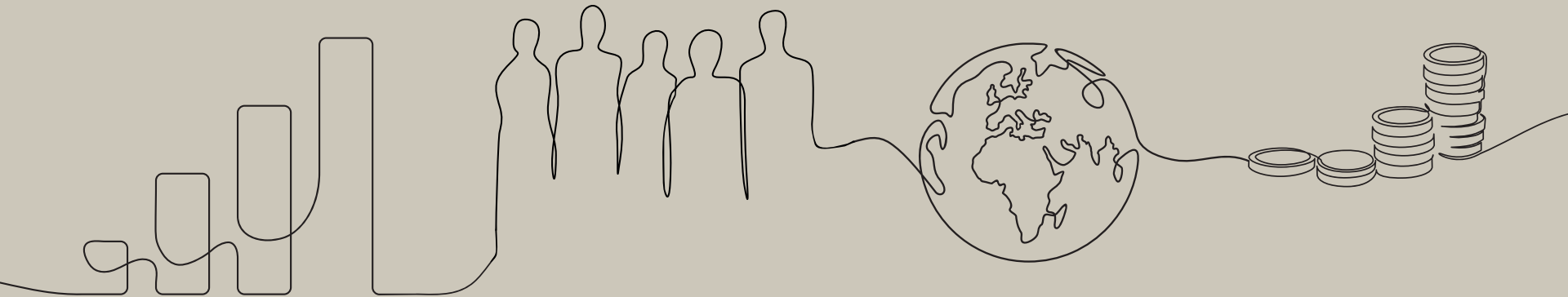


Growth, redefined.

A story of meaningful change, for people, planet and the profit.

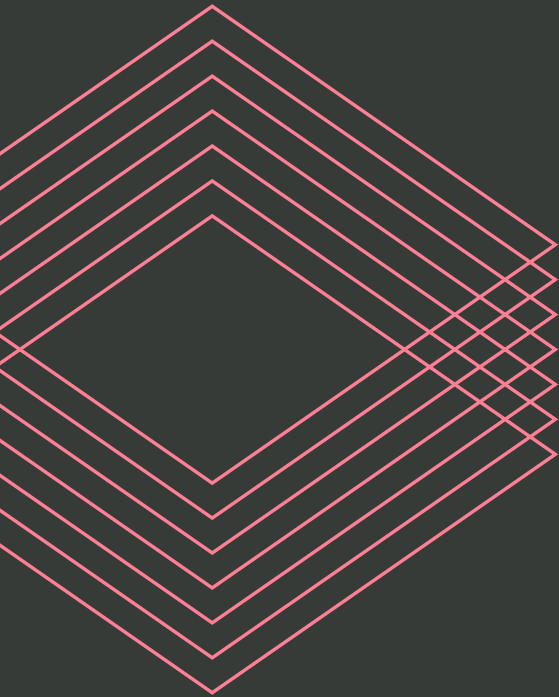
IMPACT REPORT FY23



Something **Big**

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Something Big is the creative communications agency committed to making a meaningful difference, through both the work we produce and the way we do business.

Meaningful difference is more than good intentions, promises, commitments or signing petitions, which are all good, but don't get the job done. Making a meaningful difference is about taking proactive action.

We're being the change we want to see in the world.

When we see a problem, we're doing something about it.

Even when it's not easy, we're standing up for what we believe in.

As a team, we're putting in the hard work and dedication that it takes to make a difference.

Our values



We get excited

We're passionate.

We love what we do.

We're on our game

We're accountable for our actions.

We strive to be a high performing team.

We make it better

We have growth mindsets.

We add value.

We do the right thing

We believe in fairness.

We're always honest and respectful.

We always learn

We're curious.

We learn from our experiences.

We're team players

We celebrate our individuals.

We work hard to support each other.

A **BIG** year for Something Big

We've been on a journey of meaningful change, and our passion to do the right thing for our clients, our people, and our planet has never been stronger.

A particular highlight for me this year has been shifting our proposition and brand expression to lock in our mission to making a meaningful difference. Having led the organisation for over two decades, this shift means a lot to me personally, and I am hugely proud to see an increased focus on purpose and impact and look forward to driving this even further in the year ahead. I'm pleased to see how positively our new proposition has been received by our team, clients and community.



Sally co-founded Something Big over two decades ago and leads the agency to deliver great work and make a meaningful difference.

There are greater things at stake right now and the global threat to humanity has never been more evident. Temperatures and sea levels are rising, while forests and species are decreasing. On top of this, society is seeing high levels of depression, anxiety and isolation. People and our planet need governments, charities, businesses and society to work together to play a proactive role in a race against time to create a healthier, happier and more sustainable future.

This shift towards greater impact is not only something I'm proud to be able to lead but a shift I would love to see more businesses (all businesses) make. A shift from shareholder contribution to stakeholder contribution, where our stakeholders range from our teams and communities to our planet and biodiversity, and to our future generations.

The year ahead will see us continue to redefine our growth beyond profit alone as we continue our mission to increase the clarity, accessibility, and honesty around ESG communications.

Sally Pritchett, CEO at Something Big



®

Becoming a certified B Corp has been part of our continued inspiration, along with our commitment to both Great Place to Work™ and Planet Mark whilst we continue to settle into our employee-owned model.

Our journey to B Corp

Why a B Corp

We joined the movement because, like a growing number of leaders and businesses, we feel the priorities of businesses need to be more balanced. All too often we hear of business growth being defined in purely commercial terms, not just a profit-first approach but potentially a profit-at-all-costs approach.

We believe this can be at the sacrifice of creativity, wellbeing, sustainability, long-term innovation and most importantly the potential of creating a better future.

Certified B Corps are businesses that meet the highest standards of verified social and environmental performance, public transparency and legal accountability around purpose as well as profit. This puts us as an organisation somewhere between a not-for-profit charity or social enterprise and a purely profit-focused business, something we believe is an excellent blueprint for the future of a modern business.

How becoming a B Corp aligns with our business strategy and culture

Becoming a B Corp might not be the answer for all businesses and, of course, there are plenty of organisations making equal progress without being part of the movement. However, for us, joining the movement has been a key opportunity for us to demonstrate our commitment to our purpose of making a meaningful difference.

“Being part of the solution not the problem is a critical part of being part of the B Corp movement. That includes inspiring our community to make positive change.”

Sally Pritchett, CEO

Connecting our purpose in this meaningful way has given us the opportunity to make clear progress in three key areas:



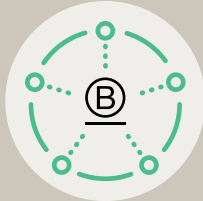
1. LOCKING IN OUR MISSION AND VALUES

We love our values and live and breathe them, but when you have a volatile employee market and unstable economic conditions it would be all too easy to put them aside when the going gets tough. Being a B Corp ensures that our intentions are clear regardless of how difficult things get.



2. RAISING THE VOICE OF CHANGE

There's a lot of media noise and attention focusing on what's broken about the world and society. As communications experts, we know just how damaging this negative narrative can be. It can make society and the business community feel helpless, like there are no solutions or that the future is already written. We strongly believe this is not the case, and there are changes big and small that all add up to making the future brighter. For us, being a part of the B Corp movement is about raising our voice with solutions, optimism and positive innovation.



3. PASSION ISN'T ENOUGH

We've been passionate about doing the right thing since we founded the business over two decades ago, but given the urgency of the climate crisis, passion is no longer enough. We need robust processes that guide our decisions today and into the future, and the B Corp framework has given us this structure.

How becoming a B Corp has impacted us

We always felt that certification would be the start of our journey, not the end, and this has certainly been true. Certification, whilst something to celebrate, created the platform for us to start even greater work.

“For me, being a B Corp is about making a more conscious effort in the decisions we make. We look at the bigger picture and take a more considered approach to everything we do.”

Nikki James, Creative

We've always been well versed in 'doing the right thing' but our B Corp journey engaged us in increased governance.

We've taken a more consistent approach to a number of practices, from becoming a Climate Positive Workforce, thanks to Ecologi, accelerating our carbon measurement and reduction progress with the help of Planet Mark, formalising our employee voice platforms through Great Place to Work®, to publishing this Impact Report and our Code of Conduct. The process has enabled us to review what we do (or don't do) and how we operate to make our approach better and push progress further.

