



Impact Report

2022/23



Contents

INTRODUCTION	1
OUR WORK	5
OUR GOVERNANCE	16
OUR TEAM	19
OUR COMMUNITY	25
OUR PLANET	29



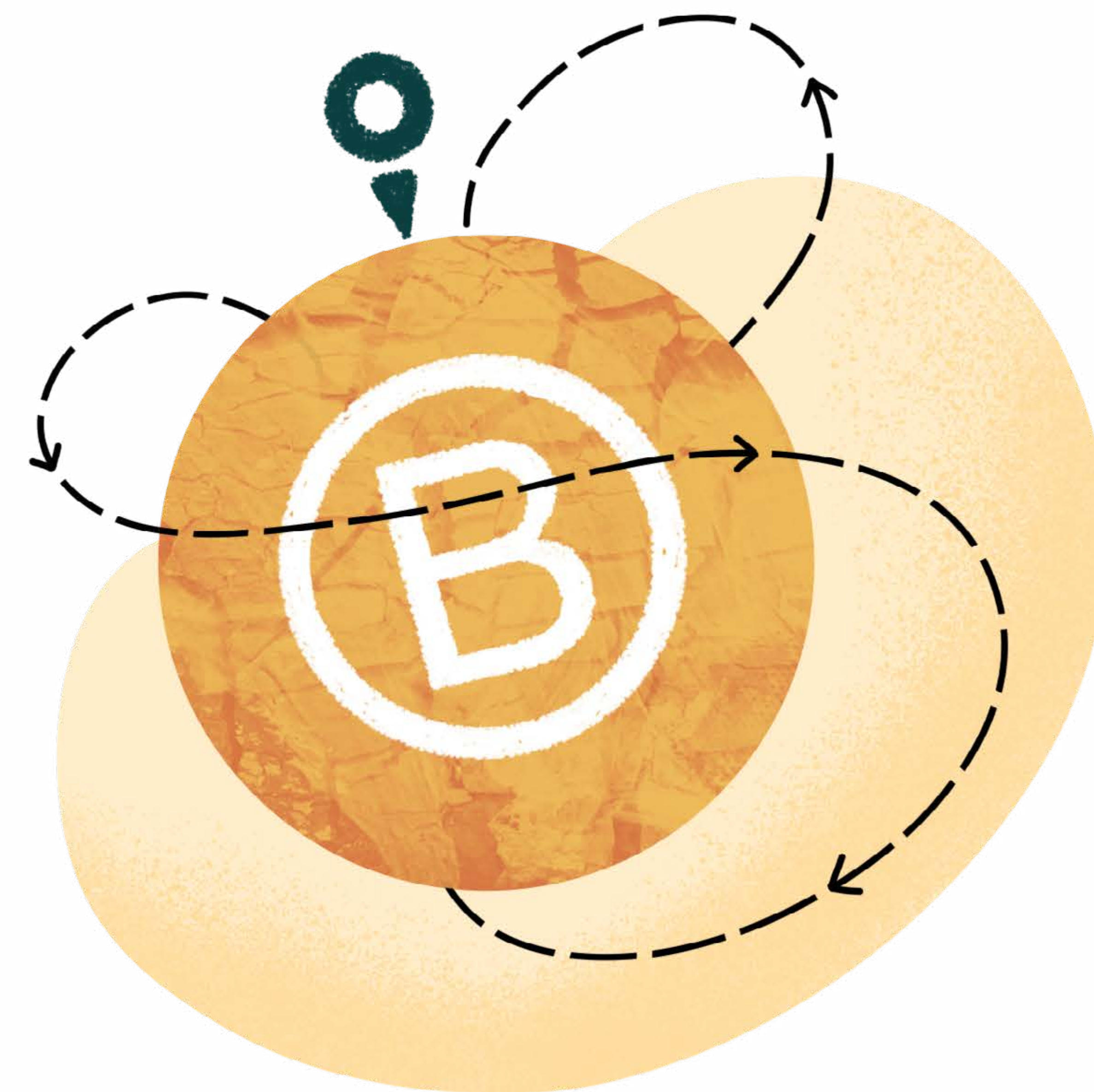
Creating impact

Welcome to our first Impact Report

If this is your first time meeting us, we're an award-winning branding agency that works with food, drink, health, beauty and lifestyle brands all over the world.

Over the years we've grown and evolved, but we've always set out to create real, positive change. For our clients and their customers, for our team, our industry, our community and our planet.

We design a lot of packaging so the key measurement we want to focus on next year, is the impact we have and should aim for, with our sustainable innovation and ethical design thinking.



INTRODUCTION

WORK

GOVERNANCE

TEAM

COMMUNITY

PLANET

IF YOU HAVE ANY FEEDBACK, IDEAS OR QUERIES ABOUT THIS REPORT WE'D LOVE TO HEAR FROM YOU.

EMAIL SOPHIE ON [SOPHIE@KINGDOMANDSPARROW.CO.UK](mailto:sophie@kingdomandsparrow.co.uk) OR CALL THE OFFICE ON 01326 744776.

