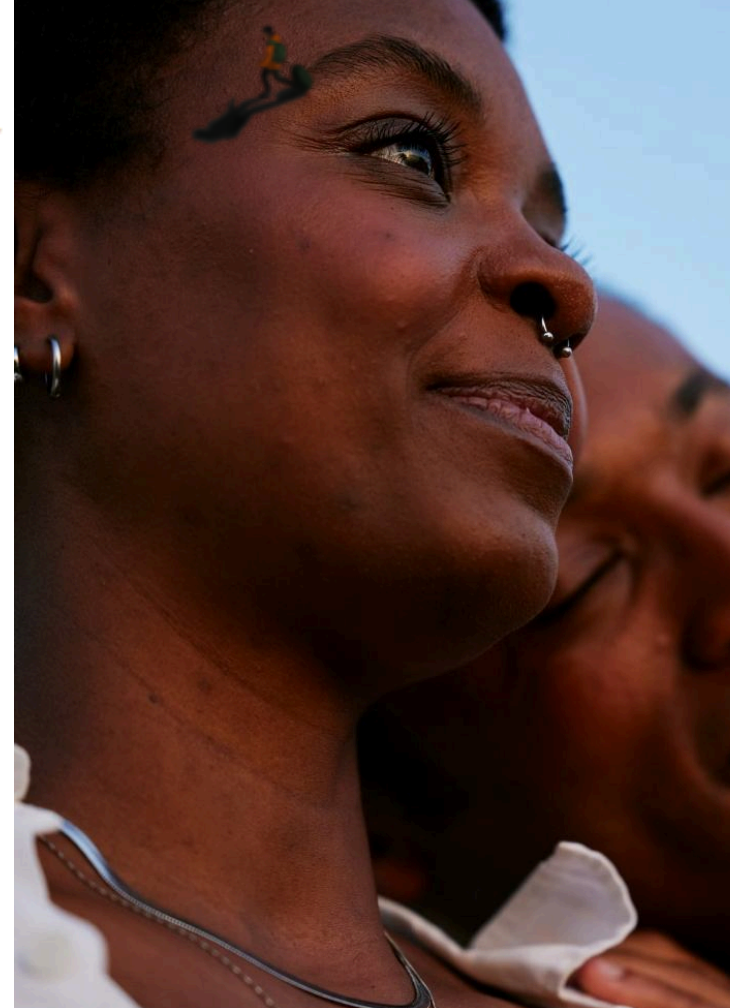
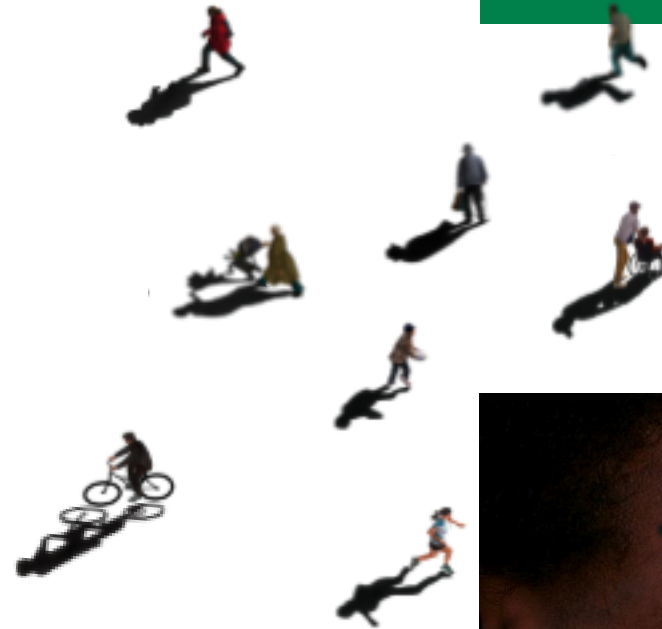


Impact Report 2026



A note from Rupert

2026 has been a transformational year for Sonder, we've grown rapidly, acquired Researchcraft who have slotted in beautifully, and charged ahead with ethical, world class research.

For our people we've added coaching, revamped our OKRs and it's been a pleasure to have lots of internal promotions across the team.

