

Made by many

A year of collective action

Impact Report FY26

Something Big

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Why collective action matters now

Last year, I wrote about momentum. About how we were gaining traction in our work, connecting with like-minded people and sparking important conversations.

Since then, we've built on those foundations and moved from conversation to collective action.

The world is becoming more complex, while cultures are increasingly fractured and polarised. This isn't simply a phase we'll move through. It's the environment we now need to navigate, whether we're leading a business or simply living in it.

Like many other organisations trying to make a positive difference, we've made a conscious shift. While we continue to raise our voice on important issues, we're also bringing people together to create meaningful change.

That can be seen in Work Wonders, our community of workplace culture champions. It's also a driving force behind our B Corp Agency Alliance, which is helping agencies through one of the industry's most challenging periods responsibly and ethically, as well as our work with B Local Surrey to support the local business community. In each of these groups, the unifying sentiment is that we can achieve more together than we can alone.

As pressure grows on the social, economic and environmental systems we all depend on, so does our responsibility to protect and improve them. We can't do that alone, or as individual businesses working in isolation.

Real progress will come from moving forward together.



Looking to the year ahead, my commitment is simple: to intentionally invest my time and energy in communities that are collectively working towards something bigger than any one person or organisation.

Sally Pritchett, CEO and co-founder, Something Big



What collective action means to us

We believe communication is where collective action begins. Because people need conversation, connection and trust before they can feel part of something they can act on together.

But collective action doesn't just happen by itself. We use our communication skills and networks to bring people with shared challenges together, turning good intention into action that helps make a meaningful difference.

One year, made by many

Internal ESG forums

Keeping important issues on the agenda





Work Wonders

350+ members coming together to make work better for a combined workforce of more than **3.8 million employees**

B Corp Agency Alliance

Collaborating to support better business across our industry

B Local Surrey

Connecting purpose-led businesses across our local B Corp community

Work Wonders

A community of people working to make work better

When you find people who care about the same things you do, it creates space for better conversations. That's what we wanted to create with Work Wonders, a free community for people who care about workplace culture.

It started in 2025, when the DEI rollbacks prompted us to bring together people working in comms and culture. Since then, it's grown into something bigger.

Through community calls, webinars and specialist sessions, members have a place to talk through the workplace culture issues they're dealing with, hear what others are trying and take ideas back to their own organisations.

As we continue to grow this community, the hope is that people feel more confident to make changes in their organisation – and work wonders in their own way.



"Work Wonders provides a valuable space to connect with others who are equally committed to creating positive, vibrant and inclusive workplace cultures. I have particularly valued the opportunity to exchange ideas, hear different perspectives and reflect on approaches that can strengthen culture and employee experience."

Peter Hall
Head of Culture, Inclusion and Employee Experience, University for the Creative Arts

Join our Work Wonders Community

B Local Surrey

A local community built around better business

B Local Surrey brings together B Corps and other purpose-led businesses from across the region to meet, share what they're learning and talk openly about the challenges of doing business differently.

Co-founded by Sally, the community has grown through regular events that give local businesses a chance to learn from each other and build connections with others working towards better business.

After helping to lead B Local Surrey as Co-Chair, Sally has now stepped down to focus her time on other important endeavours.

Five events and webinars delivered

160+ bookings across the programme





Two sessions dedicated to the new B Corp standards

One new community mailing list launched

B Corp Agency Alliance

Helping companies find specialist agencies with shared values

The B Corp Agency Alliance brings together independent agencies with different skills and specialisms, all committed to doing good work in a responsible way.

Agency life can be competitive, but there's a lot to gain from sharing what we know. Members learn from each other and work together on some of the challenges facing our industry. It also makes it easier for organisations to find agencies with shared values that already know how to collaborate.

That shared expertise is also being used to support charities and not-for-profits. Through free Charity Support Sessions, members come together to offer practical advice across a range of specialist areas.

