

NATIONAL  
GEOGRAPHIC  
**KiDS**

**IMPACT &  
PURPOSE**

REPORT 2023



# Welcome to our 2023 Impact and Purpose report!

At Creature & Co., we embarked on 2023 with ambitious goals and a commitment to making a difference through family-focused content.

I'm pleased to report that we've not only met, **but exceeded many of our objectives**; however, the route to positive change is an ongoing process, and we will remain committed with each passing year, to **strengthen our B Corp status and evolve as a company**, as we work towards a more sustainable future for our dedicated community of planet-passionate readers and their families.

The team we have grown, the people, their creativity and dedication continue to inspire me daily. The stories we tell have the power to change perspectives, foster understanding and deepen family bonds.

**After all, we're all about creating family-focused content that matters.**

So, on that note, here's to another year of positive change!



**Peter Johnson**  
Managing Director

## OUR MISSION

**To inform, inspire and empower people** to act on the world's challenges through engaging storytelling and experiences.

In 2021 (from a baseline of 24 million), we set ourselves the goal of **educating 48 million people** through our work by 2025. At Creature & Co., our purpose is to create lasting, positive change that **makes the world a greener, fairer, and more prosperous** place for all.

We operate in a virtuous circle; our mission drives our purpose, our purpose drives our growth, and our growth helps us achieve our mission. **We continue to work towards our ambitious target!**

## OUR IMPACT JOURNEY



Every issue of National Geographic Kids Magazine came wrapped in a non-recyclable plastic bag, with a plastic toy. The magazine was printed in Poland and the toys were made in China.

PRE 2018



We removed plastic bags from our newsstand magazines, replaced them with paper envelopes and introduced paper gifts instead.

2018



We stopped using plastic bags for our subscription magazines and replaced them with a paper envelope. We moved magazine printing to the UK saving a 1,000 mile lorry drive across Europe for every issue.

2019



During the pandemic, we created a free digital version of the magazine to support parents and teachers home educating. We started donating 1,000 copies of the magazine to the NHS every month. We stopped printing paper gifts in China and moved our production to a UK based, B Corp certified printer.

2020

better business act

We started printing the magazine on FSC recycled paper and began our work towards B Corp certification. We also became a Real Living Wage Employer and signed-up to the Better Business Act.

2021



We began to measure our carbon footprint and recorded our scope 1 and 2 emissions. We introduced 2x paid volunteer days for all employees and the Nat Geo Kids UK website became Eco Friendly Web Alliance certified.

2022



We launch Nat Geo Little Kids magazine, contributing to our mission of reaching 48 million people with educational content by 2025. We continued to measure our carbon emissions and successfully recorded 95% of our scope 3 emissions in the UK. We certified as a B Corp with a score of 104.4.

2023

# 2023 HIGHLIGHTS IN NUMBERS



**15.1** Governance  
**27.5** Workers  
**21.1** Community  
**28.9** Environment  
**11.6** Customers

Score total **104.4**

2023 Carbon footprint  
**795.06** tCO<sub>2</sub>e



**The average UK car...**  
 emits approximately 2.1 tonnes of CO<sub>2</sub> per year. This means 795.06 tCO<sub>2</sub>e is equivalent to the annual emissions of about 378 UK passenger vehicles driving for one year.



**The average UK household's...**  
 annual carbon footprint for home energy use is about 2.7 tonnes of CO<sub>2</sub>. Thus, 795.06 tCO<sub>2</sub>e is roughly equivalent to the annual carbon emissions of around 294 UK households.

Number of **volunteer days** given by Creature & Co. employees

**14**

The monetary value of **employee volunteer days**  
**£1,928.17**

Number of **people reached with educational content** through Nat Geo Kids magazines, newsstand, subscriptions, website visits and online events in 2023  
**14,219,454**



The number of **educational toys and books** sold via our online store

**125 Books**    **341 Toys**



The **charities** that benefitted from an advertising rate discount



**13,000 copies** of Nat Geo Kids donated to the NHS worth...

**£77,870**

**600 copies** of Nat Geo Kids donated to Planet Purbeck C.I.C worth...

**£3,594**

**100 packets** of flower seeds donated to Walter Halls Primary & Early Years School worth...

**£299**



## OUR PEOPLE

This part of the report focusses on the work we did in 2023 to better support Creature & Co. employees

### SUPPORTING OUR TEAM

Gave all employees access to a session with an independent financial advisor to advise on green pensions and other financial questions

Introduced anti-racism e-learning which was completed by the whole company, it is now a criteria of our new-starter checklist

We introduced a £500 training budget for each employee

We continued to pay above the London Living Wage to all employees regardless of geographical location

### FINANCIAL STABILITY & CAREER DEVELOPMENT

In **2023** the employee attrition rate was **12%**  
 (p.s. a low attrition rate is considered healthy!)

