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Impact **report**

Leadership letter.

As a small business, we're evolving all the time and learning a lot about ourselves along the way. Our first year as a B Corp has taught us many lessons, but our North Star has always remained the same: how do we overcome financial and global challenges without compromising on our commitment to do good?

Having a democratic team with genuinely good intentions has been hugely important to this. My team has a platform to suggest how EV could be better, and the space to hold each other accountable. It's collective effort that really drives change, and they've certainly proved this – whether they're organising tree planting days or searching for pro bono opportunities.

This focus on collective effort also drives how we work with our clients. We know that marketing won't change the world, but the brands we work with can. To name just a handful of our inspiring clients and projects, we're currently supporting a refugee charity, a startup with potentially life-saving technology, and a responsible AI industry leader.

Over the next year, we'll continue collaborating with clients who make a positive impact on people and the planet, while also being the change we want to see. For instance, we'll be working with Planet Mark to create sustainability goals, encouraging our team to volunteer regularly, and finding ways to make EV an even more fulfilling place to work.

If the years to come are anything like the past few have been, I think EV has great things to come and much more learning in store.

Tanya Estrella
CEO



Impact Report.



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Although we've introduced a lot of new practices, the biggest impact has been cultural. The entire team stepped up and jumped into the process.



Aby Sullivan
Managing Director

Journey to *certification.*

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We are committed to starting on our B Corp journey authentically, not just as a box ticking exercise. This means continuously reviewing progress and implementing changes to how we do things at EV. We are keen to demonstrate our commitment to making a difference in the world, from providing the team with reusable water bottles and volunteering days to our pro bono commitment.

Tanya Estrella



Why we went on the B Corp journey.

We understand that a marketing agency isn't going to change the world. We aren't a charity, we don't make life-saving solutions, and we aren't shaping global policy. But we've always been committed to doing good, in whatever small way we can.

Our business ethos is centred around sustainable marketing. We try to encompass sustainable marketing in all its forms; we help people get the right infrastructure in place to know what their customers and their employees need in the long term. If you want quick fixes that neglect people and the planet, putting your profit first, we won't be the agency for you.

In fact, we work with such amazing companies that, in return, we want to make sure our work is as sustainable, positive and ethical as possible.

Ultimately, their work motivates us to hold ourselves to the same standards.

We want EV to be powered by purpose, pride and kindness, and becoming a B Corp felt like the perfect way for us to officially put this into practice. It gave us the opportunity to challenge ourselves to adopt the highest standards of social and environmental impact. To collectively formalise our commitment to do good through internal policies, identify where we were falling down, and put in the work to become a better business. Also, it connected us with like-minded businesses trying to better themselves and the world around them.

It made sure we were holding ourselves accountable – that we were walking the walk.



Our B Corp status is an external symbol of our commitment internally to do better for people and planet, and to help others on our way. It continually challenges us to improve and bring integrity to everything we do.

Aby Sullivan

Managing Director



How it has impacted our business.

Over the past few years, we have collectively been working towards a bigger purpose. We discovered areas where we weren't as good as we thought, and others where we had exceeded our expectations. It shone a light on our practices and pushed us to go beyond what we thought we could do.

There's a lot we did to reach a passing mark, and there's a lot we did just for us. For example, giving our staff a living wage and ensuring our co-working building did the same. Equally, we know there are plenty of things we can still do, and plan to do, to improve.

Although we've introduced a lot of new practices, the biggest impact has been cultural. The entire team stepped up and jumped into the process. Every individual took accountability for building the company we wanted to be, and this attitude has continued after certification, permanently affecting how we think about the work we do and the ways we work.



The key areas we focused on and are proud to have achieved were:



Positive working:

Introducing more positive working practices for our team, epitomised by a

91%

employee satisfaction score



Wider impact:

Paying attention to how our actions impact people and planet, which includes giving

1%

of profit to charity and empowering

95%

of people to have sustainable commutes



Sustainable offering:

Making sure our services are sustainable and ethical, with our biggest objective being to make

5%

of work being pro bono



B Corp has pushed us to challenge ourselves and make formal commitments about the good we do but, more importantly, to always think about the positive impact we can make. We wanted to be a good company, and B Corp has made us a better company, but we know we can be even better!

