

empower

B Corp Impact Report
2022-23



Empower's B Corp Impact Report 2022-23



**We're empower,
a strategic digital comms agency
helping you create impact around the world.**

Our values



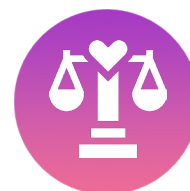
Driven

Ambitious,
professional and
take initiative



People-centred

Kind, generous,
inclusive and
human



Ethical

Trustworthy,
transparent and
fair



A message from our co-founders

Here at Empower, we believe that living our values and empowering our team are integral to our success.

As a strategic digital comms agency, we're committed to creating positive change. That starts with the way we work as a team, continues through the way we work with our clients, and results in real, tangible progress for good causes.

In this impact report, we highlight the progress we've made in the areas of **Diversity, Equity & Inclusion (DEI), Mental Health, and Sustainability – the three pillars that guide our work at Empower.**

We believe **Diversity, Equity & Inclusion** are fundamental to creating a healthy, productive workplace culture, and we're proud of the strides we've made in this area. We're committed to building a team that is diverse, equitable and inclusive, and an environment that fosters the growth and development of all our team.

At Empower, we understand the importance of **Mental Health** and wellbeing, and we've taken steps to prioritise them in our team. We offer mental health resources and support to our team members, and we're dedicated to promoting a culture of self-care and work-life balance.

Sustainability is a core value at Empower, and we're conscious of our environmental impact. We've implemented initiatives to reduce our carbon footprint and to promote sustainable practices, and we're always working to find new ways to make a positive impact on the planet.

There's still so much to improve, but we're proud of what we've built so far. An organisation is a conversation, and with every interaction, Empower evolves.

We love the changes we're making, and the learning along the way – missteps and detours are part of our unique culture too. We're constantly exploring ways to align our business practices more closely with our values.

We hope this report gives you an insight into our commitment to creating positive change. We're proud to share the progress we've made, and we look forward to continuing our work with you, and with even more good causes, in the years to come.

Jaz Cummins and Ben Matthews, Co-Founders

Our journey to B Corp certification

[The B Impact Assessment](#) is a serious undertaking, but managing time and resources is a challenge for any business, regardless of size. One of the good things about the whole B Corp certification is that it's not actually something that's easy to get. It's a rigorous process and, like so many worthwhile things, it's both difficult and rewarding.

When we reviewed what it took to become B Corp certified, we loved how the assessment process aligned with Empower's values and the way we work already. But it also brought in a new level of accountability and a tangible way to measure our impact.

You can say all these great things about what your company does, but to have backing behind your words is really important. The number of questions and the level of detail in the assessment may be great, but as a small agency, we were able to implement new policies in an agile way. We used the process to help us make strategic decisions and develop new policies that aligned with the B Impact Assessment. We're really proud to have achieved B Corp status.

Getting certification has been a challenging but hugely worthwhile journey, and we couldn't have tackled it all by ourselves.

It was so valuable to get the input of [B Leaders](#), especially [Kate Chapman from Midori Consulting](#) who guided us through the process.

We connected with other agencies in our network going through certification, to share tips and learnings. Thanks to Vineeta at [Wholegrain](#) and Narda at [Gong](#) for their wise words and advice.

We also found it particularly helpful to look through the thoughts and impact reports of certified B Corps for ideas and inspiration, such as [Platypus Digital](#), [Nice & Serious](#) and [Lightful](#).



Becoming a B Corp means we're joining a global community of over 5,000 businesses and leaders worldwide, with a shared belief that business can be a benefit for the world and for the people who live in it. For Empower, becoming a B Corp is a real marker of our mission to create a positive and meaningful impact in the world."



Ben Matthews
Co-Founder

Empower's tips for the B Corp certification process

Get the whole team involved

It can take a lot of hours and resources to complete the [B Impact Assessment](#). Getting your whole team involved helps distribute the pressure and gives extra investment in the process for each person involved.

