

# IMPACT REPORT

## 2\*24

K Y A N

ENVIRONMENT, PEOPLE  
AND COMMUNITY.

A YEAR-ON-YEAR COMPARISON  
TO MEASURE OUR PROGRESS  
ABOVE AND BEYOND A NET-  
ZERO BUSINESS.

# Welcome to our fourth Impact Report. 2024 was, without question, one of our most challenging years in business.

But it was also one of the most defining and in the face of tough circumstances, we worked hard to stay true to what matters most — our people, our planet, and our purpose.

We invested in culture, from flexible working to wellbeing initiatives like team runs, adventure weekends, and shared studio lunches. We nourished body, mind and team spirit.

Our Sustainability Squad led greener ways of working — from waste reduction to smarter energy use — embedding sustainable thinking into daily decisions.

While profitability remained key (after all no margin, no mission!), we stayed committed to giving back through meaningful pro bono work.

This year tested us, but also reaffirmed who we are: people-first, planet-focused, purpose-driven.



PIERS PALMER  
CO-FOUNDER, KYAN

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01

# Our B Corp Journey



OUR YEAR

Being B Corp certified is much more than just a stamp, it's a reflection of our commitment to improving how we work, treat people, and care for the planet.

We are still committed to the framework and with our recertification coming up in January 2025, we're excited to push ourselves further and make an even bigger impact.

By identifying where we can go further, do better, and lead with greater intention, we're challenging ourselves, setting new goals and continuing to use our business as a force for good.

Right now, our B Corp score is 91.6, and we're aiming to bump it up past 93. We know it's about more than just numbers, and we're focusing on a few key areas to make meaningful changes.

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#### HOW WE'RE IMPROVING

##### Environment

We're boosting sustainability by improving recycling, reducing travel, and partnering with more like-minded local suppliers, all to shrink our carbon footprint and make smarter, planet-friendly choices.

##### People & Wellbeing

We recognise a happy team is a successful team. We're expanding our wellbeing efforts, increasing flexibility, and encouraging volunteering to promote balance and purpose.

##### Community Impact

We've expanded our pro-bono work and looked closer to home to see where we can make more obvious and immediate impact.

A large, stylized orange number '91.6' is centered on the page. The '9' and '1' are on the left, and the '6' is on the right, with a small orange dot between the '1' and the '6'. The numbers are filled with a dark grey color, and the outlines are a bright orange. The '9' and '1' are connected by a vertical stroke, and the '6' has a horizontal stroke connecting it to the '1'.

02

# Environmental Impact



USAGE

This year, our landlords introduced individually tracked energy meters.

With accurate individual electricity readings now available, we can better assess our energy use and environmental impact.

While international client travel has increased our footprint, we've seen a drop in UK-based business services spending, particularly in the areas of food, drink, and hotel stays within the UK. This shift reflects changes in operational priorities and evolving client engagement patterns.

Our 2024 footprint was 86 tCO<sub>2</sub>e, with substantial reductions across travel and energy.



# 86 tCO<sub>2</sub>e

CARBON  
FOOTPRINT

## Our footprint across the business.

Looking across all areas of the business, we are making conscious decisions to reduce our footprint.

