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How to create a powerful impact report

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CONTENTS

Why impact reports matter	3
The business case for impact reporting	3
What to include in an impact report	4
Avoiding greenwashing and greenhushing	8
Why work with Magenta	9
What do great impact reports look like?	10

Why impact reports matter

Stakeholders - whether investors, employees, customers, or regulators - are demanding greater transparency and accountability from businesses. An impact report is no longer just a 'nice to have'; it is a critical tool for demonstrating responsible business practices, measuring progress, and building trust.

According to [PwC's 2023 Global Investor Survey](#), 87% of investors want companies

to disclose their impact on the environment and society, and 75% say ESG factors influence their investment decisions. The demand for impact reporting is clear.

However, not all reports achieve their intended purpose - some lack credibility, while others fail to engage their audience. This guide will help you create an impact report that is transparent, engaging, and drives meaningful change.

The business case for impact reporting

A well-structured impact report is more than just a compliance document. It is a strategic asset that can offer tangible benefits:

Competitive advantage:

Companies with strong impact reporting build brand loyalty and attract purpose-driven customers and investors. [A 2022 NielsenIQ report](#) found that a sustainable lifestyle is important to 78% of consumers.

Risk management:

Transparency mitigates regulatory, reputational, and operational risks. Companies with misleading claims are increasingly scrutinised, with regulatory bodies like the UK's Competition and Markets Authority (CMA) cracking down on greenwashing.

Attracting and retaining talent:

Employees, particularly younger generations, want to work for companies that align with their values. [A LinkedIn study](#) revealed that 67% of job seekers prefer to work for a company with a strong sustainability agenda.

Investor relations:

Investors want clear, standardised reporting on ESG issues. Companies that provide robust and data-backed impact reports are more likely to secure funding from sustainability-focused investors.

WHAT TO INCLUDE IN AN IMPACT REPORT

A high-quality impact report should balance data, storytelling, and transparency.

Key components include:

1



CLEAR OBJECTIVES

Start with a clear purpose. Is the report aimed at investors, employees, customers, or regulators? Align the content with their expectations. Define success metrics to measure progress effectively.

2



KEY METRICS AND DATA

Use credible data to quantify your impact. Align with recognised frameworks like:

- **Global Reporting Initiative (GRI)**
- **Sustainability Accounting Standards Board (SASB)**
- **Task Force on Climate-Related Financial Disclosures (TCFD)**
- **Corporate Sustainability Reporting Directive (CSRD)**

Consistency is key. Companies should track and report on the same metrics year after year, regardless of whether the results improve or decline. This demonstrates a commitment to transparency and long-term progress rather than short-term optics.

3



SUSTAINABILITY PERFORMANCE

Detail environmental impact with specific metrics and initiatives, including:

- **Carbon footprint reduction:** Report on emissions data (Scopes 1, 2, and 3) and progress towards net zero goals.
- **Energy efficiency:** Improvements in renewable energy adoption and reductions in energy consumption.
- **Waste management:** Steps taken to minimise landfill waste, increase recycling, and implement circular economy principles.
- **Water usage and conservation:** Any reductions in consumption and efforts to improve water efficiency.

4



SOCIAL VALUE AND COMMUNITY ENGAGEMENT

Companies should report on their contributions to society, including:

- **Volunteering and employee engagement:** Hours contributed to charitable initiatives and community work.
- **Diversity, equity, and inclusion (DEI):** Breakdown of workforce demographics and any initiatives to improve representation.
- **Living wage commitments and fair labour practices:** Ensuring ethical supply chain practices and support for employees' wellbeing.
- **Education and skills development:** Training programmes, apprenticeships, and partnerships that support workforce development.

