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Impact **report**

Reflections from our CEO.

Our B Corp journey started as a collective effort to make positive changes, motivated by our desire to walk the walk when it came to our values: purpose, pride, and kindness.

Two years later, this togetherness has only grown stronger. It's been inspiring to see the team not just tick boxes, but proactively and enthusiastically seek out ways to make this business better. In many different aspects.

We've challenged ourselves, set increasingly ambitious targets, and found little, unexpected ways to make big differences. Volunteering days have gone from a policy that was rarely used to a regular occurrence – some team members going as far as Calais, others

dedicating their time every week to a cause they care about. Individuals have sought out and initiated pro bono projects for some truly inspirational organisations. And we've taken a huge step in committing to a net zero certification journey.

As we evolve our definition of 'being better', it's encouraging to see that B Corp is doing the same. We hope the new standards will both open the door for more businesses to strive towards this shared goal, while also holding people accountable to the highest social and environmental standards.

This is why we became a B Corp. To measure our success not by how quickly we reach our goals, but how far we can move the targets forwards each year.

A portrait of Tanya Estrella, CEO of Estrella Ventures. She is a woman with long dark hair, smiling, wearing a dark blue jacket with red trim over a white and blue striped shirt.

Tanya Estrella

CEO of Estrella Ventures

Impact Report.



Proud to progress on our B Corp journey.

Why we're continuing our B Corp journey

The reason we began our B Corp journey in the first place comes back to our sustainable marketing ethos. The way we work is about building long-term infrastructures that have a positive impact, rather than choosing quick fixes that neglect people and planet.

It's also why we've continued our B Corp journey. Because it's not about achieving a 'goal' or 'completing' something. It's about continually committing to drive positive impact long term, even as our business and the world around us change.

B Corp gives us the framework and the motivation to keep moving forwards in this effort. Now that the standards have changed, we're even more proud to be part of the B Corp community.

Our recertification date has moved back a year because of it, but we're not seeing this as a year off. We've been reading the new standards, attending webinars to learn more about them, and conducting gap analyses to figure out where we stack up against them.

We're also not discouraged by the removal of the points-based system. It means that our motivation to meet the B Corp standards truly is rooted in our desire to keep becoming a better business, rather than to achieve a higher 'score'.

We know we'll need to make some pretty significant changes to our business to meet the new standards, but we're excited for this new challenge.



Being B Corp feels like we've found a focus for the true ethos of our business – do better and be better for people and planet. It's a guide for our efforts, clear standards to help us improve and a framework we can implement in every aspect of our business.

The best part is that it's led by our team, making it truly central to everything we do.

Aby Sullivan

Managing Director



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What being a B Corp means to us

We're really proud of what we've achieved in our first two years as a B Corp. We've proven to ourselves that we can make significant changes to how we work as a business, which has given us the motivation to keep going!

As the heart and soul of this process, our team is the place to look to see the impact of B Corp. Our culture reflects our purpose more and more thanks to them. From encouraging and joining one another on volunteering trips, to ramping up individual development and team-wide knowledge sharing.

However, culture was already one of our strongest impact areas. That's why one of the biggest changes we've made is focusing on our environmental impact. B Corp made us realise how much more we could be doing in this area.

As a small business, we're able to make big changes, fast. But we also need help to make real, measurable change. Partnering with [Planet Mark](https://planetmark.co.uk/) to accelerate our journey to net zero has been – and will be – one of the most impactful catalysts on this journey.

What we've achieved this last year – a snapshot



609

hours dedicated to pro bono marketing projects*

*During our 2024-25 financial year.



9

categories of carbon emissions data being collected – from electricity to business travel



80%

employee satisfaction score in our bi-annual Workers Survey



B Corp has become a daily reminder to look for opportunities to improve the business, help our community, and challenge our perspectives. It's not just about reaching a goal anymore, but questioning what impact we want EV – the company and the team – to have on the world outside of us.

