



# WOB IMPACT REPORT

## OUR MISSION

We're a circular economy, for-profit company that protects the planet and supports charities by helping people reuse books, DVDs, CDs, games and more! We plan to be recognised as a true innovator of re-commerce solutions while keeping these values that the business was founded on.



**201.4k**  
books donated  
in 2022

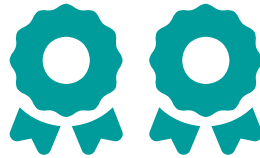
**422.9k**  
books donated to  
good causes in total

**OUR PLEDGE**  
On target  
to donate  
**1 million books**  
by 2025



**39k**  
authors  
supported

in total since the  
scheme launched  
in 2021

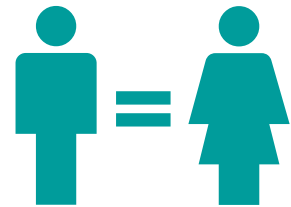


**WINNER**  
of two Queen's  
Awards for  
Enterprise



Gender  
pay gap of

**0%\***



\*based on median pay, and considering  
all employees as of 5th April 2022



ALMOST  
**16 MILLION**  
BOOKS REHOMED



**516.4k**  
trees saved!



**READ MORE**

# OUR PEOPLE

Having a positive impact starts with our people. We've promised our people that we'll give them the tools they need to grow and develop, maintain an inclusive environment where everyone can be themselves, and always listen to feedback so we can continue to improve.

## POLICIES

We care about the people who work at Wob, and we're always looking at different ways we can create a better work culture for them. This year, we introduced policies to support Wobbers, including health and wellbeing and internal mobility guidance.

Our new volunteering policy supports employees who'd like to volunteer for local initiatives. So far, we've already had over 40 people help out with beach cleans, food banks and more!



## TRAINING AND DEVELOPMENT

**+59.6%**  
vs last year



Average  
**3,793 hours**  
per month

**+50%**  
vs last year



Approximately  
**6 hours**  
per head per month

GENDER PAY GAP

Our gender  
pay gap is

**0%\***

\*based on median pay, and considering all employees as of 5th April 2022



## IMPACT AMBASSADORS

We've appointed our very own Impact Ambassadors within the company! This group is made up of Wobblers who have volunteered their time to get more people involved in our impact initiatives.

*"Our goal is to ignite enthusiasm across Wob by keeping fellow Wobblers updated on all the positive things we're doing. We're here to answer any and all questions about impact to make sure everyone understands the great work we're doing as a company. After all, we want to be a business to believe in!"*

## HEALTH AND WELLBEING

We've introduced 11 mental health first aiders across both of our sites! They're all on hand to provide mental health support in the workplace.

Our new health and wellbeing committee meets regularly to organise wellbeing events that improve employees' mental and physical health.



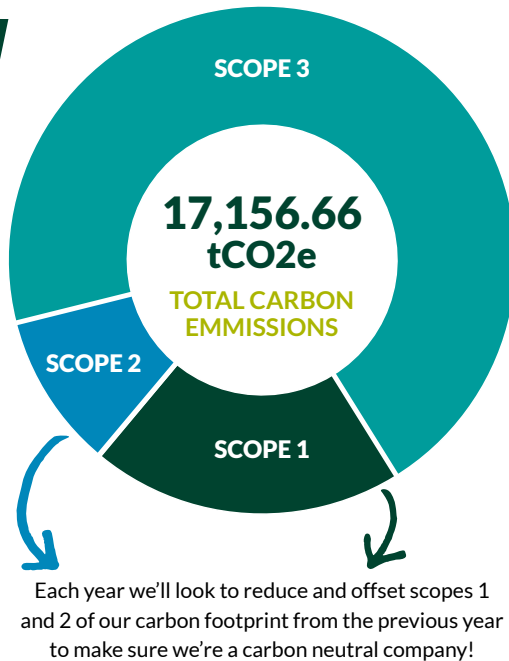
We've set up new relationships with mental health organisations such as Samaritans, Time to Talk and the NHS within the local area to support our communities.

# ENVIRONMENT

**We're officially carbon neutral!** We pledged to become carbon neutral by 2022, so it's safe to say we officially met our target! This is an amazing accomplishment for Wob and it means we're making a really positive impact on the planet.

## OUR CARBON FOOTPRINT

We calculated our first ever carbon footprint! This means we've calculated every single carbon emission created by World of Books Group in FY21, and this has helped us to improve our carbon reporting going forward.