Record everything

Making detailed notes as you go through the assessment will help you prove that your business has appropriate policies and processes in place.

Include remote working too

In a post-Covid world, where lots of companies have moved to working remotely, you can set up environmental trackers that take into account remote working and set goals for improvement.

Use the assessment as a roadmap

The assessment is a great tool and source of information for future improvement activities in your business. Even if you don't get the scores you need, you'll learn so much about how you can grow.

Work with a B Leader

Speaking to people who have been through the process and know how best to answer each question will help you reach the required score. [B Leaders](#) are coaches who have been trained to do that. We worked with Kate Chapman of Midori Consulting, who unlocked lots of extra value we hadn't spotted.

Create a dedicated folder of documents

Make sure to store your supporting information in an organised folder, so it's easy to access in the later stages of the [B Corp process](#).

Remember, small is beautiful

You don't have to be a large corporation to achieve B Corp status. In fact, you should use your size to your advantage and make agile improvements.

Start before you're ready

Just do it – you may be ready before you think you are!

Certified



Corporation

Empower's B Impact score



Based on the B Impact assessment, Empower Agency earned an overall score of 105.2. The median score for ordinary businesses who complete the assessment is currently 50.9.

- 105.2** Overall B Impact Score
- 80** Qualifies for B Corp Certification
- 50.9** Median Score for Ordinary Businesses

[Source: Empower Agency's page on the B Corp website](#)

Breakdown of our score

- 1. Governance:** What Empower can do to enhance policies and practices via to our mission, ethics, accountability and transparency: **17.1 points**
- 2. Workers:** What Empower can do to contribute to our employees' financial, physical, professional, and social well-being: **32.1 points**
- 3. Community:** What Empower can do to contribute to the economic and social well-being of the communities in which we operate: **17.7 points**
- 4. Environment:** What Empower can do to improve its overall environmental stewardship: **7.2 points**
- 5. Customers:** What Empower can do to improve the value that we create for our direct customers and the consumers of our services: **30.8 points**

Our Impact goals for 2023-24



You'll find all our goals for 2023-24 under the headings of Living Our values; Empowering Our people; Diversity, Equity & Inclusion; Mental Health and Sustainability. Here are a few of the highlights:

- Finalise and share [Empower's DEI strategy](#).
- Create a DEI agreement for our clients.
- Create a Mental Health strategy for Empower.
- Make our working practices more sustainable, including integrating carbon accounting into our financial processes.
- Keep making a positive impact through regular volunteering days and charity donations.
- Give employees further financial support, following 2022's 7% salary increase, to buffer the cost of living.
- Deliver a great first internship for two interns through [10,000 Black Interns](#)

Empowering our clients



In 2022-23, we empowered, enabled and served **40 clients** and **25,915,542 beneficiaries** in these areas:



Increasing social and/or environmental impact for businesses/organisations

34 clients (85%)



Improving access to/ impact of products for underserved populations

21 clients (52.5%)



Improving/maintaining health and wellness

19 clients (47.5%)



Improving education/ skills development

10 clients (25%)



