

Certified



Corporation

Annual Impact Report > April 2025.

Created by GingerMay



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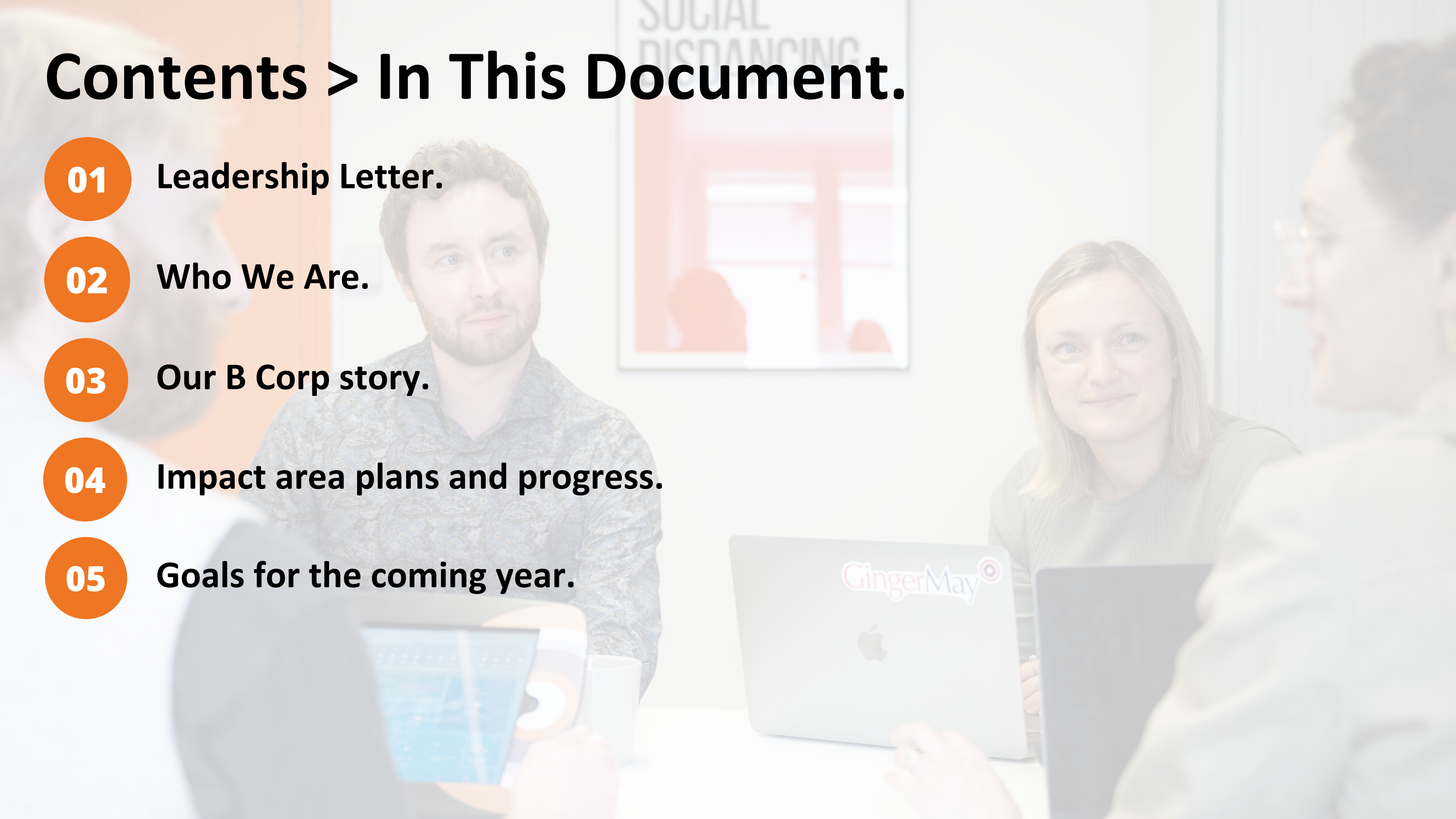
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GingerMay > Leadership Letter.

