

**Media Bounty**

**MB**



**2023**

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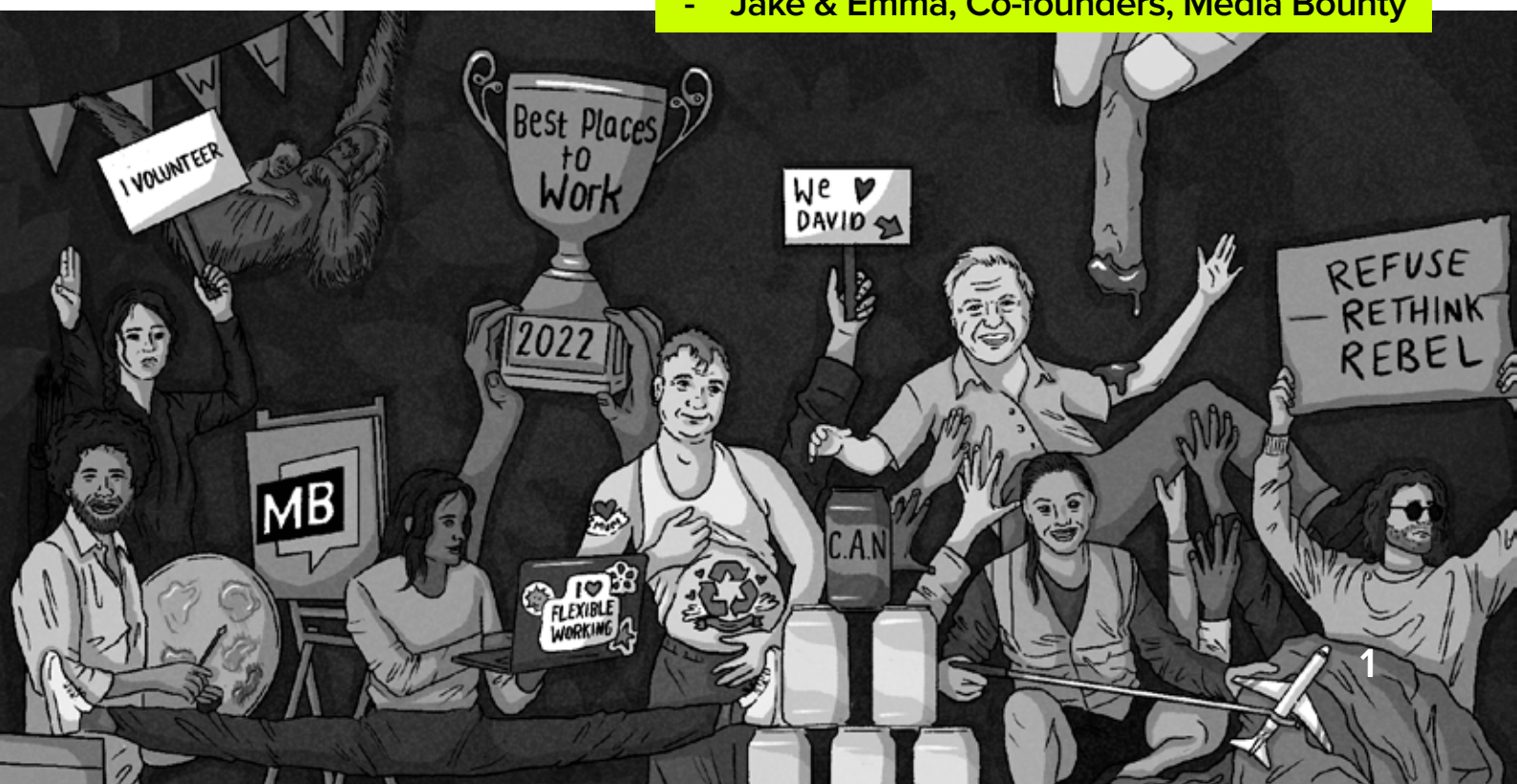
At a time where governments across the globe are rolling back their commitments, it's felt more important than ever to be part of a community demanding more from themselves and others. B Corp is a statement of our intent to do better. To be better. And to bring people with us.

In a time of great flux for our industry, we stand steady in the ambitions we've had from day one. From our inception in 2008, we've been dedicated to a better vision for our industry, our partners and our team. That's not to say we're perfect – we're on a journey as much as anyone else. And rapidly changing industry means complacency is not an option.

