

Media Bounty

MB



2022

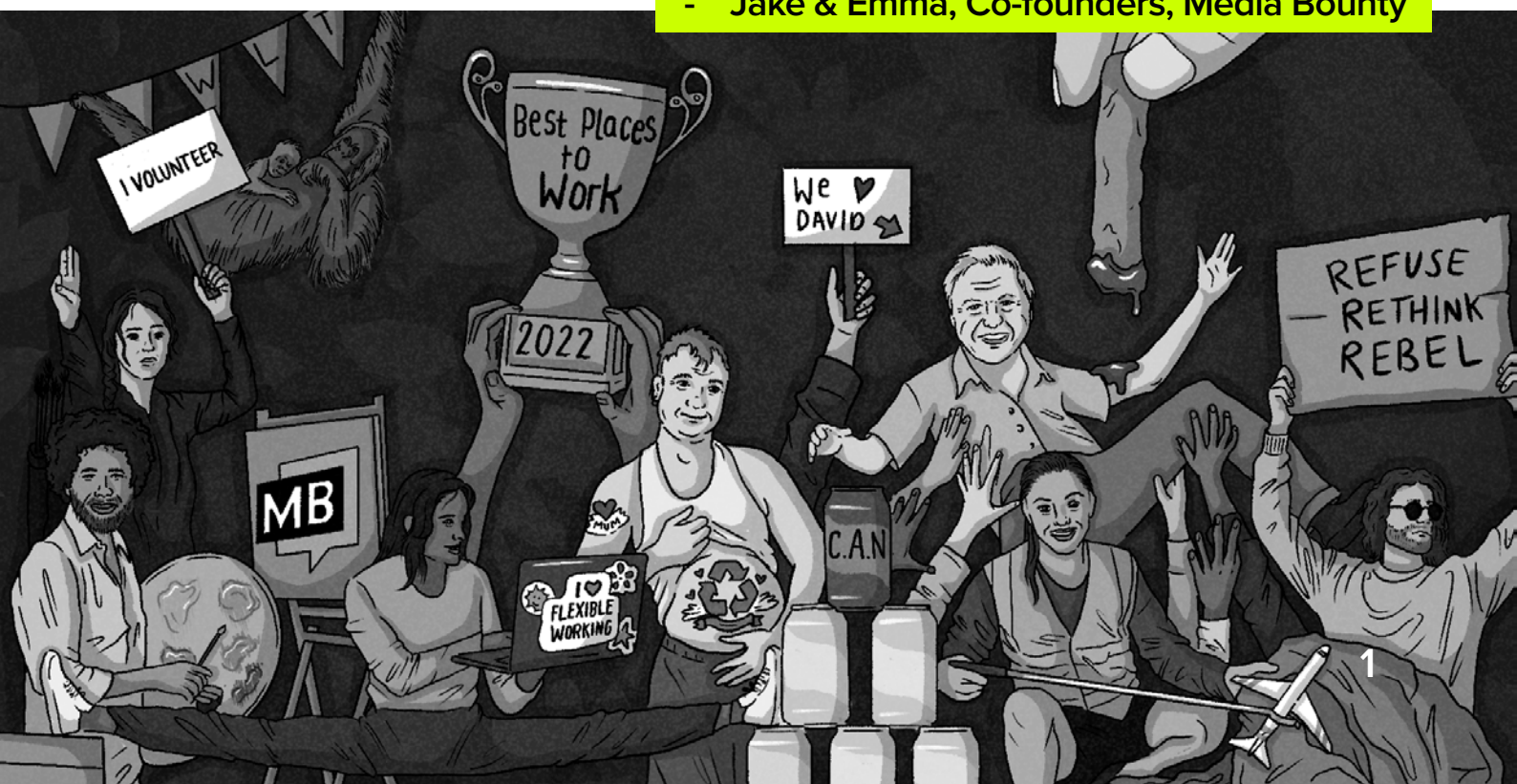
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2022 was a big year for Media Bounty. It was the big reveal for us – the year we became a certified B Corp. The point at which we showed the world what we've been working on since our inception in 2008. In short, taking a more ethical approach to business.

