

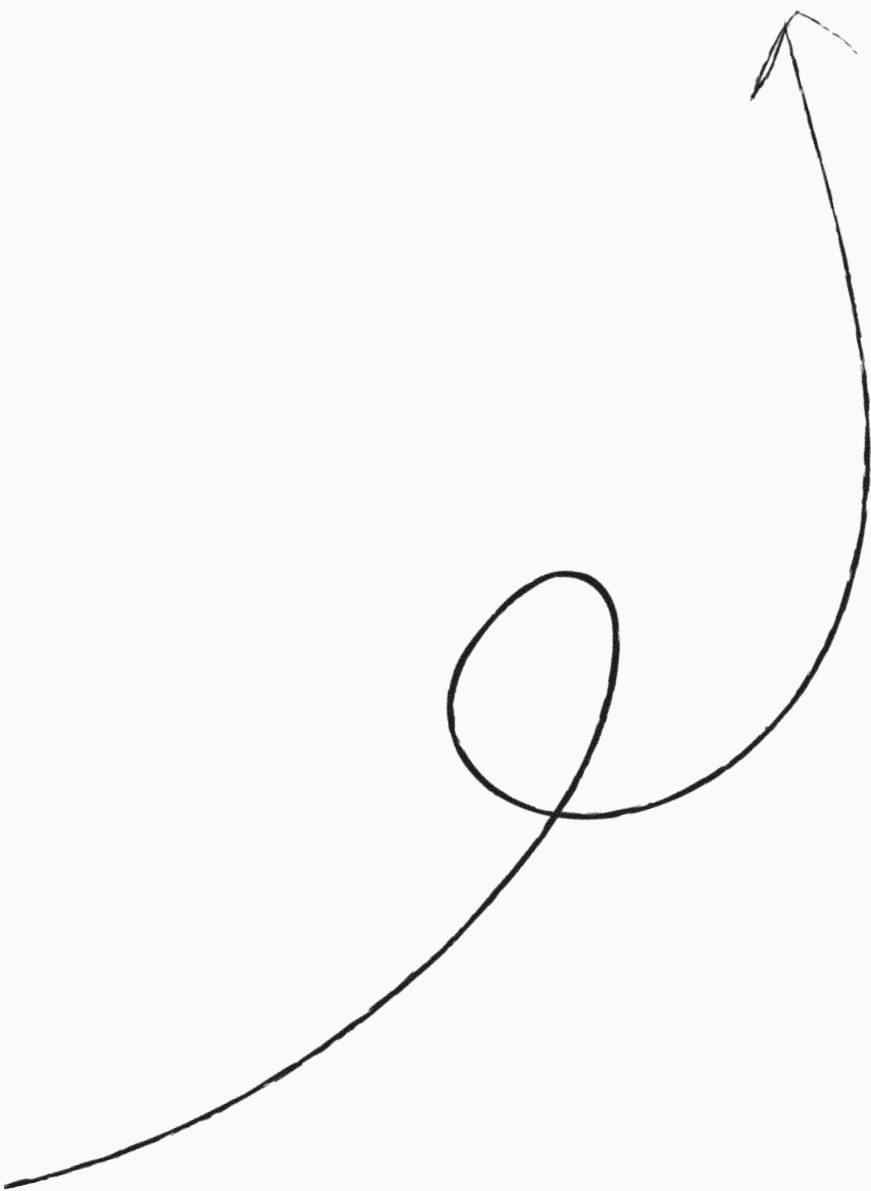
OUR *Impact* REPORT

B CORP
Certified
SINCE 2023

1. MANIFESTO	3
2. INTRODUCTION	5
3. OUR B CORP JOURNEY	10
4. B IMPACT ASSESSMENT	12
5. IMPACT HIGHLIGHTS	19
6. GOALS FOR NEXT YEAR	32
7. HOW CAN YOU GET INVOLVED	37
8. FINAL WORDS FROM OUR FOUNDER	39
9. ACKNOWLEDGEMENTS	40
10. APPENDIX	41

[MANIFESTO]

WE BELIEVE
Creativity CAN
BE A FORCE
FOR CHANGE.



At We Are Family London, we exist to tell stories that matter, stories that connect people, shape culture, and inspire action. We don't just make work that looks good; we make work that does good, and feels good.

WE PUT PEOPLE AND THE PLANET
AT THE HEART OF EVERY DECISION.

That means designing responsibly, choosing sustainably, and ensuring inclusivity in everything we create. It means recognising that every project has an impact and making sure that impact is positive.

We are challengers and collaborators. We push brands to go deeper, to move past words and into action, and to live their values as boldly as they speak them. We stand alongside our clients, our partners, and our community to build campaigns that spark real, lasting change.

We know the world doesn't stand still, and neither do we. Continuous learning, reflection, and improvement are part of who we are. We adapt, we evolve, and we grow, always guided by our mission to blend creativity with conscience.