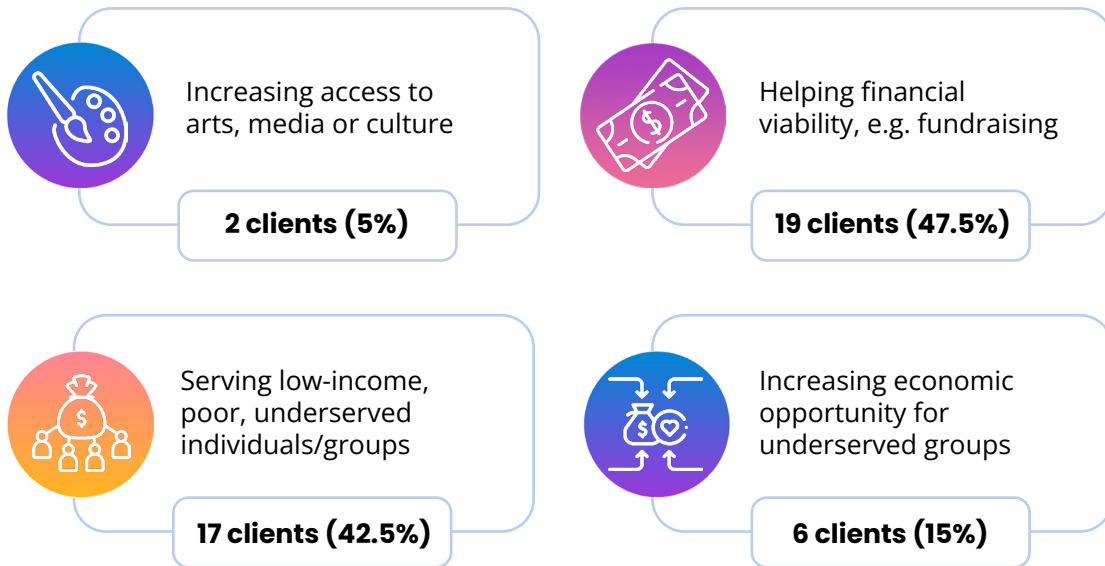
Access to products/ services that fulfil basic human needs for individuals

6 clients (15%)



Increasing operational success for purpose-driven/underserved enterprises

24 clients (60%)



“

Empower went above and beyond to help us create an innovative tool that has brought our campaign to life, while also delivering thousands of concrete leads and extending our reach far beyond our usual audiences.”



Nicky Stephens
 Digital Marketing &
 Innovation Manager,
 ShelterBox

Creating impact for our clients



Like you, we're determined to leave the world in a better state than we found it. Wherever possible, we aim to measure and share the impact we've been able to make together.

You can [read full case studies of Empower's projects here](#).



Supporting the **UN Climate Change High-Level Champions** at COP27, resulting in impressions 114% above target



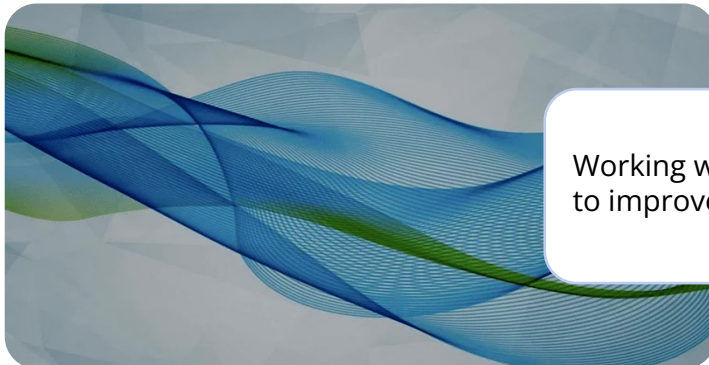
Helping **City Mental Health Alliance** increase web traffic by 42% and achieve 2K downloads at a 35% conversion rate



Increasing leads by 283% at a conversion rate of over 42% for **Breakroom**



Reducing acquisition costs by 30% and increasing sign-ups by 96% for **ShelterBox Book Club**



Working with the world-leading **PRI** to improve social media performance

“

Empower absolutely smashed it at COP27. The in-person team really stepped-up in Egypt, while the remote team was always present, providing 360-degree support. Thank you for your steadfast professionalism and for being so marvellous to work with.”



Matthew Phillips
Communications Director
Climate Champions



Generating 16K sign-ups at a 9% conversion rate through Facebook and Google Ads with [Place2Be](#)



Reinvigorating [We Mean Business'](#) social media approach to grow presence & engagement



Launching [Toilet Twinning's](#) fundraising appeal in 24 hours – and raising over £500,000.

“

A big thank you for all of your efforts that went so far to make the Mental Health Champions Foundation programme so successful.”



