

Made Open

Our positive impact
Summary report 2019



Made Open

Design and technology
for social good.

Our mission is to create positive and sustainable social change using design and technology.



So how did we do?

Certified



Corporation

Made Open's B Impact score



As a B Corp Business, we have been independently assessed to ensure we meet the highest standards of social and environmental performance, transparency, and accountability.

A company must score at least 80 points across the impact areas to certify.



Made Open

Building better
communities.

Community platform



Our community platforms



Our impact

8 community platforms

2082 members

727 activities

93 project teams

363 members in project teams

93 conversations with ideas

5 timebanks with **336** offers and **88** requests

7955 timebank hours completed

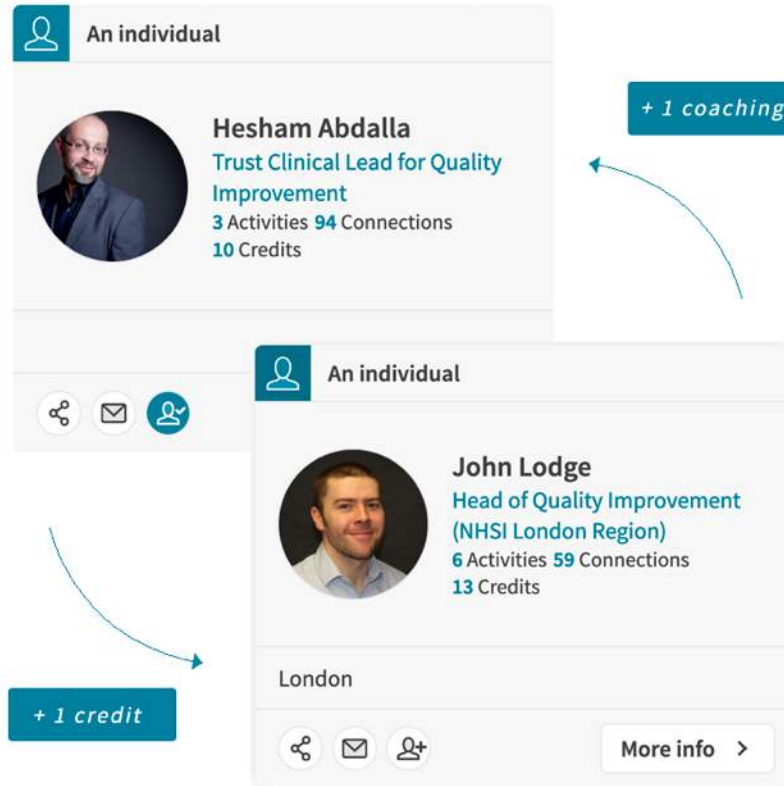
118 requests for volunteers

923 volunteer pledges made

35% of members pledged to volunteer

Impact case studies

Hexitime is the national skill exchange and timebank for improving the quality of health and care services across the UK.



Platform impact

4th April to 31st December 2019

Goals	Outcomes	Impact
500 (375) registered members within the first year	523 registered members	139%
50+ (37.5) offers within 9 months	98	261%
50 (37.5) exchanges within 9 months	75	200%
50 (37.5) members who are part of a project team within 9 months	103	275%



Hexitime
www.hexitime.com

User stories

"As an NHS graduate management trainee I also saw how Hexitime could provide me the opportunity to demonstrate core competencies for my personal development record on the programme. It was satisfying to share my experience and knowledge with Daniel knowing that it would help his team to be more effective, so in a way it felt like we both took something away from the exchange."

"I found the experience incredibly stress free and easy to organise. I was really surprised and pleased with the calibre of people that came forward to help"

"A useful network. The actual session itself was really informative and was exactly what I needed."

"Not only did I get the knowledge and materials I required to go away and complete the work myself, I was able to gain some useful context and understanding of what NHSI were doing with trusts on data."

"This insight helped me understand the wider picture of performance management within providers. I look forward to using this process again and hopefully give my own time back."

