

Jack & Grace



● Impact Report
2023/24



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Who are we?

Comms (done well) is a superpower. We harness that superpower to make an impact for businesses and organisations doing good in the world.

We create ripples that shift the status quo. After all, a small ripple can lead to wider change down the line.

Why are we called Jack & Grace?

We think all businesses have a responsibility and an opportunity to shape a better world. Not just by trying to do as little harm as possible, but by making a positive contribution.

Why? Because the next generation matters, and the generation after that. We're doing it for the kids!

Jack & Grace just happen to be two specific kids we're rather fond of.



We founded Jack & Grace to change the rules of how business is done. At the time, we thought we were trailblazers, but of course, there were lots of brave and bold leaders wayyyy ahead of us.



Nevertheless, we're proud to be part of the small and mighty community of organisations creating ripples of change.

We set out to test some of the accepted norms of work and see what's possible when you try something new. How bendy can you be with flexible work? (Turns out the answer is, very). Can it stack up to only work with clients that do good in the world? (Yep!)

So much of how we run J&G shouldn't feel daring or revolutionary, but somehow it does.

Running a purpose-led business isn't easy. It's not a soft option. You have to choose to do it everyday, on purpose. It doesn't just happen. It affects all your decisions and it can be really tough. But it's better. In. So. Many. Ways.

And to be fair, having done both, running a business in any way is hard. When it's purpose-led, it's still hard – but you prioritise sustainability and wellbeing in equilibrium with profit, so at least it's hard for a good reason.

One thing that makes it harder, is that so much of the 'accepted wisdom' on how to 'do'

business is based on one way of doing things. The advice falls into old-fashioned blinkered habits. Well-trodden grooves so worn that people struggle to get out.

Well, we're climbing out, and forging a different path. And we're slowly but surely finding those people doing the same.

This is our first impact report since becoming an accredited B Corp. There's lots to celebrate and lots to keep working hard at. Becoming a B Corp is recognition of the commitment we've made, but it's just the start of the journey.



NYREE AMBARCHIAN



LAURA CHAMBERS



Our impact – the triple bottom line

We write our business plans and measure our success based on the triple bottom line of **People, Planet and Purposeful Profit.**

We'll never compromise our purpose and values for profit – which is why we like to talk about 'purposeful profit'.

There's no doubt that money is a really important part of running a business. But the people and planet bit of the triple bottom line are equally important.

How we reflect the B Corp impact areas in our triple bottom line:

People



- Workers
- Community

Planet



- Environment

Purposeful Profit



- Governance
- Customers

Our impact – highlights for 2023/24

People



100%

of our team feel happy at work and say our values are reflected in the way the leadership team rolls

- Proudly gobby on issues like flexible working and salary transparency

- Policies on periods, pregnancy loss and menopause

Planet



Net Zero

Carbon measurement in place with SBTi verified net zero target set for 2035

- Became a vegetarian business

- Slow business travel – no flying

Purposeful Profit



91%

of turnover from clients who are making an evidenced positive impact (with some room to work with clients who have good intentions but can't yet back that up with evidence of impact)

- Client campaigns on important issues like cancer awareness, soil health, youth leadership and social mobility

- Supporting suppliers that align with our values and boycotting Amazon (still waiting for Jeff Bezos to notice)

Our journey to B Corp certification



When we set up Jack & Grace, our goal was to be the most ethical comms & PR agency in the UK. So, B Corp certification was an obvious step. It goes to the heart of what we believe – that business can (and should) be a force for good.

It gave us a framework to articulate what an 'ethical business' means in practice, and we've built on this foundation in our own way.

The process of accreditation was laborious, exceedingly dull and not always smooth. But because the 'B Corp way' is in our DNA, we didn't hit any major stumbling blocks. And it forced us to get lots of important stuff in place, like actual policies and processes.

And, it's important to get external, independent rigour to measure and test that you're actually doing what you say you are.

The most brilliant thing about becoming a B Corp has been getting to know other B Corps. We all sit in a room together feeling smug and polishing our halos.

But when we're not doing that, we support, champion, and give practical help to each other. We feel very lucky and grateful to have access to that network.

We'd like to say a massive thank you to Claire Kennedy from PPL, Kirsty Leighton from Milk & Honey, John Brown who founded Don't Cry Wolf and has now moved onto other things, Gavin Francis from Worthstone, and Tom Tapper from Nice & Serious. All of these people, and especially Claire and Tom, have given us practical and moral support through our B Corp journey.

