

december 19

B Corp Impact Report 22/23

Certified



Corporation



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The d19 story

About us

december19 is an independent media planning and buying agency which places people at the heart of its business; staff, clients and partners.

With significant experience across the media and marketing industry, d19 offers established brands an alternative to being lost within the large agency network model, as well as supporting exciting new challenger SMEs to grow through advertising.

Our philosophy is based on business karma, fostering a shared sense of purpose with our clients and taking an honest and intelligent approach to their media plans, with enduring results. We operate a transparent client fee policy; our client's total trust in all that we do is paramount.

Always do the right thing

The past year has been a year of two halves; the last few months of 2022 were marred with negative news around politics, energy pricing and increased interest rates. Any sniff of uncertainty and the first item on a company balance sheet to be axed is Media and Marketing spend. The impact of this negative news period affected Client budgets going into the first quarter of 2023, making it a tough 6 months of trading for our sector.

Despite the negative news and budget cuts we managed to deliver award winning work for: Material Focus educating people to recycle their electricals; Prevented Ocean Plastics to support World Oceans Day; Biffa to promote the reduction and prevention of food and plastic waste, focussing on their surplus redistribution services that have local communities and a more sustainable future at its heart.

As well as working with brands that are driving positive change for the planet, we have made it compulsory for all clients to offset their carbon output on media plans. We use the IPA Carbon Calculator to provide the numbers and

worked with fellow B Corp Ecologi to fund projects. We are now in the first phase of building a B Corp planning process that will use the three pillars of People, Planet and Profit to drive media planning and buying decisions.

We are on the verge of launching a company ownership scheme and have spent more time volunteering at a local community centre which were two goals we set ourselves, on the back of receiving B Corp accreditation.

We have also made a concerted effort to work with more B Corp companies; since accreditation we've changed accountants and mobile phone provider, and plan to work with more in the future.

Whilst we have faced some challenges, against a turbulent economy, we have managed to plan Client campaigns that are supporting positive change, restructured internally to better support the d19 team and given more time to local charities. A year we are all proud of.

Dave Barnett, Co Founder

Journey to certification

It all started in a North London café, two ex-colleagues discussing what was right and wrong about the advertising industry. That was back in 2009; fast forward 14 years and the two ex-colleagues are the co-founders of december19. Launched in 2010 with a mission to bring trust back into the relationship between clients and their appointed media agency.

Over the years we have stayed true to this mission and now have many long-standing (established) partnerships with clients. We are also very proud of securing 'Campaign's Best Places to Work' 5 years running.

After several years of trading the co-founders discovered the B Corp movement. It was so pleasing to hear that it was 'OK' to put profit on an equal level of importance with how we treat people and the planet. From that day on it was the companies' mission to become B Corp certified. We're delighted to say that we achieved this in September 2022.

Ahead of achieving B Corp status we made changes to our Articles of Association which makes the shareholders accountable to wider stakeholders. We are now taking this one step further and launching an employee ownership scheme in the next 12 months.

