

Born Impact

B Impact Report 2024

Born
Social



Consciously
Contribute

Make Each
Other Better



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Build Better



Letter from Leadership



Ben Tyson
CEO, Born Social

Charlotte Hamill
COO, Born Social

As we celebrate our second year as a B Corp and play a part in this inspiring community of positive change makers, it's great to take time to reflect on the progress we've made. With 30% of our team members now actively participating in one or more of our sustainability committees, we're proud of the growing number of people across our business who have consciously contributed to this positive impact. While we have experienced significant growth over the last 12 months, I can confidently say that our commitment to sustainability has remained at the core of our culture and is a huge driver of pride in our people.

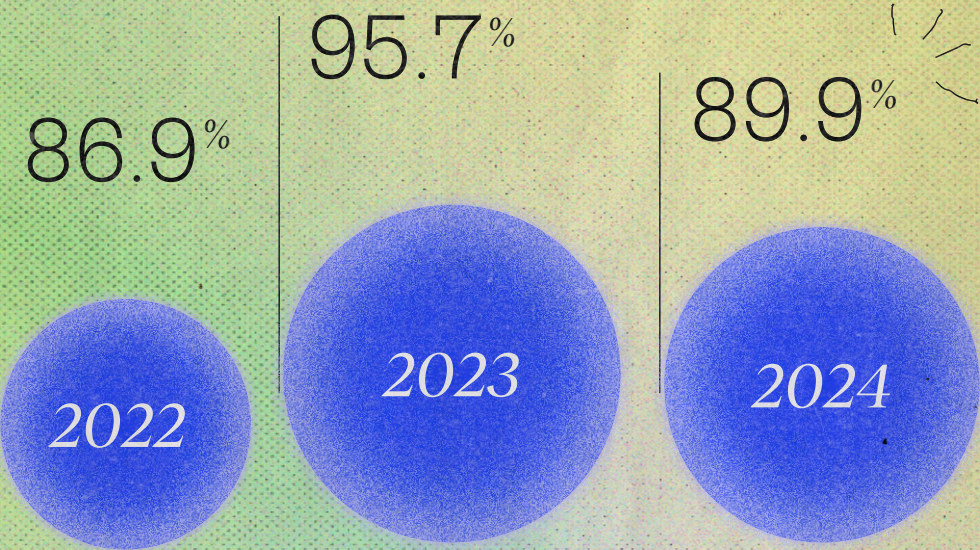
Our B Corp certification and prioritisation of sustainability has undoubtedly supported our ability to attract and retain top talent as workers increasingly look for employers who demonstrate meaningful commitment to ESG. It's also strengthening our credibility with our clients who all have sustainability at the forefront of their minds. Increasingly, they are in need of partners who take responsibility for their supply chains, understand brand sustainability agendas and are able to offer informed perspectives on issues relating to advertising.

Despite us feeling more clear than ever of the responsibility we hold for improving our industry's impact, the wider industry landscape suggests advertising agencies still lack the knowledge and commitment needed to be able to perform the role that is required of them. This is evidenced by AdNetZero's latest research that reports 88% of advertisers have set NetZero targets, which is in stark contrast to only 35% of agencies. With the Corporate Sustainability Reporting Directive coming in as EU legislation, increased pressure on agencies is inevitable. We want to lead the way and be an example of an agency partner that is prepared for this. Encouragingly, there are positive signals of change. The Global Media Sustainability

Framework was a big conversation at Cannes Lions Festival of Creativity this year, illustrating that leaders of our industry understand and support the need for progress. This context only makes Born Social feel more certain that the hard work we put into 'growing right' is needed across all areas of people, planet and profit. Finally, it feels like a poignant time to be writing our B Impact report, with the new B Corp standards and what they will mean for our industry's B Corps as a live topic on the news agenda. Until now, B Corp standards have offered us a flexible roadmap for improving our sustainability. Over the last two years we have been committed to consciously contributing to sustainability within our industry and beyond; with progressive people benefits, giving 'one day to the world' and driving collective action with partners such as Green Screen, AdNetZero, Change the Brief, Brixton Finishing School and OnHand. But now's the time for more specific requirements or even penalties. Implementing compulsory benchmarks will not only encourage positive action - but also deter negative actions - making them meaningful and change-making. We are firm believers in deeds not words. While we anticipate the new standards will be more challenging to meet, we are more than ready to seek the opportunity for greater impact.