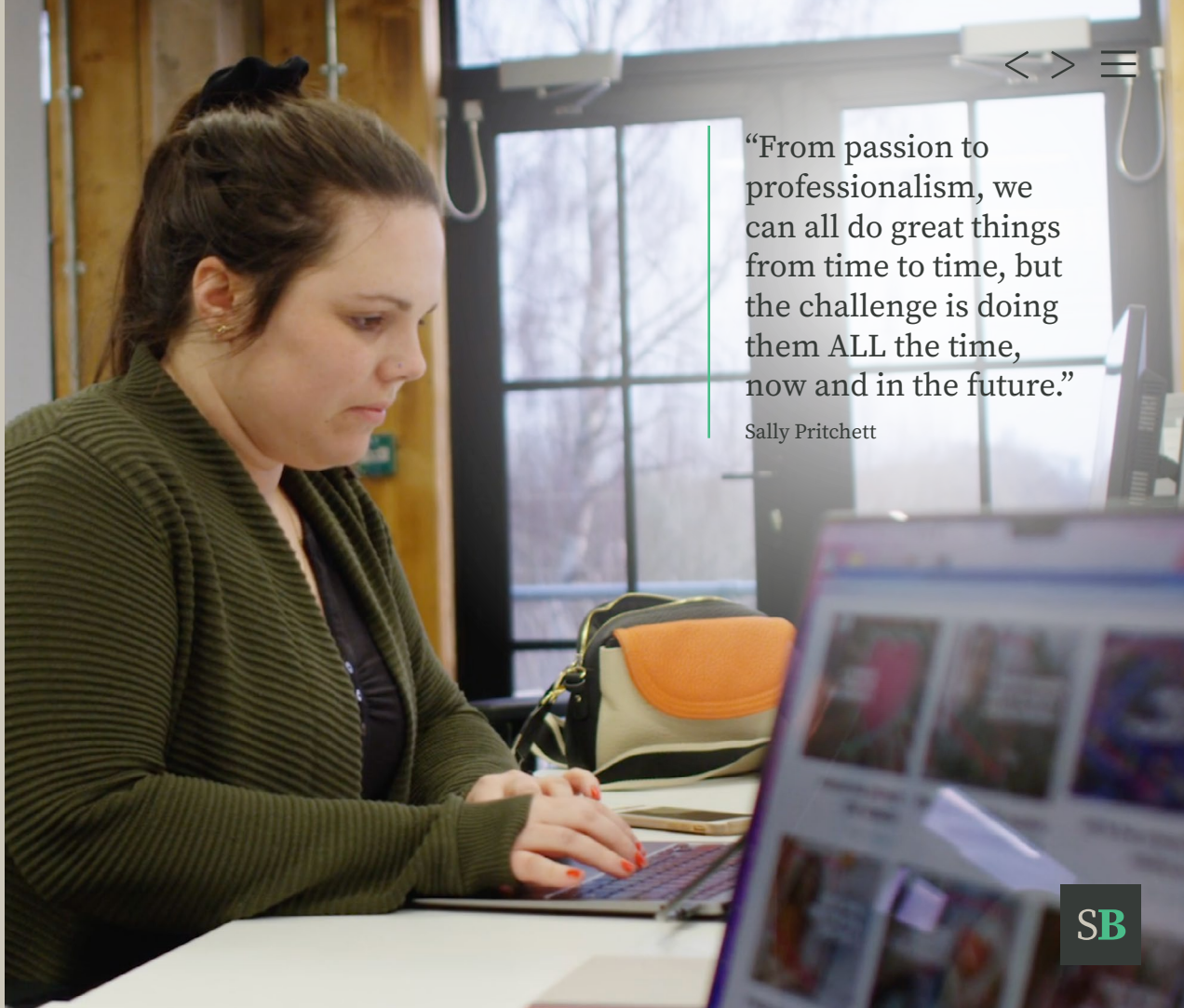


“As members of the B Corp Community, we do not believe we are perfect businesses. What’s important to us is continuous improvement, transparency, and true accountability.”

B Lab

Certification has inspired our team towards achieving our goals and injected new meaning into our employee forums covering sustainability, health and wellbeing and diversity, equity, inclusion and belonging with multiple streams of actions being progressed.

Along with fellow co-chairs, our CEO has stepped up to help lead the B Corp movement locally through B Local Surrey.



“From passion to professionalism, we can all do great things from time to time, but the challenge is doing them ALL the time, now and in the future.”

Sally Pritchett

Our B Corp Impact Assessment score

OUR SCORE IS 108.1

**67.5
WORKERS**

**18.2
COMMUNITY**

**4.7
CUSTOMERS**

**3.5
ENVIRONMENT**

**14.0
GOVERNANCE**

Our initial score exceeded 100, a very solid score in B Corp terms, yet we are never complacent and see this as a starting point. Whilst we remain committed to maintaining our good work across the board, our focus is on two clear areas:

1. Improving our governance – ensuring we have externally validated, independent verification of our progress with the support of organisations including, Ecologi, Planet Mark and Great Place to Work®.
2. Improving our environment scores – being a small business with a low carbon footprint based in a co-working office space meant our scores on the environment were lower than we would have liked. We’ve been working hard to collaborate with our landlords, improve our carbon literacy and inspire our sustainability champions to make improvements in this area.

Our goal is to deliver a minimum 10% score improvement at recertification in 2025.

B Corp Impact Assessment score comparison

Based on the B Impact assessment, Something Big Ltd earned an overall score of 108.1. The median score for ordinary businesses who complete the assessment is currently 50.9.

**Overall B
impact score**
108.1

**Qualifies
for B Corp
Certification**
80.0

**Median
Score for
Ordinary
Businesses**
50.9



Better Business Act

better business
act

Estimations show there could be as many as over 330 million businesses operating worldwide. With just under 7,000 (at time of writing) certified B Corps, it's clear encouraging businesses to take more of a balanced, stakeholder approach to their growth is something that needs legislative or regulatory intervention.

We believe it can no longer be a choice to align the long-term interests of people, profit and the planet but instead should be part of the licence to trade. In the UK, a simple change to the Companies Act could provide this. Updating Section 172 of the Companies Act could re-align business interests with those of people and the planet, hold company directors accountable for the impact of their decisions and provide regulation for businesses to report their impact.

The Better Business Act would transform the way business is done in the UK, ensuring every business takes ownership of its own social and environmental impact. We are proud to have joined the petition for a Better Business Act and actively encourage others to join us in this.

“Whilst I’m proud to be a business that is leading the way in terms of purpose, progress and impact, I would be even prouder to inspire others to join us in this mission.”

Sally Pritchett, CEO

72% of the UK public think businesses should have a legal responsibility to the planet and people, alongside maximising profits. Responsibility in Business – B Lab – 2020

“We have to unlearn all that we have learnt in business. Here’s the thing. The world isn’t filled with bad people doing bad things. It’s filled with mainly good people misguided under the sway of bad ideas. People are incentivised badly. Growth and profit needs to be replaced with People. Planet. Profit. In that order. Kindness isn’t soft. In fact these are the hard skills for the people leading business. How to listen, love and respect all the people that you work with. That’s the hardest thing to do. It takes courage and perseverance. But it will create a kinder, more freeing and collaborative future for us all.”

Mary Portas,
Co-Chair, Better Business Act campaign

Our approach TO ESG

The sentiment behind ESG has been in our DNA long before these three letters started to make headlines. Simply put, ESG pulls together all the work we do to support our team, community and the future of our planet.

We're on a mission to be a thriving business, which for us means making a meaningful difference and benefiting all our stakeholders: employees, customers, suppliers, communities, and the environment. We have identified three areas of focus where we believe we can have the biggest impact: DEIB, health and wellbeing, and sustainability.



Getting into the detail: Environment

Our environmental mission

We are working to make Something Big a sustainable business that has a positive impact on our environment and humankind, speaks up against the climate crisis and does its bit to protect our planet for future generations.

