

Magenta's 2025 Impact Report



magenta

Certified



Corporation



Proudly
employee
owned.

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our inaugural
2024 Impact
Report, Magenta
Associates has
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INTRODUCTION



One year on from our inaugural 2024 Impact Report, Magenta Associates has made notable progress and learned some lessons along the way. In September 2025, we were proud to win the

Professional Services Award at the Brighton & Hove Business Awards, a recognition of our role as a values-led consultancy committed to environmental responsibility and social value. Our entry highlighted our transition to employee ownership, our journey to B Corp certification, and the efforts our team has made to support local suppliers, schools, colleges and universities, as well as the progressive, purpose-led organisations we are lucky to work with.

This Impact Report provides a candid update on our four impact pillars:

We reflect on the actions we took in 2025 and openly assess the commitments we set in 2024 – identifying which were achieved, which fell short and why. The goal is a balanced and hype-free account of our social and environmental impact. In the spirit of transparency, we celebrate the gains, acknowledge the gaps and set the stage for further progress in 2026.



communicating with **integrity** and **influence**



looking after our **people**



working together for **social good**



and acting **responsibly for the planet**

WE ARE CHANGE AGENTS

– communicating with impact

B Impact Score of

126.1

80 point threshold

Certified



Corporation

140

120

100

80

60

40

20

0

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chieving B Corp Certification was a major milestone in 2025. We set this goal in last year's Impact Report. With a B Impact Score of 126.1, Magenta far exceeded the 80-point threshold,

reflecting the progress made in 2024 – from our transition to employee ownership and the adoption of a 4.5-day week to supporting campaigns like Safe Sick Pay and the Real Living Wage. Certification gives us a living, breathing framework that holds us to account and helps ensure we deliver value and positive impact beyond our client work.



In 2025, our work focused on designing communications strategies that helped organisations generate meaningful coverage and traction around social and environmental sustainability. We worked with clients operating across real estate, facilities management, workplace and professional services, catering and security to shape clear, credible narratives that cut through sector noise, reaching audiences beyond traditional trade media outlets. The emphasis throughout was on evidence-led storytelling, clarity of purpose and alignment with recognised standards, rather than promotional, self-serving claims.



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Across this portfolio, we helped organisations to communicate their activity on topics including decarbonisation, circular economy practices, ethical supply chains, social recruitment and workforce wellbeing. Our work centred on making complex information accessible and relevant, helping audiences understand the context, intentions and progress that clients chose to share.

To strengthen this support, we refined our core media outreach, tailoring story angles while developing and maintaining constructive relationships with journalists and event producers. We also broadened our service offering in response to increased demand for clear, responsible ESG and impact communications. In May, we launched a new Impact Report and ESG Comms service, providing structured support across strategy, writing, design and stakeholder engagement. This approach drew on our own experience of transparent reporting and directly addressed clients' requests for guidance on communicating ESG activity without overstating claims. By year-end, we had delivered or scoped reporting projects for B Corps, employee ownership trusts (EOTs) and social enterprises, applying the same principles of clarity, accuracy and accountability that guide our own work.

To better support these organisations, we explored new ways of helping them tell their stories. We improved our core media outreach – refining media lists, tailoring story angles and strengthening relationships with journalists and event producers. We also expanded our service offering to meet growing demand for ESG and impact communications. In May, we launched a new Impact Report and ESG Comms service, supporting organisations

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through strategy, writing, design, and stakeholder engagement. This was a direct result of our own experience producing transparent, engaging reporting, and a response to several clients seeking help to navigate ESG narratives without veering into greenwash. By year-end, we had delivered or scoped reports for B Corps, EOTs and social enterprises, applying the same clarity and credibility we hold ourselves to.

