

mark-making*

Impact Report 2022

Certified



Corporation



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We are mark-making*

Also known as a pioneering B Corp brand strategy and creative agency for those looking to get ahead and stay there.

From household names to unfamiliar start-ups, the brands we love to partner are spirited, forward-thinking and purposeful beyond just making money. They have something else in common, too – they recognise that being more human is key to lasting success; that, when all's said and done, business to business is just people to people.



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 more of a difference, all of the time

As we stepped into 2022, we were ready to leave the pandemic and the phenomenal challenges it brought in the rearview mirror. We planned to move forward purposefully with our mission to make our business a force for good – good for our clients, good for our people and good for the world around us.

As we all know, coronavirus and its impacts has stayed with us for much longer than we'd all hoped. And as a result, we're reflecting on a year of continual rebuilding. We've had to adapt to the changing circumstances affecting business globally, including the need to protect our staff as variants have raged across Europe. We've had to flex to accommodate the changing needs of our clients. And we've had to dig deep to ensure that all those adjustments didn't throw us off course in our journey to becoming a certified B Corp.

As with all periods of change, 2022 has pushed us to think differently and to grow – not least in our achievement of **B Corp certification with an industry-leading score of 121.3**. We couldn't be prouder to join the movement, and the changes we've made that got us here have only strengthened our resolve that better business is the business we're interested in.

It hasn't been easy, but it has been rewarding. And a complex year has taught us to embrace all the ways that obstacles push us to progress. We've set ambitious goals across the business to ensure we're continually improving and that we're always part of the solution. Because we're confident that there are bright, better times ahead.



Steve Turner

Co-founder of mark-making*

We've had to adapt to the changing circumstances affecting business globally, including the need to protect our staff

We're a B Corp!



121.3

Overall B Impact Score

We're really proud to have achieved our official B Corp certification and look forward to renewing it in 2025.

Journey to certification

How far we've come

Why B Corp?

When Ali and I founded mark-making* 28 years ago, doing things differently was at the heart of our approach. We never wanted the company to give anyone, clients or staff, 'that-Sunday-feeling'. Instead, we wanted it to contribute positively to people's lives, as a warm, positive, inspiring place to be.

Over time, the world changed and those ambitions didn't go as far as we wanted in making the business a force for good. And so, we created goodmarks* – the

philosophy underpinning everything we do at mark-making*. It affirms our commitment to binding our economic growth to human progress without negatively impacting the planet. Every time we do something that achieves this goal we leave a positive mark. And we call these our goodmarks*.

Goodmarks* continues to be a driving force behind mark-making* but the B Corp movement takes us further. Certified B Corps are businesses that balance purpose and

profit and are legally required to consider the impact of their decisions on their workers, customers, community and the environment. And we're delighted that 2022 was the year that we achieved our certification with a score of 121.3.

Across our industry, people are paying attention, and the B Corp movement is gathering pace. It fills us with optimism to see the change that's happening and we couldn't be prouder to be part of it.

November 2020

We began to make our case for B Corp status – an achievement that will see us recognised as a business that goes beyond profit and prioritises purpose. We audited our activities from 2020 to 2021 and prepared to make changes across the business.

December 2021

We completed our B Lab Assessment

October 2022

We achieved B Corp status with a score of 121.3.

When we
recertify in
2025 we will
aim for a
score of 130

Breakdown:

Governance		7.3
Workers		54.4
Community		27.1
Environment		4.8
Customers		2.6



80

Score to qualify for
B Corp Certification

50.9

Median score for
Ordinary Businesses



CHARITY WALK



CANDLE MAKING



Team

Investing in our mark-makers



SUMMER PARTY



Our progress

By the end of 2022

We said we would:

How we did:

☒	We committed to continuous investment in our people — through both group and individual training — to help everyone grow their skills and confidence.	We delivered on this in full: 100% of mark-makers undertook training, totalling 911.5 hours — an average of 54 hours per FTE. This far exceeds our target of 40 hours per person. The focus on learning has strengthened our expertise, though we recognise the challenge ahead is ensuring new skills are consistently embedded in day-to-day practice.
☒	Our plan was to reinvigorate our Wellbeing programme, bringing back creative workshops and social events, and continuing to prioritise wellbeing after the strain of the pandemic.	We maintained 100% team participation in wellness initiatives, with activities ranging from creative socials to mindfulness, fitness, and two major team gatherings. Feedback from our employee survey confirmed that culture, wellbeing, and recognition remain among our greatest strengths. That said, some areas for improvement were flagged — in particular, project pressures and diversity.
☐	We aimed to grow the team, bring in new talent, and restructure roles where needed, ensuring we had the right people in place to deliver at our best.	We welcomed new colleagues across client services and creative roles, including junior and midweight hires, while successfully managing returns from maternity leave. Attrition dropped to just 6.7% — significantly below the UK industry average. Staff satisfaction held at a strong 93%. However, we didn't grow headcount as much as originally hoped, which at times put pressure on capacity.
☐	We set out to re-establish in-person collaboration, trialling a “three days in” model from February 2022, while also respecting the benefits of hybrid working.	We found our rhythm with a blend of office and home working: 32% of total days were remote. Investment in IT systems — from new servers to collaboration tools — helped make hybrid working more seamless. The balance worked well overall, though feedback suggests there's still scope to refine how we collaborate virtually and to ensure consistency in communication.

By the end of 2023

We will:

- 1. Embed skills and efficiency into everyday work.** Not just train, but ensure new skills and learnings translate into sharper delivery, smarter processes, and tangible improvements for clients and colleagues.
- 2. Strengthen diversity, equity and inclusion.** Take deliberate steps towards a more inclusive team and culture — from how we recruit, to how we collaborate, to how our work represents the world around us.
- 3. Build resilience through capacity and collaboration.** Create stronger foundations by balancing workload and resource, refining how we work together in a hybrid model, and ensuring we remain connected, capable, and adaptable through uncertain times.



Hybrid working

In 2022 we trialled and refined our hybrid model, encouraging greater in-person collaboration while retaining flexibility. Around a third of working days were spent at home, with feedback showing the balance supported both productivity and wellbeing. We'll continue fine-tuning how we collaborate across locations to get the best of both worlds.

