

ISTORIA  
GROUP

# Doing It *On Purpose.*

2024

B IMPACT REPORT



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# Contents

LEADERSHIP LETTER	1.
JOURNEY TO CERTIFICATION	2.
OUR B CORP SCORE	3.
OUR MISSION, VISION & VALUES	4.
IMPROVEMENT PLAN	5.
MEET OUR 'B' TEAM	6.



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WELCOME TO OUR SECOND

# *B Impact Report*



## LEADERSHIP LETTER

“ *Our dedication to ethical governance, sustainability, and social responsibility remains stronger than ever.* ”



Back in 2022, Istoria Group and its agencies - Ignition, Tiny Spark, and Phoenix Wharf - proudly became a certified B Corp, reflecting our commitment to being a force for good. Since then, we've worked to share our progress and hold ourselves accountable to our values through initiatives like this Impact Report.

This year, however, marks a transition. **After careful consideration, we've decided not to renew our B Corp Certification in 2025.**

Our work with clients in industries such as pharmaceuticals and aerospace - sectors that play vital roles in society but are classified as controversial under the updated B Corp framework - has been a core part of our business. These partnerships demand the highest standards of ethical responsibility and innovation as they navigate complex and regulated environments. **The evolving nature of B Corp's risk standards has led us to reassess our alignment with the framework, and while we respect the organisation's commitment to transparency and accountability, we believe our priorities are best served by taking a different path.**

While we've greatly valued our B Corp journey and the insights it has offered, **our commitment to ethical governance, sustainability, and social responsibility remains stronger than ever.** Though we will no longer carry the B Corp label, **we remain dedicated to fostering innovation and creating a positive impact in all that we do.**

Thank you for your support as we embark on this next chapter. We welcome your thoughts at [hello@IstoriaGroup.com](mailto:hello@IstoriaGroup.com).

Samantha Rowe  
CEO, Istoria Group & Ignition



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## OUR STRUCTURE

PARENT COMPANY

# I S T O R I A G R O U P



The creative agencies that make up the Istoría Group,  
and therefore part of our B Corp certification, are:

SISTER AGENCIES

**Ignition**

Exhibitions, Events & Experiences

**Phoenix Wharf<sup>\*</sup>**

Interior Design & Branding

**Tiny Spark**

Purposeful Digital Experiences

<sup>\*</sup> As of 12.11.2024, Phoenix Wharf is no longer part of Istoría Group, following a successful Management Buy Out.



*Doing it on Purpose.*



## OUR IMPACT HIGHLIGHTS

2

PRO BONO PROJECTS

434

PRO BONO HOURS

16

UN SDGS SUPPORTED

80%

FEMALE EXEC BOARD

£762

CHARITABLE DONATIONS

2,159

TREES PLANTED

3

NEW B CORP SUPPLIERS

292

TONNES OF CO2  
REDUCED ANNUALLY  
THROUGH ECOLOGI

138

STAFF TRAINING HOURS

15

NEW TEAM MEMBERS RECRUITED

12

NEW CLIENTS WON

- 8%

REDUCTION IN CARBON  
EMISSIONS SINCE 2019  
(BASE YEAR)

69

VOLUNTEERING DAYS

15%

AVERAGE WATER REDUCTION PER  
PERSON

91%

EMPLOYEES ARE PROUD OR  
EXTREMELY PROUD TO WORK AT  
ISTORIA GROUP

98%

2023 KPI'S MET



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OUR JOURNEY TO

# *Certification*



## OUR JOURNEY TO CERTIFICATION

“ *We’re excited to continue our journey to create meaningful impact, driven by purpose and guided by intention - beyond our time as a B Corp.* ”



In August 2022, Istoria Group proudly became a Certified B Corp, a milestone achieved after more than two years of dedicated effort. **From our founding in 2007, our vision has been to balance people, planet, and profit while delivering exceptional creative work.**

Over the years, we’ve earned accreditations including **ISO 20121, 9001, and 14001**, been honoured with **The Queen’s Award for Enterprise in Sustainable Development**, and achieved an **Ecovadis Silver** Sustainability Rating, placing us in the **top 15% of businesses globally**. Last year, we also achieved **Carbon Neutral** status for Scopes 1 & 2 of the Greenhouse Gas Protocol, with an ambition to extend this across Scopes 1-3 by 2030.

