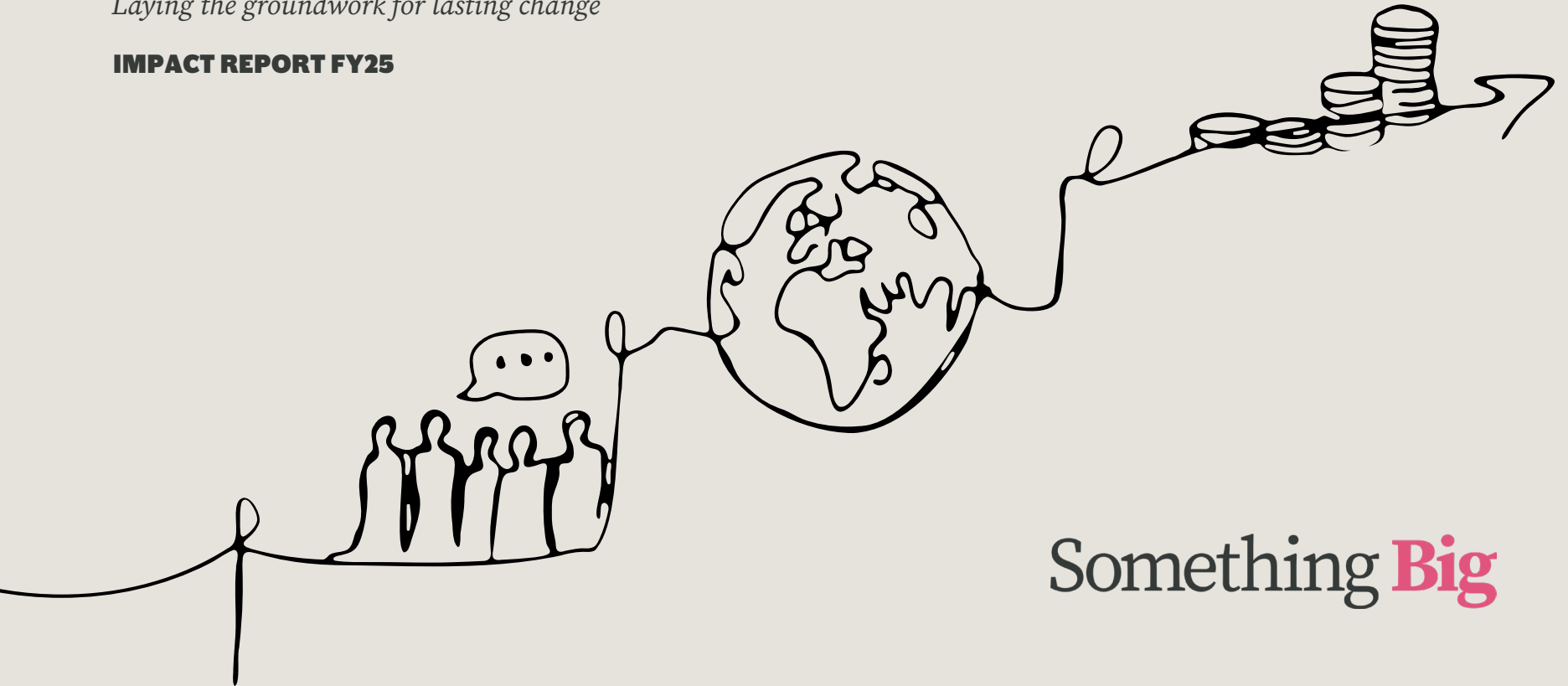


# Measured steps. Meaningful change.

*Laying the groundwork for lasting change*

**IMPACT REPORT FY25**



Something **Big**



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# About Something Big

Something Big is the creative communications agency on a mission to make a meaningful difference - both in the work we deliver and the way we do business.

We know that real impact isn't about good intentions or bold statements. It requires action. That's why we focus on scaling up our impact, growing our network, and collaborating with partners who share our vision of a better world.

This commitment drives everything we do – helping some of the world's most complex and highly ranked workplaces engage their leaders, managers and frontline teams. Whether it's navigating change, strengthening culture, or creating more inclusive and supportive workplaces, our campaigns don't just inform; they inspire action.

And we don't just talk about better business – we live it too. As a B Corp-certified, employee-owned agency, we're committed to doing business responsibly, because better business benefits everyone.





# Our values

## We get excited

We're passionate.  
We love what we do.

## We're on our game

We're accountable for our actions.  
We strive to be a high performing team.

## We make it better

We have growth mindsets.  
We add value.

## We do the right thing

We believe in fairness.  
We're always honest and respectful.

## We always learn

We're curious.  
We learn from our experiences.

## We're team players

We celebrate our individuals.  
We work hard to support each other.



# To fix the future of work, we're getting clearer on where we can make the biggest difference

In an unpredictable world, workplaces are under pressure - navigating economic uncertainty, shifting employee expectations, an AI revolution, and rising burnout while striving for more sustainable ways of working. One thing is clear: work needs to be fairer, healthier, and happier for all.

We've always believed in the power of communications to shape better workplaces. But the deeper we look, the clearer it becomes - many workplaces are still broken, and our expertise, passion and purpose are more aligned than ever.

Inspired by brands like Tony's Chocolonely, we've realised that real impact comes from clarity and focus.

We're working to sharpen our focus - aligning our impact goals with our business strategy so we can pull in the same direction, scale up what we do best, and drive meaningful change where it matters most.


Work is broken - but it doesn't have to be. We're here to change that.

