

The workshops finalised with individuals completing a **threshold walk**, where those partaking asked themselves a question prior to the walk with the **intention** of allowing yourself to generate ideas into answering this question during the walk. The insights gained were then made into a commitment going forward. Check out some of the **yellow.global collectives commitments...**

How can the power of the Yellow Collective and our solutions link better with a positive to people and planet?

“I commit to staying in touch with water and starting to make an impact by increasing awareness.” - **Kat**



“I commit to not being too hard on myself and taking inspiration from nature that you have times to nurture yourself and times to bloom like crazy. both are good.” -

Kathelijne

“I will make a conscious effort to pick up rubbish in my area at least once a month while I come back to my question” - **Prachi**



“I commit continue the practice and ensure our pledges have a reflection of what are partners are going to do about the Living World and our training incorporates time in nature to help them come to that realisation. I'm also going to take up drawing in nature.” - **Jane**

“Commit to spend the time on caring for me starting with meditation & spending time in nature on my own, no devices.” - **Emma**



yellow. environment



Time for a break. This time: three short inhales. Pause. And a deep long breath out through your mouth. More times if needed. And off we go.



Our Partner Charities

At yellow.global we're passionate about our social and environmental impact, especially access and conservation of clean and healthy water. As a result, we contribute 1% of our profit to our amazing partners I am Water and Join The Pipe.

In **2023** yellow.global donated a total of **E5000** to our partners with 1% for the planet.

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Our partner charities have some incredible impacts. Lets check them out...



I AM WATER's 2024 mid-year impact report demonstrated some key outcomes of the charity. Here they are at a glance...

-  **7** inclusive ocean participants
-  **23** schools
-  **613** ocean guardians
-  **28** active coaches
-  **5,179** school talk beneficiaries

I AM WATER believes in Ocean Conservation through **transformative human ocean experience**. Their mission is to ignite a movement of "**blue minds**" across the planet, to facilitate physical and emotional connections to the aquatic environment, to build understanding of the **interdependence** of healthy humans and healthy oceans and to influence behaviours to **protect global seas**.

Check them out here: <https://www.iamwaterfoundation.org/>

Join the pipe **300+** water and sanitation projects. **100%** ...of your donation goes directly to fund water projects and clean ups!

Join the Pipe is committed to a world with less plastic waste, and in which everyone, everywhere in the world, has access to **safe drinking water**. By promoting drinking tap water from reusable bottles and refill stations they want to reduce the use of plastic. The proceeds of their products are used to set up drinking water and clean-up projects in developing countries. For **clean drinking water, healthy living conditions** and to **tackle plastic pollution** at its source.

