

A dramatic, high-contrast image of a stormy sky. The left side is dominated by deep blue and teal tones with bright, jagged white lightning bolts striking downwards. The right side transitions into a darker, more ominous purple and black sky, with a bright, glowing light source (the sun or moon) partially obscured by dark, heavy clouds. The overall mood is intense and powerful.

B Corp Impact Report

(August 2024)

QU[⚡]ET
STORM

Certified



Corporation

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Team talk: a word from our CEO



Advertising has always played a powerful role in society. It can be an incredibly influential force in shaping how we see the world, ourselves, and others. And in how we behave as a consequence.

That's why we feel a responsibility at Quiet Storm to act in a way that strives for better, made real in our culture and the way we work. It's about not only helping our clients' businesses to thrive, but for the people who buy their products and services, the society we are all part of, and the world we all share to thrive too.

This philosophy extends to our staff who embody the shared values and beliefs of our business, and who hold us to account if we're not living up to them.

These principals have been tested in what continues to be turbulent and challenging times for businesses. But we've continued to support important initiatives and causes that we care about. To champion sustainable business practices, demonstrated in a significant reduction of our carbon footprint. And to prioritise people over profits, seeing all business decisions through the lens of our values and our staff's welfare. Recent certification as a Living Wage Employer is one way we've demonstrated this, rewarded by the agency being rated as one of our industry's Best Places to Work for the 4th year running .

Having B Corp accreditation focuses our attention and frames our behaviours, and remains a huge source of pride for the agency.

(Rania Robinson)

About us



- | | |
|--------------|--|
| WHO WE ARE | Founded by Trevor Robinson OBE in 1995, Quiet Storm is a purpose-led, employee-owned advertising agency and production company, committed to disrupting the status quo. |
| WHAT WE DO | We harness the power of creativity to positively transform businesses, lives and society, both in the work we do for our clients and how we behave as a business. |
| HOW WE DO IT | By defining a meaningful role for brands in people's lives, which we bring to life in a way that helps them to be heard in a noisy world: we call this <i>Creativity That Starts A Storm.</i> |
| WHY WE DO IT | In the interconnected world we all share it makes good business sense to operate in this way, recognising that the more positively you impact people's lives the better that is for sales. |



Who we work with



We have brought our *Creativity That Starts A Storm* to household name brands and businesses across a whole range of industries, from food & drink to telecoms, and retail to leisure.

This work might have a cause-related dimension, like our high impact pro-bono campaigns for the Women's Equality Party.

But even for our commercial clients, we want the storm we create to be one that has a positive impact on people's lives: think Haribo bringing moments of childlike happiness to a dull, grey world.

VIMTO

HARIBO

Google

Yakult

On the Beach

CHICAGO TOWN

KETIE CHIPS

SHAKEN UDDER
MILKSHAKES

Rowse

CAFE DIRECT

JOHN LEWIS
& PARTNERS

WE
WOMEN'S
EQUALITY
PARTY.

Young's

Zoflora

NETFLIX

ICEE



Mercedes-Benz

Disney



HM Government

shout
85258
here for you 24/7

NBCUniversal
INTERNATIONAL

BT



Spotify



Our journey to B Corp certification



Quiet Storm's B Corp journey can be traced back to its formation in 1995 by our executive creative director Trevor Robinson OBE,

Trevor is one of the most prominent black people in UK advertising, and has always campaigned to increase the profile of under-represented groups in our industry. Add to that the passion our CEO, Rania, has for elevating the place of women in marketing and advertising, and you can see that D&I is hardwired into the QS DNA.

This is the foundation on which our commitment to being a better business has been built.

A commitment to better that has since translated into a switch to employee ownership. Because it was the right thing to do. And a commitment to better look after the planet we all share, both in the way we operate as a business and how we produce creative work for our clients.