Join our community and together we can **Work Wonders.**

*Sally Pritchett, CEO, Something Big*



**Sally co-founded Something Big** 25 years ago to help fix what's broken at work. She's passionate about using employee communication to create fairer, healthier and happier workplaces - where people and businesses thrive.



# What we learnt this year

Here's what we're taking forward from this year – less noise, more focus, and a clearer path to impact.

## **We're doing too much**

As a small business, we'll have a bigger impact if we align our goals with our expertise and business priorities, rather than spreading ourselves thin.

## **Busyness doesn't always equal progress**

Without clear direction, we risk running in circles. By being more intentional about where we focus our time and energy, we can make sure our efforts lead to real impact.

## **Impact isn't just numbers**

While tracking progress is important, some things – like culture and long-term change – can't always be measured in data alone. We need a balance of metrics and storytelling.

## **Clarity drives progress**

The more we define what success looks like, the easier it is to focus our energy on work that truly makes a difference.





# Our third year as a B Corp

## Much more than a badge

While the B Corp movement has faced challenges and criticism over the past year, we know that many B Corps, like us, are working hard to drive change and shape a better way of doing business.

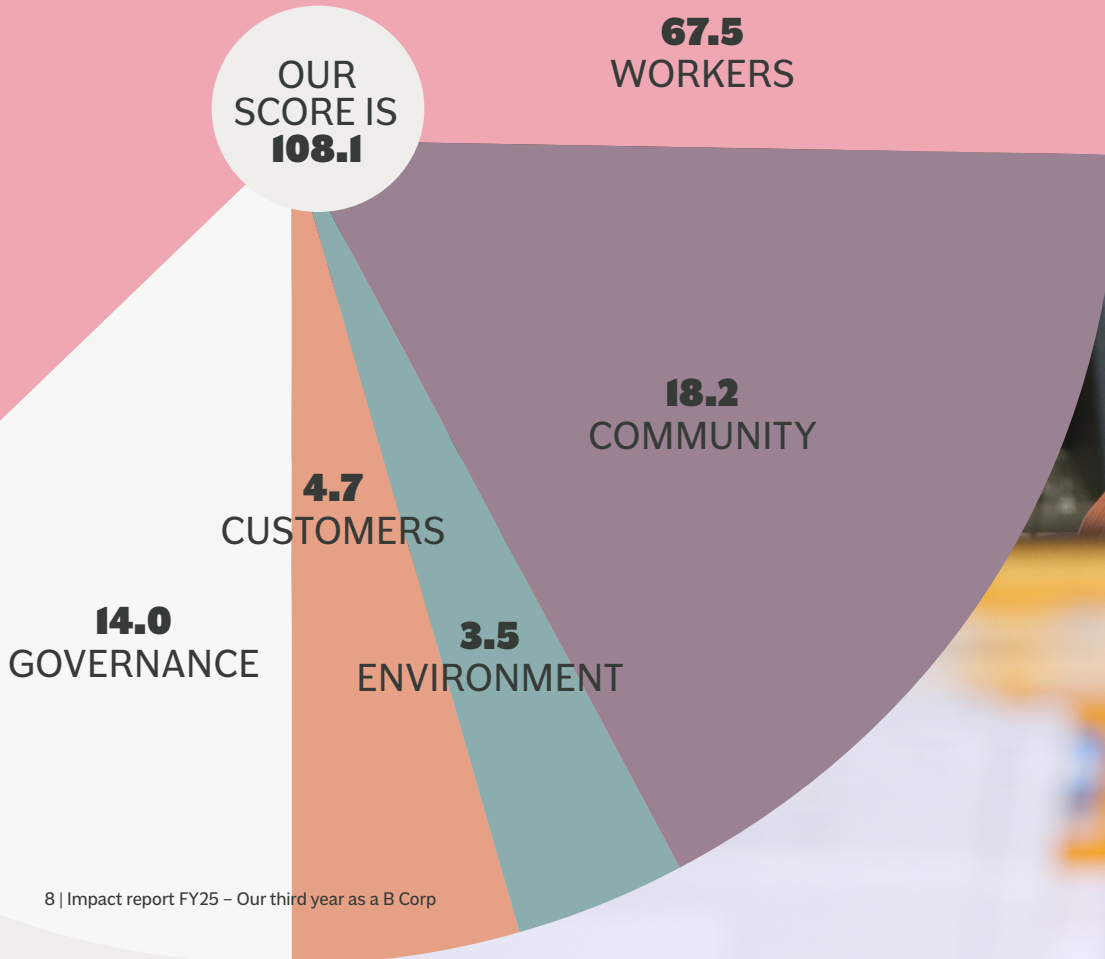
That sense of momentum was clear at **Louder Than Words**, the world's largest gathering of B Corps. The conference reinforced our belief in the role communications must play in making business a force for good. While we're proud to be on the right side of history with the B Corp movement, it's clear there's still more to do.

That's why our CEO co-founded, and we actively support, B Local Surrey and the B Corp Agency Alliance - because progress happens faster when businesses work together.

Now, as we enter our recertification process, we're preparing for some shifts in our score due to changes in how employee-owned businesses are evaluated. While we may lose points in some areas, we're confident we'll gain in others and are hopeful we'll surpass our previous score.



