



Our 2022 Impact Report

O X F O R D

hello



Thanks for taking the time to read our B Corp Impact report and what we've been doing to make sure we live the principles and play our role in the movement.

This report summarises our 2022 year and looks at what we've been up to through the 5 B Corp Pillars.

Governance

Environment

Customers

Community

Workers

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Our 2022 year

Our short-term goal is to move from an overall B Impact assessment of 87 when we first certified to 95+.

We are currently running at 98.7*¹

Current Assessment*¹

Governance 20.8
(up from 19.6)

Environment 13.0
(up from 7.9)

Customers 6.8
(down from 9.3)

Workers 40.2
(up from 38.7)

Community 17.9
(up from 11.7)

*¹Based on ongoing online submission. Subject to formal recertification early 2023.

Some highlights this year

A big highlight in 2022 is establishing our new mission of Good Growth through Interdependence.

This is now our biggest challenge – how do we live and breathe this internally and, more importantly, how do we engage with clients on this to create real, measurable impact in the world?

We have an aspiration that 50%+ of our consulting revenue will be "good growth" - projects that are directly good for people in the world and/or the planet.

Alongside this we have also achieved...

100%

of carbon we can't reduce has been offset. We have conducted a deep carbon review with Supercritical across Scope 1-3

26.3K

Learners upskilled in our customer organisations

8.2/10

Happiness level in our community
Sent out our first wellbeing survey

8.3/10

Client satisfaction score –
ahead of industry benchmark

£100K

Charity support
(£ donations and pro bono support)

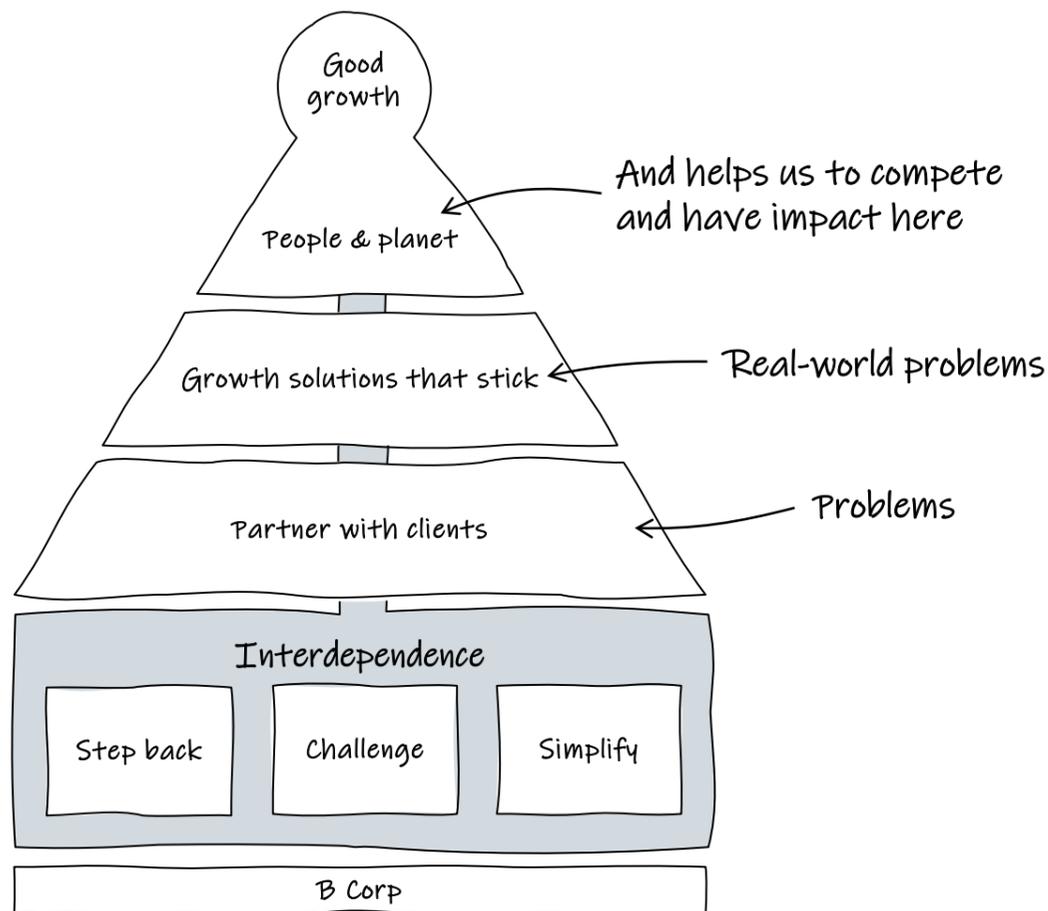
REAL
DE&I
ACTION

Full community sessions on topics across the DE&I spectrum
e.g. micro aggression, allyship and inclusion

OUR 2022 HIGHLIGHTS

Governance

The highlight this year is defining our mission as a business to drive greater positive impact in the world through interdependence.



We're on a mission to deliver good growth. We're doing this with some clients now. We aim to do this in one way or another, with all our clients by 2025.

