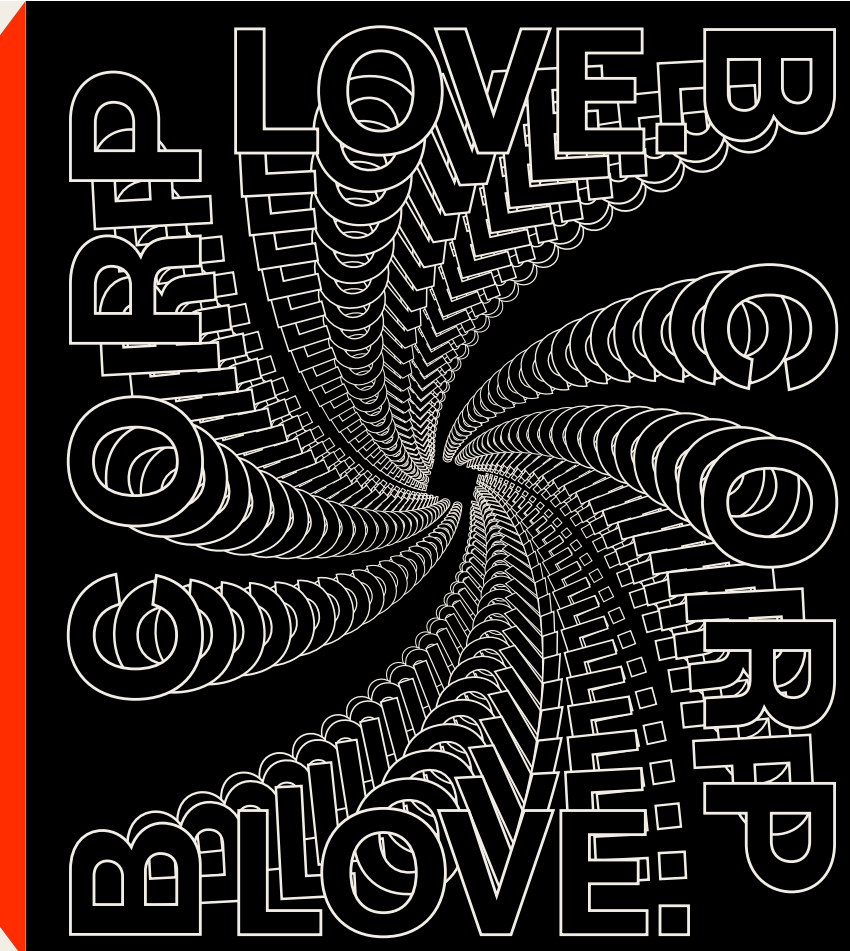


LOVE. X B CORP IMPACT REPORT

How we got here and how we're getting on



**B CORP
SEEKS OTHER
B CORPS
FOR NO
STRINGS
ATTACHED
LOVE.**



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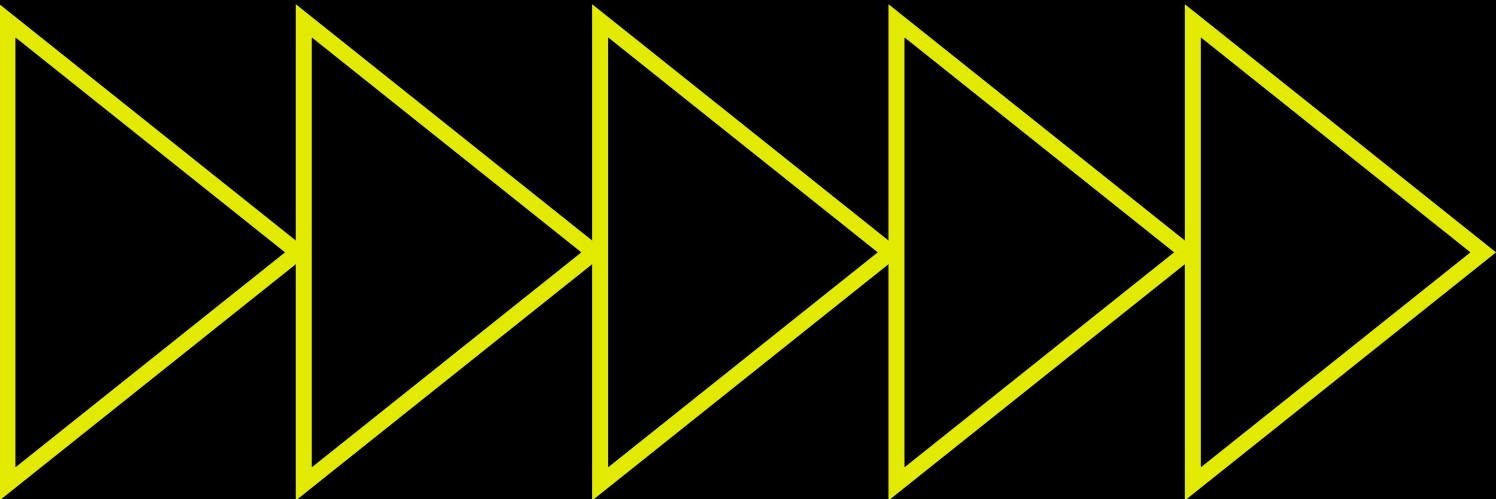
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**"Never doubt that
a small group of
thoughtful, committed
~~citizens~~ can change
the world..."**
creatives

(with respect to Margaret Mead, Anthropologist)



BECOMING B CORP WAS A NO BRAINER

We’ve been on a journey to make an impact through creativity for over two decades. B Corp now gives us the framework to do so with renewed purpose, for a greater good.

