

MadlugTM Impact Report

an award-winning bag brand
giving dignity to children in care

Certified



Corporation



There are over 90,000 children in care in the UK and Ireland, with 40,000 children entering the care system every year, that's one every 15 minutes! Most children in care have their belongings moved in black bin bags or plastic shopping bags. Madlug is an award winning bag brand that stands for 'make a difference luggage' that empowers its customers to give dignity to children in care. With every bag purchased, we give a pack-away travel bag to a child in care.

BECAUSE NO CHILD SHOULD CARRY THEIR LIFE IN A BLACK PLASTIC BIN BAG OR PLASTIC SHOPPING BAG.

We're a certified social enterprise registered as a "Community Interest Company". This means that you can be assured that 100% of our profits and assets are locked to benefit children in care.





Our Mission

We will give 100,000 pack-away travel bags to children in care across the UK and Ireland by April 2024. Because no child should carry their life in a bin bag or plastic shopping bag.

Life Goes Inside.™

60,000 pack-away travel bags given to date



Our Values

- We care about people and the planet
- We take positive actions to empower others
- We Innovate
- We make a difference

WHAT MAKES US DIFFERENT

1. Our Model

In 2015 Dave Linton started Madlug after learning that most children in care have their belongings moved in bin bags. He came up with our 'Buy one, Wear one, Help one' approach. With every bag purchased, a pack-away travel bag goes to a child in care.

Buy one: Our customers purchase from our wide range of bag styles and colours to suit their everyday travel needs.

Wear one: Wearing our bags empowers our customers to be a part of the solution and show love without words.

Help one: With their bag purchase a pack-away travel bag goes to a child in the care system.



Buy one



Wear one



Help one





2. Madlug as a B-Corp

- Madlug is officially Northern Ireland's first lifestyle brand to receive B Corp status.
- We are incorporated as a Community Interest Company (C.I.C).
- Multi award-winning social enterprise.
- We are committed to our Core Values as a business.
- We value integrity, and B-Corp empowers accountability.
- B-Corp has given us an avenue into community with like-minded businesses.
- We are a real living wage employer.
- Committed to improving our environmental sustainability.
- Making a social impact is at the heart of what we do.

OVERALL B IMPACT SCORE

Based on the B Impact assessment, Madlug CIC earned an overall score of 98.4. The median score for ordinary businesses who complete the assessment is currently 50.9.

As a B-Corp we are happy with the result of our assessment but we see areas for improvements. As we were planning for 2022, we set out goals for improving some of our lower performing areas.

Our main focus was to improve our environmental sustainability as a business. We achieved this by setting targets to improve our policies and employee accountability.

We also identify as a C.I.C. so we always strive to improve on impacting the local community in a positive way. To do that, we had to reflect on our representation, and our commitments within our supply chain.



17.9
Governance

51.9
Community

3.1
Customers

21.7
Workers

3.6
Environment

Although we have a healthy culture among our staff, we have decided to raise our standards. We're improving employee benefits and training opportunities to develop their skills to thrive.

IMPACT AREAS: PLANS & PROGRESS

GOVERNANCE

Our goals for 2022

Madlug CIC has high standards for our governance. We value transparency and accountability with our board members by providing regular updates.

Our goals for 2023

We have plans to recruit a chair-person to our non-executive board.



IMPACT AREAS: PLANS & PROGRESS



WORKERS

Our goals for 2022

We are committed to showing our staff how valuable they are. One of the ways we did that was to uphold our status as a real living wage employer. Every one of our employees' salaries is above the real living wage figure.

We have increased the number of employees on full-time contracts.

We began a partnership with the Rank Foundation. They have agreed to support a full-time role dedicated to improving our social impact.

We have provided relevant training opportunities for our employees. This has provided them with valuable resources to build their careers.

Our goals for 2023

We have made the decision to improve our employee benefits. We have done this through providing our employees with private healthcare.

We are establishing a generous employee discount available to all employees.

We're rewarding our employees with activity days to build morale and show appreciation.

