



AVERY & BROWN'S IMPACT REPORT

2020-2022



“”

It's been amazing to see what Avery & Brown has achieved in its first two years. Through #OperationRegeneration they are demonstrating that they 'walk the walk' on sustainable and regenerative business practices, and they're proving that small businesses really can make a positive impact. It was an easy decision to accept their offer and join them as an Advisory Board member and I'm excited to see where their journey takes them.

Michelle Carvill, Advisory Board Member

#OPERATIONREGENERATION



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HELLO FROM AVERY...

In mid-2018 when I was a few months into self employment, I was writing an annual sustainability report for one of my clients. I remember thinking how fun it would be to write and publish my own one day, for a business which I had helped grow from scratch. Just under five years later, that day has finally come. Publishing Avery & Brown's first annual impact report is a big moment for me.

'Doing good' has been at the core of our strategy since the day we incorporated the company. This ethos quickly evolved into #OperationRegeneration – our relentless pursuit to build a business which gives back more to society and the planet than it takes. Being a 'sustainable business' and 'doing less harm' are no longer enough. Businesses of all sizes must take urgent action to do more good and set their sights on becoming regenerative.

As the old adage goes, 'If you want to go fast, go alone. If you want to go far, go together.' That's why our purpose is to inspire others to be a force for

good. It's good for one business to have a focus on regeneration; it's phenomenal to have a thousand businesses focus on it. We place great importance on sharing our expertise, experiences, the steps we've taken on our journey, and what has and hasn't worked. In doing so, we're living our purpose every day and I'm incredibly proud of our work to date.

We're constantly publishing free resources like our Regenerative Business Mind Map and our Ultimate Guide to Sustainable Marketing so that other businesses can learn from us, or outright copy us. We're willing to do whatever we can to tackle the climate crisis and ecological collapse – undoubtedly the greatest challenges humanity has ever faced – and we believe that our mantra of 'collaboration over competition' consistently enables us to make a greater positive impact.

I'd like to take this opportunity to thank our wonderful Advisory Board - Deborah, Michelle, Charlie and Rick – and the best team I could ever ask for – Tim, Beth, Ben, Anna and Hannah. You are all a delight to work with and you've all contributed significantly to our journey thus far. Of course, a special mention goes to my co-founder, Tim, who makes the rollercoaster of startup life infinitely less lonely and stressful.

Thank you for reading this report, which covers the first two years of the business, from August 2020 to August 2022. I hope it might educate, entertain, surprise or delight you, even if only in some small way. Here's to the next 12 months and beyond.

Russ Avery, CEO

...AND BROWN

Doing great work for great people has always been a focus for me. Sustainability, however, wasn't on my radar at all before I met Russ – at least, not as a word or a concept that I knew anything about. I have always been a 'semi-conscious consumer', always trying to: buy once, buy better; avoid cheap and fast fashion; and choose eco alternatives of everyday items whenever possible. But that was as far as it went.

When Russ and I first started working together back in early 2019, the drive, enthusiasm and passion he demonstrated for supporting truly sustainability-focused businesses was infectious. As I began to learn more about the vast subjects of the climate crisis and sustainable business, I could see the tangible positive impacts that better businesses were making in the world. I began to pay particular attention to how such businesses used more authentic and transparent marketing and communication and how they typically used better creativity to communicate complex messages.

Fast forward to today, I can wholeheartedly say that a focus on sustainability is ingrained into my everyday

life. As we all know, it's a journey and I'm learning new things every day, whether it's about business sustainability or something which relates more to my personal life. As regards my own working life, I now can't imagine working with anyone other than the purpose-driven, sustainability-focused businesses with whom we have chosen to niche. What's more, #OperationRegeneration – our own journey to be a regenerative business – continues to teach me so much about what it means to be a truly purpose-driven business.

We have achieved so much in our first two years, but we still have so much more we want to accomplish. I wake up with a spring in my step every day, and it fills me with so much joy that Russ and I have an amazing team and a great support network around us. The opportunity to make a positive difference in the world is there for the taking and we're up for the challenge.

Tim Brown, COO



THE JOURNEY SO FAR

AUGUST 2020

Avery & Brown was founded in a shed at the end of Russ' garden. Yes, it really was a garden shed, not one of those luxury cedar-clad cabins with a kitchen at one end, an office in the middle and a fitness studio squeezed in. Our first office had one small window, no insulation, highly unreliable electrics, and the interior design of an old cardboard box.

OCTOBER 2020

We only had to endure two months of shivering before moving into our quirky office in the heart of Farnham. Since then, we've transformed it into a hothouse of tropical plants and monochrome decor because we had to live up to our millennial reputations somehow, didn't we?

We also turned our client, Mesh Energy, who we had been working with since day 1, into our first retainer!

MAY 2021

We signed and became a partner of the Sustainable Marketer Manifesto. [Blog post.](#)

We joined the Climate & Ecological Emergency Bill Alliance. [Blog post.](#)

APRIL 2021

We published the first version of our Regenerative Business Mind Map, and the amazing feedback we received is what led us to create the version as it exists today. [Blog post.](#)

We signed up to The Better Business Act coalition and became part of a very important mission: to change UK law to ensure that every company puts people and planet at the heart of their purpose and the responsibility of their directors. [Blog post.](#)

JUNE 2021

We wrote two open letters to the Prime Minister asking him to take urgent climate action. [Blog post 1.](#) [Blog post 2.](#)

We contributed to the Better Business Act by responding to the Department for Business, Energy & Industrial Strategy open consultation on 'Restoring trust in audit and corporate governance: proposal on reforms'. [Blog post.](#)

We spoke with our local MP, Jeremy Hunt, about the climate crisis and the upcoming COP26. [Blog post.](#)

JULY 2021

We made the SME Climate Commitment to pledge to net zero emissions and become a UK business climate action leader. [Blog post.](#)

AUGUST 2021

We had our Scope 1, 2 and 3 emissions calculated by Pilio Group and published our 2020-2021 carbon footprint report. [Blog post.](#)

We began supporting Surrey Wildlife Trust as a Small Business Partner. [Blog post.](#)

SEPTEMBER 2021

One of our most exciting milestones in 2021 was the hiring of Beth, our first full-time employee; a big moment for any new business. It's safe to say the stars really aligned for us here. Within three weeks Beth had very much made herself at home and was already bossing us about.

A GLOBAL PANDEMIC

We couldn't publish a 2020-2022 impact report without mentioning COVID-19. The initial outbreak seems so long ago now, it's strange to think it was still disrupting plans over Christmas 2021. It was a bizarre couple of years, but when we were allowed to go to work, the office provided a welcome refuge from our kitchen tables, attempts at home schooling, the dreaded shed, and the temptation to eat cheese from the fridge every ten minutes.