[Read more impact stories](#)

Client feedback

"I am passionate about supporting people in the Health and Social Care system to improve services together. This platform allows us all to benefit from the vast amount of untapped potential in our skills and experiences to do this."

"Made Open are responsive, trustworthy, and professional. They are a friendly team. Always pushing for high standards and I respect their ethics too"

"I would recommend Made Open as a fantastic partner for your community platform. They are responsive and trustworthy. On top of this, we have always found they to be the best value for out limited money"



Platform impact

1st January to 31st December 2019

Goals	Outcomes	Impact
Registered timebank members can earn and spend time credits.	<p>70 new members</p> <p>1110 credits donated</p> <p>233 completed exchanges</p>	<p>11525 timebanking hours completed</p> <p>40 highly active timebank members</p> <p>240 accepted exchanges</p>
Volunteers can find and complete volunteering opportunities	<p>23 requests for volunteers</p> <p>518 members</p> <p>7 volunteer pledges</p>	<p>29% of volunteer activities received at least 1 pledging volunteer</p>



Torbay Together is a timebank and volunteering platform - helping people to exchange good deeds and change their neighbourhoods into the positive places they would like them to be.



www.torbaytogether.org.uk

User stories

“Giving time to your neighbourhood can have a remarkable effect on your personal well-being and those of others.”

“You never know when a kindness and a bit of hard work might be repaid, but you certainly don’t expect it when you are seven thousand miles away from home in America.”

“Jenny and Ann were absolutely delightful, and they shared many of their timebanking activities with our members. They gave us our first “international” meeting, and we’re grateful for their being with us. How grateful I am to all the wonderful people in timebanking!”



Client feedback

“Timebanking is a great way to support older people with a range of health and care needs by incentivising those who can help them with time credits. We have over 260 timebank members and this platform provides us with the means to significantly increase that number.”

“The platform allows those who are already active in their neighbourhoods to give an hour and get one back. Time credits can be earned, spent or donated between anyone.”

“The team are very collaborative and inclusive - we are actively involved in the co-design of our platform. The team are quick to respond and receptive to our suggestions.”