WE ARE *More* THAN AN AGENCY.

We are a family of connected designers, producers, thinkers and doers.

And together, we are building a future where **business, creativity**, and **responsibility co-exist**, not as exceptions, but as the **rule**.

AWARD WINNING

waf.

EXPERIENCE AGENCY

INTRODUCTION

REPORTING YEAR: 2023-2025



CERTIFICATION DATE: 29TH AUGUST 2023

WE ARE FAMILY LONDON

IS A PURPOSE
DRIVEN *Creative* AGENCY.



Built on the belief that brands can,
and should, be a force for good.

88.6

OVERALL IMPACT
SCORE

63.6%

OF OUR TEAM
IDENTIFY AS WOMEN

8.9

DIVERSITY, EQUITY,
& INCLUSION SCORE



FOUNDED
AND *Lead* BY
A WOMAN.

We are proud to be a woman-owned business with 63.6% of our team identifying as women. This inclusivity shapes our creativity and ensures that our work is not only culturally relevant but also deeply rooted in values of equity, representation, and purpose.

Since our founding in 2016, our mission has been to craft stories that matter, stories rooted in ethical branding, sustainability, and cultural impact. For us, creativity is more than craft; it is a responsibility.

A Letter FROM OUR FOUNDER.



“ Becoming a B Corp has been both a milestone and a mirror for us.

When I started We Are Family London back in 2016, the vision was to build a creative agency where purpose drives everything, not just in the work we produce, but in how we operate, how we hire, and the impact we make. I wanted to create a space where people and the planet sit at the heart of decisions, and where brands could find their voice through meaningful storytelling. In addition I wanted to create action, not just empty words.

The B Corp journey has helped us reflect deeply, not just on what we stand for, but how we live those values every day. It has challenged us to move beyond good intentions, and to put structure behind our commitments.

It has tested our policies, our culture, and our impact and made us stronger for it.

I’m proud of the score we achieved, but more than that, I’m proud of the way our team has risen to the challenge. This certification validates the path we’re on, proving that creativity and conscience can co-exist, and that business can be a genuine force for good.

Of course, this isn’t the destination, it’s just the beginning. We’re committed to deepening our impact, raising our standards, and staying radically transparent as we grow.

To everyone who’s been part of the We Are Family journey, our clients, collaborators, and community, thank you. Your trust and shared values have brought us here. Our best work is still ahead. ”

P. Reeve-Tucker

Poppy Reeve-Tucker
ECD & FOUNDER

A *Note* FROM OUR
HR & OPERATIONAL
COMPLIANCE
MANAGER.



“ Leading our B Corp certification was a challenge I was proud to take on, not because it was easy, but because it demanded real introspection and change.

From updating policies to mapping our environmental footprint, to formalising the values we’ve always lived by, it was about turning good intentions into measurable action.

This certification is more than a badge, it’s a reflection of the care we put into every corner of this creative agency, how we treat our people, how we run our operations, and how we hold ourselves accountable. We didn’t need to change who we are, we just needed to prove it, own it, and keep growing.

I’m proud of what we’ve achieved, and even more excited about where we’re going. This is just the beginning and I’m grateful to be part of building a company that truly walks its talk.

”

S Begum

Sabina Begum
HR & OPERATIONAL COMPLIANCE MANAGER

AWARD WINNING

waf.

EXPERIENCE AGENCY

OUR B CORP JOURNEY

REPORTING YEAR: 2023-2025



CERTIFICATION DATE: 29TH AUGUST 2023



[B CORP STATUS]

IT'S NOT AN
ENDPOINT.
IT'S A *Beginning.*

We became a B Corp because we believe business should be measured not only by financial success but by its impact on people and the planet. Certification gave us a framework to translate our purpose into measurable outcomes and hold ourselves accountable to the highest global standards.

The certification process was rigorous, requiring us to examine everything from governance and hiring to supply chains and carbon reporting.

We formalised policies, mapped our environmental footprint, and created new structures to strengthen transparency and accountability. The process made us stronger, proving that good intentions must be matched by measurable action.

For us, B Corp status is not an endpoint but a beginning. It validates our belief that creativity and conscience can co-exist and that the creative industry can be a platform for cultural, social, and environmental good.

Looking forward, our commitment is to deepen this work. We will expand our environmental ambitions by aligning with science-based climate targets, enhance our DEI frameworks to ensure inclusivity at every level, and increase our contributions to community and pro bono initiatives. Above all, we will continue to treat B Corp as a journey of continuous learning, adapting, reflecting, and improving as the challenges of our world evolve.

AWARD WINNING

waf.

