



2021 SOCIAL IMPACT REPORT



Welcome to our **Social Impact Report**

Four Drunk Parrots acknowledge the Traditional Custodians of the land we live and work on – the Bundjalung people.

We recognise the continuing connection to lands, waters, and communities. We pay our respects to their Elders past, present, and emerging, and remember that sovereignty was never ceded.



What this report is **ABOUT**

Our company started with the wish to be better than the other marketing sharks out there. With the wish to stand out by doing the right thing for others but also for the planet, our communities and our people.

This drive is now something much bigger. It's become a mission. A movement. Our soul. Caring is no longer enough. We have to act now and be generous with our time, with our money, and our actions. That's why we are committed to the work of building a more inclusive company and being a force for social and environmental good. Together, we can make a difference.

We have built a business model around enabling other organisations to do social good. We are not frontline workers, emergency vets, or product developers that can save the world. We are a flock of techies, strategists, and designers who want to make sure those that aim to do good have everything they need to do so, both digitally and in the real world.

This Impact Report is a raw look at where we've come from and where we are now. We want to share our journey with those who aspire to become also a B Corp or are just curious about how we operate our small business. Either way, transparency is something we value highly.

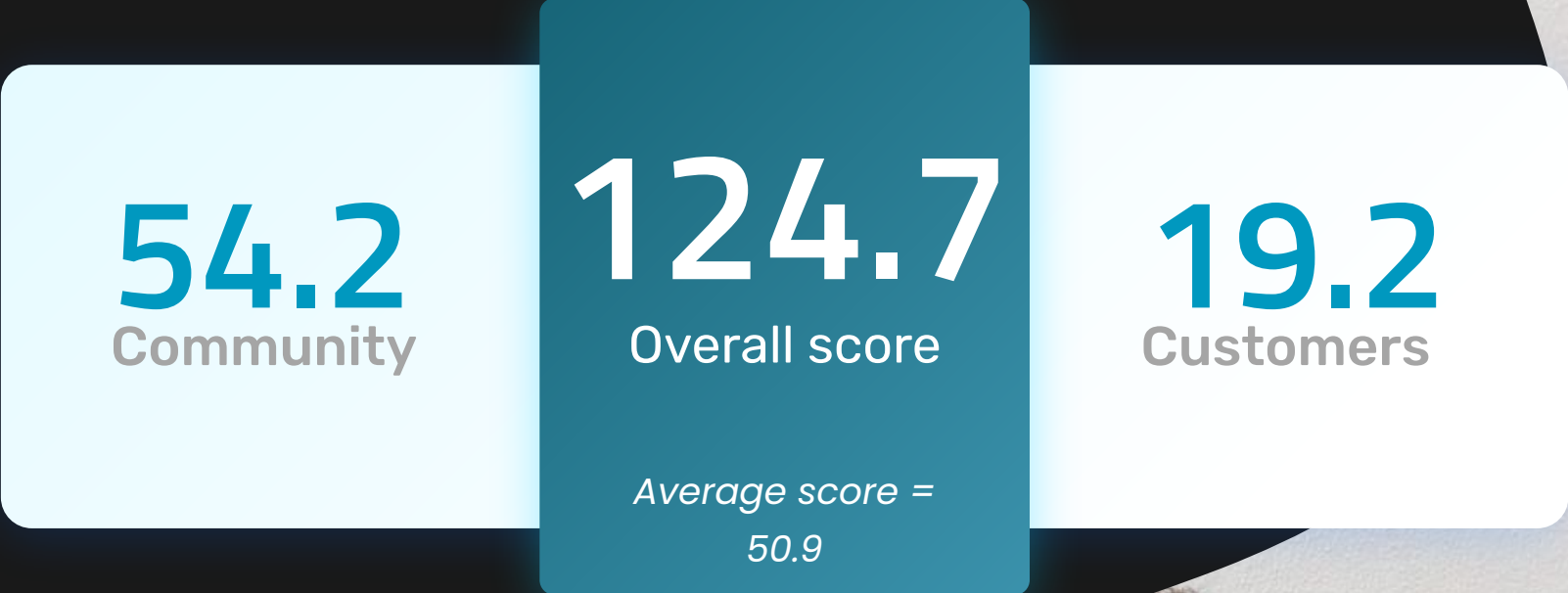


Four Drunk Parrots are proud to announce that **we are officially a B Corp!**



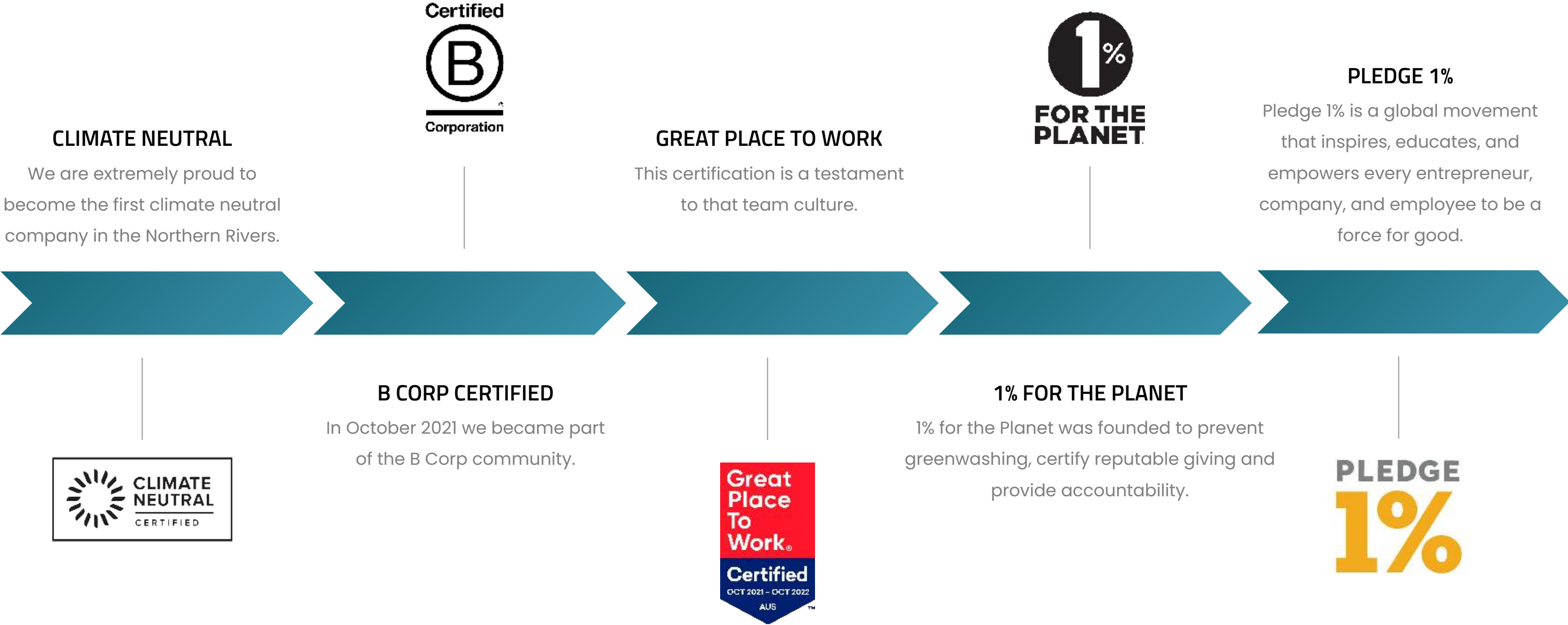
“
B Corps (B Corporations) are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance purpose and profit.”

Becoming a certified B Corp means we're transparent and accountable. That we're shifting the view from shareholders to stakeholders. From control and command to design thinking, collaboration and bettering the world we live in. It's been quite the process to get here and we are immensely proud of the lasting difference we're making to our world.