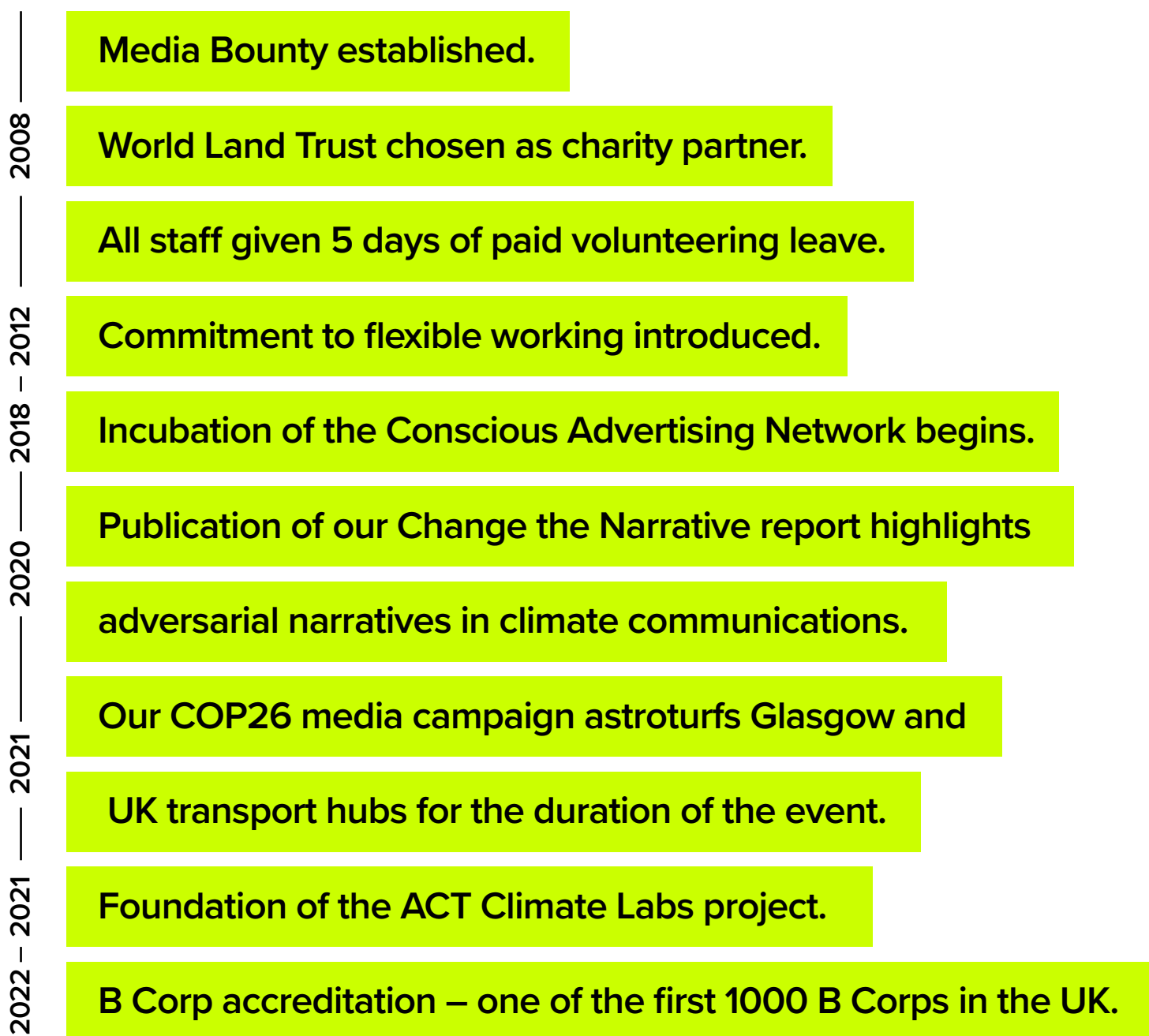
We've always believed in the power of business for good. We had a charity partner from day one and paid volunteering leave in all our contracts from our inception. But our impact alone is small. We want to inspire change. We want to collaborate with others to maximise our impact. Being proud members of the B Corp community allows us to do just that.

We're not perfect. We're on a journey just like everyone else. But we believe our commitment to treat our people, communities and planet with respect is a good place to start.

- Jake & Emma, Co-founders, Media Bounty



Our journey to this point.



2022 in numbers.

1179

pro bono hours.

418%

rise in Instagram followers for suicide prevention charity, Men's Minds Matter, after our pro-bono campaign.

113

personal volunteering hours.