Daniel Lines
Digital Marketing Manager,
Place2Be

“

Empower has helped bring our cost per acquisition down, they're really results-driven and we feel we're in a safe pair of hands when we work with them, which is exactly what you want from a media agency. They even helped me secure more budget for a campaign as the results were so good.”



Kirsty Alexander
Individual Giving &
Legacies Manager
ShelterBox

“

Together with Empower, we created a product and a campaign and launched within just 24 hours. It was quite incredible. And that was due to Empower's agility and flexibility, knowledge and expertise of us as an organisation and of what we wanted to achieve.

Over the next month, they monitored and maximised the campaign and it raised a quite staggering half a million pounds. I know we could never have done that without Empower.”



Lorraine Kingsley
CEO, Toilet Twinning

Living Our Values

At Empower, we are:



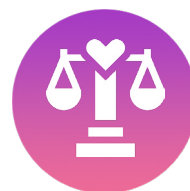
Driven

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People-centred

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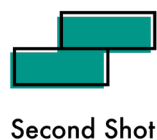


Ethical

Trustworthy, transparent and fair

What we did in 2022-23

- [Attended COP27 and the opening of the first ever Children and Youth Pavilion.](#)
- [Got together and celebrated nature by feasting and foraging.](#)
- [Kept on working towards Empower's North Star.](#)
- [Invited feedback to measure how we're doing at living our values.](#)
- [Fostered an inclusive, supportive, flexible working culture we're proud of.](#)
- [Worked to make sure our team and clients see the results of their feedback.](#)
- [Donated £4K to causes close to our hearts](#)





“

It wasn't until seeing youth climate activists on stage delivering step-change-inspiring speeches at the epicentre of climate decision making that I had fully appreciated the need to protect (and grow) the space for children at every COP to come.”



