



Social Impact Report

Aug 2022 > Jan 2023

Foreword

Hello Passionates,

2022 was a year of change for Passion4Social. We are moving forward to scale up.

We have participated in many events as lead presenters, secured some awards, acquired new clients, and, most importantly, we have continued deploying our mission day-to-day.

We are excited with the 'Accessibility for All' project. Website Accessibility Audits seem that will be our lead services in the future and will be able to create tens of new job roles when we reach volumes of orders. I am looking forward to promoting and advocating accessibility and inclusion in higher societal levels.

Thiago Carmo

Managing Director





Accessibility Audits

Brand Storytelling

Graphic Design

Content Creation

Web Design

passion
4social

Who We Are

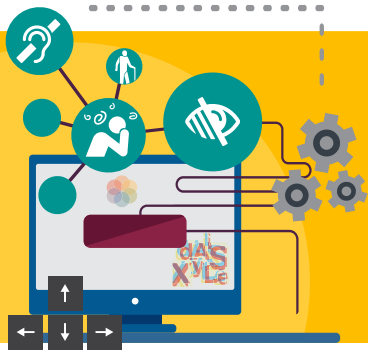
Passion4Social is a unique creative agency in Scotland. We are a creative agency with a difference! We are different because we are a social enterprise. We create sustainable employment opportunities for people with disabilities. We embrace inclusion and help our employees to become more self-confident. We believe that everyone has what it takes to be a hero. We celebrate diversity. We put people first, over and above profit margins. We are Passion4Social!

Our Company Mission

Our mission is to **create sustainable employment opportunities for people with disabilities and those with disadvantaged backgrounds**, and contribute to their feelings of inclusion, health, wellbeing, and quality of life. Our business aims to harness the superb skills of exceptional people and connect them to real opportunities in the Creative Industry.

Core Services, Delivered by Our Passionate Team of Experts

Passion4Social works in the creativity industry providing marketing solutions:



Websites Accessibility Audits

Automated, Manual and Simulation tests,
Accessibility Statements, Consultancy

Brand Storytelling

A transmedia technique that aims to engage different audiences that experience one brand, product or service differently. The client is presented with a full communication plan for the brand or campaign



Graphic Design

Presentations, print, broadcast, video
production, storyboard, production,
motion graphics & animation

Digital Marketing & Content Management

Strategy, blog writing, advertising, affiliate
programmes



Web Design

Websites, with a focus on WordPress frameworks

Web and App Development,

Coding, Web solutions, Apps, SEO, Analytics,
Automation

Meeting a Scottish Government Priority

Through our creative agency, our mission is to bridge Scotland's digital skills gap with the talents of housebound disabled people, and in doing so, help the government fulfil its commitment to halve the Disability Employment Gap. Our clients receive a high-quality service experience while contributing to social change: creating sustainable employment opportunities for disabled people.

Four Pillars: Quality, Timing, Process and Support

Our Four Pillars are central to offering quality services:

1. **Quality:** We complete all projects with beauty and functionality in mind;
2. **Timing:** We meet mutually agreed deadlines with punctuality and efficiency;
3. **Process:** We establish and agree on a standard procedure with clients, describing all project phases and keep the communication as transparent as possible to meet expectations;
4. **Support:** We give attention and care to clients, before, during and after each project. We will be available at all agreed times.

Empowerment, Equalities and Celebrating Diversity

We believe that with the right support, there is no reason people with disabilities and long-term health conditions cannot achieve everything in business that others can. We absolutely recognise the importance of empowering disabled people and their families to make business choices, and we will strive in every way possible to ensure our employees have the tools to unlock their potential. Through training and coaching, the lead team experience is transferred to employees. Passion4Social provides these "disabled" professionals the opportunity to grow in their career, to raise confidence, and to develop their business competencies. We believe we have unveiled diamonds that will shine.