The B Corp certification process helped us identify strengths and areas for growth, sharpening our focus on sustainability and impact. **While we’ve decided not to renew our B Corp certification, we remain steadfast in our commitment to doing the right thing – for people, the planet, and our shared future.**

Sustainability remains at the heart of Istoria Group as we continue building a better world, one thoughtful step at a time.

*Lindie Kramers*

Lindie Kramers, CMO  
Istoria Group

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OUR

# *B Corp Score*



## OUR B CORP SCORE

150

MAXIMUM  
SCORE

80

QUALIFYING  
CERTIFICATION  
SCORE

50.9

AVERAGE  
ORDINARY  
BUSINESS  
SCORE

97.1

OUR B IMPACT SCORE

B corps are measured against  
5 key areas, which make up  
their B Impact Score.

Here are our scores against  
each area.

16.6

GOVERNANCE

28.5

WORKERS

20.6

COMMUNITY

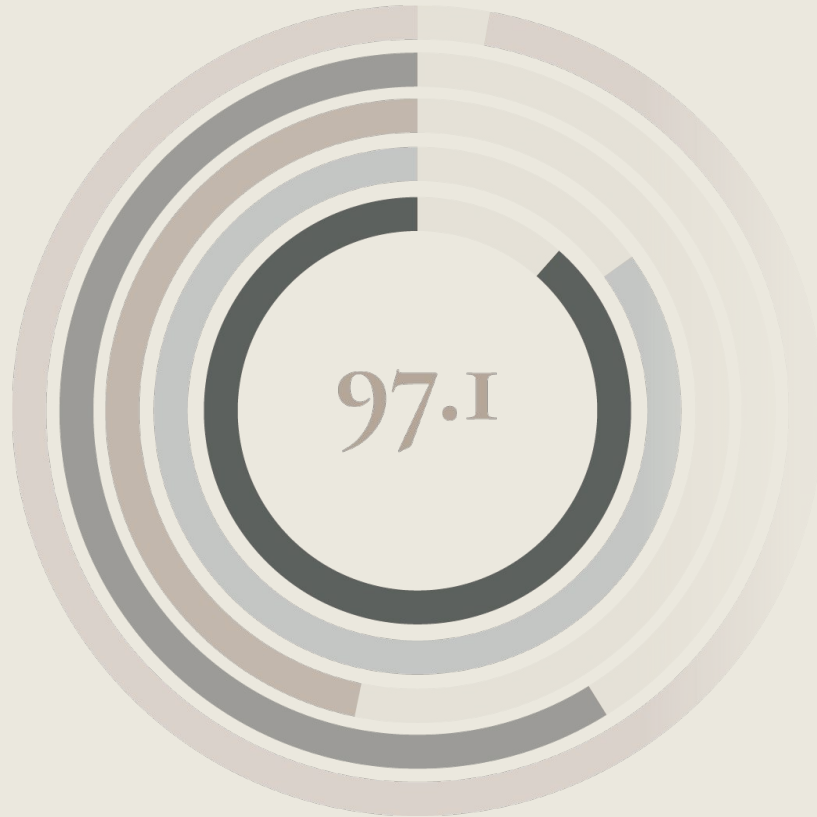
26.4

ENVIRONMENT

4.8

CUSTOMERS

## OUR B CORP SCORE



**We certified as a B Corp in August 2022 and achieved a score of 97.1**

Whilst the average score for an ordinary business is 50.9, the minimum score to certify as a B Corp is 80.

Since these totals are not out of 100, we have converted our scores into percentage points to make it easier to understand and report against. Our B Impact Score breakdown in 2022 translates as follows:

**Governance** 16.6 (out of 20) = **83%**

**Workers** 28.5 (out of 40) = **71%**

**Community** 20.6 (out of 45) = **46%**

**Environment** 26.4 (out of 40) = **66%**

**Customers** 4.8 (out of 5) = **96%**

Our overall B Impact Score of 97.1 (out of 150) = 64.73%. In comparison, the average score for an ordinary business is 34%. To qualify as a B Corp you need 53%.

