

WHITE PAPER

# THE GOOD BUSINESS REPORT

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**magenta**

COMMUNICATIONS FOR  
PROGRESSIVE ORGANISATIONS

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# FOREWORD

by Jo Sutherland

**A**t a time of unprecedented climate change, economic inequality and societal polarisation, the expectations placed on businesses have never been higher. Society now demands more than just products and services; it expects accountability, transparency, and meaningful contributions to the common good. Business leaders must ask themselves: how can we succeed and lead the way?

The Good Business series was born from this question. Through 16 interviews with progressive organisations, Magenta explored what it means to operate responsibly in today's world. From imbuing ESG principles into decision-making to redefining marketing's role in driving change, the series uncovered insights, strategies, and inspiring stories of transformation.

This report distils those learnings into four critical areas:

- People
- Purchasing
- Positioning
- Policymaking

Together, these pillars form the foundation of good business, highlighting the interdependence of employee wellbeing,



sustainable supply chains, ethical communication, and systemic advocacy.

We hope this report serves not just as a reflection of where we are but also as a roadmap for where we need to go. We invite you to join us in building a future where responsible business practices are the norm, where profit and purpose are inextricably linked, and where the impact we create today shapes the world we live and work in tomorrow.

# PEOPLE



## People matter. Not just because they're the lifeblood of business, but also because people rule the earth. And the earth is in trouble.

This is why businesses are being challenged to rethink their relationships with employees. Happy, engaged people are the cornerstone of business success and societal betterment. From fair wages to fostering inclusivity, organisations are discovering that investing in their workforce is not only the right thing to do but also a powerful driver of

performance, loyalty, and innovation.

**As John Hamilton, chief people officer at Bellrock, puts it:** "First, you must ask what sort of business you want to be – a race-to-the-bottom business, or one that works for clients who know the difference between cost and value?"

### Commit to fair pay and benefits

Progressive employers continue to prioritise the Real Living Wage (RLW). While paying the RLW can increase costs, it's a commitment that drives long-term business benefits.

**Sebastian Bachelier, senior partnerships & campaigns manager at the Living Wage Foundation,** says: "Our mission is simple: to end in-work poverty for people who are employed but still don't earn enough to live on. We believe that paying a real living wage is the right thing to do – for businesses, for workers, and for society. It's not just about improving wages; it's about ensuring dignity, security, and fairness for everyone in the workforce."

JOHN  
HAMILTON



## PEOPLE

“Our decision to move to the Real Living Wage shaved several hundreds of thousands right off our bottom line,” Hamilton explains. “But we did it because it was the right thing to do for our employees.” This commitment has increased wages for Bellrock’s frontline staff by an average of £1,200 a year, improving both turnover and productivity.

At Elior, similar principles apply. Justin Johnson, HR director, highlights initiatives focused on financial wellbeing, such as retirement planning resources and support for employees over 50. The Everyone Counts programme addresses mental, physical, and financial health through targeted campaigns.

### Support working families

With 75 per cent of UK families having at least one parent in employment – and childcare costs among the highest in Europe – flexible working and enhanced parental leave are essential for attracting and retaining talent.



The stakes are higher when considering the looming population crisis. By 2050, the UK’s working-age population is expected to decline significantly. Supporting working parents today is about fairness and ensuring a future workforce.

Bellrock leads by example, offering 20 weeks full pay for maternity leave, four weeks full pay for paternity leave, and flexible work arrangements when the time comes to return. “It’s not just about pay,” says Hamilton. “It’s about the adjustments we make to accommodate working parents.”

**Kelly Dolphin, chief people and culture officer at SBFM, reiterates the value of flexibility:** “Gone are the days when we could only hire full-time workers.

Today, flexibility is critical.” SBFM supports adjusting shift patterns or swapping shifts entirely so people can take their children to school. Dolphin puts emphasis on taking the time to understand colleagues and their individual needs. SBFM’s regular workplace survey measures the satisfaction of all employees from frontline to their head office. Are they happy? And do they feel supported? “We constantly ask ourselves, ‘how can we make an impact?’” Dolphin adds.

### Prioritise employee wellbeing

The UK’s mental health crisis is escalating. As of November 2023, 1.88 million people were in contact with mental health services according to NHS

England. The cost-of-living crisis has compounded financial stress, pushing many toward high-interest payday loans and worsening anxiety.

