



Impact Report

2024/25

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Introduction

As we reflect on the year since our first Impact Report, our commitment to doing well by doing good has never felt more powerful - or more necessary. This year, we have continued to focus on purpose-driven projects, deeper community impact, and a renewed energy for change. From pioneering pro bono initiatives that support underserved groups to empowering our team with training initiatives, our agency continues to thrive on the strength of its values. Our work with clients remains underpinned by the same authenticity and care that earned us a reputation for integrity, and we're proud to be helping shape a future where communications can be a force for good.

Internally, we celebrated being nominated for Employer of the Year: Platinum at the Investors in People Awards following achieving Platinum status last year. This is in recognition of the culture we have built and the people-first practices we live by daily. Externally, our voice within the B Corp movement continues to grow, as we connect with and learn from businesses just as committed to meaningful change.

Over the past 12 months, we have continued to challenge ourselves, not just to maintain our high standards, but to exceed them. We've grown our team thoughtfully, welcomed new talent into our values-led culture, and nurtured the skills of those already here.

Our partnerships remain a vital part of this journey. From long-standing clients to new ones, we are proud to support organisations that share our vision for a more equitable and sustainable world. With every project we undertake, we ask how we can deliver lasting, measurable impact.

Our commitment to the local community has also deepened. Through Cambridge 2030 and countless voluntary hours from our team, we have worked to play our part in levelling the playing field and supporting those too often overlooked.

Every small win, every piece of feedback, every shared success fuels our belief that business can and should be a force for good. This report marks not a moment of conclusion, but another step in our journey. We remain endlessly curious, ever ambitious, and deeply conscious.



Our purpose

Founded in 2012, Conscious Communications is an award-winning small but mighty team of change-makers, committed to using our public relations and marketing expertise as a force for good by addressing inequalities, creating opportunities, and helping to drive social mobility locally and in the wider world for the benefit of our clients, our team, our stakeholders, the environment and the wider community.

We believe that having a positive impact is not only a good thing to do – but the best way to do business, too. So, we put corporate social responsibility at the heart of our business; it is part and parcel of what we do, not just a page on the website, because customers are demanding it; talented employees are attracted by it; and an authentic focus on corporate social responsibility and sustainability improves the bottom line.

Thinking first about the impact our work will have and second about the impact on our own bottom line has been at the core of our business operations since our inception 13 years ago, so becoming a B Corp two years ago was an appropriate milestone in our company's story. The accreditation is validation that our business has been, is and will continue to do well by doing good.

Since certifying as a B Corp in May 2023, we have seen firsthand how the accreditation sets businesses apart in an industry where ethical communications and corporate responsibility are more valued than ever. But the real power lies in our actions. By making CSR and sustainability central to our business, we attract the clients we dream of working with and the talented employees we need to grow. For us, B Corp certification wasn't a transformation - it was a validation of the values we've held from day one.

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“It is an interesting time in Cambridge for us to be discussing regenerative business. With the focus on housing, commercial property and infrastructure development, there is an opportunity for Cambridge to be a case study for how to grow sustainably and do business well for the benefit of the whole community. B Corp is a way for us to make sure that we deliver the best socially and environmentally for our city during this period of growth.”



In March 2025, we co-hosted the first-ever event in Cambridge to celebrate B Corp Month. Business and thought leaders from across Cambridgeshire joined Cambridge Judge Business School Executive Education, Conscious Communications and Costello Medical at our Building a Regenerative Future event. The event was staged to celebrate B Corp Month and explore the importance of regenerative futures to businesses regionally and globally. It was the first event of its kind in Cambridge to acknowledge the progress made by B Corp companies in the region and encourage other businesses to consider how they can become more socially and environmentally responsible and sustainable.

Speakers included:



Alison Taylor

CEO, Conscious Communications,
Chair & co-founder of Cambridge 2030



Sophie Costello

CEO, Costello Medical



Professor Christopher Marquis

Sinyi Professor of Management,
Fellow and Director of Studies at Jesus
College, University of Cambridge