Hannah West
Account Manager

“

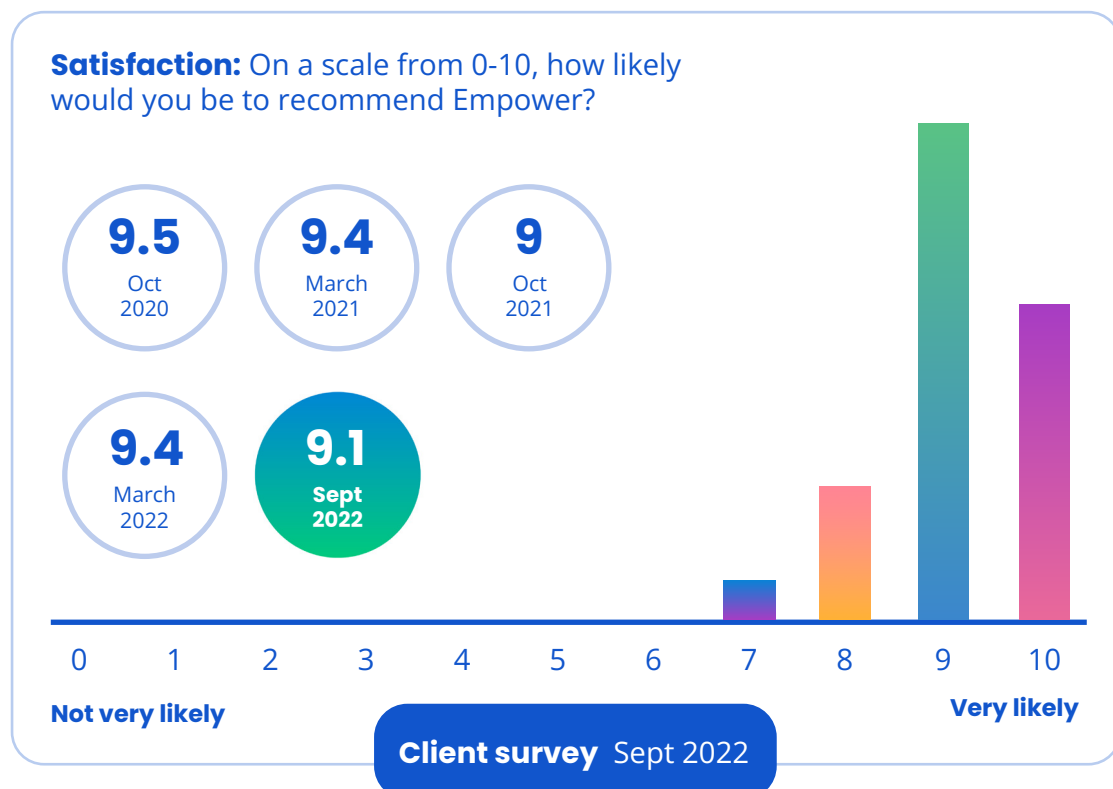
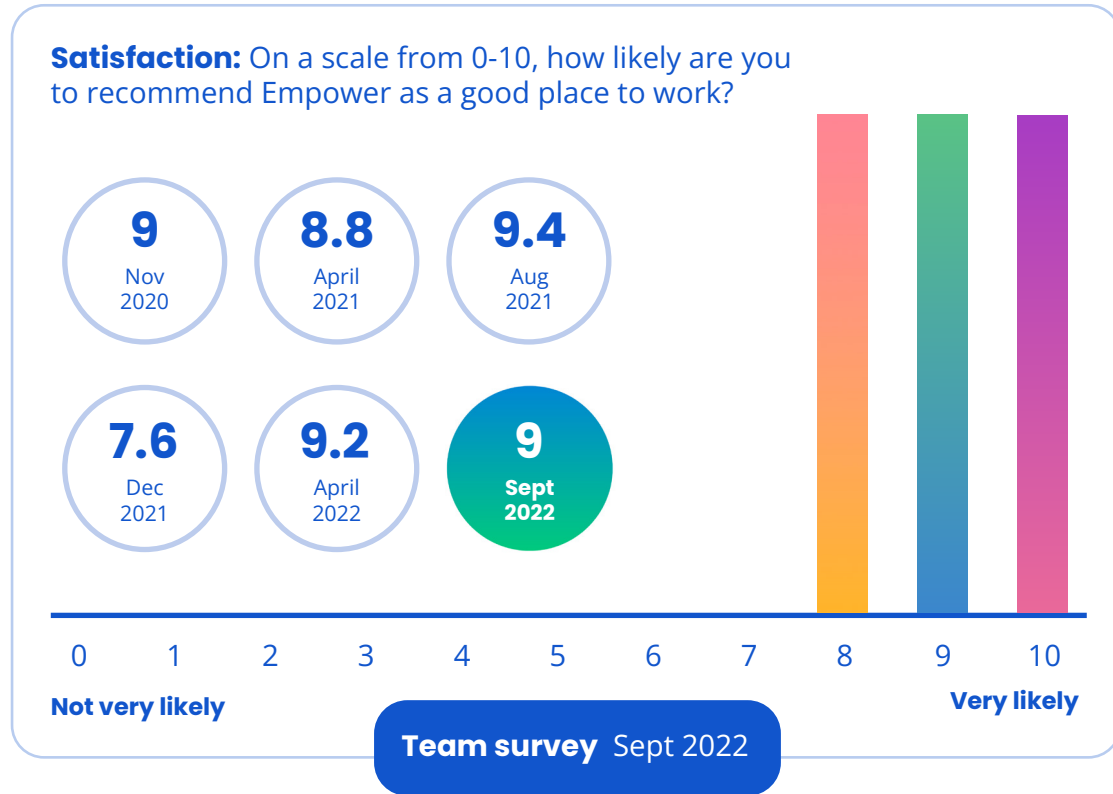
To ensure everyone feels safe to share, we provide multiple ways for the team to give feedback: directly in-person, via 121s with line managers, within groups, via our external, values-aligned HR lead, or anonymously through quarterly surveys or an always-on feedback form.”