We're proud to be part of this forward-thinking global community, creating ripples of change and redefining success in business to be as much about people and planet as it is about profit.



Our verified B Corp score



Where we are now:

Recertification: the score we're aiming for:



“

Being a B Corp accredited biz makes me feel less lonely – we’re part of a whole movement that wants to see a change in the way we work, live and consume on this planet of ours. It makes positive, purposeful change feel possible; knowing that we play a small – but important – role in improving these standards.”

● Jessica Nazaire, Senior Account Director

“

Being part of a B Corp gives me a sense of purpose, knowing I’m contributing to positive changes in the world. We’re a small community of knowledge sharers, and I think as a team, we’re very open to each other’s opinions and values, which is something I really love about J&G. We’re breaking boundaries in the PR industry when it comes to flexibility and transparency, and I feel so lucky to be part of that every day.”

● Abigail Lawson, Senior Account Manager

So, how are we doing?

Areas of focus and where we're headed next



People

People

We're proud of the steps we've already taken to be a great place to work.

It's an ongoing journey that we call 'business not as usual' - ripping up the 'rules' of work, and forging new ways of doing things.

We make space for people to contribute new ideas, challenge the way things are done, and come up with different things we can try.

We also want to help create ripples of change within the wider comms community too. Supporting people who might be affected by our actions as a business - or in some cases, our inaction.

**Our big goal:
Make work, work
for more people.**

Our team

What we said we'd do

- Review (and improve) our benefits offer, and produce useful content on menopause, periods and miscarriage



What we did

- Improved our parental leave
- Offered all roles fully flexible and part-time as standard (you can work full time, but you need to ask)
- New open-source policies on menopause, periods and pregnancy loss (which have been downloaded more than 100 times)
- Trained one of our team as a mental health first aider



What we said we'd do

- Gain industry recognition and awareness for Jack & Grace's way of doing things by entering awards and securing speaking opportunities



What we did

We received nominations for two workplace wellbeing awards, one of which we were proud to win:

- Winner PRCA Workplace Champion 2023 (Employee Value)
- Finalist Great British Workplace Wellbeing Awards - Female Health Advocate



What we said we'd do

- Continuously track and improve our staff satisfaction levels



What we did

Our 2023 team survey showed that:

- 100% of the team feel happy at work
- 100% believe our values are reflected in the way the leadership team operates
- Our values shape 90% of the team's work on a day-to-day basis
- 100% feel they can be themselves at work



“

Judges praised this year's winner for offering great flexibility and support for staff working where they want - and making it work for them.”

● PRCA Workplace Champions 2023

“

It's like working with a super supportive group of like-minded people, who push me to be a better person and help me learn new things every day.”

● J&G staff survey 2023

“

J&G is a place where my personal and professional values/goals align.”

● J&G staff survey 2023

DE&I

We focus on designing work around individual needs – flexibility in whatever form works for you.

This has meant we're rapidly becoming a 'go-to' employer when it comes to parents working in comms.

Compared with the averages for our sector, we're a fairly diverse bunch. We're older and have more women in senior positions, we have more people with caring responsibilities and who've had state school education.

But the industry averages for our sector are shocking, so it's not hard to be more diverse than that tbh.

We're aware we have some serious gaps. We're measuring this and have a plan to support more diverse talent to get into the sector.

100%

diversity is important to 100% of the team

100%

of the team believe DEI is very/extremely important to SLT

80%

of the team believe that J&G is open and attractive to talent from all backgrounds (20% neither agree nor disagree)



SPOTLIGHT ON

DE&I CONT.

80%

of J&G are women, with a full female senior leadership team and non-exec Board

90%

of our team are white

0%

of our team identify as LGBTQ+

50%

of our team have caring responsibilities (the industry average is 34%)

60%

of our team are over the age of 35 (the average age of people in the sector is 28)

