

Certified



Corporation

**RH&
Co.**

2023

Impact Report.

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A word from our founder

In March 2023, just as B Corp month was coming to an end, we got the email we had been waiting for for so long –

after 18 months of hard work, we had passed the assessment and were officially B Corp certified.

Having a positive impact has always been important to me personally. In my gap year I spent time fundraising and working on charity projects alongside my job. At university, I was active in groups like People & Planet, and set up and ran the Amnesty International student group.

Running an agency though, it was hard to know how I could have more impact. Sure, I treat my team fairly and we pay our freelancers quickly, we don't work with nasty businesses and we have recycling bins in the office. But that just didn't feel like enough.

That was our motivation for going through the B Corp process. It was never about showing off how great we are – it was always about benchmarking ourselves so that we could work out where we could improve the most.

As a result – and because we've only just started measuring our impact in a meaningful way –

this document is less of an impact report and more of an impact promise.

There is plenty I'm proud of, from our 100% client satisfaction score to being a Real Living Wage employer, but if anything I'm more excited about all we have planned.

I'm looking forward to publishing our 10th impact report and seeing how far we've come from this starting point.

Rin Hamburg
Founder & Director
RH&Co

Important thank yous

Becoming a B Corp is no mean feat – and rightly so. As a founder, I want to thank every member of my team for their input into the process but I also want to highlight a few people in particular for their hard work and support...



B Corp project lead

Liz Leaman
Operations Director, RH&Co



B Corp project support

Kassie Marshall
Project Coordinator, RH&Co



B Leader

Andy Hawkins
Founder, Business on Purpose

The B Corp way



Our vision

To help individuals and organisations achieve their dreams using the power of words. This applies to our clients, to our team and to the wider community.

Our mission

To build a market-leading agency that demonstrates triple bottom line business practices, delivers tangible results for our clients, and is a great place to work.



Our values

We strive for excellence

Even if no one is watching, we will always be doing our best because it matters to us. It's not about being perfect but about giving what we have each day to maintain consistently high standards.

We work with mutual respect

We respect each member of the team and value everyone's contribution, no matter what their title. We only work with people and businesses we respect and who treat us with respect in return. Even when we disagree with people, we are respectful in how we communicate.

We are all hands on deck

We work together for a common goal. No one role is more important than another. We are willing to go beyond job titles and descriptions and just get stuck in so that together we get the job done.

We are conscious of our impact

We recognise that our decisions have an effect beyond ourselves. We are committed to acting in an increasingly sustainable way to protect and support the planet and its people.

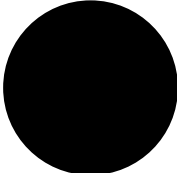

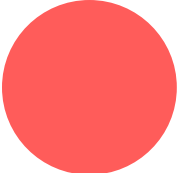
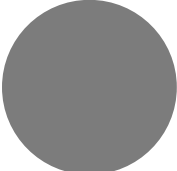
We are always learning