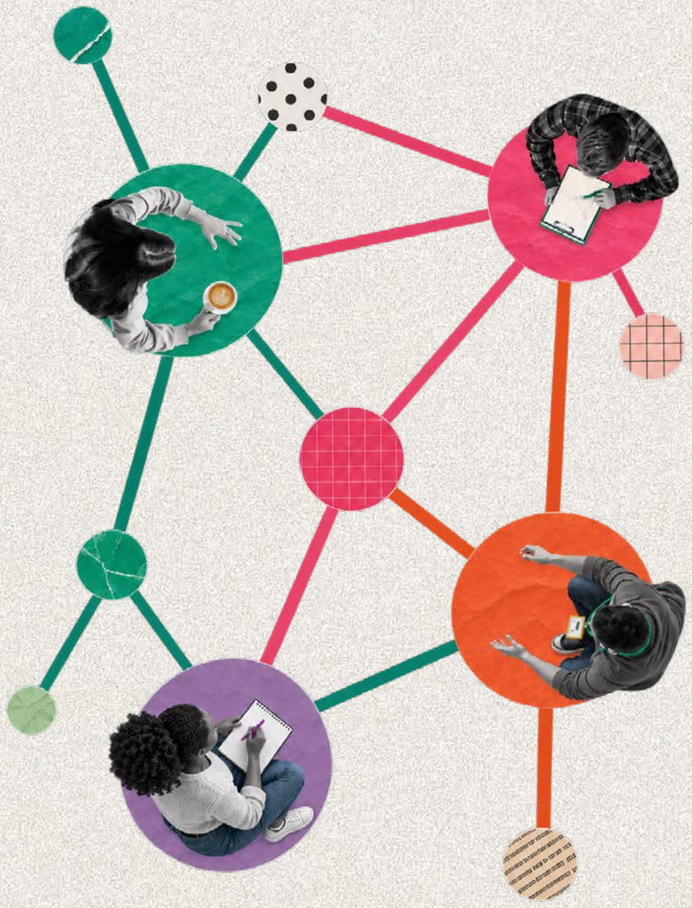


"Managing your own agency can be a solitary job. The Alliance is the solution to that, and the proof was our in-person meeting in March at Across the Pond's Soho office. Our virtual group quickly became a real bunch of people brainstorming solutions, and a lunchtime discussion about charities grew into the session we'll be running together in September. This is exactly what I've come to appreciate about this group. Collective action isn't just a slogan; it happens over lunch!"

Marco Strillozzi
Founder & CEO, Fluo Technologies

Our ESG forums

Collective action across our team



"In the Inclusion Forum, we cover a wide range of DEI topics and regularly check in with our teams to see what would be useful to explore. The inclusion landscape has changed a lot recently, so it feels more important than ever to keep talking about the systemic issues that shape people's experience of work. I'm always learning through the forum, and have the privilege of bringing what we learn to our team and into our work."

Frankie New, Senior Creative Content Manager

Our **Inclusion Evening** opened a lot of our eyes to just how much social mobility belongs in the inclusion conversation. Some of the facts were pretty sobering, but the discussions were brilliant. It was really valuable hearing each other's stories and thinking about how we can be more representative in our work.

“The Sustainability Forum is a great place to discuss current affairs and look at creative ways to limit our impact on the world with like-minded colleagues. We aim to inspire our team and clients to make small adjustments and do their bit. The topics can be heavy, but we look out for each other and give everyone space to voice concerns without losing hope in what we can achieve.”

Hannah Wright, Senior Creative



As an antidote to Blue Monday, we hosted the **Green Monday** film festival, sharing inspiring environmental short films from around the world. It showed that however ‘heavy’ things get, what we do can really make a difference.

“The Wellbeing Forum gives us a chance to come together and talk about topics that are close to our hearts, and how we can support our team and one another. We try to break down stigma around certain issues and create an environment where people feel more comfortable opening up, while also helping us understand how we can better support each other.”

Becky Catlin, Content Manager



Our team took part in **Wear it Pink**, enjoying homemade treats and joining in with a pink-themed quiz to raise money for Breast Cancer Now. It’s a cause close to many of us, so it was great to come together and support a charity that does incredible work.