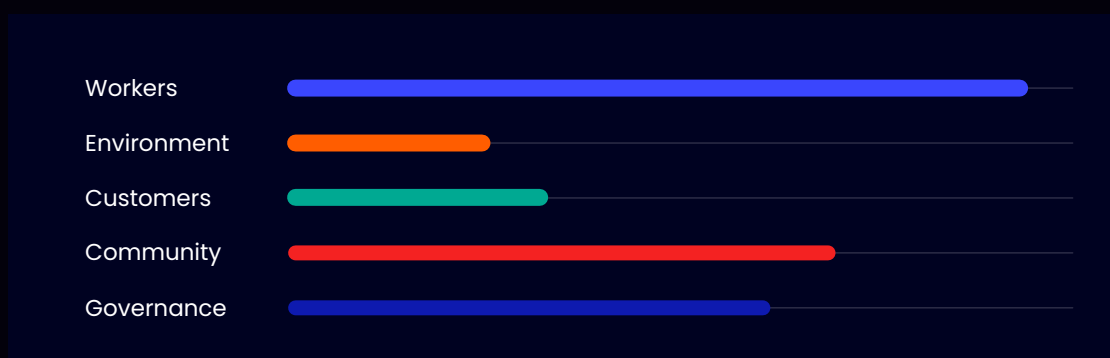
Alice Erskine

Head of Content

Our B Corp verified score.

and what comes next

We were very proud of our first certified impact score in 2024 – and planned to aim even higher this year! In our last report, we said that we wanted to recertify with 115 points, with a big focus on increasing our points in the ‘Environment’ impact pillar.



Now that the standards don't include a points system, we're reevaluating our approach. Our aim now is to maintain all the good things that helped us achieve our original score, and build upon them year on year, so we're only ever improving.

We'll still be as ambitious as we would have been if the points-based system remained, and we hope that the rest of the B Corp community will be too.

Looking back *(and ahead)* across the impact pillars.

We're writing this impact report at a pivotal time in our B Corp certification journey.

Although we'll be recertifying under the new standards, we've been working towards targets set against the five impact pillars of the previous standards: Governance, Workers, Environment, Community, and Customers. As such, this report outlines our plans to build upon these targets and prepare for recertification.

These targets feel really authentic to us. They're guided by the B Corp standards, but ultimately reflect where we want to go as a business. We're excited to share them, and even more excited to start achieving them.

Governance.

What we said we'd do	What we did
Make sustainability a whole team issue, increasing the number of EV team members involved in social and environmental issues.	<p>Over the last year, we've embedded sustainability into our structures and processes in myriad ways – bringing every EV team member on this journey.</p> <p>For instance, every team member has become responsible for recording their business travel – from catching the train to clients' offices, to flying abroad to attend conferences. This is all part of our commitment to measuring our carbon footprint, so that we can identify where we're generating the most emissions and make significant cuts.</p> <p>This is just one example of how we've woven sustainability into our operations, so that we have the structures in place to support our longer-term climate goals.</p>
Prepare to achieve B Corp recertification.	<p>Our recertification deadline date has been pushed back a year to account for the change in B Corp standards.</p> <p>We view this extra year as an opportunity to strengthen our B Corp commitments as much as possible. We've started by completing a gap analysis to see where we stack up against the new standards, and creating a roadmap to help us fill any gaps ahead of our new recertification date.</p>
Increase uptake in our volunteering policy, encouraging more EV team members to use their two paid volunteering days.	<p>When we wrote last year's impact report, no one had used their paid volunteering days in the 12 months previous. Since publishing it in July 2024, however, over half of EV team members have either used a volunteering day, or have booked to use one in the next few months.</p> <p>We also attended a recent lunch and learn hosted by the volunteering platform Neighbourly, where we took away insights on writing a robust employee volunteering policy.</p>

Our goals for the next 12 months:



Publicly share our ESG commitments.

We talk a lot about the value of transparency in communications. That's why, this year, we want to practice what we preach a whole lot more. We want to publicly share our ESG targets, achievements, and shortcomings, so that we can a) hold ourselves accountable to the goals we've set and b) hopefully inspire other businesses to communicate the environmental, social, and governance impact they're making.



Clearly define who we do and don't work with.