But communications isn't always about the good stuff. We also prepared for when things go wrong. In 2025, we developed a comprehensive crisis comms playbook for internal use and offered tabletop exercises to clients. These simulated exercises tested responses to realistic reputational risks,

from data breaches to public scrutiny, helping us and our clients identify gaps and build muscle memory. Protecting reputation in difficult moments is as important as promoting achievements. These sessions have strengthened our resilience and positioned us to offer calm, credible support under pressure.

Throughout the year, we remained committed to ethical communications standards. We upheld our Responsible Communications Charter and conducted an internal green claims review to ensure all environmental and sustainability-related messaging was accurate, appropriately evidenced and aligned with relevant regulatory guidance. The review covered

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both our own communications and the advice we provide to clients, promoting the use of precise, defensible language and clearly identifying what could constitute greenwashing and how to avoid it. In parallel, we ran a series of internal team sessions examining recent green claims in the public domain, alongside practical guidance on how to assess claims and support others in doing so.

Last year, we committed to becoming Cyber Essentials certified, achieving this step in December 2024. While our certification remained valid through to the end of 2025, we made a considered decision not to recertify this year. Instead, we chose to redirect those resources into strengthening other core impact areas. This decision was made in the knowledge that our internal cyber protocols, supported by a robust framework and ongoing partnership with local IT specialists Fixio, are more than

sufficient to protect our business and client data. While we are confident in our security posture, we are committed to once again reviewing our requirements next year.

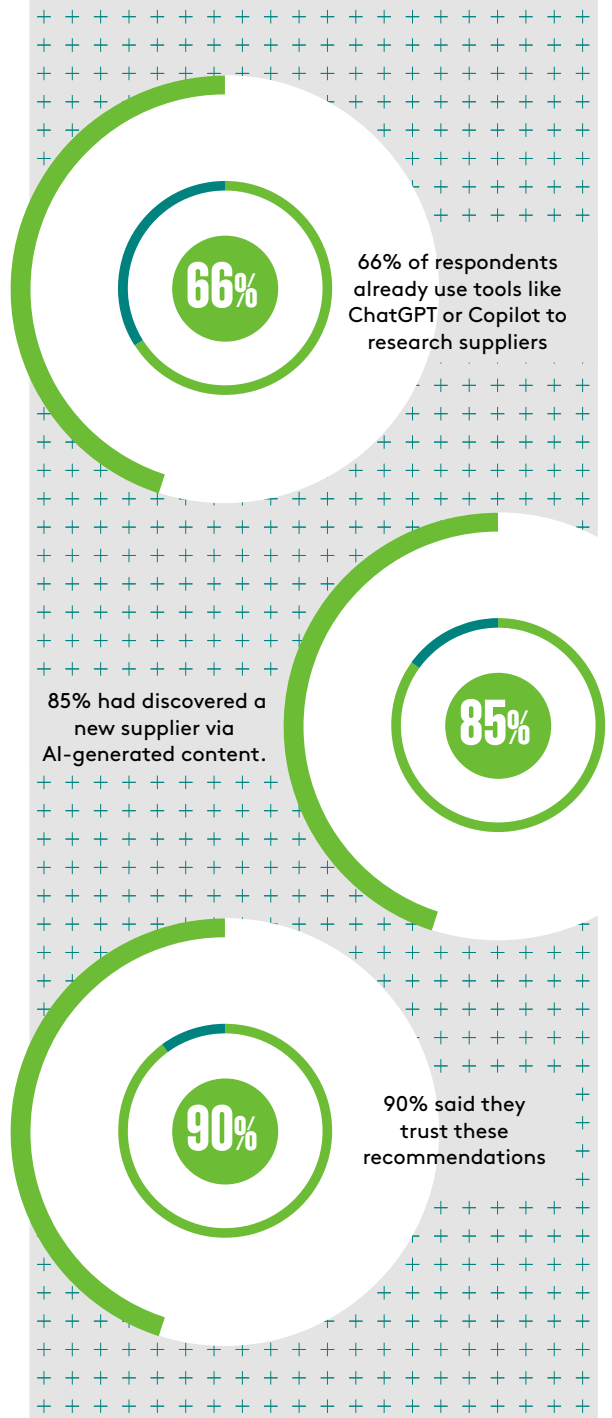
As new technologies reshape communications, we have also deepened our focus on the ethics of artificial intelligence. Magenta's MD, Jo Sutherland, pursued a Master's degree in AI, Ethics and Society at the University of Cambridge in 2025, sharpening our collective understanding of the opportunities and risks posed by generative AI tools. Jo's research, alongside our partnership with the University of Sussex, continues to shape our thinking about the future of responsible, human-led storytelling.

