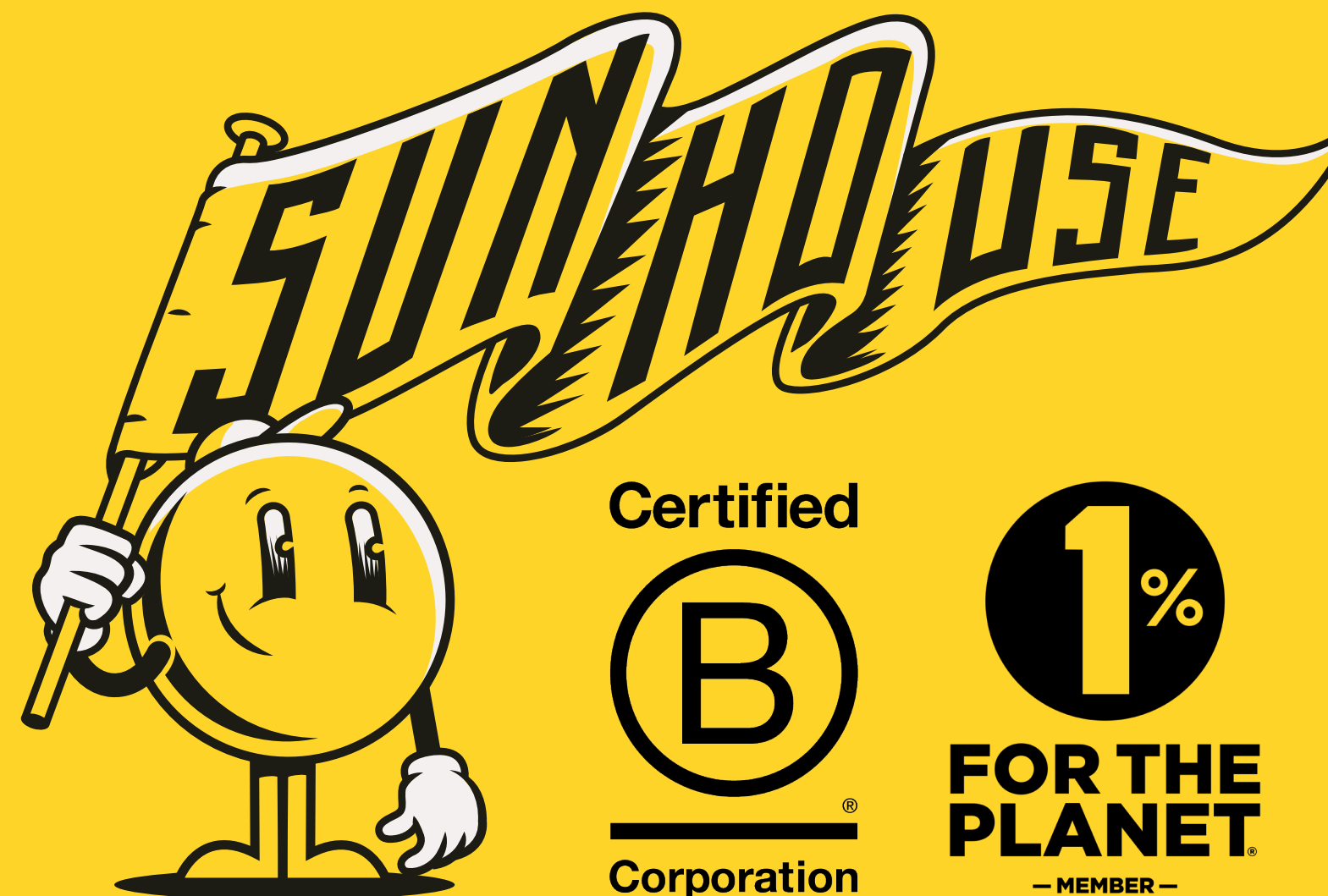




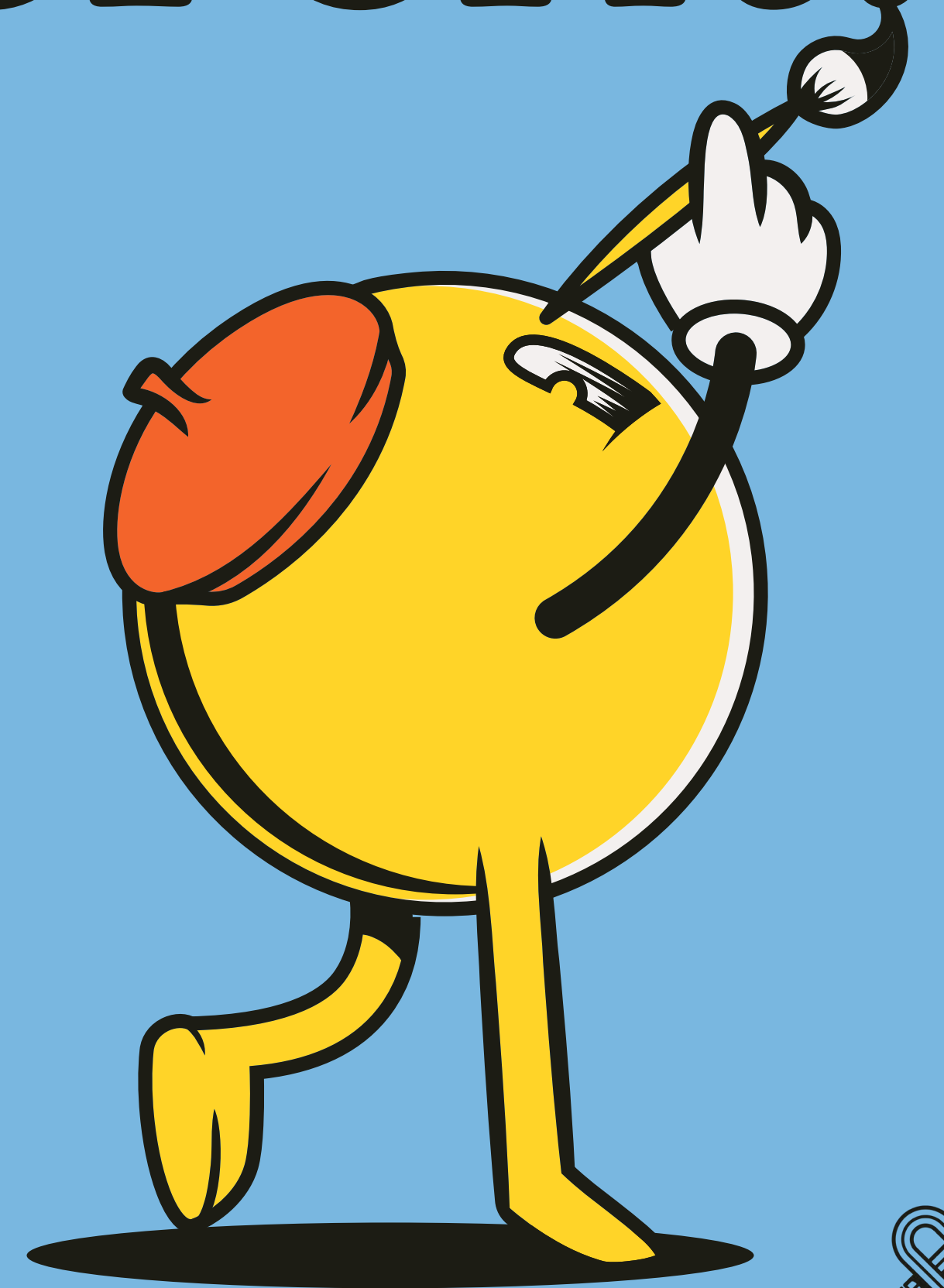
# Impact Report 2022 - 2023

Sunhouse Creative Ltd



Designed to be

Positively Different.



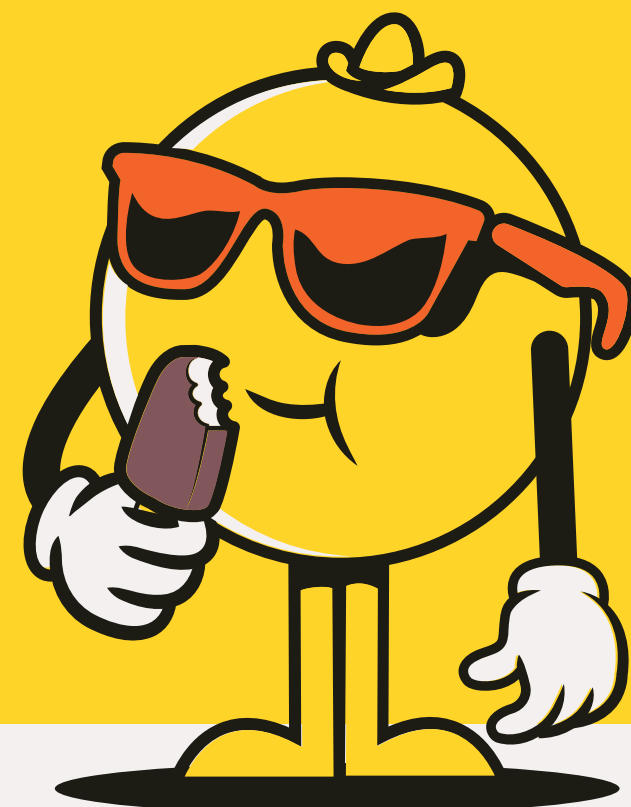


We believe  
in people  
before egos,



creativity  
before  
wealth,

partners  
before  
clients,



and a  
smile before  
work.





 *Our journey so far...*

## Words from Tom Director & Founder

Sunhouse has always been a business with soul and we always felt that that soul made our business great. However, the amazing journey to B Corp certification made us lean even harder into our soul and made us question whether we were truly doing our best.

Becoming B Corp Certified has opened up a new way of looking at things. It has opened up a new, progressive measure of responsibility. It has given our amazing team more meaning and, simply put, it has made us do things better. Day by day, week by week as new opportunities are thrown at us, we constantly ask ourselves, 'is this something we believe in?' Is this the direction we should be going? Is this something a B Corp company should be doing?' We have lots of choices

to make, but we need to make the right ones with honesty and integrity.

**B Corp has become a north star, a set of principles that guides us and an underlying drive to become the best version of ourselves.**

Over the year since certification we have worked even harder to make sure our team of superstars feel valued, supported, empowered and appreciated. We have re-evaluated and significantly improved our benefits package, made hybrid working work, and celebrated some huge milestones as a team. For a more direct, positive impact on the environment we have joined 1% for the Planet,

building a fantastic, ongoing relationship with the Cornwall Wildlife Trust. With our global clients we have been energised to direct conversations and projects towards improving sustainability through practices, work and materials. This has its challenges, but we have had some success and feel like the needle is shifting. We have also taken on a significant chunk of pro-bono work for Project Everyone and The Global Goals.

