

Impact report

salt ♦



Certified



Corporation

Intro- duction

We've always been keen to become B Corp certified, and achieving our certification in 2024 was a bit of a 'pinch me' moment. Since we founded Salt in 2017 we've always worked hard to do the right thing, not the easy thing, and taken our responsibility as business leaders very seriously. The principles of B Corp have always resonated with us, and have been reflected in our practice since day one.

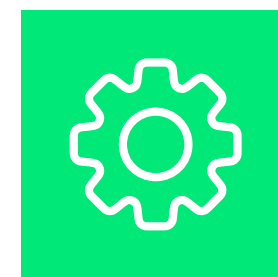
We put human connections at the heart of what we do – whether that's how we run our business, how we support our team, or in the work we develop for our clients. Our core values of transparency, curiosity, integrity, community and humanity shine through every aspect of the agency, and set us in good stead to approach the B Corp assessment with confidence. Hard work, as it should be, the reward is the recognition that we are doing our bit, reaching a standard that most businesses don't meet, and taking our commitment seriously.

B Corp certification is a real badge of honour, a short cut to showing you care about doing things the right, fair and inclusive way. A badge we wear proudly.



Our certification- cation score

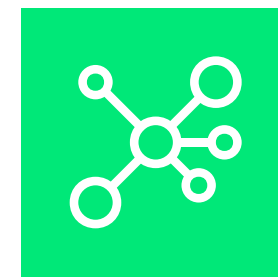
We were delighted to achieve a certification score of **105.6**, **32%** over the required threshold of 80 points



Governance
16.7



Workers
34.8



Community
37.1






Environment
13.4



Customers
3.5



Based on the B impact assessment, Salt Thinking Limited earned an overall score of 105.6. The median score for ordinary businesses who complete the assessment is currently 50.9

-  105.6 Overall B impact score
-  80 Qualifies for B Corp certification
-  50.9 Median score for ordinary businesses

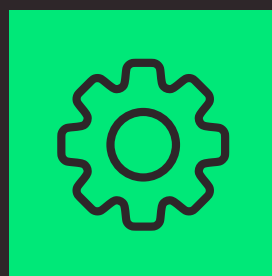
Reflections

Our first year as a Certified B Corporation has been a strong one. It's not a standard you reach easily, and it takes effort and commitment to maintain and improve that standard. Throughout our first year we have continued to strive for improvement, looking at areas where we can enhance our impact and do more with our business

We are now thinking ahead to our re-certification in 2028. The B Corp requirements have changed, and we will need to understand where the gaps are for us in meeting the new standards. We will begin this once the full guidance has been published, and we will begin working towards filling those gaps so we are ready for when re-certification comes around. We are confident and committed to meeting these new standards, and continuing to improve our business impact through our B Corp journey

& projections

Govern- ance review



Our Governance score reflects our rigour and desire to do things properly. It's a reflection of our commitment, particularly with the mission to put our values before our profits

Achievements

We have undertaken a significant project to more thoroughly and accurately assess our carbon footprint, which we have shared with the team in a lunch and learn

For the future

We have published the findings of our first carbon impact report, based on our financial year 2023/24. We will continue to publish these reports annually, including our KPIs and commitments to further improvement

As a next step, we are looking at whether we can incorporate social and environmental issues into annual performance reviews

We are introducing new and more considered job descriptions, a skills matrix and clear objectives setting process across our team

For three years now, our staff have also been providing annual performance reviews for our two founders

Workers review

We're particularly proud of our score for Workers, showing we are doing right by our team, treating them fairly and providing security, professional development and personal satisfaction. As a small team, we go above and beyond to provide benefits that are valued, but often overlooked

Achievements

We regularly benchmark our salaries and ensure we provide fair pay for all. As part of that, every August we adjust all salaries for inflation



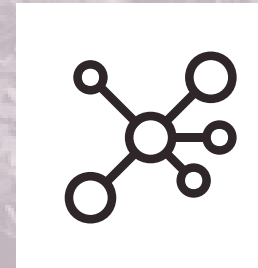
In addition to our existing health insurance, we now also offer a 'lite' option of health cover for more day-to-day health costs, such as eyecare, dental, acupuncture etc

We have offered more skills-based training to our team members, in all roles across the agency

Core to how we want to run as an agency, our teams have the flexibility to work when and where suits them

For the future

We are introducing new team feedback surveys, one annual and one weekly pulse check, and are also looking to measure our eNPS at least annually



As one of our core values, it is great to see Community shine through in our assessment, giving us our highest category score. We always strive to act responsibly as a business, recognising our impact on others, as well as our opportunity to make a difference in what we do

Achievements

- ◆ We have a 1-5x multiple between the lowest and highest paid workers
- ◆ We are a certified living wage employer
- ◆ More than 50% of our team identify as women
- ◆ Over 30% of our managers identify as from another underrepresented social group

- ◆ We donate 1% of annual turnover to environmental causes, through membership of 1% For the Planet
- ◆ We provide pro bono services for several charities
- ◆ We offer discounted services to underserved groups
- ◆ We survey all suppliers and freelancers to measure and monitor our carbon footprint

For the future

- ◆ We are exploring a new banking partner with more ethical practices
- ◆ We are considering volunteering days for our team

Community review



Environment review

Our Environment score reflects our ongoing commitment to environmental best practice. While some things are outside of our control, we continually review our environmental policies to make sure we are pushing for ongoing improvement

Achievements

Our energy is through 100% renewable sources

Our office building recycles 73.13% of all waste

We have been working with a partner, **Carbon Department from Perma Collective**, to more accurately measure and monitor our carbon footprint. This has identified that in FY 2023/24 our total emissions were 67.4 tCO₂e, or 4.2 tCO₂e per employee. This is 51% less than the sector average

We implemented a new policy for FY 2024/25, which is for all food purchased through Salt to be vegetarian or vegan

For the future

Taking learnings from our base year, we have set several clear KPIs for further reduction as we head into FY 2025/26

We are committed to being at least continuously carbon neutral

We are exploring digital sustainability, ensuring we minimise the carbon footprint of digital materials we produce, (including our website) and implement responsible use of AI

Our Customer score is where we have the greatest opportunity for improvement. We are specialists in the health sector, which can limit some areas, but we are committed to making further improvements

Achievements

We continue to work with integrity in all our customer interactions. Sometimes this can mean transparency in timelines and scopes, other times it's about challenging our clients when something doesn't feel right. Even if that's not in our financial interest

We follow strict quality control mechanisms and work within a highly regulated code of conduct



Customers review

For the future

We will shortly repeat the customer survey we ran 18 months ago, hoping to maintain similar high standards and responses

Measurement is challenging in the sector we work in, but we are actively putting more focus on setting KPIs and metrics for our client work, so we can better assess our impact

We are actively making efforts to widen the sphere of health clients we work with

Summary

Our first year as a certified B Corporation has been strong. We feel proud of what we have achieved, and confident about what we can achieve in the future. One of the most powerful things about B Corp is the opportunity to identify continual improvement, and with some clear goals for year 2, we are raring to go

The change in B Corp standards will be a big focus for us in year 2, to make sure we fully understand the change and how this will impact us – especially for our recertification in 2027

So much to be getting on with, bring it on!

salt ◆



Certified



Corporation