As we look forward we want to build on strong foundations, continuing to make the business a fun, engaging and development orientated company to work for.

We want to keep pushing the envelope on our work, delighting clients and creating impact wherever we can.

We want to embed ourselves even more into the B Corp community, working with more B Corp brands, supporting B Lab and helping the many challenger brands in the ecosystem to grow faster and more sustainably.

To more collaboration this year,

A large, stylized handwritten signature in black ink, appearing to read 'Rupert'.



- 1 A bit about us**
- 2 Our B Corp Journey**
- 3 Pillars and Progress**
- 4 2026/2027 Planning**

A bit about us

1

SONDER



Sonder is a collective of 34 researchers, strategists and analysts committed to showcasing how (the dying art of) great research can make a real difference.



Who we are

Tidy

Attention to details starts with keeping our desks neat and extends to everything we do. We don't chase the latest trends, but we're early adopters of proven innovations, keeping our finger on the pulse for the next true gamechanger.

Responsive and resourceful, we always meet deadlines - and nothing leaves the office until we're proud of it.

Restless

We thrive on movement and innovation. Honestly, we can't sit still. We've tried.

We're always striving to better ourselves, enhance our clients' lives, and elevate the work we deliver.

Human

It's not just about reading the numbers, it's about reading the room - from a stakeholder leaning forward to a budget suddenly being cut, we work with our clients to contextualise the work.

Behind every decision is a person, and we keep them at the forefront of our process.

What we do

Brand

Brand work is at the heart of what we do (and read about, discuss, study and occasionally argue over...).

Our brand projects uncover and amplify the stories that define and shape your brand, embracing complexity to find the simple truths within the data.

Audience

Ultimately without understanding your audience it's hard to contextualise brand moves. Our team's obsession with human behaviour has fostered deep expertise in understanding what makes people tick.

Our audience research uncovers the stories that shape your market, delivering inspiring insights to attract, target, and convert.

Creative

Many of us began our careers in creative fields — research, planning, or design — so we have a soft spot for marketing, advertising, and collaborating with creative teams and agencies.

Our creative work is designed to contextualise your campaign objectives, pinpointing if, where and how development is needed and translating that into effectiveness, and efficiency.

