

# Empower's B Corp Impact Report 2023-24



We're empower,  
a strategic digital partner for causes  
creating impact around the world.

## Our values:



### Driven

We are ambitious experts that take initiative.



### People-centred

We are kind, compassionate, inclusive and human.



### Ethical

We are trustworthy, transparent and fair.



## A message from our co-founders

At Empower, we firmly believe that living our values and empowering our team are fundamental pillars of our success. As a strategic digital communications agency, we're dedicated to creating positive change in the world – a mission that starts with fostering a supportive and inclusive workplace culture, and extends through our purposeful collaborations with clients to drive tangible progress for good causes.

In this second impact report, we're thrilled to highlight the strides we've made in the areas of Diversity, Equity & Inclusion (DEI), Mental Health, and Sustainability – the three core pillars that continue to guide our journey at Empower.

**Diversity, Equity & Inclusion** remain at the forefront of our efforts to cultivate a healthy, productive, and thriving workplace environment. We're proud of the progress we've achieved in building a team that reflects the diversity of the communities we serve, ensuring equitable opportunities for growth and development, and nurturing an inclusive culture where every voice is valued and empowered.

**Mental Health** and wellbeing remain a top priority at Empower. We've continued to expand our mental health resources and support systems, fostering a culture of self-care and work-life balance. By prioritising the mental well-being of our team members, we create an environment that promotes resilience, creativity, and overall fulfilment.

**Sustainability** is deeply ingrained in our core values, and we're continuously exploring new ways to minimise our environmental impact. Through innovative initiatives and a steadfast commitment to sustainable practices, we're taking meaningful steps to reduce our carbon footprint and contribute to a more sustainable future for our planet.

While we celebrate our achievements, we acknowledge that our journey towards greater impact is ongoing. An organisation is a living, evolving entity, shaped by every interaction and conversation. At Empower, we embrace this evolution, including the learning opportunities that arise from missteps and detours, as they are an integral part of our unique culture.

We're excited to share the progress we've made and the insights we've gained along the way. As we move forward, we remain committed to aligning our business practices ever more closely with our values, fostering positive change within our team, and amplifying the impact of the good causes we serve.

**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.

Becoming a B Corp means we're joining a global community of 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!






# Empower's B Impact score



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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**

# Empowering our clients



In 2023-24, we empowered, enabled and served **30 clients** in these areas:



Increased social and/or environmental impact for businesses or other organisations



Improve the access or impact of their product for the underserved populations that they serve



Improved or maintained health and wellness



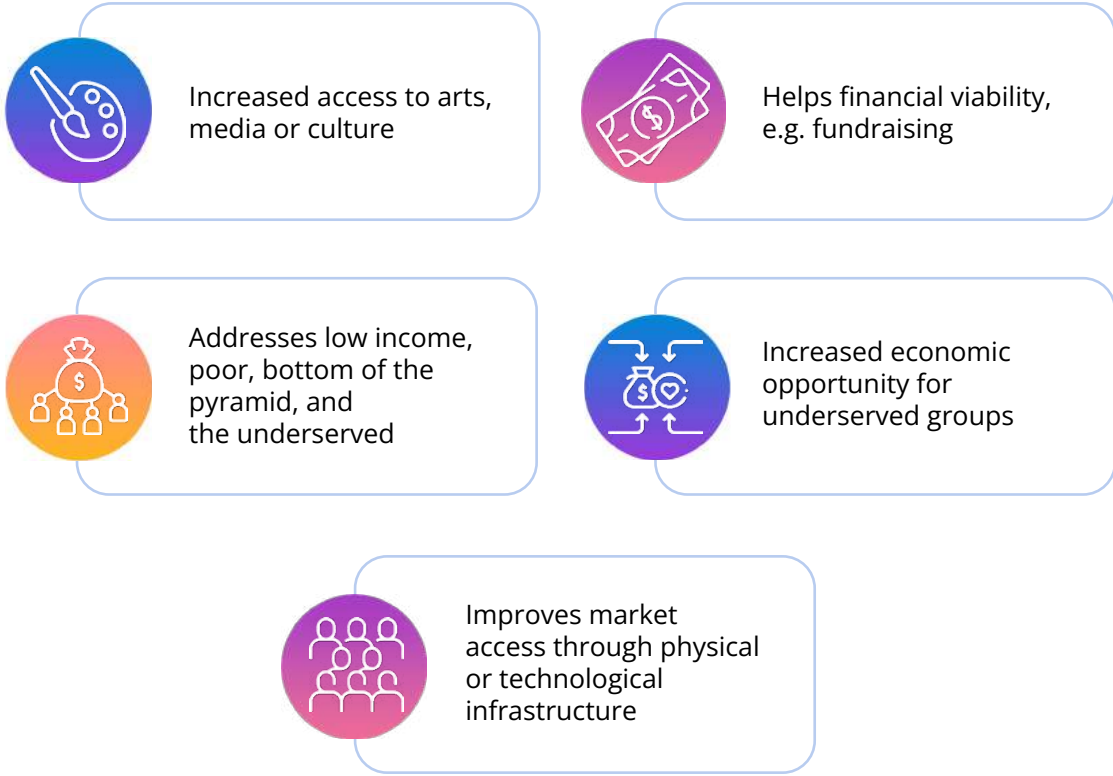
Improved education or skills development