When the Covid lockdown hit in 2020, that pause provided us with an opportunity to evaluate our business. One outcome of this was a desire to seek B Corp certification. Both to validate the achievements we were all proud of, but also to keep our future on the straight and narrow as we endeavour to do 'better business' even better.

So it was with great pleasure and much excitement that we were formally certified as a B Corp in August 2022, with a score of 115.9



Create Not Hate is a non-profit community interest company, set up by Quiet Storm to introduce young people from under-represented backgrounds to the creative industries, by given them the chance to work on live briefs.

As well as running our own projects, we have worked with commercial partners, NGOs and other organisations (inc. the Metropolitan Police), providing them with access to diverse voices they wouldn't normally hear from.

Over the last few years, over 300 young people have gone through the CNH programme. And across many projects, we have seen attendees successfully segue into internships or permanent positions within creative roles.

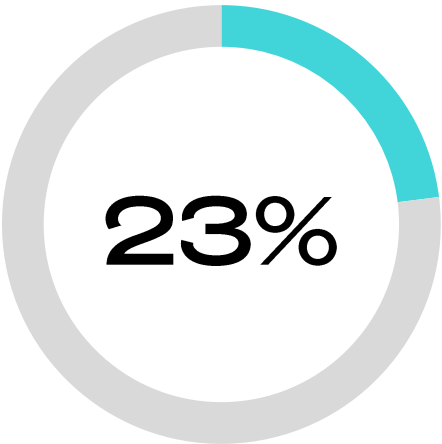


As a company committed to diversity, gender equality has always been a key part of Quiet Storm's identity. We are a certified Women Owned business, endorse our industry's #timeTo anti-sexual harassment initiative (inc. full staff training) and have been shortlisted in Advertising Week's Future Is Female awards.

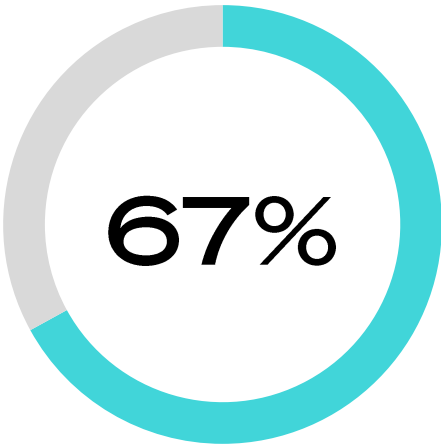
When it comes to championing the cause of women in our industry though, of most significance is the work done by our CEO Rania Robinson. Especially in her time as President of WACL (Women in Advertising and Communications Leadership), where one of her lead initiatives was to launch a campaign demanding that 50% of chief executives in our industry be women.



- Career mentoring for all female staff
- Doubled paid period for both maternity and paternity leave
- Formal menopause policy
- Diverse shortlists for recruitment
- Diversity policy for the production side of our business (cast, crew, facilities)
- Guidelines and training for diverse representation in ads



% of permanent staff
who are black, Asian or minority ethnic



% of permanent staff
who are female



% of senior leadership team
who are black, Asian or minority ethnic



% of senior leadership team
who are female

We believe it is important to practice what you preach. Which is why we actively seek diversity and inclusion throughout our business, particularly at a senior leadership level, both from an ethnicity and gender perspective

(Source: annual survey carried out by Campaign Magazine, the trade publication of the UK ad industry)

Our commitment to equity



BETTER BUSINESS TOGETHER



At Quiet Storm, we don't just believe in the equality of diversity, but in the equity of ownership too. Which is why, in 2020, the then partners in the business finalised the transition to employee ownership.

Setting up an Employee Ownership Trust, which holds shares for the benefit of all employees, now means everyone is a partner in the Quiet Storm business, with a voice in how it's run, and the passion and commitment this brings.



As an employee-owned B Corp, fairness is not surprisingly a key part of how we do things at QS, and always has been.

Which is why paying above the living wage is so important to us, and why it's something we've done for much longer than we've been employee-owned or a B Corp.