Becky Ryder

Head of Technical and Quality,
Cambridge Commodities



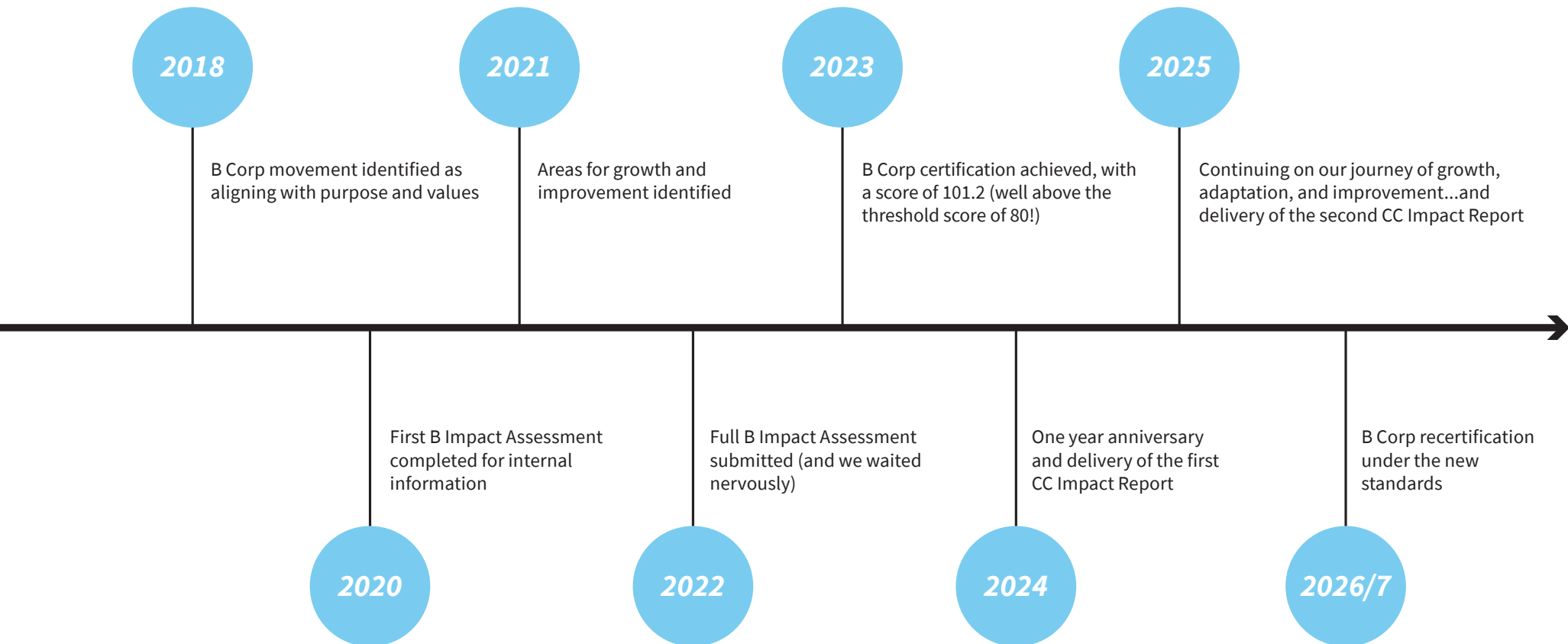
Tom Ebbutt

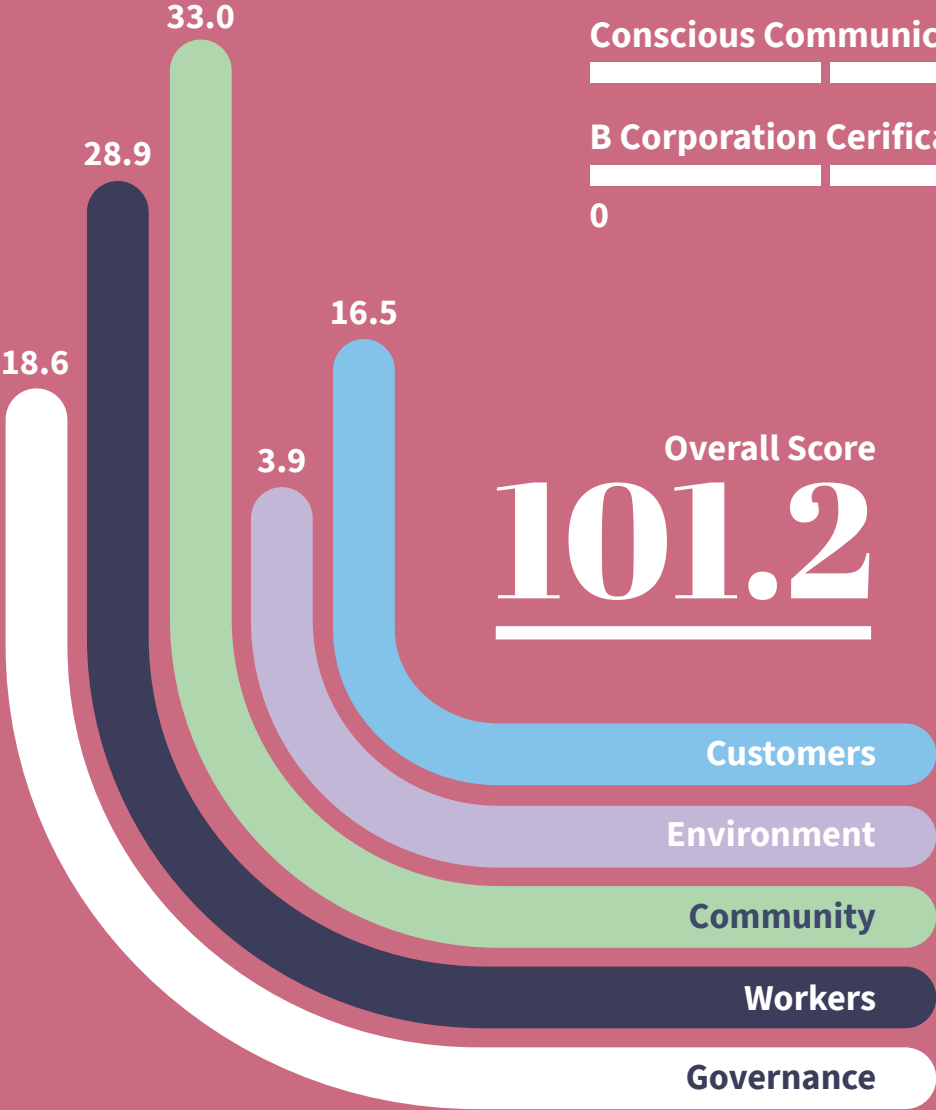
Director of Impact, B Lab UK

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Alison Taylor,
CEO Conscious Communications,
Chair & Co-founder of Cambridge 2030