Churchill Group, an employee-owned business, tackles this with programmes such as WageStream to help employees avoid payday loans and provides online GP access. It's WellMe programme promotes positive mindsets, personal development, and physical and mental health awareness. Churchill Group also has a commitment to creating employment opportunities that come with structured development pathways, with a focus on groups like care leavers and veterans, and on individuals who have the potential to excel in their roles but might face barriers.

Mitie trains mental health first aiders and offers a Colleague Support Programme for financial, legal, and mental health support. Its partnership with Able Futures provides nine months of tailored mental health assistance, helping employees manage financial worries, develop coping strategies, and access therapy. There are currently 485 Mental Health First

Aiders at Mitie. As well as this, Mitie's partnership with Salary Finance offers salary advances and low cost loans, while it also provides a virtual GP benefit.

### Invest in employee growth

Development opportunities are key to engaging and retaining employees. They give individuals a sense of purpose, motivation, and a clear path to growth within their organisation. When employees see opportunities to advance, they feel valued, stay loyal, and become stronger contributors to the business.

Mitie's apprenticeship-first approach has been transformative, employing around 1,500 apprentices and creating robust career pathways. By investing in training and upskilling, Mitie not only meets its current needs but also builds a strong talent pipeline for the future. "The people we train today will feed our talent pipelines in anticipation of tomorrow's skills," says **Jasmine Hudson, chief people officer at Mitie.** This forward-thinking approach fosters ambition, encouraging employees to realise their potential and take ownership of their professional development.





## PEOPLE

Elior's Womentoring programme shows how development opportunities can champion diversity, equity and inclusion (DE&I). This initiative smashed gender diversity targets within three years and fostered a culture of empowerment where employees feel seen, supported, and part of something bigger.

When employees feel invested in and supported, they are more likely to go above and beyond. Happy, motivated employees naturally become brand ambassadors, representing the organisation's values in everything they do. This positive alignment boosts internal culture, customer satisfaction, loyalty, and overall business performance. Investing in development isn't just an HR prerogative – it's a business strategy that pays dividends.

### Champion DE&I

Diverse teams bring a range of perspectives, fostering creativity, innovation, and better decision-making. According to McKinsey, companies with greater diversity are 35 per cent more likely to outperform

less diverse teams. Additionally, 76 per cent of job seekers consider a diverse workforce an important factor when evaluating potential employers.

Building an inclusive culture requires intention and action. Mitie's Count Me In programme, which includes e-learning, workshops, and gamification, has reached over 36,000 employees. This initiative promotes self-reflection, builds trust, and embeds belonging into the company's culture. It has won awards and set a benchmark for effective DE&I strategies.

SBFM's approach to DE&I goes beyond compliance. Its Evolve programme supports individuals facing employment barriers through training, career development, and inclusion within SBFM and its client networks. The Bravo Benefits programme further supports employees' financial wellbeing with debt advice, retail discounts, and financial education. "DE&I isn't just a policy – it's a culture of empathy that ensures everyone feels supported and valued," Kelly Dolphin explains.

A truly diverse workplace isn't about ticking boxes; it also helps foster an environment where fresh ideas and innovation thrive. As the Good Business series highlights, diversity strengthens businesses by unlocking a variety of perspectives. After all, who wants a business full of clones, producing the same predictable outcomes?

### Strengthen community ties

Businesses that "give back" strengthen bonds with employees and the communities they serve. These efforts reflect the values that today's workforce and society expect.

Elior's Lifetime of Enrichment campaign aims to deliver 28,835 days of social value by 2025—the equivalent of one human lifetime. This commitment spans volunteering, fundraising, apprenticeships, and partnerships with social enterprises, benefitting schools, care homes, workplaces, and hospitals.

Community involvement is central to 360 Workplace. As a B Corp,





GUENAELLE  
WATSON

the company upholds the highest standards of social and environmental responsibility. Employees are given three days annually to volunteer, supporting causes like Shooting Star Children's Hospices, which has benefited from over £500,000 in fundraising by parent company Fourfront Group. "For younger generations, salary isn't the only driver. Purpose and values speak just as loudly as the role and package on offer," **says Guenaelle Watson, managing director at 360 Workplace.**

Aligning operations with social purpose helps businesses attract

and retain talent. For organisations like Elior and 360 Workplace, contributing to their communities isn't just goodwill — it's a key part of their success.

"It's about creating an environment where everyone can thrive. Because when people thrive, businesses do too."  
– John Hamilton

As the Good Business series highlights, diversity strengthens businesses by unlocking a variety of perspectives.