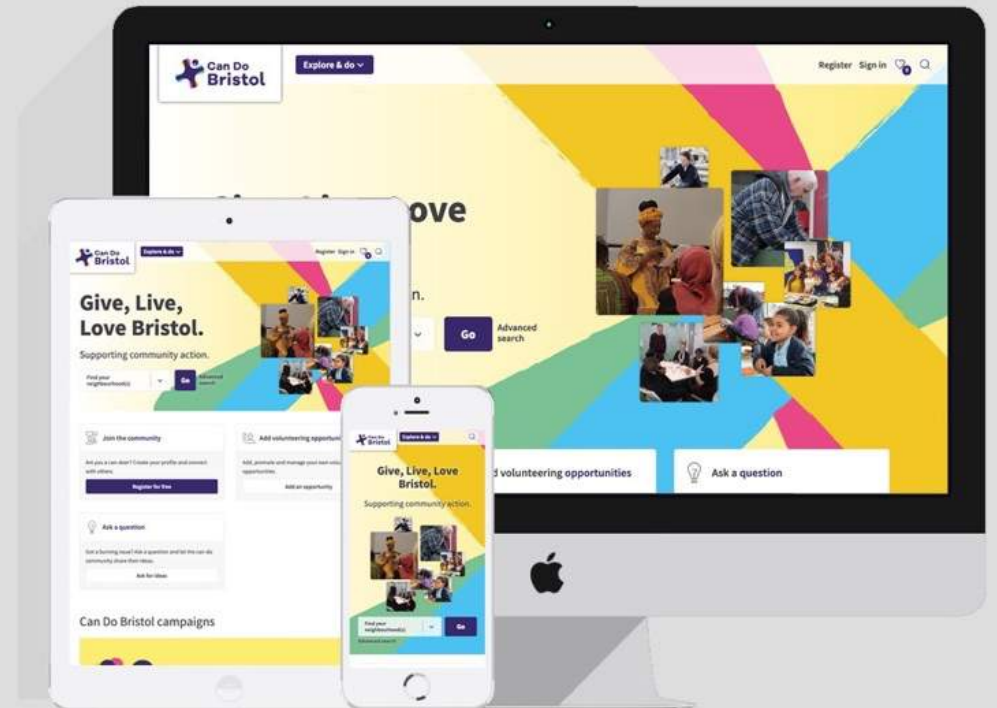
Platform impact

1st January to 31st December 2019

Goals	Outcomes	Impact
500 registered members within 12 months.	646 registered members	129% of our community growth target was reached.
100 volunteer pledges within 12 months.	250 pledges	250% of our pledge target was reached.
Members can share ideas and work together.	16 ideas submitted 42 votes on ideas 10 project teams 30 users in teams	12% of members were actively working together on ideas.



Can Do Bristol is a platform for social action. Members share & find volunteering opportunities. The platform is central to how Bristol City Council engage citizens and build stronger communities.



www.candobristol.co.uk

User stories

300 volunteers found for reading in schools project

The Bristol Reading in Schools project successfully crowdsourced over 300 volunteers, mostly people of retirement age, to help children from years 1, 2 and 3 (5, 6 and 7 year olds) who have fallen behind with their reading. Volunteers from across the city commit many days to improving children's confidence and overall reading skills.

“The average reading age of the children involved has improved by 4 months. These extra months can be invaluable for early cognitive development and go a long way in providing additional support to teachers.”

Client feedback

“52% of our citizens already help out in their community at least 3 times a year. To make community action more accessible, we have opened the website, Can-Do Bristol, a digital platform designed purely for communities to help themselves, connecting people and businesses to projects looking for help.”

“Made Open really understand community building. They listen, understand and can deliver tech and design solutions to helping communities connect and grow.”