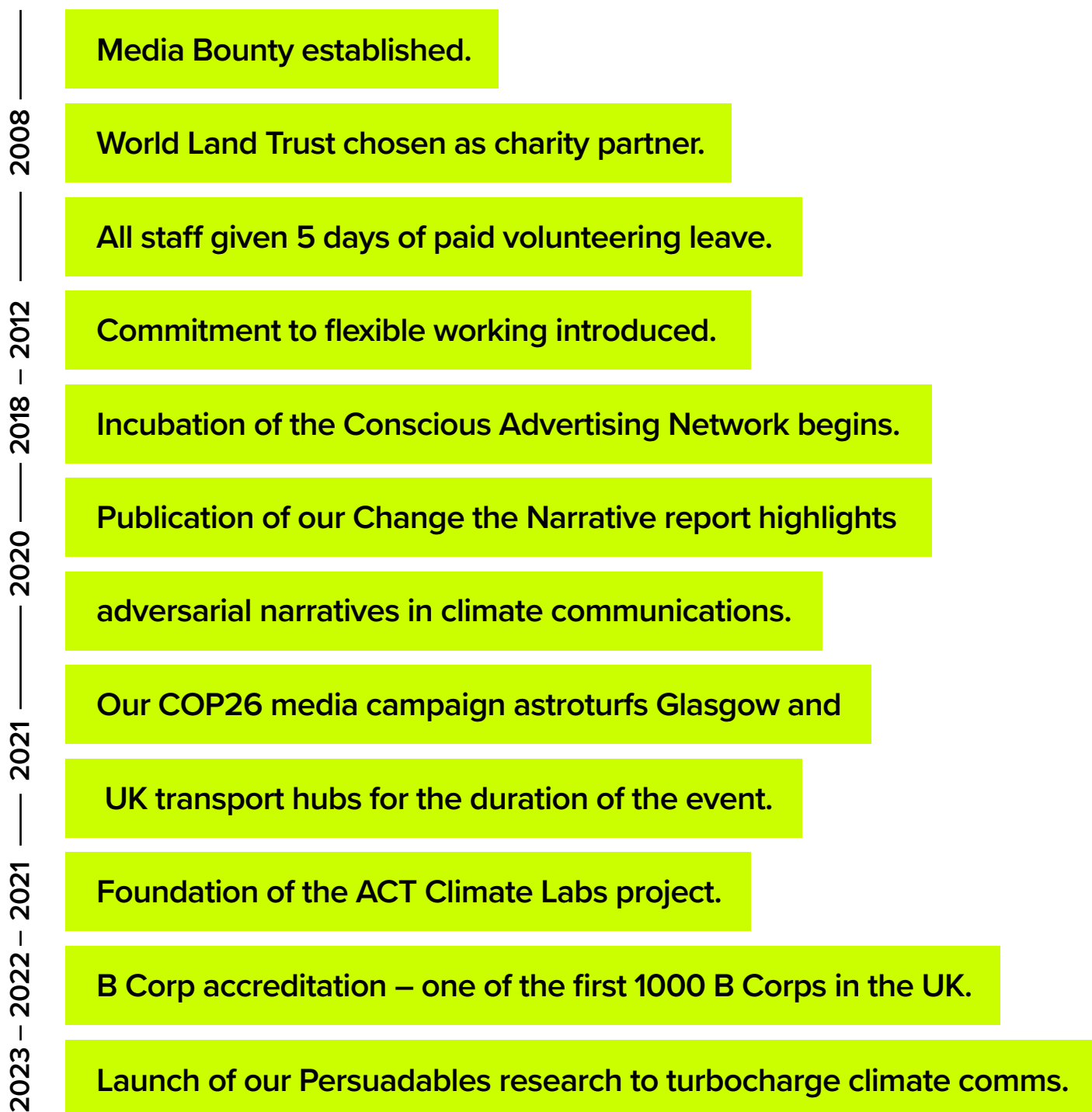
In 2023, our ethical focus was in using the talents of a historically problematic industry to shift the dial on climate action and fight for climate truth. Putting advertising's superpowers – changing hearts and minds – towards building a better future. Whether that means fighting misinformation via ACT Climate Labs, improving our own impact, or driving growth for our likeminded partners.