New server and better broadband

We invested in our IT infrastructure with a new server and improved broadband, providing faster, more reliable access for the whole team. These upgrades made collaboration smoother — particularly important in a hybrid environment — and reduced technical frustrations. A stronger digital backbone now underpins the way we work every day.



Good, but could do better

In 2022, mark-makers took part in the official Campaign Best Places to Work 2023 survey. We had previously been listed in the Top 50 in 2018 and 2020, so it was disappointing, though not unexpected, that we did not make the 2023 list.

“It’s the culture and the values — you feel supported and trusted.”

“Resourcing — better planning and staffing to avoid unrealistic deadlines.”

Areas of strength

mark-makers consistently praised the culture, values, and leadership of mm*. Scores were especially strong for relationship with supervisors (93%), leadership and planning (89%), and corporate culture (85%). A supportive environment, flexibility, and initiatives like Welldoing and goodmarks all featured in positive feedback.

Areas for improvement

The survey also highlighted clear areas for growth. Role satisfaction (74%), pay and benefits (74%), and work environment (81%) scored lower. Comments pointed to resourcing pressures, unrealistic deadlines, and the need for clearer career development opportunities. A recurring theme was the desire for better processes to balance workloads and reduce stress.

“They genuinely care about wellbeing and always try to put people first.”

“Clearer career progression opportunities would make a real difference.”

Looking ahead

While it was disappointing not to make Campaign’s Best Places to Work list, the survey has given us a clear picture of where we stand and what needs to change. The experience of the pandemic years inevitably left its mark, but it also highlighted where we can focus our energy. In 2023 we’ll use these results as a benchmark to strengthen resourcing, create clearer career pathways, and continue building a culture where every mark-maker feels supported and able to thrive.

This commitment links directly with our wider Team priorities: embedding hybrid working in a way that works for all, strengthening wellbeing through initiatives like Welldoing, and giving every mark-maker the opportunity to grow and develop. Together, these strands will help us move forward with confidence

Serious about play

Summer family party

After two years away, our family social returned with festival vibes. mark-makers, families, and friends came together for games, baking competitions, wood-fired pizza, and an ice cream van. It was a joyful reminder of how much we value time spent together outside the studio.

Candle-making course

We also reignited our tradition of creative workshops with a trip to Larkswold. mark-makers rolled up their sleeves to melt wax, mix scents, and craft their own candles. Surrounded by homemade cakes and laughter, it was a chance to recharge imaginations and enjoy a different kind of teamwork.



Team Welldoing

At mark-making*, we believe in the idea of a life well lived, not just a job well done. That belief came to life in 2022 through our Team Welldoing initiative, led by Anna, Debs, and Laura. Their mission was simple but important: to keep wellbeing at the forefront of our everyday.

Welldoing found its way into all sorts of moments. We welcomed expert sessions on health and wellbeing, ran creative workshops in spring and autumn, and kept the fun alive with socials from Christmas 2.0 to our summer family day. Birthdays and milestones were never missed, often celebrated with the excuse of tea and cake. And through Welldoing Wednesday emails, mark-makers received weekly nudges to eat well, move more, and look after themselves.

Practical support mattered too. Flu jabs, eye tests, volunteering opportunities, and matched fundraising all helped mark-makers feel supported.

We've also celebrated:

- 14 birthdays
- 2 new homes
- 2 births
- a 20th anniversary
- 1 wedding



Birmingham Design Festival

In June, our creative team headed to the Birmingham Design Festival to soak up talks, workshops, and fresh perspectives. From motion design and sustainability to storytelling and generative graphics, the sessions were packed with inspiration.

After years of isolation, it was energising to reconnect with the wider design community and return brimming with ideas to bring back into our own work.



Charity walk for CALM

In November, mark-makers laced up their boots and took on 13 miles of the Cotswold Way in support of CALM, the Campaign Against Living Miserably. The Lost Hours Walk was the idea of David, who was the driving force behind the initiative and a passionate advocate for mental health. He rallied the team to step away from screens, embrace the outdoors, and walk together for a cause that matters to so many.

From the climb up Broadway Tower to Meg's solo coastal trek in Dorset, every step was taken with purpose. Spirits were high, conversations flowed, and by the end of the day, we had raised more than **£5,000** for CALM's life-saving work in suicide prevention.





Community

Supporting
others

HO
HO
NO





Our progress

By the end of 2022

We said we would:

How we did:

☒ Contribute more than 1% of our total hours in pro bono support.	We gave 137 hours (worth £15,044) to five local organisations, equivalent to 1.05% of total hours.	COMPLETED
☐ 75% of mark-makers to volunteer, giving a total of 12 days.	65% of mark-makers volunteered, contributing 10 days in total. This was progress on previous years, but just shy of our goal.	
☒ Support charities through fundraising and donations. £800 in total giving and at least £50 per mark-maker.	We exceeded both. Mark-makers raised £5,254, with mm* adding £900, and we also donated first aid kits worth £559 to support people in Ukraine at the start of Russia's invasion. In total, that came to £1,334 in direct donations, or £84 per mark-maker. The highlight was our Lost Hours Walk for CALM, which raised more than £5,100 alone.	COMPLETED