Access to products/ services that fulfil basic human needs for individuals without prior access



Increased operational success or capital for purpose driven or underserved enterprises





## 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](#).



All 'I's on our plates:  
[Launching INNOV-EAT integrated year-long campaign](#)



[Strategic lead generation and paid media campaign](#) increases email subscriber list by 73% for SME Climate Hub



Delivering global environmental education through the design and [launch of Plastic Changemakers](#)



[Capturing compelling video content](#) for The Climate Pledge at COP28



[Supporting B Corp UK to reach new audiences](#) using paid social during B Corp Month

We've highly valued our collaboration with you and the Empower team. Your contributions have been invaluable and your exceptional project management have propelled us to achieve fantastic reach and momentum throughout our campaigning year, from launch to COP28.



**Ratih Septivita**  
Events Wizard, Clim-Eat

Empower has been an absolute pleasure to work with and did an amazing job capturing the footage we were looking to get. Very lucky to have them out here with us!



**Paula Peña**  
Event Lead,  
The Climate Pledge

The Empower team were great partners to the Hub, through using the opportunity of this campaign to grow our membership and explore new audiences. We're really pleased with the benchmark-surpassing results, new subscriber list generated and the valuable strategic insights.



**Sasha Chebil**  
Communications Manager  
SME Climate Hub

Empower are friendly, knowledgeable, diligent, and patient. You take a coaching attitude which is so important for nonprofits who are less experienced with (and often intimidated by) paid social. Thanks all for taking us through this process and producing so many valuable learnings for our growth and marketing functions.



**Hannah Reiss**  
Head of Communications,  
B Lab UK

I've been talking to teams about our new social strategy—it's been super exciting to get it out there, show people how we can really create that holistic messaging view for the charity, and harness platforms' unique roles in the channel mix. We have had lots of great feedback already and we're really excited to start seeing its effectiveness. Just wanted to say a big thank you to the team again for your help with getting us here - it's been a real highlight.



**Dan Papworth-Smyth**  
Head of Digital Engagement,  
Breast Cancer now

# Living Our Values

At Empower, we are:



## Driven

Ambitious, professional and take initiative



## People-centred

Kind, generous, inclusive and human



## Ethical

Trustworthy, transparent and fair

## What we did in 2023-24

Kept 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.