#### New jobs in 2023



**Louise**  
Marketing Director



**Oliver**  
Senior Creative

### DIVERSITY, ENGAGEMENT AND INCLUSION

To help us **improve and measure diversity, engagement and inclusion** within our business, our employees are invited to fill out an optional and anonymous survey about themselves.

We use this information to **help ensure everyone who works for us feels welcome**, valued and included.

**90%**

agreed or strongly agreed with the statement 'Creature & Co. values diversity'

**55%**

agreed or strongly agreed with the statement 'Creature & Co. builds diverse teams'

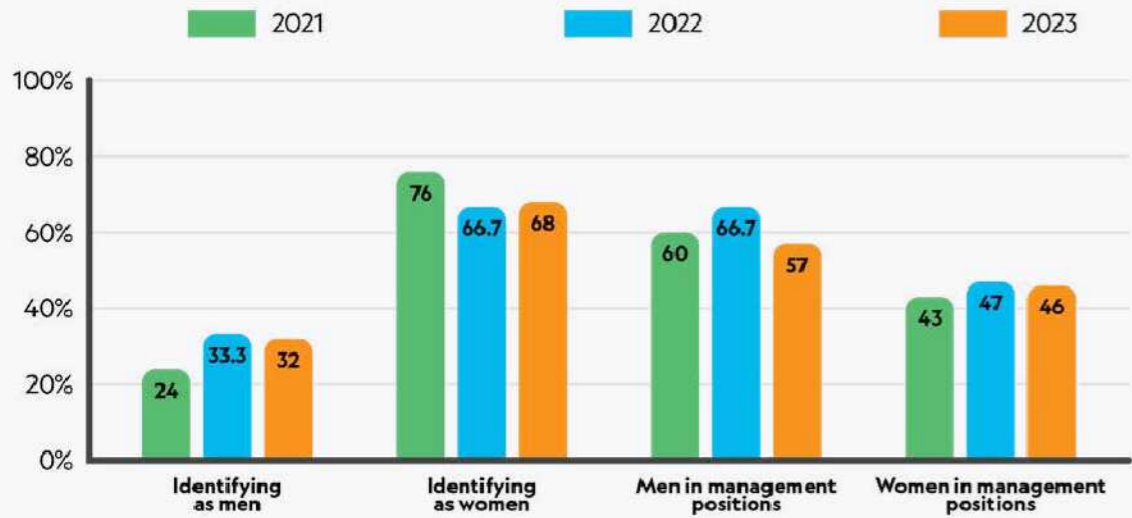
**90%**

agreed or strongly agreed with the statement 'I am proud to work for Creature & Co.'

**78%**

agreed or strongly agreed with the statement 'I would recommend Creature & Co. as a great place to work'

## GENDER IDENTITY



### WHAT WE SAID WE'D DO IN 2023

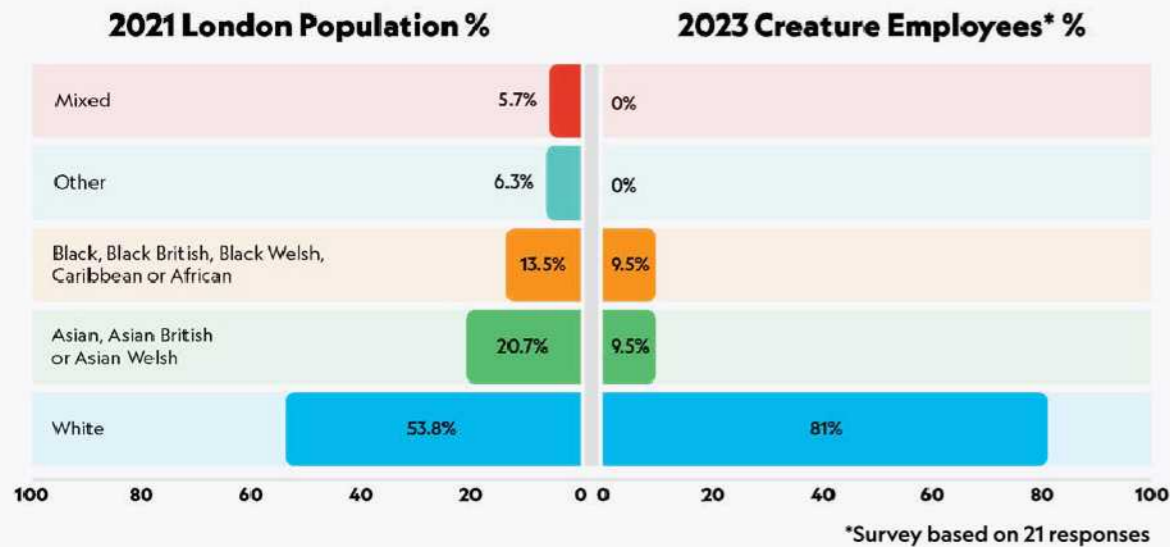
Introduce a policy and learning session for all employees designed to support people going through the menopause