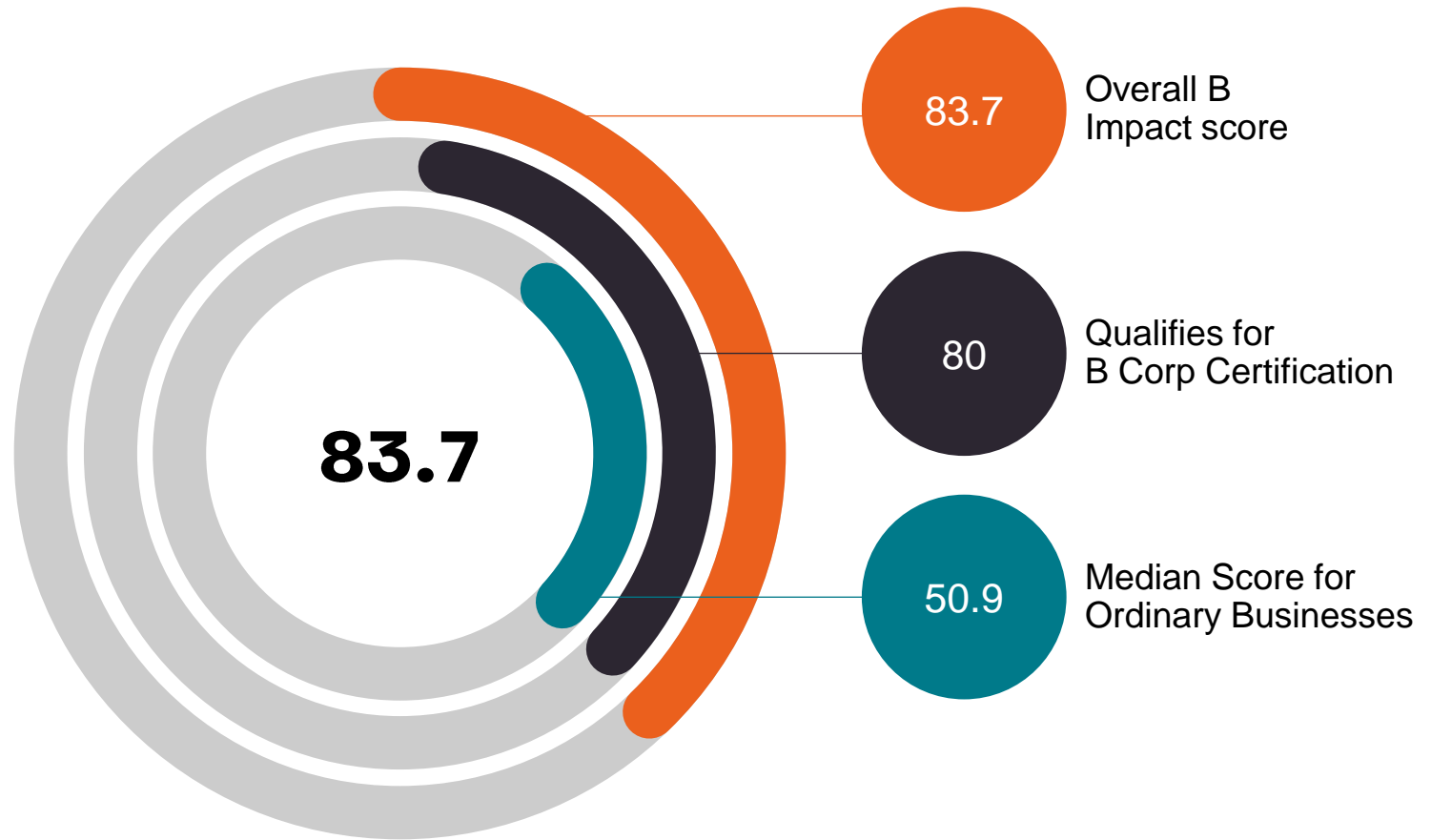
We have worked hard to improve over the past year using our B Corp accreditation scores as a benchmark of how and where we can make a difference. We are far from perfect and can always do better, so we have lots of opportunity to raise the bar.

One year on from obtaining B Corp accreditation we are extremely proud of what we've achieved but always mindful of the how we can improve further. With the d19 team 100% behind us we're fully committed to do the right thing, always.



B Corp scores (BIA)

december19 earned an overall score of 83.7



In 2025 we aim for a B Impact score of 100+



Workers

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.



Workers

Overall Score 35.8

Operations Scores: Financial Security 7.9 / Health, Wellness, & Safety 9.9 / Career Development 5.2 / Engagement & Satisfaction 8.8

What we said we'd do

- Investigate profit share / bonus scheme for all staff
- Improved Healthcare offering to all staff, including life insurance options
- Wellbeing and health wellness initiatives open to all staff & families
- Training program in place to ensure all staff attain required level of skill competencies
 - All staff undertook job-based training this year
- Onboarding for new staff and duration of training program: beyond 1 week
- Internal promotion and hiring
 - MD succession planning and appointment
 - Personality profiling DISC for all staff
- Primary caregivers' flexibility

What we did

- ✓ Investigated profit sharing scheme and laid groundwork for 2024 and beyond
- ✓ Bonus paid to all staff
- ✓ Healthcare & life insurance policies revisited and updated
- ✓ Awarded IPA CPD Gold for second consecutive year
- ✓ Internal training program for all
 - DEI session
 - IPA Effectiveness Essentials
 - IPA Ad Net Zero
- ✓ Internal promotions
 - MD and Investment Manager positions
- ✓ Structured onboarding for all new staff



Plans for next 12 months

To make d19 an employee-owned company.

Update company policies to accommodate caregivers

Provide Life Insurance and Income Protection cover for all staff.

Continue to raise awareness of the IPA Ad Net Zero.

Increase the percentage of employees that are internally promoted.



A woman with long blonde hair, wearing a blue t-shirt, is smiling and talking to a group of people. In the foreground, the back of an elderly woman's head and shoulders is visible. In the background, another person in a blue t-shirt is partially visible. The setting appears to be an indoor community event with colorful triangular bunting hanging from the ceiling. The overall image has a dark, semi-transparent overlay.

Community

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.



