



# IMPACT REPORT 2024

- 1. A bit about us
- 2. Our B Corp Journey and score
- 3. 2023/2024 B Corp Pillars and Progress
- 4. 2024/2025 Planning



Rupert  
Managing Director

## Welcome from Rupert

For us, B Corp has always been about reaffirming who we are and enshrining the values that we believe are ethically and economically sound – for our staff, our clients, and our business. In an industry often dominated by buzzwords and surface-level commitments to purpose, we have strived to ensure that our actions speak louder than words.

**B Corp certification was the stamp that proves we walk the walk.**

Yet, it has proven to be much more than just a stamp. Since accreditation, our B Corp Principles have meaningfully transformed our business. In the last year alone we've harnessed solar power, offset our carbon footprint through investing in reforestation projects and renewable energy, enhanced training programmes, and supported the community with 90+ hours of volunteering.

Becoming a B Corp was an achievement; continuing to be a B Corp, and striving to drive even greater impact, is extraordinary.

**Forever restlessly seeking to improve.**

A stylized, handwritten signature in grey ink, likely belonging to Rupert, Managing Director.

# Who we are

**Ci are a full service research consultancy specialising in brand growth,  
delivering insight that drives sustainable and impactful decisions.**

We help our clients grow by helping them build better products, understand their audiences in a richer, more interesting way, and improve the effectiveness of their marketing. Our aims is to always apply wider knowledge, opinion and expertise to not just offer data, but contextualise it in a business and marketing theory and practice.

## Quantitative Consultancy

Brand and  
Advertising  
Tracking

Advertising  
Effectiveness

Brand  
Health and  
Market  
Mapping

Campaign  
Development

Growth  
Strategy

Benchmarking  
and Brand  
Levers

Segmentation,  
Conjoint and  
MaxDiff

Pricing  
Strategy

Sponsorship  
Evaluation

**Lauren**  
**Strategy Director**  
[EMAIL LAUREN HERE](#)



## Qualitative Consultancy

Creative  
Development  
and Testing

Online  
Communities

NPD  
Research

Pen Portrait  
Development

Store,  
Showroom  
and Refurb  
Development

Sensitive  
Topic  
Exploration

Macro Trend  
Insight

Proposition  
Testing

Hall Tests  
(product  
testing)

**Kate**  
**Qualitative Director**  
[EMAIL KATE HERE](#)



# Our partners

**We're proud to work with some phenomenal brands across the UK across a range of projects.**

We seek value aligned brands – both for profit and not for profit, and we turn down those that don't fit with our vision.

We're hoping to expand our B-corp client list and we've recently re-designed our approach for B-corp scale ups to move faster, streamline costs, and provide useful insight.





## Our B Corp Journey



For us, B Corp was never about changing who we are. It was about enshrining the values we have long-believed are both ethically and economically beneficial – to our staff, our clients and therefore the business as a whole.

For years we struggled to put the language together to concisely and coherently describe the way we behave: a people-first approach that focuses on output, not penny-watching. When we came across B Corp and its **People, Profit, Planet** triumvirate we knew we had found our peers, and set about the process of accreditation.