10%

of our team live with a disability

80%

were educated in state schools

90%

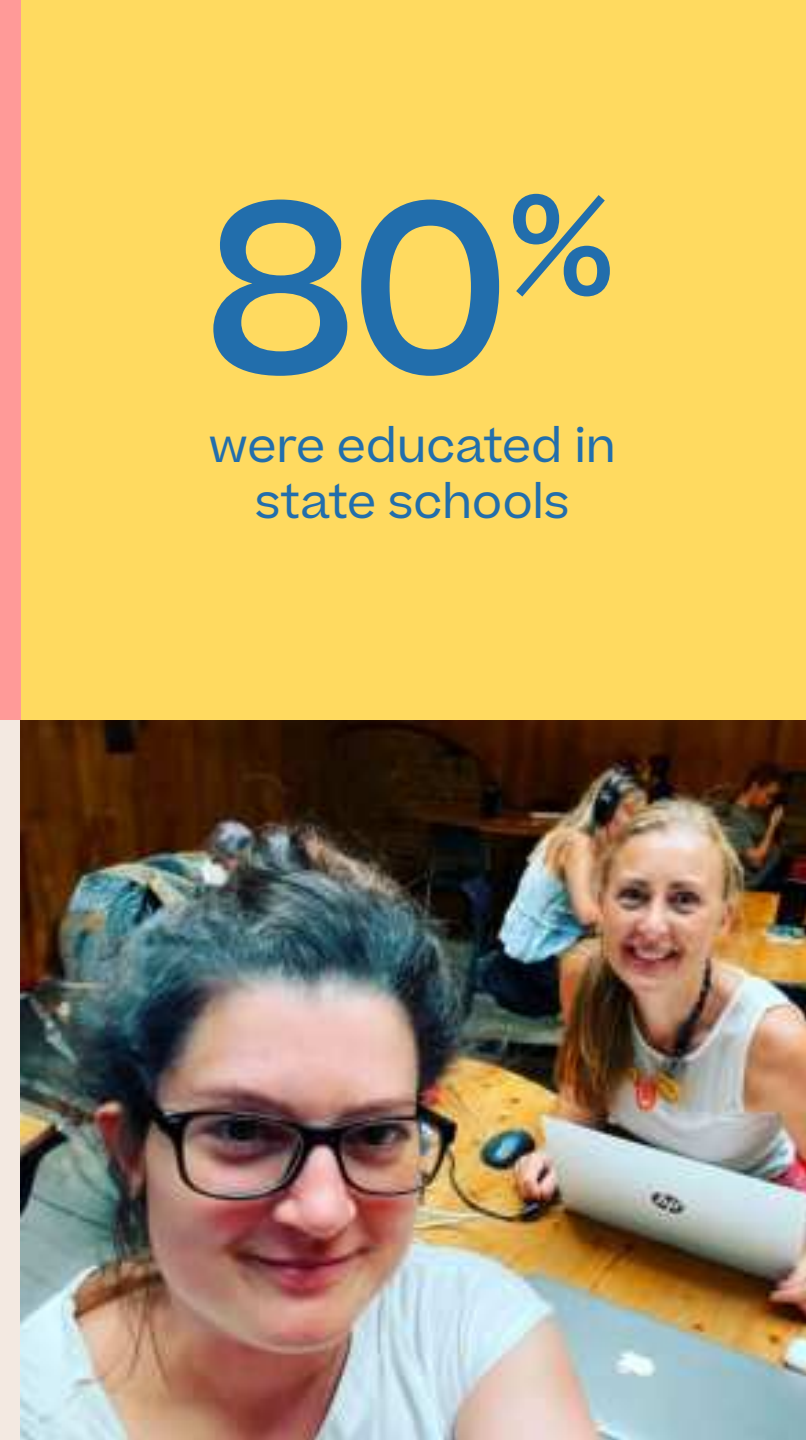
of our team consider themselves middle class

90%

have pursued higher education

30%

of our team consider themselves to be neurodiverse, although have not been formally diagnosed



Our community

What we said we'd do

- Donate 2.5% of our time to help causes making a positive impact for people and planet



What we did

In 23/24 we donated 28 days of agency time (equivalent to 2.5% of our time) to support causes with pro bono communications strategy and delivery.

Our pro bono partners this year were:

- The World Wellbeing Movement - encouraging government to measure its success based on people's wellbeing, not just GDP
- Kill Phil – improving the quality of the debate on assisted dying

What we said we'd do

- Donate 0.3% of revenue to charity



What we did

- We donated 0.3% of revenue to charitable causes



What we said we'd do

- Continue to ask the difficult questions within our sector to ensure we're making progress as an industry around key issues including salary transparency, equality and flexible working



What we did

- Included salaries on all job descriptions
- Continued to call out bad practice for working parents and on salary secrecy
- Joined the PRCA's nominations committee - an important governance committee of the PRCA checking procedure and selecting/approving nominations on the board and committees

What we said we'd do

- Aim to work solely with supplier partners that value people and planet as well as profit, and with organisations owned by under-represented groups wherever possible



What we did

- Boycotted Amazon as a rallying cry. We'd rather give our money to organisations treating people fairly and making a positive impact on the environment
- Screened all supplier partners based on their commitment to people and planet

People: what next?

