



B CORP IMPACT REPORT 2023

A word from our leadership team.

For us, B Corp was never about changing who we are. It was about enshrining the values we have long-believed are ethically and economically sound – to our staff, our clients and the business. In the marketing world there's a lot of noise about purpose, every pitch deck has a set of values in, and our feeling was that we were doing it (as some others do) whilst many just said it.

B-corp was the stamp that proves we walk the walk.

Yet, it's been far more than a stamp. Since accreditation, the rigor we've put around client and employee happiness has meaningfully improved the business, the feedback loop has changed internal processes, work distribution, our social calendar, some shiny new solar panels*. Becoming a B-corp was great, continuing to be a B-corp, seeking to drive more impact, is extraordinary.

Forever restlessly seeking to improve.

*and much more!



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A bit about us

We are a full-service research consultancy.

We help our clients grow by helping them build better products, understand their audience in a richer, more interesting way, and improve the effectiveness of their marketing. Our aim is to always apply wider knowledge, opinion and expertise to not just offer data, but contextualise it in business and marketing theory and practise.

WAITROSE & PARTNERS			halfords	
	CityFibre	LAITHWAITES WINE	Dreams	
		RDA	St Mungo's Ending homelessness Rebuilding lives	
	Charlie Bigham's	SEVERN TRENT		FLANNELS

Who we work with.

We're proud to work with some phenomenal brands across the UK across a range of projects. We seek value aligned brands – both for profit and not for profit, and we turn down those that don't fit with our vision.

In August 2022 we were accredited

Governance: 14.1

Policies and practices pertaining to the company mission, ethics, accountability and transparency

Workers: 38.5

Contributions to employees' financial, physical, professional and social well-being

Environment: 11.4

Dedication to improving overall environmental stewardship

Community: 16.1

Contributions to the economics and social well-being of the community in which we operate

Customers: 4.1

Social value creation amongst customers or consumers of products and services (having a socially-focused product offering)

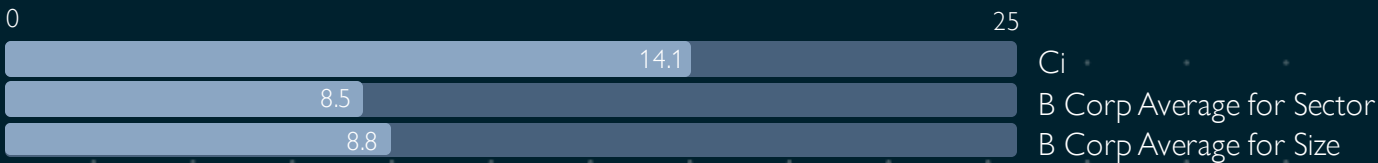
Verified Score

84.4

And are proud to lead the way across four of the five core B Corp Metrics

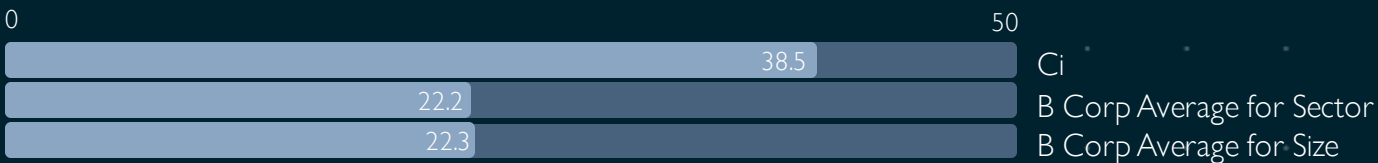
Governance: 14.1

Policies and practices pertaining to the company mission, ethics, accountability and transparency