We measure against UN Sustainable Development Goals to better understand the wider value of our B Corp work.





We believe in crafting brands that have a positive impact and offer positive choices for people.

As a global branding agency, we're committed to creating better brands. Better, authentic connections to customers. Better, more meaningful choices for people. Better, sustainable thinking in design and packaging. Better future-proofing so brands can continue to make the best choices for people, planet and communities.

INTRODUCTION
WORK
GOVERNANCE
TEAM
COMMUNITY
PLANET

Our Impact Score

200

Maximum score

80

Qualifying certification score

50.9

Avg. ordinary business score

81.1

Our B Impact Score

B Corps are measured against five key areas, which make up their B Impact score.

Here are our scores against each area.

Governance
16.3

Workers
31.4

Community
17.9

Environment
12.5

Customers
2.8

INTRODUCTION

WORK

GOVERNANCE

TEAM

COMMUNITY

PLANET

Year Highlights

20 BIN BAGS OF
LITTER COLLECTED



WON
11 AWARDS

4.5 DAY
WORKING
WEEK

COMMISSIONED
10 HANDMADE
BELLY BOARDS

1320KM
PEDALLED

OSLO GEORGE
BECAME THE
NEWEST
SPARROW



2642
TREES
PLANTED

235
PRO BONO
HOURS



OUR WORK

Positive change though our work

INTRODUCTION

WORK

GOVERNANCE

TEAM

COMMUNITY

PLANET

B Corp Clients

1 NEW B CORP CLIENT LAUNCH
2 NEW CLIENTS ON THE B CORP JOURNEY
DELIVERED DESIGN WORK FOR THE
‘BEHIND THE B’ CAMPAIGN IN 2022!

Client Satisfaction

SATISFACTION WAS 97%
100% BELIEVED WE LIVED UP TO THEIR
EXPECTATIONS OF A B CORP BUSINESS

Awards

RATED 3RD BEST BRANDING AGENCY IN THE
WORLD AND 1ST IN THE UK!
13 GLOBAL AWARDS WON FOR OUR WORK

Client Wins

54% INCREASE IN VALUE OF WORK WON





Sustainable offering

We embedded sustainable thinking into our process. It now forms part of:

- Our proposals to clients
- Our formal in-house strategic and creative process
- Our team feedback surveys
(our team have had some great ideas on more sustainable designs!)

