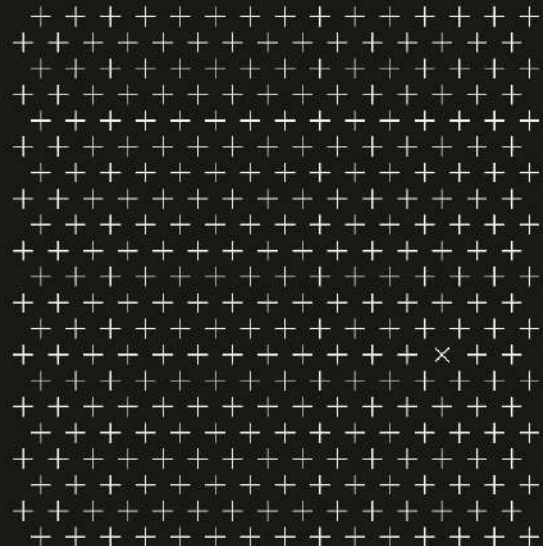
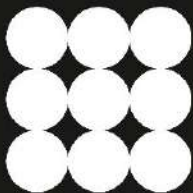


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//what3words

muddy
trips
makes



Impact Report 2022



Why are we becoming a B Corp?

It's simple really. Because the world and the people in it are at such a place now, that we should, and we can.

We can be a profitable business, we can provide huge value for our clients, we can make sure our team are recognised and rewarded for the reality that we wouldn't be here without them. And we can do this whilst also ensuring our existence benefits the world around us.

In my opinion, it's the duty of every business to do this.
A business where everyone wins.

Anthony Rawlins, CEO



A few words

51°27'17"N , 002°35'39"W

The benefits of striving for B Corp certification for social and environmental progression are clear. Of course, this is, and always will be our primary driver. However, as we transform the way we work, it's also becoming obvious there are tangible business benefits too. Good business attracts good businesses.

Welcoming more purpose-driven clients to our roster just feels right. A recent staff survey indicated our team are growing in contentment. Happy staff generally means satisfied clients and so on...

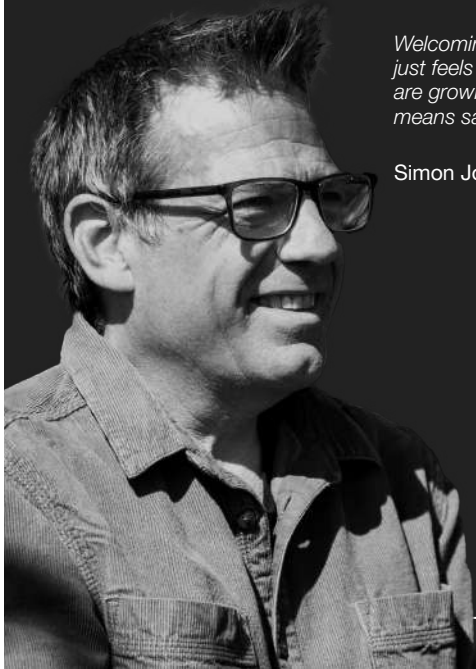
Simon Jones, Managing Director

The decision to align our business with the B Corp mentality was easy - the extent of change... well, that's a different story.

Regardless, we're delighted to be on this lifelong journey and already feel the benefits. Self-governance is an interesting concept - it's human nature to find efficiencies, so occasionally, corners are cut. So, it is good to work towards a shared framework, making ourselves accountable to higher social and environmental standards as well as offering greater transparency.

We think of B Corp as the business equivalent to FairTrade. But rather than focusing on product specific change, it applies to our whole company.

Samantha Hickery-Cabreira, Operations Director



Our journey so far

51°27'17"N , 002°35'39"W

We recognise working hard to align with B Corp values and (hopefully) gain certification is only the beginning of a lifelong journey. The learning curve is steep, but one theme that is about as obvious as, well, the elephant in the room is the truth.

Good or bad, documenting the starting point - ground zero, without judgment, is the only place to begin. Stealing a quote from the astute philosopher and highly acclaimed poet, D:Ream, "things can only get better".