As I reflect on the past year, I'm proud to share our ongoing progress as a Certified B Corp. Our journey is guided by a commitment to using **business as a force for good** – creating **positive impact** for our employees, customers, communities, and the environment.

This year we intensified our dedication to **sustainability, equity and transparency**. We took steps to **enhance workplace inclusivity**, foster stronger partnerships with mission-aligned organisations and understand where we can further **reduce our carbon footprint**. While it's important for us and for our team to celebrate these achievements, we also recognise that our work is far from over.

Our B Corp certification is not just a badge – it's a responsibility. It challenges us to **continuously improve**, hold ourselves accountable, and push the boundaries of what's possible in responsible business. As we look ahead we remain committed to setting ambitious goals, **measuring our impact rigorously**, and sharing our learnings openly with our GingerMay team, our clients, the B Corp community, and other businesses in our local community.

None of this would be possible without our dedicated team and our incredible community. I'm grateful for their support and commitment to this journey.



Victoria Usher, CEO and Founder

GingerMay > This Year's Highlights.

WINNERS



Best Mental Health in the Workplace Initiative at the UK Company Culture Awards.

£17,000



of **charitable donations.**

+8 SCORES



for **client satisfaction** and recommendation.

+260 HOURS



of **pro-bono support** for purpose-led organisations and charities.

180 HOURS



hours of **employee volunteering** and mentoring.

3 WORKSHOPS



on **sustainability** delivered to our team.

GingerMay > Who We Are.



We are GingerMay. Our reputation for **rigour, remarkable thinking**, and **strong relationships** with clients and journalists has made us a **multi-award-winning global agency** for integrated B2B communications.



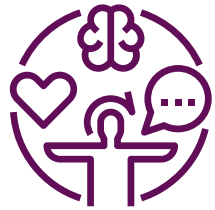
GingerMay crafts **bespoke PR and communications strategies** so digital marketing and emerging technology businesses can achieve their **commercial goals**.



Our agency encompasses PR and Communications, Content, Operations (People Experience, Finance, and Business Management), and Senior Leadership. We offer **superior client service** and an **in-depth understanding** of data-driven PR, marketing, and communications.



GingerMay > B Corp Story.



GingerMay was founded on the belief that businesses have a responsibility to **create positive change** within their spheres of influence. From the very start, 15 years ago, we have been committed to **supporting our team**, **giving back to our community**, and **protecting the planet**.



In 2023, we proudly became a B Corp Certified company, achieving an **overall score of 86.7** - a milestone that reinforced our **dedication to ethical and sustainable business practices**. Now in our second year as a B Corp, we continue to embed these values into our **company culture**, actively assessing and **enhancing our impact** on people and the planet.



As B Corp standards evolve, we are committed to **adapting our practices** in alignment with these changes, continually assessing and refining our approach to ensure that our work not only supports our partners but also advances the broader **goals of social and environmental responsibility**.



GingerMay > Journey to B Corp Certification.

February 2022

Started working on our Business Impact Assessment.

January 2023

Created our Advisory Board and kicked off our quarterly meetings.

June 2023:

Received confirmation on successfully becoming a B Corp with a score of 86.7.

Need a score of 80 to become certified - the median score for ordinary businesses is 50.9.

April 2024

Published our first Impact Report.

Currently working to ensure we align with the new standards.

December 2022

Submitted our Business Impact Assessment, established our initial goals and began working towards progress.

April 2023

Completed our review call with B Lab UK and submitted follow up evidence requested.

April 2025

Published our second Impact Report.

December 2025

Initial recertification submission date *(revised date pending from B Corp)*

GingerMay > B Corp Verified Score.



Goals for Recertification.

Achieving B Corp Certification was just the beginning of our journey. In 2026, we will undergo a reassessment against the updated standards to ensure we continue to meet the rigorous criteria that define B Corp certification.

Building on the progress we've made since our certification, we will focus on areas where we can create the greatest impact. We are committed to identifying our opportunities for improvement and taking meaningful steps to strengthen them, guided by the ethos:

“Get your good better and your better best.”

Impact Area Plans & Progress.



Impact Area 1 > Governance.