B Impact Score

Overall B Impact Score



We certified in August 2022 with a BIA score of 86.9. After making progress against our sustainability goals and BIA roadmap, particularly with our environmental policies and measurements, in 2023, our BIA score sat at 95.7. Shortly after certification, Born Social Limited was acquired. And in order to retain our B Corp status we were required to recertify under our new ownership structure with a 'Transparent Assessment' and a 'Disclosure Report' due to our work in the alcohol industry. This process was completed in July 2024 and we achieved an updated BIA score of 89.9.



Category	August 2022	August 2023	August 2024	Improvement
Governance	16.7	16.3	16.3	-
Workers	34.8	37.5	35.7	0.2
Community	26.1	27.1	26.2	- 0.9
Environment	6.8	11.2	8.6	- 2.6
Customers	2.4	3.4	2.8	- 0.6

While very little changed with regards to most of our policies and operations, changes to our governance and office premises impacted our scoring in 'Mission Lock', 'Facility Improvements with Landlord' and 'Environmental Purchasing Policy'. Unrelated to our acquisition, changes to our client base and % of revenue donated impacted our points in Community and Customers. This has resulted in a YoY reduction of BIA score.

While we are disappointed to be -5.8 points down on our 2023 score, we achieved recertification with a net positive improvement on our original certification score, and for this reason, we are delighted. Importantly, we have already begun the process of implementing new practices, initiatives and reporting to achieve our ambition of getting our points back to or beyond where they were a year ago!



Growth & Governance

At an industry level it's clear that Social Media continues its sharp rise within the marketing mix; combined with Born Social's enhanced product offering and roster of incredible, diverse and passionate talent, the agency has been wonderfully positioned through FY24 to continue on its growth trajectory of the last few years.

FY24 saw Born Social achieve 31% YoY revenue growth. This was fuelled by a combination of exciting new client wins including Ford Motors, Stonegate, Cancer Research & Peloton as well as deepening relationships within two of our longstanding clients: Diageo & Mars. Moreover, FY24 saw an exciting development for the agency as Born Social started to deliver in the USA, kicking off with a campaign for the NewYork-Presbyterian hospital.

	FY22	FY23	FY24
Revenue	£5.89m	£8.27m	£10.89m
YoY Revenue	30%	41%	31%
EBITDA %	18%	16%	16%
Av. Headcount	66	89	104



The inflationary economic environment has provided a complex challenge as we've looked to balance the necessary investments in our people and product in order to fuel and support our growth whilst trying to maintain a healthy level of profitability.

From a team perspective, we're excited to report significant growth in the last twelve months. As of August 2024 when we wrote this report we have 163 full time employees thanks to new client wins and subsequent hiring bursts.

Born Social's success in continuing to grow revenues has directly fuelled the annual bonus incentive scheme which is available to all full time employees. For FY24 this totalled 16% of EBITDA.



Growth & Governance

Tenure
2.3 years
(+1%)

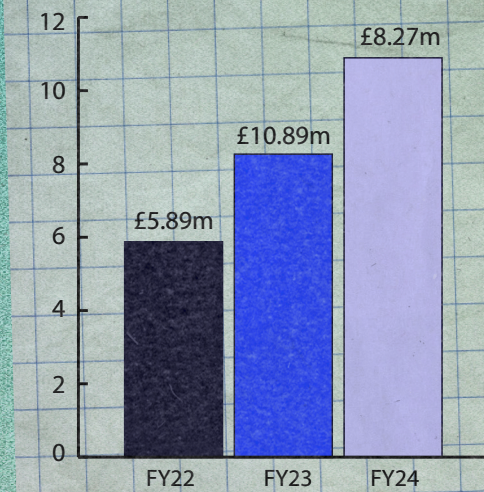
eNPS
64
(+11)

Engagement
81%
(-15%)