It's been such a normal part of what we do in fact, that we only recently thought it was maybe time we got accredited as a Living Wage Employer. Which we've now done, as it's something worth celebrating.



Campaign Best Places To Work is an annual staff satisfaction accreditation within the UK advertising and communications industry.

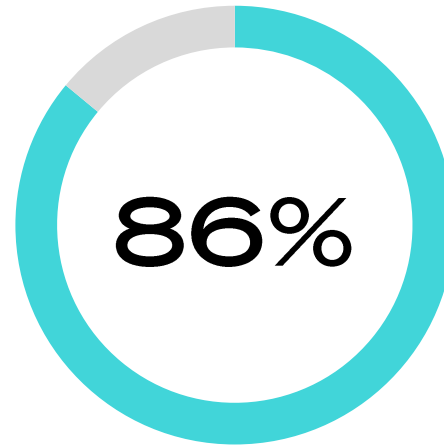
In 2024, Quiet Storm was ranked 17th overall which, even more encouragingly, made us one of only a small handful of companies to make the Top 100 for 4 years in a row.

This shows the benefits of creating an inclusive, flexible environment where people have an influential voice and a vested interest in the success of the business they own.



Alongside the Best Places To Work accreditation, we also carry out our own staff satisfaction survey each year to understand how people are feeling about working at Quiet Storm, and to assess factors like mental wellbeing and work life balance.

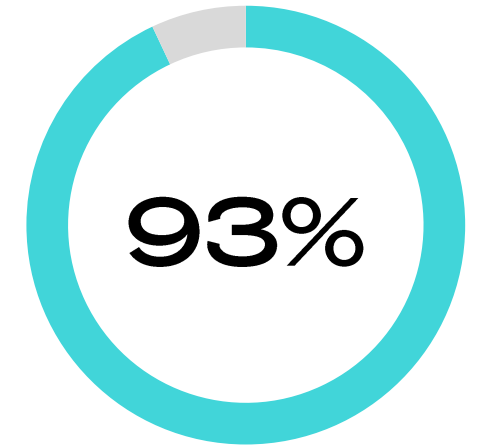
Obviously, there is always room for improvement, but in 2024 we are encouraged to see that levels of positivity remain high.



% who purpose
in the work they do



% who are satisfied by
their job



% who would recommend
Quiet Storm as a great place to work



Our mission is to positively transform businesses, lives and society. The most pressing concern for the latter is, with little doubt, the climate emergency we are all increasingly impacted by.

That's why we are committed to the principles of the Advertising Association's Ad Net Zero initiative, and seeing our industry reach carbon neutrality by 2030.



To help manage and reduce our own carbon footprint, we audit our emissions on an annual basis.

Our chosen partner for this is Planet Mark, who we have now worked with for 4 years, allowing us to measure and then reduce or offset our emissions (see next page).



As well as reducing the carbon footprint of our own business, we are also committed to reducing the impact of the advertising we produce for our clients.

We were an early adapter of Adgreen for this reason, a carbon calculator developed by the Advertising Association that lets us assess the environmental impact of our production activities and, as with our wider business, manage down emissions and offset the remainders.



In 2023 we celebrated 4 years of successful carbon auditing with Planet Mark as part of our commitment to the goals of AdNetZero and making our industry carbon neutral by 2030.

Helped in no small part by an office move which included a switch to full renewable electricity and no gas, our 2023 emissions of 4.8 tCO₂e represented a year-on-year reduction of 41%.

We offset these emissions with verified, gold standard programmes provided by Climate Impact Partners.

Note: for 2025 we plan to introduce more complete auditing of our Scope 2 emissions, and to include full Scope 3 emissions in our audit too.



We are Planet Mark Certified

Year 4.



This is to certify that Quiet Storm has achieved the Planet Mark by reporting a reduction in its carbon footprint and engaging its stakeholders.