Three things:

1.

Launch our Say the Pay campaign – we think every role in comms should be transparent about salary.

2.

Formalise our probono programme where we support causes with free work.

3.

Open our intern programme to support talent from people that are under-represented in our sector – for example state schoolers, LGBTQIA+ people, and people of colour.

Planet



Planet

We measured our carbon footprint because you can't manage what you haven't measured.

We've made our commitment to be net zero by 2035 and had this verified by the Science Based Targets initiative (SBTi).

Our carbon footprint is relatively low – due to the nature of our business. But there is still lots we can do to reduce it further.

The tricky thing is doing this while we grow.

We've worked with an external consultant to get a plan in place.



**Our big goal:
Net zero by 2035.**

Planet CONT.

What's a carbon footprint?

A measure of the amount of carbon dioxide and other greenhouse gasses that are emitted into the atmosphere as a result of human activities. It's typically measured in units of tonnes of CO2 equivalent (CO2e).

What do we mean by 'net zero'?

At its simplest, being a net zero business means adding no more greenhouse gases (or 'emissions') to the Earth's atmosphere than the amount we're taking out.

Jack & Grace commits to at least a 90% reduction in total emissions by 2035, compared to the 2023 reporting year. Any remaining emissions will be neutralised.



Where we are...

Total Emissions



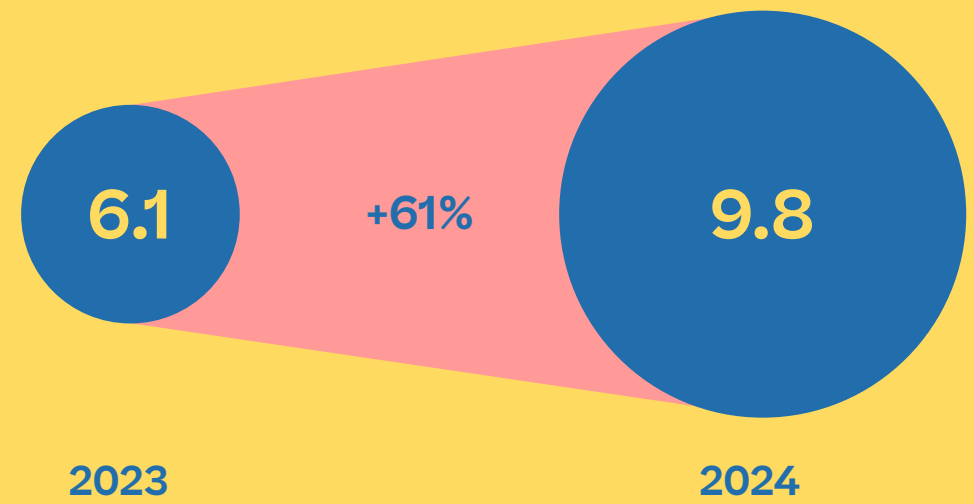
Total Emissions (tonnes of CO₂e)

Emissions in 2023/24 were equivalent to:

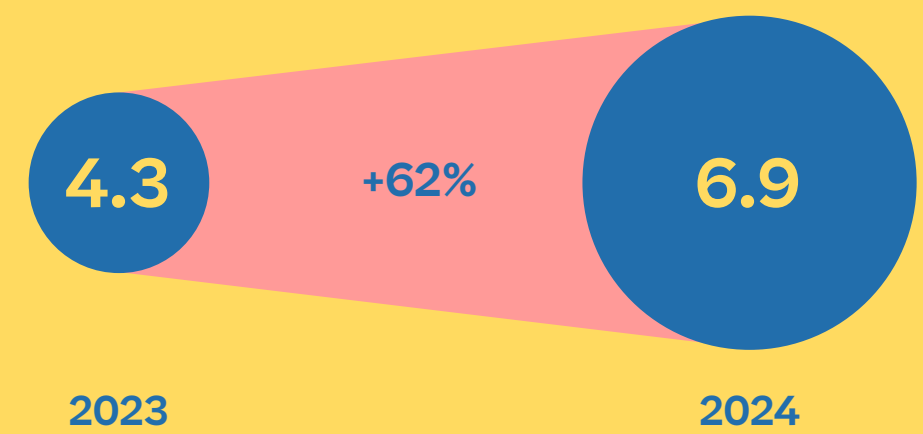


Intensity Ratios

CO₂e Emissions per £100k of Turnover



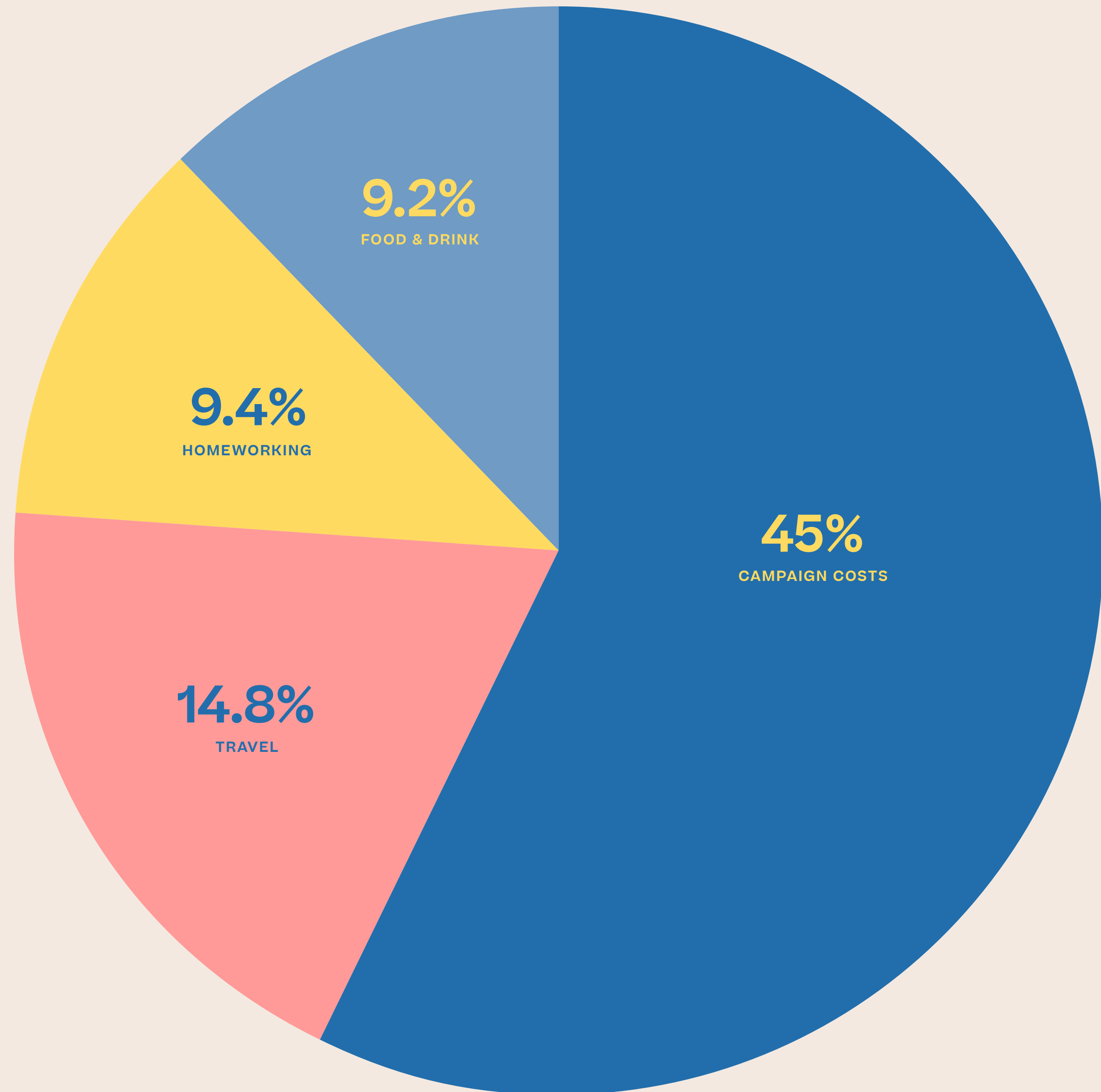
tCO₂e Emissions per Employee



How we got here...

As we've got bigger we've bought more stuff and travelled more.

- Campaign costs**
45% of total emissions (this is the stuff we deliver for clients – like using social and traditional media, printing materials and developing creative)
- Travel**
14.8% (mostly by public transport, but some car travel too)
- Homeworking**
9.4%
- Food & Drink**
9.2%



What we said we'd do

- 15% reduction in carbon emissions
- Increase team awareness of climate change
- Offset remaining emissions with the World Land Trust
- Encourage clients to take climate action



What we did

The first thing we did, was to get an expert in to measure our carbon footprint, and help us set goals for reduction.