Check them out here: <https://join-the-pipe.org/>

Community Challenges: A Timeline

2022 E-Waste Challenge

2023 GoJo movement challenge

2023 Black Friday switch Challenge

2024 Ocean Love Challenge

2024 October Mental Health Challenge

2023 “Sustainable Outfit of the Day” Challenge

2023 Environ-Mental-Health challenge

Dare to Care Challenge

2024 GoJo Movement Challenge

2024 Tech Respect Challenge

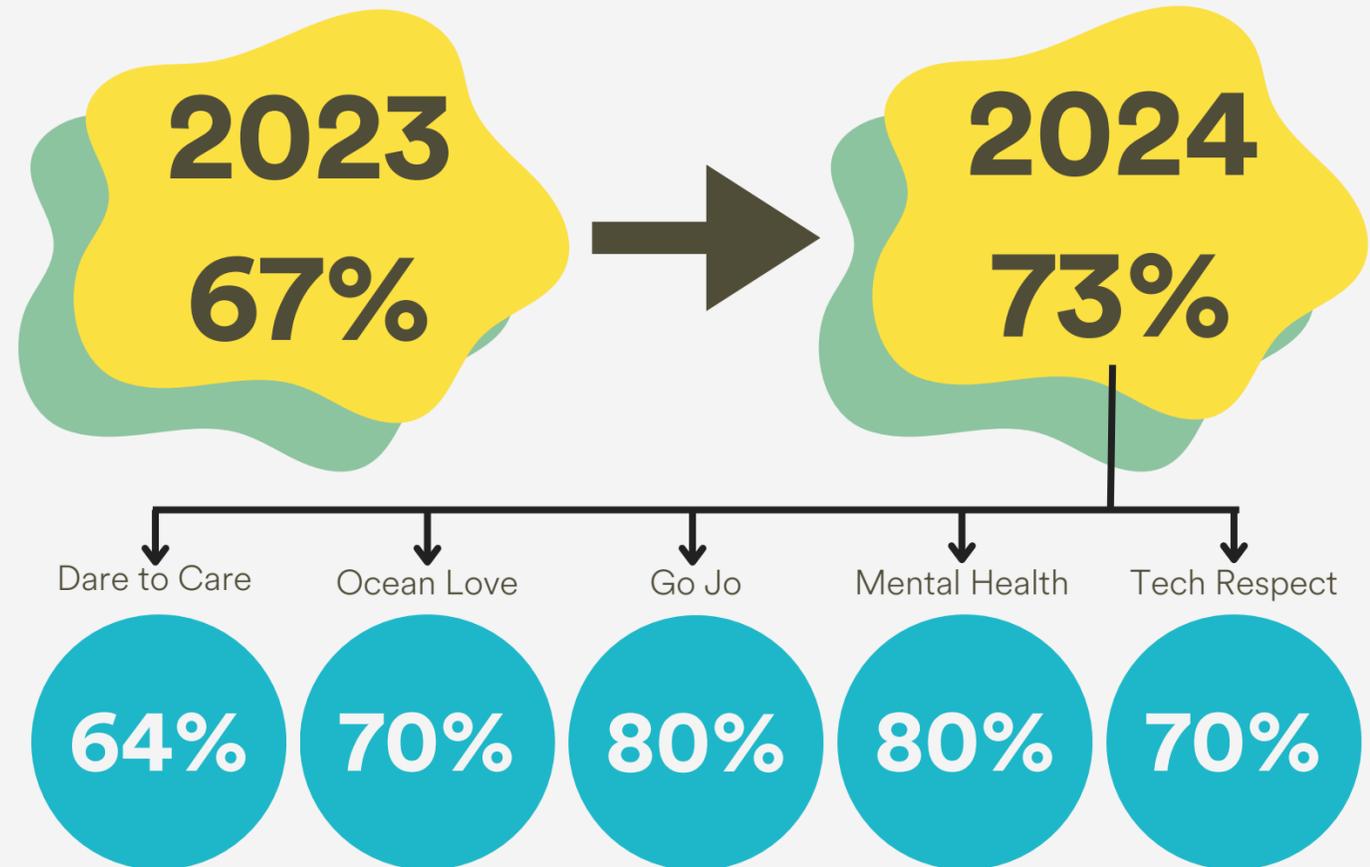


How has our challenge participation changed overtime? Our aim was to increase our annual challenge participation to 75%.

One way the yellow.global collective has taken in our **stride** improving our social and environmental impact is through our **Community Challenges!**

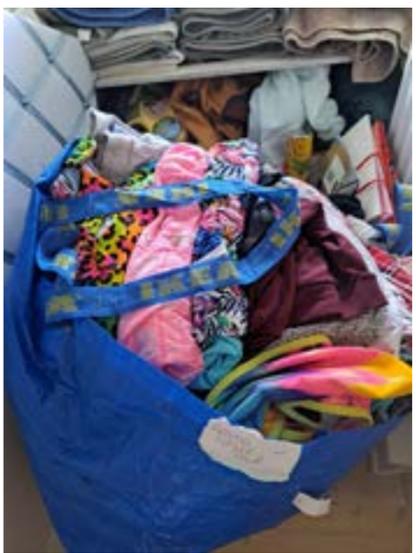
From caring for our mental health and moving more, to switching up our fashion choices and becoming green-washing detectives. There are lots of different ways that we have **challenged ourselves and each other** to become “activists” in our own way.

