Environmental & Social Impact Report

2021

mark-making

Contents

We are mark-making*

– the brand strategy and creative agency for B2B organisations looking to thrive over the long-term.

From household names to dynamic start-ups, the brands we love to work with are all forward-thinking, ambitious, and purposeful beyond commercial return alone.

They have something else in common, too: they recognise that being more human is key to sustainable success. That when all's said and done, B2B is just P2P.

This is a perspective we live and breathe at mm*.

Embracing emotion, we help brands define their position, create meaningful, distinctive identities, and amplify what they stand for at every opportunity.

We help ambitious individuals and organisations make their mark through robust strategic thinking and creativity, underpinned by a resolute belief in business as a force for good. For us, profit is the reward for serving society well. So whatever we do and whenever we do it, we make sure we do what's right - for our clients, for our people and for the world around us.

Making our mark

Steve Turner,
Co-founder of mark-making*

We believe that business should be a force for good, and that true sustainability involves uniting economic growth and human progress without negatively impacting the planet.

26 years ago, Ali Williams and I founded a business with a clear vision.

We wanted to create a workplace that didn't give anybody that 'Sunday night feeling': a place with great people, a great buzz and a great reputation – both for awesome work, and for using our creative powers to make a difference.

We've achieved a huge amount over the years, for our business, our people and our community. Across Project: Pledge – our homegrown commitment to putting our time, skills and money to use in service of those in need - and our welldoing initiative, based on the notion that our job as an employer is to support every mark-maker in pursuit of a life well-lived, we've supported 27 causes so far. That equates to more than 5,800 hours of our time and over £505,000 worth of help – something we're truly proud of. But we want to go further.

We believe that business should be a force for good, and that true sustainability involves uniting economic growth and human progress without negatively impacting the planet. Every time we do something that achieves this goal, we leave a positive mark. We call these our goodmarks*.

As soon as we heard about the B Corp movement, we knew it was the next step in our evolution and this report is where it begins. It's helped us better understand our impact and establishes where we are on our journey towards certification.

We hope you enjoy finding out about the strides we're taking in the right direction.

Working towards B Corp certification

B stands for Benefit for all

The UK B Corporation movement campaigns for a model of business ‘as a force for good’.

B Corp Certification means that a company has been verified as meeting B Lab’s high standards for social and environmental impact, that it has made a legal commitment to stakeholder governance, and that it is demonstrating accountability and transparency by disclosing this record of performance in a public B Corp profile.

How far we’ve come

In November 2020, we began to make our case for B Corp status – a goal which will see us recognised as a business that goes beyond profit and prioritises purpose. In December 2021, we completed our B Lab Assessment and are now waiting to hear.

We aim to reset the business, leveraging the 26-year mm* philosophy of leaving goodmarks*, and using the rigorous B Corp framework to push ourselves yet further.

The B Impact Assessment

We’ve assessed the impact we’re having across our governance, team, community, environment and customers, reflecting the five categories of the B Impact Assessment.

What has emerged is a picture of progress and signposting of the way ahead.

Our intentions for the five areas

Governance

Pages 8 – 10

We aim to enhance our policies and practices concerning our mission, ethics, accountability and transparency to ensure we're doing better business.

Team

Pages 11 – 16

We are committed to positively contributing to our employees' financial, physical, professional, and social wellbeing.

Community

Pages 17 – 21

We aim to positively contribute to the economic and social wellbeing of the communities in which we operate.

Customers

Pages 22 – 26

We want to improve the value that we create for our direct clients and the impact we have on them and on the consumers of their products or services.

Environment

Pages 27 – 32

We are committed to improving our overall environmental stewardship.

Governance

In 2021, we looked at governance through a new lens. Instead of accepting it as a standard requirement for delivering business as usual, we took a step back and considered it from the B Corp perspective.

We challenged ourselves to respond to B Corp's key governance question:

How do you make sure your company's governance considers all stakeholders?

We began by revising our policies and procedures across our business activities in order to formalise our good intentions.

Next, we identified, measured and managed key social and environmental issues relevant to our operations and business model.

It was an extensive piece of work and led to some seismic changes.

Governance

Achievements & plans

Our achievements:

- We committed to incorporating social and environmental impact as key considerations in our decision making.
- We set and shared our social and environmental KPIs and performance with directors, managers and all employees.
- We carried out company-wide training on social and environmental issues.
- We surveyed a representative sample of all of our stakeholders (our materiality matrix) to get their views and input into our ESG KPI dashboard.
- We communicated our social and environmental standards to our supply chain (mm* Supplier Guiding Principles), and surveyed them, (asking about their environmental and ethical standards and employment conditions).
- We conducted an ethical risk assessment guided by our Ethical Marketing Policy.
- We committed to making our results fully transparent, both internally and externally.
- We shared our policies and procedures, with an open invitation for them to be downloaded and used, in support of our wider business community's journey towards better environmental and ethical practice.

In addition, as part of our journey towards B Corp certification, we amended our Articles of Association to state that we are legally required to consider all stakeholders in our decision making.

The way ahead

Across 2021, we took great strides in revising our relationship to our governance. We've established the foundation we need and clarified the changes we’ll make next in pursuit of B Corp certification.

Team

Our mark-makers are an incredibly talented and motivated bunch of people.

As a business, we've always understood the importance of continuous commitment to their personal and professional development.