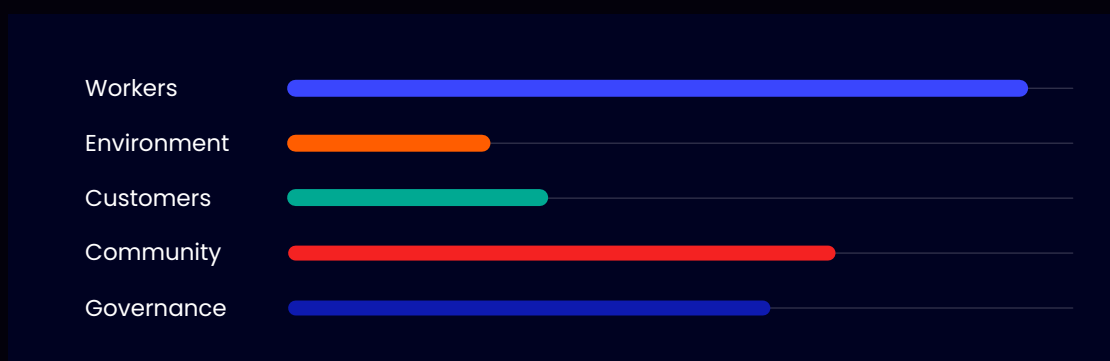
Vicki Skelsey

(former) CFO

Our B Corp verified score.

and goals for recertification

We are incredibly proud of the progress we've made, and we achieved a very high score for companies in our industry.



However, we want to aim even higher. Our goal for recertification is 115.

In the next few years before recertification, we are going to focus on increasing our scores in our lower scoring pillars. Our Workers pillar scored the highest and so we want to bring up the other pillars to create a more balanced score.

Impact areas



Governance



Workers



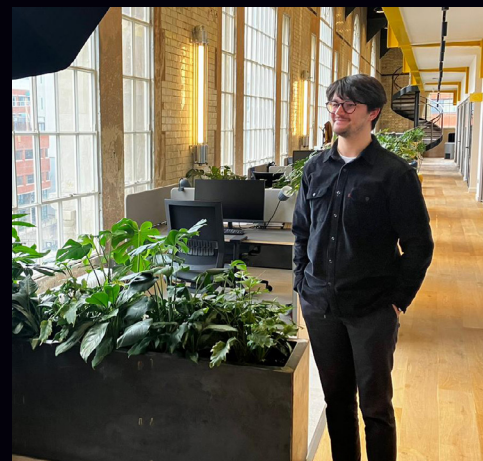
Environment



Community



Customers



Governance.

What we said we'd do	What we did
Set and monitor KPIs	We set targets for all the B Corp impact areas which we have achieved. These have been shared publicly via our website and we continue to monitor them. This impact report will be our first formal report to be released.
Report on our impact	We have introduced more impact reporting and shared the responsibility amongst our team, including creating a B Corp and Sustainability committee who makes sure we're on target to achieve what we said we would and shape our goals for the next 12 months.
Create and expand our code of ethics	We introduced a formal code of ethics based on our existing policies and principles. This is now embedded into our onboarding process and is included in our company handbook.

Our goals for the next 12 months.



Make sustainability a team issue.

We aim to increase the number of employees who are involved in social and environmental issues. We want to offer internal training on the subject and appoint official sustainability leads as part of people's job roles.



Achieve recertification.

Our B Corp committee has already begun reviewing our B Corp scores and creating a roadmap for B Corp recertification in 2025/26, with the aim of improving our current score.



Increase the number of volunteering days used.

We want to encourage our team to take advantage of the opportunities that have been made available to them, such as volunteering and attending lunch & learns. To do this, we will review our volunteer policy and see what can be done to increase uptake.



I feel proud to be working for a company that meets the highest standards of social and environmental impact. Sustainability is at the forefront of everything we do at EV which makes our company an inspiring place to drive change for a better future.

Lucy Fear

Head of Account Management



We've always been a collective of people that want to make a positive change in this world. Getting B Corp certified not only validates that we're actively doing good, but will ensure that we keep doing just as much good (if not more) as EV grows.

Gemma Bailey

Head of Digital



Our sustainability committee



Tyler Curtis
Content Writer



Dan Henderson
Head of Design

Workers.