In a similar vein, we closed the year with the publication of *Search Forward*, our flagship insight report exploring how generative AI is reshaping the B2B buyer



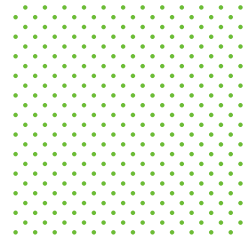
journey. Based on a survey of 300 UK decision-makers, the research revealed that 66 per cent of respondents already use tools like ChatGPT or Copilot to research suppliers, and 85 per cent had discovered a new supplier via AI-generated content. Most strikingly, 90 per cent said they trust these recommendations. For marketers and communicators, this is a wake-up call to the fact that AI is fast becoming the front door to your business. For Magenta, it affirmed the urgency of helping clients produce credible, high-quality content that earns trust in the AI age. Through the report and accompanying expert Q&A series, we equipped our clients and the wider industry to navigate the shift with eyes open.

Taken together, these initiatives reflect what we mean when we say we are change agents – not just telling good stories but also supporting the people and organisations creating the change and helping them do it with integrity.



WE ARE A FORTRESS FOR TALENT

– looking after our people



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agenta's people are our greatest asset, and throughout 2025 we sought to be a "fortress for talent" by fostering a supportive, inclusive workplace.

We gathered feedback formally and informally during the year – through staff surveys, team days and our open culture as an employee-owned company. Our most

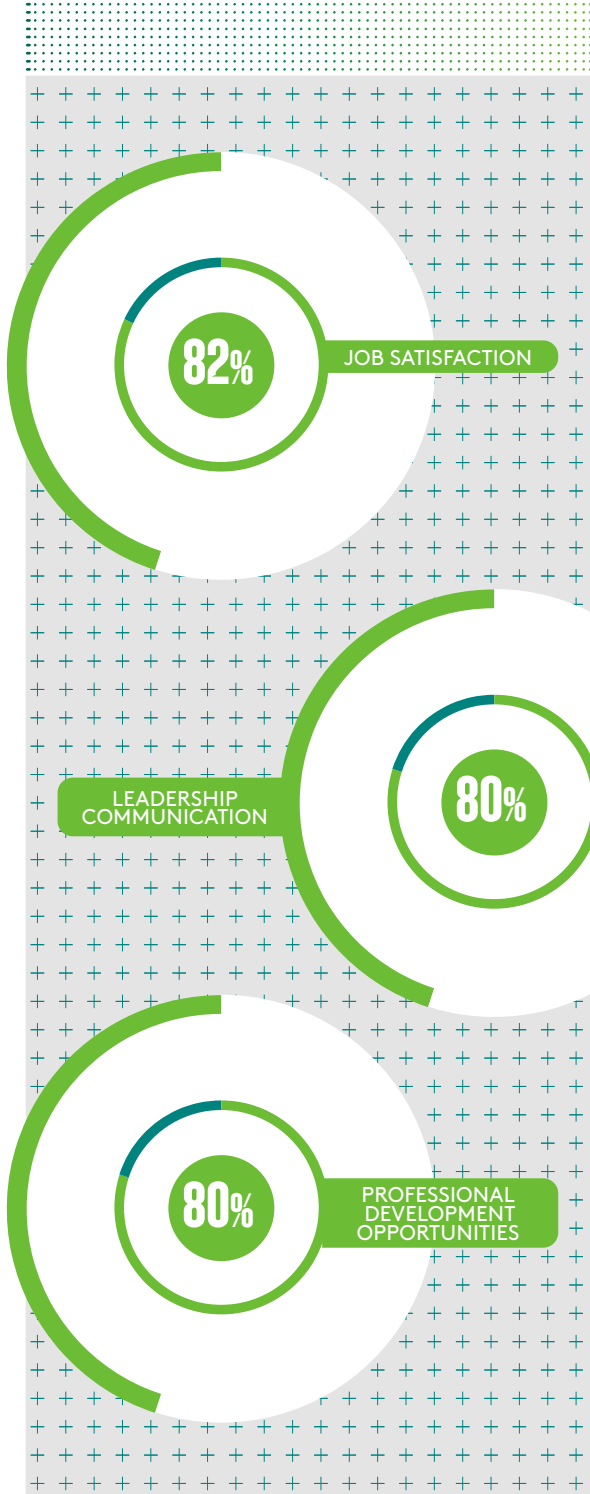
recent survey shows a marked improvement across key indicators, including job satisfaction (82 per cent up from 63 per cent), leadership communication (80 per cent up from 60 per cent), and professional development opportunities (80 per cent up from 51 per cent) – all significantly up from 2024's results. Voluntary turnover remained low (just one resignation in 2025), and qualitative feedback reflected strong engagement with our purpose.



