

# B Corp Impact Report

(August 2023)

QU<sup>⚡</sup>ET  
STORM

Certified



Corporation

# Contents

---



- Team talk: a word from our CEO 3
- About us 4
- Who we work with 5
- Our journey to B Corp certification 6
- Commitment to diversity & inclusion 7-8
- Commitment to equity 9-10
- Commitment to sustainability 11-13
- B Corp Impact Score 14
- Impact Areas 15-19
- Thanks & contact details 20







## Team talk: a word from our CEO



Advertising has always played a powerful role in society. It can be an incredibly influential force in shaping how we see the world, ourselves, and others. And in how we behave as a consequence.

Because of this power, we recognise a responsibility at Quiet Storm to behave in a way that strives for better and does as little harm as possible, made real in our culture and the way we work. It's about not only helping our clients' businesses to thrive, but for the people who buy their products and services, the society we are all part of, and the world we all share to thrive too.

This philosophy extends to our staff who embody the shared values of our business and beliefs, and who hold us to account if we're not living up to them.

These principals have been tested in what has been a hugely turbulent time for businesses. But we have continued to support important initiatives and causes that we care about, despite limited resources. And we have prioritised people over profits, sacrificing management salaries and bonuses where necessary to protect jobs, with all business decisions continuously seen through the lens of our values and our staff's welfare.

Having the B Corp certification, not only supports our efforts, but is a huge source of pride for the agency.

(Rania Robinson)



# About us

---



**WHO WE ARE** Founded by Trevor Robinson OBE in 1995, Quiet Storm is a purpose-led, employee-owned advertising agency and production company, committed to disrupting the status quo.

**WHAT WE DO** We harness the power of creativity to positively transform businesses, lives and society, both in the work we do for our clients and how we behave as a business.

**HOW WE DO IT** By defining and communicating a meaningful role for brands in people's lives above and beyond simply having a great product or service: we call this *Creativity With Purpose*.

**WHY WE DO IT** In the interconnected world we all share it makes good business sense to operate in this way, recognising that the more positively you impact people's lives the better that is for sales.



# Who we work with



We bring our mission of *Creativity With Purpose* to household name brands and businesses across a whole range of industries, from food & drink to telecoms, and retail to leisure.

This work might have a cause-related dimension, like our high impact pro-bono campaigns for the Women's Equality Party.

But for us, 'purpose' isn't just about 'issues'. At it's simplest, it means playing a positive role in people's lives: think Haribo bringing moments of childlike happiness to a dull, grey world.





## Our journey to B Corp certification



Quiet Storm's B Corp journey can be traced back to its formation in 1995 by our executive creative director Trevor Robinson OBE,

Trevor is one of the most prominent black people in UK advertising, and has always campaigned to increase the profile of under-represented groups in our industry. Add to that the passion our CEO, Rania, has for elevating the place of women in marketing and advertising, and you can see that D&I is hardwired into the QS DNA.

This is the foundation on which our commitment to being a better business has been built.

A commitment to better that has since translated into a switch to employee ownership. Because it was the right thing to do. And a commitment to better look after the planet we all share, both in the way we operate as a business and how we produce creative work for our clients.

When the Covid lockdown hit in 2020, that pause provided us with an opportunity to evaluate our business. One outcome of this was a desire to seek B Corp certification. Both to validate the achievements we were all proud of, but also to keep our future on the straight and narrow as we endeavour to do 'better business' even better.

So it was with great pleasure and much excitement that we were formally certified as a B Corp in August 2022, with a score of 115.9





Create Not Hate is a non-profit community interest company, set up by Quiet Storm to introduce young people from under-represented backgrounds to the creative industries, by given them the chance to work on live briefs.

As well as running our own projects, we work with commercial partners and other organisations (inc. the Metropolitan Police), providing them with access to diverse voices they wouldn't normally hear from.