What we said we'd do	What we did
Review our HR policies to better support our employees' health and wellness, career development, engagement, and financial security	We gave our team the benefits that really matter to them – including three extra days of holiday, ethical pension plan options, a training and development budget, and a healthcare plan.
Keep our employees as happy as possible!	<p>One way we improved our team's day-to-day satisfaction is by reducing our expected 'productive' hours from 7 to 6. After all, nobody works the full 7 hours a day!</p> <p>We also gave them an extra day of working from home, with the flexibility to come into the office if they wish.</p> <p>We also updated our personal development processes so that the team could communicate their professional ambitions, and hold themselves (and EV as a whole) accountable for achieving them. The first annual reviews under this process will be happening this year!</p>
Become a Living Wage Employer	<p>We recently completed one year as a Living Wage Employer, and will keep it up for all new hires.</p> <p>We're also really proud to have encouraged our office space to pay their building staff a Living Wage, too.</p>



Our goals for the next 12 months.



Improve our parental leave policies.

We plan to review our parental leave policies over the next year. We believe it's important to give our employees more flexibility and financial stability as they start or expand their family than is currently allowed under our statutory leave policies.



Increase training budget uptake.

We want to encourage our team to make the most of their individual training budgets to develop their skill set, become more confident in their role, and explore new areas of marketing. To do this, we will use our monthly reviews to find and discuss potential training opportunities.



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One thing I enjoy about working with EV is that there's always the opportunity to challenge yourself with a new project.

There's always something new to get stuck into, and I know that I can raise my hand and suggest a new challenge, and I'll probably be able to run with it.

Elliot Dawes

Content and SEO Executive

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EV's commitment to ethical practices and employee well-being creates a supportive and collaborative environment that's filled with people who share similar values, which fosters a sense of community and purpose.

Muyamba Kasweshi

Senior Account Manager



Environment.

What we said we'd do	What we did
Monitor and record our energy usage	We've continued to measure our company usage and get information from our co-working building about theirs. We have now reached out to business accreditors Planet Mark to get an audit which will inform future action and reporting.
Create a preferred supplier list based on green credentials and other sustainable factors	We have created a sustainable supplier list which we hope to use exclusively. We have also begun actively encouraging our clients to reduce their waste, such as by not buying unnecessary or 'fast' merch.
Improve our office and IT recycling processes to reduce waste	<p>We removed bins from our offices which encourages our team to use the main kitchen quarter recycling and reuse facilities.</p> <p>Our weekly fruit deliveries were cancelled as they were inadvertently creating waste, especially as our WFH days increased.</p> <p>We also make sure to keep or reassign all of our unused technologies.</p>

Our goals for the next 12 months.



Set new targets with Planet Mark.

We will use the information gained from Planet Mark to better understand our environmental impact. We hope to set reduction targets for the year ahead and, based on this, will perform more granular reporting.



Introduce IT recycling.

Since changing our IT and cyber security providers, we want to reevaluate our IT donation and recycling policies.



Improve our environmental impact score.

Because we work in a co-working building it was difficult to implement environmental policies. This year, we want to place a strong focus on the environmental pillar and create more policies to improve our environmental impact and B Corp score in this area.

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For me, B Corp accreditation is a declaration of intent, a promise that our work will always strive to make a meaningful difference. It's been great to connect with other like-minded businesses and become a part of a community trying to better themselves and the world around them.

Dan Henderson
Head of Design



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"I've always been blown away by the dedication the whole team shows to creating a positive change and it's great that with B Corp that's now recognised.

My favourite part of the EV B Corp journey is that we haven't just wanted to create a more sustainable company within EV, but have encouraged other businesses that we work with or partner with to have better societal, environmental and sustainable policies."

Grace Bethell
(former) Strategy Director



Community.

