

NAKED IDEAS®



Impact Report

May 2025

Certified



Corporation



Ecologi



Naked Ideas

climate contribution

ClimatePartner.com/15127-2011-1001





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About Naked Ideas

Naked Ideas is a London-based creative branding and digital agency - we help nurture and build brands, from the ground up. We were founded as a response to how some agencies over complicate simple brand problems. We set out to prove that digital and brand campaigns can be tackled in a more intelligent way.

The range of services we offer include brand strategy, brand naming, brand identity design, creation of brand guidelines, websites, internal and external communications, event material, packaging and digital marketing.

No two days are ever the same at Naked Ideas, we work with a diverse range of companies, from small start-up businesses through to major multi-nationals, across many sectors including healthcare, biotech, pharma, fintech, FMCG, education and professional services.

Our team works with our clients to really understand their key messaging and uncover the central ideas of their brand, which allows us to develop the most innovative and effective solutions.

The world has evolved since Naked Ideas started in 2003, and we've worked to evolve with it. One thing that has stayed constant is our belief that a better world is possible. We became a B Corp certified company in 2018 and we're proud to be part of a global community that's pushing to make that better world a reality. It's part of who we are and something we consider when making any business decision, whether large or small. Our aim is to continue evolving and making improvements where we can which benefit our team, our clients and the environment.

John Slater
Founder & CEO



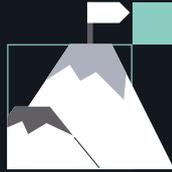
Our values



Resourceful:

We are proactive, adaptable and resilient.

- We take ownership and drive things forward.
- We ask 'what if?' and embrace innovation.
- We adapt to change quickly and without fuss.
- We make life easier, not more complicated.



Nurturing:

We nurture our people and partnerships.

- We put employee development and wellbeing first.
- We cultivate long-lasting client relationships.
- We treat each other with respect and consideration.



Purpose-driven:

We aim to be sustainable and inclusive in all that we do.

- We're conscientious about what happens to our people, clients and community.
- We create positive impact through social and environmental action.

Our purpose statement

We **unlock** the power of **visionary brands**.

We unlock their power through the work we do: strategy, brand identity and design that connects with audiences and drives our clients' growth and influence.

Visionary brands bring innovation and purpose to life in the way they do business, and in the products and services they create.

Highlights over the last year

150+

pro-bono hours worked,
for the foodbank charity
The Felix Project

06

team wellbeing days

204

trees planted
via Ecologi

16

UN Sustainable
Development
Goals supported
via Includability and
ClimatePartner

6.5k _{kg CO₂}

reduction of carbon
emissions since
last year

41 _{tCO₂e}

carbon offsetting
via Ecologi and
ClimatePartner

Our journey to certification and beyond

Back in 2018, the Naked Ideas team had grown since the company was founded in Notting Hill, London 15 years previously, we were working with some exciting clients and our reputation was growing.

However, there was something missing. We felt that we wanted to do something more, to evolve the business, give something back and show our commitment as being accountable.

We came across B Corp through Paul Cripps, from Amazonas Explorer, a Peruvian travel operator and also a certified B Corp company. During the conversation, John, our founder, realised that B Corp perfectly aligned with our ethos, and helped fill the gap that we had identified.

We decided that by becoming a B Corp it would give us focus and a vision of where we wanted to go.

As a relatively small team, it was a big commitment to navigate the process of certification ourselves. It proved a fascinating journey and a challenge to identify the areas we could improve upon and how this could be implemented.

As our second impact report, it's been good to see how far we've come since last year and identify where we can improve further.

2003

Naked Ideas was founded in Notting Hill, London

2005

We opened our digital division

2008

We won our first FTSE 100 client

2018

We became a B Corp certified company

2019

We became climate-neutral through ClimatePartner

2023

We celebrated our 20th birthday in Amsterdam

2025

We became an Includability committed employer

B Corp certification

2025: Our current B Impact Score (re-certification)



2022: Our overall B Impact Score (re-certification)



2018: Our overall B Impact Score (initial certification)



Median score for ordinary businesses



80 Qualifies for B Corp Certification

96.1

Our current B Impact Score



88.3

Our 2022 B Impact Score

Ongoing improvement

We certified as a B Corp in 2018, just passing the 80 points requirement.

Year-on-year we've worked hard to improve and were proud to increase our score to 88.3 points in 2022, and 96.1 points in 2025.