SCOPE KEY

- 1** Emissions from vehicles we own
- 2** Emissions created on-site, like gas and electricity
- 3** Emissions from our supply chain including waste, water and packaging

We've also calculated our footprint for FY22 = 20,834.41 tCO<sub>2</sub>e\*

We also partnered with Menzies which reduced our mileage by **78,400 MILES**

We do this by investing in amazing projects that not only offset our carbon, but also have positive impacts on education, employment and the health of communities where these projects are based.

**PROJECTS WE'VE INVESTED IN:**

- 🌍 Nica Forest High Impact Reforestation Program
- 🌍 Bauminvest Reforestation Project
- 🌍 Planting Biodiverse Forests in Panama
- 🌍 Envira Amazonia Conservation Project
- 🌍 Vinales Biomass Plant
- 🌍 Cookstoves of Honduras
- 🌍 South Cardamom REDD+
- 🌍 Ghani Solar



\* This is the first year the US and Hungary have been reported on as part of World of Books Group in full!

## TOTAL BOOKS SOLD BY WORLD OF BOOKS GROUP (INCLUDING WHOLESALE)



**79 TONNES**  
OF BOOKS, CDS, DVDS AND GAMES  
DIVERTED FROM WASTE

Amount that would have gone  
to landfill without Wob



**15,839,670**  
BOOKS REHOMED  
IN 2021-22

vs 13,518,885 in 2020-21



This is the equivalent of

**516,477**  
TREES SAVED...



...which is over

**1,400 TREES**  
SAVED EVERY DAY!

### TWO QUEEN'S AWARDS

Winning both the Sustainable Development Award and the International Trade Award, Wob was one of only seven companies to achieve two Queen's Awards for Enterprise this year from a total of over 200 winners!



### APCRG RESPONSIBLE BUSINESS CHAMPIONS AWARD 2022

We were nominated for the Responsible Business Champion award by our local MP, Sir Peter Bottomley, and shortlisted in the top 10 out of over 250 companies!

### ELECTRONIC SIGNATURES!

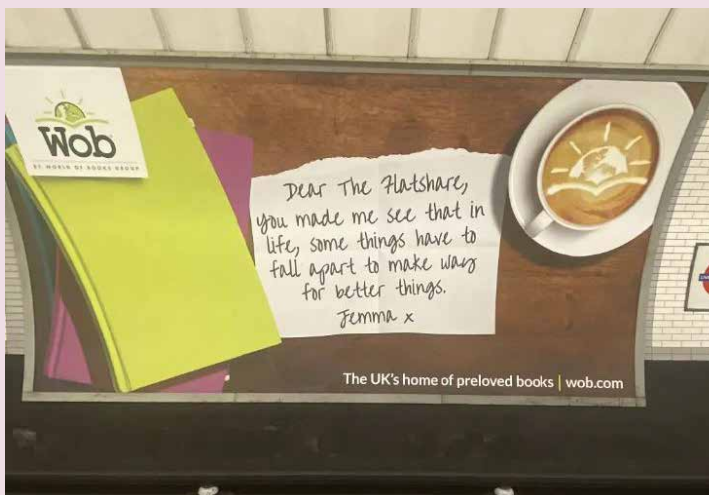
We've made the move from paper to digital when sending out documents that need signatures. Since we made the transition, we've sent out 279 documents using PandaDoc and massively reduced our use of paper, printers, ink and postage!


*"We love working with World of Books! They work so hard to make a meaningful impact in everything they do and the team behind the scenes is really motivated to make positive changes in the world. We worked closely with Wob to provide our expertise and make sure they were measuring their carbon footprint correctly, as well as advising on the steps they could take to become carbon neutral."*

**GREENHEART**

# OUR CUSTOMERS

Our customers are at the heart of everything we do. We've made huge changes this year to involve them in more ways and make sure they understand the role they play in driving the circular economy!







 **betholearyauthor** I felt really moved to see this - @wob.group asked readers to share a "book that made me", and Jemma chose *The Flatshare* ❤️

It's always a total honour when a reader shares with me that my characters have played a part in their lives, even if it's just by making them smile on a gloomy day. If you feel like sharing, I would love to hear in the comments what a book has meant to you - it doesn't have to be one of mine! Just any story that's had an impact.