Putting together our impact report has been a chance for us to reflect on the work we've done in the past year – and highlighted the areas where we'll be working on in 2024.

- Jake & Emma, Co-founders, Media Bounty



# Our journey to this point



# 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



## Campaign Ad Net Zero Awards

- Best Practice in Sustainability - Small Agency
- Travel and Transport for 'Bump Into Brum'



## Campaign Best Places to Work

- 2023 - 9th place



## Edie Awards

- Shortlisted for Marketing/Customer Engagement Campaign of the Year for 'Bump Into Brum'.



# Environment

**100% of our people strongly agree or agree that the organisation operates in an environmentally responsible manner.**

**People and planet drive Media Bounty. Whether our work, our actions or our influence, everything we do is to get us closer to a liveable future.**

## **A few of our 2023 highlights**

**Ethical consultancy for global consumer electronics company, Panasonic.**

- We supported and trained their team in best-in-class sustainability communications and avoiding greenwashing.

### **Must Be World Land Trust**

- World Land Trust has many loyal supporters and patrons. None more famous than national treasure Sir David Attenborough. But they also have low brand awareness. They asked Media Bounty to bring them a new supporter base for their first OOH campaign. Our first step was winning prime Ocean Outdoor space as part of their Drops in the Ocean initiative. Our second step was running the campaign across six UK cities in September 2023.



As a result, World Land Trust saw:

**200%**

increase in website traffic.

**95%**

of traffic from new visitors.

**93%**

uplift in donations from the cities targeted.

### **Creatives for Climate**

- In 2023, we became a founding member of the Creatives for Climate ethical agency alliance. A not-for-profit, global network of professionals, using creativity to take climate action.

# ACT Climate Labs

**ACT Climate Labs** is a Media Bounty project that equips NGOs with the tools to predict, identify and counter climate misinformation.

Our advertising and climate experts work with a range of organisations, including:

- NGOs.
- Businesses serious about their environmental duties.
- Organisations who want to reach mainstream audiences with positive climate messages.

Our mission is to make climate action mainstream and for everyone. We do it by applying advertising techniques to climate communications, so they work.

## **ACT's Year in Numbers**

**384**

new members. An increase from 130 to 514 by end of 2023, a 295% membership increase.

**80+**

members attended our session on our Persuadables research 'Why words matter'. Over 200 signed up, our largest event in 2023.

**18**

webinars, events, talks, and FAQ sessions were delivered across the year to over 300 people. Attendees included the Cambridge Institute of Behavioural Economics and Policy, Climate Coalition, Purpose and the London College of Communications.



## Getting better acquainted with **'The Persuadables'**

The Persuadables. The 69% of the UK population who believe climate change is happening, but don't engage with the topic.

In 2023, ACT Strategy Director Florencia Lujani and research partner Bricolage, headed to three new regions. This time, they visited Aberdeen, Nottingham, and Pembrokeshire.

Their mission? To understand how we can better engage mainstream groups with climate. And how we can counter misinformation.

Want to learn more about our findings? [Access the report here.](#)

## **ACT's 2023 Project Highlights**

- **Helping **Friends of the Earth** pre-bunk misinformation.**

Friends of the Earth saw hateful comments and misinformation rising on their social posts. Their Support Relations Team was spending precious time battling a vocal minority. Our ACT team helped them get ahead of misinformation.

Our experts helped them minimise trolling, get ahead of misinformation, and focus on winning a key audience. Friends of the Earth gained a more informed team, community confidence, and a new approach to campaigning.



- **Working with Possible to reduce car use in the West Midlands: Bump into Brum.**

Transport accounts for around 24% of UK emissions (UK Department of Transport), but car ownership is still on the rise. Our campaign with climate charity Possible fought damaging car-free conspiracies. How? By showing the benefits of leaving the car at home.

Following the campaign:

**66%**

were more likely to consider changing their behaviour to help the climate.

**14.75%**

increase in people believing 'having fewer cars on the streets is a good idea'.

**Winner**

of an Ad Net Zero Award, Travel and Transport Category.

**Shortlisted**

for an Edie Award.



- Promoting clean air with **Refresh Britain: Cleaner Town, Cleaner Air, Better Life**

We countered negative 'Cost of Net Zero' narratives bombarding Persuadables. Our campaign showed how higher air quality makes everyday life better. All without compromising quality of life.

