

Story|things

B Corp Impact Report 2026

**Making A Positive Impact
On The World**

storythings.com

June 2026





Message From Leadership

It is two and a half years since we first certified as a B Corp on 1st January 2024. How time flies! I'm proud to say that despite a tricky economic environment and business challenges, which included restructuring our team in the last year, Storythings has remained committed to being a B Corp.

This year, B Lab also introduced their new standards, so we will be one of the organisations recertifying under the new standards later this year. The process, as they say, is intended to 'raise the bar with new performance requirements', which on balance is a good thing as it means B Lab has been listening to feedback, just as we do at Storythings.

You can read more about how we've been getting on in this report. For now I will leave you with a quote by Mother Teresa that I often think about when I consider whether it is worth being a B Corp: 'We ourselves feel that what we are doing is just a drop in the ocean. But the ocean would be less because of that missing drop'.

Anjali Ramachandran
Director

How We Started: 2025

Overall B Impact Score

Based on the B Impact assessment, Storythings earned an overall score of 98.0. The median score for ordinary businesses who complete the assessment is currently 50.9.

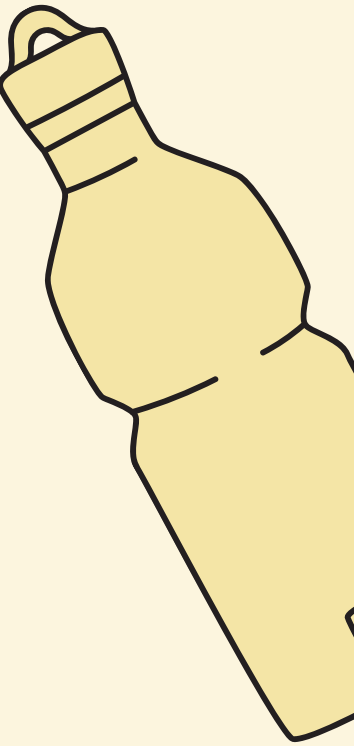


- 98 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

B Corp Goals

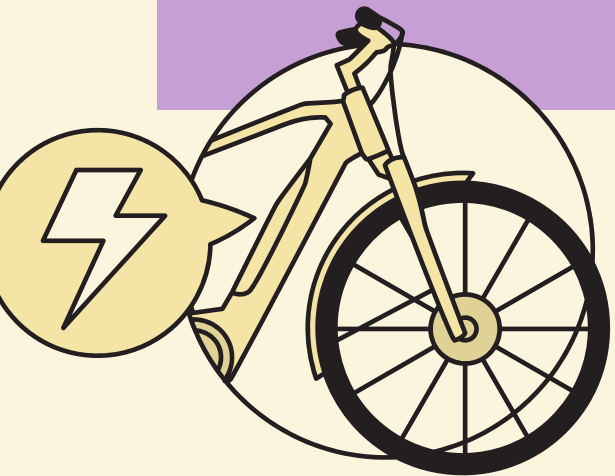


At Storythings, we continually strive to progress our B Corp journey to benefit people and the planet alongside profit. Our business went through a period of change in 2025 and although we did not see the growth we would have liked with our B Corp commitments, our focus has been on ensuring team wellbeing and development. Our goals for 2025/26 remain modest as we focus on our recertification under B Corp's new standards in 2027.



Key Initiatives

We trialled **two new virtual interview formats as part of our JEDI work**, which we hope to now run every few weeks, where one of our team members interviews another about their career to date. These sessions are really valuable in helping develop our team culture in a virtual setting. We reviewed and revised our JEDI tracking to include tracking neurodiversity in our feedback forms.

