



Proudly
employee
owned.



MMEYE

IMPACT REPORT 2024

Published Jan 2025

A message from Damien

2024 has been a year of significant change and challenge at home and abroad; political and economic pressures, cultural and technological shifts can sometimes feel overwhelming.

In these challenging times, it can feel like devoting time, energy and resources to making sure your business continues to make a positive impact is a distraction from the day job, even though we all know it's key to building a stronger, more sustainable future.

All of which makes me proud to see what we have achieved over the course of the past 12 months, our first full year as a B Corp. The accumulation of small actions and the effect of positive intentions over 2024 is clear to see. I start 2025 with a renewed commitment to continuing these and seeking new ways to ensure MM-Eye is a force for good.

Damien Field, Managing Director, MM-Eye



Our Highlights



Proudly
employee
owned.

100% Employee Owned
since January 2023

125.6

Certified



Corporation

The average UK company scores around 50
and 80 is required to certify as B Corp

100% **Client
satisfaction**



Client project reviews
in past 12 months

2.08 tCO₂e

Per employee
Lower than the average for an
office-based SME 3.7 tCO₂e

116 **volunteer hours**

Undertaken by our team of 20 equating to
£11,719 worth of Charity Volunteering Days

95%



**Employee
inclusion**

Employee inclusion score

744 **hours**

Professional development & training
by everyone across the team

100% **Team
satisfaction**



For the past 3 years

74%



**Employee
wellbeing**

Top two scores for
wellbeing statements

Governance

Certified



Corporation



Proudly
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owned.

“MM-Eye is a forward-thinking company, with passion for **growth and **inclusivity**”**

Always striving to do better and looks after **partners and **clients** equally**

Source: MM-Eye's Employee Survey

Governance

In January 2023, we became **100% Employee Owned**. This was a decision born out of wanting to reimagine our role as a business. To be sustainable not only economically, but also socially and environmentally.

We envisage a future where MM-Eye will set a benchmark for positive impact.

The world is evolving, and expectations around sustainability and positive change are becoming more prominent.

We have undertaken a transformative journey from a traditional agency model to become a fully employee owned entity.

Alongside this, we pursued and achieved **B Corp** certification.

We believe being Employee Owned and a B Corp is an exciting, progressive way to structure our business, that holds benefits for everyone in the MM-Eye team, our clients as well as suppliers and everybody else we work with.

We have a Trust Board and Partner Council which hold our Operational Board to account.

Employee Ownership encourages all team members to think like owners and we all have an active say in how the business is run as well as share in the profits we generate.

We have created a culture of integrity, empowerment, inclusivity and support

For us, thinking like owners has been transformative. It's the cornerstone of our creativity and innovation. This mindset has empowered us to step up, to think and act like stakeholders in every project we undertake

It's given us the drive to collaborate as a team, to uphold integrity in all our dealings, and built a truly supportive and inclusive work environment.

We've seen firsthand how adopting an ownership culture sparks creativity. It's like igniting a flame that spreads across the organisation, inspiring everyone to bring their best ideas to the table.

MM-Eye is a business that is not only thriving but a workplace where people genuinely enjoy what they do.



Source: MM-Eye's Employee Survey
How would you describe the company culture at MM-Eye?

Being Employee Owned

by Vic & Hayley

“The role of Partner Council rep is exceptionally rewarding. It provides the opportunity to show leadership, with the principal responsibility of leading the monthly Partner Council meetings, where members are encouraged to discuss current key issues and decisions whilst thinking like owners.

The agenda of these meetings are created in collaboration with the Operational Board to ensure all current business topics are included.

The role is the conduit between the Partner Council and the Operational Board providing us with greater exposure to the running of the business and widened our perspective of being a business owner.

Vic & Hayley, MM-Eye Partners



Being Employee Owned

by Tope

“I have been an MM-Eye partner for 2 years and a member of the Partner Council for the past 6 months. I am still relatively new to the market research world and one of the newest members on the council, but I can tell my opinions are valued just as much as other members.

I enjoy contributing ideas and thoughts to develop MM-Eye further and feel it is beneficial to my professional development too. Being a council member encourages me to think more critically about various areas of running a business and exposes me to discussions with partners from every level of the business, ultimately helping me think like an owner.

Tope, MM-Eye Partner

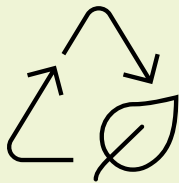


Inspiring Positive Change

At MM-Eye we believe in empowering each other to drive positive change, both within the company and in the wider community. So in 2022, we launched our Positive Change Initiative, which spans three key areas.