Whilst we feel proud of our Governance (83%) and Customer (96%) scores, we have work to do on achieving a well-balanced score across Workers, Community and Environment. We're firm believers in a 'warts and all' style of reporting. **Our focus for 2024 was to improve on the sectors we scored below 80% on and to maintain our good scores for Governance and Customers.**



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OUR

# *Vision, Mission & Values*



“

*Vision without action is just a dream.  
Action without vision just passes the time.  
But vision with action can change the world.*

”

NELSON MANDELA



*Vision*

To build a different kind of company that balances people and planet with profit whilst delivering great work for our clients.

*Mission*

To make a positive difference.

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E

*Entrepreneurial Spirit*

We love thinking differently and embracing unexpected challenges. Sharing ideas freely and fearlessly is what we're all about, and we see mistakes, or so-called failures, as learning and growing experiences. We encourage entrepreneurial thinking at all levels to find exciting new opportunities together.

P

*Personable Approach*

We believe in staying humble and keeping things human. No hierarchies, no egos, no tantrums. Our clients always say we're great to work with and go the extra mile. We care deeply about making the world a better place and take great care of our team, creating a workplace recognised as one of the UK's best.

I

*Intelligent Thinking*

Thoughtful planning comes first. Whether it's designing, planning events, or creating unforgettable brand experiences, we mix ideas from different areas, balancing strategy, creativity, and commercial sense. Our projects are always high-quality, aesthetically pleasing, and exceed expectations.

C

*Collaborative Working*

Our clients are the best source of knowledge, and we work together to understand their needs. We combine client insights with our research, share our findings, and brainstorm together to nail every brief. Success comes from working together towards a common goal.

Our Values

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What We *Said*

What We *Did*

What's *Next?*

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OUR

# *Improvement Plan*



“

*We've embedded our B Impact improvement plan into our Group-wide KPIs, which in turn are linked to the all-staff bonus. This ensures everyone has the opportunity to help make a positive difference.*



”

LINDIE KRAMERS, CMO



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## GOVERNANCE

83%

GOVERNANCE SCORE

**Governance** evaluates a company's overall mission, engagement around its social and environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision-making through its corporate structure (e.g. benefit corporation) or corporate governing documents.

We are delighted with our Governance score of 83% and are aiming to maintain and hope to improve this going forward.

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**better business**  
**act**

Istoria Group supports the BBA to help change the law so that every company in the UK aligns their interests with those of wider society and the environment.



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## WORKERS

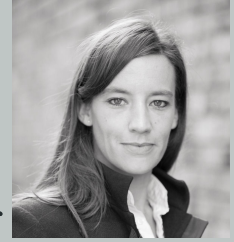
71%

WORKERS SCORE

**Workers** evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognises business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programmes to support individuals with barriers to employment.

**We have worked hard to improve on our Workers score of 71% and have plans in place for further improvements.**

WE ARE POWERED BY OUR PEOPLE



“ To ensure that Istorica Group remains a great place to work for our people, we commissioned a fellow B Corp - B People - to carry out a people audit and to help us develop a progressive people strategy. This covered our employment brand, staff engagement, recruitment, skills & career development, leveraging diversity, leadership, communications and rewards. ”

SAMANTHA ROWE, CEO



## What We Said

### FINANCE

Reinstate our popular annual all staff bonus scheme (absent during Covid period), subject to KPIs being met for the year.

Look into our company pension scheme to see if our money is being invested ethically.

Ensure our staff feel in control of their finances.

### HEALTH, WELLNESS & SAFETY

Create a new People Policy, ensure it is inclusive and competitive.

Launch Employee Wellbeing Programme to support mental health & wellbeing.

Investigate specific wellbeing initiatives at work.

Monitor staff happiness levels at work.

## What We Did

We met our KPIs for 2023 and paid staff bonuses during 2024.

Investigated socially-responsible investing alternatives with our pension provider.

We offered employees 1:1 financial and pension advice from our pension advisors.

Commissioned B People to carry out a People Audit. Invested in training 4 staff members to qualify as mental health first responders.

Continued 'Happy Hour', a bi-monthly wellbeing session for staff during work hours with lunch being provided. Sessions ranged from chair yoga to art classes and include wellbeing tips for staff in our Monthly Bulletin.

