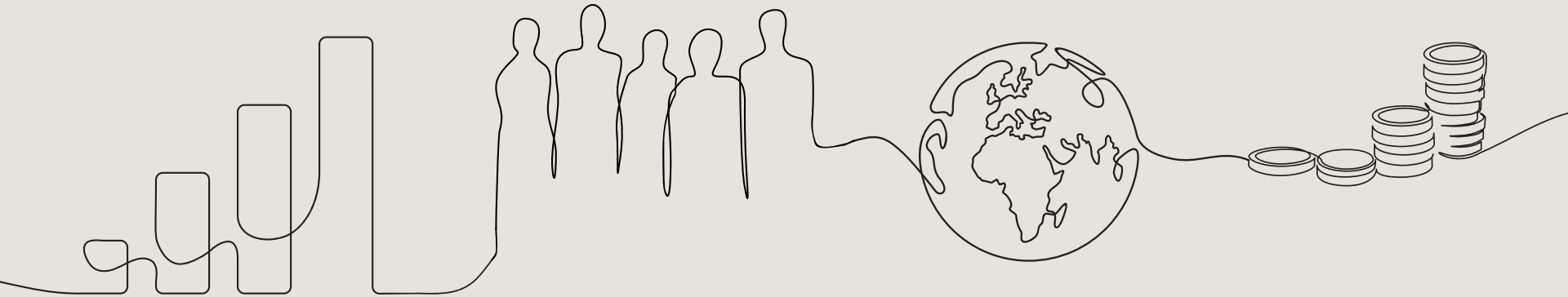


Growth, redefined.

A big year for Something Big

IMPACT REPORT FY24



Something **Big**

Contents

03	Who we are	15	Getting into the detail: Environment	30	Getting into the detail: Social	44	Getting into the detail: Wellbeing	60	Getting into the detail: Governance	65	Giving back
05	A big year for Something Big		Our environmental mission		Our diversity and inclusion mission		Our wellbeing mission		Missions and pillars of action	58	Spotlight on our work
09	Our second year as a B Corp		High impact		High impact		High impact		B Corp assessment		
			Carbon accounting		What's next?		What's next?		Great Place to Work® evaluations		
13	Better Business Act		What's next?						What's next?		
14	Our approach to ESG										



About Something Big

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.

We're committed to scaling up our impact, growing our network, collaborating with partners and raising our voice.

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.

Inspiring a movement of positive change

Springboarding from the foundations of our new proposition, our journey of meaningful change has gained traction in the last year.

Having received such positive feedback on our proposition not just from our team but our clients, community and network, we have found ourselves leading a far greater movement than we anticipated. Raising our profile as leaders within the ESG space, we have inspired and engaged many more than expected.

One of my highlights has been raising the topic of the challenges of the post-pandemic global workforce. From increasingly challenged wellbeing to the growing engagement gap between frontline workers and the work-from-homers. Our mission to make the workplace fairer, healthier and happier for all has led us to supporting, inspiring and collaborating with over 1,300 like-minded professionals (from DEI, wellbeing and HR leaders to communications professionals) to unravel and support employees through these numerous challenges.



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

A second highlight came from the unexpected growth of AI, as ChatGPT reached 100m users in just two months. Taking the industry (and world) by surprise, we quickly saw the need for leadership in ethical usage. With our network desperate for guidance, we launched 'Navigating AI together', a safe space for communications professionals to collaborate on a range of ethical challenges from transparency, bias and representation to plagiarism and IP protection.

This is also an example of how our journey has gathered momentum through collaboration. It's been a year of finding new like-minded friends, as we navigate volatile and uncertain times. Joining forces to overcome challenges together, from academia to psychologists and the B Corp community.

And the golden thread to our journey is, of course, our wonderful team, whose passion and commitment to progress has been as unfaltering as ever.

Turning to our year ahead, I look forward to leaning further into our collaborations and partnerships, scaling up some of our small changes to create greater impact and continuing to raise our voice on challenging, ethical debates to inspire more change.

Sally Pritchett, CEO, Something Big



“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

What we learnt this year

We know that in our journey to impact things won't always go smoothly. We're proud to be open about our mistakes and failures because we know they're part of the process. We embrace failure, knowing that it's a stepping stone on the path to success.



TAKING ON TOO MANY FOCUSES AND ACTIONS

We've learnt that by our very nature we're creative with BIG imaginations, which leads to lots of ideas. This year we are slowing down (a bit) and giving ourselves space to focus on the delivery of our big ideas.



PUTTING BIG VALUE INTO THE LITTLE IDEAS

Little ideas are sometimes just big ideas that haven't grown yet. Something like our SB office garden isn't going to reduce the world food waste problem, but it has inspired more of the team to home grow and started conversations and awareness around environmental issues. Our garden could be the spark that inspires our team to create employee campaigns that help global workplaces grow their awareness, and action, around environmental issues.



WHAT CAN'T BE MEASURED CANNOT BE IMPROVED

We've been so excited to make an impact, that we've not always put the foundation work in to measure our progress. As FY24 progressed, we began to put more thought into increasing and levelling up our measurement. We're hoping that this will be apparent in our next impact report.



"IF YOU WANT TO GO FAST, GO ALONE, IF YOU WANT TO GO FAR, GO TOGETHER"

We've found that by working with lots of external partners and looking to make an impact together that we sometimes need to go slower than we're used to. But working together will enable us to make a bigger impact, so we're slowing down our pace and focusing on the future goal.

Our second year as a B Corp

Our second anniversary as a Certified B Corp will be in July. As you'll see in this report, B Corp Certification has been a step on our journey, not the end goal. This year we have been active within the B Corp business community – setting up, leading and building partnerships and collaborations with other B Corps, including:

B Local Surrey

is supporting our local Surrey B Corp community and inspiring the movement's growth by encouraging businesses on their journey to better business. Our CEO, Sally, has proudly co-chaired the group.

B Corp Agency Alliance

is demonstrating the blueprint for better business to the wider agency industry.

B Corp Thriving Workforces Alliance

is bringing together and scaling up our combined impact in supporting workplaces, from inclusive recruitment to leadership and employee communications, and even payroll.

We are delighted to have inspired one of our close suppliers to go on the B Corp journey, and they are currently seeking certification.

What is a B Corp?

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.