Dear reader, in 2023/24 we did not decrease our carbon emissions – in fact, they went up.

We've implemented some stuff that will start to make a difference:

- Gone veggie – any food the company pays for must be meat-free
- Introduced slow travel – no flying
- Increased our team's environmental awareness – starting by benchmarking it, and then through carbon literacy training
- We offset our emissions with the World Land Trust



Kinkajou (Potos flavus), rescued and released in Mexico. Image courtesy of the World Land Trust, photo credit: Roberto Pedraza Ruiz

Planet: what next?

We'll continue what we're already doing, and step up our efforts with two key things:

1.

Increase our team's awareness and understanding of sustainability through informal and formal training.

2.

We need better understanding of the footprint of our partner suppliers. Reductions here could save up to 18 tonnes of CO₂e. Step one will be some benchmarking and data gathering.

A woman with long, dark, curly hair, wearing a black jacket with reflective white stripes, is smiling and looking towards a police officer. The officer is wearing a high-visibility yellow jacket with reflective grey panels and a blue and white checkered shoulder patch. A blue patch on the officer's chest reads "POLICE". The background is a blurred outdoor setting. A large yellow circular graphic is on the left side of the image.

Purposeful Profit

Purposeful Profit

Money is important. But we only want to make money in a way that works with our values.

Purposeful profit is a combination of good governance and purpose-driven work for clients who are doing good.

From structuring our business plan around the triple bottom line, to our board holding us to account, good governance sets the tone for the business and culture.

Clients choose us, but we also choose them: our goal is to work exclusively with values-driven clients who are already making a demonstrable positive impact.

**Our big goal:
To be on the side
of businesses
doing good.**

Values-driven clients

What we said we'd do

- 70% of turnover from clients who are already making an evidenced positive impact



What we did

- 91% of turnover from clients already making an evidenced positive impact

What we said we'd do

- Deliver more impact-focused work with clients who share our vision and values



What we did

- We were proud to work on a number of impact-driven campaigns, driving awareness and action around key social and environmental issues including cancer awareness, soil health, supporting British growers, mental health and wellbeing, youth education and leadership, and social mobility



Unite
Foundation

Be Our Guarantor:

Tackling a single, solvable issue that stops care-experienced students completing their university courses or prevents them from starting in the first place.



Spot Leukaemia:

Raising awareness of symptoms to drive earlier diagnosis amongst most affected groups.



Thank You:

A job in policing is tough, and not just for those in the role. It's tough on families too. A campaign to say that out loud and provide resources and support.



Plant Your Pants:

Raising awareness of soil health amongst children and young people as well as teachers and parents.



British Tomato Fortnight:

Getting people looking for and buying British tomatoes in season. Because they taste better, and they're better for the planet.

“

You've strengthened our communications, building our profile and telling our story in a more compelling way. You consistently push our thinking and challenge us with a focus on clarity and landing complex messages in a way that best engages our audiences. It's been a true collaboration and partnership. You understand our mission and share our values as a business.”

● Gavin Francis,
Worthstone

“

We've been so impressed. The commitment, drive and creativity from the whole team is a recipe for success. Everyone brings their own strengths and you bounce off each other brilliantly, add to that the ease of communication and positivity – all of that means you manage to get awesome results for us.”

● Julie Woolley,
The British Tomato Growers' Association

“

You've helped us tell our story in a really powerful way by challenging and guiding us to strengthen how we approach communications. You're strategic thinkers and combine that with creativity, drive and pragmatic support. Your work for us is already having an impact.”

● Claire Kennedy,
PPL



Spot Leukaemia

When people spot key symptoms of leukaemia early and seek medical help, it can make a positive difference to survival rates. We targeted an older demographic – the people most likely to get the disease.

Instead of asking people to remember a long list of symptoms, our campaign asked people to channel their inner five-year-old and ask ‘why’ more often. After all, children ask ‘why?’ a lot, perhaps it’s time grown-ups ask it more.

The result was a moving film highlighting some of the times we wish children weren’t quite so curious... “Why is your tummy squishy?”; “Why are your boobies floppy?”; as well as times when questions might highlight an underlying issue: “Why are you always too tired to play?”

We partnered with [Faltrego](#) to bring our concept and creative to life. Our channel strategy ensured it would engage the right people in the right ways.