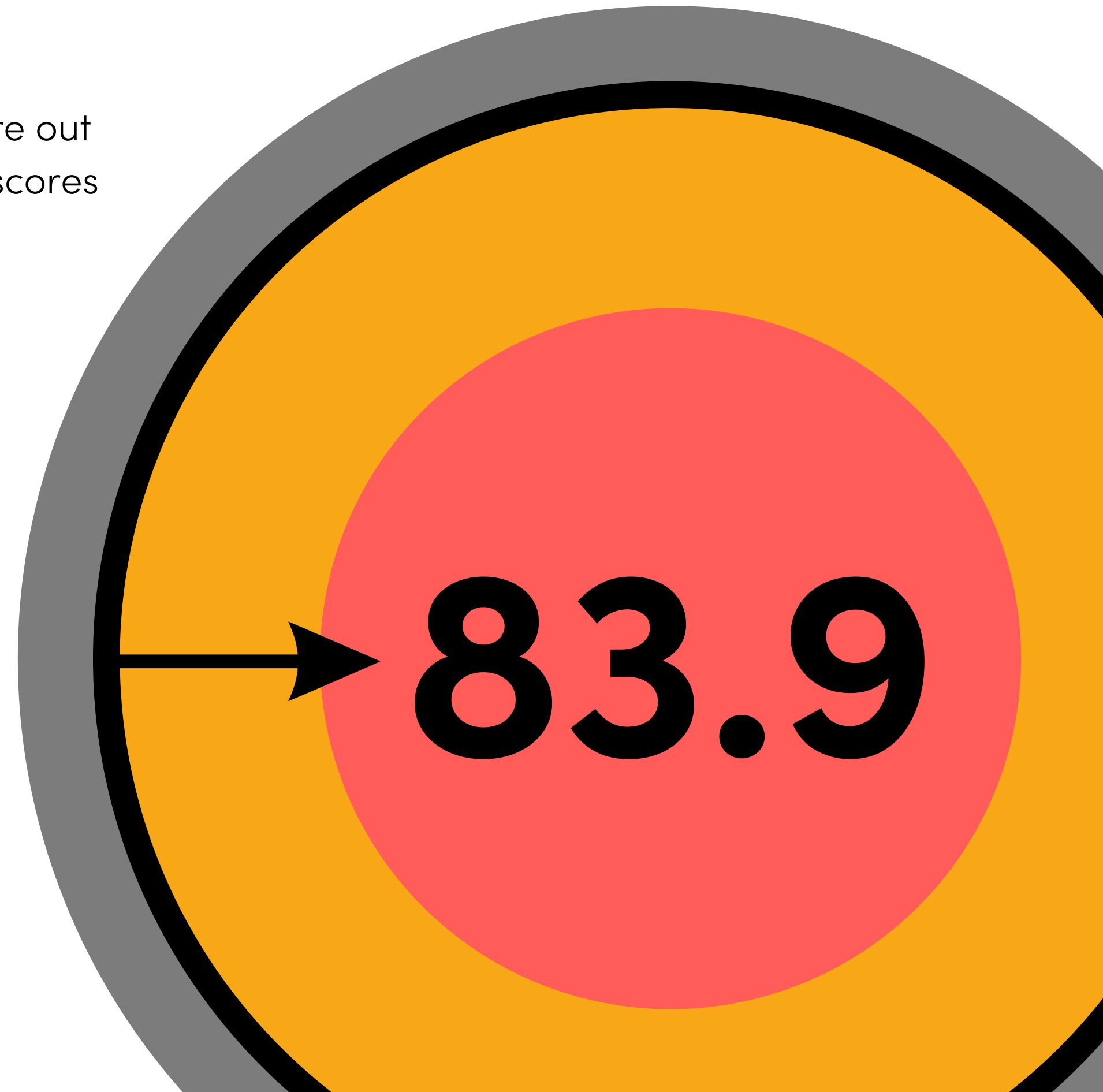
We don't assume we know everything so we are always learning – from each other, from clients, from experts, from reading widely and furthering our studies. We also see every challenge and so-called failure as an opportunity to learn.