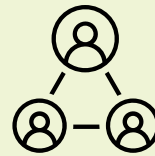
Each area has a dedicated team of MM-Eye Partners tasked with creating a continuous programme where conversations and contributions of ideas can happen in regular monthly sessions with the aim of encouraging behaviour changes.

ENVIRONMENT TEAM



Reduce partners' personal environmental impact and contribute to CO2e reduction

COMMUNITY ACTION TEAM



Making a positive impact in our local communities

PERSONAL DEVELOPMENT & WELLBEING TEAM



Improve the personal development and wellbeing of our partners both at work and in our private lives

Throughout our Impact Report, we will share more about our Positive Change groups. If you'd like ideas and learning on how to set up a similar initiative within your organisation, please don't hesitate to get in touch! We are always happy to share thoughts and ideas with like-minded people.

meg.rudman-walsh@mm-eye.com

Partners

A woman with curly hair, wearing a dark blazer, is smiling broadly with her hands clasped over her heart. She is in the center of a group of people in a meeting. To her left, a woman with long brown hair is seen from the side, also smiling. To her right, a man in a dark shirt is seen from the back. In the foreground, the hands of several people are visible, some clapping. In the background, there is a whiteboard with some diagrams and numbers.

“Friendly, team orientated, supportive, empowers you to progress

Source: MM-Eye's Employee Survey

Our Partners

At MM-Eye, we promote and celebrate continuous learning, growth and wellbeing. This includes building a supportive culture where everyone feels valued, heard, and encouraged to grow.

We have a team dedicated to this, our **Personal Development and Wellbeing Team**, part of our wider Positive Change Initiative.

The team curates and shares advice to encourage uptake and behaviour change among our partners. This is done through Wellbeing Wednesday mailouts and Lunch and Learns.

As a business we recognise our responsibility to our team members wider health and offer everyone an extensive health care insurance, covering both physical and mental wellbeing.

We have signed up to the **MRS Inclusion Pledge**, and our Diversity, Equality, Equity and Inclusion principles are all about creating an environment which allows everyone to belong, grow, and be proud to be a part of MM-Eye.



Professional development is vital from both a business and personal perspective, we therefore ensure our partners can dedicate time to learning and career development at every level, offering apprenticeships as well as external leadership training opportunities.

We acknowledge and celebrate different personalities and find strategies to work with our differences. One of MM-Eye's recent team events focused on our Myers Briggs Personality Types, and we are now actively exploring how best to integrate the learnings about ourselves within the business.

“Taking on my data analysis apprenticeship was a large undertaking, but well worth it

The variety in the course was especially interesting and the skills I gained during my study and on the job informed each other helping me improve in both areas

Developing my skills has also helped improve my confidence in the workplace, and getting my final certificate felt like a great boost

Caleb, MM-Eye Partner

Partner PAL

Our Partner PAL (Peer Assisted Learning) initiative was created in 2024 as part of our ongoing commitment to fostering a supportive and inclusive environment within our team.

The initiative is designed to provide additional support, guidance, and expertise at every level for all partners at MM-Eye.

Partner PAL is not just a professional support system but also a social connection among team members, which offers various opportunities for social engagement in informal settings, fostering relationship-building and a sense of camaraderie.

So far, our Partner PAL events include the MM-Eye Book Club, Games meet ups and Wellbeing get togethers such as our lunchtime walks and hot chocolate breaks.

“MM-Eye Book Club, run by Vita, is a massive hit! We enjoyed a great catch-up on the most recent book ‘Before the coffee gets cold’. A poignant and whimsical exploration of time travel within the confines of a small, hidden café in Tokyo

MM-Eye Book Club Member



Clients



“MM-Eye helped us to evidence the **positive impact we believed we had on our customers and were **invaluable** in helping us **achieve our goal** to become B Corp accredited**

Client testimonial: S Harrison, Head of ESG, Evolution Money

Clients

Our mission is to help our clients make informed business decisions by generating insights that drive meaningful change, balancing social and environmental sustainability with commercial success.

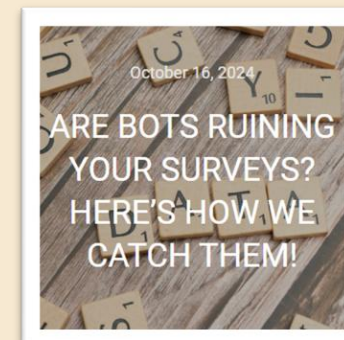
To do so, we rely on the quality of the data we collect. However, one of the biggest challenges faced by our industry is ensuring the quality of the data we collect. We see more responses by bots and click farms than ever before.