JANUARY 2022

We joined over 130 other businesses including M&S, Triodos Bank and Unilever, in supporting the Get Nature Positive campaign by The Council for Sustainable Business. [Blog post.](#)

We joined Business Declares, a fast-growing network of businesses which acknowledge the climate and ecological emergency. [Blog post.](#)

JULY 2022

We became a signatory of the Prompt Payment Code. [Blog post.](#)

JUNE 2022

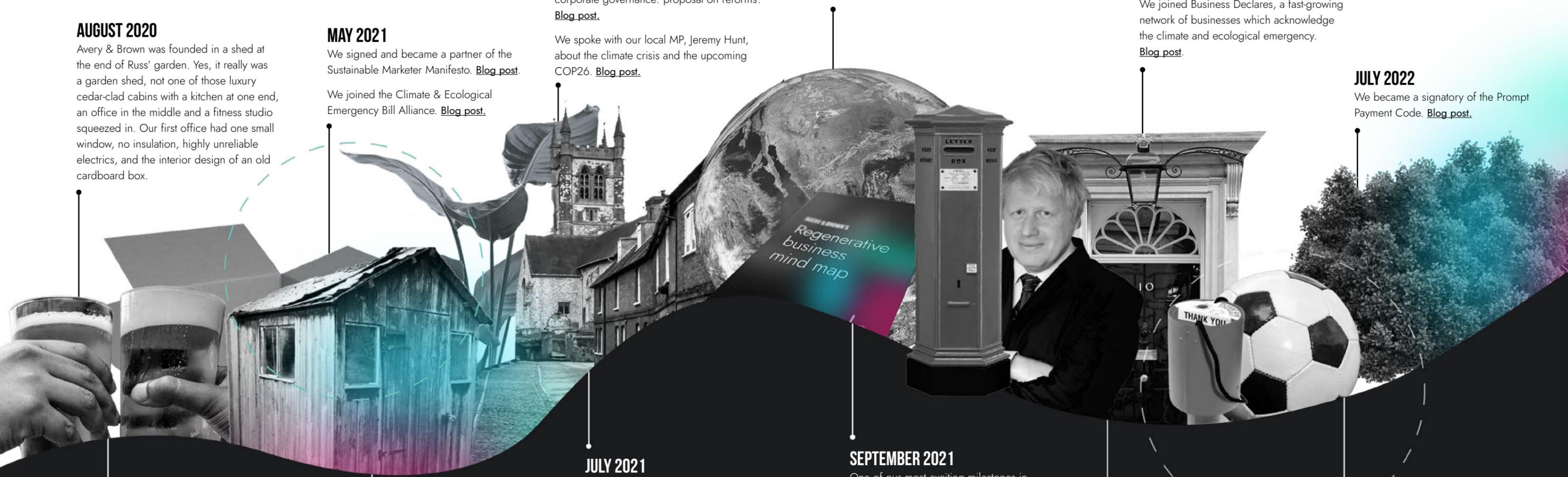
We further demonstrated our commitment to driving down emissions and tackling the climate crisis by becoming a Planet Mark Certified business. [Blog post.](#)

NOVEMBER 2021

We ran a three-week digital COP26 campaign to raise awareness and understanding of what was going on in Glasgow.

We inspired collective climate action by hosting a 'Sustainability Special' of our networking community, LinkedIn Local Farnham. [Blog post.](#)

We provided valuable pro bono marketing and design support to Churt Juniors FC — a local grassroots football club. [Blog post.](#)



THE CRISIS WE'RE FACING

The global scientific consensus confirms that anthropogenic climate change and associated ecological collapse is the greatest threat humanity has ever faced. We also know that it's much later in the hour than even the climate scientists had originally thought, meaning the need for urgent and radical climate action is paramount.

We live in an age in which it's not unusual to read warnings from climate scientists saying that we're approaching the point of Earth being an uninhabitable planet. An uninhabitable planet... We almost find ourselves needing to stop for a minute and take that in.

IN THE LAST 150 YEARS

1.1°C increase in average global temperature¹

8-inch average increase in sea-level²

IN THE LAST 50 YEARS

90% increase in CO₂ emissions³

13% rate of Arctic Sea Ice decline per decade⁴

Loss of 420 million hectares of forest through deforestation⁵

35% of global wetlands and **50%** of coral reefs lost^{6,7}

IN 2021

CO₂ emissions rose by 6% to 36.3 billion tonnes⁸

The world's 60 largest banks financed **\$742 billion** worth of fossil fuels⁹

223 devastating floods occurred worldwide affecting millions of people¹⁰

THE FUTURE

(if we don't act now)

2.9% of the world's population is expected to migrate internally¹¹

40,000 species considered under threat of extinction¹²

Which is an estimated **1,000–10,000x higher** than the natural extinction rate¹³

4°C increase in global temp by the end of the century¹⁴

WHAT CAN BUSINESSES DO?

As world leaders and governments continue to let us down each year with their woeful lack of action, the need for businesses to have a positive impact becomes increasingly desperate. A new era of business is upon us.

supporting fossil fuels and planetary destruction, to supporting less damaging, net-positive activities like investing in renewable energy technologies and social enterprises.

Sustainability is no longer enough; we need businesses to play an active role in the restoration and regeneration of our planet.

But what affect can businesses really have? Are there enough businesses in the UK – and the world – to make a tangible positive impact on people and the planet? Is there anything businesses can do if world leaders and governments don't also pull their weight? The simple answer is yes.

The collective impact that UK businesses alone could make if they all focused not only on reducing their emissions (which is essential) but also on 'doing more good', is phenomenal. We are quite literally talking about shifting trillions of pounds away from

#TackleTheCrisis

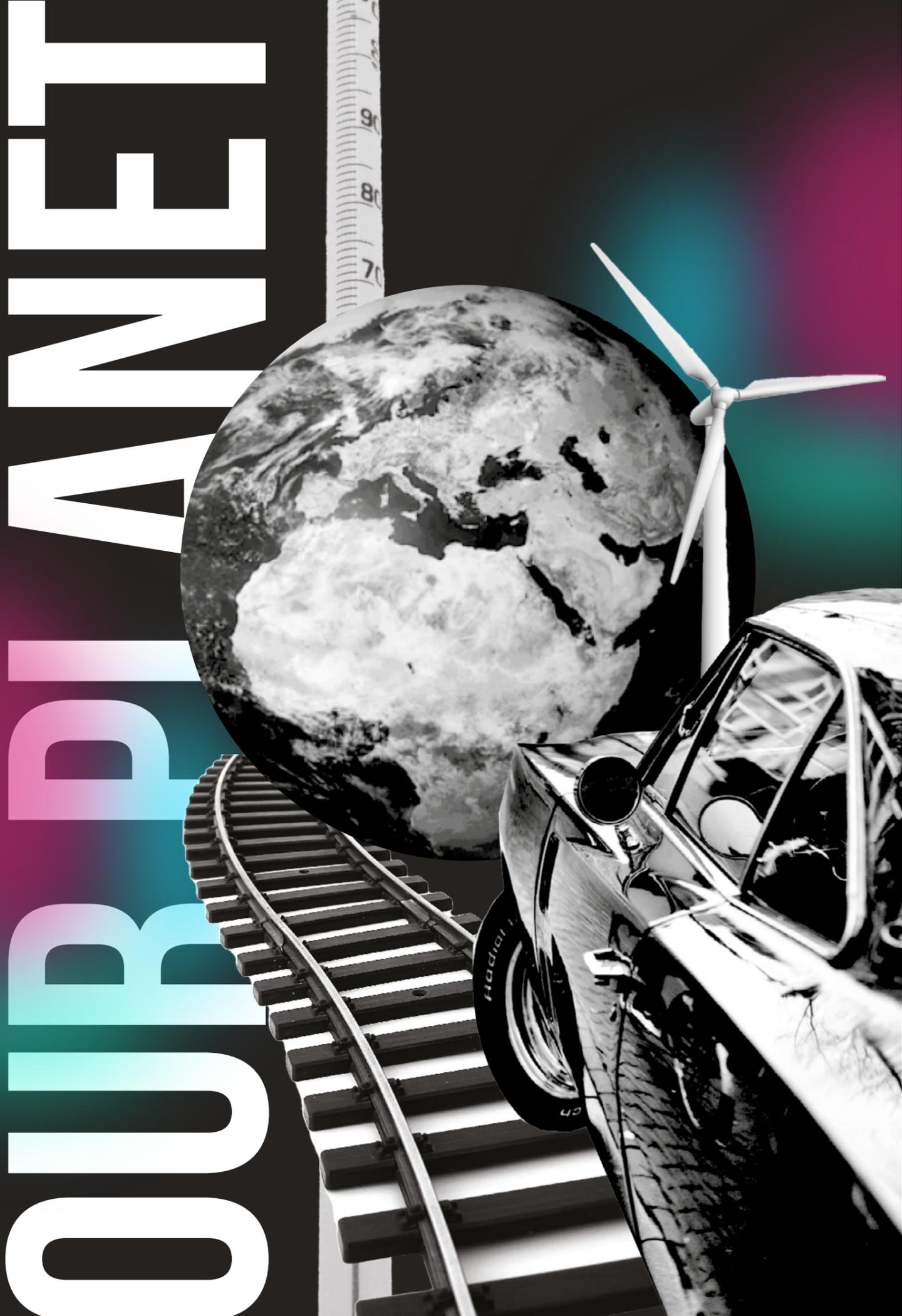
Around the world, amazing organisations are working tirelessly to address climate change and ecological collapse. Both through their core offering – like technology and engineering companies designing and manufacturing planet-positive solutions – or by ensuring that they operate in the best way possible. Although doom and gloom continue to dominate headlines, we must take comfort in positive news stories. Since 2021, we've been running a campaign called #TackleTheCrisis, to encourage the sharing of good news stories. So follow the hashtag and don't forget to share your own!