It also encourages us to keep on challenging the status quo, and keep on asking awkward questions of ourselves, our suppliers and our clients (like we always have). There’s a long way to go, but we’ve hit the ground running.

Like most agencies our size, we know our operations can have both a positive and negative impact. On the bright side, we are proud to generate multiple opportunities for the next generation and the wider creative community every year as an employer.

We are also dedicated to supporting the good health and reputation of the UK creative industries – today worth around £115bn – through our work, taxes and thought leadership.

We’re perfectionists, but we’ll never be 100% perfect. That’s not our goal as a business or a B Corp. Continual improvement is. So in every area that needs improvement, B Corp gives us the perspective and pointers we need.

This, twinned with a real desire to evolve – to be more diverse, to operate more sustainably, and to help others make more informed creative decisions – will see us making a real, tangible difference for people and the planet.

LOVE. Letter

LOVE. achieved its B Corp accreditation in November 2022 with a pretty decent impact assessment score of 85.

I had only recently joined the business, so couldn't take credit for the achievement, but I was excited to take the baton from CEO Trevor Cairns, COO Paul Chorlton and Senior Production & Sustainability Manager Helen Davies who have driven the project from the start.

It was reassuring to see we scored highly in Governance and Workers, but there was definitely room for improvement in Community and Environment. Challenge accepted. What struck me almost immediately was how difficult it was to find information on what to do next. How do you involve your team and improve your score in year 2 and 3 before recertification, for instance?

We did what any green B Corp would do. We attended local B Lab events and joined dedicated seminars, but they mostly felt geared to starting the journey. The sense of camaraderie and good will was heartening and motivating, but it felt like there weren't many tangible ideas for progression in our sector. It was clear we'd have to find our own way.

Initially we struggled to prioritise smaller improvements that might improve our score versus our bigger responsibilities as creatives that might have a bigger material impact without actually improving our B Corp assessment. We settled on a combination of initiatives, in terms of size and scope, which we've highlighted across the case studies included in this report.

As we move into 2024, we're focusing on carbon measurement and one thing that still eludes us: our first B Corp client.

Steve Pearce, Managing Director

HOW WE SCORED

**A snapshot of how we gained our
B Corp accreditation and areas that
need a little more love.**

Community
Workers
Customers
Environment
Governance

76%

42.5%

64%

34.2%

71.2%

HOW WE ACHIEVED THIS SCORE

We started thinking like a B Corp. In every board meeting and company conversation, it's on the agenda.

We updated our job descriptions to better reflect the social landscape, in terms of diversity, inclusion and belonging.

We built on established codes of ethics and anti-corruption by conducting independent audits and implementing financial and IT controls.

We introduced a company performance update to our regular and agency review, SHOW.