By the end of 2023

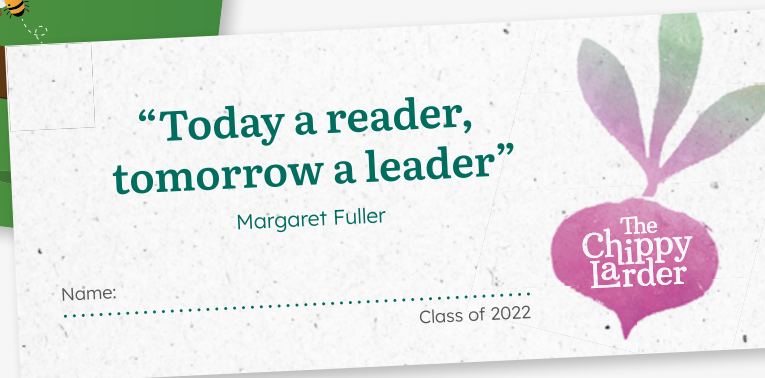
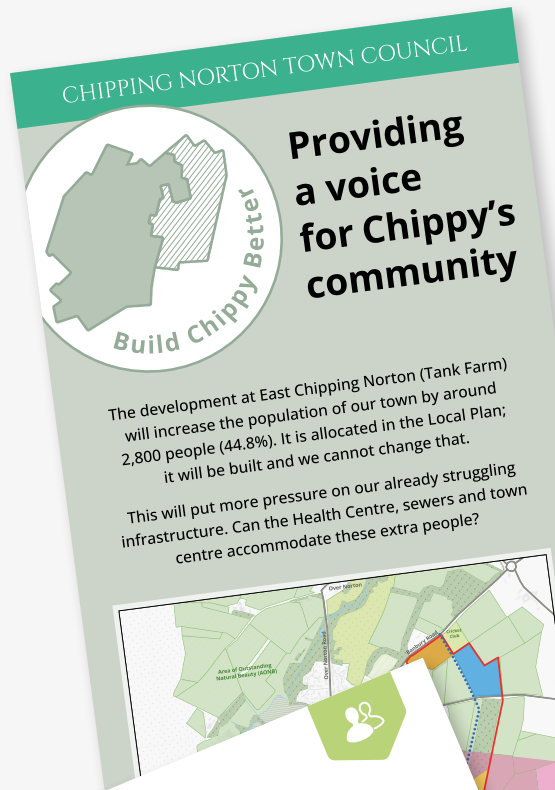
We will:

1. **Increase pro bono hours** to reach at least £18,000 in equivalent value.
2. **Raise volunteering levels** to 75% of mark-makers and at least 14 days in total.
3. **Sustain charitable giving at £50+ per mark-maker**, with another team fundraising effort to match the spirit of the CALM walk.

Pro bono

In 2022 we continued to use our skills for good, offering pro bono support to local causes that matter. We donated **137 hours**, valued at more than **£15,000**, to five organisations including Build Chippy Better, The Ice Centre, Chippy Larder, and Fairytale Farm.

From strategic brand advice to creative execution, this work gave charities access to expertise they wouldn't otherwise afford, helping them raise their profile and achieve more for their communities.



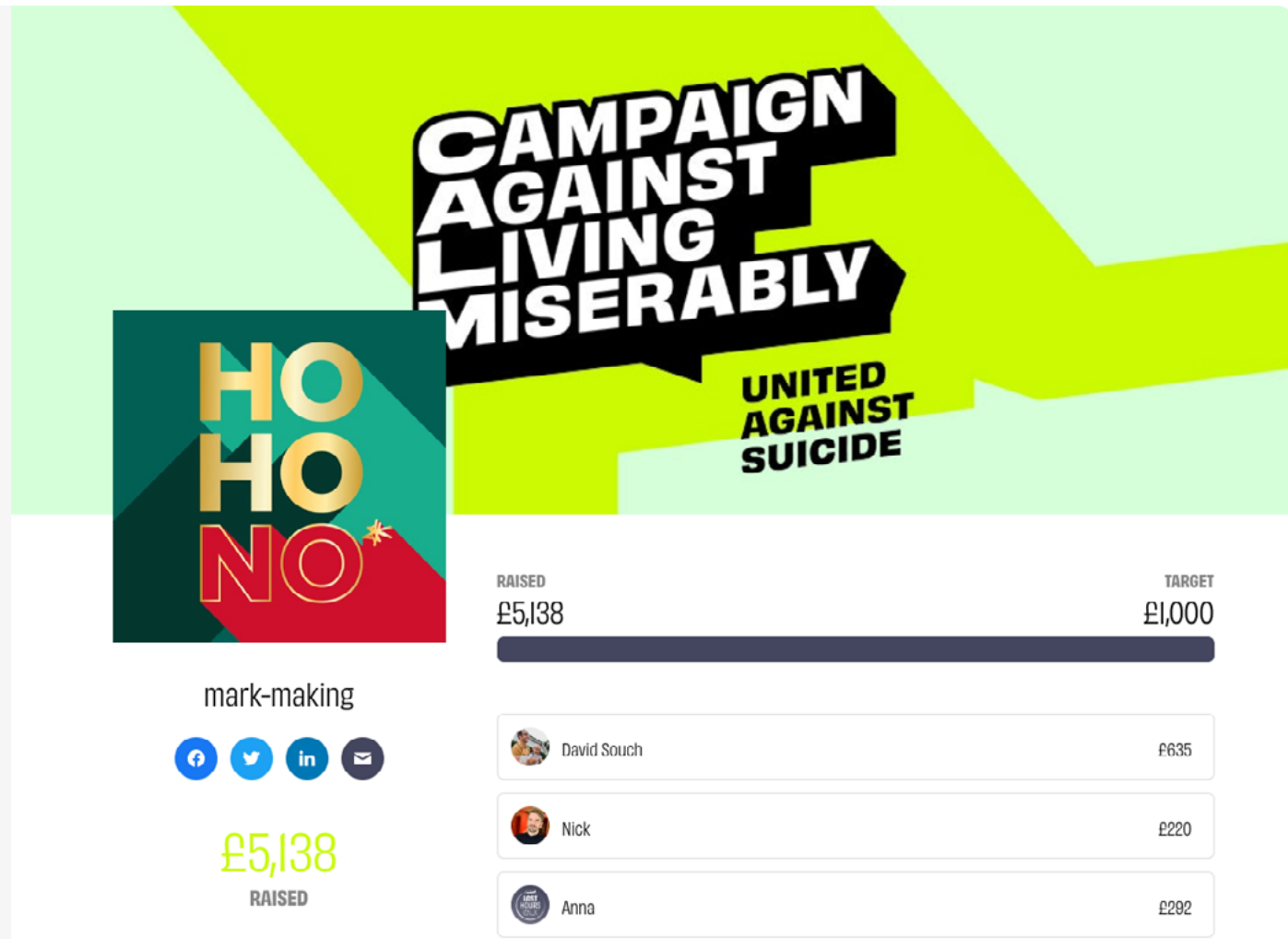
Volunteering

Volunteering remained an important part of how mark-makers gave back. Our goal was for three quarters of the team to get involved, and while we didn't quite reach that, **65%** of mark-makers still gave their time. Together they contributed **10 days** across seven organisations, from The Chippy Larder to Campden Home Nursing. Whether hands-on support or sharing knowledge, these volunteering days strengthened community ties and offered mark-makers a chance to connect with causes close to home.



