



Brevity Marketing

IMPACT REPORT 2023–2024

Certified



Corporation

Introduction

Building a brighter & kinder future.

At Brevity, we believe in the power of marketing to not just drive results, but to make a real difference.

Our **vision** is a world where happy, healthy, and sustainable businesses are the standard. Marketers have a key responsibility to ensure that their skills are being used for good. That's why we're on a **mission** to help entrepreneurs prioritise people, planet, and profit – equally. Because right now, our planet needs more leaders who are missionaries, not mercenaries.

This past year has been about putting this continued belief into action, fostering a work environment where everyone feels valued and empowered, and using our expertise to champion businesses on a journey toward positive change.

Kaia Vincent

Founder and Director, Brevity Marketing



Key highlights

1. Shining the spotlight on sustainability

Sustainability is important to Brevity and we are dedicated to spreading the word and influencing companies to adopt a kinder approach to business.

Supported by our B Corporation status, we've been actively participating in conferences and events, both large and small to raise awareness and build a robust network of like-minded partners:

- People Planet Pint Hampshire collab (July 2024)
- Green Week Basingstoke – speaker and stand, Festival Place shopping centre (June 2024)
- Joined the Kindness Revolution – Basingstoke Ambassadors (Feb 2024)
- Great British Business Show, eXCel, London – speaker and stand (sustainability zone) (November 2023)
- B Social Sussex Collab since October 2023 x 2 events
- Hosted Business for Good BIG1 event in Hampshire (May 2023)
- People Planet Pint hosts in Basingstoke since May 2023
- Stories of Sustainability podcast



Key highlights

2. Empowering through diversity and inclusion

We understand the importance of fostering a diverse and inclusive workplace, where everyone feels valued and respected – and what benefits this can bring to all organisations.

As a woman-owned business, we're acutely aware of the challenges faced by underrepresented groups, which is why we invested in the development of our EDI (equality, diversity and inclusion) half-day workshop specifically for SMEs; working with an EDI expert.

Our workshop tackles issues of race, age, gender, and sexual discrimination, providing practical tools and strategies to build more equitable workplaces and challenge and change mindsets – long-term. Businesses can use this course to create a culture where everyone thrives.

Additionally, our volunteering days have not only been a fantastic way to give back to local charities, but also to connect with a more diverse group of people – extending our echo chamber.



Key highlights

3. Investing in youth & nature

Inspired by some of the speakers and delegates we met at the Anthropy conference, we're passionate about finding ways to empower young people and nature in business. We're currently exploring initiatives that give them a voice in the business world. Another aim is to **ensure every child in our local community has the opportunity to develop strong reading skills prior to leaving primary school – reading well is known to positively impact future life outcomes.**

Brevity is committed to continuous improvement and we will keep pushing boundaries to create best-in-class marketing that delivers results while driving positive social change.

Let's work together to carve out a brighter and kinder future, one marketing strategy, campaign and impactful initiative at a time.



ANTHROPY
A launchpad for change

A look back at 2023

01

First quarter - Jan, Feb & March

- Submit B Corp assessment
- Continued CPD around sustainability for all staff
- First CSR day - beach clean
- Staff sustainability challenges

02

Second quarter - April, May & June

- Attend Reset Connect 2023
- Continued CPD around sustainability for all staff
- Join People Planet Pint and host events in Basingstoke and Worthing
- Launched Stories of Sustainability podcast
- Staff sustainability challenges

03

Third quarter - July, Aug & Sept

- **Achieved B Corporation certification in July**
- Continued CPD around sustainability for all staff
- CSR Day at Inspero Community Garden, Basingstoke
- Staff sustainability challenges

04

Fourth quarter - Oct, Nov, Dec

- Working with more sustainability focused customers
- Continued CPD around sustainability for all staff
- Attend the Business Show (sustainability zone) - Speaker & stand
- B Social Sussex event
- Staff sustainability challenges

A look at 2024

01

First quarter - Jan, Feb & March

- People Planet Pint hosting
- Panel with Wob, Red-Inc and Bird & Blend
- B Corp month
- Qualified CIM Sustainable Marketer status for Laura Brown
- Started 12 new monthly staff sustainability challenges
- Joined Basingstoke Ambassador community - kindness revolution