# Our B Corp Impact Assessment score



“As members of the B Corp Community, we do not believe we are perfect businesses. What’s important to us is continuous improvement, transparency, and true accountability.”  
*B Lab*



# Supporting B Local Surrey

As co-chair of B Local Surrey, our CEO Sally Pritchett plays an active role in strengthening the regional B Corp community. Over the past year, B Local Surrey hosted two major events, bringing together purpose-led businesses to share insights, challenges, and practical strategies for driving impact.

## 'The Journey to Better

**Business'** focused on frameworks and practical stories from the B Corp community, featuring speakers including Prof Lorenzo Fioramonti (Institute for Sustainability), Dr Victoria Hurth (Technical Author of PAS808), and Andrew Griffiths (Planet Mark).



## 'Delivering and Scaling Impact'

welcomed Anuradha Chugh (former CEO of Pukka, B Lab UK Board Member) and Douglas Lamont (CEO of Tony's Chocolonely, former CEO of Innocent) to discuss how businesses can grow their impact.

**100 bookings  
(sold out)  
| ~70  
businesses  
attended**



**191 bookings  
| ~130  
businesses  
represented**



# better business act

**We are proud signatories of the Better Business Act because we believe every business should be held responsible for balancing people, planet, and profit. This isn't just a nice-to-have – it's the future of business.**

We know better business shouldn't be the exception and we agree with B Lab UK's Chris Turner when he shared their goal: "not that every business should be a B Corp, but that every business should act like one". As a small business, we're proof that choosing to do better is possible at any scale. Now, it's time to make it the norm.



# ESG:

Part of our DNA

The sentiment behind ESG (Environmental, Social and Governance) has been part of Something Big long before it became a mainstream business priority. Simply put, ESG brings together everything we do to support our team, our community, and the future of our planet.

To be a thriving business, we must make a meaningful difference – one that benefits employees, customers, suppliers, communities, and the environment.

We've identified three core areas within ESG where we can have the greatest impact:

**Sustainability** - Reducing our footprint, embedding responsible practices, and inspiring change by helping our clients communicate their sustainability ambitions and initiatives effectively.

**DEIB (Diversity, Equity, Inclusion & Belonging)** – Creating fairer workplaces and amplifying under-represented voices through communications.

**Wellbeing** – Supporting our team and our clients in fostering healthier, happier workplaces.

Each of these areas is interconnected, influencing how we operate and how we help businesses drive meaningful change.

# SURREY BUSINESS AWARDS 2024



**This year, we were honoured to win the ESG Champion award at the Surrey Business Awards.**



# Getting into the detail:



**Let's take a  
closer look at  
each of our  
ESG focus  
areas.**



# Sustainability

**We're committed to reducing our environmental impact, speaking up on the climate crisis, and using our expertise to amplify sustainability messages.**

As communicators, we know our influence extends beyond our own operations, helping our clients share their sustainability ambitions in a way that inspires real change.

Our Sustainability Group champions this work, ensuring we continue to push ourselves forward.

## Measuring against our FY24 commitments

### We said:

In last year's impact report, we stated an aim to engage stakeholders on the sustainability journey - keeping our team's awareness and passion high while creating more opportunities to support clients, suppliers, and the wider community in fostering meaningful change.

Here's how we measured up.



## We did:

**Green Monday:** We first launched Green Monday in 2024, flipping the narrative on Blue Monday, the so-called 'most depressing day of the year' by turning it into a sustainability-focused day of action. In 2025, we brought it back bigger than ever, running a netwalk, workshops, virtual networking, and a panel discussion, bringing 117 people together across five events to connect, share ideas, and gain practical tools for change.

**Internal Engagement:** Our Sustainability Champions hosted a sustainability quiz, with 70% of our team voluntarily taking part – generating great feedback on how it improved understanding.

**Carbon Literacy:** To support our clients effectively, we must stay informed. That's why 80% of our team have now completed our in-house developed carbon literacy training, designed by our Carbon Literate ESG lead (though not accredited by the initiative).

**Sustainability Reporting:** Recognising that reporting is crucial to sustainability, we deepened our expertise in greenwashing, greenhushing, and best practices in impact reporting. We also created an accessible entry route to our award-winning report design services, enabling more organisations to communicate their sustainability efforts effectively with our communications expertise.

**Multi-Generational Research:** Our research into multi-generational perspectives on climate change and sustainability provided valuable insights into how sustainability communication must be tailored across different generations.

**Communicating Sustainability with Confidence:** To support businesses in navigating sustainability messaging, we have developed a comprehensive guide to communicating sustainability with confidence.



## We learned:

**Sustainability is a complex space, and while we can't be experts in every framework globally, our expertise in communications is a powerful force for change.**



# What's next?

## Communicating and engaging in change

To drive meaningful change, we need to shift mindsets, build knowledge, and make sustainability progress more visible. In the coming year, our sustainability focus will be on communicating and engaging in change.

**Shifting perceptions:** We want to reframe sustainability - not as a cost or burden, but as a driver of innovation and competitive advantage.

**Empowering our team:** We will continue to equip our employees with the knowledge and skills to advocate for sustainability - both in their work and personal lives - helping them adapt to a rapidly changing world.

**Strengthening sustainability reporting:** What is not measured cannot be improved. We know that a clear, accessible, and visually impactful report is a powerful tool in driving more sustainable business. We will continue to support our clients in navigating reporting requirements, ensuring their progress is communicated effectively and credibly.

