



# B-Corp Impact Report 2023



# Index...

01 CEO Foreword

03 Our Environment

02 Our People

04 Our Community

# engage

# CEO Foreword

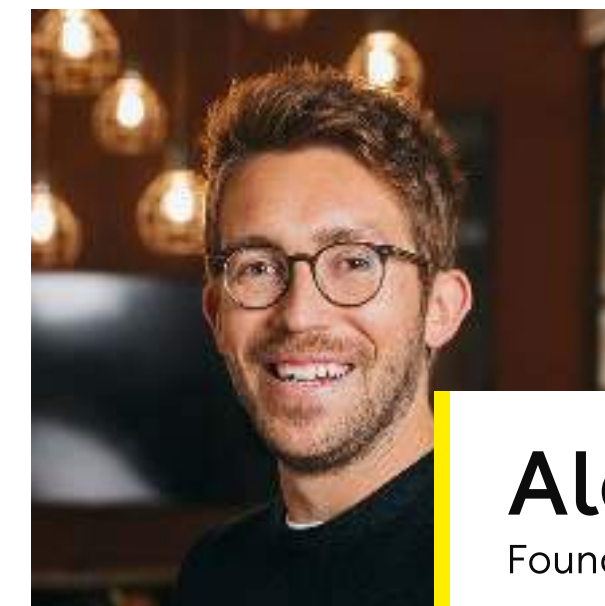
Ever since we set Engage up in 2007, we were always driven by a strong sense of wanting to do what's right. It wasn't just about making money; we believed in finding a balance between people and profit. We wanted our business to have a positive impact on the people who choose to work for us and the wider community while still being financially sustainable. So when we came across B Corp certification, it felt like the perfect framework for us.

B Corp provided a clear roadmap and guidelines to measure and validate our commitment to social and environmental responsibility. It was like a checklist that aligned nicely with our values and beliefs. As we went through the assessment process, it became apparent that we were already doing a lot of good things; we had fair people policies, transparent governance and operations, and a track record of giving back to the community. It felt good to know that our efforts were in line with what B Corp was looking for.

However, the assessment also pointed out areas where we could improve, especially when it came to environmental considerations. We were aware of the need to reduce our impact on the environment, but B Corp pushed us to take it a step further. It made us see that we could be more mindful of our energy usage, better manage our waste, and adopt eco-friendly practices throughout our business.

Ultimately, our decision to pursue B Corp certification was driven by our desire to validate our existing efforts and constantly strive for improvement. It wasn't just about getting a fancy certification; it also provided us with the motivation to continuously evolve and raise the bar for how businesses can be used as a force for good. We've since become heavily involved in the local B Corp community, participating in various events to help spread the word about the benefits of B Corp.

This report sets out to show some of the areas that we have improved and developed over the past year at Engage, specifically focusing on Our People, Our Environment and Our Community. Hopefully it goes some way to showing our continued commitment to B Corp, but more importantly we share this information and our ideas freely to act as a lead and inspiration for other like minded businesses to follow.



**Alex Willcocks**

Founded and CEO





# Our People



# Our People

Great  
Place  
To  
Work®

Whilst we already scored very highly for the way we treat our people, there's always more that can be done. Let's take a look at ten of the enhancements we've made over the past year.

01

The cost of living crisis affected everyone. We thought hard about what we could do to help, making the support as targeted as possible. We immediately raised the salaries of the most junior members of the team, as well as giving a winter months payment bonus to everyone, whilst bringing forward our salary benchmarking process to ensure it was reflecting the increased cost of living for the annual salary reviews.

02

Family comes first! That's why we bumped up our maternity and paternity leave policies to be triple the statutory amount. So that's around 18 weeks fully paid for maternity and 6 weeks fully paid for paternity. We want new parents to have plenty of time to bond with their little ones and adjust to the beautiful chaos of parenthood!