1.6m

The video gained 1.6 million views with an engagement rate of 10.61%

19k

People clicked through to the campaign website (up 154% on usual traffic levels)

650%

Google searches shot up by 650%





Plant Your Pants

Soil is essential to all of us. It's where 95% of our food comes from, it's a vital ecosystem, helps mitigate flooding and capture carbon. But it's in trouble. It's a finite resource, and we're not looking after it.

As essential to life as soil is, it's not a hot topic, even when it comes to sustainability. Most of us treat it like, well, dirt.

It's really hard to care about something you aren't aware of. So, our brief from the Country Trust was to make the hidden world beneath our feet more visible – raising awareness of soil health amongst children and young people (the next generation of eco warriors) as well as teachers and parents.

Burying a piece of cotton, and digging it up again a few months later, is an excellent way to gauge the health of soil (and a technique actually used by scientists).

Cotton pants are perfect for this experiment – plus, pants are hilarious. Especially if you're six.

The campaign impact was amazing to see...

- On day one of the campaign, coverage on BBC Radio 4's Today Programme crashed the sign-up website. Plus, hearing presenter Justin Webb talk about his pants on air was a career high.
- Coverage continued with two features on BBC Newsround, an article on BBC online, a piece in The Independent, The Week Junior, Riverford's Wicked Leeks, regional media and farming and education trade publications.

19,000

Young people took part in the campaign in this first year, and even the Duke of Westminster buried a pair of pants on his Lea Farm.