EMPLOYEE COMMUTING: ROAD

21%

ELECTRICITY

13%

FOOD & DRINK

10%

AIR TRAVEL

7%

EVENTS

18%

HOMEWORKING

13%

BUSINESS SERVICES

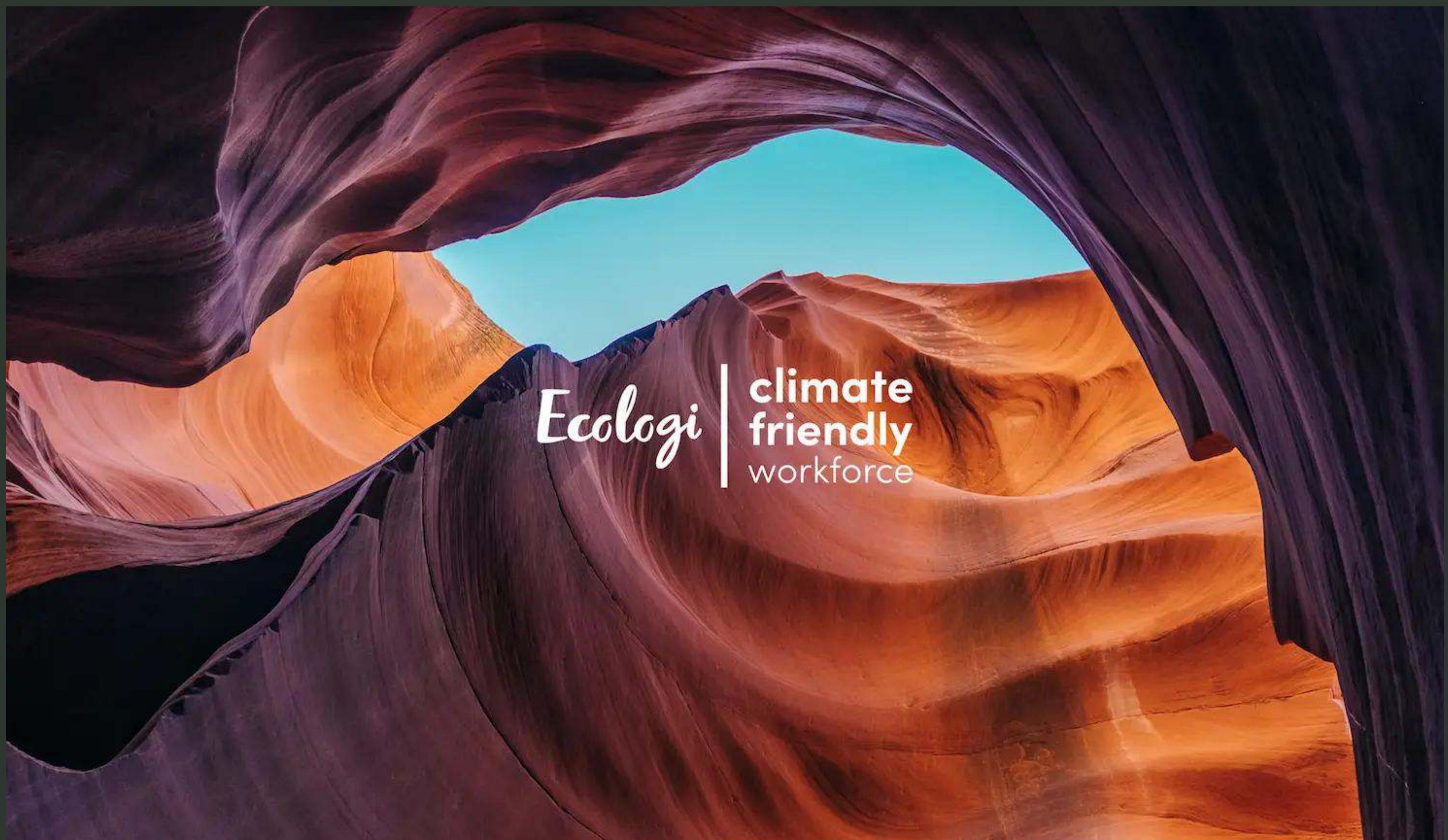
7%

OTHER

11%

03

# Action on Carbon



IMPACT

## Our approach to carbon offset and removal.

At Kyan, we take a dual approach to carbon impact, combining reforestation with advanced carbon removal. Through our partnership with Ecologi, we planted 1,794 trees this year, and over 21,000 in total. This supports global reforestation, biodiversity, and the natural removal of CO<sub>2</sub> from the atmosphere.

We're also investing in direct air capture via Climeworks, whose technology removes CO<sub>2</sub> from the air and stores it permanently underground. Unlike traditional offsets, this offers measurable, lasting carbon removal. By funding this innovation, we're helping scale a critical tool for long-term climate action.

TOTAL TREES PLANTED

# 1,754

Making that 21,741 since we started, we compensate for unavoidable emissions through our offsetting partner, Ecologi.