Last year, we formalised our commitment to working with purpose-led brands by creating a brand-new mission statement. Over the next year, we want to expand upon this by defining exactly what a purpose-led brand looks like to us – and what they don't look like. With a clear-cut definition, we can make sure we're investing our time and energy into brands that we genuinely feel good about.



Review and update our responsible marketing principles

A lot has changed since we wrote our company policy on ethical marketing – which covers everything from our GDPR responsibilities to how we ensure transparency. As we face new marketing challenges and trends, now is the time for us to review and update the principles we follow. For instance, we'll be formalising our dos and don'ts for using AI internally and within our clients' marketing plans. We'll also be creating a sustainability communications guide, so that we can confidently advise our clients without greenwashing.

Workers.

What we said we'd do	What we did
Review and improve our parental leave policies, giving our team members more flexibility and financial stability as they start or expand their families.	<p>We've created a new parental leave policy, which is currently being reviewed by legal experts and will hopefully be in place soon.</p> <p>Going beyond statutory leave policies isn't easy as a small company, as we have to be realistic about how much paid time off we can give to each team member.</p> <p>Nevertheless, improving our parental leave policy was a priority for the entire team, and we're really proud to have achieved this goal together!</p>
Increase training budget uptake, encouraging each team member to develop their skill set and become more confident in their role.	<p>This is still a work in progress, but we're really proud to say that team members across every department have undertaken external training in the past year. This hasn't always been in the form of a course, either. For instance, our Senior CRM Strategy Manager Muyambo flew to Boston to attend HubSpot's Inbound 2024 conference!</p> <p>Unsurprisingly, this has led to some fantastic results for our clients, too. For instance, by training our Digital Account Manager in paid search and social advertising, we were able to achieve over 1,000,000 impressions on one LinkedIn campaign within just three weeks!</p>



Our goals for the next 12 months:



Review our hiring processes in line with JEDI principles.

We know that we'll likely need to hire new team members and contractors in the coming year – and our hiring processes need to reflect the fair and inclusive place of work we aspire to be. That's why we'll be working with our HR consultant to make sure we're promoting justice, equality, diversity, and inclusion (JEDI) in our recruitment processes – from the way we write our job descriptions, to the channels we use to promote them. We know we have knowledge gaps in this area that we need to fill, and this will be an important first step.



Deepen our practical understanding of JEDI.

We have some big gaps in our understanding of JEDI principles and how to apply these. These gaps don't just show up during the recruitment process, but also when communicating internally and externally, and making strategic business decisions. So, over the next year we'll be focusing on closing these gaps through JEDI training. Our Managing Director Aby will begin by finding a suitable training programme for herself, before identifying the areas that need more specialist training across the rest of the business.



Continuously make EV an even better place to work.

We're a small team of people who genuinely get on well, so creating a positive workplace culture has always come naturally to us! However, we know that we also need processes in place to keep assessing and improving our culture – especially as we grow.

That's why we plan to launch an anonymous employee satisfaction survey at least once a year, and using the data we collect to make positive, team-led changes across the organisation. As we develop our understanding of JEDI, we'll also be incorporating related questions into these surveys. This will hopefully give our team the chance to be open and honest about how valued and included they feel.



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I love working at EV because I still get to live my values between 9-5. If I want to take an hour out to volunteer, I can. If I have an idea for how we could operate more sustainably, I explore it. It's an environment where everyone is genuinely able to act with purpose.

Tyler Curtis

Content Writer

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I feel incredibly fortunate to work at EV. I've had countless opportunities to grow, both professionally and personally. It's amazing to be part of a company where your contributions are genuinely valued and where there's a real commitment to supporting your development.

Muyambo Kasweshi

Senior CRM Strategy Manager



Environment.