Other ways we come together

Make A Difference Leaders' Club

Sally is involved in the Make A Difference Leaders' Club, where senior workplace leaders come together to share experiences and explore the issues influencing workplace health, wellbeing and culture. It's a space to learn from others and be part of the wider conversation around better workplaces.

Great Place to Work®

We've been part of the Great Place to Work® community since 2021, contributing to conversations about, and celebrating, great workplace culture. This November, Sally is speaking at the For All Summit about the impact of communication overload on trust, wellbeing and performance, and how leaders can create more focused, effective communication.

Green Monday

For the third year running, we used Blue Monday as a reason to bring people together around sustainability. We invited people on a countryside NetWalk to share ideas about making a positive impact on the planet, started a thoughtful conversation on closing the gap between sustainability strategy and action and created a free guide so others could run NetWalks of their own.



Holding ourselves accountable

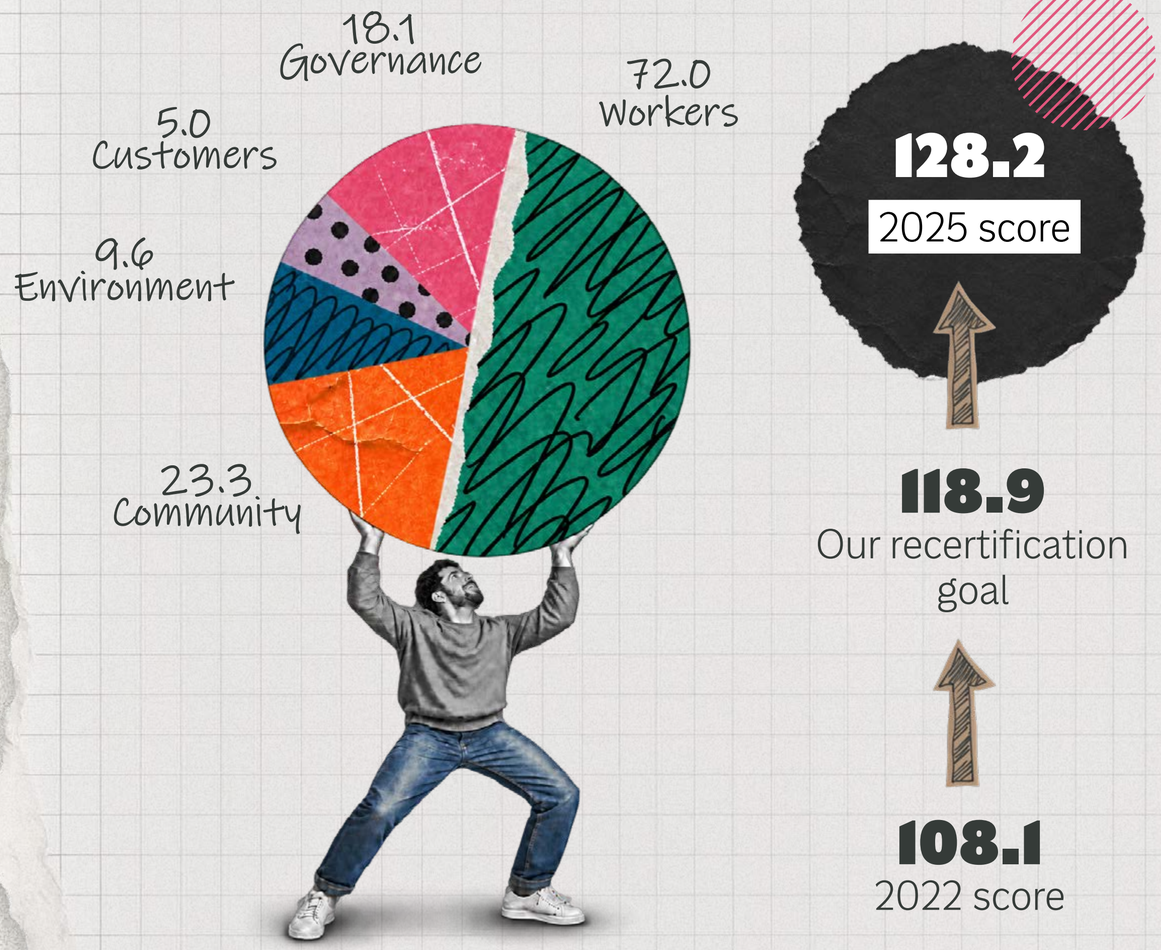
In 2024, we set ourselves a goal of improving our original B Corp score by 10%. When we recertified in 2025, we did even better than we'd hoped with a score of 128.2 – giving us plenty to be proud of.