Check out some of our Community Challenges on the next couple of pages.



#SOOTD challenge

Sustainable(ish) Outfit of the Day: Sharing and actioning how we can make our wardrobes more sustainable.



Repairing, re-wearing, donating, upcycling, second-hand buys and more!



Some of the yellow.global team also visited the Fashion For Good exhibition in the Netherlands.

Ocean Love

Inspired by our 1% for the Planet partners, we challenged ourselves to care for and connect to the oceans around us.



YELLOW.GLOBAL #OCEANLOVE CHALLENGE

The Challenge ran from the 1st June to the 30th June 2024 with a 68% participation rate with the yellow team.

78	123
CHALLENGES	PHOTOS SHARED
30	4
VIDEOS SHARED	TOPIC AREAS

The Power of Water
Even just being near water can help

- Life Sustaining
- Hydration
- Metabolic Functions
- Brain Function
- Physical Performance
- Joint Lubrication
- Energy Boost
- Skin Health
- Health and Well-Being
- Cognitive Benefits
- Generosity and Compassion
- Professional Success
- Detoxification
- Temperature Regulation

E-Waste Challenges

We've had two challenges aiming to reduce e-waste over the past two years, reflecting our commitment to embed a zero tolerance policy to e-waste.



From recycling old batteries, to sorting out our cables, repairing broken devices and other electrical appliances, there's lots of different ways we've reduced our e-waste.



Mental Health Mission

Looking after ourselves, the local community and environment is all a part of caring for mental health. In October we shared how we do this in our own individual ways.

Caring for your mental health

People look after their... are many different as... relate to your emot... Because of this, eng... regularly or everyday...

Mental health in the workplace

The theme for this Health day is Work...

Connecting to and caring for others

Strong and s... important to ma... and the wider c... boost your soc... support...

Connecting to and caring for nature

A better connection to the world around us is linked to improved mental health. Check out [this article](#) that highlights how western science is finally catching up with other knowledge systems regarding the benefit of nature to our well-being. Many of us at Yellow love being outdoors, however this can get trickier when we get into colder winter months! Sometimes we need some new, more seasonal, ideas...

How do you embrace the winter outdoors?

- Fug up warm and get outdoors for a walk. Explore somewhere new!
- Cold water swims - embrace that COLD. But stay safe and get a hot cuppa afterwards.
- Do some seasonal cooking or go foraging! Apples, pumpkins, blackberries and chestnuts are all around at this time of year.
- Get or make a bird feeder (here's a link) so even if you're not up for getting outside, the birds will come to you.
- Get gardening - for a lot of trees, winter is the best time to plant them.
- What else?

And even better, lots of these actions aren't just good for you, but also the environment.



For each challenge a short educational resource is created.

Climate care: Greenhouse gas emissions

Greenhouse gas emissions are a key part of our impact at yellow.global. However, as a fully remote working company, we've found measuring and therefore creating effective targets for reduction incredibly difficult.