# PURCHASING



## Good business leaders bear a serious responsibility: safeguarding the planet while supporting the people they employ and serve.

If we don't change the way we run businesses, manage buildings, and operate supply chains, net zero targets will remain out of reach, and the UK's infrastructure will struggle to withstand the growing impacts of climate change. That's not being sensationalist. It's a fact.

Achieving this transformation requires collaboration. From designing products to distributing, marketing, and managing day-to-day operations, businesses rely on robust and responsive supply chains. Procurement leaders are central to driving this change—creating sustainable supply chains, fostering inclusivity, and forming partnerships that prioritise innovation and impact.

Think of a “chain,” and flexibility isn't the first word that comes to mind. Chains suggest dependence, rigidity, and a risk of failure if even one link breaks. Yet procurement has the potential to transform these chains into adaptable

ecosystems, turning fragility into resilience and helping us build good business.

### Break the chains of outdated procurement

Traditional procurement practices often focus solely on cost, driving a “race to the bottom” that stifles trust and innovation. **Terry Mills, chief operating officer at Cloudfm**, explains how punitive service level agreements (SLAs) and rigid hourly rates fail to deliver long-term value.

“Procurement needs to evolve from a carrot-and-stick model into something that aligns incentives for all parties.”

Outdated Request for Proposal (RFP) processes add to the frustration. Complex questions with limited space for answers — and the same templates used across different industries — create a large gap between procurement teams and suppliers. No wonder procurement professionals are sometimes seen as speaking a different language that suppliers must quickly learn.

TERRY  
MILLS



## PURCHASING

Bridging this gap requires open dialogue and a shared language of clarity, collaboration, and mutual respect. Modern frameworks such as vested partnerships offer a way forward. These win-win models foster trust, transparency, and accountability between buyers and suppliers. By redefining procurement as a strategic function, organisations can unlock transformative value.

### Set high but fair standards

Standards like ISO certifications are essential for quality, safety,

and environmental responsibility. Yet securing these accreditations can cost thousands, putting smaller businesses at a disadvantage.

In the built environment, certifications like BREEAM, LEED, and WELL help determine if a building is sustainable and conducive to wellbeing. But the sheer volume of available standards can create “paralysis of choice”, draining resources and complicating decision-making.

“Standards are important, but they must not lock out smaller, innovative suppliers who can meet

the requirements but lack formal accreditations,” **Amy Brogan, global executive director of procurement & ESG at CBRE GWS Local**, explains.

Transparent reporting, strong partnerships, and independently audited results offer alternative ways to verify commitment without excessive costs. This balanced approach ensures fairness and maintains high standards without sidelining smaller players.

### Think beyond the bottom line

Procurement isn’t just about what you buy – it’s about how you think. Cloudfm’s Mills advocates for “right-sourcing”, a tailored approach that focuses on finding the right fit for the right needs.

Traditional outsourcing models often prioritise cost-cutting, leading to inefficiencies and strained supplier relationships. Instead, focusing on outcomes like better service delivery, employee engagement, and sustainable growth ensures procurement drives operational excellence. By adopting progressive

AMY  
BROGAN



models such as vested partnerships, procurement teams can align incentives, share accountability, and strengthen entire supply chains.

## Inspire innovation through procurement

Procurement should be a catalyst for innovation, not just a box-ticking exercise. CBRE's Supplier Innovation Challenge exemplifies how procurement teams can uncover fresh talent and creative solutions by inviting proposals from a diverse range of suppliers.

At Elior, sustainability competitions empower suppliers to present ideas aligned with environmental and social goals. "Innovation thrives when procurement teams actively seek out diverse suppliers and give them a platform to shine," Sally Leigh, corporate responsibility manager at Elior UK, explains.

These initiatives show that procurement isn't just about managing costs – the function can also play a key role in recognising and rewarding creativity, ambition, and excellence.



## Diversify supply chains for greater impact

A diverse supply chain fosters resilience and inclusivity. As **Andy Daly of Social Enterprise UK** notes: "Social enterprises prove that profit and purpose can go hand in hand."

Initiatives such as Social Enterprise UK's Buy Social Corporate Challenge demonstrate how procurement can drive social impact. This challenge has facilitated over £500 million in spending with social enterprises. For example, CBRE's collaboration with Zurich Insurance and Corps Security highlights how procurement can support veterans and social causes.