Our B Corp journey



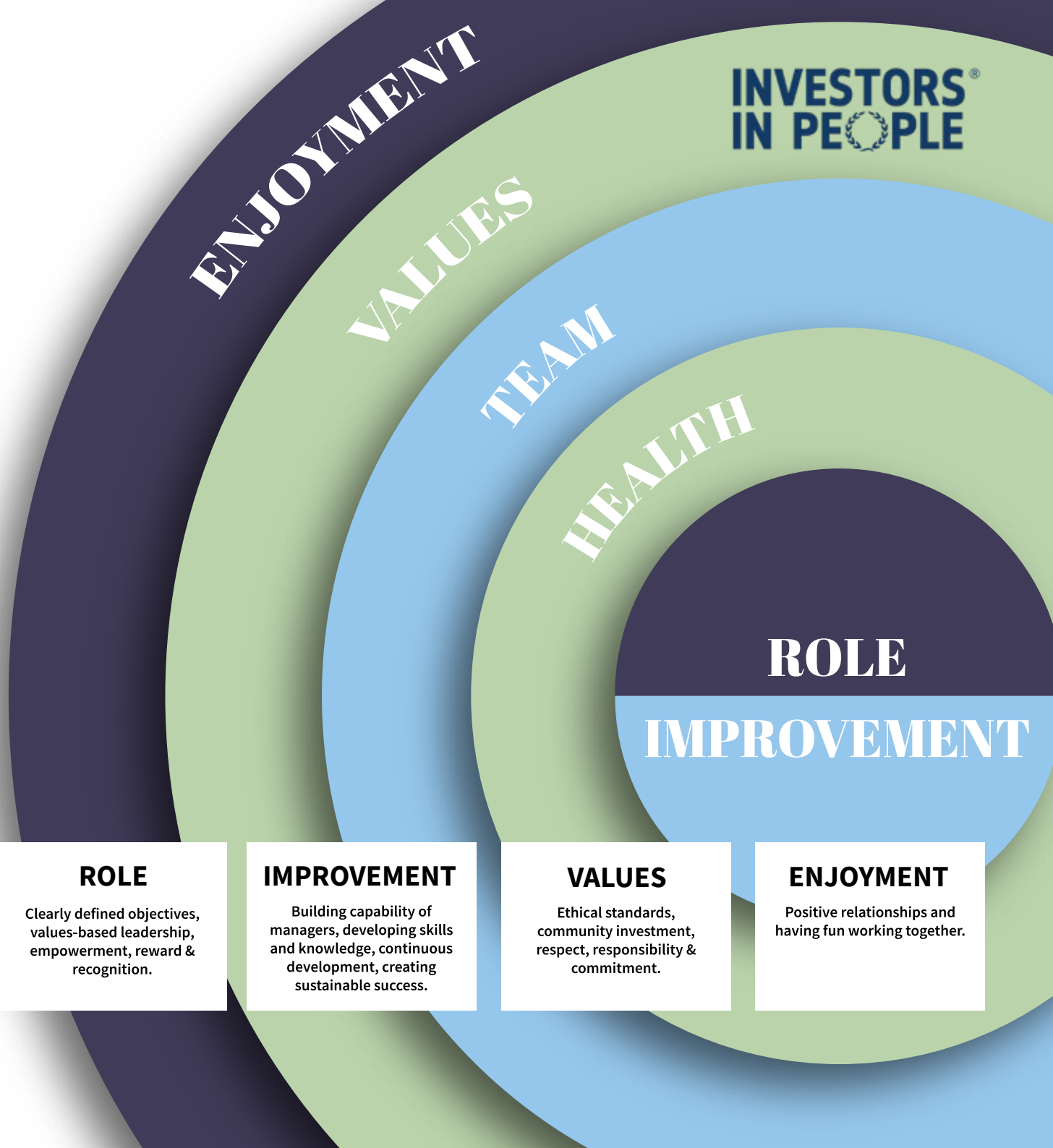


Our approach

Our structure breaks convention with a system of shared responsibility and collective intelligence. To ensure that we focus on building our capability and delivering continuous improvement, our people plan prioritises activities that invest in a work environment in which everyone can thrive. In 2024 we created and implemented our internal **THRIVE** programme which represents: *team, health & wellbeing, the role, improvement, values, and enjoyment*, in order for our employees to quite literally 'thrive'.

These steps solidify our commitment to practical progress, ensuring that every action, strategy and innovation is firmly rooted in our purpose and dedicated to the betterment of our organisation and the wider community. Through implementing our THRIVE model, we have prioritised actions for the benefit of our team, including offering support for health and wellbeing via an Employee Assistance Programme, identifying skills gaps and training opportunities (learning is continuous and contagious!), and growing skills and leadership capability through stretching opportunities.

In 2024, we were nominated for **Employer of the Year: Platinum (2-49 people) at the Investors in People Awards**. The awards attracted over 300 entries from 200 organisations across 15 countries in celebration of excellence in organisational development and people management. To be nominated for such a prestigious award is recognition of our approach from day one; the awards night was a great reward for the team too!



TEAM

Inclusion, collaboration, creativity and appreciation.