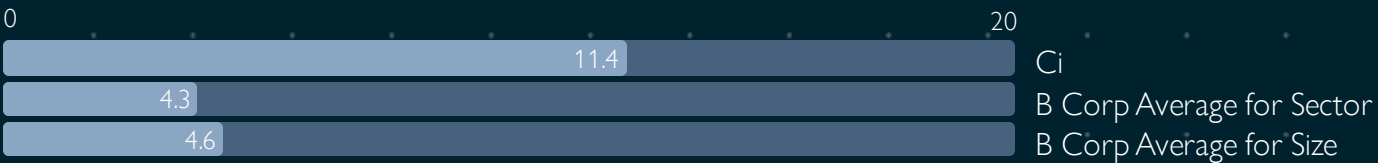
Workers: 38.5

Contributions to employees' financial, physical, professional and social well-being



Environment: 11.4

Dedication to improving overall environmental stewardship



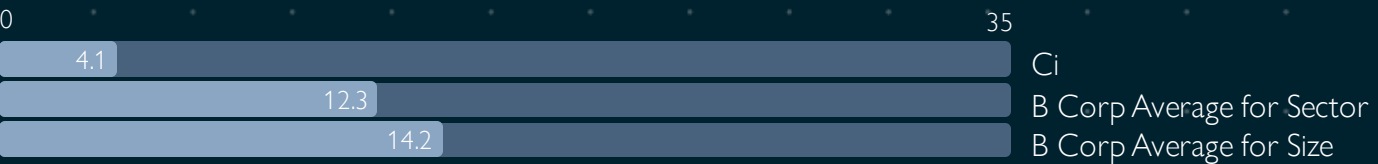
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Customers: 4.1

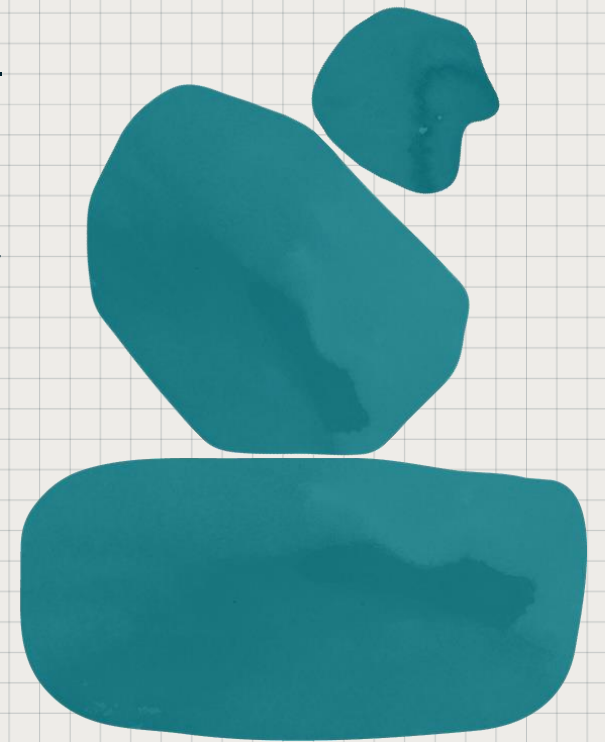
Social value creation amongst customers or consumers of products and services (having a socially-focused product offering)



Our B Corp Journey.

For us, B Corp was never about changing who we are. It was about enshrining the values we have long-believed are both ethically and economically beneficial – to our staff, our clients and therefore the business as a whole.

For years we struggled to put the language together to concisely and coherently describe the way we behave: a people-first approach that focuses on output, not penny-watching. When we came across B Corp and its People, Profit, Planet triumvirate we knew we had found our peers, and set about the process of accreditation.



Over the last year we have continued to build on our commitment:

What we said we'd do

What we did

Governance

2022 Score: 14.1

Enshrine our mission and ethics with credible actions

D&I training across the company – instigated changes including swappable bank holidays for those with different cultural values.

Removed all personally identifiable information from the recruitment process.

Introduced EMI scheme.