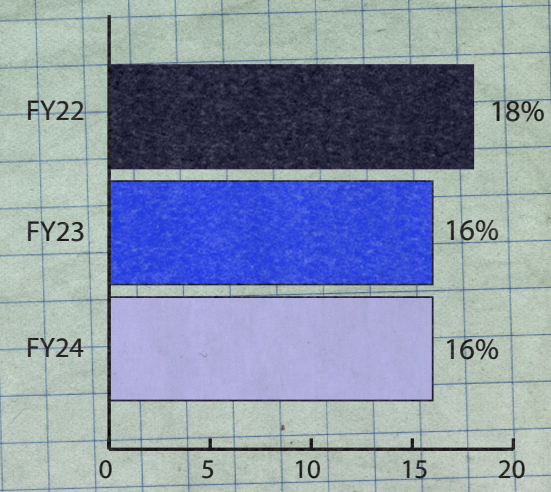


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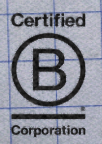
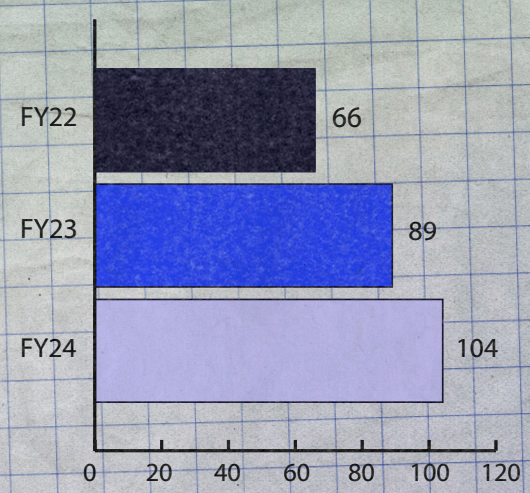
Revenue



EBITDA %



Av. Headcount



Consciously Contribute Committees & Goals

Our continuous improvement in sustainability would not be possible without the energy, drive and time of our Consciously Contribute Committees. Formed of passionate volunteers from across the whole business, we have three committees working towards achieving our Environmental, Sustainability and Governance goals. They have the power to make an enormous impact, not only on Born Social, but the planet, industry, and the community.

Currently, about 30% of our team belong to a Committee, and this year we wanted to make sure we shared some of their stories of conscious contributions....



Inclusion, Diversity & Representation

Make advertising more representative

Creating an inclusive workplace & promoting representation in our work

- ➔ Deliver x4 Inclusion Forums to increase awareness and educate our team
- Build a system to track the representative work we produce
- ➔ Deliver the second Born Ready scheme
- Take ownership of our Culture Calendar and content in our marketing

Consciously Contribute Committees & Goals

Environment & Sustainability

Positively impact our planet

Become Carbon Neutral & promote sustainability in our work

- Embed Change the Brief to lead by example and change behaviour through our work
- Build a system to track the sustainable work we make for clients
- Use measurements to target reductions in our emissions ready to offset & remove our emissions

Ethics & Community

Be responsibly progressive

Create a progressive workplace and promote positive community impact

- Drive engagement in our Volunteering policy & conscious contribution with focus on community
- Support promotion of local & sustainable suppliers after partnerships

The Way We Work

Achieving net zero by 2030 remains our ambitious target and balancing our strong commercial and headcount growth with reducing emissions will continue to be a challenge. This year we worked with our building landlord to move the whole building to renewable energy and make improvements with how waste is managed to optimise for a higher % of recycling. We also made the decision to start exploring offsetting and settled on partnering with Patch to offset 100% of our CO2 emissions going forward.

As we built out our approach to reduce emissions across the agency there were two elements we wanted to ensure we had covered. Action 1, achieving best practice across the industry and being able to both learn from our peers as well as input into broader initiatives outside of Born Social. Becoming members of Ad Net Zero in February 2024 has supported those objectives, unlocked a framework to support our Net Zero ambitions and ensured we're holding ourselves to the highest standards across the whole advertising industry.