CARBON REMOVAL

# 3,500kg

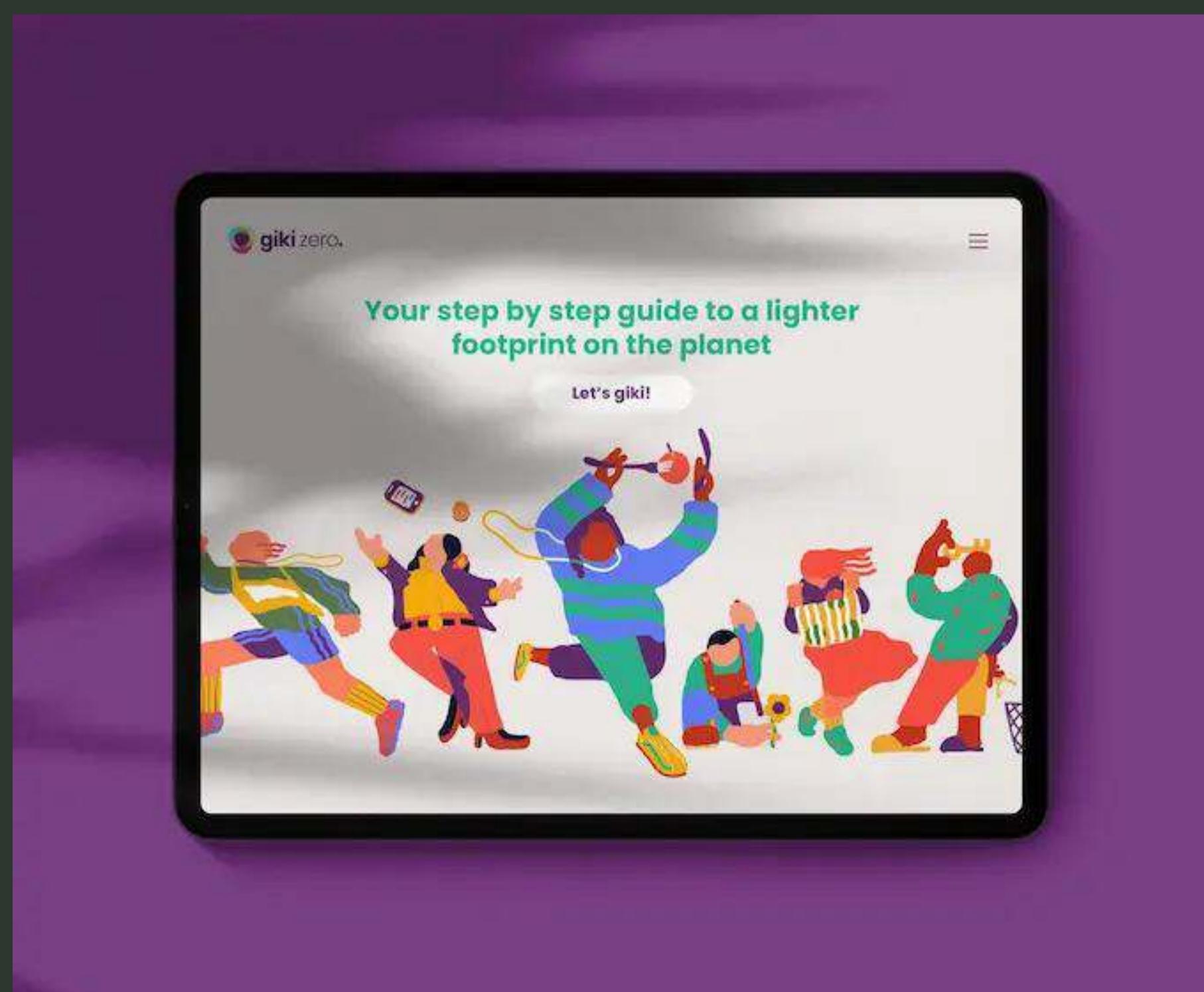
Since March 2022, we've used Climeworks' direct air capture to permanently remove carbon. Though costlier than traditional offsetting, it offers immediate and lasting impact.