47.336

tonnes of carbon dioxide equivalent (tCO₂e) from Scope 1, 2 and 3 emissions (1st April 2021 to 31st March 2022).

193

organisations benefiting from ACT Climate Labs misinformation training.

1

partnership with West End stage show Magic Mike for Men's Minds Matter as a result of our pro-bono work.

80%

of employees strongly agree they are satisfied with the flexible working arrangements offered.

77%

of employees strongly agree that the organisation operates in a socially responsible manner.

81%

of employees strongly agree that the organisation operates in an environmentally responsible manner.

B Corp score at certification. (August 2022)

The B Corp Impact Assessment measures a business's ethical impact across five key pillars: Governance, Workers, Communities, Environment and Customers.

We were immensely proud to achieve an overall score of 94.5. Scores for the five key pillars were as follows: Governance **20.4**, Workers **29.0**, Communities **26.3**, Environment **12.7**, Customers **5.9**.

Total score: **94.5**



Based on the B Impact assessment, Media Bounty Ltd earned an overall score of 94.5. The median score for ordinary businesses who complete the assessment is currently 50.9.

You can read more about our accreditation [here](#)

Accreditations, Awards & Initiatives.

- B Corp accreditation in August 2022.



- 4th place in Campaign Best Places to Work.

- The Drum OOH Award – Best Not for Profit/Charity for Men’s Minds Matter.

- Signatories of Make My Money Matter’s Green Pensions pledge.



Advertising for good: moving the dial on climate action.

Advertising can be part of the problem – driving unsustainable consumption. But it can also be part of the solution. Our ad campaign in the West Midlands was designed to create optimism for green re-industrialisation and increase the audience's ability to spot climate misinformation. The 'Cost of Net Zero' narrative is the most damaging, salient and well-backed misinformation narrative in UK media. It suggests economic growth is not compatible with climate action policies, creating feelings of scarcity and loss.

We supported a new project to promote green economic growth in November 2022 with a regional advertising campaign in the West Midlands about the green economy. Using a local pride frame we were able to create optimism for green reindustrialisation and increase the audience's ability to spot climate misinformation.

The campaign delivered 55 million impressions in the West Midlands, and effectively delivered against the three objectives:

- To shift perception of the benefits of green growth in their region and the UK: Those who saw the campaign are significantly more likely to be optimistic about the future of green growth in the West Midlands (+18pp) and in the UK (+12pp) compared to those who didn't see it
- To shift perception on the positive impact of climate action:
 - 35% of those who saw the ad think climate action has a long-term and short-term benefit, compared to 30% who didn't see the ad (+5%).
 - 16% of the unexposed group agree that doing something about climate change will not benefit them at all, compared to the 5% from the exposed group who agreed with the sentiment (+11%).
 - 22% of those who saw the ads featuring wind turbines see them as an effective solution for tackling climate change and boosting economic growth, compared to the 16% from the unexposed group who agreed with the sentiment (+6%).
- To increase people's ability to spot climate misinformation: The exposed group feel more confident in their ability to spot misinformation (62%) vs the unexposed group (58%) which shows the impact an advertising campaign can have on misinformation literacy (+4%).

ACT Climate Labs is a project we founded to equip NGOs with the tools to predict, identify and counter climate misinformation. In 2022 we grew ACT Climate Labs significantly. Membership increased from 41 members to 193 — a 370% increase in 12 months. Over the course of the year we held four webinars and two in-person events, alongside regular newsletters and alerts.

The webinars, which attracted 57 attendees in total, trained organisations to:

- Predict, identify and counter the climate misinformation threats for 2022.
- Put misinformation theory into practice and speak to people beyond their core audience by rethinking comms and media strategies.
- Create effective climate communications through long term, collaborative approaches, how to successfully work with trusted messengers and build resilience within climate communications.
- Communicate during a turbulent political climate, when Net Zero was under particular scrutiny from some audiences.
- We also delivered two in-person events, which were attended by 39 attendees in total. These covered finding common ground in the culture wars, with advice on how to communicate in adversarial environments and best practice examples of climate action reframes.





Calling out the fossil fuel industry.

In the run-up to COP 27 in Egypt, we sent our own stark message in hieroglyphs on a stone tablet to the fossil fuel companies and big polluters.

Environmental policies and practices.

