



DOING GOOD

OUR 24/25 IMPACT REPORT

03 INTRODUCTION

20 WHAT WE'VE DONE

05 HOW WE GOT HERE

24 WHERE WE'RE GOING

16 WHERE WE'VE BEEN



03

IT'S NOT A VANITY PROJECT. *IT'S A PROMISE.*

We didn't go looking for B Corp. It found us. We'd been living and breathing the values of a transparent, socially conscious, authentic business for years. If this were a recruitment campaign, we'd already got the job.

The difference was we hadn't formally documented our work. While we were busy volunteering in our local community and building sustainable credentials, this was just part of the day job. Realising there were thousands of other businesses striving to do the same made us part of a collective with the power to drive real change.

THIS IS THE STORY OF HOW WE CAME, CONQUERED
AND CONTINUE TO REPRESENT AS B CORP.





OUR CERTIFICATION IS A SIGNIFICANT MILESTONE.
BUT IT'S ALSO THE STARTING POINT FOR EVEN GREATER
IMPACT. WE SEE B CORP AS THE HEART OF WHAT'S
GOOD FOR BUSINESS, WHAT'S GOOD FOR THE TEAM,
AND WHAT'S BEST FOR THE FUTURE.

Mark Bottomley *Managing Director*



HOW WE
GOT *HERE*

18 MONTHS IN THE MAKING

JANUARY 2023: THE BEGINNING

We knew we had the credentials. Now we had to prove it. The first few months were spent gathering intel from the business. What had we already achieved and what could we improve? It took a while to get to grips with the grading system and translate that into a qualifying score. B Corps aim for over 80 points out of 200.

MONTHS 3–9

Time to submit our completed B Impact Assessment. The self-assessment process was a helpful barometer of how we might score in the five key areas: governance, workers, community, environment and customers. It was then just a case of joining the verification queue like everyone else.