Over the last two years, over 300 young people have gone through the CNH programme. And across many projects, we have seen attendees successfully segue into internships or permanent positions within creative roles.



As a company committed to diversity, gender equality has always been a key part of Quiet Storm's identity. We are a certified Women Owned business, endorse our industry's #timeTo anti-sexual harassment initiative (inc. full staff training) and were recently shortlisted in Advertising Week's Future Is Female awards.

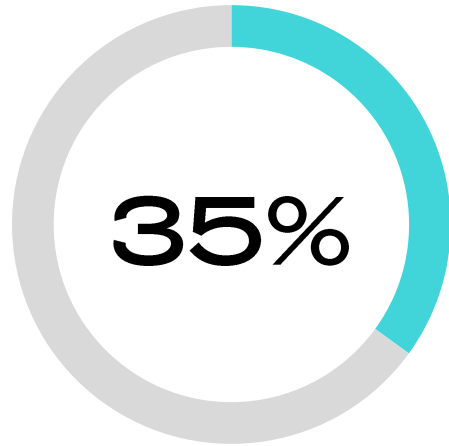
When it comes to championing the cause of women in our industry though, of most significance is the work done by our CEO Rania Robinson. And especially so in the last year, which has seen her take the role of President at WACL (Women in Advertising and Communications Leadership), where one of her lead initiatives was to launch a campaign demanding that 50% of chief executives in our industry be women.

## DE&I LEADERSHIP AWARDS

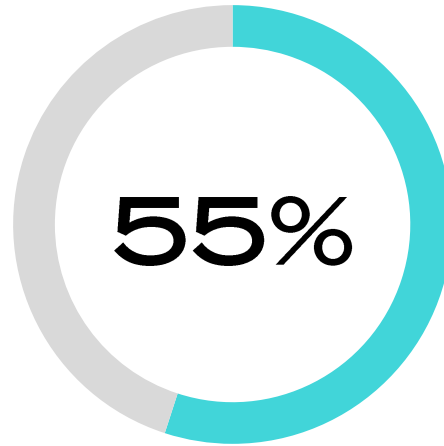
BROUGHT TO YOU BY  
**Management Today**

Given our commitment to diversity and inclusion, and the work we've done in this area, both collectively as a business and through the efforts of key individuals, in 2022 we were proud to be nominated in Management Today's inaugural DE&I Leadership Awards.

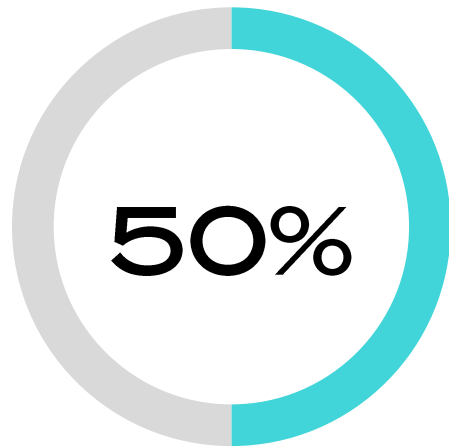
And prouder still, as a company of just 25 people, to win in the SME Champions Of Change category, against businesses up to 20x our size.



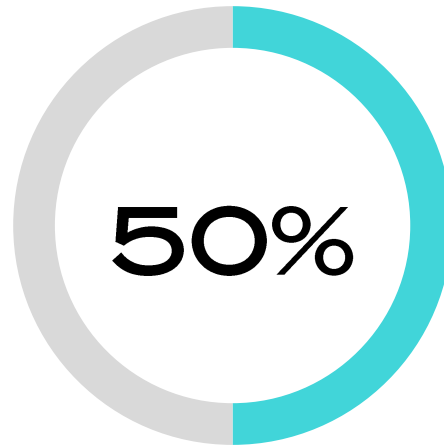
% of permanent staff who are black, Asian or minority ethnic



% of permanent staff who are female



% of senior leadership team who are black, Asian or minority ethnic



% of senior leadership team who are female

We believe it is important to practice what you preach. Which is why we actively seek diversity and inclusion throughout our business, particularly at a senior leadership level, both from an ethnicity and gender perspective

(Source: annual survey carried out by Campaign Magazine, the trade publication of the UK ad industry)





PROUD TO BE A MEMBER OF



BETTER BUSINESS TOGETHER

At Quiet Storm, we don't just believe in the equality of diversity, but in the equity of ownership too. Which is why, in 2020, the then partners in the business finalised the transition to employee ownership.