HEALTH

Mental health, physical health, physical safety, working environment & flexible working.

ROLE

Clearly defined objectives, values-based leadership, empowerment, reward & recognition.

IMPROVEMENT

Building capability of managers, developing skills and knowledge, continuous development, creating sustainable success.

VALUES

Ethical standards, community investment, respect, responsibility & commitment.

ENJOYMENT

Positive relationships and having fun working together.

Our approach

What we said we'd do

- Roll out Introduction to Line Management Training Programme to additional team members who are ready to take on the responsibility of line management
- Evolve our annual feedback and priorities process and job descriptions to integrate social and environmental goals for all team members
- Explore integrating additional qualifiers for new business prospects to ensure they are fully aligned with our values
- Share business successes through powerful strategic storytelling to better highlight our impact

What we did

- The training programme is ready to be rolled out to additional team members as appointed
- We have updated our annual feedback and priorities process and supporting documentation to better integrate social goals
- We frequently seek the opinion of our whole team on new business prospects in relation to our commitment to our B Corp certification and our broader company culture and beliefs. As a result, we have turned down working with a major trade organisation
- We have had notable client wins and campaign successes over the last year. This has been shared through thought leadership articles placed in industry media, award entries for top tier industry awards and disseminated via our social media channels



What's next

Deliver the Introduction to Line Management Training Programme to team members identified for future leadership roles, ensuring we support a pipeline of confident, values-led managers

Further embed our THRIVE model by building on feedback from the team, refreshing focus areas, and integrating additional wellbeing initiatives, learning opportunities and celebration moments

Pilot a 360-feedback process to strengthen professional development conversations, increase transparency, and support a culture of continuous learning



Our people

We have developed and run four People Pulse surveys with our team over the past year where we take a temperature check of employee engagement in areas such as our culture, training and development, wellbeing, motivation and internal communication.

In the last year we have awarded one promotion and 10 pay rises to those who were eligible. We regularly review industry salary benchmarks as well as other factors and our pay rises are reflective of this as well as acknowledgement of our team's contribution to Conscious Communications. We align our annual salaries with the London Living Wage to ensure our Junior Executive bands start in line with the Living Wage Foundation rates.

Office environment

Over the past year we have been reflecting on how the ways in which people work have changed and the working preferences of our team. In our industry there are full-time in-person companies, completely remote-working companies, and every hybrid option in between. We asked our team for their input on this and, as a result, in April 2025 we moved to a hybrid model. Each team member has the opportunity to be in the office for a minimum of two days per week.

We have refreshed our approach to workplace perks based on team feedback, replacing the building café drink scheme with a more inclusive and flexible in-office offering. By introducing a weekly shopping list tailored to what the team actually wants to eat and share, we've created a more communal, appreciated, and sustainable solution, one that is already proving popular across the board.

Work experience

We recognise the importance of offering quality work experience opportunities to students and other individuals and are committed to creating a supportive and fulfilling working environment for those who undertake a work experience placement with us. We have committed to offering four work experience opportunities each year for students and other individuals who are interested in gaining an insight into public relations and marketing, and warmly encourage applications from anyone who has an interest in what we do.

Our people

What our team says:

I feel like the senior management team do everything they can to support the team with work and personal matters and it is really appreciated. I'd say it's the biggest thing that keeps me wanting to work for Conscious Communications.

I appreciate our client base and feel proud and fulfilled that we work with clients which are doing good in their sectors. There is a good variety in my work, and I have opportunities to learn and develop. I also appreciate the flexibility of the workplace and being able to work from home or flex my hours as needed. Importantly, there is a good team dynamic and my line manager is supportive. There isn't anything I dislike about working at Conscious Communications!

I like that I am trusted to complete tasks using my own initiative and without being micromanaged but am able to call on the support of my colleagues where required. I am also very happy that there is a clear pathway for development and I feel like I am able to grow alongside the business.

I really like the people and the camaraderie in the office. The Christmas party was a great reminder about how many brilliant people we have working for our business and how we should all be celebrated for the hard work we do.

I find working at Conscious Communications fulfilling due to the clients we work with and the variety of the work. Being able to see both the social impact of the work we do (paid, pro bono and voluntary) is so motivating. Being able to work remotely for two days a week has improved my mental health and productivity while still benefiting from the strong relationships I have with my colleagues, who I respect and value. Finally, I appreciate being able to grow and develop in my role with support from my line manager.



Our people

What we said we'd do

- We benefitted from the Alliance of Independent Agencies quarterly employee pulse surveys; we will now look to develop our own internal employee pulse surveys to continue to seek feedback from our team
- Formalise how we recognise higher performance and accommodate the team's different motivations
- Empower our team members to become thought leaders in the industry via external exposure, networking opportunities and telling their own inspiring stories

What we did

- We have developed our own People Pulse surveys which we run quarterly throughout the year and monitor feedback and changes in sentiment. We also use the surveys to seek feedback on specific things such as team socials. We then report back to the team on any changes we intend to make as a result of their feedback
- Conscious Communications sponsored the inaugural Cambridge Independent Business Awards in 2024, which provided an external platform for our senior leaders
- At our company planning day in June 2024, we dedicated time to discussing reward and recognition and what this means to our team beyond a monetary discussion. Since then, we have implemented:
 - Early finishes – one per team member per month
 - Sharing more client feedback with the whole team
 - A business development incentive
- Two of our directors, with expertise in this area, delivered a social media webinar to an external audience of over 85 attendees for The Education Comms Network, part of the Edge Foundation