It came at a time when we were becoming more intentional about where we invested our time and energy as a business. Rather than trying to do everything, we've been getting clearer on where we can make the biggest contribution.

B Lab has now introduced its new Standards V2.1, moving away from cumulative point-scoring to minimum performance requirements across seven areas of social, environmental and governance impact.

So, while 128.2 is a milestone worth celebrating, we're already getting to grips with what the new standards ask of us and preparing for what comes next.

Our B Corp Impact Score



Our environmental impact

Tracking our carbon impact and looking closely at where we spend

Emissions

Total
394.34
tCO_2e

FY23

Scope I & 2: 6.34 tCO_2e
Scope 3: 388 tCO_2e

Total
225.89
tCO_2e

FY24

Scope I & 2: 6.89 tCO_2e
Scope 3: 219 tCO_2e

Total
229.21
tCO_2e

FY25

Scope I & 2: 3.21 tCO_2e
Scope 3: 226 tCO_2e

Total
188.27
tCO_2e

FY26

Scope I & 2: 3.27 tCO_2e
Scope 3: 185 tCO_2e

How do we measure our emissions?

In FY26, we began using **Compare Your Footprint** to track and measure our emissions. The platform securely imports data directly from our accounting software, helping us build a clear picture of our carbon footprint over time.

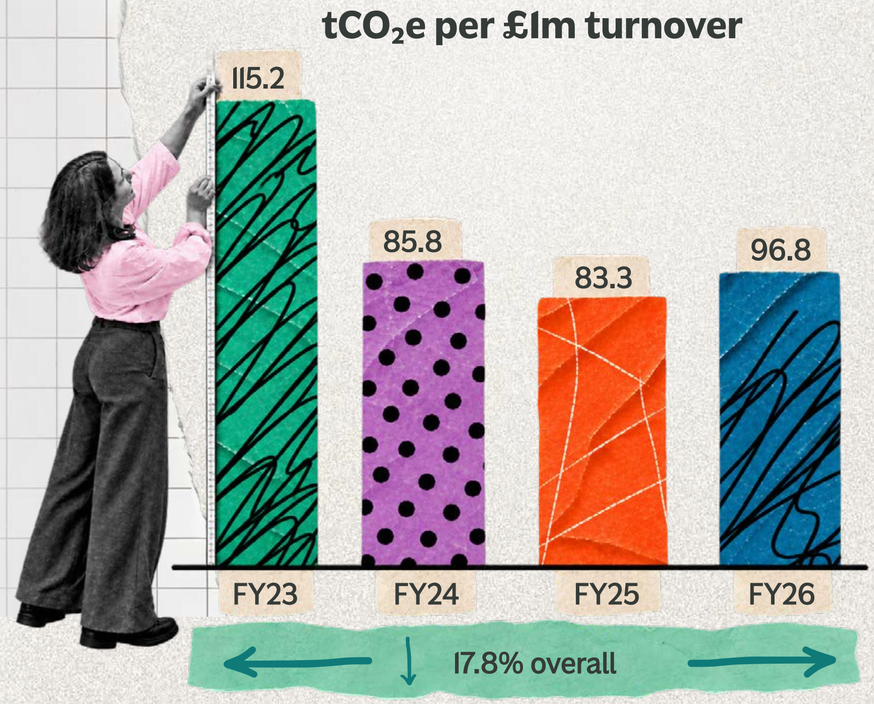


Carbon intensity

Why do we report carbon intensity?

Total emissions tell us how much carbon our business produces overall. Carbon intensity adds another perspective by showing those emissions in relation to the size of the business. Tracking both measures gives us a more complete picture of our progress.