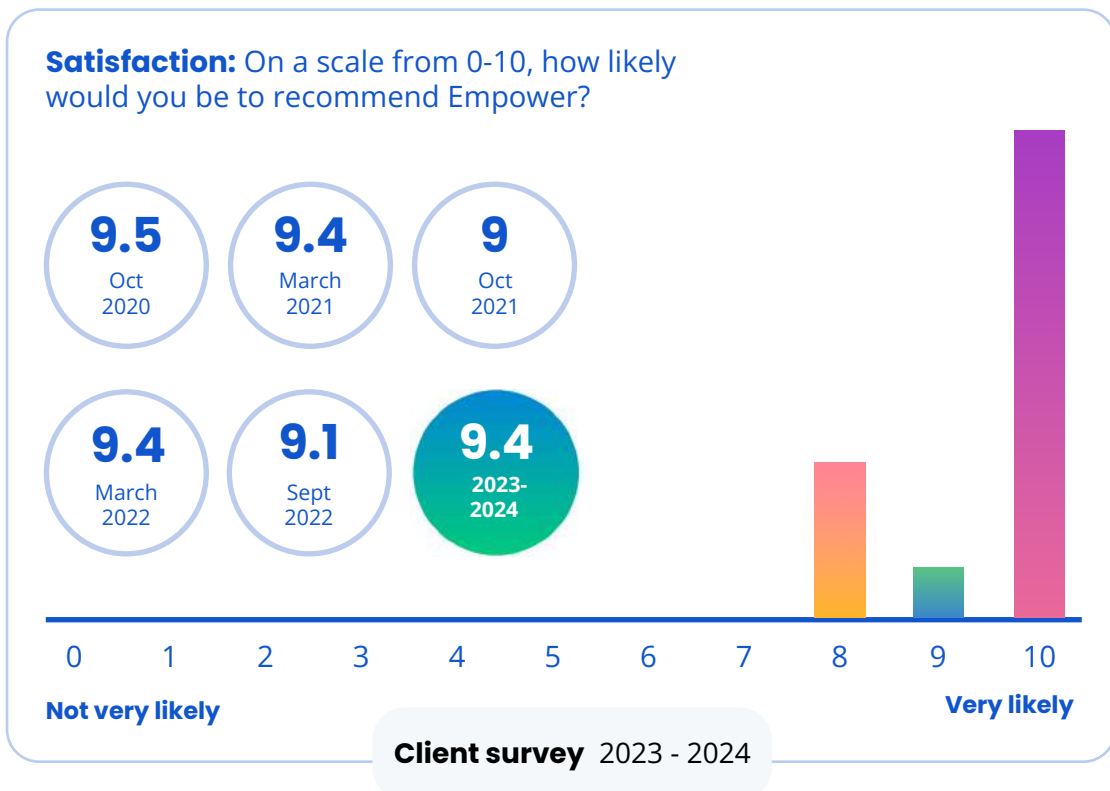
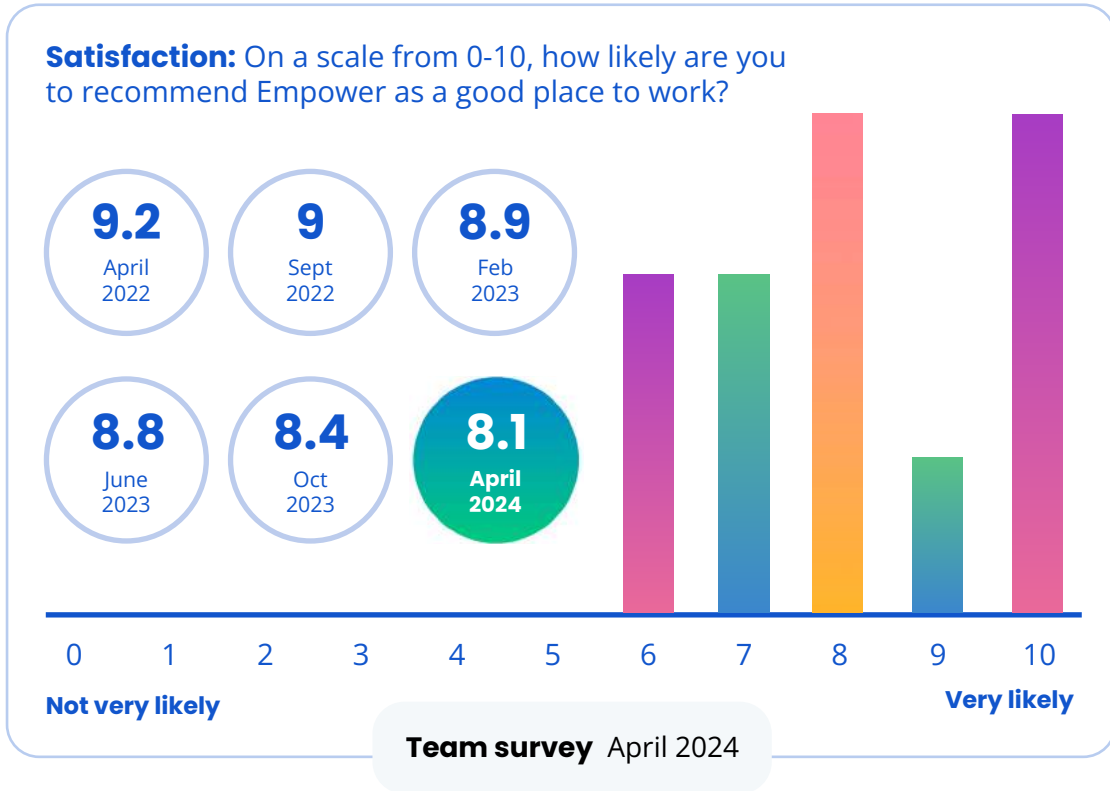
[Donated £4K to causes close to our hearts](#)