WHAT TO INCLUDE IN AN IMPACT REPORT

WHAT TO INCLUDE IN AN IMPACT REPORT

5



GOVERNANCE AND ETHICS

Strong governance is fundamental to credibility, including:

- **Board diversity and independence:** Composition of leadership teams and efforts to improve representation.
- **Ethical business practices:** Anti-corruption policies, compliance frameworks, and responsible sourcing.
- **Stakeholder engagement:** Processes for engaging investors, employees, and communities in decision-making.

6



CASE STUDIES AND STORYTELLING

Data alone can be dry. Use real-world examples and human stories to bring the numbers to life. Highlight employees, community members, or customers who have benefited from sustainability efforts. A strong narrative enhances credibility and engagement.



CHALLENGES AND AREAS FOR IMPROVEMENT

Honesty builds trust. Acknowledge areas where progress has been slower than expected and outline steps to improve. Companies that only highlight successes risk losing credibility with stakeholders.

- **Consistency in reporting:** If a company has committed to tracking a particular sustainability metric, it should report on it every year, even if performance has worsened. Explaining setbacks and outlining corrective actions strengthens trust.
- **Third-party validation:** Independent verification from sustainability auditors or industry benchmarks can reinforce credibility.
- **Learning from setbacks:** Use challenges as an opportunity to demonstrate adaptability and long-term commitment to improvement.



STAKEHOLDER PERSPECTIVES

Incorporate voices from employees, customers, and communities to add credibility and demonstrate engagement. Gathering feedback through surveys or interviews ensures the report reflects the concerns and priorities of those affected by the company's actions.

WHAT TO INCLUDE IN AN IMPACT REPORT

AVOIDING GREENWASHING AND GREENHUSHING

Impact reporting must be both authentic and transparent.
Two major pitfalls to avoid are:

Greenwashing – when companies exaggerate or misrepresent their sustainability efforts. The CMA has issued clear guidelines on misleading claims, and companies risk reputational damage or legal consequences if found guilty.

Greenhushing – when companies deliberately under-report their sustainability efforts out of fear of criticism or regulatory scrutiny. A [South Pole survey](#) found that 25% of companies are greenhushing, limiting stakeholder visibility into their real progress.

Best practices to stay credible

- Ensure all claims are backed by data and, where possible, verified by third parties.
- Avoid vague language - words like 'eco-friendly' or 'sustainable' must be supported by measurable outcomes.
- Be transparent about challenges and future goals, rather than only highlighting successes.



WHY WORK WITH MAGENTA

At Magenta, we help businesses create impact reports that are honest, engaging and built to last. We don't just write what we're given - we work with our clients to uncover the real story, then bring it to life in a way that resonates with the people that matter most. Here's what sets us apart:

- **We know how to tell a great story.** We turn complex data into compelling, visual narratives that people actually want to read.
- **We're with you from start to finish.** From defining your strategy and shaping your message to designing and publicising your report, we've got it covered.
- **We walk the talk.** We signed the Green Claims Policy before it became law and follow our own Responsible Comms Charter. That means we're committed to transparency and authenticity - and we'll hold you to the same standard.

Get in touch with us today to create an impact report that stands out - for all the right reasons.

020 3773 3622

WHAT DO GREAT IMPACT REPORTS LOOK LIKE?

Here are some examples of reports that we have written and designed.

BREATHING LIFE INTO OUR PURPOSE

IMPACT REPORT 2024



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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 formal mechanism that helps to integrate social and environmental considerations into our business decisions. The strategic vision and progress in these areas is shared on a regular basis with all employees.

Philanthropy and charitable giving: We match employee donations and sponsor fundraising efforts within our network. Additionally, we encourage participation in surveys by offering charitable donations on behalf of respondents.

Community-focused initiatives: From Magenta Dollars, which can be spent on local businesses, to our Path Force, 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.



16 IMPACT REPORT 2024

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

4 IMPACT REPORT 2024

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 wasn'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.