### WHAT WE DID

The menopause learning session for all employees took place in Q1 2024 and the policy was published shortly after

## RACIAL & ETHNIC DIVERSITY

We compared the ethnic diversity of our employees to the ethnic diversity of the population of London using UK census data as this is where our HQ is based



### WHAT WE SAID WE'D DO IN 2023

Request that recruiters send a diverse range of applicants through for job vacancies.

Schedule anti-racism training for all employees and new starter.

### WHAT WE DID

Introduced anti-racism e-learning which was completed by the whole company, it is now a criteria of our new-starter checklist.

# OUR COMMUNITY

This part of the report focusses on the work we did in 2023 to **improve the impact our business has on local communities.**

## EMPLOYEE VOLUNTEER DAYS

Each year, we ask our **employees** to use two days of paid work days to **volunteer for worthy causes.**

**We're a passionate bunch** at Creature & Co., and employees have used this time to support a number of wide-ranging initiatives and organisations.

**14**  
Volunteer days were used in 2023

2023

**47%**

of employees utilised a volunteer day

VS

2022

**33%**

of employees utilised a volunteer day



## SUPPORTING THE CHILDREN'S BOOK PROJECT

Across London and the UK **1 in 8 disadvantaged children** do not have access to any books at home.

Creature & Co. collected **606 books** for The Children's Book Project in December 2023.



# OUR IMPACT

This section focusses on the work we did in 2023 to **improve the impact** our business has on **people and the planet**.



We've worked hard to ensure the changes made on our B Corp journey are **designed to be long-term and sustainable**.

Being part of this global community of B Corp businesses is inspiring us to do better, and **holds us accountable for our impact on people and planet!**

*Find out more about what being a B Corp means!*

[Click here](#)

## EDUCATION

Our customers range from grandparents to parents, family members and friends who buy our much-loved magazines for the young nature-lover in their lives! Schools also purchase our magazines for pupils to read and learn in their classrooms and libraries.

“My daughter has dyslexia and your magazine is a **great encouragement for her to read more!** It means a lot as a parent that she has found something that has helped her to **become more interested in reading.**”

“Nat Geo Kids has **enhanced my grandson's education,** as well as mine. We have both enjoyed it very much. Keep up your great work! **Fun and factual information** for young minds (and old ones too!)”

## NEW LEARNING EXPERIENCES

In **2023**, we launched our live online events featuring **National Geographic Explorers**. These events contribute towards UN Sustainable Development Goal #4 of Quality Education as another medium for children to **learn and engage** with.



## NET PROMOTER SCORE

On a scale of 1-10, how likely are you to recommend our events to friends and family?

**7.5**

“Absolutely loved it! We **really love these sessions.** The event **inspired us** to go and find our own water bears!”

## NEW PRODUCT LAUNCH

To reach even more readers we launched a new product in January 2023, **National Geographic Little Kids magazine** aimed at children age 3-6 years.



## DELIVERING OUR EDUCATION-BASED MISSION

The number of **children and caregivers** we reach with our magazines contributes to our company mission of **educating 48 million** people by 2025.