In the past year, we have identified four key pillars of action:

REDUCE OUR IMPACT ON THE PLANET

Our planet needs us more than ever. With the help of Planet Mark, we are committed to measuring our impact on our world, and to annually reducing our carbon emissions. Supported by Ecologi, we are proud to lead a climate-positive workforce, offsetting our teams entire carbon footprint, both at work and at home.

1.

MAINTAIN THE HIGHEST LEVEL OF ETHICAL AND SUSTAINABLE BUSINESS PRACTICES

We don't just want to do business, we want to do good business. We are proud to be B Corp Certified, meaning we are legally committed to bringing benefits to all our stakeholders: employees, customers, suppliers, communities, and the environment. We are committed to constantly increasing our awareness around sustainability, and using this insight to help our customers, teams, suppliers and communities make the most sustainable choices.

2.

RAISE OUR VOICES TO PROTECT OUR PLANET

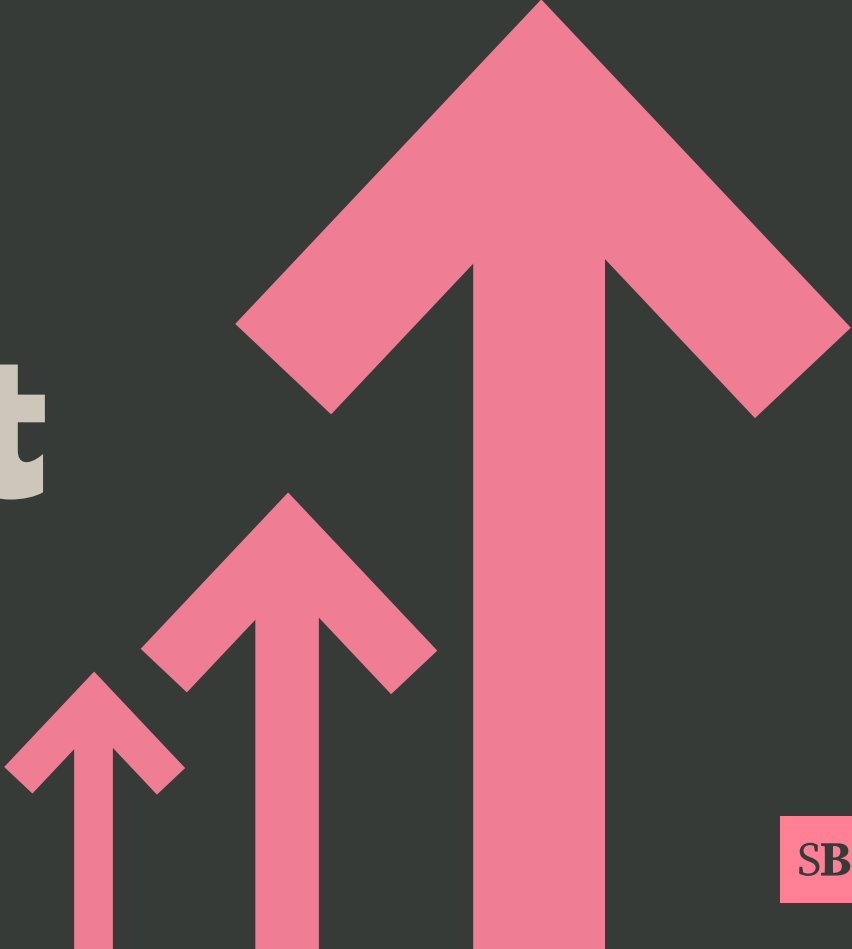
As a business we're doing what we can to reduce, mitigate or eliminate our impact on the planet, but as a creative communications agency we're also making it our responsibility to raise our voice and lead by example. We must win the race against climate change.

3.

SUSTAIN A STRUCTURED APPROACH TO SUPPORTING OUR PEOPLE, COMMUNITY AND PLANET

As a B Corp Certified business, we have a responsibility to create a structured approach to focusing on our people, community and planet. We have dedicated internal resource to focus on our ESG responsibilities, and we are committed to publishing yearly impact reports.

4.



High impact

Over the past year, supported by our sustainability champions, we have...



Raised awareness

Raised awareness of our sustainable supply chain by educating and informing others about environmentally conscious print solutions.

Recycling hub

Started a recycling hub in our office, initially for crisp packets and milk bottle tops, but as awareness and interest among the team grows, we are expanding it.

Educated other businesses

Educated other businesses about what can and cannot be recycled and created signage within our shared office space.

Swap shop

Established a team Swap Shop, where any items can be freely shared among our team, extending the lifecycle of various products, such as books, games, and even unwanted dog treats.

Creative expertise

Utilised our creative expertise to celebrate Veganuary and promote the benefits of reducing animal-product consumption.

Climate champions

Became better climate champions by educating ourselves on emission reductions and targets, as well as the terminology and debates around them.

Planet-friendly changes

Proactively sought small, planet-friendly changes, such as switching to Odd Coffee, which supplies us with rescued rejected coffee pods.

Carbon reduction

Conducted thorough investigations into carbon reduction targets and monitoring processes.

Planet Mark

Two members of our team have completed the Planet Mark Net Zero Carbon Essentials Certification.

Carbon emissions

Started accounting for our Scope 3 carbon emissions using a new carbon footprinting tool called Ecologi Zero.

Ecologi Zero

Supported the beta version of Ecologi Zero by providing feedback and insights to help them develop this free-to-use tool, enabling businesses to understand their emissions and start planning reductions.

Empowered our team

Empowered our team with knowledge of sustainable print and production, enabling them to have meaningful conversations with our clients to encourage responsible production.

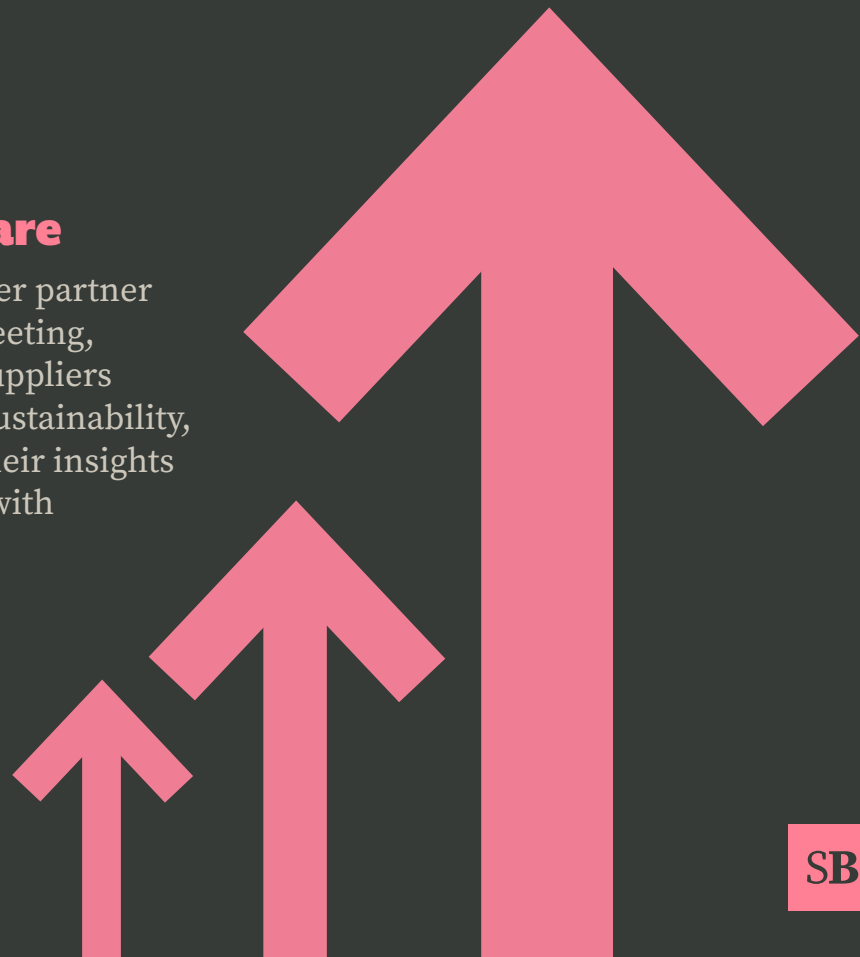


Reducing CO₂e

Instead of flying, we chose to take the train to visit clients in Germany, reducing approximately 1,683kg CO₂e emissions. To put this in perspective, it's equivalent to saving the amount of CO₂e produced by 2,404 loads of washing.