71.2%

Governance

76%

Workers

HOW WE ACHIEVED THIS SCORE

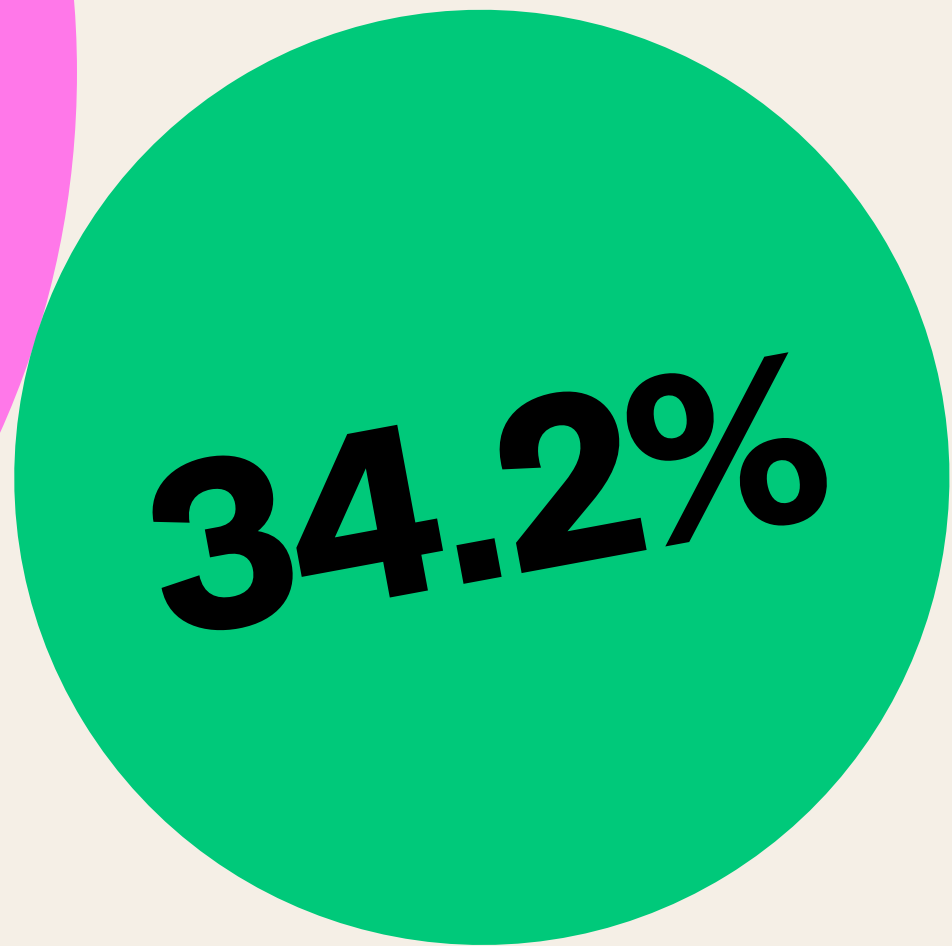
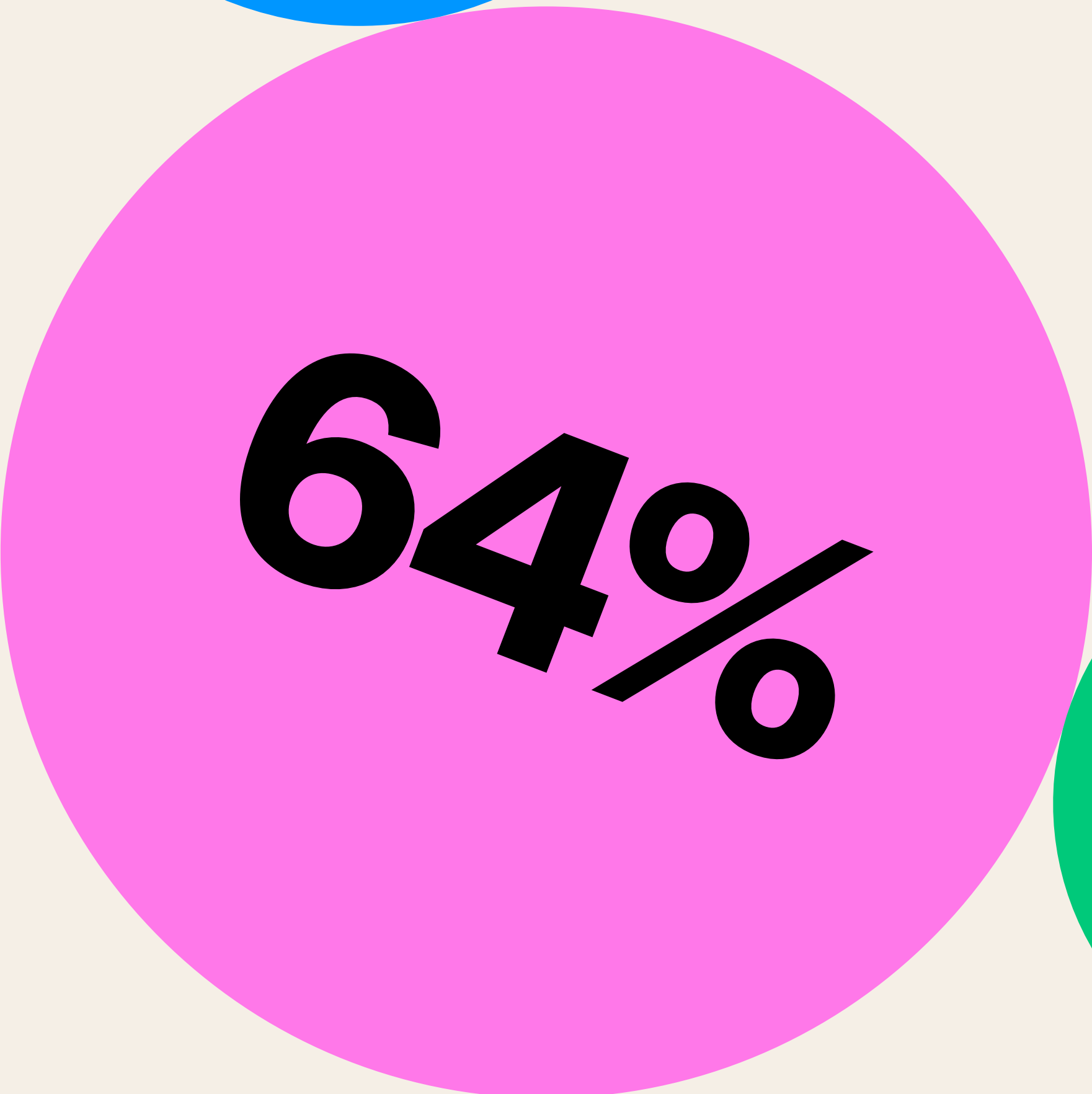
