

HEAVENLY

See what impact we've made

B Corp Impact Report
2023/2024

Certified



Corporation

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01 / Letter from our CEO

Becoming a B Corp-certified business has been a long-held ambition for me and the team at Heavenly and we were delighted when, in 2023, we finally realised that goal. We preceded the application process with an overhaul of our proposition, our processes and procedures, and the type of work we really wanted to do. We were driven by the spirit of an often-used phrase, 'do as you would be done by'.

While the application process was challenging, it was easy in comparison to the tenacity with which we all undertook it. The team came together to focus our ethos as a business, as well as the working practices to achieve this. Nevertheless, we were all very aware that certification was the beginning of the process, not its conclusion. It's a cause for great pride and motivation to the team on a constant basis and we have been vocal in evangelising to clients and partners about the B Corp, as well as being excited to promote it through our own marketing activity.

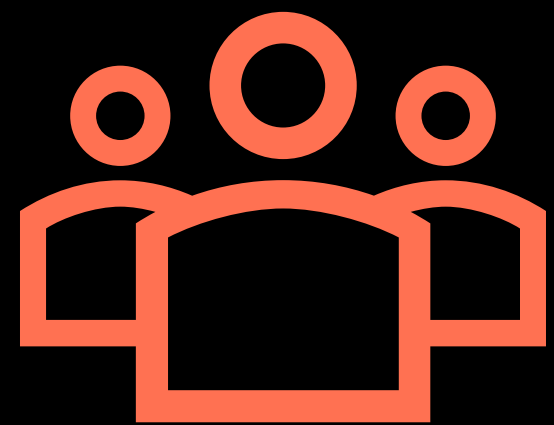
Here's to the journey. And how it shapes us, our business, and the world around us.

Richard Sunderland
Founder and CEO



02/Introducing Heavenly

Heavenly creates better connections between businesses and their audiences, for greater cultural and commercial traction. We do this by infusing ideas with brevity, charm and entrepreneurial thinking.



We're an independent brand agency, founded in 2003.



Heavenly was born of a desire to inject some down-to-earth thinking into branding.



We specialise in non-profits, cultural institutions, property and place-making, professional services, media and tech, finance and energy and work primarily across the UK, Europe and the US.

03/Our journey

Our journey to becoming a B Corp began back in 2020, a year of global change that brought much of the world to a standstill.

During this time, we had the opportunity to reflect and ask ourselves, **“Who is Heavenly, and what is our purpose?”** This pause allowed us to focus on what truly matters – our team, our clients, our community and the world in which we live.

The Impact Assessment was no easy feat. It highlighted areas where we could do better, pushing us to take meaningful steps towards improvement. Over the next two years, we focused on updating policies and refining our ways of working. These changes prepared us to submit our certification in September 2022, which ultimately led to our B Corp certification in October 2023 with a score of 80.

As a small team, we’re incredibly proud of what we have accomplished. This milestone is a testament to our hard work and dedication and it inspires us to aim even higher as we prepare for recertification in 2026.



04/Our score

>

80.6

05/Our 23/24 highlights

21

Purpose-led clients



05/Our 23/24 highlights

5

Not-for-profit clients



05/Our 23/24 highlights

X3

Cultural institution clients



05/Our 23/24 highlights

X4

Interns (2023/24)