What we said we'd do	What we did
Set targets for reducing our carbon footprint with Planet Mark.	<p>When we set this target last year, we were perhaps a little naive! We underestimated how long it would take for us to measure our carbon footprint, which we need to do before we can set about reducing it.</p> <p>While we've not managed to set targets yet, we are in the process of collecting our Scopes 1, 2, and 3 data.</p> <p>This is a process that we need to get right, so that we can use credible data to set our sustainability targets in the future.</p>
Improve our environmental impact score, such as by creating more policies to help us operate more sustainably.	<p>As we'll be recertifying under the new B Corp standards, we haven't been focused on achieving a set 'score'. Yet this doesn't mean we've been any less ambitious in our attempt to operate more sustainably.</p> <p>Our biggest achievement in this area is by becoming a member of the Planet Mark Net Zero Certification Programme. This formalises our commitment to making meaningful progress towards net zero by 2050 or sooner, which we know is going to require a big internal transformation – from setting targets for reducing our carbon emissions, to educating the team on how to achieve them.</p>
Reevaluate our IT donation and recycling policies.	<p>Since setting this target last year, we haven't needed to recycle any of our electronic waste. Nevertheless, we've decided that moving forward, our first port of call will always be to offer our used equipment to charities like Refugee Women's Centre.</p> <p>If the equipment is no longer usable, then we'll recycle it via organisations with transparent waste management processes, like the Bristol Waste Company.</p>

Our goals for the next 12 months:



Get closer to measuring our full carbon footprint.

We want to make measurable reductions across our carbon footprint – but we need to calculate it first! We're currently working with Planet Mark to do this, and have been busy collecting and submitting our consumption data across nine Scope 1, 2, and 3 categories.

Our goal for this year is to complete this journey, so that we can start setting targets for reducing our carbon output. We hope to share these targets publicly too, so that we can inspire other small, service-led businesses to make their own positive impact.



Focus on protecting nature – not just reducing carbon!.

While we plan to set ambitious targets for reducing our carbon emissions, we also recognise that minimising harm isn't going far enough. We also want to do what we can to protect and preserve local environments.

One of the ways we plan to do this is by creating a litter picking rota. This aim of this will be to encourage a few team members to take an hour of their day at least once a month to tidy up the local area – whether it's while having a meeting outdoors or just taking a break with a good podcast. This impact might be small, but we hope it'll get our team thinking about the changes they can make in just an hour.



Consider the environmental impact of our marketing services.

We might not manufacture products or have a huge supply chain – but even digital marketing has an environmental impact. Over the next year, we want to get as close as we can to understanding the carbon emissions attached to our most popular marketing deliverables – from social posts to downloadable brochures. This is going to be a real challenge, but we hope it'll encourage us to think even more carefully about the marketing we put out into the world.



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Being joint sustainability lead over the past year has become a really meaningful part of my role at EV. It's incredibly rewarding to help shape an environment where I can live out my own values and empower others to do the same. I'm proud of the progress we're making as a team and excited about what's to come over the next year.

Dan Henderson
Head of Design



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A big target for us in the next few years is to increase our work with purpose-led businesses. We're focusing our own marketing on aligning with companies with like-minded values and aspirations. All with the aim of creating strong and impactful partnerships that deliver real, purpose-led value.

Lucy Kelly-Fear
Head of Operations



Community.



What we said we'd do	What we did
Encourage our team to take advantage of the paid volunteering days they have, to get out of the office, do something fulfilling, and support the local community.	<p>Not only have more team members used their paid volunteering days, but we've also noticed something fantastic: our team members are now volunteering outside of work more regularly, too!</p> <p>As an example, our Head of Operations, Lucy, started volunteering with Migrateful by using her paid volunteering days. Now, she often volunteers at Migrateful cooking classes during her evenings. We absolutely love hearing Lucy's stories from her evenings with Migrateful, plus seeing pictures of all the delicious food she gets to eat!</p>
Aim to deliver up to 5% of our working hours to pro bono activities.	<p>We'll continue to be transparent about the fact that this is a difficult target for us to achieve, but one that we continue to strive towards.</p> <p>One key step we've taken to help us get closer towards our 5% target is formalising our pro bono offering. We created a dedicated webpage to promote our services, and have also formed a partnership with ProHelp. We've been able to work on some wonderful pro bono projects, such as for our non-profit partner, RefYouMe, local radio station Ujima Radio, and regenerative scheme, Guacamayo.</p>
Research community-focused training opportunities for the team, so that we can better educate them on equality, diversity, and inclusion.	<p>Truthfully, we haven't made any progress towards this goal. We've encouraged our team to access the courses and webinars available to them via SEEDL, but we haven't made any of this training mandatory just yet.</p> <p>However, we have spent time digesting the JEDI impact area of the new B Corp standards, and will be using it as our framework moving forward. We've also set targets for the next 12 months to reflect what we've learnt, and are committed to getting them over the line meaningfully and authentically.</p>