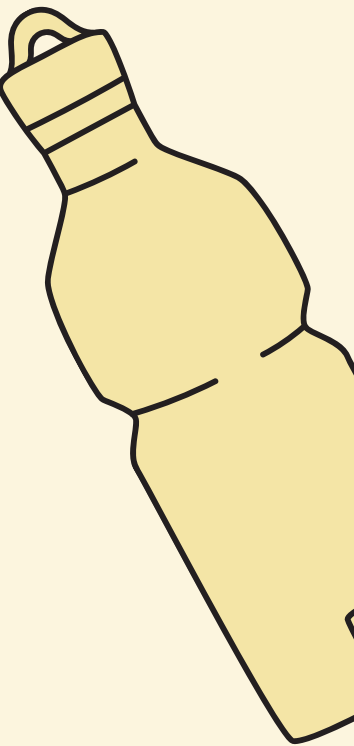
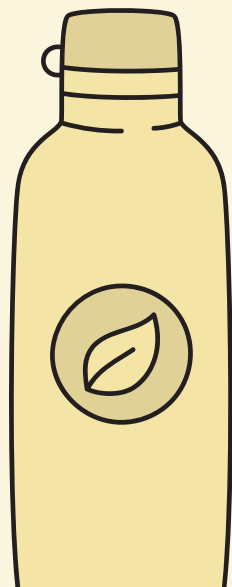


We streamlined our approach to recruiting freelance talent on our projects by approaching new networks and encouraging applications from a more diverse and broader talent base - our aim is always to increase diverse talent across our projects and across key roles.

We have taken a more collaborative approach to our donations and sponsorship in 2026. **Instead of making one or two donations, we have consulted the staff team for their suggestions** and will split the funds available across a number of causes that our team have told us they are passionate about.



What we have achieved since our last impact report: January 2025 – June 2026





Impact Topic: Governance

Our main focus in 2025-2026 has been company stability and team wellbeing.

- In November 2025 our staff team became fully remote/hybrid when we moved to fully remote working with access to a co-working space in Brighton.
- We are focusing our efforts in 2026 on supporting the team with training, staff development and on fostering our team culture now that we are working in a much more hybrid/remote setting.
- Connected to this transition, we undertook a six-month review of our Company handbook and policies to ensure that these reflect the change of team culture - we review these documents annually but felt it was important to capture changes at an early stage.
- We are proud to be members of the Better Business Coalition. As part of this, B Lab UK ran a virtual session in April 2026 with our staff team on 'The Better Business Act and the Coalition - Corporate Governance Reform'.
- We are delighted to be a Living Wage Employer and accredited with the [Living Wage Foundation](#) in 2026.

Impact Topic: Workers

Staff satisfaction and engagement

We conduct an annual employee satisfaction and engagement survey every year to understand where we are doing well as a company, and to help us identify areas needing greater attention or improvement.

- In October 2025 our satisfaction survey resulted in two-thirds of respondents being satisfied, or above, overall. We are working hard to improve this figure in 2026-27 following a year of transition by focusing on training and development of the team.
- In addition, two-thirds of respondents said they would recommend Storythings as a good place to work and were proud of working at Storythings, and all respondents said that they enjoyed working with, and felt supported by, their colleagues.