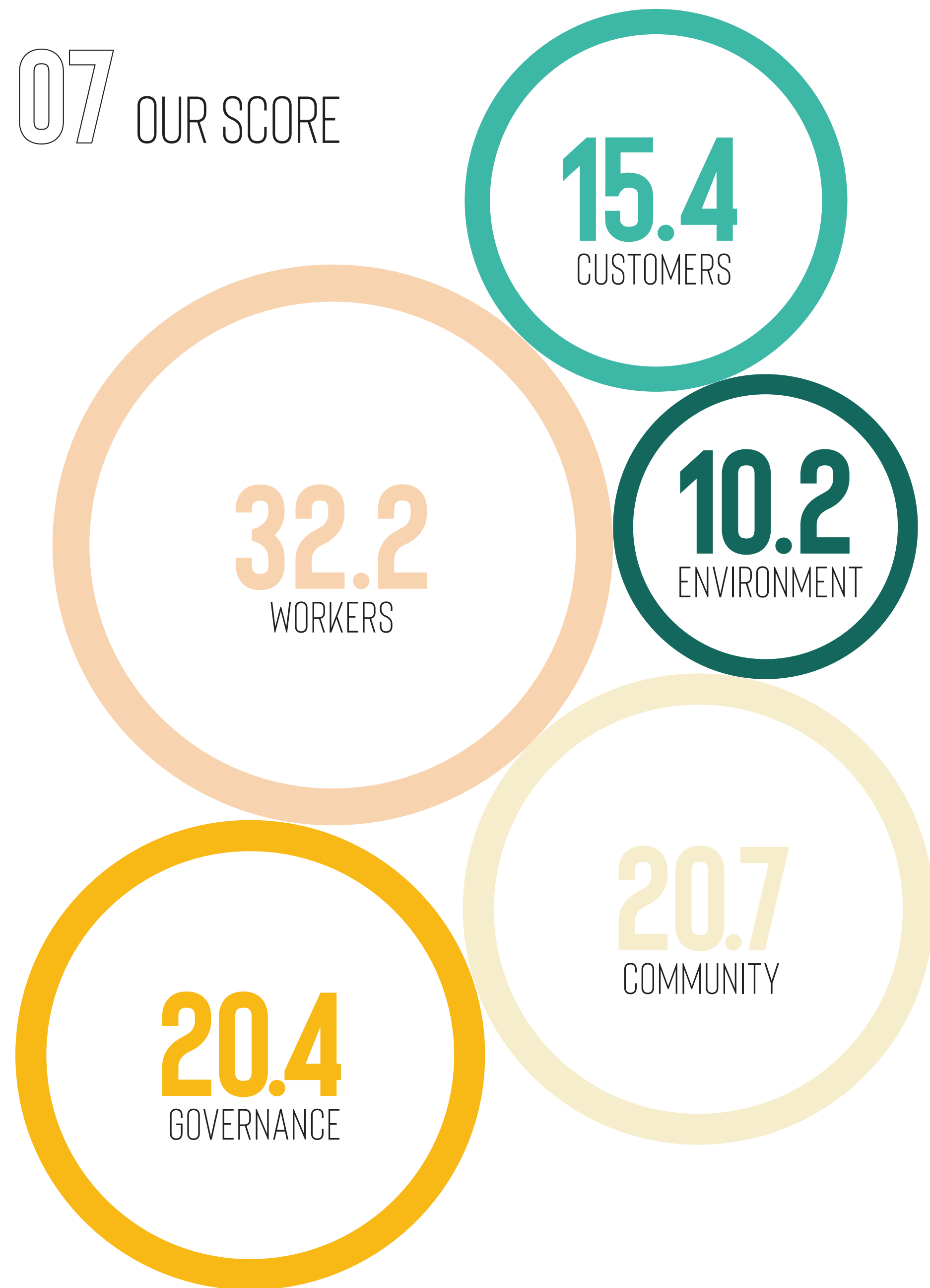
MONTHS 9–12

Following feedback from B Lab, we had a chance to continue tweaking and refining to get over the finish line. We're competitive. It wasn't enough to just scrape through. We really wanted to nail it. Reading through the advice helped us to hone not only our response but also some of our internal processes.

AUGUST 2024: 18 MONTHS ON

After months of nervous pencil chewing, we finally have a result. The average score for companies who take the B Impact Assessment is 50.9. You can imagine our pride and joy to receive a score of 99! It felt so good to be recognised for our commitment to sustainability and social responsibility. Now it was time to shout about it.

07 OUR SCORE



99

OUR OVERALL
IMPACT SCORE

80

QUALIFIES FOR B CORP
CERTIFICATION

50.9

MEDIAN SCORE FOR
ORDINARY BUSINESSES





20.4 GOVERNANCE

GOVERNANCE LEADING FROM THE GROUND UP

Certified B Corporations are companies whose employees, board members and partners help to achieve their mission with ethics, accountability and transparency. Governance also evaluates a company's ability to protect their mission and formally consider stakeholders in decision making through their corporate structure.

We're a team. From designer to non-executive director, everyone who works here holds themselves to the same high standards.



09 WORKERS

32.2
WORKERS

WORKERS TAKING CARE OF OUR STAFF

B Corporations offer exceptional benefits, training, remuneration, opportunities and overall working conditions to their employees to support their well-being. They introduce business models that are designed to benefit workers not just their bottom line.

As a good employer we're here to listen to our team members and make sure they get as much out of working here as they put in. Culture isn't just an away day for us, it's every day. We're also a proud supporter of The Living Wage.



10 COMMUNITY

20.7
COMMUNITY

COMMUNITY GIVING BACK TO OUR COMMUNITY

Certified B Corporations are companies that contribute to the local community, including charity work, supporting local initiatives and fostering positive partnerships. They value diversity, equity & inclusion, economic impact and charitable giving.

Part of being a good neighbour means we're the first to get stuck into a local litter pick or volunteer at our nearest foodbank. We're proud of our community and want to do all we can to support it. We also take part in fundraising initiatives that benefit our workers and our working environment.



ENVIRONMENT

DOING OUR BIT FOR THE PLANET

Certified B Corporations support sustainability and regeneration in their business practices, from materials to transport. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. It also recognises companies with environmentally innovative production processes.

From getting involved in rewilding projects to taking part in the Big Plastic Count, we're always looking for ways to reduce our impact on the environment. We've been working hard to reduce our environmental impact over many years and have robust systems in place to meet B Corp standards.

12 CUSTOMERS



15.4
CUSTOMERS

CUSTOMERS PARTNERING WITH THE RIGHT PEOPLE

Companies that qualify for B Corp accreditation look after their clients by offering services that contribute to the greater good, such as engaging in ethical marketing practices.