# What we're committed to

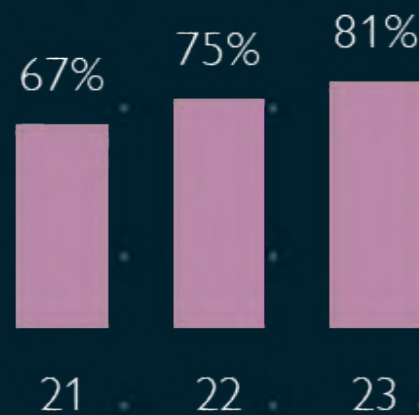
## PEOPLE

Team Satisfaction

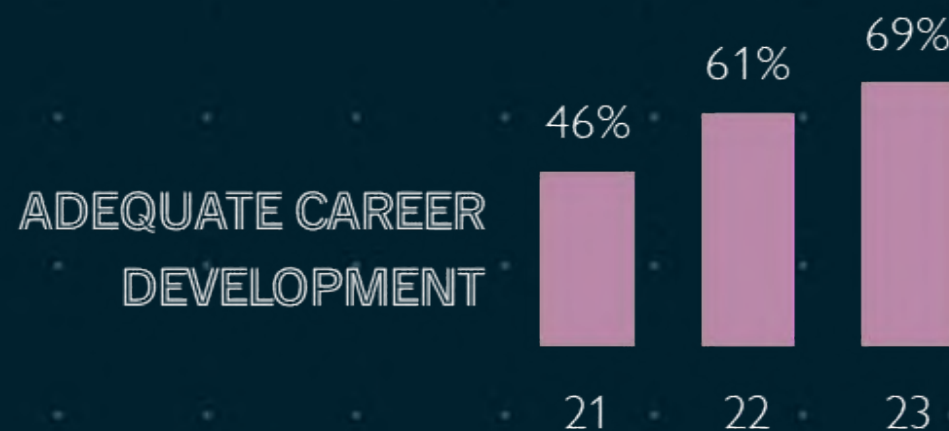
92%  
FEEL CI HAVE EMPATHY  
AND UNDERSTANDING



WORK IS  
MEANINGFUL  
& ENGAGING'



81%  
FEEL CI ARE ALWAYS  
LOOKING TO IMPROVE



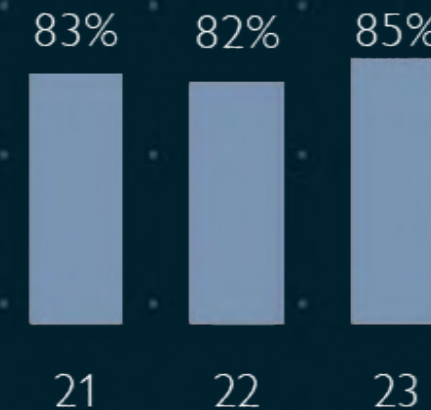
## CLIENTS

Client Satisfaction

100% CLIENT  
SATISFACTION



AGREE  
RECOMMENDATIONS &  
INSIGHTS ARE BETTER  
THAN OTHERS



83%  
AGREE ANALYSIS IS  
BETTER THAN  
OTHERS

76%  
AGREE ACCOUNT  
MANAGEMENT IS  
BETTER THAN OTHERS

## PLANET

Our third stakeholder

ZERO  
WASTE TO LANDFILL



CARBON FOOTPRINT  
SCOPE 1-3 EMISSIONS  
GENERATE 44.80 TCO2E

1.32 TCO2E  
PER EMPLOYEE



ONE THIRD OF THE  
AVERAGE FOR AN SME  
OFFICE-BASED EMPLOYEE

**In August 2022 we were delighted to be accredited**

**Governance: 14.1**

Policies and practices pertaining to the company mission, ethics, accountability and transparency

**Workers: 38.5**

Contributions to employees' financial, physical, professional and social well-being

**Environment: 11.4**

Dedication to improving overall environmental stewardship

**Community: 16.1**

Contributions to the economics and social well-being of the community in which we operate