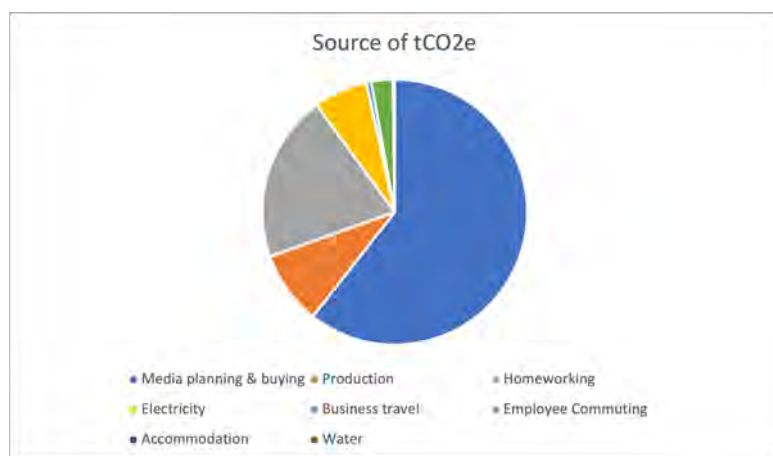
We worked with Possible to introduce a generous Slow Holiday Policy which sees employees getting time back for avoiding flights on their holidays. 14% of the team took this up in its first year.

We became signatories of Make My Money Matter's Green Pension Pledge. Since our workplace pension was introduced, we've offered our employees the option of an ethical fund, which doesn't invest in the likes of fossil fuels and weapons. Our pension provider was recently ranked #1 in Ethical Consumer's Green Pension Best Buys.

One of our environmental challenges is not having control of our premises, due to hybrid working and our office being situated in a co-working space. But in 2022 we joined the new Fora Sustainability Forum to work with our office provider to inspire and implement sustainable solutions in the premises and across the Fora group.

Research from Purpose Disruptors for COP26 suggested that advertising adds 28% to the annual carbon footprint of every single person in the UK, so we are keen to support industry initiatives that start to tackle this issue and inspire action. In 2022, our co-founder, Emma Tozer, was pleased to join the judging panel of the inaugural Ad Net Zero Awards, celebrating agencies and brands who are taking their commitment to net zero seriously.

Carbon Impact.



Our 2022 emissions totalled 47.336 tonnes of carbon dioxide equivalent (tCO₂e) across all scopes. An increase from the 3.435 tCO₂e for 2020-21, this is a result of the combined effects of exiting the pandemic and drastically increasing the breadth of the Scope 3 emissions measured. We now include a broader range of both upstream and downstream emissions in Scope 3, as the tools to do so became available to an organisation of our size.

Scope 1 & 2 emissions

Media Bounty has no Scope 1 emissions and our Scope 2 office energy supply comes from Good Energy, one of the very few suppliers in the UK building renewable energy capacity.

Scope 3 emissions

The vast majority of our operational emissions come from upstream and downstream Scope 3 emissions. 60% of our emissions in 2022 came from media buying (28.684 tCO₂e). We are a member of the IPA Climate Charter, which allows us to measure, reduce and offset unavoidable emissions from all media plans for our clients, not just the clients with ethical credentials. In 2023 we'll be working hard to source the most sustainable solutions to drive down this carbon impact and encourage more clients to opt for the most sustainable options. Our work with third party production partners makes the second biggest contribution to our carbon emissions at almost 9% or 4.245 tCO₂e. In 2022 we used AdGreen's carbon calculator to calculate the emissions from all our production shoots – we were one of only 87 companies to use the calculator in 2022 (Source AdGreen Annual Review 2022). We stipulate that all third party production partners should use the tool when working on our projects and we've been pleased with the positive reception it's had from all our partners so far.

Our unavoidable emissions are balanced via high quality nature-based solutions from international conservation charity, World Land Trust (WLT). In 2022 our Carbon Balanced donations supported forests, wildlife and local communities in projects which directly advance 14 UN Sustainable Development Goals (WLT Annual Report 2022).

We further protect existing carbon sinks and the world's biodiversity by donating to WLT for every project we take on. These donations fund critically threatened habitat purchase via local NGOs, and we also provide pro-bono advertising support to WLT.

People.

Our people are our greatest asset and we're proud of our respectful, values driven culture, where 96% of employees said that they either strongly agreed or agreed that senior management and employees trust each other.