What we said we'd do	What we did
Allocate 5% of our hours to pro bono projects	<p>Donating 5% of our hours is a real challenge, but is one that we're committed to achieving over the next few years.</p> <p>We regularly deliver at-cost services to charities, and are reviewing our processes to make it easier for team members to find and pursue pro bono opportunities.</p>
Offer our employees two volunteering days, every year	<p>We did this! Everyone now has the chance to spend two days volunteering for a charity or organisation of their choice (totally paid).</p> <p>We have also arranged team volunteer days to give local organisations 13 extra pairs of hands, without requiring employees to eat into their individual volunteering days. Recently, we spent the day planting trees with Treesource!</p>
Provide training opportunities to people early on in their careers	<p>We provided social media training to students at a local school, helping them understand and use LinkedIn to share their thoughts, discover job opportunities, and network.</p> <p>We also hosted a secondary school student for a week of work experience, giving her the opportunity to learn from our copywriters, designers, and digital experts. Here's what she wrote to us about the experience!</p> <p>"Thank you so much for having me for my work experience, i enjoyed it so much and its motivated me.</p> <p>Knowing that there <i>*are*</i> so many jobs i've not been told about is also reassuring."</p>

Our goals for the next 12 months.



Encourage our team to volunteer even more.

We want to make sure that our team take advantage of the volunteering days available to them. It's great for them to get out of the office and do something fulfilling, and even better for the local community! To achieve this, we'll be appointing a 'Volunteering Lead' – someone to help to discover and organise volunteering opportunities.



Aim to deliver up to 5% of our hours to pro bono activities.

We aren't quite there yet, but this is a pledge that we'll continue striving for over the next year (and beyond).



Research community-focused training opportunities for our team.

We want to better educate our employees on equality, diversity and inclusion, so we'll be looking into the most effective ways of doing this.



I joined EV just as it became B Corp certified, and the team's mindset around their journey made me so proud to become part of it. Since then, I've watched everyone commit to moving forwards and continue to make a positive impact, which is great to see.

Tyler Curtis

Content Writer

Customers.

What we said we'd do	What we did
Create an ethical marketing policy	We did exactly this, creating a policy that sets out our values for ethical and sustainable marketing, such as honesty and GDPR compliance. This is part of our practical handbook and onboarding process for new employees.
<p>We said we'd achieve the following KPIs for customer satisfaction:</p> <p>KPI 1: NPS Score of 75%</p> <p>KPI 2: Aggregated perceived quality of work: 7.5/10</p>	<p>we surveyed our clients to assess their level of satisfaction across engagement and delivery.</p> <p>We achieved an 8/10 rating for customer satisfaction and a 75% NPS.</p> <p>This is something we will repeat annually and in a less formal basis in quarterly customer feedback sessions.</p>
Ensure GDPR and data usage training is delivered to the team	All of our employees took part in a mandatory GDPR training. This is also now a standard part of our onboarding process for all new starters.

Our goals for the next 12 months



To share customer results.

We are very proud of our customer scores and so we want to give our team better visibility over the positive impact of their work by doing quarterly round-ups of customer results and what we've achieved.



To focus on purpose-led people.

Since B Corp certification, we have updated our mission statement to emphasise our commitment to purpose-led brands and hope this will help us reflect the same in our client list.



Matt Burns

Founder of CameraForensics



We couldn't have asked for better partners to make this all positive, and look forward to the future of our long-term partnership with EV.



Nick Gamperty

Founder and CEO of EarSwitch



When we've been raising money and getting grants, we've had the chance to build our partnership with EV into that. It's not just having the chance, though; we've also made that choice. We think the work EV do is really important.



Robert Gordon

Co-Founder and Business Development Director of Riskaware



We knew EV were the right match right away. We loved their work, shared the same values for positive innovative technology, and felt we could work well as a close-knit team.

Closing *thoughts*



Being part of a B Corp company brings a special kind of meaning to my work. It's a gentle shift from simply doing a job to working towards a bigger purpose, one that feels truly fulfilling.

Aby Sullivan

Managing Director



We are very proud of our progress, but this is not where our journey ends. The hard part is far from over; we expect the next stage in our journey to be difficult but an endeavour that is a priority to us as we grow. Our aim is to improve our score as much as we can. Nevertheless, it's important that every policy or achievement we aim for is authentic to us and a true reflection of our values.

We'd like to thank the people that have inspired us to be better – our clients, other B Corps, and the partners who are doing so much to help us become what we aspire to be. It would be impossible to name them all, so we hope you recognise who you are, and how much you have done for us. And of course, a huge thank you to our wonderful and dedicated team who made the process so fun.

To everyone around us, please keep pushing us to be better.

Certified



Corporation

www.estrellaventures.com

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