Community

Overall score 19.2

Operations Scores: Diversity, Equity, & Inclusion 6.8 / Economic Impact 6.3 Civic Engagement & Giving 1.9 / Supply Chain Management 1.7

What we said we'd do

- Each year we aim to pledge 10% of our net profit to selected projects
- Inspire and excite the younger generation to the world of media and advertising
- Offer training for all employees on topics related to diversity, equity, and inclusion
- Incentive staff living within 20 miles of the office in Clerkenwell to cycle to work
- Partnerships with charitable organisations to improve productivity / awareness

What we did

- ✓ 63-mile bike ride from London to Brighton to support Sea Change for Mental Health and industry led charity
- ✓ Supported local charity *Time and Talents* in Bermondsey by volunteering to help with their summer party for the community and during Dementia Week
- ✓ We took part in the IPA Advertising Unlocked initiative, introducing new, potentially unconsidered career options to school and college students
- ✓ Facilitating work experience for the younger generation to give them an idea of work life in the advertising industry
- ✓ Supporting grass roots Cricket club Boxmoor and Football clubs Hertford Town Youth and SEL FC through kit sponsorship
- ✓ Conducted DE&I workshops for all employees
- ✓ Media owner and supplier meetings to educate and collaborate for B Corp month



Plans for next 12 months

Helping local charity The Peel Organisation with their Digital Scheme which aims to connect the community in Clerkenwell by providing educational and tech support to individuals aged 16 and above who need basic digital skills.

Continue to support IPA Adunlocked, engaging students into school the world of advertising.

Set up a working DE&I group to bring completely through the business.



Environment

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.



Environment

Overall score 8.0

Operations Scores: Environmental Management 3.0 / Air & Climate 2.2 / Water 0.3 / Land & Life 1.2

What we said we'd do

- Introduce Carbon Offsetting to all client media plans
- Educate our employees on the impact of Climate Change and make them aware of the Ad Net Zero actions
- Improve supplier chain moving to as many B Corp suppliers as possible

What we did

- ✓ We use the IPA's Carbon Calculator to offset 100% of all media plans, funding Ecologi projects and became part of the IPA's Climate Charter group



- ✓ 100% of the agency have completed the IPA's Ad Net Zero certificate: 5 steps of the Action Plan
- ✓ Created a list of environmentally friendly preferred suppliers, everything from pens to coffee; we now have recyclable d19 branded pens and notepads
- ✓ Working with new accountants BLK and mobile network providers Honest Mobile
- ✓ Getting involved in 'Sustainability' panels and representing d19 at the IPA Climate Action Group
- ✓ Selected lower carbon options for OOH advertising in client campaigns – using recycled paper and selecting lower emission suppliers



Plans for next 12 months

Adding recycled paper to OOH plans where possible.

Continue to push media owners on creating more environmentally friendly media solutions – CAN.

Verification that we dispose of hazardous waste responsibly e.g. batteries, paint, electronic equipment, vapes.

Ensure all office supplies are eco friendly.

Measure Carbon Intensity for Scopes 1 and 2.

Setting targets for our emissions: actively work to see a reduction in our emissions to reduce d19's impact on the environment.





Customers

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels.

In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.



Customers

Overall Score 3.9
Operations Scores: Customer Stewardship 3.9

What we said we'd do

- Increase number of third-party accreditations; become an active member of CAN Network
- Work with more clients that are running campaigns that have a positive impact on the planet and its people
- Evaluating product/service:
 - positional reports
 - PCAs
 - client satisfaction survey

What we did

- ✓ We are now working with more customers that are supporting positive change via advertising
 - driving over 1.5k visitors to the Prevented Ocean Plastics website
 - +201% increase in searches for electrical recycling centres for Material Focus
- ✓ We have made it compulsory for all media campaigns to have carbon offset calculation included using IPA Carbon Calculator
 - offset 100% of carbon from d19 clients
- ✓ Actively involved with the industry working groups that are trying to make a positive change
 - IPA Climate Action Group



Plans for next 12 months

Continue to review all new and existing client contracts to ensure that terms align to the quality of our services, environmental impact ethical marketing and data privacy and security.

Better educate clients on how they can reduce carbon emissions via the advertising channels they deploy.

Governance

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.



Governance

Overall Score: 16.6
Operations Scores: Mission & Engagement 2.6 / Ethics & Transparency 4.0 / + Mission Locked 10 *

What we said we'd do

- Introduce employee training that includes social and/or environmental issues material to our company or its mission
- Make all full-time managers have a formal written performance evaluation that includes social or environmental goals
- Improve how we measure and review social or environmental performance at board Level
- Make sure the d19 values are lived and breathed, not just writing on the wall

What we did

- ✓ 100% of staff passed the IPA Ad Net Zero
- ✓ Refreshed the performance valuations to include clearer KPIs that aligned to business goals including People, Planet and Profit
- ✓ Sponsored five elite athletes to come in and represent each of the d19 values
 - Sustainable / Honest / Accountable
 - Progressive / Enterprising



Plans for next 12 months

- Improve how we measure and review social or environmental performance at board level.
- Further improve review process to include measurement of actionable social and environmental goals for all staff.



2025

Goals for recertification

Target: over 100



Customers

+5

Increasing B Corp principles with customers including working with more B Corps



Workers

+5

Improve workforce diversity



Environment

+5

Greater visibility and benchmarking of company impact on the environment



Governance

+2

Reviewing our governance, business structure and reporting



Community

+5

Increasing our involvement in and impact on our community through new initiatives which provide opportunities for work, experience and knowledge sharing

december 19

For more information
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