EXPERIENCE AGENCY

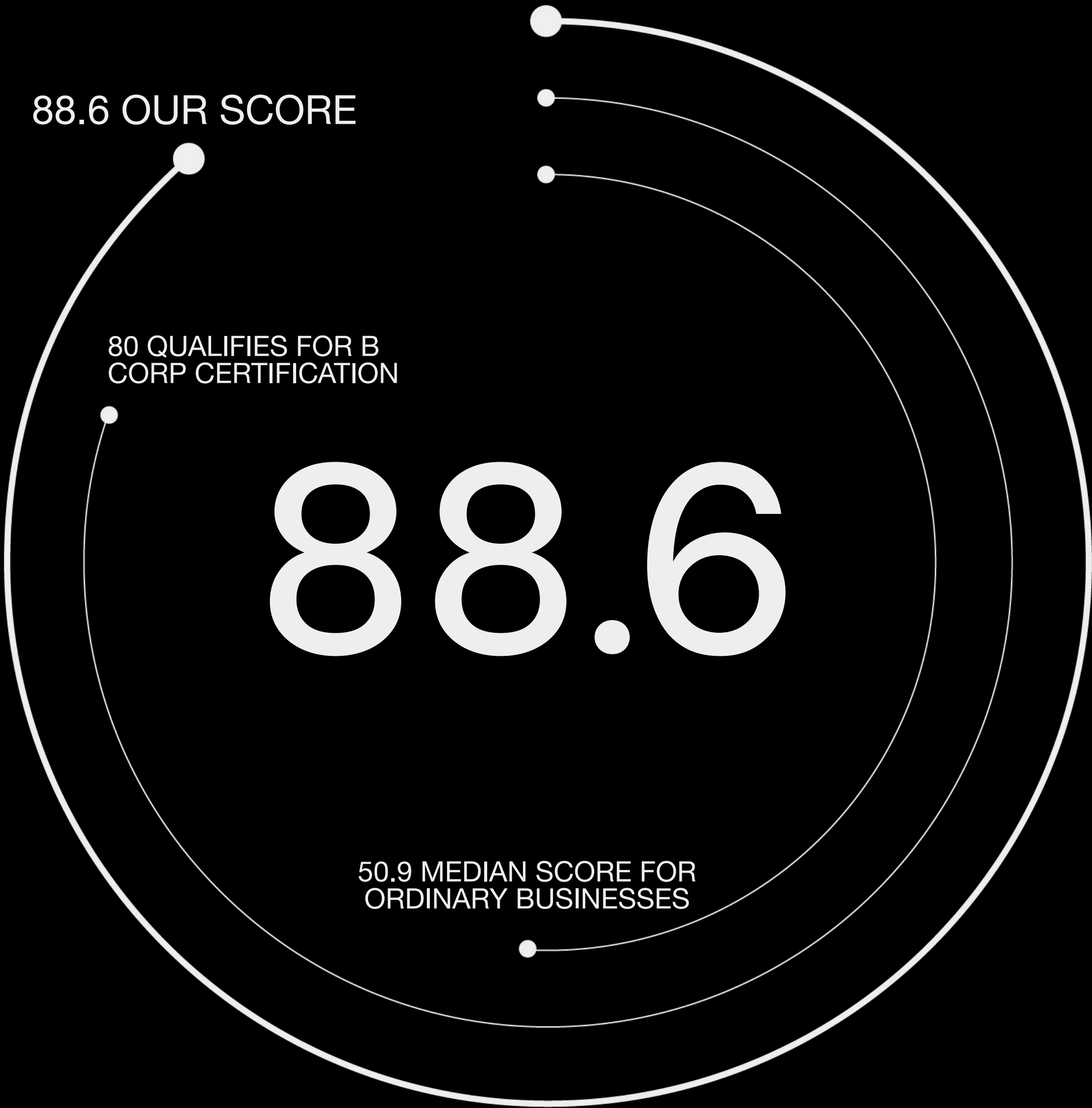
BIMPACT ASSESSMENT

REPORTING YEAR: 2023-2025



CERTIFICATION DATE: 29TH AUGUST 2023

OUR *Impact*



GOVERNANCE	17.0
WORKERS	29.3
COMMUNITY	26.2
ENVIRONMENT	12.7
CUSTOMERS	3.2

GOVERNANCE



63.6%

OF OUR WORKFORCE
IDENTIFY AS WOMEN

Our governance reflects inclusivity, transparency, and accountability. As a woman-owned business with 63.6% of our workforce identifying as women, diversity is embedded into our leadership.

This commitment is reinforced through **ISO 27001** certification (ensuring rigorous information security) and **ISO 14001 certification** (providing a framework for environmental management).

We are also a **London Living Wage employer**, ensuring fairness across our organisation.

We are transparent in our impact, publishing environmental reports and openly engaging stakeholders.

Ethical procurement and sustainable planning are embedded into our decision-making, ensuring every action balances creativity with responsibility.

WORKERS



12 LANGUAGES SPOKEN 8 PARENTS

54.4% UNDERREPRESENTED CATEGORY



OUR TEAM IS OUR GREATEST ASSET.