18 IMPACT REPORT 2024



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Environmental, Social and Corporate Governance Report

June 2024



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Championing ED&I through Corps Together
Equality, diversity and inclusion (EDI) is an integral part of the Corps DNA. Our workforce is one of the most diverse in the security industry – we celebrate differences and are extremely proud of the diversity among our employees. Underpinned by our core value, Everyone Matters, Corps Together aims to unite all colleagues in ensuring the provision of a safe, welcoming, accepting, and inclusive workplace.

Corps has signed up to the Disability Confident Scheme, an important step towards becoming a truly inclusive disability employer. Continuing into 2024, we aim to follow up on the scheme's commitments and launch a neurodiversity and accessibility training programme for all our managers to help them better support our diverse workforce.

Equality, diversity, and inclusion are expected at Corps

Corps Together is operated by a passionate group of volunteer colleagues called 'Guardians'

Alongside these schemes, we have introduced an improved car allowance to incentivise the uptake of hybrid and electric vehicles. In addition, working with Neutral Carbon Zone, we ensured that our annual conference in Oxford was a certified carbon neutral event.

Such initiatives played a key role in Corps receiving a carbon neutrality certificate from Carbon Footprint in September 2023.

Ramping up recycling

Despite the significant progress being made in digitizing processes, it is not possible to remove all paper from our operations. However, where Corps continues to use paper, we will do so responsibly thanks to a partnership we have entered with Avena Group to provide fully secure, zero landfill document recycling services.

We are partnering with Avena to make use of our end-of-life garments, with the textile materials being taken away and transformed into new products through a unique process of shredding and recycling. During the three-month period between November 2023 and January 2024, we sent eight sacks of clothing, translating into a carbon emission saving of around 26.7kg.

Removing paper from our operations is another important priority. Building on the move to Electronic Daily Occurrence Books, which has removed more than 200,000 sheets of paper from our operations a year, Corps switched to E-Files in April 2023. As a result, every new starter now has a digitized version of a vetting file containing more than 50 pages of information. In 2023, 972 new licenseable staff started with the company, equating to around 48,000 sheets of paper saved (the equivalent of five trees).

Equally, our London Regional Team has engaged with Suited and Booted, a charity providing clothing and accessories for the less fortunate for job interviews.

Recycling our paper and end-of-life textiles with Avena Group will respectively save 54x and 21x more CO2 than sending them to landfill.



Approximately 81% of Corps Security's energy comes from renewable sources.

Corps has signed a new, company-wide contract with a leading ethical stationery supplier and fellow [social enterprises](#) [Ethical](#), which is now responsible for all office supplies to all our locations across the UK.

Offsetting
In 2023, our compliance and reporting personnel began working alongside our partners PCR Global and Carbon Footprint to explore ways to improve Core Security's environmental impact. Having conducted an extensive review, we were presented with several high-quality carbon offset projects to choose from to offset the group's carbon footprint of 380 tCO₂e.

We selected two projects. The first was the Zoba Anseba Community Safewater, an initiative that supports the provision of safe water using borehole technology to hundreds of households within the Zoba Anseba district in Eritrea. The second was the Mai Ndomba REDD+ project in the Western Democratic Republic of Congo region, an ecologically rich and diverse area, to serve the surrounding community and defend against deforestation.

Moreover, the company continually works to offset emissions via several other means such as business travel and hotel stays.

As of May 2023, Carbon Footprint confirmed that Corps had offset 1,124 tCO₂e by supporting Pacajai REDD in Brazil, REDD in Keo Seima Wildlife Sanctuary, and India wind power.

TOWARDS NET POSITIVE



The construction industry contributes around 40% of global carbon emissions³. As a society, we are facing significant challenges and can't afford to continue building in the same way we do now. Infinite growth on a finite planet is simply not possible.

What is required is a shift to whole systems thinking. Bringing together the disparate parts of the industry, eliminating waste and reducing embodied carbon. The move to interconnecting design and fabrication with ethical and societal values will allow us to address the current imbalance.





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