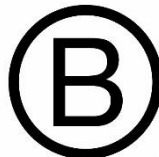




THE GROVE MEDIA

Certified



Corporation

IMPACT REPORT 2025

Welcome to The Grove Media's B Corp Impact Report for 2025

After celebrating our second B Corp month since accreditation, it's as good a time as any to publish our first Impact Report and reflect on the agency's certification journey so far.

We've always strived to foster a great working environment at The Grove, one where our staff actually care about the company, the work they produce, and the clients whose businesses we help to grow and flourish.

We believe culture and values are a big part of this and being environmentally responsible, inclusive, diverse and transparent are integral to who we are, not throwaway phrases or buzzwords shoehorned in to fit the latest trend.

Of course, we are only as good as the actions we take.

As a business we've adapted our systems and ways of working and made our progressive recruitment policy and a commitment to staff learning and experiences central to our operational approach.

We now have a more diverse and inclusive workforce producing fantastic work for our clients. We moved to hybrid working before COVID hit and cut our carbon emissions from unnecessary travel and improved productivity.

The company is now employee owned through an Employee Ownership Trust, a vehicle which allows everyone to have their say on the decisions that make a real difference in the running of their company. We also have an operating Board which includes the agency's first senior women executives. Yes, not one but two!

Which is why we embarked on the certification process for B Corporation which we achieved on the 5th February 2024. We started it, not only to gain recognition for our achievements, but because we all felt it was the right thing to do for the business, our clients and partners, the industry, and the future of the planet.

One year on, we are proud to use business as a force for good and to be part of a global community of businesses that meet high standards of social and environmental impact.

We're among businesses that are leading a movement for an inclusive, equitable and regenerative economy.

Being part of this community is especially important given these principles and values are under threat from the current, unsettling global and regional socio and economic climate.

Gaining B Corp Certification isn't an award, it's the beginning of a journey towards continuous improvement and collective action.

We've started to demonstrate our commitment to achieving these goals by supporting the community through our volunteering efforts, by improving the mental health & wellbeing of our staff through greater recognition and wellness initiatives and are actively further reducing the agency's carbon emissions through the introduction of carbon offset strategies in our media planning.

In this report we will touch further on these achievements, outlining how our efforts align across the 5 B Corp impact areas:

- Workers
- Community
- Customers
- Governance
- The environment

showing our commitment and illustrating the concrete steps we're taking towards positive, lasting change.

We're proud of the progress that we've made in the past year but know that there is still a lot to do. We look forward to continuing this journey, keeping standards high and improving our B Impact Assessment score.

David Price

Managing Director
4th April 2025

Journey to certification

At the heart of The Grove Media lies a deeply ingrained people-centric culture, a value that has always been key to how we've operated over the past five decades. Our co-owners and board members, driven by a personal commitment to environmental sustainability, inspired us to push forward and formalise these beliefs in a meaningful way. For many years, we've worked with another B Corp company that we admire deeply, and their example of balancing business success with social and environmental responsibility motivated us to explore the possibility of certification ourselves.

The decision to pursue B Corp certification wasn't a sudden one—it felt like the natural next step for us. We had always believed that sustainability and people-focused practices are part of our core identity, but B Corp certification would allow us to solidify this commitment and make it official. It was a chance to put our values front and centre and hold ourselves accountable to a globally recognised standard.

As we dove into the B Corp certification process, we found that much of what we were already doing aligned with their rigorous criteria. From fair treatment of employees to the environmentally conscious decisions woven into our operations, we were already meeting many of requirements across the five impact areas. This meant that the process was a relatively straightforward one for us, and we were thrilled to end up certifying with 114.7 points—well above the minimum threshold of 80.