Results included:

**71%**

increased engagement on the topic of air quality.

**76%**

agreed 'change that benefits me can happen' following the campaign.

**46.5%**

of all mentions on social by key political stakeholders.



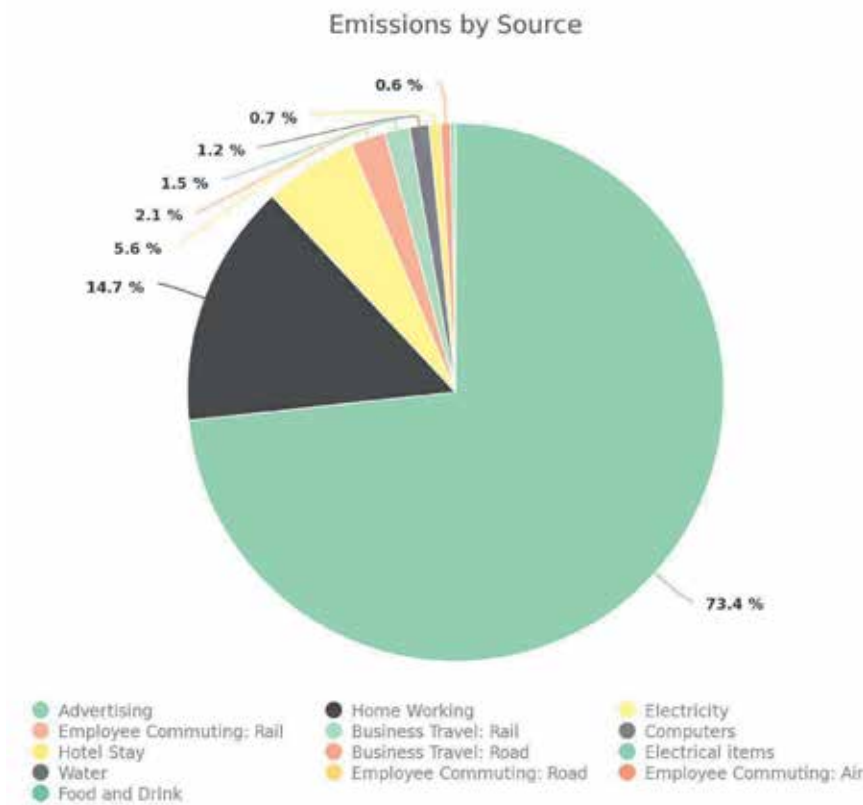
# Carbon Impact

We're dedicated to measuring, reducing and offsetting our unavoidable scope 1, 2 and 3 emissions.

Carbon footprint for the year 1st April 2022 to 31st March 2023 (latest available data, measured in tonnes of carbon dioxide equivalent, or tCO2e).

Scope 1:	0 tCO2e	Scope 2:	3.604 tCO2e
Scope 3:	83.437 tCO2e	Total emissions:	87.041 tCO2e

Of the total emissions, 63.85 tCO2e came from the advertising campaigns we produce on behalf of clients. 57.20 tCO2e came from media buying and 6.65 tCO2e from production.





# Our operational emissions

We measure and reduce our core operational emissions across the business. Actions include:

**Encouraging climate action among employees.**

**Including social, environmental and carbon reduction goals in all appraisals.**

**Experimenting with vegan and vegetarian food only at staff and client events.**

We're a founding member of our landlord's Sustainability Forum. In this role:

**We push them to continue prioritise sustainability.**

**We hold them accountable to their Net 0 by 2030 pledge.**

**Last year, we negotiated a no-penalty break clause in our contract. This clause means we can exit if they ever switch from 100% renewables.**

We know our team care about the planet. Where possible, we give them the freedom to make decisions in line with their values. Our Slow Holiday Policy is more generous than many others. We also cover trips to Scotland and on the Eurostar. Our take up was 16% of employees in 2023, showing a small increase on the 2022 figure of 14%. Total carbon saving was a modest 1.77tCO<sub>2</sub>e. (B29+B22+B27)/2

We take the ethical impact of our financial choices very seriously. We're signatories of Make My Money Matter's Green Pensions Charter. Our workplace pension with NEST tops the Ethical Consumer's 2023 pensions guide rankings. So, our employees' money goes towards funding their future – as opposed to destroying it.