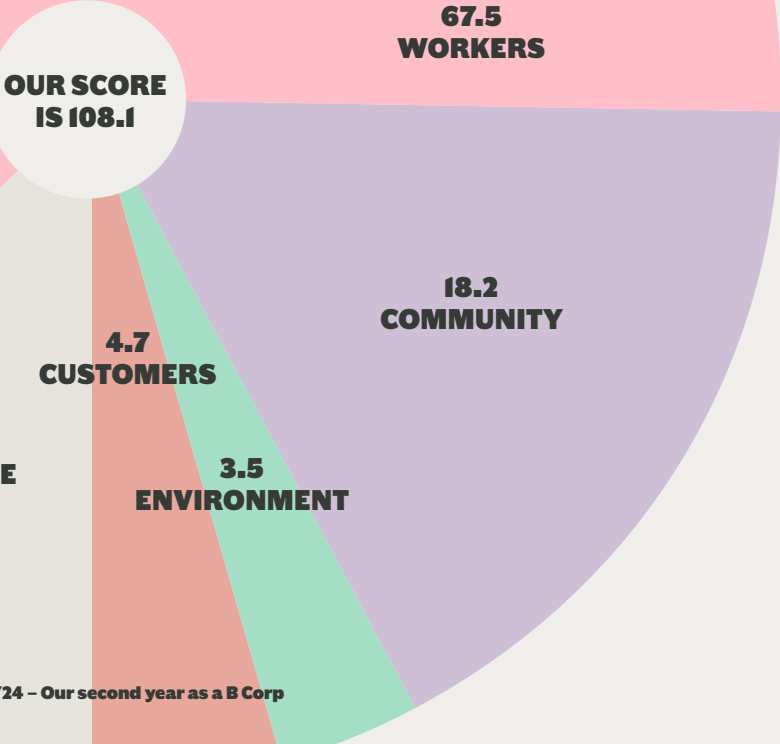
Becoming a B Corp might not be the answer for all businesses and, of course, there are plenty of organisations making equal progress without being part of the movement. However, for us, joining the movement has been a key opportunity for us to demonstrate our commitment to our purpose of making a meaningful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



“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

Our B Corp Impact Assessment score



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 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 environment scores 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

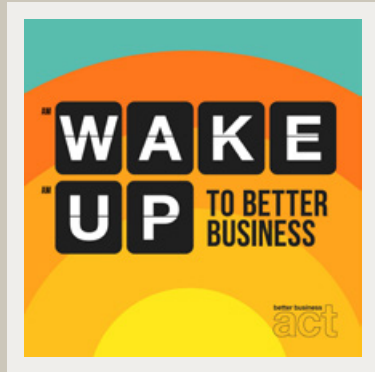
Qualifies for B Corp Certification
80.0

Median Score for Ordinary Businesses
50.9



better business act

We are proud to have joined the petition for a Better Business Act and actively encourage other businesses to do the same.



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.

“What if we added £149bn to the UK economy? That’s exactly what’s possible if we changed UK company law, according to think tank Demos, which B Lab UK research shows is possible. The report shows how reforming corporate governance to bring social, economic and environmental considerations to the heart of decision making could boost GDP by 7%. In such a challenging economic environment we remain committed to the campaign for the Better Business Act and hope that both policy makers look to reform the Companies Act and that the business community organically adopts a more purposeful approach to the triple bottom line.”

Sally Pritchett, CEO

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 that benefits all our stakeholders – our 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 Ecologi, we are committed to measuring our impact. We are proud to lead Climate Action Workforce, funding high-impact carbon avoidance projects all around the world.

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.

**Step aside Blue Monday,
this year we went Green.**

Green

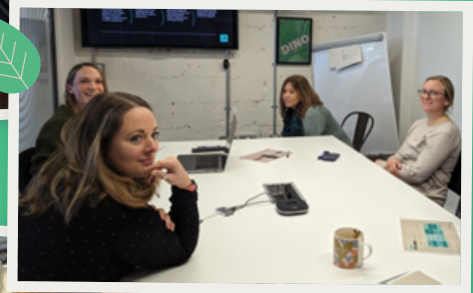
M  nday

Highlight:

We beat the January blues, making Green Monday a day dedicated to our team uniting for positive environmental change.

Our Sustainability Champions curated a series of engaging sessions on various topics: greening our finances, embracing the circular economy, mastering home-grown produce, optimising recycling, curbing food waste, exploring the sharing economy, and saying no to fast fashion.

We measured our team's self-reported environmental awareness, and we look forward to reporting next year on if we've been able to increase our knowledge and understanding.



Championing digital downsizing



Highlight:

Did you know that storing files in the cloud contributes to CO₂ emissions?

Running data centers, which store and process cloud data, requires a massive amount of electricity. Despite its seemingly unlimited nature, digital storage has a significant impact on our environment.

To address this issue, our Sustainability Champions launched our #DigitalDownsize campaign, aimed at raising awareness among colleagues and the wider business community. Through this campaign, we provided practical tips to inspire digital decluttering, tackling unnecessary video calling, file storage and more.



Our internal competition – the Big Inbox Cleanup – encouraged our team to unsubscribe from as many newsletters as possible.

In just one week,
we unsubscribed from over

250 NEWSLETTERS!



If each of those newsletters were
received just weekly, that's a staggering

13,000 PER YEAR



Considering that the average carbon cost of a simple email is about 0.3g CO₂e, our week of unsubscribing saved as much **carbon as 3.9kg**, equivalent to



DRIVING AN AVERAGE CAR FOR AROUND 17.5 MILES.

It's a small change, but we know that our team have carried on unsubscribing rather than just deleting, and maybe we've inspired you to do the same too!

Highlight:



Growing our own

We're big fans of making small steps towards a bigger impact.



Highlight:

Our beautiful canal-side office is now home to a small but thriving garden.

Together we've been learning about and nurturing a variety of produce. We're delighted to have inspired more vegetable patches across our team, helping us all to reap the sustainability and wellbeing benefits of growing our own food.





High impact

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

Award recognition

Last year we took 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 ballpoint pens around the world every single day. Pens are hard to recycle and often end up in landfill. We are delighted that our campaign was recognised in the Planet Mark Sustainability Awards as a Finalist in the Best Campaign category.

Swap Shop

Our successful Swap Shop continued this year, 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.

Recycling

We have expanded our in-office recycling hub, and alongside crisp packets and milk bottle tops, we now cover blister packs, plastic stationery, make-up items, toothpaste tubes and more.

“As a sustainability champion, I’m passionate about all things recycling! With so much conflicting information out there, it’s no wonder many businesses stick to the bare minimum. At Something Big, we’ve started collecting our soft plastics, such as crisp packets, and taking advantage of some of the lesser-known recycling streams. Through these, we’ve been able to recycle our health and beauty containers, blister packs and old stationery. We can’t always be sure every bit of our waste is recycled but if we don’t make the effort, we can be sure it won’t – so we like to do our bit!”

Hannah Wright, Senior Creative

Solar panels

Whilst we're based in a co-working office and have little direct influence on the energy providers, we are delighted that our landlords have installed solar panels. The panels will generate an estimated 60,768 KWh/Year.