Magenta's people are our greatest asset, and throughout 2025 we strived to be a "fortress for talent" by fostering a supportive, inclusive workplace... Our most recent survey shows a marked improvement across key indicators, including job satisfaction (82 per cent up from 63 per cent), leadership communication (80 per cent up from 60 per cent), and professional development opportunities (80 per cent up from 51 per cent) – all significantly up from 2024's results.

Colleagues told us they value Magenta's flexible working culture and principled approach to business. They also highlighted important areas for improvement, including opportunities to expand responsibilities and make better use of skills gained in previous roles, clearer communication and transparency around major projects, more formalised training, stronger internal processes and clearer career progression pathways. In response, we have become more intentional in identifying individual strengths and areas of interest, appointing team members to responsibility-holder roles such as events ambassador, brand guardian





and DE&I champion. Under our employee ownership framework, we have increased transparency around business processes and decision-making through regular team meetings and employee forums. We actively gather feedback to inform policy development and operational decisions, including the introduction of a weekly team breakfast to support connection and informal knowledge-sharing.

We also developed a structured plan to improve internal processes, starting with a physical office overhaul during the summer months, followed by the implementation of a revised e-folder structure to streamline document management and information sharing. Alongside this, employees have been supported through coaching, the creation of personal development plans and the continuation of monthly touchpoints to monitor progress and priorities, regardless of seniority or length of service.

Our transition to employee ownership (completed in late 2024) truly took root in 2025. We focused on embedding the employee-owned culture so that every team member feels like a co-owner of Magenta's success. Employee representatives on the Trust board played an active role in people-related decisions, from the company's profit share structure to volunteering opportunities, and our company onboarding process. We also increased information-sharing. Quarterly all-company meetings now include updates on financial performance and social impact, ensuring transparency on how the business is doing. This inclusive governance approach was specifically praised in our Brighton & Hove award win, and we've seen the benefits internally, including higher trust in leadership and a stronger



sense of collective purpose. In short, the EOT model is becoming part of “how we do things” at Magenta, helping us retain talent in an industry known for turnover. Our commitment from last year to make employee ownership meaningful is on track.

However, not every people-focused promise from 2024 went to plan. We had pledged to become an accredited Living Pension Employer, building on our existing status as a Living Wage Employer. While we remain strongly supportive of the Living Pension concept, we decided not to progress this initiative in 2025. The main hurdle was the shift in the UK’s regulatory and tax environment following the Spring and Autumn Budgets, particularly the increase in National Insurance and changes to pension tax treatment, which significantly altered the affordability and clarity of enhanced pension contributions for both the company and our team. In this context, it didn’t feel sustainable to commit to a

new pension framework. We will revisit this when the broader economic climate is less volatile – when we’re not contending with rising costs, inflationary pressure, and an uncertain market outlook.