We're helping our team understand their individual carbon impact, and how they can reduce it. We launched an employee guide to carbon impact in the summer, with training to accompany it.

We also continue to offer a fully flexible hybrid working model (vs 7.8% of IPA member agencies, IPA Census 2023). Helping to reduce carbon impact and improve inclusivity and employee welfare.

# Our production emissions

We work with our production partners to instil sustainable best practice, across all motion, stills and audio projects. We onboard them to AdGreen's carbon calculator to enable us to measure, reduce and offset emissions. According to the latest available data, we're one of just 87 agencies to use this tool (AdGreen Annual Report 2022).

We take the following measures to reduce impact on shoots:

**We source local production companies, crew and talent.**

**We use public transport and/or carshare to shoots.**

**We encourage crew and talent to use reusable bottles/cups.**

**We advocate for plant based/vegetarian lunch options and operate a paper-free policy.**

We created a production impact of 6.65 tCO<sub>2</sub>e across six projects. The mean average carbon impact of our projects was 1.1 tCO<sub>2</sub>e.

The average AdGreen-calculated completed project was 4.7 tCO<sub>2</sub>e (Adreen Annual Review 2022, latest available data).

We put all our production projects through AdGreen's calculator – we don't limit to just clients fully committed to sustainability.



# Our media emissions

We rigorously measure, reduce, and offset unavoidable emissions from all our media plans.

We're working with media owners and other partners to find and use more sustainable solutions in media buying. We continue to work with the IPA Climate Charter to contribute to meaningful change across the industry.

We work with Seen This to reduce the impact of digital display campaigns. Their technology ensures ads are streamed to users rather than downloaded. They reduce data waste by only streaming when the ads are in view, adapting the experience to the user bandwidth, browser and device, and limiting data quality to what can be perceived by the human eye.

Where possible, we're reducing our Meta budget on plans. We include ethical platforms like WeAre8, who offset their campaigns' environmental impact. WeAre8 also help users support environmental and social causes just by engaging with content.

## Our offsetting

We recognise that offsetting is imperfect and not the solution. In cases where we can't eliminate carbon impact or we're on the journey to reducing emissions, we balance our carbon emissions through World Land Trust (WLT). WLT is an international conservation charity. Their smart approach makes a real difference and extends beyond climate impact.

In 2023, our Carbon Balanced payments:

**Protected and restored forests.**

**Supported biodiversity.**

**Helped local communities - WLT community projects directly advanced 14 UN Sustainable Development Goals (WLT Annual Report 2022).**



# People

At Media Bounty, our people are our greatest asset.

Our team are the cornerstones of our impact. Their dedication, talent and expertise allow us to drive positive change for our clients, our planet, and our communities. We aim to support and include so each and every person thrives.

## What makes Media Bounty such a great place to work?

- The chance to make a difference to causes close to your heart. Whether it's through our work, pro-bono partnerships or paid volunteering days.
- Our dedication to continuous professional development. Our team averaged 38 hours, above the industry average of 37 hours. (The true figure is higher than this, but reporting will be a focus for improvement in 2024).
- Access to fitness facilities and classes, hosted by our office group.
- Our employee assistance programme. Our team can turn to a confidential network if they need mental health support. The programme offers free access to a 24-hour helpline and free counselling sessions.
- We allow and encourage our team to take ownership of their work – giving them the freedom to do their best.
- When it comes to socials, we think outside the box. It's hard to top punting in Cambridge as a summer social.
- And of course, our four-legged support team – always on hand to boost morale.



## Media Bounty in Stats

Our team are the cornerstones of our impact. Their dedication, talent and expertise allow us to drive positive change for our clients, our planet and our communities. We aim to support and include so each and every person thrives.

- We're proud to keep our status as one of Campaign's Top 10 Best Places to Work. 2023 was the second year we entered. It was also the second year we ranked in the Top 10. This was all the more meaningful, as 80% of the score comes from employee feedback.
- Staff retention for 2023 was 80% compared to the industry average of 67% (IPA Census 2023).

## Diversity and inclusion

**83% of our team agree that Media Bounty is dedicated to diversity and inclusion.**

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

Every year, we measure diversity across 11 metrics. These include gender identity, ethnicity, neurodiversity, disability, social class and caring responsibilities. We don't publish all data to protect the privacy of our small team.