99% of UK businesses have under 50 employees, with a **combined turnover of £2.3 trillion*** in 2021.¹⁵

52% of the private sector's overall turnover came from businesses with under 10 employees, that's **£953 billion to the UK economy.**¹⁶

*Imagine if all that money was spent, invested and banked with regenerative businesses?



OUR PLANET

The health of our planet is vital to human existence. Avery & Brown was founded in the belief that business and nature could enjoy a mutually beneficial relationship that went beyond sustaining the natural environment, towards active regeneration. While we continually strive to minimise our impact on the environment through our own working practices, we also use our position as creatives and communicators to encourage other businesses to put sustainability at the centre of their organisations and create a more fulfilling and profitable future for us all.

Over the next few pages, we'll talk about some of the things we've done to address our environmental impact and ways we've engaged our wider network, plus where we're setting our sights for the next couple of years.

MEASURING

As strategists, we're big fans of starting with research and insights. How can you hope to improve if you're not sure of your benchmark? That's why in June 2021, after just a year of business, we had our emissions calculated by Pilio Group (you can read the full [report here](#)).

Earlier this year, in June 2022, we repeated the process through the Planet Mark certification. This report, which you can read [here](#), gave us up-to-date insights on our business emissions and how they had changed as we grew from a two-man-band to a small business.

Certification helped us put the right systems and processes in place for consistent and accurate data collection.

WE ARE PLANET MARK CERTIFIED



Planet Mark is a sustainability certification that enables companies to monitor their carbon and social data, and build towards realistic goals to strengthen their ESG strategy. Our ongoing certification requires a year-on-year commitment to reducing our emissions.

The process of undergoing the certification helped us get the right systems in place for consistent and efficient data collection and analysis. We know it's really important to get this right now, so we can understand our long-term impact as we grow.

Some cool things about Planet Mark certification:

01

We have access to the Planet Mark membership community, meaning we can meet other sustainability-minded businesses around the UK!

02

They have a partnership with Cool Earth, which means by getting certified, one acre of Peruvian rainforest has been protected in our name.

03

They contribute 5% of business certification fees to the Eden Project, whose mission is to build relationships between people and the natural world.

04

Planet Mark maps our impact against the UN's Sustainable Development Goal framework. **We're currently contributing to five goals!** →

We were short-listed for **Best Newcomer** in Planet Mark's 2022 Awards, with the winners announced in January 2023.



SDG ALIGNMENT

1. Clean water + sanitation
2. Sustainable cities + communities
3. Climate action
4. Responsible consumption + production
5. Life on Land

MINIMISING EMISSIONS

Watching our waste

The Planet Mark process made us realise how much of our office waste actually comes from food packaging. In 2023, as part of our green food campaign (see page 16), we will be encouraging our team to bring in more homemade lunches and running a lunchtime walking challenge to make sure everyone has a reason to get away from their desks that doesn't involve a meal deal!

DID YOU KNOW?

In the UK, lunch on the go generates **10.7 billion items of packaging** and costs a mind-blowing £9.9 billion more than homemade alternatives.²⁰



Digital first

While we make every effort to be a paperless office, we sometimes need to print marketing collateral. However, we work with Seacourt (see page 28) a B Corp whose innovative techniques minimise the environmental impact of printing.

We are very aware that the digital space is also far from environmentally neutral. We use Ecosia as our default search engine and run mini educational sessions with our staff on topics like how to spring clean your inbox and eco website design.

DID YOU KNOW?

Storing an email for a year emits around **10g of CO₂** – that's like turning on a lightbulb for an hour.²¹

A Google search uses **0.2g of CO₂** and **3.8 million** happen every minute.²²

Better travel

A big chunk of our emissions come from commuting. Taking on extra staff means these figures will likely increase in the next few years, but here are some of the ways we're trying to keep them to a minimum:

- A central office location, within walking distance from a train station
- Flexible and remote working options, so staff don't have to commute in the rush hour five days a week
- In the future we hope to offer options like rail card loans, cycle schemes and EV charging

When visiting clients, we opt to travel by train or other public transport, choosing electric taxis if we're short on time. Thanks to the pandemic, most clients are happy to meet virtually, but we find you can't beat face-to-face interaction sometimes, particularly for workshops and ideation sessions.

2021: 12 MONTHS OF EMISSIONS IN NUMBERS

1.3t CO₂e
our total 2021 carbon footprint (including home working and commuting)

1,718
miles of commuting
0.33t
of CO₂e

1,294
miles of client travel
0.14t
of CO₂e

66% recycled
34% landfill
0.2t of CO₂e

OFFSETTING THE REST

We know that offsetting should always be the last resort and our main focus remains on reducing emissions where we can. But like any business, some emissions are unavoidable, so we started offsetting from day one via our **Ecologi subscription**. In our first two years, we funded the planting of over 10,000 trees and offset over 100 tonnes of CO₂e.

Each time we win a new client we purchase 500 trees, and every newsletter subscriber means another tree in our forest. By celebrating our wins with a little extra offsetting, we can empower our network and make everyone feel like they're playing a part in our regenerative journey.

On Ecologi's platform, you can read a **full breakdown** of where our trees have been, or will be, planted, as well as the 30+ offsetting projects we have supported around the world.

Since 2021, we've funded the planting of over 10,000 trees, and offset over 100 tonnes of CO₂e

Thanks to our Ecologi subscription we can officially call ourselves a climate positive workforce.

Ecologi | climate positive workforce
12k trees

SOME OF THE PROJECTS WE'VE FUNDED THROUGH ECOLOGI...

India

Capturing methane to reduce emissions and generate energy

This project will prevent 52,036 tonnes of greenhouse gas emissions each year.



Brazil

Generating electricity from landfill gas

This project is expected to produce 354,968MWh of energy during its lifetime.



Tanzania

Funding high efficiency cooking stoves

This project will mean more than four tonnes of woody biomass are saved each year.

Peru

Protecting the Tambopata-Bahuaja Biodiversity Reserve

This project will prevent over 5,493,000 tonnes of CO₂e over its 20 year lifespan.