Setting up an Employee Ownership Trust, which holds shares for the benefit of all employees, now means everyone is a partner in the Quiet Storm business, with the passion and commitment this brings.

**campaign**  
**BEST**  
**PLACES**  
**TO WORK**  
**2023**



Campaign Best Places To Work is an annual staff satisfaction accreditation within the UK advertising and communications industry.

In 2023, Quiet Storm was ranked 17<sup>th</sup> overall which, even more encouragingly, made us one of only a small handful of companies to make the Top 100 for 3 years in a row.

This shows the benefits of creating an inclusive, flexible environment where people have an influential voice and a vested interest in the success of the business they own.

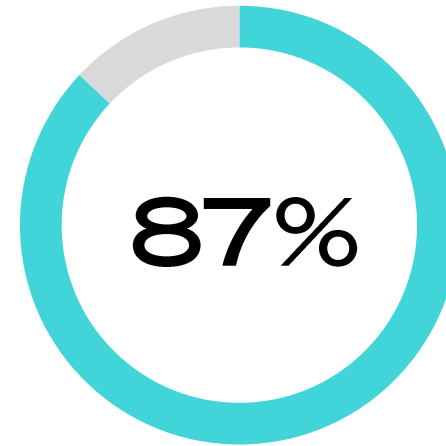


Alongside the Best Places To Work accreditation, we also carry out our own staff satisfaction survey each year to understand how people are feeling about working at Quiet Storm, and to assess factors like mental wellbeing and work life balance.

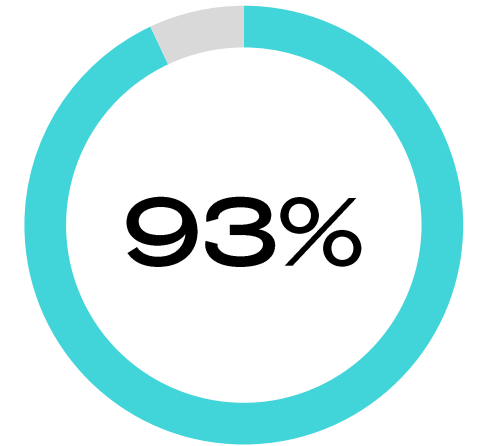
Obviously, there is always room for improvement, but in 2023 we are encouraged to see that levels of positivity remain high.



% who are proud to work at Quiet Storm



% who are satisfied by their job



% who would recommend Quiet Storm as a great place to work



Given our mission to positively transform businesses, lives, and society, the most pressing concern for the latter is, with little doubt, the climate emergency we are all increasingly impacted by.

That's why we are committed to the principles of the Advertising Association's Ad Net Zero initiative, and seeing our industry reach carbon neutrality by 2030.



To help manage and reduce our own carbon footprint, we audit our emissions on an annual basis.

Our chosen partner for this is Planet Mark, who we have now worked with for 3 years, allowing us to measure and then reduce or offset our emissions (see next page).



As well as reducing the carbon footprint of our own business, we are also committed to reducing the impact of the advertising we produce for our clients.

We were an early adapter of Adgreen for this reason, a carbon calculator developed by the Advertising Association that lets us assess the environmental impact of our production activities and, as with our wider business, manage down emissions and offset the remainders.