02

Second quarter - April, May & June

- People Planet Pint hosting
- People Planet Pint Hampshire collab event
- Basingstoke Green Week promoting B Corp - speaker and stand
- Carma business membership
- Small 99 carbon reduction training

03

Third quarter - July, Aug & Sept

- People Planet Pint hosting
- Sustainable Champion finalist at Inspire Awards
- Reset UN Global goals support to 2, 4, 15
- Chose Inspiro as local charity to support
- CSR Day at Inspiro
- Enter King's Award for Sustainability

04

Fourth quarter - Oct, Nov, Dec

- People Planet Pint hosting
- CSR day at Inspiro
- Reading initiative at schools
- Development of youth and nature boards
- Review of Marketing Mandala and Brevity strategy
- Presentating at Greener Basingstoke event

Business for good

Partnerships & Certifications



Certified B Corporation™

We're proud to have become a certified B Corporation in July 2023. This recognition validates our commitment to authentically integrating social and environmental responsibility into our business. We're excited to continue our journey towards an even greater positive impact.

100



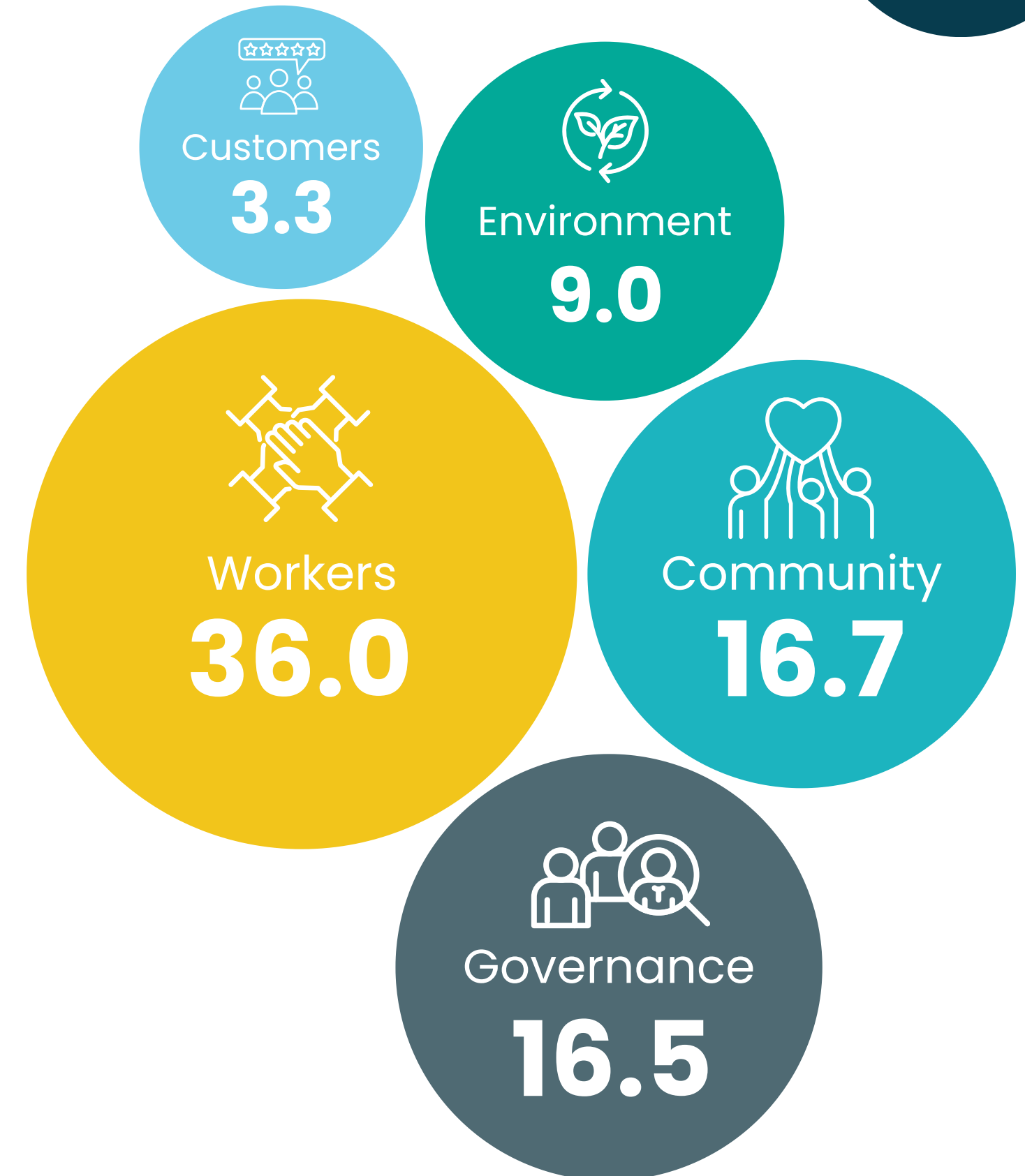
Certified



Corporation

Total score breakdown:

84.4



Enhanced benefits

Whilst working towards our B Corporation certification we decided to substantially enhance workers benefits.

From a free lunch on Tuesdays to increased health and wellbeing support. All employees also received good pay rises.

We even offset each employees carbon if they complete our monthly sustainability challenge.



Sandwich Tuesday



4-Day Week



30 Days Holiday



Employee Wellbeing Platform



24/7 Online GP
+ health



Retailer Discounts



Life Insurance



Employee Carbon Offsetting



Supporting UN Global Goals

Paying it forward in our local community

2 ZERO
HUNGER



4 QUALITY
EDUCATION



15 LIFE
ON LAND



UN Global Goals

Zero Hunger

What is the Goal?