We also fell short in delivering a formal Health & Wellbeing Programme. In our 2024 Impact Report, we committed to launching a comprehensive wellbeing initiative for the team, such as workshops or wellness allowances. We did not deliver this in 2025 as the demands of client work and competing priorities led to the programme being repeatedly postponed. While we did not implement a full programme, we did take several smaller but meaningful steps. These included introducing a “Moments that Matter” additional day of paid leave each year, holding more regular check-ins and offering increased flexibility where colleagues needed additional support. Rather than rushing to introduce a partial solution, we have chosen to revisit the

Health & Wellbeing Programme in 2026. This will allow time to gather input from colleagues on the types of support they value most, helping ensure the programme, when launched, is thoughtful, relevant and genuinely responsive to our team’s needs.

On a positive note, we expanded our training and development offer in 2025, directly responding to our 2024 commitment and feedback calling for more structured growth opportunities. The training budget rose by 49.8 per cent between FY 23/24 and 24/25, supporting a broader and more deliberate programme. We introduced quarterly peer-led training sessions, drawing on in-house expertise in areas such as responsible communications, AI, crisis and issues management, and digital marketing (SEO/GEO). A key milestone was the launch of our *Inclusive Communications Guide 2025*, a practical resource developed in collaboration with historian and educator Dr Jack Doyle. The guide sets



out clear, experience-based principles to support respectful, representative and accessible communications, and tackles the complexities of navigating identity, language and inclusion in today’s polarised climate. It has been shared with clients and peers to support sector-wide learning. These initiatives contributed to a richer, more confident learning culture at Magenta, one grounded in real-world relevance and a willingness to learn.

A key milestone was the launch of our Inclusive Communications Guide 2025, a practical resource developed in collaboration with historian and educator Dr Jack Doyle.



Talent pipeline development was another area where we adjusted our plans. Last year, we announced intentions to reinstate a paid internship programme to nurture entry-level talent. After reviewing our capacity to supervise interns, we decided against recruiting a formal intern in 2025. Rather than a structured internship scheme, we offered shorter-term work experience placements to students and recent graduates. In 2025, we partnered with Birkbeck University to host a micro-placement for one student who undertook a research project into SEO and AI. The placement included regular meetings with a senior Magenta team member and provided them with a paid experience of a corporate project. We are also in the process of setting up two industry-led projects with City St George's University. These credit-bearing modules see students work on a live project with support from their tutors and are specifically aimed at students from minority groups. While they are not a substitute for a full internship, these placements represent a manageable first step. Our aim is still to

establish a sustainable internship or entry-level talent programme—we will refine the model and aim to implement by FY 26/27 once we have the right mentoring resources in place.

Finally, we have committed to enhancing parental leave (beyond statutory minimums) as part of our family-friendly agenda. Throughout 2025, the management team researched best practices (looking at policies of other B Corps and consultancies) and drafted initial options for more generous leave. However, we have not finalised a new policy yet. We have decided that such an important benefit should be shaped collaboratively. Therefore, we will be consulting all employees in 2026 on parental leave enhancements, including areas like flexible return-to-work policies, and support for new parents. Our goal is to introduce a refreshed company-wide parental leave policy in FY 26/27 that reflects our team's input and our values.