Flexibility

The overriding ethos at Passion4Social, and our primary goal is to provide a flexible working environment to stimulate creativity and growth. We believe in showing our employees that we are empathetic towards their individual needs and where possible we will work to accommodate them. Our focus on providing the right working environment gives our employees the flexibility needed to work around their particular disability or to recover from a long-term health condition, without judgement or disrespect. Empathy is far more effective than sympathy.

Investing in Talent

Our team work from home – in comfortable working environments that we help and support them to create. This means we don't have high central costs or a fancy office. We use technology to communicate and focus our investment on talent-building, not overheads.



Our Sustainable Development Goals

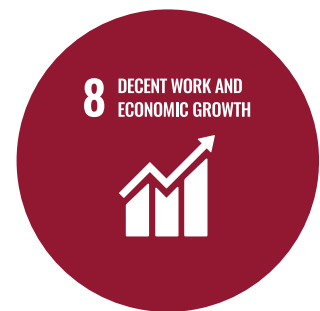
Passion4Social **directly impacts** 5 SDGs:



through our flexible and balanced working practices



through our inclusive recruitment practices and equal wages



through our work towards our goal of expanding on a larger scale, as the business model allows



through intelligent use of market tools to break socio-economic barriers



through advocacy for diversity, equity, inclusion and equal opportunities

Passion4Social **indirectly impacts** 6 SDGs:



through creating
employment
opportunities



through creating
employment
opportunities



through our
training and
learning
partnerships



as through our
remote working
practices, we
reduce fuel
consumption and
gas emissions. In
addition,
our supply chain
has the same
values promoting
the circular
economy



as we believe
diversity is the way
to promote
inclusion. Passion
4 Social is an
advocate of
inclusion, equal
opportunities,
equity, and
diversity. All of our
services are
delivered with this
in mind.

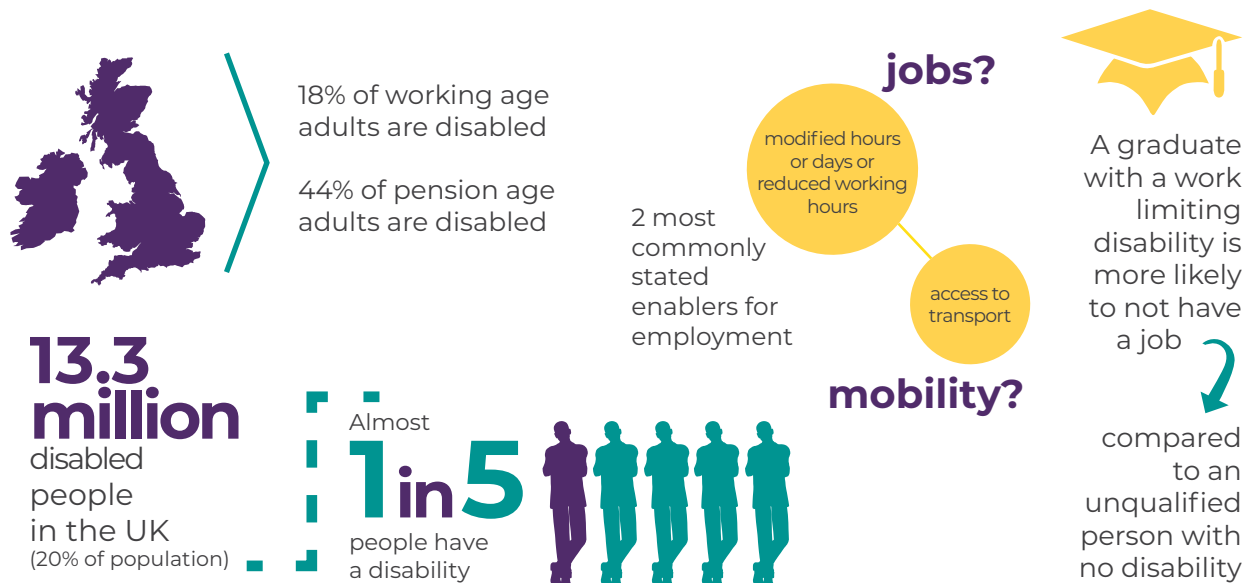


as in line with
responsible
consumption, we
are always open to
collaboration with
NGOs, social
companies, and
initiatives that
promote inclusion,
diversity, and
income
distribution.