Design services



Designing services with



Our impact

- **Reduced loneliness** and social isolation via continual improvements to the Cornwall Link.
- **Supported 300+ UK healthcare workers** to exchange skills and time via the design and branding of a new digital service Hexitime.
- Conducted research to understand how can a digital platform help the public to influence **improvements in health and social care**.
- Conducted research to understand **what matters to young people** living in Torbay and how they can make change happen.
- **Enabled adults with learning disabilities** to connect with their community via improvements to the CVT connect platform.
- Supported MA communication design students at Falmouth University on **design for social change**.



Impact case studies

Design Challenge **How can a digital platform help the public to influence to improvements in health and social care?**

- Outcomes
- Designed research and public engagement programme with Healthwatch Cornwall
 - Delivered 3 x public outreach events.
 - Facilitated 3 x service provider workshops with 20 partners to co-design digital platform.
 - Evaluated research

- Impact
- Engaged **200 people, 20 partners**
 - Gathered **120 community surveys + 200 ideas**

Client feedback

“Made Open helped us to engage the public and understand the appetite for a digital platform. It will be about sharing information, ideas and responsibility”



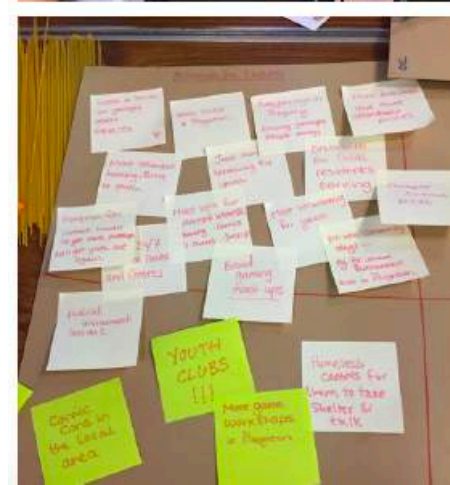
Design Challenge **How can we work together to improve futures for young people living in Torbay?**

- Outcomes
- Designed an “Imagination Festival” to engage young people and families.
 - Facilitated 2x co-design provider workshops.
 - Evaluated research and delivered project report.

