

BREATHING LIFE INTO OUR PURPOSE

IMPACT REPORT 2024



magenta

magentaassociates.co

Contents

Introduction

3

Why an Impact Report?

4



Communication for Good Framework



5

Our commitment to the future

5

WE ARE CHANGE AGENTS: Communicating with impact

6

WE ARE A FORTRESS FOR TALENT: Looking after our people



10

WE ARE COMMUNITY CHAMPIONS: Working together for change



14

PROTECTING OUR PLANET: Acting responsibly for a sustainable future

17



Final word

18

Introduction

At Magenta Associates, we believe that the true measure of success goes beyond financial performance – it's about the positive impact we have on our people, our clients, the industries they represent, the communities we serve, and the environment. For the first time, we are publishing our Impact Report, a comprehensive overview of how we are breathing life into our purpose and channelling our values.

Our purpose is clear: to harness the power of communications to drive social and environmental change. We are committed to working with sustainable and socially responsible organisations that share our values and align with our purpose to use business as a force for good. We seek to inspire others to join us in having the conversations that matter to build a better future.

This Impact Report reflects our commitment to walk the walk, not just talk the talk, when it comes to creating real, measurable change. Built around our three visionary aspirations, this report will highlight the steps we are taking to attract and retain the best talent, amplify the voices of change agents, and empower the communities we serve.

Guided by our values – being progressive, human, and expert – this report will serve as both a benchmark of our current efforts and a roadmap for our future.

COMMITMENT TO

walk the walk

NOT JUST

talk the talk

Why an Impact Report?

Our decision to publish this annual Impact Report stems from a desire to hold ourselves accountable for the impact we have on people and the planet. By doing so, we are creating a clear framework that places social and environmental considerations on par with financial performance.



This report will allow us to transparently assess what we're doing well, identify areas for improvement, and continually develop our practices to align with the best in the industry.

A DESIRE TO HOLD
ourselves
accountable

Communication for Good Framework

WE ARE MAGENTA

As an employee-owned business, we aspire to be more than a PR and communications consultancy. We're driven by a passion to do good for our people, our clients and the world around us. We harness the power of communications to help businesses and communities drive positive social and environmental change.



WE ARE CHANGE AGENTS: Communicating with impact

Impact-makers need a powerful voice. We give a platform to businesses doing good and amplify their impacts. We galvanise change by telling the stories that matter, inspiring action. And we do all this with a clear set of principles that ensure we communicate in a responsible, trustworthy, and ethical way.

WE ARE A FORTRESS FOR TALENT: Looking after our people

We're proud of the passionate and diverse experts at the heart of Magenta. We understand that looking after them means they can do their best work. So, we stand against the tumultuous turnover culture that exists across the comms industry. Instead, we go out of our way to attract and keep the very best talent, fostering a supportive, secure, and inclusive work environment where our people feel valued, motivated, and empowered to deliver real impact.

WE ARE COMMUNITY CHAMPIONS: Working together for change

We are greater than the sum of our parts. We're humbled to be part of a community working together to make the world a better place. Whether it's the dedicated suppliers we work with or the fantastic clients we serve, we look to partner with progressive, ethical, and responsible businesses that are committed to our values of positive change.

Our commitment to the future

Looking ahead to 2026, we are setting ambitious goals to deepen our impact across all areas of our business. This report will outline these goals, how we plan to measure our progress, and our commitment to reporting on our advancements annually. We are dedicated to continuously improving our practices to ensure that Magenta remains a force for good – within our industry and beyond.

In publishing this Impact Report, we are not only celebrating our achievements but also acknowledging the work still to be done. We invite our stakeholders to join us on this journey towards a more sustainable, equitable, and impactful future.