Jaz Cummins
Co-Founder

Our goals for 2023-24

- Continue our regular, anonymous surveys of clients and team, to rate how they would recommend Empower.
- Sustain or improve our 9 out of 10 rating by clients and team members.



- Keep working towards our **eight company outcomes**, actively practising our values and making this visible for team, clients and wider audiences:
 1. **Everyone feels included, engaged, empowered and safe while working at Empower.**
 2. **Everyone has clearly defined roles, responsibilities and hours, and no one works alone.**
 3. **We manage resources and clients to deliver workloads consistently, with team morale intact.**
 4. **We deliver high-quality services that meet our clients' needs.**
 5. **We see sustainable growth and meet financial targets through new business activity.**
 6. **We have enough revenue to provide the headcount for the services our clients need.**
 7. **We have enough profit to weather downturns and enough buffer to give confidence in the business.**
 8. **We only work with clients who align with our values, and where we have confidence in their social impact.**



Because we're aiming to make advocates from all of our team members and clients, we borrowed from the net promoter score system and set a North Star target of achieving an average of at least 9 out of 10. We regularly, anonymously survey our clients and team, to rate how they would recommend Empower as a great agency to work with, or to work for. Our latest and highest score is 9.2, achieved in April 2022."



Ben Matthews
Co-Founder

Empowering Our Team



At Empower, we value people above all else. We know the happier our team members are, the better our work will be. Because of this, we make sure that everyone who works at Empower feels supported, challenged and inspired.

What we did in 2022–23

- Made sure everyone worked in three-person teams, so no one worked alone.
- Gave all of our team access to a values-aligned, senior HR consultant who knows Empower and our team.
- Workshopped challenging issues at our monthly, in-person team meetings
- Invested in operations support, tools and more team members, to help team morale and wellbeing during peak seasonal workloads.
- [Surveyed our team regularly and anonymously for feedback](#), reviewed comments and discussed them in an open way.
- [Applied a 7% cost-of-living pay rise across the team, to buffer the cost-of-living crisis.](#)
- Enabled 360-degree, anonymised feedback for all of the senior team, so the whole team could raise issues safely.
- Empowered our HR & Operations Manager to be a safe space for employees to disclose and discuss issues.
- [Regularly used an anonymous feedback form for raising issues.](#)

“

On the day of the conference, I ended up not just being part of this conversation on a topic I am extremely passionate about, I even ended up chairing the session... The diversity of the audience (and panellists) played a huge role – people from different careers, ethnicities, ages all sharing their experiences or expressing that they didn't even know hair discrimination was such a widely experienced issue.”



Bongji Kellner
Account Manager



“

This safe environment has empowered me to share that I am autistic in the workplace for the first time. I truly believe that if it wasn't for me being able to thrive at Empower as an openly autistic person, I wouldn't have been able to meet the challenge of COP as my best, most confident self. Workplaces can have an immense power in supporting their people to thrive not in spite of their neurodiversity but in light of it.”



Hannah West
Account Manager

- Invested in debriefing processes, and in encouraging more openness about failures.
- [Attended the Empowering Civil Society Conference to discuss hair discrimination.](#)
- [Prepared for, attended and reflected on COP27.](#)
- [Created and shared a 'Manual of Me' with our fellow team members.](#)
- [Welcomed three new team members to bolster our digital and social media offering.](#)
- [Attended GASP! Ireland and shared our insights into AI and the future of work.](#)

Our goals for 2023-24

- Lead an ethical, values-driven approach to AI, keeping our teams and clients ahead of the curve.
- Create clarity on services we'll invest in, so our team can lead our ambitions in these areas.
- Focus on client-servicing excellence, driving impact and team development.
- Revise our salary banding, against which we assess performance and pay rises, to make it more reflective of our values.
- Upskill our team in creative development, paid media service development and client servicing.
- Work with team members to deliver on the career development goals we've set together.
- Look out for opportunities to develop our team's skills and broaden our experience.
- Invest further in progressive line management that supports our team.