- Media Bounty is 65.38% female and 34.62% male (August 2023) compared to IPA Census 2023 stats of 44.6% male and 54.7% female.
- Our agency's employee average age in 2023 was 33.5 years. In comparison, an average of creative and other non-media agencies have an average of 36.3 years. Media agencies, an average of 32.5 years (IPA Census 2023).
- 24% of our agency employees came from a non-white background in 2023. The industry average is 23.3% (IPA Census 2023).
- 23% of MB employees have care giving responsibilities v. 17% of industry (from the All In Census).

Our progress matches up to industry benchmarks. But we want to go further. To carry on improving, we continued or launched the following initiatives:

## Hybrid Working

We continued fully flexible hybrid working. Hybrid working brings many inclusivity benefits. It's good for working parents and regional diversity. It can be positive for those who are neurodiverse. And it can make things easier for those with health conditions. According to the latest 2023 IPA Census data, we're one of 7.8% of agencies who will continue this fully flexible approach.

## Flexible Bank Holiday Policy

Those who don't celebrate Christian festivals can take time off when it's more appropriate for them. The policy is open to all, regardless of beliefs.

## Neurodiversity

We launched a voluntary consultation process with our neurodiverse team members. We'll use the findings to better accommodate neurodiversity across the business.

## Menopause

We launched our menopause policy, to ensure our workplace welcomes and respects the needs of all employees. It includes flexible working and access to support.

## Compliance with the Conscious Advertising Network's 7 manifestos, which we helped to author

These include promoting diversity, to de-coupling ad spend from hate speech and misinformation.

## Working with the UN

Co-founder Jake Dubbins regularly works with the UN. He focuses on the intersection between advertising and human rights.

## Honing our hiring process

Our long-standing recruitment partner is accredited with the Powered by Diversity Gold Award (2023). We use blind CVs, advertise in places that attract more diverse candidates, and use gender decoding tools on job ads/specs.

## Driving change in industry

We know we don't exist in a vacuum. Our industry has serious work to do when it comes to diversity. To help change the status quo, we encourage company-wide engagement with the ad industry's All-In Census. This ranges from filling out their annual survey, to participating in working groups, and speaking at their launch event. All to help improve diversity in Adland.

# Communities

**91% of our team strongly agree or agree that Media Bounty operates in a socially responsible manner.**

We may be small, but we all have the power of influence. We emphasise reaching beyond our bubble to make a difference. That could be through using our paid volunteering time, pro-bono work, or charitable donations.

## Our volunteer Hall of Fame

Media Bounty gives all staff up to five days paid volunteering leave a year. Our team can use them on activities to benefit of the community or the environment. And they have done since we founded the business 15 years ago.

We also support our team using their volunteering leave for trustee and non-exec board roles with not-for-profits. Here, they can use their professional expertise for good. We want to support charity and not-for-profit boards to become more diverse. We also want to create role models for those who might not think board positions are for them.

**In 2023, 61% of the team used some or all of their volunteering leave.**

In total, we racked up 402 hours making a difference to causes close to our hearts. This figure was much higher than the 113 hours clocked up in 2022.

Here are some of the faces making a difference.

Drum roll please..



### **Tommy Lee, Director of Comms at Men's Minds Matter (MMM)**

MMM is a suicide intervention and prevention organisation. Tommy sits on the board of Men's Minds Matter as Director of Comms. He helps the organisation tell their story across channels. He also co-ordinates Media Bounty pro-bono projects for them.



### **Becky Sheridan, Trustee at Jinja DEAF** Jinja DEAF supports the education of deaf children in the Jinja District of Uganda.

### **Emma Tozer, Trustee at the World Land Trust** International conservation charity saving land and species through local partner organisations across the globe.



### **Jake Dubbins, Non-Executive Director, The Energy and Climate Intelligence Unit (ECIU)**

The ECIU is a not-for-profit organisation. It supports informed debate on energy and climate change issues in the UK.

## Kathryn Bonner, Sitopia City Farm

Kathryn volunteers at a regenerative city farm in Greenwich. Here she learns how to strengthen our food systems and promote biodiversity.



## Meg Rhys-Challis, Gig Buddies

Gig Buddies accompany people with learning disabilities and/or autism to cultural events.

