



STAND.

Our impact March 2023 to February
2024

Keeping our eyes on the horizon during choppy waters.

The last financial year was challenging, for us and many other businesses. Global uncertainty made clients cautious and investment tough to secure. We remained focused on supporting our people and delivering strong results for clients. We've ridden the waves of economic uncertainty and continue to deliver stand out work and tangible impact.

As B Corp recertification approaches, we're concentrating on the future and how we can do better. With a new positioning focused on building brand belief, we're excited to respond to the opportunities a new government presents.

100%

of our clients said they'd recommend us

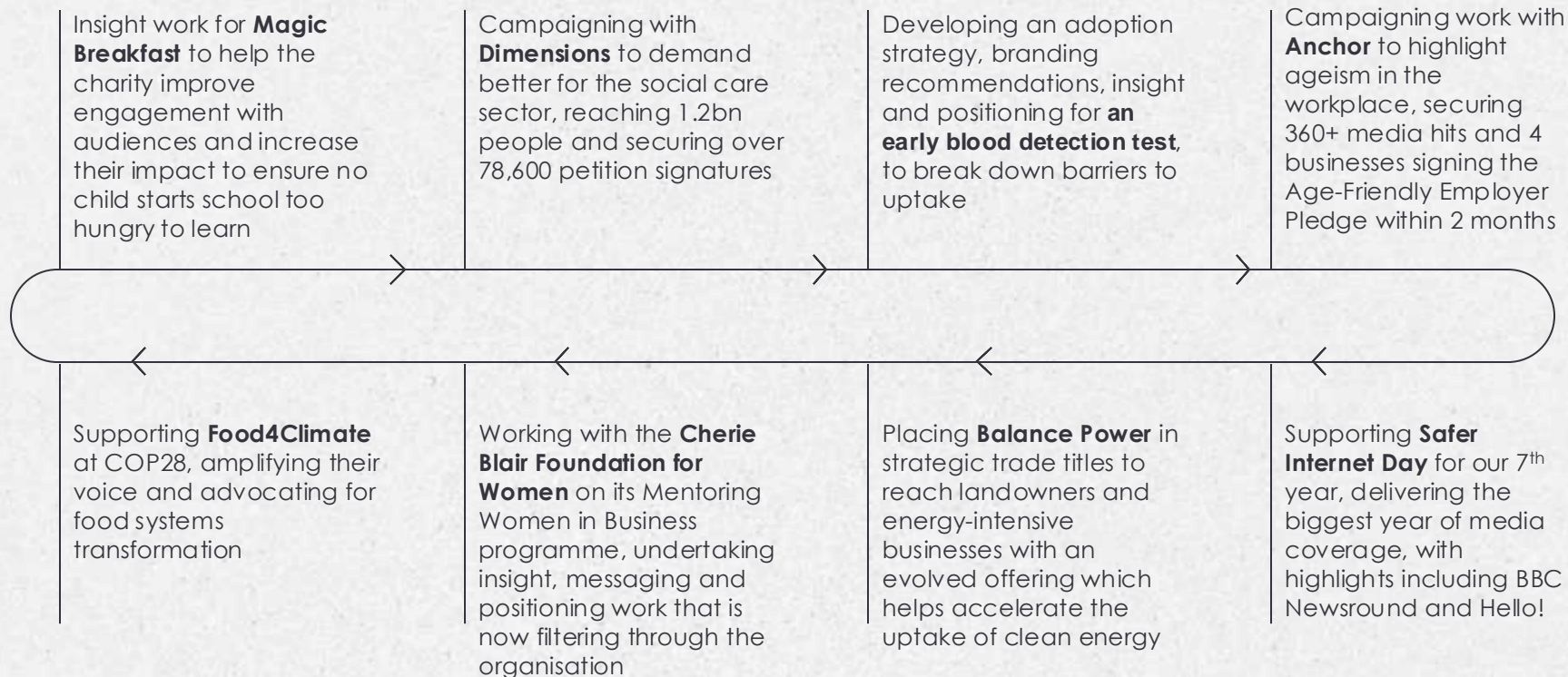
2

awards for our work – raising awareness of a new hub supporting partners on the pregnancy journey and launching a new bank

78,600+

petition signatures calling for better pay for the social care sector, in collaboration with client Dimensions

Making change happen – impact highlights.