As a **London Living Wage employer**, we ensure fair compensation, and as a woman-owned business with a majority-women workforce, we lead with equity.

Our policies foster inclusivity, our mentorship and training programmes support growth, and our remote-first approach creates flexibility and balance.

This culture ensures that creativity thrives within a supportive and equitable workplace.

COMMUNITY

8.9

DIVERSITY EQUITY
& INCLUSION



WE WORK WITH OUR
COMMUNITY IN WAYS THAT
GENERATE POSITIVE IMPACT.

Through diverse supplier relationships, local economic development, and pro bono creative services, we ensure our expertise extends beyond commercial work. Partnerships with grassroots initiatives and underrepresented groups amplify voices that might otherwise go unheard.

ENVIRONMENT

Our environmental management is rooted in our **ISO 14001-certified** Environmental Policy, which drives systematic improvements across waste, energy, and supply chain practices. We recycle and reuse in partnership with **Recorra**, reduce emissions by encouraging cycling and public transport, and prioritise sustainable suppliers.

We embrace digital-first practices to reduce excess production. Beyond operations, we deliver climate-conscious storytelling in campaigns, using creativity to inspire environmental awareness and action.



£30k

WORTH OF UNUSED EVENT MATERIALS GIFTED TO LOCAL CHARITIES, SCHOOLS, AND YOUTH GROUPS IN THE PAST YEAR.

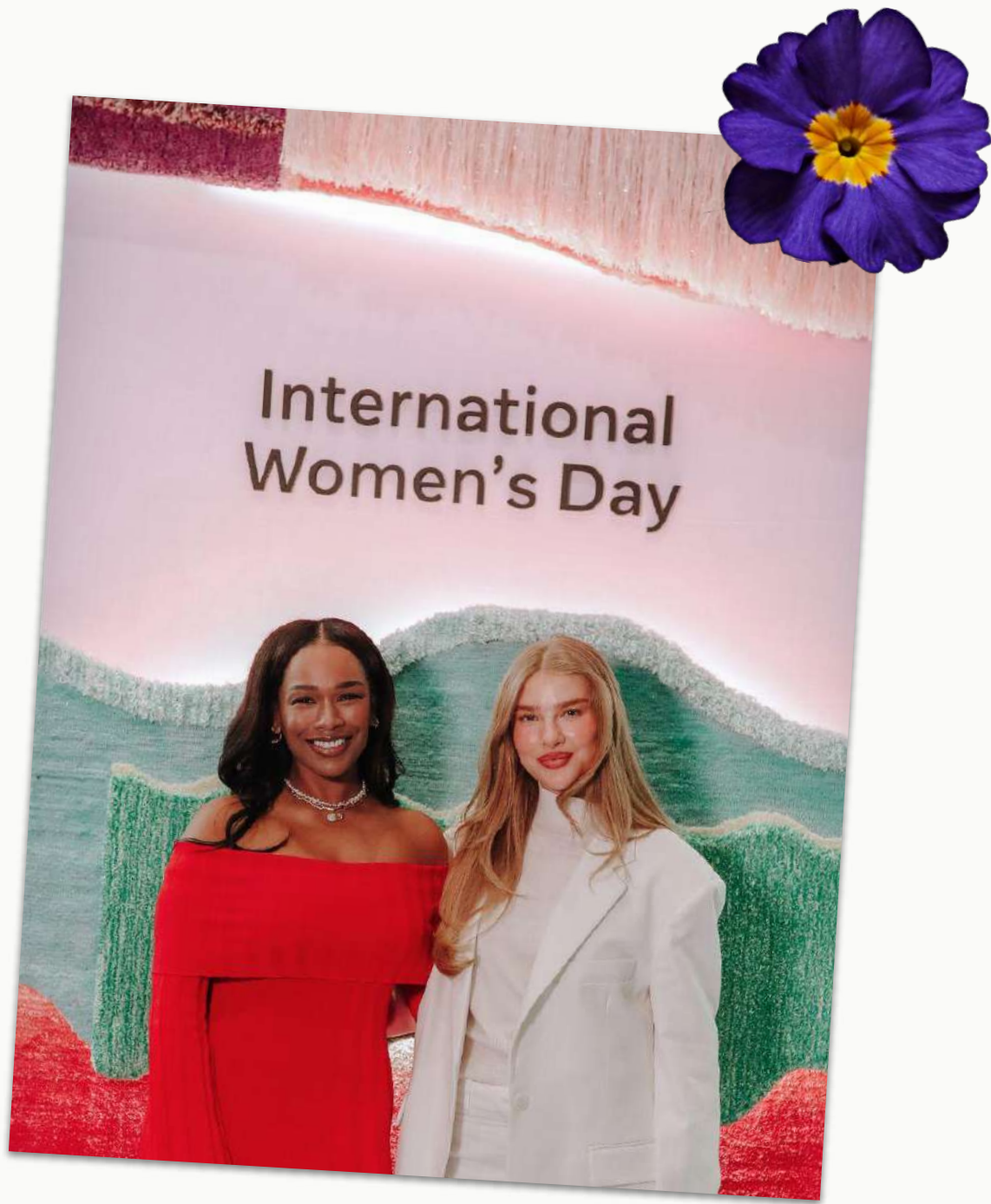


CLIENTS



WE PARTNER WITH CLIENTS WHO SHARE OUR VALUES, EMBEDDING SUSTAINABILITY AND INCLUSIVITY AUTHENTICALLY INTO THEIR BRANDS.