- Impact
- Engaged **500 people, 30 partners** and gathered **120 ideas and developed 6 design challenges.**

Client feedback

“Thankyou Made Open. What struck us in particular is how willing all our visitors were to participate in the events' activities - every time we looked around, all we could see were people huddled around activities, deep in thought, action and conversation”.





Design Challenge

How can we increasing reach of Cornwall Link, improve usability and empower communities?

Impact

- Delivered 4 x Cornwall Link forum workshops.
- Delivered programme of website improvement.
- Site visits increase by 200%.
- 700 new community listings added.



Design Challenge

Develop a prototype for a skill exchange and timebank for healthcare workers.

Impact

- Gathered feedback from service users
- Developed branding & comms strategy
- Evaluated impact of online platform post launch



Design Challenge

How can we give members more reasons to the return to the community website?

Impact

- Gathered feedback from CVT Connect website users.
- Delivered website improvement programme.



Design Challenge

How can partners in Tasmania work together and use the platform to increase social action?

Impact

- Delivered a series of talks in Tasmania
- Gathered platform user feedback
- Facilitated partnership workshops
- Co-designed platform improvements and new features.

Client satisfaction

Certified



Corporation

Client satisfaction

We regularly review the impact of our work with our clients.

100% of clients said they would recommend us.

On a scale of 1 to 10 (high), our clients rank their overall experience working with Made Open at **8.5**

Highlights from the 2019 client survey:

When asked what we did well, our clients said:

“Made Open really understand community building. They listen, understand and can deliver tech and design solutions that help communities connect and grow”

When asked what we could improve, clients said:

“Keep listening to users and improving the platform to make it as simple and user friendly as possible”



Made Open

Building better
communities.

Staff and culture



Staff and culture

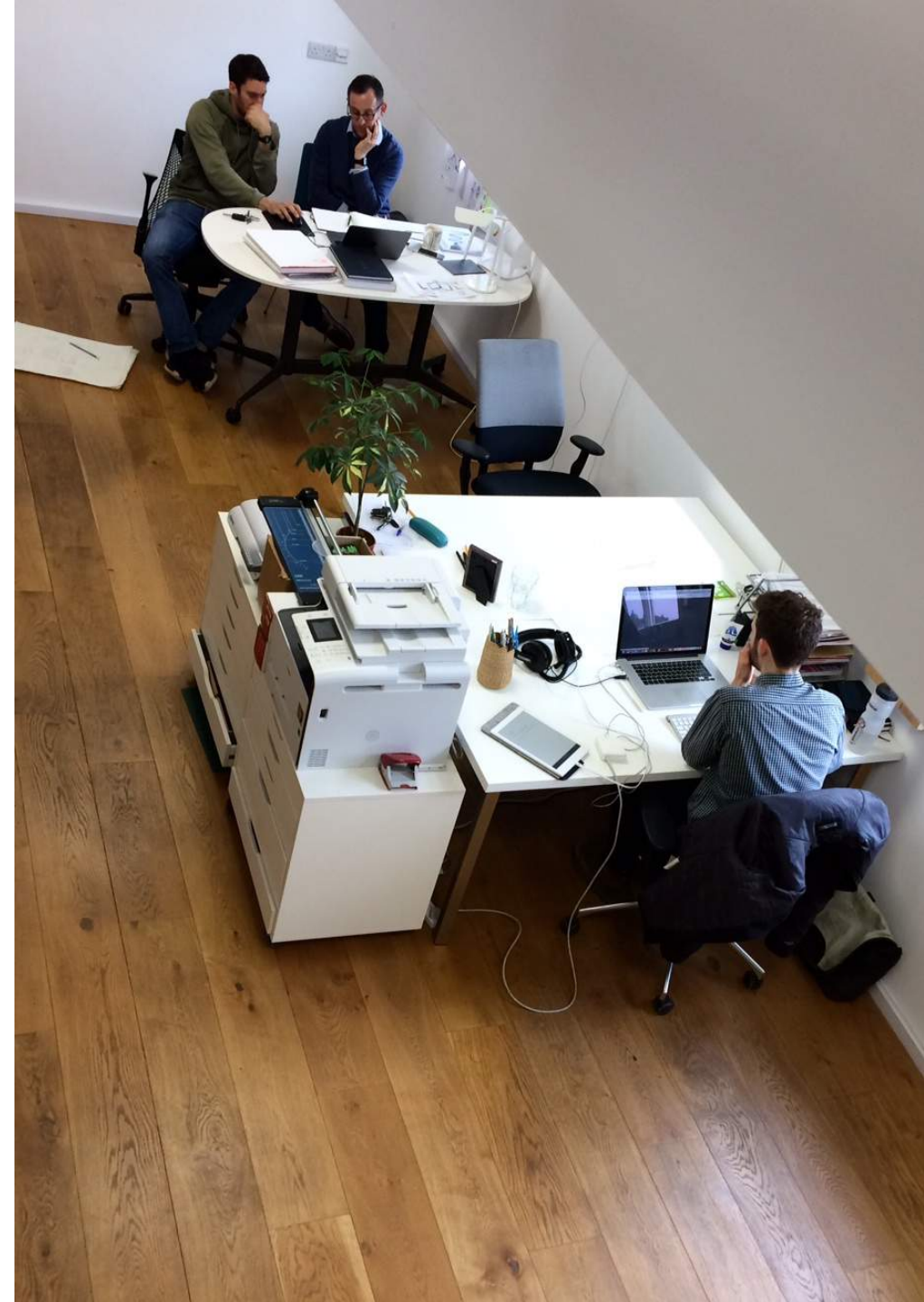
We are building a talented team united by a shared purpose – to use design and technology to make a difference in communities.