Introduced an anonymous employee wellbeing survey to measure staff happiness levels at work. 91% of employees agreed or strongly agreed that they are proud to work as Istorica Group.

## What's Next?

Future Happy Hour session will include getting experts in to speak on topics like Men's Mental Health, a laugh party, river walks, and table football tournaments (as suggested by staff).

Consult with staff and vote on changing our pension to a socially responsible fund.

## STAFF WELLBEING INITIATIVE

Our Wellbeing initiative is called 'Happy Hour'. Happy Hour sessions take place during work hours with lunch being provided. Initiatives include fun activities, getting experts in to speak on topics like Neurodiversity, wine tasting, river walks, and table tennis tournaments.



# Happy Hour



## What We Said

### **CAREER DEVELOPMENT, ENGAGEMENT & SATISFACTION**

Our priority for 2024 was resourcing/recruitment and workload/capacity management to support sustainable growth.

We're going to return to a state where good Training and Career Development is a great feature of working here.

To attract and retain better talent, we're going to clarify our excellent Rewards & Recognition position in our new Positive Work Policy

## What We Did

We've sharpened up our recruitment brand and presented and promoted it better. We have added new careers pages to each agency's website.

We brought in more hands-on resources to relieve some pressure, and addressed some specialist/support gaps. We've had 15 new starters during 2024.

We clarified role responsibilities to ensure clear decision making, rigorous prioritisation, and time-efficient working.

We invested in a new Manager Development programme, as we would like to have the best managers in the agency world.

We worked with an external specialist to provide both group training and 1:1 development.

We introduced a new appraisal system with monthly touch points and agendas, on top of weekly 1:1's with line managers.

Supplemented our generally competitive base pay levels with the reintroduction of our Group Bonus plan.

We reviewed our benefits package and established that it is highly competitive.

## What's Next?

To boost engagement and satisfaction, we have established a 'Ways of Working' focus group. This team will evaluate our internal processes to ensure they are effective, well-defined, and clearly communicated to everyone.

## IMPROVING OUR PEOPLE'S WORK-LIFE BALANCE

To improve work-life balance for our people, we offer flexible and remote working options and have increased our holiday allowance. Full-time employees get 25 days holiday (excluding Bank Holidays). After 4 years of service, they accrue an extra day per year, up to a total holiday allowance of 30 days.

In addition, we offer an input/knowledge day - to attend a conference/continuing education, a charity day - to support a charity of their choosing, and 3 personal days - to be used as they see fit, e.g. taking their pet to the vet or moving house. Annual holiday allowance is therefore 30 days, plus 8 Bank holidays, totalling 38 days' holiday per year.







# Summer Party

THE HOME OF  
COLLECTIVE  
CREATIVITY



# Employee Wellbeing Survey 2024

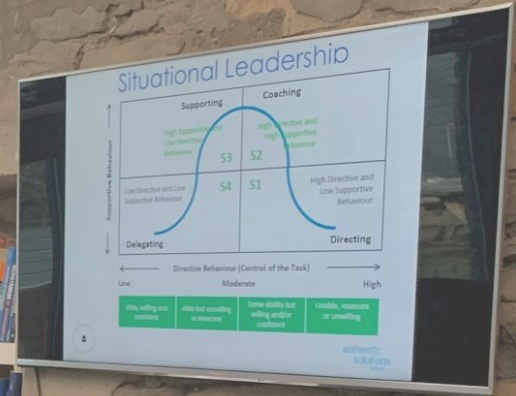
Questions	Survey 1 - Mar 2024		Survey 2 - Jun 2024		Survey 3 - Sep 2024		Survey 4 - Dec 2024	
I am proud to work at my agency	95%	Agree / Agree Strongly	87%	Agree / Agree Strongly	87%	Agree / Agree Strongly	94%	Agree / Agree Strongly
I would recommend Istorica Group as a great place to work	90%	Agree / Agree Strongly	96%	Agree / Agree Strongly	80%	Agree / Agree Strongly	83%	Agree / Agree Strongly
I still see myself working here in 2 years' time	95%	Agree / Agree Strongly	97%	Agree / Agree Strongly	76%	Agree / Agree Strongly	78%	Agree / Agree Strongly
The leadership team keep me informed about what is happening	78%	Agree / Agree Strongly	78%	Agree / Agree Strongly	64%	Agree / Agree Strongly	67%	Agree / Agree Strongly
I have access to the things I need to do my job well	84%	Agree / Agree Strongly	91%	Agree / Agree Strongly	84%	Agree / Agree Strongly	94%	Agree / Agree Strongly
Most of the systems and processes support us getting our work done effectively	67%	Agree / Agree Strongly	74%	Agree / Agree Strongly	68%	Agree / Agree Strongly	83%	Agree / Agree Strongly
I know what I need to do to be successful in my role	100%	Agree / Agree Strongly	87%	Agree / Agree Strongly	92%	Agree / Agree Strongly	94%	Agree / Agree Strongly
I receive appropriate recognition when I do good work	77%	Agree / Agree Strongly	74%	Agree / Agree Strongly	84%	Agree / Agree Strongly	78%	Agree / Agree Strongly
This is a great place for me to make a contribution towards my development	89%	Agree / Agree Strongly	83%	Agree / Agree Strongly	80%	Agree / Agree Strongly	89%	Agree / Agree Strongly
We live authentically by our company's EPIC values	78%	Agree / Agree Strongly	70%	Agree / Agree Strongly	68%	Agree / Agree Strongly	89%	Agree / Agree Strongly