So, without any sugar coating, spin and free from distractions, here are our numbers so far...

Area	2021	2022
Governance	15.2	19.5
Workers	35.4	34.5
Community	16	23.4
Environment	5.2	7.5
Customers	4.2	12.3



The expedition crew

1

Take time to be kind

Too much work, not enough play just isn't the right way. Saying 'thank you' and recognising hard work is great, but fifty quid a month towards some 'you' time and a free Summer holiday seems to work better. We've also got healthy snacks in the office and loads of ways to stay healthier outside the office - from hot yoga to mental health support.

2

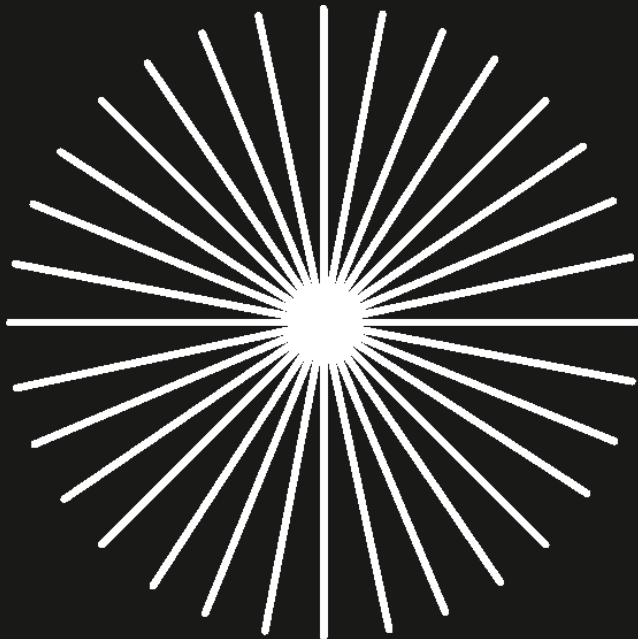
Profit in your pocket

At a time when the cost of a chocolate bar requires an unsecured personal loan, some extra money would certainly help. We take pride in paying all our employees a fair salary, but we wanted to go further. If the business does well, which we can all help with, shouldn't we all reap the benefits? In short, yes. So, that's precisely what we have planned.

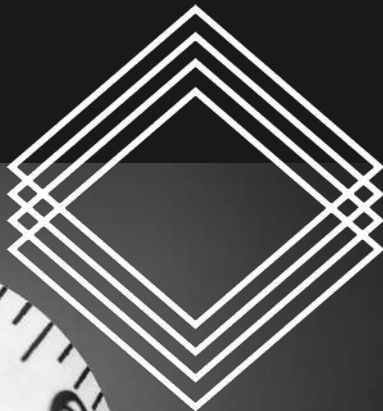
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Smile surveys

Listening to what makes our employees happy, or sad, is the best way to fine tune what we do at an agency level. We apply the most important metrics to how we do business and introduce informed improvements. These honest and open surveys are the best way to keep us all smiling.



Governance



The sweetest sound in any language

It's all in a name. Digital Visitor, as we were previously known, achieved so much. Still, like the critical changes we need to make in becoming a B Corp business - in a way, our name represented a chapter that is now closed. We've grown, grown up and have become more familiar with the truth. Navigate represents the future, why we're here and what we hope to achieve over many years to come.

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Stakeholder engagement

We've increased efforts to engage with a number of our key stakeholders, including holding focus groups with the internal team and reaching out to our suppliers to learn more about their social and environmental credentials. This has helped us think about the bigger picture and how we can get more elements of Navigate's network involved in our sustainability efforts and journey.

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We've grown!

In our last financial year, we've welcomed five smiling faces to the Navigate team in brand new roles. We've said welcome to Lewis, Greg, Q, Sophie and Olly since November 2021 and we're looking forward to adding more MVPs to the team over the coming 12 months.