Since our certification in 2022 we have done some amazing things, but we know we need to do more to deliver on our promise of positive change, to be even better for our people and even better for the world around us. I'm hugely excited that this is just the start of our B Corp journey and cannot wait to see where it takes us next.







*Our journey so far...*

# Road to Certification

When Sunhouse began in 2008 we wanted to create an agency and an environment that was above all positive. As the business has grown, both in size and with an increasingly global client base, we've become all too aware of our social and environmental impact.

**It's crucial that we look for new and innovative ways to make Sunhouse a force for good and stay true to our original, Positively Different ethos.**

We can always do more, but becoming B Corp Certified seemed like a natural, powerful and positive step forward. We think the sense of solidarity

as a team has been the most powerful aspect for us. We really want both our staff and our client partners to be proud to work with us, and taking this step has been a really powerful story that everyone has got behind.

The fact that it is an ongoing process means it is continuing to weave its way into our DNA, and the future direction of the business feels really exciting. We're not perfect, there's masses more we need to do, but it does feel like a really positive step in the right direction.







*Scores on the doors...*

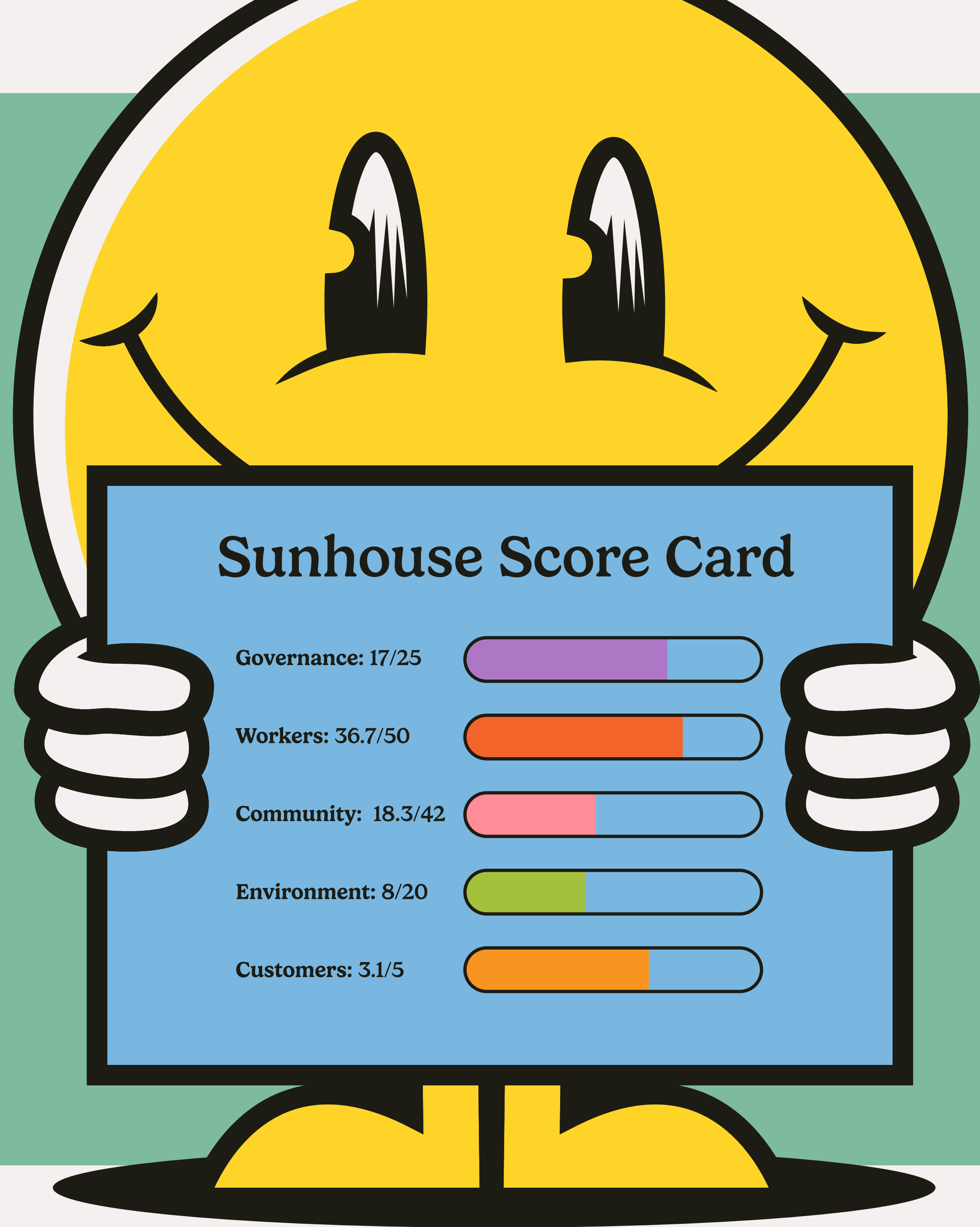
Our 2022  
Certified Score

**83.3**

out of 140 Total Points

Recertification Target for 2025

**100**





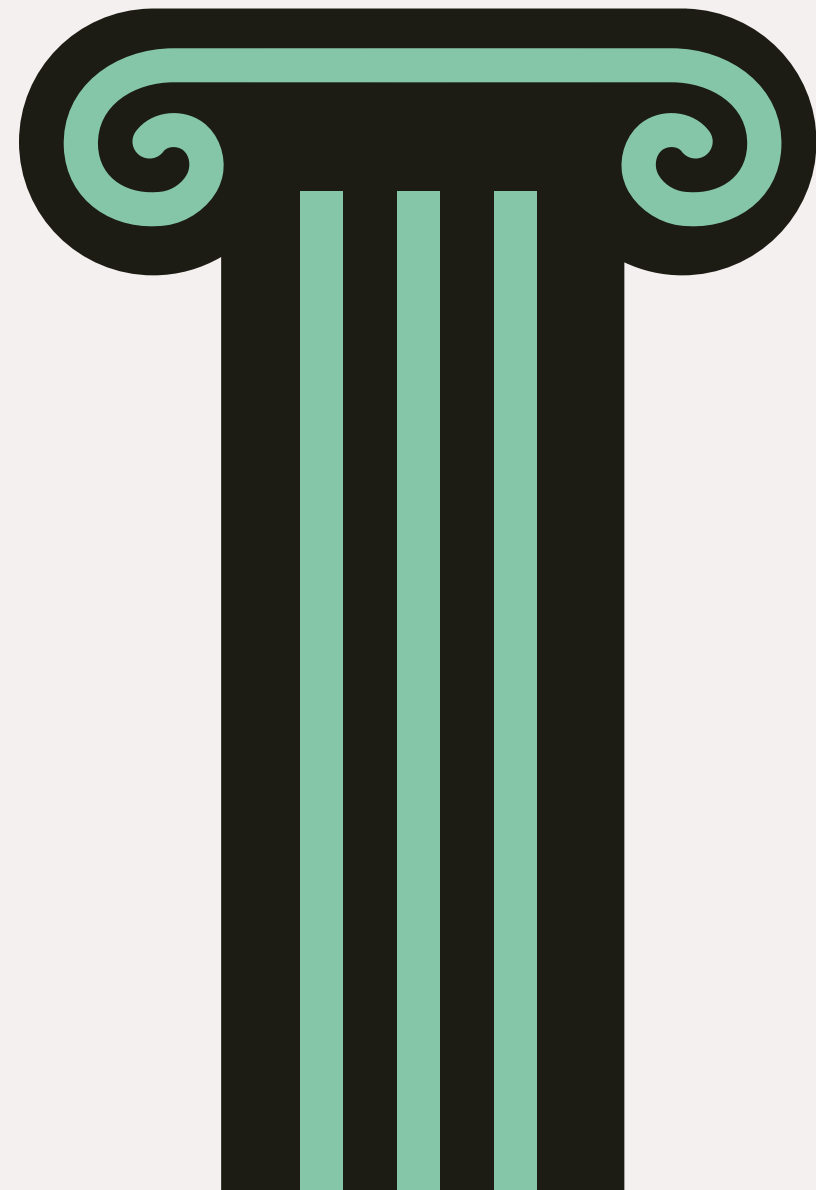
# Positively Different

## This is the guiding mantra at Sunhouse

This mantra is upheld by our five value pillars. These pillars are at the heart of our approach, define our work and act as a filter in terms of decisions we make as a business.

### Compassion

Compassion underpins our ability to connect with our intuition, each other, our clients, and our work. It drives the impact we want to have on the communities and environments we're part of.