Sustainability Champions

Our Sustainability Champions have continued to meet regularly, nurturing our team knowledge and passion around sustainability and environmental issues.

Championing sustainable production and print

We've continued to champion sustainable production and print methods with our customers, selecting suppliers based on the environmental credentials wherever possible. Through an article shared with our community, we have imparted our knowledge on responsible production and consumption in communications.

Local litter picking

We sourced a second-hand litter picker, allowing our team to enjoy our beautiful canal-side location, while clearing any litter they unfortunately find.

Expanding our Carbon Literacy

Our ESG lead underwent training from the Carbon Literacy Project and subsequently developed a concise course for our team. Approximately 60% of our team have so far chosen to participate in and complete the course.



Reporting on our carbon emissions

FY23

Total emissions: 395 tCO₂e
Scope 1 and 2: 6.34 tCO₂e
Scope 3: 388 tCO₂e

FY24

Total emissions: 226 tCO₂e
Scope 1 and 2: 6.89 tCO₂e
Scope 3: 219 tCO₂e

This greenhouse gas (GHG) inventory has been generated using a methodology based on the Greenhouse Gas (GHG) Protocol and the latest climate science set out within the Science Based Target Initiative (SBTi) Net-Zero Standard.

How are our emissions calculated?

We calculate our emissions using Ecologi Zero. This tool securely imports data from our accounting software, along with inputted information such as the number of our employees and days of homeworking, to produce emissions calculations for Scopes 1, 2, and 3. It calculates emissions values for each transaction using industry-specific data, allowing us measure our emissions and accurately identify our emissions hotspots. By using Ecologi Zero, we can track our business emissions over time, set reduction targets, and report on our yearly emissions. You can find out more about Ecologi Zero, and the science behind it, [here](#).

Taking action to reduce our emissions

Reviewing our detailed emissions report, we have identified three key areas of focus:

IN-DEPTH MEASUREMENT OF OUR GOODS EMISSIONS

Over the past few years, we have made significant efforts to reduce our Scope 3 emissions. This has included thoroughly reviewing our suppliers to ensure we collaborate with the most planet-conscious businesses whenever possible. However, our carbon emissions are calculated using industry averages only, and so all this great work will not be reflected within our Scope 3 emissions calculation.

While we are proud of the work we have put into finding the most sustainable partners, it is essential to quantify and measure this so we can continually improve. In order to do this we will formalise this process and set ourselves targets. Our Production team will “traffic light” rate all our suppliers that fall within the “Goods” section of our Scope 3 emissions:

Green:

Suppliers well on their way to sustainability, e.g., those measuring and reducing carbon emissions, electrifying fleets, and achieving certifications like B Corp.

Amber:

Suppliers we are engaging with to support their journey towards sustainable practices.

Red:

Suppliers we are less confident about in terms of sustainability.

Our goal is to minimise the number and value of “red” suppliers. We will measure and report this percentage, ensuring we support our existing suppliers and critically evaluate our purchases for both ourselves and our clients. This data will be included in our next impact report.

ONE.

Taking action to reduce our emissions

Reviewing our detailed emissions report, we have identified three key areas of focus:

BEING MORE CONSCIOUS OF OUR MARKETING AND MEDIA EMISSIONS

Following our campaign on digital downsizing, we are acutely aware of the carbon impact of digital communications. We are looking to limit the carbon emissions from our business's marketing and communications. This will include streamlining our communication channels and ensuring we only create digital content that strongly supports our business, benefits our clients or community, or raises awareness of important issues. We commit to reviewing and, wherever appropriate, reducing our email and social media carbon footprint. We will report back on our streamlining efforts next year.

TWO.

INVESTIGATING OUR FINANCIAL SERVICES

We recognise that greening our finances is crucial for lowering emissions and supporting a regenerative economy. However, this is a complex and ongoing process. Our Finance team is currently reviewing our financial products, starting with our pension providers, as part of our effort to green our finances. We can't make any promises that this will be a quick process, but we recognise that it is a very important one.

THREE.



What's next?

This year, in collaboration with our sustainability champions, we have identified a primary focus:

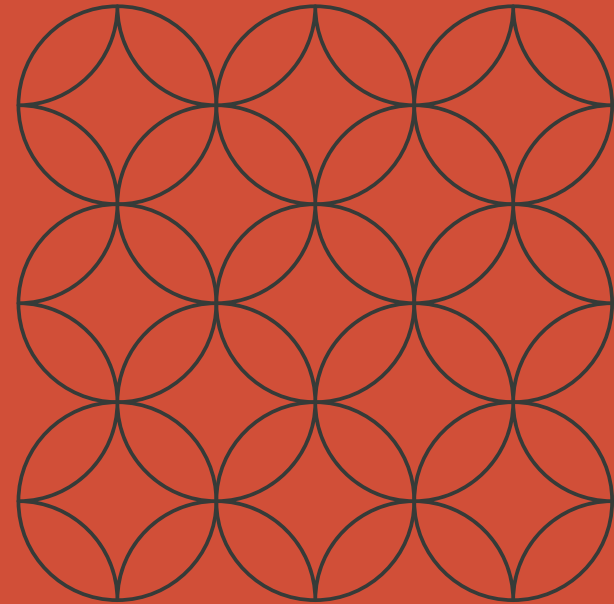
Engaging employees on the sustainability journey.

This includes continuing our ongoing efforts to involve our team in our journey and keeping our awareness and passion for the environment high. But we want to go further – and make our impact wider – so we are seeking more opportunities to support our clients, suppliers, stakeholders, and the wider community, fostering and inspiring their journeys toward sustainability.



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.

Highlight:



DEIB evening



Highlight:

Our team came together to have some pretty uncomfortable conversations.

In groups, we had in-depth and sometimes difficult conversations, discussing true stories of discrimination experienced in UK workplaces. Our conversations were practical, as we explored what we can do as individuals, as a business and as a society to eliminate discrimination, foster inclusion and create a world where all feel we can belong.

Feedback from the team has been that they love how we make space for and value DEIB, truly living our value to be always learning, while strengthening our strong culture of psychological safety.

“It was a great event, and people felt safe discussing the topics as a group/in smaller groups.” *Anonymous response from our annual Diversity, Equity, Inclusion and Belonging survey.*

We're delighted that our DEIB evening was recognised at the Great British Workplace Wellbeing Awards in the Best DE&I Initiative category.