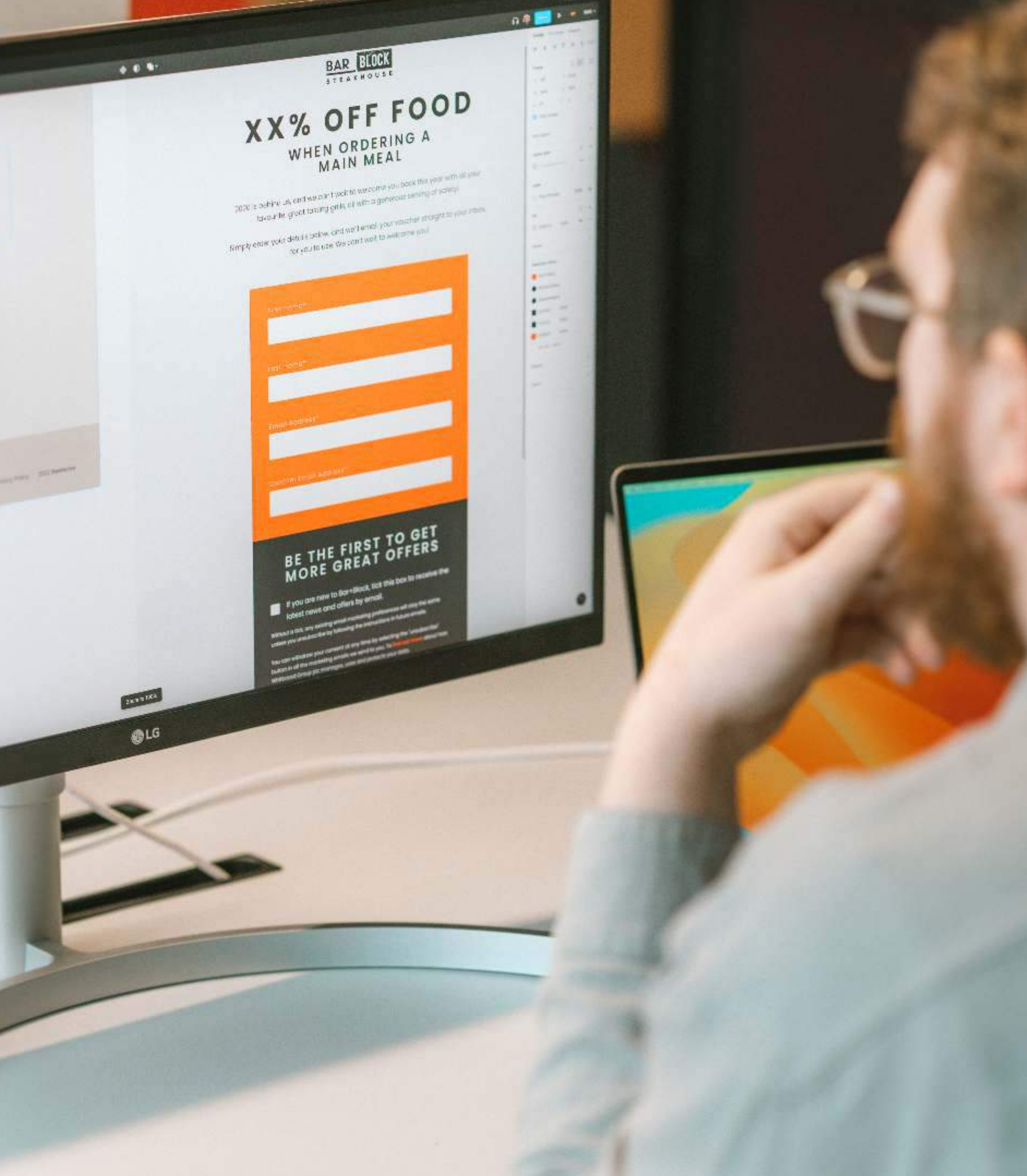
03

We're all about flexibility! As we step into the post-pandemic world, we understand the value of ongoing flexible working arrangements. So, we've made it a permanent part of our work culture, and gone the extra mile in offering a 'Work from Absolutely Anywhere' allowance to provide a change of scenery and support for those who currently have to use their holiday entitlement just to visit distant family.

04

We all have those days when we just need a breather to recharge and unwind, often at very short notice. That's why we've introduced 'Recharge days'. Take some well-deserved paid time off to relax and catch up on much-needed rest.





05

Giving back has always been a key part of our values. We've gone a step further this year. With our new paid volunteering program, anyone in the team can make a positive impact in their community. We've listed out just some of the causes we've already helped with in the community section,

06

Money matters, and in today's complex world it can be a minefield to understand the complexities of finances. We introduced and funded Financial Education and Coaching for the team through Octopus, equipping everyone with the knowledge and skills to make smart financial decisions and plan for their future.