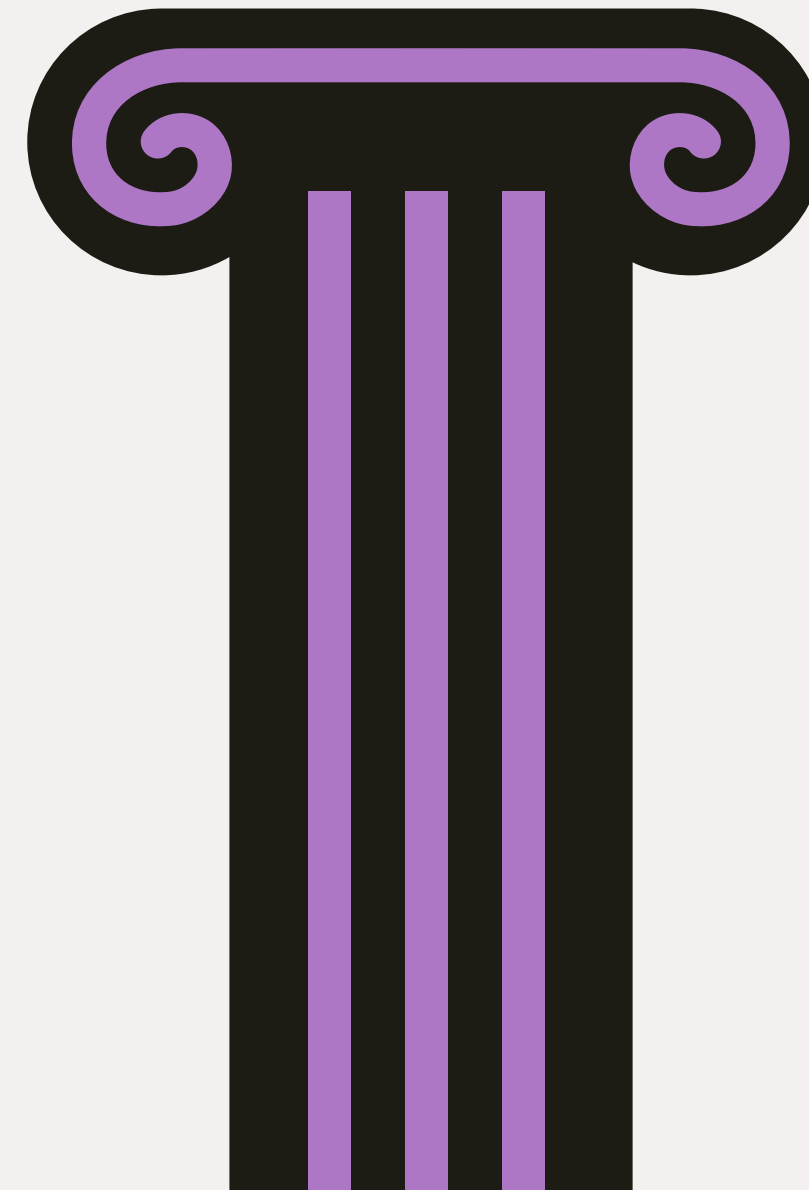
### Optimism

We believe optimism is a superpower and wherever it goes, positive energy flows. It fosters a proactive mindset and our ability to transform challenges into opportunities.



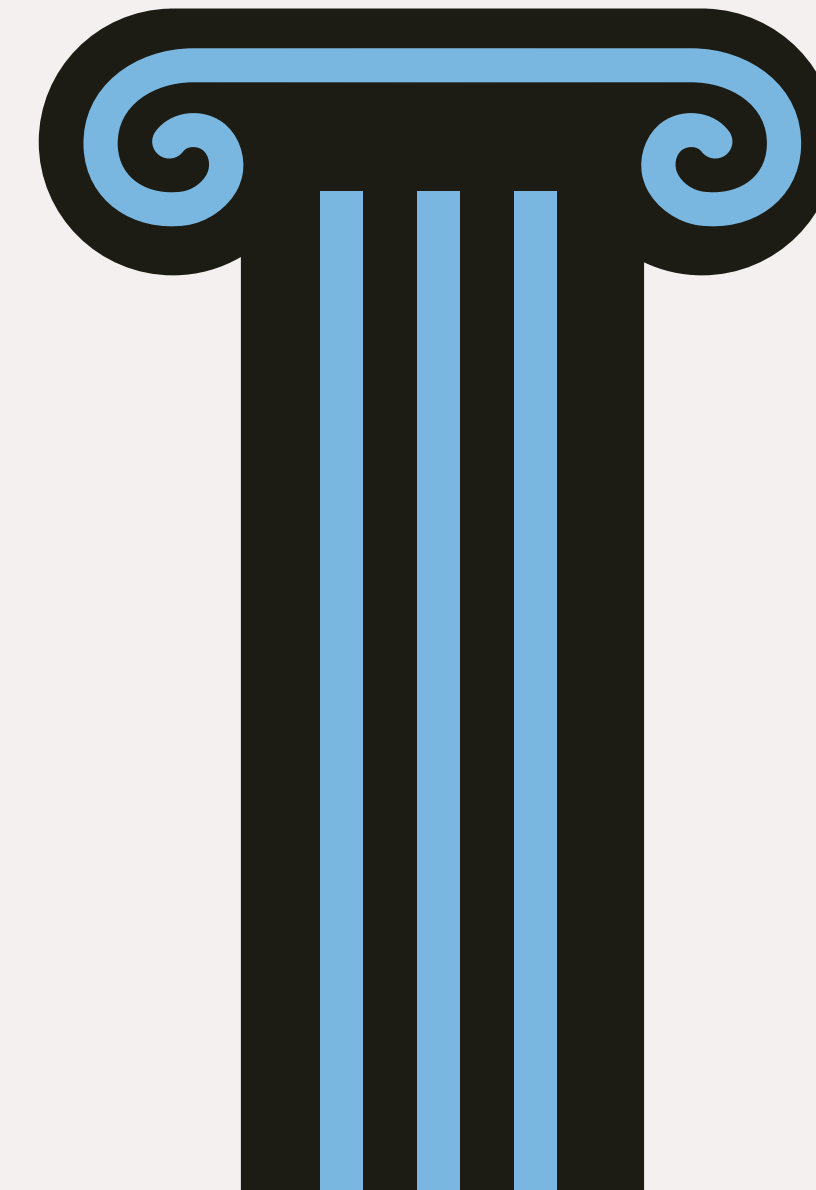
### Inclusivity

We have always made sure a diverse range of voices are heard and valued. This has been a building block of the agency and continues to be integral to how we do business.