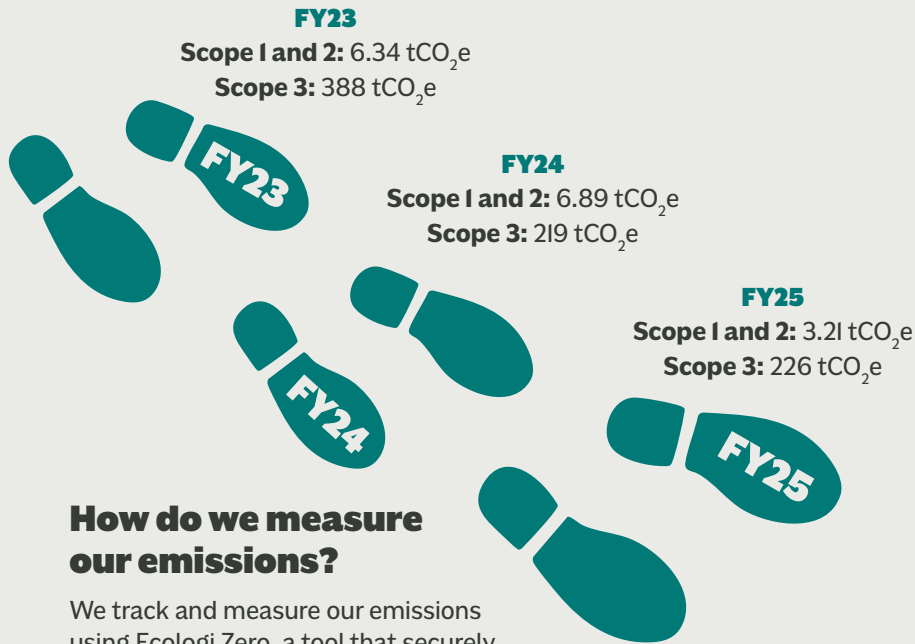
# Taking action to reduce our emissions





# Reporting on our emissions

## Scope 1, 2 and 3 emissions:

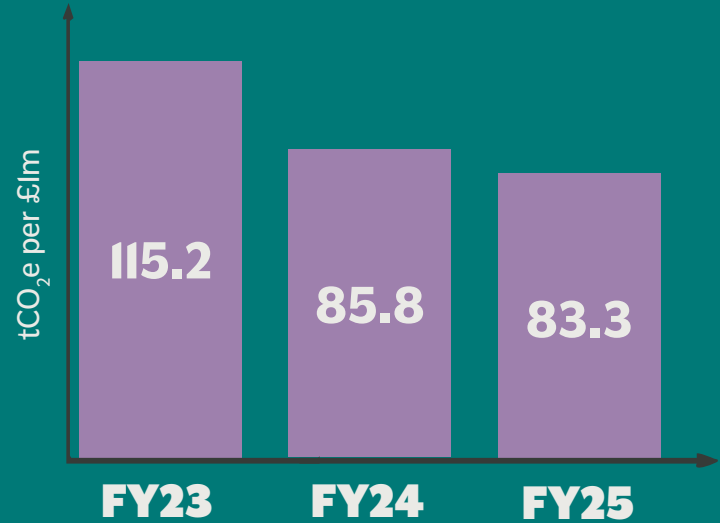


## How do we measure our emissions?

We track and measure our emissions using Ecologi Zero, a tool that securely imports data from our accounting software alongside key inputs like employee numbers and homeworking days. It calculates emissions for Scopes 1, 2, and 3 using industry-specific data, allowing us to identify hotspots and take meaningful action. You can find out more about Ecologi Zero, and the science behind it, [here](#).

Find out more about our approach to supplier governance [here](#).

# Carbon Intensity



## Why are we reporting on carbon intensity?

Carbon intensity shows how our emissions compare to our revenue, helping us track progress even as the business changes. It's a clearer way to measure our impact and supports better decisions as we adapt and grow.



# FY25

## Offsetting

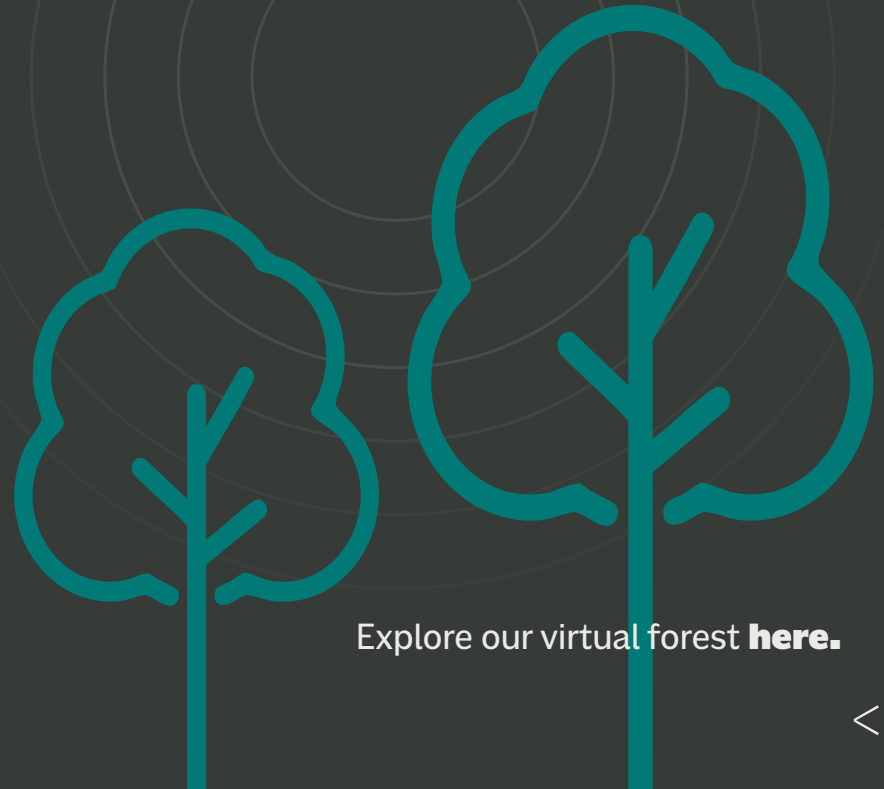
### How do we support reforestation and carbon avoidance?