That's why we introduced our Welldoing initiative. It seeks to support every mark-maker as a whole person (not just as an employee), in the pursuit of a life well lived and a job well done.

We benchmark ourselves against the industry and wider business community - and we're delighted to have been awarded a place in Campaign's Best Places to Work for 2018 and 2020.

Team

The challenges and opportunities of 2021

Providing an exceptional work environment is central to our business. As the country negotiated a gradual return to in-office working in an extraordinary year, we wanted to make sure that, despite the circumstances, we continued to move forward.

A new hybrid approach

After trialling a number of models, we settled on two days per week in the office (Tuesday and Thursday) as the best balance for the needs of the business, the team and our culture.

Providing homeworking risk assessments

We supplied suitable office furniture for home use to make sure our team's homeworking environments were fit for purpose.

Additional IT

We purchased more tech for frictionless movement between home and office.

Training

- Sustainability and B Corp training provided by Jake Backus of Empathy Sustainability
- Better copywriting with Steve Harrison
- First Aid and Fire Marshal training to ensure safe hybrid working
- Movement and stretching for office workers with Nikki Jackson.

Biodegradable 'welcome back' bags

Tools, treats, homemade gifts and heartfelt messaging in bags hung on the backs of chairs for a supported return to the office.

Team

Team survey

Each year, we enter Campaign's Best Places to Work Awards. We do that in part because the application process involves canvassing our staff for their views on how our workplace is operating. Campaign's awards weren't run in 2021, so we issued our own internal survey instead. This is what we found.

Areas of strength

We were delighted to discover that 100% of the team said that, overall, they were very satisfied with mark-making* as an employer.

Other comments described us as "open, honest and friendly" and that the leadership team "makes you feel included and valued".

Team members praised us for the transparency of our monthly meetings, which made them feel "trusted" and said that we're good at "highlighting good work and giving credit where it's due".

Areas for improvement

Team members said "We can definitely do more to improve DEI within mm*"

They also flagged that we needed to "make work less stressful, by giving breathing room around projects where possible".

Comments highlighted that we needed to "keep communicating" because when grievances arose it was due to "miscommunication between individuals or departments".

The future for our team

Each year, our survey results underpin our plans for the following year. The feedback we received in 2021 has already been put to work, shaping plans for our development across 2022.

Team benefits

We carried out a full review of our benefits package and decided to introduce additional provision to better support our team:

An automatic life insurance policy (4x salary) for all mark-makers

An optional health insurance scheme through Vitality for all mark-makers (100% of policy costs are paid by mark-making*)

New policies and procedures

2021 saw 11 new policies added to the Company Handbook:

- Environmental Policy
- Breastfeeding Policy
- Anti-Modern Slavery Policy
- Sustainable Procurement Policy
- Volunteering Policy
- Community Support Policy
- Personal Electrical Device Policy
- Ethical Marketing Policy
- Code of Ethics
- Working from Home Policy
- Eco Driving Training Guide

We also set up a confidential feedback form to give the team a channel for communicating concerns they might have with regard to the business and how it is run.

Team

The way ahead

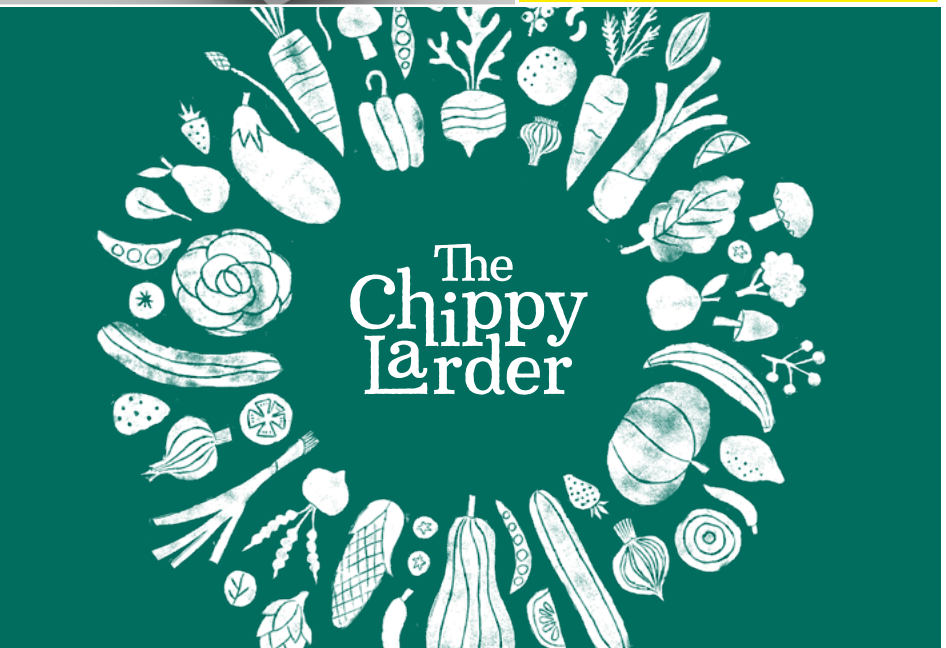
We are committed to listening to and anticipating the needs of our team members as the company evolves. We will continuously seek to maintain and develop the positive, people-first working environment central to our identity and the experience of being a mark-maker.