WE ARE CHANGE AGENTS: Communicating with impact

Magenta's purpose to harness the power of communications to drive social and environmental change is not just an aspiration – it's an active commitment. Through the strategic campaigns we've worked on, the clients we've partnered with, and the resources we freely share, we are making tangible strides in the industries we serve. This chapter encapsulates our efforts to amplify the voices of those creating the change we want to see in the world. Whether through client work or wider industry contributions, our actions are designed to inspire progress and foster meaningful conversations that drive positive outcomes.

What we've done



Healthier healthcare (DMA Group with Rye Community Hospital): In partnership with DMA Group, we led a campaign highlighting Rye Community Hospital's trailblazing journey to becoming the first carbon-neutral hospital in the UK. By conveying these messages to broader audiences, we're setting the stage for others to follow suit, demonstrating that with the right investment and collaboration, sustainability goals are within reach. For more information, check out this [article](#).



MAKING BUILDINGS
WORK TOGETHER.



Supporting ethical employment practices (Corps Security): Collaborating with Corps Security, a social enterprise committed to fair wages, we championed its approach across the industry. This work not only helps improve conditions for those protecting us daily but also guides Magenta's internal practices by embedding ethical employment principles into our own operations.



WE ARE CHANGE AGENTS: Communicating with impact



SBFM's Evolve Programme white paper



Safe Sick Pay campaign (LGIM and the Centre for Progressive Change): The Safe Sick Pay campaign was a powerful initiative aimed at making a real difference in people's lives. Seeing high level executives and industry leaders engaging with the symposium we supported was both humbling and motivating, reinforcing our belief that strategic communications can trigger significant societal shifts.



Freeing people from the poverty trap (SBFM's Evolve Programme): SBFM's Evolve Programme goes beyond offering employment to marginalised groups such as ex-offenders and care leavers; it also actively promotes career development opportunities across adjacent sectors. Playing a part in such a transformative initiative that seeks to uplift underrepresented communities is incredibly rewarding, especially when it invites the wider industry to join the cause.



Reducing energy bills (ETI): Collaborating with one of our clients, we spearheaded a campaign to minimise food waste and energy consumption by educating consumers and commercial kitchens on the benefits of cooking to temperature rather than time. The campaign's impact was amplified by engaging local MPs and supermarket CEOs, ensuring these important messages reached decision-makers.

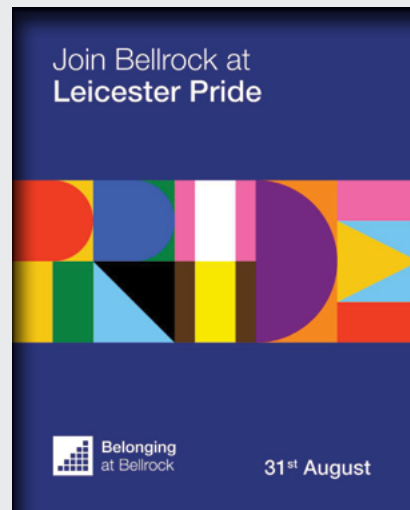
For more information, check out this [story write up in the Daily Mail](#).



WE ARE CHANGE AGENTS: Communicating with impact



Eativerse project designed to educate children about healthy eating habits



Bellrock's PRIDE initiative promoting inclusivity within a traditionally less diverse industry



Employee ownership transition (Churchill Group): Supporting Churchill Group's move to become an Employee Ownership Trust (EOT) was one of the most significant projects we've undertaken. This transition not only represents a long-term commitment to workforce wellbeing but also aligns with our ethos of promoting sustainable and responsible business practices.



Innovative food concepts for children (Elior's Eativerse campaign): The Eativerse project brought to life a dynamic initiative designed to educate and entertain children about healthy eating habits. By promoting better food choices from a young age, this campaign resonates deeply with our belief in the power of education to drive long-term behavioural change.



Promoting ESG in facilities management (Sustainable FM Index): Over the past three years, we've supported the facilities management industry's ESG efforts by producing insightful annual reports. These reports guide service providers in advancing sustainability practices and highlight the industry's progress in areas like net zero and social value.