For the past three years, we have funded tree planting and carbon avoidance initiatives through Ecologi's Climate Action Workforce scheme. Find out more [here](#).

Additionally, as a thank-you to those who recommend our business, we've planted trees through Ecologi to grow our impact.

Total reforestation:  
**1648 trees**

Total carbon avoidance:  
**248.04 tCO<sub>2</sub>e**

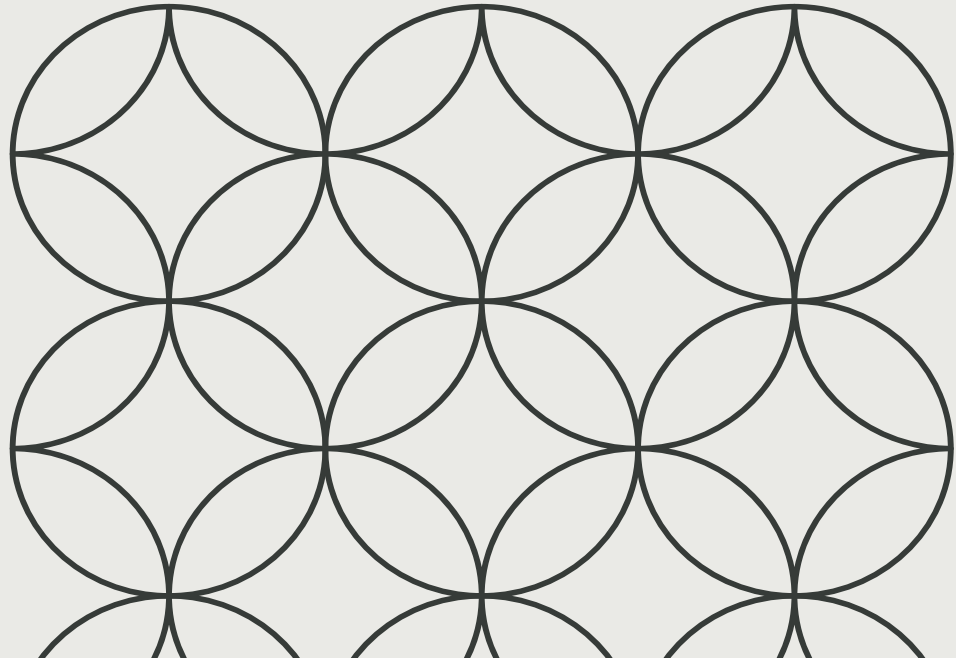


Explore our virtual forest [here](#).



# Social

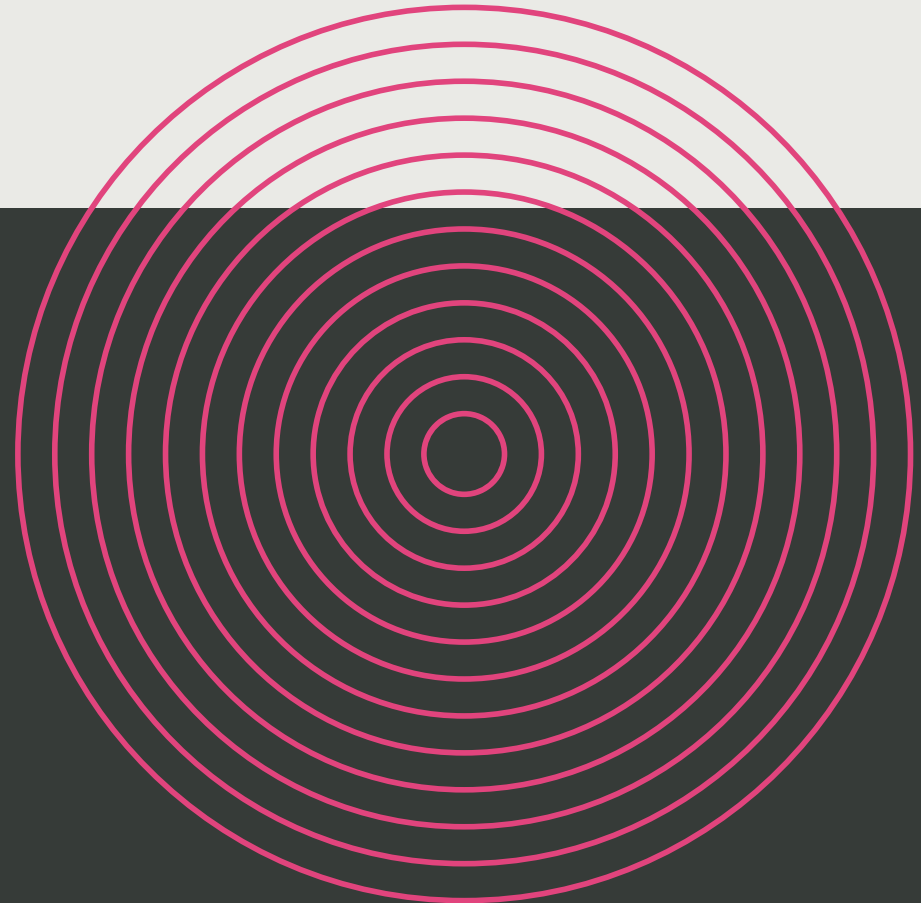
Understanding our role as communicators, we have identified two key areas within the 'social' element of ESG where we can have the biggest impact: diversity, equity, inclusion, and belonging (DEIB) and employee wellbeing. These areas are driven internally by our DEIB Group and Wellbeing Group champions, who help shape our approach and ensure we are continuously improving.