In sharing our Manuals of Me, we have been able to identify with the traits of others that are similar to our own, and likewise acknowledge that other people might be completely different from us. And that is absolutely awesome. We have been able to better understand each other's behaviours and identify ways in which we can support each other."



Catherine Raboteur
HR & Operations Manager

Diversity, Equity & Inclusion (DEI)



Empower is committed to creating a diverse environment, where employees feel safe and empowered to share different ideas, perspectives and experiences. Equity and inclusion are at the heart of [our culture](#). We recognise the strengths that our differences bring to the organisation, we celebrate the value in our different perspectives and we embrace the variety of lived experiences that enrich our team and our work.

What we did in 2022-23

- Established Empower's core DEI team.
- Invested in values-aligned HR and DEI support to keep us progressive, and to advise us at challenging moments.
- Held monthly DEI meetings and planned DEI/Mental Health sessions in our monthly team days.
- Did a team DEI survey as a benchmark and shared the results.
- Published a [DEI page on our website](#).
- Did a DEI recruitment survey.
- [Established an anonymised, transparent recruitment process](#).
- Published our [recruitment guidelines on our website](#).
- Recruited our first internships through [10,000 Black Interns](#).
- Did a monthly DEI activity, e.g. 'Time To Talk'.
- Drafted our DEI strategy and the outcomes we want to achieve.
- Set up a [training pathway on You Can Now \(YCN\)](#).

- Reorganised our [website team page in alphabetical order](#).
- Rotated the host of our weekly stand-up meeting.
- Established progressive HR policies for parental leave and menopause.
- Proactively engaged clients in supporting the needs of our team, on calls and at events.
- Added [values questions to our team and clients surveys](#).
- Offered support for neurodivergent team members and fostered an inclusive workplace culture.
- Celebrated being selected for [The Escape 100, 2022](#).
- Reworked our appraisal process, setting fewer, more specific goals and sharing them with each other.
- Benchmarked our salary bands against three industry standards (ours are 12% above average).
- Improved our onboarding process for new employees.
- Developed our [Empower accessibility statement](#).
- Adopted the [Halo Code, the UK's first Black Hair code](#).



Being part of the DEI team, it's often hard to find tangible things we can do to make sure our work environment is inclusive, especially in a small team like we are at Empower. That's why I'm so happy Empower has adopted the Halo Code. Based on personal experience and conversations with others, it feels great to know that hair discrimination is not something someone will face at Empower – whether it's as an employee, consultant or simply in an interview."



Bongji Kellner
Account Manager

Our goals for 2023-24

- Hold a DEI workshop with the SMT.
- Finalise and share our [DEI Strategy](#).
- Create a DEI agreement for our clients.
- Become a [Living Wage employer](#).
- Establish a new, simplified goal-setting process.
- Revise our salary banding so that it's inclusive and values-driven.
- Work towards becoming a [Disability Confident Employer](#).
- Fix outstanding [website accessibility](#) issues.
- Make sure our use of images meets accessibility standards in future.
- Do an [annual accessibility audit of the website](#).
- Evaluate the costs and benefits of our first internship, through [10,000 Black Interns](#), discussing how we can improve the experience for the interns, business and staff.
- Invest in inclusive approaches to contact time, whether in person or online, and value that time equally.



“Having been remote-first for eight years now, this team was ahead of the game, being valued by their team for their ‘absolute trust in team members’, four-day work week, wellness subscription, friendly colleagues and culture of recognition. ‘This sort of working environment is basically gold dust.’”



Charlotte Tucker
Escape 100: 2022 Lead

Mental Health



Here at Empower, we're on a mission to champion mental health because we understand that mental health is health. Just as workspaces strive to keep everyone physically safe, we're committed to fostering psychological safety. Everyone should feel comfortable and supported.