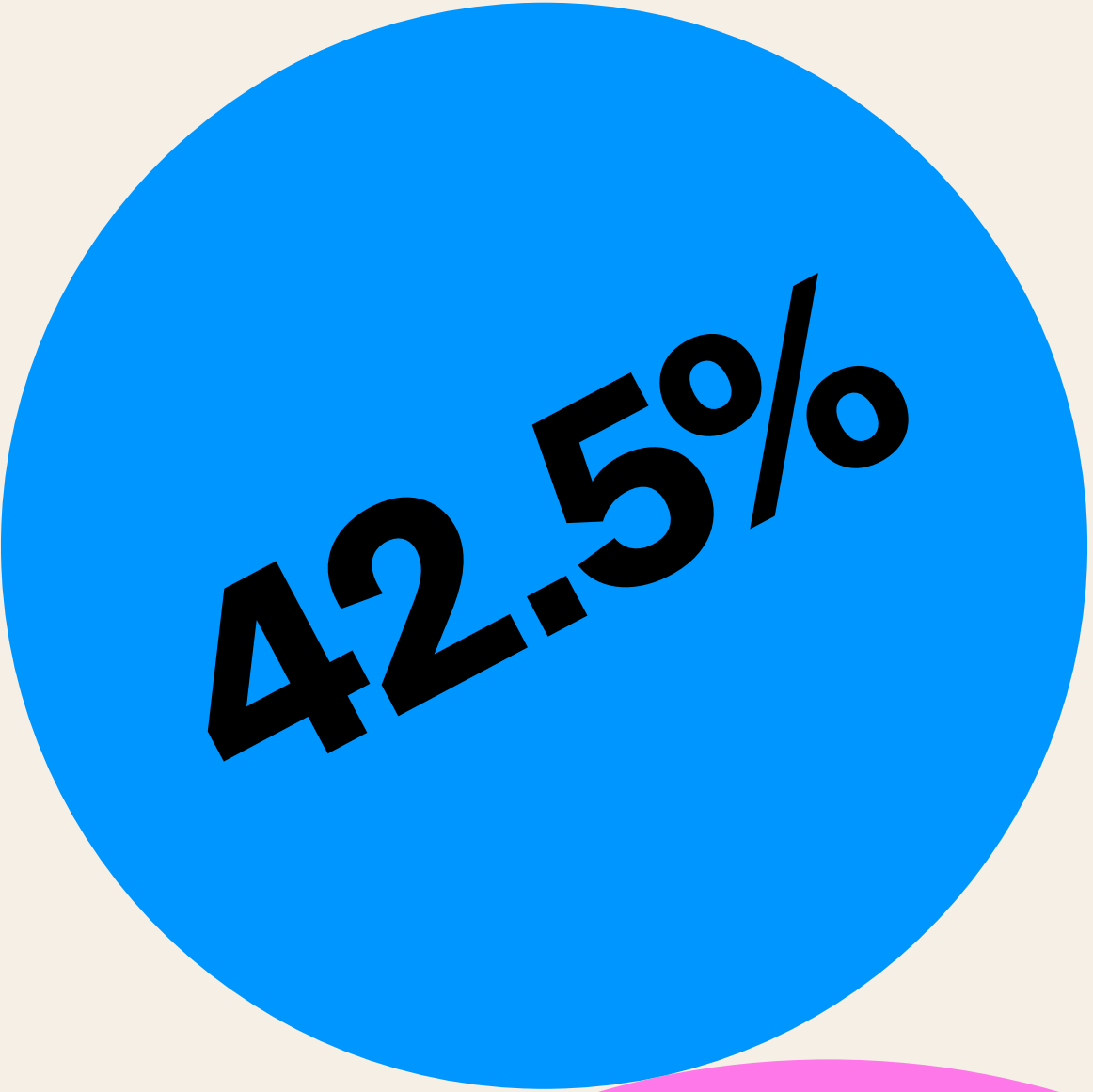
We always encourage and support internal promotions and take pride in our well-structured onboarding process.