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WE ARE COMMUNITY CHAMPIONS

– working together for change

Throughout 2025, Magenta deepened its engagement with local and professional communities, recognising that we thrive when we give back and collaborate for wider change. Building on the formal volunteering policy introduced in 2024, which gives all employees up to three paid volunteering days a year, matched by personal time, we continued to embed community contribution into our working culture. Highlights in the last financial year included team volunteering at a community allotment in Brighton, as well as continuing our pro bono mentoring work with The Girls' Network through which we support young women from underrepresented backgrounds. We also chose to host client and team events at the Brighton & Hove Food Partnership's community kitchen, helping to generate income for this valuable social enterprise. In 2025, Magenta continued to support the Deborah Rowland Scholarship, an initiative established to widen access to the UK workplace and facilities management



profession. Founded by industry leader Deborah Rowland in partnership with the Institute of Workplace and Facilities Management, the scholarship provides financial and mentoring support to individuals who may otherwise be unable to fund their professional development. Now entering its third year, our team has volunteered communications support for the programme from the beginning, helping to shape its messaging and delivery, including media relations and social media activity, producing profile content on previous recipients, and supporting communications around the announcement event.

We also strengthened ties with educational institutions and industry groups, aiming to work together for change. A highlight was MD Jo Sutherland's appointment to the University of Sussex's Impact & Industry Advisory Board in late 2025. This board brings together practitioners across creative, cultural and policy sectors to guide how academic research can drive social impact.

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knowledge community. It's also an outcome of our existing research partnership with University of Sussex – something that was at the heart of our purpose in 2024 and is now coming to fruition in tangible ways.

We also joined the Sussex and the City initiative, an independent, non-political project aimed at shaping a shared vision



for the region ahead of devolution and the appointment of a Sussex Mayor in 2028 (originally 2026). Backed by leading local organisations, the initiative brings together insight, provocation and expertise to help define what good could look like for Brighton and Sussex under a devolved future. As a proudly Brighton-based, employee-owned and B Corp certified communications agency, Magenta is contributing its expertise in strategic communications and stakeholder engagement via Sussex and the City's content platform. Alongside our academic collaboration with the University of Sussex on AI ethics and responsible adoption, our involvement in Sussex and the City reflects a wider commitment to community impact and helping shape the systems we all live and work in.

Internally, we committed to improve ethical sourcing in our supply chain, essentially treating our suppliers as part of our community and ensuring we "walk

the talk" in procurement, as we expect our clients to. In 2024 and 2025, as part of our B Corp certification process, we conducted a thorough review of all our suppliers, including our freelance designers, IT vendors and office landlord, for social and environmental standards. All suppliers were screened for alignment with our values. Where needed, we made changes – for example, switching to a local sustainable merchandise provider for our stationery requirements. This exercise not only helped our B Corp score but also built closer relationships with like-minded small businesses. Going forward, we have a live policy that any new supplier must meet basic ethical criteria. This will ensure that our community impact extends through our modest supply chain. Small decisions like these – using community-owned venues, local caterers and ethical suppliers – are part of how we embrace community spirit in our everyday operations.



PROTECTING OUR PLANET

– acting responsibly

Magenta's environmental responsibility efforts in 2025 focused on education, incremental improvements and laying the groundwork for bigger future steps. We recognise that as a small consultancy our direct carbon footprint is lower compared with many larger organisations, but we aim to lead by example and influence others. A cornerstone this year was Carbon Literacy



training for our team. By the end of the year, 80 per cent of Magenta employees were certified as Carbon Literate, having completed training on climate change science and action. This far exceeds our initial target (we aimed for 50 per cent trained) and means most of our staff now have a solid understanding of carbon impacts and reduction strategies.

The training sparked many internal discussions and ideas, including switching to a more ethical bank, further reducing our meat consumption for shared office meals, and how we can implement what we learned to support client campaigns. The fact that we each had to submit individual pledges to become accredited meant we really had to examine our own lifestyles and identify areas where we could make a genuine difference. We will push to get the remaining team members through training in 2026, striving for 100 per cent Carbon Literacy. Building on this momentum, we intend to apply for recognition as a Carbon Literate Organisation (Bronze level) in FY 26/27, which would externally validate our commitment to climate education. The Bronze CLO status requires at least 80 per cent staff to be certified as well as ongoing

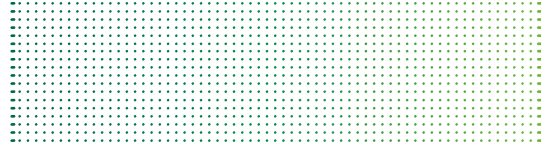
climate action, and we aim to reach these criteria by the end of 2026.