TRAVEL

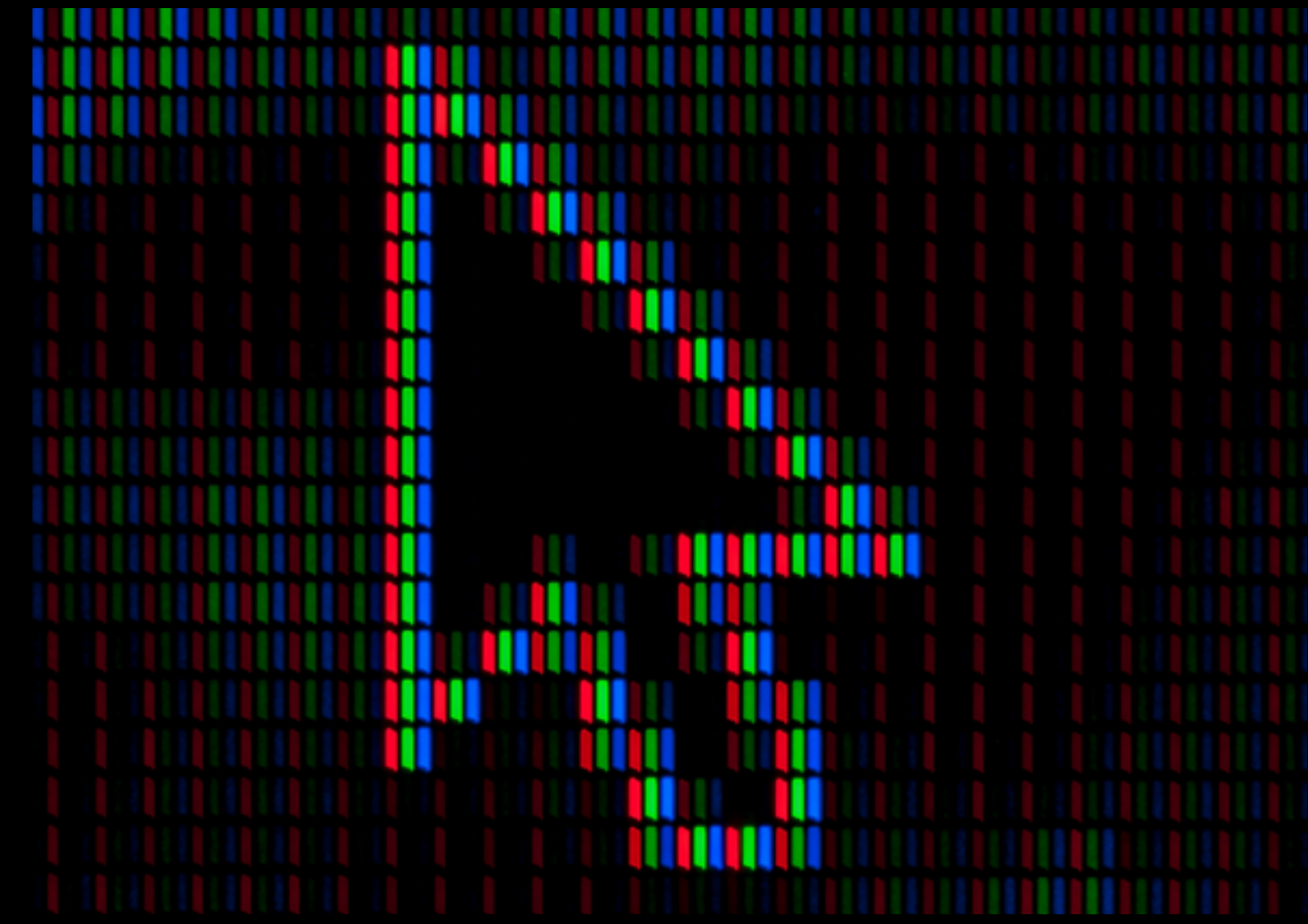
The majority of our team work remotely, with some members in the office during the week. This has reduced our travel carbon footprint.

12.97%

Reduction in carbon emissions from the previous year

X14

New clients



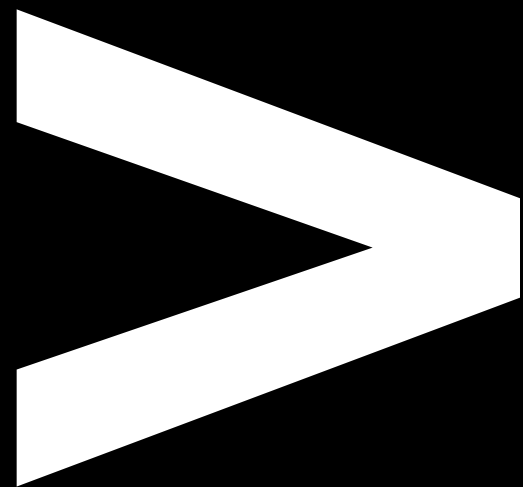
PRINT

We became a digital-first agency minimising the need to print.

06/ Impact areas



Governance



What we said we would do:

- > Enhance our data protection practices to ensure GDPR compliance by incorporating best practice in data security, implementing appropriate software and conducting annual audits.
- > Continue exploring ethical best practice and innovative ways of working to ensure alignment with our core values.
- > Complete our first Impact Report to showcase our achievements, address challenges and outline future goals for sustainability and corporate responsibility.