Good growth means growing and supporting businesses, people and ideas that are positive for the planet and/or positive for people, resulting in sustainable long-term profit growth for the business and for Oxford.

Solving the crisis facing our planet and people is not just the biggest threat we've ever faced, it's also the single biggest business opportunity.

We can only do this if we look at the world through the lens of interdependence.

The days of solving problems one by one are gone. Success today is dependent on inter-connected people, organisations and systems.

So we always:

- Take a step back and work out how everything fits together
- Challenge because we care about having the right impact
- Keep things simple and joined-up so interdependencies can flourish

Our "superpower" hasn't changed - our ability to help clients solve problems by developing solutions that stick. But now, we're focusing our superpower on good growth.

We'll continue using the B Corp impact assessment to measure ourselves. It's comprehensive and established. We'll also measure CO₂ emissions for ourselves and our client solutions, to determine if we're having the positive impact we're after.

We will challenge everything we do and take bold decisions to rapidly enable our mission.

OUR 2022 HIGHLIGHTS

Customers

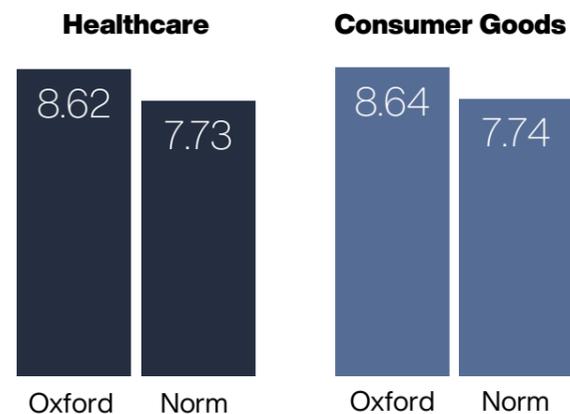
We continue to work with global, regional and local clients. We are particularly motivated to help them drive good growth – business growth that is also good for people and planet. We are at the start of our journey here and we recognise we need to do much much more.

Examples of work include helping them define their sustainability strategies, defining and actioning their brand purpose, DE&I programmes, and improving employee experience.

We want this type of work to be a bigger percentage of our business.

We track our client satisfaction on a bi-annual basis, achieving above-average scores.

We are looking to engage clients in a good growth conversation wherever possible. A great exemplar with one client: “The plan is to offset/capture carbon from ‘travel and hotels’ generated by our workshop programme, and to set up a charitable fund to raise money from each workshop – matching £ for £ for all positive growth comments in the workshops.”



“Consistently strong partnership and thought leadership. Also very nice to work with. Even better if more project management.”

“Nice blend of data, science and art. Focused on customer change that makes a commercial difference too.”

“Team are always enthusiastic and bring energy to get amazingly purposeful things done. Knowledgeable about every topic and are the only agency I would recommend to help a brand along on their purpose journey.”

“Oxford are great strategic partners who have our best interests at heart. They roll up their sleeves and really get stuck into the challenges and opportunities we are facing and look for ways of solving them creatively. Moving forwards we need to see the team have a greater spread of resource across the entire business.”

OUR 2022 HIGHLIGHTS

Community

We have stepped up in 2022 to play a greater role in our community, within business groups and with charities. Looking forward, we would really like to build these more into our day-to-day DNA, with more sustained impact.

We continue to act as a positive force within our industry...



We facilitated a session on the Climate Action stage at COP27 aimed at helping organisations understand how to change consumer and stakeholder behaviour for good, in order to enable more sustainable growth.



Our pro bono work to support the industry in embracing more environmentally positive practices.



We are one of 900+ companies in the UK to be part of "a coalition for a cleaner, greener, fairer, future for all".

...and support charities through donations and pro bono



Pro bono support worth £10.4k.



Other charitable giving of £10k. We have supported countries suffering, specifically Ukraine and Afghanistan.



From 15 suggestions from our community, we chose Impetus to work with, to focus our efforts and make a real difference.

Impetus aims to transform the lives of young people from disadvantaged backgrounds in school, work and life.

This year we helped them by donating £14.3K and provided pro bono support worth £66.1k for two main projects.

1. Action Tutoring. Helping to recruit new volunteers through a new campaign idea and key messages.
2. Marketing strategy and messaging to double the number of senior school teachers signing up for the Inclusive Leadership course to drive attendance and reduce exclusion from mainstream school settings.

THE HEART OF OXFORD

Workers

The Oxford community are at the heart of how we make such a positive impact with our clients. We continue to believe in being a flexible work environment, allowing people to give their best whilst also able to meet personal responsibilities.

We see two main challenges for us going forward

1. DE&I

We recognise we continue to be a less diverse group than we would like. As we grow we really value a more cultural, geographical perspective.

2. More on inclusion and belonging

A number of people don't feel they fully belong. As we grow, people know each other less well and can feel isolated in our virtual set-up.

Improved worker policies and approaches introduced this year

New resolution framework for disagreement/conflict.

Strengthening individual sponsorship for all workers and better understanding of their skills and passions.

New improved onboarding programme.

Investment in coaching – as people transition roles; general skills.

Launch of our Wellbeing Strategy

Diversity training for all and building partnerships with experts (subject and recruitment).