We maintained the operational sustainability practices already in place throughout the year, including purchasing our energy on a 100 per cent renewable tariff. One area where we did not progress as planned was undertaking a full environmental impact assessment focused on Scope 1 and 2 emissions. Our original intention was to commission an external consultant to carry out a detailed assessment and identify further reduction opportunities. However, budgetary and capacity constraints forced us to delay this work.

Given the nature of our operations, with no company vehicles or owned buildings and most of our team commuting on foot, by bicycle or via public transport, this likely limits our direct emissions. In this context, we judged that a rushed or partial assessment would offer limited value. Instead, we chose to focus our time and resources where they could have the greatest impact for a business of our size, including maintaining low-carbon ways of working and using our expertise to help organisations communicate clearly and responsibly about the sustainability issues that matter most.

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FINAL WORD



2025 represented a year of solid progress for Magenta Associates, tempered by a few unrealised plans and plenty of learning.

We built on the commitments made in our inaugural Impact Report – becoming a certified B Corp, embedding employee ownership, launching new services, and strengthening our community and environmental engagement. We also faced the realities of limited time and resources, which meant that we could not meet every ambition within the year.

We do not want to gloss over these shortfalls. Where we haven't achieved a commitment, we have tried to explain clearly why and how we plan to address it moving forward, rather than simply carrying on as if everything went perfectly.

This reflective approach is intentional. Being an impact-driven organisation doesn't mean we get it right all the time. It means that, like our clients, we are willing to hold ourselves accountable and be transparent about our journey. For instance, acknowledging that our wellbeing programme didn't happen or that our environmental assessment was delayed



is not easy, but it is necessary for our credibility. These admissions come with a resolve to correct course and improve. In some cases, the path forward is already set. In others, we may need to rethink our strategy or seek external help to meet our goals. Either way, we remain committed to continuous improvement.

On the other hand, we are proud of so much that we achieved this year.

Winning a respected business award in our city affirms that putting purpose at the heart of our work is not only right but also recognised. Our client work in 2025 had tangible impact – from raising awareness of AI’s role in sustainable business and helping ethical companies tell their stories to supporting community causes on the ground. Internally, our team grew stronger and more knowledgeable, whether through advanced studies, new training or simply working together on meaningful projects. It is evidence that the four pillars of our “Communication for Good” framework are more than just words because they have shaped our decisions daily – who we work with, how we support our people, how we engage externally, and how we minimise our footprint.

Going into 2026, we carry forward both momentum and humility. Our next Impact Report will mark the third full year of this journey, and we aim to report further progress, such as achieving Carbon Literate Organisation status, implementing the new parental leave policy, and reinvigorating postponed initiatives. But we will also keep asking ourselves tough questions: Where



can we do better? What constraints do we face, and how can we overcome them or adapt our approach? The world around us does not stand still. New social and environmental challenges will emerge, and stakeholder expectations will evolve. Magenta will need to remain agile and thoughtful, embracing innovation while staying true to our values.



In closing, we reaffirm that transparency and authenticity will guide us. This report is evidence of that commitment. It is as much a self-audit as it is a showcase of achievements. We invite all our stakeholders – employees, clients, partners, and the broader community – to hold us accountable and to join us on this path. Together, as communicators, change agents, talent nurturers, community champions and responsible citizens of the planet, we believe we can create positive change.



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Office 3, Design Quarter
129-130 Edward Street
Brighton BN2 0JL

info@magentaassociates.co
+44 (0)20 3773 3622

magentaassociates.co