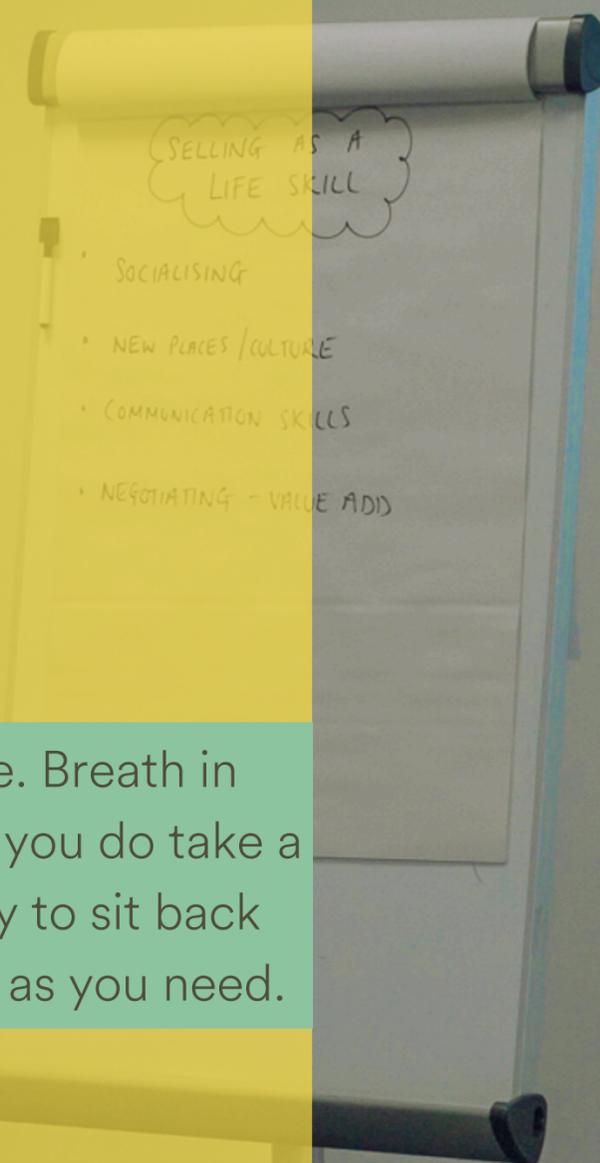
As a collective we work to reduce our greenhouse gas emissions by making **conscientious** decisions around our **climate impact**. For example, we predominantly opt for train travel and other public transport over cars and flights. We also tie our community **challenges** into climate impact and reducing emissions.



yellow. clients



One more moment to pause. Breathe in sitting down. Stand up, and as you do take a long exhale. Breathe normally to sit back down, and go again. As much as you need.



Join us on the journey...

At yellow.global we're all about **energy**, **perspective** and **impact**. Our three products...

- **Clients mind;**
- **New Gen selling; and**
- **YEAH!**

...all embed this unique approach to energise our customers, shift perspectives and create long lasting impacts that **make work better** and in turn, **create better work**.



We cater our delivery according to **how you want it done**, whether that’s through in person meetings, online courses or **bespoke** workshops. To **measure our impact**, we use stakeholder interviews and client surveys. Check out our **key impacts...**



Client testimonials

What's it like to work with yellow.global? Check out some of our clients feedback...

“To be agile, we need to work with a team who understands the alcohol category, the markets, the methodologies that can make the learnings stick, and also a team that loves what they do, bringing fun and passion. That is why we love to work with Yellow”

Patricia Mota – Senior Director LATAM Customer & Commercial ARTD - Get StARTeD Academy for TCCC

“They explained it in a really simple way, with diagrams and illustrations, and procedures on the back of it. It was a perfect way to learn about sales”

Ben Slack, Commercial Director at World Rugby

“Our team is now better equipped, more confident, and motivated to excel, thanks to this transformative initiative. We wholeheartedly recommend this agency to anyone seeking a tailored and effective approach to enhancing their team's capabilities. They are truly the epitome of excellence in their field.”

Jordan Kemp, UK Capability Director, William Grants & Sons



Participant impact

We use stakeholder interviews and client surveys to check in on our impact with our clients. Here's some feedback from those who were a part of

William Grant workshops where we ran Our New Generation workshops.



We have some real nuggets of information to work on at our next team meeting to make sure we are more cohesive and help us to build that high performing team, that I know all the individual parts are so very capable of, while of course having fun!

My team can recognize strengths in me that I didn't know I had.

I really enjoyed connecting and sharing with my team and our thoughts.

Just how much of a difference giving to the team can make to what you take from being part of a team.

Net Promoter Score: **27**

We're aiming to improve this next year!



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Thank you for reading!

Please get in touch if you have any questions or are interested in working with us.

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