

Impact report.

2023



Making change together.

Achieving B Corp™ accreditation is the “award” I am most proud of at Valiant.

However, this achievement is only the starting point. Thanks to lots of hard work from Clare and Adele, we learned how to be more aware of each decision we make in business, to achieve our current score. But we have to continually improve on this.

One of the most rewarding aspects we’ve seen is the incredible positive impact on our team when they’re spending time volunteering in the community. What an amazing win-win that is. I posted on LinkedIn recently about new research which is proving the beneficial health effects of being kind. Acts of kindness can lower your blood pressure, benefit you mentally and improve your heart health.

Fundamentally B Corp™ can be seen as a guide to kinder business. Being kind to our planet, looking after the people on it and in our community and using profits mindfully to improve our lives, individually and collectively.

Our goal at Valiant is to keep learning how to be kinder.

Learning enough to confidently influence others to make kind choices. Learning more, as individuals, about the impact of our personal and commercial decisions. And learning more collectively to build a sustainable business which has kindness at its heart.

It’s an exciting future and I’m grateful to everyone who is part of our journey of improvement. And a huge thank you to the amazing Valiant team.



Tina Keeble
Managing Director



What B Corp means to us.

It's simply a natural way to be better.

To us, B Corp isn't an agency thing or a credentials thing. Nor is it a fame or marketing thing. It's simply a natural way to be. Because, as individuals, we all prioritise a more sustainable way of living in everything we do. So it's only right that this becomes a part of our business.

B Corp provides us with a framework that helps us continue this journey. We are now able to measure data, validate our impact as well as collate evidence along the way. The framework now becomes an essential tool in our strive to be a force for good, setting high standards for our social and environmental performance.

Now, with our certification and impact reporting in place, there's no stopping us. Valiant are a team dedicated to achieving the very best we can and setting a great example for those around us. Remember, sustainability is a team effort.



Our B Corp scores.

As with everything we do, the hard work never stops. B Corp isn't a "one and done"—we will need to recertify in three years. Until then, we'll make the time to meet other Certified B Corp businesses, and we'll be closely monitoring and measuring every aspect of Valiant in an effort to learn more about our impact and improve our overall score.

Here's how we have scored in our first year:



These are our scores per category:



Our 2023 achievements.



Our Environment



Our Community



Our Customers



Our People

Making a positive impact.

Last year saw a whole host of activities tied into each B Corp category. Some of these were things that we've been doing for several years already, and others were new ideas that have enabled us to make a more positive impact on others or reduce our impact as an organisation. All of them, however large or small, contribute to the first year of our B Corp and sustainability journey.





Environment.

Understanding and changing the world around us.

Assessing environmental impact is perhaps the most obvious part of impact assessment. But it's important to note that it's not just about improving, but learning too. As we embark on our B Corp journey, we are understanding more and more about what should be measured and how. It's an exciting road ahead.

- Over two years, we have funded **2,460** newly planted trees through Ecologi, offsetting **129 tonnes of CO₂**
- Our 2023 'client Christmas gift' was to fund a **130m² wildflower, wetlands and wildlife project**
- We closely **monitor our energy, water and waste**, using our 2022/23 figures to **set a reduction target**
- 2023 showed an **energy reduction of 103Gj**, a **water reduction of 2,835m³** and **waste reduction of 55kg**
- We have introduced **heating controls** and **office signage** to remind us to be **more mindful** of usage
- Our paper supplier is now a **green company**, and we strive to **eventually be 100% paperless**
- We have committed to sharing social media posts on our environmental and community efforts



Championing change.

It's a numbers game.

As we see continued success as an agency, it's only right that we use our growth to help the planet grow too. For us, this is a case of looking inwards and outwards; reducing what we can at Valiant, and giving what we can around the world.



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Our community.

Supporting those who need it.

A huge part of B Corp is showing support for those who are less fortunate. This aligns with our Valiant values and the team have showed no hesitation in stepping up. We will continue to support the community around us as well as others on their B Corp journey.

- In April, we chose to support The Meath Epilepsy Charity and **donated 72 hours of support and volunteering time**
- We have provided **over £9.4k of pro-bono creative services** to our charity clients
- We provide a **monthly donation** to Mosaic Middle East, helping and healing victims of conflict
- Throughout 2023, **more than 60%** of our total expenses were with suppliers in the local business community



Rolling up our sleeves.


And lending a helping hand.

Pro-bono work enables “for good” businesses without big budgets the design expertise they need to make a difference. We also balance this with volunteer work for local charities, and we wholeheartedly encourage every business to explore similar rewarding endeavors.



Valiant’s support delivers a positive impact to everyone at The Meath, and most importantly, helps the lives of the vulnerable adults we support. The team are kind and capable and genuinely strive to make a positive difference.

Helen Jackson
The Meath



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Our customers.

Simply being a better business.

B Corp isn't just about being better for ourselves. It's about being a better business for all who encounter us. Whether that's a one-off client or a long-standing partner, we are committed to delivering great work for great people, and hopefully inspiring others along the way.