HOMEWORKER CARBON

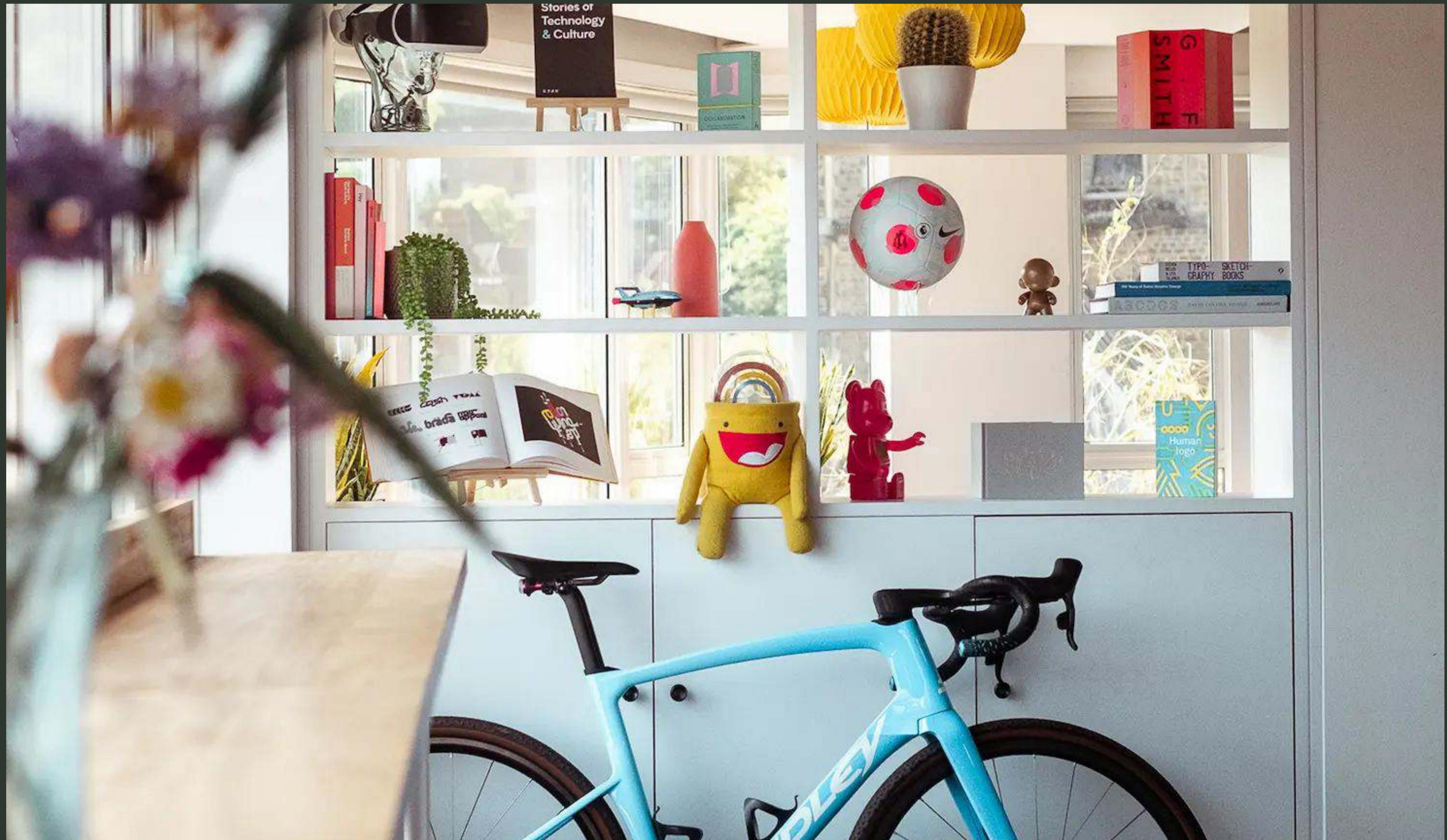
# 10,934kg

This marks an increase from 2023, driven by access to more accurate and comprehensive data.



04

# People & Wellbeing



PEOPLE FIRST  
ALWAYS

In a year that challenged many, we remained steadfast in our commitment to our people.

Despite the challenges, our culture stayed strong. In our annual team survey, an incredible 91% of our people agreed that Kyan is a great place to work, a powerful reflection of the care, support, and shared values that underpin our day-to-day.

This year, we also welcomed three fantastic work experience candidates, offering a glimpse into life at a digital product agency.

## Wellbeing remained a priority, and we mixed it up.

From the calm of Qi Gong and Forest Bathing to the energy of a three-month Boot Camp programme and art therapy, we offered experiences to lift physical, mental and spiritual health.



## Expanding professional development.

TOTAL TRAINING HOURS THIS YEAR

We hit record training hours, supported wellbeing through flexible hybrid working (and a few joyful four-legged visitors), and maintained strong mental health support through our private health insurance.

1,615

05

# Team Diversity



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OUR TEAM

A diverse team  
is a strong team.

At Kyan, diversity is about the varied experiences, perspectives, and backgrounds that each individual brings. And nurturing a culture where the team feel encouraged to be themselves.

This helps us tackle problems creatively, make better decisions, and build products that reflect the real world.

By creating an environment where everyone feels heard and valued, we foster the kind of open, honest teamwork that leads to exceptional results, for our clients, and for each other.

By valuing individual stories and viewpoints we create a inclusive culture where the quietest voice can be heard.