Swap and share

Conducted a supplier partner 'swap and share' meeting, where one of our suppliers who is leading on sustainability, was able to share their insights and best practices with the others.



We raised our voice

When we found out how many single-use plastic pens were headed for landfill, we knew we had to speak up.

[Check out the campaign ↗](#)

Put a lid on it.



BRANDED PENS: the plastic straw of the communications industry

This year we've taken on an often-over-looked part of the plastic problem: branded pens. Like plastic bags and straws, single-use pens are a large-scale problem with people buying 15 million plastic ball point pens around the world every single day. Pens are hard to recycle and often end up in landfill.

We have committed to no longer offering our clients non-refillable, single-use plastic ballpoint pens. We have offered to take our clients unwanted pens and ensure that they are rehomed or recycled responsibly. We raised our voice with a creative social media and email campaign.

Impressions made:

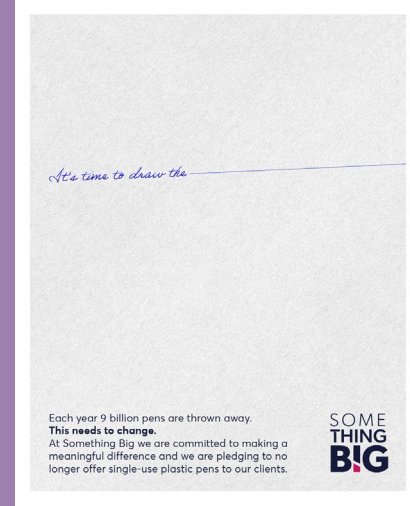
4k+

Emails sent:

255

Pens stopped going to landfill:

94



“I really see us as trying to lead the way, making small changes that come together to make a big impact, like highlighting the damage single-use pens are having, we're sowing the seeds of change and others are following.”

Natalie Cox, Creative

We operated a

CLIMATE POSITIVE WORKFORCE

Through Ecologi, we have now...

offset

331.26t

of carbon reduction

planted

16,424

trees

funded

22

verified carbon
avoidance projects

[Take a look for yourself ↗](#)

This year, together with our sustainability champions, we have agreed on two key focuses:

- Externally and internally - Responsible consumption and production (aligning with the UN Sustainable Development Goal 12).
- Internally - Climate action, carbon reduction and carbon literacy.

With those key focus areas in mind, our upcoming plans for this coming year include:

- Planning our next set of campaigns, using our creative communications expertise to raise awareness of environmental issues within our sector.
- We know that understanding carbon emissions, key terminology and definitions and best practice is complex but that having a good understanding is also a vital step to reducing carbon footprints. With this in mind, we'll be actively working towards improving the carbon literacy across our team. From our ESG Manager and Sustainability champions attending external Carbon Literacy training to nurturing wider team knowledge through our lunch and learn sessions and all team meetings we will be driving our awareness throughout the year.
- Continuing to provide feedback to Ecologi during the Zero beta, with the aim of being able to share our full Scope 1, 2 and 3 emissions in our next impact report.

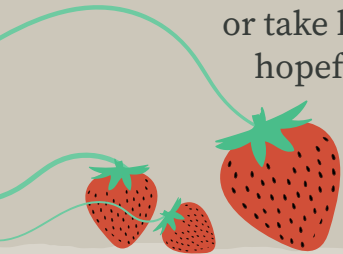
“I feel like at Something Big I’m making a big difference towards a greater future for my children. Knowing that my journeys are carbon neutral and that while I’m working trees are being planted feels really good.”

Kerrie Hynes,
Project Manager

Highlight:

Growing our own

Whilst it's unlikely we'll be self-sufficient anytime soon, we're excited to be creating our own Something Big vegetable garden this year. It might be a small step but we're looking forward to learning together how to grow tomatoes, peppers, strawberries and herbs that our team can either eat at work or take home. We will hopefully inspire a few more vegetable patches across our team.



Reducing landfill waste

From increasing the recycling capabilities we have in our offices to introducing our own 'swap shop' and improving understanding of recycling best practices across the team, we're looking forward to doing our bit to reduce landfill waste.

Going solar

Whilst we're based in a co-working office and have little direct influence on the energy providers, we have been working with our landlords and are delighted to hear that they have been successful in achieving a grant to solar panel our building. We're looking forward to going solar powered.



UNDERSTANDING AND REDUCING OUR DIGITAL CARBON FOOTPRINT

Having encouraged a more paperless environment we're now looking forward to improving our understanding and reducing our digital carbon footprint. From ensuring our website is sustainably hosted to reducing unnecessary file storage, we'll be working on the hidden costs of digital storage. And we'll be sharing tips and advice to our wider community too.

Our carbon targets

We are now entering our third year of Planet Mark certification, measuring our Scope 1 and 2 emissions. As a Planet Mark-certified business, we've been taking steps to positively transform the planet by measuring our carbon emissions. However, this year we've taken it a step further, by measuring our Scope 3 emissions through Ecologi Zero. The Ecologi Zero platform is in beta and therefore we're not in the position to accurately share these emissions just yet, but we will continue to provide Ecologi with support as we look to do this.

You may see lots of businesses bold claims to become 'net zero' by a specific deadline. Over the past year we've been on a big journey of discovery, deep diving into the language around carbon emission targets. We want to make sure that any promise we make, is one we can keep, and one we know how to keep.

We are yet to formally finalise our Scope 1, 2 and 3 emissions, so we feel we're not yet ready to make a firm carbon emissions target.

Scope 1 and 2 emissions:

FY21 emissions: 8.2 tCO₂e
FY22 emissions: 9.3 tCO₂e*

We have proudly offset our Scope 1 and 2 carbon emissions.

* Our increase in carbon emissions reflects our growing business, as our team has expanded. Additionally, as all pandemic restrictions have lifted, the need to travel has risen.



Definitions of scope 1, 2 and 3 emissions

Scope 1 and 2 emissions are owned or controlled by a company, while Scope 3 emissions result from the activities of the company but occur from sources not owned or controlled by it.

Scope 1 emissions are from sources owned or controlled by the business, such as fuel from a fleet of vehicles.

Scope 2 emissions are indirect emissions caused by the energy the business purchases and uses. For example, the emissions from generating electricity to power an electric fleet vehicle would fall into this category.

Scope 3 emissions are from sources not produced by the company itself, but by those it is indirectly responsible for, up and down its value chain. This includes buying, using, and disposing of products from suppliers. Scope 3 emissions include all sources not within the Scope 1 and 2 boundaries.

‘Carbon neutral’ vs ‘Net zero’

‘Carbon neutral’ and ‘net zero’ are two terms that are sometimes seemingly used interchangeably, but they have very distinct definitions. It’s important to distinguish between the two.

‘Carbon neutral’ means purchasing carbon reduction credits to offset any emissions, without requiring emissions reductions to have taken place. Carbon neutrality only has to cover direct emissions (Scopes 1 and 2) and can include optional indirect emissions (Scope 3).

‘Net zero’ means reducing emissions in line with the latest climate science and balancing any remaining

emissions through carbon removal credits. The SBTi Net-Zero Standard has laid out the standards for net zero, with most companies being required to achieve a 90% reduction in Scopes 1, 2, and 3 emissions by 2050, and any residual emissions can be neutralised through carbon removal projects. Net zero covers direct and indirect emissions (Scopes 1, 2, and 3).

Getting into the detail: **Social**

We have identified two areas that sit under the ‘social’ element of ESG where we feel we can have the biggest impact: employee wellbeing and diversity and inclusion.

Our diversity and inclusion mission

We are making Something Big an inclusive environment where all feel safe, valued and respected, and where we create diverse, inclusive and authentically representative work.