What we committed to:



Continue to invest in our Advisory Board to ensure we are held accountable to the highest level of corporate oversight.



Join Amplifi - a collective of like-minded businesses aiming to reduce noise and confusion around sustainability.



Sign up to the Better Business Act.



Increase transparency across the business by sharing relevant financial information through mid-year and end of year Company updates.



Further embed B Corp into GingerMay culture – from recruitment and onboarding to company events.

SDG ALIGNMENT



Impact Area 1 > Governance.

What we achieved:



Our Advisory Board met quarterly to review progress and suggest improvements.



By becoming part of Amplifi, we connected with businesses that share similar goals, exchanged insights, and contributed to our local community.



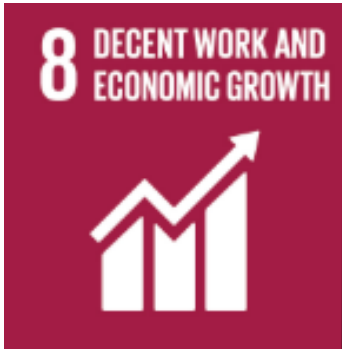
In the lead-up to the general election, we actively engaged local candidates in the Tunbridge Wells and Cities of London and Westminster constituencies, where our offices are based, advocating for the Better Business Act.



Our mid-year and end-of-year company updates fostered transparency, enabling our team to engage with financial insights and future plans. Weekly team meetings reinforced this with updates on both successes and challenges.

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Impact Area 1 > Governance.

What we achieved:

We applied a B Corp lens to all processes, making updates such as:

-  Enhancing our recruitment pack to highlight our B Corp status and direct candidates to our Impact Report.
-  Introducing a B Corp session in onboarding, covering the movement’s background, our Code of Ethics, and engagement opportunities.
-  Providing regular B Corp updates in team meetings, including pro-bono initiatives and employee volunteering highlights.
-  Amplified the B Corp message throughout the organisation, including engaging interns and work experience students with a dedicated B Corp-related project.
-  Introducing the ‘Sustainable Ginger’ award at our 2024 Christmas Party, recognising outstanding individual contributions to sustainability.
-  Sharing quarterly newsletters to update the team on progress towards our goals, as well as regular tips and ideas in our weekly company newsletter.

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DECENT WORK AND ECONOMIC GROWTH



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RESPONSIBLE CONSUMPTION AND PRODUCTION



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CLIMATE ACTION



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PEACE, JUSTICE AND STRONG INSTITUTIONS



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PARTNERSHIPS FOR THE GOALS



Impact Area 2 > Workers.

What we committed to:



Increase mental health initiatives throughout the year.



Increase resourcing transparency for the entire team.



Review our team structure to better understand pressure points and make sure they're addressed quickly.



Streamline ways of working to ensure all members of the team are able to work efficiently.



Formalise more frequent check-ins with the team to enhance transparency on performance and goal progress, while ensuring an equitable promotion process through regular reviews.

SDG ALIGNMENT



Impact Area 2 > Workers.

What we achieved:

Our dedicated Mental Health First Aiders led a comprehensive programme, informed by a staff survey in April-24 plus ongoing feedback from the team. Highlights included:



Workshops on stress management, CBT, and resilience in the workplace.



This messaging was also reinforced in our quarterly newsletter, where we provided additional resources, and publicised the topic to our wider network through our social channels.



We were proud to win the Best Mental Health in the Workplace Initiative (Agency) at the UK Company Culture Awards. This confirmed that our actions in this area are delivering results for our team.



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Impact Area 2 > Workers.

What we achieved:

Mental Health highlights continued:



Book swaps were a regular feature during the year, giving us the opportunity to exchange our recent favourite page-turners with colleagues. Be it thrillers, romances, or cookery books, we shared the reading we loved. Any unclaimed titles were donated to charity, promoting both the circular economy and our team’s wellbeing.



Scheduled activity hour sessions continued with an emphasis on getting creative; for example setting up a crochet workshop so the team could make a blanket for charity.



100 Miles in March: the team committed to walk/run/jog 100 miles during March, raising money for the charity Mind in the process.