Workers

2022 Score: 38.5

Continue to offer best-in-world support and benefits

Continued provision of PMI, company PT, supported time off for any-and-all illness, bonuses upon growth etc. Salary increases across the board.

Team satisfaction survey indicated lower connection to fellow workers following remote working, and uneven distribution of workload concerns.

Developed and instigated new workload planning approach, account rotation and holiday buy-back.

Environment

2022 Score: 11.4

Begin the journey to carbon-neutrality

Moved electricity to green energy account.

No waste to landfill via composting.

Reviewed all suppliers and switched where relevant.

Hugely reduced paper and ink consumption via new printers and supply chain.

Community

2022 Score: 16.1

Develop and highlight volunteering and charitable donation policies

Instigated a volunteering policy and re-affirmed charitable donation policy.

Low uptake here means a new strategy is required going into 2024.

Customers

2022 Score: 4.1

Continued cut-cost work for third sector and social clients. Build upon CSAT output.

Maintained attrition and improved CSAT scores.

Turned down briefs in gambling and vaping industries.

Reviewed internal standpoint across the team on what formal framework for turning down 'unethical' work should look like.

Continued cut-price third sector work across multitude of social clients.

Measured against our three Ci pillars:

People (Team Satisfaction)	Clients (Customer Satisfaction)	Planet (Our third stakeholder)
<div><div><div>96%</div><div>97%</div></div><div>Overall Satisfaction</div></div> <div><div>Identified concerns, focused efforts:</div><div><div><div>38%</div><div>79%</div></div><div>Connection to Coworkers (Extremely/Very)</div></div><div><div><div>42%</div><div>54%</div></div><div>Even Distribution of Workload (Extremely/Very)</div></div></div>	<div><div><div>100%</div><div>100%</div></div><div>Overall Satisfaction</div></div> <div><div>Identified concerns, focused efforts:</div><div><div><div>37%</div><div>64%</div></div><div>Value for Money (Better than Others)</div></div><div><div><div>39%</div><div>59%</div></div><div>Innovation (Better than Others)</div></div></div>	<div>Continued Zero waste to landfill</div> <div>Carbon Footprint calculation:</div> <div>Scope 1 emissions = 2.90 Metric tons of CO₂e.</div> <div>Scope 2 emissions = 4.09 Metric tons of CO₂e.</div> <div>Scope 3 emissions = 36.29 Metric tons of CO₂e*.</div> <div>*Scope 3 would be higher than above as we are still working out some emissions with a few of our suppliers.</div> <div>Overall, our scope 1, 2 and 3 generates around 43.28 tCO₂e.</div> <div>This equates to 1.35 tCO₂e per employee, which is just over a third of the average for a SME office-based business per employee, which is about 3.7 tCO₂e.</div>

With continued plans into 2024:



1. Governance

Designing ethical framework for use across all onboarding, training, OKRs and appraisals
Further development and policy provision around EMI scheme or similar



2. Workers

Following internal review, renewed commitment to training and development – personal and formal.
Instigation of internal and external training programme, resource library, zero-budget training, mentorship programmes and accredited managerial courses.



3. Environment

Continue the journey towards net zero via solar panel installation (Aug '23), carbon offsetting (2023) and scope 1, 2 and 3 emissions (1 & 2 completed, 3 currently with suppliers).



4. Community

Host 'town hall' with full company around volunteering policy and suggestions for evolution and uptake.
Instigate suggestions and measure outcomes accordingly. Continue to match donations for any member of staff.



5. Customers

Specific focus on value-aligned company new business pipeline (B Corp or similar).
Finalising of formal framework for turning down ethical work
Continuing to provide lower cost services for third sector regardless of economic backdrop



Thanks

Thankyou

We are enormously proud of our B Corp accreditation, and would like to extend our thanks to our clients, suppliers and most of all our team for supporting us through the process.

If you would like to find out more about our journey, or about us as a company, please don't hesitate to get in touch at rupert.carter@consumer-insight.co.uk