Driving DEI conversations (Bellrock): Bellrock's DEI strategy and subsequent PRIDE initiatives show how communications can shift mindsets and promote inclusivity within traditionally less diverse industries. Supporting such a forward-thinking company reinforces our dedication to creating workplaces where everyone can thrive.

Our work goes beyond delivering traditional PR and communications services; it's about advancing good business practices and inspiring others to join us in these critical conversations.

What we need to do next

- By providing clients with actionable insights, we've already sharpened their focus on sustainability and ethical practices, but we now need to meticulously track the impact of our communications strategies, linking them to measurable business results such as financial performance and enhanced ESG focus.
- Our recent client satisfaction survey highlighted Magenta's strengths in industry expertise, relationship building and thought leadership. The feedback also prompted us to address gaps, leading to improved media outreach and an expanded service offering that now includes digital, crisis, and internal communications. Magenta's content campaigns like Building Resilience, People Matters, and our ChatGPT research with the University of Sussex reflect this ongoing commitment to pushing conversations forward. But there is more work to do.
- Our new business strategy is now focused solely on purpose-driven organisations contributing to social and environmental sustainability. We have already begun to expand our reach into sectors such as energy, environmental services, hospitality, technology, social enterprises, universities and not-for-profits – all aligned with our core values – but we need to do more to encourage good businesses practices in the sectors where we don't have as great a footprint.
- We signed the Anti-Greenwash Charter and developed a Green Claims Policy, which we review annually. We are in the process of assembling an advisory panel featuring experts who are providing ongoing guidance on ethical marketing and communications best practices.
- We've taken steps toward achieving Cyber Security Essentials certification to ensure that our clients' data and our internal operations are protected to the highest standards. We hope to achieve this status in the next six months.



We're committed to evolving our services and expanding our impact in the following areas:



Enhancing crisis and issues management: We're developing more sophisticated response capabilities to prevent issues before they arise, ensuring our clients are prepared for whatever challenges come their way.



Deepening ESG and purpose-led focus: We're sharpening our advisory services to better support clients in aligning their business practices with environmental and social goals.



Measuring operational impact: By encouraging clients to link our communications strategies to measurable operational improvements, we can refine our approach and maximise our positive influence.



AI and digital upskilling: Pending approval of the UK government's AI Upskilling fund pilot scheme, we aim to enhance our capabilities and lead the way in integrating AI-driven communications across purpose-driven industries.

Through these initiatives, we continue our commitment to pushing boundaries, driving meaningful conversations, and shaping a better future for the people and communities we serve.

WE ARE A FORTRESS FOR TALENT: Looking after our people

We believe that our people are our greatest asset. The wellbeing, satisfaction, and development of our employees are paramount to our success and central to our purpose. In this chapter, we evaluate how we've supported our employees' financial security, health, wellness, career development, and overall engagement – and outline the steps we are taking to enhance these efforts in the future.



What we've done



Transitioning to an Employee Ownership Trust (EOT)

One of the most significant steps we've taken this year is transitioning to employee-ownership. This move isn't just a change in structure; it's a commitment to our team, ensuring that every employee has a tangible stake in the company's success. By becoming employee-owned, we align the long-term interests of our people with the business, fostering a sense of ownership, loyalty, and shared purpose. This transition empowers our employees to have a direct influence on the company's future, reinforcing our dedication to creating a workplace where everyone's contributions are valued and rewarded.



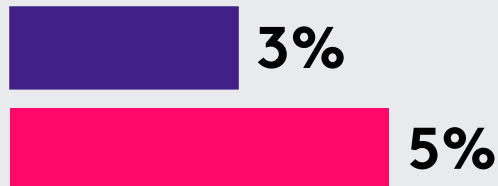
Equal weight for social and environmental performance

We've made it a priority to integrate social and environmental performance into our decision-making processes. This year, we've included these metrics in our quarterly board reports, where they now carry as much weight as financial performance. By doing so, we're ensuring that our commitment to people and the planet is embedded in our strategic planning, reinforcing our values of progressive thinking.