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Impact Area 2 > Workers.

What we achieved:



Increased visibility of resource allocation fostered stronger collaboration and support among team members.



Monthly leadership analysis identified pressure points, leading to the adoption of project management software for real-time capacity tracking. This will enhance team transparency and autonomy while creating efficiencies around workflow.



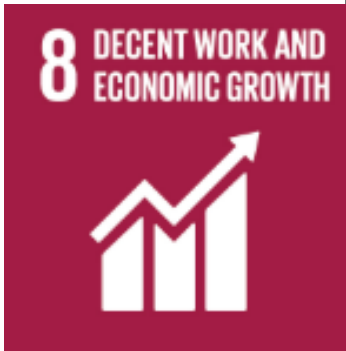
Reviewed account structures for more streamlined and effective working, allowing the team to free up more time and develop skills in areas that align with their interests.



Implemented quarterly spotlight check-ins with the entire team to facilitate consistent feedback and transparent progression paths. Promotion decisions are made collaboratively by the director team, informed by data-driven insights from these check-ins to ensure fairness and performance-based evaluations.

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Impact Area 2 > Workers.

What we achieved:

Over and above the goals we set at the beginning of the year we continued to invest in our team via:



Salary benchmarking, pay rises, and brilliance bonuses.



Training on the DISC model, energy and dynamism, feedback delivery, Censuswide research, journalist briefings, and positive mental health at work... to name a few.



Bespoke training and coaching to support individual development.

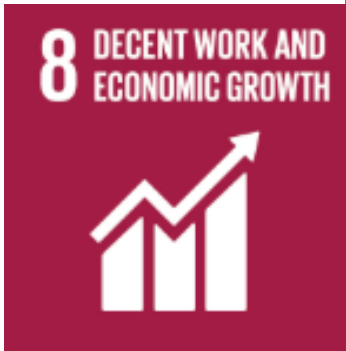


Our impact in this area was recognised with our CEO Victoria Usher winning the Leadership Award at the UK Company Culture Awards.



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Impact Area > Customers.

What we committed to:



Offer a range of support to start-up businesses in the cleantech space.



Review prospective clients to ensure they are aligned with B Corp values.



Maintain our average satisfaction and recommendation scores from our client feedback surveys of +8.

SDG ALIGNMENT



Impact Area > Customers.

What we achieved:



Attended events to network with cleantech and purpose driven clients, identifying areas we could support them.



Expanded our client base to include more cleantech and purpose driven companies.



Formalised a screening process for prospective clients to ensure they are aligned with B Corp values.



Surpassed our client satisfaction targets, achieving:

- 9.1 average satisfaction score.
- 9.7 average recommendation score.
- A Net Promoter Score of +94, our highest to date.

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Impact Area 4 > Environment.

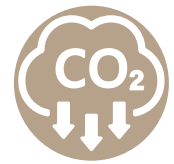
What we committed to:



Commit to completing the UN Sustainable Development Goals Action Manager via the B Corp Assessment to highlight areas of potential improvement.



Continue the Sustainability Education Programme for our team with a minimum of three sustainability workshops to be run through the year.



Repeat our emissions audit by March 2025.



Off-set total Scope 1, 2 and 3 carbon footprint as identified in the Carbon Emissions Audit in 2025.

SDG ALIGNMENT



Impact Area 4 > Environment.

What we achieved:



Completed the UN Sustainable Development Goals Action Manager, identifying areas for improvement and mapping existing initiatives to the Goals.



Delivered three Sustainability workshops on an eco-friendly festive season, fast fashion, and Earth Hour.



Introduced 'Just One Thing' in our weekly newsletter, offering carbon footprint reduction tips.



Conducted our emissions audit in February 2025, expanding it to include full Scope 3 emissions. We used the results of the audit to inform our environment goals for next year.



While developing our carbon reduction strategies, we offset our current carbon footprint of 63.537 tCO2e, through Ecologi's [Nature-based carbon avoidance scheme](#). Full details of the fund our purchase will support can be found [here](#).



Our COO undertook Carbon Literacy Training via our connection with local sustainability group Amplifi. The learnings from this course built on our existing knowledge and shored up our carbon reduction plans for next year.