What's next

Reinstate and grow our team recognition culture by running our whole team Christmas awards annually following the positive response in 2024, ensuring every individual's strengths and contributions are celebrated

Continue our quarterly People Pulse surveys, adding bespoke questions as needed to gather timely insights and respond meaningfully to team needs

Regularly engage the team in conversations around reward and recognition, exploring what truly motivates individuals and how we can tailor our performance and benefits approach accordingly

“

“Thank you so much for joining us today and sharing your insights. I think it was our most engaging session yet! The chat has never been as lively and your guidance around X and LinkedIn were so useful. I think many of our members are only just starting to make decisions around moving away so this session came at just the right time.”

Susan Higgins

Head of Communications at Edge Foundation and Chair of the Educator Communications Network

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Our community

From the moment of start-up in 2012, we were determined to prove that a company with a conscience that puts people before profit can thrive commercially. We choose to work with clients that are committed to delivering a positive impact, through their products, services, and/or in the way they give back. In 2023/24, 62% of our revenue was from purpose driven organisations or those serving underrepresented communities, rising to 63% in 2024/25.

Each year we commit a minimum 5% of our time and resources to pro bono services and a further 5% to voluntary activity – this activity is measured for positive impact on the causes and communities it supports and on our team's culture, morale and motivation.

IN NUMBERS:

Over

60

hours spent on team
volunteer days in
2024/25

Over

220

hours spent on pro
bono work and projects
in 2024/25

Over

88

additional hours spent
on voluntary work in
2024/25

Our community



Something we're most proud of is our community interest company, Cambridge 2030, founded to bring public and private sectors together with charities and non-profits, in collaborative action to bridge gaps in provision and resources, increase local progress towards the UN Sustainable Development Goals (SDGs), and deliver a more equal and inclusive city. To date, over 200 organisations, 45 charities and 115 individuals have pledged their support. The work of Cambridge 2030 aligns with our values, provides a platform for positive thought leadership, and enables the whole team to engage with projects that deliver positive impact for those living in underprivileged communities, particularly children and young people.

North Cambridge Academy, Stephen Perse Cambridge and Costello Medical

A long-term partnership between local secondary school, North Cambridge Academy (NCA), independent school group, Stephen Perse Cambridge, and major employer, Costello Medical, brokered by Cambridge 2030 to help address some of the major challenges faced by the academy and its students, won the Award for Collaboration at the Cambridge Independent Business Awards 2024.

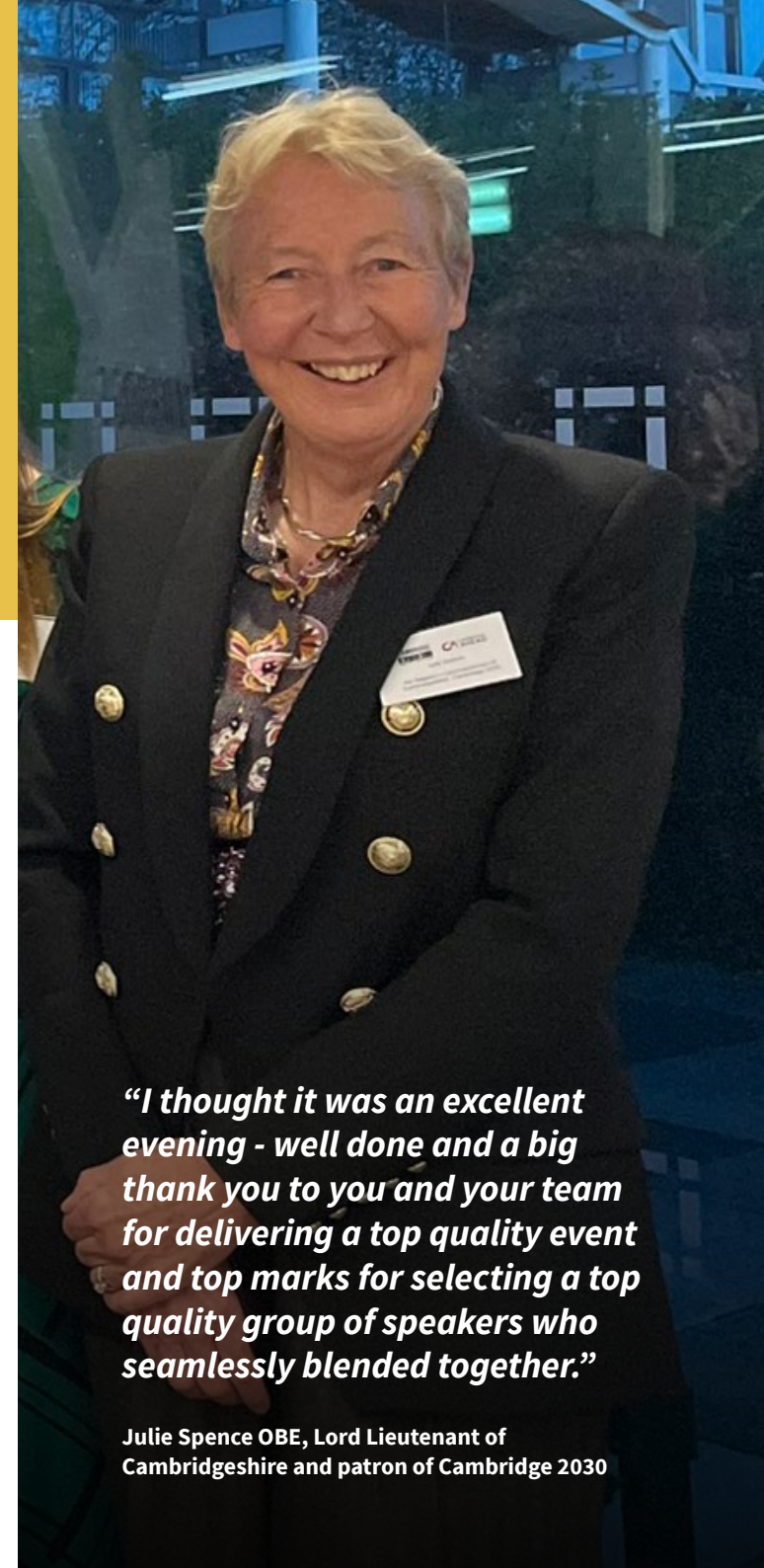
The collaboration, started between Stephen Perse Cambridge and NCA in 2018 and joined by Costello Medical in 2020, has enabled the sharing of expertise and resources among senior leaders of the schools and provided: tutoring support for NCA students to provide additional extra-curricular small group interventions to support more able students to achieve their best and, sometimes, access additional qualifications; fully funded Sixth Form places for students from low income households who are identified by NCA as having the potential to thrive at university; and work experience programmes tailored specifically for NCA students.