## STAFF WELLBEING

In order to grow in the right way with the right clients and the right team in place, our workforce vision is to cultivate, nurture, grow and support a diverse team, their professional development, work-life balance, and mental health & wellbeing.



# Leadership Training



THE HOME OF  
COLLECTIVE CREATIVITY



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## COMMUNITY

46%

COMMUNITY SCORE

**Community** evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognises business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

**We acknowledge that our Community score is below par and that we have work to do! Our aim is to improve our score across all community aspects over the next couple of years.**

## COMMUNITY

### What We Said

#### DIVERSITY, EQUITY & INCLUSION

Since Bristol is marked as the 7th worst (of 348 districts) in England & Wales for black and ethnic minority communities to live and thrive, with equality gaps failing to improve since 2001, we want to identify ways to improve on our own diversity and in turn help Bristol to improve.

Identify ways to enhance inclusivity across our organisation.

#### ECONOMIC IMPACT

Investigate ways to better support local organisations and individuals.

We committed to exploring the possibility of moving our business banking to a sustainable alternative in order to reduce our financial carbon footprint.

### What We Did

We reached out to Babbasa, a local social enterprise that supports low-income and ethnic minority young people in preparing for the workplace, to explore how we could collaborate. As part of this effort, two of our team members have signed up to become Equal Opportunity Ambassadors.

Additionally, we became a Disability Confident Committed employer (Level 1), ensuring that our recruitment processes for relevant vacancies are inclusive and accessible. We've also reinforced our commitment to inclusion by planning to offer paid work experience opportunities.

As part of our inclusivity commitment, we set a target to ensure that at least 10% of our workforce represented diverse backgrounds in terms of race, ethnicity, neurodiversity, and sexual diversity by the end of 2024. We're proud to share that we have not only met this target ahead of schedule but exceeded it, with 14% of our workforce now reflecting this diversity.

We collaborated with Babbasa to reach out to our local disadvantaged & minority community to offer under represented start-ups the chance to join our Incubator Hub initiative. We also hosted an agency open day to give local young people an opportunity to pursue a creative agency career.

To achieve this, we created a shortlist of ethical banks and assessed their suitability for our needs. However, after careful evaluation, we found that switching was not a viable option at this time and have decided to remain with our existing bank.

### What's Next?

Offer a Living Wage placement to guest edit the Isthoria Times.

## AGENCY OPEN DAY

As part of B Corp Month, we organised an Agency Open Day inspired by the This Way Forward theme, aimed at offering a pathway into the creative industries. Titled Careers in PR and Design: A Taste of the Industry, the event was hosted alongside our fellow B Corp agency and neighbour, Purplefish, and was run in partnership with Babbasa, a Bristol-based social enterprise that supports young people (16-25) in pursuing their professional aspirations, regardless of background.