In the past year we have identified our four pillars of action:

GROW AND MAINTAIN OUR AWARENESS

We are committed to the continual improvement of our knowledge and awareness around diversity, inclusivity, equity and belonging. We actively provide training and development opportunities on an ongoing basis, encouraging our team, suppliers, partners and customers to use a growth mindset and be on a constant learning journey.

1.

ENSURE OUR WORK IS DIVERSE, INCLUSIVE AND AUTHENTICALLY REPRESENTATIVE

As a creative business we have a responsibility to ensure the work we produce positively impacts the DEI agenda. We conduct DEI reviews throughout the project lifecycle and seek external cultural insights and guidance where suitable. We are constantly learning and evolving to ensure our work is diverse, inclusive and authentically representative.

2.

CULTIVATE AND SUPPORT A DIVERSE TEAM, SUPPLIER LIST AND FREELANCE COMMUNITY

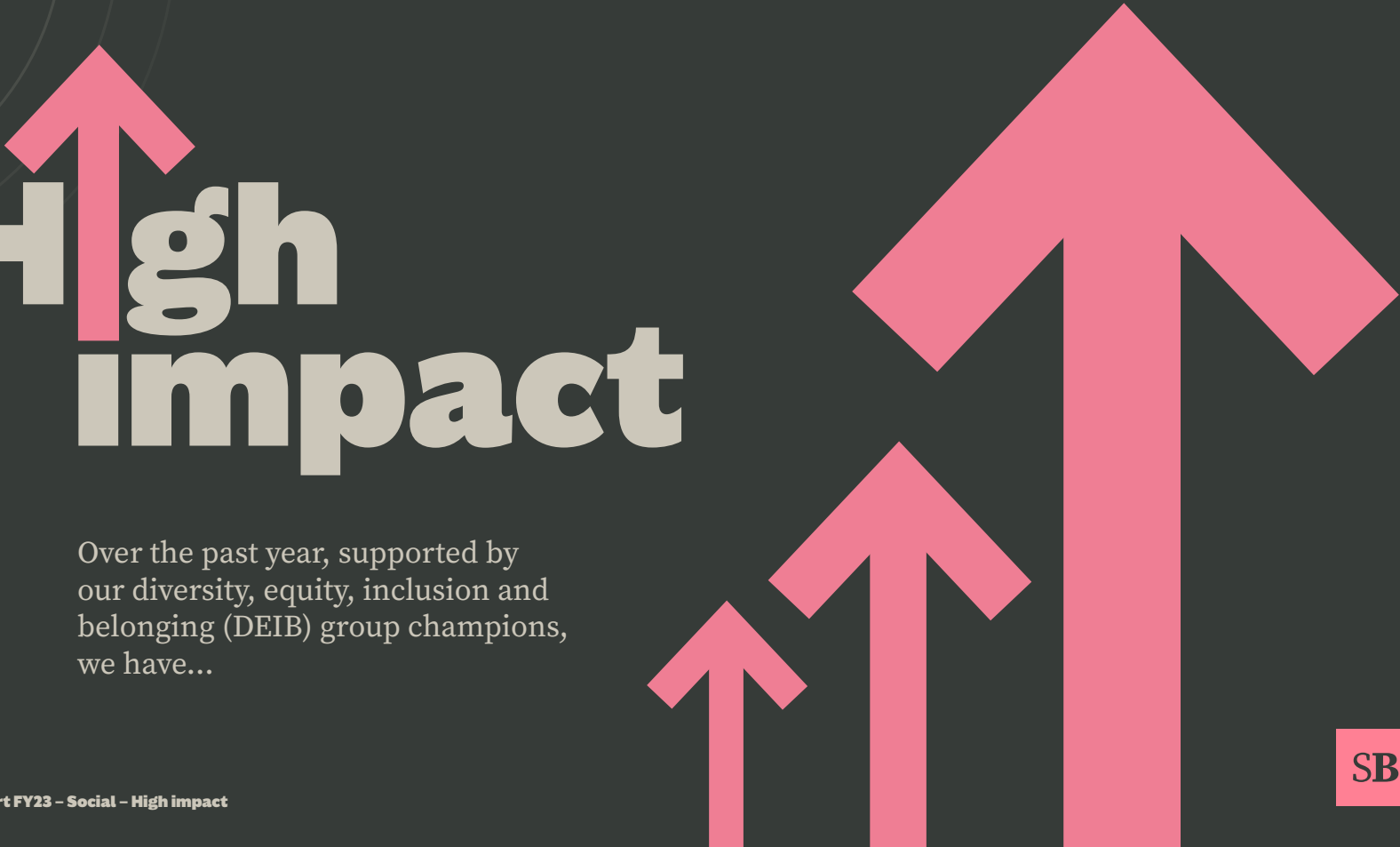
For our business to be the best it can be, we know that we need diversity of thought from people with different lived experiences from many walks of life. We are actively working to attract and retain a diverse team, partners and supplier list.

3.

FOSTER A SENSE OF INCLUSION AND BELONGING ACROSS OUR TEAM

We want Something Big to be a place where everyone feels included, celebrated, and like they truly belong. We are committed to creating a psychologically safe workplace where everyone feels empowered to speak up and share their perspectives.

4.



High impact

Over the past year, supported by our diversity, equity, inclusion and belonging (DEIB) group champions, we have...

Accessibility

Created an accessibility information page on our website, to help everyone feel welcome when they come to our office. It includes information about our office environment and a form to enable visitors to request further support.

Donated £1,500

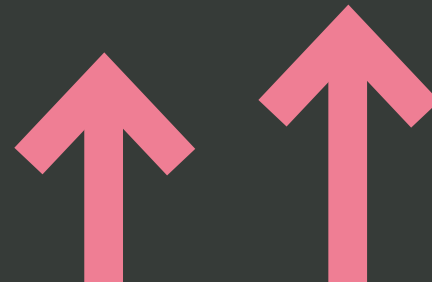
Donated £1,500 from our profits to Equality Now, supporting women and girls across the globe.

Embedded awareness

Embedded D&I awareness into our project workflow, from specific D&I considerations on our briefing documents to our D&I champions having visibility and feedback rights to all our creative outputs. D&I is now a key consideration during our creative process.

Survey

Conducted a DEIB survey of our team, going further than previous years as we looked to better understand the power and privilege of our team, and looked to better understand the level of psychological safety felt.



Eliminated initial bias

Introduced blind CVs to help eliminate initial bias in our recruitment process.

Swap and share

Opened conversations with our supplier partners on their D&I practices, offering to support their learning journeys. Following a survey to understand their journeys to date, we conducted a 'swap and share' meeting with suppliers to discuss their D&I progress.

Pronouns

Introduced pronouns on our email signatures, and explained to our team why it's important to share their pronouns if they feel safe to do so. We know this is a very small change to implement, but it's part of our journey to creating a safer workplace.

Panel discussions

Had a panel discussion at our annual team meeting on building diverse and inclusive workplaces. We had speakers knowledgeable in psychological safety and belonging, neurodiversity and employee wellbeing, the LGBTQIA+ community, and younger workers.



Understand identities

Produced an in-depth guide to help our team better understand LGBTQIA+ identities, including information on correct terminology, tips for how we can better support the community, and resources for where our team can seek support.

Personal experiences

Conducted an all-team training session on microaggressions, having an open and honest conversation about what microaggressions our team have experienced personally.

Pride in Surrey

Sponsored Pride in Surrey for the third year.

Celebrated days

Celebrated a range of diversity and inclusion awareness days, internally and externally, such as International Women's Day and Pride Month.

Allies

Produced and externally shared a short guide to help people be good allies to colleagues during Ramadan.

Shared campaigns

Shared campaigns that have promoted DEIB or have felt authentically representative, to inspire our team within our internal Teams chat.

Inclusive leadership

Conducted externally facilitated training on inclusive leadership for all line-managers and our DEIB champions. The three sessions included training on power and privilege, listening with intent and empathy, and allyship.



IPA certificate

Invested in training for one of our DEIB champions to complete the IPA Diversity and Inclusion Essentials Certificate, feeding back insights to our wider champion group and team.