Monitoring and evaluating the outcomes of hybrid working will be fundamental to our plans. Improving IT systems, broadband speeds, and cloud-based tools will all help the hybrid work pattern.

Community

We aim to positively contribute to the economic and social wellbeing of the communities in which we operate.

In 2021, we committed to donating our time, equal or greater than, 1% of our yearly revenue to support local organisations that make a positive impact in our community.



Community

Pro bono projects

Across the year, we supported five projects for a total of 336.5 hours (equal to 3.6% of revenue), including:

Marketing updates for Fairytale Farm
Chipping Norton's family-run, fully inclusive countryside attraction, accessible to all children, including those with disabilities.

Branding for JoJo the Invincible
Supporting Johannah Aynsley's fundraising for pioneering cancer treatment.

Marketing materials for The ICE Centre
Supporting Witney's Inclusive Care and Education Centre that aims to provide real choice and opportunities for people with disabilities.

Invitations for Chadlington Christmas Lunch
Contributing to a volunteer-run feast for elderly village residents.

Branding and marketing for The Chippy Larder
Shaping the identity of Chipping Norton's new community food hub, which is on a mission to nourish, empower and connect locals through good food, great company and sustainable initiatives.

Community

Volunteering

In 2021, we launched the mark-making* volunteering scheme, inviting every mark-maker to take a paid day out of the office to give time to a charity or cause of their choice.

In this first year of the initiative, 70% of the team got involved. In total, we donated time equating to 4.25 working days to four separate organisations.

Wolds End Orchard

We worked with the Friends of Wolds End Orchard to preserve and protect a historic community resource.

Chippy Green Gym

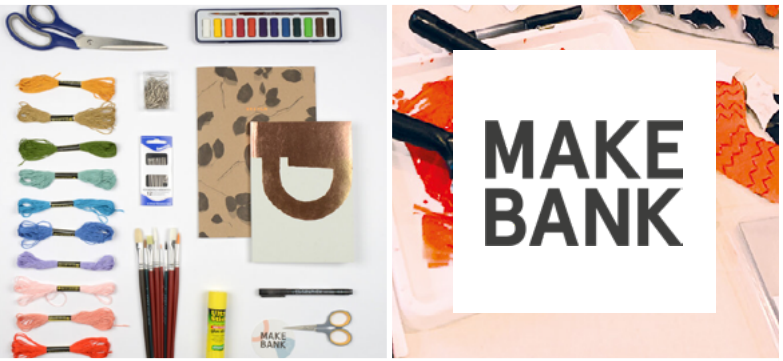
We contributed to restoring Fitzalan Wood – a neglected piece of common land on our doorstep.

Chippy Larder

We created the identity of a community resource, redistributing affordable food that would otherwise have been discarded.

Chippy Rugby

We helped train the next generation of local sporting talent.



Community

Charitable donations

2021 saw us expand our charitable activities, formalising a new donations-matching scheme and working with Make Bank.

Matching donations

We've made a commitment to matching funds to a maximum value of £50 when mark-makers carry out fundraising activity or personally donate to a charity. We launched at the end of 2021, donating once in support of a London Marathon place, fundraising for Pancreatic Cancer UK.

With an annual charity budget of £650, we also established plans to donate all funds not dispersed via donation-matching to a charity chosen by our mark-makers.

In 2021, we donated the remaining £600 in the charity kitty to Make Bank.

Doing More for Make Bank

Every year, we make a non-profit the focus of our Christmas campaign. In 2021, we were proud to support Make Bank – a charity who fight creative poverty and work towards greater diversity in the creative industries.

We purchased a total of 30 Make Bank kits – arts sets intended for young people aged 13 – 18 who want to study art and design but might not have access to materials. And we even had a go ourselves, hand-crafting Christmas cards that we distributed to our clients to raise awareness of Make Bank, as well as posting online to spread the word about their incredible work.

Community

The way ahead

We want to built team engagement with our match funding programme and we look forward to supporting more mark-maker fundraising.

Volunteering has given us the chance to learn new skills, strengthen our ties to our community and live out our values. We recognise the positive impact it has on our community and ourselves and are excited to do more.

Customers

We want to improve the value that we create for our direct clients and the impact we have on them and on the consumers of their products or services.

Customers

Our aims

Our goal is to support our clients to make their mark with creative and strategic support across brands, communications and campaigns, improving their profitability and brand reputation as well as their environmental and social objectives.

We aim to create operational success for purpose-driven organisations and charities, whether that's through reduced fees, paid or pro bono work.

Raising the bar

By insisting on high standards of governance and care for our people and the planet, we are committed to building a virtuous cycle of positive impacts that reach our clients and, beyond, to their customer base.

Carbon Offsetting

Because we offset 110% of our total carbon footprint through Gold Standard Verified Emission Reductions (VER), our clients can be reassured that all the work we produce for them is net carbon negative. This supports the reduction of their carbon impact and the footprint of clients who buy their services

The DRUM recommends

The DRUM recommends is an industry publication that invites clients to score our services. In 2021, we achieved some of our highest scores across the range of services with an average score of 9.2 out of 10. We also took home two prizes at the Drum recommends awards 2021, winning both the B2B Marketing and Promotional Marketing categories.

The Drum Recommends
B2B Marketing

The Drum Recommends
Promotional Marketing

Customers

Measuring our impact

We actively seek to maintain an open dialogue with our clients about the ways in which our work impacts their operations.