2021

MILESTONES



Four Drunk Parrots IN NUMBERS

\$35000
MONEY RAISED THROUGH TEAM SWIMMING FOR REACHOUT.COM

10 WEEKS OF U-LAB LEADERSHIP EDUCATION AT MIT

\$5k
Pro Bono work for the SHIFT Project as part of International Women's Day

\$12k

PRO BONO WORK FOR AUSTRALIAN SEABIRD AND TURTLE RESCUE ACHIEVING \$200K IN DONATIONS

1888
HOURS SPENT ON VOLUNTEERING

50
HOURS COLLABORATED ON THE LAUNCH OF THE SOURDOUGH BUSINESS WOMEN BALLINA

200%
Growth of the Women-led Business Directory



2021

PROJECTS

2021 was busy - even when we were apart for a lot of the year.



15 Marketing Strategies



18 Websites Built



40 Retainer Clients



4 BOOKS

Navigating **FIRE, FLOOD & PANDEMIC**

While the region was constantly hit by COVID-19 outbreaks, with shops and offices closed temporarily, we also faced a skill shortage in the Northern Rivers. We have been lucky to add 2 new members to our team, who gave us the strength to keep working normally.

For each new team member, we provide an overview of what a B Corp business is, what's involved in the process, and the current status of our application.

For all team members, we've provided access to additional education, such as a finance session run by our accountants, and a live stream from B Corp Month. We plan to offer annual education events, based on topics our team is interested in.

Going through B Corp certification allowed us to get our house in order and get our governance strong. Systems, processes and policies are in place to protect and grow what is close to our mission. We are super proud that we were recognised for what we built.



Realignment of **Mission and Values**

In 2021 we sat down as a team and discussed the importance of defining our mission and vision as our North Star. Since then we regularly review our vision and mission statement and make sure we are all aligned with what we do, how we do it and who we do it for.

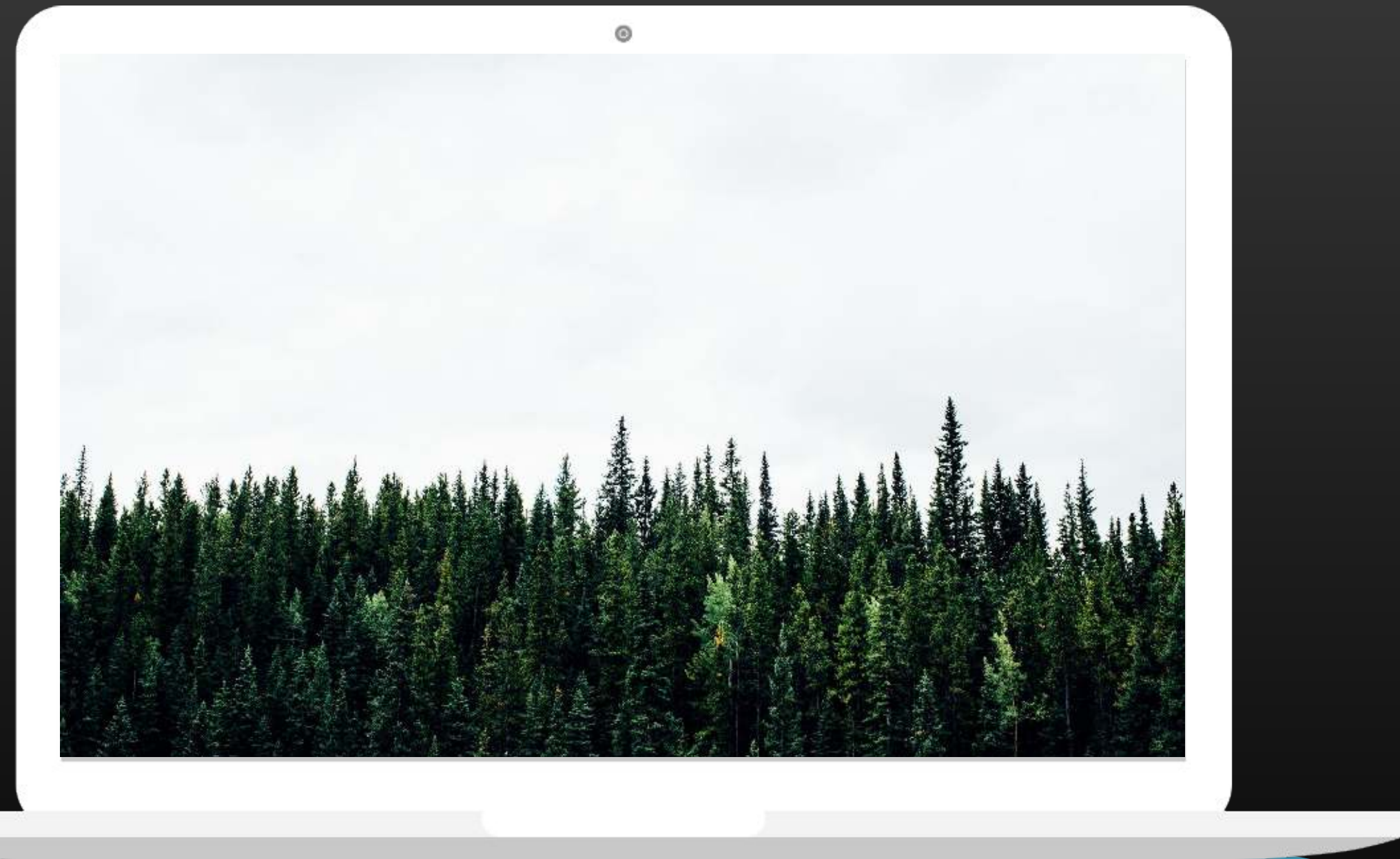
This was a great chance to discuss what we can do better to make sure our services don't leave a dent on the planet and are designed in the most eco-conscious way possible. The discourse opened a can of worms but a good one. We looked at how we can apply eco standards into other service areas such as design and coding.



