

Urban Jungle Impact Report

2022 - 2023

Certified



Corporation[®]

A word from our CEO, Jimmy Williams

We became a B Corporation in 2022 and are proud to be one of the first insurance providers in the UK to be certified. This certification formalises our commitment to ethical practices and will always be a highlight in Urban Jungle's history.

Urban Jungle was founded in 2016 to change the insurance industry for good. Since then, our mission has been to create a world where everyone feels confident about their financial future, and do so in a responsible way.

As a business, we put customers, employees and the planet at the heart of everything we do. It has been an incredible journey so far and we've already helped over 200,000 customers get better insurance.

Our first year as a B Corp has been busy, with us making progress on lots of exciting initiatives to drive our impact despite a challenging macro environment, in particular the cost of living crisis, which has affected all of our customers and team.

Our industry is a reminder of just how important companies driving impact is. An increase in extreme weather associated with climate change across the globe has driven up reinsurance costs significantly, and is a reminder that failure to act on the climate crisis will have an increasingly significant direct cost on our lives year on year.

I'm particularly proud of the way in which our 70-strong team has engaged with our B Corp commitments, and taken them to heart as we continue to grow our business, whilst also aiming to increase our positive impact. I'm excited about what the next year will bring!

Jimmy Williams, CEO and Co-Founder



Our B Corp Journey

It's always been hugely important to us to build our business ethically. We started Urban Jungle to make insurance fair, and that means leading our industry in the way we care about our customers, team, community and the environment.

We've been a carbon-neutral company since 2021, offsetting our emissions and supporting science-backed carbon removal technologies.

We support local charities, including Community Tech Aid and Be Enriched, who do great work to support our local community in South London.

We're proud to be a Living Wage Employer, and to have been awarded fifth place in Tempo's Top 100 Startups to Work For in 2023.

By certifying as a B Corporation in 2022, we formalised our commitment to upholding ethical practices, now and in the future. Certification has been a great step forward in showing the insurance industry, our customers, and our people how we can create change for good.

Certification has already given us additional clarity about where we should point our efforts to drive impact, and a strong governance framework which helps make that commitment long term. We've also seen our broader community engage strongly with our B Corp certification, whether that be prospective team members, customers, investors or commercial partners.



Supplier testimonial

// As Urban Jungle's Customer Success Manager at Otta, I support their hiring which has been particularly rewarding. Urban Jungle's company values and hiring practices fit very well with Otta and this is testament to our 2 year partnership. This alignment of values and mission has reinforced the positive impact we collectively aim to achieve. Their B Corp status attracts a diverse pool of passionate and socially-conscious candidates eager to contribute to meaningful change. As a candidate first platform we want all job seekers to have a great experience and we are very proud to collaborate with Urban Jungle and look forward to continuing our fruitful partnership. **//**

Sam Stead, Customer Success Manager at Otta



B Corp Impact Score

We think we've got a great opportunity to increase our score over the next 2 years, with a conservative target of 87.

Qualifies for B Corp
certification (80)

50.9

Median score
for an ordinary
business

81.3

Our first verified
B Impact score
(2023)

87

Our aspirational
recertification
score (2025)



Score breakdown

We strongly believe that one of our biggest impact drivers is our work to increase financial inclusion for our customers.

In particular, we need to get our numbers in the right certification format, so that this work can be recognised in our next certification.

4.5
Customers

17.4
Governance

36.3
Workers

12.5
Community

10.5
Environment




Impact area plans and progress:
Governance




Governance


For our certification in 2022, we set a strong benchmark for governance, with highlights:



High company ownership within the leadership team to ensure long-term aligned interests, with a board consisting of both fiduciary directors and observers, applying high levels of scrutiny.



100% of the team hold share ownership, aligning business interests, and giving employees the platform to hold the Urban Jungle's activities to account.



High levels of transparency and explanation of company information, including detailed financial performance.



Clear lines of accountability across the business.