# Carbon audit



In 2022 we celebrated 3 years of successful carbon auditing with Planet Mark as part of our commitment to the goals of AdNetZero and making our industry carbon neutral by 2030.

Our emissions of 8.2 tCO<sub>2</sub>e represents an average year on year reduction in our carbon footprint of 8% across our 3 year audit period.

We offset these emissions with verified, gold standard programmes provided by Climate Impact Partners.



## We are Planet Mark Certified

Year 3.

# QU<sup>⚡</sup>ET storm

**This is to certify that Quiet Storm has achieved the Planet Mark by reporting a reduction in its carbon footprint using the emissions banking approach and engaging its stakeholders.**

Valid to: 31 March 2024



### Measure

#### Location-based

**8.2 tCO<sub>2</sub>e**

Total carbon footprint.

**0.4 tCO<sub>2</sub>e**

Total carbon footprint per employee.

#### Market-based

**11.1 tCO<sub>2</sub>e**

Total carbon footprint.

**0.5 tCO<sub>2</sub>e**

Total carbon footprint per employee.

We are committed to reducing our carbon emissions yearly so that together we can all halt climate change.

**Reporting Boundary:** London Office Operations (42-44 Beak Street, London W1F 9RH)

**Emission Sources:** Electricity, T&D Losses, Water, Waste, Refrigerants, Paper, Homeworking (excluded from footprint)

**Reporting Period:** 01 Jan 2022 – 31 Dec 2022



Thanks to the carbon audit carried out for Quiet Storm by Planet Mark, we are able to identify our contribution to 7 of the UN's Sustainable Development Goals

<p><b>6</b> CLEAN WATER AND SANITATION</p>	<p>6.3 - Reduction in total waste produced 6.3 - 100% of water treated 6.6 - Acre of rainforest protected</p>	<p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>		<p><b>13</b> CLIMATE ACTION</p>	<p>13.3 - Acre of rainforest protected, storing 260 tCO<sub>2</sub> 13.3 - Donation to the Eden Project</p>
<p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p>	<p>7.2 - 100% of energy demand met by renewable energy</p>	<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>11.6 - Measured carbon emissions 11.6 - Reduction in total waste produced 11.6 - 44% of waste recycled and composted 11.4 - Donation to the Eden Project 11.4 - Acre of rainforest protected</p>	<p><b>14</b> LIFE BELOW WATER</p>	<p>14.1 - Reduction in total waste produced</p>
<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>		<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p>12.6 - Measured carbon emissions 12.5 - Reduction in total waste produced 12.5 - 44% of waste recycled and composted</p>	<p><b>15</b> LIFE ON LAND</p>	<p>15.2 - Acre of rainforest protected, storing 260 tCO<sub>2</sub></p>