50% of clients felt supported to make better sustainable choices

We want to increase this to 90% next year

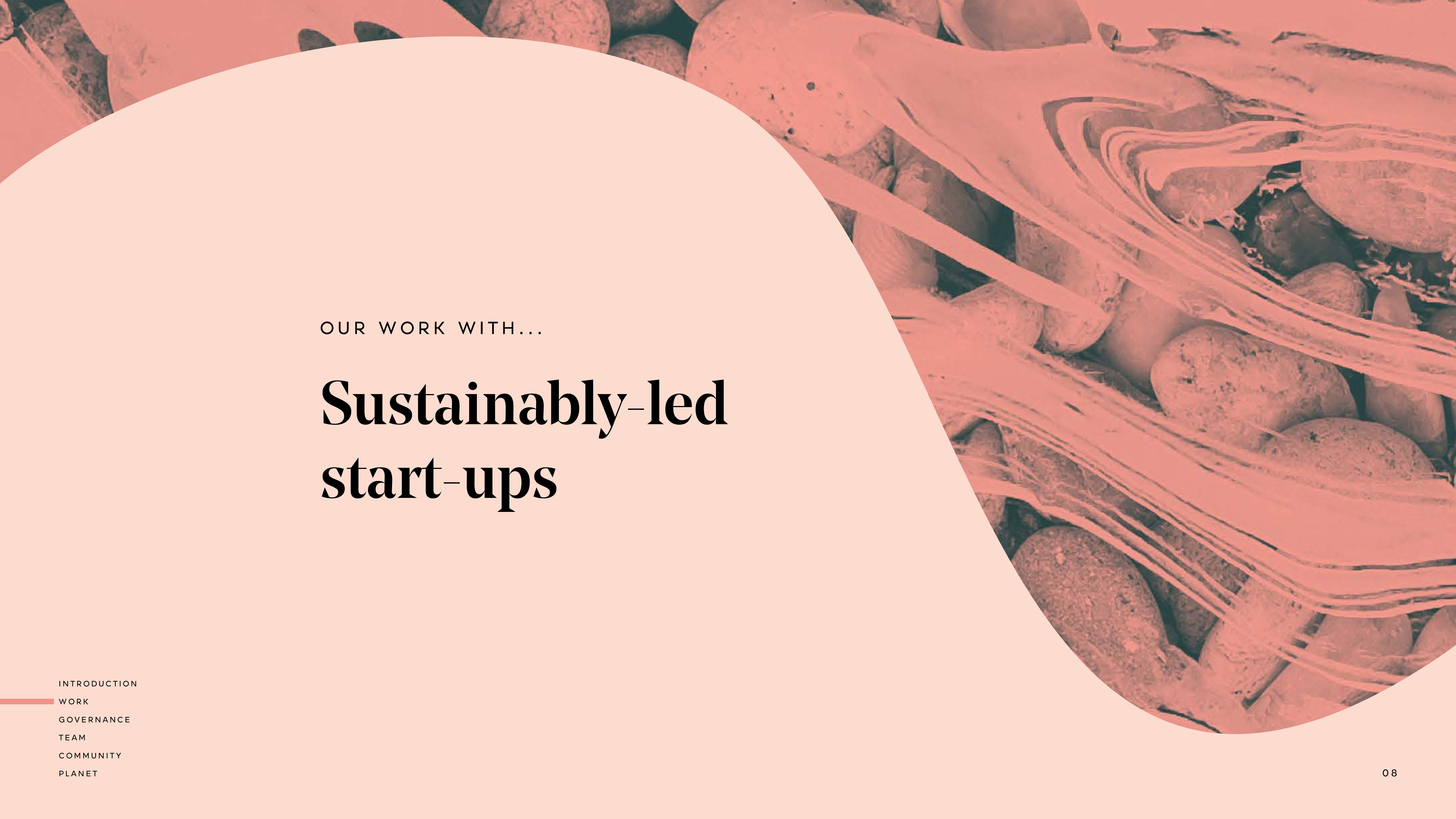
Strategic Offering

We bought in new expertise for our strategy process and this has:

Improved client understanding *(survey feedback)*

Positive feedback on 91% of first creative concepts
(up from 54% in 2021)

Directly improved our profitability
(see Governance)



OUR WORK WITH...