# DEIB

We're committed to building fairer, more inclusive workplaces – including our own. As communicators, we understand the role we play in shaping culture and challenging bias. From the words we choose to the stories we tell, we have the power to foster belonging, spark conversations, and drive change.

Our DEIB Group helps lead the way – championing equity, inclusion and belonging across our business and in the work we deliver.



# Measuring against our FY24 commitments

At the start of the year, we set out to support multigenerational workplaces and improve understanding between colleagues of different races, ethnicities, and cultures. As the year progressed, we found ourselves increasingly focused on another critical area: accessible communications. After all, communication can't be truly inclusive or impactful if it isn't accessible to everyone.

“Love how you treated the topic and connected to practical aspects impacting organisations!”

*Ellen Dias, Global Talent, DEIB Manager, DHL eCommerce*

## Here's how we measured up:

### We said:

We set out to support multigenerational workplaces by improving empathy and understanding.

With five different generations now working together for the first time, this shift brings valuable diversity - but also potential challenges for collaboration and communication.

### We did:

**Developed our understanding:** We created an e-learning module on multigenerational workplaces, completed by 90% of our team, strengthening internal knowledge.

**Raised awareness:** We developed resources for client-facing teams to help them highlight the challenges and opportunities of multigenerational workforces.

**Engaged our community:** We launched an external creative campaign, generating 9 articles and 4,000+ impressions during the campaign period.

**Brought the conversation to life:** We hosted two events to introduce the topic to clients and industry peers, sharing insights and practical strategies.

**Explored generational perspectives on sustainability:** Our Sustainability Group conducted proprietary research into how different generations view climate change and sustainability. With 90 respondents, the findings offered fresh insights that we shared with our network.

### We learned:

Over the course of the campaign, we discovered just how much these challenges and opportunities resonated with our audiences, reinforcing the importance of supporting multigenerational workplaces.

One key challenge we identified was ensuring younger employees are equipped with the skills and knowledge they might otherwise gain through general observation in traditional office environments. In response, we ran a workshop to bridge these gaps, helping young professionals build confidence and workplace skills in a hybrid and remote world.





## We said:

**We set out to improve understanding between people across different races, ethnicities, and cultures – starting with our own team.**



## We did:

**Opened the conversation:** We created space for honest, sometimes uncomfortable discussions, tackling racism and prejudice head-on. We also engaged with our wider DEI network to better understand the challenges and explore how we can strengthen our allyship.

**Continued our learning:** Three team members attended the Race at Work conference, deepening our knowledge and building our confidence in addressing race and inclusion in the workplace

**Acted through partnership:** Following the conference, we connected with Race Excellence and have since entered a partnership to plan a series of events and ongoing support.

**Created space for reflection:** We hosted our second 'DEIB Evening', bringing the team together for in-depth discussions on white privilege and lived experiences of racism in UK workplaces. These practical conversations helped us explore what we can do – individually, as a business, and as a society – to challenge discrimination, foster inclusion, and create a sense of belonging for all.

## We learned:

As a team that is predominantly White British, we initially questioned whether we had the 'right' to take part in these conversations. But we've come to understand that silence is not an option - we have a responsibility to talk about race, to acknowledge privilege and to act.

There's much more to do, and we're committed to continuing this work, in partnership with Race Excellence. Through our DEIB campaigns with clients, we can make a global impact, and we will keep growing our expertise, allyship, and confidence to ensure our work helps create meaningful change.



## We said:

**We set out to raise our voices, skill sets, and the profile of accessible communications.**

## We did:

**Invested in upskilling:** We supported our team as they enhanced their expertise in accessible communications, gaining in-depth knowledge on how to embed accessibility into all our work.

**Created learning resources:** We developed e-learning materials to share our knowledge and ensure accessibility remains a core focus.

**Shared our insights:** We hosted a webinar on creating more accessible communications, reaching an audience of 50 professionals eager to improve their approach.

**Developed practical tools:** We created a guide to inclusive and accessible communications, which has been downloaded nearly 200 times, helping businesses put accessibility into action.

## We learned:

For communication to be truly effective, it must be inclusive. Through this work, we've built a team of passionate accessibility advocates who can confidently guide our clients and communities on making their communications more accessible. And we're just getting started – this will remain a key focus as we continue to push for more inclusive practices across our industry.



# What's next?

## Deepening our DEIB impact

**Building on our focus from last year, we're expanding our efforts to address key areas where greater awareness and action can drive meaningful change.**

**Increasing our faith awareness:** As global divisions around faith continue to grow, we want to foster greater understanding and inclusivity in the workplace, ensuring colleagues of all faiths – and none – feel seen, valued, and respected.

**Strengthening our disability awareness:** Having explored neurodiversity in depth, we're now turning our focus to physical disabilities. We'll build our knowledge and continue to ensure our work is as inclusive – and accessible – as possible.