## Imogen Kempell, Volunteer at Costa Rica Animal Rescue Center and The Canal and River Trust.

In the summer of 2023, Imogen headed out to Costa Rica to volunteer at the Costa Rica Animal Rescue Center. We were all a bit jealous! She also helped The Canal and River Trust which clears litter and maintains a healthy environment along the UK's canals.



**Sophia Furreedan and Kerry Collier** volunteered at schools and pre-schools to help on school trips and at events.

# Pro Bono Work

In 2023, pro-bono work benefited three organisations. We've had longstanding associations with them all:



## World Land Trust

We supported our long-term charity partner, World Land Trust, in entering Ocean Outdoor's Drops in the Ocean initiative. They won £100,000 of out of home advertising from Ocean. We developed WLT's first OOH campaign on a pro-bono basis. The 'Must Be World Land Trust' campaign ran across prime sites in six cities in Autumn 2023. Our target cities, Manchester, Edinburgh, Newcastle, London, Leeds and Birmingham, inspired all our creative. To appeal to as many as possible, we played on local language, events and landmarks.



**World Land Trust saw impressive results. The campaign generated a 200% increase in website traffic, and a 93% uplift in donations from the target cities.**



Men’s Minds Matter

In 2023, we spent 463 pro-bono hours for Men’s Minds Matter, including exploring potential partnership opportunities.

Conscious Advertising Network

CAN’s work in 2023 focused on changing platform policy, and influencing multilateral policy and legal frameworks on human rights and climate change. Its successes included:

- A new climate misinformation policy at Tiktok. The policy builds on those CAN co-authored for Google, Pinterest, and Meta, plus the anti-racism policy at Snapchat.
- Becoming a YouTube ‘Trusted Flagger’, the only organisation of our kind to be.
- Co-Founding the Climate Action Against Disinformation Coalition with the Global Strategic Communications Council (GSCC), and other leading NGOs. CAAD aims to remove the social licence to spread and amplify climate disinformation.
- Advising the UN on climate misinformation and campaigning for its inclusion in COP wording.
- Advising on UN Code of Conduct on information integrity. We also guided lead advisors on the secretary general’s opening remarks on the subject.
- Working with UNOHCHR on advertising and Human Rights.
- The EU’s ING2 Committee on climate mis- and disinformation. We contributed to the draft ‘Foreign interference in all democratic processes in the European Union’ Amendments 491 - 495 - 500 - 505 (pages 68 ff.)

1,492 total pro bono hours in 2023

203.5

for WLT ongoing support.

506.5

for WLT Drops In The Ocean.

319

for CAN.

463

for Men’s Minds Matter.

# Charitable Donations

Since our inception in 2008, we've donated to World Land Trust for every project we take on.

In 2023 our financial donations have supported two main WLT projects.

## The 'A Forest for the Future' appeal.

A campaign to protect the last home of lemurs in the Vangaindrano district of Madagascar. Through WLT's local partner, Missouri Botanical Gardens Madagascar Programme, the project will:

- Expand the Ankarabolava-Agnakatrika forest by 200 hectares.
- Plant 500,000 native trees.
- Provide job opportunities for local communities.
- At least six species of lemur live in the area, including the critically endangered, White-collared Lemur. The White-collared Lemur, lives in just three protected areas in the whole of Madagascar.



Image credit: Hanta Razafimbotsira Missouri Botanical Gardens

We also supported the '**Forests of Mist**' appeal to protect the Guanacas Reserve. The Reserve is one of the few remaining cloud forests in Colombia's Antioquia region. Colombia has only 10-20% of its original cloud forests remaining. This project aims to extend the protected area of land by 181 hectares. Species living there include:

- The Antioquia Brushfinch (a bird once thought to be extinct).
- The Antioquia Chocolate Frog.
- The Puma.



Image credit: Foundation Guanacas

Our Ethics Committee enjoyed its first full year of operation in 2023. Highlights include a deep dive on our employee engagement and EDI survey data, and a carbon impact guide and training.

Our Ethics Committee is currently comprised of: Emma Tozer, Harriet Kingaby, Alicia Upton, Meg Rhys-Challis, Kathryn Bonner, Monica Kulkarni, Becky Sheridan, Ellie Malpas and William Rushton.

# 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**

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