**Customers: 4.1**

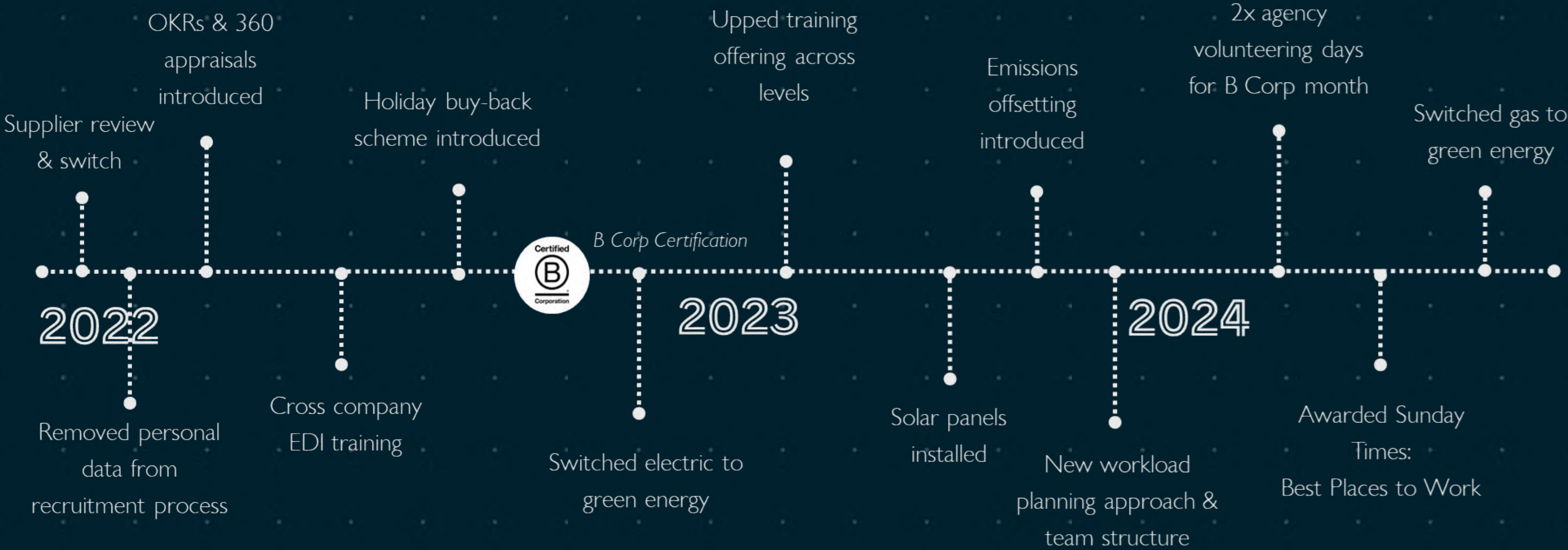
Social value creation amongst customers or consumers of products and services

**Verified Score**

**84.4**



# A timeline of our progress



The background is a dark teal color with a light teal dot grid pattern. There are three abstract teal shapes: a small irregular blob in the upper left, a large irregular blob in the center-right, and a small circle in the lower right.

# Pillars and Progress



# WORKERS

2024 PROGRESS

We set out to renew our commitment to training and development, which has been a core focus for us this year...

## More external training



Agree opportunities are provided for career development



## More internal training by level



## Resource library in development



Agency lunch and learn session

2022 Score: 38.5  
Above average for size  
and sector



Our top tea lovers

## What we continue to do:

- 360 feedback top-to-bottom
- 0-based budgeting for training
- Deck of the month presentation – sharing great work from across the team
- £150 bursary to learn a new skill (outside market research) - £831.40 paid this year
- Continuous feedback from employee satisfaction survey

# We also continue to offer our team a comprehensive set of benefits

## WELLBEING



Health Insurance

Cash Plan

Weekly gym & yoga sessions with PT

Cycle to work scheme

## HOLIDAYS & SOCIALS

Holiday buy back

Interchangeable public holidays



Birthday off

## POLICIES

£100 stipend for home working

'Time to vote' participation

Pension scheme & interest free loans

Enhanced sick, maternity & paternity pay

## OTHER

Free hot drinks, fruit and tuck shop

Sit / stand desks



Free EV charging





And we're proud to have been awarded...



# GOVERNANCE

2024 PROGRESS

**We're working on updating our internal policies and frameworks to cover B Corp principles, starting by turning down work with unethical industries**

**Ethical client framework introduced**



*Complete phase out in progress*

**Reviewing OKRs to cover B Corp principles**

*in development for EOY*

**EMI shares scheme**

*in development for EOY*

**What we continue to do:**

- EDI training across the company
- Swappable bank holidays to accommodate those with different cultural values
- Removed all personally identifiable information from the recruitment process
- Continued clarity and transparency about performance of company financials





# CUSTOMERS

2024 PROGRESS

**We also sought to establish a value-aligned new business pipeline (B Corp or similar) and continued lower cost offering for the third sector... which we've done!**

**Started working with more B Corp clients**



*We'd love at least 25% of our turnover to come from B Corps in future*

**Continued cut-price third sector work for social clients**



## **What we continue to do:**

- More focus on value aligned business
- Reviewed internal standpoint across the team on what formal framework for turning down 'unethical' work should look like

2022 Score: 4.1  
*Below average for size and sector*

# ENVIRONMENT

2024 PROGRESS

We've been on a journey to identify, reduce and offset our emissions, and we've recently reached our carbon neutral target!