Supporting our team's passions.

The Stand team delivered 190 hours of pro bono and volunteering time, including representing **Food4Climate** at COP28, running a pro bono social media workshop for the **Free Representation Unit**, and supporting the launch of an APPG report highlighting inequity in stem cell, organ, and blood donation to for **Team Margot**.

Volunteering spanned supporting people in crisis, to environmental education, with team members using their 2.5 volunteering days a year to help in their community or to support a cause close to their hearts.

🌟 SHOUT OUT CLAXON 🌟 Absolutely brilliant to spend 2 days working with **Marco Savo** from **Stand** to learn more about social media and to develop a Social Media Strategy.

As a small volunteer based organisation it's easy for **Free Representation Unit (FRU)** to run out of time to talk about the work that we do so great to have a focused action plan!

Thanks so much **Marco Savo** for creating so many 💡 ⚡ moments (though this post was created without the use of CHAT GPT!) and to **Stand** for allowing Marco to use his volunteering days with us! 🙏

#freerepresentationunit #FRU50

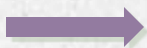
FRU
Free Representation Unit



Following through with action.

WHAT WE SAID WE'D DO

More pro bono work



WHAT WE DID

We delivered a similar amount of pro bono work as previous years, as potential projects stalled due to other pressures. Work we did was strategic and high impact.

Review office building to meet strong environmental criteria



We accessed office choices with sustainability high on the criteria. We secured a new home at White Collar Factory in March 2024 meaning we don't have detailed data for this report year.

Take action with Make My Money Matter's Green Pension campaign



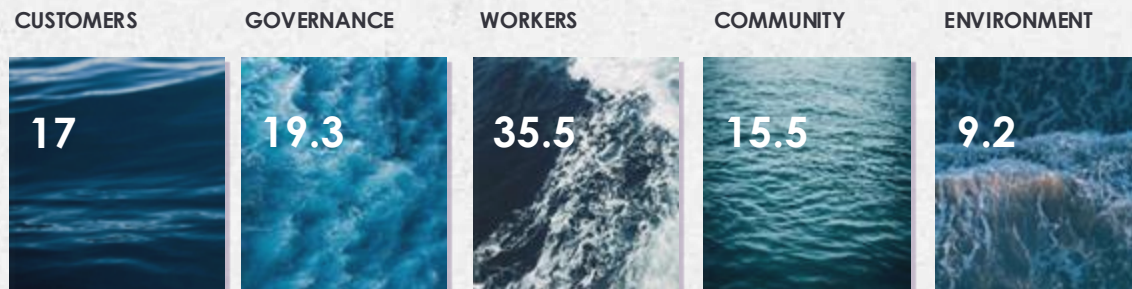
We used MMM materials to explore how green our current pension provider is. Our plan is to change providers by the end of our next FY 24/25.

In March 2023, we also switched to a fossil free alliance bank.

Our 23/ 24 scores.

Overall score of **96.7** (down from last year's total of 97.2).

A challenging market limited our growth this year. A cautious approach resulted in no increase in headcount, meaning our community score dropped. Unpredictable financial performance impacted our workers score slightly because no bonus was awarded. Our customer score increased as a greater proportion of our work was with purposeful businesses and charities than last year.



Last year's scores:

12.3

19.3

36.2

20.1

9.2

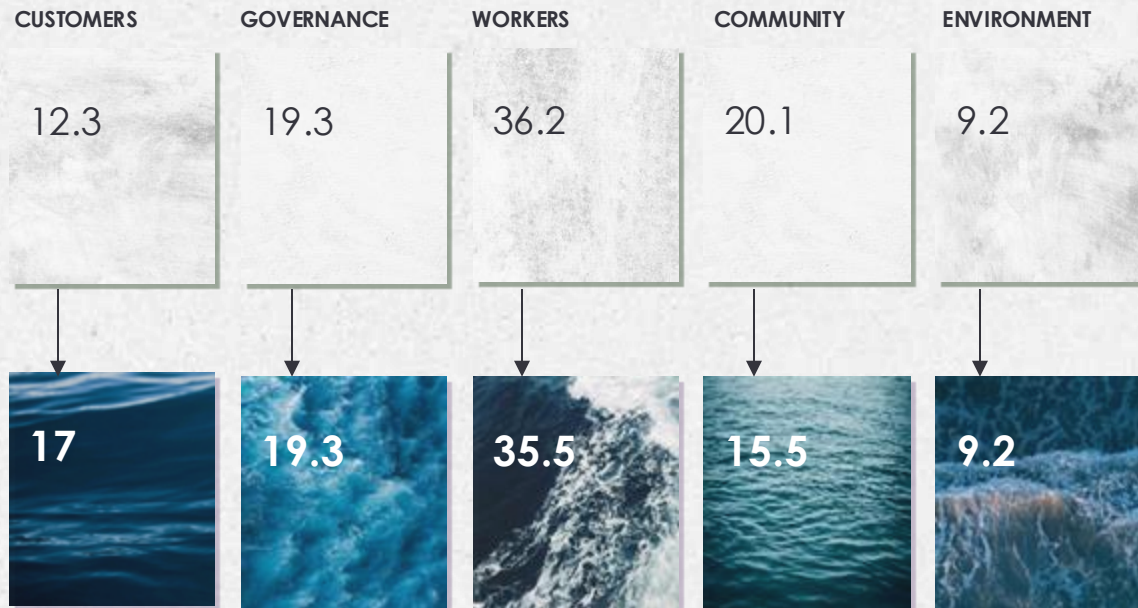
*Our self-assessment scores have been calculated by updating our responses in the B Impact Assessment portal to reflect our business during the period of March 2023 to February 2024. The self-assessed score has not been verified by B Lab UK.

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STAND // IMPACT REPORT 2023-24



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Focus on doing better.

We're proud of our client satisfaction survey results this year (see data tables at the end of this report). They demonstrate our commitment to high-level consultancy, working as partners with clients to deliver impactful work. Our scores improve year on year, and we strive to do better.

These are the four areas we want to focus on next.

STANDISH/IMPACT REPORT 2023-24

BOOSTING PRIDE

We're keen to build pride amongst our team. Retention remains challenging in an ambitious and competitive agency sector. Despite working hard to retain talent, a tough business climate takes its toll. With new positioning and lots of new hires, we will dial up communicating who we are and why we exist, our vision and mission, and the role everyone plays in what makes Stand, Stand.

IMPROVING DEI&B

We've already delivered our DEI&B strategy, but we know there's always more to do (our data supports this). This has already improved during Q1 of our new financial year, and we want this trend to continue. As well as our internal efforts, we want to spread the DEI&B message through more internal education, pro-bono support to underrepresented voices and futureproofing our internal policies.

REFRESHING IMPACT AREAS

When we first became a B Corp, the materiality review process helped us identify the areas where we can make the most impact. As the business context and our client base shifts, we want to ensure these focus areas are right. If needed, we will tighten them, using the SDGs as a framework.

BETTER ENVIRONMENTAL DATA

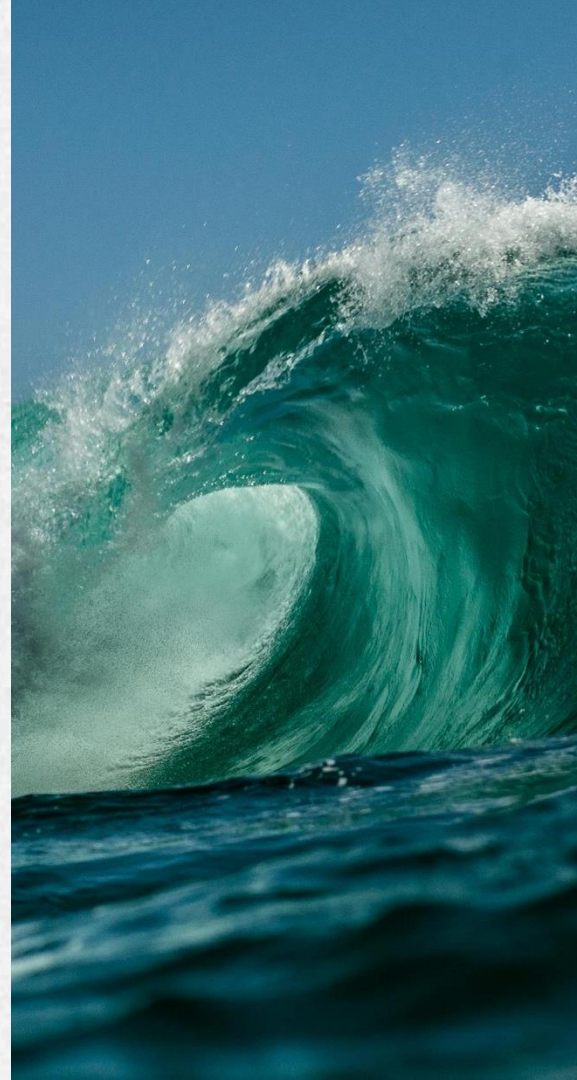
Our move to White Collar Factory enables us to get better data from our office provider.