Our goals for the next 12 months:



Share our sustainability knowledge with our community.

As marketers, we know what it takes to communicate effectively. We therefore have an opportunity to disseminate what we learn about sustainability and social issues in a way that resonates with – and drives action among – our community.

One thing we plan to do over the next 12 months is release another edition of *The CEO Letters*, a collection of essays spotlighting business leaders. This edition will focus primarily on those who have been able to scale purpose-led businesses, with practical tips and takeaways for fellow CEOs and founders to take forward on their journey.



Review our pro bono targets – so that we can achieve them.

We've said above that we'll be continuing to work towards our target of delivering 5% of our salaried hours to pro bono projects. This is true, but we are likely to review this over the next year, and create a more staggered approach to one day hitting 5%.

Our reason for this is that, when a goal feels unattainable, we're less likely to put our all into achieving it. So, what we plan to do is analyse the percentage of hours that we've been able to donate to pro bono projects consistently. Then, we can set targets based around making more incremental improvements.



Educate ourselves on accessibility in marketing.

Our marketing services can't be truly purpose-led if they're not accessible. We know we have some knowledge gaps when it comes to baking accessibility principles into our marketing, so one of our key targets for the next year (and beyond) is to educate ourselves better.

We're going to start by making sure that each department – strategy, design, content, digital, and account management – undertakes accessibility training related to their specialism. Once we have a deeper understanding of what we don't know, we'll be sure to expand upon this target.



Customers.

What we said we'd do	What we did
Give our team better visibility over the positive impact of their work by doing quarterly round-ups of our customer results.	<p>After setting this target, we decided that once a quarter wasn't enough! So, we've launched a monthly meeting that's dedicated to giving everyone visibility over the team's achievements.</p> <p>These meetings are a chance for the team to find out what's going on across the business, so that everyone's involved in each other's successes and challenges.</p>
To continue building a client list of purpose-led people.	<p>We love working with genuinely great people, so this target feels really authentic to us. But that's not to say that putting purpose over profit is an easy thing for us to do, especially as a growing business.</p> <p>We've made some tough decisions about who we do and don't work with over the past year, and are proud of the client base we've formed.</p>



Denizge Cuvaz

Head of Marketing
at Cocoon Bioscience



We trust EV to support us to optimise, evolve and execute our marketing strategy in this challenging industry. The team really understood what we wanted – despite the language barrier, and despite not being specific to biotech – and we get a great output from them.

Our goals for the next 12 months:



Refresh our client onboarding processes.

We want to make sure that our clients are confident in us from the moment we start working together. A core part of this is guiding them through an onboarding process that answers all of their questions, and helps us uncover everything we need to deliver the best possible service to them.

We're going to start this process by asking our existing customers to complete satisfaction surveys at least twice a year. This will hopefully help us to better understand any areas for improvement, so that we can work on them from the very beginning.



Help organisations to communicate their sustainability action.

We always say that as marketers, we can't change the world – but we can work with those who can. This is why we love working with purpose-led companies, and why we've been exploring even more ways for us to help amplify their missions.

Currently, we're developing a consultancy service to help organisations communicate their sustainability action authentically and transparently. We hope that this will have a long-term ripple effect; the more businesses that communicate their sustainability targets, action, and challenges, the more businesses that will be inspired to join in!

