

Alfred

IMPACT AND KPIs REPORT 2022



WELCOME TO ALFRED

Foreword

Alfred believes brands should stand for more than profit and contribute positively to the world. As well as making sure this happens for our clients and partners, we want to live that vision ourselves as a business. We value our people and the planet as much as we do profit and are committed to being a force for good.

Becoming a B Corp means being held to the highest social and environmental standards, and we're working towards accreditation at the moment. We're delighted to share the progress we've made so far in Alfred's first impact report, for the year ending 31st December 2022. We're proud of the strides we've made as a responsible business, but there's lots more to do.

2023 is Alfred's tenth anniversary year, and as well as celebrating the journey we've been on we'll be thinking deeply about the business we want to be as we enter our second decade. Our commitment to people and planet will continue to guide the decisions we make in all aspects of the business.

Dan Neale, Founder and Managing Director

Alfred.

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2022 HIGHLIGHTS

Fairtrade Foundation



Pro-bono support for Fairtrade Foundation with a high-impact campaign to raise awareness of Fairtrade Fortnight.

20/20 Change



Working with 20/20 Change, a youth empowerment organisation, on a year-long internship starting in April 2023

Family-friendly policies



Work started on a raft of new family friendly policies including enhanced maternity, paternity, adoption and surrogacy leave and pay – to be introduced in 2023

Culture Awards



Launched Alfred's inaugural Culture Awards, with a £1,000 reward for six individuals who embody our culture and values

2022 HIGHLIGHTS

Cost of living support



Supporting the team through hard times with above-inflation pay-rises for all staff, and a one-off winter payment for rising bills.

Client excellence



A continued upward trend in our client survey and a NPS score of +70 which is regarded as 'elite' (average for comms is +53).

Purpose-driven clients



New clients that align with our vision including Fairtrade, Mars Petcare, Eating To Extinction, Green Foods, Ripple Energy and Fluus.

Staff satisfaction



95% of our team feel their work has a clear purpose and positive impact. 95% feel leaders encourage people with different ideas and opinions to speak up



SETTING OUR KPIs

We have created Alfred's Social and Environmental Framework to ensure the business has a set of specific and measurable KPIs to track our social and environmental performance. We'll make these KPIs - and our progress against them - public so our team, our clients and the wider community understand the targets we've set and can hold us to account.

Our KPIs are aligned with the United Nations Sustainable Development Goals (SDGs) - a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

We have identified five SDGs where we believe Alfred can make a positive contribution, for the benefit of our workers, the wider community, our customers and the environment. These SDGs can be mapped back to the material issues that we believe are most relevant to our organisation.

The five broad commitments we've made form the basis of our social and environmental KPIs. We are using our 2022 results as a benchmark, and will share specific goals for the business in our 2023 Impact Report.

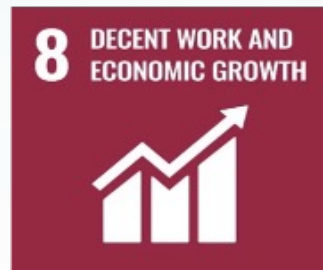
THE SDG GOALS WE'VE ALIGNED WITH



ALFRED'S COMMITMENTS



Ensure that our team come to work happy, healthy and fulfilled and can show up as themselves



Create a supportive and fair working environment that promotes employee development, success, and fair pay



Proactively bring more diverse talent into the industry and create an inclusive and equitable environment for every staff member to thrive




Work with brands who have made a commitment to being ethical and circular businesses, and improve our own consumption and production patterns



Take direct action to reduce our climate impact as a business including becoming Net Zero by 2025, and encourage climate action in others


MEASURING PROGRESS: GOOD HEALTH AND WELLBEING

SDG	Alfred's commitment	How we'll measure progress	2022
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>Ensure that our team come to work happy, healthy and fulfilled and can show up as themselves</p>	<ul style="list-style-type: none"> • Average happiness rating in our bi-annual survey (out of five) • % of staff who feel respected, valued and listened • Average sick days across the agency each year • Take up of 4.5 day work week • % of team receiving private health cover • Annual employee retention rate - % • Annual team turnover - % • Average length of service - years 	<ul style="list-style-type: none"> • Average happiness rating in our bi-annual survey: 4.2 / 5 • 93% of staff feel respected, valued and listened to • Average 3 sick days across the agency each year • Track in 2023 • 100% of team receiving private health cover • 86% annual employee retention rate • 16% annual team turnover • Average length of service: 2.7 years