Founded in 1859 to employ ex-servicemen, Corps

Security reinvests its profits into employee wellbeing and veterans' mental health charities including Combat Stress. By allocating 35 per cent of subcontracted spend to social enterprises, Zurich and CBRE highlight how procurement can align with ESG goals and create meaningful impact.

This approach also levels the playing field for smaller suppliers who might otherwise struggle in traditional tender processes. Through these new initiatives, procurement has the potential to become a transformative force, delivering value for businesses and society alike.

"The right procurement policy doesn't just deliver value for the buyer. It transforms lives"  
– Andy Daly, SEUK

# POSITIONING



## Effective communication is the glue that holds everything together. Magenta's research emphasises the importance of getting it right.

Magenta's 2022 survey of 2,000 employees revealed that more than half (53%) did not describe their employer as a good communicator, and one in three felt their views are ignored when workplace decisions are made. The consequences are clear: 100 per cent of respondents aged 18–24 reported that poor communication negatively impacts their job satisfaction and enjoyment.

Externally, the stakes are just as high. Clear, authentic communication shapes public trust, brand loyalty, and customer behaviour. A 2023 Ipsos Mori study found that 75 per cent of UK consumers are more likely to support businesses that demonstrate purpose and integrity. According to Deloitte, brands with a strong identity and clear purpose are more resilient during crises and enjoy greater customer loyalty.

### Make marketing a catalyst for change

Marketing is essential to building and maintaining a strong brand. During the 2009 recession, Harvard Business Review contributors John Quelch and Katherine E. Jocz argued that maintaining a recognisable and trusted brand reduces business risk.

Marketing has evolved into a strategic driver of change. "Good marketing

is about supporting the direction of the business, influencing clients to choose us, persuading recruits to join us, and pushing for better," explains **James Banks, former director of marketing and communications at AECOM**: "It's beyond winning work or people. It's about growing the business and supporting strategic priorities."

Effective communication requires marketing to



JAMES  
BANKS

## POSITIONING



LIZZIE  
NEAVE

align with HR, ESG, and operations teams to ensure consistent messaging and shared values. **Lizzie Neave, chief marketing officer at Churchill Group**, argues that collaboration is essential: “Marketing works on cultural alignment and creating inclusive opportunities. It’s all interconnected. You can’t separate one from the other.”

### Build trust with responsible communication

Trust is the foundation of effective marketing. It relies on honesty and transparency, celebrating achievements while acknowledging challenges.

As Watson puts it: “Good communication isn’t about selling. It’s about how you can help, support, or offer a solution to a problem.”

This is especially critical when communicating ESG efforts. Greenwashing –

overstating environmental achievements – can damage credibility. The Green Claims Code, introduced in 2022 by the UK’s Competition and Markets Authority, made greenwashing illegal. Businesses must substantiate environmental claims with clear, accurate, and verifiable evidence.

Today, marketing has a central to play in communicating societal and environmental responsibilities. As **Adam Jones, marketing consultant at Workman LLP**, explains: “You cannot sell a property management service without a strong ESG story. Several years ago, it was a ‘nice to have’. Now it’s a core element of service delivery.”



ADAM  
JONES



A great example of effective communication is Vivobarefoot's sustainability story. Rather than claiming perfection, the company transparently discusses its progress and challenges. This honesty resonates with consumers, building trust through genuine intent and commitment.

"Companies shouldn't wait for perfection to communicate their efforts," advises **Robb Cunningham from Clean Growth UK**. "It's about sharing where they are on their journey — the achievements, challenges, and future plans."

### Connect through authentic storytelling

At the heart of effective communication is storytelling. Facts and figures provide context, but stories create emotional connections. Whether highlighting sustainable practices or the complexities of achieving net zero, stories humanise organisations. "Sustainability storytelling isn't just about stating facts; it's about creating a narrative that resonates emotionally and drives engagement," says Cunningham.