# B Corp Impact Score

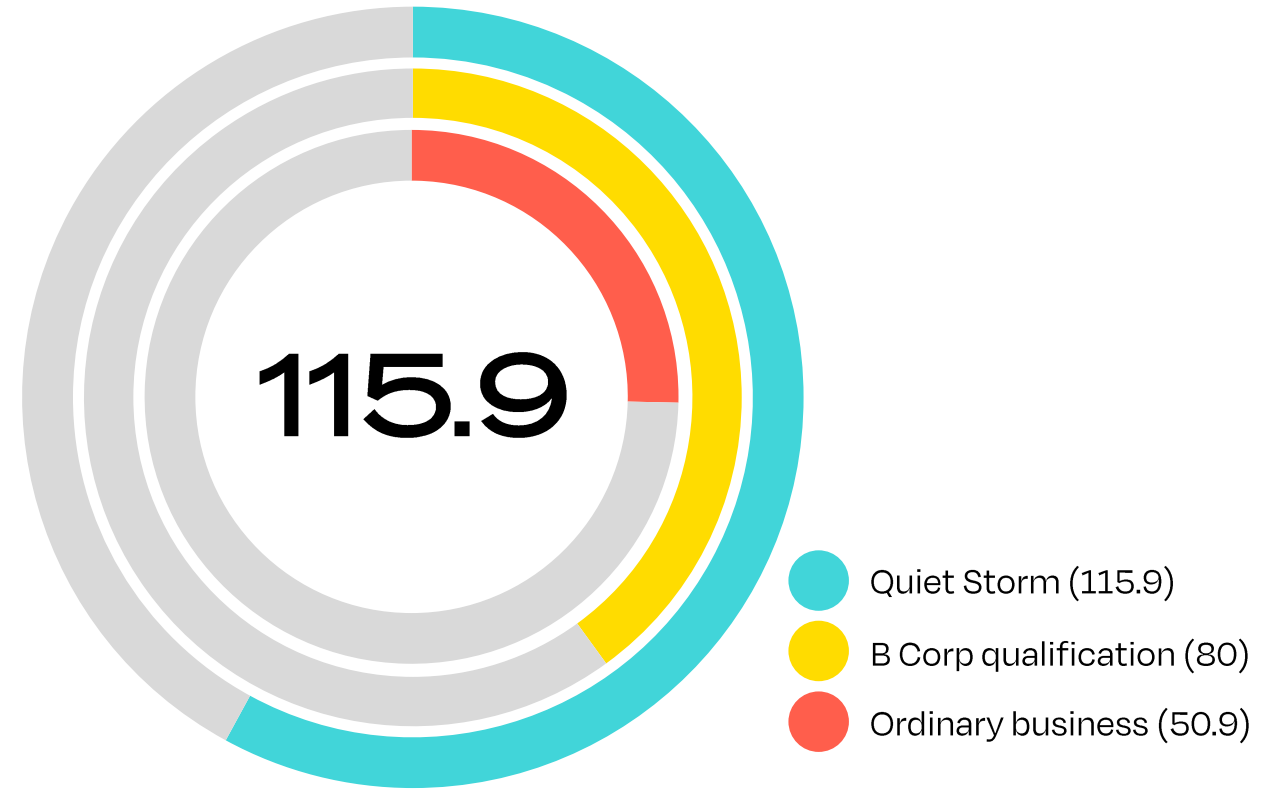


Quiet Storm was formally certified as a B Corp in August 2022, with a score of 115.9

We are proud of this achievement, and the validation it represents of our efforts to be a better business.

But certification isn't the end of the journey, it's only the beginning. And with recertification every 3 years, we are now in the process of 'what next'.

This first year has been a period of bedding in, but we now need to move forward from these firm foundations to better deliver on our mission of harnessing the power of creativity to positively transform businesses, lives and society.



IMPACT AREA	SCORE	% OF AVAILABLE MARKS
Governance	15.7	63%
Workers	67.5	84%
Community	24.0	48%
Environment	7.4	37%
Customers	1.0	20%



## Impact Area: Governance

*"What a company does to enhance policies and practices pertaining to its mission, ethics, accountability and transparency"*

Score:

**15.7**

Marks available: 25

Sector average: 8.5



### What we've been doing

- Written this, our first Impact Report.
- Introduced monthly 'talking session', run for and by non-management staff to ensure all voices are heard in the running of the business.
- Formalised management responsibility for sustainability actions within different parts of the business.



### What we plan to do

- Regular/formal reminder of company policies, so all members of staff are aware of their rights and responsibilities.
- Provided regular and clear communication to all staff on the financial performance of the business
- Explore introducing a whistle-blower policy

## Impact Area: Workers



*"What a company does to contribute to its employees' financial, physical, professional, and social well-being"*

Score:

**67.5**

Marks available: 80

Sector average: 35.6



### What we've been doing

- Management team took short-term pay cuts so staff salaries could be maintained and to avoid redundancies in challenging economic climate
- Improved our parental leave policy, doubling the paid period for both maternity and paternity leave
- Ranked in Campaign's Top 100 Best Places To Work for 3<sup>rd</sup> year running
- Consulted on location and facilities prior to office move, to ensure optimum location for all
- All female members of staff have access to career mentoring
- Initiated anti-sexual harassment training for all and introduced a formal company policy