07

Safety first! We ensure that all our team members that want it, have First Aid training and a qualification. We did this through our Charity Partner 'Catch'. This follows one of our values of equipping people with life skills beyond a Macbook and desk!



08

Health matters! We now offer fully paid and comprehensive private healthcare coverage, so the whole team can access top-notch medical support when they need it, including that all-important dental and optical care.

09

Diversity and inclusion are at the heart of what we do. That's why we've introduced a bank holiday swap scheme to support team members from different faiths and cultures. We believe in celebrating our differences and creating a workplace that respects and values every individual.

10

As a result of some of these, plus what we already do, we were super proud to announce that we've recently achieved the Great Places to Work accreditation with a score of 84%. It's a testament to our team's commitment to creating a positive and inclusive work environment.

**These enhancements are just the beginning of our journey towards creating an even better work environment for our amazing team. We'll be continuing on the path of continuous improvement over the coming year.**



# Our Environment





In today's changing world, it's vital for businesses to understand and improve their environmental impact. With climate change and resource depletion, companies must recognise their contribution and do what they can to help the planet.

This was our one low scoring area during our initial certification. We took for granted that as a digital first business, our impact on the environment was minimal. Education was required!

Our journey to carbon neutrality as a B Corp was an eye-opening experience that taught us valuable lessons about our environmental impact. As we delved deeper into our sustainability efforts, we realised this was an area where we could, and should, improve.



Our primary goal for this year was to understand and measure our emissions and achieve Carbon Neutral Status. To accomplish this, we knew it was crucial to partner with an experienced and reputable organisation that specialised in both the measurement and carbon offsetting process. We found the perfect ally in **ClimatePartner**, whose expertise and credentials gave us the reassurance that the process would be thorough and meaningful.





## ClimatePartner

To begin the process, we embarked on a comprehensive measurement of our carbon impact across all scopes: Scope 1, Scope 2, and Scope 3. This thorough assessment allowed us to identify areas where we could make the most significant reductions and take future action accordingly.

Once we understood our carbon footprint, the next step was to identify a project to offset our emissions. We did this, with the help of ClimatePartner, through the funding of a **hydropower project in Laos**. By investing in renewable energy, we not only neutralised our carbon footprint but also contributed to the global transition to cleaner sources of electricity.

We also recognised the importance of sustainability throughout our supply chain. We made a conscious effort to partner with suppliers who shared our commitment to reducing environmental impact and using business as a force for good. As part of this shift, we chose to work with B Corp products, such as Who Gives a Crap's eco-friendly toilet paper and Rave Coffee's ethically sourced beans. By supporting these like-minded businesses, we aimed to create a ripple effect of sustainability and inspire others to make more conscious choices.



### Project Standard    Gold Standard VER (GS VER)

Since hydropower is created without burning fossil fuels, it is considered emission-free. The growth of renewable energy production is essential to limiting global warming and securing energy supplies for the future.

Verified by LGAI Technological Center, S.A.

Validated by Shenzhen CTI International Certification Co., Ltd (CTI)



Carbon Neutral Company 2023

**engage**

Estimated annual emission reductions 20,864 t CO<sub>2</sub>e

Supported offset project Hydropower Louang  
Namtha Laos

 ClimatePartner

Our journey to carbon neutrality has been challenging yet rewarding. It has required us to reevaluate our practices, seek partnerships that align with our values, and continuously strive for improvement. As a B Corp, we are proud to have achieved **Carbon Neutral Status** and remain committed to taking further steps to minimise our environmental footprint in the future.





# Our Community



# Our Community

Community has always been at the heart of our business. Over the years we've contributed significant time and money to support local charities through our Elympics program as well as one off events. These are some of the highlights from this past year's worth of community involvement and support.



## Launching Force for Good

Engage is proud to introduce Force for Good, our new initiative that supports our team members in giving back to the community. We've always been passionate about making a positive impact but now, we're taking it a step further. Each month, our team will dedicate two fully paid days to volunteer at local charities, providing 40 hours of paid volunteering per year.





St Gemma's Hospice is a charity based in Leeds that provides specialised care for people with life-limiting illnesses, especially cancer. They have a fantastic team of doctors, nurses, social workers, and counsellors. In addition to their care services, they also run charity shops and retail hubs to raise funds for their important work

Amy, one of our Client Strategists, and her partner Ryan recently decided to volunteer at St Gemma's as Ryan's grandparents had received care from St Gemma's Hospice in the past. They wanted to give back to the place that had helped their family so much. Their task for the day was to organise and catalogue thousands of books that the organisation receives each month. A bookworm's dream!