As a build on that, we will also explore options to track our individual work carbon footprints to report a fuller picture that reflects hybrid working.

And we're ready to make waves.

The winds are changing. A new government with an ambitious agenda is creating more opportunities. We are already working with trailblazers who believe in better but fresh momentum in sectors such as renewables, health, education and fintech mean more brands want to carve out a space. We stand poised to help the most ambitious brands make waves.

If you want to stand out from the crowd, shake thing up and make a real impact, get in touch:
ask@thisisstand.com



DATA IN DETAIL:

On the following pages we've pulled together detailed data for core areas of our business through the lens of B Corp. This is for our financial year, which runs from March to February.

As before, we have data gaps, specifically in energy, waste, and water data. As tenants in a shared workspace, we still find it challenging to get relevant and accurate data on energy water and waste to measure our direct impact. We are not alone in this challenge and are aware that it is something our landlord Fora is looking at improving.

Data tables – our team.

AREA	DETAIL	FY 22/23	FY 23/24
Financial security	% paid over living wage	100%	100%
	% receiving a bonus	None	None
	% receiving health cash plan	100%	100%
Health, wellness & safety	% receiving wellness bounty	100%	100%
	Average number of sick days per person	0.7	1.7
	No. external training sessions attended	44	36
	No. training sessions delivered by colleagues	13	39
Career development	% promoted	34%	52%
	Policy enhancements	-	-
	Employee retention rate	50%	64%
Engagement & satisfaction	% of employees who say they enjoy their job	74%	67%
	% of employees who say they feel proud to work at Stand	100%	53%
CDE&I (culture, diversity, equity & inclusion)	% of female	85%	84%
	% of colleagues who feel we are taking positive steps to improve diversity and inclusion	77%	53%

Data tables – our clients.

AREA	DETAIL	FY 22/23	FY 23/24	% increase / decrease
NPS	% of clients that would recommend us	92%	100%	8% increase
	% say understanding organisation's objectives	62%	100%	38% increase
	% say understanding organisation's challenges	-	92%	n/a
	% say we demonstrate strategic comms advice	23%	75%	52% increase
	% say we demonstrate sector specific knowledge	46%	67%	21% increase
	% say we predict needs & stay one step ahead	-	25%	n/a
	% say we give senior time and counsel	-	67%	n/a
	% say we demonstrate quality and frequency of comms and content	46%	83%	37% increase
	% say we demonstrate teamwork	85%	92%	7% increase
	% say we demonstrate empathy and understanding	69%	92%	23% increase
Quality of client service	% say we demonstrate personal touch and support	69%	83%	14% increase
	% say we demonstrate creativity	31%	67%	54% increase
	% say we demonstrate problem-solving	38%	83%	45% increase
	% say we demonstrate flexibility / adaptability	85%	92%	7% increase
	% say we demonstrate proactivity	62%	83%	21% increase
	% say we demonstrate responsiveness	77%	83%	6% increase
	% say we demonstrate quality of results	38%	92%	54% increase
	% say we demonstrate quantity of results	23%	67%	44% increase
	% say our values are demonstrated	62%	100%	38% increase
	% they're happy with how we've dealt with feedback if raised	77%	100%	23% increase

Data tables – our community.

AREA	DETAIL	FY 22/23	FY 23/24
Economic impact	Number of internships run	8	1
	% of interns hired permanently	38%	100%
	No. of pro bono hours	112 hrs	190 hrs
	No. of suppliers who are B Corps	1	2
	% of employees volunteering	15%	19%
Environment	Recycling	-	-
	Printing	7,968 prints	3,507 prints