We provide a hard working, yet easy going environment where teams members can fulfil their potential and work together to achieve our vision.

Highlights from the 2019 staff survey:

100% of staff said:

- *I feel encouraged to come up with new and better ways of doing things.*
- *I feel I am a valued member of the team*
- *I feel positively connected to my co-workers. People at Made Open are treated with dignity and respect.*
- *I value on-going professional development opportunities.*



Business operations



Business operations

Utilities

We used 1811 units of **electricity**, mostly **solar**.

Our office is fed by a 3.8kw **solar** array. When sunny, 100% of our energy is solar. Our average usage of 10kw per 24 hours is low: only evening/winter working uses some grid energy.

We used 618 units of **gas** from the grid.

We used 18 units of **water**, sourced from an off-grid well.

Compared to 2018, we used **26%** less electricity per person, **43%** less gas per person and **32%** less water per person.

Business operations

Travel

18% of our business meetings were made by car journeys.

Of our journeys for business trips, **9%** were car shares, **6%** were train trips, and **2%** were bike journeys.

Plane journeys made up **5%** of our business trips.

219.6 hours were spent in virtual meeting spaces instead of business trips.

65% of our staff's working hours were spent within our offices.



Business operations

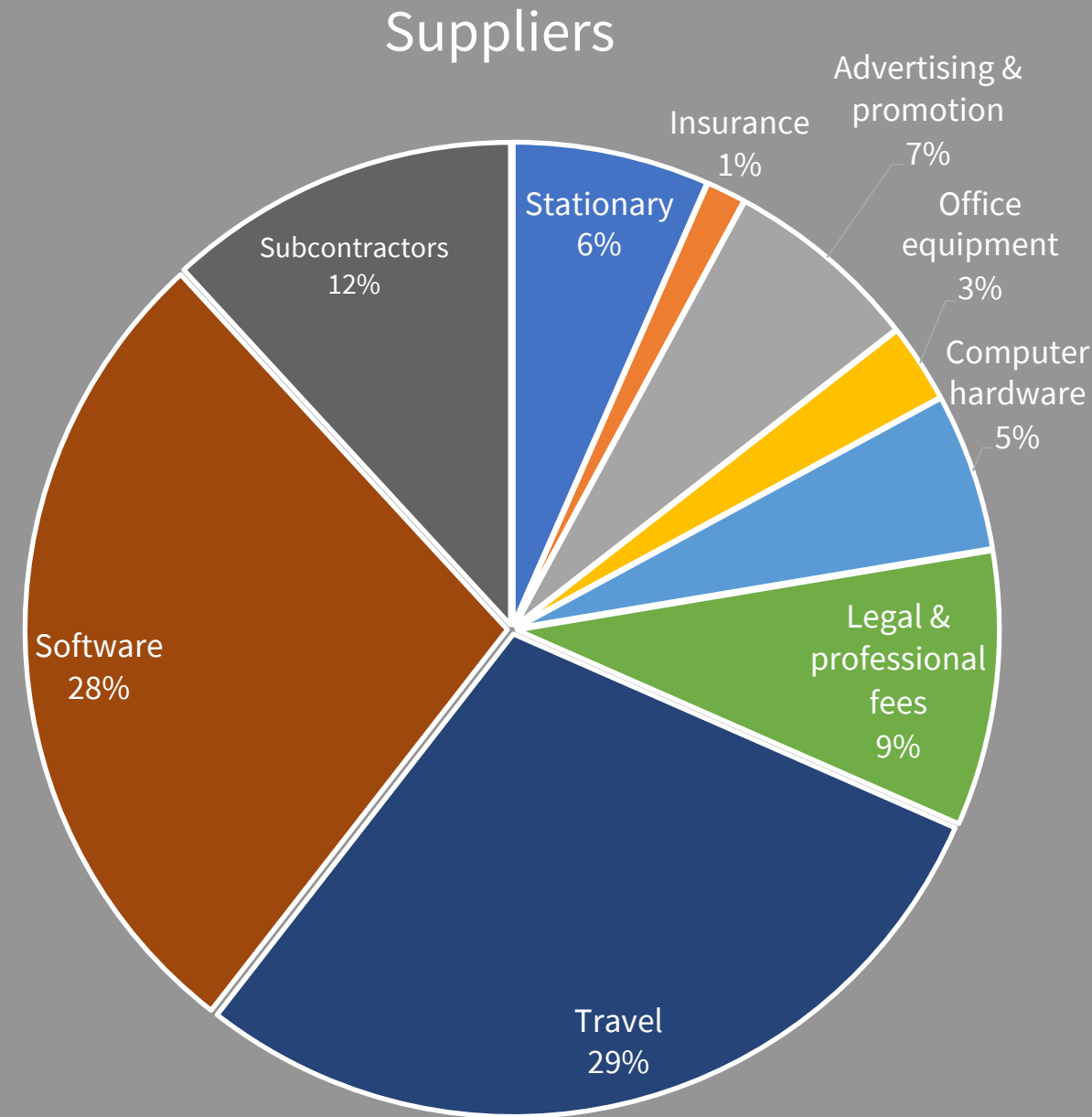
Supply chain

We had **89** suppliers within our business operations for 2019.

41% of our suppliers are in Software, Services & Insurance.

60% of our subcontractors live **locally**.

29% of our suppliers are based in the **South West**.



Sustainable practice

Our chosen goals from UN's 17 Sustainable Development Goals - 2019



Our priorities: 1. Sustainable cities and communities * 2. Protect the planet * 3. Responsible consumption * 4. No poverty * 5. Affordable and clean energy * 6. Clean water and sanitation