Events

Each year Cambridge 2030 hosts events for supporters and partners from public and private sectors, charities and community organisations, to learn about successful collaborations, network and discuss opportunities for new projects that will help to address inequalities in Cambridge.

On 14 October 2024 and again on 16 April 2025, Power of Purpose & Partnership events took place, in partnership with Cambridge Ahead, bringing together individuals committed to facilitating positive change in Cambridgeshire. Over 100 delegates attended each of the events and speakers have included:

- Vicky Neal, Cambridge United Foundation
- Kate Collins, Cambridge Community Arts
- Owen Garling, The Bennett Institute
- Dr Tom Jefford, The EDGE Foundation
- Andrea Wood MBE, Cambridgeshire & Peterborough Combined Authority
- Justin Dekoszmovszky, University of Cambridge Institute of Sustainability Leadership
- Sara Allen, Greater Cambridge Social Impact Fund
- Beth Green, Centre 33
- Natasha Davies, Jimmy's Cambridge



“I thought it was an excellent evening - well done and a big thank you to you and your team for delivering a top quality event and top marks for selecting a top quality group of speakers who seamlessly blended together.”

Julie Spence OBE, Lord Lieutenant of Cambridgeshire and patron of Cambridge 2030

Our community

Another example of how our purpose and values come alive in day-to-day activity is through FXP Festival, which we launched in 2016, and registered as a charity in 2020. FXP Festival is a computer game narrative, design and coding competition for students aged 12-19. Whether students are interested in the creative concept and artistic side of game development, or have a passion for storytelling, FXP Festival is open to all students and is completely free to take part in. By linking local businesses to students, we raise aspirations and help them develop career prospects. Since 2016, 1,450 students have taken part in FXP Festival from schools across Cambridgeshire.

For the first time since 2019, FXP Festival, took place in person for a one-day event at Cambridge Regional College on 8th July 2024. School and college students from across Cambridgeshire were invited to take part and, in 2024, over 50 students participated from eight schools. With industry experts in attendance, the event allowed students to learn about the many opportunities on their doorstep while also learning valuable teamworking and interpersonal skills. FXP Festival 2025 will once again take place in person, this time across two days, in July at Cambridge Regional College to give students more contact time with industry professionals.



FXP FESTIVAL

“In previous years, we have been lucky to see young people enter the world of game design through FXP and progress to our game development course at Cambridge Regional College, and we are now back supporting the next generation of designers at this year’s FXP Festival.”

**Michael Farrow-Killick, Games Development Lecturer
at Cambridge Regional College**

Our community

Employee volunteer days

Every year, a minimum of two paid days are available to each team member to use on voluntary activities. In 2024/25, the team supported the following charities and organisations drawing on their expertise to deliver video content, creative design, copywriting, event management and communications strategy work:



"Huge thanks, as ever, to Sophie Baillie and the team at Conscious Communications for their endless support."

**Kate Collins,
Chair of Cambridge Community Arts**

"Thank you so much to you both for coming along yesterday and imparting all your wisdom onto our team. It was such a valuable session. We really appreciated you both giving up your time."