The event saw over 20 attendees, with all sessions fully booked. We provided a range of interactive exercises that showcased the type of work we do as a creative agency, highlighting how rewarding and fulfilling a career in the creative industry can be. The winning team received vouchers to spend locally.







THE HOME OF  
COLLECTIVE CREATIVITY



# Agency Open Day

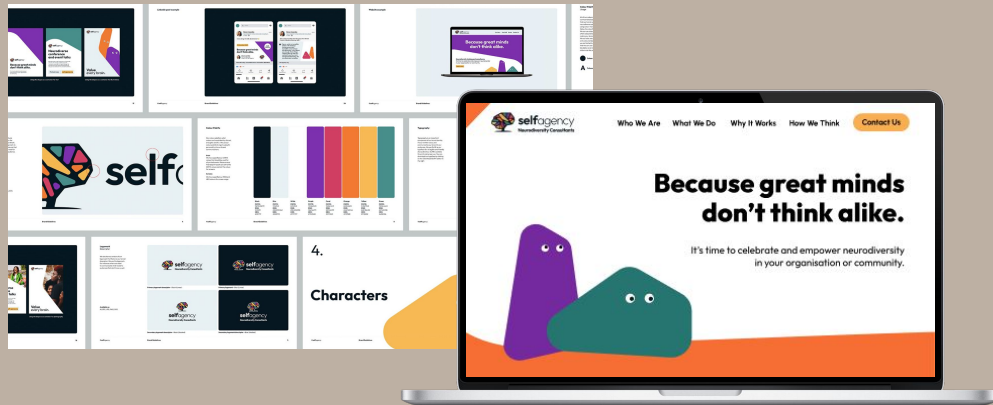
# Mentoring *Self Agency*



Mentoring competition winner **Self Agency** and delivered a brand- and website refresh in 2024

During 2023, to mark International Women's Day and #BCorpMonth, we launched a competition to support a regional women-owned micro-business through our Incubator Hub programme. With the help of partners Babbasa and Black South West Network, we ensured the initiative reached a diverse and inclusive audience.

The winning business, **Self Agency**, a neurodiversity consultancy, was awarded rent-free office space for six months, along with mentorship in entrepreneurship, marketing, PR, and finance. We're proud to share that we successfully delivered a brand refresh through Phoenix Wharf and a new website through Tiny Spark to support their **impactful vision of making Bristol the neurodiversity capital of the UK.**





## What We Said

### **CIVIC ENGAGEMENT & GIVING**

Investigate ways to improve our civic engagement & giving.

As part of our KPIs, we aim for every employee to either volunteer or work on pro bono projects this year.

### **SUPPLY CHAIN MANAGEMENT**

Reassess and re-evaluate our entire supply chain.

Start with small, manageable changes.

Support fellow B Corps.

## What We Did

Charities/causes we supported this year include Blue Marine Foundation, Surfers Against Sewage, Camfed and The Azul National Park. See next page for details.

Our collective volunteering hours totals 694.5 which equates to 69.45 days.

We have carried out 433.5 hours of pro bono work which equates to 43.35 days.

We are in the process of reassessing our entire global supply chain, identifying fellow B Corps, minority owned and local businesses to support where we deliver projects around the world.

Appointed a new IT partner Optimise IT (B Corp) and B People (B Corp) to help with our people strategy.

Appointed Purplefish PR (B Corp).

We even switched our toilet paper supplier to Who Gives a Crap (B Corp)!

## What's Next?

In 2025, we hope to be in a position to donate 0.1% of revenue to charitable causes.

Our supply chain focus for 2025 will be assessing European partners and to have a European office in place.

## CIVIC ENGAGEMENT & GIVING

This year, every team member with a corporate credit card joined Easyfundraising, where a percentage of each transaction is donated to our chosen charity, the Blue Marine Foundation. This incredible organisation is dedicated to restoring ocean health by tackling overfishing, one of the world's most pressing environmental challenges. We've raised £762 so far this year.

As a women-owned business, we are proud to support girls' education in Africa through a £180 donation to CAMFED. This donation sponsors one girl's secondary school fees, along with providing her with sanitary wear and a uniform.