“The DEIB evening was a special one for me as a DEIB champion. We were able to create non-judgemental spaces where our teams could have open conversations about topics such as race, social mobility, neurodivergence and gender identity. It was great to see how keen people were to educate themselves further on such important issues, and how everyone embraced the idea of becoming a better ally to underrepresented groups. It was an evening focused on empathy, education and equity that continues to inform the work we create and the decisions we make within our workplace.”

Frankie New, Senior Creative Content Manager, Something Big

Highlight:



Supporting neurodiversity



Highlight:

In our last impact report, we reaffirmed our commitment to being strong allies to neurodivergent individuals and embracing neurodiversity.

To fulfil this pledge, we've taken concrete steps such as establishing a confidential Neurodiversity Employee Network, introducing a comprehensive neurodiversity and disclosure policy, and delivering training on neuroinclusive working practices, supported by an internal training module.

Creating authentically representative creative communications



Highlight:

We took building DE&I into our creative processes to the next level, writing a charter on what we mean by diverse, inclusive, and authentically representative creative.

In the guide we've outlined exactly what we mean when we talk about inclusive, diverse and authentically representative creative, and provided some tips on how we can ensure our work stands up to this.

< > ☰

“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*



High impact

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

Introduced DEIB concepts during onboarding

During our onboarding process, we've incorporated DEIB concepts. This includes conversations about microaggressions, and specifically the microaggressions existing team members have experienced, as well as reaffirming our zero-tolerance stance on 'banter'. We also delve into the significance of belonging and what it means, helping everyone to feel valued from day one.

Gender identities training

We've developed a training module aimed at deepening our team's understanding of gender identities. This module delves into the historical context of transgender and non-binary experiences, exploring what it means to be transgender and non-binary, and highlighting the detrimental effects of transphobia and discrimination. The module emphasises our responsibility as communication professionals and allies to actively support individuals with diverse gender identities.

Working with suppliers to support their DEIB journeys

We continued conversations with our supplier partners on their DE&I practices, supporting their learning journeys.

Supporting Pride in Surrey

We were delighted to sponsor Pride in Surrey for the fourth year running.



Worked on our recruitment biases

We addressed any recruitment biases through several measures, implementing blind CVs to ensure impartial evaluation of candidates, scrutinizing the language used in our job adverts and thoroughly reviewing imagery to ensure it reflects our commitment to diversity and avoids reinforcing any biases.

Promoting allyship

We commemorated the International Day Against Homophobia, Biphobia, and Transphobia with an all-team session centered on fostering active allyship. During this session, we delved into recognizing personal biases, embracing our individual learning journeys, acknowledging mistakes as opportunities for growth, and understanding the importance of maintaining consistent allyship.

Agency ChangeMaker

We are proud to have been recognised by The Agency Collective as one of just four agencies that are an example of what DEI should look like in a workspace. The Award demonstrates that we are not only committed to DEI in our policies but live and breathe it as a business culture too.

DEIB survey

For the third consecutive year, we conducted a DEIB survey among our team members. We're thrilled to report that 70% of respondents expressed feeling authentic in their work environment and experiencing a strong sense of belonging – an increase of 7% from the previous year. We received valuable feedback, such as “Keep at it and challenge

our clients more,” “Continue fostering difficult conversations,” and “SB is actively promoting [DEIB], allowing me to voice my experiences and thoughts.” A significant finding from the survey was the value placed on our DEIB evening, highlighting the importance of creating space for open, honest and safe conversations.

DEIB inspiration sessions

We held DEIB-focused inspiration sessions for our clients. The aim of these sessions was to inspire and encourage bold steps in promoting DEIB within their organizations, contributing to fairer, healthier, and happier workforces.

“This was an inspiring presentation. Thank for your valuable input on this topic.”

“I learned a lot of things I did not know or knew but did not really realize to that extent. I also felt that both of you made it a very protected space. In short: it resonated with me in many aspects. Thank you!”

“The session was deeply appreciated and so helpful.”

Feedback from inspiration session attendees



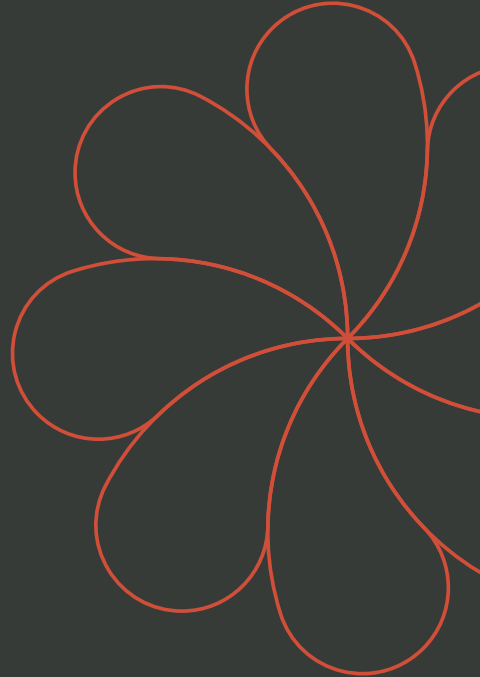
“My work life and my personal life are really aligned here, we can all live and breathe the values because we don’t feel hypocritical, we really believe in them. I’m my own authentic self here, I don’t have to put on a persona.”

*Emma Bond, Account Director
and DEIB champion*

This year, with our DEIB champions, we've selected two areas of focus:

Supporting multigenerational workplaces and improving empathy and understanding between colleagues across different races, ethnicities, and cultures.

Our journey will begin internally, where we'll delve deep to broaden our understanding, ensuring a good foundation. Then we will extend our reach, making an impact across our clients, suppliers, stakeholders, and our broader community. We're proud of the global impact the DEIB campaigns we create with our clients have, and we want to take this further, using our expertise and passion to support thousands of employees all over the planet.