We conduct a formal 360-degree review process annually and offer regular skills-based training.

We updated our employee handbook with a non-discrimination statement and anti-harassment policy, as well as policies on benefits, disciplinary and grievance processes.

We've made paid leave, parental leave, flexibility in hours/days and, more recently, hybrid working core pillars of the agency, supporting a healthy work/life structure and culture.

We have a bonus scheme in place. Everyone has access to a pension scheme, an employee assistance programme, and we have life/disability insurance in place.



Customers

- We have client feedback mechanisms and quality control
- Client data is stored safely

Environment

- We have basic good practice around office supplies, cleaning products
- We use low-impact, renewable energy
- We use energy efficient equipment
- A high percentage of our team commute using public transport.
- We recycle card, plastic, glass and paper
- We dispose of our office waste responsibly

Community

- We measure our team diversity including the number of female team members and managers
- We are locally owned and endeavour to use local suppliers where appropriate
- We have established charity partnerships and have a history of local pro bono work

THE JOURNEY SO FAR

**A quick look at the positive steps we've taken
– big and small – since becoming a B Corp.**

We’ve been keen not to over-commit or under deliver on our B Corp promises this year. That means we’ve kept things realistic and, where we can, measurable.

The first small steps towards big change came with the creation of B-LOVED. This steering group from across the agency is dedicated to generating B Corp-focused initiatives and keeping our efforts on track. We meet regularly and speak freely on a range of subjects with a B Corp angle.

Externally, a core team attended a series of B Corp meet-ups and working groups (in person and online) with the aim of understanding more about the day-to-day challenges and opportunities of being a B Corp. The sessions inspired us to write LOVE’s B Core Beliefs which you can read over on p28.

It’s early days, but we’re making progress on a number of fronts.

A little LOVE. in the right direction

Hiring

We added a new DE&I statement to every job posting and created a more formal induction deck to ensure consistency.

Environment

We’ve switched to unbleached paper and low VOC ink in our printers.

Charity

We now match charitable donations raised by our team up to £500.

Team

We’ve developed an externally run management training programme which has been attended by 25% of the team.

Community

We’ve hired multiple design interns from University of Central Lancashire and a strategy intern from University College London.

Accountability

We issued this impact report. You’re welcome.



MAKING AN IMPACT

**A selection of projects demonstrating
our creativity making a positive impact.**

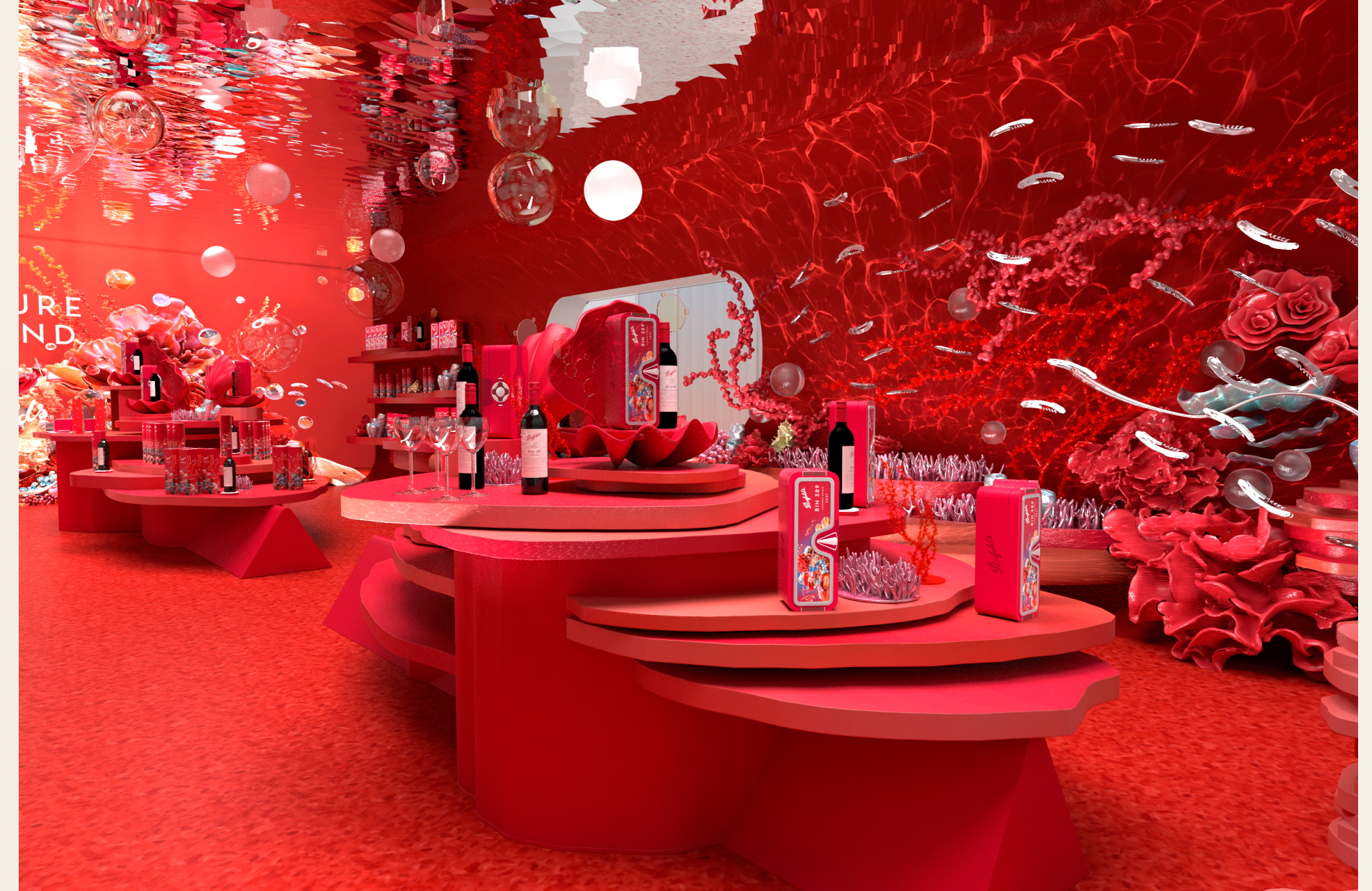
Adding value through sustainable packaging.