What we have done:

- > Adopted BrightPay, a secure platform for distributing payslips while protecting employee data.
- > Wrote an Employee Data Policy that outlines how the company collects, uses, protects and retains employee data.
- > Implemented an AI policy to ensure responsible and ethical use of AI technology.
- > If you're reading this, that means we completed our first Impact Report. We've published it on our website, sent it to our clients and shared it with fellow B Corps on B Hive.

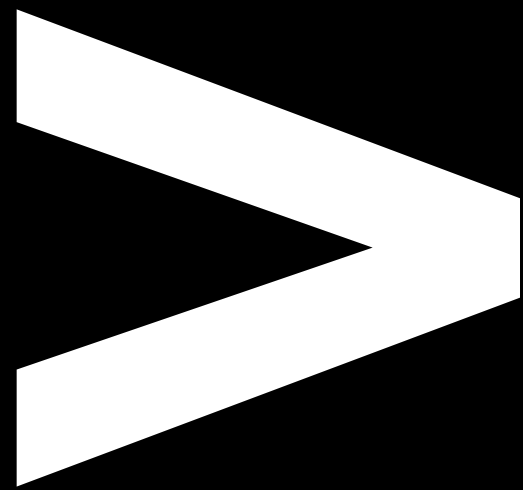
Governance

What's next:

- > Further improve our IT, data management and security by implementing better password protection and device management.
- > Ensure all our contractors are kept up to date about our IT security measures, by incorporating them into our contractor agreements.



Workers



What we said we would do:

- > Enhance our wellbeing and family benefits to better meet the diverse needs of our employees.
- > Develop a healthier work-life balance.

What we have done:

- > Updated our flexible working policy to include working from anywhere in the world.
- > Developed a menopause policy to support employees during this life stage.
- > Enhanced our mental health support by introducing one-on-one meetings.
- > Continued random acts of kindness for the team, including birthday gifts and surprises throughout the year.
- > Provided healthy lunches for employees attending the office, along with a regular supply of snacks and refreshments.
- > Supported a small local business by supplying the team with breakfast once a month.
- > Organised team Out Of Office days to foster fun and connection, especially as some of our employees work remotely.
- > There is a gym available for everyone to use.

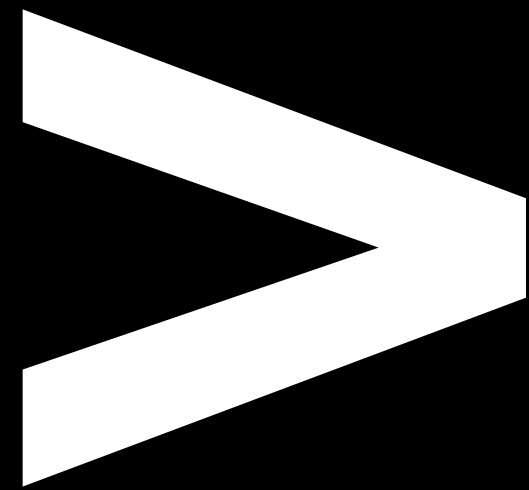
Workers

What's next:

- > Actively engage with employees to better understand their satisfaction, wellbeing, mental health, sense of belonging, engagement and overall happiness.
- > Support greater transparency by involving employees more in decision-making, including providing regular updates on company strategy and performance.
- > Introduce an Employee Assistance Program (EAP) to offer additional support for employees, extending this benefit to their spouses, partners and children.



Environment



What we said we would do:

- > Commit to regularly measuring our carbon footprint to understand the environmental impact of our operations.
- > Offset our carbon emissions by partnering with Ecologi and investing in verified carbon offset projects worldwide.
- > Maintain our commitment to supporting remote and flexible work and enabling client meetings to be conducted virtually.

What we have done:

- > Reduced travel, which contributed to a 12.9% decrease in CO2 emissions compared to the previous year.
- > Partnered with Ecologi to invest in carbon offsetting projects, including reforestation, renewable energy, and community-based initiatives, enhancing the health of our planet.
- > Enabled all employees to work from home.
- > Focused on engaging environmentally conscious clients and like-minded businesses.