Sustainably-led start-ups

INTRODUCTION

WORK

GOVERNANCE

TEAM

COMMUNITY

PLANET

Pika

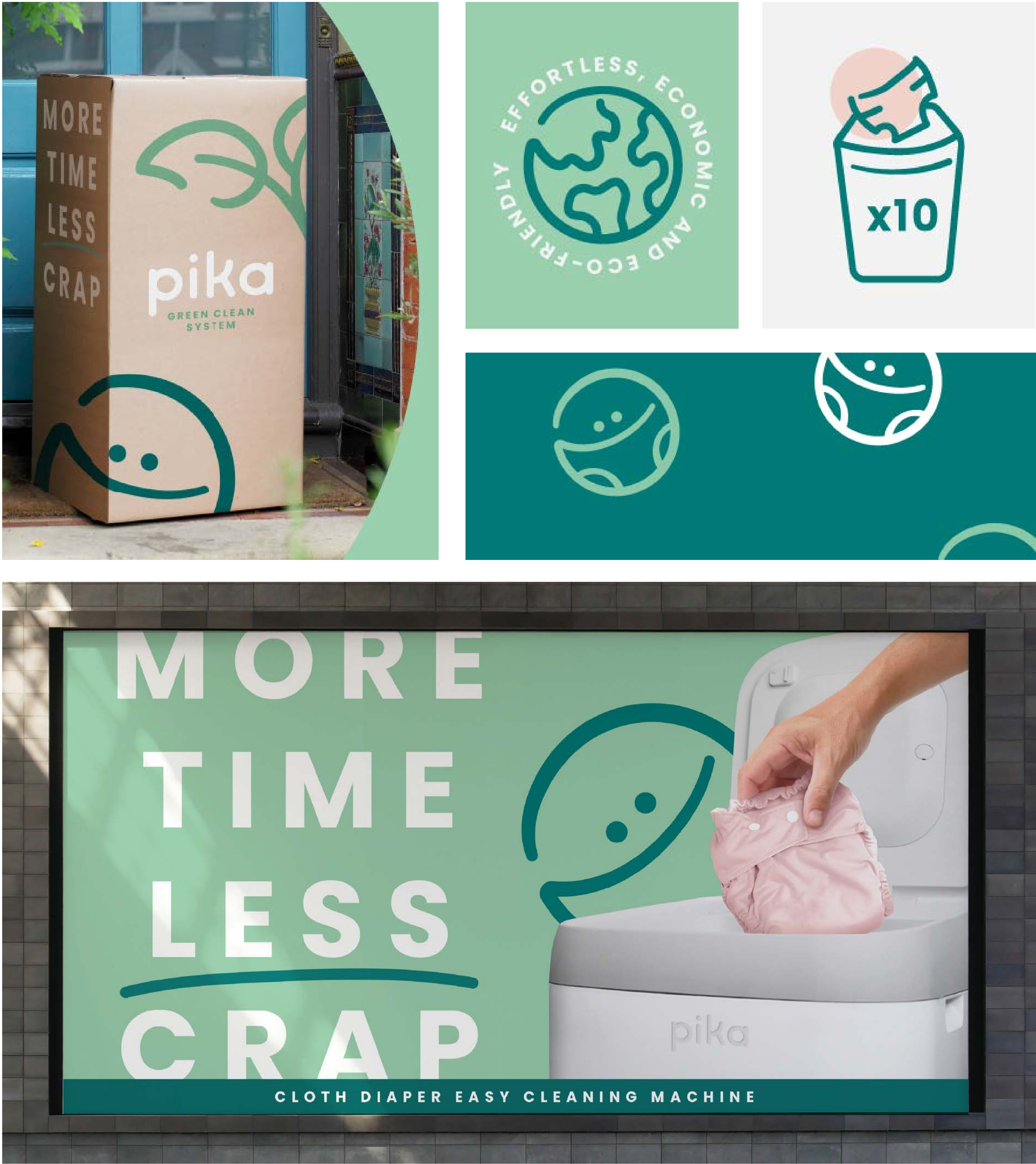
CLOTH DIAPER GREEN
CLEANING SYSTEM

An estimated 258 billion diapers are being added to landfills around the world every year.

Pika’s mission is to help parents save time, money and the planet with easy, reusable diapers.

GOALS FOR POSITIVE CHANGE:

- Remove the barriers to using reusable diapers (time, price, convenience)
- Support parents to make greener choices that are also more affordable
- Get 5% take up of Pika in US and Europe, saving 43.16 mega tons of C02 per year



Bottlecup

CARRY LESS, ENJOY MORE

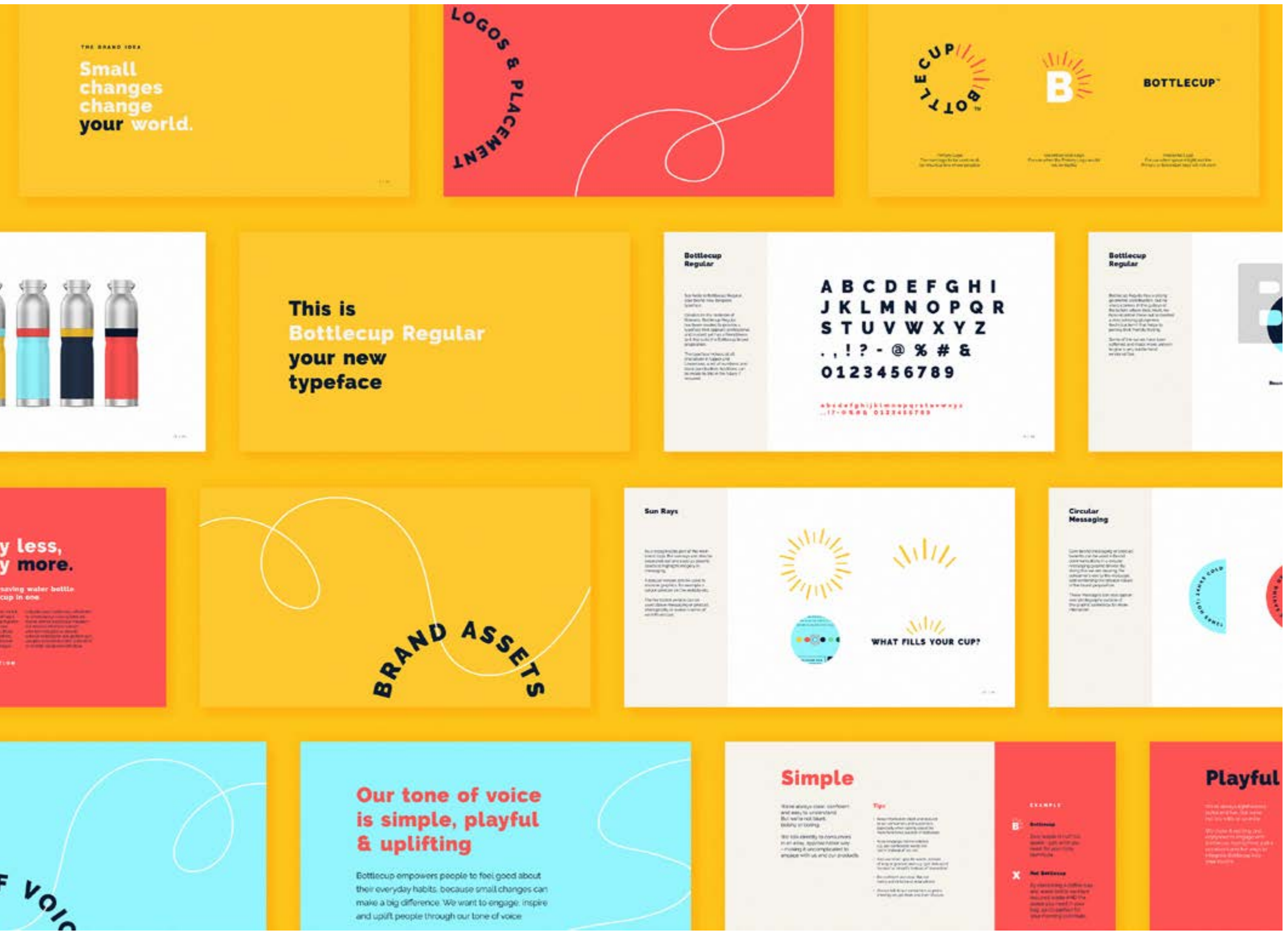
Bottlecup is a completely plastic free water bottle and coffee cup in one, designed to last for life.