In 2022 we have committed to running and sharing results and actions from four different surveys with the Oxford working community to help Oxford be as great a place as possible to enjoy and be fulfilled at work.

1. Happiness Survey

8.2/10

We monitor happiness levels regularly, with feedback on what is working well and what could be even better. Quarterly we also check in on our levels of resilience.

2. Inclusivity Survey

“What is the one thing Oxford can do to help with inclusion?”

Top “even better if” comments were around culture (transparency, hierarchy, cliques), recognising diversity and communication.

3. DE&I survey

88% agreed that people are treated with respect regardless of age, disability, parental or marital status.

We ran a survey mid year to get feedback in areas such as sense of belonging, Oxford's commitment to DE&I, ability to openly share ideas, working together, recruitment.

4. Wellbeing Survey

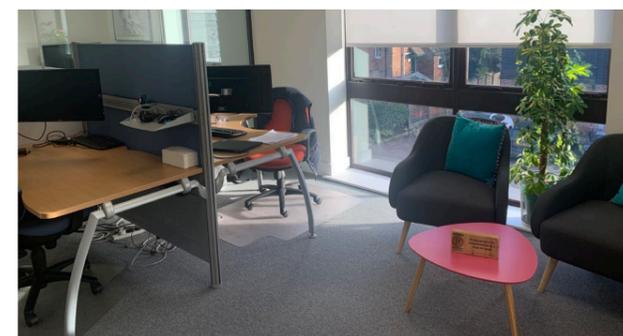
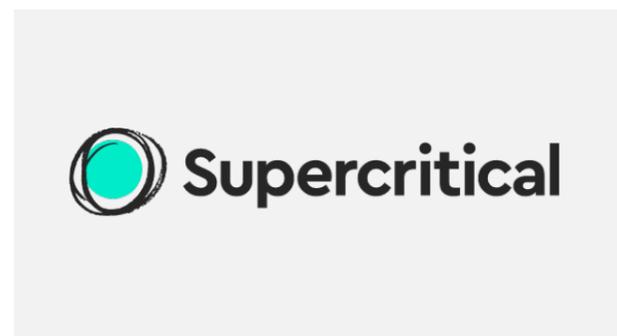
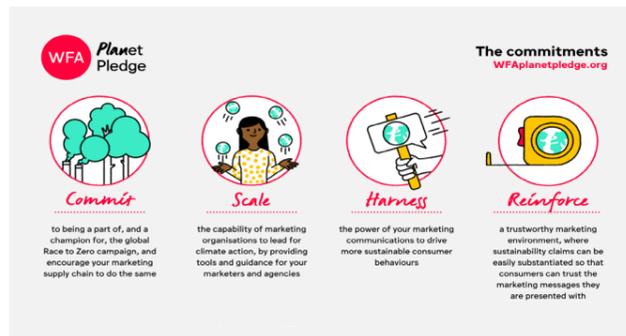
79% are comfortable talking about mental health.

We surveyed how people felt about a range of wellbeing factors – mental and emotional health; career and progress; learning and development; social engagement; financial wellbeing; psychological safety.

OUR 2022 HIGHLIGHTS

Environment

We continue to do whatever we can to be better for the planet. Being a virtual organisation naturally limits our immediate environmental impact, but we want to better understand the impact of the partners we work with and how that could be mitigated. Last, but not least, inspiring our clients to do better for the planet is the biggest contribution we can make.



We have worked with the World Federation of Advertisers (WFA), on a pro bono basis, to create a digital learning programme to help marketers better understand the role they can play in addressing climate change.

Understanding our carbon footprint properly and then moving to carbon capture (vs just avoidance offsets).

Supercritical conducted a deep carbon footprint review across our scope 1-3 emissions (including our digital services and pensions suppliers).

We have now moved from emission avoidance to carbon removal offsets to neutralise our emissions. We have removed 100% of our scope 1 and 2 and over 50% of our scope 3 emissions; within Scope 3 we removed all emissions in our immediate sphere of control and responsibility, such as business travel, working from home and hardware purchases.

Our first full year in our smaller operations office has reduced energy requirements. We also ensured use of a renewable energy supplier.

It also enabled more flexible working for office-based staff. More broadly we have maintained our virtual working practices – set up over 35 years ago.

We have conducted specific internal training with our full worker community on carbon reduction – for business, brands and individuals.

We also made “good for the planet and people” a big focus on our 2022 face-to-face conference in June.

We have thought long and hard about the number of face-to-face meetings we have had, reducing our quarterly face-to-face meetings as a group down to half yearly.

To sum it all up



Becoming a B Corp was a big deal, but living into it is an even bigger deal.

We've been doing lots of things right for many years, particularly the importance that we've placed on our values and how we live these as one team. But B Corp has sharpened our thinking and forced us to look in, up and out more than we've done in the past. It's made us think about the big things and the small things that we've covered here.

We recognise we can and need to do more. As we embrace our new mission for good growth through interdependence, being a B Corp will play a core role in guiding and challenging us. It will shape the business we become, the people, partners, clients and challenges we attract, and the impact we can have.



Certified



Corporation

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