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

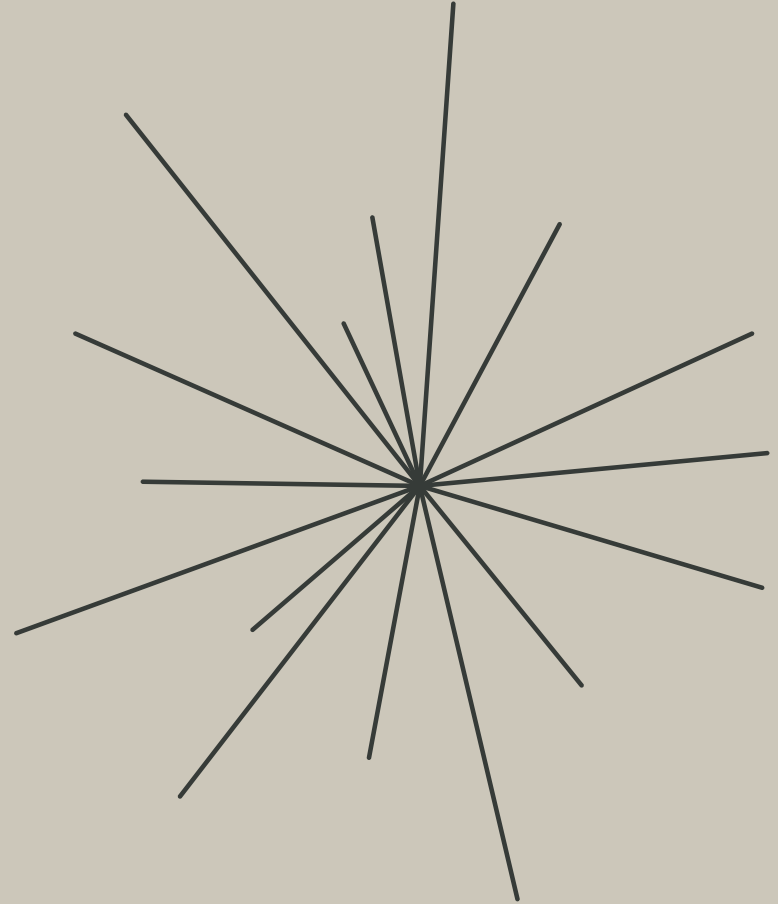
To support our staff most effectively we measure their physical, mental, and emotional wellbeing through optional and confidential surveys. By doing this we can understand their challenges and dedicate our resources to the areas that will have the biggest impact. We track the effectiveness of our efforts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

4.

Highlight:



Creating a great place to work



Highlight:



It's one thing to achieve something once, it's another to be able to maintain it consistently over time.

This year we renewed our certification as a Great Place To Work UK® and have landed on the UK's Best Workplaces™ list for the third year running. Keeping our workplace culture isn't a matter of luck or occasional effort; it takes ongoing commitment, constant improvement, and facing challenges head-on.

Our team is the heart of what we do, and for 25 years, we've been passionate about our internal culture. In a welcoming, positive, and safe environment, creativity thrives. People feel free to share their innovative ideas, knowing they'll be respected. We're committed to keeping our workplace a psychologically safe space where everyone can feel that they belong.



In FY23, we were recognized by Great Place to Work® in several categories:

- #55 Best Workplaces™ 2023 (Small)
- #7 Best Workplaces for Women™ 2023 (Small)
- #55 Best Workplaces for Wellbeing™ 2023 (Small)
- **Best Workplaces in Consulting & Professional Services™ 2023** (Small & Medium)



100%

of employees agreed

Management recognises honest mistakes as part of doing business.

100%

of employees

said Something Big is a physically safe place to work.

100%

of employees agreed

Management is approachable, easy to talk with.



96%

of employees

at Something Big say it is a great place to work, compared to 54% of employees at a typical UK based company.

100%

of employees agreed

Management genuinely seeks and responds to suggestions and ideas.

Building and leading healthy workplace cultures

For many, work can create a sense of dread*. For those belonging to underrepresented communities, the employee experience can be especially daunting, with 26% feeling discriminated against and a staggering 83% actively seeking new job opportunities**.

We're committed to making workplaces healthier, fairer and happier. Partnering with workplace wellbeing experts, Aurora Inc, we have delivered a series of workshops catered to senior HR/People, DEI, and business leaders seeking to enhance the wellbeing and culture of their organisations.

These workshops have created an opportunity to bring together people experiencing similar challenges in employee wellbeing and to reflect on strategies and exchange ideas.

We also take pride in our extensive network, comprising over 390 internal comms professionals, 450 HR and people leaders, and more than 200 DEIB professionals.

Work can still be a stressful, overwhelming and sometimes brutal experience for so many, so there's lots more to do. But we're committed to working on this together, and to keeping on going in the right direction.

* Workforce Attitudes research carried out by Headspace 2023

** Global employee experience benchmarking





“A very insightful roundtable discussion organised by Ngozi Weller, Obehi Alofoje and Sally Pritchett discussing the foundations of a healthy workplace, the role of the manager in creating a healthy culture and how communication can support allyship. Totally inspired hearing their journeys and how it’s empowered them to make a difference in the world.”

*Wellbeing professional,
Big Four accounting firm*

Supporting Oakleaf

Based locally to us in Surrey, Oakleaf has been helping the community manage its mental health for over 25 years. We are proud to be supporters of Oakleaf, and over the past year that's taken a few different forms.

oakleaf

Lending our creative skills

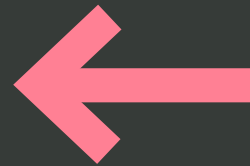
Our Wellbeing Group had the privilege of visiting Oakleaf to find out more about how they transform lives and build new futures for adults managing their mental health.

During our visit, a brilliant idea blossomed: we wanted to create inspirational artwork with quotes from service users, alongside a gratitude wall to support Oakleaf's dedicated team as they manage exceptionally emotionally demanding workloads.



Volunteering

A couple of our team spent a wet and windy November evening volunteering for Oakleaf at the Guildford Lions Firework Fiesta. From crowd control to bucket shaking, we are thrilled to have given some small support to Oakleaf, enabling them to raise £10,500 for their counselling services.




“With the rain, it was a tough stint of volunteering but I hope you realised how helpful you were. We are so appreciative of Something Big’s ongoing support. So many people from Lions came up to Jane and I to comment on how incredible Oakleaf volunteers were – your hard work, friendly demeanour and enthusiasm were not missed – and this makes a huge difference for the Lions, therefore reflecting positively on them choosing to support Oakleaf and mental health. We look forward to sharing how much was raised for our counselling service!”