In FY26, our total emissions fell by 17.8%, while our carbon intensity increased to 96.8 tCO_2e per £1m turnover. That's still below our FY23 level of 115.2.



Supporting climate action



1,588
trees funded

248.01 tCO_2e
of carbon avoidance funded

How do we support reforestation and carbon avoidance?

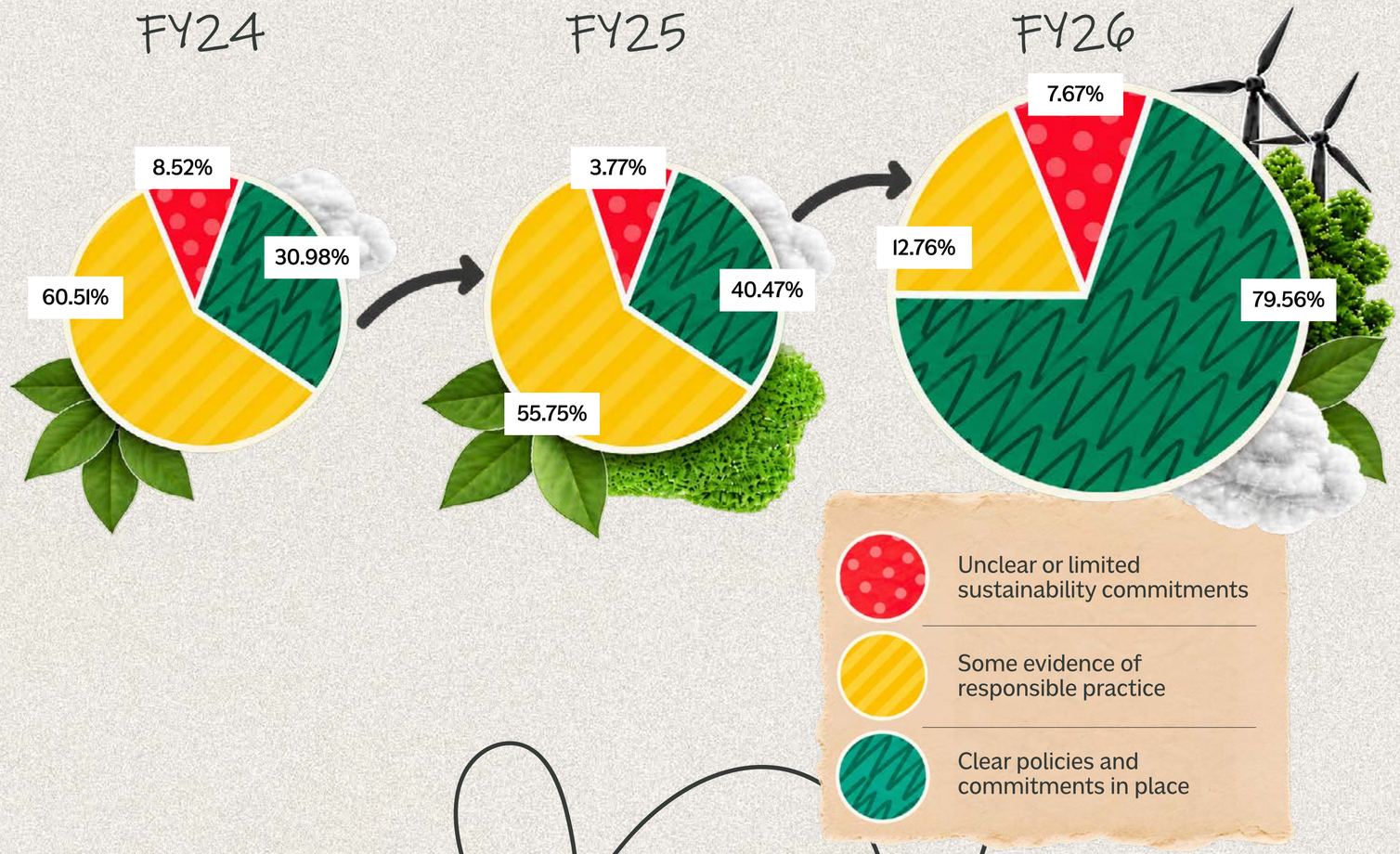
For the past four years, we've funded reforestation and carbon avoidance initiatives through Ecologi's Climate Action Workforce scheme.