Their mission is to encourage joyful, convenient ways to be more eco everyday.

GOALS FOR POSITIVE CHANGE:

Reduce plastic usage in food and drink
(it is estimated there is 1 credit card worth of plastic inside each of our bodies)

Improve regular use of reusable coffee cups
(Only 1 in 6 reusable coffee cup owners actually use them regularly)



From Trees

ECOLOGICALLY INSPIRED TEA BLENDS

These teas are made with ecologically harvested ingredients from trees.

Their mission is to connect people with the power and wisdom of nature through the daily ritual of tea drinking.

GOALS FOR POSITIVE CHANGE:

Increase UK tree protection

Partner for education on agroforestry systems

Connect more people with nature and the outdoors

INTRODUCTION

WORK

GOVERNANCE

TEAM

COMMUNITY

PLANET



OUR WORK FOR...

Ethically-led rebrands

INTRODUCTION

WORK

GOVERNANCE

TEAM

COMMUNITY

PLANET

58 and Co.

DISTILLING WHAT MATTERS

This B Corp certified spirits brand is leading the way in sustainable distilling and ethical business practices.

Their new brand better tells the story of their ethical values, helping them to make changes for consumers and within their industry.

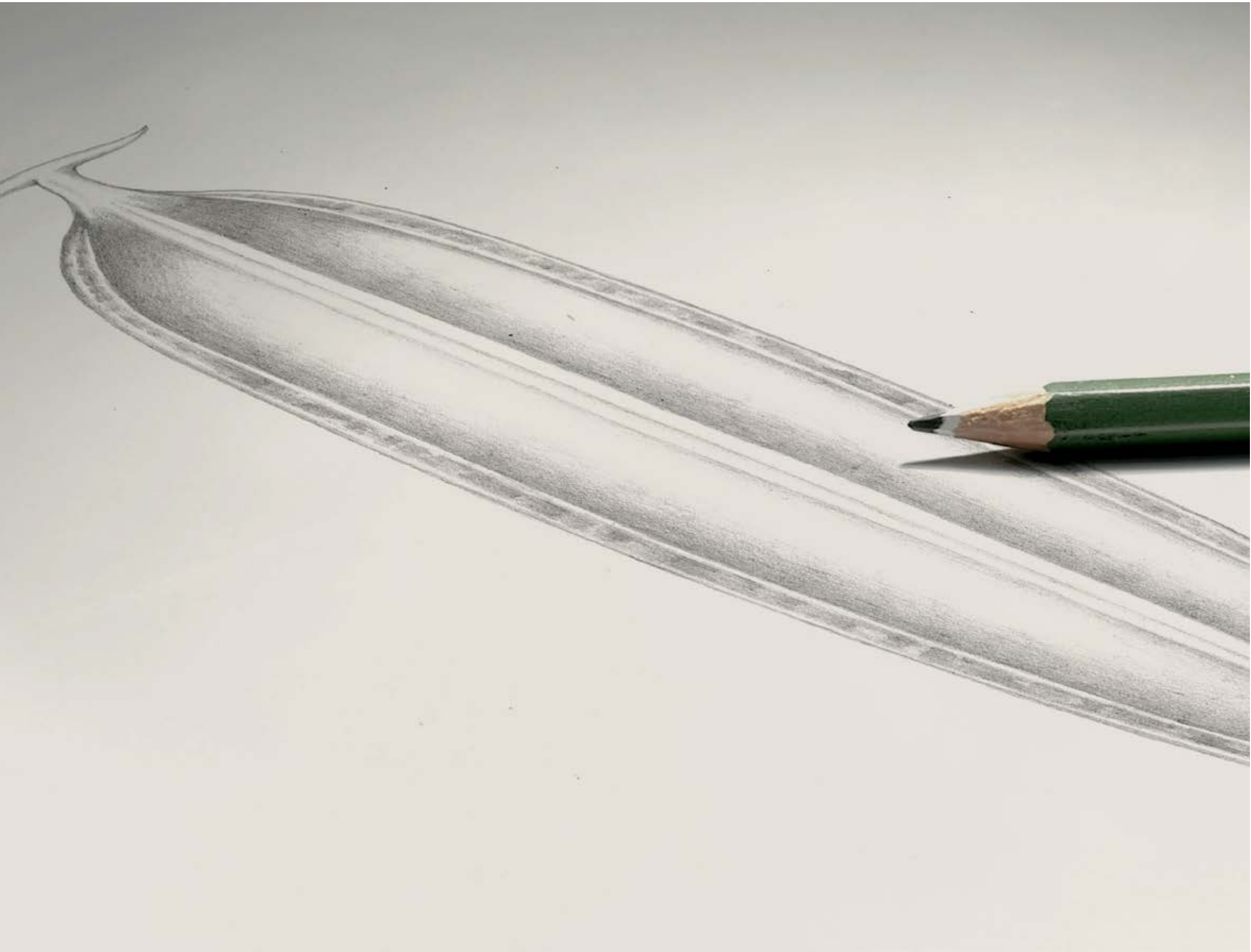
ETHICAL ACTIONS:

A distillery powered by the sun

Refillable bottles

Reused, repurposed and reloved ingredients

Working to support local businesses and change unsustainable industry practices



Bio-Kult

LOVE YOUR MICROBIOME

Bio-Kult is the UK’s number 1 probiotic brand. They are used in the NHS and sold all over the world to make the benefits of a healthy microbiome available to everyone.

