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Hop Studios

# Benefit Company Annual Report

Year: 2023-2024

Hop Studios has been a registered Benefit Company under the BC Business Corporations Act since March 14, 2023.

We are committed to helping others undertake meaningful projects for the public benefit, improving society, and operating in a responsible and sustainable manner. We achieve this by applying our expertise, integrity, and “spirit of the game”—a principle of fairness, collaboration, and respect—to all aspects of our work.

This report outlines how we fulfilled our public benefit commitments while operating responsibly and sustainably during our 2023-2024 fiscal year.

Travis Smith, President



## Certified B Corporation

On April 27, 2023, Hop Studios became a Certified B Corporation, firmly demonstrating our commitment to ethical business practices, social impact, and sustainability.

# Advancing Our Public Benefit

## 1. Supporting Meaningful Projects for Public Benefit

- Sought out and took on work with mission-driven organizations, nonprofits, and social enterprises to enhance their online presence and maximize their digital impact.
- Developed and maintained websites that promote accessibility, transparency, and community engagement, and actively reviewed and recommended improvements of this type for our clients' sites.
- Provided pro bono or discounted services to organizations aligned with our values.

## 2. Responsible & Sustainable Business Practices

- Conducted business with transparency, integrity, and fairness, embodying “spirit of the game” in all our client and team interactions.
- Made ethical decisions in client selection, prioritizing projects that contribute to positive social change.
- Maintained our commitment to data privacy, security, and accessibility best practices in web development.

## 3. Employee Well-being & Development

- While operating as a fully remote team, enabled flexibility, work-life balance, and equitable access to development opportunities regardless of location.
- Supported professional growth by offering training in accessibility, ethical tech practices, and leadership, as well as travel to industry events for networking and skill development.
- Fostered an inclusive workplace through DEI-focused hiring practices, equitable pay, and an environment that values diverse perspectives and lived experiences. We actively work to support underrepresented voices in tech and create a culture of belonging.

## 4. Environmental Responsibility

- Minimized digital carbon footprint by optimizing website performance and using energy-efficient hosting.
- Reduced commuting impact by supporting remote-first work policies.
- Reduced paper use by operating digitally and making sustainable choices when purchasing office supplies and equipment.

## Looking Ahead

In the coming year, Hop Studios will continue to refine our approach to ethical digital solutions, expand community partnerships, and explore new ways to integrate sustainability into our business practices. We remain committed to serving our clients with expertise, care, and a strong sense of responsibility.