SDG Performance



Baseline
51.6 %



Sustainable Cities and Communities

36.3% Low risk

 23.2

Business Model

 3.1

Internal Operations

 10

Collective Action



Climate Action

11.3% High risk

 1.2

Business Model

 5.7

Internal Operations

 4.4

Collective Action



Responsible Consumption and Production

31.7% Low risk

 0.9

Business Model

 25

Internal Operations

 5.8

Supply Chain

 0

Collective Action



No Poverty

31.8% Low risk

 20.5

Business Model

 5.7

Internal Operations

 5.6

Supply Chain

 0

Collective Action



Affordable and Clean Energy

14.1% Low risk

 0.9

Business Model

 6.6

Internal Operations

 0

Supply Chain

 6.7

Collective Action



Clean Water and Sanitation

17.1% Low risk

 0.9

Business Model

 9.5

Internal Operations

 0

Supply Chain

 6.7

Collective Action



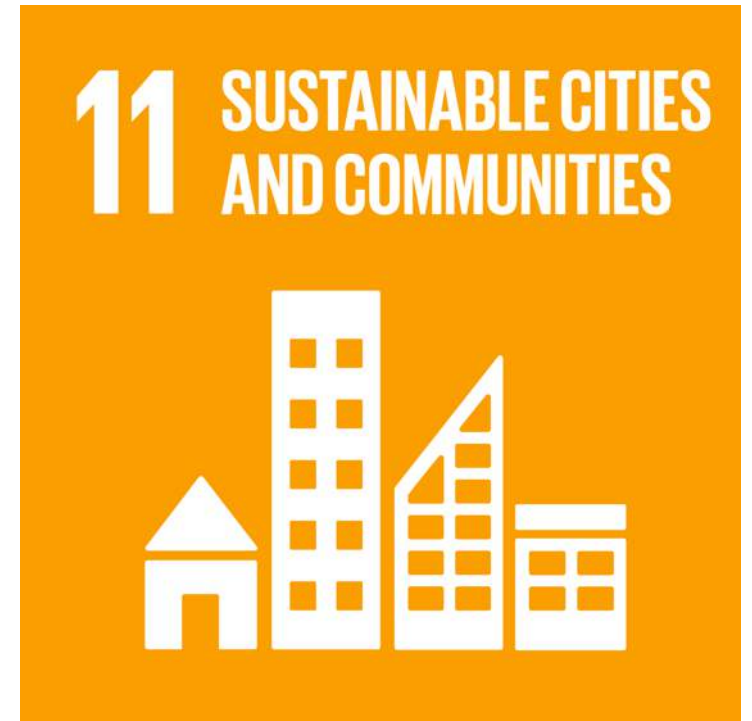
Certified



Corporation

We supported sustainable cities and communities by:

- Enabling communities to **build their own project teams** and impact change in their own communities.
- Empowering people to be resilient in the way they tackle their problems through **connecting people via timebanks and networks**.
- Reducing loneliness and isolation for many across different communities by **linking up people with shared needs and interests**.
- Creating a **long term, low cost solutions for many people who struggle** to access services.
- Including people without access to devices, email or internet via our sub-user accounts to **ensure no-one gets left behind**.



Made Open

Building better
communities.

Certified



Corporation

We protected the planet by:

- Reducing our business trip miles made by plane and car by **opting for train or car share alternatives**.
- Promoting efficient working practices such as **online meeting calls** with all our clients.
- Offering all our staff **flexible working** hours, to help with childcare and life/work balances, reducing their individual carbon footprints by removing their need to commute.
- Enabling our clients and communities to **campaign for climate change** through our platform's campaign feature.
- Volunteering staff time during quarterly team days to local **beach clean** efforts.
- Enforcing '**greener switches**' in our offices, including additional recycling facilities, green cleaning products and composting.