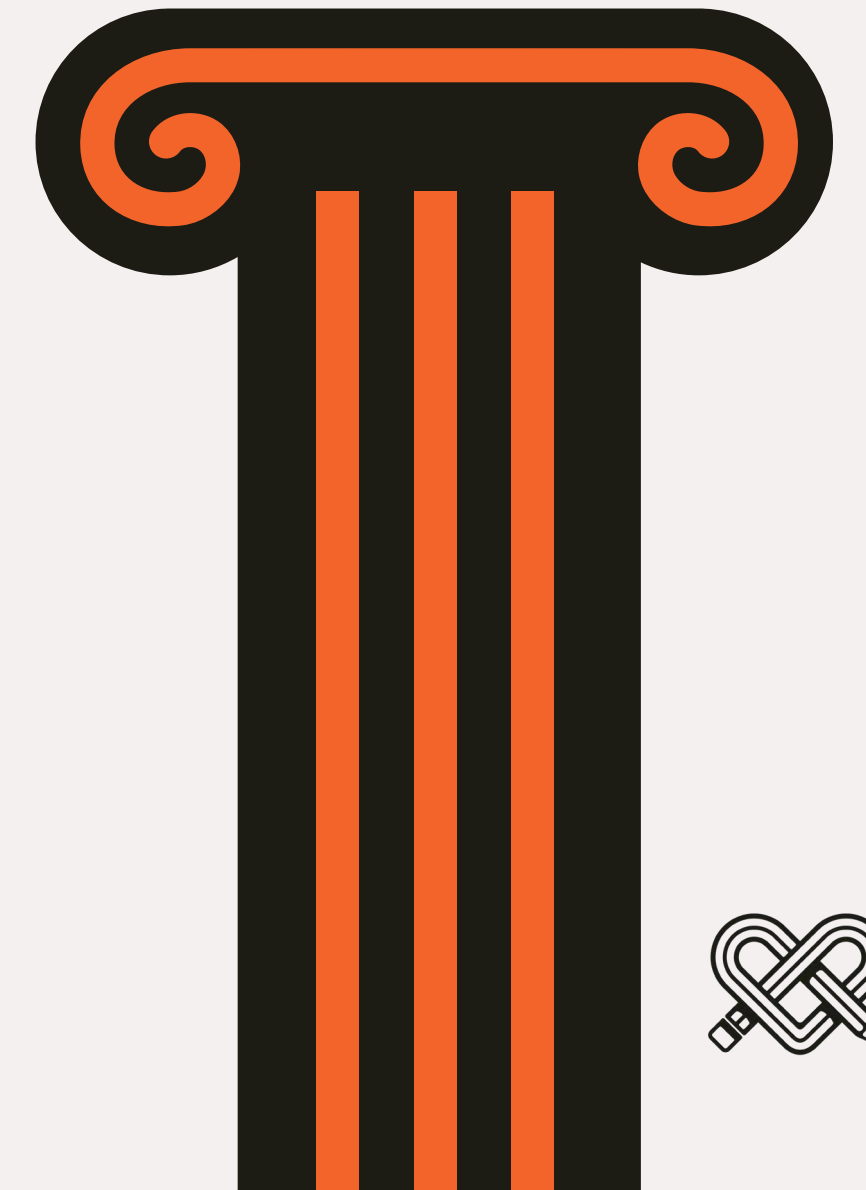
### Creativity

Creativity is the heartbeat of our agency. It inspires us to explore, stay fresh, and embrace the unknown to keep pushing forwards.



### Connection

We believe embracing difference and authenticity creates real and meaningful connection, that fuels our creativity and progression as a team.