ETHNICITY



9%

6%

3%

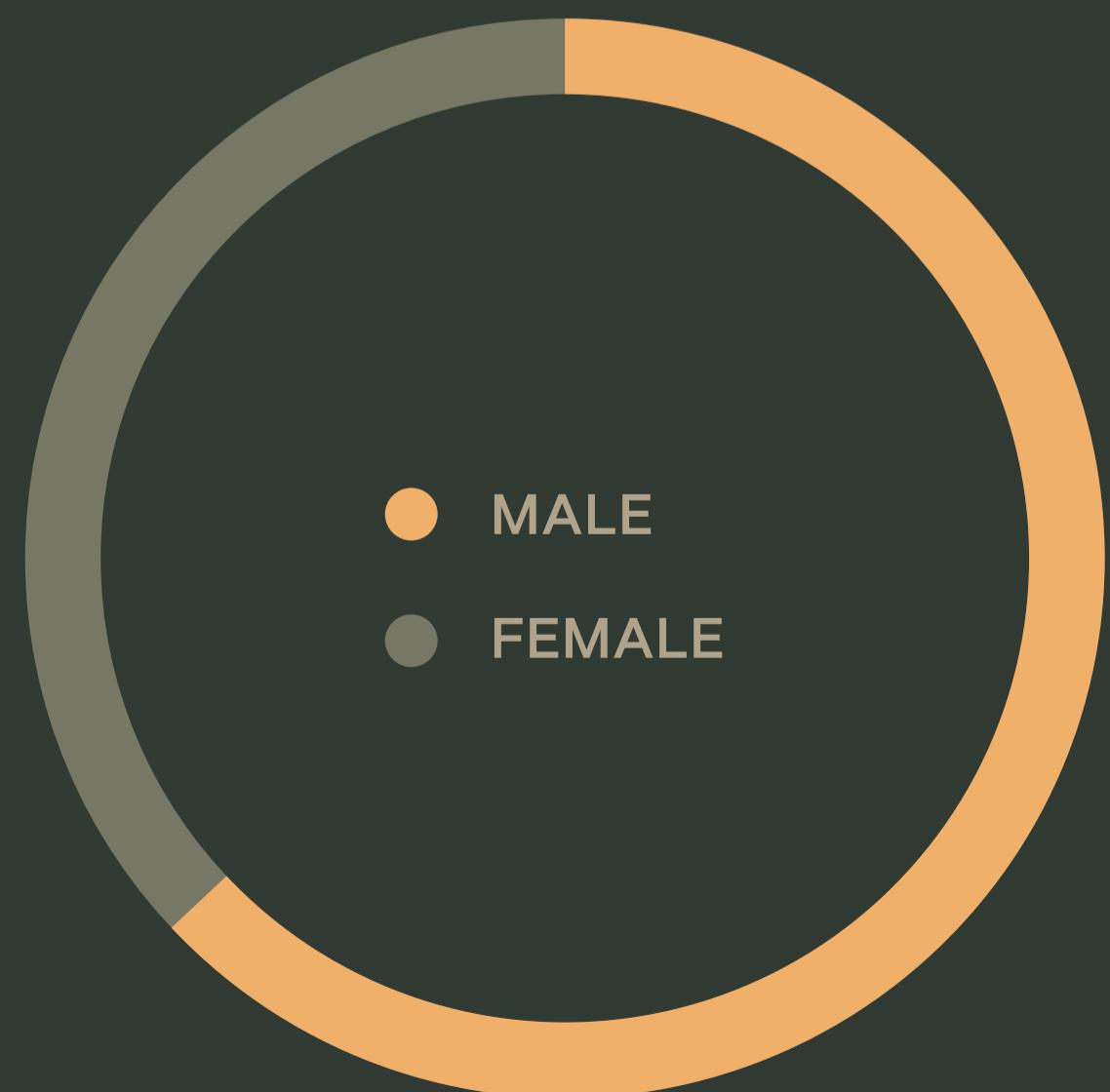
WHITE / BRITISH

WHITE EUROPEAN

ASIAN / BRITISH ASIAN

MIXED RACE

GENDER



GENDER PAY GAP

5.8%

# Community & Giving Back



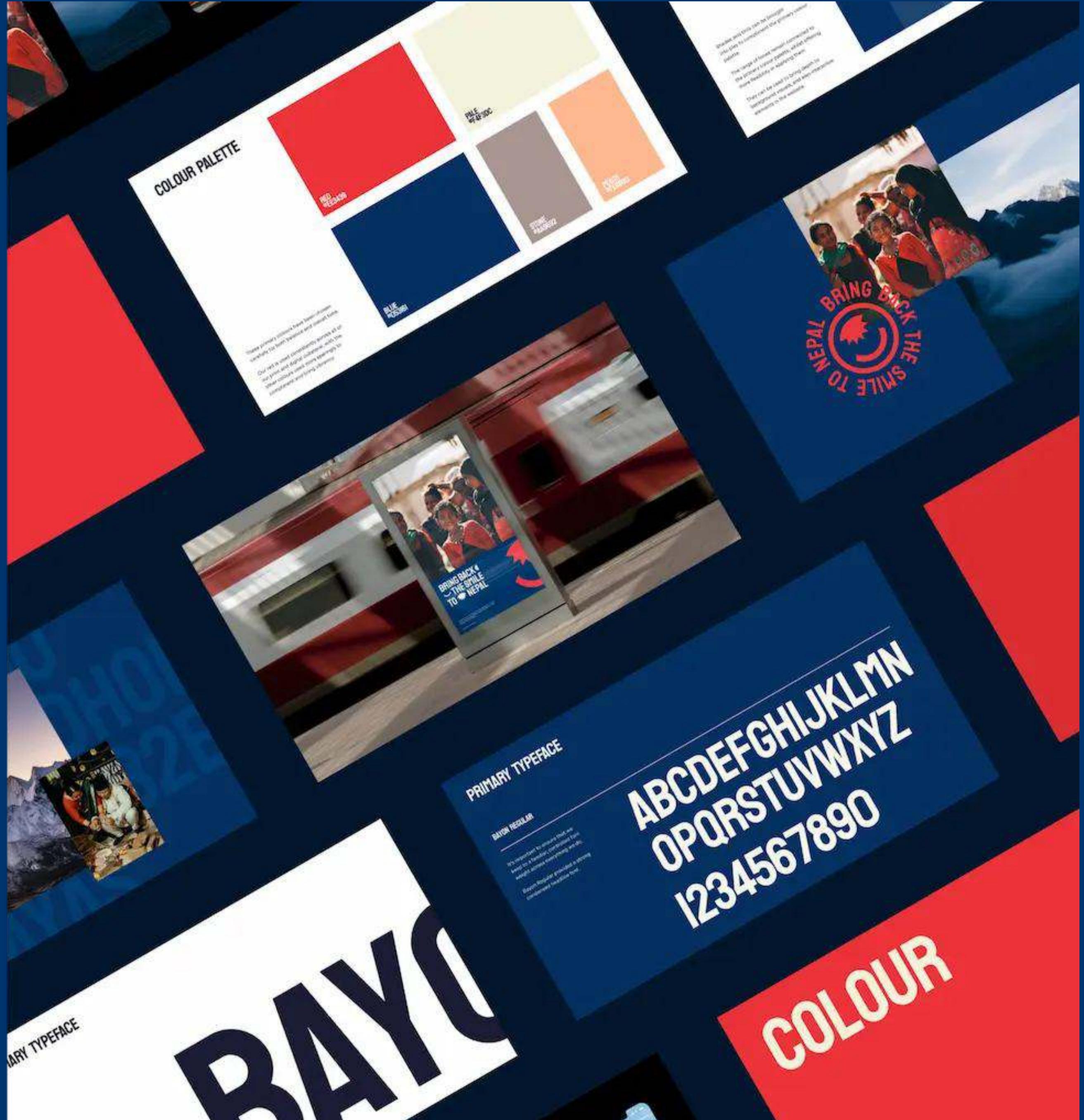
## SUPPORT

### Our community.

Giving back is an important part of life at Kyan. Whether it's supporting local initiatives, volunteering time for causes we care about, or using our creative skills to help others, we're proud to play a small part in making a difference.

From hands-on volunteering days with local charities to pro bono work for nonprofits, we look for meaningful ways to contribute beyond the studio. By creating space for our team to give back, we help build a more connected culture.

# Crafting a pro bono brand identity for Bring Back the Smile to Nepal.



## A clear, compassionate identity.

The project involved working closely with the charity to understand their mission, values, and long-term vision, resulting in a brand identity that not only reflected their resilience and compassion but also helped them engage more effectively with donors, volunteers, and partners.

By amplifying their message and giving them the tools to build greater awareness, we're proud to have played a small part in their ongoing journey to rebuild lives, restore hope, and bring back smiles to those who need them most.

