



2022 IMPACT REPORT





It's been a really positive experience to achieve goals I set myself that have also had an environmental impact. It's started interesting conversations and inspired others to make greener choices.

It's changed how I will make choices in the future and it's great to know I want to dedicate myself to a more sustainable future.

Claire, Doer, UK



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INTRODUCTION

Writing our annual impact report is always a welcome moment of reflection. We were surprised however, that reviewing 2022 told us more about 2021 than it did about 2022.

We saw an extraordinary year of impact in 2021, attributed to what we call the 'COP26 effect'.

Hosting COP26 in Glasgow put fire in the belly of corporate players. COPs are not without their critics, but it's clear that COP26 was a galvanising force for UK climate engagement and action. It made climate action relevant, time bound, and urgent in a way that we'd never seen in 13 plus years of Doing. Organisations large and small took the opportunity to be associated with it.

Thanks in part to COP26, in 2021 we ran record numbers of engagement programmes, and recorded 325% growth in the number of people pledging and 340% growth in annual carbon savings.

If we put the anomaly of 2021 aside, 2022 retained an upward trend from 2020, but we were nowhere near the total impact of the COP effect of 2021. Our impact lowered.

We can't afford to see anything but rapid growth in the number of people taking ever more far reaching climate action.

The economic and political landscape plays a significant part in this. Waves of redundancies rip through the UK job market and there is a lack of clear, consistent, and ambitious political leadership on environmental commitment.

Preparing this impact report has underlined the need and potential here.

We recognise Do Nation must work harder than ever to combat these external forces. To push boundaries to adapt and enhance our service in response to this changing landscape. Work to deliver on our bold ambitions is already underway.

They key, as always, is people. We know that 8 in 10 people want to take action on climate in their jobs. Our 2022 data shows that people are more willing to commit to action, with the amount of pledges people make going up from 2.85 to 3.03 per Doer.

Individual action isn't enough though. Cycling to work was radical 10 years ago but now it's normal. It is the start however - the foot in the door. Our job now is to take people further. Our mission is to take people from climate anxiety into climate action and onto climate advocacy and innovation. We are living in the climate era and every job is turning into a climate job. Do Nation is evolving to be part of this transition.

The world needs more people to imagine the future they want to see, and to prioritise optimism and determination over defeat and inaction.

We are determined.

We see in real time the power and knock on effect that taking positive action has. And we can achieve it with the continued effort, energy and dedication from the Do Nation team and our incredible community of customers, action takers and supporters.

Thanks to them, and if that's you, thanks to you. Keep doing what you do!

Team Do

OUR MISSION AND VALUES

We know individual climate action isn't going to save the world: eating less meat may have been a radical act ten years ago, but now it's nothing like enough. Yet it's an important start.

In response to our changing world, in 2022 we refocused our mission and values to better highlight the role we believe individual action must play in tackling the climate and related crises. We lead people from climate anxiety to climate action and onto climate advocacy and innovation.

OUR MISSION

We believe that motivated and informed people are the key to unblocking progress on sustainability and net zero, now.

Our mission is to bring communities together to galvanise millions of people to take meaningful action on climate change.

How we do it We use behaviour science and game design to motivate employees to pledge everyday actions that make a lasting difference, while upskilling them for work in a green economy.

OUR VALUES



POSITIVE ACTION



COMMUNITY POWER



PAVE THE WAY



You feel a sense of purpose with every project because you know there's a great meaning behind what you're doing. Everyone you work with is so friendly, collaborative and helpful.



Do Nation employee

THE BIG PICTURE

8/10

employees are
willing to take action
on climate at work

([Kite](#))

3/4

UK adults worry
about climate
change

([ONS](#))

58–72%

of global emissions
come from household
consumption

([Sustainability science](#))

93%

of businesses with net
zero targets aren't
delivering on their
plans

([Bain](#))



More than a century of burning fossil fuels as well as unequal and unsustainable energy and land use have led to global warming of 1.1°C above pre-industrial levels. This has resulted in more frequent and more intense extreme weather events that have caused increasingly dangerous impacts on nature and people in every region of the world.

Taking effective and equitable climate action will not only reduce losses and damages for nature and people, it will also provide wider benefits.