In order to measure our impact across 2021, we invited them to share their feedback.

Materiality matrix survey

We asked our clients to contribute to our materiality matrix survey – a tool for establishing an organisation's Corporate Social Responsibility (CSR) strategy while integrating stakeholder requirements.

100% of our clients we surveyed felt it was important for themselves and mark-making* to address issues including fair relationships with suppliers, workplace diversity and inclusion, business ethics and leadership.

Customers

Working for good with SMA Europe

In 2021 we were incredibly proud to win the rebrand work for SMA Europe.

Run by volunteers, their raison d'etre is to create a better world for all those living with spinal muscular atrophy. Our goal was to support the organisation to achieve its long-term strategic objectives.

We distilled the historically convoluted and overly complex SMA Europe story into one that was clear and simple. We then brought it to life by building a brand identity that reflected and reinforced what SMA Europe stands for.

The result was a compelling message and a visual identity designed to communicate SMA's emphasis on patient-centricity.

The work we delivered in support of SMA's mission exemplifies the impact we aim to have on our clients and, beyond, to their customers. It strengthens our commitment to B Corp values and to being part of the solution.

"We were overwhelmed with how quickly mark-making* not only understood but managed to distil the essence of our very complex, multi-national, non-profit organisation which looks after the interests of people living with a complicated and rare medical condition."

Vanessa Christie-Brown,
Research Programme Manager at SMA Europe

Customers

The way ahead

We aim to continue supporting our clients through our own impact reductions and improved policies, procedures, and processes. Working closely with our clients, we will continually seek feedback and look for areas of improvement. We'll continue to measure our clients' satisfaction with the goal of raising our Drum average score from 9.2 to 9.5.

We're planning company-wide training to ensure we're at the forefront of ethical and sustainable practices in our industry.

We also seek to support more purpose-driven organisations and charities through our paid, reduced fees or pro bono work.

Environment

We are committed to improving our overall environmental stewardship.

Extending the boundaries of our footprint

We have made significant strides to reduce our climate impact. Excluding purchases for clients and pensions our carbon footprint has been reduced 47% since 2019.*

2019

We began to measure our carbon footprint. From the outset, we wanted to capture the true impact of our business and, therefore, chose to include not just our own activities, but also all purchasing on behalf of our clients.

73.8 tonnes

2020

Covid immediately reduced our footprint, because of the abrupt halt to in-office working and, in particular, our reduced commuting. However, to achieve a true picture of our impact, we chose to extend the scope of our measuring to include the introduction of a hybrid working model.

45.2 tonnes

-39% 2020 vs 2019

2021

We extended our boundary to include pensions for the first time (beyond UN GHG Protocol), as well as subcontractors and external services. Like-for-like, excluding pensions and client purchases, we've reduced our climate impact by 47%, or 57% excluding the addition of homeworking since 2019, and 13% since 2020.

64.6 tonnes

+42% 2021 vs 2020
-12.5% 2021 vs 2019

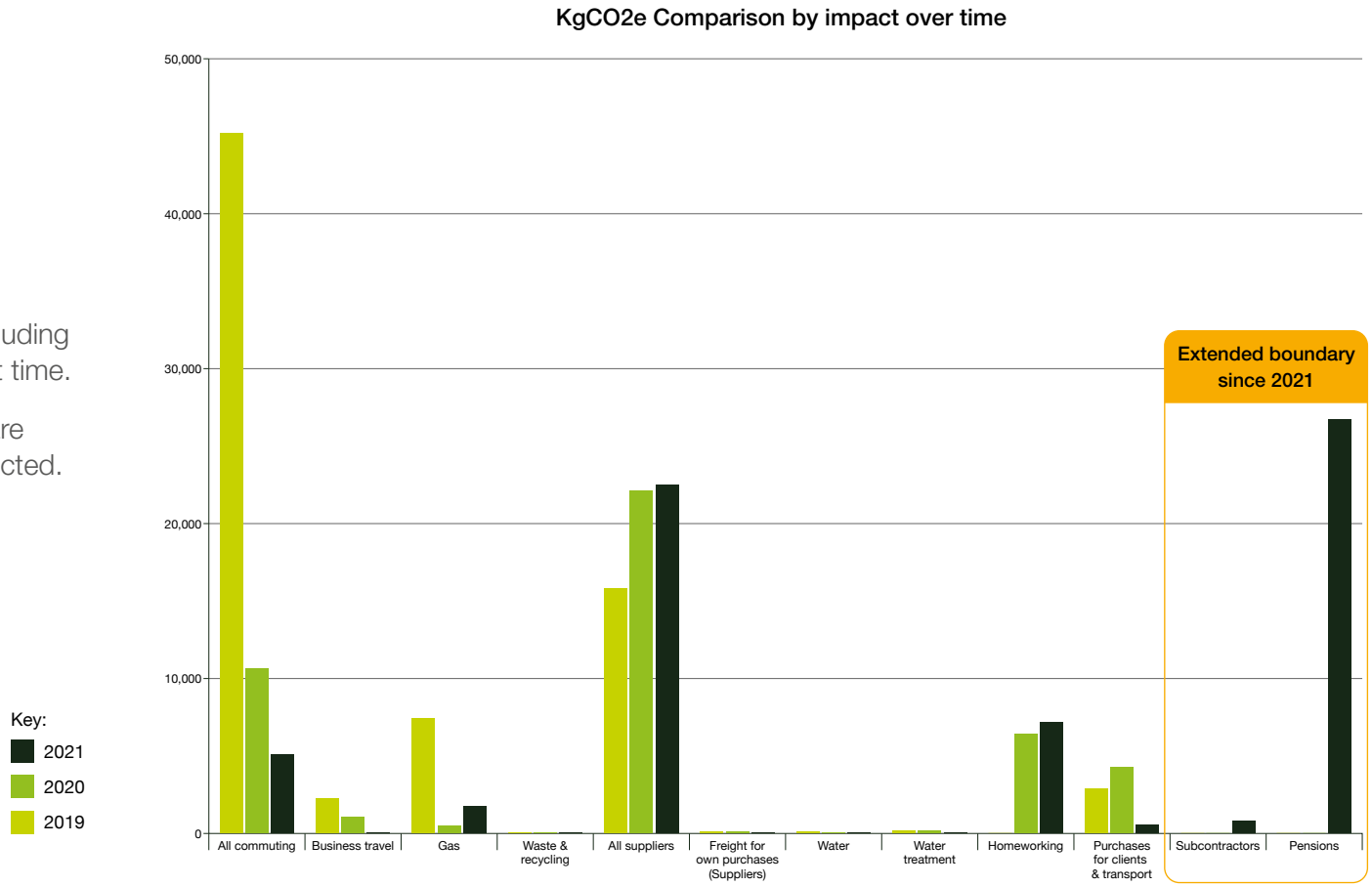
*See from page 34 for full comparison data