We choose to work with clients who also approach business as a force for good and support them by being accountable in our own practices. Our purpose is to benefit others. This means we work with many healthcare companies and wellness initiatives that solve social problems as well as offering pro bono support to selected charitable bodies.

13 OUR FIVE VALUES



CURIOUS

We root around for the truth to develop deeper foundations.

CLEAR

We set a clear direction, so the only way is up and onwards.

CREATIVE

We help brands to rise and shine in a sea of noise.

COMMITTED

We never rest. We're always looking for a better answer.

CONSCIOUS

We use business as a force for good and practise what we preach.

14 OUR PEOPLE

**WE MAKE A LIVING
BY WHAT WE GET,
*BUT WE MAKE A LIFE
BY WHAT WE GIVE.***

WINSTON CHURCHILL

We may be a small company, but we have a big heart. We want the people who work for us to thrive inside and outside of the office. We're here to show up, represent and support them. Their passion, ambition and goals. Here's how we do it...



15 OUR PEOPLE

HOME AND AWAY DAYS

We like to get people out of the office. It could be a trip to the local padel courts or a weekend away in Portugal. A creative mind travels and it's one thing we do well. We encourage staff to be active and open to new experiences.



FLEXIBLE WORKING

Life doesn't revolve around work. We've had flexible working arrangements since way before the pandemic and a hybrid model since. It means people can work around life, rather than the other way around.



HEALTH AND PENSION SCHEMES

Every employee has a chance to contribute to a Health Shield cash plan which offers eye care, dental care, physiotherapy and other services to support their health and well-being. We also make our statutory pension contributions.