IPCC, 2023

2022 IMPACT HIGHLIGHTS

25,874

pledges made

6,756

tonnes waste
saved annually

78%

reported an
increase in
awareness and
understanding of
sustainability
after making a
pledge

222 million

litres water saved annually

92%

said they would
make another
pledge, this is an
all time high and
has steadily risen
from 50% in 2016

7/10

agreed pledging made
them feel like part of a
community making a
difference together

2,311

tonnes CO₂e
saved annually

53%

reported saving
money



I feel really empowered that my actions can make a difference and it's opened up a whole host of activities where I can make a difference.

I am now volunteering for a company in the fight against food waste. And, having undertaken numerous courses and listened to talks on sustainability, I hope to forge my career in sustainability going forward.

I'm really glad I've chosen these goals and hope to encourage friends and family to make their own pledges too.

Doer, UK



KEY ACTION FINDINGS

MOST POPULAR DO ACTIONS



Eat up
1,876 pledges



Tap it
1,653 pledges



Veg out
1,750 pledges



Degrees cooler
1,584 pledges



Clothes call
1,284 pledges



On yer bike
1,132 pledges



Fantastic unplastic
1,129 pledges

MOST IMPACTFUL DO ACTIONS



Drive electric
226 tCO₂e saved



Sun power
157 tCO₂e saved



Get grounded
80 tCO₂e saved



Eat up
65 tCO₂e saved



Degrees cooler
47 tCO₂e saved



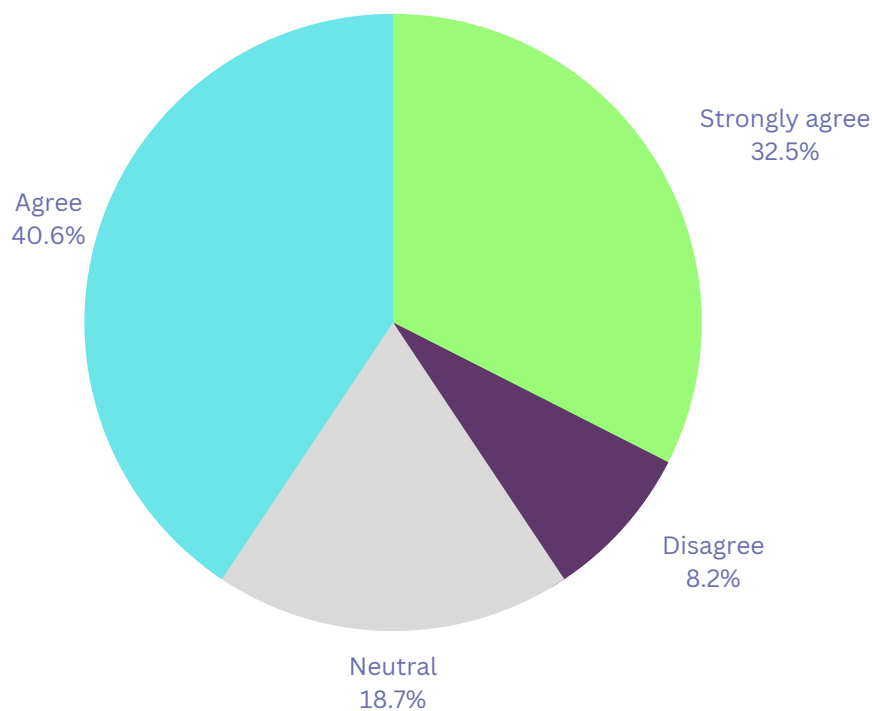
Fix it
30 tCO₂e saved



Veg out
19 tCO₂e saved

PERSONAL BENEFITS

PLEDGING MADE ME FEEL PART OF A COMMUNITY MAKING A DIFFERENCE TOGETHER



68%

Reported an increased sense of wellbeing

46%

Reported an increase in fitness and health after doing their pledge

53%

Reported saving money as result of doing their pledge

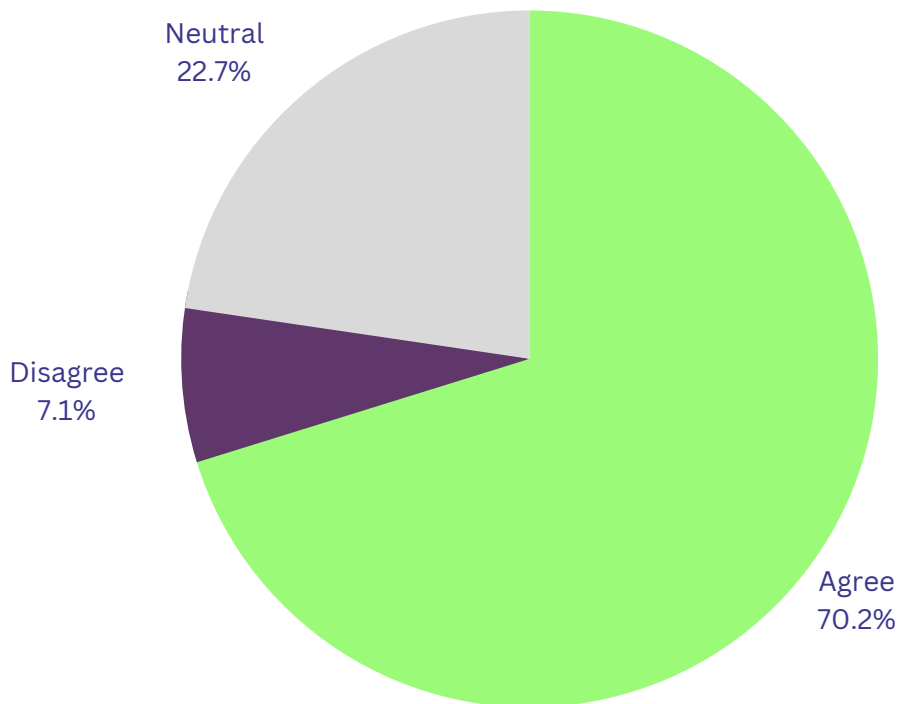
You may well expect people to increase their health and fitness after adopting more sustainable habits, with popular actions including cycling or walking more, and eating less meat.

What is perhaps more surprising is that, contrary to the popular perception that sustainable living comes with costs and personal sacrifice, our data shows that experiences are mostly positive. When asked, over half of respondents agreed their actions saved them money. Only 5% said it cost money.