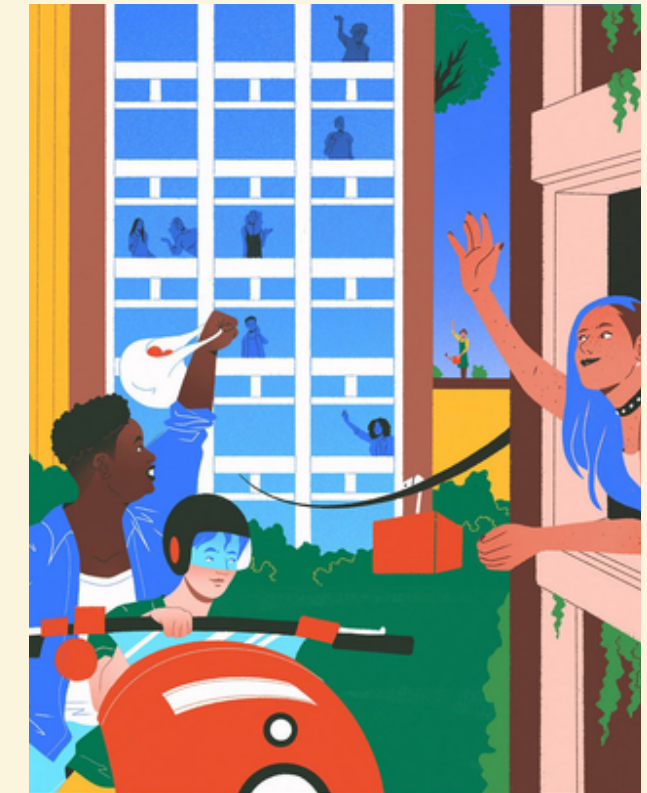


Impact Topic: Workers

Staff training and skills sharing

As a company that has become fully remote and hybrid, our company-wide meetings and away days are the main forums to bring us together as a team, as well as to share our work and develop our skills. We have virtual company-wide calls weekly, virtual away days each quarter and we meet in person twice a year.

In 2025, we convened two away days: the first focused on developing creative prototypes using content value proposition formats, and the second explored learning from ‘fantastic failures’ – part of our ethos is that it is often when things do not go to plan that we learn what needs to change in order to achieve success. In addition, we ended the year with a celebratory in-person event to thank the team for everybody’s hard work in 2025.



Impact Topic: Workers

Fostering our JEDI work

We are a small, hybrid team who believe strongly in fostering a strong and inclusive team culture. In 2025-2026 we continued to enable everyone in the company to contribute to conversations around our JEDI aspirations and activities through our JEDI working group and in our team-focussed sessions. Our focus has remained on developing two priority areas: **Culturally Sensitive Communications** and **Implementing JEDI in our Work**.



Impact Topic: Workers

Fostering our JEDI work

Our highlights during this period include:

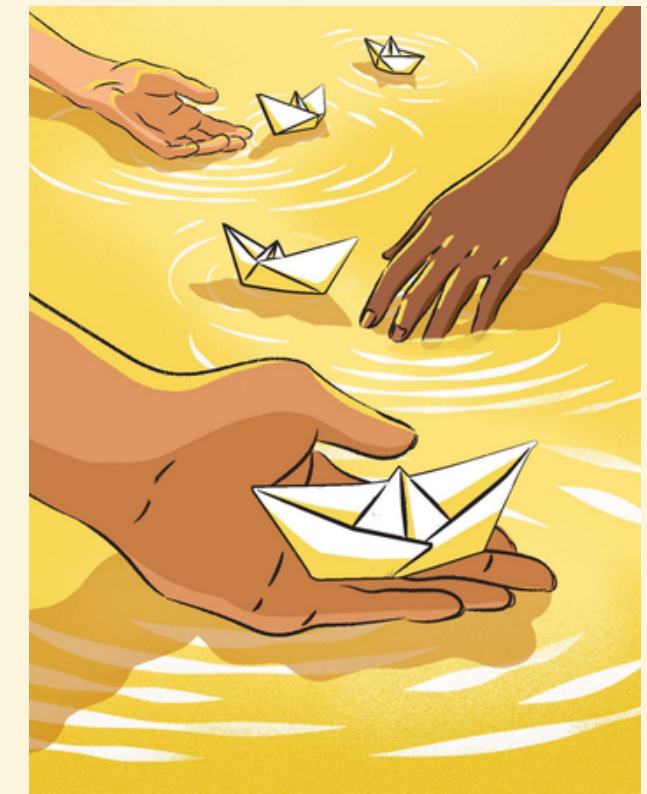
- Trialling new interview formats as part of our JEDI and to help develop our team culture in a more hybrid setting: one for skills-sharing (allowing us to explore one another's superpowers and career experiences in a fun, creative way) and the other for holding space for peoples' different experiences called 'Five Things that Made Me' (allowing us to explore one another's different cultural experiences, perspectives and dates of significance). It is through initiatives like this that we are building rapport and exploring our differences within the team in a virtual setting.