Certified

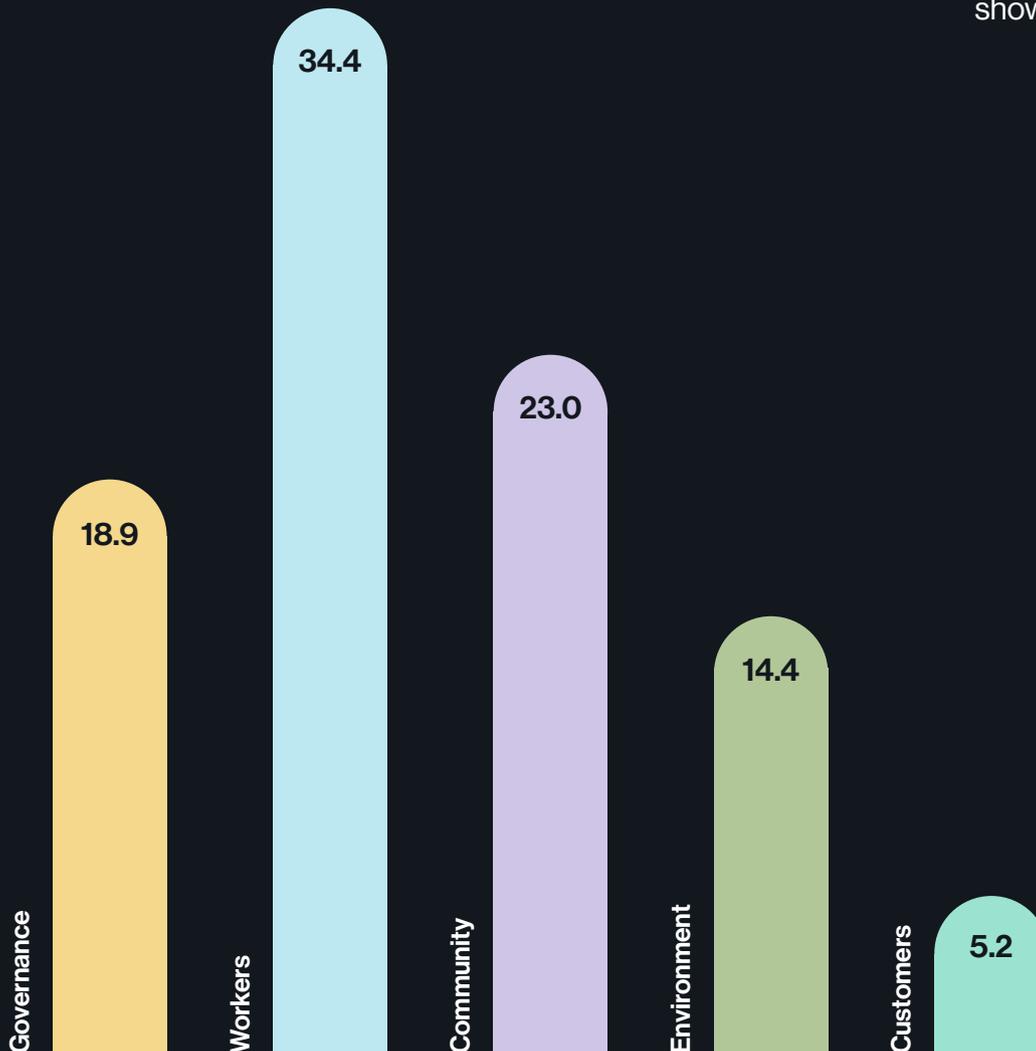


This company meets the highest standards of social and environmental impact

Corporation

A breakdown of our score

Our B Impact Score of 96.1 points is divided between the pillars as shown below.



Impact areas and future goals





IMPACT AREA 1

Governance

In the last year we have reviewed all our company policies and have written new ones to provide a thorough suite of guidance for our team. We have also just launched our new employee handbook.



Earlier this year we signed up to the Better Business Act (BBA), the business-led campaign, founded by Mary Portas OBE. The BBA aims to change UK company law to ensure every company in the UK conducts their business with social and environmental impact at the forefront.

The movement is really gaining traction and has over 3,000 businesses signed up since its launch in 2021.

IMPACT AREA SCORE

18.9



Since April 2021 we have added an optional donation to our client invoices on behalf of the Marine Conservation Society (MCS). Over the last 4 years this has raised over £860.



Lifeboats

This year we have chosen to donate to the RNLI, to support this incredible charity which saves lives at sea with volunteer lifeboat crews and lifeguards, providing 24 hour search and rescue, and protecting hundreds of communities across the UK and Ireland.

Governance in action

Since our Objectives and Key Results (OKR) workshop last year, we have worked to build this out and create a list of initiatives to focus on, across the whole business, for which individuals in the team can take ownership.