- Our clients have awarded us with **18 independently verified five-star reviews via Clutch**
- In October 2023, we were awarded **"Top 5 Women-owned Brand Agency in the World"**
- We are committed to building **greener websites with sustainable hosting**
- We will always favour **low-code solutions** and be mindful of digital asset load
- Despite working with physical packaging, we are using many **pioneering sustainable options**

“

B Corp has helped us be more focused on finding clients who match our values and goals.

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Leading the way.

And influencing change.

As a design agency, many clients look to us for guidance and inspiration. That might be through our technology, our leadership, or just by setting a great example to agencies all around the world.



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Committed to building

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Independently verified five-star reviews via Clutch

Clutch

Our people.

The beating heart of Valiant.

None of our achievements would be possible without the people of Valiant. We've always strived to be a better place to work, where people can come and be their best selves. B Corp now gives us a sharper trajectory. How we can become even better?

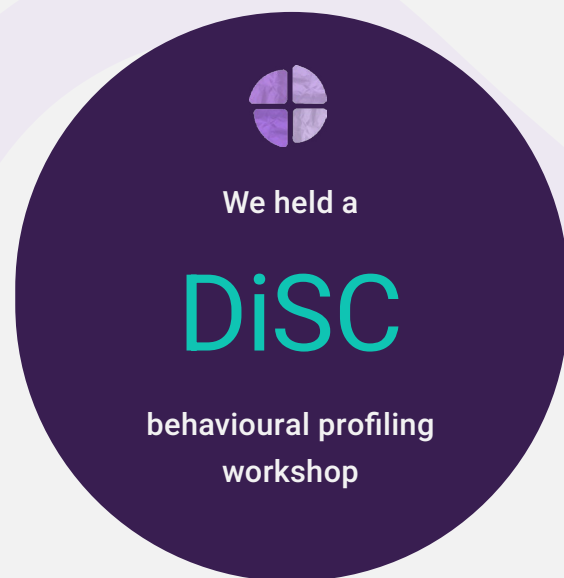
- We've enjoyed several **team-building sessions** and **seasonal trips** to places like Wales and Bath
- We hold a monthly "all hands" company meeting, catered for by **small local food businesses**
- **100%** of our employees were awarded with a **mid-year and Christmas bonus** as a thank you for their hard work
- Throughout 2023, we **employed two new members of the team**: Lucy and Vicki, and in October, Zoe was **promoted to Account Executive**
- Liz became our second **mental health first aider**, and Vicki became our **second first aider**
- We held a **DiSC behavioural profiling workshop** to help understand and **complement each other's skillsets**, and how we can get the best results when working together
- In our annual employee survey, **72%** of Valiant staff scored their satisfaction as **8 or greater**
- Adam started a series of social posts focusing on his role as a Creative Director, which he kicked off with some **insight to how he deals with dyslexia**
- We provide **flexibility** and understanding to work around family. This is to **actively encourage parents** back into the workplace again.



Cultivating a culture.

And attracting the best.

We've been so lucky to accrue so many talented and smart people over the years. But the work is never over, and we're always looking at how we can be a more cultured, caring and cohesive team.



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Valiant is so much more than the term branding agency can ever contain. It's a place where creativity, ideas, collaboration and a sense of purpose flourish. Somewhere people feel seen, respected and inspired.
Howard Hobbs
”



Our plan for 2024.

To be continued. This year and beyond.

Throughout this year, we are dedicated to capitalising on our B Corp certification and utilising the framework and guidance in the best way we can. We are also committed to continuing our exciting efforts with our local environment, our customers, our community and our colleagues.

With our first impact report now released, we have a strong baseline upon which we can compare future years, helping us steer a course towards being the most sustainable, fair and friendly businesses we can be.



Commitments for 2024.

- To attend B Corp and networking events, not only to meet others on our journey but to help like-minded businesses who are considering it
- To join a **London members' club** that holds the same high standards and values as Valiant, enabling us to **expand our network** of like-minded people
- To **set greater targets for reducing our footprint**, including a **5% reduction in energy use** and a **10% reduction of our general waste**
- To commit to finding a solution that allows us to recycle soft plastics and food waste locally
- To introduce a **"red flags" system** that allows us to vet potential clients and whether their industry or sector is a fair fit when considering our values
- To replace our capsule coffee machine to a more sustainable bean-to-cup machine, **supporting farm workers and sustainable roasters**
- To vigorously unsubscribe from and **avoid all future junk emails** and physical publications in a coordinated **effort to reduce emissions and waste**



Summary.

As we reflect on our first impact report, we must remember that it isn't just about celebrating our achievements, but using them to set the foundations for our commitment to continuous improvement and positive change.

Valiant, as a team and as individuals, will push forward and explore new paths that leave a lasting and positive impact on our local community and the wider world.

“Our journey is just beginning; it’s evolving, growing and inspiring. Here’s to a Valiant future that we can shape together.”



Clare Feather
Commercial Director





Building stronger brands.



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