We were delighted to be named 4th in Campaign Magazine's Best Places to Work in 2022 – the first time we'd ever entered. This was all the more meaningful as 80% of the score comes from employee feedback.

Equity, diversity and inclusion

We're committed to an equitable, diverse and inclusive workplace where all have the opportunity to succeed.

Our work in this area in 2022 included celebrating Black History Month and introducing a Flexible Bank Holiday Policy so those who don't celebrate Christian festivals can take time off at a time more appropriate for them (although the policy is open to all). 17% of employees took this up in year 1, although we're mindful that this popularity may have been artificially skewed by the atypical bank holiday for the Queen's funeral.

In 2022, 92% of employees agreed that the organisation was dedicated to diversity and inclusiveness. In 2023 we look forward to benchmarking our diversity against the advertising industry's bi-annual All In Census data.

Hybrid working

As the world got back to normal after the Covid-19 pandemic, we remained totally committed to our hybrid working model, which allows us to be a much more inclusive employer, as well as having benefits in terms of reduced carbon emissions. Employees can choose whether they work at home or in the office on a day-to-day basis. They can be in the office as much or as little as they like. We acknowledge that it can present challenges in terms of social connection and exposure to senior staff for development, but 100% of people agreed they were satisfied with the flexible working arrangements in August 2022. Our approach is in contrast to most of the industry. While many businesses allowed employees to work from home during the pandemic, in 2022 just 6.9% of our industry's IPA member agencies had a fully flexible model (Source: IPA Census 2022).

Debates

Our team are values driven and keen to engage in the ethical side of our business. To promote ongoing learning we hold regular ethical debates for the whole agency. In 2022, these included discussions on fast fashion, cancel culture, veganism and political movements to drive consumerism.

Communities.

Charitable donations

Over the course of 2022, we made charitable donations totalling 8.4% of our profits to our charity partner World Land Trust, as well as The Leanne Pero Foundation and Southall Black Sisters. World Land Trust has been our charity partner since our inception 14 years ago. This support for World Land Trust allows us to help conserve critically threatened habitats and the species within it, while helping to mitigate climate change. World Land Trust's model is to fund local partners to provide effective conservation on the ground. To date, we've donated to protect land in 13 countries and counting, including Tanzania, Ecuador, Mexico, Guatemala, Vietnam, India, Argentina, Colombia, Cameroon and Malaysian Borneo. In 2022 we supported two main projects. The first was Project Mongma Rama, which through Wildlife Trust of India aims to protect a wildlife corridor in the Garo Hills of India. It's home to Asian elephants, pangolins, hornbills and many other species. We also supported the Life on the Edge appeal to help Fundación EcoMinga in Ecuador safeguard a critical biological corridor protecting spectacled bears, mountain tapirs and more.

Volunteering

Media Bounty gives all staff up to 5 days paid volunteering leave a year for individuals to undertake activities for the benefit of the community or the environment.

In 2022 the team clocked up 113 personal volunteering hours, although this was significantly short of our ambitious 200 hours target.

Beneficiary organisations included: Jinga DEAF, Bethnal Green Food Bank, Energy and Climate Intelligence Unit, Gig Buddies, Media Trust, Making the Leap, Talent Tap, People Like Us, Deen City Farm, The Felix Project, The Listening Place and Food Cycle.

We are particularly supportive of our team using their existing skills to create positive impact with community and charitable organisations. In 2022, our Finance Manager, Becky Sheridan, became a trustee for the first time when she joined the Board at Jinga DEAF, a charity supporting the education of deaf children in the Jinja district of Uganda.

Team Volunteering

As part of our summer social in 2022 we undertook a beach clean in Brighton – we collected many bags of rubbish as the beach was heavily littered after a spell of hot weather. We even ended up in the Brighton Argus newspaper for our efforts!

Pro Bono work

In 2022 we delivered 1,179 pro bono hours, supporting four organisations, this was against a target of 1,000 hours.