POSITIVE PLANET ACTION

CORPORATE SPONSORSHIP AND SUPPORT

Supporting a parliamentary bill

In May 2021, we joined the Climate and Ecological Emergency (CEE) Bill Alliance. Drafted by scientists, legal experts, ecological economists and environmentalists, the CEE Bill is designed to reverse the climate and ecological breakdown we face. Originally tabled by Caroline Lucas of the Green Party in 2021, the Bill has the support of over 100 MPs across 8 political parties, and was put to the House of Lords in May 2022. [Find out more here.](#)

A climate change network

In January 2022, we joined Business Declares, the fast-growing network of businesses which acknowledge the climate and ecological emergency. Business Declares aims to raise awareness across the business sector of the imperative to accelerate action to address climate change, biodiversity loss and social injustice. You can [find out more about the movement here.](#)

Partnership with Surrey Wildlife Trust

In August 2021, we became a corporate partner of [Surrey Wildlife Trust](#). The Trust works to protect wildlife across Surrey, both on its nature reserves and through its work with others, managing over 7000ha of land for wildlife across Surrey, including some of the county's top nature reserves.



We are delighted that Avery and Brown has chosen to become Small Business Partners of Surrey Wildlife Trust. In doing so, they are directly helping to maintain, protect and improve nature in Surrey – both for wildlife and the communities that enjoy our wild spaces. We are extremely grateful for their support.

Tania Ord-Smith
Corporate Development Officer,
Surrey Wildlife Trust

A sustainable marketing manifesto

In May 2021, we formalised our role as a responsible marketing agency by signing The Sustainable Marketer Manifesto. By signing, we agree to the following: to use our marketing skills as a force for good by operating with transparency and honesty; to commit to continuous education around the climate crisis; to work across the business to challenge any areas where progress isn't being addressed. [Find out more here.](#)

Podcast recommendation

If you're after some inspirational listening, then check out the '[Can Marketing Save the Planet](#)' podcast from the team who founded the Sustainable Marketing Manifesto. We promise it will soothe your climate anxious ears. In particular we can recommend Episode 33, ahem.



COMMUNICATION AND EDUCATION

As Russ mentioned in his introduction, freely sharing our knowledge is one of the things we're most proud of as it leads to business community-led climate action and increased positive impact. We believe that breaking down complex climate communications for people is one of the most effective things we can do to get more individuals engaged in the fight against climate change.



COP26 coverage

When we spotted the growing national interest surrounding the Glasgow-based Conference of the Parties, we decided to run coverage of the event. We spent three weeks publishing quick fire "soundbites", alongside in-depth analysis of the conference to help our followers cut through the spin and get their head around the various announcements and agreements.



THE REVOLUTION OF SMALL THINGS

As individuals we don't need to shoulder the responsibility alone. Revolutions depend on people – lots of them. You don't need to carry a flag to take part, you don't need to build a barricade across a major motorway to make people listen, and you don't need to shout down your honourable friend in Parliament to have your say.

Revolutions happen in the kitchen, they happen in classrooms or the local pub, on a football pitch, and in the board room. This revolution will be made up of small acts, minor decisions, and quiet conviction. But it will rely on the total sum of our knowledge and ingenuity, our empathy, and creativity.



New Year's Revolutions

In January 2022, we ran a month-long social campaign offering practical steps to take to become a more sustainable business. From overhauling financial practices and auditing supply chains, to internal education and creating a green team culture, each area was broken down into manageable actions that any small business could take on throughout the year.



What a brilliant resource – thanks for creating this.

SAM

This mind map is fantastically, mind bogglingly awesome.

DANAVAL

Wow, this is amazing! I'm sure it will get shared far and wide and inspire others to think about their sustainability journey too.

KERRIE



Regenerative Business Mindmap

In April 2021, we published our first Regenerative Business Mindmap, a free resource that gave businesses ideas on how to improve their impact. This was followed, in March and May 2022, with a second and third edition respectively, with all our latest advice, recommended resources and ideas for making business that little bit better. [Get your copy here.](#)

PLANNING FOR THE FUTURE

While our founding principle was to only deliver our services to purpose-driven clients, we have, to date, been sector agnostic. As long as those clients aligned with our own values and were honest in their intentions, we were happy to work with them. However, one sector more than any other has kept knocking on our door: the built environment. From our first clients Mesh Energy and EnviroSustain, we have so far worked with 14 companies in this sector.

It feels natural then that from 2023, we will be focusing our expertise and experience on businesses working in this area. In part because we see a huge opportunity – as legislation develops, we will see a rise of purpose-driven, sustainability-focused organisations in this space looking for brand and marketing support. But far more important, is the impact these companies can make in the fight against climate change. **The built environment contributes 39% of global CO₂ emissions**, while the impact our built environment has on the quality of life of all species is impossible to exaggerate.

From 2023, we will support the built environment to realise a radical vision for the future: a future where regenerative, renewably-powered buildings are the norm, one where construction practices don't need to deplete our natural resources, and one where developers treat nature as a key stakeholder in their decision making.

Carbon literacy

In 2022, Beth took part in carbon literacy training, which is something we will offer as a benefit for all full-time employees from 2023 onwards. We want our entire team to have the same level of understanding of climate science and what personal and professional impact we can have on climate change.

CREATING VALUE FOR OUR NETWORK

We will continue to share our knowledge and useful resources with our network as part of our purpose to “Inspire others to be a force for good.” In 2023 this will include:

A low carbon diet campaign

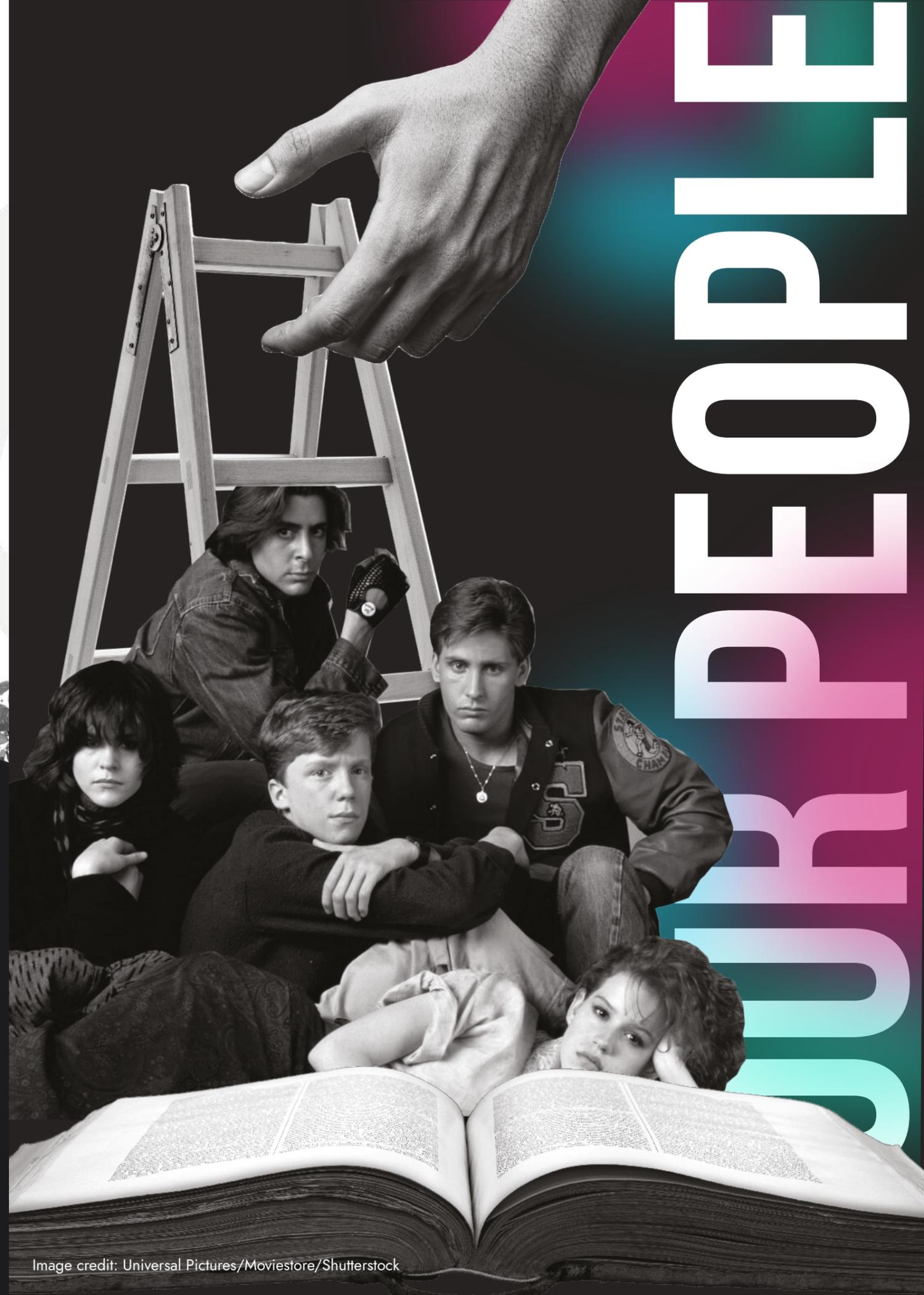
A campaign about the environmental impact of food. The food we eat is an environmental minefield: from production, to transportation, to waste. It's a hugely complex issue, but one that affects everyone. We'd like to run a campaign which helps to educate people about food sustainability and therefore also helps contribute to the following UN SDGs: 1, 2 and 13 (No Poverty, Zero Hunger, and Climate Action).

