

IMPACT REPORT

2023/2024





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FOREWORD

In March 2024 we became B Corporation Certified, marking just the start of our commitment to constant and consistent improvement for people and planet.

At The Collaborators, people are at the heart of everything we do. Our commitment to making a positive impact starts with our team. This year, personal and team growth has been our focus. We introduced an emotional intelligence training programme both for the team as a whole and individually. It has been a game changing experience. Not without a little pain, but no pain no gain!

Applying better emotional intelligence extends beyond our team to the way we engage with customers, suppliers and the environment. We prioritise local sourcing, ensuring that our business supports regional economies and reduces our footprint. Our focus on sustainability is not just about minimising impact - it's about actively contributing to a healthier more equitable planet.

Customer satisfaction remains a cornerstone of our mission. We listen, adapt and innovate to ensure that every interaction reflects our commitment to quality, integrity and purpose. By continuously aligning our business practices with our values, we strive to create meaningful change - proving that business can be a force for good.

Thank you for being a part of our journey thus far. Together, we're building a future where people, community and the planet come first.

All the best,

Jayne Noblet
 Founder & Managing Director

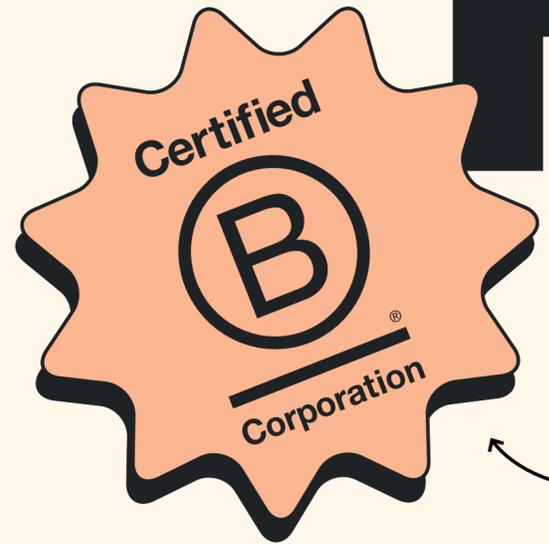
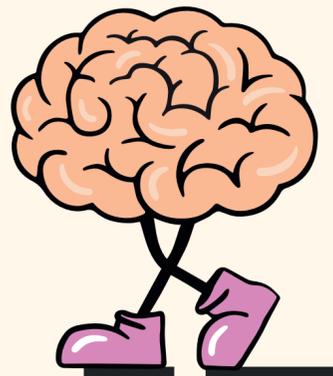




OUR HIGHLIGHTS



PROVIDED
1-2-1 COACHING
+ EMOTIONAL
INTELLIGENCE
TRAINING FOR
ALL STAFF



WE BECAME
THIS!

*World Brand Design Society global agency rankings.
Ranked #34 globally.



we are Collaborators



Our purpose is to help remarkable people achieve remarkable things.

We're on a mission to inspire, challenge and encourage each other and our clients to drive change for the better.



OUR VALUES



PEOPLE
first

Together we're stronger.
We work as a team.
We look out for each other.
We are Collaborators.



FORCE
for good

Drive positive change and
create a better future for
people and planet.



THINK
beyond

Strive for better. Add value.
Be curious. Be proactive.
Push boundaries.



ARTISTRY
in everything

Deliver creativity,
craftsmanship and beauty.
Care about the details.



BECOMING A B CORP



Certified



®

Corporation

We're proud to be part of a global movement using business as a force for good and are committed to balancing purpose, people and planet with profit.

As a B Corp, it means the way we structure our business, and the decisions we take are geared towards creating a more inclusive, equitable and regenerative economic system. Not only for our team and clients, but also for our wider community and the health of our planet.

This is a big first step! But of course, it's only just the start...



OUR B IMPACT SCORE:

91.7

B Corps are measured on five key areas that make up their overall B Impact score out of a maximum of 200.