I'll start with the audiobook I'm listening to right now: *The Bodyguard* by @katherinecenter. It's been a bit of an emotional week as my little one has stopped breastfeeding, and when I've felt sad about it, this book has whisked me away and cheered me up. It's an absolutely brilliant read - the female lead is the bodyguard and the guy is her client. The only thing tainting the pure joy it's bringing me is the jealous pang of wishing I'd written it...

#bookstagram #booksofinstagram #bookrecommendations #TheFlatshare #theswitch #theroadtrip #thenshow

     
 Liked by betwixt.the.pages and 2,352 others  
 SEPTEMBER 2, 2022

## LOVE LETTER CAMPAIGN

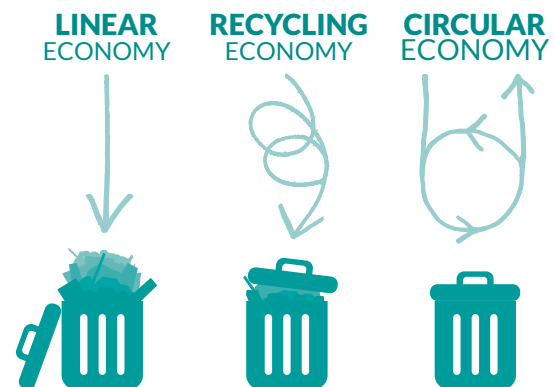
We asked customers to send us a love letter to the book that changed their life. We loved seeing these posted across the London Underground

and shared across social media by customers and authors including JoJo Moyes, Beth O'Leary, Kris Hallenga, Adam Silvera and more!

## ZIFFIT AND THE CIRCULAR ECONOMY

Over the last two decades, we've grown from a start-up into pioneers of the circular economy, helping more people to join the reuse revolution. We encourage customers to re-love a preloved book with Wob and sell their used goods through Ziffit! This helps people to reuse and results in less waste going to landfill.

**ziffit**





# THE POWER OF SOCIAL MEDIA!

## OUR BRAND AMBASSADORS

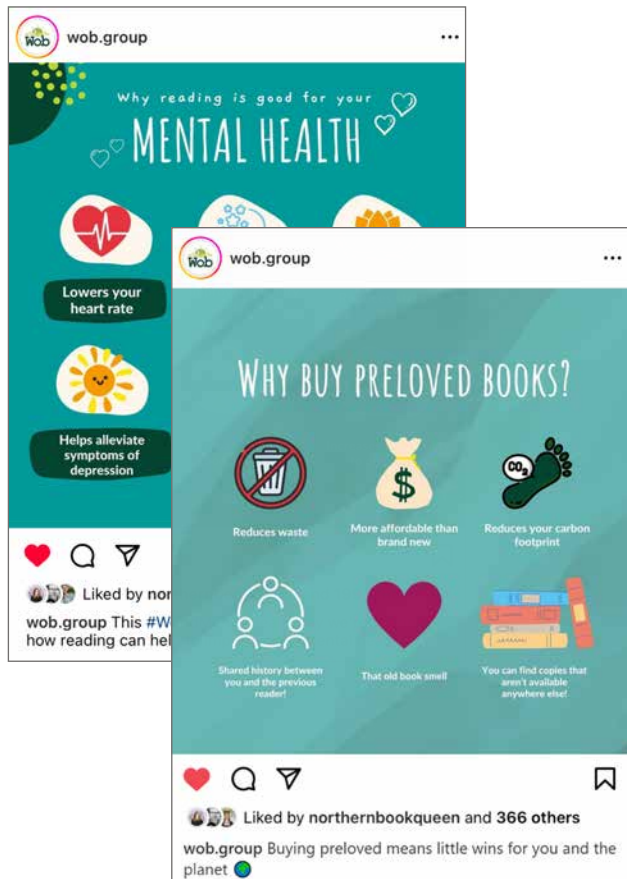
We have a lovely group of influencers who share the love of Wob to their own followers.

## LAUNCH OF TIKTOK

We're officially on TikTok! The #BookTok community is huge so we've loved getting involved in the conversation on this platform and have big plans for next year!

## POSITIVE IMPACT ON SOCIAL

We're dedicated to promoting our positive impact across social media and getting people involved – this is reflected in our marketing policy which states we must consider social and environmental impact when speaking to customers. Our posts about environmental and social impact get huge amounts of engagement which shows people are really interested in joining the reuse revolution!



# OUR COMMUNITIES



**39,097 authors supported\***

We continue to support authors through our AuthorSHARE initiative.

As the used book market continues to grow, we want to make sure authors are getting a fair deal.