**Lauren Cosson,
Communications & Marketing Manager,
Essex Wildlife Trust**

Our community

What we said we'd do

- Consider removing the two-day volunteering limit to empower our team members to decide how they balance delivering their work to a high standard and giving back to our community
- Ensure each team member takes advantage of a minimum two days' volunteering each year

What we did

- We have removed the two-day volunteering limit and instead stipulate that we have a minimum of two days to spend on volunteering throughout the year. We ran a Lunch & Learn session with the team on how to find suitable opportunities
- We have developed a separate survey to monitor the impact of our pro bono, voluntary activity and volunteering days which runs twice a year. The survey asks each team member about the benefitting organisation's response to the work, how the team felt and what they think the key benefit was from their contribution

What's next

Continue our bi-annual impact surveys with the team to measure the tangible benefits of our pro bono work, voluntary activity, and volunteering days - both for the organisations we support and for our team's sense of purpose and fulfilment

Undertake a strategic review of FXP Festival, reflecting on its long-term impact, alignment with our community mission, and how we can evolve it to continue delivering meaningful outcomes



What our team says

"It was a lot of additional work, and I was very grateful to the company for allowing other team members to support me with some of the delivery. I feel proud of what we achieved on the night."

"I appreciate the fact that each opportunity enables me to further develop my skills while positively contributing to the local community."

"It feels nice to be able to help out charities and organisations, especially that we can offer our time for free and it's a big impact for them."



Our clients

We provide our unique style of high impact public relations, marketing communications and design services to clients in industries including education, technology, energy and housing, as well as to non-profit organisations and charities.

Every year in April we distribute a client servicing survey, which asks our clients:

- How they rated the service they received from Conscious Communications
- Whether we show creativity in our service
- What the main benefit of working with us was
- What we could improve on
- Whether they would recommend us



“The only PR company I would recommend”

What our clients say: average scores and feedback

April 2024

How would you rate the service you receive from Conscious Communications?

8.8/10

“The reason I rate the service as absolutely excellent is due to many factors, the key ones being ease of communication, flexibility and agile responsiveness, efficiency, patience and time taken to understand the business needs and the needs of internal stakeholders, quality of the work, professional knowledge and skills.”

April 2025

9.5/10

“The team take time to understand the needs of our trust and are always helpful and supportive. The work they have done in the last 12 months has raised the profile of the trust and our schools. The team are always available, in particular when supporting us in matters of reputation management.”

Does the Conscious Communications team show creativity in its service?

8.2/10

“Very happy with the creativity shown by the team when working with us and thinking of ways to repurpose content is very useful to us.”

9/10

“Interesting ideas, and opportunities that we could never have found or thought of.”

Does the team at Conscious Communications demonstrate initiative and good problem-solving skills?

8.8/10

“The team is always responsive to finding a solution (even when there is just a perceived issue and not a technical one).”

9.3/10

“Very strong leadership supporting an open mindset and positive approach to issues/challenges”

“The team are often a few steps ahead of me with using their initiative and problem solving!”

How likely is it that you would recommend us to a colleague, friend or other organisation?

9.2/10

“You would be recommended as you have excelled at supporting us during a very busy project and I don’t know how we managed without you before!”

9.5/10

“CC deliver across the whole team with a real commitment to customer service and the goals that we are trying to achieve.”

Our clients

April 2024

What is the main benefit you receive from our service?

- Professional expertise
 - Reliability
 - Friendly, efficient team
 - Regularity in publishing
 - Creating opportunities
 - Great social media, PR and media work
 - Helping to achieve commercial goals
 - Reduction in workload
 - Solid trusted comms and PR
- Local knowledge
 - Well organised, delivery focused
- "They truly go the extra mile to understand our brand and specific needs, which allows them to develop solutions that are highly effective for us."*

What is the one thing we could do better?

- "Challenge us"*
- "Help us think out of the box"*
- "At times, meeting the deadline. Not often"*
- "Tell us about the opportunities we are missing"*
- "Campaigns with a targeted focus that we can measure success against more easily"*
- "Copywriting, sometimes too fluffy"*
- "Dare to challenge us with your creative ideas"*

What do you want to see more of from us?

- "Pushing us more – we have a big year ahead"*
- "The more you are waiting on us the better"*
- "Don't be afraid to chase us for information. I like the proactive approach and meeting agendas to keep us on track"*

What words would you use to describe our agency?

- Reliable
 - Responsive
 - Knowledgeable
 - Creative
- Purpose-driven
 - Results-driven
 - Strategic

April 2025

- Helping to take our company from unknown to a respected industry voice
 - Expert support
 - Profile raising
 - Reputation management
 - Content creation
 - Media relations expertise
 - Access to trustworthy team
 - Responsive
- Tailored support underpinned by in-depth understanding
- "Access to a team who I completely trust and can rely on to do what's best for our organisation and those that rely on our services and our internal teams. As a team of 1, this is invaluable and I couldn't do my job without it."*

- "Hard to say as our relationship is open and honest enough for us to ask if we wanted anything changed"*
- "Overview on approaches that have been successful"*
- "Nothing really - we are very happy with the service and support we receive."*
- "Tackle challenges head on"*

- "A SWOT analysis might help the nonbelievers [in marketing]"*
- "More of the proactive approach/suggestions"*

- Responsive
 - Reliable
 - Knowledgeable
 - Creative
- Purpose-driven
 - Strategic
 - Results-driven

Our clients

What we said we'd do

- At our planning day in June 2024 we will feed back client survey results to the team
- Learn and evolve from the feedback to ensure our clients are receiving the best possible service
- Continue to seek regular feedback from clients every six months

What we did

- We shared our client survey results with our team in June 2024 which received positive feedback and provoked useful discussions
- We have developed and implemented a bespoke Client Servicing internal training programme which has so far been rolled out to five of our client account team members
- We have six monthly catch ups with our retained clients and run our survey every year. We also hold 1-2-1 phone calls with all current clients in May/June of each year to gain wider insight on their feedback