Free resources for all

We would like to significantly increase the number of free resources we list on our website over the next 12 months. We have already thought of some great additions to our Regenerative Business Mind Map, and we have plans for other resources including a comprehensive content marketing guide, content calendars, and content marketing ideas – all aimed at helping purpose-driven business tell their story and increase their impact.

A sustainability events calendar

Educating oneself and building community is key to climate action, but relevant events and networking opportunities can be hard to find. That's why we will be teaming up with Small99 to create a one-stop-shop for sustainability-related events. This free resource will bring together a calendar of in-person and virtual events. Users will be able to submit events, which will be checked for relevance to ensure consistent high quality.



OUR PEOPLE

Like all business owners, we are responsible for maintaining positive relationships with our stakeholders – whether that’s our team members, our network, or our local community. We are proud to be surrounded by so many brilliant and committed individuals, all focused on tackling the climate crisis and ensuring a better future for us all.

From our charitable donations and pro bono work, to employee benefits and volunteering, we are fully motivated to do as much as we can to have a positive impact on society. Over the next few pages you’ll learn about how we have worked hard to improve the lives of our own team and our wider community.

Building an incredible workplace

When it comes to recruitment, we aim to hire for values and cultural fit above skills, experience or academic qualifications. Why? Because we believe that culture trumps strategy every time. Even the best strategy will fail if it doesn’t have the right people around to execute it. That’s why we don’t focus on “two years of experience”, or “knowledge of After Effects”. We look for a hunger to learn, independence, creativity, and above all, a commitment to making the world a better place.

Health and well-being

We want our staff to feel comfortable, supported and engaged; because a happy team means happy clients. While we do everything we can to match much larger organisations for things like generous maternity and childcare support, we believe approachability, flexibility and empathy are the cornerstones of a workplace that you want to turn up to every day. We may be a small team now, but we’re building a culture for the future, which is why we spend a lot of time thinking about how to make Avery & Brown a great place to work.

Steady growth

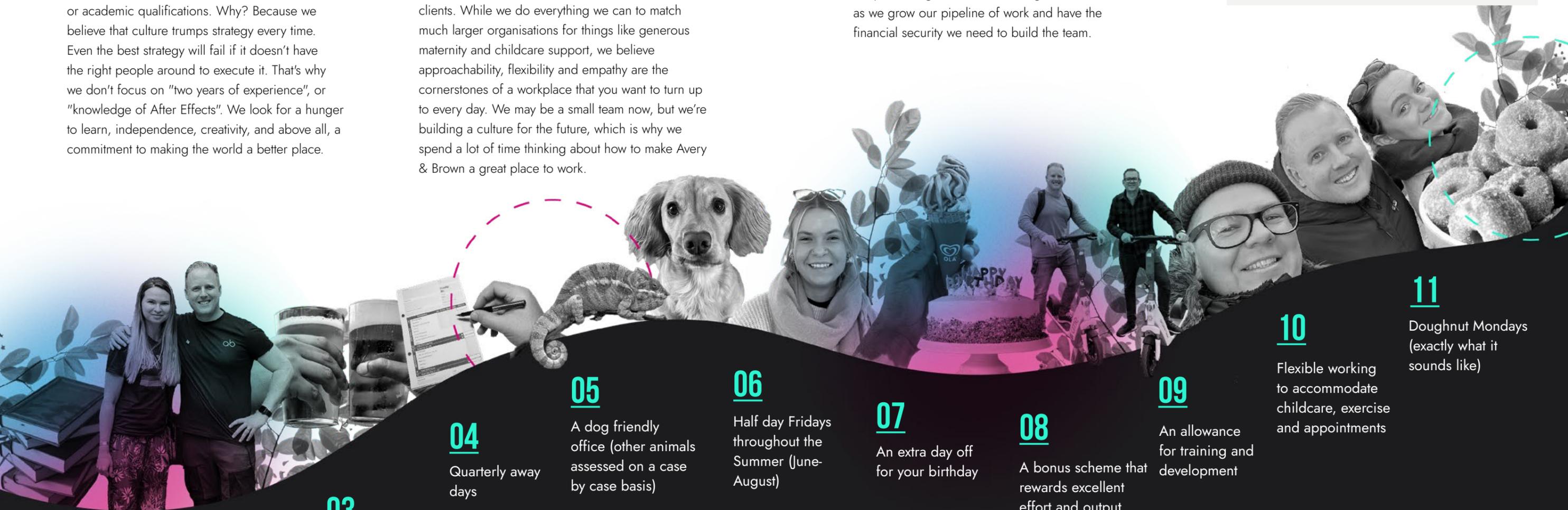
When it comes to the growth of our core team, slow and steady is the name of the game. Until September 2021, Avery & Brown was, as the name suggests, a two man band of Russ and Tim. That’s when we welcomed our first full-time employee, Beth, while extending our capacity through trusted freelancers like Ben Horsley-Summer and Anna Kommers, who provide valuable design and marketing support. Next year, we will look to hire a Junior Graphic Designer and a Marketing Executive as we grow our pipeline of work and have the financial security we need to build the team.

“““



Being part of a small team means that everything you do matters. At Avery & Brown, we’re building a company together, so you can really see the value and impact of your day to day. I can’t emphasise enough how great (and unusual) it is to work for a company that gives you the space to develop and recognises and rewards that development.

Beth Barnett
Strategy and Design Lead



01
Flexible approach to staff development and responsibilities

02
Beers and ideas (our bimonthly planning session)

03
Dedicated two paid days of volunteering each year

04
Quarterly away days

05
A dog friendly office (other animals assessed on a case by case basis)

06
Half day Fridays throughout the Summer (June-August)

07
An extra day off for your birthday

08
A bonus scheme that rewards excellent effort and output, not long hours

09
An allowance for training and development

10
Flexible working to accommodate childcare, exercise and appointments

11
Doughnut Mondays (exactly what it sounds like)

HOW WE MAKE AVERY & BROWN A GREAT PLACE TO WORK

CHARITY + PRO BONO WORK

As part of our commitment to giving back to our local community, we have dedicated a significant amount of time to supporting charitable initiatives, volunteering and offering pro bono advice and support. Every full-time member of the team is given the opportunity to take two fully-paid days off to volunteer for a cause of their choosing. Each year we also ask staff to nominate a favoured charity for our Christmas donations.