Actions on Do Nation encourage people to spend more time in nature - including Let it grow, Walk on, and Voluntary time - which is well documented to improve health and wellbeing. Benefits are also found in steps that help forge social connections, like car sharing and cooking together. Regardless of the actions people pledge on Do Nation, just doing *something* is an antidote to anxiety, and seeing your impact build as part of a community powers optimism and connection.

PROFESSIONAL BENEFITS

PLEDGING MADE ME MORE AWARE OF WHAT MY ORGANISATION IS DOING FOR SUSTAINABILITY



73%

reported pledging made them feel like part of a community making a difference together

81%

agreed that taking part made them feel prouder of their organisation

78%

agreed that pledging increased their awareness and interest in sustainability

2022 was the year of quiet quitting, climate quitting, and conscious quitting. People are rightly demanding more from their employers, and it's not just graduates, but across ages, demographics and geographies.

Individuals know climate change is a huge problem and they want their work to reflect their personal values. Our 2022 data show Do Nation is helping connect organisations to their employees and vice versa.

In an increasingly divided society we're proud to report that Do Nation promotes connection and boosts community. This is no accident. Community power is one of our core values, and is built into our platform design and theory of change.

It's good news for employers too. In 2022 we saw seven in ten employees agree that participating in their organisation's pledge programme made them more aware of what their organisation is doing around sustainability, and eight in ten said they were more proud of their organisation as a result.

ENVIRONMENTAL BENEFITS

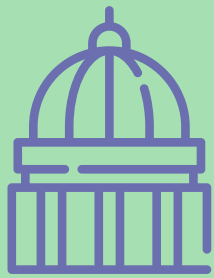
We've touched on the personal and professional benefits of taking action through Do Nation. We broadcast these because tangible, immediate benefits are motivating. Reducing carbon emissions can be too abstract to motivate some, even when they know it matters. Of course, it's this environmental impact that drives us to do what we do, and in 2022 our community made their mark.

We follow up with people two months after they've pledged to see how they got on, and we ask them how likely they are to continue with their action. From this we calculate annualised savings for waste, water and carbon emissions. Here are the annualised figures for 2022.