Jen Clay, Head of Fundraising and Engagement, Oakleaf

Sharing mental health insights

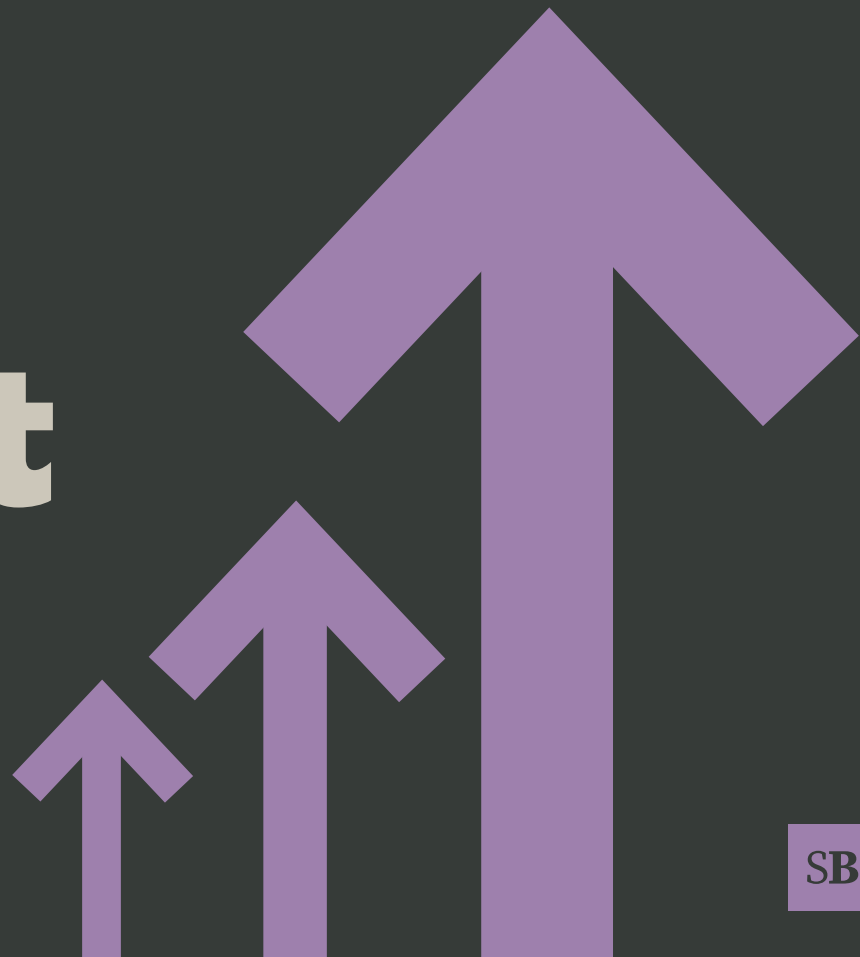
We're proud to be part of the **Oakleaf Mental Health Leaders Network**, which brings together local businesses that are committed to supporting workplace mental wellbeing. The network provides a platform for knowledge sharing, mental health training, and networking – all while helping make a difference for local people managing mental ill-health.





High impact

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



Talking about menopause

We compiled personal stories and useful resources from our team to create a guide titled 'Preparing for Menopause'. This resource is designed for those experiencing menopause, those seeking a better understanding of it and those supporting a partner or loved one going through it. By sharing their true stories, our team helped to dismantle the stigma surrounding menopause.

Supporting men's health: Sharing mental health insights

Recognising that our team is made up of mostly women, we knew it was important to create a safe space for the men. So, the men got together and organised an open and honest discussion about men's health during Men's Health Month.

We're proud to be part of the Oakleaf Mental Health Leaders Network, which brings together local businesses that are committed to supporting workplace mental wellbeing. The network provides a platform for knowledge sharing, mental health training, and networking – all while helping make a difference for local people managing mental ill-health.

Supporting our heart health

We got our hearts pumping, celebrating National Heart Month and World Heart Day. Our Wellbeing Champions motivated our team to embrace more movement in their daily routines with creative incorporating heart-health tips, sharing recipes, and curating a playlist to inspire physical activity.

“As a wellbeing champion it's really important to me that we recognise key health and wellbeing events throughout the year. Heart Month was a great opportunity for us to talk to the team about how we can all better look after our hearts. From sharing healthy recipes to putting together an uplifting playlist to help everyone get moving, it was great seeing the team come together and share top tips. We all enjoyed listening to the playlist in the office before getting out for a nice lunchtime walk along the river!”

*Becky Catlin,
Content Executive*



Beating the winter blues

Our wellbeing survey found that 84% of our team feels that their mental wellbeing is affected by the weather. Our Wellbeing Champions looked to combat these winter blues by sharing top tips and creating an upbeat playlist filled with happy, mood-lifting songs.

Germbusting

With winter on the horizon, we wanted to refresh our team's memory on those germ-fighting tips that became second nature during the pandemic. We created a pun-tastic Halloween germbuster guide.

Creating space to talk

For World Mental Health Day, we wanted to remind our team that just like physical health, mental health needs attention and care. Our Wellbeing Champions organised small group 'Time to Talk' sessions, providing a safe and supportive space for team members to gather and openly discuss strategies for maintaining mental wellness and offering mutual support.

Wellbeing survey

We conducted a confidential health and wellbeing survey for our team for the third year running. Encouragingly, we found a rise in individuals feeling more comfortable discussing mental health with their line manager, and also an overall improvement in the perception of mental health and wellbeing. While we mostly compared favourably against Public Health England benchmarks, we discovered we have work to do in upping the general activity levels of our team.



Working With Cancer Pledge

50% of us will experience cancer in our lifetime. But 50% of people with cancer are afraid to disclose their diagnosis to their employers. We think it's devastating that individuals facing such a challenging time feel unable to ask for help or share their struggles with their employers.

We are proud to have signed the 'Working With Cancer Pledge' to commit to breaking the stigma surrounding cancer in the workplace.

Fundraising

We took part in 'Wear it Pink Day', with our team donning pink attire and hosting a bake sale. We match funded our team's contributions, resulting in **£380 raised for Breast Cancer Now.**



This year, with our Wellbeing champions, we've pinpointed two key areas for focus...

Internally, following the results of our wellbeing survey, we will be tackling sedentary lifestyles and looking to boost activity levels among our team. Recognising the profound impact of activity on various aspects of wellbeing, including sleep and mental health, we're determined to make a measurable difference in our team's overall activity levels despite the predominantly sedentary nature of our work.

Externally, our focus will be amplifying awareness of the challenges faced by individuals working while living with cancer. We'll raise our voices for enhanced support from organisations to better support these employees, and to continue to drive awareness of early cancer detection.



Getting into the detail: **Governance**

Missions and pillars of action

Our ESG strategy is broken down into 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.

As you will have seen, sitting underneath these missions we have four pillars of action to help focus our activities. These missions and pillars 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.

B Corp Assessment

We are delighted to be part of the global B Corp community, of more than 8,600 businesses.

Our B Corp certification supports our corporate governance by mandating consideration of all stakeholders in decision-making, fostering sustainability and equity. In a volatile market with unstable economic conditions, it can be all too easy for businesses 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. Our goal is to deliver a minimum 10% score improvement at recertification in 2025.

Our approach to emissions calculations

After careful consideration, we've decided to transition away from Planet Mark for our carbon accounting. This decision was influenced by various factors, including cost, user-friendliness, and goal-setting capabilities. We're excited to now be using Ecologi Zero, which seamlessly integrates with our accounting software, Xero. This integration not only ensures accurate reporting but also empowers us to set and achieve meaningful emission reduction goals. Thanks to Ecologi Zero, we're now able to comprehensively report on our Scope 1, 2, and 3 emissions for the first time, marking a significant step forward in our sustainability journey.