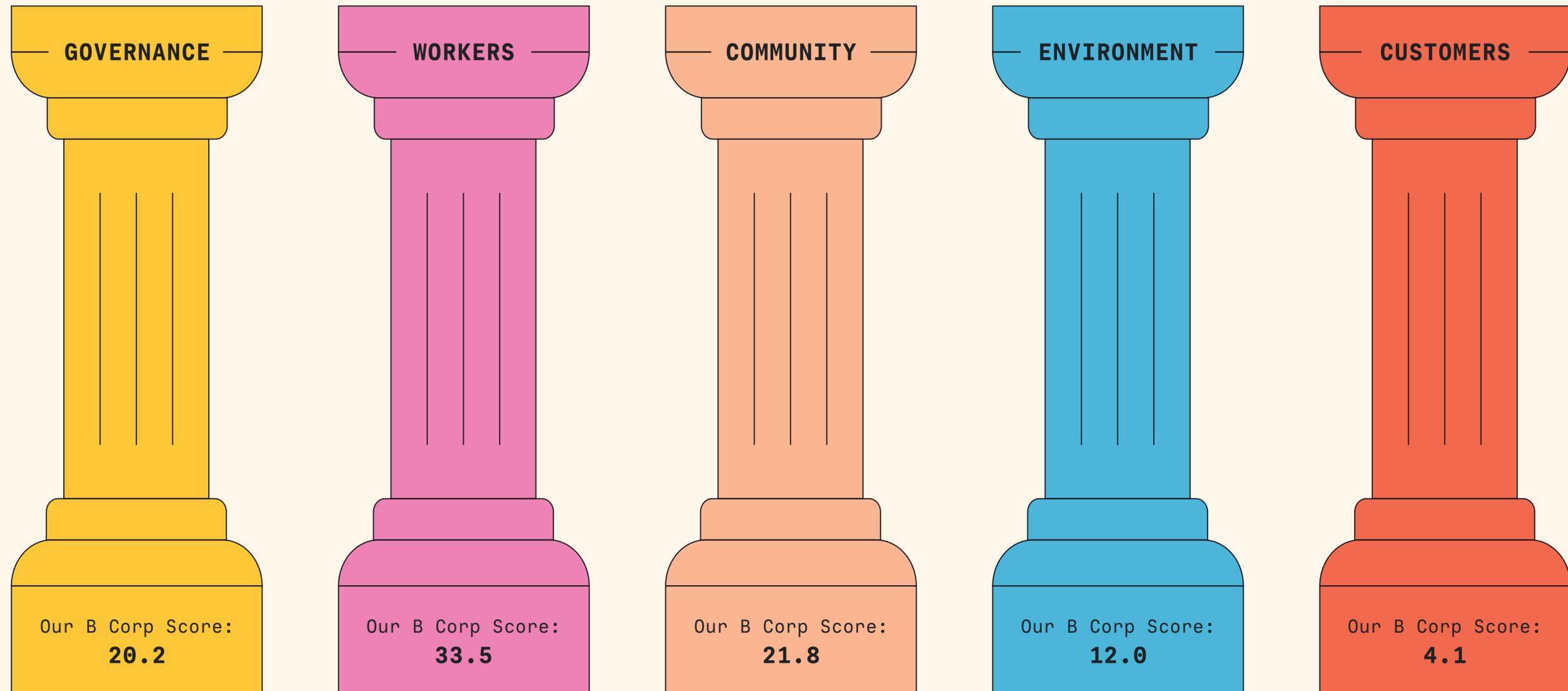
91.7 - OUR OVERALL B IMPACT SCORE

80 - qualifies for B Corp certification
50.9 - the median score for ordinary businesses



B CORP: OUR 5 PILLARS

As a B Corp, there are five key pillars that make up our overall score and are the focus for our continual improvement as a business.