WE ARE A FORTRESS FOR TALENT: Looking after our people

PRIVATE PENSION SCHEME

Increased contributions from the statutory 3% to 5%.



40%
discount on Hussle+ gym memberships



Becoming a National Living Wage Employer

While we have always paid more than the minimum wage, we solidified our commitment to fair pay by becoming an accredited National Living Wage Employer this year. This accreditation ensures that all our employees and suppliers receive a wage that reflects the real cost of living.



Socially-responsible investing

We understand the importance of aligning our financial practices with our ethical values. That's why we've ensured that our private pension scheme includes a Socially-Responsible Investing (SRI) option. This allows our employees to invest in a way that supports their financial future while contributing to positive social and environmental outcomes. Additionally, we've increased our contributions to the private pension scheme from the statutory 3% to 5%.



Comprehensive health and wellness benefits

The health and wellbeing of our employees are critical to our success. We provide all colleagues with access to private healthcare that includes therapy/counselling services, ensuring that their physical and mental health needs are met. Additionally, through our health insurance provider we offer a 40% discount on Hussle+ gym memberships. We've also implemented wellness action plans and desk assessments to support our employees' daily work environment, helping to identify and mitigate any factors that could negatively impact their health and wellness.

WE ARE A FORTRESS FOR TALENT: Looking after our people



Enhancing career development

We recognise that career development is a key driver of employee satisfaction and engagement. To support our team's growth, we've established a 360-degree feedback process within our progress reviews, providing employees with comprehensive insights from their peers and direct reports. This process ensures that feedback is holistic, constructive, and focused on continuous improvement. In addition, we have incorporated individual and companywide contributions to environmental and social performance into these reviews, aligning personal development with our broader mission. We have also created and managed a record of professional development and training initiatives to ensure that every employee has ample opportunities to advance their skills and careers.



Fostering open communication

We've worked hard to create feedback loops and honest communication mechanisms, ensuring that all employees feel heard and valued. These channels foster a culture of transparency and continuous improvement, where everyone can contribute to the company's evolution and success.



The 4.5 day week

Magenta wanted to explore the opportunities and benefits of a 4-day working week to support talent attraction and retention. Following extensive research, including Q&As with MDs of marketing agencies that had taken the plunge, it became clear there were opportunities and challenges with this work model. We wanted to put the power in the hands of the team and embarked on a 4-day working week consultation. Following three sessions that culminated in a hackathon, it became apparent the 4-day week risked jeopardising the client experience and financial performance. Instead, a 4.5-day week was introduced in January 2023, meaning the team can finish at 1pm on Friday so long as they've finished their work for the week. This is working well: the team are happier and clients have supported our decision. We have also introduced a 'work from anywhere week' to offer even more flexibility.

What we need to do next

As we look ahead, we're committed to further enhancing our support for employees through several key initiatives:

- **Becoming a Living Pension Employer:** We plan to build on our commitment to financial security by becoming a Living Pension Employer, ensuring that our pension contributions help our employees to achieve a comfortable retirement.
- **Formalising a health & wellbeing programme:** We aim to create a more structured and comprehensive health & wellbeing programme, offering additional resources and support to help our employees maintain their physical and mental health.
- **Expanding training opportunities:** To support internal succession planning, we will offer more training opportunities, ensuring that our employees have the skills and knowledge they need to advance within the company.
- **Reviving our internship programme:** Following a short hiatus, we are excited to bring back our paid internship programme in 2025. This programme will provide young talent with valuable experience in the communications industry and support our mission to give the next generation better career opportunities.
- **Bolstering parental leave:** We recognise the importance of supporting our employees through all stages of life. To that end, we plan to enhance our primary and secondary parental leave policies, ensuring that our employees have the time and support they need to care for their families.