Continued our regular, anonymous surveys of clients and team, to rate how they would recommend Empower.

Introduction of core competencies in recruitment and annual appraisals

Sustain or improve our 9 out of 10 rating by clients and team members.



## Our goals for 2024-25

Here are our goals for Living Our Values for 2024-25:

1. Conduct a comprehensive review of our outcomes and progress with the Senior Management Team, ensuring alignment and accountability in upholding our core values
2. Facilitate regular training and development opportunities for the Senior Management Team, fostering a shared understanding of our values and equipping them with the tools to lead by example.
3. Undertake a thorough review of our employee benefits package, ensuring it reflects our commitment to promoting the well-being and growth of our team members while aligning with our values of equity and inclusivity.
4. Strengthen the integration of our core competencies into our recruitment processes and goal-setting frameworks, ensuring that we attract and retain talent that embodies our values, and that our team members are empowered to grow and develop in alignment with these principles.
5. Establish partnerships and collaborations with like-minded organisations and thought leaders in the fields of diversity, equity, inclusion, mental health, and sustainability, leveraging their expertise to continuously evolve and enhance our practices.
6. Regularly communicate our progress, challenges, and learnings related to living our values through transparent reporting and storytelling, inspiring our team, clients, and stakeholders to join us on this journey of positive impact.



# 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 2023-24

Continued to make sure everyone worked in three-person teams, so no one worked alone.

- PME (Ally)
- 3 new AEs (Luke, Ella and Roxanna)
- New AD (Angharad)

Continued to invest in operations support, tools and more team members, to help team morale and wellbeing during peak seasonal workloads.

Continued to survey our team regularly and anonymously for feedback, reviewed comments and discussed them in an open way.

Led an ethical, values-driven approach to AI, keeping our teams and clients ahead of the curve.

- [Attended GASP](#)
- [AI Anxiety report](#)
- [AI in charity communications](#)
- [AI manifesto](#)

Created clarity on services we'll invest in, so our team can lead our ambitions in these areas.

\*6-months cost of living payment to some members of the team

Focused on client-servicing excellence, driving impact and team development.

Revised our salary banding, against which we assess performance and pay rises, to make it more reflective of our values.