# A team effort lending a hand to help local charity, Cherry Trees.

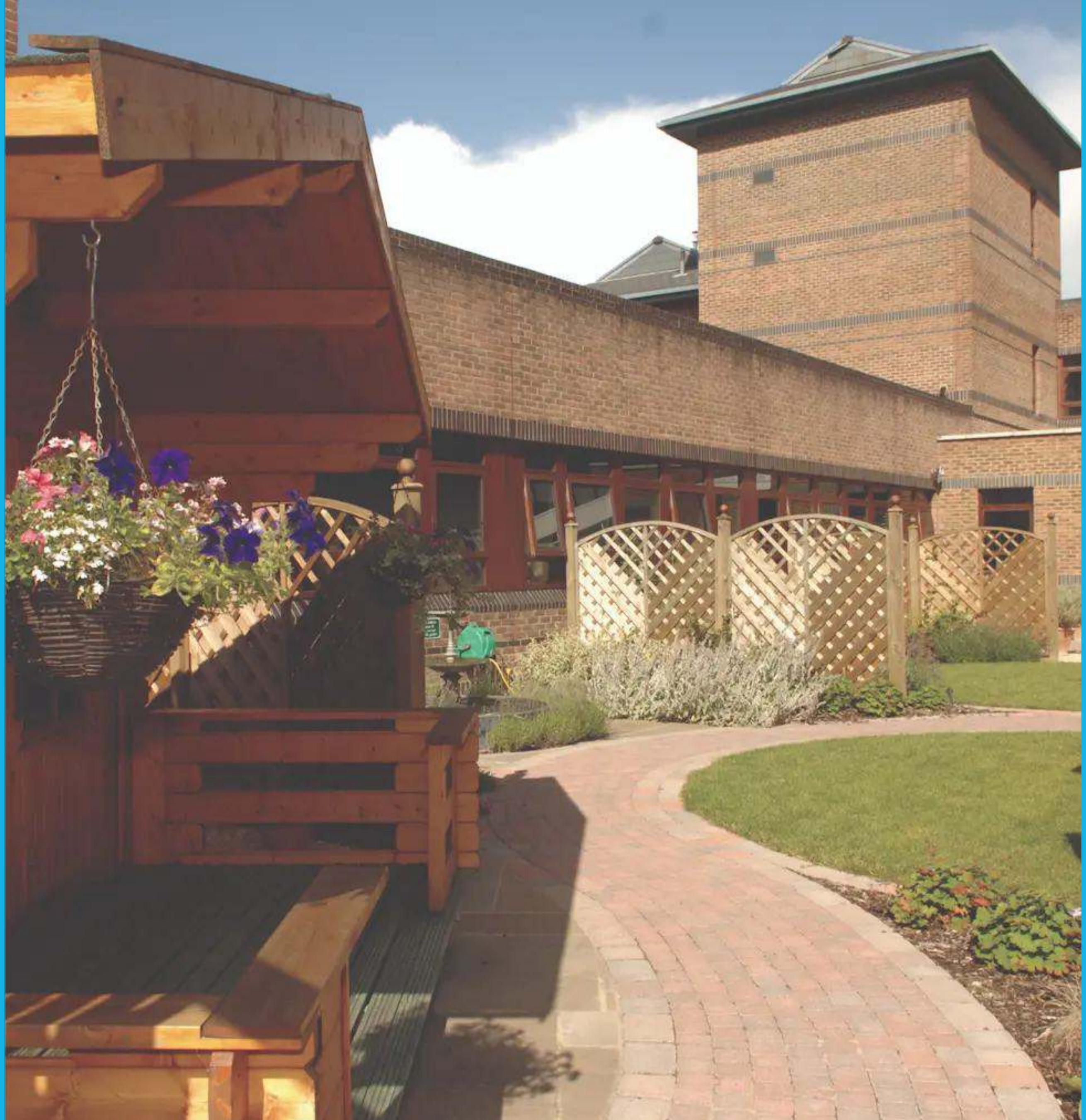


## Rolling up our sleeves.

A handful of the Kyan team volunteered their time to support Cherry Trees, a wonderful local charity that provides respite care for children with complex disabilities.

Our team spent the day helping restore the charity's outdoor space—clearing overgrown areas, planting fresh greenery, and making the garden a more welcoming, accessible space for the children and their families. Inside, we assisted with light restoration work to help refresh the building and create a more comfortable environment.

# Empowering individuals living with and beyond cancer diagnosis.



## Making meaningful connections.

Rebecca, our COO, dedicates time to The Fountain Centre, a charity supporting individuals affected by cancer. Through one-on-one coaching, she helps empower those living with and beyond a cancer diagnosis—focusing on confidence, resilience, and navigating the emotional challenges that follow treatment.

Her contribution not only supports individuals during a critical period but also reflects our wider belief in giving back through personal impact and meaningful connections.

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# The Road Ahead



ONWARDS

## Looking ahead: Driving positive change.

As part of our ongoing commitment to the B Corp movement, Kyan will be hosting a B Corp event in our studio, bringing together like-minded leaders from various industries.

This gathering will serve as a platform to discuss how B Corp certification has helped businesses grow for the better, fostering innovation, collaboration, and responsible business practices.