Charity donations

Our charitable giving in 2022 combined fundraising with direct donations. Together, mark-makers raised over £5,000, with mm* adding £775 in matched donations. We also donated first aid kits worth £559 to support people in Ukraine at the start of Russia's invasion. That brought our total giving to **£1,334** in direct donations, or **£84** per mark-maker. The standout was our Lost Hours Walk for CALM, which alone raised more than £5,100 for suicide prevention.





Environment

Loving our planet



Our progress

By the end of 2022

We said we would:

How we did:

✓ Measure and report transparently. Be open, truthful, and accurate in measuring and reporting our environmental impact.	We maintained full carbon footprint reporting, prepared independently by Empathy Sustainability Ltd, and achieved B Corp certification in October 2022. At a time when many firms are called out for greenwashing, we continue to prioritise truth, transparency, and accountability in how we measure and report our impact.	COMPLETED
✓ Reduce our footprint. Lower our emissions and resource use wherever possible, building on the gains made during the pandemic years.	Our 2022 footprint increased against 2021, reflecting more commuting, travel, and office use. However, compared with 2019 our like-for-like emissions are down 14%*. Investments such as insulation, window improvements, and sustainable print choices made a difference, but we recognise the need for bigger steps.	COMPLETED
○ Transition to renewable energy. Strengthen our renewable energy use, with a view to eventually generating our own power.	We kept our 100% renewable energy contract in place, but plans to install solar panels were blocked by planning restrictions on our Grade II listed building. This was a real frustration, as it would have made us self-sufficient in electricity. We'll continue to push for solutions here.	BLOCKED
○ Address climate impacts from pensions. Include pension investments in our carbon footprint and begin tackling this hidden but significant source of emissions.	We have included pensions in our reporting since 2021, and they now account for 26% of our total climate impact. This is our single largest source of emissions, and therefore our biggest opportunity. We're committed to finding lower-impact pension solutions, though it remains a complex territory and difficult to get the information from pension providers.	ONGOING

By the end of 2023

We will:

- 1. Focus on pensions.** Make tangible progress on reducing pension-related climate impacts, exploring new providers or funds that better align with sustainable values.
- 2. Accelerate footprint reduction.** Identify bigger, structural opportunities to cut emissions, targeting reductions beyond the -14% already achieved since 2019.
- 3. Seek alternative on-site renewables.** Explore ways to generate or procure clean energy despite planning restrictions, ensuring we don't lose momentum on becoming more self-sufficient.

*Excludes pensions, homeworking and purchases for clients. See Appendix for more details.

Taking our mark further

With greenwashing on the rise — the UK Competition & Markets Authority found that 40% of the company websites it analysed were making misleading environmental claims ([CMA, 2021](#)) — we've stayed committed to being truthful, accurate, and transparent. Our B Corp certification, achieved in October 2022, reflects those values and the integrity we bring to our work.

In 2021, we went further by including our pension climate impacts. Pensions aren't technically in scope for the UN's GHG Protocol, but we believe it would be disingenuous not to include them. After all, how can we talk about sustainable action while investing in fossil fuels and other high-impact industries through our pension scheme? It's a growing agenda for the financial sector, and rightly so: the UK pensions industry's carbon footprint is reported to be greater than that of the

entire UK ([Economist Impact, 2021](#); [Make My Money Matter, 2021](#)). In 2022, pensions accounted for over **26% of our total climate impact**, making them both our biggest challenge and our greatest opportunity for reduction.

Our overall footprint did increase compared with 2021, as Covid restrictions lifted and commuting, business travel, and office use returned. But set against our benchmark year of 2019, like-for-like emissions (excluding pensions and homeworking, which we added in 2021) and excluding client purchases which vary year to year, **our total emissions are down -14%**.

One important note on methodology: this year we've aligned our carbon accounting with the latest best practice. We've stopped treating our carbon offset gas from Octopus Energy as 'zero carbon' in our Market Based Scope 1

emissions, and instead report both Location Based and Market Based figures identically. To ensure fair comparisons, we've restated all historic footprint data on this same basis.

We've continued to make improvements where we can: better insulation and windows for our Grade II listed building, more sustainable print choices, and a long-standing renewable electricity contract for our office. We also tried to go further. In May we applied for a government grant to cover 25% of the cost of solar panels, with plans to fit them in September. Frustratingly, planning permission was refused on the grounds of our listed status, despite the fact that the panels would have made us self-sufficient in electricity (and would not have been visible from the road).

Looking ahead to 2023–24, our focus will be on tackling pension impacts and supporting clients on their own journeys towards climate responsibility.