Upskilled 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, including 4 promotions across the team.

Looked out for opportunities to develop our team's skills and broaden our experience, including CIPD training for our HR and Operations Manager, and Meta Certification for our paid media team.

Invested further in progressive line management that supports our team.

Empowered our line managers to conduct annual appraisals for their line managees.

Reviewed our training programme and learning & development opportunities to see if they are still fit for purpose.

## **Our goals for 2024-25**

Here are our goals for “Empowering Our Team” for 2024-25:

1. Renew the team survey process to gather more comprehensive and actionable data, enabling us to better understand the needs, aspirations, and experiences of our team members.
2. Implement a structured mentorship program that pairs experienced professionals with team members seeking guidance and support in their personal and professional development.
3. Develop tailored training pathways that cater to the unique strengths, interests, and career goals of each team member, offering a range of bespoke learning opportunities that empower them to acquire new skills, deepen their expertise, and unlock their full potential.
4. Continue to strategically expand our team, strengthening our agency capabilities and providing our team with additional support, resources, and expertise to deliver exceptional work while maintaining a healthy work-life balance.
5. Continue to foster an environment of continuous feedback and open communication, encouraging team members to share their perspectives, ideas, and concerns, and actively involving them in decision-making processes that shape their work experience and the trajectory of Empower.
6. Foster a sense of ownership and shared purpose by actively involving our team in decision-making processes related to Empower’s strategic direction, values, and initiatives, ensuring that their voices are heard and their contributions are valued and recognized.



# 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 2023-24

Held a DEI workshop with the SMT.

Finalised our DEI Strategy.

Continued to hold monthly meetings for the core DEI team plus monthly DEI connection activities on team days for the wider team.

Conducted our second DEI survey

Established a new, simplified goal-setting process.

Revised our salary banding so that it's inclusive and values-driven.

Started working towards becoming a [Disability Confident Employer](#).

Fixed outstanding [website accessibility](#) issues.

Made sure our use of images meets accessibility standards in future.

Evaluated the costs and benefits of our first internship, through [10,000 Black Interns](#), discussing how we could improve the experience for the interns, business and staff

Committed to a second internship for 2024 through 10,000 Able Interns.

Continued to deliver our anonymised, transparent recruitment process and involved the wider team to mitigate biases and give ownership to the team  
Included a DEI survey in our standardised approach to recruitment  
Celebrated being selected for [The Escape 100, 2023](#), for the second year in a row  
[Celebrated being finalists for 'The Most Inclusive Agency' at the Good Agencies Awards](#)  
Celebrated being [named finalists for three awards in the Shift People Awards: Most Engaged and Inclusive Hiring Process, Set up for Success Onboarding Process, Most Inclusive at Heart Workplace Awards](#)  
Supported local charities, non-profits and CICs through our bi-annual team fun days

## **Our goals for 2024-25**

Here are our goals for Diversity, Equity & Inclusion (DEI) for 2024-25:

1. Develop and implement a comprehensive DEI agreement to foster an inclusive environment for our clients, ensuring their diverse needs and perspectives are valued and respected.
2. Obtain the [Disability Confident Employer](#) certification, demonstrating our commitment to creating an accessible and supportive workplace for individuals with disabilities.
3. Expand our talent pipeline by partnering with [10,000 Able Interns](#) to host a second successful internship program, providing valuable opportunities for individuals with diverse backgrounds and abilities.
4. Reinforce our commitment to fair employment practices by becoming a [Living Wage employer](#), ensuring that all employees receive a wage that supports a decent standard of living.
5. Prioritise accessibility by conducting an [annual accessibility audit of our website](#), identifying and addressing any barriers that may hinder equal access and an inclusive digital experience for all users.

# 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 2023-24

Continued to use the [Spill mental health assessment tool](#) for our team.

Continued [Spill](#) check-ins in some of our meetings and followed-up regularly with team members who self-identified as struggling.