ETHICAL ACTIONS:

Climate positive workforce with Ecologi

Recyclable packaging materials

Aim to be using bio-plastics in next 5 years

Employ scientific advisors to offer public facing, transparent education about gut health for all



Over the next year we pledge to:

HAVE BETTER METRICS IN PLACE TO MEASURE THE
IMPACT OF OUR WORK WITH OUR 2023/24 CLIENTS

HAVE A CLEAR POLICY AND FRAMEWORK IN PLACE
TO WORK WITH CLIENTS WHO COMMIT TO CREATING
MORE POSITIVE CHANGE

MAINTAIN 97% OVERALL CLIENT SATISFACTION

CONTINUE TO EMBED OUR B CORP ETHOS
INTO OUR RELATIONSHIPS AND WORK
FOR CLIENTS



OUR GOVERNANCE

Positive change through our profits

CLEARER KPIs FOR SENIOR
MANAGEMENT TO KEEP US
ACCOUNTABLE

APPOINTED KIERON
WEEDON AS MANAGING
DIRECTOR IN 2023

MONTHLY BOARD
MEETINGS
INSTEAD OF
QUARTERLY

JOINED THE
BETTER
BUSINESS ACT

EMBEDDED B CORP
CULTURE INTO CLIENT
PROCESSES, CULTURE
TEAMS AND JOB
DESCRIPTIONS

DELIVER
QUARTERLY TEAM
'BIG PICTURE'
UPDATES AND
DISCUSSIONS ON THE
BUSINESS



Since 1 financial year of B Corp certification

TURNOVER INCREASED 20%
BUT SO DID COSTS

PROFIT INCREASED BY 4.7%
BUT WE DIDN'T HIT OUR TARGET (SEE ABOVE)



This financial year we want to:

- INCREASE PROFITS BY AT LEAST 2% TO SHARE, PLEDGE AND REINVEST BY APRIL 2024
- CHANGE TO MORE ETHICAL BANKING
- CHANGE TO AN ETHICAL PENSION SCHEME



OUR TEAM

Positive change for our people



What B corp means to us



KIERON WEEDON
MANAGING DIRECTOR

“I think there’s a fundamental misunderstanding that’s often made about becoming B Corp certified. There’s a view that being B Corp means compromise. Compromising on profits, compromising on efficiencies, compromising on value.

The opposite is true. B Corp is about not compromising. Not compromising on performance, not compromising on accountability, not compromising on transparency, not compromising on employee wellbeing, not compromising on protecting the planet. This approach reaps remarkable benefits across the board.”



SOPHIE COWLES
CLIENT DIRECTOR

“I’m so proud that our company has met B Corp’s high standards. We know it doesn’t end there though and we’re continuing to find ways to improve our environmental impact, and promote and achieve more ethical and sustainable ways of working for our industry and our clients.

Our clients are giving people more positive choices in all sorts of ways. They inspire us to ensure our work for them isn’t just of the highest quality but delivers real impact on all levels for them and their customers. We have a lot of exciting plans ahead that we can’t wait to share in our next report.”

And what it means to our team...



ELLE - SENIOR DESIGNER

Working for a B Corp means I know my wellbeing is always taken into account, especially when it comes to work-life balance. I have time to focus on my mental health and wellbeing.



LENNY - ACCOUNT & B CORP MANAGER

When it comes to ethics, a passion for sustainability, and a drive to do good, I feel like we're all on the same page. Since starting at K&S, I have a better work-life balance than I ever thought was feasible, which has allowed me headspace for both personal and professional growth.



LIAM - DESIGNER

Working at a B Corp agency allows me to take more action over my environmental impact and the challenges we all face. Equally, it gives me a sense of pride that I am participating in projects that can create greater social change and with clients that align with my own values.



DEBS - ACCOUNT & MARKETING MANAGER

As a gay, disabled, peri-menopausal woman, I couldn't be in a more supportive environment which acknowledges my physical limitations and actively helps to work around and overcome certain challenges. This has not only benefited me physically but seriously helped my mental health too.