OUR WORK & OUR CLIENTS

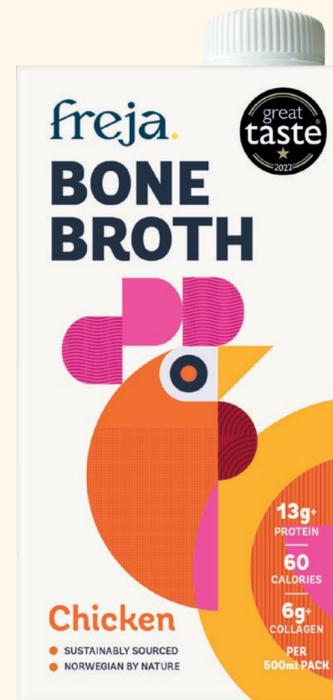


AWARD-WINNING WORK

UK NO. 11



GLOBAL DESIGN AGENCY RANKINGS
- WORLD BRAND DESIGN SOCIETY



transformawards
europe

WINNER



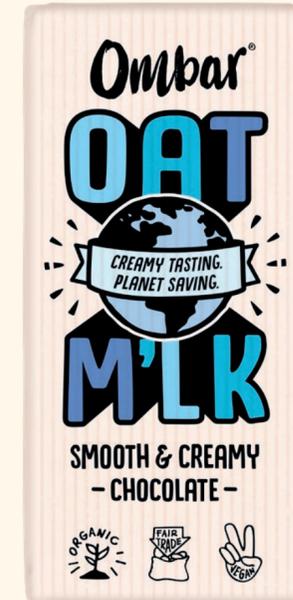
WINNER



WINNER



WINNER



THE DRUM ROSES AWARDS
GOLD 2023



OUR WORK WITH FELLOW B CORP BUSINESSES



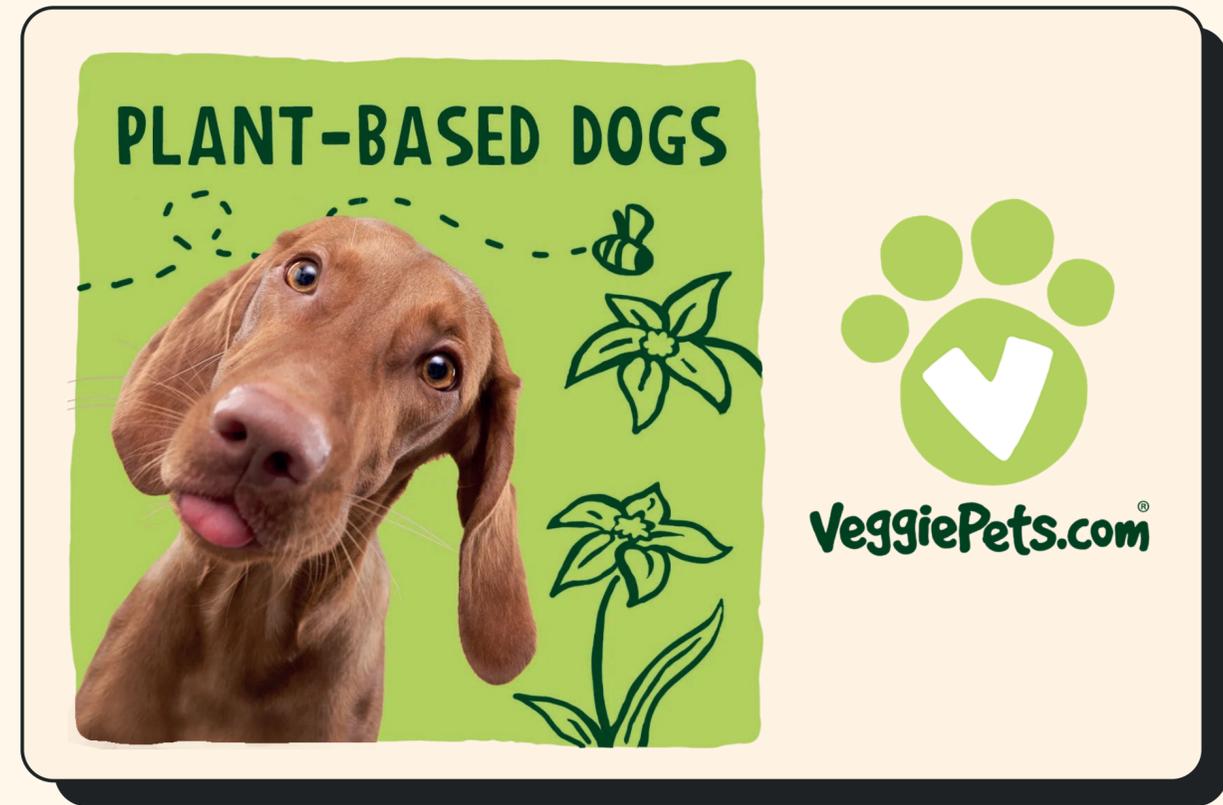
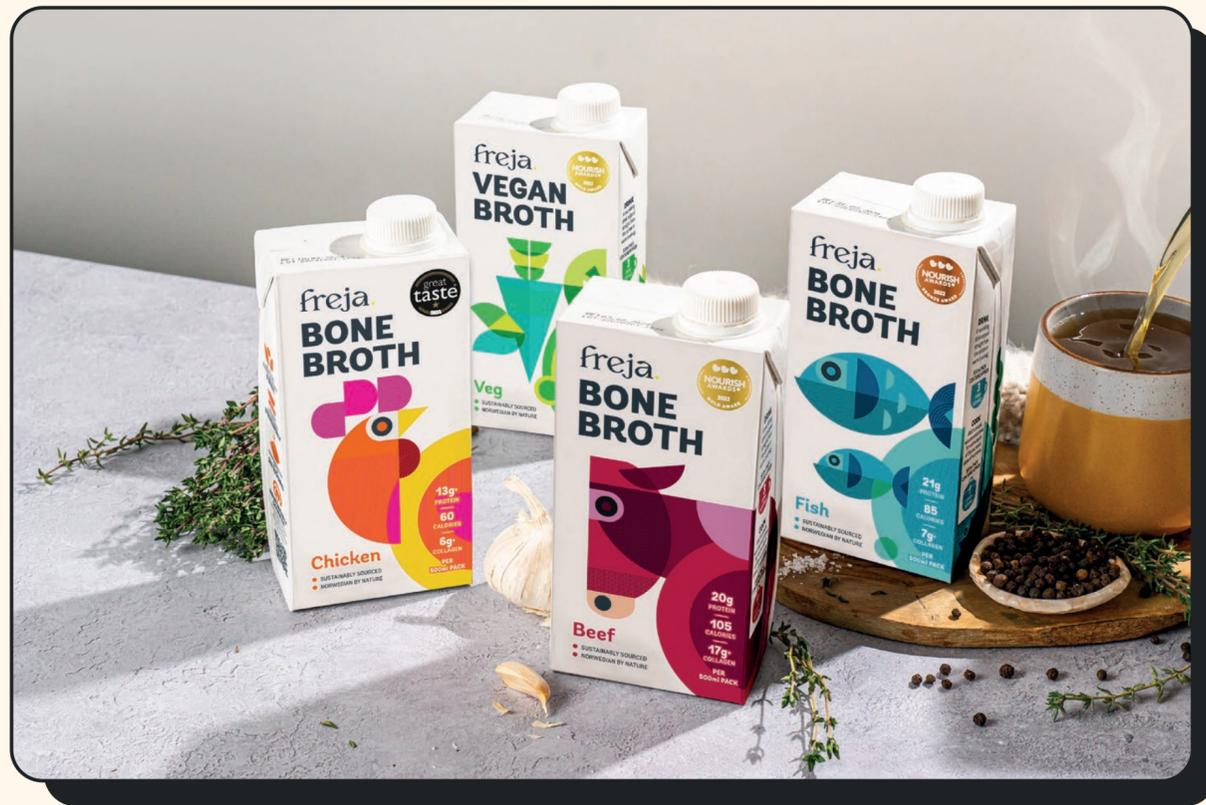


OUR WORK WITH LOCAL BUSINESSES





OUR WORK WITH ETHICAL BUSINESSES





CLIENT SATISFACTION



OUR CLIENTS

There's a clue in our name: We are Collaborators. We work as true partners to our clients to deliver the best outcome for their business and to help them achieve their ambitions. Their success is what drives us.