2019 – 2021 carbon impacts

2021 was a Covid year. Commuting and business travel was down significantly and homeworking up.

Our footprint increased as a result of including subcontractors and pensions for the first time.

Like-for-like vs 2019 carbon emissions are down by over a half, which is to be expected.



Environment

We are committed to measuring the true climate impact of our operations.

To that end, we have extended our boundaries again, not only with data for service suppliers and subcontractors but very significantly pensions, as a leading agenda, which make up over 40% of our total impact.

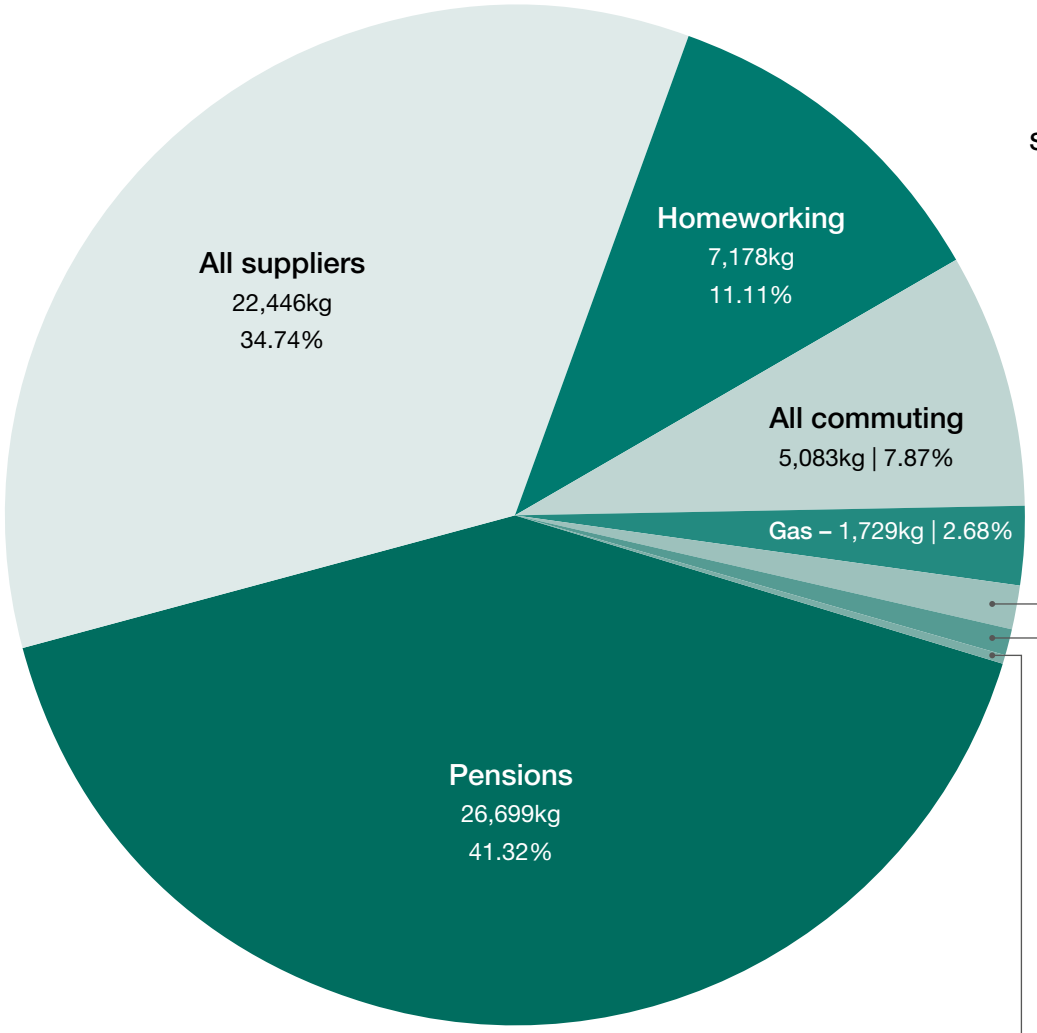
Excluding client purchases, which can vary, this has doubled our total CO2 emissions, emphasising the importance of pensions, but also of working closely with our suppliers and contractors and making careful purchasing decisions to reduce harmful impact wherever possible, since 99% of emissions are Scope 3.