This is still in the early days but it's going to be exciting to see the progress made both within the company and for our team members.



What we said we'd do

- Provide an annual financial overview to the team.
- Increase involvement on the B Hive.
- Launch our new employee handbook.
- Work with more B Corp clients.

Future goals

Continue to review our employee benefits package and implement improvements.

Carry out a collaborative exercise to build out a WFH and office days rota (and therefore reducing employee commuting).

Write to our local MP to show our support for the BBA.

Launch our 'Passion Projects' initiative, to work with companies close to our hearts.

● achieved ● working towards ● still to do



IMPACT AREA 2 Workers



We've been developing the benefits package for our team. This is an ongoing process and we've incorporated some nice improvements this year.

Our annual employee survey flagged that our people would like more team socials, we listened and have created a social calendar to build in more 'after work get-togethers'. So far we've had some fun nights out playing social darts at Flight Club and trying our hand at Shuffleboard!

We came across the fantastic team at Includability last year and right away felt that we wanted to get involved. Includability encourage and support inclusive workplaces, where people, purpose and progress are at the heart of their network.

After mentoring sessions with their ambassadors, we certified as an 'Includability Committed Employer' in January 2025 and were nominated for their annual awards in November 2024.

We also initiated a 'loyalty bonus' of an extra day of annual leave for every three years worked at Naked Ideas as a 'thank you' to our loyal and dedicated employees.



Includability award nomination



Team social night at Flight Club

Putting our people first

What we said we'd do

- Review our annual leave allowance.
- Increase the number of team socials.
- Include paid volunteer leave for employees, in addition to our team volunteer day allocation.
- Look into 'Living Wage Employer' accreditation.
- Support a young person through an internship scheme.

Future goals

We'd like to look into supporting a young person through an internship scheme.

We aim to build out a regular line up of informative talks for the team, on topics such as mental health and stress in the workplace etc.

We aim to provide a nurturing and inclusive environment at Naked Ideas, where everyone loves coming to work. We published our second Employee Satisfaction survey at the end of 2024 to understand where we're getting it right, and which areas need improvement. We enjoyed an inspiring talk 'Inclusion and Diversity in the Workplace' by the brilliant Sara Matthews of Odisee.



One of our designers signed up to the mentorship scheme for young female creatives at 'Who's Your Momma?'. It's been a really supportive experience and she's gained a great deal through the process.



We're proud to have become a Living Wage Employer this year to show our support to the Living Wage Foundation's campaign, to provide a good standard of living to all workers in the UK.

In our own words...

We conducted our second comprehensive Employee Satisfaction Survey in December 2024. We're very happy to share some of our team's responses here:

“

I like and appreciate that Naked Ideas is constantly striving for improvement and embracing change. It's exciting to be part of the management team and contribute to the process, with my ideas being considered and valued.

“

The incorporation of new team members has been particularly exciting!

“

I love our team – very positive, collaborative and caring. There are good dynamics across the team.

“

I enjoy working with our team, particularly the creativity and high-quality output they bring to the table. Our team personalities make the workplace fun and interesting. Everyone has been incredibly welcoming, which has made settling in so much easier.

”



IMPACT AREA 3

Community

IMPACT AREA SCORE

23.0

We're delighted that we've extended our team volunteer programme to four days per year. We received really positive feedback from our team who really enjoyed these sessions and got a lot from them. We love getting everyone together and help make a positive impact for local charities.

We've chosen to volunteer with charities who support families, environmental causes and fight hunger.

We've supported 'Feast with Us', a charity that takes surplus food and creates healthy and nutritious meals for the hungry. We have another volunteer day with them in the summer to look forward to.



In September 2024, three of our team volunteered during the B Corp two day event 'Louder than Words' in Oxford. Tasks included event set up, stage management, welcoming and hospitality. It was a jam-packed, but rewarding experience!

Giving back to our community

We've had two brilliant volunteer days with Surrey-based charity Stripey Stork. They collect baby and children's clothing, equipment and toys then redistribute them to families experiencing hardship. We made up packs of baby essentials, sorted school uniform, toys and made children's activity packs.



Our team has helped the environmental charity Groundwork prune and weed community space near our office in London.

Another change this year is that we've added volunteer leave for our employees to support charities that are close to their heart, this is in addition to our 'team volunteer days'.

What we said we'd do

- Look into more volunteering opportunities to do as a team.
- Encourage individual volunteering - and potentially set a target number of hours.
- Look into collaborations to make regular donations / volunteering with partner organisations.

Future goal

Roll out our extended volunteer programme and look to support additional charities.