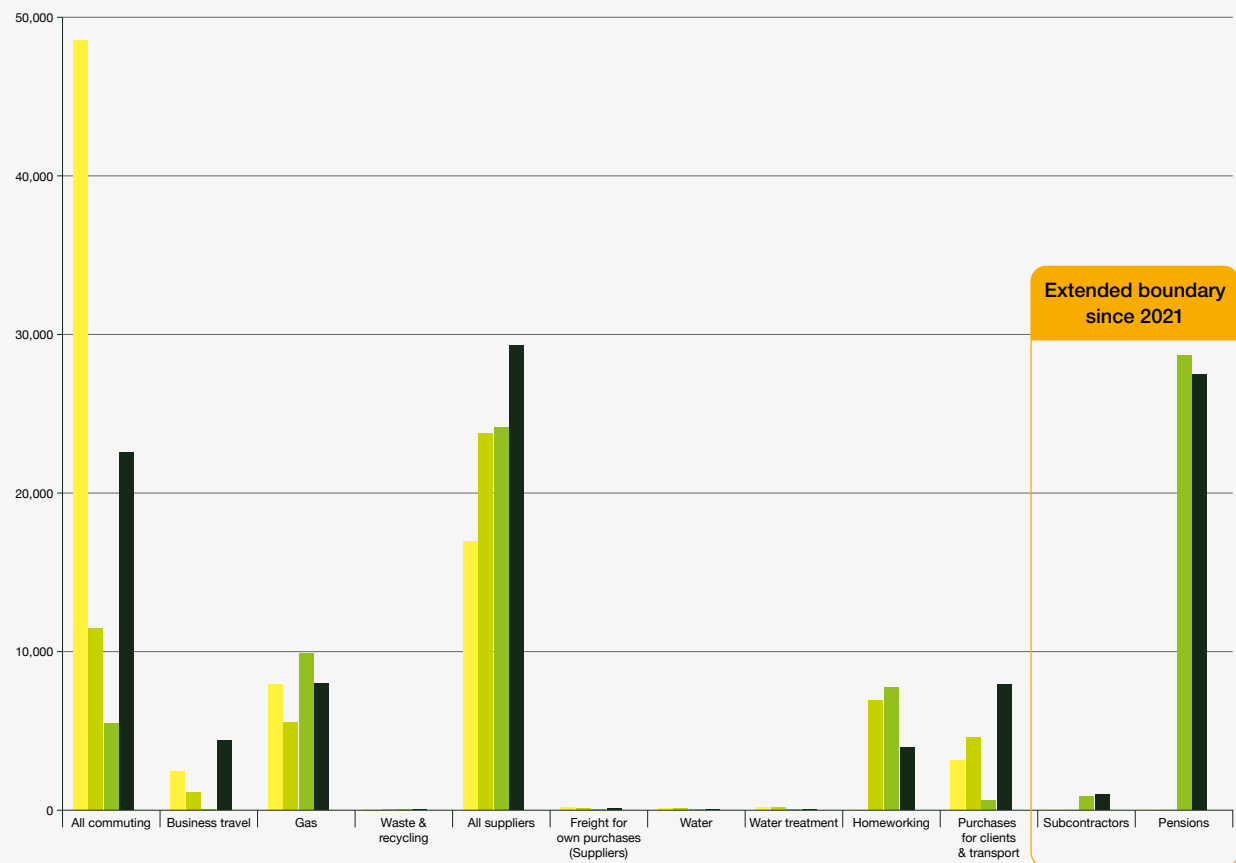
2019 – 2022 carbon impacts

Four years of change reveal progress and challenges in reducing our footprint.

Our carbon reporting tells a clear story of shifting impacts. Covid significantly reduced commuting, while the introduction of homeworking and more electric vehicles means commuting emissions are now around half their 2019 level. We've also cut water use emissions by 87% and halved waste emissions, showing tangible progress alongside evolving working patterns.

Key:
 2022
 2021
 2020
 2019

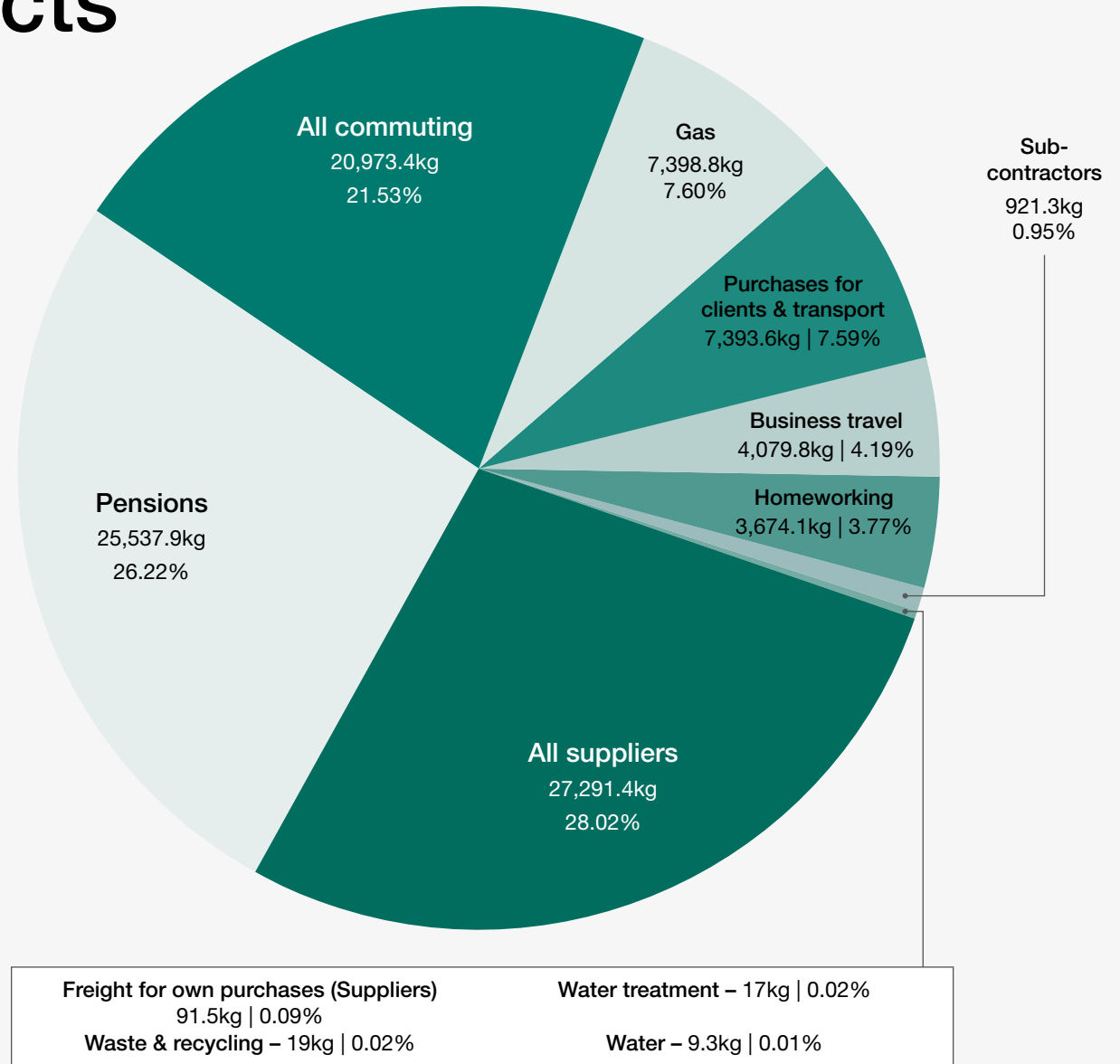
KgCO2e Comparison by impact over time



2022 carbon impacts by category

In 2022, our footprint was shaped most by suppliers (28%) and pensions (26%), which together made up more than half of total emissions. Commuting accounted for 22%, reflecting the return to office life, while client-related activities and business travel also rose. By contrast, water and waste remained very small contributors, highlighting where long-term efficiencies are paying off.