Case study: **Penfolds Deep Sea Thematic**

We've worked with Penfolds since 2020, helping them make the strategic shift from 'fine wine' brand to 'global luxury icon'. For the brand's 2023 campaign we created a subaquatic visual world to bring their 'Venture Beyond' positioning to life.



We produced a collection of limited-edition gift sets as well as communications, retail and immersive installations. With an eye on the growing threat of microplastics to the world's oceans, we saw this as the perfect opportunity to pitch a more sustainable packaging solution and help Penfolds achieve their global sustainability objectives.



With Penfolds blessing, we conceived and designed a suite of 100% recyclable, plastic-free packaging made from materials with up to 75% recycled content. This included a premium rigid but still recyclable pack for their BIN 389 release as well as a suite of all-card tubes and boxes for the rest of the range.



Recyclable





Bringing the city together for a good cause.



Case study: Manchester Ball

Organised by LOVE Chief Operating Officer Paul Chorlton since 2008, the Manchester Ball brings together the Manchester business community every year to raise funds for worthy causes. For the last six years the Manchester Youth Zone has been the ball's chosen charity.



Every year LOVE. creates a unique event identity for the Manchester Ball and produces marketing collateral to support the event's promotion and activation.

**We're proud to report that
donations to the Manchester
Ball in 2023 amounted to...**

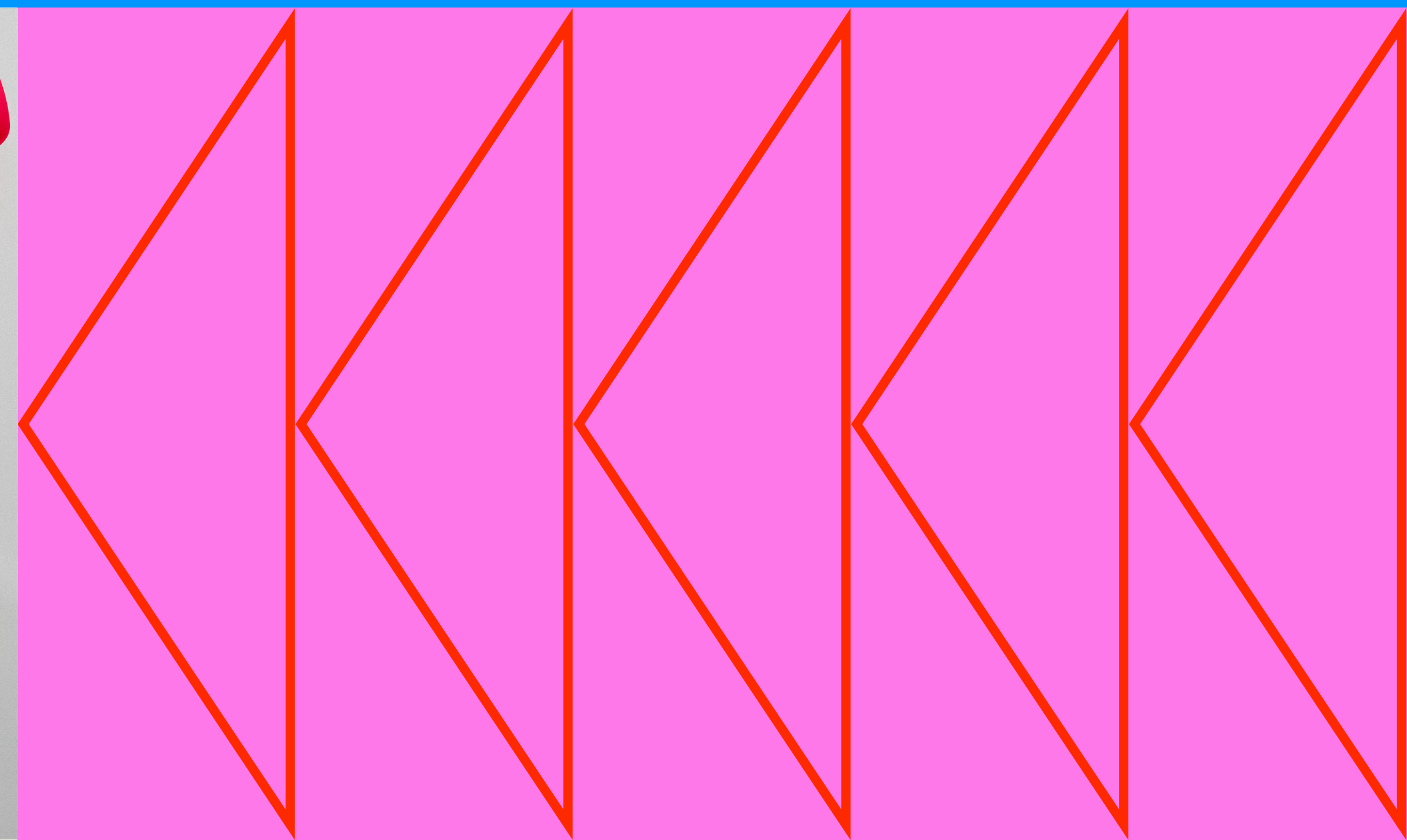
£79,530



Creating a new brand with the next generation.