Additionally, we're supporting the Cordillera Azul National Park Project in Peru, which is located in the high forest between the Andes and the Amazon Basin. This project supports 26 community-based businesses, with 40% of jobs held by women, and works across 37 million hectares to protect 16 million hectares of threatened forest. The project also helps tens of thousands of local people access basic services, including sanitation, healthcare, and education.

Earlier this year, we also supported Julian Trust, a local homeless charity in Bristol. We donated a cheque for £1,440.27, visited the shelter, and contributed food and clothes to those in need.

In line with our commitment to the United Nations' Sustainable Development Goals, we're aiming to support all 17 goals by the end of 2030. We're currently supporting 16 out of 17 goals.



# Supporting *Julian Trust*



As a team, we're always looking to support good local causes within our community, and we are committed to supporting those in need. Julian Trust, which offers a night shelter for homeless people and rough sleepers in Bristol, has been our chosen charity for the last two years and we are proud to announce that we have raised £1,440.27 for their cause.

Their night shelter offers guests a hot meal, a bed for the night and a warm welcome. These funds were raised through linking our corporate spending to platforms such as Easyfundraising, which enabled us to raise donations while purchasing items for our business.

The Julian Trust is thrilled with the efforts made. We visited them at their St Paul's shelter recently to present the cheque in person, and we were given a tour of the facilities to help us better understand the difference we're able to make. In addition to the money raised, we donated a box of food, toiletries and clothing.

# B Corp *Initiatives*



Istoria Group CEO Sam Rowe took the stage as a panellist at **Purposefest** in Bristol, contributing to the "**Amplify Your Message**" discussion. She was joined by Jo Randall, Founding Director of Purplefish, and Nina Postans, Managing Director of Skylark Media, for an engaging exchange on harnessing communication as a force for positive change.

Sam shared invaluable insights on aligning a company's purpose with its actions to drive meaningful impact. She highlighted Istoria Group's approach to authentic communication, showcasing a genuine commitment to purpose, and emphasised the power of collaboration with like-minded businesses to amplify impact.



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## ENVIRONMENT

66%

ENVIRONMENT SCORE

**Environment** evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable, that of its supply chain and distribution channels. This section also recognises companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide fewer toxic alternatives to the market, or educate people about environmental problems.

**Whilst we operate in a sector with a Significant Environmental Footprint, we've always set out to deliver our projects with zero waste to landfill. Our aim is to improve on our score, especially under Environmental Management, Water, and Land & Life.**

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## ENVIRONMENT

### *What We Said*

#### **ENVIRONMENTAL MANAGEMENT**

Review our office work & flexible working policies as part of our People Strategy.

Encourage staff to help reduce their individual carbon footprint by cycling or taking public transport to work where possible.

Look for small changes that can make a difference.

Our 2030 ambition is to become Carbon Neutral for Scopes 1-3 of the Greenhouse Gas Protocol, 20 years ahead of 2050.

#### **AIR & CLIMATE**

Look into becoming a climate positive workforce.

### *What We Did*

We have hired new staff on remote contracts and our office days are 2 days per week and 3 days work from home.

Replaced paper business cards with QR codes on our phones as e-cards.

Changed toilet paper to Who Gives a Crap.

Changed to re-usable eco friendly lanyards when our staff are at exhibits or events.

We are Carbon Neutral for Scope 1 & 2 and registered our targets with the SBTi - Science Based Targets Initiative.

We have signed the SME Climate Hub pledge in support of the United Nations' Race to Zero campaign and report annually on our progress.

We joined Ecologi in October 2023 to become a Climate Positive Workforce.

### *What's Next?*

Work with our clients and suppliers to improve on our Scope 3 emissions to reach our 2030 ambition.

## ENVIRONMENT

### What We Said

#### WATER

Look for ways to start monitoring and recording water usage in the office and warehouse.

Organise a beach clean for Surfers Against Sewage.

Our ambition is to support Blue Marine Foundation - once we've reached our fundraising target for The Julian Trust (£2,000).

#### LAND & LIFE

Continue our support of Cordillera Azul National Park in Peru.

Support climate projects through Ecologi.

### What We Did

Installed low flow taps and toilets. This has led to reducing our average per person consumption by 15.38%

13 Employees volunteered to clean Weston Super Mare beach during October.

We've not achieved our fundraising target for 2024, we are at £762 for Blue Marine Foundation. The total raised for Julian Trust was £1,440.27

We supported The Cordillera Azul National Park project, located in Peru's high forest between the Andes and the Amazon Basin. It supports 26 community based businesses, with 40% of jobs held by women.