#	EDUCATIONAL PRODUCT/SERVICE	Households, Schools & Individuals reached		
		2021	2022	2023
#1	National Geographic Kids & Little Kids & Quarterly Special Magazines	2,808,460	2,501,760	4,976,308
#2	National Geographic Kids Global website visits	9,513,125	8,739,000	9,242,271
#3	Webinar views	n/a	n/a	875
<b>TOTAL</b>		<b>12,321,585</b>	<b>11,240,760</b>	<b>14,218,579</b>

RUNNING TOTAL: **37,780,924**

## RAISING AWARENESS OF THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

In 2021, we began recording the total number of features and articles we publish in our magazines and on our websites that support or promote the **United Nations Sustainable Development Goals (UN SDGs)** – as well as the amount of people they reach. We have more work to do, but **we're pretty proud of our results!**

#	THE 17 SUSTAINABLE DEVELOPMENT GOALS	NUMBER OF FEATURES, ARTICLES AND NEWS COUNTED*		
		2021	2022	2023
#1	NO POVERTY	2	1	0
#2	ZERO HUNGER	2	0	0
#3	GOOD HEALTH AND WELL-BEING	4	3	1
#4	QUALITY EDUCATION	1	1	1
#5	GENDER EQUALITY	1	5	1
#6	CLEAN WATER AND SANITATION	5	6	5
#7	AFFORDABLE AND CLEAN ENERGY	1	2	0
#8	DECENT WORK AND ECONOMIC GROWTH	0	5	3
#9	INDUSTRY INNOVATION AND INFRASTRUCTURE	8	1	1
#10	REDUCED INEQUALITY	1	14	8
#11	SUSTAINABLE CITIES AND COMMUNITIES	2	5	3
#12	RESPONSIBLE CONSUMPTION AND PRODUCTION	11	11	8
#13	CLIMATE ACTION	13	18	14
#14	LIFE BELOW WATER	12	26	27
#15	LIFE ON LAND	33	69	62
#16	PEACE JUSTICE AND STRONG INSTITUTIONS	1	3	6
#17	PARTNERSHIP FOR THE GOALS	0	0	1
<b>TOTAL</b>		<b>97</b>	<b>170</b>	<b>141</b>

\*total count includes features, articles and news covered in the **Nat Geo Kids** print editions and online at [natgeokids.com](https://natgeokids.com)

# ENVIRONMENT

## Here's our 2023 highlights!

We increased the scope of our **carbon emissions reporting** in 2023 to cover the full production process of the UK magazine

We began surveying suppliers to **record the carbon impact** of all packaging used in the production process of our magazines.



The Nat Geo Kids UK website maintained Eco-Friendly Web Alliance certification. This means on average every page of the **website loads generating less than 1g** of carbon.

Our magazine distributor celebrated achieving ISO14001 certification and the rollout of a new 'just in time' replenishment system reducing the number of magazines wasted each month.



We started the process to switch bank accounts from Barclays to Natwest. According to the Banking on Climate Chaos 2023 report, **Barclays is the UK and Europe's biggest financier of fossil fuels.**

Paper gifts and sticker sheets started being sewn into the magazines. **On average this has saved 37,000 envelopes** from being printed every month!