ROBB  
CUNNINGHAM



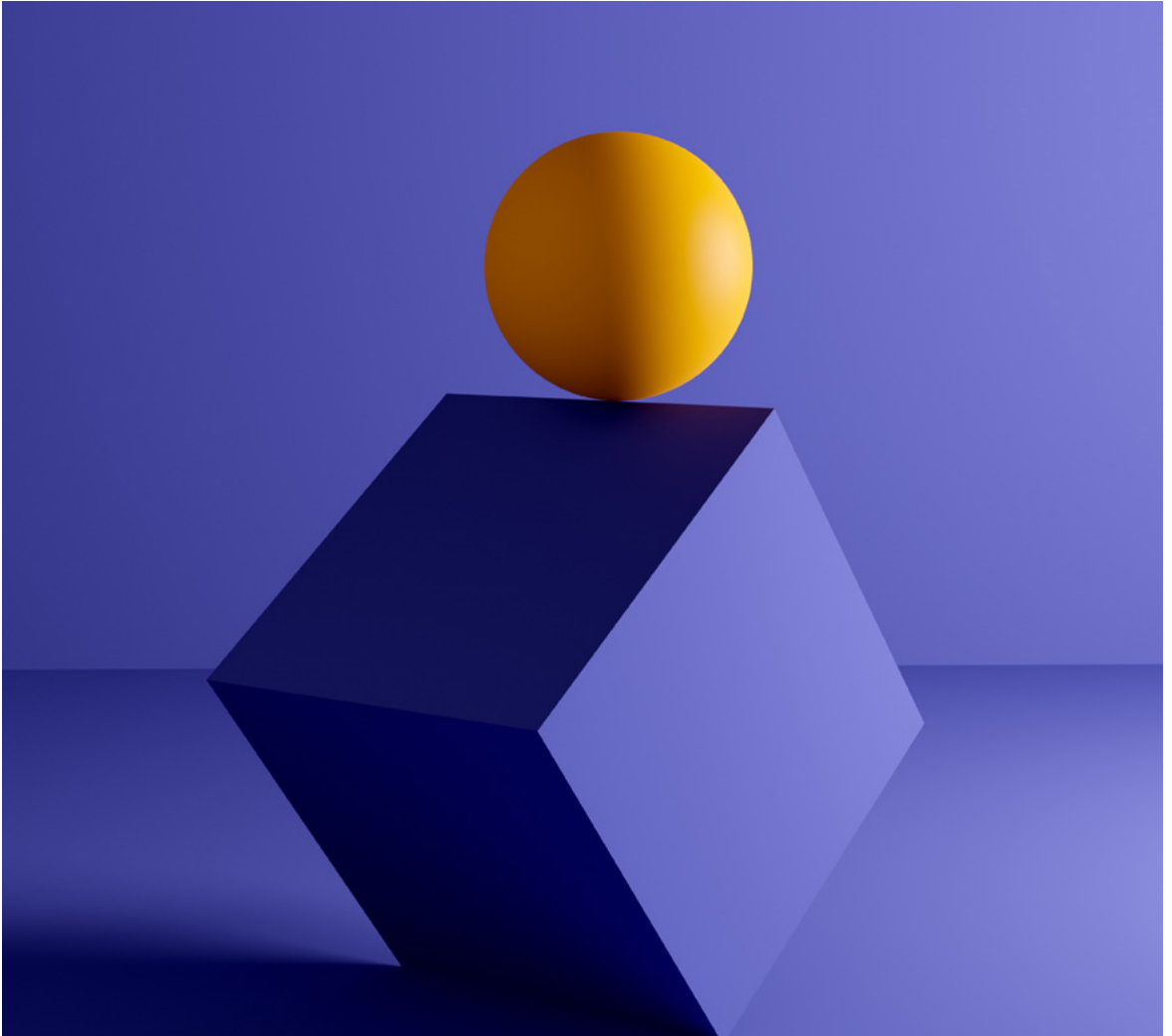
This approach is particularly important for younger generations. "For younger people, an organisation's purpose and values speak just as loudly as the role and package on offer," says 360 Workplace's Watson. Authentic stories reflecting real actions and challenges help businesses build deeper connections, fostering loyalty and advocacy.

Still, marketing should never outpace reality. As Adam Jones warns: "Marketing should reflect what is

happening operationally. If you treat ESG as a marketing campaign, it will fail."

By combining storytelling, transparency, and collaboration, marketing becomes a strategic tool for positive change. It reinforces integrity, builds trust, and positions businesses as leaders in creating a better future. When marketing aligns with purpose and operations, it amplifies impact.

# POLICYMAKING



## In a world where policy shapes markets and drives change, businesses that actively engage in public affairs have the power to set the agenda.

The built environment is at the forefront of this movement. By advocating for clear, consistent, and ambitious policies, organisations can lead the transition to a sustainable and circular economy.

Magenta's conversations with industry leaders highlight the need for collaboration, transparency, and proactive engagement. Successful businesses don't just adapt to policy changes; they help create them.