While Ecologi Zero is still a new platform for us, we're eager to explore its capabilities and anticipate setting concrete emissions targets in the future. We need to ensure that any emissions reduction commitment we make is one we can fulfil and understand how to accomplish. Therefore, at this stage, we're refraining from releasing a target for achieving net zero.

Great Place to Work[®] evaluations

We don't just talk the talk; we walk the walk too. We understand the value of a great workplace culture, which is why we're committed to nurturing our own alongside our clients. To measure the impact of our efforts we are proud to have worked with Great Place to Work[®] for the past four years.

Great Place to Work[®] perform rigorous evaluations of hundreds of employee survey responses alongside Culture Audit[™] submissions from leaders at each company. The employee survey not only gives clear areas to focus on, but also benchmarks businesses against those of a similar size.

Only the businesses that achieve the highest scores after evaluation can receive Best Workplaces[™] status. Being ranked on this prestigious list is proof that our people are genuinely at the heart of everything we do.

We are delighted that our team have recently completed the 2024 anonymous survey, and we look forward to acting on the insights it provides.



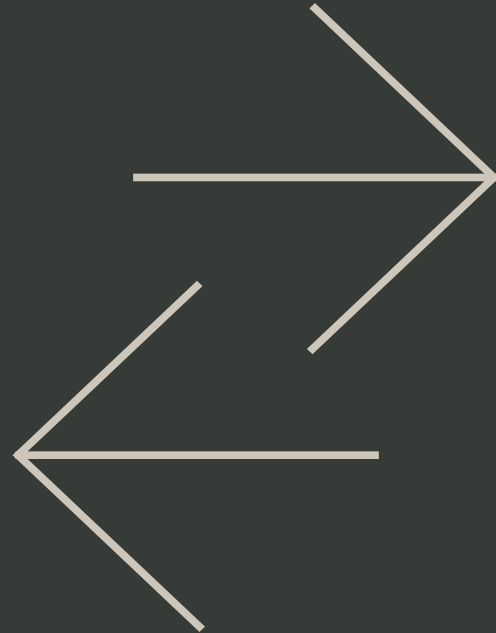
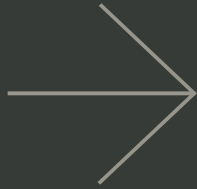
What's next?

Increasing our measurement

As our ESG strategy evolves and gains momentum, we recognise the importance of refining our measurement practices. Moving forward, we are committed to improving our ability to quantify the outcomes of our initiatives. This involves implementing more measurement frameworks, including pre- and post-initiative surveys among our team members. By collecting data and feedback, we aim to offer concrete evidence of the effectiveness and impact of our efforts. We look forward to presenting these findings in our next impact report, demonstrating our commitment to transparency and accountability in driving positive change.



Giving back



Ecologi Climate Action Workforce

£4,205.15

Pride in Surrey

£412.50

The Fountain Centre

£820



Breast Cancer Now

£380

Oakleaf Enterprise Membership to Mental Health Leaders Network

£900

Oakleaf Enterprise pro bono support

£4,633.34

Volunteering

10hrs

for Oakleaf at the
Guildford Lions Firework Fiesta

Woking College

3hrs

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



Spotlight on our work



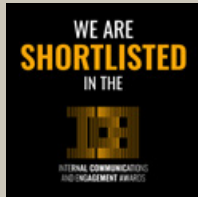
We're on a mission to make workplaces fairer, healthier, and happier for all. In this impact report, we've shared a lot of detail on how we're achieving this goal within our team. However, our mission of course extends far beyond what goes on inside our business. We know that our work – creative communications that make a meaningful difference – can, and do, make a bigger, global impact.

Case study

Helping colleagues be their true selves by challenging harmful male stereotypes

Together with IAG Cargo, we launched 'Great to be', a campaign aimed at building an inclusive workplace culture. 'Great to Be' provided a launchpad to unify its workforce, and encouraged conversations around crucial D&I topics.

As part of 'Great to be' and a sub-brand of this initiative, 'People not labels', this campaign looked to raise awareness of the stereotypes male colleagues were commonly facing, as well as to provide helpful resources for colleagues to use.



For the 'Great to be' campaign

Impact report FY24 – Spotlight on our work





Your Men's MOT checklist

PEOPLE NOT LABELS
GREAT TO BE *Understood*

The most precious cargo we have moving around our IAG Cargo network is our people.

All men know how to service a car, right? Wrong! That's just another stereotype, but there is one thing we should all know how to service – our own health. We've created this MOT guide, complete with tips to look after your physical, mental, and emotional wellbeing, to ensure you're operating at full capacity and to a high quality not just for Men's Health Month, but all year round.

Keep your engine running – your heart, your lungs and even your precious premier cargo.

Physical Health

- Aim to achieve 150 minutes of moderate intensity exercise a week to keep your cardiovascular health in check. That's roughly 20 minutes a day. Also, when we exercise, we release endorphins which help to improve our mood. Sign up for a 'Fit in 30' exercise class at the free gym in LHR or on the Educated Body App.
- Prostate cancer is the most common cancer in men over the age of 45. You can check your precious cargo is top quality by booking a check-up with your GP to have your PSA count tested. This is highly recommended for any man over 50, or 45 for black men and those with a family history of prostate cancer.

You can also be checking your testicles yourself, for any changes uk.movember.com/mens-health/testicular-cancer

- DIY Health Check**
Keep your eyes on The Loop and on the digital screens, to check when the BAHS-led DIY Health Checks are coming to our LHR Campus.
- A lack of good quality sleep can affect your mood, concentration, stress levels, and physical health. You need to make sure you take your foot off the gas and get the right amount of rest.
Working shift patterns can make it difficult to maintain a sleep schedule, but there are steps you can take to improve your sleep, like bettering your sleep environment. For better sleep advice, visit: nhs.uk/every-mind-matters/mental-wellbeing-tips/how-to-fall-asleep-faster-and-sleep-better/

IAGCargo > > > >



GREAT TO BE
Understood

PEOPLE NOT LABELS
GREAT TO BE *Understood*

This Men's Health Month, we're reflecting on the impact physical, mental, and emotional health can have on our colleagues.

- 3 out of 4 deaths by suicide are men**
uk.movember.com
- 40% of men have never spoken to anyone about their mental health**
prioritygroup.com
- 52% of men would be concerned about taking time off work for mental health**
mentalhealth-uk.org
- 65% of men said they avoid going to the doctor for as long as possible**
psychreg.org
- Prostate cancer is the most common cancer in men over 45**
uk.movember.com

We understand that some of these statistics may sound worrying, but here at IAG Cargo, we're here to support you. We have a range of resources and support available, including our Men's Health MOT, with tips and advice to help you look after your health all year round.