What we did in 2022-23

- Started using the [Spill mental health assessment tool](#) for our team.
- Included [Spill](#) check-ins in some of our meetings.
- Joined awareness events, e.g. [Time To Talk](#), [World Mental Health Awareness Week](#).
- [Discussed and shared our experiences of managing anxiety.](#)
- Planned a DEI/Mental Health session in our monthly team days.
- Created a wellbeing budget, accessible for every team member to use on their needs
- Set up wellbeing line management.
- Introduced volunteering days.
- Shared our personal and work highlights, and gave each other shout-outs, in a monthly team 'Happy Hour' newsletter.
- Introduced and created a ['Manual of Me' for team members.](#)
- Made ['Manuals of Me'](#) part of our onboarding process.
- Proactively engaged clients in supporting the needs of our team.
- Made multiple adjustments for team members at times of need.

Our goals for 2023-24

- Review our current mental health understanding and support with the team.
- Create an Empower Mental Health strategy.
- Set up an Empower Mental Health working group.



“Creating Manuals of Me has provided us with a greater understanding of ourselves and each other, has helped us to celebrate our strengths and our differences and communicate what we need in order to be able to bring our best selves to work.

This whole process has been a really transformative experience. Give it a go and discover all the amazing things you will learn about yourself and each other!”



Catherine Raboteur
HR & Operations Manager



“Mental health can often feel like an unbridgeable topic, wrapped in layers of taboo. But we encourage open conversations about mental health where honest exchanges can take place. We acknowledge that mental health affects us all and by talking openly, we can reduce the stigma and show up for each other.”



Camila de la Parra
Social Media Manager

Sustainability



Empower aims to be a business guided by deep care, a belief that profit and a strong values system are not mutually exclusive, and social, ethical and environmental engagement.

We aren't fans of greenwashing, stunts and empty promises – and we're determined to make a positive difference.

What we did in 2022–23

- [Worked remotely](#), reducing our reliance on living in/travelling to the city.
- Stuck to train travel for staff travelling within the UK and Europe.
- Opted for video calls, to avoid flights wherever possible.
- Included tree-planting as a reward for participating in our client survey.
- Used [Ecards](#) and set up an experience budget for gifts.
- Held a team experience day instead of giving Christmas gifts.
- Gave [annual charity donations instead of gifts to clients](#).
- Made charity donations on behalf our team members, as gifts.
- Set up vegan/vegetarian catering from a [sustainable supplier](#).
- Used a sustainability-focused [coworking space](#) (x+why is a fellow B Corp).
- Sourced our IT and working equipment through [Back Market](#) wherever possible.
- Chose environmentally-conscious hosting for our website, emails and digital storage.
- Remained paperless, rarely using any office supplies.
- Committed to taking climate action and reducing our emissions through [SME Climate Hub](#).

Our goals for 2023-24

- Review our approach to carbon offsetting.
- Explore the feasibility of a slow-travel policy.
- Assess the merits of sustainability certification and work towards certification if appropriate, e.g. [Planet Mark](#).
- Integrate carbon accounting into our financial processes, to assess the sustainability of our suppliers.
- Review our current business practices for positive/negative environmental impact.
- Keep discussing opportunities to make Empower's activities more sustainable.



“Every year at Christmas, Empower invites our team to select the recipients of £1,000 of charitable donations, which means those causes end up being close to our team's hearts. We're proud to say this contributes to an overall total of £4,000 donated by Empower to charity in 2022, including £500 to the UK's food bank charity [The Trussell Trust](#), and £250 to the [UN Refugee Agency's Ukraine appeal](#).”



Jaz Cummins
Co-Founder

Thank you

to the team at Empower, to our clients and everyone we work with,
for your trust in us and for the hard work you do.

We look forward to continuing to work with you in future,
and together we will empower you to change the world.

If you're interested in any of the initiatives we've mentioned,
or in hearing more about our services,
email us at hello@empower.agency