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Impact Area 5 > Community.

What we committed to:



Partner with [Matchable](#) to ensure easier access to volunteering days for our team with the aim to increase both overall volunteering hours and the percentage of the team that take time off to volunteer.



Maintain our commitment to donating between 0.5% - 1% of revenue to charities each year.



Commit to a fundraising event to support a cause that a member of our team has been personally affected by.

SDG ALIGNMENT



Impact Area 5 > Community.

What we achieved:



Delivered 180 volunteer and mentoring hours, with 79% of our team participating.



Utilising a combination of opportunities identified via Matchable, along with our team's individual connections, we supported causes such as [Food for All](#) in London, [Hands of Hope](#) in Tunbridge Wells, and the [National Bat Monitoring Programme](#).



Donations were made to a variety of charities during the year, including the three charities nominated and voted for by staff - [Alzheimer's Society](#), [WWF](#) and [Demelza](#).



Raised £552 for Breast Cancer Now through a *Wear it Pink* fundraising event. This was a cause that a member of our team has been personally affected by.



Additional community initiatives:

- All Secret Santa gifts were all purchased from charity shops.
- Paid an annual levy to the Royal Tunbridge Wells Together Business Improvement District to support, promote and enhance businesses and the local town environment.
- Delivered over 260 hours of pro-bono work, supporting organisations such as, Digilearning, The Melanoma Fund and Purpl.

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2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



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17 PARTNERSHIPS FOR THE GOALS



What's Next > Goals for the next 12 months.



Governance Goals.

Ethics & Transparency

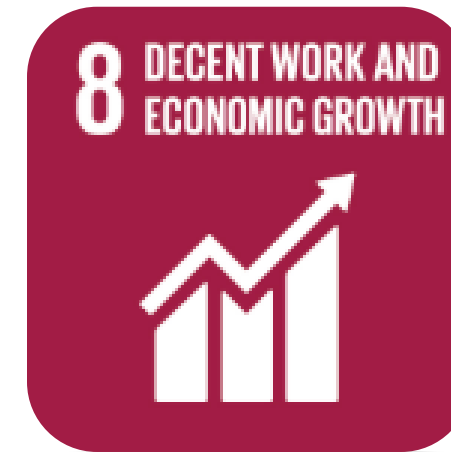
Monitor and report on our contributions to the UN Sustainable Development Goals, with a focus on:



Support Food For All through volunteering and charitable donations.



Mental Health First Aid (MHFA) initiatives.



Maintaining fair working conditions in our operations and supporting investor events to support industry growth.



Integrate carbon considerations into our business purchasing decisions.



Assess feasible reduction targets and set specific, achievable goals.



Support Hands of Hope through volunteering and charitable donations.

Governance Goals.

Ethics & Transparency



Implement ongoing tracking of training given to staff on our Code of Ethics, alongside regular reviews of the Code.



Strengthen financial and operation transparency:

- Share financial information weekly with the director team.
- Host monthly G-Meet days, bringing the whole team together, in person, to foster open communications, relationship building, creativity and collaboration.

Governance Goals.

B Corp Partnership



Consistently promote our B Corp initiatives throughout the year, with a special focus during B Corp Month. Leveraging our extensive networks to raise awareness about the B Corp movement and its values.



Support clients and local businesses who are interested in pursuing B Corp certification by offering advice and sharing our learnings and progress so far.

Workers Goals.

Health and Wellness Initiatives

Maintain our commitment to the **Mental Health First Aid** (MHFA) programme.

Expand **wellness** initiatives during the year via:

- Quarterly newsletters.
- A minimum of four activity hours throughout the year.
- Three mental health workshops throughout the year.

Financial Wellbeing

Address **financial education** needs identified in staff surveys through:

- Enrolling the Business Support Team in a Humans Robertson session (B Corp partner) on Smart Saving and Intelligent Investing.
- Sharing key insights with the wider team and point towards external resources to support financial wellbeing.