### Embrace responsible decision-making

"If we could just build what was intended from the start, we'd have better, more sustainable buildings that are easier to maintain and have greater long-term value"— **Andrea Charlson, managing director at Madaster UK.**

Embedding social and environmental responsibility into decision-making is no longer optional. Successful businesses prioritise long-

term value over short-term gains and communicate this commitment clearly to policymakers and stakeholders.

In this sense, supply chain transparency is crucial. Without clear data on material use and sustainability metrics, achieving circularity is impossible. Businesses can propose practical solutions, such as frameworks for shared data standards, to support policymakers. Engaging with regulations and demonstrating your organisation's support positions you as a credible voice in policy discussions.

Government regulation is also key. "To achieve net zero, we need clear regulations around embodied carbon and lifecycle material use. Without this, we risk maintaining the status quo, which simply isn't enough," warns **Simon Joe Portal, head of engineering and sustainability at Drees & Sommer.**



ANDREA  
CHARLSON



Providing evidence-based case studies and solutions ensures your business is seen as part of the solution, not just a critic of the problem.

### Empower employees as ESG ambassadors

Policy change starts within your organisation. Employees who understand any ESG commitments can become powerful advocates, sharing the message at industry events, conferences, and stakeholder forums.

“As a social enterprise, every decision we make is rooted in doing what’s right for our people and the communities we serve,”

### Mike Bullock, CEO of Corps Security, explains.

Collaboration across disciplines further amplifies influence. Involving architects, engineers, and supply chain partners in discussions about circular principles demonstrates systemic thinking.

“Recently, a senior architect collaborated with a demolition contractor to design a building with circular principles in mind. This kind of cooperation is essential for driving systemic change,” notes Andrea Charlson.

Building coalitions with industry bodies and social enterprises strengthens an organisation’s voice and employee value

proposition. “Innovative ownership models such as employee-owned businesses and cooperatives shift economic power to workers and communities, giving them more control over resources,” says **Dean Hochlaf, former policy and research officer at Social Enterprise UK.**

Regardless of a business’s structure, if its purpose is to benefit wider stakeholders rather than a select few shareholders, it’s moving in the right direction.

### Lobby for systemic change

Effective lobbying requires strategic and consistent engagement. Regularly connecting with policymakers, government departments, and industry regulators ensures your voice is heard. Businesses that present practical, evidence-based solutions, such as tax incentives for using upcycled materials, are more likely to influence policy.

“When the industry unites, it makes it easier for politicians to adopt policies that drive meaningful change,” says Madaster’s Charlson.

Collaborative lobbying efforts, like those supported by Simon Joe Portal, highlight the power of public-private partnerships: “In the Netherlands, government-owned housing stock is used to drive the circular economy agenda, demonstrating how public-private collaboration can create an enabling environment for innovation.” Aligning your goals with regulatory needs and sharing insights helps build a policy framework that supports genuine sustainability.

### Promote transparency and trust

Transparency is a powerful tool for building trust and influencing policy. Clear,

honest reporting on ESG performance, highlighting both successes and challenges, demonstrates credibility.

“Being transparent with your data, internally and externally, prevents accusations of inauthenticity,” stresses Blackmore, head of sustainability at Bidwells. “Positive actions must align with broader frameworks to clearly articulate your goals and their alignment to widely accepted industry standards.”

Using robust data will help organisations advocate for stronger regulations. If your reports reveal barriers to sustainability, such as the cost of adopting

circular practices, share the evidence with policymakers to drive change. Supporting initiatives like the Green Claims Code further positions your business as a leader in ethical practices.

### Shape the future through action

The path to a sustainable future relies on proactive engagement, collaboration, and clear communication. By embedding social and environmental performance into decision-making, empowering employees as ESG champions, and strategically engaging with policymakers, businesses can shape policies that support a net zero, circular economy.

The insights from leaders who contributed to this report make one thing clear: businesses that influence the policy agenda don’t just adapt to change – they lead it.

DEAN  
HOCHLAF



# CHAMPION CHANGE CHEAT SHEET

## 1

### PEOPLE

- **Adopt the Real Living Wage:** Commit to paying HQ and frontline staff the Real Living Wage. This boosts productivity, retention, and morale.
- **Invest in wellbeing:** Offer mental and physical health programmes (e.g., counselling or mental health first aiders) to tackle the mental health crisis.
- **Champion flexibility:** Embrace flexible work, including part-time and hybrid roles, to attract diverse talent.
- **Boost inclusion and diversity:** Create safe spaces and mentoring to support underrepresented groups and encourage idea sharing.
- **Lobby for training support:** Advocate for flexible use of the Apprenticeship Levy and more funding for skills development.
- **Lobby for enhanced benefits:** Push for policies mandating mental health support and safe sick pay.

