



# Amplifying the good in the world

Impact Report 2023-2024

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## A letter from our CEO

I'm extremely proud of the progress we've made over the last year. Our mission as an agency is to amplify the good in the world, to work with clients that are making a difference to ensure that they have everything they need to continue having a positive impact. That mission has affected our clients, team, suppliers and charity partners.

This year has been an introspective one. We audited our environmental and social impact, rewrote many of our policies to reflect our values, began our journey to B Corp certification, and set a new long-term vision for Base Creative.

We know that reducing our own impact on the environment will not be enough. We're determined to find new ways to make an active difference for the planet and the people around us. As digital marketers, that means being picky about who we work with, selecting clients who are making the changes we want to see into reality.

They might be innovating in the energy sector to help the UK become more sustainable, helping people work their way out of debt, researching life-saving treatments, or providing education to the disenfranchised around the world. We're proud to have worked with organisations who have done great work in all of those areas, but there's much more to be done.

We have the power to win innovative organisations like those more work, more funding, more awareness and donations - and we plan to use that power.

I have no doubt that our team's determination, ambition and drive to use their skills to positively impact the world around them will have a massive impact on our work and our clients in the year to come. I'm excited to share all the progress we've made so far.



**Iain Scott**  
CEO & Founder

## Why B Corp?

Until they are institutionally embedded in our business practices, our values risk being just words. B Corp certification will give us an opportunity to be held to our high standards by an external body, to ensure that our values are being reflected across our supply chain, policies and clients for years to come.

It also gives us the opportunity to demonstrate our deeply held values to our clients and partners, while connecting us to a network of like-minded businesses. This will help us identify future opportunities for collaboration with organisations that share our commitment to ethical business practices.



**At Base Creative, our team deeply believes that digital marketing can be used to effect positive change in the world.**

## Governance

**Updating our Articles of Association** – As part of our B Corp certification process, we have committed Base Creative to a legal structure which accounts for the considerations of all stakeholders.

**Team engagement** – Every team members now has quarterly targets aimed at improving Base Creative's sustainability and transparency, engaging all members of our team in our shared journey.

**Financial and data transparency** – We are committed to financial and data transparency. Both our pricing and our information security and data protection policy can be found on our website. All members of our team receive weekly financial updates.

**Our mission statement** – This year, we updated our mission statement to include a formal commitment to social and environmental responsibility.



Good governance means integrating all stakeholder considerations - including social and environmental concerns - into Base Creative's foundations.

## Workers

**Team bonuses** – Bonuses are given to the entire team rather than individuals when quarterly financial targets are met. These targets are also reviewed and adjusted to match realistic financial projections for the year. This ensures that, while ambitious, they can be regularly met.

**Employee training** – We have formal onboarding and ongoing training, with policies encouraging internal promotions and cross-skill training, and a budget for external training opportunities such as conferences and speaking opportunities.

**Engagement and satisfaction surveys** – Members of the team are given regular opportunities to provide feedback and make suggestions that directly impact the business and allow for adjusted targets and initiatives to be set by Base Creative leadership.

**Mental health support** - In partnership with Spill, Base Creative provides weekly mental health check-ins, anonymous tracking, and limitless on-demand therapy sessions for all team members.

**Physical health support** – We provide a cycle to work scheme through Blackhawk Network Extras and a £25 monthly subsidy towards gym and other fitness memberships of choice.



# Community

We're supporting communities, at home and away.

**Our commitment to pro bono work** – We provide digital marketing services to three charity partners for no charge: Glitch, The Turing Trust, and Befrienders Worldwide.

**Supporting our charity partners directly** – Each year, as part of our Christmas Campaign, we donate £1,000 across our charity partners, getting our clients involved to raise awareness of our partners' work.