CLIENTS

Spreading the positivity

They say good news travels quickly, so we're delighted to bring you a news flash that a hefty 42% of client work in 2022 has been for charity, NGO or purpose-driven organisations. Toot, toot

What's more, we've seen a healthy interest from some of our existing clients in selfless projects.

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Every little helps

We are focused on working with and supporting organisations with positive environmental purposes. We already work with the Ocean Conservation Trust and National Park Rescue.

Furthermore, to add more bang for their buck, we offer a reduced day rate to purpose-driven brands that could do with some support.

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Client happiness

We're proud as punch to continually receive top marks from our clients - it's always reassuring to know what we're doing is valued and is spreading happiness.

By introducing client CDPs and quarterly strategic reviews, we've also been able to speed up the growth and evolution of our clients' businesses.

Giki Zero

Every team member has a personalised Giki Zero profile, helping them better understand their carbon footprints and how they can make better, more informed choices.

As a business, we regularly check in to see how people are getting on. And this seems to be paying off; on average, scores have improved by 21 points.

Green office

We're on our way. Of course, we can do a lot more, but so far, we've dramatically cut down on printing, increased our reliance on cloud-based systems and switched to a certified green stationery supplier.

Partnering with Ecologi

We've partnered with Ecologi to offset our business emissions and help us towards our carbon-neutral goal by the end of 2023.

We decided to work with Ecologi as their collection of tools helped us quickly establish our offset contribution (plus a little extra to keep the good vibes going). Perhaps helping to preserve the planet doesn't always need to be hard?



The planet

Shouting about sustainability

We've published several blog articles about environmental sustainability to implant some healthy ideas to our readers and share our honest experience of our journey - mistakes, failures and successes.

Kickstarting careers

We all know the difficulties that Covid introduced back in 2019. So, when the Kickstart Scheme launched to help young people to gain experience and employment, we jumped at the chance. We welcomed four through our doors and even hired a new full-time superstar as a result. Hey, Soph!

Our Community

Calling all suppliers

We've surveyed our supplier base on several topics, including environmental responsibility and diversity of ownership. Ultimately, this has helped us make better choices now and in the future. Going forward, we hope to support smaller/local firms, businesses with a diverse workforce and generally those who recognise we're all responsible.

51°27'17"N , 002°35'39"W

navigate

An adventure

The trail to future purpose.



DECENT WORK &
ECONOMIC GROWTH



CLIMATE
ACTION



LIFE BELOW
WATER



LIFE ON
LAND



**DECENT WORK &
ECONOMIC GROWTH**

**CLIMATE
ACTION**

**LIFE BELOW
WATER**

**LIFE ON
LAND**

DECENT WORK & ECONOMIC GROWTH

CLIMATE ACTION

LIFE BELOW WATER

LIFE ON LAND

Now

At the core of our business, we aim for our team to enjoy their work and be proud of their achievements.

Continual investment in evolving our employees' confidence in the things they do.

An open, inclusive recruitment process - job offers based on attitude and ability only.

A share in our achievements - through our employee profit share scheme.

We support the fight for inclusivity and equality.

We have strict criteria, choosing to work with brands who share our value of 'good' business - business done a better way.

Where there is a choice, we partner with ethical and diverse suppliers, who share our vision of a bigger picture.

We proudly support tourist boards and companies in territories regarded as having low economic development (LEDC), notably Aruba, Jordan and Mauritius.

We strive towards greater autonomy in our everyday - increased flexibility of working patterns and the ability to work remotely.

Working towards having one of the top employee benefits offerings within South West.



DECENT WORK & ECONOMIC GROWTH

CLIMATE ACTION

LIFE BELOW WATER

LIFE ON LAND

Future

We are working towards achieving B Corp accreditation by the end of 2022, demonstrating we are a fair employer with forward-thinking policies.

We will build stronger relationships with local further education providers to offer high-quality work experience and apprenticeship opportunities.

We will do our bit to reduce youth unemployment by taking on at least one young person as an apprentice each year.

We are proactively encouraging conversations with organisations from an LEDC background to see how we can help support them.