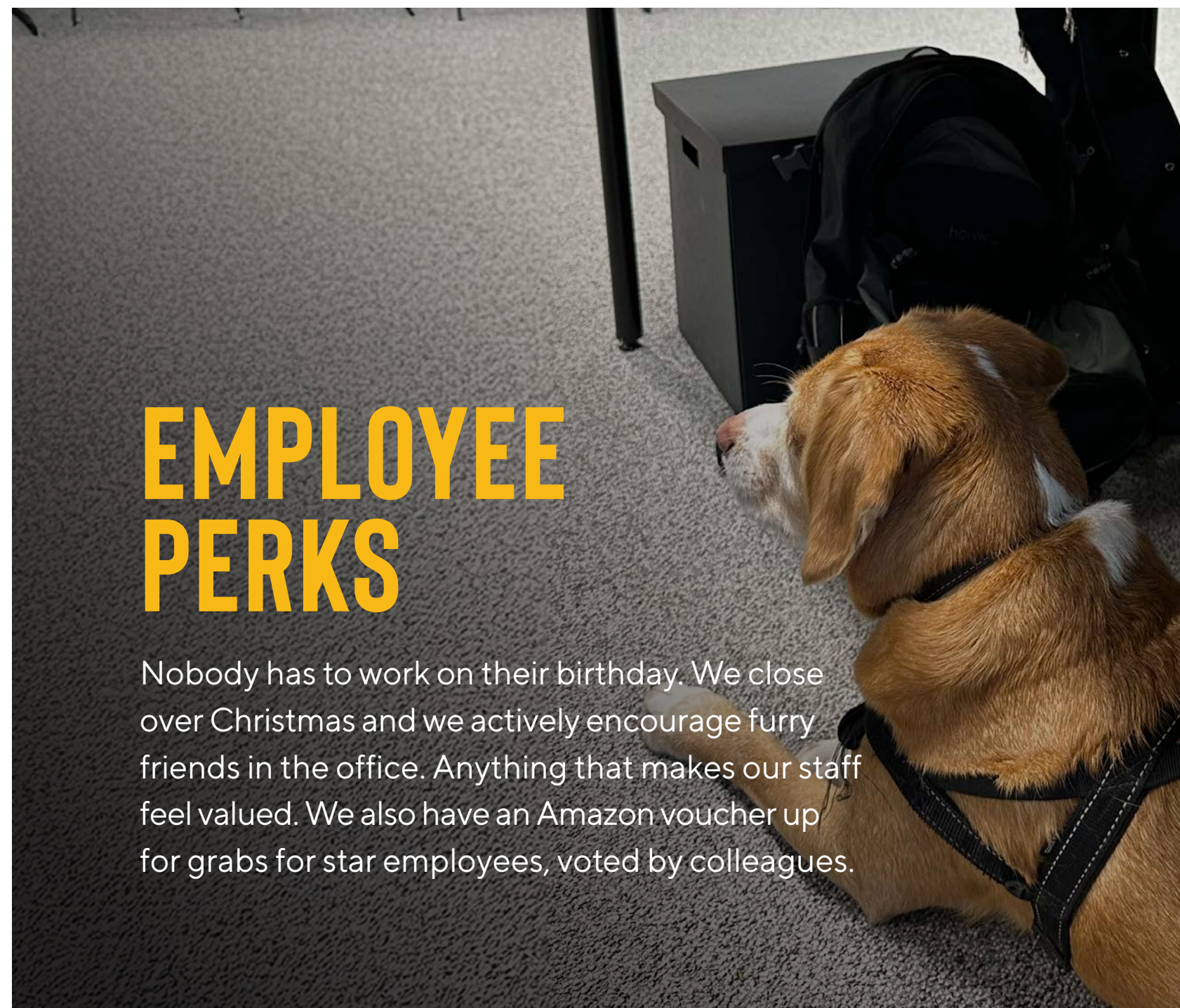
VOLUNTEER DAYS

We give everyone a chance to give back. Our paid volunteer days have included everything from tree planting and brush building to local litter picking and collecting foodbank donations. It feels good to do good.



EMPLOYEE PERKS

Nobody has to work on their birthday. We close over Christmas and we actively encourage furry friends in the office. Anything that makes our staff feel valued. We also have an Amazon voucher up for grabs for star employees, voted by colleagues.



CHARITABLE CHALLENGES

We get behind our people's favourite charities. If there's a way we can all get involved, even better. It could be a midnight walk or a cross-country bike ride. We're here to show up for what we and our staff believe in.



WHERE

WE'VE *BEEEN*

17 OUR ACHIEVEMENTS



We took part in **THE BIG PLASTIC COUNT**, and made ourselves more accountable for our plastic waste in the office and at home.



Spent **164.75** hours volunteering for good causes.



Raised **£500** for charities close to our hearts.



Helped reduce the estimated **82 BILLION PIECES OF PLASTIC PACKAGING** thrown away by UK households each week.



In addition to personal fundraising challenges, we took part in Race the Sun for Action Medical Research and **DELIVERED PRO BONO SUPPORT** for BAND and St. Anne's Hospice.



Litter picking, volunteering in foodbanks, brash building and tree planting to **GIVE BACK TO OUR LOCAL COMMUNITY.**



We gave our **UNWANTED LAPTOPS AND IMACS TO A LOCAL SCHOOL**, to be turned into cash for new technology.



We became **ACCREDITED AS A LIVING WAGE EMPLOYER.**



Supported a **PLACEMENT STUDENT** for six months.

18 OUR TOP 10 HIGHLIGHTS



*BECOMING B CORP CERTIFIED HAS HELPED US
IMPLEMENT NEW PRACTICES, IMPROVE EXISTING ONES
AND LAY FOUNDATIONS FOR A BETTER FUTURE.*

1. Reduced carbon emissions and introduced zero-waste operations
2. Partnered community organisations to support economic growth
3. Rolled out living wage policies
4. Introduced a paid volunteer program for staff
5. Improved pension provision and employee health benefits
6. Started an official charity partner initiative
7. Launched impact-linked performance goals
8. Onboarded independent advisors to guide ethical decisions
9. Conducted our first diversity, equity and inclusion audit
10. Published our first impact report to share our progress



WHAT

WE'VE *DONE*

20

SHAPING A BRAND FOR A MORE COHERENT IDENTITY

Case study: Scroll Aware

We provided pro bono branding and articulation support to Scroll Aware, an early-stage purpose-led initiative focused on the impact of excessive social media and digital overuse.

The project is grounded in a growing public conversation about attention, well-being, connection and the wider social effects of online behaviour. Our role was to help shape the brand at an early stage, giving the idea clearer language, stronger definition and a more coherent identity.

Supporting work like this reflects our belief that creative businesses can play a practical role in helping emerging purpose-driven initiatives express themselves clearly and build momentum around issues that matter.