Zero Hunger is about creating a world free of hunger by 2030. The global issue of hunger and food insecurity has shown an alarming increase since 2015, a trend exacerbated by a combination of factors including the pandemic, conflict, climate change, and deepening inequalities.

It is projected that more than 600 million people worldwide will be facing hunger in 2030, highlighting the immense challenge of achieving the zero hunger target.

What is Brevity doing?

- 1) Making a local community garden and foodbank our main charity for 2024/25 - volunteering at food bank and community garden, providing regular donations.
- 2) We have also supported global charities who focus on hunger through our BIG1 membership.

2 ZERO HUNGER



UN Global Goals

Quality Education

What is the Goal?

Progress towards quality education was already slower than required before the pandemic, but COVID-19 has had devastating impacts on education, causing learning losses in four out of five of the 104 countries studied.

Without additional measures, an estimated 84 million children and young people will stay out of school by 2030 and approximately 300 million students will lack the basic numeracy and literacy skills necessary for success in life.

When people are able to get quality education they can break from the cycle of poverty.

What is Brevity doing?

1) We in the process of creating an initiative to encourage businesses to support reading at local primary schools.

4 QUALITY EDUCATION



UN Global Goals

Life on Land

What is the Goal?

Life on Land is about conserving life on land. It is to protect and restore terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and stop biodiversity loss.

Earth's ecosystems are vital for sustaining human life, they contribute to over half of global GDP and encompass diverse cultural, spiritual, and economic values.

However, the world is facing a triple crisis of climate change, pollution and biodiversity loss.

What is Brevity doing?

1) We have become a partner of Carma and now support the planting of trees in the UK and across the global. Trees in the UK are planted by TaskForce who support veterans.