IAGCargo

Scan the QR code to find out more



What was the meaningful difference?

Colleagues gained a deeper understanding of the stereotypes that men face and through authentic conversations, realised how changing the language they use can create a more inclusive workplace environment where men can be their true selves.



Building a culture of inclusivity and allyship

Celebrating diversity is vital, but for employees to truly succeed, there must be a culture of understanding and respect. When we feel we can trust the people around us, we're more likely to be productive, innovative, and thrive.


'Friends of' has empowered Brambles' employees to engage in courageous conversations, embrace diversity, and foster understanding. As a result, the campaign has enriched the lives of Brambles' workforce while reaffirming the businesses' commitment to cultivating a safe, inclusive, and supportive environment where every individual can thrive.



#AllTogetherDifferent

We recognise that every one of our 12,750 colleagues is unique and that our different experiences make us who we are today.

Embrace what makes us #AllTogetherDifferent

 **Celebrate** our global differences

 **Respect** our colleagues' views

 **Empathise** with our teammates

 **Amplify** each other's voices

 **Learn** from one another

 Friends of...

Brambles | **CHEP**

Being Friends of our LGBTIQ+ colleagues

A conversation between team members about a social event they are attending.

Davide

Looking forward to our team social on Friday. 🙌
Are wives and girlfriends invited? //



Eleanor

Sure! Everyone is welcome to bring their partners along! //



Jackson

Yes, I was planning to bring my husband. 😊 //

Davide

Oh sorry, I shouldn't have assumed. Can't wait to meet him! 😊 //

Being a friend of means admitting your mistakes, apologising honestly and using them as a chance to learn. Making small changes to your conversations can help your LGBTIQ+ colleagues feel like they belong. For example, instead of asking someone if they have a wife or husband, you could ask them if they have a partner.



We want to create a workplace where everyone feels welcome, safe and respected, so we can all thrive and contribute to what makes us **#AllTogetherDifferent**.

SCAN FOR MORE LANGUAGES AND INFORMATION



🔍 Friends of...

Brambles | **CHEP**

Being Friends of your colleagues

A conversation between two colleagues about an internal promotion.

Jamal

Are you going to apply for the promotion? 🙌 //



Amelia

I don't think so, I read the job description and there are a couple of things I don't think I have enough knowledge on. //

Jamal

Don't let self doubt stop you. You've gained lots of experience in the past few years. Why don't we have a chat this afternoon and I can give you some tips? //



Amelia

Thank you, that would be great. 😊 //



Being a friend of means recognising opportunities to support your colleagues by sharing advice and experiences. By helping our colleagues and reaching out for support ourselves, we can foster a positive culture where everyone can thrive and receive the recognition they deserve.

#AllTogetherDifferent celebrates us having different perspectives at all levels of the business so that everyone feels they can belong.

SCAN FOR MORE LANGUAGES AND INFORMATION



🔍 Friends of...

Brambles | **CHEP**

Being Friends of our neurodivergent colleagues

A conversation between team members about a meeting they are preparing for.

Charlotte

I'm finding it difficult to read through the email for our team meeting later, there's a lot of information to digest. 🙄 😞 //



Lucas

Is there anything I can do to help? //

Charlotte

It would be easier for me to read if it was broken down into shorter paragraphs and bullet points. 🙌 //



Lucas

No problem, that would help everyone, I'll be sure to do that next time. Thanks 😊 //



Being a friend of means being aware that we all process information differently. By recognising our differences and learning about them, we can all support our neurodivergent colleagues to feel better understood.

Let's take the time to learn about what makes us **#AllTogetherDifferent** so we can create an open and supportive workplace culture where all of us can thrive.

SCAN FOR MORE LANGUAGES AND INFORMATION



🔍 Friends of...

What was the meaningful difference?

“One of our team today shared that they are gay, and only just recently felt comfortable enough to share this with their manager and HR - they’ve worked here for three years! They booked a meeting with their Regional DEI Lead to share this as they felt it was important and they hope to help other people in the logistics space. They said that because of our DEI program and the fact that we were starting to talk more openly about different communities gave them the confidence that they needed to feel that they would be supported.”

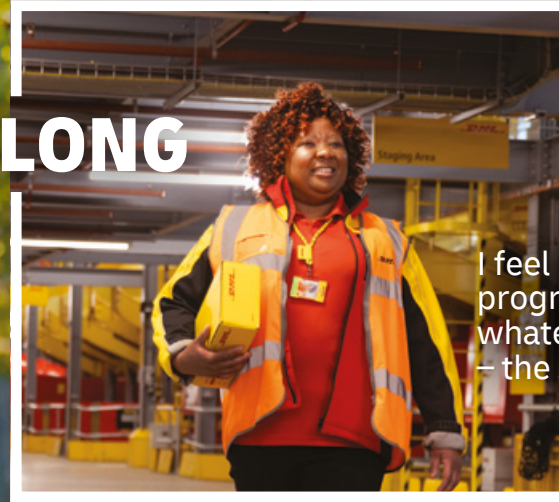
Global Diversity Equity & Inclusion (DEI) Programme Lead, Brambles

Making belonging part of everyday work

I BELONG

Inclusive workplaces are the best environment for innovation and delivering world-class services. To celebrate the diversity of their employees and foster inclusivity, DHL Group recognised the need to help all employees feel that they belong.

Through employee engagement and participation 'I Belong' encouraged individuals to share their authentic stories, creating a platform for open dialogue and connection. The campaign's global reach and impact extended the message of inclusivity beyond the organisation.



I feel like I can progress towards whatever I want to be – the sky's the limit!



I BELONG



I'm always guided by my beliefs and accepted and respected for who I am.

Share why you belong



#IBelong



I BELONG



I can communicate how my disability affects me and I'm never afraid to ask for help.

Share why you belong



#IBelong



I BELONG



I've been given a platform to succeed at a young age and it drives me to do better.

Share why you belong



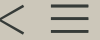
#IBelong



What was the meaningful difference?

The campaign promoted a culture of inclusivity and belonging across all divisions of DHL Group, spanning 220 countries and territories with a workforce of approximately 600,000 employees.

By reinforcing the importance of belonging and diversity, DHL Group demonstrated a strong commitment to creating an inclusive workplace where all employees feel that they belong.



“Perhaps my most significant reflection on our impact in the last year is how prolific it is across all areas of our business. Progress is not purely led by myself and our ESG leads, the passion is coming from everyone in the team on a plethora of topics and is truly part of our culture.”

Sally Pritchett, CEO

Something **Big**