Our Theory of Change

Context of the Cause

People with disabilities and other disadvantageous backgrounds do not have the same work opportunities, there is a lack of flexibility and mobility, lack of inclusion and diversity, and prejudice from employers.



Employment rate for people with disabilities: 49.2%
Employment rate for people without disabilities: 75.6%

Unemployment rate for disabled: 9%
Unemployment rate for non-disabled: 3.8%

The UK government spends
£15.2 billion
in incentives to facilitate access for
3.5 million working-age people with disabilities

On every 10 employees only 1 is a person with disability

The Need

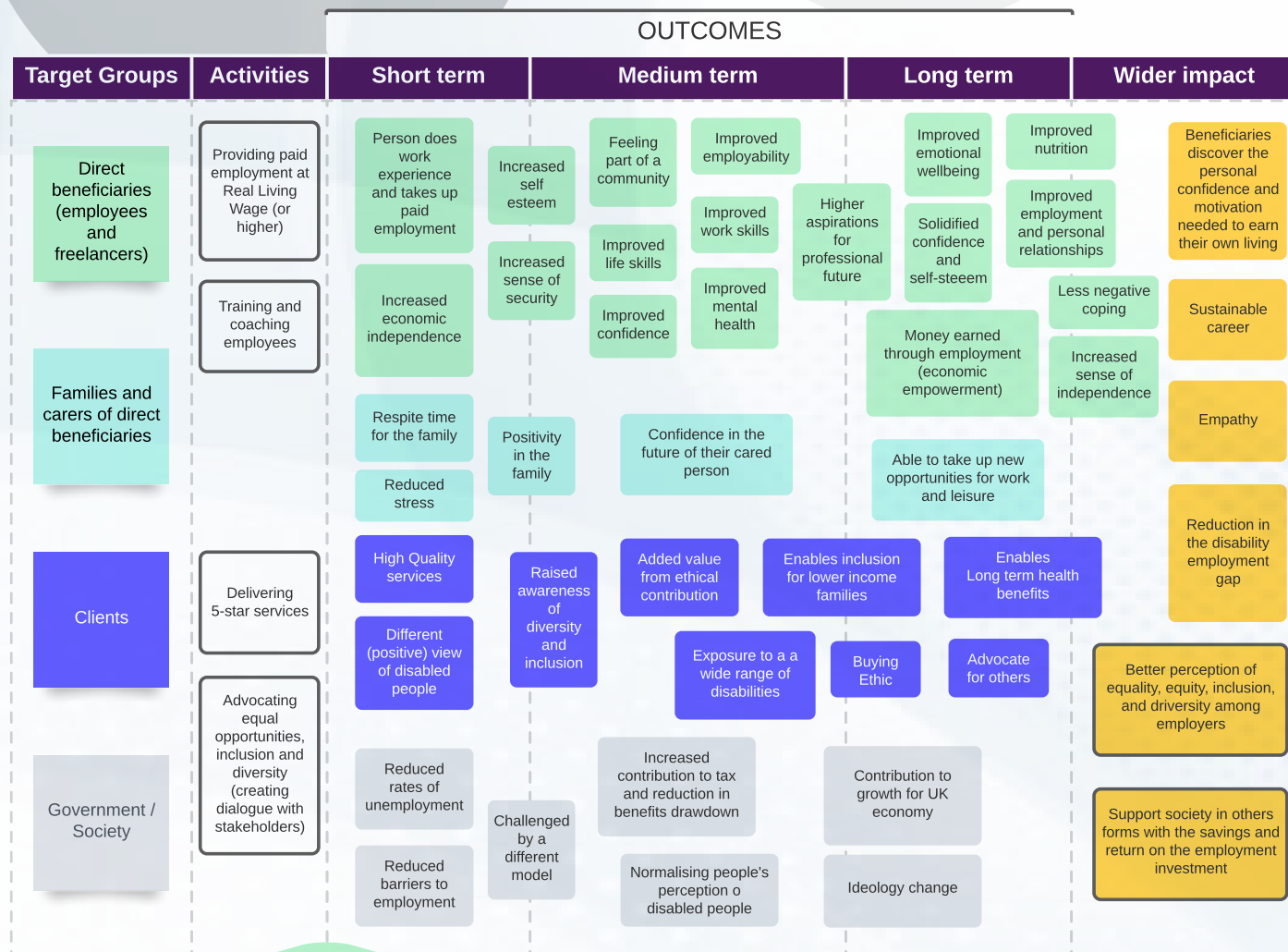
The UK employment rate for people with disabilities is from 25 to 30 percentage points lower than for people without disabilities = Employment Gap