Some of our value-aligned clients



StMungo's



WAITROSE
& PARTNERS

Vetnique[®]
+labs



Fearne[®]
Rosie

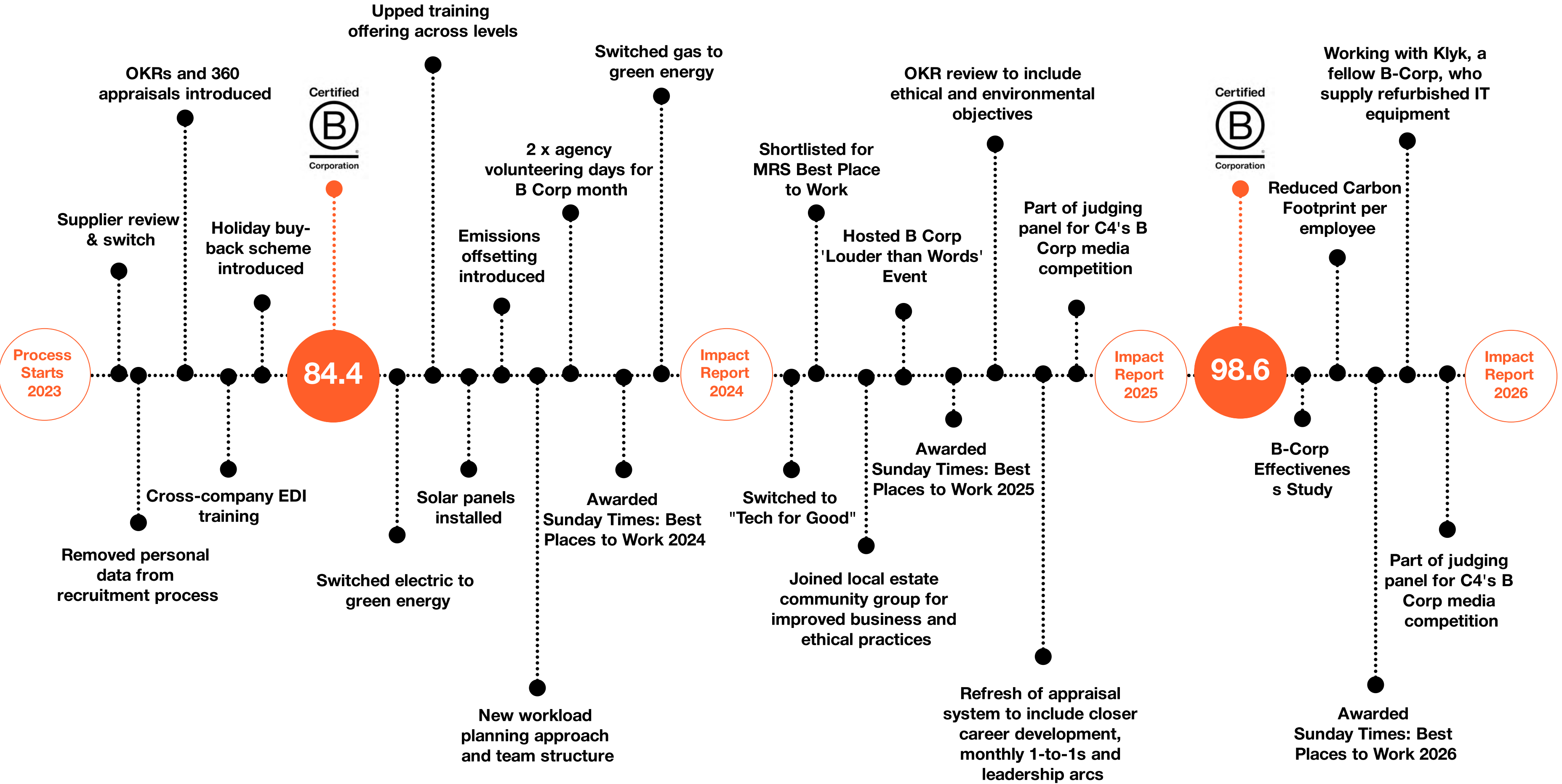


Our B Corp Journey

2

SONDER





We keep ourselves accountable across the three core pillars:

People

In addition to the rigorous Sunday Times Best Place to Work accreditation, we conduct an annual team survey to identify, understand and improve upon any areas of challenge within the team.

This process has led to best-in-class benefits, a robust mentoring and development system, swappable holiday entitlement, new forms of resource allocation and - crucially - extremely low levels of mental health risk across the agency.

Profit

As a people-based business, we can only thrive when our work is great and our clients are happy. We therefore also conduct an annual client satisfaction study, 360 reviews across accounts and reflections after every project.

Since our B Corp accreditation we have grown 40% in revenue across organic growth and a value-aligned acquisition. We have no sales team, letting the work speak for itself.

Planet

Last but by no means least we sought the BCorp accreditation in order to ensure governance over our impact on the planet.

Since becoming a B Corp we have lowered our TCO2E from 44.8 to 34.08, maintained zero waste to landfill and have a net-negative carbon impact overall.

Our latest team satisfaction results:

People

Are our team happy, engaged and given all the tools they need to do the job?