We also partner with clients we believe we can affect and shape the future of how they deliver events. Our role is to help them move beyond words into action, creating campaigns that are both impactful and responsible. Long-term relationships with purpose-led clients are proof that creativity and conscience together deliver cultural, social, and business value.



AWARD WINNING

waf.

EXPERIENCE AGENCY

IMPACT HIGHLIGHTS

REPORTING YEAR: **2023-2025**

Certified B Corporation

CERTIFICATION DATE: **29TH AUGUST 2023**

STARBUCKS CONFERENCE

[THE IMPACT]

175 SQM
RECYCLED
REBOARD

NO
SINGLE USE
PLASTICS

FULLY
ACCESSIBLE
EVENT

50,000
RE-USED
CANS

A purpose-led repositioning and visual identity rooted in sustainability enabled Starbucks to align their growth with their mission and engage audiences with authenticity.



175 SQM
RECYCLED
REBOARD

NO
SINGLE USE
PLASTICS

FULLY
ACCESSIBLE
EVENT

50,000
RECYCLED
CANS REUSED

RECOGNISED WITH AWARDS FOR
**EXPERIENTIAL:
RESPONSIBLE
ACTIVATION.**

In partnership with Starbucks Coffee Company, we delivered the Limitless Conference. By embedding sustainability into every aspect of delivery, the conference demonstrated how major events can be both immersive and responsible.

**The Drum[™]
Awards**





175 SQM
RECYCLED
REBOARD

NO
SINGLE USE
PLASTICS

FULLY
ACCESSIBLE
EVENT

50,000
RECYCLED
CANS REUSED

EVERY SINGLE BRANDING ELEMENT INSIDE THE VENUE WAS EITHER RECYCLABLE/ RENEWABLE

We thought carefully about sourcing items we could use elsewhere, minimising waste to landfill every step of the way. All the signage and flats were made from recycled, fully recyclable cardboard, with no single-use materials used anywhere.

We made sure all packaging and consumables were biodegradable – and we installed taps everywhere to remove the need for plastic water bottles. We got our geek on when it came to waste sorting too, finding smart ways to extract all recyclable items at every stage, and using a processing facility close by to minimise carbon footprint.

We also got food waste startup **Olio** to collect all uneaten produce and redistribute it to those who needed it, and even excluded beef from the menu to keep carbon emissions down.



Tiger artwork was fashioned from
300 recycled milk cartons



[THE IMPACT]

175 SQM
RECYCLED
REBOARD

NO
SINGLE USE
PLASTICS

FULLY
ACCESSIBLE
EVENT

50,000
RECYCLED
CANS REUSED



WE TOOK EVERY STEP TO MAKE
SURE THE EXPERIENCE WAS
**ACCESSIBLE
AND FUN FOR
EVERYONE.**

We installed accessibility ramps on the main stage,
with in-ear loops so hard-of-hearing guests could enjoy
main speakers and a guest bought a specially-trained
assistance dog.



[THE IMPACT]

175 SQM
RECYCLED
REBOARD

NO
SINGLE USE
PLASTICS

FULLY
ACCESSIBLE
EVENT

50,000
RECYCLED
CANS REUSED

“ We Are Family were an absolute pleasure to work with from start to finish. Immersing themselves into the culture of our brand, they worked tirelessly to ensure we got exactly what we wanted by listening carefully to our business thought starters and translating them into enormously effective and impressively creative concepts.

STARBUCKS ”



PENGE EAST COMMUNITY GARDENS

[THE IMPACT]

PRO BONO
WORK

VISUAL ID
DESIGNED

COURT BANNER
SUPPLIED

Penge East Community Centre is committed to serving as a vibrant hub for local residents, fostering a strong sense of belonging.

We designed a playful visual identity and banner design for the gardening community of Penge East Community Centre called The Green Crew.

“ Thank you for the brilliant work We Are Family have done on giving our children’s gardening and nature group such a great identity.

Thank you for the time spent investing in such a seemingly tiny community project- which, on the other hand, we hope will introduce children to growing things and loving nature wherever they live, creating memories of community that they hold well into the future. The fact that you've understood and reflected back our identity so clearly has also been so validating for the volunteers who run the centre and will be running the Green Crew.