Capturing hearts isn't just about what we do – it's about who we are.

By fostering a supportive, inclusive, and engaging work environment, we ensure that our employees feel valued, motivated, and empowered to contribute to Magenta's success.

As we continue to evolve, we are committed to building on these efforts, ensuring that we remain an employer of choice and a force for good in the communications industry.

WE ARE COMMUNITY CHAMPIONS: Working together for change

Magenta believes in the power of collective action. Our commitment to positive change extends beyond our work for clients – it's embedded in how we engage with our community, support local initiatives, and collaborate with partners who share our values. We're proud to work alongside suppliers, clients, and community groups committed to making a meaningful impact.



Our partnerships are built on shared ethics, trust, and a desire to create lasting social and environmental benefits.

We now actively track and measure our efforts across several key areas, including supply chain alignment, environmental impacts, volunteering initiatives, and pro bono work for community organisations.

What we've done

- ▶ **Leadership-level commitment to ethical decision-making:** We've implemented a board resolution that legally integrates social and environmental considerations into our business decisions. This ensures that progress in these areas is valued as highly as financial performance, aligning our operations with our mission.
- ▶ **Philanthropy and charitable giving:** We match employee donations and sponsor fundraising efforts within our network. Additionally, we incentivise participation in surveys by offering charitable donations on behalf of respondents.
- ▶ **Community-focused initiatives:** From Magenta Dollars, which can be spent at local businesses, to our Pub Fund, which supports a nearby pub, we're constantly looking for ways to give back to our community. Our team also participates in company-wide beach cleans a few times a year.

WE ARE COMMUNITY CHAMPIONS: Working together for change



Employee-led social and environmental contributions: We encourage our team to take an active role in championing change, whether by sharing thought leadership or engaging in volunteer work.



Sought volunteering opportunities: We initiated a relationship with Community Works, a charity that supports other charities, not-for-profits and community groups to deliver positive social action across Adur & Worthing and Brighton & Hove.



Diversity and inclusion collaboration: We've joined forces with other Brighton-based agencies to enhance diversity in recruitment and have conducted internal training on inclusive hiring practices.



Educational outreach: We regularly speak at local schools, colleges, and universities, emphasising the accessibility of a career in PR and communications, especially for those from low-income backgrounds. We've already hired two employees who connected with us through these outreach efforts.



Mentoring: One of our directors volunteers with The Girls' Network, helping girls from disadvantaged communities build confidence and access professional networks.



Inclusive recruitment days: For executive roles, we host interactive recruitment days designed to assess both skills and cultural fit, ensuring we attract talent that aligns with our values.

What we need to do next

- **Embedding responsible communications:** We're designing an induction and ongoing training programme to ensure the principles outlined in our Responsible Comms Charter are deeply understood and implemented across the business.
- **Expanding DEI training:** We plan to further our team's education on inclusive communications, with the leadership team taking the Open University's Diversity and Inclusion course. Our inhouse DEI lead will play a key role in advancing our strategy.
- **Ethical sourcing:** We're prioritising local and independently-owned suppliers, as well as those who demonstrate a commitment to sustainability, ensuring that our purchasing decisions align with our environmental and social goals.
- **Measuring community impact:** As part of our continuous improvement efforts, we're developing metrics to assess the impact of our community initiatives and identify areas for growth.



As we look ahead, we're committed to further enhancing our support for employees through several key initiatives



PROTECTING OUR PLANET: Acting Responsibly for a sustainable future

While Magenta's greatest influence lies in promoting sustainable business practices through our communications work, we are also committed to reducing our own environmental impact. As a forward-thinking organisation, we actively engage with environmental consultants to refine and elevate our sustainability initiatives, ensuring we operate as responsibly as possible.