**Championing social mobility:** We believe this will be a defining conversation in the future of workplace diversity. We're delighted that our team voted to support The Talent Tap with our Big Difference pro bono programme, helping to drive awareness and action on social mobility.





# Wellbeing

Wellbeing is foundational to great work. We're building a culture where people feel energised, supported and safe – not just to speak up, but to thrive.

As communications experts, we know our influence goes beyond our own business - using language and storytelling to reduce stigma, foster psychological safety, and make wellbeing a business priority.

Our Wellbeing Group champions this focus – helping us take better care of people, both within our business and beyond.



# Measuring against our FY24 commitments

This year, we focused on two wellbeing goals: tackling sedentary lifestyles and improving support for employees living with cancer – a diagnosis half of us will face in our lifetime.

“Think I need to extend my walking circle now I’m getting quicker!”

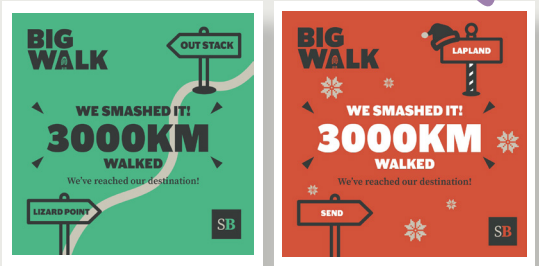
“I have enjoyed Big Walk a lot and found it quite inspiring to see what other people have been doing. It’s definitely made me more conscious!”

**We said:**  
We set out to tackle sedentary working lifestyles, making a measurable difference in activity levels across our team.

**We did:**  
**Measured our starting point:** We ran a confidential activity levels survey to understand our team’s habits and set a benchmark.  
**Launched Big Walk:** We introduced a collective walking challenge, encouraging the team to track their steps toward a shared goal.  
**Hit our walking targets:** In May, we collectively walked 3,008km – the distance from the most southerly point in the UK to the most northerly, and back again. In November, we walked 3,013km – taking us (virtually) from our office to the North Pole, just in time for December.  
**Saw real impact:**  
90% team participation.  
Reported physical activity increased from about four to six days per week.  
The percentage of participants walking fewer than 5,500 steps daily dropped from 51% to just 11%.  
55% of participants were inspired to sit less.  
100% of respondents rated their activity level as moderate or higher during Big Walk.

“I really enjoyed the collective spirit of doing it all together.”

“I actually did take a quick walk with a couple of colleagues during the month and would not normally have done this, I will definitely try harder to do this”



Big Walk made a real difference, but with sedentary jobs and busy lives, keeping our team moving is an ongoing challenge. We’re not finished with this topic yet – this summer, we’re exploring a team walk, connecting movement with the positive impact of getting outside on mental and physical wellbeing.

**We learned:**

## We said:

**We set out to support people working with cancer and raise our voice, calling for organisations to provide better support for employees.**

## We did:

**Partnered with experts:** We collaborated with Working With Cancer to deepen our understanding and amplify the conversation.

**Shared real experiences:** We interviewed Working With Cancer founder Barbara Wilson, who shared her personal journey and why she founded the organisation.

**Hosted a webinar:** We welcomed Lindsay Bridges, Global Head of HR at DHL Supply Chain, who spoke openly about her cancer diagnosis and the support she received, alongside Anna Dunn, Associate at Working With Cancer and cancer coach, who provided guidance on workplace support. We received over 130 registrations, with feedback including: “Inspirational and enlightening webinar” and “Such a brilliant hour.”

**Started a wider conversation:** Our social media campaign generated over 4,000 impressions, helping to raise awareness and drive engagement.

**Took action:** Our team then participated in Wear it Pink, which after match-funding, raised £500 for Breast Cancer Now.

## We learned:

**This is a deeply personal and emotive issue for many in our team, our clients, and wider communities. The response reinforced how critical it is to keep talking about how workplace culture and communication can better support employees living with cancer. This conversation isn't over.**



# Governance

Strong governance keeps us accountable, embedding sustainability, equity, and ethics into everything we do. From B Corp certification to carbon reporting, these structures help us measure progress and stay transparent.



## B Corp

As part of the 9,500-strong global B Corp community, we're committed to balancing profit with purpose.

In challenging economic times, our certification ensures we stay true to our mission. This year, as we recertify, we aim for a 10% score improvement.



## Internal surveys

For the fourth year running, we've carried out internal surveys focused on DEIB and Wellbeing. These surveys give our team a safe and confidential space to share how they're feeling, what's working and where we can do better. The insights we gather play a vital role in shaping our internal priorities and help us build a workplace where everyone feels supported, included and able to thrive.

## Carbon Accountancy

We've tracked our emissions using Ecologi Zero for two years and will now transition to Compare Your Footprint for its robust yet cost-effective approach. We will continue reporting on all three scopes and our carbon intensity in next year's impact report.

## Increasing our measurement

As our ESG strategy evolves, so does our commitment to measuring impact. This year, we focused on refining our approach, introducing more pre- and post-initiative surveys to better understand the effectiveness of our actions. These insights have allowed us to present more data in this report, highlighting what's working and where we can improve. Importantly, the surveys have also helped us identify what can't be easily measured – reinforcing the need for continuous learning and adaptation.



# Great Place to Work

We don't just talk the talk; we walk the walk too. We understand the value of a great workplace culture, which is why we're committed to nurturing our own alongside our clients. We've worked with Great Place to Work® for five years to benchmark and improve our workplace culture. Our team has just completed the 2025 anonymous survey, and we're ready to act on the insights it provides.