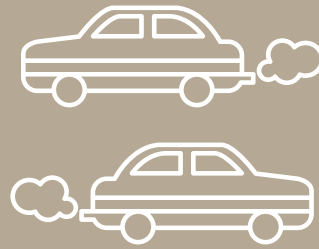
6,589

tonnes of waste,
which is equivalent to
approx 65 blue whales



222m

litres of water,
which would fill the Royal
Albert Hall 2.5 times



2,320

tonnes of CO₂e,
which is equivalent to
driving around the
world 581 times



5.7

average conversations
started by each doer
about their pledge

When Do Nation started out, cycling to work to reduce carbon emissions was a radical act. Thankfully attitudes have moved on! Now our work extends beyond motivating and measuring carbon, waste and water savings, into the influential reach that action achieves within a community - be that professional or professional.

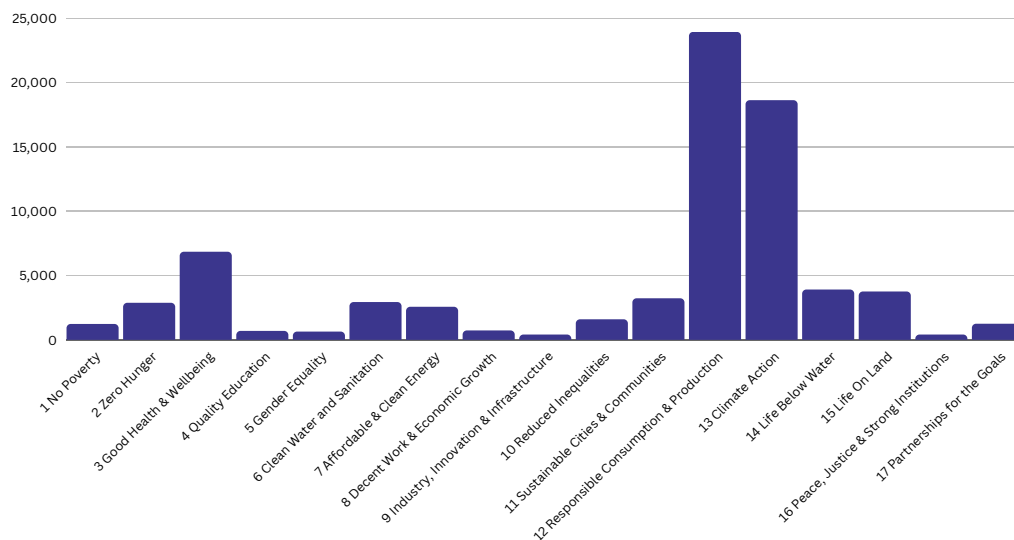
What we say and do influences the actions and attitudes of those around us. Taking action on Do Nation is as much about reducing personal environmental impact as it is about the ripple effect of example and conversations that stem from it.

When people pledge on Do Nation, they talk about their action to 5.7 people on average. And more may see them taking action. Whether it's using a re-usable cup, powering down devices at the end of the day, or installing solar panels, these actions normalise behaviours and signal to the community that it's safe to have a go too.

SUSTAINABLE DEVELOPMENT GOALS IN ACTION

IMPACT OF INDIVIDUAL ACTION ON SDGS

In 2022 we re-mapped all our Do Actions to the SDGs, and introduced some new actions. Now we have Do Actions to support every one of the 17 SDGs.



17

All 17 Sustainable Development Goals supported by Do Actions in 2022 for the first time.

12

"Responsible Consumption and Production" is the Global Goal supported by most pledges.





I think what you do is fantastic, it's great to be able to visualise your impact and actually show the breadth of what small changes can achieve, both environmentally and financially, as well as for your wellbeing.

You feel like you are making a difference, however small. It's great to be able to show my kids to inform them and explain clearly why I ask them to do certain things - turning off taps, shutting doors, etc.

It's a great source of education for young and old alike.



Georgie, Ride the Change, UK

DO NATION TEAM IMPACT

1

Do Nation's Net Zero target

By 2030, for every 1 tonne of CO₂e we emit, we'll help our users save 1,000 tonnes of CO₂e.

We set this Net Zero target in 2019 and have smashed it every year since - even though we're 6 years away from officially needing to meet it. In 2022, for every tonne of CO₂e we emitted, we helped our users avoid 1,178 tonnes.