To help create strong and productive working relationships with our clients on a day-to-day basis, we conduct a combination of face-to-face meetings, Zoom meetings and digital tools including the project management portal, Basecamp.

Basecamp enables a collaborative and more responsive way of working. It ensures project visibility and alignment on all sides.

The latest engagement survey shows that our clients enjoy working with us and value our contribution to their business.

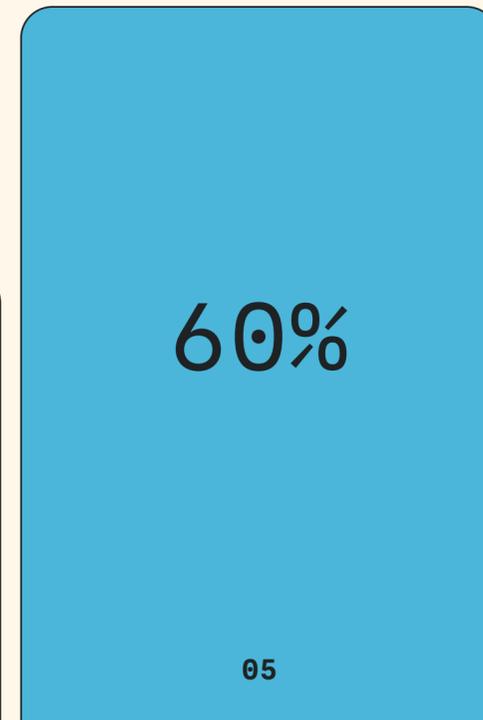
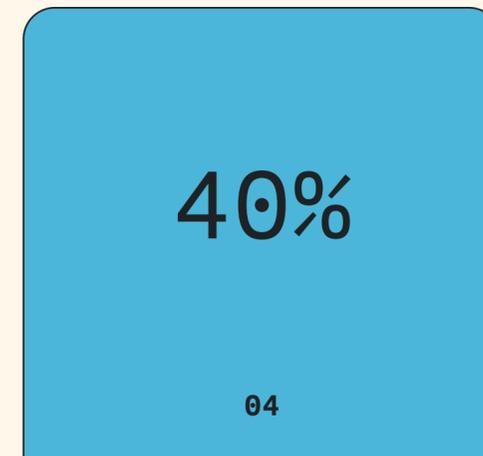
HOW DO YOU RATE YOUR OVERALL EXPERIENCE WORKING WITH THE COLLABORATORS?

1 = VERY POOR
5 = EXCELLENT

01

02

03



TESTIMONIALS



The team understands the brand very well, always delivers creatively, great team to work with, timely deliverables. The list goes on...

Amazing team of people, great variety of talent, always enthusiastic and positive about our brand, super helpful and going above and beyond with input and ideas, incredible packaging designers.

Some of the quality of thinking on category, shopper and positioning has been really important to challenge our thinking and apply perspective.

We've really enjoyed working with The Collaborators. As a fellow B Corp, it's important to us to work with businesses which similarly care about people and the planet, so to find this in an agency who not only has a great eye for design, understanding of our brand and great ways of working but also heroes these qualities, is a gem.

Creative is very strong, always able to deliver on brief and elevate our creative, despite often restrictive parameters. Also very responsive, lovely to work with.



OUR WORK & CLIENTS: PLEDGES FOR 2024/2025



**OVER THE NEXT YEAR WE PLEDGE TO:
INCREASE OUR  CORP CLIENT LIST.
INCREASE WORK WITH LOCAL AND
ETHICAL  BUSINESSES. INVESTIGATE
 ESG VETTING POLICY FOR 
NEW CLIENTS. MAINTAIN OVERALL
CLIENT  SATISFACTION.**



OUR GOVERNANCE



Our mission statement is in our Articles of Association our mission is locked and we have sealed our commitment to be a Force for Good.

To further our efforts, our entire team have been trained on the basic principles of Environmental, Social and Governance (ESG) and we have built B Corp principles and objectives into our KPIs and job descriptions.

We have defined key strategic workstreams to make sure we live our mission day-to-day:

- Promoting Diversity, Equity and Inclusion (DE & I) in our company and our industry
- ESG Advocacy within our community and with our clients
- Pro bono work via The Seed Fund and charitable donations to charities that are aligned with our values and our work in food and drink
- Bringing our suppliers on-board and reframing our selection criteria for new suppliers