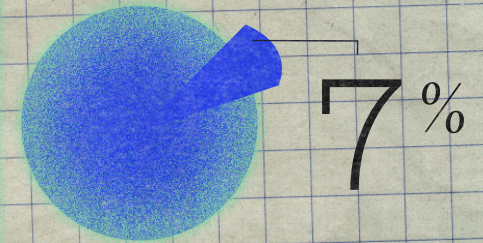
Action 2 in AdNetZero action plan is focused on reducing emissions from advertising production. When it comes to Production at Born Social, there has been a steep rise in our own capabilities and scale that has had to match brands expectations of what production can achieve on social. As it became clear just how rapidly this area was scaling, we had to ask ourselves the question of how we deliver this part of our product in a sustainable way. We partnered with Green Screen - a social enterprise helping reduce the carbon emissions and environmental impacts of the film, TV and advertising industry. Each production has a Green Steward on set to support the environmental initiatives and more broadly educate both our internal team but also external stakeholders on how to run production in a sustainable way. In total we collaborated on 20 productions with Green Screen across the year.

**Born
Social**

Source

121.91kg

CO2e reduced by our team through their sustainable actions using OnHand



reduction in CO2e per person (2.86t > 2.66t per employee)

**On
Hand**

1,314

trees planted through OnHand

The Way We Work

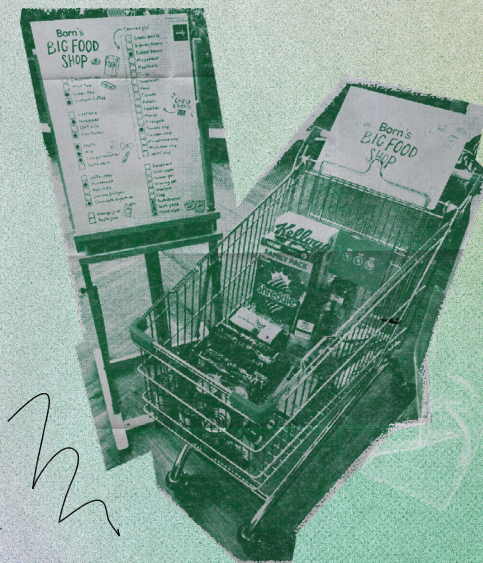
One year on from relaunching our One Day to the World volunteering policy, and partnering with the amazing app OnHand, we're really proud of the contributions our team have already made.

One of the reasons we chose to introduce OnHand was the holistic approach they have to making an impact; not only does the tool give team members a way to volunteer their time flexibly, it also has tonnes of sustainable missions to take on from reducing your water use, to how to have a sustainable Christmas! We've collectively completed over 174 missions in the app and taken over 120kg of CO2e out of the atmosphere with these small daily actions.

When it comes to community, it's been joyful to watch our team get giving, with over 200 hours volunteered in the last twelve months to charities like Crisis and the Trussell Trust and closer to home with individuals visiting their old schools to talk about their careers

& inspire the next generation or through mentoring young talent with partners like Brixton Finishing School.

We've also managed to bring people together through giving with a couple of events like our Card Making evening for Cards for Bravery - an incredible charity who'll send your cards of hope and light onto seriously ill children in hospital and our Big Food Shop for Hackney Food Bank during B Corp Month where we put together a shopping list of donations for our team to gather.



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The Way We Work

Building a workplace where our team can thrive both personally and professionally remains a core part of our people strategy. This year has been about scaling our approach to meet our growing headcount. We've grown our number of Mental Health First Aiders in line with our commitment to have one for every 10 people in the business - ensuring they span all departments and layers of seniority. They continue to be a valued support system and use their monthly Wellbeing Circle to share insights to constantly monitor and look after our team's wellbeing.

Balancing the growth of the business, having a healthy & happy team and producing our best work continues to be the heart of our people strategy. It's a delicate balance to hit all of the time, and we don't always manage it successfully but our burnout prevention tactics like our Wellbeing Budgets to support physical & mental health, additional Recharge Day on top of holiday allowances and our Company Switch Off between Christmas and New Year continue to support.



We can't mention wellbeing without talking about the role flexibility plays. Despite so much discourse around the Return To Office with many businesses mandating full-time office working again in the last twelve months, we've stood stubbornly steadfast in our approach. Passionate that operating core hours, hybrid working and the option to work from anywhere looks after our team's wellbeing, builds an inclusive environment, promotes a healthy work life balance and unlocks our best work. The business case for flexible working remains stronger than ever in our unhumble opinion.