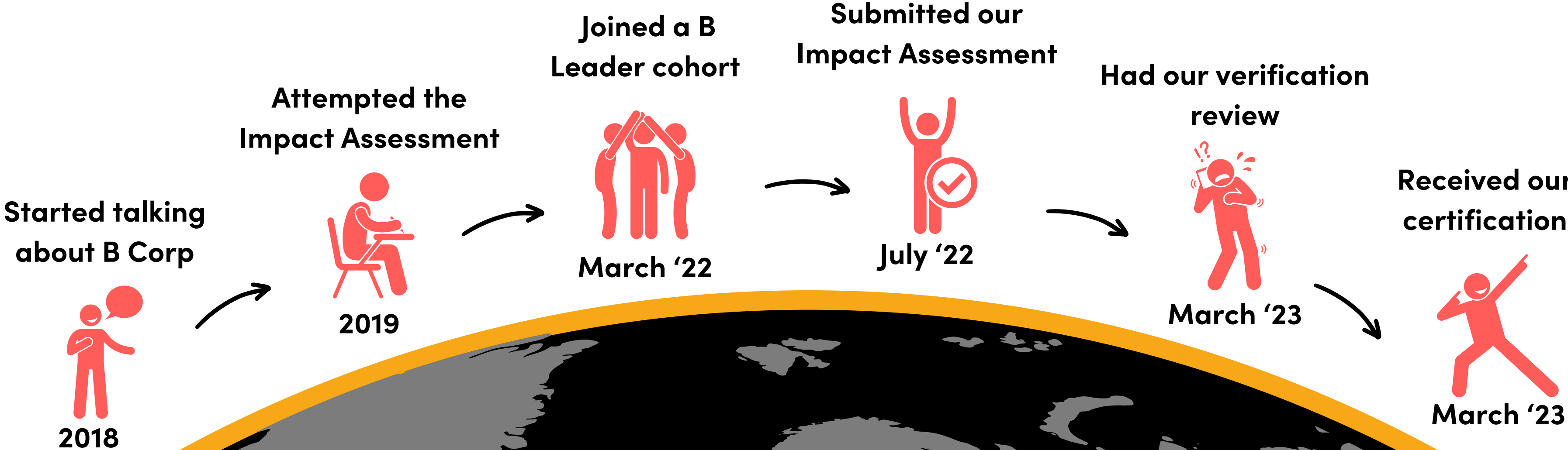
Our B Corp score

The B Impact Assessment gives organisations a total score out of 200 points. B Corp provides the following benchmark scores which help to put ours into context:

-  **83.9**
RH&Co's current score
-  **80**
Qualifying B Corp certification score
-  **52**
Median score of ordinary businesses
-  **113**
2019 minimum qualifying "Best for the World" score



Our B Corp journey



How to become a B Corp: everything we learned as a small business

Visit our blog to find out more about how we worked through the B Corp process, with top tips for success from across the RH&Co team.

Read the full article



Impact category

Governance

17.8
out of 21.9

The Governance section of the B Impact Assessment evaluates the very foundations that a company is built on. What is its purpose and values? How is it shaped to deliver that to the world? Good governance puts impact at the centre of every business decision and action.

What this covers

- Mission & Engagement
- Ethics & Transparency
- Mission Lock



What we're proud of

Updating our Articles of Association

Articles of Association – also known as Articles of Incorporation – are essentially the rules that govern the way our company is run and define the responsibilities of the directors. As part of becoming a B Corp, we updated ours to lock our triple bottom line mission into the legal structure of our business.

[Find out more about the B Corp legal requirements](#)

Investing in social impact training

In order to have a better social impact now and in the future, during our assessment year, the RH&Co team have taken part in a range of training beyond our core job skills, including:

- Equality, Diversity, and Inclusion
- Sustainability for small businesses
- Mental health awareness
- First aid certification

Listening and learning

As a team, we want to take every opportunity to encourage feedback on our governance, and understand the impact we're having from a range of perspectives. To do this, we've started tracking our impact using regular stakeholder engagement surveys.



Impact category

Workers

As a leadership team, we know that our people are what make our business, so we are committed to caring for them as we would ourselves, with everything from flexible working hours to mental health awareness.

What this covers

- Financial Security
- Health, Wellness & Safety
- Career Development
- Engagement & Satisfaction

35.8
out of 46.2



What we're proud of

Pay and benefits

- Increasing annual leave allowance from 28 to 35 days per year (inc bank holidays).
- Paying 100% of our employees more than the Real Living Wage.
- Providing an NHS cashback scheme that contributes towards a range of health benefits.
- Continuing to promote hybrid and remote working, including only requiring 1-2 days per week to be in the office and allowing team members to work from international locations on a temporary basis.
- Providing free, sustainable sanitary products in the office.
- Launching a cycle-to-work scheme

Happy workers

Our latest team feedback survey showed that 100% of employees are happy with the culture of RH&Co.



Skill development and training

As one of our core values is that we “are always learning”, we invest heavily in helping our team to develop their skills and learn new ones. In the last year, we collectively spent over 1,000 hours in training, covering subjects from data and RevOps to LinkedIn best practice and ChatGPT.