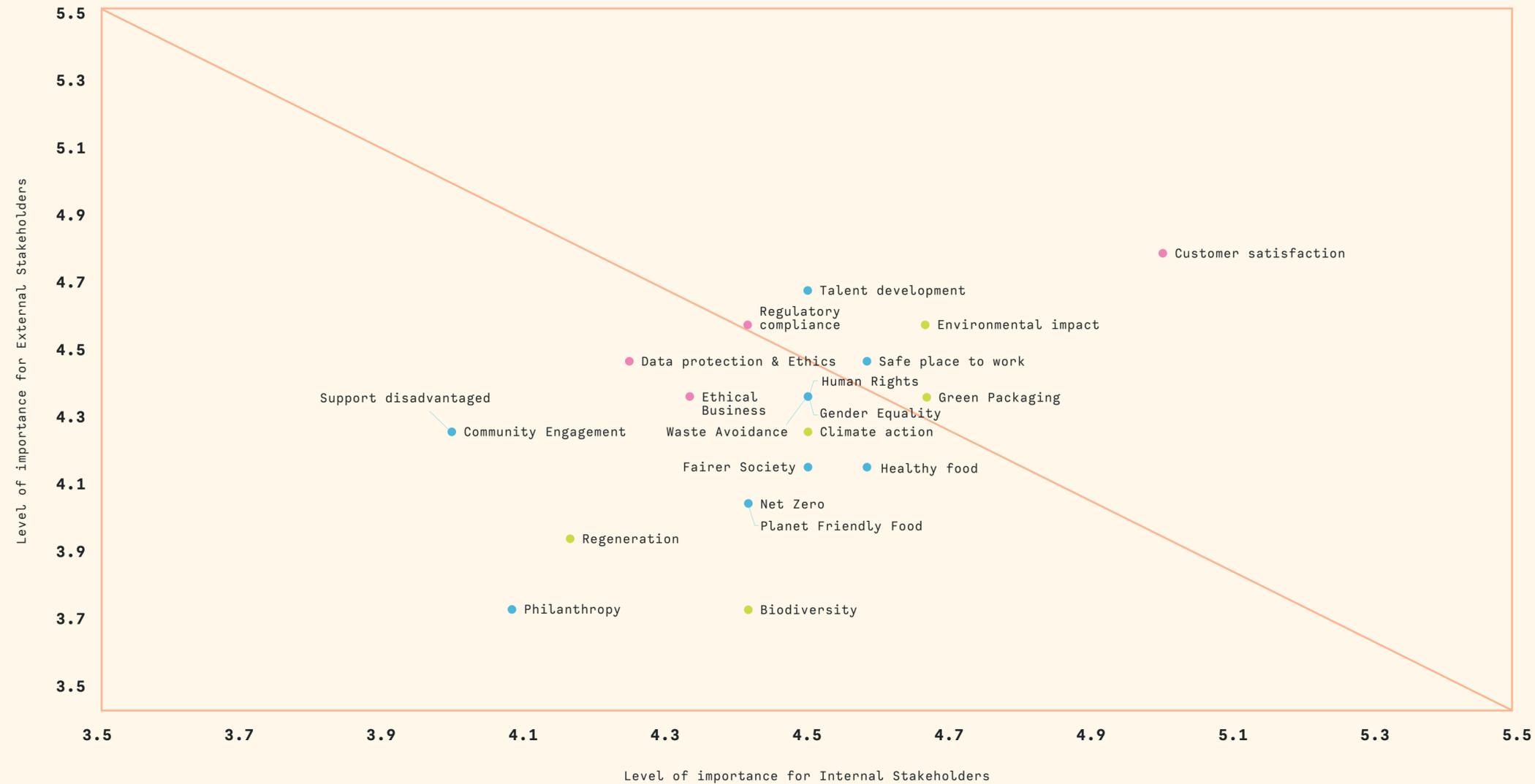
The Leadership Team meet monthly to plan and discuss progress. There are informal weekly updates alongside workflow planning with the wider team and a more formal annual update/away day.

In a year that The WOW Company's Benchpress State of the Agency Nation report described as "a brutal year for agencies" and "almost as bad as Covid year", we achieved 96% of our target revenue.



MATERIALITY ANALYSIS

THE COLLABORATORS – MATERIALITY MATRIX



To ensure that we focus on the things that matter to our stakeholders, we asked them how significant ESG activities were to their success and their relationship with The Collaborators.



OUR GOVERNANCE: PLEDGES FOR 2024/2025



**OVER THE NEXT YEAR WE PLEDGE TO:
COMPLETE OUR TRANSITION ➡ TO AN
EOT (EMPLOYEE OWNED TRUST).**

**CLEARER LEADERSHIP TEAM 👤 ROLES AND
RESPONSIBILITIES. INCREASE FREQUENCY OF
BUSINESS 🏠🏠 UPDATES AND DISCUSSIONS
WITH WIDER TEAM. EMBED COMPANY 👤👤
MISSION AND VALUES INTO PERFORMANCE
REVIEWS ⭐⭐⭐ AND FEEDBACK.**



OUR PEOPLE

To celebrate 15 years of The Collaborators, we invited all employees and contractors to a mid-week mini-break in the countryside. We swam, played tennis, ate, drank and enjoyed a comedic fancy-dress Murder Mystery dinner.

We continually strive for a relaxed and friendly work environment, prioritising physical and mental health. Alongside our regular lunchtime games of 'Poo Head' and the odd pub lunch, the surrounding farmland offers plenty of opportunities for walks. We also run a weekly online yoga session. To expand our creativity beyond the studio, we spent an afternoon making pottery (with varying results)!

Our biggest training and wellbeing initiative was to provide 1-2-1 coaching and emotional intelligence training to all staff. We also provided Display Screen Equipment & Wellbeing Training run by a local osteopath and nutritionist and one of our team qualified as a Mental Health England First Aider.