**Our commitment to gender equality** – Over 50% of our team are women, including 50% of our managers.

**Tracking diversity** – To ensure that our team remains diverse as Base Creative continues to grow, this year our team took part in our first anonymous survey to help us to officially track diversity by gender, age, education, socio-economic status, disability, sexuality and ethnicity. This has allowed us to conduct a full pay equity analysis, and in the future, if necessary, will allow us to implement equal compensation improvement plans.

**Speaking at events** – Members of our team speak at events throughout the year, sharing their knowledge and experiences with a wider audience to inspire and enable them to make positive change.

# Community

We're supporting communities, at home and away.



## 20%

Of all donations through paid search come from our ads

## 12,187

Computers donated to schools worldwide, 200 tonnes of IT waste saved from landfill

*Their work on our Google AdWords helped put us on the map. It literally put us on the front page of Google. That led to not only really good increases in donations of individual computers, but also enabled us to get that web presence that enabled our business donations to grow. It has genuinely been truly phenomenal.*

**James Turing**  
Founder & CEO, Turing Trust

## 349

Emotional support centres across 32 countries

## 25,000

Volunteers providing support to an estimated 7 million people each year

*Base Creative did more than just implement our ideas and produce this website. They helped develop the concept, reviewing the effectiveness of our current websites and designing this system. The next phase of this project is to translate it into as many languages as we can, to increase our reach to people in emotional need.*

**Oscar Monteiro**  
Project Coordinator, Befrienders Worldwide



## Environment

We're proud to share some of the actions we have taken to reduce our impact on the environment.

**Use of monitoring and absolute reduction target targets** – This year, we began monitoring our estimated Scope 3 emissions, water use and non-hazardous waste, setting 5% reduction targets regardless of our growth.

**Policy statement and quantifiable targets** – We've crafted comprehensive policy statements that affirm our commitment to environmental transparency, including a new environmental policy, environmental management policy and local purchasing policy.

**Sustainable office space** – Our home in London's Aldgate Tower uses 100% renewable power, 100% chemical free cleaning, solar panels, extensive recycling, and is rated BREEAM Excellent for its commitment to sustainability.

**Work from home** – To minimise the impact of travel, each team member is only required to work in the office twice a week. The environmental impact of work done at home is also factored into our yearly calculations and reduction targets.

**Supplier sustainability survey** – We've surveyed our suppliers' emissions to promote sustainability throughout our supply chain.

### SOLAR POWER



Photovoltaics panels and solar hot water panels generate renewal electricity and heat energy.



100% renewable energy

### WELLBEING



Biophilic reception design creates a healthy and productive built environment

### ENERGY RATING



EPC B

# Customers

Here's how we ensure our clients get an exceptional service.

**Tracking client outcomes** – We crafted our client outcomes policy to ensure our consistent commitment to monitoring client feedback and wellbeing to make consistent improvements to our service.

**Ensuring data protection** – We are certified under the Cyber Essentials scheme by certification body Consult MB. Our information security and data protection policy is readily available on our website.

**Our code of ethics** – Our officially implemented code of ethics and ethical marketing policy established our commitment to fair and transparent marketing practices, advertising and client engagement.



We're working with clients that are having a positive impact on the world - and helping them shout about it.

## What's next?

**Thank you for taking the time to read through this report. We've got ambitions. We've got a plan. Here's what we're looking at in the months ahead.**

By this time next year, we plan to be fully B Corp certified, having submitted our B Impact Assessment in January 2024. This isn't just about improving our own sustainability and transparency - it's about connecting us to a network of potential clients who we believe can benefit from our services to positively impact the planet.

Now that we've completed our first environmental impact audits, it's time to start working towards our reduction goals. This also means conversations with clients, suppliers and prospective partners to understand their impact and encourage collaboration to reduce it.

In marketing, there will always be the pressure to help businesses market their products and services as sustainable, even when little harm-reduction is being done. We will not do that. We want to work directly with even more businesses that are actively pursuing the change we want to see in the world - in energy, in technology, finance, charity and beyond.

**We're excited to report back with all the progress we will have made by this time next year.**