Five new progressive policies bolstered our people handbook this year, from a Trans Inclusion policy to support a transitioning team member to an enhanced approach to Carer's Leave to make life that little bit easier for those with caring responsibilities. Policies are only useful if you actually use them though..., so our People Team have introduced a new onboarding session covering all of our Progressive Policies to bring new team members up to speed with everything that's available to them. This makes sure our policies go beyond the page.

12	Wellbeing Circles
15	MHFA
22,900	Wellbeing points spent
5	New progressive policies
→ Premature birth & neonatal care	→ Trans inclusion
→ Carer's leave	→ Menopause
→ Elective surgery	

The Way We Grow

Perhaps controversially, we are proud to have never offered work experience at Born Social. We hold the belief that unpaid opportunities found by favours, friends or family are damaging to the diversity of the creative industries. This method keeps the door shut to a wealth of amazing talent, meaning our industry is not just missing out on creativity but missing out on the representation it needs to make inclusive work.

Last year, we launched our solution to that challenge. Born Ready is our trainee scheme built to increase the grassroots diversity of the advertising industry by providing under-represented talent between the age of 18-24 the opportunity to get paid to get trained. In its most literal sense, the scheme is about getting our trainees Born Ready!

And in 2023, we did just that. We're over the moon to say, both of last year's trainees Semira & Sunny have now re-joined as full-time permanent employees. Semira as a Production

Coordinator in our Studio team, and Sunny as a Social Media Executive in our SMM team. Here's how it's going for them:

"It gave me first hand experience and skills I needed to set me up and get started as a Production Coordinator."

- Semira

"One of my personal highlights so far has been being integrated into the team and being able to work on the all-new electric Capri campaign featuring Eric Cantona."

- Sunny

With the success of year one, 2024 was about the tricky second album - could we do it all again, even better?

After receiving over 300 applications (yes, really!) We found the incredible Tanya and Tyrese who joined us in June to start their Born Ready journey. Working their way through Social-First School and Department Rotation, they're currently settled in Specialism where Tyrese is training with the Creative team, and Tanya with the Design & Studio team.

Here's how it's been for them so far:

"There are so many highlights during this scheme. The team rotation was amazing - it is the best way to get into marketing. You get to work with different departments, working with lots of different people, getting to know different workflows, which is just what I was after when I applied for the scheme because now I have a clear career path."

- Tanya

"One thing the trainee scheme has taught me is how to own my creativity and not be afraid to share my ideas...At Born, no one is judged on where you come from but what you can bring to the table."