We continue to benchmark our salaries through our membership of the DBA to ensure we meet and surpass industry norms, paying above the provincial average.

Our Annual Employee Satisfaction Survey showed that 90% of our staff are either 'Happy' or 'Very Happy' working at The Collaborators.

We are now actively working towards becoming an Employee-Owned company. This would mark a huge shift in the way we operate and how we share in the financial profits of the company.



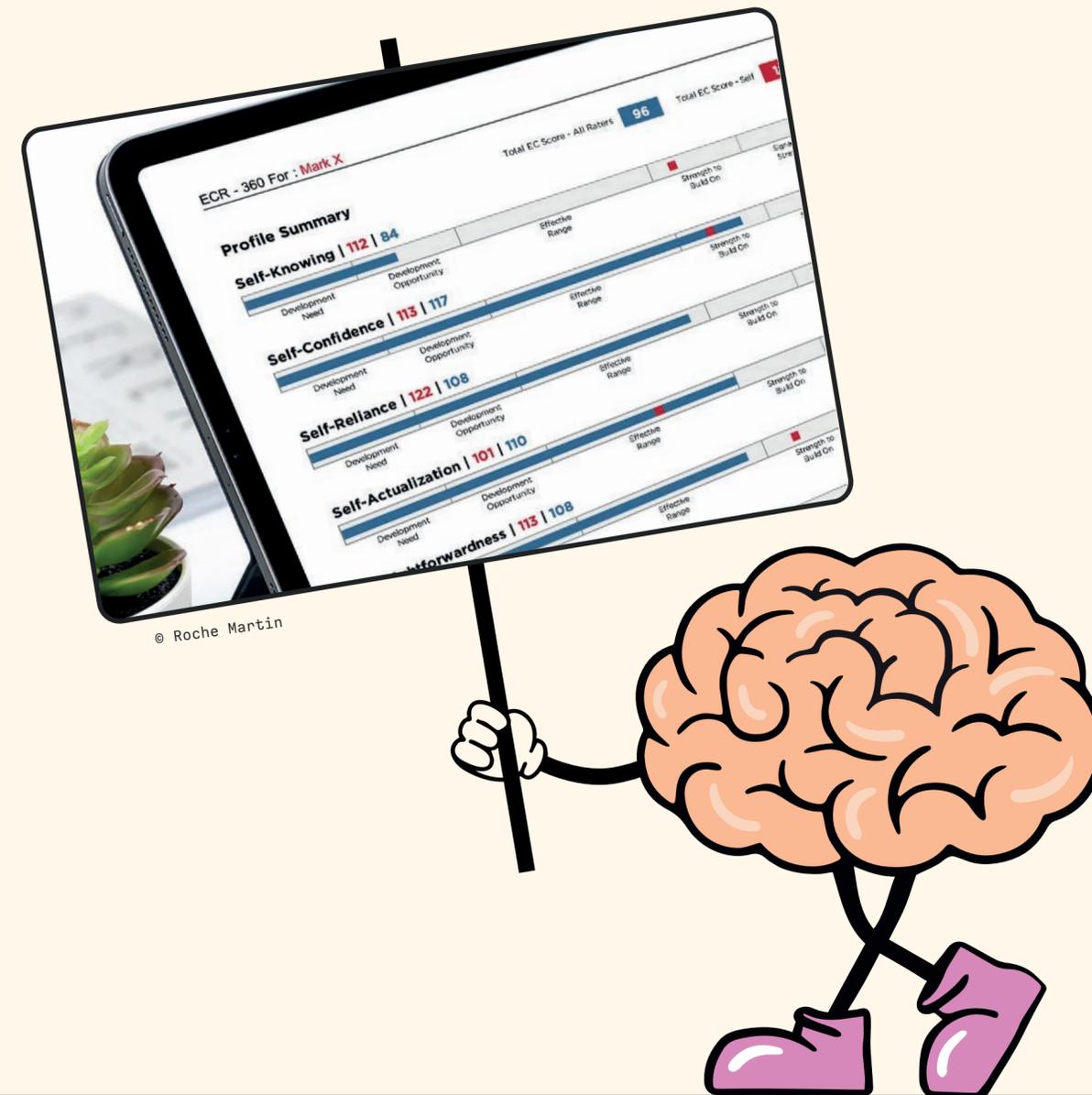


EMOTIONAL INTELLIGENCE (EQ) TRAINING

Across the business, we committed to a personal coaching programme based on the ECR 360 approach to Emotional Intelligence. All employees were offered in-depth assessments and coaching, with a ‘light’ version for long-term contractors.

The Emotional Capital Report (ECR) is a comprehensive framework that assesses and develops key emotional competencies for personal and professional success.

It provides a 360-degree feedback system, combining self-assessment with feedback from colleagues, managers and peers to offer insights into an individual’s EQ strengths and areas for growth. By focusing on core emotional intelligence skills, such as self-awareness, empathy, adaptability and resilience, the coaching programme helps build stronger relationships and improves workplace performance.