# Supplier governance evaluation

Our emissions report highlighted goods emissions as a key area for action. While we've made conscious choices to reduce Scope 3 emissions by working with sustainable suppliers, industry-average calculations can't capture this progress. To better track our impact and ensure we're partnering with businesses aligned with our values, we've formalised a ranking system for our goods suppliers, with the results we've seen so far:

## Red:

Suppliers with unclear or limited sustainability commitments.

**FY24** - 8.52%

**FY25** - 3.77%

## Amber:

Suppliers we're supporting on their journey - they may not be there yet, but they're engaging with the process.

**FY24** - 60.51%

**FY25** - 55.75%

## Green:

Suppliers leading in sustainability, with clear plans in place, GHG reporting, and certification from organisations like B Corp or Planet Mark.

**FY24** - 30.98%

**FY25** - 40.47%

In just one year, we've cut percentage spend with **'Red'** suppliers by more than half and increased our percentage spend with **'Green'** suppliers by nearly 10%.

And it's not just about data - it's about action. One of our key **'Amber'** suppliers is now on a path to more sustainable business practices, following a site visit where we explored opportunities to reduce waste and shared our knowledge to support their journey.

# What's next?

**We have three key governance priorities for the year ahead:**

## **B Corp recertification**

We're preparing for our B Corp recertification, aiming to achieve a higher score when we recertify in July 2025.

## **Demystifying ESG goals, governance, and reporting**

Clear, transparent ESG reporting isn't just a compliance exercise – it's a powerful tool for driving real change. As communication professionals, we see first-hand how the way businesses tell their ESG story shapes trust, engagement, and impact. A great report brings clarity, builds trust, and drives action. Our role is to help organisations cut through the complexity, ensuring their ESG communications are clear, compelling, and meaningful.

## **Defining the dent we want to make in the world**

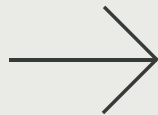
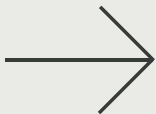
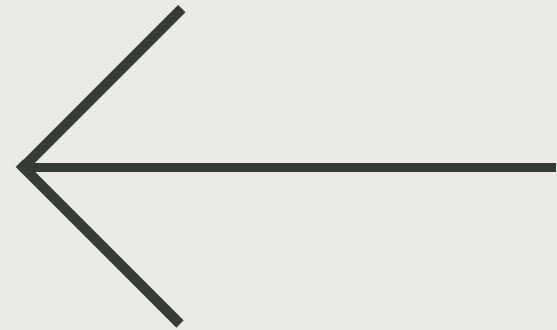
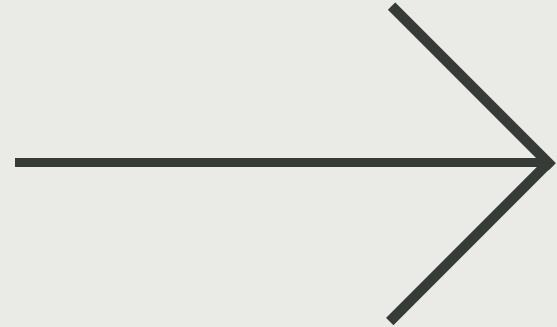
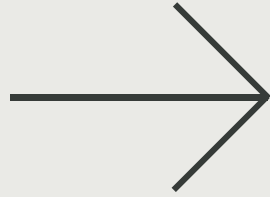
To maximise impact, we're aligning our business with a single, clearly defined goal – identifying the change we want to drive and mapping the path to get there.

As a result, our next impact report may look very different. Instead of tracking every initiative, we'll focus on one issue where we can lead and make the biggest difference.

Doing the right thing is part of who we are - but with so much change needed in the world, we know that bringing our communications expertise to laser focus on one challenge will ultimately have the greatest impact.



# Giving back





**Ecologi Climate Action Workforce**

**£3,980**

**Ecologi tree planting**

**£96**

**Breast Cancer Now donation**

**£263**

**Woking College**

**6hrs**

delivering an informative and inspiring presentation at Woking College's Careers Day



**Oakleaf Enterprise membership to Mental Health Leaders Network**

**£600**

**Oakleaf Enterprise pro bono support**

**£6,700**

**B Local Surrey**

**20+hrs**

of our CEO co-Chairing B Local Surrey, helping to support the local B Corp movement

# Launching Big Difference

Creating fairer, healthier, and happier workplaces is at the heart of what we do. That's why we've launched Big Difference, our new programme offering £20,000 worth of pro bono strategic, creative and communications expertise to one UK charity or not-for-profit in 2025.

We're proud to be supporting **The Talent Tap**, helping to raise awareness of how social mobility cold spots – coastal and countryside areas - create barriers to opportunities for young people due to geography, lack of networks, and limited access to placements.



“Receiving support like this has always felt out of reach for a small charity like ours, and I am so grateful to you all for choosing us. Your support means so much and will truly be transformational for The Talent Tap.”

*Laura Kernaghan, Chief Executive Officer,  
The Talent Tap*



“Driving change can feel lonely, overwhelming and even daunting – especially when it means going against the grain or challenging the status quo. What keeps us going is our community. The B Corp movement, along with our network of passionate Internal Comms, HR and DEIB professionals, reminds us every day that the work we do matters. And that makes us more determined than ever to help shape workplaces that are fairer, healthier and happier for everyone.”

*Sally Pritchett, CEO*

Something **Big**