# A happy team is a successful team

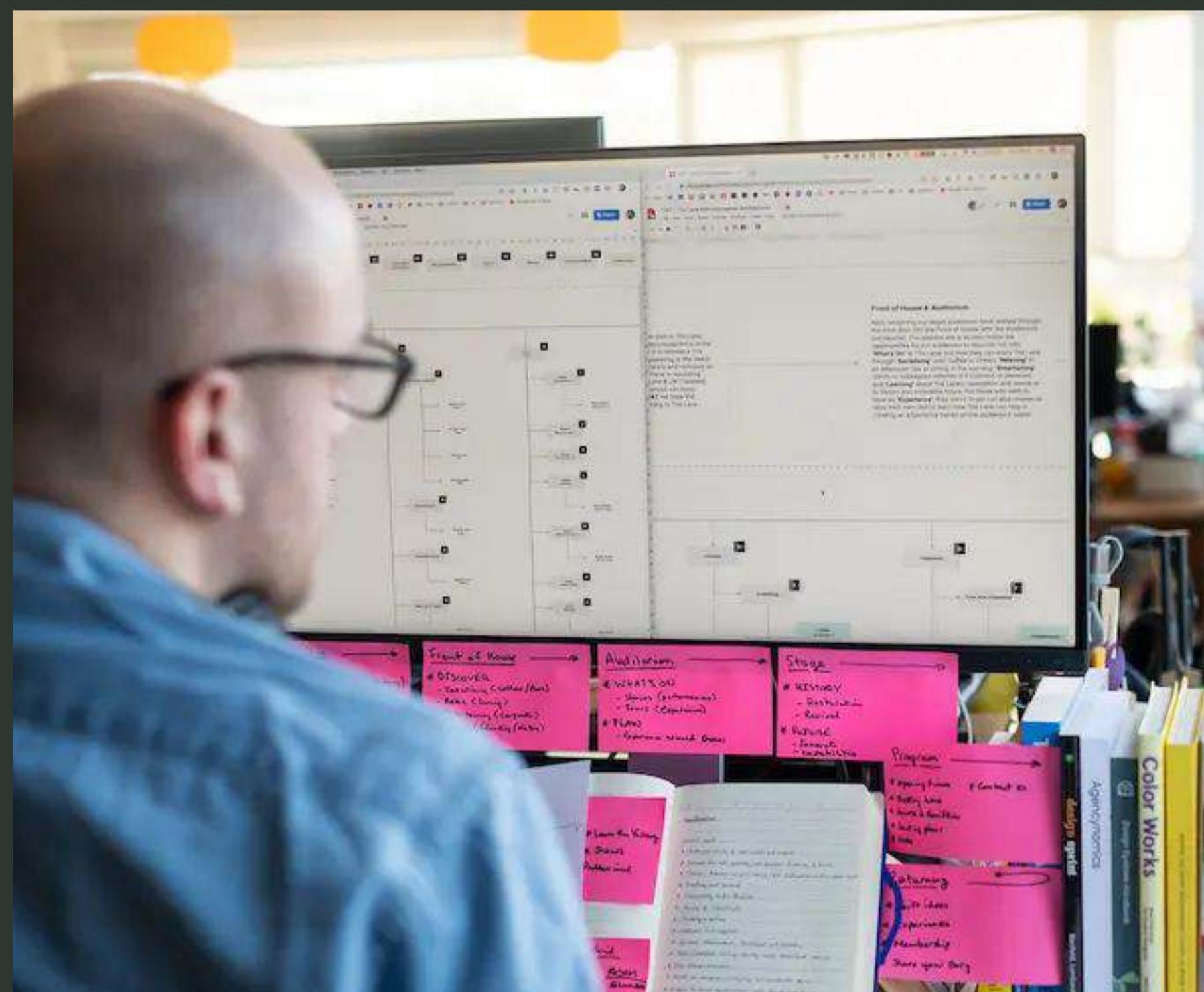
With our Culture Club, we encourage open discussions about creating a more inclusive, caring, and purpose-driven workplace. We continuously explore ways to improve our company culture, ensuring that sustainability and social responsibility remain central to our growth.



# Sustainable design & digital impact

As a Digital Product Design agency, we are actively exploring ways to reduce the environmental impact of digital products by focusing on:

- Greener websites, optimising design and development for energy efficiency
- Sustainable hosting, working with providers committed to renewable energy
- Minimising digital waste and improving accessibility through considered design



# Sustainable workspaces & operations

We are working closely with our landlords to enhance building facilities, ensuring a more sustainable and environmentally friendly workspace. Our focus includes:

- Improving energy efficiency within our office space
- Exploring sustainable materials and waste reduction
- Enhancing our commitment to carbon-conscious operations



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# That's a Wrap for 2024



PUSHING FOR PURPOSE

As we close out 2024, what stands out most is not just what we achieved, but how we stayed true to who we are.

In a year that brought uncertainty and complexity, we have tried to respond with heart, clarity and intent. We focused on what we could control: showing up for our people, making conscious choices for the planet, and using our skills to create meaningful impact.

We've remained determined to push boundaries. We know that the world of tech doesn't always lend itself to low-impact practices, especially with the full impact of AI starting to reveal itself but that means it's more important than ever to find better ways.

Whether it's how we build, who we partner with, or the tools we choose, we're committed to finding more sustainable ways to create excellent outcomes for our clients.

AT THE HEART  
OF EVERYTHING

It is our team that drives Kyan forward, the quiet consistency of our people showing up for each other and the world around them. This year, that took shape in many forms: from team members volunteering their time to deeply personal causes, to a group running a half marathon in support of charity, and others simply finding ways to give back in their own meaningful ways.



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# Contacts & Credits

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GET IN TOUCH

Want to learn more?  
Let's collaborate or share ideas.

Email [info@kyan.com](mailto:info@kyan.com)

Call [+44 \(0\) 1483 548282](tel:+441483548282)

Website [kyan.com/sustainability](http://kyan.com/sustainability)

There's still work to do,  
and we welcome it.

As we look ahead to 2025, we remain committed to being a business that makes a difference. We'll keep holding space for conversations that matter, hosting events that spread the B Corp voice, and challenging ourselves to be better.



CLAIRE CHASE  
OFFICE MANAGER



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