MEASURING PROGRESS: DECENT WORK AND ECONOMIC GROWTH

SDG	Alfred's commitment	How we'll measure progress	2022
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>Create a supportive and fair working environment that promotes employee development, success, and fair pay</p>	<ul style="list-style-type: none"> • % of staff engaged in training and development • % of perm and freelance staff paid at least London Living Wage • Mean female salary as % of average • Mean ethnic minority salary as % of average • % of permanent team receiving bonus • % promoted in last 12 months 	<ul style="list-style-type: none"> • 100% of staff engaged in training and development • 100% of perm and freelance staff paid at least London Living Wage • 101% • NA • 100% of permanent team receiving bonus • 34% promoted in last 12 months


MEASURING PROGRESS: REDUCED INEQUALITIES

SDG	Alfred's commitment	How we'll measure progress	2022
 <p>10 REDUCED INEQUALITIES</p>	<p>Proactively bring more diverse talent into the industry and the campaigns we create. Foster an inclusive and equitable environment for every staff member to thrive</p>	<ul style="list-style-type: none"> • % of workforce across across key protected characteristics: <ul style="list-style-type: none"> • Over 45 • Female workers • With a physical or mental impairment • Neurodivergent • Black, Asian, mixed heritage or other ethnicities • % of management team who are persons of colour • % of leadership teams who are persons of colour • Internships or other programmes to support people from non-white / disadvantaged backgrounds into the industry • % of team who have received unconscious bias and microaggressions training • New initiatives and policies to support working parents 	<ul style="list-style-type: none"> • 0% over 45 • 50% female workers • 25% with a physical or mental impairment • 10% neurodivergent • 5% black, Asian, mixed heritage or other ethnicities • 0% of management team are persons of colour • 0% of leadership team are persons of colour • 2 internships / programmes • 100% have received training • 0 new initiatives in 2022, but we're planning on a raft of initiatives in 2023

MEASURING PROGRESS: RESPONSIBLE CONSUMPTION & PRODUCTION

SDG	Alfred's commitment	How we'll measure progress	2022
	<p>Work with brands who have made a commitment to being ethical or circular businesses, and improve our own consumption and production patterns</p>	<ul style="list-style-type: none"> • % of clients who are B Corp certified • % of clients who have committed to and published clear ESG goals • % of revenue from clients within gambling, payday loan, fossil fuel, mining and tobacco industries • % of suppliers offering sustainable products or services • New internal initiatives to encourage responsible consumption within the agency 	<ul style="list-style-type: none"> • 8% of clients are B Corp certified • 47% of clients have committed to and published clear ESG goals • 0% of revenue from clients within gambling, payday loan, fossil fuel, mining and tobacco industries • Track in 2023 • 2 x internal initiatives to encourage responsible consumption within the agency

MEASURING PROGRESS: CLIMATE ACTION

SDG	Alfred's commitment	How we'll measure progress	2022
	<p>Take direct action to reduce our climate impact as a business including becoming Net Zero, and encourage climate action in others</p>	<ul style="list-style-type: none"> • Business carbon emissions across Scopes 1, 2 and 3 • Carbon offsets • % of clients who've engaged us to deliver campaigns that inform, inspire and encourage engagement with climate / climate action • Number of Alfred-led initiatives to inspire and encourage climate action in others 	<ul style="list-style-type: none"> • Approximate business carbon emissions 90.16 tonnes CO₂ in 2022. Plan to measure Scopes 1, 2 and 3 in 2023 • 0 carbon offsets – purchase in 2023 • 19% of clients who've engaged us to deliver campaigns that inform, inspire and encourage engagement with climate / climate action • 0 x Alfred-led initiatives to inspire and encourage climate action in others

LOOKING AHEAD

- We've made good progress on our first two commitments (Good Health and Wellbeing / Decent Work and Economic Growth). We now need to double down on Reducing Inequalities, Responsible Consumption and Production, and Climate Action where we know we haven't made enough progress to date
- Our next step for 2023 is to use our 2022 KPI data as a baseline, and develop some specific targets for 2023-2025 and a plan for how we'll reach them



THANK YOU

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