We tackled misinformation and disinformation through our support for the Conscious Advertising Network. Our co-founder Jake Dubbins and Insight Lead Harriet Kingaby founded and co-chair the organisation. CAN is committed to breaking the economic link between advertising and harmful content that divides communities, excludes diverse voices, exploits children and undermines scientific consensus. Last year, their contributions saw Jake speak at the UN Forum for Business and Human Rights in Bangkok, about advertising's role in human rights in Asia Pacific and globally. CAN also worked with Pinterest on their climate misinformation policy, and their misinformation work directly influenced Meta's fact-checking programme. At COP27 they launched the results of polling in six countries on the impacts of climate disinformation on public perception, garnering global press coverage. They also reinvigorated their open letter to call for the UN and delegates to deal with climate misinformation and disinformation, which was supported by Christiana Figueres and Patagonia, among others.

Conscious Advertising Network.

Make my money matter.

Make My Money Matter is a not-for-profit founded by British film director Richard Curtis to urge banks and pension funds to divest from fossil fuels, tobacco, exploitation, extraction, arms and more.

Our integrated digital strategy maximised impact delivered by their campaign, which saw an 87% rise in awareness that our banks or pensions might be fuelling climate change, and a 24% increase in the number of people likely to explore switching to a more sustainable pension in the next 12 months.

Men's Minds Matter

We developed two creative campaigns for Men's Minds Matter and secured pro-bono media space from partners Ocean Outdoor, Clear Channel and BambOOH to launch a UK-wide OOH and social campaign, 'If You Think Something's Up, Bring It Up'.

Men's Minds Matter are a not-for-profit organisation specialising in developing psychological interventions for people at risk of suicide. For the campaign, we took some of the last text conversations between men and their loved ones before they took their own lives and made them the subject of an awareness campaign – but with the support of medical professionals, lived experience experts and the families affected, to tell the stories with the sensitivity the topic requires.

The work has delivered genuine impact. Social media posts have been shared by influencers to reach over half a million followers and Men's Minds Matter's community grew 418% on Instagram. It was also spotted by the cast members of stage show Magic Mike Live, who decided to make Men's Minds Matter their charity partner for the next year, with the backing of Channing Tatum. Dr Luke Sullivan, co-founder of Men's Minds Matter was overwhelmed by the support the campaign achieved: "The content will shape our intervention and it will give people so many ideas about what's important in life and reasons for living...I believe the content will help to save lives."

World Land Trust

Our charity partner since day one, World Land Trust, launched an appeal in 2022 to protect one of the world's most threatened biodiversity hotspots, the 'Garo Green Spine', a vital wildlife corridor in north-east India. Wildlife corridors bridge gaps between habitats which would otherwise be isolated. The Garo Hills are home to Asian Elephants, Western Hoolock Gibbons, Clouded Leopards, critically endangered Chinese Pangolins, and many more species.

To support this fundraiser, we produced the branding, creative concepting and media planning on a pro-bono basis. The name 'Mongma Rama' refers to 'elephant path' in the local Garo language, while the visual identity reflects the incredible biodiversity of the landscape.

The £350,000 raised enabled World Land Trust to fund partner NGO, Wildlife Trust of India, to protect this critical habitat for around 1700 elephants and other key endemic species.

Gaining our B Corp status encouraged us to look more closely at our governance, and in September 2022 we formally established an Ethics Committee to scrutinise the ethical impact of the agency and make recommendations for improvements.

The committee has contributed to a review of our Flexible Bank Holiday Policy and our EDI measurement survey in its first few months. Our current Ethics Committee members are: Nafi Kamara, Ellie Malpas, Alicia Upton, Harriet Kingaby, Imogen Kempell and Tommy Lee. The committee is chaired by Emma Tozer.

Governance What's next?

As we move into our second year as a B Corp we'll be looking to make more improvements, which include:

- Using our comms and advertising expertise to develop insights and create more campaigns to shift the dial on climate action.
- Rolling out additional team training to help drive a reduction in absolute emissions across different categories, with particular focus on the categories under our direct control, including business travel. Noting that overall emissions may rise as new Scope 3 emissions are counted.
- Sourcing an increased number of sustainable media suppliers.
- Surveying our production partners on their experiences of measuring carbon.
- Increasing the percentage of staff using their volunteering leave and the number of hours volunteered.
- Increase in the number of staff using our Slow Holiday offering.
- Ensuring our CPD hours outstrip the industry average (37 hours) and our staff attrition is less than the industry average (32.4%).
- Retaining our place in Campaign's Best Places to Work.

Thank you for taking an interest in Media Bounty's ethical impact and for being part of our community.

If you have any feedback or ideas for what we could do next, we'd love to hear from you at

hello@mediabounty.com