What we've done



Minimising our footprint: Given the nature of our work and our hybrid office model (in-office two days a week), our carbon footprint remains relatively low. Our energy consumption from 1st April 2023 to 31st March 2024 was 9034.8 kwh. We are powered by 100% renewable electricity through our partnership with Octopus Energy, and we operate entirely gas-free. If we hadn't used 100% renewable energy, compared to the average CO_2 produced by a Kwh of electricity in this country, we would have produced 1.4 tonnes of CO_2 .



Promoting green commuting: With 100% of our employees living within 11 miles of the office and 44% choosing to walk or cycle, we've enhanced our commitment by joining the Government Cycle to Work Scheme.



Carpooling initiatives: For business travel, whether attending meetings or team events, we prioritise carpooling when public transport isn't feasible. This has been standard practice for over three years, especially during local team staycations.



Energy conservation support: Responding to the 2022 energy crisis, we partnered with Kam Singh, executive director – ESG at EMCOR UK, to deliver a workshop on reducing business and home energy costs. Following this, Magenta introduced an Energy Grant of up to £1,000 per employee, supporting investments in energy-saving products or services for their homes.



Ongoing sustainability education: We are committed to educating our team on sustainable practices. Our in-house environment champion attended the Net Zero 360 workshop at the University of Brighton, and we remain active members of Clean Growth UK's University Hubs network to stay updated on the latest developments in carbon reduction strategies.

What we need to do next

- **Environmental impact assessment:** We are currently conducting a comprehensive environmental impact assessment focused on Scope 1 and 2 emissions, examining our waste generation, energy consumption, and water usage. This will inform the development of an environmental management system customised for Magenta's operations.
- **Waste and energy reduction:** With guidance from our advisory board, we are crafting strategies to further reduce waste, energy consumption, and water usage across the business.
- **Setting clear sustainability goals:** Collaborating closely with stakeholders, we will define targeted sustainability objectives, accompanied by additional workshops and training to foster a deeper culture of environmental responsibility within the team.
- **Sustainability training programme launch:** In October 2024, we rolled out a comprehensive team-wide sustainability training series. Topics ranged from debunking climate change myths to exploring ethical marketing practices, with sessions designed to encourage discussion and solidify learning through quizzes and interactive workshops.

Final word

Each chapter of this report tells a story of how Magenta is using our communications expertise and our commitment to social responsibility to create a positive and lasting impact.

Our journey begins with understanding why this report matters. Transparency and accountability are central to who we are as an organisation, and this report serves as a reflection of our dedication to tracking our impact and pushing ourselves to do more.

Our commitment to the future runs deep. We've embedded social and environmental performance into our core decision-making, balancing financial success with purpose-driven action. This report highlights the intentional steps we're taking to build a resilient, forward-thinking organisation that stays true to its values.

In our work, we strive to **be a fortress for talent** – working with our clients to craft stories that not only inform but also resonate on an emotional level. By focusing on human-centred narratives, we connect audiences to the causes they care about, driving engagement and inspiring meaningful action. It's about communication that moves people to get involved.

As we hope we have demonstrated, the Magenta team feels a deep **call for change**. Through strategic advocacy and our insights platform, we're helping to drive systemic change in sectors that need it most. We're not content to be passive observers; we actively engage in driving conversations that lead to progress.

Being **community champions** is central to our ethos. We're part of a collective effort, working with partners, clients, and local organisations to support ethical initiatives, promote community wellbeing, and build positive relationships. From supporting local charities and encouraging ethical supply chains to promoting diversity in recruitment, we are committed to being a force for good within our community.

Environmental stewardship is a core priority, and in our chapter on **protecting our planet**, we discuss how we're taking responsibility for our environmental impact. Whether it's reducing our carbon footprint, using renewable energy, or investing in sustainability training, we're focused on doing our bit.

This report showcases not only what we've achieved but also where we're headed. We recognise the areas where we can improve, and we are committed to growing alongside our clients and partners. By staying true to our principles, working collaboratively, and challenging ourselves to be better, we believe we can make a meaningful impact, now and in the future. Our journey continues, and we're excited to take it together.