Valid to: 31 March 2025



Measure

-41.4%
Absolute carbon reduction.

-41.1%
Carbon reduction per employee.

Location-based

4.8 tCO₂e
Measured carbon footprint.

0.2 tCO₂e
Measured carbon footprint per employee.

Market-based

3.8 tCO₂e
Measured carbon footprint.

0.2 tCO₂e
Measured carbon footprint per employee.

We are committed to reducing our carbon emissions yearly so that together we can all halt climate change.

Reporting Boundary: London Office Operations (42-44 Beak Street, London, W1F 9RH and Unit 8G, The Leather Market, Weston St, London SE1 3ER)

Emission Sources: Electricity, T&D Losses, Natural Gas, Water, Waste, Paper, Homeworking (not included in total footprint)

Reporting Period: 01 Jan 2023 – 31 Dec 2023



Thanks to the carbon audit carried out for Quiet Storm by Planet Mark, we were able to identify our contribution to 9 of the UN's Sustainable Development Goals in 2023

<div>6</div> <div>CLEAN WATER AND SANITATION</div> <div></div>	<div>6.3 - 100% of water treated</div> <div>6.4 - Reduction in water consumption</div> <div>6.6 - Reduction in water consumption</div>	<div>9</div> <div>INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div></div>	<div>9.4 - Reduction in energy use</div> <div>9.4 - Reduction in electricity use</div>	<div>13</div> <div>CLIMATE ACTION</div> <div></div>	<div>13.3 - Reduction in absolute carbon emissions</div> <div>13.3 - Donation to the Eden Project</div>
<div>7</div> <div>AFFORDABLE AND CLEAN ENERGY</div> <div></div>	<div>7.3 - Reduction in energy use</div> <div>7.3 - Reduction in electricity use</div> <div>7.2 - 55% of energy demand met by renewable energy</div>	<div>11</div> <div>SUSTAINABLE CITIES AND COMMUNITIES</div> <div></div>	<div>11.6 - Measured carbon emissions</div> <div>11.6 - Reduction in absolute carbon emissions</div> <div>11.6 - 96% of waste recycled and composted</div> <div>11.4 - Donation to the Eden Project</div>	<div>14</div> <div>LIFE BELOW WATER</div> <div></div>	<div>14.3 - Reduction in absolute carbon emissions</div>
<div>8</div> <div>DECENT WORK AND ECONOMIC GROWTH</div> <div></div>	<div>8.4 - Reduction in absolute carbon emissions</div> <div>8.4 - Reduction in carbon emissions per intensity</div>	<div>12</div> <div>RESPONSIBLE CONSUMPTION AND PRODUCTION</div> <div></div>	<div>12.6 - Measured carbon emissions</div> <div>12.1 - Reduction in absolute carbon emissions</div> <div>12.5 - 96% of waste recycled and composted</div>	<div>15</div> <div>LIFE ON LAND</div> <div></div>	<div>15.5 - Reduction in absolute carbon emissions</div> <div>15.2 - Reduction in paper use</div>