4½
DAY WORK WEEK

INTRODUCED
A PERIOD &
MENOPAUSE POLICY

SET UP
CULTURE TEAMS

INTRODUCED EQUAL
PROFIT-SHARE
SCHEME



TEAM
WELLBEING
SAILING DAY

INTRODUCED INDIVIDUAL
DEVELOPMENT PLANS

We continued:

- NHS top up plan & health check benefits
- Employee Assistance Programme
- Free gym membership
- Cycle-to-work scheme

TRAINING SPEND

- 0.7% in £
- 2% in time

Increased team diversity

- Still a 50% female workforce
- 40% female senior team (up from 30% in 2021)

80%

OVERALL SATISFACTION
WITH WORK

Pledge to increase to 90% by 2024

Increased team engagement

- 33% of drivers now cycle to work
- Team introduced wellbeing initiatives like activity cards, desk yoga, wellbeing board
- Chose and initiated our 2022 charity project
- Mentored university students
- Shared weekly and monthly industry insights
- Started Good News Monday
- A monthly Pasty, Pint and litter Pick (PPP) lunch time

IDENTIFIED AS
TOP 15 GREAT
AGENCIES TO
WORK FOR!

Over the next year we pledge to:

REVIEW AND IMPROVE OUR STANDARD
PARENTAL LEAVE POLICIES

BE ACCREDITED AS A LIVING WAGE
EMPLOYER

(we already pay living wages to all employees and subcontractors)

INCREASE TRAINING SPEND

HAVE A DESIGNATED, TRAINED
WELLBEING OFFICER

IMPROVE B CORP ONBOARDING

WORK WITH THE B CORP COMMUNITY TO
UNDERTAKE ACTIVITIES THAT INCREASE
DIVERSITY, EQUITY AND EQUALITY IN OUR
COMPANY AND OUR INDUSTRY



OUR COMMUNITY

Positive change with all our stakeholders



Rebranded Sea Sanctuary

DONATED 235 PRO BONO HOURS

University collaboration

WORKING WITH LOCAL CHARITY
YOUNG PEOPLE CORNWALL
(YPC) & FALMOUTH UNIVERSITY
SUPPORTING THE YPC REBRAND

Additional initiatives



PLEGGED TO THE
SUSTAINABLE
CREATIVE CHARTER

PART OF GOODFEST 2022

ATTENDED LOCAL ‘CREATIVE
SOCIAL’ EVENTS

PART OF THE SURFERS AGAINST
SEWAGE OCEAN NETWORK

SUPPORTING FALMOUTH
UNIVERSITY STUDENT PORTFOLIOS
AND INTERNSHIPS

We recommend to our clients:

Local suppliers (local to us and to them)

Sustainable web, packaging and printing suppliers

THIS HAD AN IMPACT OF:

2 B Corp, green hosted websites launched

In 2023 we'd like to measure the carbon footprint of
using our recommended suppliers

We used UK- based eco suppliers for:

Cleaning products

Sanitary products

Stationery

Team water bottles



Where we are

77% OF OUR MARKETING BUDGET
WENT TO LOCAL SUPPLIERS AND/
OR SUSTAINABLE SUPPLIERS.

OUR TEAM HEALTH INSURANCE IS
COVERED BY A NOT-FOR-PROFIT

OUR HARDWARE CURRENTLY DOES
NOT COME FROM AN ETHICAL OR
SUSTAINABLE SUPPLIER

(we pledge to change this in 2023)

AT LEAST 57% OF OUR SOFTWARE
SPEND IS WITH SUPPLIERS WHO
HAVE A ROBUST ESG PLAN

(we're working on the rest)