- Tyrese

328
applications

2
hires

GROWTH

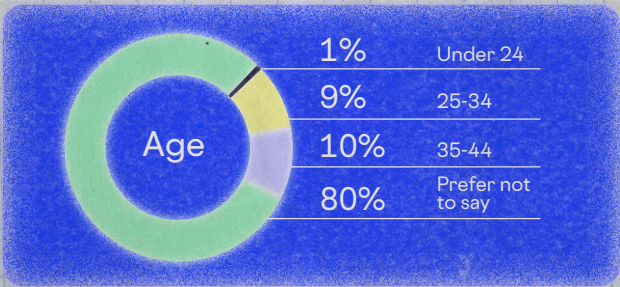
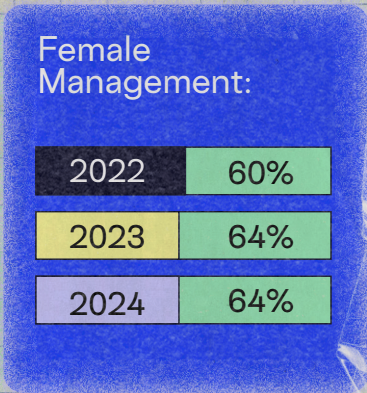
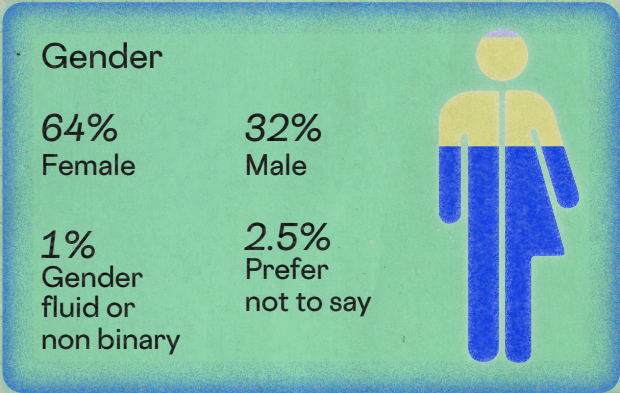
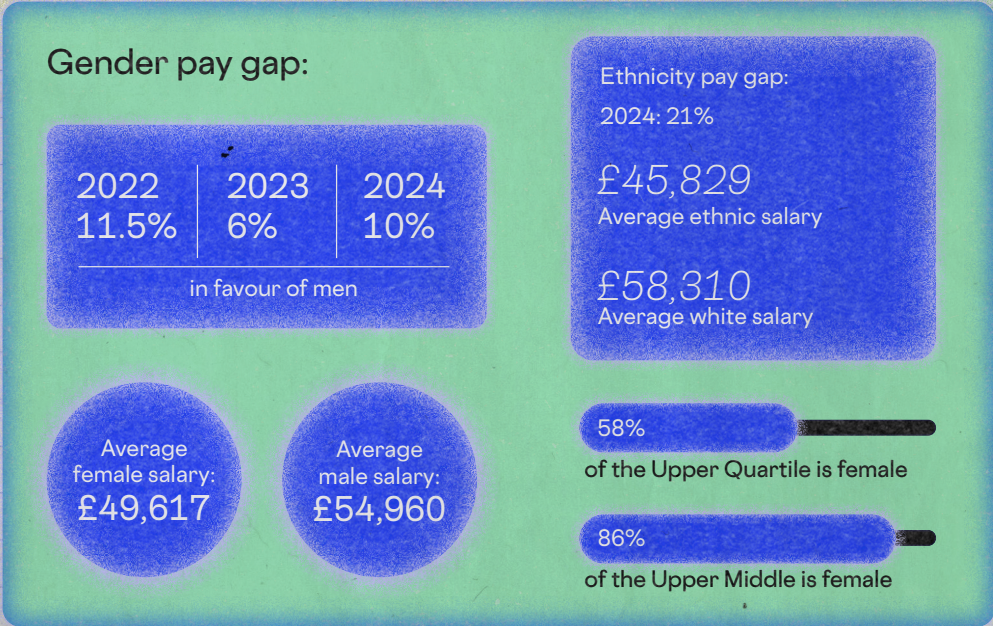
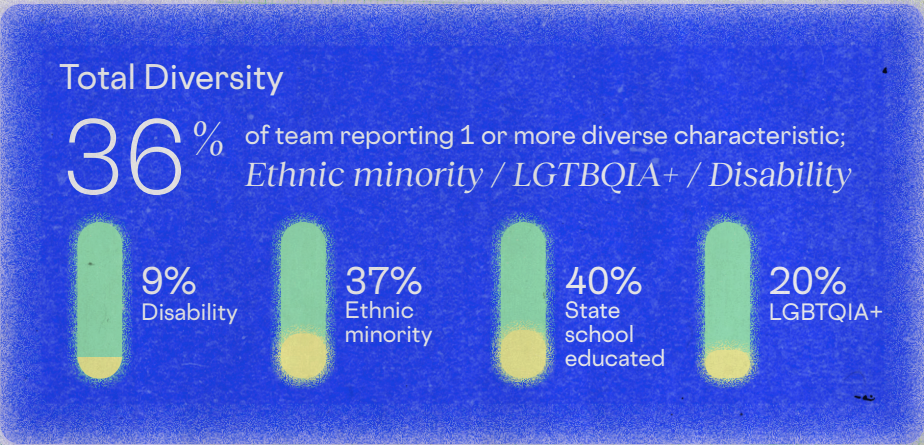
2
trainees

9.5/10
enjoyment score



The Way We Grow

To create inclusive, representative and effective advertising it's vital that our industry is made up of diverse talent. This year we have continued to focused heavily on increasing the diversity of our team and also improving our measurement and reporting. With our team growing steadily we measure our diversity biannually and this year we began tracking our ethnicity pay gap. It reflects what we knew, which is that we lack ethnic diversity across our most senior roles. Over the next 12 months we want to set an ambitious target of reducing this to <15%. While increasing representation is important, creating an inclusive environment is essential to retaining and developing diverse talent. We continue to run Born Reviews every 6 months, measuring sense of inclusion, paired with opt-in Inclusion Checkins to collect more in depth feedback and ideas for improving cultural inclusion at Born Social.