Total footprint
97.4
tonnes CO2e



Carbon offsetting

Through Climate Impact Partners, we offset 110% of our total carbon emissions across 2022 by supporting projects that bring clean energy to communities whilst creating local jobs. We're proud to remain a climate-positive business.



Orb Rooftop Solar, India



Fatanpur Wind Power, India



Bondhu Chula Stoves, Bangladesh

Orb Rooftop Solar, India

Over 160,000 solar power and water heating systems provide clean energy to Indian homes and businesses, reducing electricity bills by more than 50%. The systems replace polluting kerosene lamps, improve indoor air quality and enable children to study after dark.

[> Project website](#)

Fatanpur Wind Power, India

Fifty-four wind turbines generate clean energy to help bridge India's supply-demand gap and reduce blackouts whilst displacing fossil fuel power. The project creates local employment and training opportunities, with revenue funding mobile health camps and sanitary facilities for nearby schools.

Bondhu Chula Stoves, Bangladesh

Bondhu Chula means 'friendly stove' and burns more efficiently with a chimney design that removes toxic smoke from homes, reducing fuel use by up to 50%. Carbon finance subsidises costs for families whilst training thousands of local entrepreneurs to manufacture and distribute the stoves across Bangladesh.

[> Project website](#)

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



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our clients**



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is
unacceptable.



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Our progress

By the end of 2022

We said we would:

How we did:

✓ Continue to provide outstanding service, strengthening long-term relationships and ensuring mark-makers are seen as trusted partners.	Clients rated us consistently high, with averages between 9.2 and 9.7 across all categories in the Drum Recommends survey. Importantly, the lowest scores rose in almost every area — no client rated us below 7, and in key areas like timeliness and budget, the lowest ratings jumped from around 6 to 8. This shows we not only delivered excellence but did so more consistently.	COMPLETED
✓ Ensure all our work is delivered with integrity, upholding the highest standards in how we represent clients and manage data.	We continued to invest in IT systems, including a new server and better broadband, to strengthen security and reliability. Ethical marketing remained non-negotiable, from how we develop campaign narratives to how we avoid overclaiming. Feedback confirmed clients valued both the quality and integrity of our output.	COMPLETED
✓ Listen to our clients, measure satisfaction, and use feedback to strengthen what we do.	While our Drum Recommends scores speak volumes, testimonials gave colour: clients praised our creativity, professionalism, and the personal touch we bring. The improved lowest ratings highlight progress in consistency, but we know we can be more structured in how we gather and share client feedback across the team.	COMPLETED
✓ Work with customers whose products or services bring broader social benefit, and help them amplify their impact.	We partnered with The Prince's Trust to deliver You vs 10K Steps, a national health and wellbeing campaign. This was our only paid not-for-profit client in 2022, but it showed the power of our work to drive positive change.	COMPLETED

By the end of 2023

We will:

- 1. Maintain excellence and consistency** by keeping Drum Recommends averages above 9.0 and raising the lowest scores further, so that every client experience is positive.
- 2. Deepen client feedback channels** by creating a more structured approach to capturing, reviewing, and acting on client feedback, rather than relying only on annual surveys.
- 3. Expand social impact partnerships** by securing at least one additional not-for-profit or purpose-led client, building on the success of our work with The Prince's Trust and SMA Euorpe.

DRUM Recommends

The Drum Recommends scores give us one of the clearest measures of how clients experience working with us.

In 2022, mark-makers delivered consistently high standards, with average ratings between 9.2 and 9.7 out of 10.

Consistency and quality

Compared with 2021, our 2022 scores show stronger value for money and greater consistency across all categories. Timelines and budget discipline stood out, both averaging 9.7. The real story is in the improved lowest scores, showing that every client experience with mark-making* is reliably high-quality.

What our clients said

"They offer a personal touch and you feel like they are devoted entirely to your own project... This ensures continuity and depth to the project, which translates into the quality of their output."

John Howard, Sanlam

"The team at mark-making were a pleasure to work with — extremely professional, experienced, knowledgeable and competent!"*

Kevin Francis Heaven, Danske Bank UK

2022 vs 2021

Client Service



Creativity & Innovation



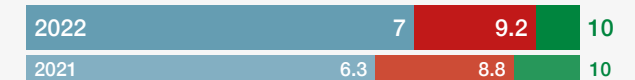
Effectiveness



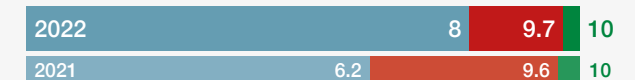
Strategic Thinking



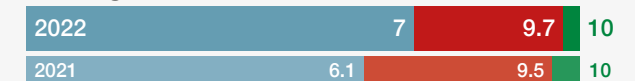
Value for Money



On Time



On Budget



■ = Lowest ■ = Average ■ = Highest



The Prince's Trust – *You vs 10K Steps*

A bold and memorable campaign that motivated people to take on The Prince's Trust Future Steps event – a fundraising challenge that asks participants to walk 10,000 steps a day.

Inspiring young people to take positive steps

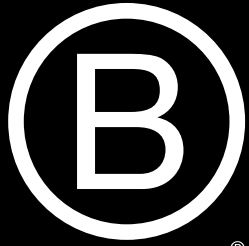
The Prince's Trust wanted to motivate young people to move more through a national health and wellbeing challenge. Our You vs 10K Steps campaign put participants at the centre of the story with bold "You vs" creative, framing the challenge as a competition against the leaderboard, against friends, or simply against yourself.