Team Satisfaction Study

85%

Job Satisfaction

5%

Risk of poor wellbeing, vs. 42% industry average

96%

Job Satisfaction

90%

I am happy with the hours I work

90%

My organisation cares for my well-being

74%

Job roles are clearly defined

91%

Doing things our own way

90%

I am trusted by management and colleagues

81%

I am recognised when I do something well

74%

Always seeking to improve

78%

Opportunities are provided for career development

92%

I have the tools and training to do my job well

84%

I enjoy my job

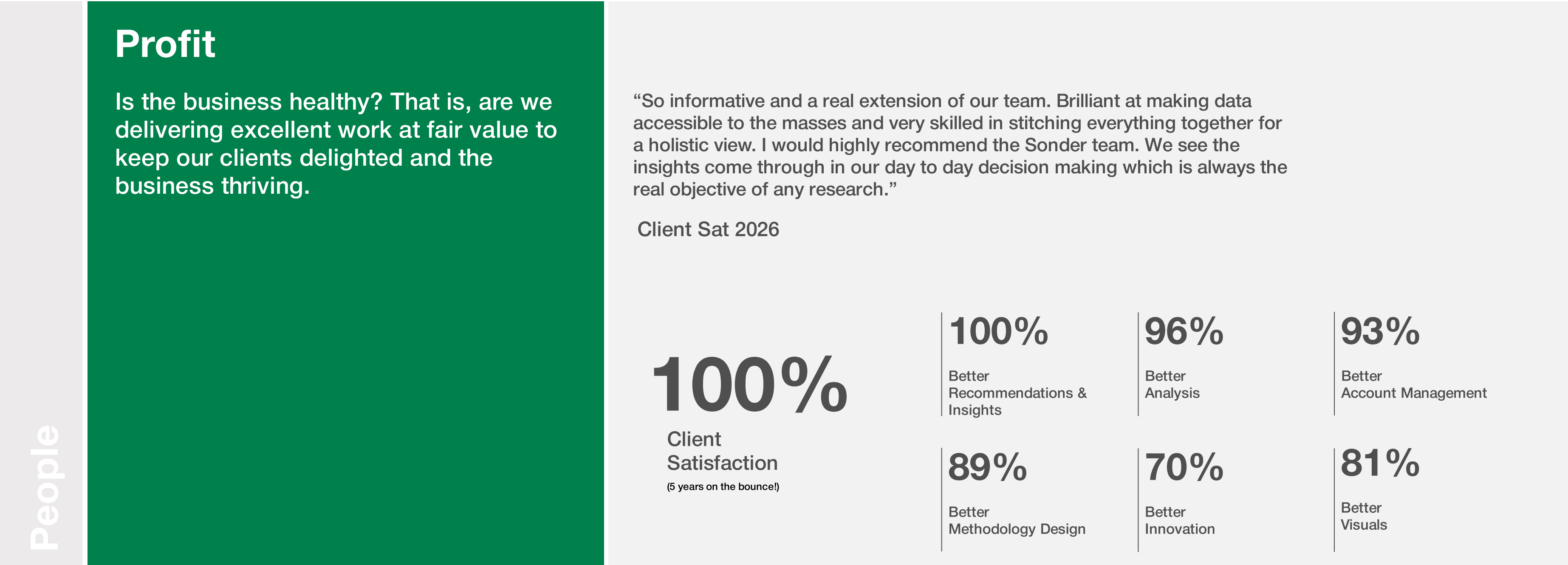
74%

Have empathy and understanding

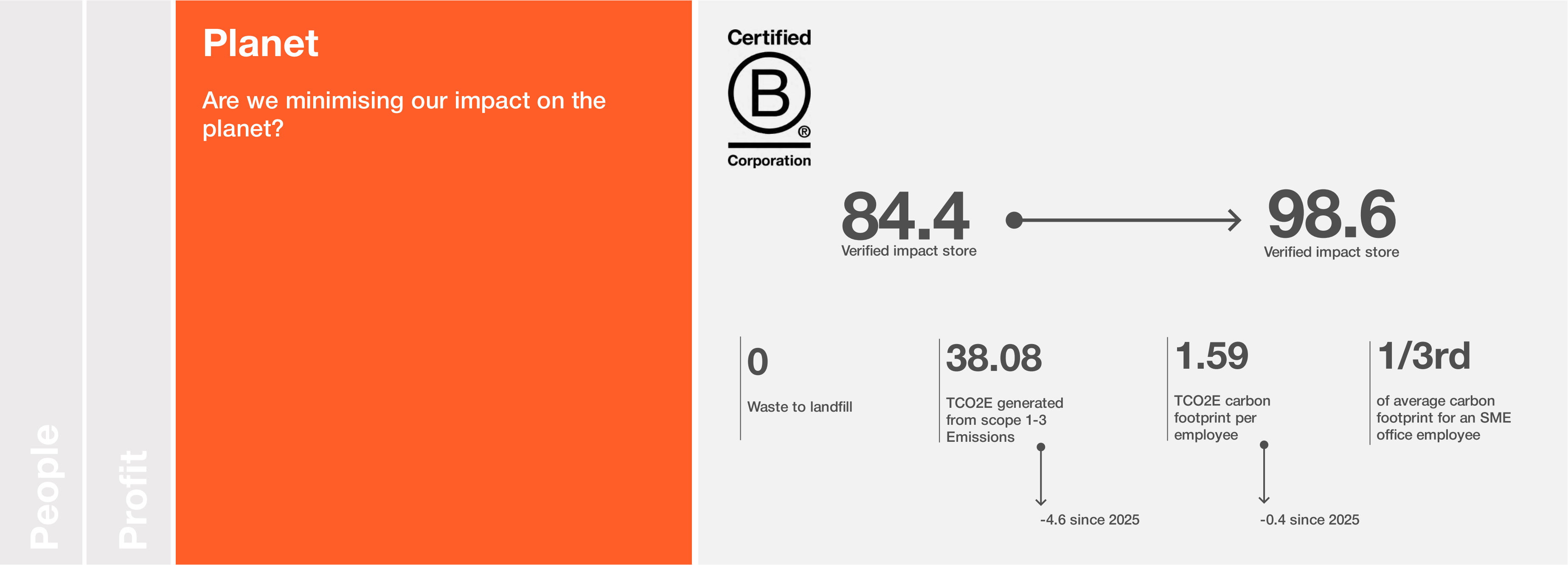
91%

Find work meaningful and engaging

Our latest client satisfaction results:



Our impact on the planet:



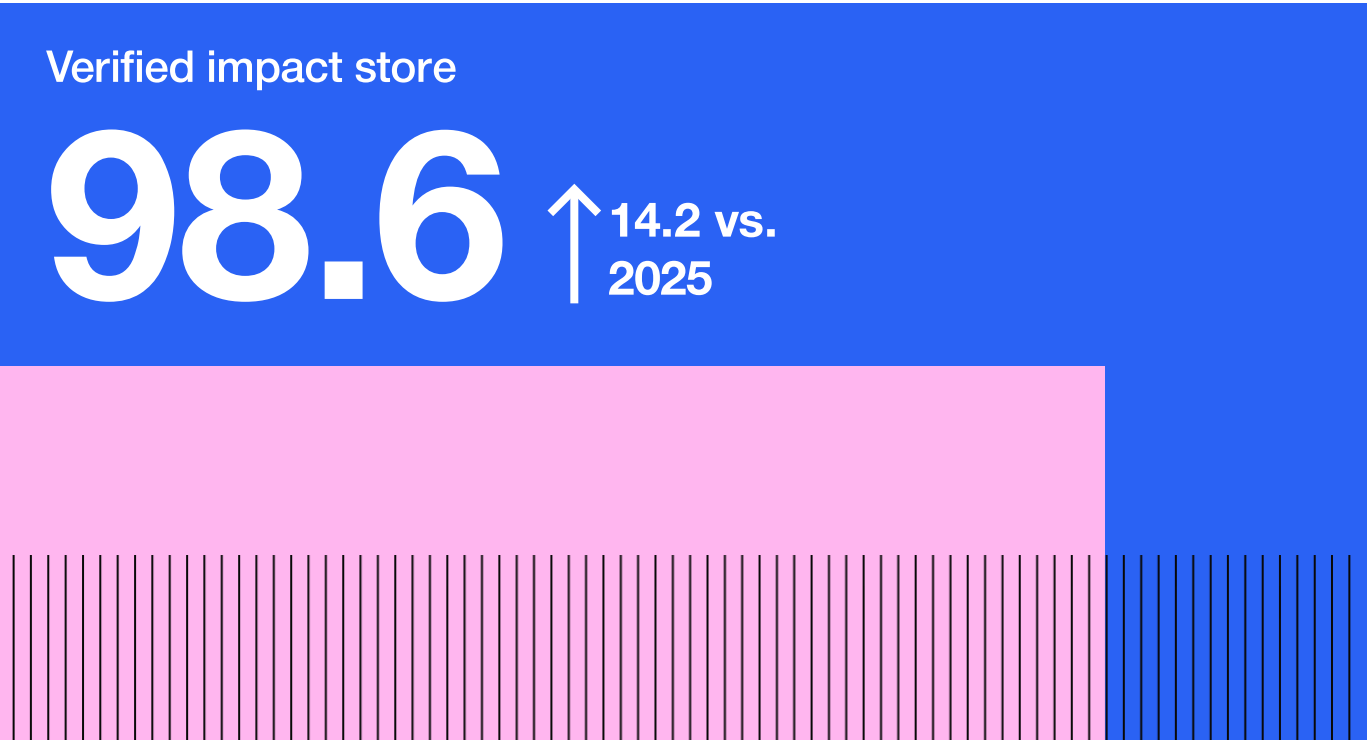
Pillars & Progress

3

SONDER



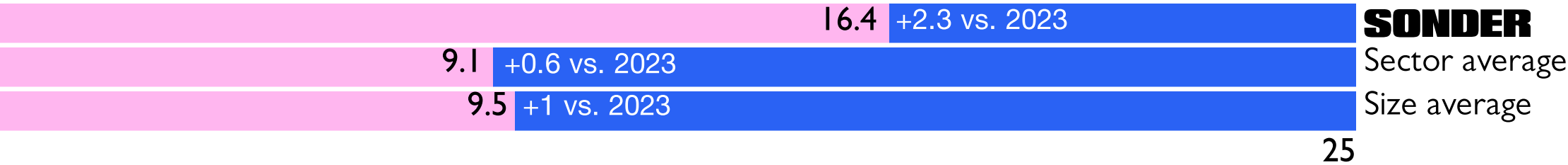
Pillars: Detail



Comparison to other B Corps

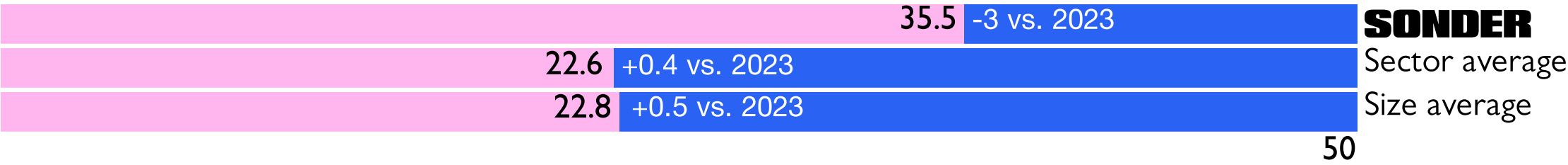
Governance: 16.4

Policies and practices pertaining to the company mission, ethics, accountability and transparency



Workers: 35.5

Contributions to employees’ financial, physical, professional and social well-being



Environment: 17.4

Dedication to improving overall environmental stewardship



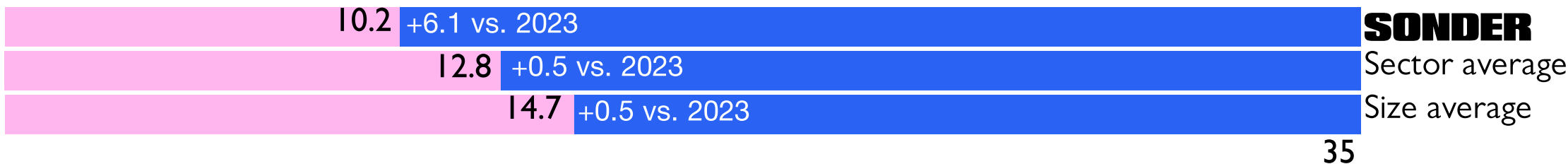
Community: 18.9

Contributions to the economics and social well-being of the community in which we operate



Customers: 10.2

Social value creation amongst customers or consumers of products and services



Governance

16.4 +2.3 vs.
2023



In 2025 we:

Added ethical OKRs

Social and environmental OKR's now formally included in our appraisal system

Reviewed Company Policies

Company Policies reviewed, refined and available on Monday.com for all team members

Acquired a business

The acquisition of a value-aligned agency, adding new team members into our company structure with additional benefits

While continuing:

360 feedback across the agency from RE to CEO

Zero-based budgeting for training

£150 new skill bursary

Continuous feedback from employee satisfaction survey

Real-time transparency of turnover



Workers

35.5 -3 vs.
2023

**Decline due to structure,
but we have still
achieved...**



In 2025 we:

Revised OKRs

Reviewed and evolved organisational and individual development milestones, upon reflection from team feedback

Introduced coaches

The introduction of HumanOS coaching across all team members for support across mental and personal development

Delivered bonuses

After continuing to drive growth, we were able deliver bonuses across the team

While continuing:

Enhanced maternity and paternity cover

Swappable bank holidays to support all cultural values

PMI and cash plans for all, company gym sessions and birthdays off

Regular lunch and learn session on standout work and bitesize training

Off-site socials, award ceremonies and entertainment options



Environment

17.4<sup>+6 vs.
2023</sup>

In 2025 we:

Reduced our impact

Calculation for scope 1, 2 and 3 emissions continue to reduce in overall emissions for the 2nd year in a row

Partnered with Klyk

We now receive our IT equipment from Klyk, a fellow B Corp who supply refurbished laptops and screens

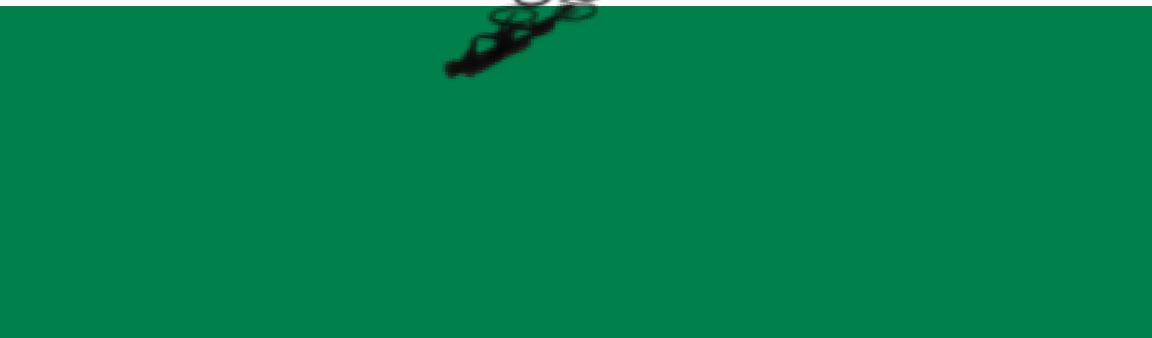
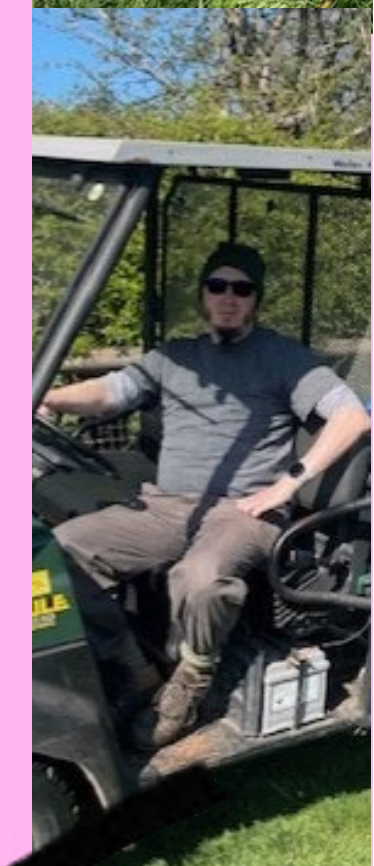
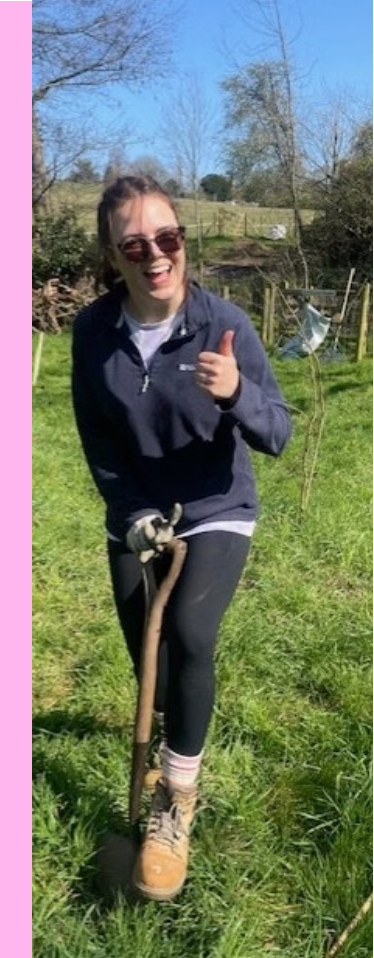
While continuing:

Electricity and gas on green energy contracts

No waste to landfill

Green tech suppliers

Working with Ecologi to offset TCO₂E



Community
18.9 +2.8 vs.
2023



In 2025 we:

Formalised our volunteering policy

Providing additional governance across the 2 days per year that team members are able to take as paid leave for volunteering

Donated & recycled office goods

100% of all office goods from the acquired business were either donated or recycled

While continuing:

- Matched employee charity support
- Paid volunteering hours
- Estate community group
- Donating unwanted office goods



Customers

10.2 +6.1 vs.
2023



In 2025 we:

Partnered with C4

Across Black in Business and B Corp Media Awards, supporting both in a research and judging capacity

Grew our B Corp turnover

Worked with many more B Corps including Presto Coffee, Divine, Ancient + Brave, Seep, Tiny Rebel, YuMove and Ticket Tailor

While continuing:

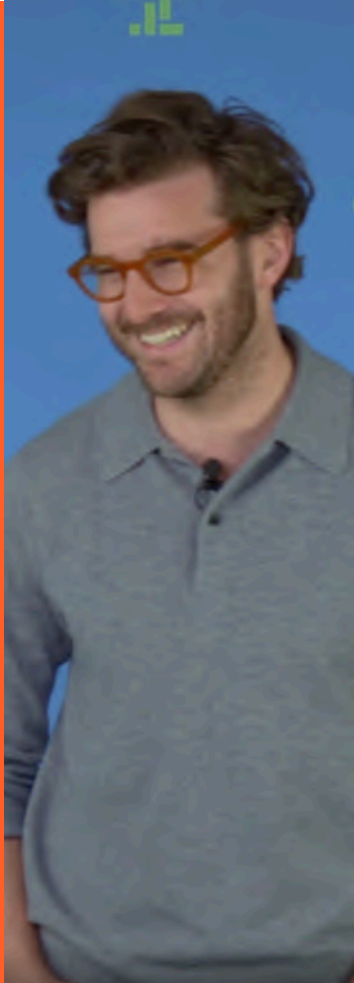
Working with B Corp aligned clients

Formal framework for value-alignment - turning down projects outside of this scope

Cut-priced third sector work for social clients

Hosting Loud than Words B Corp festival

C4 B Corp judging panel



2026/2027 Planning

4



Our plans for 2026/27

Governance

Across 2026 we will be standardising and formalising our reporting process across all key measures shown in this document.

We are also building a 'Sonder OS' to aid with onboarding and team delivery.

1

Workers

We're planning to increase our coaching hours to 100 per year, offering every employee the chance to receive support for their mental and professional wellbeing.

2

Environment

As we grow our overall emissions are likely to increase, so our focus is on per-employee reductions - we aim to go from 1/3 to 1/4 vs. the average SME within the next 5 years.

3

Community

We're adding additional volunteering hours as well as continuing our partnerships with a number of local charities.

4

Customers

We hope to continue to drive forward our B Corp and value-aligned client roster.

In addition, we are looking to partner with C4 across even more of their ethical media arm.

5



“

We are enormously proud of our B Corp accreditation, and would like to extend our thanks to our clients, suppliers and most of all our team for their continued support.

If you would like to find out more about our journey, or about us as a company, please don't hesitate to get in touch at hello@sonder-mr.com





Talk to us

HELLO@SONDER-MR.COM

SONDER-MR.COM



SONDER