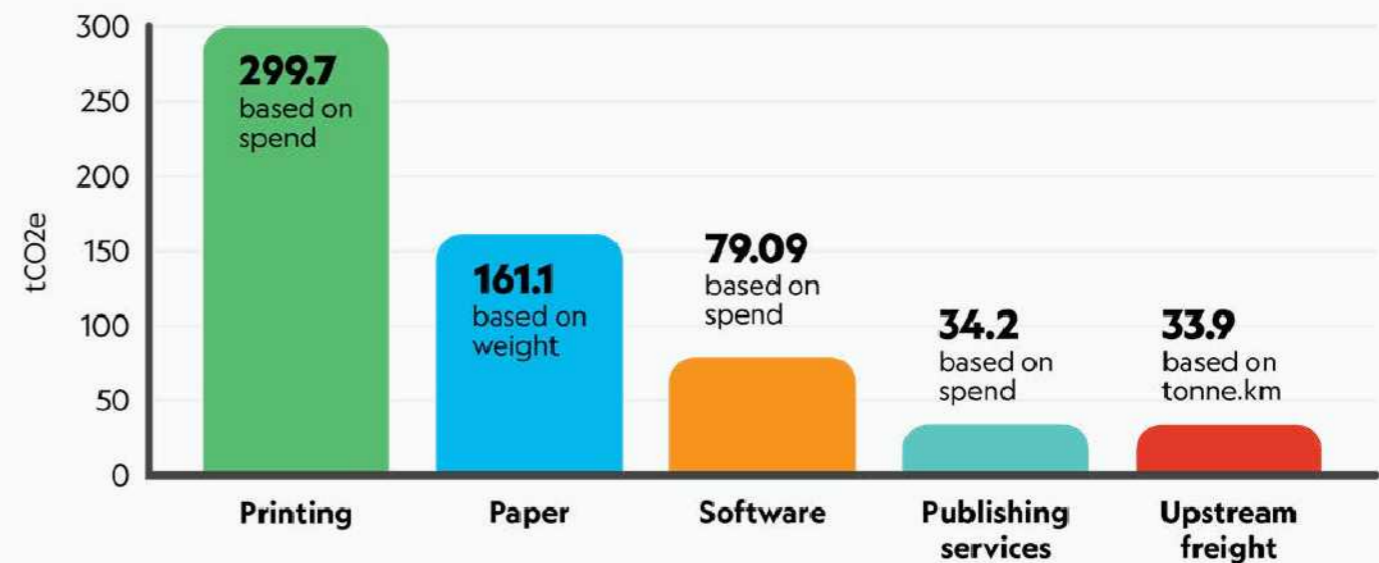


# UK CARBON FOOTPRINT

tCO2e	2021	2022	2023
Scope 1	1.17	1.38	6.70
Scope 2	1.16	1.30	2.75
Scope 3	3.81	42.42	785.61
<b>TOTAL</b>	<b>6.14</b>	<b>45.11</b>	<b>795.06</b>



## TOP 5 LARGEST SOURCES OF EMISSIONS FOR 2023



# OUR CUSTOMERS

We are dedicated to delivering a high-standard of customer service and pride ourselves on investment in an in-house UK-based team. We are committed to learning from our customers, using insights and feedback to deliver positive change in our services and communication.

	2021	2022	2023
Number of Trustpilot Reviews	-	58	55
Number of 5 star reviews	-	47	43
Average first response time	Within 48 hours	Within 48 hours	4 days avg*
Average Resolution Time	48 hours	48 hours	48 hours
Total number of tickets received	22,154	17,119	23,266

the addition of Australia and New Zealand, plus a new title put extra pressure on the team in 2023 however we will be working to streamline processes and reduce response times in 2024

## GOALS FOR 2023

- New software to allow for improved customer experience
- Become B Corp certified
- Record and complete scope 3 emissions for the UK
- Launch Nat Geo Little Kids for ages 3-6 to educate and inspire more young readers

## GOALS ACHIEVED

- Nat Geo Little Kids launched in January 2023
- We successfully migrated our software in October 2023
- 95% of scope 3 sources of emissions were recorded in the UK
- We became B Corp certified in July 2023 with a score of 104.4

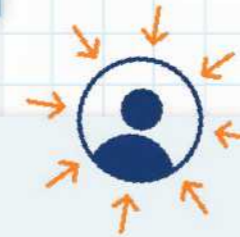
# WHAT'S NEXT?

Small steps lead to big change! With every year, we look to build on the last and our goals for 2024 are our biggest yet.

## GOALS FOR 2024

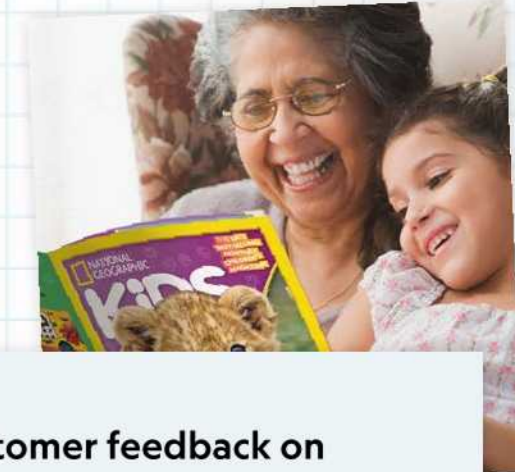
1

Become a truly customer-centric, ethical and transparent organisation.



2

Seek customer feedback on the educational impact of our magazines to ensure strong editorial value.



3

Report on customer satisfaction to understand the impact of changes made throughout the year.

4

Seek feedback and endorsement from trusted organisations to both prove and enhance the educational quality of our magazines.



# AND THAT'S A WRAP!

We hope you enjoyed reading about our sustainability journey and **we're delighted to have you on this journey with us.** The more our community grows, the bigger impact we have together. We can't wait to share what we **achieved in 2024** at the end of next year!