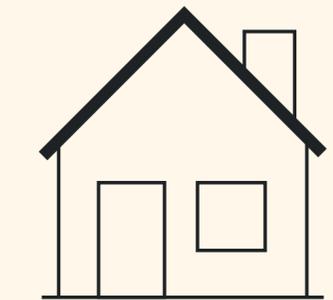
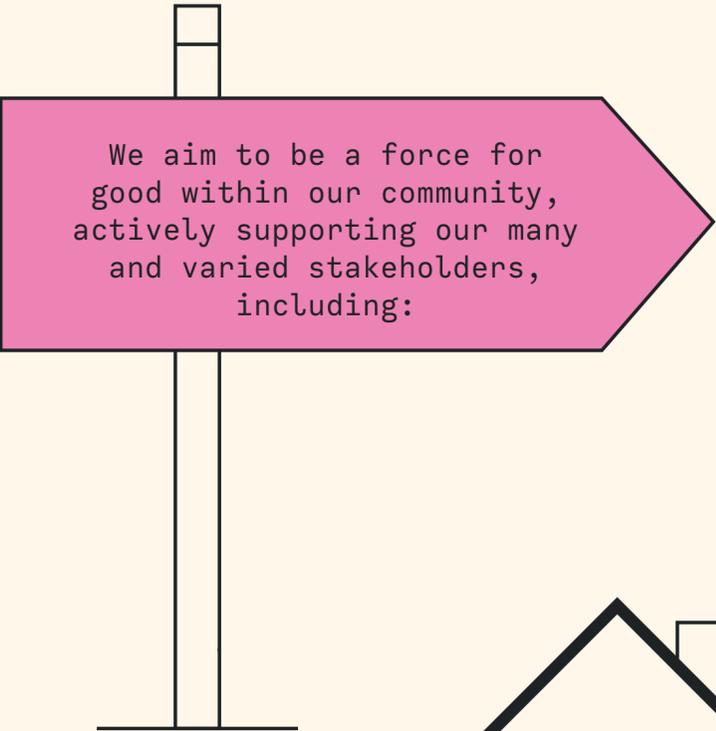
OUR PEOPLE: PLEDGES FOR 2024/2025



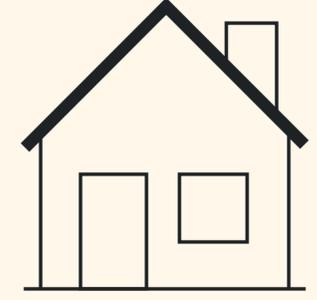
**OVER THE NEXT YEAR WE PLEDGE TO:
EMBED EQ LEARNINGS AND  FEEDBACK
CULTURE INTO EVERYDAY WAYS OF
WORKING.  EMPOWER EMPLOYEES AS
WE TRANSITION  TO AN EMPLOYEE-OWNED
BUSINESS. MAINTAIN EMPLOYEE 
SATISFACTION  AT **90% OR HIGHER.**
CONTINUE TO BENCHMARK SALARIES
 AGAINST DBA AVERAGES.**



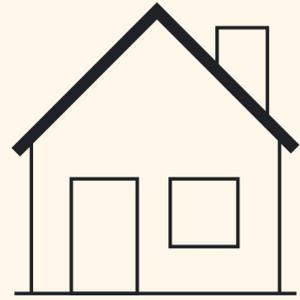
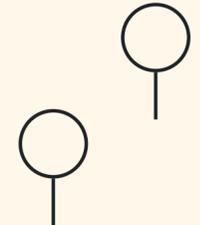
OUR COMMUNITY



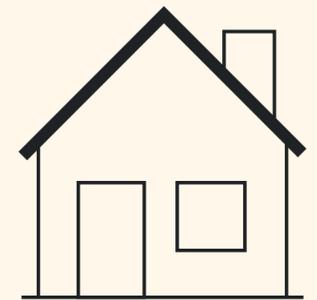
OUR LOCAL COMMUNITY



OUR B CORP COMMUNITY



OUR CREATIVE COMMUNITY



OUR FOOD & BEVERAGE COMMUNITY



We love the beauty, creativity and independent spirit of the West Country. We aim to find our talent locally and use local suppliers wherever possible. 75% of our total running costs are spent within a 50 mile radius of the office.