A new book will be sold once but their stories can be enjoyed by more than one owner. After all, a story doesn't change because it's been read before!



\* In total since the scheme launched in 2021

## DONATIONS

**201,400**

books donated in 2022 achieving our target of 200k!

**422,922**

books donated to good causes in total

such as Sussex to Africa, Book2Africa, OwnBooks, Book-Cycle and more!



We've set ourselves a target to donate **200k books** a year so we can make sure we achieve our pledge to donate **1 million books by 2025**.



*"The books have and are going to go a long way in helping the literacy journeys of so many children. The books and materials motivate not only the children but the parents too who visit and eventually enroll their children who are not in school."*

## SHOPIAGO

Shopiago helps charities make money, make space and make a difference thanks to three innovative products:

### SHOPIAGO ECOMMERCE

Takes the pain out of listing items online, helping charities to sell more products online for higher prices.

### SHOPIAGO TRADE-IN

Uses barcode technology to scan preloved books, CDs, DVDs and computer games, turning them into instant cash.

### SHOPIAGO COLLECTION

Helps charities to shift excess preloved books in bulk.

Shopiago crowned the very first winners of the Shopiago Online Charity Awards to recognise and reward the vital work carried out by charity partners every day.

shopiago

BY WORLD OF BOOKS GROUP

#### HIGHLIGHTS

**Over 2 million**  
items sold

**815 tonnes**  
of media diverted  
from waste

**Over £55 million**  
raised by charities

**Over 2 million**  
books, CDs, DVDs  
and games traded in

= MORE  
MONEY  
FOR GOOD  
CAUSES

*"Shopiago Ecommerce has fundamentally transformed how we sell. Since we started working with Shopiago, we are now selling more stock faster with way less stress"*

 St Peter's Hospice

*"We have seen fantastic results from our excess book collection and scanning partnership. The Shopiago team are always on hand to look at new ways to grow revenue for our charity."*

 **debra**  
THE BUTTERFLY SKIN CHARITY

## REFUGEE RESETTLEMENT SCHEME

We've partnered with local councils to support refugees in their resettlement process. So far, we've hired six new staff across both of our Goring and Coventry sites as part of the refugee resettlement schemes which aim to support refugees in finding homes, securing jobs and setting up a new life.



*“This has been an incredible year for us, and the passion, drive and dedication of everyone at Wob has been fantastic to see! While we celebrate these achievements, we also aspire to do more and have an even greater impact. Here are some things we’re currently working on.”*

**HANNAH CLEVETT, IMPACT MANAGER**

## OUR NEXT CHAPTER

### SELL BACK YOUR BOOK

We’ve grown the business by more than 50% by partnering with US trade-in site, Sell Back Your Book. Together, we’ll continue to help protect the environment by encouraging the reuse of books, CDs, DVDs, games and more. We look forward to all the work we can do to support the circular economy and reduce waste on a global scale.

[sellbackyourbook.com](https://sellbackyourbook.com)

### NET ZERO

We’re so happy to be carbon neutral but there’s so much more we can do! In FY23 we’ll be looking more closely at our strategy to achieve Net Zero by 2050.

### REDUCING OUR USE OF PLASTIC

We listened to our customers and we know our packaging is one of our most asked for changes. Here are the plans we have in place to reduce plastic even more!

- ♥ We’re investing in an automated packing machine that will use a paper alternative for packaging.
- ♥ We’re looking for a new robust packaging solution that’s affordable so we can continue to keep costs low for our customers.

### DONATIONS

We’re still committed to donating books to good causes. Our target is to donate 200k books in FY23 so we can make sure we achieve our pledge to donate 1 million books by 2025!

### WOB FOUNDATION

We’re launching our very own independent charity! The charity will be supported by Wob on a voluntary basis, meaning 100% of donations will go directly to charitable causes that promote literacy or the circular economy. We’re excited to kickstart this in FY23!



### B CORP RECERTIFICATION

Every three years, B Corps must go through a recertification process to make sure they’re still having a positive impact on the planet. In 2022, we submitted our B Impact Assessment ahead of our October deadline and are now going through the auditing stage. We look forward to receiving our B Corp score soon!



*“World of Books was founded on the ethos to do good, help charities and benefit the environment. Our impact report is a great example of how we work to stay true to these values and make a positive impact on the world. Now with the launch of our very own charity, the Wob Foundation, and upcoming B Corp recertification, we look forward to another amazing year of making a positive impact for people and the planet.”*

**GRAHAM BELL, CEO**