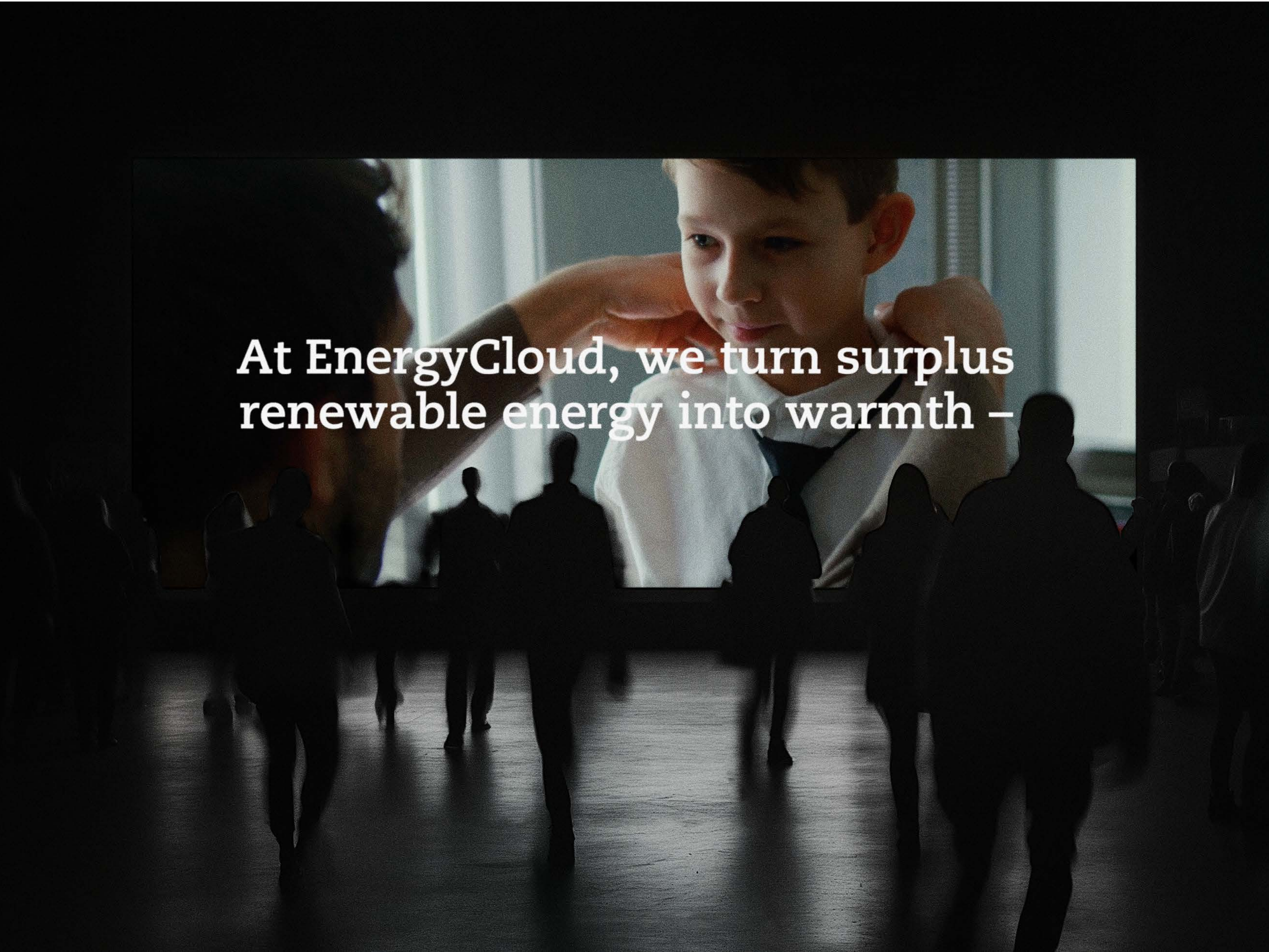
CONTRIBUTING TO A MORE MEANINGFUL CHANGE

Case study: *EnergyCloud*

As part of our pro bono commitment, we supported EnergyCloud with strategic messaging and creative development for a charity addressing both fuel poverty and energy waste.

EnergyCloud's model redirects surplus renewable energy that would otherwise be lost into homes that need it most. We helped develop a communications platform, strapline and video to explain that story in a simple, human and accessible way.

Our contribution was about making an important idea easier to understand and easier to share. It is a strong example of how donated creative time can help purpose-led organisations build awareness, communicate value and strengthen support for meaningful change.