Governance

Over 2023, the company expanded the company's board to include a broader group of interests, and increase governance overall.

We are also in the process of increasing transparency through this Impact Report, and designing staff training to increase team awareness of our social and environmental policies and processes.



Impact area plans and progress:


Our team




Our team ^{1/2}

Our team are a hugely important part of what makes Urban Jungle special, and in FY23 we increased the team size from 61 to 70 people, as our business has continued to grow.


For certification in 2022, we already had in place a strong approach to support our team:




We are committed to paying all employees at least the London Living Wage, and are members of the Living Wage Foundation. This commitment extends to any interns we hire.



100% of our team are given a stake in what they are building, with employee ownership of over 10%.



We offer a contributory pension scheme, which gives employees flexibility around where their pensions are invested, including an option of 'ethical' funds, and options for different risk profiles.




Continued ongoing professional development is offered through personal development budgets and significant on the job training, plus support for professional qualifications where relevant - this contributes to a high number of internal promotions each year.




Our team_{2/2}

Our team are a hugely important part of what makes Urban Jungle special, and in FY23 we increased the team size from 61 to 70 people, as our business has continued to grow.


For certification in 2022, we already had in place a strong approach to support our team:



We have clear lines of support for employees, with everyone benefiting from a professional mentor who is independent of their line management structure, and clear processes for reporting issues or other whistleblowing.



Broader health and wellness amongst the team is supported by access to therapy, and other things that help keep the team healthy like on-site yoga, subsidised sports and activity clubs, and a cycle to work scheme.



Employees benefit from enhanced maternity, paternity and carer leave, and various flexible working policies.



Our team

Throughout 2023, we have continued to show our commitment to our team through the cost of living crisis, both through a direct cost of living payment, and through salary increases that have reflected inflation.

Our efforts have contributed to a **low staff attrition rate for a company of our type, at less than 15%** over both of the last 2 years.

We have plans over FY24 to begin monitoring the environmental quality in our offices to ensure that the team continues to work in a healthy and comfortable environment, as well as reviewing existing mechanisms for gathering employee feedback.



“I continue to appreciate and value the agency UJ has given me and my colleagues to contribute to the business in ways beyond our job titles.”

Employee testimonial – Avery, Urban Jungle



Impact area plans and progress:

Community



Employee testimonial



I joined Urban Jungle in April 2023 and was immediately impressed by the enthusiasm and engagement the team had with our B Corp status. Soon after starting, I became head of our Impact Group which coordinates our partnerships with two local South London charities, plans other charitable or community initiatives, and supports our Urban Jungle event planning team. Leading our Impact Group has been one of the highlights of my time here as it has allowed me to combine my professional role with my personal passion for community and environmental sustainability.

Given the alignment in our company values and our status as a B Corp, I have felt empowered to drive forward new volunteering opportunities, suggest changes to the brands we buy from for events, formalise relationships with our charities, and revamp the way we organise fundraising initiatives. These opportunities have deeply enriched my relationships and work. I also continue to appreciate and value the agency Urban Jungle has given me and my colleagues to contribute to the business in ways beyond our job titles.




Avery, Urban Jungle




Community

Our team have been particularly engaged in driving our impact on our community over the year.


As part of our certification we set out a number of activities we are doing in our community:



Taking deliberate steps to drive the diversity and inclusiveness of our company, both in leadership and in the team more broadly, through our hiring process, and in how we work with existing staff.



Working with various charities, in particular where we think we can drive the most impact.



Being a strong voice in our industry, and the country more generally about how important financial inclusion is, and what the government and industry can do to help that.



Community

We upped our activity here significantly in FY23:

Creating a new team internally, focusing on leading community and charity initiatives.

Concentrating our charity work to two local charities, Be Enriched & Community Tech Aid. By making this commitment, we've been able to form a deeper relationship with them, not only donating more money from fundraising events, but also by offering the unique expertise of our team to help guide targeted areas of their operations.