Case study: **Salford Youth Zone**

Building on our annual fundraising efforts for the Manchester Youth Zone, we began a pro-bono creative project with the Salford Youth Zone.



**SALFORD
YOUTH ZONE**



**SALFORD
YOUTH ZONE**



Engaging future creatives at source.



Case study: **University Partnerships**

We've maintained close relationships with universities in the North West and further afield for over a decade. And we're proud that some of our most recent hires and longest-standing colleagues started here as interns.

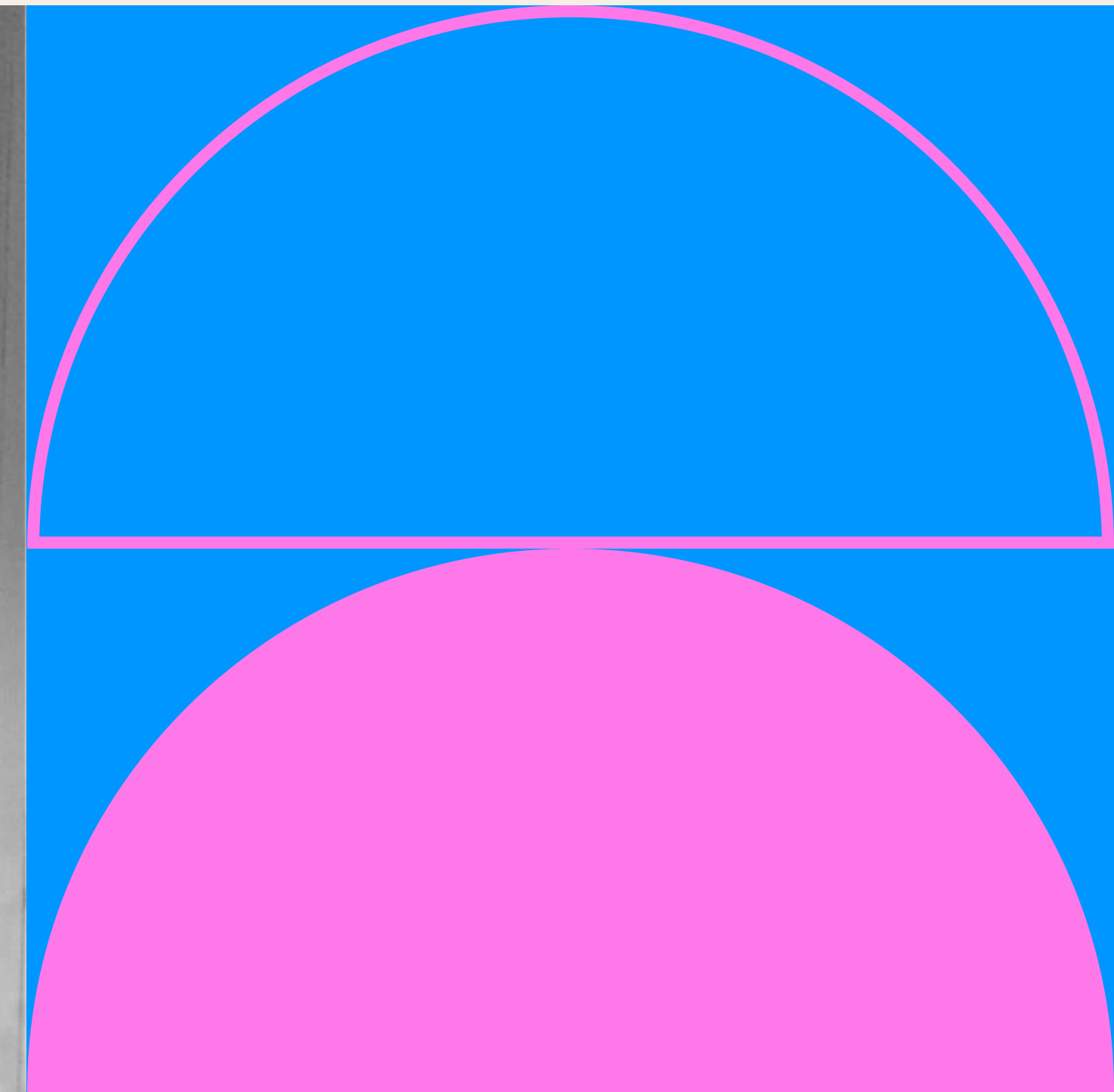
Throughout the academic year 2022-2023, we visited degree shows, set creative briefs, gave guest talks, ran studio tours and offered paid internships to students at University of Central Lancashire, Manchester Metropolitan University and Nottingham Trent University.