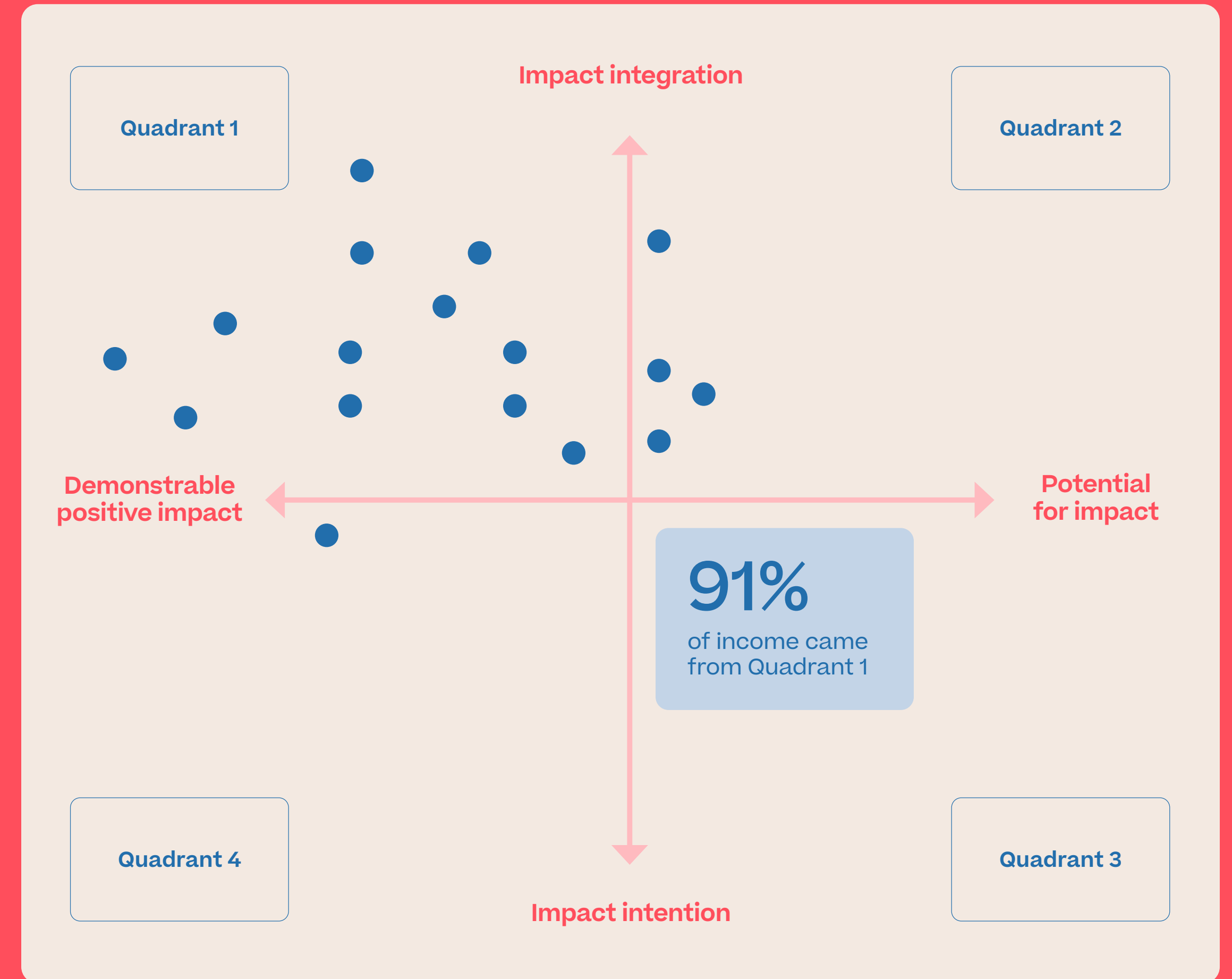
How we choose our clients

Our clients choose us.
And we also choose them.

We've developed a framework to help us work with clients that are on a mission to make a positive difference (rather than just saying they are). This allows us to plot clients based on environmental and social good, looking at intention and impact.

Our aim is for 70% of our turnover to come from clients that are making an evidenced positive impact. This leaves some room to work with clients who have good intentions but can't yet back that up with evidence of impact.

2023/24



Client disclosure

CLIENTS 2023/24



Revenue from high carbon industries

0%

AVIATION

0%

COAL, OIL & NATURAL GAS

0%

IRON, ALUMINIUM & STEEL MANU.

0%

PRIVATE CARS

0%

CEMENT

0%

TIMBER, PULP & PAPER

0%

CHEMICALS & PETROCHEM

0%

MEAT & DAIRY

0%

TRUCKING & SHIPPING

0%

CONCRETE

0%

PLASTICS

Good governance

What we said we'd do

- Create a clear and robust business plan and framework around our triple bottom line



What we did

- Created a business plan for 2024/25 that's built around our triple bottom line, and presented it to our team

What we said we'd do

- Expand our network of like-minded partners and continue to enable our board to challenge and hold us accountable



What we did

- We now have two clients and a team member on our board

What we said we'd do

- Remain committed to a culture of openness and transparency within the agency



What we did

- Ensured salary transparency for our team and new recruits by publishing salary bands internally and on all job descriptions
- January 2024 finance update with the whole team ahead of financial year end, and regular updates on financial performance throughout the year
- Shared results of our 2023 staff survey with whole team for discussion

What we said we'd do

- Continue to integrate social and environmental performance into decision making across the agency



What we did

- Incorporated environmental and social responsibility into team job descriptions at all levels, and introduced progress updates into bi annual reviews with line managers



Our board

Our advisory board has been with us from the very beginning of Jack & Grace, before we even had our first client. We knew we needed external skills, knowledge, expertise and experience in place to help guide and advise us. Plus we wanted to be held to account to deliver the fundamental things around people and planet we think are important for businesses to get right.

Our board includes a team member and two clients. This builds in extra transparency and accountability, and it means the advice we get is based on really rich insight and informed perspective that hugely benefits the business.

It helps us live our commitment to business not as usual. Always thinking through the decisions we make – rather than following some Alan Sugar vibe just because that's what's always been done.

One small example of this... last year, during a discussion around bonuses, our board advised us to share bonuses equally across the team, rather than as a percentage of salary. Everyone plays a crucial part in the company's success and should be rewarded equally. Why should those who already get paid more, benefit disproportionately?

It's really easy to be lofty and idealistic at the start. Part of our board's job is to make sure those fundamentals don't get deprioritised or watered down as we get busy and grow.

They've been doing that and more, ever since. We feel very privileged to have them in our corner.



Claire Kennedy
Non-exec Director



Dinah Bennett OBE
Non-exec Director



Lakshmi Turner
Non-exec Director



Rebecca McLeod
Non-exec Director



Sapna Dattani
Non-exec Director



Rachel Huxley
Non-exec Director

Purposeful profit: what next?

More of the same!

We're not saying we're perfect. But it's quite a lot of work doing what we're already doing. We need to keep it up and be realistic about what's possible as a small business.



The last word...

See you next year!

If you made it to this point in the report, well done.

If you started reading and then saw how many pages it was and flipped to the end; no judgement.

Here's the TLDR (too long, didn't read) version of the report.

We're working for progress not perfection.

There's lots done and lots to do.

See you next year.



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 Jack & Grace | B Corp Certified

 jackgracecomms

Jack & Grace