Incorporating **GREEN CODING**

The internet has a very real and physical cost in terms of energy consumption and carbon emissions. Everything from the image files we use, to the coding languages we use, can add up to big electricity usage and carbon emissions. And as the internet continues to grow, so does the cost to the environment.

However, there is hope. Small, thoughtful changes in design and development can reduce the damage. While no change is going to solve the problem of climate change, collectively, these small changes can have a real and positive impact. This is why we decided to apply green coding principles, green hosting and green design principles to our tech service pillar.





FOUR DRUNK PARROTS.

We started using **ECO BRANDING**

'Eco-branding' is a market positioning approach that takes an environmental focus when it comes to how a business is built: from its operation, to its product and communication.

The goal of eco-branding is to create a brand that is not only environmentally friendly, but also seen as eco-friendly by consumers. In order to do this, we work with new techniques and make sure that our design process caters for a sustainable future.

Following eco-branding design principles helps us to use less ink, less paper and less energy. New colour ranges, new typographic uses, new interfaces. Eco-branding is a movement, a new design philosophy.

Our Rebrand

As we were growing and evolving, we realised that we need to apply what we preach. Our parrots needed an overhaul, including everything that we now know about sustainability on the web and eco-branding, we rebranded and built a new website, using a dark mode design.

Giving back to our **COMMUNITY**

As a company we put our money where our mouth is.

We have formally committed to donate the equivalent of 5% or more of our time through pro-bono services. We are also committed to giving 1% of our total revenue to One Percent for the Planet. We have also donated to Amnesty International, Half Cut & ReachOut.com.



AUSTRALIAN SEABIRD & TUTTLE RESCUE

Created their new website, provided LMS and website training, reinstated their paypal donation account and created a donation page on their website.



SOURDOUGH BUSINESS WOMEN

We mentor other local businesses who want to enhance their marketing strategies or tactical plans. We are founding members of the women's chapter in Ballina.



BUSINESS NSW

We created flyers and invitations free of charge for the first regional event after lockdown.