Putting policies in place

Going through the B Corp process helped us to formalise many policies and procedures that had only ever existed informally. This year we have the following documents, all of which are easily accessible by the team:

- Non-discrimination statement
- Anti-harassment policy with reporting mechanisms, processes, and disciplinary procedures
- Statement on work hours
- Policies on pay and performance issues
- Policies on benefits, training and leave
- Grievance resolution process, disciplinary procedures and possible sanctions
- Prohibition of child labour and forced or compulsory labor

What we're planning

- Reaching a feedback score of 100% of employees being happy with their overall compensation.
- Providing written guidance for career development with clearly-identified and achievable goals.
- Adding a Menopause Policy and providing menopause training for the team.
- Formalising our overtime / TOIL policy to increase flexibility and work life balance.
- Looking into the feasibility of giving each employee a training / reading / conference budget.
- Looking into the opportunities to increase health benefits, especially around mental and emotional health and wellbeing.
- Bringing in an expert to deliver a session on financial wellbeing.

“As a chronically ill, neurodivergent person, work hasn’t always been an easy place for me to be myself and was often a source of anxiety and discomfort. Joining RH&Co has dramatically changed that – I no longer dread Monday mornings or coming back from holiday. Instead, I look forward to catching up with my colleagues and doing work I am passionate about.”

– Kassi Marshall, Project Coordinator

Impact category

Community

Our impact on the community ranges from the direct interactions we have with individuals and organisations, to how we show up as a role model for others. In all we do, we want to walk the walk as well as talk the talk.

What this covers

- Justice, Equity, Diversity & Inclusion (JEDI)
- Economic Impact
- Civic Engagement & Giving
- Supply Chain Management

14.2
out of 28.8



What we're planning

Demonstrating JEDI

- We are a woman owned and led business, 50% of our team identify as female, one team member identifies as non-binary.
- We support team members living with challenges including chronic illness, poor mental health, menopause, and neurodivergence.
- All job postings include a commitment to JEDI and are analysed to make sure the language is unbiased, and we review applications anonymously.
- All team members take part in regular training on JEDI topics.

Spending thoughtfully

- The ratio between the highest and lowest paid members of our team falls in the lowest possible B Corp banding, 1-5x.
- 51% of our company's operating expenses this year (excluding people) was spent with local, independent suppliers.

Justice.
Equity.
Diversity.
Inclusion.



Caring for our freelancers

- We have a formal process for giving and receiving feedback from our freelance team.
- According to our latest freelancer survey, 100% of our freelancers are happy working for our agency.
- All of our freelancers are paid more than the Real Living Wage and are paid within 7 days of sending their invoice to us.

Supporting positive initiatives

We have become accredited by or members / signatories of the following positive impact initiatives:

- Real Living Wage Employer
- Bristol Women in Business Charter
- Small Business Sustainability Basics Programme

Working with socially impactful clients

We actively seek to work with other B Corps and clients working for a positive social impact.

Here are just a few of the
socially impactful clients we work with...

The logo for BaseKit, featuring a dark blue square with the letters 'BK' in white, followed by the word 'BaseKit' in a dark blue sans-serif font.The logo for Animal Free Research UK, featuring the words 'ANIMAL FREE' in a bold, black, sans-serif font inside a white rectangular box with a dashed border, and 'RESEARCH UK' in a smaller, black, sans-serif font below it.The logo for the discourse, featuring the words 'the discourse' in a lowercase, black, sans-serif font.The logo for nviro, featuring the word 'nviro' in a lowercase, teal, sans-serif font, with a small green leaf icon above the 'i'. Below the word is the tagline 'Cleaning with a conscience' in a smaller, green, sans-serif font.The logo for Craftivist Collective, featuring the word 'Craftivist' in a bold, black, sans-serif font, and 'Collective' in a smaller, black, cursive script font below it.

What we're planning

- Increasing our spending in the local economy, in particular with businesses owned by women or individuals from underrepresented populations.
- Introducing one additional paid day off per year for each team member to do charity volunteering or fundraising.
- Match funding any team fundraising and donations up to £100 per employee.
- Working towards the The West of England Good Employment Charter scheme.