Total footprint

64.6

tonnes CO2e

2021 carbon impact



Bondhu Chula clean cookstoves, Bangladesh

Gyapa efficient cookstoves, Ghana

Orb Rooftop Solar, India

Environment

Carbon offsetting

Through Climate Impact Partners, we offset 110% of our total carbon emissions across 2021 by supporting three valuable projects. We're proud to say we're not only a Net Carbon Zero business, but a climate-positive one.

Bondhu Chula clean cookstoves, Bangladesh

The Bondhu Chula, or the 'friendly stove', ensures cleaner, safer cooking. This helps avoid the nearly 50,000 premature deaths each year that are attributable to smoke and particulate pollutants released by traditional open-fire cooking.

Gyapa efficient cookstoves, Ghana

The Gyapa cookstove is more efficient to use and cuts carbon emissions, reduces exposure to toxic fumes and saves families as much as $100 annually whilst protecting Ghana's tree cover. Carbon finance trains local metalworkers and ceramicists to make and distribute the cookstoves to families across the country.

Orb Rooftop Solar, India

Enabling over 160,000 homes solar powered electricity across India, cutting around 55,000 tonnes of CO2 each year. Not only reducing bills by half but providing lighting that helps businesses to operate and children to study in the evening.

We only use Gold Standard VER (Verified Emission Reduction) offsets from reputable projects that offer a genuine benefit to humanity.

The way ahead

Ultimately we want to be a net positive business. We've set a goal of achieving an overall reduction of 5% in 2022. This is part of our commitment to reaching net positive by 2050. Our journey is underway.

For the year ahead, we plan to set increasingly stringent goals for reducing our impact and increasing efficiencies. That includes purchasing a hot composter so that we can turn our food waste into rich compost for our company garden. We are also working towards installing solar panels to generate our own electricity and we're looking at how we can support our team to use renewable energy at home.

Appendix

mark-making* has had a third party assessment of its climate change carbon footprint prepared by Empathy Sustainability Ltd.

empathy
sustain
ability

Our carbon footprint, 2019-2021

The following data is the full breakdown across the last three years for scopes 1, 2 & 3.

Scope 1

Direct greenhouse (GHG) emissions from owned or controlled sources within the business, such as business travel, any company owned vehicles or central heating.

Scope 2

GHG emissions created indirectly or off-site from the generation of purchased energy, including electricity and gas bills.

Scope 3

All the other indirect emissions from our supply chain. Covering emissions associated with business travel, waste and water, this is usually the greatest share of the carbon footprint.

	2019 (Tonnes CO2e)	2020 (Tonnes CO2e)	2021 (Tonnes CO2e)	21/20 %	21/19 %
Scope 1	10.8	1.9	0.7	**-64.5%**	**-93.8%**
Scope 2	0.0	0.0	0.0	**–**	**–**
Scope 3	63.0	43.3	63.9	**47.6%**	**1.5%**
Total	**73.8**	**45.2**	**64.6**	**42.9%**	**-12.5%**

TCO2e/£M Revenue	43.3	39.33	66.53	**69.2%**	**53.6%**
TCO2e/Employee	3.0	2.45	5.18	**110.9%**	**72.7%**

Like-for-like excluding extended boundaries

	2019 (Tonnes CO2e)	2020 (Tonnes CO2e)	2021 (Tonnes CO2e)	21 / 20 %	21 / 19 %
Company footprint excluding client purchases	70.9	41.0	64.1	56.3%	-9.7%
Excluding client purchases & pensions	70.9	41.0	37.4	-8.9%	-47.3%
Excluding client purchases, pensions & homeworking	**70.9**	**34.6**	**30.2**	**-12.7%**	**-57.5%**

TCO2e/£M Revenue	41.6	30.11	31.1	**3.3%**	**-25.2%**
TCO2e/Employee	2.88	1.88	2.42	**28.9%**	**-16.1%**