Part of our success has come from work we did on our website. We reduced our carbon footprint by re-building some of our most visited web pages. We removed images and switched to Single Page Application, [read more here](#). This significantly lowered our site carbon footprint, and paved the way to continue this reduction over the coming years.



2

Volunteering

It's fair to say we love a bit of volunteering at Do Nation. Whether it's out in nature building dead wood hedges, helping out at a food bank, or volunteering for Oxfam at Glastonbury (yes, technically going to Glastonbury counts as volunteering in our book!), our team has two paid volunteering days a year.

And of course there's a Do Action for it, Voluntary time, so we can pledge it first.

3

Doing the do

We talk a lot about encouraging organisations to walk the walk, not just talk the talk. So it's only fitting we do the do, too!

Even though we're a small team we run internal pledge challenges. It's called 'Doing the Do' and it helps us nudge each other to do more. So far we've raised 68 pledges and this internal Do-fest is stopping two tonnes of CO₂e from entering our atmosphere each year.

A FORCE FOR GOOD

B CORP

We're a proud B Corp and have many B Corps in our customer base. As such, we were delighted to be named one of the 'best of 2022' for governance. Do Nation CEO Hermione Taylor spoke at the 1000 x B Corp event in November 2022, which celebrated 1000 UK B Corps at the Natural History Museum.

Employee benefits

Some of our most impactful Do Actions improve health and wellbeing, so it's only natural that our perks reflect those values.

We have free monthly coaching, plus fully remote, flexible working, and two additional annual leave days per year if we travel to our holiday by land and sea instead of by air.

Donation of Do Nation

Do Nation supports charities and community groups by offering free 12 month subscriptions of Do Nation Pro.

In 2022 The Whitworth in Darley Dale were recipients of 'Donation of Do Nation'. They raised 72 pledges and as a community are saving 2,964 kg of CO₂e every year. That's equivalent to 31 flights from Glasgow to Amsterdam!





RIDE THE CHANGE IMPACT

1,474

pledges made

518

tonnes of waste
saved annually

5.5M

litres of water
saved annually

109

tCO₂e
saved annually

Ride the Change is a social cycle ride that raises awareness, connection and action on climate, led by Do Nation and organised in collaboration with partners Adventure Uncovered and Break the Cycle.

In October 2022 our third Ride the Change took place with over 90 cyclists pedalling from Wales to Westminster ahead of COP27.

Joining the ride were teams from Taylor Wessing, Pukka Herbs, and Unboxed as well as teams from our sponsors Cyan Partners, ARUP, AECOM and Nonstop.

Riders used the Do Nation platform to raise support for their adventure in the form of climate action pledges instead of cash.

RIDE THE CHANGE 2022 CARBON FOOTPRINT

Green Element calculated the carbon footprint of the ride - coming in at 4.47 CO₂e, mostly driven by participant travel, accommodation, and support vehicles.

If travels by train in future years, the footprint will decrease by 10%. Electric support vehicles will further lower the footprint of future rides.

The ride featured on a [BBC documentary](#) as well as in national and local news, including BBC and ITV.

THANKS TO OUR FANTASTIC PARTNERS AND SPONSORS

ORGANISING PARTNERS.



SILVER SPONSOR.



BRONZE SPONSORS.





Image credits: Hannah Bailey, Jen Gale

UNFINISHED BUSINESS

More than a small step

Taking a small step, like turning out a light, may seem inconsequential. But it is an empowering starting point for some.

But it's not the case for everyone. Not enough people stick around to make a second pledge, and with drinking more tap water as our second most popular pledge we need to encourage bolder action, like switching banks and advocating for renewables.

Our job now is to get more people trying higher impact actions, and to help people turn individual action into climate advocacy, influence and innovation.

Fitter features

When we launched Do Nation as an employee action tool, all programmes were public. Any visitor to Do Nation could see all the action and impact, in action.

In 2022 the feedback was clear. Some organisations prefer to keep engagement campaigns internal. So this year we launched new privacy functionality. Now programmes can be private or public, at a simple [switch of a toggle](#).

Of course we have a long list of feature developments on the go, but adapting to the changing needs of customers is key.





"What you do makes a difference, and you have to decide what kind of difference you want to make."



Dr Jane Goodall, Scientist & Activist



hello@wearedonation.com

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Certified



Corporation