The integrated campaign combined outdoor, digital, and social media to reach a diverse audience, from urban high streets to mobile feeds. Imagery showcased real young people in all their diversity, while strong messaging turned an everyday activity into something to feel proud of.

The results were powerful: The Prince's Trust saw record engagement with the campaign, and young people across the UK were motivated to step up, move more, and look after their wellbeing. For us, it was proof that creativity can directly contribute to healthier lifestyles and positive social outcomes.



Certified



Corporation



better business
act



Governance

Running our
business



SUPPORTER OF THE

**TERRA
CARTA**

For Nature, People & Planet





Our progress

By the end of 2022

We said we would:

How we did:

✓ Complete our journey to becoming a certified B Corporation, ensuring our governance structures meet the highest standards of accountability and transparency.	We achieved certification in October 2022 with an industry leading score of 121.3. This was a milestone that recognised not just our environmental and social commitments, but the governance framework that underpins them. It now holds us to ongoing reporting and continuous improvement, ensuring governance remains central to everything we do.	COMPLETED
✓ Review and update key policies to align with best practice and prepare for B Corp assessment.	We updated several policies, including those covering diversity and inclusion, wellbeing, and environmental impact. These updates ensured that our commitments are embedded in everyday practice, not just in principle. It also means our governance approach now formally reflects the culture of openness and care that mark-makers value so highly.	COMPLETED
✓ Bring greater rigour and transparency to how we measure and report our impact.	We integrated governance metrics into our Environmental & Social Impact Dashboard, making progress more visible and easier to track. This not only strengthens accountability but also gives a clearer benchmark for future improvement.	COMPLETED
○ Continue to make transparency and consultation part of our governance approach.	Survey feedback and team discussions in 2022 reinforced that openness from leadership remains a defining strength. The structures we have in place, from formal policies to everyday communications, support mark-makers in feeling informed, included, and able to contribute to decision-making.	ONGOING

By the end of 2023

We will:

- 1. Embed B Corp into everyday practice.** Make B Corp principles part of daily decision-making, policies, and client work, so they shape how we operate rather than sit as a badge of achievement.
- 2. Make governance visible and participatory.** Ensure key policies, reviews, and role clarity are transparent and accessible to every mark-maker, and create opportunities for the team to actively shape how governance works in practice.
- 3. Strengthen accountability and growth alignment.** Build reporting tools that connect governance with growth and culture, showing how ethical commitments, business development, and team wellbeing come together in our journey into 2023.

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, 2019-2022

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)	2022 (Tonnes CO2e)	22/21 %	22/19 %
Scope 1	10.8	6.0	8.1	10.3	497.0%	-63.10%
Scope 2	0.0	0.0	0.0	0.0	–	–
Scope 3	63.0	43.9	63.9	87.1	36.3%	38.3%
Total	73.82	49.85	72.04	97.41	41.00%	23.40%

TCO2e/£M Revenue	44.1	41.5	73.8	68.2	-7.6%	54.6%
TCO2e/Employee	3.0	2.7	5.77	6.29	9.0%	109.7%

Like-for-like excluding extended boundaries

	2019 (Tonnes CO2e)	2020 (Tonnes CO2e)	2021 (Tonnes CO2e)	2022 (Tonnes CO2e)	22/21 %	22/19 %
Footprint excluding client purchases	70.9	45.6	71.5	90.0	25.9%	26.9%
Excl. client purchases & pensions	70.9	45.6	44.8	64.5	44.0%	-9.0%
Excl. client purchases, pensions & homeworking	70.9	39.2	37.6	60.8	61.7%	-14.2%

TCO2e/£M Revenue	42.3	32.7	38.6	42.5	10.1%	-0.5%
TCO2e/Employee	2.9	2.1	3.0	3.9	30.0%	34.5%

2022 carbon footprint

GHG assessment emission sources					Required or recommended	Included in assessment (Yes/No/N.A.)	Market tCO ₂ e	Location tCO ₂ e
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	6.32	6.32
	Direct emissions from owned, leased or directly controlled mobile sources				Required	Yes	4.02	4.02
Scope 2	Location-based emissions from the generation of purchased electricity, heat, steam or cooling				Required	Yes		2.81
	Market-based emissions from the generation of purchased electricity, heat, steam or cooling				Required	Yes	0	
Scope 3	1	Purchased goods and services			Recommended	Yes	26.90	26.90
	2	Capital goods			Recommended	Yes	8.54	8.54
	3	Fuel & energy related activities (not included in Scope 1 and 2)	3a	Upstream emissions of purchased fuels	Recommended	Yes	2.31	2.31
			3b	Upstream emissions of purchased electricity	Recommended	Yes	0.00	0.67
			3c	Transmission and distribution losses (T&D)	Required	Yes	0.04	0.36
	4	Upstream transportation and distribution	Outbound courier deliveries of packages		Recommended	Yes	0.12	0.12
			Third-party transportation and storage of inbound production related goods		Recommended	Yes	0.09	0.09
	5	Waste generated in operations	Wastewater		Recommended	Yes	0.03	0.03
			Other waste		Required	Yes	0.02	0.02
	6	Business travel	All transport by air, public transport, rented/leased vehicle, and taxi		Required	Yes	0.49	0.49
			Emissions arising from hotel accommodation associated with business travel		Recommended	Yes	0.08	0.08
	7	Employee commuting and homeworking	Employee transport between home and places of work		Recommended	Yes	19.19	19.19
			Emissions arising from employee homeworking and remote work		Required	Yes	3.67	3.67
	9	Downstream transportation and distribution	Third party transportation and storage of sold products		Required (For product manufacturers)	Yes	0.06	0.06
	12	End of life treatment of Sold Products					No	
OOS	Pensions					Yes	25.5	25.5
TOTAL							97.41	101.21

Carbon footprint assumptions/methodology

Assumptions

- Client purchases have been included (in Scope 3) because mark-making have influence over this.
- Assumptions for London taxis: £3.37/mile and average journey of 6 miles
- Vehicle leasing emissions have been assumed to be 1/10th of the emissions to make the vehicle per year.
- For misc office items an average emissions factor of 0.38KgCO₂e/£ was assumed.
- Courier deliveries have assumed a share of vehicle of 1/100 or 1/200 depending on size.