15 **LIFE
ON LAND**



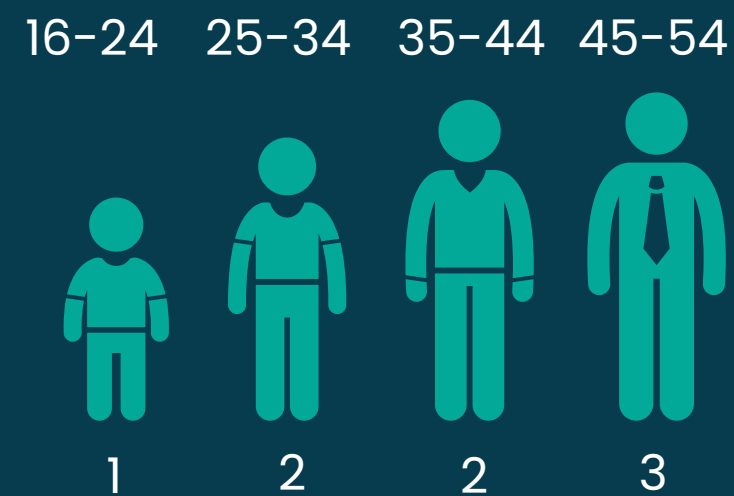
Employee Diversity Report

2024

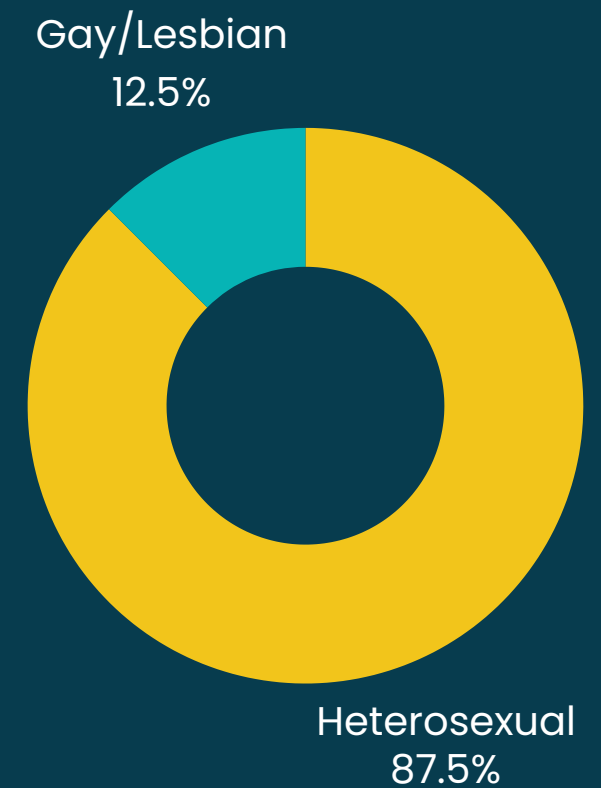
Gender



Age



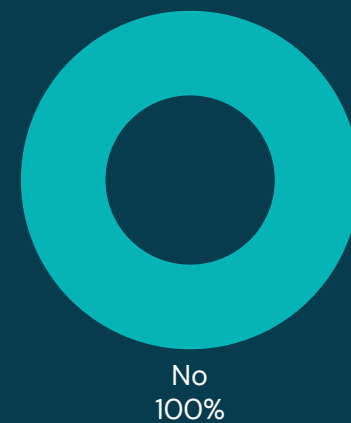
Sexual Orientation



Is the gender you identify with the same as your sex registered at birth?



Are you the primary carer for a child under the age of 18?



Do you spend time providing unpaid care?

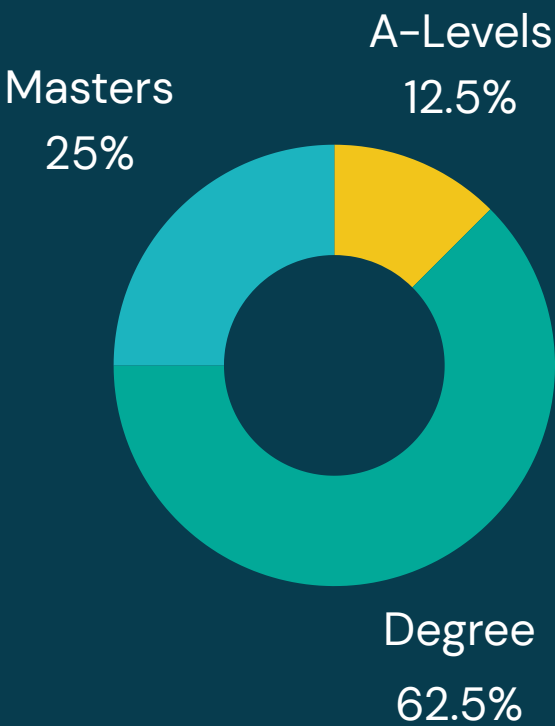




Employee Diversity Report

2024

Highest Level of Education



School type

Independent/fee-paying
25%



State-run or State-funded
75%

Ethnic Background



British/English/Welsh/Northern
Irish/Scottish
87.5%

Any other White
background
12.5%

Religious Beliefs

No religion or belief
50%



Christian
37.5%

Any other religion or belief
12.5%

Are your activities limited by health?



No
100%

Did either of your parents attend university by the time you were 18?



No
100%

Do you have a disability? (according to the Equality Act)



No
100%

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brevity

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Corporation