Most recently, LOVE senior account director Matt Cooper has been mentoring a Creative Advertising student who has aspirations to work in a client services role.

"During my internship at LOVE, I was able to gain valuable experience in multiple areas of design. Thanks to the collaborative nature of the agency, I was able to work closely with the creative team on a number of real-world projects."

Sophie Seaton

Creative Design student,
University of Central Lancashire



“Amazing conversations at MMU Meet The Employers Event around what it’s like working in the industry and what opportunities LOVE. offer. It gave me a further understanding of the advertising/marketing industry. I look forward to further seeing what the rest of the year brings.”

Britney Lehmann

Marketing student,
Manchester Met University



“It was a great opportunity to tour LOVE. and find out more about job roles and the agency as a whole. It was really interesting and has definitely inspired me for the future!!”

Maisy Barratt

Fashion Communication
& Promotion Student,
Nottingham Trent University



“We gained valuable insights into product development and the roles involved. Seeing how the creative design and production process happens first-hand really helped put our course into perspective.”

Emily Currier

Fashion Communication
& Promotion Student,
Nottingham Trent University



THE YEAR AHEAD

**A note on our ambitions for 2024 and
how we intend to achieve their success.**

Now is the time for action!

Our ability to react to change and rise to a challenge is our creative superpower. We're going to take this a step further as a B Corp in 2024 by letting our actions do the talking in the following ways:

Carbon Measuring

We're working with climate tech company and fellow B Corp, Greenly, to help us measure, reduce, and offset our carbon footprint. Overall, the hope is that a more granular and practical understanding of where improvements need to be made, as well as a more strategic approach to finding creative solutions, will engage the whole agency.

Agency Engagement

In order to inspire a mini B Corp movement internally and affect real change through our actions, we need to ensure everyone at LOVE feels empowered

with both knowledge and responsibility. To this end, we'll be incorporating environmental training into our existing management training sessions and potentially trial new, nonprofessional training such as mental health training.

Community & Charity Work

In terms of putting our creativity into action, we're actively looking for more pro-bono work, specifically with charities and organisations set up to help local communities.

While we've never felt a bigger responsibility to do the right thing, we've never faced greater opportunities for doing so. And that excites and energises us.

Thanks for taking an interest in our journey so far.

OUR B CORE BELIEFS

LOVE.

A few ways of thinking and doing
we can all get behind as a B Corp.

01.
B Corp is a journey, not a destination.



We're doing this for people and the planet. A nice badge and a few easy wins won't cut it.

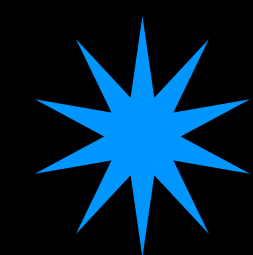
06.
Sustainable thinking is smart thinking.

With our clients, around the agency, on our way to work – small shifts towards sustainability make a huge difference.

02.
We were the next generation once.

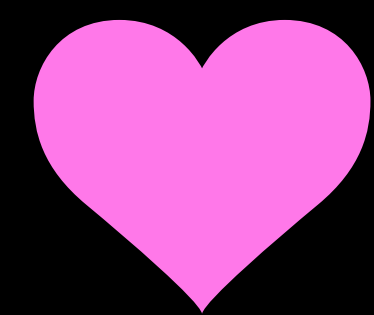
Giving future creatives a leg-up through student mentoring and internships is good karma.

07.
Multiple perspectives make a superpower.



Diversity and inclusion is an ongoing aspiration, not a box ticking exercise. Our edge comes from all angles.

03.
Play nice. Do good. Spark joy.



We wouldn't be called LOVE if we behaved any differently.

08.
Best practice is the norm, not a nice to have.

If we're not striving to find the best creative solutions for every brief, we're not at our best.

04.
Success is a privilege we share.

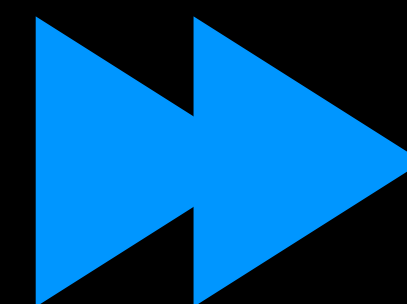
Helping local community and charities every year gives us purpose and makes us proud.

09.
There is no movement without like-minds.



We can't do this alone. Building a supportive network of B Corp agencies and winning a B Corp client or two means progress.

05.
Good things in = good things out.



We're on a sustainable journey and that means taking our suppliers along for the ride.

10.
Creativity can change the world.

Don't believe us? Just look around you. Or at your phone.

THIS IS JUST THE START

If you're an agency, brand, or just a curious human that wants to know more about our B Corp journey, get in touch. We'd love to chat.
Hello@lovecreative.com