TOYS CHANGE LIVES | KEEPING OUR FREEDOM YOUTH

We designed a digital Christmas and wholesale catalogue, fixed up their eCommerce site and helped set up local markets.

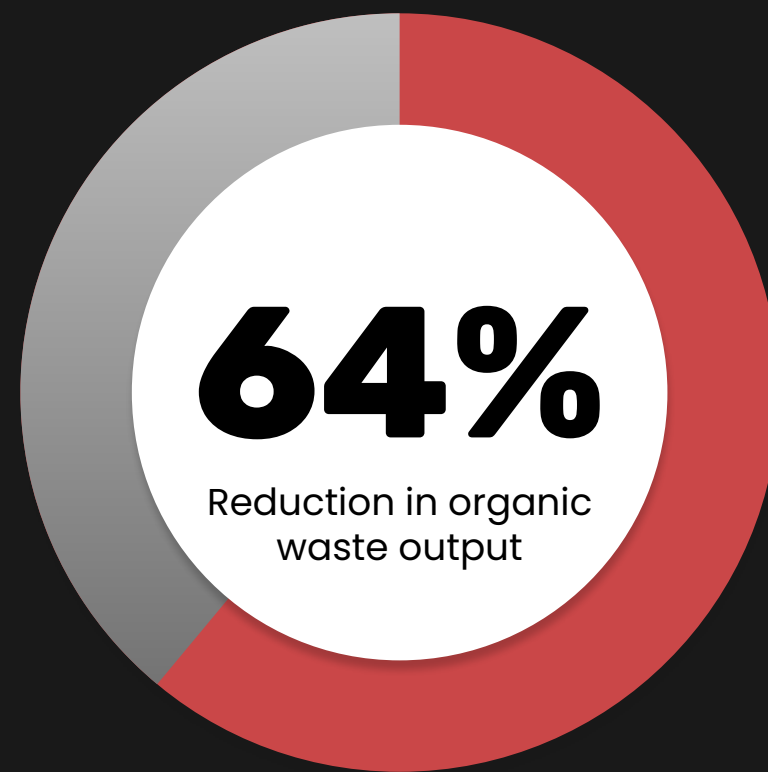
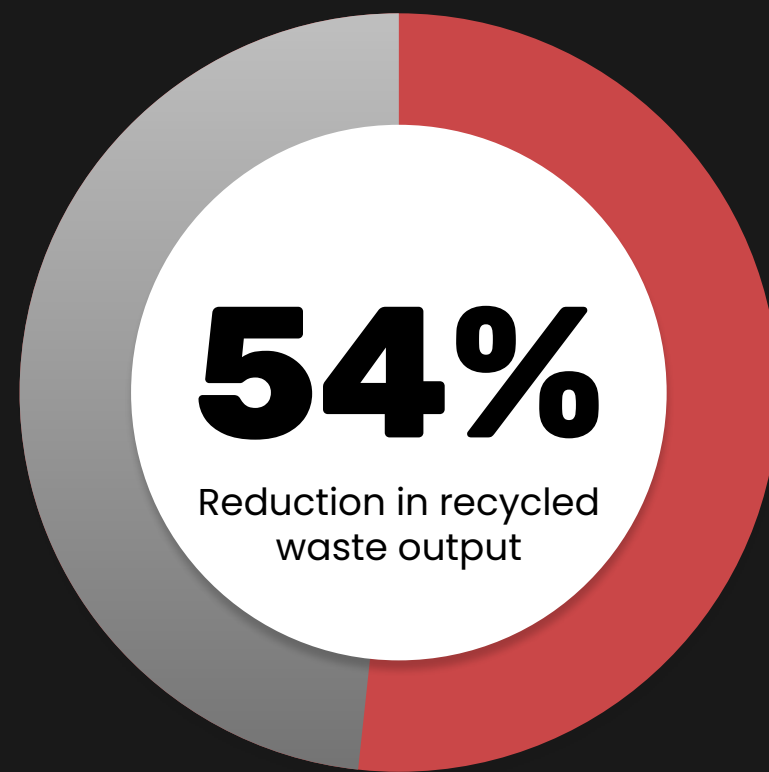
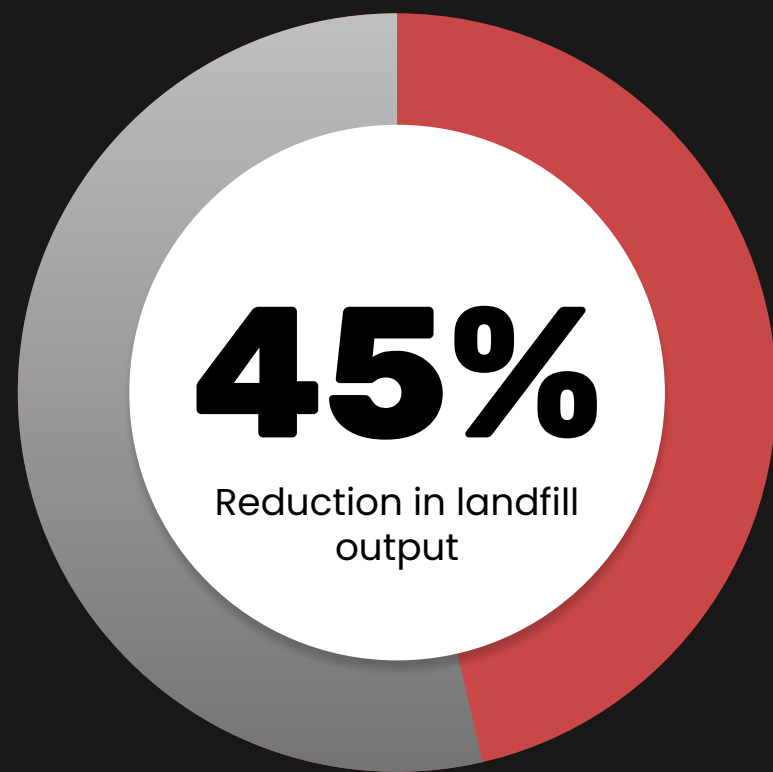