FoodCycle is a community project that tackles food poverty, wastage, and loneliness. They use volunteers as a Force for Good to connect communities and help those in need. With easy sign-up and no minimum commitment, their volunteer opportunities offer rewarding experiences. Yasmin, Head of Marketing, volunteered as a guest host, engaging with guests and keeping them company as they waited for dinner. FoodCycle's dedicated volunteers worked hard to provide meals, drinks, and takeaway boxes. The event was a success, with 25 guests served and smiling faces all around.





West Yorkshire  
Fire & Rescue Service

**Moortown Fire Station** ran a community event just before Christmas, which Tom, our Operations Director, and Yas, our Head of Marketing, both volunteered for. They helped transform the fire station garden into a festive Santa's grotto. Despite the freezing temperatures, the event was a success, attracting over 200 families who were struggling to provide a festive experience for their children due to financial difficulties. It was heartwarming to see the children enjoy the day, emphasising the importance of supporting one another during challenging times. The funds raised supported the Firefighters Charity, which assists firefighters and their families with rehabilitation, mental health support, and more.



# CATCH

Whilst we've supported many local charities over the years, Catch Leeds has a special place in our hearts.

CATCH (Community Action To Create Hope) is an inspiring Leeds-based charity that has been transforming lives for over a decade. Their vibrant Harehills building serves as a safe haven, empowering young people through sports, creativity, learning, and social action.

Collaborating with organisations, CATCH strives to make Leeds safer and healthier. Offering invaluable experiences, support, and inspiration, they help individuals of all backgrounds reach their full potential. Last year they

## Superstars

We spent 100s of hours working with the team at CATCH until we cracked it; A bespoke volunteering app. Designed in collaboration with the volunteers, for the volunteers. And named after them too; "Superstars".

The app allows them to see the impact of their volunteering efforts. They can see the life skills they are learning and track their competency.

This year the Superstars app received further recognition, making it to the final of the 2022 Impact Awards, an annual event that celebrates the most impactful and innovative digital projects across the UK. The awards aim to showcase how digital technology can be used to drive social impact and improve people's lives. Each year, the entries are judged by a panel of experts who are looking for projects that have made a real difference in their respective fields.

were awarded the Queens Award for Voluntary Service, presented during a visit from Prince William and Kate no less!

We've been supporting Catch for around 8 years now. During that time we've worked with them on a number of pro bono projects and volunteering, but the work we're most proud of is the Superstars App that we developed for them.

Catch Leeds came to us with a challenge: to get young people to feel more motivated in their volunteer projects. They asked if we could use what they love most(ish) to engage them more. Their phones.

Previously our work with Catch has helped us to be awarded a District Chief Superintendent's Commendation which we were particularly proud of:

**"In recognition of your outstanding business support within the community, through your staff volunteer contribution, fundraising and digital expertise.**

**In appreciation of the commitment to community safety and innovative approach to problem-solving and partnership work."**





# Elympics

**Elympics** - our annual fundraiser that raises heart rates and cash for our chosen charities- has now completed its 7th year!

This year we raised over £10k for our chosen charities and came one step closer to being the healthiest agency in the UK - all whilst doing some good for our local community along the way!

## Past charities



## This year's charities



## What is Elympics?

Although working in digital is undeniably a fantastic way to spend your week - it's certainly not the most active, with people regularly spending 6+ hours a day sat at their desks. There's a whole load of science documenting the physiological and psychological benefits of an active lifestyle - from improved performance at work through to a better night's sleep and increased confidence.

All this got us thinking about how, as a company, we could encourage an increased level of activity in everyone's lives but in a more creative and rewarding way than simply handing out gym memberships to the keen few. Essentially we do this by donating money in return for the amount of exercise that the team does, all tracked through Strava. Fast forward 7 (yes seven!) years, and our annual Elympics programme has **raised £58k** for our chosen charities, and shows no signs of slowing down!

All funds are distributed equally to 4 local charities every quarter, where we hope it'll make a real, measurable difference!

This year  
**+£10k**

Total Amount Raised  
**£58k**



# Thank you