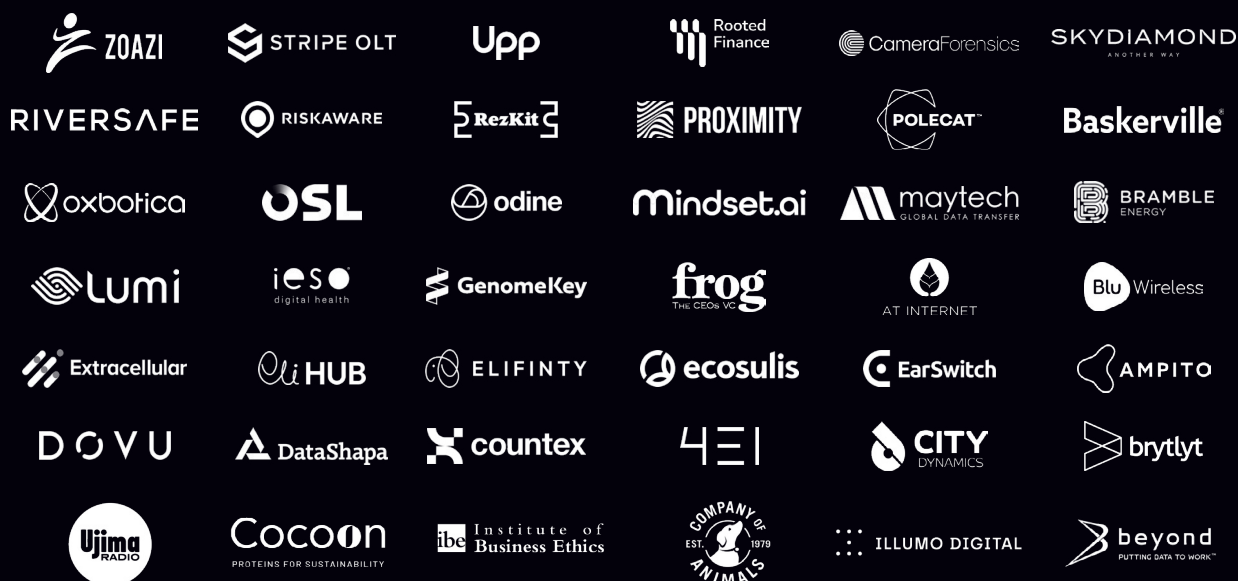


Evaluate how we use AI in marketing.

As we see a proliferation of AI marketing tools, it's becoming even more important for us to learn how to use them – judiciously and responsibly. We'll never be the kind of organisation that uses AI to cut corners if it doesn't serve our clients and their goals, but we do need to embrace new tools to keep providing the best value for money. We already have an employee policy for AI use, which we'll continue to review and strengthen as AI technologies (like agentic AI) continue to evolve.

We'll also be looking at how we can use the AI tools available to us via platforms like HubSpot, so that we can better tailor the features to our clients.





Working with EV on the Halti rebrand has been a great experience[...] We're thrilled with the new brand direction and confident it will resonate with our global customers while staying true to our legacy.



Charlotte Wicks

Category Manager
at Company of Animals



EV is a strong brand and marketing company that has put Elifinty on the map. They have helped train and build our CRM solution to deliver valuable sales and marketing processes internally. I would highly recommend EV to anyone looking to build a brand or market their services.



Mayzam Rizvi

CEO at Elifinty

Closing *thoughts* from team *Estrella Ventures*

Writing this impact report has been a great reflective exercise for us. Of course, we often take time to reflect – from analysing the results we achieve for our clients, to discussing last quarter's financials with the team. But we often forget to reflect on the non-tangibles. The steps we've taken and the changes we've made to make Estrella Ventures a more environmentally, community, and team-focused place to work.

As we wrote in our leadership letter, we're excited for the evolution of B Corp and what this means for the entire community. We didn't become a B Corp

to stay the same, and we're ready for the challenge that meeting the new standards will pose. Next year's targets are already much more ambitious than last year's, which we see as a testament to our team's willingness to keep being better.

As always, thank you to our wonderful team members, clients, and the rest of the B Corp community for continuing to hold us accountable.

Here's to another year of walking the walk with purpose, pride, and kindness.



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EV

Certified



Corporation

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