We also plant trees through Ecologi as a thank you to people who recommend our business, adding to the contribution we make through the scheme.



Supplier governance

Understanding supplier sustainability performance to guide our choices



Our emissions reporting continues to show goods as an important area for action. We choose suppliers carefully, but Scope 3 calculations don't always reflect this. So, alongside our carbon data, we rate our goods suppliers Green (clear policies and commitments in place), Amber (some evidence of responsible practice) and Red (unclear or limited sustainability commitments).

We want to keep moving more of our spend towards suppliers with clear evidence of sustainability action, while using our influence to encourage better practices from the businesses we work with and for.

Looking after our own culture

Using employee feedback to understand what's working and where we need to do better

We talk a lot about the power of people coming together, and that matters within our own team too. Listening to what they have to say helps us keep making Something Big a better place to work.

Our annual Great Place to Work survey gives everyone an anonymous way to tell us what's working and where we could do better.

We were pleased to see 100% positive responses around physical safety, how honest mistakes are treated and feeling encouraged to balance work with life outside it.

15 hours to make a difference

This year, our volunteering offer became Meaningful Difference Time. Everyone now has 15 hours a year to support people, communities or the environment, whether through traditional volunteering or something a bit different.



100%
say this is a physically safe place to work

100%
say management recognises honest mistakes as part of doing business

100%
of people say they are encouraged to balance their work life and their personal life

79% of employees at Something Big say it is
a great place to work*, compared to 54% of employees at a typical UK company



*Responses to the statement "Taking everything into account, I would say this is a great place to work." vs. a typical UK company

Giving our time, skills and support

Some of the ways we contribute sit outside our usual client work, through the time we give, the expertise we share and the organisations we support.



£185 Breast Cancer Now donation for Wear it Pink

10 hours' volunteering time to present at Woking College Careers Fair

€3,000 to support the DHL Academy of Humanitarian Logistics

The Talent Tap
delivering long term social impact
strengthening employment potential

£24,266 Talent Tap pro bono campaign



20+ hours of our CEO co-Chairing B Local Surrey

"It was such a privilege to be back at Woking College Careers Fair for another year. The event gave us a fantastic opportunity to share what it's really like working in the creative and marketing industries, as well as the different paths we took to get there.

Our aim was to inspire, excite and educate the next generation of creatives and client service managers by giving them a glimpse into the many possibilities a career in our industry can offer."

Nikki James
Senior Creative

Kerrie Hynes
Junior Account Director

What collective action has taught us

Last year, we wrote that busyness doesn't always equal progress. This year has made that even clearer.

Bringing people together with a shared purpose can be powerful, but communities don't keep going on good intentions alone. They need time and care, and people who are willing to keep showing up.

We've also learnt that being part of more things isn't always the answer. Our time is finite, so we have to be honest about where we can make the most meaningful contribution. Sally stepping down as Co-Chair of B Local Surrey is one example, giving her more time to focus her energy elsewhere.

For us, the lesson is to be more deliberate about where we show up and the value we can genuinely bring. That means putting our communication expertise into the communities and partnerships where it will be most useful.

The changes that matter are rarely made by one person alone. Just like this year, the progress we make next will be made by many too.

What we're carrying forward

Growing Work Wonders with purpose

We'll keep the community focused and useful as it grows.

Stepping up the B Corp Agency Alliance

We'll give more time to what agencies can achieve together.

Focusing where we can add the most value

We'll use our communication expertise where we believe it can be most useful.



Thank you for reading

Something Big

Join us on LinkedIn

Get in touch:
somethingbig.co.uk

hello@somethingbig.co.uk
linkedin.com/company/something-big

The Atrium, 8 Tannery Studios,
Tannery Lane, Send, Woking,
Surrey GU23 7EF