Impact Topic: Workers

Fostering our JEDI work

- Streamlining our approach to recruiting freelance talent on our projects – our aim is always to increase diverse talent across our projects and across key roles where talent is needed. We are making progress in this area through tracking JEDI metrics for our freelancers on a project-by-project basis, and we have formalized our recruitment of freelance applications by streamlining our process to include freelance opportunities on our ‘Work with us page’ with formal job descriptions, interviews and the development of a specific onboarding package for freelancers.



Impact Topic: Workers

Fostering our JEDI work

- Responding to staff feedback on our JEDI form and tracking to include a separate section on neurodiversity. The inclusion of this as a separate section recognizes that people who are neurodivergent may not identify themselves as disabled and we wanted to be sensitive to this in our form.



Impact Topic: Workers

Fostering our JEDI work

- A session with Ali Fisher, Plans with Purpose, who delivered a collaborative, interactive workshop with the team on 'Being more JEDI (Justice, Equity, Diversity and Inclusion) in a Hybrid World'. This was a thoughtful introduction to the principles of JEDI that we all need to foster for effective hybrid and remote working, helped the team to reflect on JEDI foundations and to consider some practical tips for being more inclusive in daily work.

“Really appreciate the session and your practical, yet important words. Thank you!”

“Super amazing – pitched just right and really interactive.”

(Anonymous feedback from team members on Ali Fisher's session with the team)



PLANS
↑ WITH ♻️ ❤️
PURPOSE



Impact Topic: Community

Community remains at the heart of our commitment to put people and the planet alongside profit. We have continued to support pro-bono work and provide sponsorship to causes and organisations that are close to our team's hearts.

Volunteering and mentoring

We are delighted that one of our former mentees, Josh Craggs, has launched a new podcast video series, [Too Long, Didn't Listen](#), for [Dubble Audio](#) in May 2026.

TLDL is taking the learnings from the mentorship with us and reapplying them as Josh looks to expand into more podcasting work.



Impact Topic: Community

Volunteering and mentoring

In 2025-2026, we continued to encourage our team to take up to 26 hours a year to volunteer for a cause or charity of their choice.

Our highlights during this period include:

- Our Head of Production, Emily, supports and advises Little Green Pig on: strategy development and road mapping; consultancy on team roles and responsibilities; and mentoring team members. Little Green Pig operates a small, part-time, team and her voluntary support helps with their team communications and developing ways of working together.
- Our Executive Producer, Chris, supported Black Audio Network in 2025 with a workshop on podcast production and pitching.
- Our Director, Anjali, is a trustee for Wasafiri, the international contemporary writing magazine housed at Queen Mary University of London. Anjali also advises Wasafiri on their DEI strategy.





Impact Topic: Community

- Our Director, Matt, is an independent governor at University of the Arts London (UAL). UAL is the world's biggest art school network and includes: Camberwell College of Arts, Central Saint Martins, Chelsea College of Arts, London College of Communication, London College of Fashion and Wimbledon College of Arts. As a governor, Matt chairs the Digital Committee, and sits on the Risk and Audit and Academic and the Student Experience Committees. He says:

“As someone who went to Art School, I know the importance of UAL’s mission statement: ‘The World Needs Creativity’. My particular interests as a governor are on increasing access so more students from disadvantaged backgrounds can get a creative education, and linking UAL to the broader culture and media sectors, so their teaching is relevant for the needs of employers.”

- Members of our staff team also gave their time to: Stillness Infant School, Saltdean Primary School, and The Circular Space.