PECA ”



AWARD WINNING

waf.

EXPERIENCE AGENCY

TEA TROLLEY TUESDAYS

[THE IMPACT]

12 SPEAKERS
INVITED

EVERY STORY IS A LESSON.
EVERY CONVERSATION,
**A CHANCE
TO EVOLVE.**

On Tea Trolley Tuesdays, Waf. opens the space to connect with SMBs, sustainable suppliers, and B Corp partners. A platform to share, showcase, and spark collaboration.

We open the invitation through the B Hive portal, welcoming those who put people and planet first. The Tea Trolley is how we learn, improve, and educate ourselves.

Together, we turn connection into action, and action into lasting impact.



27 attendees have attained a certification for **neurodiversity awareness** through **thrive**.



OTHER ACTIONS

THE LITTLE STEPS
SINCE
BECOMING
B CORP
CERTIFIED.

We’ve learned that big impact can start with the tiniest choices.

At Waf, that means thinking about everything from the loo roll in the bathrooms to the birthday cakes we demolish.

By teaming up with sustainable suppliers, low-emission services, and fellow B Corps, we’re proving that doing good doesn’t have to be boring, it’s just a series of small, smart (and sometimes delicious) steps towards a better way of working.



Employee wellbeing through Company **retreats**.



We celebrate Birthdays with **B Corp Supplier cakes** and brownies.



Completed our **Office Energy Audit**.



Our **office coffee** is B Corp Certified.



Growing our efforts in **Agency Day** each year to implement more sustainability focussed learnings and activities. And celebrate team success.



We switched to **Who Gives a Crap**, a sustainable toilet roll alternative.



For recent projects we upgraded our waste disposal service with **First Mile**, an ultra-low emission service.



Completed our **Carbon Footprint Reports** for our waste.



We buy **office supplies** from Sustainable suppliers.



We donated hand painted planters to **Hackney City Farm**.

SUPPORTING EDUCATION

NEAR AND FAR.

At Waf. giving back is in our DNA.

Every year, we contribute to the **Hackney Youth Parliaments Back to School Appeal**, helping provide brand-new rucksacks, pencil cases, pens, and scientific calculators so local young people can start secondary school fully equipped and ready to thrive.

Beyond London, we also proudly **fund a student in Zambia** as they work towards a Law degree, an investment in education that will empower them to create lasting change in their community. From Hackney to Zambia, we're proud to stand behind the next generation of learners and leaders.



AWARD WINNING

waf.

EXPERIENCE AGENCY

GOALS FOR NEXT YEAR

REPORTING YEAR: 2023-2025



CERTIFICATION DATE: 29TH AUGUST 2023

LOOKING AT THE *Future.*



CARBON NEUTRALITY

Our ambition is to reach carbon neutrality in the near term by reducing our emissions and balancing what remains.

One way we will be moving towards this goal in the near future will be to look into office spaces that are more energy efficient. We will also continue to further our efforts in educating our clients with carbon footprinting on projects.

INCLUSIVITY

We will expand DEI training and initiatives to ensure inclusivity remains central to our culture. We will launch an internal impact dashboard to embed continuous measurement and improvement into our operations. And we will continue to deepen our community contribution through pro bono work and donations of time and profit.

LEARNING

Above all, we commit to continuous learning. We recognise that the challenges of climate change and equity evolve, and we will evolve with them.

We will continue to showcase sustainable suppliers and SMBs, and continue to encourage these supplier connections and learnings to be boarded onto our future projects.

PROJECT RESPONSIBILITY

SUSTAINABILITY OBJECTIVES.

It's more important than ever to produce events responsibly. For future events we have set key sustainability objectives to focus on through the event life cycle.



MINIMISE AND REPURPOSE FOOD WASTE

- Reduce catering quantities
- Partner with a food sharing platform such as Olio
- Share leftovers with office employees

