



Different Dog

Impact Report 2022/23



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A word from our founders

As a family, one of our favourite stories was *The Lorax* by Dr Seuss. Ahead of its time, this story focuses on the dangers of consumerism, greed, and its terrible effects on the environment. Being a B Corp is the opposite of being 'The Once-ler', the villain, in this tale.

Irresponsible businesses can wreak havoc on the planet and those within it, but when we make decisions driven by respect for each other, we can use business as a tremendous force for good.

Being B Corp certified is a way to hold ourselves accountable and promote healthy, sustainable growth, which benefits our customers, our team, and our community.





Changing dogs' lives with real food

We are mission led and our goal has been to do things differently in order to change dogs' lives with real food in a sustainable way.

Different Planet, Different Kitchen, Different Dog.

B Corp offers a framework to support us to be a better business and helps keep us honest and focused.

Ultimately being a B Corp is all about doing business in a kind way, a way that we are proud of.

Crumble's Code

Certified



Corporation



We're proud to be different



We do what we say we're going to do



We're kind to pets, people & planet



We learn from our mistakes



We go the extra mile



Different Dog

Our journey to certification

The BCorp Assessment is rigorous. It looked at what products we make, all areas of our operations, from our suppliers, to how our company is run and how we look after our team. It took us 14 months to become certified and achieving **carbon neutral** status during this period was a big milestone for us.

The hard work didn't stop at certification, it was just the beginning. We are focused on improving and holding ourselves accountable to be the very best we can be for our customers, team and community.

How becoming a BCorp has impacted our business?

Research shows that B Corps out-perform their UK peers across several business metrics and this has proven true for us. Since being a B-corp we have seen:

- Faster growth in turnover and employee headcount and higher expectations about future growth
- Greater levels of employee satisfaction, retention, engagement and diversity
- More robust governance processes (our missions and values)
- Greater focus on community engagement

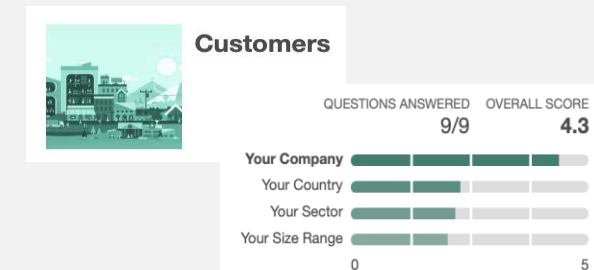
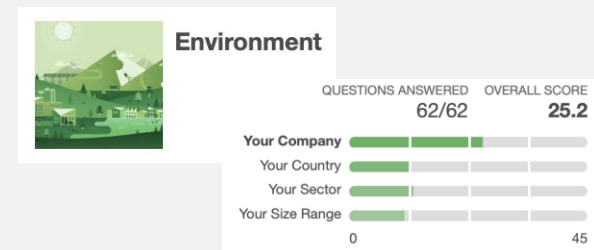
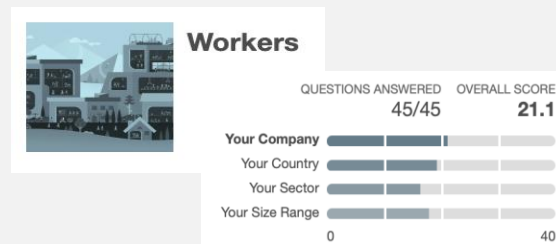




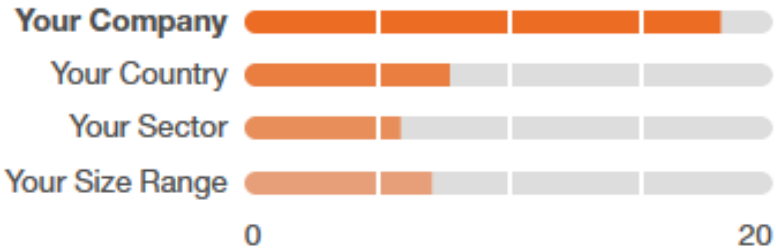
Our impact areas & progress

Our current 2022 score is 84.6/200

Our aim is to improve on this and be at the forefront of our industry.



Governance



Looking forward

- To share financial information with employees quarterly as opposed to annually.
- To continue and improve being near perfect in this impact area – a clean 20 would be a bonus!

What we said we'd do

Organisational Chart

Weekly operations meetings

Crumble's Code – Code of Ethics

We disclose financial information with employees annually

360 degree feedback

So far

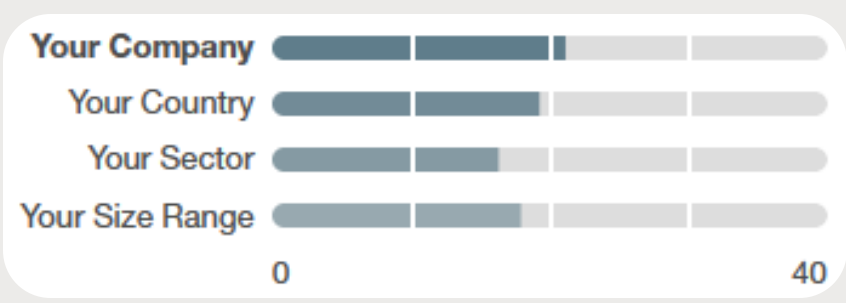
We updated our organisational chart in June 2023 so that all employees can view their position within the wider company.

We began doing a weekly meeting for the operations and procurement departments to align on strategy and challenges to overcome.

We provide a company relevant Code of Ethics to all new hires and regularly remind all employees to ensure expected behaviours are met

We have monthly full team meetings and have been more transparent with employees surrounding financial positions and general information.

All team members were asked to give feedback on CEO Nov 2022. This will be expanded to senior leadership team.