Joined awareness events, e.g. [Time To Talk](#), [World Mental Health Awareness Week](#).

Continued to include a DEI/Mental Health session in our monthly team days.

Continued to support our employees through a monthly wellbeing budget.

Continued with regular monthly wellbeing line management.

Shared our personal and work highlights, and gave each other shout-outs, in a monthly team 'Happy Hour' newsletter.

Embedded '[Manuals of Me](#)' in our onboarding process.

Continued to make adjustments for team members.

## Our goals for 2024-25

Here are our goals for Mental Health for 2024-25 for Empower:

1. Conduct a comprehensive review of our current practices, policies, and resources related to mental health understanding and support within our team, identifying areas for improvement and best practices.
2. Develop and implement a comprehensive Empower Mental Health strategy, outlining our commitment, approach, and actionable steps to promote mental well-being and create a supportive environment for all employees.
3. Establish an Empower Mental Health working group, comprising representatives from various departments and levels, to spearhead initiatives, gather feedback, and ensure the effective implementation of the mental health strategy.
4. Introduce regular Spill check-ins into our working week, providing dedicated time and space for employees to openly discuss their mental health concerns, seek support, and foster a culture of open dialogue and understanding.
5. Redesign our team surveys to include specific mental health-related questions, allowing us to gather valuable insights, identify potential issues, and tailor our mental health initiatives to better meet the needs of our employees.

# 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 2023-24

Recognised as an [Ecologi Silver award winner](#)

Integrate carbon accounting into our financial processes, to assess the sustainability of our suppliers, using Ecologi and Xero.

Review our current business practices for positive/negative environmental impact.

Keep discussing opportunities to make Empower's activities more sustainable.

## Our goals for 2024-25

Here are our goals for Sustainability for 2024-25 for Empower:

1. Conduct a thorough analysis of our current sustainability practices, identifying key areas for improvement and best practices.
2. Assess the merits of various sustainability certifications to understand their relevance and impact on our business.
3. Explore the feasibility of implementing a slow-travel policy, including a review of its environmental and operational benefits.
4. Develop guidelines and procedures to encourage more sustainable travel practices among employees, reducing our carbon footprint and promoting eco-friendly travel alternatives.
5. Work closely with our partners to integrate meaningful sustainability activities into our annual team away days.
6. Review our current approach to carbon offsetting to ensure it aligns with best practices and industry standards, identify areas for improvement and develop a more effective carbon offsetting strategy.

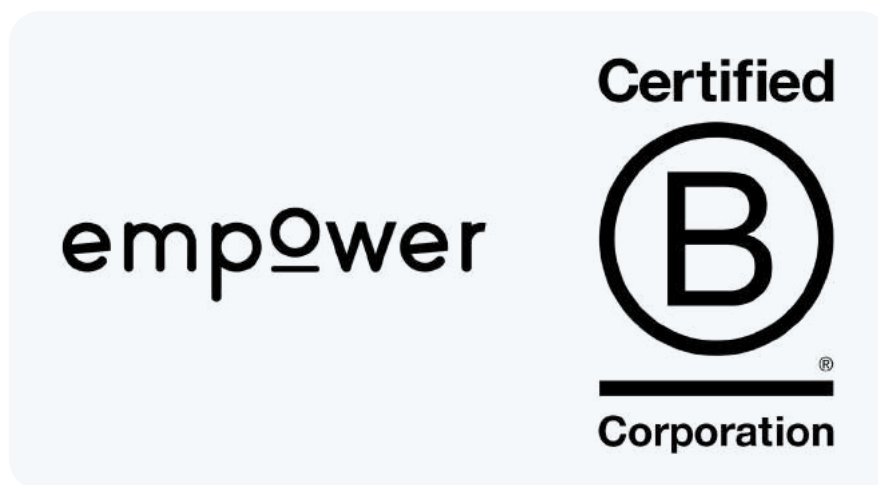
# Thank you



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](mailto:hello@empower.agency)



empower