Who is affected?

People with disabilities
Employers
Job Market
Disadvantaged /
defranchised people

Affected how?

Job opportunities
Included society
Attitudes



Enablers

- Trading to provide safe network
- Create more employment opportunities
- Funding opportunities
- Client understanding of social enterprise
- Flexible work
- Accessible tools
- Family support

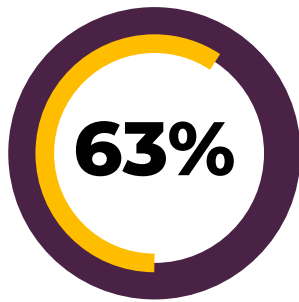
Barriers

- Persistent misconception of low quality work
- Change in benefit system for people with disabilities
- Complicated/hard to navigate benefit system (DWP)
- Mobility difficulties
- Cost of borrowing money as a social enterprise

Our Social Impact

Employment

From the period of August 22 to January 23, Passion4Social managed to secure 8 employment positions with **great diversity**:



are disabled



are women



have other diverse backgrounds

Experience



Furthermore, these opportunities reached the following impact:



4628

hours of Real
Living Wage paid
employment were
provided



20+

people improved
their quality of life



£126K

returned to society
as monetary social
impact

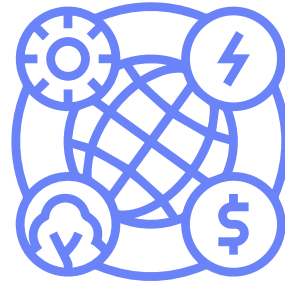
Our Social Impact

Stakeholders

Our engagement with clients and suppliers, from August 22 to January 22 in numbers:



46 clients



4 suppliers



£93K
in contracts



100%
awareness

that disabled people
are as talented as
everybody else

+200K
impacted

indirectly by the websites, leaflets, reports,
animations, etc that Passion4Social
delivered to its clients

Our Social Impact Advocacy

According to several research and survey reports published by Enable, the biggest barrier to equal opportunities is the prejudice and misconception from employers against disabled people and those with disadvantaged backgrounds.

Part of Passion4Social's work is to show the market that our diverse team is as talented as (if not more than) anyone else.

We use our social media to do the bulk of this awareness, and we complement it by participating in events, interviews, and award competitions.

Here is what we have accomplished in the last 6 months:



180,000

impressions on our
social media posts



183 people

directly impacted by Passion4Social's
workshops and events for EY Foundation,
ConnectThree, Accessibility for All among
others



2 awards

• Website Accessibility Audits & Brand
Storytelling Specialists, Scottish Enterprise
Awards 2022

Conclusion

We are proud of our accomplishments and being able to deliver so much back to society. We can see that we are creating an economic impact and also a positive impact on people's lives.

Very often we are approached by our stakeholders and audience to hear: **"It is wonderful work you are all doing!"**

Our current team is becoming more and more confident, and others that have worked with us are in a much better position than they were before working at Passion4Social.

It is great to see the progress of the company despite the downturn that the pandemic has brought to all of us.

Summarising, providing **thousands of paid work hours** to those that did not previously have the opportunity, **impacting tens of thousands of people** directly and indirectly, and **sustainably contributing to a better society** make us speechless but, at the same time, shows that Passion4Social is on the right track.