MYTIME YOUNG CARERS

MYTIME Young Carers creates opportunities for some of the estimated 700,000 young carers in the UK. With an educational approach, their mission is to level the playing field for young carers by providing them with the support, friendship and opportunities that every child deserves.

We supported MYTIME throughout March 2021 during their #MYTIME2CARE campaign. We helped spread the word of the wonderful work they do via our social channels, while Russ and Tim set up individual Just Giving pages, raising £305 and matching it through the business, allowing us to donate a total of £610 to this incredibly cause.



£610

will pay for 25 young carers to have a Making Memories day out. This is a chance to take a break from their caring responsibilities, spend time with other young carers and most importantly... have some FUN!

Krista Sharp
CEO, MYTIME Young Carers

DECEMBER 2021
£250
to the **Disasters Emergency Committee's** Afghanistan Crisis Appeal.



MARCH 2022
£300
to the **British Red Cross** Ukraine Crisis Appeal.

AUGUST 2022 **£55**
to our client Mesh Energy's fundraiser for **Challengers**, a local charity which provides play and leisure for disabled children and young adults.

CHURT JUNIORS FOOTBALL CLUB

In late 2021, we provided several months of pro bono work for a local grassroots football club, Churt Juniors FC. We helped to completely revamp their social media marketing and support the launch of their new website. From September-November, we designed and published content for their new Instagram account, helping them to look more professional, reach a wider audience, and get parents more engaged with the club.



Our work in numbers

55 hours
of pro bono work

£5,700
of donated work

PLANET MATCH

Between April and August 2022, we provided around 15 hours of pro bono branding and marketing consultancy to a new purpose-driven start-up called PlanetMatch. PlanetMatch aims to build "the largest community of professionals advancing sustainable development." We provided the founding team with valuable brand strategy and marketing consultancy and advice, from renaming the company and visual identity support, to social media and content marketing planning.



VOLUNTEERING

In 2022, we decided to trial a volunteering partnership with Matchable. Matchable is a platform which matches employees with innovative volunteering projects based on the causes they care about, their skill set and their availability. This was a perfect opportunity as it meant that our team could easily find opportunities for their two volunteering days.

In July, Russ spent the day working with Support Ukraine in London. He had the privilege of meeting various refugees and hearing their stories, and the task of organising and packing supplies to be shipped to Ukraine.



PLANNING FOR THE FUTURE

Paying a fair wage

In 2023, we will become an accredited Living Wage Employer through the Living Wage Foundation, the organisation at the heart of the movement based on the belief that a hard day's work deserves a fair day's pay.

While we already pay our team and contractors the real living wage, becoming accredited is a great way to show our public commitment to fair pay and to encourage others to the same. [Learn more about the Living Wage Foundation.](#)



1% for people and the planet

In next year's reporting period, we are aiming to donate 1% of our total revenue – not just profits – to charitable causes, both through our partnerships with B1G1, Ecologi and other direct donations.

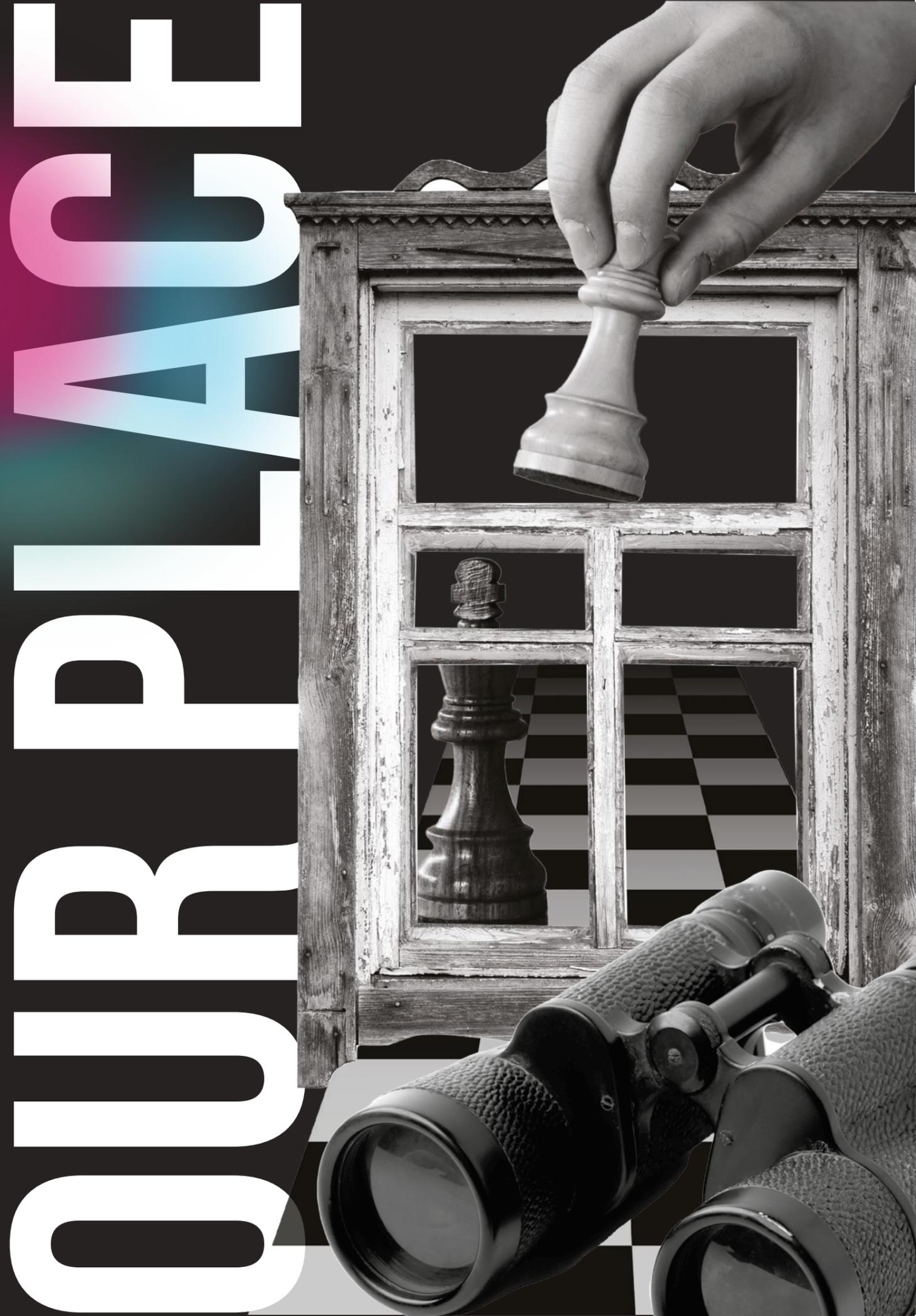
A charitable partner

Next year, we will integrate charitable giving into our everyday business by signing up to B1G1. B1G1 is a platform which will help us to seamlessly connect core business activities to high-impact projects by creating 'Giving Stories' that we can share with our clients and team members. We will give to a variety of vetted, high-impact projects to make a difference to the issues we care about. [Learn more about B1G1.](#)

Ethical growth goals

In 2023, we are planning to recruit at least three new full-time members of staff, a goal based on our new client acquisition and growth projections. We recognise that our growth places more emphasis on the need to foster a diverse, equitable, and inclusive workplace. We believe that a diverse and inclusive workforce is not only the right thing to do, but also leads to better decision-making and improved business results.

As part of the B Corp application process, we spent a considerable amount of time in 2022 overhauling our policies, recruitment and on-boarding procedures, and discussing reasonable KPIs we could establish for the next few years. In 2023, we intend to consolidate these initial conversations into a strategic framework we can take forward as we grow.