Getting involved in various impact forums hosted by our investors like Big Society Capital, including a visit to 10 Downing Street to talk about how the Government can drive impact through investment.

Creating a new work experience programme with four students from a local school, to help them understand some of the different employment opportunities available locally.



Community

Whilst these activities have been great, it's sometimes been a bit ad-hoc, and we'll spend time over the next year formalising this activity into programmes and policies, which will help us to be clearer about the impact we want to have through these programmes, and how we should measure it.




Impact area plans and progress:
Environment




Environment

As mentioned, climate change is having a direct impact on our business, which makes the importance of working sustainably all the more prominent in our minds.


At certification, we set out a number of things we do to minimise our environmental impact:




Working closely with our office landlords to maximise the energy efficiency of the space we use, reducing waste, and recycling wherever possible.



Encouraging greener methods of travel, both to work and on business travel (for example through cycle to work schemes, onsite bike storage and shower, minimising business travel through use of video calls).



Trying to use recycled or environmentally preferred office supplies.



Offsetting our carbon for our scope 1, 2 and 3 emissions, including supporting carbon removal technologies such as Biochar.



Environment

This year, we want to increase our efforts through:

Reducing office energy use e.g. increased use of programmable thermostats and occupancy sensors.

Maintaining our carbon neutral status, including newer carbon renewal technologies such as Enhanced Weathering.

Increasing efforts to make it easy for the team to compost food waste in office.

Purchasing unbleached/ chlorine free paper products and low-VOC inks.

Investigating how we can improve water efficiencies in our offices.

Starting to regularly monitoring and recording water usage.

Switching to environmentally-preferred vendors for office supplies while asking suppliers how they can move towards carbon reduction or neutrality.

Sharing more resources with employees regarding environmental stewardship in home offices (e.g. energy efficiency).



Impact area plans and progress: **Customers**



Customers

Whilst our customer score currently contributes a relatively limited amount to our overall B Corp score, we believe we are generating significant customer impact through our activities.


Our primary impact area is financial inclusion.

It's common in the insurance industry to offer relatively limited eligibility in certain customer groups (e.g. lower income customers), or to price on characteristics, which whilst not protected, are beyond the customer's control (e.g. whether a customer is married or not, or whether they rent or own). Our impact is primarily measured by what we don't do. We don't exclude lower income customers, and we don't price on these characteristics that customers can't control.




Customers


Whilst we didn't quite manage to evidence this fully in our B Corp certification, we did set out a number of other ways that we look after our customers interests:




Having formal mechanisms for monitoring the quality of the products we sell.



Having robust processes in place which allow a customer to tell us when something is wrong, or they need to make a complaint.



Having written policies in place for ethical marketing and customer engagement.



Having strong policies in place to ensure the privacy and security of customer data.



Customers

Over the year to come we have plans in place to:

Formalise our reporting around financial inclusion, with appropriate measures.

More actively promote our ethical credentials to customers in a way that forces us to back up all of the claims we make, and encourages customers to call us to account on our promises.



Customer testimonial

“ I've been with Urban Jungle for a year, and unfortunately, I have had to make a claim during that time. All my interactions with them have been simple, efficient, and, surprisingly, without any frustration. I have found them to be of great value for money and the most ethical and fair insurance company I have used. I only wish they did car insurance. ”

Cari, Trustpilot



Customer testimonial

/// So I googled and saw this company; everything I stand for and wish to support with my money – a start up alternative to the current providers, honesty, transparency, clear, modern, ethical, and they are about providing a service for my money, not just getting my money (I'm very happy to give over my money to a company that provides all of the above!!). Thank you so much! The sign up process was so, so clear, honest, transparent and easy and the terms of things I'd never heard of clear and upfront. The prices are incredibly fair. I haven't made a claim (and hope not to!!), but based on every experience I've had with this company, I can extrapolate that it will be just as clear, easy, honest and fair. Again, thank you so much and I have already and will continue to recommend. //

Aimee, Trustpilot





Thank you