Pledges for 2023/24

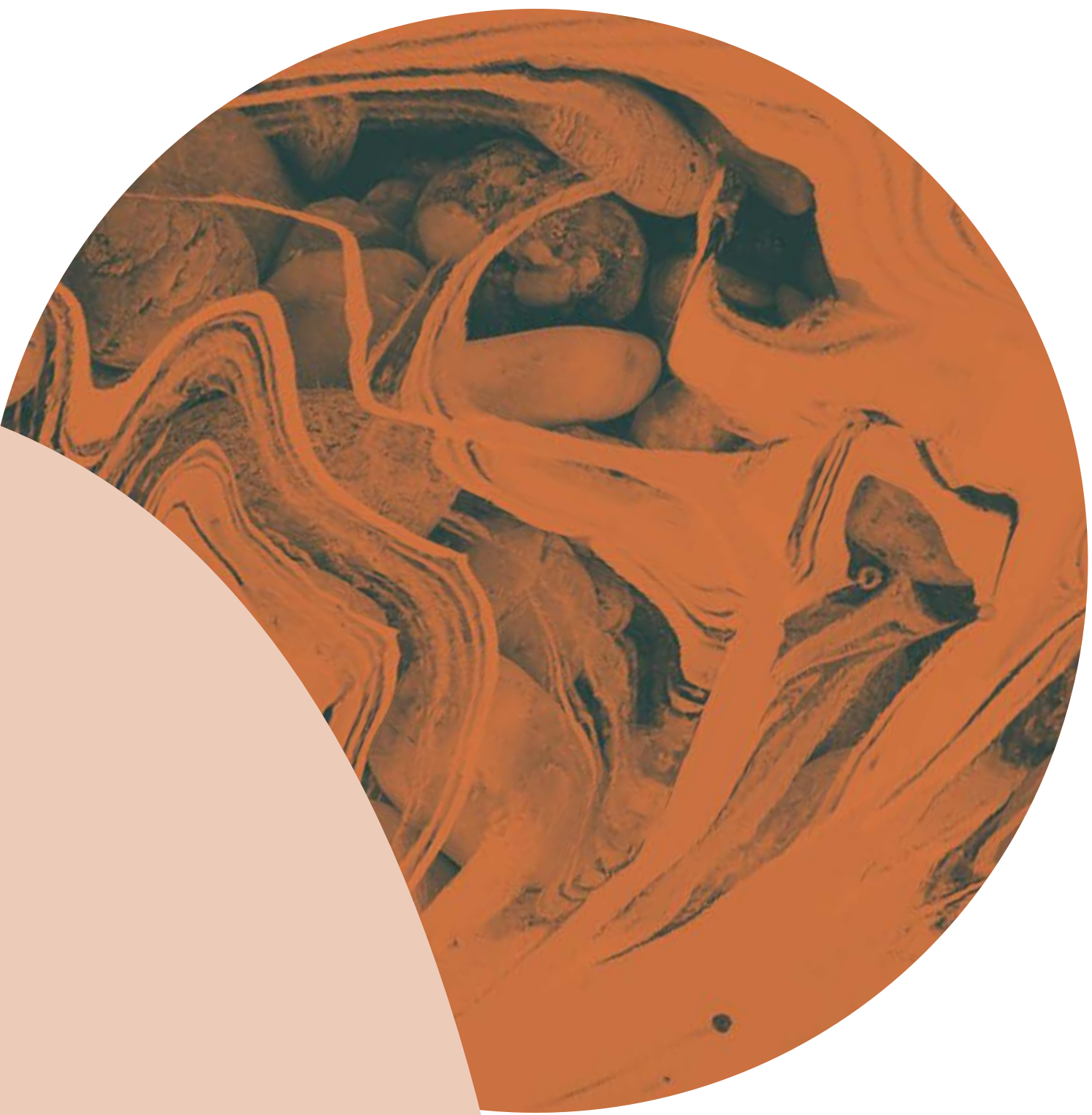
HAVE SUPPLIER POLICY TO
ENSURE ALL SUPPLIERS
ADHERE TO HIGH ETHICAL
AND SUSTAINABILITY
STANDARDS

CONTINUE OUR
PRO BONO
CONTRIBUTIONS
TO LOCAL
CHARITIES

BETTER MEASURE OUR
RELATIONSHIP AND
IMPACT BETWEEN
SUPPLIERS AND
CLIENTS

PROMOTE
INDUSTRY
WELLBEING

CHANGE
HARDWARE
SUPPLIERS AND
SOME SOFTWARE
SUPPLIERS TO FIT
OUR SUPPLIER
POLICY



OUR PLANET

Positive change for our environment

INTRODUCTION
WORK
GOVERNANCE
TEAM
COMMUNITY
PLANET





REDUCED OUR WATER
CONSUMPTION BY

5%

178.3T OF CARBON
REDUCTION AND
2,642 TREES
PLANTED WITH
ECOLOGI

UPDATED OUR
ENVIRONMENTAL
POLICY TO
OUTLINE OUR
COMMITMENT TO
REDUCING OUR
IMPACT

REGULAR LITTER
PICKING IN OUR
LOCALITY

OUR SERVER USES
100% GREEN ENERGY
TO POWER ITS DATA
CENTRES

INCREASED OUR USE
OF ENVIRONMENTALLY-
FRIENDLY CLEANING
AND SANITARY
PRODUCTS

SWITCHED FROM
GOOGLE TO ECOSIA, A
CERTIFIED B CORP

80%
OF OUR STAFF
NOW CYCLE
OR WALK TO
WORK AND ANY
REGULAR OR
ONE-OFF TRAVEL
IS OFFSET



Pledges for 2023/24

REDUCE WATER CONSUMPTION BY A
FURTHER 5%

INTRODUCE CARBON CAPPER ACROSS ALL
DEVICES TO REDUCE OUR EMAIL TRAFFIC

ENSURE 100% OF CLEANING
PRODUCTS USED ARE NON-TOXIC AND
ENVIRONMENTALLY FRIENDLY

MAKE STEPS TOWARD HAVING A
GREENER BUILDING

PLANT TREES FOR EACH JOB WON
THROUGH ECOLOGI

OUR WASTE IS ZERO LANDFILL, BUT WE'LL
GET METRICS IN PLACE TO REDUCE THE
VOLUME OF OUR WASTE



Thanks for reading our
report. We'll be back with
how we've improved and how
we can get better next year.

IF YOU HAVE ANY FEEDBACK, IDEAS OR QUERIES ABOUT
THIS REPORT WE'D LOVE TO HEAR FROM YOU.

EMAIL SOPHIE ON [SOPHIE@KINGDOMANDSPARROW.CO.UK](mailto:sophie@kingdomandsparrow.co.uk)
OR CALL THE OFFICE ON 01326 744776.

Certified



Corporation