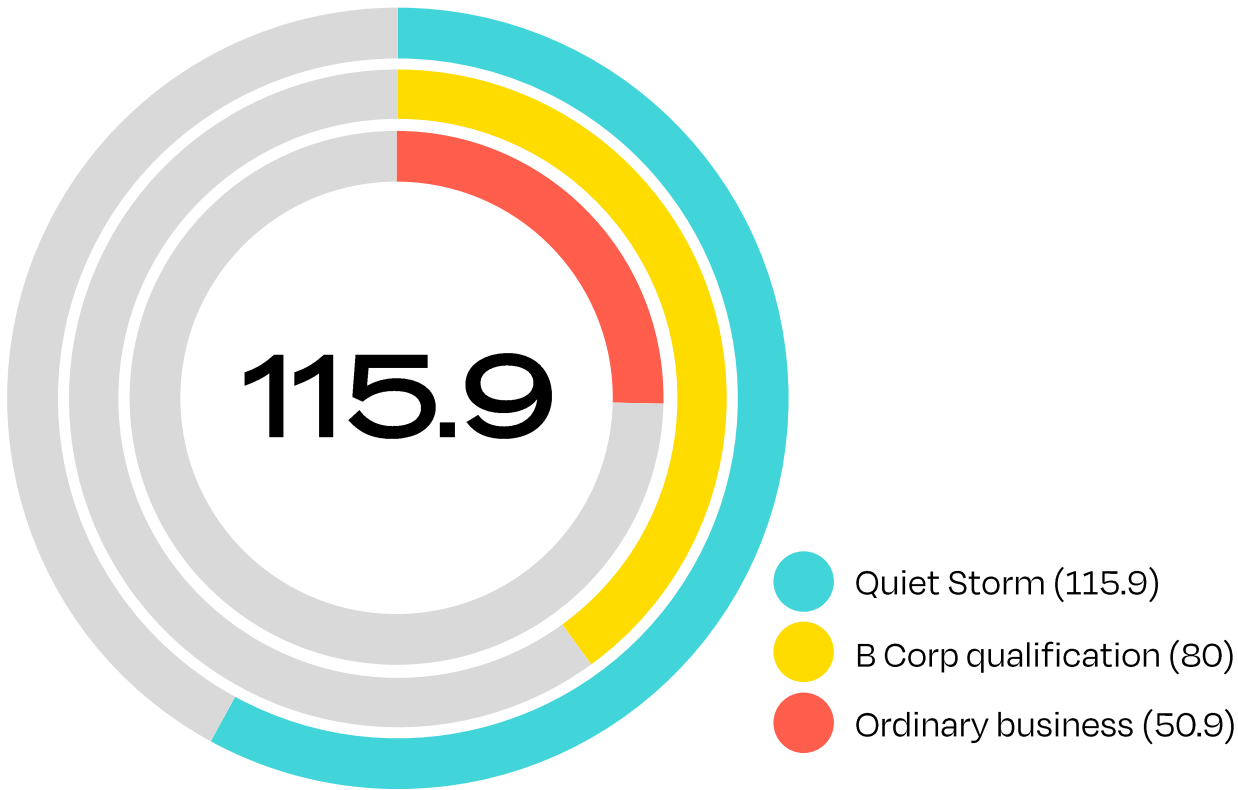
B Corp Impact Score

Quiet Storm was formally certified as a B Corp in August 2022, with a score of 115.9

We are proud of this achievement, and the validation it represents of our efforts to be a better business.

But certification isn't the end of the journey, it's only the beginning. And with recertification every 3 years, we are now in the process of 'what next'.

Two years into our first period of certification, we are now pivoting to consider recertification in 2025, and an assessment of our continued mission to harness the power of creativity to positively transform businesses, lives and society.



IMPACT AREA	SCORE	% OF AVAILABLE MARKS
Governance	15.7	63%
Workers	67.5	84%
Community	24.0	48%
Environment	7.4	37%
Customers	1.0	20%

Impact Area: Governance



"What a company does to enhance policies and practices pertaining to its mission, ethics, accountability and transparency"

Score:

15.7

Marks available: 25

Sector average: 8.6



What we're still doing

- Producing our Impact Report.
- Running monthly 'talking session', run for and by non-management staff to ensure all voices are heard in the running of the business.
- Formalised management responsibility for sustainability actions within different parts of the business.