#WeSupportDeafAwareness

Provided our team with training created by #WeSupportDeafAwareness, to enable our team to be better allies to the d/Deaf community.

Personal profiles

Created 'Personal Profiles' for each of our team, giving them a space to talk about what matters to them, how they prefer to work, share their pronouns, and very importantly – their favourite snacks! These profiles have then been shared with all new starters, helping to give them a leg-up in getting to know our team better. Our new starters have told us these profiles have helped them feel more included within our team.

Induction process

Introduced discussions around belonging and psychological safety within our induction process.





“My work life and my personal life are really aligned here, we can all live and breathe the values because we don’t feel hypocritical, we really believe in them. I’m my own authentic self here, I don’t have to put on a persona.”

Emma Bond, Account Director and DEIB champion

This year, together with our DEIB champions, we have agreed on four key focuses:

Externally and internally:

- Women in the workplace
- Celebrating neurodiversity

Internally

- Generational differences
- Better supporting the LGBTQ+ community

With those key focus areas in mind, our upcoming plans for this coming year include:

- We will take building D&I into our creative processes to the next level, with a charter on what we mean by diverse, inclusive, and authentically representative creative, and a guide to help our team, our creative supplier partners and anyone else we work with achieve these aims.
- Being a better ally to the neurodiverse community. We're looking forward to continuing to raise our voice in support of the neurodiverse community. Encouraging leaders, HR, internal communicators and recruitment professionals to identify, offer, communicate and normalise adjustments and accommodations in the workplace that help this community thrive at work.
- Helping Surrey workplaces support the LGBTQ+ community. We're delighted to be working with Pride in Surrey to launch a Surrey-wide LGBTQ+ Employee Network offering LGBTQ+ employees across the county a safe space to network with other employees, share experiences and raise challenges in the workplace so that businesses can take positive action to make the workplace a more inclusive environment.

“By producing inclusive work that reflects the society we want to live in, we have the chance to make a real impact on creating a better world. At Something Big we challenge our biases, commit to constant learning, and promote authentic representation. Together, we can harness the power of diverse and inclusive creative communications to help create a brighter, more equitable future for all.”

Charley Emery-Miller,
ESG, Sales & Marketing
Manager and DEIB champion

Helping Surrey workplaces support the LGBTQ+ community

We're delighted to be working with Pride in Surrey to launch a Surrey-wide LGBTQ+ Employee Network. It offers LGBTQ+ employees across the county a safe space to network with other employees, share experiences and raise challenges in the workplace so that businesses can take positive action to make the workplace a more inclusive environment.

BEING A BETTER ALLY

TO THE NEURODIVERSE COMMUNITY

We're looking forward to continuing to raise our voice in support of the neurodiverse community. Encouraging leaders, HR, internal communicators and recruitment professionals to identify, offer, communicate and normalise adjustments and accommodations in the workplace that help this community thrive at work.



Getting into the detail: Wellbeing

Our wellbeing mission

To make Something Big a healthy environment, where our mental, physical, and emotional health and wellbeing is prioritised, valued, and protected.

In the past year we have identified our four pillars of action:

STRIVE TO ACHIEVE A HEALTHY WORKPLACE

For us to be a successful business, we need to be a workplace where our staff can thrive. We are committed to having a work environment where the physical, mental, and emotional health of our team is cared for and is central in our decision making. Through ongoing workload monitoring, job design and organisational culture we will continually adapt the way we work so that we best support the health and wellbeing of our team.

1

CONTINUE TO INCREASE EDUCATION, EMPATHY, AWARENESS AND SUPPORT FOR HEALTH AND WELLBEING CHALLENGES

We actively provide our team with training and regularly raise awareness around health and wellbeing challenges and issues. We are committed to creating an ongoing open and honest dialogue about health and wellbeing. We will continue to tackle the stigma around talking about health issues, both within our team and the communities that we are a part of. Our senior team members lead with compassion and create meaningful connections with their teams.

2

CREATE AND MAINTAIN A CULTURE OF PSYCHOLOGICAL SAFETY

Psychological safety is the belief that you won't be punished or humiliated for speaking up with ideas, questions, concerns, or mistakes. A psychologically safe environment is crucial for mental and emotional wellness, as well as creativity and innovation. We actively create and fiercely protect our team's right to bring their whole and true selves to work.

3

MAINTAIN A STRUCTURED APPROACH TO IDENTIFYING, TRACKING, AND SUPPORTING HEALTH AND WELLBEING ISSUES

To support our staff most effectively we measure their physical, mental, and emotional wellbeing through optional and confidential surveys. By doing this we can understand their challenges and dedicate our resources to the areas that will have the biggest impact. We track the effectiveness of our efforts around health and wellbeing based on the feedback and experiences of our team.

4



High impact

Over the past year, supported by our
Wellbeing Champions, we have...

Opened the dialogue

Continued talking about mental health and wellbeing to break down the stigma. From all staff calls and meetings, to line manager discussions and informal chats, we have opened the dialogue.

Increased support

Increased the support available to our team during challenging times, from Line Manager and HR support, to a toolkit of solutions including temporary reduced working hours or responsibilities to help our team members.

Ringfenced time

Ringfenced time for informal discussions in small, randomised groups across our team. These sessions have taken place several times, both virtually and over team lunches out (which we funded).

Embedded mental health

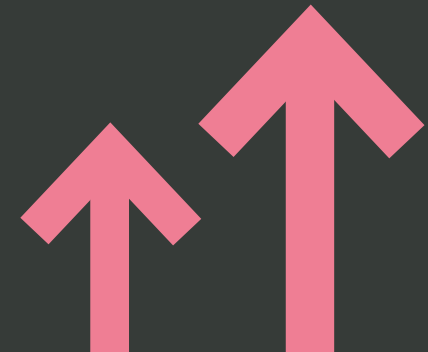
Embedded mental health into our processes, including adding wellbeing objectives to our usual personal objective setting process.

Signposted

Begun to signpost mental health and wellbeing support resources to our new starters during the induction process.

Celebrated

Celebrated World Mental Health Day and Mental Health Awareness Week as we look to break down the stigma around mental health.



'Blue Monday'

Celebrated 'Blue Monday' (supposedly the most depressing day of the year) with a team day, including gourmet coffee, a yoga lesson and a table tennis tournament.

Social events

Arranged social events like our summer party, to help build connection amongst our team members.

Heart Month

Celebrated Heart Month, with a small creative campaign raising awareness of what we can all do to keep our hearts healthy, including creating a playlist of upbeat songs selected by our team.

Wellbeing conversations

Looked to keep conversations about wellbeing going year-round, with our champions sharing healthy tips and recipes on an ad hoc basis in our all-team chat.

Continued review

At a leadership level, continued to review our pace, workflow, pressure points and project management, looking to manage how workloads impact the wellbeing of our team.

Measured wellbeing

Completed an annual health and wellbeing survey, where we measured the wellbeing of our team, identified any areas of concern, and benchmarked our results against national averages.