2023 Pleged  
Donations

£55,199

1%

FOR THE  
PLANET®

— MEMBER —

5

Paid  
Internships

Work  
Placements

7

Highlights of



50%

of our  
Directors are  
female

Worked  
with

3

Pro-Bono  
Clients

100%

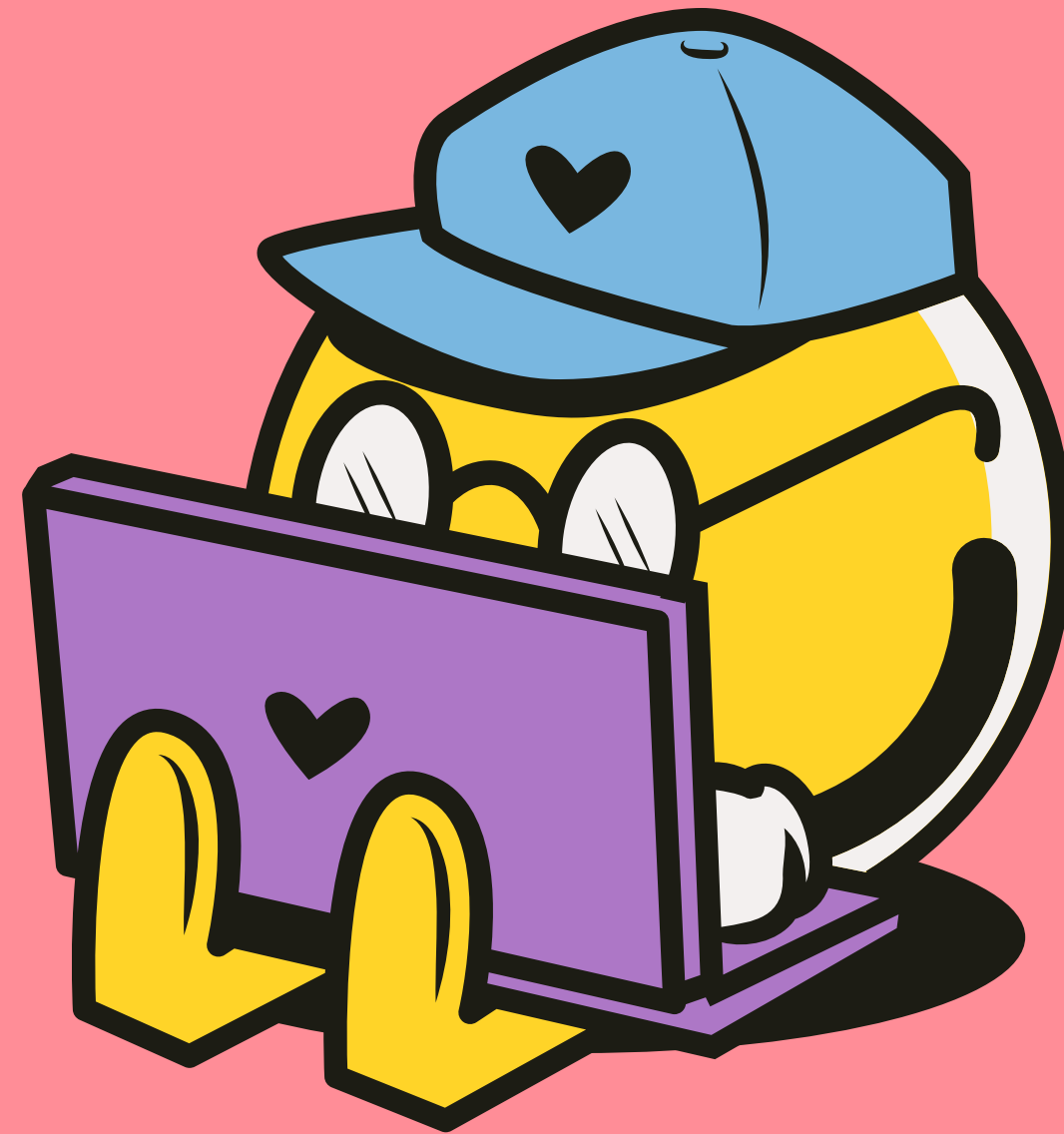
of staff recieved  
training for

Diversity &  
Inclusivity





What we said.



What we did.



What's next?

# Governance

## Overview

### What we said:

Promote diversity within the workplace.

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Strengthen support systems and increase well-being reviews.

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Encourage personal and professional growth for employees.

### What we did:

Implemented inclusive recruitment strategies and equality and diversity training for all employees.

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Provided an Employee Assistance Program and regular one-on-one sessions with line managers. Supported employees who needed extra time-off.

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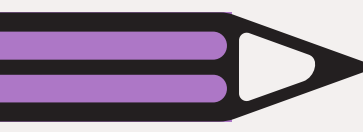
Continued the Sunhouse Learn Programme.

### What's next?

- Implement a message board for sharing environmental and social goals, spotlighting employee initiatives like volunteering, charity fundraisers and environmental achievements.
- Incorporate social and environmental goals into employee reviews.







## Impact Area #1

# Governance

### Focus

## Sunhouse Learn

We appreciate that everyone learns in their own way. That's why we encourage inspirational days out of the studio and celebrate our latest and greatest work and insights in monthly Show & Tell sessions. It's also why we create individualised learning plans to develop and grow the team.





# Workers

## Overview



### What we said:

Support flexible working arrangements.

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Support the physical and mental well-being of employees.

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Have regular team-building activities.

### What we did:

Implemented early summer finish time and continued a flexible home working schedule for Monday and Friday.

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Set up Sunhouse Run Club which trained and participated in the Bath Half Marathon.

---

Rounders Days, Canoe Trips, Wreath Making, Movie Nights etc.

### What's next?

- Explore ethical pension options.
- Start the Heka Benefit Scheme in January to promote employee well-being.
- Recruit a Head of People to support employee development and training.
- Improve our pension offerings.
- Enhance our Maternity/Paternity benefits.
- Extra Holiday for Birthdays.





## Impact Area #2

# Workers

## Focus

### Team-Building Days

We build regular team building days into our calendar, to celebrate our successes and reflect on how we can improve to keep pushing forwards.

We aim to hold these days outdoors to shift the focus away from studio life and technology, and give people a mental health 'breath.' Over the last year we have canoed down the River Wye and on 2 occasions organised some very competitive rounders competitions.







## Impact Area #2

# Workers

## Focus

### Sunhouse Run Club

It is ingrained into the Sunhouse culture that work isn't just about work. We want to create a healthy environment that people enjoy, and an environment that is rich and diverse.

One example is our Run Club, a group of Sunhouse 'athletes' who run together on a regular basis. They have a Sunhouse Run Club kit, and we pay for their access to races such as the Bath Half Marathon, a regular in the Sunhouse calendar.





# Community

## Overview

### What we said:

Expand pro bono initiatives.

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Support local environmental  
& social organisations.

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Continue offering work experience  
and internship programs.

---

Partner with local businesses.

### What we did:

Worked with 3 pro bono clients.

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Sponsored Cornwall Wildlife  
Photography Competition.

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Took on 5 Paid Internships  
and 7 Work Placements.

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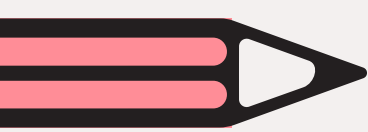
Worked with 2 local clients.

### What's next?

- Improve our volunteering offer.
- Work with the Global Goals and Project Everyone.
- Offer more internships for local young designers.
- Work with organisation supporting young disadvantaged students interested in design.







## Impact Area #3

# Community Focus

## New Talent

We believe that success at Sunhouse hinges on embracing fresh perspectives and nurturing emerging talent.

That's why, this year, we have been putting our name out there through portfolio reviews, university engagements, and industry meet-ups. As a result, we welcomed 5 paid interns and hosted 7 young designers in work placements in 2023.







# Environment

## Overview

### What we said:

Improve our connection with nature and plant life.

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Reduce energy consumption and enhance efficiency.