Maintaining data quality is an ongoing and ever-changing process, but by monitoring respondent behaviour, implementing tools to weed out poor-quality responses, and conducting daily and weekly checks, we ensure that the data we collect is reliable, trustworthy and accurate.

We hold the MRS Fair Data accreditation, confirming that we handle personal data fairly. One of our Data Analysts is an active member of the MRS Advanced Insights and Analytics Council.

By working with us, our clients are confident in the quality of data and become part of a more sustainable and responsible business landscape.

Our clients tell us that our work has had a positive impact on sustainability targets both in relation to the environment and their customers



As researchers we are naturally curious about the world we live in and as such we enjoy exploring new consumer and business trends and understanding what they mean.

We share our thoughts and insights for free with our clients, as well as internally, and have a dedicated team made up of people from every level and every team of the business who source and write articles.

Why not sign up to our free newsletter, [just click here](#)

And if you are interested in leveraging our insights for your industry or exploring how public sentiment can shape your business strategy, contact us at info@mm-eye.com



Helping our clients explore strategic sustainability paths

In 2024, we conducted the second wave of our self-funded **Say Do Sustainability Study** (SDSS) to understand the nation's mindset.

Surveying 2,000 adults to understand their thoughts and feelings on environmental and sustainability issues.

The Say Do Sustainability Study offers pivotal insights into the UK's current sustainability landscape.

We leveraged our **AI-driven tool ThoughtScape** and our proprietary sustainability segmentation to deeply understand and interpret the nuanced consumer perspectives on sustainability.

This year also saw us introduce our innovative **Positive Change Brand Index** evaluating how consumers view sustainability efforts of brands and measuring the effectiveness of brands' sustainability initiatives and the impact on consumer sentiment.

This index helps companies to assess and improve their sustainability performance, enabling them to take steps that are both recognised and valued by their customers.

In our latest report, we discovered the evolving attitudes and actions towards sustainability across **generations, genders, and socioeconomic groups**, revealing a complex yet optimistic picture of the future.



Say Do
Sustainability Study

Chapter 1 | Zellennial Urgency

Generation Z and young millennials are acutely aware of the imminent and real climate crisis. They are optimistic, engaged and active in conversations; holding high expectations on the role of government, brands, and organisations. Despite the challenges, this is a hopeful generation that effectively wields their buying power and influence for good.

MM EYE

Get in touch if you'd like to gain access to detailed analyses and recommendations that can drive your sustainability initiatives forward, positioning your brand at the heart of the sustainability movement.

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Community

**“I’m supporting ‘For Refugees’
a charity which provides
grants & services to grassroots
organisations working to
improve daily lives of people
fleeing conflict, violence &
persecution in their
homelands**”

Extract from MM-Eye's Charity Advent Calendar

Community

Giving back to our local community is imperative to us at MM-Eye and therefore each team member is entitled to three paid days a year specifically set aside for volunteering. This enables everyone to support causes they are passionate about without financial concern.

Some of our volunteering activities are done as a team and others on an individual basis.

One of our company wide activities organised by the Community Action Team (as part of our wider Positive Change Initiative) was in partnership with HandsOn London and involved a day at Wormwood Scrubs contributing to their biodiversity action plan by spending a day tending to a wild meadow. Not only did it benefit our local area, the day also brought us closer as a team.

For the past three years, the Community Action Team have designed, set up and managed our MM-Eye Advent Calendar where all employees select a charity of their choice to donate to. MM-Eye matches all team member's donations, doubling the impact of our giving and foster a spirit of communal support.

“Food Waste and food poverty sadly go hand in hand. I have chosen to donate to the Felix Project as they redistribute food that would otherwise go to waste. Hopefully, this brightens the Christmas Season for those in need.”



A selection of the charities we have donated to as part of our Charity Advent Calendar

Community volunteering

MM-Eye's **Community Action Team** (part of our Positive Change Initiative) actively encourages partners to take up their volunteering days by promoting and helping find community organisations or charities best suited for them.

"I use my allocated charity days to support an older person who feels lonely and detached from society though The Chatty Cafe Scheme.