Impact Topic: Community

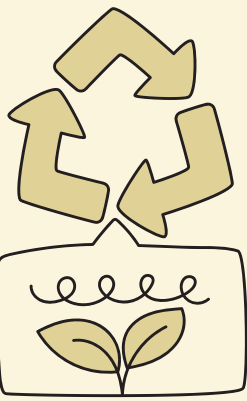
Sponsorship and donations

Storythings made a Christmas donation to Little Green Pig Big Give Campaign in December 2025 and, along with other pledgers, helped to raise £8k for Little Green Pig's creative writing programmes for children and young people.

Storythings also continued in 2025 to make a monthly donation to Arts Emergency who provide mentoring and a support network for young people looking to find a way into the arts and humanities. We consult with the staff team annually on where they want to see Storything give sponsorship and donations. In 2026, we are delighted to confirm we will be splitting the available funds between some of the causes put forward by our team.



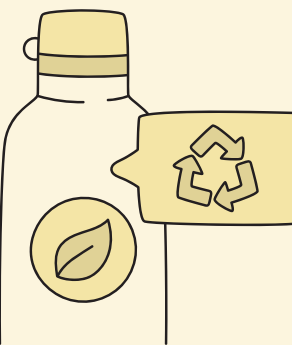
Impact Topic: Environment



We are proud to be a micro company with a minor environmental footprint. In November 2025, Storythings became fully hybrid. Our staff now operates as a remote team. We regularly use Projects - Nile House - a B Corp and co-working space in Central Brighton.

We have developed guidance for minimising our carbon footprint when working from home shared with the team on our internal company Notion site.

In 2025 we offset 10.52 tonnes of CO₂e for corporate flights, hotels and accommodation through Climate Impact Partners.



Impact Topic: Customers

Although our work is focused on global B2B marketing, one third of our clients are charitable and purpose driven (which also translates as 40% of our revenue). It is important to us to maintain a good balance of clients and we are particularly proud of our work with the Joseph Rowntree Foundation.

The Joseph Rowntree Foundation is an independent social change organisation, working to support and speed up the transition to a more equitable and just future, free from poverty, where people and planet can flourish. Founded over 120 years ago, JRF's Emerging Futures programme has committed £50-100 million over the next decade to resourcing people, organisations, and movements building more equitable and just futures.

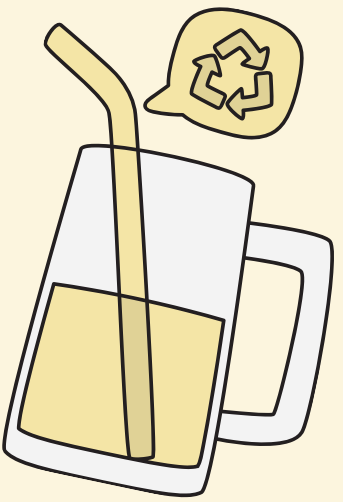
We produce Futures in Draft for the Joseph Rowntree Foundation, a platform for stories that inspire people and movements to imagine and build futures that transform our reality. Launched in February 2026, the platform features written editorial, commissioned illustrations, curated reading lists, and the podcast *A World With*. 97% of the platform's writers and illustrators are from the global majority.



JOSEPH ROWNTREE
FOUNDATION



Client Testimonials



Storythings combined powerful insight and expert research to give us perfectly tailored, immediately actionable recommendations.

- *The Royal Institution*

It's been a delight collaborating with Storythings on the Futures in Draft project. They have given form to our ambitions and ideas with a beautiful combination of tight rigour and expansive creativity. All the way through the process, from ideation to delivery, they've embodied inclusion and participation in ways that felt meaningful to us and our partners. They are a thoughtful, principled and highly effective partner and I'm very grateful for everything they've brought to our work together.

- *Joseph Rowntree Foundation*

We partnered with Storythings on our important Accelerate What's Possible report, where they provided exceptional design support with a truly digital-first approach. Their innovative thinking and creative collaboration elevated our vision and inspired new ways to bring our ideas to life.

- *data.org*





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