Goal to be certified in 2025

Solar panels installed



75%

of energy used in July 2024 came from solar energy

Full emissions for scope 1-3 calculated

Scope 1: 2.9 - 3 Metric Tons of CO2e  
Scope 2: 4.1 - 2.8 Metric Tons of CO2e  
Scope 3: 38.1 - 39.1 Metric Tons of CO2e

Total emissions: 44.8 (down by x YoY)

Emissions are continuously tracked

Offset 70 Metric tons of Co2



Supporting 3 global projects...



Solar panels at Ci's office, installed 2023/24

## What we continue to do:

- Electricity and gas moved to green energy
- No waste to landfill via composting
- Reviewed all suppliers and switched where relevant
- Moved to green suppliers of tech
- Reduced paper and ink consumption via new printers and supply chain

2022 Score: 11.4  
Above average for size and sector



# An overview of the projects we're proud to support...

## TROPICAL FOREST PROTECTION



### Mai Ndombe – DRC, Congo Basin

This project is based in the second most important rainforest in the world, working to reduce forest and biodiversity loss.

It has protected 300,000 hectares of vital Bonobo, Pangolin and Forest Elephant habitat as well as some of the most important wetlands in the world around Lake Mai Ndombe. The project supports local people by increasing access to education and vital medical care.

## DRYLAND RESTORATION



### EthioTrees – Tembien Highlands, Ethiopia

This project is based in a dryland ecosystem where drought and social instability have led to deforestation and land degradation.

The project has helped tackle this through a combination of grazing exclusion and planting of indigenous trees – providing carbon, alongside ecosystem and social benefits.

It has also improved water access, provided financial support in the Tigray War ('20 – '22) and improved production of non-timber forest products.

## PEATLAND PROTECTION



### Rimba Raya – Seruyan Regency, Indonesia

This project protects over 640 square kilometers of High Conservation Value tropical peat forest, with over 350 million tonnes of carbon stored in their peat domes.

As well as playing a huge role in climate mitigation, peatlands are home to rare organisms found nowhere else, and they contribute to reducing floods, droughts and wildfires, all expected to increase as the climate changes.



# COMMUNITY

2024 PROGRESS

**Giving back to our local community through volunteering, establishing a volunteering policy and continuing to match donations were a few of our goals for this year...**

**Two paid company volunteering days completed**



...with a third scheduled

**Donated £1,160 to match employee donations**



**Volunteering policy underway**

*in development for EOY*

2022 Score: 16.1  
*Above average for size and sector*



Colleague Thomas running the London marathon for Terrence Higgins Trust



Colleague Melody running 5k for Cancer Research UK

## What we continue to do:

- Match employee charity donations
- Offer paid volunteering hours
- Office tuck shop proceeds donated





**80+** hours  
of volunteering in  
B Corp month



**100** trees planted



Bagot's Castle – 11th March 2024  
General maintenance work on the 14th century castle grounds, general tidy up of the site and planting sapling trees.



# Our plans for 2025...



## **Governance**

Next year, we're setting out to introduce social and environmental OKRs to align our sustainability goals, while also refreshing the team on company policies. We want to implement social impact training, such as first aid and mental health awareness across the company and continue working towards our B Corp re-certification (Feb 25).



## **Workers**

We're aiming to finalise our resource library continue prioritising training across levels, alongside more collaborative sharing of work in "Lunch and Learn" sessions. We'd love to be awarded 'UK Great Places to Work' certification to sit alongside our Sunday Times award!



## **Environment**

We plan to introduce office black out days to reduce energy consumption and mileage and explore giving surplus generated solar energy back to charity. Encouraging greener commuting and achieving official Net Zero certification are also key goals.



## **Community**


We're looking to introduce a formal volunteering policy, encourage more staff volunteering and arrange company volunteering days for B Corp month again. We'll explore different opportunities for volunteering in the local community and explore how we could donate a portion of our profits to local initiatives.



## **Customers**


Our goals include growing turnover from B Corp clients, hosting an event at the B Corp Louder Than Words Festival, and maintaining high client satisfaction even with new partners.





**We are enormously proud of our B Corp accreditation, and would like to extend our thanks to our clients, suppliers and most of all our team for their continued support.**

If you would like to find out more about our journey, or about us as a company, please don't hesitate to get in touch at [hello@consumer-insight.co.uk](mailto:hello@consumer-insight.co.uk)



To read more about our work with B Corp clients, click [here](#)

# SONDER

Rebrand coming soon...