This project is working in a huge landscape of 37 million hectares (nearly the size of the Netherlands) to protect 16 million hectares of threatened forest.

Through Ecologi we're supporting the protection of the Matavén forest in eastern Colombia, avoiding methane emissions from landfill in Brazil, peatland restoration and conservation in Indonesia, solar power project in Morocco and repairing water boreholes in Eritrea.

### What's Next?

Continuing to support the Blue Marine Foundation in 2025 through our Easyfundraising corporate spending.

# Climate Positive Workforce



## What we offset and sequester

Whilst we strive to do our work responsibly and sustainably, certain carbon emissions are unavoidable.

We work with a number of planet-positive organisations working to offset and sequester carbon.

Whilst we don't believe offsetting is the answer, we hope to take a step in the right direction by planting trees, nourishing corals, removing plastic, and funding climate friendly projects. 100% of our Scope 1 and 2 carbon has been offset against 64 Verified Carbon Standard (VCS) units in 2023.

We joined Ecologi in October 2023 to become a Climate Positive Workforce. **To date, we have funded 2,159 trees and avoided 292.3 certified tonnes CO<sub>2</sub>e.**



# Surfers Against *Sewage*



**13 Employees volunteered to clean Weston Super Mare beach during October.**

Our beach cleaning volunteers for Surfers Against Sewage was Alice Tapson, Tom Cleary, Saskia Horne, Guy Stewart, Sam Morris, Bryn Isaac, Charlotte Johnson, Brent Suleman and Hannah Preston.

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## CUSTOMERS

96%

CUSTOMERS SCORE

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognises products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organisations.

**We are delighted with our Customers score of 96% and are aiming to keep this up going forward.**



WE DON'T JUST

Talk the Talk

WE ALSO

*Walk the Walk*



# Sharing Knowledge



Istoria Group's CEO, Sam Rowe, was a keynote speaker at CIUK's Cardiff Open, where she discussed B-Corp leadership and the intersection of sustainability, creativity, and business excellence.

Sam shared Istoria's journey to B Corp certification, highlighting the challenges and rewards of aligning business purpose with sustainability goals.



WALK THE WALK

# Our Mentors & Volunteers



Claire Menzies  
Mentor



Lindie Kramers  
Mentor



Alex Saxon  
Mentor



Anton McCoy  
Mentor



Ben Laine-Toner  
Mentor



Brent Suleman  
Blonde Angel  
Volunteer



Hannah Jardine  
Beavers Scout  
Volunteer



Katy Evans  
Bristol Youth  
Justice Volunteer



Chloe Marquand  
Olio  
Volunteer



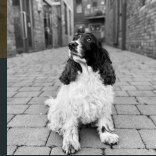
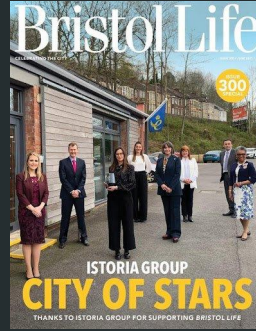
Paul Girdler  
Park Run  
Volunteer



Tamara Lloyd  
Cubs & Scouts  
Volunteer



Hannah Preston  
U12 Football  
Volunteer



# Istoria Group



THANK YOU

# Meet Our 'B' Team



Lindie Kramers  
Chief Marketing Officer



Hannah Jardine  
Sustainability Director



Saskia Horne  
Office Manager

Achieving B Corp certification was a significant accomplishment, and for good reason. Istoria Group extend our gratitude to every team member for their valuable contributions throughout this journey. We would also like to give special recognition to our dedicated B Team, who went above and beyond to bring this achievement to fruition. We wholeheartedly appreciate your unwavering dedication, hard work and support.



Helena Moorhouse  
Digital Marketing Manager



Claire Yoxall  
Project Director



Mark Blackshaw  
Creative Director



Sam Morris  
Head of Operations



Victoria Tang  
Account Manager

# Thank *You.*

*Lindie Kramers*

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**Certified**



**Corporation**