“In a world where so many companies are doing business the wrong way – treating employees unfairly, damaging the environment, putting profit above anything else – I’m proud to be working for an organisation that is taking a stand and doing things the right way.”

– Ingrid Morgan, Sales & Marketing Assistant

Impact category

Customers

3.5
out of 5

Our care for our clients is reflected in the high quality of the work we do for them as well as the way we treat them in all of our interactions. This goes for every client, regardless of size, and every individual, regardless of job title.

What this covers

- Customer stewardship



Customers

What we're proud of

Happy clients

Based on our latest client survey, 100% of clients are satisfied with or more than satisfied with our services.

Prioritising feedback

We have strengthened and formalised our feedback process so that we can monitor client satisfaction throughout our working relationship.

What we're planning

- Increasing our training offering to support clients looking to boost their internal resources.
- Investigate new project management software to give clients more oversight of project progress.
- Creating a client handbook to make working with us even easier, especially for new clients.

Rin Hamburgh & Co are smart, strategic marketing partners with the intellect and insight to positively challenge and inspire experienced professionals."

- George Baily, Product Marketing Lead, Weavr

"I've worked with loads of copywriters before and we're in such a complicated industry but you've just nailed it. I couldn't fault the copy - and normally I'm really picky! It's a brilliant backbone for any content we create in the future."

- Kirsten Ward, Marketing Director, MoneyHub

"Nothing ever seems to be a problem for your team. And you're not afraid to give your unbiased opinion."

- Sarah Roberts, Commercial Manager, PSI Mobile

Impact category

Environment

The impact we have on the environment covers all of our actions as a business - including everything from what we purchase to how accessible we make greener options - as well as the individual actions of each of our team members.

What this covers

- Environmental Management
- Air & Climate
- Water
- Land & Life

12.5
out of 20



What we're proud of

Monitoring our environmental impact

You can't improve if you don't have a baseline. We are now monitoring:

- Scope 1, 2 and 3 emissions using Sage Earth.
- Recycling, by tracking how many litres we put into recycling vs landfill.
- The team's individual carbon footprint using Giki Zero.

Encouraging green travel

- We chose our office facilities in part to facilitate the use of walking, public transport and bikes.
- We encourage virtual meetings where possible, use public transport as often as we can, and have a written policy limiting corporate travel.

Formalising our policies

Although caring for the environment has always been a priority for us, we have recently stepped up our efforts by creating a number of policies to support more positive behaviour. These include a policy for:

- Formalising our dedication to choosing environmentally positive products and services wherever possible within the business.
- Encouraging environmentally preferred products and practices in employee virtual offices (e.g. recycling), and resources to encourage this (e.g. a list of environmentally-approved suppliers).
- Safely disposing of e-waste and other hazardous materials purchased for employee home offices.

Working with green clients

We actively seek to work with other B Corps and clients working within the sustainability space. Here are a few of them...



What we're planning

- Reducing our greenhouse gas (GHG) emissions by 5% next year and carbon emissions from business operations by 13% by 2030, as part of Bristol's Net Zero campaign.
- Reducing our landfill waste to 20% or below next year.
- Signing up to Climate Perks to give team members extra time off in order to travel by sustainable means rather than flying.
- Planning a series of team challenges to gamify our use of Giki and reduce individual carbon footprints.
- Measuring the carbon footprint of our website so that we can take steps to reduce it.
- Using our social media platform to promote environmental sustainability at least once per month.

"I was pretty nervous about tracking my carbon footprint at first, since I don't have the option to make a major change like replacing my boiler or installing a heat pump. But Giki is great at giving practical suggestions everyone can take, like unsubscribing from junk mailing lists. Once you start taking small actions and seeing your score change, you start wondering if there are bigger steps you can take after all."

– James Matthews, B2B Copywriter



Help us increase our impact!

Can you help us increase our impact?
We'd love to hear from you if you...

- Have an positive impact initiative we can get behind
- Want to feed back on our impact activities and make any suggestions
- Need copywriting support to achieve your own impact goals

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