Menopause Workplace Pledge

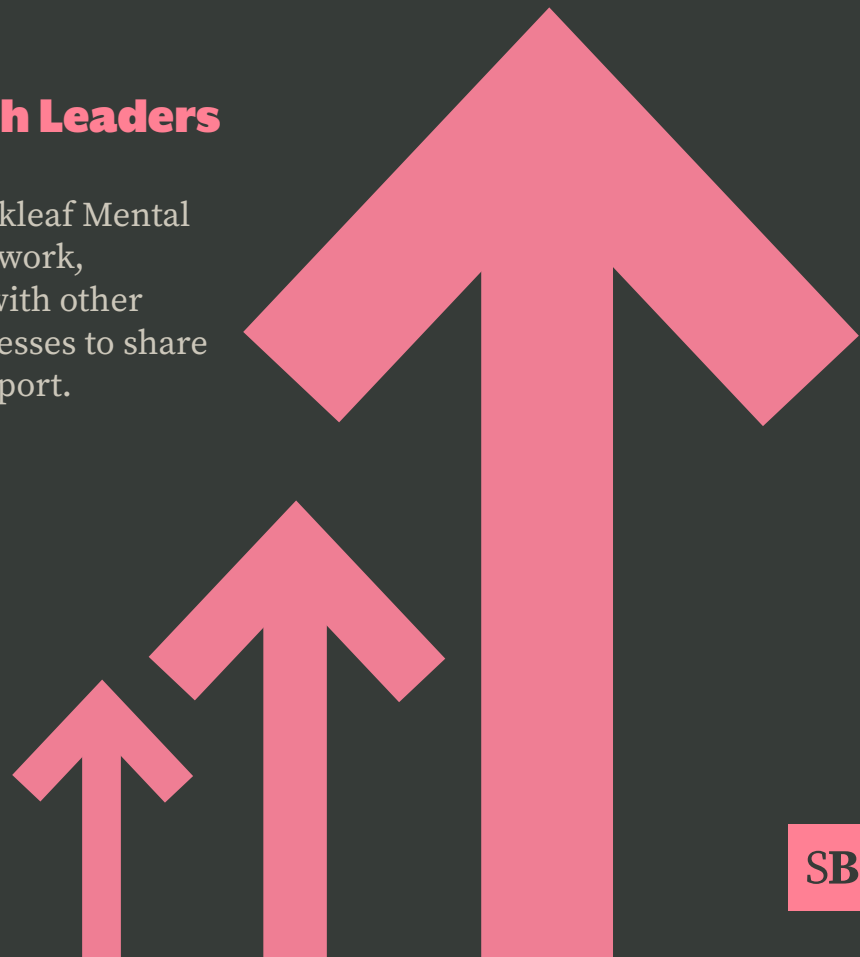
Signed the Menopause Workplace Pledge, alongside 2,000 other UK-based employers, confirming our to supporting our team going through menopause and creating a workplace culture where everyone can thrive.

Free fruit

Re-introduced free fruit at our office.

Mental Health Leaders Network

Been part of the Oakleaf Mental Health Leaders Network, regularly meeting with other Surrey-based businesses to share knowledge and support.



Highlight:

We're leading on employee wellbeing

We are thrilled to announce that our commitment to wellbeing has not gone unnoticed.

Over the past year, we have achieved remarkable recognition for our efforts. Firstly, we were shortlisted in the Great British Workplace Wellbeing Awards in the Best Wellbeing in the Workplace Strategy (SME) category. We were then ranked as one of the UK's Best Workplaces for Wellbeing™ by Great Place to Work®. Then finally, we won a 'Make A Difference' award for our strong culture of psychological safety.

Since embarking on our wellbeing journey, we have received overwhelming positive feedback through our annual, confidential, and externally audited Great Place to Work® survey. In fact, 97% of our team rated us as a great place to work, and 100% reported that they feel cared for by their colleagues at Something Big. Furthermore, 100% of our team believe that management takes a genuine interest in them as individuals, not just as employees. We are incredibly proud of these achievements and look forward to continuing our commitment to employee wellbeing.

“At Something Big you’re working in an open environment where you know you can talk about mental health without being judged. You’re working for a company that cares, we’re not just saying we’ll do things, we’re really doing them too.”

Becky Catlin, Content Executive

This year, together with our Wellbeing Champions, we have agreed on four key focuses:

- Women's health
- Men's health
- Heart health
- Balance and wellness

With those key focus areas in mind, our upcoming plans for this year include:

- Due to working in hybrid environment, our latest survey showed that our team miss the personal connections gained daily office working. We are committed to empowering our team to work where and when is right for them as individuals, so we are investigating other ways to enable more interpersonal connection, from increasing our volunteering day opportunities, to arranging more team social days.
- We are committing to a long-term learning and awareness journey around men and women's health issues. Knowing that men are less likely to seek medical help and are more likely to be suffering with mental health conditions in silence, we are starting the conversation about men's health issues and arranging for an external speaker to help us break down barriers to communication. For women's health, menopausal women are the fastest growing demographic in the workforce, so we are also looking to end the stigma in talking about menopause and the impact it can have on women's lives. We have sought out expert guidance and will begin a learning journey about experiencing menopause and perimenopause and how we can best support our colleagues.
- Following two of our most successful years to date, our Board and Leadership teams are working to ensure that workflow processes are enabling our team to work efficiently, streamlining and reducing unnecessary burdens. Our industry is infamous for long working hours, but we fiercely protect our team's right to a good work/life balance.
- We're excited to be creating our own Something Big vegetable garden this year. It might be a small step but we're looking forward to learning together how to grow tomatoes, peppers, strawberries and herbs that our team can either eat at work or take home. We'll hopefully inspire a few more vegetable patches across our team.

Getting into the detail: Governance

B Corp certification

We have now joined the global B Corp community of nearly 7,000 businesses. As a certified B Corp, we are legally required to consider the interests of all stakeholders in our decision-making.

This means that we must consider the impact of our decisions on our employees, customers, communities, and the environment. This helps to ensure that we make decisions that are both sustainable and equitable.

In a volatile market with unstable economic conditions, it can be all too easy to put mission and values to one side and focus on profit when the going gets tough. However, being a B Corp ensures that our course is clear regardless of how difficult things get.

Being a B Corp also means that we are part of a global community of like-minded businesses. This community provides us with support, resources, and inspiration. We are proud to be a part of the B Corp movement and look forward to working with other B Corps to create a more sustainable and equitable world.

ESG stewardship

This year we have provisioned for an internal resource for our ESG activities, ensuring that our business stays true to our mission to be a force for good. Heading up our ESG activities and supporting the Board, the Leadership Team, and the DEIB, Sustainability and Wellbeing working groups, our ESG lead holds us accountable and keeps us on track.

Missions and pillars of action

We have introduced overall missions to our three areas of focus:

Sustainability mission:

We are working to make Something Big a sustainable business that has a positive impact on our environment and humankind, speaks up against the climate crisis and does its bit to protect our planet for future generations.

Diversity and inclusion mission:

We are making Something Big an inclusive environment where all feel safe, valued and respected, and where we create diverse, inclusive and authentically representative work.

Wellbeing mission:

To make Something Big a healthy environment, where our mental, physical, and emotional health and wellbeing is prioritised, valued, and protected.

Sitting underneath these missions we have created four pillars of action to help focus our activities. Creating these missions and pillars will help us to achieve our goals to make a positive impact. We are committed to constantly reviewing and improving our practices, ensuring our activities align with our missions and pillars, helping us to work towards a more sustainable, inclusive, and healthy future.

We levelled up on action

Having set up our Employee Champion forums last year, this year they've really levelled up, getting traction on actions and making a meaningful difference.

We *didn't* rebrand

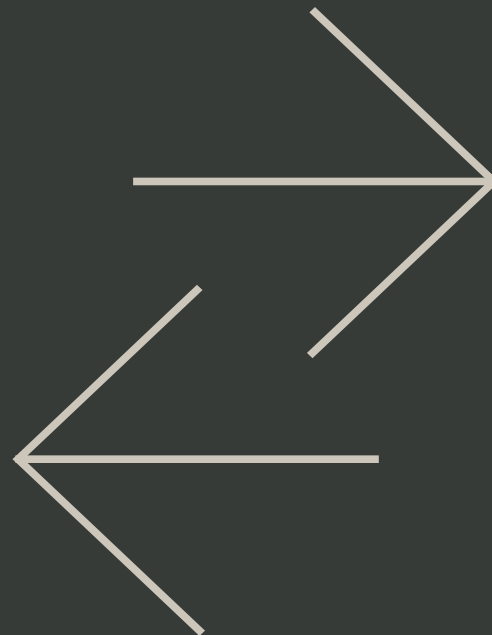
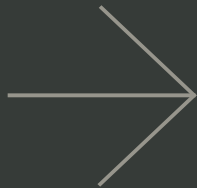
We felt it was time that we reflected all the changes we've been making in our brand expression, so we aligned our messaging and introduced our new purpose-led proposition.

[See our brand in action ↗](#)

Now we have clear missions and pillars in place, the next step on our journey is to put clear KPIs and goals into place for each area.