At EnergyCloud, we turn surplus
renewable energy into warmth –

22

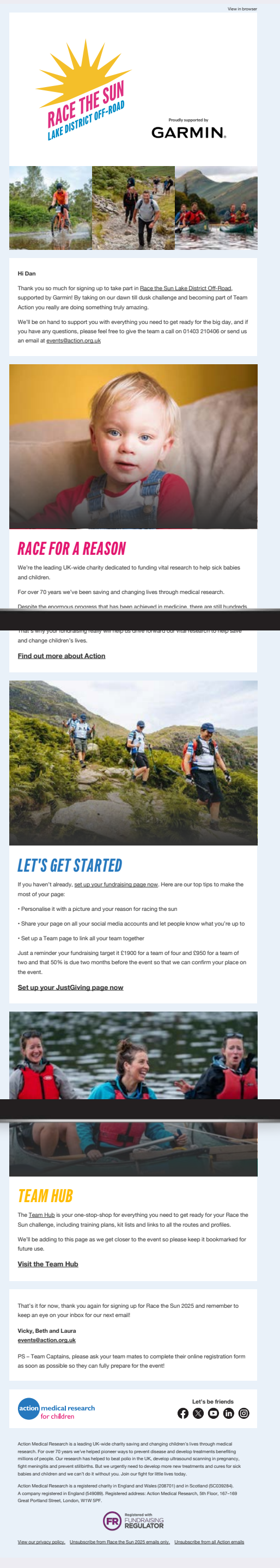
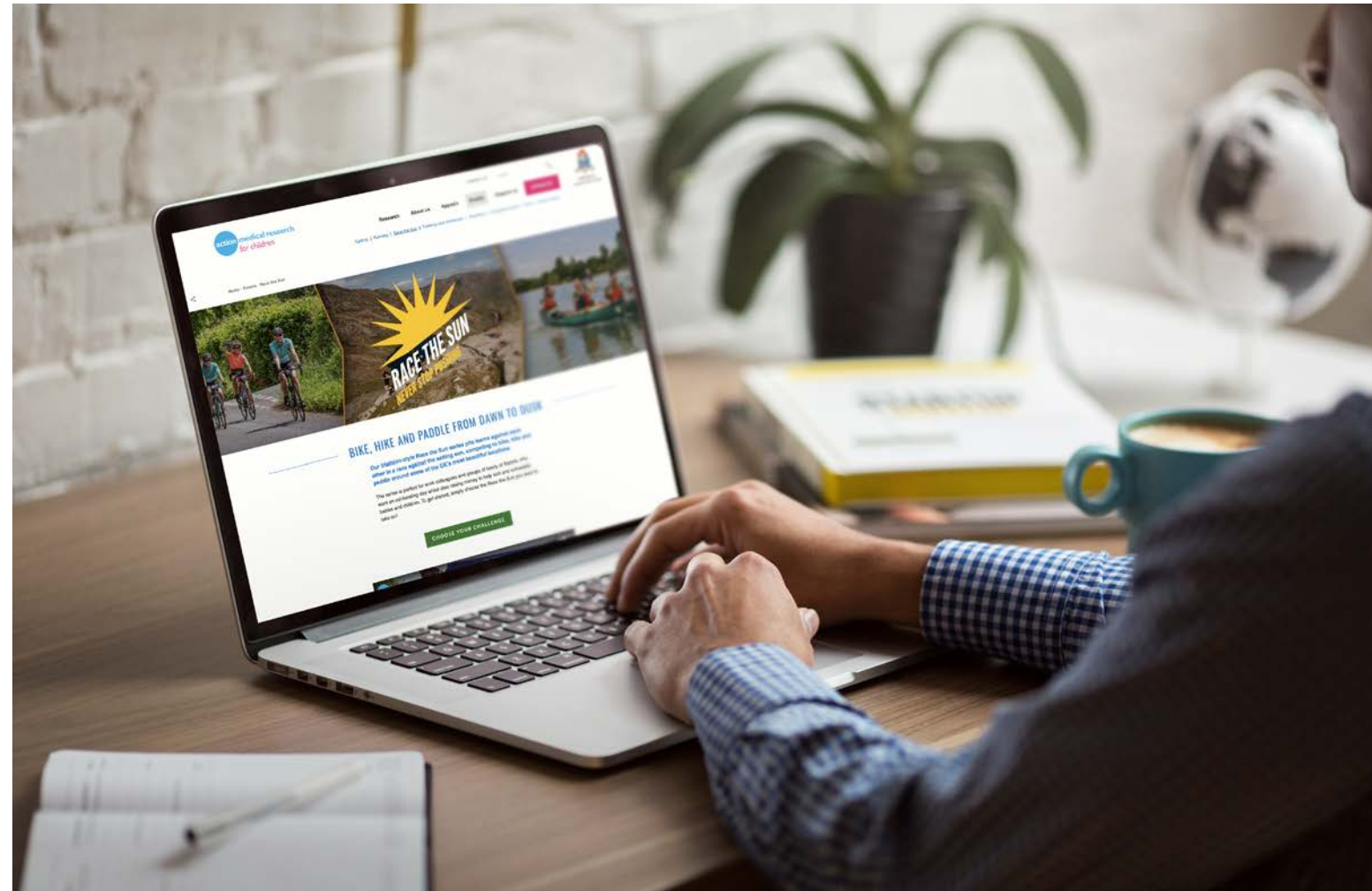
CREATIVE SUPPORT TO ADD GENUINE VALUE