## 2

### PURCHASING

- **Embed ESG in procurement:** Prioritise sustainability and social value. Include smaller, non-accredited suppliers who meet ESG standards.
- **Foster diverse supply chains:** Source from social enterprises and minority-owned businesses.
- **Prioritise value over cost:** Balance cost-cutting with long-term ESG value.
- **Lobby for enabling environments:** Advocate for tax benefits or subsidies for ESG-driven procurement.
- **Lobby for transparency:** Push for mandatory supplier ESG reporting, like financial disclosures to Companies House.

# 3

## POSITIONING

- **Collaborate across functions:** Align marketing, HR, and ESG to embed values authentically.
- **Balance celebration with accountability:** Showcase achievements but address areas for improvement. Avoid vanity comms and greenwashing.
- **Lobby for ESG education:** Partner with industry bodies to promote responsible marketing and ESG integration.

# 4

## POLICYMAKING

- **Integrate ESG into governance:** Boards should prioritise social and environmental metrics alongside financial ones.
- **Promote circular economy models:** Invest in systems for material reuse and lifecycle accountability.
- **Foster collaboration:** Engage diverse stakeholders to amplify voices and drive inclusivity.
- **Lobby for circularity incentives:** Advocate for tax benefits and penalties to encourage circular economy adoption.
- **Set clear regulatory frameworks:** Push for ambitious net zero and embodied carbon targets to drive investment.
- **Promote transparency:** Support mandatory ESG reporting to ensure accountability.

# CHAMPION CHANGE CHEAT SHEET

# CONCLUSION

The insights from the Good Business series reveal a shared commitment across industries to redefine success. Businesses are moving beyond profit to prioritise the wellbeing of people, the planet, and communities. From reimagining internal cultures and procurement strategies to embedding transparency and influencing systemic policy change, the business landscape is shifting toward a more sustainable and inclusive future.

Magenta's expertise in responsible communications and stakeholder engagement places us at the heart of this transformation. The stories shared by our contributors highlight both the challenges and the innovative solutions being implemented, proving that meaningful change is possible when approached collaboratively.

But this journey is far from over. Achieving lasting progress demands bold leadership, creative thinking, and unwavering authenticity. Businesses must embed ESG principles into every decision, champion diversity of thought, and build trust through

transparency. Governments must create enabling environments, incentivise innovation, and ensure accountability through robust policies.

Magenta is committed to being more than just a storyteller. We are partners, advocates, and catalysts for change. Our expertise helps businesses communicate their purpose, engage their people, and influence the systems that shape our world.

Looking ahead, we will sharpen our focus. Whether shaping responsible marketing practices, fostering internal ESG alignment, or advocating for policy reforms, Magenta will drive the conversations and actions that matter most.

The path to better business isn't easy, but it's necessary. By embracing our shared responsibility and potential, we can build a future where purpose and profit work together, creating lasting value for all.