Engagement and Satisfaction

Enhance **team transparency** and autonomy by utilising project management software, improving:

- Visibility of workloads and ability to more effectively manage time and tasks.
- Budget management and a greater understanding of team and individual's contribution to wider company success.
- Internal process optimisation, enabling efficiencies across the team and enhanced delivery to our clients.

Workers Goals.

Diversity, Equity & Inclusion (DE&I)

Maintain high levels of **DE&I engagement** based on annual DE&I staff survey results:

- **Diversity:** maintain 80%+ agreement with the statement: *GingerMay really values diversity.*
- **Equity:** maintain 80%+ agreement with the statement: *GingerMay gives people from all backgrounds equitable opportunities to advance their careers.*
- **Inclusion:** ensure fewer than 10% of respondents disagree with the statement - *I feel my uniqueness of my background and identity are valued at GingerMay.*

Diversify our **cultural celebrations** by acknowledging and honouring traditions from various cultures, such as Ramadan, Diwali, and Chinese New Year.

Flexible Working

Continue to support our team by offering **flexible working** arrangements:

- Arrangements including adjusted working hours and locations.
- Track and share the number of flexible working requests granted annually.

Customer Goals.

Customer Satisfaction

- Maintain average client satisfaction and recommendation scores of +8.
- Follow up on client suggestions to expand service offerings.
- Maintain transparency in reporting client satisfaction scores with the team.

Customer Stewardship

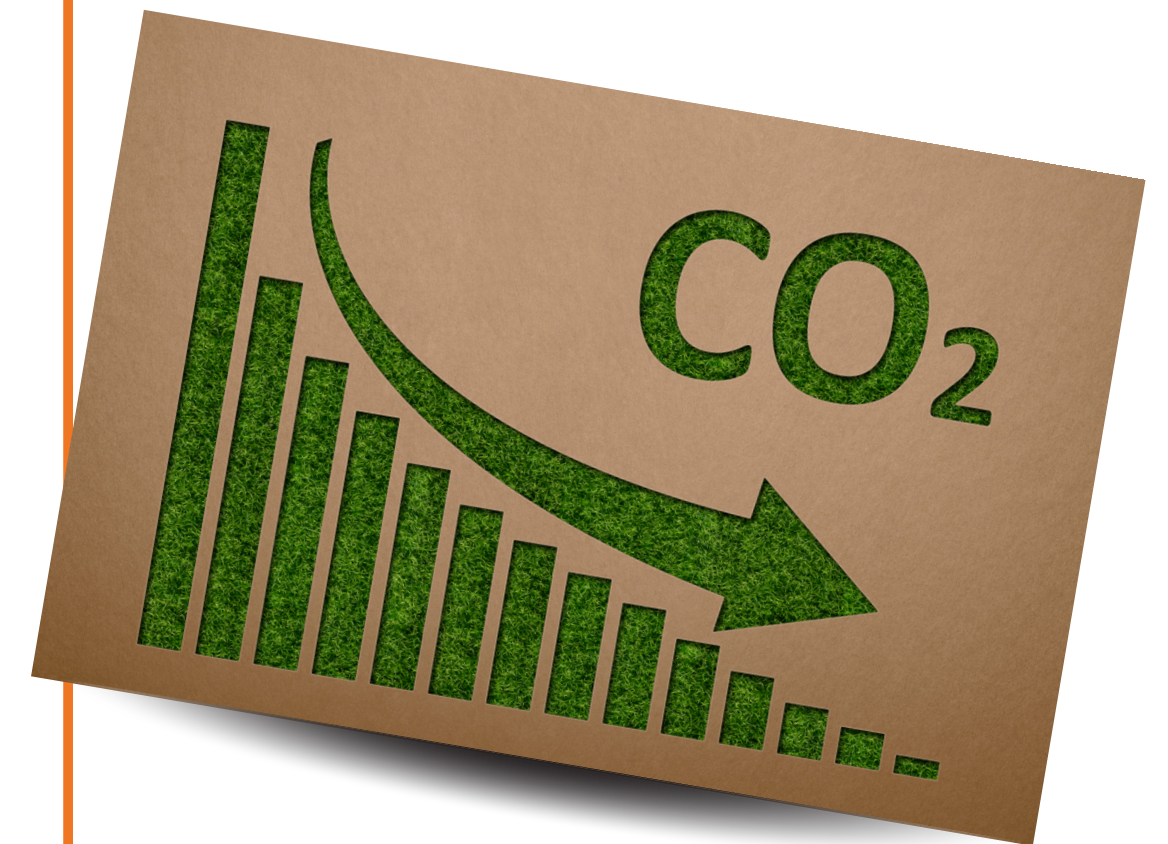
- Explore new sustainability areas where we can further support clients.
- Extend our network of cleantech and purpose driven clients by attending and participating in relevant industry events.
- Strengthen support for cleantech and purpose driven start-ups, by offering short-term PR programmes to help them establish their brands.