**DECENT WORK &
ECONOMIC GROWTH**

**CLIMATE
ACTION**

**LIFE BELOW
WATER**

**LIFE ON
LAND**

CLIMATE ACTION

Now

We strive to be as paperless as possible through E-Sign, digital accountancy and cloud-based HR functions.

We're now far more aware of our carbon impact and are well underway with our plans to not only reduce but put back.

We've reduced our mileage by promoting virtual meetings and cutting down commuting in favour of remote working.

Within the office, anything that can be reused is recycled, and anything that can't is responsibly disposed.

We're launching a sustainable travel policy - incentivising those who commute or have an option for change their travel plans through green rewards.

LIFE BELOW WATER



LIFE ON LAND



DECENT WORK & ECONOMIC GROWTH



CLIMATE ACTION

LIFE BELOW WATER

LIFE ON LAND

DECENT WORK & ECONOMIC GROWTH

Future

We'll identify and seek to destroy at least 10% of our digital vapour trail.

Any new crew member join Navigate will receive a machines defaulted to Ecosia, a search engine who are on a mission to make more forests, one search at a time.

Where there's an appetite, we actively promoting Ecosia as a commercial option to our clients.

In 2023 operation clean up begins; we'll all contribute to a company-wide clean up day.

Become Carbon neutral by the end of 2023 financial year by focusing on our footprint.

We'll donate a proportion of company time to organisations whose focus is on stabilising biodiversity, such as the Ocean Conservation Trust and the RSPB.





**DECENT WORK &
ECONOMIC GROWTH**

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LAND**

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DECENT WORK & ECONOMIC GROWTH

CLIMATE ACTION

Now

We are proactively pursuing and supporting organisations with positive environmental policies.

Within our office space, we recycle all paper, plastic, glass and metals.

We dispose of hazardous materials responsibly, to avoid adverse impacts on our oceans.

Employees have access to a personal carbon calculator, (Giki Zero), helping them make better choices for lifestyle, goods and services.

We're helping the Ocean Conservation Trust reach their goal of £3.5m for the vital work they do to protect the UK's oceans.

To increase the impact of our work, we offer a reduced day rate to charity brands. Every bit helps.



LIFE BELOW WATER

LIFE ON LAND

DECENT WORK & ECONOMIC GROWTH

CLIMATE ACTION

Future

After successfully working with the Ocean Conservation Trust, we're inspired to work with more organisations with the health of our seas at their heart.

Our directors will attend conservation events, and speak about step changes all businesses can take in the pursuit of becoming better businesses. Furthermore, offering a level of unpaid consultancy.

We will create a stream of helpful digital resources to educate and enable conservation organisations operating in this space.

Helping businesses focused on tourism understand their environmental impact and provide them with support to put back into the local ecology and biodiversity.





**DECENT WORK &
ECONOMIC GROWTH**

**CLIMATE
ACTION**

**LIFE BELOW
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LAND**

LIFE ON LAND

Now

We work with a number of conservation organisations, including the RSPB and National Park Rescue, to protect habitats, reduce species loss.

We support initiatives, such as those of our clients the RSPB and NPR, to achieve their underlying aims. As an example, we aim to support the RSPB in their 10 year initiative to have 30% of land managed for nature.

Another of our clients, NPR, aims to reduce poaching and enable the growth of animal populations in national parks across Africa

We have a number of recycling schemes in place so that less waste, (particularly involving electronics or hazardous waste), goes to landfill.

DECENT WORK & ECONOMIC GROWTH

CLIMATE ACTION

LIFE BELOW WATER



LIFE ON LAND

Future

We will seek to invest excess utilisation time in RSPB initiatives to protect nature and increase biodiversity.

We have set a target to engage with two further clients whose sole focus is protecting our landscapes.

Our directors will attend conservation events, and speak about step changes all businesses can take in the pursuit of becoming better businesses. Furthermore, offering a level of unpaid consultancy.

We will create a stream of helpful digital resources to educate and enable conservation organisations operating in this space.

DECENT WORK & ECONOMIC GROWTH

CLIMATE ACTION

LIFE BELOW WATER