YIDABAL GALI MAA

We created flyers and sponsored local advertising to give this indigenous startup a little nudge and its first customers.



Giving back to our **ENVIRONMENT**



If you want to be part of our weekly clean up, you can join us every Friday by 11.30am in front of our office at 2 Martin Street in Ballina

Reviewing our **SUPPLY CHAIN**

As part of our policy review and implementation, we introduced a sustainable purchasing policy. This includes a preference, where possible, to purchase from businesses that identify as:

- Certified B Corporation.
- FSC Certified.
- 1% For the Planet Certified Member.
- Other rigorous and independent third-party certifications
- Indigenous-owned.
- Locally produced.
- Social Enterprise.
- Fairtrade.
- Based within 100km of 4DP offices.

As part of developing this policy, we identified the challenge of finding businesses that aligned with our values. In searching for women-led businesses, we were unable to determine appropriate suppliers. Thus, the 4DP Women-Led Business Directory was born. This has become a project we are very proud of and aim to make available for all businesses looking to purchase from brands that align.



Measuring success with **NPS**

Using regular Net Promoter Score (NPS) surveys we've identified the opportunity where clients are not necessarily 100% aligned, but have the potential to make improvements,

Whilst we adore supporting businesses that are conscious and ethical, we believe that a rising tide lifts all boats – by working with businesses who have perhaps not thought about their impact, we have scope to make a positive impact, together.

We conduct a quarterly NPS survey with our clients to gather feedback and identify areas of improvement. Our first NPS survey results came back with a score of 66. Since then, we were able to improve our client satisfaction to a score of 75.

By partnering with our clients, we are able to have a positive impact on the planet. In July 2021, we wanted to measure if our work impacted our clients in the right direction and for that we used an NPS survey. 100% agreed there was a positive effect on their clients thanks to 4DP work.



Here's to many more years of
SOCIAL IMPACT