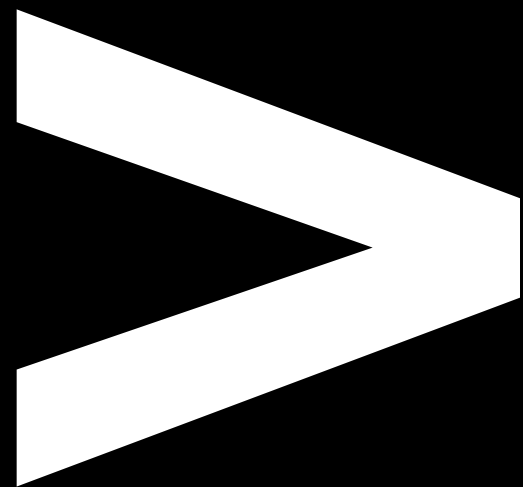
Environment

What's next:

- > Conduct an assessment to understand the wider environmental impacts of our operations and value chain.
- > Collaborate with companies that prioritise environmental responsibility by switching to an IT provider that actively measures its environmental impact.
- > Seek transparency from our building landlord regarding gas, electricity and water usage.
- > Develop and publish our first corporate climate action plan.



Customers



What we said we would do:

- > Increase the number of B Corp clients we work with.
- > Broaden and deepen the understanding of B Corp values in our industry by engaging in conversations with our clients.
- > Maintain our continued commitment to our B Corp status with a focus on spreading awareness to inspire and engage others to join the movement.
- > Continue to keep our client-related policies up to date, such as our Quality Policy.
- > Continue to monitor client satisfaction.
- > Focus on working with clients who are purpose-led businesses.
- > Work with iconic cultural and scientific research institutions that make a positive impact on the planet and society.

What we have done:

- > This year, we have worked with our first B Corp client.
- > Keeping to our philosophy of working with clients that align with B Corp values, we decided not to work with prospective clients that didn't meet our values.
- > Had conversations with several clients about how to become B Corp certified, as well as making our certification more visible across all written communications with clients.
- > Launched a global marketing campaign via the Financial Times to promote Heavenly's B Corp Status.
- > Updated our Quality Policy to be in line with our current reporting structure.
- > Continued to monitor client satisfaction through regular communication, which is often rewarded by repeat business with them.
- > 21 of our clients this year are purpose-led businesses.

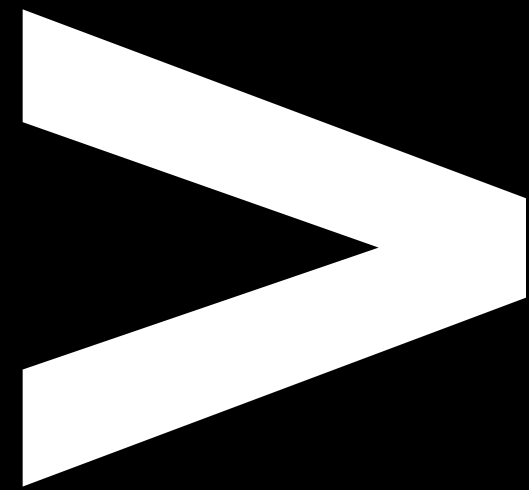
Customers

What's next:

- > Work with more clients who make a positive impact in the world - preferably with fellow B Corps.
- > Continue to look for opportunities to work with B Corp.
- > Continue to earn glowing testimonials for our work, and build our network of great clients!



Community



What we said we would do:

- > Commit to promoting DEI in the workplace by engaging in training sessions, starting with a Forest School team outing that will focus on these principles.
- > Continue to help Interns get a head start in their careers.
- > Increase our donation to charities.

What we have done:

- > Our team attended a DEI training day at Forest School.
- > Had 4 interns working across design and strategy areas of the business.
- > Worked with 3 cultural and scientific institutions.

Community

What's next:

- > Our Forest Days proved so successful, we'll be running more, both for our own team and potentially with clients.
- > Improve our charitable donations by speaking to charities with the potential of joining forces and work together in 2025.
- > Help organisations within our community by leveraging our experience and expertise in the cultural institutions sector.



07/ Heavenly Out & About



From restoring canal locks to building shelters in the forest, our OOO Days give us an opportunity to have fun together, while learning about topics like DEI, and giving back to local communities and good causes.



Let's not forget the fun in the office with our monthly breakfasts.



08/Contact details

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Thank you