The Way We Grow

Where we spend our money remains paramount in our B Corp commitment. Our supplier preference policy is the driving force in this approach, ensuring we select either local, minority-owned or environmentally friendly suppliers - even better if they're all three!

We're proud to have worked with some wonderful minority-owned suppliers for our workplace this year, from LGBTQ+ breweries like Proud to female-owned coffee co Girls Who Grind. As well as local favourites like Brick Lane Bookshop for our library and book club buys and female-owned The Proof for our celebration bakes.

From an environmental impact perspective, reducing our travel emissions continues to be hugely important as our team grows and our work gets more global. Our travel policy continues to guide our decisions around who and how frequently we travel to balance our environmental impact, and when we do need to our partnership with TravelPerk allows us

to take advantage of GreenPerk to offset our CO2 emissions. In the last six months we've also introduced UberGreen to ensure any taxi travel is in electric vehicles, it's early days but we're committed to reducing our travel impact however we can!

As per our commitment made in 2021 when first certifying as B Corp we continue to cater only vegan and vegetarian food at company events to reduce our carbon footprint.

With over 4,000 plant-based meals served to our team in the last year alone! There is still much to do to consciously contribute in the way we grow, but we feel confident that our approach to where we invest our budgets is the key to balancing people, planet and profit.



Source

55%

of our suppliers are minority-owned

68%

of our suppliers are local

75%

of our suppliers are independently-owned

22,799
kg

of Carbon Offset through GreenPerk

4,104

plant based meals served

153

Business Trips

The Way We Influence

Day of Wrk, Brixton Finishing School, Inclusion Forums

As ever, the last twelve months have been about us finding ways to influence & lead our industry forward when it comes to inclusion & diversity. It's no secret that there is still enormous work to do to build an industry that ensures talent from any background can grow and thrive, so we are hugely eager to play our role in leading that work. Finding partners with shared values that we want to invest time and resource into has been a key strategy in helping to shape a more inclusive industry.

This year, we joined the Day of Wrk - an initiative that sets out to demystify our illusive industry, by breaking down the barriers to entry by representing diverse talent in the industry. Along with five other agencies, OK COOL, Iris, Leo Burnett, Mother and Accenture Song we've shared authentic day-in-the-life stories from our team on Day of Wrk's platform and in all of our job posts, to help

give young people a more detailed understanding of what a job role entails, and build their confidence to apply.

Our work with Brixton Finishing School continues as we enter our third year of partnering with the youth transformation agency that offers free training to under-represented talents between the age of 16-24 to help prepare them for a role in marketing. Through them, we've delivered training sessions to upskill in social strategy, complete 1-1 mentoring and supported with CV and interview preparation to help get the students application ready!

And finally, educating our team on all things inclusion remains a priority. We do this through our Inclusion Forums which seek to increase knowledge and empathy across the whole company for contemporary issues through impactful sessions that include

exposure to lived experience and self reflection. This year, we've covered the value of working class talent in our industry, partnering with Arts Emergency to share their expertise on the subject and how to build an inclusive environment for our trainee scheme, partnering with Commercial Break to bring their lived experience to discuss.

There remains enormous work still to be done to build an inclusive industry that attracts and retains diverse talent - we're not stopping now.



6 Contributors to Day of Wrk

3 Mentors for Brixton Finishing School

3 Inclusion Forums



The Way We Influence

Our first year as a B Corp involved heavy focus on our own business operations. Going into our second year, a goal of ours was to start co-impacting with our clients. Fear of greenwashing amongst brands is at an all time high so we recognised the responsibility we have as a B Corp and an agency partner to support our clients with this challenge. We launched two initiatives with this objective in mind.