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Implement waste monitoring practices within the office.

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Compensate travel-related emissions through offsetting.

### What we did:

Revamped the studio plants and held a plant growing competition.

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Install LED lights and implement timers for heating/air conditioning.

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Started glass collection and continued technology recycling efforts.

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Used Ecolgi for carbon offsetting; looking into hands-on carbon reduction methods.

### What's next?

- Collaborate with Project Everyone / Global Goals.
- Look into rainwater collection for studio plant life.
- Pilot food waste collection at the office.
- Hands-on tree carbon capture.
- Look at website energy efficiency.







## Impact Area #4

# Environment Focus

## Cornwall Wildlife Trust

As part of our commitment to 1% for the Planet, we partnered with the Cornwall Wildlife Trust. The trust work to empower and support Cornish communities to protect the marine environment, with a focus on Cornwall's seagrass and maerl beds in St Austell Bay. Important habitats for carbon capture and marine wildlife.

The project provides specialist training and support to communities in and around St Austell Bay, where in 2022 CWT discovered one of the UK's largest known seagrass.



Photo by Paul Naylor



Photo by Adrian Langdon



Photo by Matt Slater



Proud to support  
**Cornwall  
Wildlife Trust**





# Customers

## Overview

### What we said:

Work with brands that align with our positive values.

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Partner with local and pro bono clients.

---

Promote social and environmental choices by providing guidance on our clients' processes.

### What we did:

10% discount to B-Corps. We are also working with start up brand, And Begin, a personalised, prescription skincare brand for women in midlife that challenges conventional narratives on ageing.

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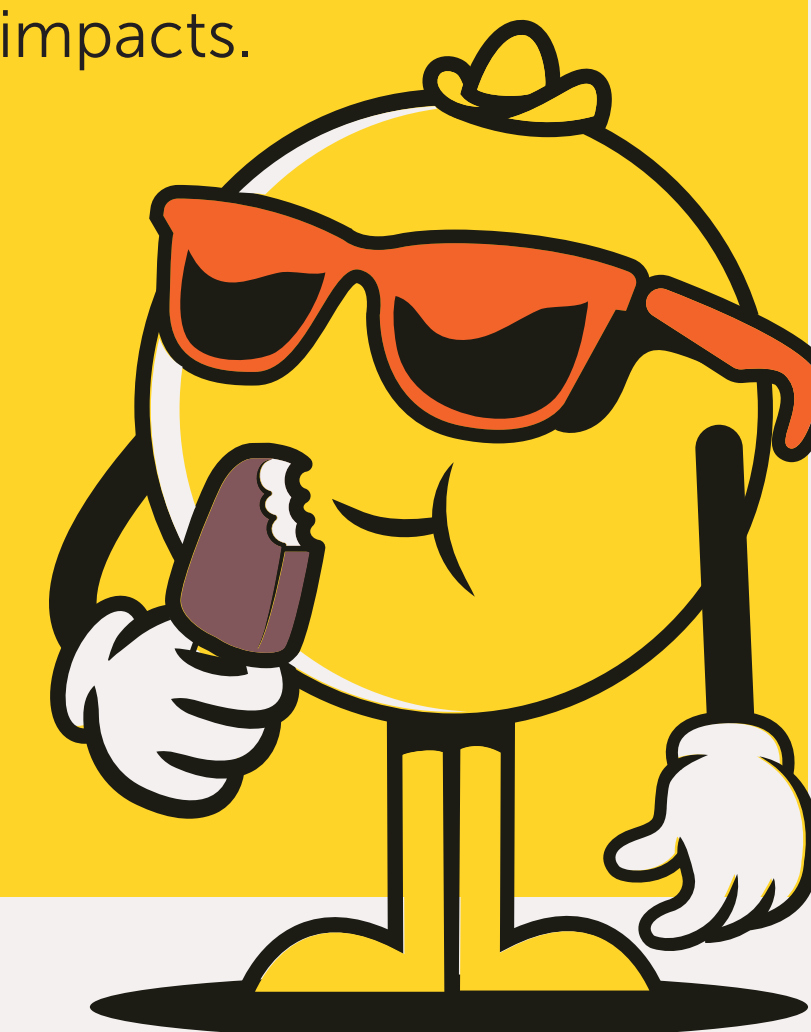
Working on marketing materials for a charity based in Wiltshire. We also support a local, purpose led client with heavily discounted rates.

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Engaged in R&D Projects with Unilever. Continuous discussions with clients regarding considered production.

### What's next?

- Working with Project Everyone / Global Goals.
- Continue pro bono offering and reduced rates for local clients.
- Keep providing guidance to our clients regarding social and environmental impacts.







## Impact Area #5

# Customers

Focus

## Project Everyone

We need to use our expertise to do good. Every year we try to find projects that are socially and environmentally important, that can have a positive impact. We work on these projects, either pro-bono or on a significantly reduced rate.

A project we are currently working on is for Project Everyone, helping them build social communications for the Global Goals.

[www.globalgoals.org](http://www.globalgoals.org)

[www.project-everyone.org](http://www.project-everyone.org)



PROJECT  
EVERYONE







## Impact Area #5

# Customers

## Focus

### And Begin

And Begin is a brand specifically targeted at midlife women offering highly customisable, prescription-strength skincare solutions, subject to a dermatological consultation.

As a brand, it challenges conventional narratives about midlife, instead portraying this life stage as a fresh beginning abundant with endless possibilities.