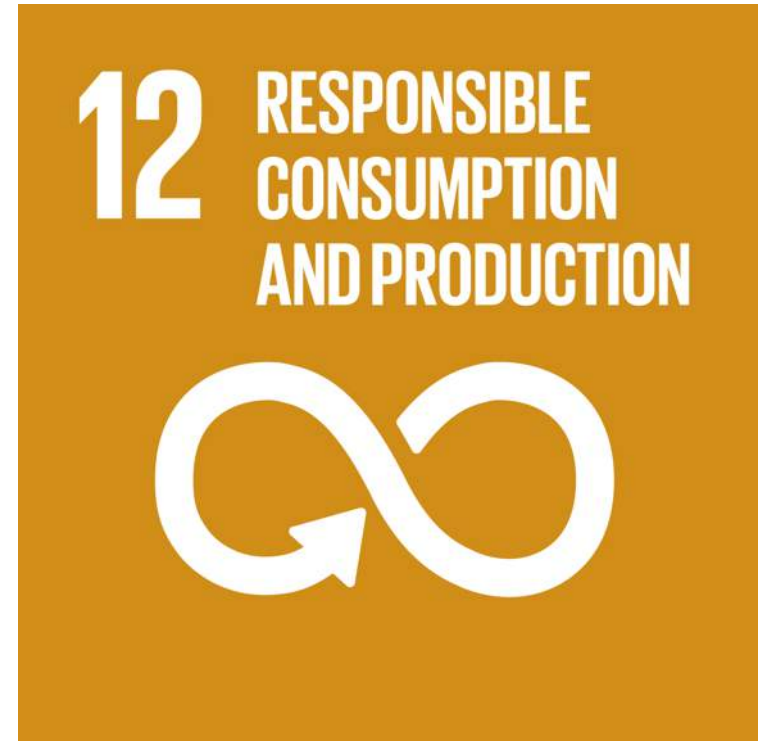


Made Open

Building better
communities.

We supported responsible consumption by:

- Opting for **local, south-west based suppliers** wherever possible.
- Promoting best-practice processes of organising business trips away by conducting research into the ethics, supply chain and/or **environmental practices of the suppliers** chosen along the way.
- Promoting the switch to ‘greener’ energy, such as **renewables** when considering which supplier to buy into.
- Ensuring our platforms are **100% hosted green**.
- **Sharing information** about responsible consumption for all.



Certified



Corporation

We addressed poverty by:

- Giving to **local foodbanks**.
- Sharing ideas with our local community about how to **address poverty in Cornwall**.
- Pledging to **donate a platform** free of charge to a charity in need.
- **Supporting charitable campaigns** on our platform with our time and resources.
- Enabling people living below the poverty line to access low-cost help through **our timebanks and community exchanges**.



Made Open

Building better
communities.

We addressed affordable and clean energy by:

- Ensuring our platforms are **100% hosted green**.
- Promoting the use of renewable energy through our **environmental policy**.
- **Sharing ideas** about how to reduce the cost of switching to ‘greener’ energy suppliers.
- Choosing to work in a local office with **solar energy** and an **underground well**.
- Opting for suppliers who choose **clean energy**.
- **Sharing information** about progress towards clean and affordable energy for all.



Certified



Corporation

We supported clean water and sanitation by:

- Charitable giving and membership to organisations such as **Surfers against Sewage**.
- Staff-led **beach cleans** in our local area.
- Choosing to work in an office fed by an **underground well**.
- **Sharing ideas with our local community** about how to address clean water and sanitation in Cornwall.
- Supporting **environmental campaigns** on our platform with our time and resources.
- **Sharing information** about progress towards clean water and sanitation for all.

6 CLEAN WATER AND SANITATION



Made Open

Building better
communities.

Our pledges for 2020

What we'd like to do next year.

Our goals	Our pledges	Sharing ideas	Volunteering	Charitable giving	Attending events	Memberships and consultancy	Sharing assets and resources	Supporting projects	Supporting campaigns	Sharing information
 Sustainable cities and communities		✓	✓	✓	✓	✓	✓			✓
 Protect the planet		✓	✓			✓	✓	✓	✓	✓
 Responsible consumption		✓					✓	✓		✓
 No poverty		✓		✓			✓		✓	✓
 Affordable and clean energy		✓					✓			✓
 Clean water and sanitation		✓	✓	✓		✓	✓		✓	✓