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.

Subcontractors

- Subcontractors working from home have been based on homeworking calculations.
- E.g. copywriters etc

Improvements

- Classify travel by Taxi, Hotel, Train etc. Keep where to etc.
- Get ALL spending by supplier on one form
- Note subcontractor days / part days rather than spend

Pensions

- We have included pensions since 2021. This year it was reported separately.

Protocol and methodology

- The GHG Protocol Corporate Standard.
- This year we have chosen to update our carbon accounting methodology in line with the latest thinking. We purchase carbon offset gas from Octopus Energy, and where previously we accounted for that as zero carbon in our Market Based Scope 1 emissions, we now ignore the fact that it is offset and make the Location Based and Market Based figure the same. Consequently have decided to restate all of our historic carbon footprint data in order to make like for like comparisons more comparable.

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.

Emissions sources:

1. <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2022>
2. DEFRA "Table 13" 2019 Indirect emissions from the supply chain

GHGs to be measured

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

GHG emissions

- Principally UK Govt conversion factors for 2022 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.

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.

Exclusions

- Charity donations
- Business rates -cannot find an emissions factor
- Training -just travel is included
- Since company owned vehicle emissions were calculated based on fuel consumption there are no mileage figures to calculate hybrid T&D losses. Both home and office are on renewable energy though.
- End of life for client purchases
- Car parking costs
- Congestion charges, motorway taxes

Our ESG KPIs

	2019	2020	2021	2022 target	2022 actual	2022 vs 2021	2022 vs 2019	2023 target
Governance								
Achieve B-Corp Status (with and exemplary score)	–	–	Submission Q4	Achieved August	Achieved October	–	–	–
Climate Negative with gold standard VER offsets for full supply chain impacts and with social impact	–	110%	Q4 2021 for 2020	110%	110%	–	–	110%
Team								
Professional development % staff doing	100%	51%	100%	100%	100%	0%	0%	100%
Professional development hours	432	595	159.5	128	911.5	471.5%	111%	128
Professional development hours/FTE	17.5	32.3	12.8	8 hrs per FTE	54	322.5%	207.8%	8 hrs per FTE
Wellness programme participation	100%	100%	100%	100%	100%	0%	0%	100%
Working from home (% working days at home)	0%	72%	82%	50%	32%	-61.0%	–	60%
FTEs	24.62	18.42	12.48	16	15.8	26.6%	-35.8%	18
Staff attrition	19%	54.5%	8%	10%	6.7%	-16.3%	-64.7%	10%
Industry staff attrition (*UK)	18.3%*	18.6%*	18.9%*	–	31%/20%*	–	–	–
Staff satisfaction	95%	100%	100%	100%	93%	-7%	-2.1%	100%
Industry staff satisfaction (*UK)	65%*	64%*	81%/72%*	–	45%/62%*	–	–	–

Our ESG KPIs

	2019	2020	2021	2022 target	2022 actual	2022 vs 2021	2022 vs 2019	2023 target
Community								
Total pro bono hours	137.5	33	262.5	>1%	137	-47.8%	-0.4%	>1%
Value of pro bono hours	£13,603	£3,135	£24,938	£15,000	£15,044	-39.7%	10.6%	£18,000
% staff doing volunteering	9%	15%	72%	75%	65%	-9.7%	622.2%	75%
Total volunteer days	2	3	4.25	12	10	135.3%	400%	14
Value per mark-maker	£44	0	£50	£50	£84	68%	90.9%	£50
Donations / charitable giving	£1,001	0	£650	£800	£1,334	105.2%	33.3%	£900
Spending on local suppliers (<50 miles)	–	70.8%	66.4%	70%	–	–	–	–
Environment								
Energy								
Renewable electricity	100%	100%	100%	100%	100%	0%	0%	100%
Offset gas / Renewable gas	0%	91%/0%	100%/0%	100%	95%/0%	–	–	100%/0%
Electricity usage kWh	14,557	7,747	12,217	-20% vs 2019	14,554	19.1%	-0.02%	0%
Gas usage kWh	31,961	22,217	38,527	-10% vs 2021	31,254	-18.9%	-2.2%	0%
Total energy usage kWh	46,518	29,964	50,744	-15.3% vs 2019	45,808	-9.7%	-1.5%	0%
Energy use kWh per FT employee	1,889	1,627	4,066	-5%	2,899	-28.7%	53.4%	-5%
Staff with renewable energy at home	–	–	–	–	17%	–	–	–

Our ESG KPIs

	2019	2020	2021	2022 target	2022 actual	2022 vs 2021	2022 vs 2019	2023 target
Environment								
Climate								
Scope 1 & 2 emissions (tonnes CO2e)	10.8	6	8.10	-10% vs 2020	10.3	27.2%	-4.63%	-5%
Scopes 1, 2 & 3 emissions (tonnes CO2e)	73.82	49.85	72.04	0% vs 2020	97.41	35.2%	31.96%	-5%
Air quality								
Commuting: people cycling, driving electric vehicles*	2w, 0c, 2h, 0ev	2w, 0c, 2h, 0ev	2w, 0c, 2h, 0ev	2w, 1c, 0h, 2ev	4w,0c, 3h, 0ev	–	–	–
% company owned vehicles which are full electric	100% hybrid	100% hybrid	100% hybrid	100% EV 2024	100% hybrid	0	0	2
Water								
Water use (assumed 90% is mm*) M3	204	184	184	<8.3M3/FTE (128.5)	62.5	-66%	-69.4%	<5M3/FTE
Waste								
Waste to landfill %	5%	5%	Est. 4%	0%	0%	-100%	-100%	0%
Total waste kg	1832	1632	374	774	1,108	196.3%	-39.5%	1,000
Waste kg/ FTE	74.4	88.6	30.0	50	70.1	134%	-5.8%	70
Hazardous waste kg	2.5	2.5	2.3	2	–	–	–	2.5

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