REUSE AND RECYCLE

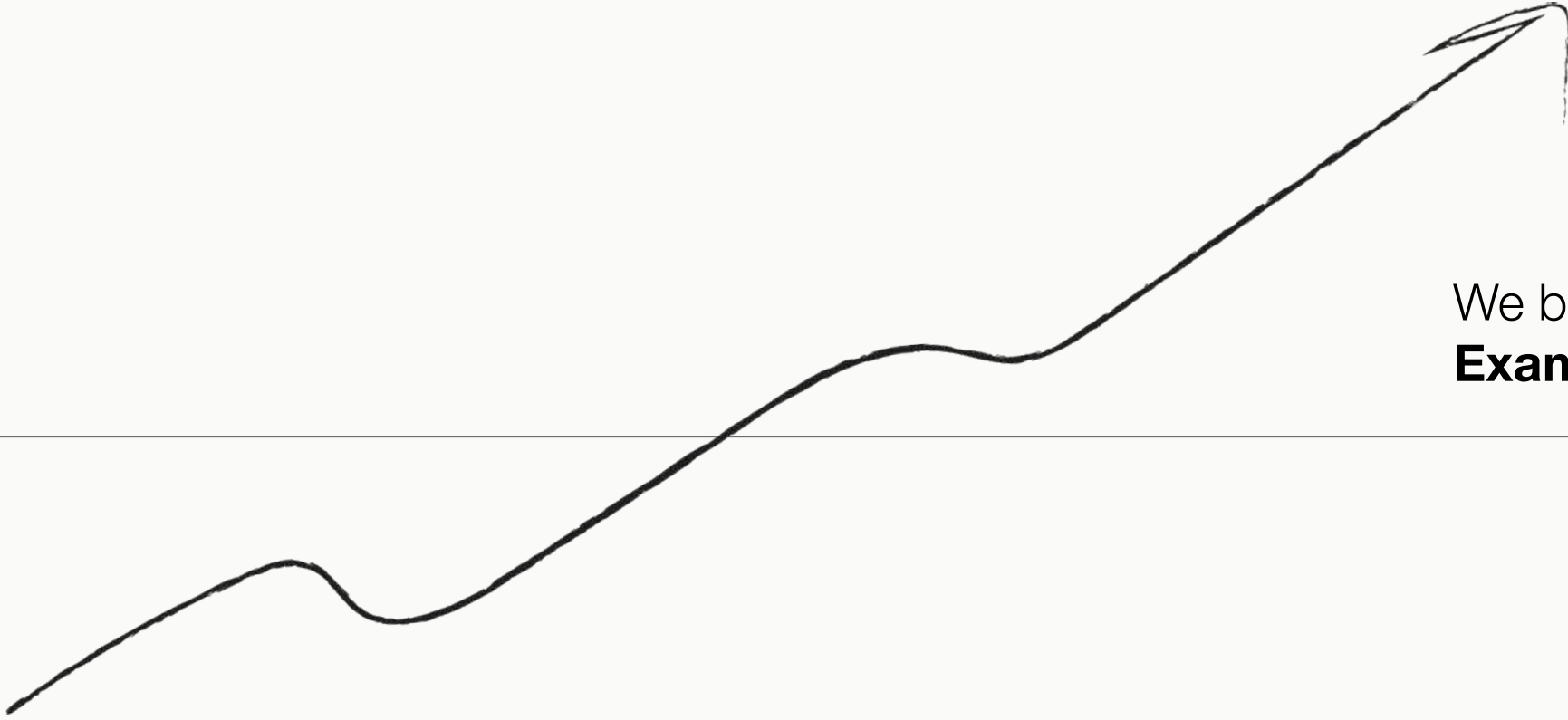
- Utilise client owned furniture
- Hire furniture where required
- Repurpose styling items from previous events
- Ensure biodegradable material is disposed of correctly

NO SINGLE USE PLASTIC

- Encourage guests to bring reusable water bottles
- Catering packaging to all be biodegradable
- Printed graphics on recyclable materials

PROJECT RESPONSIBILITY

INCLUSIVITY.



We believe events have a responsibility to be inclusive to all.
Example aspects we consider and advise on, include:

SUPPLIERS + SMBs

Supporting and promoting diverse, inclusive, small and medium sized businesses, choosing local SMB, avoiding mass made production. Women owned, LGBTQ, Veterans, Black Owned Businesses, Minority Owned Businesses; ensure they all have a seat at the table.

DIGITAL ACCESSIBILITY

How you publicise your event is important. Does imagery represent diversity? Have you considered larger buttons, a clear UX journey. Have blind or visually impaired guests been catered for? These are questions we will ask you, and ourselves.

ACCESSIBILITY

Wheelchair accessible, service animals, hearing loops, car park space, all of this should be considered. Is sign language needed, or translation options? Ideally attendees must have the opportunity to share any needs pre-event. It's all in the details to ensure an inclusive event.

DIVERSE SPEAKERS

Alongside making your audience feel included and welcomed, a diverse lineup will contribute to richer conversations, wider experience and different perspectives. Putting together a focus group including people from different backgrounds can prove a good option to examine your marketing materials with an inclusive lens.

DIVERSITY TARGETS + MEASURING

Post-event surveys help include the audience. Be open to honest feedback from attendees, asking them whether they felt included and what can be improved in your future events.

NEURODIVERSITY CONSIDERATIONS

With 10-15% of the population neurodivergent aspects can be put in place to insure everyone's experience is positive. Aspects from clear invite comms with maps and detail, through to creating a quiet zone and provide sensory kits such as fidget toys and noise cancelling headphones, are just some of the many aspects which can be applied to event planning.

PROJECT RESPONSIBILITY

SUSTAINABILITY.