## ACKNOWLEDGEMENTS

**AECOM**

**bellrock**

**BIDWELLS**

**CBRE**

**Churchill Group**

**Clean Growth UK**  
University of Brighton

**Cloud**

**CORPS**  
Est. 1859  
**SECURITY**

**DREES & SOMMER**

**ELIOR**

**AECOM** – James Banks, former director of marketing and communications

**Bellrock** – John Hamilton, head of sustainability, chief people officer

**Bidwells** – Alistair Blackmore

**CBRE GWS Local** – Amy Brogan, global executive director of procurement & ESG

**Churchill Group** – Lizzie Neave, chief marketing officer & co owner; Mel Taylor, group HR director

**Cloudfm** – Terry Mills, chief operating officer

**Clean Growth UK** – Robb Cunningham, communications manager

**Corps Security** – Mike Bullock, CEO

**Drees & Sommer** – Simon Joe Portal, head of engineering and sustainability

**Elior** – Justin Johnson, HR director

**Elior** – Sally Leigh, corporate responsibility manager

**Living Wage Foundation** – Sebastian Bachelier, senior partnerships & campaigns manager

**Madaster UK** – Andrea Charlson, managing director

**Mitie** – Jasmine Hudson, chief people officer

**Neutral Carbon Zone** – Alan Stenson, CEO

**SBFM** – Kelly Dolphin, people and culture director

**360 Workplace** – Guenaelle Watson, managing director

**Social Enterprise UK** – Andy Daly, head of policy and research

**Social Enterprise UK** – Dean Hochlaf, former policy and research officer

**Workman LLP** – Adam Jones, marketing consultant

**Living Wage Foundation**

**madaster**

**mitie**

**SBFM**

**360 WORKPLACE**

**neutral carbon zone**

**S Social Enterprise UK**

**workman**

# MAGENTA'S PROMISE



## At Magenta, we believe that communications are a powerful force for positive change.

Our promise is to lead by example, helping businesses navigate the complexities of responsible marketing, embed ESG values internally, and advocate for systemic change. These are the areas where we know we can have the greatest impact – and where we’re committed to making a difference.

### **Championing responsible marketing and tackling anti-washing**

We are dedicated to advancing responsible communications and authentic ESG storytelling. As greenwashing and wokewashing face increasing regulatory scrutiny, Magenta commits to guiding organisations through these challenges with integrity and clarity. Our role is to help brands tell their sustainability stories honestly, ensuring their claims are transparent, evidence-based, and impactful.

Our actions:

- We will develop educational resources, workshops, and training sessions to help clients avoid misleading claims and craft transparent ESG narratives.
- We will offer consultancy services to ensure marketing claims align with the Green Claims Code and global standards, providing evidence-based audits to validate sustainability messaging.
- Through our network and platform, we will influence discussions at industry events, positioning those firms within the Magenta network as champions of responsible marketing and advocates for authenticity and trust.

## Embedding ESG values through internal communications

Internal communications are at the heart of cultural transformation. We will use our expertise to help organisations align their internal narratives with their external ESG commitments, ensuring that sustainability and diversity are more than just aspirations – they are embedded in company culture. By empowering employees as ESG ambassadors, we can foster environments where values are lived, not just communicated.

Our actions:

- We will create programmes that train employees to be sustainability and diversity ambassadors, aligning internal behaviours with external ESG goals.
- We will help our clients develop Employee Value Propositions that integrate ESG commitments, helping businesses attract, retain, and engage purpose-driven talent.
- We will offer tailored communication frameworks to guide organisations through ESG-related transitions, mitigating challenges and reinforcing trust during times of change.

## Influencing systemic change through public affairs

Magenta aims to bridge the gap between business and government, advocating for policies that drive sustainability, inclusivity, and innovation. By leveraging our network and communications expertise, we will help shape the policies and regulations that create a more responsible future. Our

commitment is to ensure that businesses have a voice in the conversations that matter most.

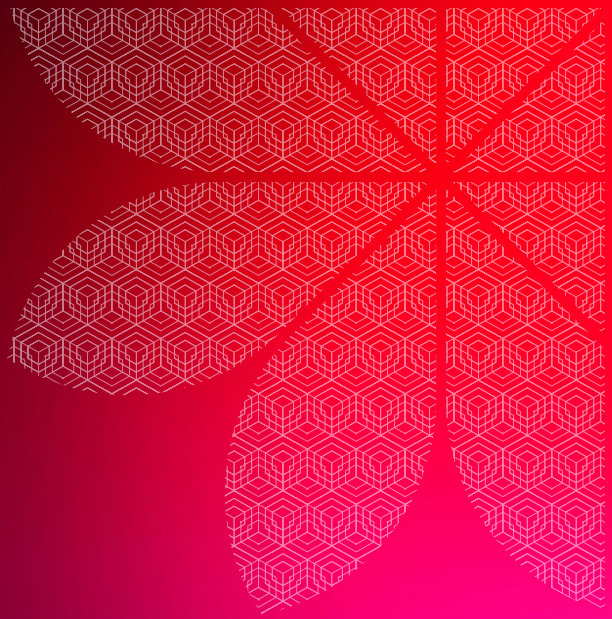
Our actions:

- We will build coalitions of purpose-driven businesses to push for policies such as net zero legislation, circular economy incentives, and Safe Sick Pay.
- We will use our stakeholder engagement skills to develop compelling narratives that resonate with policymakers, industry bodies, and the public, driving momentum for systemic change.
- We will establish a platform for legislative insights and recommendations on key policy issues as explored in this series.

Magenta will lead with integrity, advocate for authenticity, and use the power of communications to drive meaningful change all while delivering outstanding business results. Whether through responsible marketing, internal ESG alignment, or public affairs, we are committed to helping businesses align profit with purpose and create a future where people and the planet – and business – thrives.

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