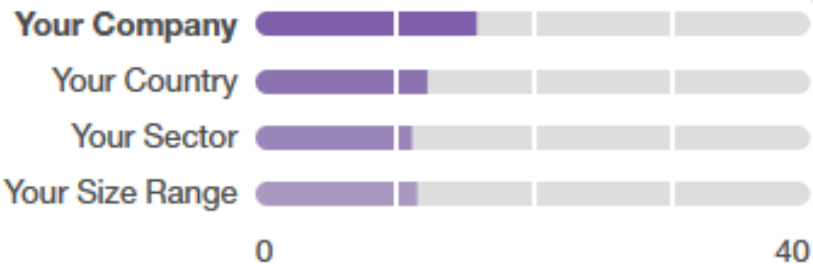


What we said we'd do	So far
Improve employee benefits	Made an Employee Assistance Programme available to all employees – Mediacash services made up one of the benefits, to provide a range of physical and mental health provisions
Upskilling with training qualifications	Menopause Workplace training has been completed by managers Every employee has 2 days training to take
Move to Living wage	Done
Half Yearly Culture Survey	Ongoing
Biannual Full Team Get Together	Ongoing
Monthly Full Team Meeting	Ongoing

Looking forward

- Car sharing, cycle to work and public transport benefits are something we'd love to get employees involved in.
- Profile the company's diversity to ensure we are inclusive and providing a diverse working environment.
- In such a challenging world, we understand that mental health awareness is at the forefront of supporting employees, so we hope to provide training to managers and team-leaders.

Community



What we said we'd do

So far

Donate to charity

We donated around 8000 meals to Hungary Hearts Dog Charity.

Create diverse working environments and supporting the local community with our workforce

Our employees have one paid day to use for voluntary work per year
This is under-utilised by employees, and we would love to boost its use to make a difference to community causes

Coffee mornings for charity

We held a coffee morning with funds raised going to Mental Health and Breast Cancer Awareness charities – we would love to hold more!

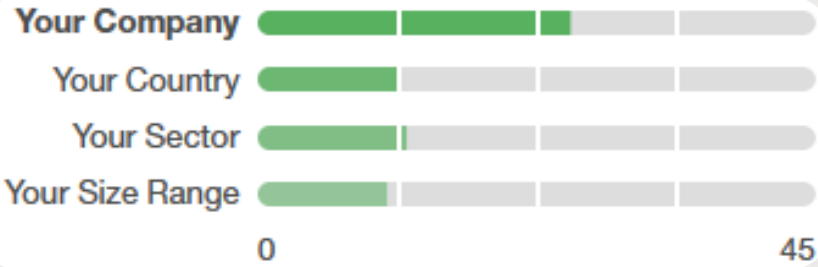
Have a local community recruitment policy

This is in place, in 2022/3 we have hired c. 20 people from local area, including supporting those with refugee status

Looking forward

- Put dates in our diaries and celebrate the days, weeks or months that celebrate diversity and inclusion. Pride Week, Black History Month and Women's Day should be something we celebrate as an inclusive team.
- Ensuring employees know to utilise the volunteering days with charities that mean something to them or the local community.

Environment



What we said we'd do

Certify & Recertify as Carbon Neutral

Return scheme for recyclable items

Improving our packaging whilst maintaining recyclability and compostability where appropriate

So far

Certified in March 2022 and recertified in March 2023

We reuse on average 250 liners and 200 ice packs a week through our Yodel Returns scheme. Its uptake from customers is increasing which is reducing products ending up in landfill.


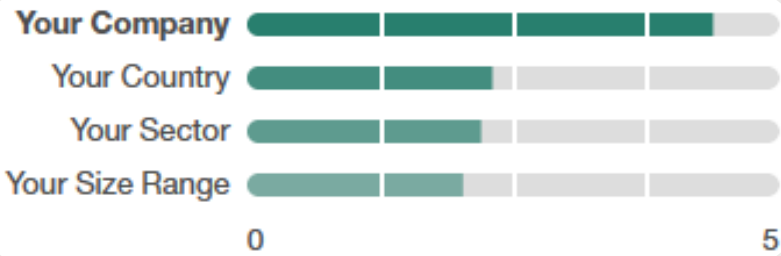
We are using compostable packaging for our current core range with all other packaging being recyclable.


Looking forward

- We are only halfway in our impact score for this assessment, we know and care deeply about doing better here!
- Reduce carbon footprint.
- Improve travel/commuting impact.
- Encourage employees to use their day of volunteering to support environmental projects.
- We are in the middle of improving our packaging to reduce waste, which will be fully recyclable and reducing overfill which will lower carbon footprint



Customers



Different Dog
Reviews 1,604 • Excellent
 4.8 ⓘ
✓ VERIFIED COMPANY

What we said we'd do

Track Net Promoter Score (NPS)

Ensure we track, monitor and action customer feedback

Weekly Taste and Test meeting to ensure the quality never slips

Retention Team step up

Making it easy for customers to recycle or reuse our packaging

So far

Captured and reviewed monthly

Only going customer review

Quality scores consistently over 85%

We made 3000 calls in 2022/23 a month via a dedicated Retention Team. This team regularly made it by first name call out in reviews and made a significant difference to customer experience

Promoted in literature and socials

Looking forward

- Continue to provide an excellent service to our customers which is already recognised on many fronts.
- Continue to track NPS with an aim to gain a score of 70 continuously
- A perfect 5* on TrustPilot.
- Ensure our Customer Delight Team are consistently supported with the best training.



What's next?

	2022 Certification Score		2024 Recertification Goal
Total	84.6	→	99.6
Governance	18	→	20
Workers	21.1	→	25
Community	15.9	→	20
Environment	25.2	→	30
Customers	4.3	→	4.6



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