### What we plan to do

- Introduce a formal menopause policy
- Achieve formal Living Wage certification
- Explore Investors In People accreditation
- Rank in Top 100 Best Places To Work for 4<sup>th</sup> year running
- At least maintain staff retention performance year on year (in 2022 this averaged 6 years and 9% turnover)

## Impact Area: Community

*"What a company does to contribute to the economic and social well-being of the communities in which it operates"*

Score:

**24.0**

Marks available: 50

Sector average: 14.7



### What we've been doing

- Our CEO Rania was the 2022-23 WACL president, championing the position of women in our industry
- Developed guidelines for diverse representation in our ads
- Ensured diverse shortlists for recruitment, so maintaining diversity through all levels of the business
- Carried out pro bono work for the Women's Equality Party
- Ran a major Create Not Hate programme with the John Lewis Partnership, which ended in a number of paid placements for people
- Enjoyed working with other Bcorps, both as partner agencies (Total Media, Sunnyside Up) and clients (Cafédirect)



### What we plan to do

- Ensure we maintain our current staff diversity mix
- Actively seek to partner with more B Corps
- Encourage more staff to make use of the volunteering time they have available to them
- Explore introducing a diversity policy for suppliers
- Introduce company-wide community service activities



# Impact Area: Environment



*"What a company does to improve its overall environmental stewardship"*

Score:

7.4

Marks available: 20

Sector average: 4.3



## What we've been doing

- Formalised responsibility for sustainability (see Governance)
- 3<sup>rd</sup> year of auditing carbon emissions, achieving net zero with off-setting
- Developed best practice guidance for clients on 'green' film production
- Minimised carbon footprint of all productions, delivering net-zero on all TV productions with off-setting
- Started to record milage/carbon for biz travel
- Replaced kettle with boiling water tap, which use up to 50% less energy
- Introduced food waste recycling
- Switched web-hosting to a green provider



## What we plan to do

- Deliver successful transition of carbon auditing to our new office
- Start including business milage in our annual carbon audit
- Investigate introducing supplier environmental policies
- Develop a plan to encourage reduction of single-use plastic by staff (e.g. bought food, bottles etc.)
- Formalise policy on using electric taxis / delivery vehicles where possible

## Impact Area: Customers

*“What a company does to improve the value it creates for direct customers and the consumers of its products or services”*

Score:

**1.0**

Marks available: 5

Sector average: 1.7



### What we've been doing

- Developed best practice guidance for clients on 'green' film production
- Minimised carbon footprint of all productions, delivering net-zero on all TV productions with off-setting
- Initiated 'creative excellence' process to ensure we deliver work of the highest quality for all our clients



### What we plan to do

- Develop diversity in comms training programme for clients
- Improve client review and feedback processes



## Thank you

---



Being B Corp certified is a matter of great pride for us, and we would like to thank everyone who has helped get us here. In particular, we want to give a shout out to the amazing team at Quiet Storm, partners in all we've achieved, without whom none of this would have been possible.

And you too for taking the time to look at this Impact Report. We hope our B Corp journey can be as inspiring for you as writing it has been for us. Because the journey to being a better business is never finished. There's always more to be done, and we're looking forward to embracing that next step.

If you would like to hear more about our B Corp experience, and what it has meant for the Quiet Storm business, all you need to do is contact [jon@quietstorm.co.uk](mailto:jon@quietstorm.co.uk)

And if we sound like the creative agency partner for you, we would love to get connected too. To find out about our experience and expertise, and how we can use this to help your business thrive, please get in touch with [rania@quietstorm.co.uk](mailto:rania@quietstorm.co.uk)