- Next year we will have clear benchmarks and will begin reporting on how effectively we are tackling our missions.
- We will be undertaking a review of our banking and financial services, ensuring that our money is having a positive impact on people and planet.
- We will create charter on what we mean by diverse, inclusive, and authentically representative creative, ensuring that we have a clear policy on D&I within our work.
- We will review and look to create or update internal policies covering neurodiversity accommodations and adjustments, gender affirmation, gender expression and name changing.
- We are committed to upholding the highest ethical standards in our work. We will continue to review and refine our client criteria policy in order to ensure that we continue to work on projects and with clients that have a positive impact.

Giving back



Mentoring

10+ hrs

of our CEO mentoring and guiding women business leaders

Woking Food Bank

16 hrs

of our team volunteering at a local food bank, in the run up to Christmas



Woking College Careers

3 hrs

delivering an informative and inspiring presentation at Woking College's Careers Day

B Local Surrey

20+ hrs

of our CEO co-Chairing B Local Surrey, helping to support the local B Corp movement

Equality Now



£1,500

Supporting women and girls across the globe, focusing on human rights, gender equality and legislative change. Equality Now looks to make societal change by tackling discriminatory laws, from gender-based violence to reproductive rights.

Evelina London Children's Charity

£500

Supporting Evelina London Children's Hospital's pioneering care for children and young people.

Oakleaf

£8,950

Pro bono marketing and communications support for Oakleaf's Annual Gala in 2022.

Royal Surrey NHS Foundation Trust's Special Care Baby Unit

£500

Supporting Royal Surrey NHS Foundation Trust's Special Care Baby Unit (SCBU), with our donation focused on the renal department.

Walk the Walk

£856

Match funding for one of our team to complete Walk the Walk's annual Moonwalk, raising money for breast cancer causes.

Pride in Surrey sponsorship and LGBTQIA+ Network

£1,475

Sponsoring 2022's Pride in Surrey event. Supporting the launch of a Surrey-wide LGBTQ+ Employee Network.





Impact of our work



Spotlight on our clients

As a creative business we have a critical responsibility to ensure that the work we produce positively impacts people and planet. We're proud of all the businesses we work with, here's a few examples of the impact that they're making.

Ofcom

Ofcom is the UK's communications regulator, covering TV, radio, on demand video, fixed line telecoms, mobile and postal services. From providing advice to ensuring everyone gets a chance to access communications services like broadband, and from protecting viewers from harmful or offensive material to making sure there's a universal postal service that covers all UK addresses and more, they provide a vital service to the country.

DHL

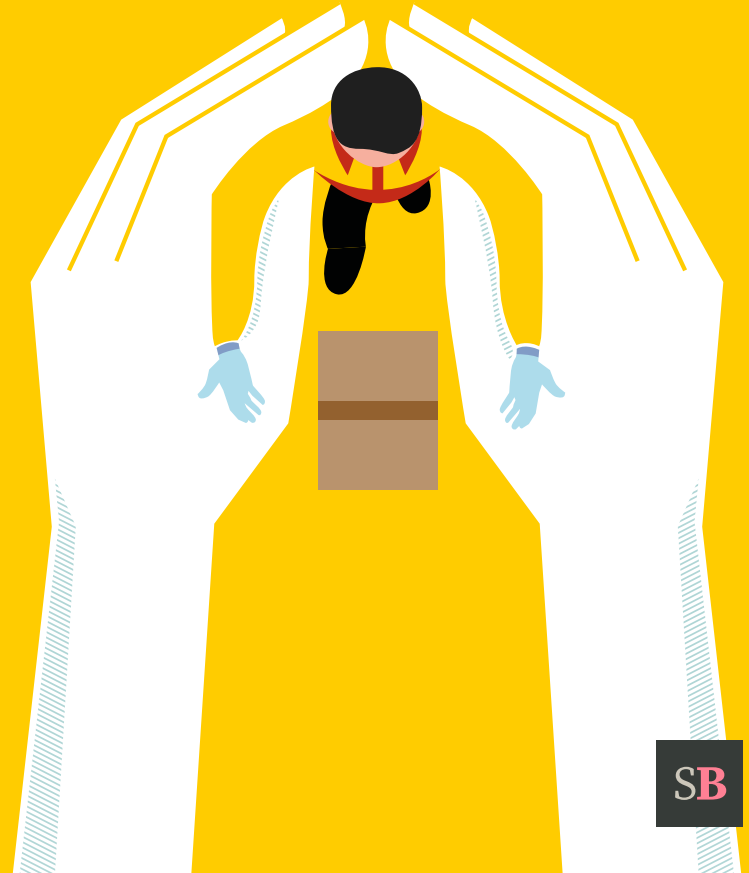
It's easy to take the everyday items we see for granted but behind every supermarket, every hospital and every business is a dedicated team of supply chain and logistics experts. DHL is the world's leading logistics provider. In the last few years alone they've been responsible for moving 2 billion Covid vaccines to over 220 countries and territories, sending their Disaster Relief Teams to those in need as part of their GoHelp programme in collaboration with the UN and are working relentlessly on pioneering green logistics.

Young Enterprise

Young Enterprise is the UK's leading national charity empowering and supporting young people by helping to develop their business, financial and entrepreneurial capabilities. With a community of over four million young people, teachers and volunteers we're delighted to have helped them celebrate 60 years of making a meaningful difference.

Keeping people safe across the globe

Safe working environments are essential to the wellbeing of employees, as well as the long-term sustainability of a businesses' operations. DHL Supply Chain is no different – in fact, they are striving to be the leader in safety in the logistics industry. However cultural differences, inconsistent communications, a varied understanding of responsibility and a health and safety fatigued post-pandemic workforce meant that safety compliance varied across the world. Our creative helped to ensure that the 200,000 employees across more than 50 countries, go home safely at the end of each day.



Safety can be a complex topic to communicate, with many different messages, topics and requirements that can vary depending on employees' roles. But DHL Supply Chain recognised that a cultural shift was required – they needed to improve understanding and motivate employees to care about safety. Ultimately employees needed to understand that safety is everyone's responsibility, not just the responsibility of the business.



**'S' IS FOR
SAFETY**

Renewing the focus on health and safety

To help DHL Supply Chain elevate health and safety within the business, communications needed to be simple, memorable, and easy to digest. They also needed to encourage safe behaviours, responsibility, and adherence to best practice. To communicate this renewed focus, we developed the concept ‘Our Safety is in Our Hands’, to explain how it’s the responsibility of all employees to keep themselves, and each other, safe.

This shift required a two-stage communications strategy. Initial communications introduced employees to the concept that safety is everyone’s responsibility with educational materials. These included quick reference pocket guides, along with a short explainer video, warehouse posters and assets for

an internal app accessible to all employees.

However, to really embed the renewed health and safety culture, a 12-month programme formed the second stage of the strategy and focused on different HSE topics each month. The programme continually reminded employees of best health and safety practices, whilst being mindful of not overloading employees with information. There was also a balance to be struck – whilst we needed to educate employees, communications could not be authoritative or imply employees were not already following HSE practices.

[Watch the video](#)



Creating a safe workplace for everyone

A key challenge in this project was the need to instil safety compliance for every employee, regardless of role or workplace, globally. The campaign needed to effectively communicate with everyone across the business, from frontline staff through to directors. We had to consider that different working environments call for different HSE practices, yet it was important to have a consistent concept across all messages to show that everyone is responsible for health and safety.

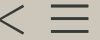
As a global organisation looking to foster a safety-first culture across all regions, and create a broader understanding through this standardised messaging, the illustrated approach was able to be relevant and respectful across all cultures and languages.

Hands are now recognised as the consistent global safety symbol for DHL Supply Chain.



What was the meaningful difference?

DHL Supply Chain has seen a significant cultural shift in health and safety practices – safety is now front of mind for all employees, not just managers. Employees are better equipped to be responsible for their own actions and able to support colleagues to follow best practice, and most importantly to ensure that the 200,000 employees across more than 50 countries, go home safely at the end of the day.



“Pro-activism over activism: For us, making a meaningful difference is about taking proactive action and everyday progress over words and intention alone. Making promises, signing declarations and petitions are all great to raise awareness but actions speak louder than words, so we’re all about going beyond promises.”

Sally Pritchett, CEO

Something **Big**