We ensure sustainability is front and centre of all projects, a snapshot of areas we look at include:

01
MINIMISE
CARBON FOOTPRINT

02
USE DIGITAL
SIGNAGE

03
GIFT FOR
REPURPOSING

04
CHOOSE DIGITAL
GUEST MANAGEMENT

05
AVOID EXCESS
PRODUCTION

06
CREATE POSITIVE
COMMUNITY IMPACT

07
RECYCLE
+ REUSE

08
USE SUSTAINABLE
MATERIALS + SUPPLIERS



AWARD WINNING

waf.

EXPERIENCE AGENCY

HOW YOU CAN GET INVOLVED

REPORTING YEAR: 2023-2025



CERTIFICATION DATE: 29TH AUGUST 2023

WE BELIEVE

IMPACT IS
A Collective
EFFORT.

We invite clients, partners, and community members to support certified B Corps, collaborate with ethical and diverse creatives, and join networks committed to positive change. Together, we can create campaigns that are not only memorable but meaningful, campaigns that prove creativity can be a true force for good.



FINAL *Words* FROM OUR FOUNDER

“ When we set out on this path, we weren’t looking for a badge, we were looking for a better way to do business. A way to mix purpose with play, responsibility with imagination, and prove that creativity can be both joyful and impactful.

Becoming a B Corp has been our reminder that the small things matter as much as the big ones. From who we hire to how we design, from the materials we choose to the stories we tell, it all adds up. And when those choices are made with care, they ripple outward in ways we could never predict.

This isn’t the final word, it’s just a pause in the story. The next chapters will be written in brighter colours, bolder actions, and even bigger ideas. Because what’s the point of creativity if it doesn’t spark change, and a smile along the way?

To our brilliant creative team, our brave clients, and our growing community, thank you. You make this more than a job, you make it a movement. And the best part? We’re only just getting started.

”

P. Reeve-Tucker

Poppy Reeve-Tucker
ECD & FOUNDER

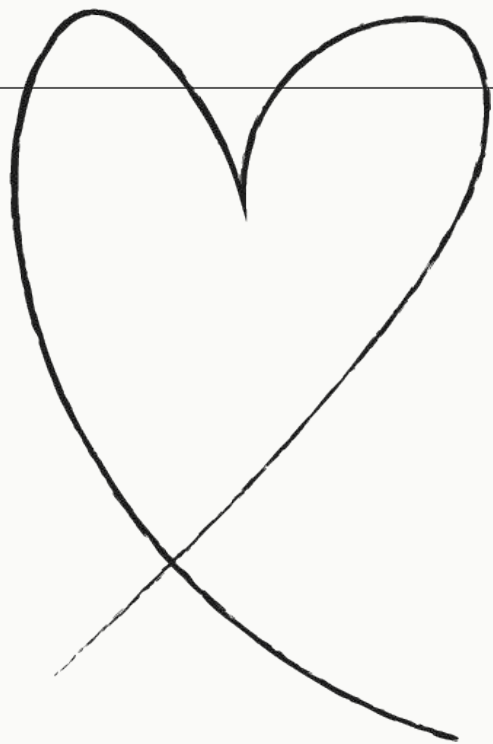
ACKNOWLEDGEMENTS



No journey like this happens alone, and our B Corp certification is no exception. It has been a true team effort, shaped by the care, dedication, and energy of the people behind it.

A special thank you goes to Sabina Begum, HR & Operational Compliance Manager, who led our B Corp journey with courage, persistence, and heart. From the countless details of assessment to the bigger picture of embedding our values into the heart of the agency, Sabina kept us focused, inspired, and moving forward. This achievement simply wouldn't have been possible without her leadership.

To Lucy Solomon, Director of Client Services, thank you for championing this process with the same dedication you bring to our client work. From supporting the assessment to helping embed purpose into every project we deliver, Lucy's commitment ensured that our values weren't just documented but lived and experienced by our clients and partners every day.



And to Mark Jennings, CFO, thank you for your support. Your contribution ensured our commitments were not only heartfelt but firmly grounded.

Finally, to our whole We Are Family London team, this certification is yours as much as it is the agency's. Every choice you make, every idea you bring, every ounce of energy you give, it all adds up to the culture, care, and creativity that made this possible. You are the heartbeat of this business, and together we're proving that work can be meaningful, joyful, and impactful all at once.

APPENDIX

- 1. FULL B IMPACT SCORE BREAKDOWN ······ 
- 2. ISO 27001 CERTIFICATION ······ 
- 3. ISO 14001 CERTIFICATION ······ 
- 4. ENVIRONMENTAL POLICY ······ 
- 5. DE&I POLICY ······ 
- 6. SUPPLIER CODE OF CONDUCT ······ 

AWARD WINNING

waf.

EXPERIENCE AGENCY

Thank YOU

19-23 KINGSLAND RD, LONDON E2 8AA



020 7729 8833

HELLO@WEAREFAMILYLONDON.COM