What we've started doing

- Introduced a formal Whistle Blower policy
- Regular and clear communication to all staff on the financial performance of the business



What we plan to do

- Ensure regular/formal reminder of company policies, so all members of staff are aware of their rights and responsibilities.
- Start the process of B Corp recertification in August 2025

Impact Area: Workers



"What a company does to contribute to its employees' financial, physical, professional, and social well-being"

Score:

67.5

Marks available: 80

Sector average: 35.7



What we're still doing

- Ranked in Campaign's Top 100 Best Places To Work for 4th year running
- Access to career mentoring all female members of staff
- Maintained strong staff retention performance year on year: averaged 6.5 years with 20% turnover (vs. Industry norm of 30%)
- Continue to work with Juno, to offer wellbeing-related staff benefits



What we've started doing

- Introduce a formal menopause policy
- Achieved formal Living Wage certification
- Run coaching training for agency management team
- Provided pension education for all members of staff



What we plan to do

- Explore Investors In People accreditation
- Rank in Top 100 Best Places To Work for 5th year running
- Maintain staff retention performance year on year

Impact Area: Community



"What a company does to contribute to the economic and social well-being of the communities in which it operates"

Score:

24.0

Marks available: 50

Sector average: 14.7



What we're still doing

- Ensured diverse representation in all ads we produce
- Maintained diversity mix through all levels of the business
- Carried out pro bono work for the Women's Equality Party
- Enjoyed working with other Bcorps, both as partner agencies (Total Media, Sunnyside Up, Coffee & TV) and clients (Cafédirect)
- Mentoring and sharing job opportunities with our Create Not Hate network



What we've started doing

- In her role as out-going WACL president, CEO Rania provided coaching to the new president
- Initiated partnership drive to engage with more B Corps
- Formalised a supplier diversity policy for the production side of our business (cast, crew, facilities)
- Supported local food bank initiative



What we plan to do

- Ensure we maintain our current staff diversity mix
- Continue to develop partnerships with more B Corps
- Encourage more staff to make use of the volunteering time they have available to them
- Explore feasibility of supplier diversity across all parts of the business

Impact Area: Environment



"What a company does to improve its overall environmental stewardship"

Score:

7.4

Marks available: 20

Sector average: 4.4



What we're still doing

- 4th year of auditing carbon emissions, achieving net zero with off-setting
- Minimised carbon footprint of all productions, delivering net-zero on all TV productions with off-setting
- Fully renewable electricity and no gas in our office
- Web-hosting via a green provider



What we've started doing

- Planning Director Jon Howard sits on the Sustainability Action Group of our industry's trade organisation
- Started to collect business mileage to include in carbon audit
- Formalised a supplier environmental policies for the production side of our business (transport, facilities etc.)



What we plan to do

- Formalise policy on using electric taxis / delivery vehicles across the whole business where possible
- Step up to auditing our full scope 2 and scope 3 emissions
- Investigate feasibility of applying supplier environmental policies across all parts of the business

Impact Area: Customers



"What a company does to improve the value it creates for direct customers and the consumers of its products or services"

Score:

1.0

Marks available: 5

Sector average: 1.7



What we're still doing

- Best practice guidance for clients on 'green' film production
- Minimised carbon footprint of all productions, delivering net-zero on all TV productions with off-setting
- 'Creative excellence' process to ensure we deliver work of the highest quality for all our clients
- Run regular client review and feedback session



What we've started doing

- Introduced diversity in comms training programme for clients



What we plan to do

- Switch to AI-empowered systems for internal process improve speed of processing and other efficiencies for clients



Thank you



Being B Corp certified is a matter of great pride for us, and we would like to thank everyone who has helped get us here. In particular, we want to give a shout out to the amazing team at Quiet Storm, partners in all we've achieved, without whom none of this would have been possible.

And you too for taking the time to look at this Impact Report. We hope our B Corp journey can be as inspiring for you as writing it has been for us. Because the journey to being a better business is never finished. There's always more to be done, and we're looking forward to embracing that next step.

If you would like to hear more about our B Corp experience, and what it has meant for the Quiet Storm business, all you need to do is contact jon@quietstorm.co.uk

And if we sound like the creative agency partner for you, we would love to get connected too. To find out about our experience and expertise, and how we can use this to help your business thrive, please get in touch with rania@quietstorm.co.uk