Environmental Goals.

Emissions Audit

Our recent emissions audit established a comprehensive baseline for our carbon footprint, by including full Scope 3 emissions. In the coming months, we will assess feasible reduction targets and set specific, achievable goals. We will continue to measure emissions annually to ensure the business is on track to meet future reduction targets.

In the meantime we will prioritise education, empowering our team to adopt lower impact practices while integrating carbon considerations into our business purchasing decisions. For transparency and to encourage industry-wide action, we will also publish our GHG data.



Environmental Goals > Reduction Strategies - 1.

Managed workspaces

- Move to a smaller office in Tunbridge Wells to reduce energy consumption.
- Determine whether our new office building uses gas - if not, this move will lower our carbon footprint. If it does, explore the possibility of installing our own gas smart meter to track consumption.
- Collaborate with our new landlords to identify and implement energy efficiency improvements.

Employee commuting

- Remind staff about the Cycle to Work scheme.
- Encourage lift sharing.
- Ask the team to assess whether they could use public transport instead of driving.
- Share details with the team on the impact these changes could have on our carbon footprint.

Business travel

- Implement a policy requiring all trips to be assessed for more sustainable options, prioritising public transport over driving and trains over flights where feasible.
- Opt for sustainable hotels when possible by referencing the Sustainable Hospitality Alliance's recognized hotels or using Booking.com's "Travel Sustainable properties" filter.

Environmental Goals > Reduction Strategies - 2.

Office procurement

Prioritise second-hand office furniture where possible before purchasing new items.

Homeworking

Share information on renewable energy suppliers to encourage staff to switch, emphasising the collective impact of renewable energy adoption.

Goods and services

While industry data on supplier sustainability currently limited, commit to reviewing the green credentials of any new suppliers.

IT

Ensure the carbon footprint of purchases is considered as part of any business case.

Community Goals.

Volunteering



Partner with Food for All and Hands of Hope as primary charities.



Establish **long-term engagement** with these charities to enhance staff involvement and track impact over time.



Continue to **engage and consult our team** on where to focus our volunteering efforts.



Hands of Hope

Charitable Giving



Maintain our commitment to **donating 0.5% - 1% of annual revenue** to charity.



Allocate **financial donations** to our two primary volunteering partner charities.



Select an **additional company charity** through a staff nomination and voting process to enhance engagement.



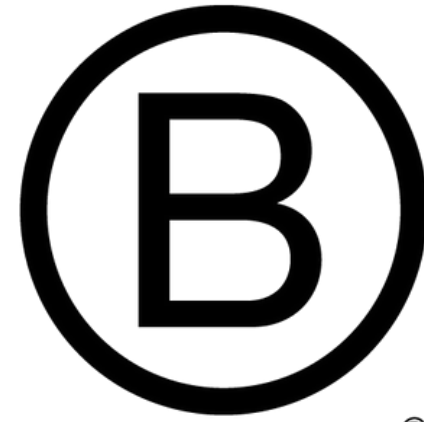
Organise a minimum of **three team-led fundraising events** throughout the year, chosen through a team vote.

Thank you for taking the time to read our Impact Report and reflect on the last year at GingerMay with us. We couldn't have achieved any of this without our dedicated team and our incredible community.

If you'd like to hear more about our services then please get in touch.

www.teamgingermay.com

Certified



Corporation

Created by GingerMay