2021 carbon footprint

GHG assessment emission sources					Required or recommended	Included in assessment (Yes/No/N.A.)	Market tCO_2e	Location tCO_2e
Category	**Emission source category (aligned to the GHG Protocol Corporate Standard)**							
Scope 1	Direct emissions from owned, leased or directly controlled stationary sources that use fossil fuels and/or emit fugitive emissions (e.g. refrigerant gases)				Required	Yes	0.39	7.82
	Direct emissions from owned, leased or directly controlled mobile sources				Required	Yes	0.28	0.28
Scope 2	Location-based emissions from the generation of purchased electricity, heat, steam or cooling				Required	Yes		2.59
	Market-based emissions from the generation of purchased electricity, heat, steam or cooling				Required	Yes	0.00	
Scope 3	1	Purchased goods and services			Recommended	Yes	22.39	22.39
	2	Capital goods			Recommended	Yes	0.94	0.94
	3	Fuel & energy related activities (not included in Scope 1 and 2)	3a	Upstream emissions of purchased fuels	Recommended	Yes	2.44	2.44
			3b	Upstream emissions of purchased electricity	Recommended	Yes	0.12	.80
			3c	Transmission and distribution losses (T&D)	Required	Yes	0.07	0.36
	4	Upstream transportation and distribution	Outbound courier deliveries of packages		Recommended	Yes	0.34	0.34
			Third-party transportation and storage of inbound production related goods		Recommended	Yes	0.06	0.06
	5	Waste generated in operations	Wastewater		Recommended	Yes	0.08	0.08
			Other waste		Required	Yes	0.01	0.01
	6	Business travel	All transport by air, public transport, rented/leased vehicle, and taxi		Required	Yes	0	0
			Emissions arising from hotel accommodation associated with business travel		Recommended	Yes	0	0
	7	Employee commuting and homeworking	Employee transport between home and places of work		Recommended	Yes	3.77	3.77
			Emissions arising from employee homeworking and remote work		Required	Yes	7.01	7.01
	9	Downstream transportation and distribution	Third party transportation and storage of sold products		Required (For product manufacturers)	Yes	0.01	0.01
	12	End of life treatment of Sold Products				No		
	OOS	Pensions				Yes	26.7	26.7
						TOTAL	**64.6**	**75.6**

Carbon footprint assumptions/methodology

Assumptions
- Client purchases / purchases on behalf of clients
- Client purchases have been included (in Scope 3) because we have influence over this.
- Disposal / waste calculations have not been included for client purchases, because we have no influence over it.

Homeworking
- We use the Eco-Act White Paper methodology.

Waste
- UK Gov waste emission factors include transportation so we have not calculated collection separately.
- Grundon also carbon offset their collections.
- We achieved zero waste to landfill in 2021.

Travel
- Travel factors have been based on distance travelled.

Distribution
- We have included distribution of purchases made for clients.
- Where shipments are small we have taken share of vehicle based on an Amazon van holding 200 parcels.

Not required
- The company does not have any investments.
- A/C was not regassed and there were no gas leaks.
- No leased assets and franchising.

Energy
- Ecotricity gas is offset by Ecotricity which is 5% bio gas and 95% offset natural gas.

Cleaning
- No transportation accounted for as the cleaning company is within a few miles and items purchased locally.
- However, carbon impact was accounted for.

Subcontractors
- Subcontractor carbon impacts are based on homeworking calculations for energy use using the EcoAct methodology. E.g. copywriters etc

Protocol
- The GHG Protocol Corporate Standard.

Boundaries
- The carbon footprint is for the design and marketing agency mark-making*, and includes Scopes 1, 2 and 3 as well as purchases made on behalf of clients.
- End of life was not included for client purchases since those will be in the footprint of the client.
- Business rates and HMRC are out of scope.

Emissions sources:
1. https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2021
2. Homeworking: Eco-Act White Paper methodology
3. DEFRA "Table 13" Indirect emissions from the supply chain
4. CT EEIO and BEIS for some scope 3 impacts

GHGs to be measured
- CO2e was used in all instances, being a summary emission factor for all GHGs.

Period
- This carbon footprint is for the calendar year 2021.

Data validity / estimations
- Primary data was used and no industry averages. See assumptions for assumptions and estimations.
- Primary data is estimated at 85% and estimates at 15%, the majority being homeworking.
- Water and waste water, based on 2020
- Paper shredding, based on 2020

GHG emissions
- Principally UK Gov conversion factors for 2021 were used.
- UK emission factors were used in the majority of cases except where there was nothing available, in which case DEFRA Table 13 factors based on spend were used.
- DEFRA has ceased to support Table 13. However, the factors are likely to now be on the high side and consequently will report higher than likely emissions.

Offsets
- All offsets are Gold Standard Verified Emission Reductions, purchased from Climate Impact Partners.
- Our offsets are chosen to also deliver social and economic benefits, and positive health impacts for women.

Corporate GHG Inventory
- Emissions offset by suppliers have been included as not offset in the location-based figure. The market-based total figure is net of the offsets made by suppliers.
- In this instance, electricity is renewable and not offset, but gas is 95% offset by Ecotricity and both are consequently in the location-based figure.

B Corp
- mark-making* achieved B Corp status in 2022.

NEW / ADDITIONAL IN THIS FOOTPRINT
- Outsourced HR, freelancers and subcontractors, insurance, BUPA, licences, memberships and other financial spending.
- Digital photography
- Pensions

Suggestions for next carbon footprint (accuracy):
- Where possible, keep a record of the material of what was purchased, the weight and its transportation.
- Keep a record of subcontractor days (or hour/day rates).
- Keep a separate record of capex and IT purchases.
- Avoid duplication and have all spending in one file, but sortable.
- Use a courier which will provide an annual account statement with weights and distances / destinations.
- Ascertain (and encourage) staff and subcontractors to have renewable energy contracts at home.