Case study: Action Medical Research

Our work with Action Medical Research began with a workshop designed to explore how Race the Sun could sharpen its positioning, reach new audiences and increase participation, fundraising and awareness.

From that point, we developed a number of follow-on pieces to support those aims. The relationship also helped us think more broadly about impact: not just how many pro bono hours are given, but how those hours are used most effectively.

In this case, the opportunity was to focus strategic and creative support where it could add genuine value, helping a long-established children's charity strengthen a fundraising platform that supports vital medical research.



WHERE
WE'RE *GOING*

24 DEVELOPMENT GOALS

01

PUBLISH A MEASURABLE CLIMATE ACTION PLAN AND EMBED LOWER-IMPACT STANDARDS ACROSS TRAVEL, PRODUCTION AND PROCUREMENT.

Under the new B Lab standards, certification is no longer driven by one overall score. Companies now need to meet minimum requirements across seven impact topics, including **Climate Action** and **Environmental Stewardship & Circularity**. The Foundry's current weakest area is Environment at 10.2, with particularly low scores in Air & Climate (0.8) and Water (0.3), so this is the clearest priority.

Target for this year: *Complete a baseline carbon review, publish a short climate action plan, and embed practical rules for travel, production and procurement.*

What success looks like: *A published plan, a rail-first travel policy where practical, sustainability criteria for photoshoots/print/events, and supplier screening covering the majority of spend.*

02

INTRODUCE A RESPONSIBLE CLIENT AND SUPPLIER FRAMEWORK THAT STRENGTHENS RISK MANAGEMENT, ETHICS AND SUPPLY-CHAIN ACCOUNTABILITY.

The new standards start with Foundation Requirements, including eligibility, stakeholder governance and risk assessment. For agencies, that matters not just operationally but commercially: B Lab's updated guidance says companies can be ineligible if 1% or more of revenue comes from marketing, branding or advertising services for certain excluded industries. At the same time, The Foundry's current Supply Chain Management score is only 0.1, which suggests a real opportunity to formalise how suppliers are chosen and reviewed.

Target for this year: *Introduce a simple, responsible client and supplier framework and apply it to all new clients plus our top-spend suppliers.*

What success looks like: *A documented client acceptance screen, a supplier code of conduct, a review of top-spend suppliers, and clearer tracking of local, diverse and lower-impact procurement.*

03

FORMALISE OUR PEOPLE, GOVERNANCE AND IMPACT PRACTICES INTO CLEARER EVIDENCE, REPORTING AND LEADERSHIP ACCOUNTABILITY.

The Foundry already performs strongly in Workers (32.2) and well in Governance (20.4) and Community (20.7). The challenge now is less about adding worthy activity and more about turning what already happens into stronger systems, evidence and public accountability. That matters because the new certification route for Europe begins in 2026, uses third-party verification, and moves to a more structured model with checkpoints rather than relying on the old 'score over 80' mindset.

Target for this year: *Publish a concise annual people-and-purpose update and formalise key internal policies.*

What success looks like: *An annual team survey with action points, clearer development commitments, documented well-being and flexible working principles, and a quarterly leadership review of our B Corp progress.*



AND WE'VE ONLY JUST BEGUN

WANT TO KNOW MORE ABOUT OUR B CORP JOURNEY?
WE'D LOVE TO CHAT. **INFO@THISISTHEFOUNDRY.COM**