OUR PLACE

As a small business, we are continually developing our governance structures and processes as we grow as a company. We are taking a proactive approach to mitigate against risk and ensure we surpass our legal and ethical obligations. We see transparency as an essential aspect of sustainability. Consequently, we try to communicate all aspects of our business' activities – both our progress and our setbacks. Our aim is to inspire and educate other small businesses, and hold ourselves accountable to our network. The choice to create, publish and share this impact report so early in our business journey is just one demonstration of this commitment.

Over the next few pages, we'll talk about some of the things we've done to build a business to be proud of, plus where we've set our sights for the next couple of years.

BETTER GOVERNANCE

The Better Business Act

In April 2021, we signed up to the [Better Business Act](#) to demonstrate our support for the amendment of section 172 of The Companies Act to ensure company directors are made responsible for advancing the interests of wider society and the environment alongside their traditional commitment to their shareholders.

A year later, in April 2022, Russ attended Better Business Day in London, where he joined over 400 other signatories of the Act to take part in a mass lobby of MPs in Parliament.

Better Business Network

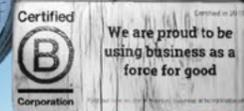
Since early 2021, we have been actively involved in the [Better Business Network](#). Membership has allowed us to meet like minded businesses, and to take part in collective action to support amazing projects like Client Earth, Climate Crisis projects and 1% for the Planet. We have also run pro bono workshops on sustainability marketing and communication for other members of the Network.

Lobbying our local MP

In addition to supporting the Better Business Act, we have also engaged in dialogue with our local MP, Jeremy Hunt, to talk to him about the climate crisis, the role that businesses can play in tackling it, and asking him to try and take these issues into the House of Commons. Credit where credit's due: Jeremy Hunt has always answered our emails and he even called Russ like he said he would, giving Russ ten minutes of his time to chat about the climate crisis, ecological collapse, and biodiversity loss.

Becoming a certified B Corporation

In 2022, we began our B Impact Assessment and hope to submit it later in the year. We are using this process to prompt us to overhaul our existing internal policies, procedures and governance KPIs and to establish new ones. As part of our application we will amend our Articles of Association to include a legally binding statement on our intention to place sustainability at the centre of our business operations.



ETHICAL FINANCES

Prompt payment

One of the most ethical financial practices is to ensure prompt payment of invoices and services. We opted to become signatories of the [Prompt Payment Code](#) to demonstrate our commitment to the following:

- Pay suppliers on time
- Give clear guidance to suppliers
- Encourage good practice
- Pay 95% of all invoices within 60 days
- Pay 95% of all invoices within 30 days where the supplier is a small business with fewer than 50 employees
- Avoid any practices that have an adverse effect on the supply chain.

Financial transparency

We currently have a rigorous expenses policy, based on best practice advice from public institutions. While we recognise the importance of a clear financial remuneration policy, the size and simplicity of our governance structure doesn't yet require it. But we are committed to revisiting this year on year as the business grows.

Better banking

Our main business account is held with [Starling](#), which has been named one of the top three ethical banks in the UK. In 2021, Starling became a founder member of TechZero, a climate action group for UK tech companies committed to fighting the climate crisis. While they have done much to improve the monitoring of their own ESG performance, like most banks, we believe they could improve transparency around how they invest customers' money, and intend to lobby them to do more in 2023.

Saving for a rainy day

We opted to use the [People's Pension](#) as our pension scheme for PAYE employees. The People's Pension are committed to sustainable investment practices and offer the option of a ESG-specific portfolio. Their default investing approach balances risk management and performance with a minimum viable ESG performance.

Insurance for good

Our current business insurance policy is brokered and underwritten by Hiscox. You can find detailed information on their sustainability progress on [their website](#). In 2023, we want to do further research into the most environmentally-responsible insurers and to ensure, if we stay with Hiscox, that we do full due diligence on where our money is held.



I've worked as a remote freelancer for Avery & Brown for almost a year now and it's truly been a pleasure. Communication, including instructions for my day's work, is always prompt and comprehensive. Payment has also always been really quick which, as a freelancer, is an amazing quality in an employer. All in all I love working with these guys!

Anna Kommers
Freelance Social Media Executive

ACCOUNTABILITY + SUPPORT

OUR NON-FIDUCIARY ADVISORY BOARD

In April 2022, we established a non-fiduciary advisory board, which meets each quarter to discuss the progress of the business and to share advice and guidance.

When inviting members, we took account of the critical importance of including a diverse mixture of skills, backgrounds, expertise, gender, ethnicity and diversity of thought. A diverse board naturally allows for a range of views, insights and perspectives that will improve decision making and ultimately benefit the company's other stakeholders. We also recognised that by cultivating a clear tone of diversity at the highest level, it would necessarily filter down throughout the company.

This original board has female/male parity, and it is our aim to extend the board's membership to include at least one individual from an ethnic minority background within the next two years.



Rick Benfield

Rick is an experienced strategy consultant, tech entrepreneur and purpose-driven business leader. He is adept at driving commercial growth by doing the right thing. He has spent the last 10 years helping organisations on their sustainability journeys.



Michelle Carvill

Michelle is a strategic marketer, digital agency founder, consultant, and CIM Course Director for Social Media Strategy. She is also a five times published author and three times business book awards finalist.



Deborah Kingsley

Deborah has a 25-year background in challenging business environments, which has given her the skills, tenacity and focus to help businesses grow by developing a clear strategy for their marketing and communications.



Charlie Corn

Charlie is a civil servant and former strategy consultant with expertise in transport, defence and justice. His current policy interests include decarbonisation and sustainability of urban transport, especially in London.

INTERNAL MEETINGS

We hold weekly directors' meetings to discuss the ongoing management of the company.

Ensuring mutual accountability on our individual responsibilities and KPIs.

We also run informal fortnightly meetings for the whole team to create a dedicated space for feedback, input, and ideas on every aspect of the business' operations and development. We believe this helps to encourage a healthy culture where everyone has a voice and the opportunity to hold the highest level of management accountable.

These meetings are supplemented by quarterly team away days. These are recorded so we can capture any ideas and outputs and take them forward to continually improve the business.



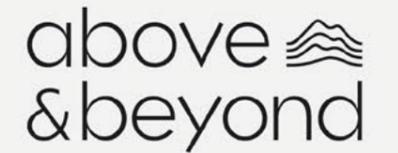
OUR CLIENTS

The founding principle of Avery & Brown was to use our professional skills and experience as a force for good. We do this by working with other companies who put purpose at the centre of their business; helping them tell their stories, win more work, and fulfil their goals. To this day, every client we work with is aligned with that original principle.

Over the past two years, we've had the opportunity to work on some incredible creative and strategic projects and we've seen our positive impact spread further and wider than we could ever imagine.

Some of our clients to date include:

- The UK's only 100% green energy web hosting company
- A renewable energy consultancy and its online community for sustainable built environment professionals
- A circular economy department store
- A zero-carbon garden rooms start up
- A real estate sustainability consultancy
- An ethical advertising company taking on bad practice in the industry
- A net-zero carbon accreditation and consultancy.



OUR SUPPLIERS + PARTNERS

As a small service provider, our supply chain is relatively straightforward. However, we are aware that every purchase choice and partnership can have an unbounded impact if left unchecked. That's why we do our best to work with suppliers who wear their sustainability credentials with pride. Here are a few of the businesses we're proud to say we work with:

Accounting

A female-owned accountancy based in Surrey, **Switchfoot Accounting** are serious about their own sustainability and always make sure our account stays green.

Video content

Jago are B Corp Certified personal branding gurus. Since early 2022, they've been helping us to create engaging video content for our target audiences, which now means lots of people come up to Russ at events and say "Hey, you're Russ from LinkedIn!" (like he's a celebrity).