Change the Brief



#ChangeTheBrief Alliance is a partnership between agencies and their clients, learning and acting together to directly address the challenge of the climate crisis by promoting sustainability. Through our partnership we now have access to an on demand learning programme and community, offering insights and expert advice at a category level on how we can adapt our work to promote more sustainable choices and behaviours in line with a zero-carbon world.

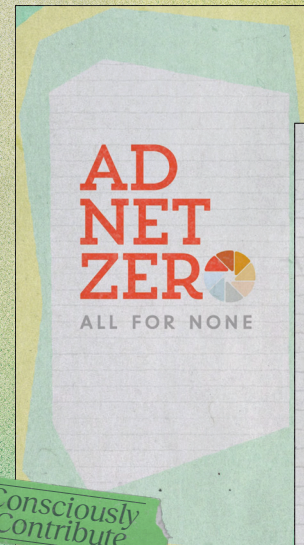
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Sustainability Series

The Sustainability Series invites our clients from sustainability and procurement teams to co-host a Lunch & Learn presentation. The sessions:

- Upskill the agency on the issues of sustainability affecting our clients
- Educate ourselves on our client's sustainability goals
- Inspire work that promotes socially and environmentally sustainable messaging and consumer behaviour.



Consciously
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Build Better

We know there is so much more we need to do to not only maintain our sustainability credentials but also to improve. We have set ourselves a varied set of goals to ensure we deliver just that in our third year as a B Corp.

Sustainable Operations Goals

KPI

Improve B Corp points by +5	90+ BIA
Report carbon footprint and deliver reduction plan	Impact Report + offset 100% carbon emissions
Launch Sustainability Series with clients to learn about client sustainability agendas	4 x events
Collect and report team diversity data biannually	40% of team to report 1 or more diverse characteristics
Improve sustainable supplier management tracking & reporting	Improved system in place

Inclusion, Diversity & Representation Goals

KPI

Delivery of company wide Inclusion Forums to education on issues of diversity and inclusion	4x per year
Implement system for tracking representative work	6 tracked campaigns
Ownership of Inclusion, Diversity & Representation Consciously Contribute Calendar content	Full calendar of events with events recognised
Successfully deliver Born Ready trainee scheme, year 2	100+ applications 2 trained trainees

Environment & Sustainability Goals

KPI

Embed Change the Brief as a partner and adopt practices in our client work	6 tracked campaigns
Track and promote work with environmental sustainability messaging and/or gold standard Green Screen productions	6 tracked campaigns

Last but certainly not least we must recognise and give thanks to so many generous team members for their involvement in our Consciously Contribute Committees. We couldn't do half as much without the care, time and energy they give to support our goals and culture.

Inclusion, Diversity & Representation:

Essi Nurminen (Chair), Nimisha Mistry, Kelsey Black, Rhiana Good, Paddy Smith, Ollie Irwin, Laura Taylor, Eva Norrington, Juanjo Vega, Aneeqa Virji, Oscar O'shea, Fay Davenport, Leila Ray, Olivia Fabris, Sam O'Kitchen, Shaznay Barker, Sofiya Anwar, Yoann Collaud, Lucy Edgerely.

Ethics & Community:

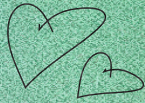
Kate Higham (Chair), Sophie Stream, Nimisha Mistry, Jess Barker, Emily Williams, Mary Kingcott, Eva Norrington, Aleesha Ruprah, Yasmin Kalia, Ruby Fard, Joanna Bradley, Oscar O'Shea

Environment & Sustainability:

Dan Jarrett (Chair), Dom Maingard, Saff Kelly, Will Menko, Akvile Rudzevice, Eva Norrington

Mental Health First Aiders:

Juanjo Vega, Mary Heimsath, Sophie Stream, Matt Tallant, Upi Savania, Georgina Halliday, Emily Simou, Kelsey Black, Kate Higham, Liam Shanahan, Steph Ross, Eva Norrington, Ben Tyson.

A very, very big 
thank you
for your impact.

An additional thank you to the team who helped produce our annual report:

Jess Barker, Judy Wright, Tanya Tang, Natalie Viner, Ali Cheng, Yasmin Kalia