What's next

Share and reflect on client feedback at our June 2025 planning day, using survey insights to celebrate successes, identify areas for improvement, and align the whole team around next steps

Translate client insights into tangible service enhancements, using feedback to evolve our processes, strengthen relationships, and ensure we consistently deliver exceptional service

Embed a formalised six-monthly client feedback cycle, with consistent review points and clear accountability to ensure learnings are acted upon and impact is measured

Our environment

We are committed to:

- Adopting responsible business practices that minimise the negative environmental impact of our corporate activities
- Embarking on projects outside the working week, throughout the year, to reaffirm our genuine corporate social responsibility credentials
- Meeting or exceeding compliance levels for all appropriate environmental legislation relating to our company activities
- Maximising the efficient use of sustainable materials and eliminating or minimising waste generation through reducing, re-using and recycling materials
- Managing energy use efficiently and employing energy efficient products
- Sharing and supporting best environmental practice in our business sector
- Making a positive contribution to the local community

Almost **1/3 (27%)** of the team's journeys were made by bike, which remains the second most popular transport method, after car

The team's **total mileage decreased by 589.8 miles** compared to the same month in 2023

Compared to last year, there was a **13% increase in bike journeys**

As part of our move to hybrid working, we have reduced our office space, which brings measurable environmental gains across multiple areas:

- Less physical space means lower energy consumption resulting in a significant drop in CO2 emissions
- Fewer workstations, appliances and phone lines translate to decreased electricity demand and reduced reliance on fossil-fuel-powered grids
- Decreased commuting emissions due to hybrid working
- Optimised IT infrastructure due to fewer devices, reducing electronic waste
- A leaner office setup leads to lower paper, packaging and food waste

In October 2024, we ran our month-long company-wide travel survey once again to gain a more accurate picture of weekly car mileage and the use of non-polluting forms of transport.

- Of the **572 journeys** the team took to and from work, **237 of these were non-polluting journeys, amounting to 41%.**
- The least popular transport methods recorded during the survey were walking (10%), public transport (5%) and car sharing (0.35%)
- The team had a total of **324 car journeys**, which account for **57% of the team's journeys**
- A total of 23 electric journeys were made by the team



Our environment

What we said we'd do

- Re-run our travel survey in October 2024 and use a CO₂ calculator to translate in real terms what our impact means
- Highlight to clients the impact of a website's carbon footprint and make recommendations for improvements when we are involved in website development projects
- Continue to advocate with our landlord to consider green energy supplier switches and better infrastructure for electric cars
- Review our banking service and move to using a certified B Corp bank or one that is more ethical/committed to serving the community

What we did

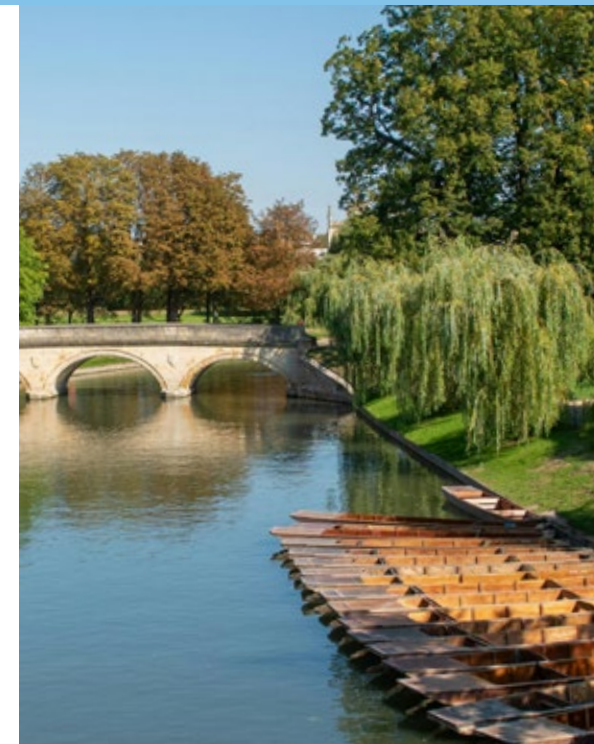
- See above results from our latest travel survey. Using a carbon footprint calculator, we know that in the month of October 2024 our carbon footprint for distance driven in petrol cars was 1.20 metric tons of CO₂; the cost to offset was £14.83 which has been paid
- Since our last impact report, we have submitted three proposals in response to website development briefs from existing and prospective clients, recommending that they consider how much visual content is incorporated to reduce the website's carbon footprint
- Our landlord has confirmed that plans have been agreed to build a Parking Hub on the Park which will include electric charging points
- The Co-operative Bank is commonly known as the most ethical high street bank, and recently announced it is being taken over by Coventry Building Society (a B Corp). In February 2025, we switched our banking from Lloyds Bank to The Co-operative Bank

What's next

Report on the environmental impact of our office downsize and hybrid working model, one year on, including measurable benefits in emissions reduction, energy use, and sustainable resource management

Continue to advise clients on website sustainability, embedding carbon footprint considerations into our web development recommendations and championing low-impact digital practices

Re-run our company-wide travel survey in October 2025, using a CO₂ calculator to quantify our footprint and identify opportunities to further reduce travel-related emissions



Certified



Corporation



consciouscomms_



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