Fuel

A B Corp Certified coffee supplier, amamus supplied us with our shiny coffee machine in 2021 and are where we loyally buy all our coffee from. They are also local, based down the road in the New Forest. [Check them out.](#)

People management

A franchise of the **HR Dept**, our outsourced HR adviser is both female-owned and run, and based on our doorstep in Godalming.

Our landlord

Did we tell you that our client Mesh Energy is also our landlord and our next door neighbour? Oh and they just happen to be a B Corp, we do like to keep good company.

Printing

If we need any printed brand collateral, our suppliers at **Seacourt** ensure that we use the most environmentally-friendly practices, powered by renewables, with no water, alcohol, or VOCs involved. They are B Corp certified, carbon neutral, and serious about becoming regenerative.



From the very beginning, Avery & Brown has set a great example in how to work with and treat suppliers. I'm trusted to do what I do with a generous degree of autonomy, and I've never had to worry about missed or overdue invoices (in fact, they often pay early!)

Ben Horsely-Summer
Freelance Content Director

““””



PLANNING FOR THE FUTURE

B Corp Certification

A **Benefit Corporation** is a business that has undergone a certification process and committed to meeting particularly high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving, to supply chain practices and input materials.

Becoming a B Corp is something we've wanted to do since our conception, but it takes a lot of dedicated resources, time and expertise to meet the rigorous criteria. However, in 2022 we took the first step and began going through the B Impact Assessment and started overhauling our policy management system. Later in the year we hope to submit our assessment, while in 2023, we will kick off the year by amending our Articles of Association to embed our commitments into our legal structure. Watch this space!

B CORP IN NUMBERS²³

80 POINTS
In order to achieve certification you must score at least

across five areas: governance, workers, community, environment and customers

150+
questions to answer as part of the B Impact Assessment

6-8 MONTHS
is the average wait time for certification

1,100
businesses in the UK are registered B Corps, with over

52,000
staff in 58 industries and revenue of

2007
B Corp Global was founded in 2006 and the first companies were certified in

£17BN



OUR KEY FOCUS FOR 2023

Supplier code of conduct

In 2023, we want to spend some time running an audit of our supply chain and formalising our priorities in this area so we can begin to work more purposefully with businesses who align with our vision and mission. As part of this process we intend to prioritise the following areas:

- A supplier code of conduct that will be communicated to all new suppliers and partners prior to working with one another
- Written procurement guidelines so our team have a set of principles to follow that adhere to our company values.

The small print

A major part of the B Corp process involves providing evidence of good governance and social and environmental action, through various policies and procedural records. In 2022 we undertook a lot of work on our policies, which we intend to continue into next year, with a particular focus on our HR processes. We will also establish a policy management system for ensuring documents are regularly reviewed and updated to keep up with best practise and our own changing business needs, and an intranet system allowing staff to access relevant policies with ease and at any time.

A LITTLE BIT ABOUT US

At this stage, we thought it would probably be a good idea to introduce ourselves properly for those of you who don't know us yet and haven't worked out what we actually do apart from all that incredibly regenerative work!

In simple terms we are a specialist brand, marketing and creative agency for purpose-driven, regenerative-focused businesses. We are sector agnostic, but we tend to work with B2B brands rather than B2C. And, as we've highlighted on Page 16, from next year we will be focusing our attention specifically on the built environment sector, as we have particular expertise in this space and many of our clients operate within it.

We take a holistic approach to marketing and creative work, always aiming to start a project by reviewing our client's strategic foundations. We believe marketing and creative output can only go so far without a solid brand strategy to guide it. You can read all about [our approach here](#) and you can also watch Russ speaking about it in this [four-part video series](#).

To bring our work to life, we thought we would show you some of the work we've done for our clients. After all, nobody will ever sell you as well as a happy client...



As soon as we met Russ and Tim it was clear that here were two guys who not only knew their stuff and had bags of experience, but we just knew we would work well with them. They were enthusiastic and friendly and really were excited about our drive to market our business better.

We had a tight deadline and the result was more than we had hoped for. At every stage the team were creative, helpful and met repeated deadlines and ad hoc requests. The response to the brand refresh has been massive and now our business is showcased in a way that truly reflects the value we can bring to market.

Doug Johnson, Mesh Energy

OUR CAPABILITIES

01 UNDERSTAND

- Market + customer research
- Auditing
- Interviews + surveys
- Workshops

02 DEFINE

- Persona + story building
- Audience targeting
- Positioning
- Tone of voice

03 SOLVE

- Identity design
- Marketing strategy
- Messaging
- Guardianship

04 EXECUTE

- Campaign creation
- Content marketing
- Digital + print design
- Social media management



MESH ENERGY

Comprehensive marketing and creative support for a forward-thinking independent renewable energy consultancy. We were engaged in May 2020 with a clear brief: to build on their reputation as trusted experts within the built environment sector and appeal to a wider audience of architects, property developers, and sustainability experts. [Find out more.](#)



Our support

- Brand identity
- Strategic support
- Web design + development
- Content marketing
- Video creation
- Community building
- Print + digital design



ENVIROSUSTAIN

EnviroSustain is an established sustainable real estate consultancy, based in Berlin. We've been working with the team for over four years to differentiate themselves from their competitors through dedicated marketing and creative consultancy. [Find out more.](#)

Our support

- Organisational change management
- Brand identity
- Web design + development
- Content marketing
- Copywriting
- Social media
- Print + digital design
- Impact reporting



We have been working with Avery & Brown since the day they incorporated the business. In that time, the team have helped us to achieve so many marketing and creative goals, all of which have contributed to the growth and development of EnviroSustain. I would not hesitate to recommend Avery & Brown to any ambitious sustainability-focused business which is serious about its growth. In short, they have been a game changer for us.

Dr Birgit Memminger-Rieve, EnviroSustain

REFERENCES

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- ² [NASA Earth Observatory](#)
- ³ [US Environmental Protection Agency](#)
- ⁴ [‘Turn Down the Heat’ report from the World Bank](#)
- ⁵ [Nature Communications](#)
- ⁶ [‘The State of Global Wetlands’ report from WWF](#)
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- ⁸ [International Energy Agency](#)
- ⁹ [The Financial Times](#)
- ¹⁰ [The International Disaster Database](#)
- ¹¹ [The World Bank](#)
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- ¹⁵ [The Federation for Small Business](#)
- ¹⁶ [Statista](#)
- ¹⁷ [The World Economic Forum](#)
- ¹⁸ [SME Climate Hub](#)
- ¹⁹ [SME Climate Hub](#)

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- ²⁰ [Hubbub](#)
- ²¹ [Cleanfox](#)
- ²² [The Guardian](#)

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- ²⁰ [World Green Building Council](#)

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- ²¹ [The Living Wage Foundation](#)
- ²² [The Scottish Parliament](#)

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- ²³ [B Corp UK](#)



FEELING JEALOUS?

Don't worry! At Avery & Brown we don't just create amazing impact reports for ourselves, we help other companies tell their stories too. With support from our incredible Sustainability Consultant, Hannah, we will walk you through the entire process, from data collection and interpretation, to structuring, copywriting, design and proofing, and of course, campaign ideation and management to help you launch it into the world.

But don't just take our word for it, here's Sally-Ann, from facilities management company EcoServ, describing the process. If you want to know more, [just get in touch](#).



“”

We were impressed with Avery & Brown from our very first meeting. Personable, passionate and knowledgeable, they guided us every step of the way consulting on how to communicate through the ESG framework to how the design could enhance and effectively communicate the content. They also expertly supported us on content development so that we could shape a narrative which told the story of our business. Thank you to the whole team!

Sally-Ann Van Blerk, EcoServ



TALK TO US

-  www.averyandbrown.com
-  hello@averyandbrown.com
-  +44 (0)1252 268 407

STALK US

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