The aim is to build a friendship that helps your beneficiary feel less lonely and more connected as well as help improve their wellbeing and self esteem

Volunteering in this way makes me feel I am doing something worthwhile supporting someone in need, and it only requires a small amount of my time to make a difference

Debbie, MM-Eye Partner



"I've registered to volunteer at a local community garden run by Energy Gardens, a non-profit organisation supporting communities to deliver gardens and solar projects on London's railways

I will be joining a team of volunteers tending to the Energy Garden at Canonbury station

Meg, MM-Eye Partner

Environment

A young girl with dark hair in two braids, wearing a mustard-colored sweater, stands in a cornfield. She is seen from behind, reaching out with her hands towards the green corn leaves. The background is filled with tall corn plants under soft, natural light.

“MM-Eye is **committed** to environmental **sustainability** and believes businesses should all **do their part**”

Meg, Research Director & MM-Eye's
Positive Change Champion

Environment

At MM-Eye we advocate for environmental sustainability and climate discourse with all our partners, clients and suppliers.

We have signed up to the MRS Climate Pledge and calculate our CO₂e for all three emission scopes using the Compare Your Footprint platform, a fellow B Corp.

The next step in our journey towards becoming a net zero company involves creating a reduction plan.

One of our Research Directors is a member of the Market Research Society's Sustainability Council, working to raise awareness and encourage businesses in our industry to take positive climate action towards ultimately achieving net zero.

2.08 tCO₂e per employee

Lower than the average for an office-based SME 3.7 tCO₂e



We currently split our time working from home and from a shared workspace. When deciding which space would be the best fit for us, environmental sustainability was a driving factor.

We actively sought out a business which shares our views on sustainability and settled on Work Life, a B Corp like us.

In the past year, Work Life has achieved a 70% recycling rate in their self-managed spaces; they measure energy and water usage and have set clear reduction targets.

As part of our Positive Change Initiative, MM-Eye's Environment Team generate and trial new behaviours that reduce MM-Eye's, as well as our own personal, carbon footprints and promote sustainability. These are shared through internal events and campaigns to encourage wider uptake.

The Positive Change Environment Challenge

The Challenge: To try something environmentally sustainable, that is new to you, for a month and then report back on your findings in the next Eye Spy.

The Outcome: We have had so many great entries, as well as evidence of how we have influenced and nudged each other within MM-Eye (and perhaps even further a field among family and friends) to give things a go that we have tried and tested.



Thank you to everyone that took part!

Climate Positive Workforce Scheme

MM-Eye currently carbon offsets with Ecologi's Climate Positive Workforce scheme, which funds the world's best climate crisis solutions.

Ecologi's climate projects include renewable energy generation, forest protection, and community initiatives such as providing access to clean water.

We are not just investing in offsetting, but also in the people behind the projects.

Many are grassroots projects, employing local communities and helping to educate people.

Ecologi use the UN's SDGs to show how each project works towards goals.

Ecologi are a fellow B Corp making it an easy decision for us to partner with them



MM-EYE

City of London, United Kingdom

MM-Eye is a Market Research Agency using insights to power positive change. We reveal meaningful truths, which empower our clients to make effective and responsible decisions.

mm-eye.com/



See our Ecologi impact page here:
<https://ecologi.com/mm-eye>

What is next



CLIENTS

We aim to continue the positive change projects we conduct with our existing clients, as well as partner with new companies and organisations who share our passion for driving social and environmental change.

A key focus for us is to widen the feedback loop with our clients, allowing us to learn from and incorporate their feedback into future projects together.

We will also be exploring how best to use our professional expertise to assist non-profits and community organisations, providing valuable insights to help them achieve their goals.



PARTNERS

We continue to measure and actively improve our partner satisfaction and wellbeing scores further by listening and learning from our partners.

As part of acknowledging and celebrating different personalities at MM-Eye we will follow up on our recent company-wide Myers Briggs Personality Type event with next steps exploring how best to integrate the learnings about ourselves within the business.

Our aim is to be a company which our partners truly feel has a purpose and delivers positive change to the wider society.



COMMUNITY

The MM-Eye Community Action Team (part of our Positive Change Initiative) are campaigning for, and encouraging, further uptake of the 3 volunteering days that we offer to all our partners, in order to increase further our volunteer time.



ENVIRONMENT

We will continue to measure our company CO2 emissions with the aim to refine measurements further as well as explore where we can reduce our carbon footprint going forward.



GOVERNANCE

Being Employee Owned and a B Corp is an exciting, progressive way to structure our business and holds benefits for everyone.

But it also requires us to continuously explore ways to further embed this ethos within the business, and we will continue to do so through the work spearheaded by our Partner Council, made up of partners from every level and every team at MM-Eye.

We'd love to talk

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