Suggestions for carbon reduction:
- Sustainable purchasing (especially print)
- On site solar PV
- Full EV vehicles and lower carbon commuting
- Staff move to renewable energy at home
- Carbon neutral courier / one with a higher proportion of EVs.
- Advocacy
- Client engagement on sustainability

Carbon footprint calculations prepared by: Empathy Sustainability, Jake Backus. Date finalised: November 2022

Our ESG KPIs

	2019	2020	2020 vs 2019	2021 Target	2021 Actual	2021 vs 2020	2021 vs 2019	2022 target	Lead / comments
Governance									
Achieve B-Corp Status (with and exemplary score)	–	–	–	Pass	Submission Q4			Submission Q4	
Climate Negative with gold standard VER offsets for full supply chain impacts and with social impact	–	110%	110%	110%	Q4 2021 for 2020	–	–	110%	110% offset
Team									
Professional development % staff doing	100%	51%	-49%	100%	100%	96.1%	0.0%	100%	
Professional development hours	432	595	38%	208	159.5	-73.2%	-63.1%	128	
Professional development hours/FTE	17.5	32.3	84%	–	12.8	-60.4%	-27.2%	8 hrs per FTE	
Wellness programme participation	100%	100%	0%	100%	100%	0.0%	0.0%	100%	
Working from home (% working days at home)	0%	72%	72%	83%	82%	13.9%	–	50%	2022 40% = 2/5
FTEs	24.62	18.42	-25.2%	–	12.48	-32.2%	-49.3%	16	
Community									
Total pro bono hours	137.5	33	-76%	260	262.5	695.5%	90.9%	>1%	Was 1,058 in 2018
Value of pro bono hours	£13,603	£3,135	-76%	£24,700	£24,938	695.5%	83.3%	£15,000	5% pro bono started 01/08/2021
% staff doing volunteering	9%	15%	67%	75%	72%	380%	700%	75%	
Total volunteer days	2	3	50%	9	4.25	41.7%	112.5%	12	
Value per mark-maker	£44	0	-100%	£50	£50	–	13.6%	£50	
Donations / charitable giving	£1,001	0	-100%	£650	£650	–	-35.1%	£800	

Our ESG KPIs

	2019	2020	2020 vs 2019	2021 Target	2021 Actual	2021 vs 2020	2021 vs 2019	2022 target	Lead / comments
Environment									
Energy									
Renewable electricity	100%	100%	0%	100%	100%	-	-	100%	
Offset gas / Renewable gas	0%	91%/0%	91%/0%	100%	100%/0%	-	-	100%/0%	
Electricity usage kWh	14,557	7,747	-47%	-5% vs 2019	12,217	57.7%	-16.1%	-20% vs 2019	
Gas usage kWh	31,961	22,217	-30%	-5% vs 2019	38,527	73.4%	20.5%	-10% vs 2021	
Total energy usage kWh	46,518	29,964	-36%	-5% vs 2019	50,744	69.3%	9.1%	-15.3% vs 2019	
Energy use kWh per FT employee	1,889	1,627	-14%	-5% vs 2019	4,066	150%	115.2%	-5%	Or lower. Stretch is 2019 figure.
Climate									
Scope 1 & 2 emissions (tonnes CO2e)	10.8	1.9	-82%	-5% vs 2019	0.67	-64.6%	-93.8%	-10% vs 2020	
Scopes 1, 2 & 3 emissions (tonnes CO2e)	73.8	45.2	-39%	-5% vs 2019	64.6	42.9%	-12.5%	0% vs 2021	The 2022 target is to grow the business with no growth in emissions.
Air quality									
Commuting: people cycling, driving electric vehicles*	2w, 0c, 2h, 0ev	2w, 0c, 2h, 0ev	0%		2w, 0c, 2h, 0ev	-	-	2w, 1c, 0h, 2ev	
% company owned vehicles which are full electric	100% hybrid	100% hybrid	0%	0	100% hybrid	-	-	Next lease renewal	Next lease renewal
Water									
Water use (assumed 90% is mm*) M3	204	184	-10%	-1%	184			<8.3M3/FTE	We don't have accurate water use figures for 2021

Our ESG KPIs

	2019	2020	2020 vs 2019	2021 Target	2021 Actual	2021 vs 2020	2021 vs 2019	2022 target	Lead / comments
Environment									
Waste									
Waste to landfill %	5%	5%	0%	0%	Est. 4%	-20.0%	-20.0%	0%	Achieved ZWTL Q4 2021
Total waste kg	1832	1632	-11%	-5% vs 2019	374	-77.1%	-79.6%	774	Includes paper shredding. 2022 target based on normal office / home split.
Waste kg/ FTE	74.4	88.6	19%	-5% vs 2020	30.0	-66.2%	-59.7%	50	N.B. increased homeworking.
Hazardous waste kg	2.5	2.5	0%	2.5	2.3	-8.0%	-8.0%	2	Extremely low. With purchase approximately 100 batteries a year which weigh 23g and minimal scalpel blades
Purchasing & Suppliers									
% of supplies from local & independent businesses (<50 miles)	-	70.80%	-	50%	66.40%	-6.2%	-	70%	Figure includes purchases for clients
Est. % office stationery supplies made from recycled materials, recyclable, or environmental impact has been considered	-	-	-	100%					Awaiting confirmation from supplier A&J

Thank you for reading our Impact Report

We wholeheartedly embrace the B Corp movement's perspective that organisations that want to do better business should extend support to one another. Because that's the fastest route to building a better future for people and for our planet.

If you have insights you'd like to share that can help us on our way to certification, we'd really appreciate your input.

Similarly, if our report has prompted thoughts about how you could change your business for the better, we're happy to share our experience and answer any questions you may have.

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