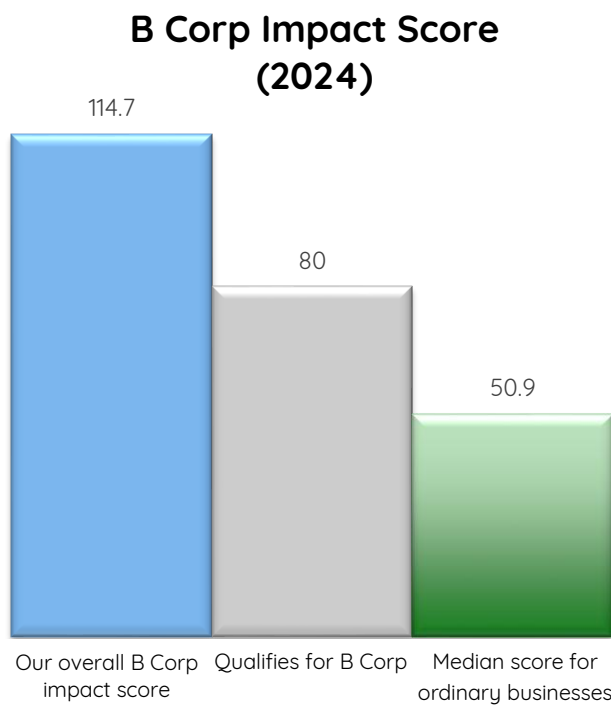
A unique challenge for us since then is that we don't have a dedicated sustainability lead within the company. This, however, has encouraged a more collaborative approach, with a broader group of stakeholders and staff members actively involved in our sustainability journey. While we may have fewer resources compared to larger organizations, the cooperative nature of our collective efforts has been a strength. The B Corp framework provides a clear roadmap, helping us identify areas for growth and ensuring that we can continue to evolve and improve.

Although there is a way to go towards aligning ourselves exclusively with like-minded media owners and clients within our industry, we are seeing an increasing number of pitches that include specific sustainability requirements. This shift in expectations places us ahead of many of our competitors and helps us stand out in an increasingly eco-conscious market.

B Corp certification has also had a profound impact beyond just external business opportunities—it has also boosted morale and strengthened our company culture. By formalising mental health and wellness initiatives, for example, we have demonstrated our commitment to the well-being of our staff in a more structured and visible way. These policies have contributed to a positive workplace environment, fostering a sense of pride and shared purpose among all employees.

The Grove Media's B Corp journey has been incredibly rewarding so far. It has not only cemented our core beliefs but also pushed us to continuously improve our practices. We look forward to building on this foundation as we continue to grow and evolve, knowing that the B Corp framework will guide us in creating lasting positive change for both people and the planet.

B Corp score and goals for recertification



Score breakdown

Governance	16.8/25
Workers	68.3/80
Community	22.2/50
Environment	5.7/20
Customers	1.5/5

TOTAL 114.7


We are very proud of our Impact Score and aim to improve this when we recertify in 2027. However, the standards are changing and there will be 7 impact topic requirements around:






- Purpose & Stakeholder Governance
- Fair Work
- Justice, Equity, Diversity & Inclusion
- Human Rights
- Climate Action
- Environmental Stewardship & Circularity
- Government Affairs & Collective Action

Our strength as an agency and the changes we have made in the past year have been largely focused around Workers and Community. Moving into the next two years, we want to turn our efforts towards Environment, specifically Climate Action within the new standards. We are looking to work with a third party to measure our carbon footprint and set clear and actionable targets to reduce and offset carbon emissions.

Impact Area plans and progress


A year into our certification and we are proud to have made meaningful changes and adopted practices that have had a positive impact on our staff and workplace culture.

TOPIC	WHAT WE SAID WE'D DO	WHAT WE DID
WORKERS		
Our offices	<p>Apart from a more central location, we wanted to find a premise with a sense of community, improved amenities and in a more vibrant area of London.</p> 	<p>When our lease ran out, we didn't renew it. Instead, we started trialing a few alternative options. We've ended up at Impact Hub Euston. It is a fellow B Corp with amazing premises and amenities, friendly staff and community events.</p>
Staff commute	<p>Reduce overall staff commute times.</p>	<p>The final office location reduced 2/3 of staff's travel times, reducing average commutes from 60min to 48min, and shaving an hour of commute time a day for some.</p> <p>It also means that our colleagues from Hertfordshire, Manchester and Worcester no longer need to contend with the underground when they come into London as the office is a short walk from Euston station.</p>
Mental wellbeing	<ul style="list-style-type: none"> • Start having conversations around mental health and wellbeing. • Rewrite the company's generic Mental Health Wellbeing Policy. • Submit evidence to certify as an IPA's People First Promise agency. 	<ul style="list-style-type: none"> • In September 2024, we formed a working committee and undertook a half day bespoke training with a mental health professional. • For World Mental Health Day (10 October), we gave everyone half a day off to pursue an activity that would benefit their personal mental wellness. Activities staff took part in included bread-making, theatre, yoga, crafting and countryside walks. • In December 2024, we achieved IPA People First Promise which demonstrates our commitment to employees' mental health and wellbeing. • In January 2025, we launched our new agency Mental Health Wellbeing Policy