IMPACT AREAS: PLANS & PROGRESS



COMMUNITY

Our goals for 2022

Community is at the heart of our business. We have worked hard this year to improve our score in this area. One change we have made is to move some of our giving bags supply chain to a low income area situated in Nepal. This has created employment for five single mothers.

With our recruitment this year, we can say that our workforce has become more diverse. Women make up 50% of all staff, as well as representing a wide range of age groups.

We have given opportunities for a young person in care to get involved in the movement. This was a 3 month paid internship, equipping them with valuable job skills.

This year as a movement we launched the Madlug Foundation. An independent registered charity to facilitate giving of pack-away travel bags.

We have maintained relationships with, and increased reliance on local suppliers. This has been evident in both the manufacturing of our bags and marketing materials. These suppliers are local to our base of operations.

Our goals for 2023

Our aim is to maintain and grow our close relationships with our suppliers.

It is important to us that the Madlug movement continues to impact the local community. Children and young people in care are at the heart of what we do. We will grow long term strategies to ensure no child in care has their belongings moved in bin bags.

IMPACT AREAS: PLANS & PROGRESS



ENVIRONMENTAL

Our goals for 2022

We have put in effort into improving our environmental impact score. We have limited the amount of waste we create, by switching 3 of our hero products to high-quality recycled materials.

Another decision we made was to change our packaging for delivery. The material we use now is 100% recyclable, reducing the amount of waste going into landfill. This change was also applied to the packaging of our giving bags. We decided to change the wrapping that surrounded our giving bags to cornstarch. This material is 100% biodegradable.

We have given our staff a higher level of responsibility when it comes to reducing waste on site. Our office now has areas for recycling. It is the responsibility of every employee to use these. We schedule regular collections for these items via a private recycling company.

Every member of staff has a reusable mug for water and hot beverages to reduce waste caused by paper cups.

As well as that, we have made an effort to reduce the amount of electricity we use as a business. We have fitted our entire workspace with energy efficient lighting.

Our goals for 2023

We plan to put in place more changes to reduce our waste. One of these will be to install new policies on how we dispose of non-recyclable materials. We will also revise our policies on recycling.

We have assessed our use of paper documents, and came to the conclusion that we could do better. As a result, we have decided to make most of our documentation paperless.

IMPACT AREAS: PLANS & PROGRESS



CUSTOMERS

Our goals for 2022

We ensure that each staff member is accountable to providing excellent customer service. We have achieved this by upholding our return/refund policies and monitoring feedback.

Due to the postal strikes in the UK at the end of 2022, there was a lot of uncertainty surrounding delivery times. Despite the challenges, our staff worked hard to ensure that customers were satisfied.

Our goals for 2023

This year we aim to put in place strategies to further refine the level of customer service we provide. Thus we have decided to provide customers an opportunity to provide constructive feedback. We will then gather information and use it to calculate our NPS (Net Promoter Score). With this data we will be able to pinpoint areas where we can invest time into improving.

As a movement that exists to make a difference to the life of children and young people in care we want to improve how we communicate our customers of the impact of their purchase.

FINAL WORD

from our CEO Dave Linton



We are delighted to see the impact we've had across the year through providing bags to children in care and preventing the use of bin bags. Alongside this we are proud to be Northern Ireland's first lifestyle brand to receive B Corp status.

Since the start, we have aimed to use our business as a force for good with our core values being that we care about people and the planet, we take positive actions to empower others, and we make a difference!

Having completed the B Impact Assessment last year, we made various changes to ensure we live up to these values. For example, we have expanded our eco range to include more products made using recycled and responsible materials, we have taken steps to ensure that we are a real living wage employer, and have created policies around waste management and now recycle more of our waste.

The newly formed Madlug Foundation also ensures that as the movement grows, profits are maximised for the benefit of children in care.

This assessment is a public benchmark of our performance and as we continue to innovate, we will use this as a baseline of which to grow from and hope to see our score improve even further with time.

Being a registered community interest company social enterprise and a certified B Corp demonstrates that our commitment is more than just words.

This has only been achieved through the generosity and support of our customers.

Thanks,
Dave.



Click to watch
our story

#ValueWorthDignity