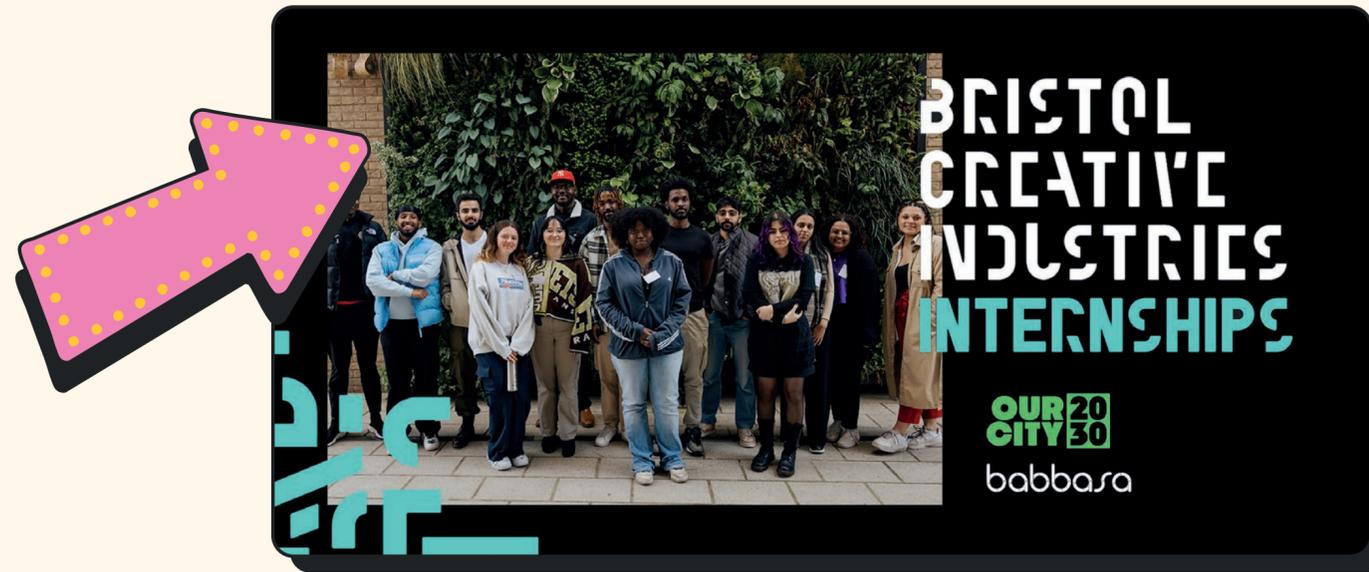
We support two local charities:
91 Ways is a social enterprise which aims to bridge the gaps between Bristol’s 91 language communities through food. We attended two of its community supper clubs.

The Bristol Food Network supports and connects individuals, community projects, organisations and businesses who share a vision to transform Bristol into a sustainable food city.

Throughout our journey to become a B Corp, we have tried to harness the knowledge and experience of other B Corp businesses. We expect to become active members of the B Corp community.

We are members of the Design Business Association. We sponsored an award for “Creating the Remarkable” at New Designers’ annual event in London, which showcases and supports emerging talent. We also joined Bristol Creative Industries and enrolled on its 2024 Internship Programme.

Behind the scenes, our work continued to rebuild and rebrand The Seed Fund after a hiatus, initially enforced by Covid. Since then, we have taken the opportunity to rethink and realign the programme with our overall mission and desire to create a more sustainable and equitable food and drink industry. More details over the page.



THE SEED ACADEMY

The time we give to start-ups and local companies to build their brands and businesses is fundamental to our community efforts.

As founders of The Seed Fund – a purely philanthropic, national programme which supports young food and drink businesses, we’ve committed thousands of pro bono hours to mentor and develop The Seed Fund winners over the years.

This year, while the Seed Fund has been on hold, we’ve invested our time in a rebrand. When the programme relaunches, it will focus on young businesses that are looking to make a positive impact environmentally and/or socially. We spent **275 hours** of strategic and creative time this year.





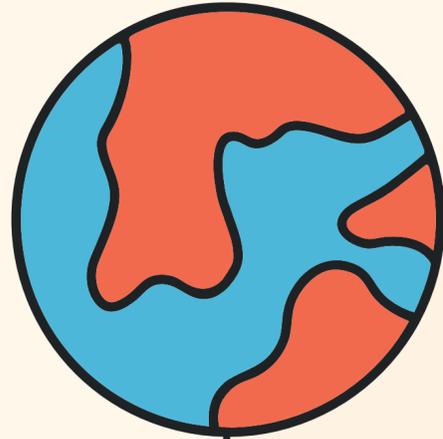
OUR COMMUNITY: PLEDGES FOR 2024/2025

**OVER THE NEXT YEAR WE PLEDGE TO:
INTEGRATE WITHIN OUR LOCAL  CORP
 COMMUNITY. WORK WITH BRISTOL
CREATIVE INDUSTRIES TO  INCREASE
REPRESENTATION  IN OUR WORKFORCE
AND WIDER INDUSTRY. RUN ONLINE TRAINING
PROGRAMMES  FROM THE SEED ACADEMY.
REINSTATE PRO BONO WORK FOR
CHARITABLE AND/OR ETHICAL  BUSINESSES.**





OUR PLANET



We continue to work with the team to minimise our use of resources: energy, water, paper. The future of the office printer is an ongoing debate.

We are making more conscious choices around travel arrangements, choosing to car-share or use public transport whenever possible.

We have switched to a sustainable supplier for office toilet rolls and sanitary products. We continue to manage our own recycling, whilst lobbying our landlord to instigate recycling collections and more sustainable waste management across the whole site.

This year we instigated a tracking study to better understand consumer attitudes to the environment and sustainability. Our aim is to use these insights to improve the impact of our work.



OUR PLANET: PLEDGES FOR 2024/2025



OVER THE NEXT YEAR WE PLEDGE TO:
CONTINUE TO EXPLORE WAYS
TO  MINIMISE USE OF RESOURCES AND
REDUCE CARBON  FOOTPRINT.
JOIN THE  ELECTRIC CAR SCHEME.
CONTINUE OUR SUSTAINABILITY
TRACKING STUDY. START LITTER-PICKING
IN THE LOCAL AREA .



CONCLUSIONS



This is the start of our B Corp journey.

We do not underestimate how much effort it will take to build our values into everything we do as a business.

We are committed to doing the best we can to make a positive impact for our people, our clients and the world we live in.