		following actions and learnings from the training.
Wellness initiatives/ charity	<p>Form teams to take part in a physical challenge for charity at least once a year.</p>  	<ul style="list-style-type: none"> • Diabetes UK One Million Step Challenge: 12 members of staff raised nearly £2,000, with everyone overachieving on their personal step targets across the month. • Race the River Thames for London Youth Rowing: This was the second year in a row we took part. This year, 8 members of staff raised £450, completing an incredible distance of 385km (vs. their target of 346km) over the course of one week, and ahead of the event deadline.
Ongoing small acts of kindness	Continue to nurture a sense of community to increase employee satisfaction.	<ul style="list-style-type: none"> • On staff birthdays, everyone receives a small gift and card with personalised messages from each person at the agency. • Everyone got a half day off on Employee Appreciation Day on 7 March.
COMMUNITY		
Volunteering	<p>Organise a local environment-based volunteering day to take us away from our desks to do something physically challenging but rewarding.</p> 	<p>13 members of staff from across London and Worcester spent the day with Trees for Cities planting 350 trees in Horsenden Locklear's Wood.</p> 
Charity Giving/ Community Investment	With many clients in the entertainment sector, we wanted to find more ways to support the arts.	 <p>We supported the Lyric Hammersmith Theatre's Big Give Campaign, helping them reach their £20k target (which was then doubled through Big Give match funders). This campaign was in support of arts education, giving local pupils and teachers access to world class theatre, learning & employment opportunities with tickets, workshops, training, resources and courses.</p>

<p>Volunteering</p>	<p>Following our first volunteering event, we wanted to organise another that was accessible for all staff, from a time, location and accessibility point of view.</p> 	<p>Another 13 members of staff from Greater London, Worcester and Manchester came together to help Hands On London decorate bags, make cards and pack Essentials Kits for charities supporting the homeless and asylum seekers. We all got our creative juices flowing and enjoyed exercising our right brain.</p> 
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ENVIRONMENT

<p>Carbon offsetting</p>	<p>Working with our preferred print management company Webmart, a fellow B Corp, we want to start adding carbon offset to print jobs (for doordrops and inserts) on client plans. This would require client buy-in as it would be an additional cost.</p> 	<p>Since April 2024, we have offset 99,777.96 kgCO₂e (this is the equivalent to greenhouse gas emissions from an average petrol-powered car driving 254,091 miles!) out of a total of 113,170.36 kgCO₂e of the carbon emissions produced through printing. This equates to 88% of the total emissions produced.</p>
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Plans for the next 12 months based on the 7 new key areas:

Climate Action:

- Find a third-party to accurately calculate our Scope 1, 2 and 3 Carbon Footprint.
- Implement steps to reduce and offset future emissions.
- Deepen engagement with environmental awareness days (e.g. Earth Day, World Ocean Day, Plastic Free Day) – e.g. posting, sharing actionable tips.

Government Affairs & Collective Action:

- Collaborate with industry peers and organisations to communicate the B Corp pledge and progress the movement.

Environmental Stewardship & Circularity:

- Increase our carbon offsetting target for print from 88% to 100%

Justice, Equity, Diversity & Inclusion:

- Increase staff engagement with volunteering/ charity initiatives from 84% to 100%.
- Connect with a wider audience by attending, taking part in and speaking at events,

Fair Work:

- Highlight more wellbeing days throughout the year and use these to increase physical and mental health awareness and engagement through initiatives, perks and suggestions.
- Find and implement an employee engagement system that fosters open dialogue and regular, meaningful feedback.
- Support professional development and work-life balance:
 - Increase agency planning days and media owner learning lunches.
 - B Corp 101 training to be mandatory for all employees and new starters.
 - IPA Global Net Zero Essentials Certificate to be mandatory for all new starters.Aim to qualify at least 20% of company staff.