Focus on our pro-bono project



We were delighted to collaborate with The Felix Project - an incredible London charity that rescues surplus food and redistributes it to 1,200+ community organisations, to help feed the hungry. Our team really wanted to support the essential work of The Felix Project, so we offered to work on their 'Stop Waste, Fight Hunger' campaign, which included designing an Impact Report, social media campaign, posters and stationery pro-bono.



It was a humbling experience learning about the food poverty in London and how The Felix Project supports people in need.

We used a kaleidoscope pattern of fresh produce, and montages including the volunteers and those supported by the charity, combined with food imagery to reflect the positive impact of the Felix Project.





IMPACT AREA 4 Environment



At Naked Ideas we're really trying to minimise the impact of our business on the environment.

We embrace a hybrid work set-up, with the right balance of days in the office and at home and reduce our overall commuting as a team.

We support Ecologi* across their global climate projects and have planted...

This equates to saving...



Ecologi

What we said we'd do

- To aim to include an environmental session to our volunteering programme.
- Offer carbon literacy training to the whole team.

Future goals

We have researched carbon literacy courses, but our goal this year is to ensure we offer this training to all our employees.

To offer managers training on how to communicate social and environmental goals to employees and implement accountability for results.

*The figures shown are from August 2021 to May 2025, ie. since we partnered with Ecologi.

We are ClimatePartner Certified

We're a certified ClimatePartner company and in 2025 we offset all our carbon emissions, covering Scope 1, Scope 2 and Scope 3. As a team, we chose to support these three environmental projects:

The first project provides ceramic water filters to help provide clean drinking water to rural communities in Laos. This avoids boiling water before use, and therefore saves CO₂ as well as improving the health of the communities.

The second is a combined project* covering worldwide ocean protection, via 'plasticbank' who give an income to people in poor communities to collect plastic from the ocean.

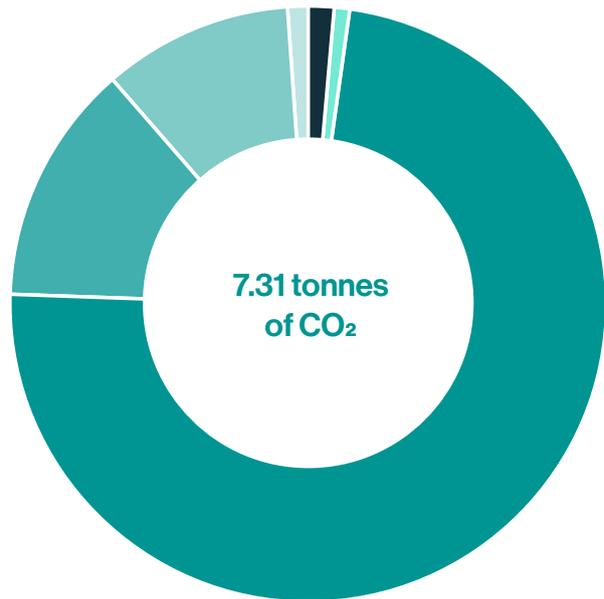
The third project* supports tree planting in the UK to help build more resilient mixed woodlands.

*These projects are combined with a certified cookstoves project in India, which minimises deforestation.

Our support for these ClimatePartner projects equates to offsetting 7.31 tonnes of CO₂ - a reduction of over 6.5 tonnes from last year.

Carbon footprint results per scope

For the period April 2024 - March 2025



- Scope 1:**
 - Direct emissions from company facilities / refrigerant (0.11 t CO₂)
- Scope 2:**
 - Purchased electricity for own use (0.06 t CO₂)
- Scope 3:**
 - Employee commuting (5.36 t CO₂)
 - Purchased goods and services (0.95 t CO₂)
 - Business travel (0.76 t CO₂)
 - Fuel and energy related activities (0.07 t CO₂)

Minimising our impact on the environment

We're looking at ways in which to reduce our impact on the environment further, and this includes our supply chain. Our main merchandise and print suppliers are B Corp certified and accredited to Ecologi.

Our main print supplier offsets our emissions via the World Land Trust. The company is certified with PlanetMark and has implemented innovative recycling systems for their waste. Each year they send us a certificate stating our carbon offsetting - in 2024 they offset 30kg of CO₂ on our behalf.



One of our goals for 2024-2025 was to include a volunteer day for a local environmental charity.

We chose to volunteer with Groundwork, a charity which provides three key areas of support: helping make communities greener and healthier; improving peoples confidence, wellbeing and employability; and reducing businesses carbon footprint and cutting waste.

As part of this years volunteer programme we have a 'Paddle and Pick' session booked for the summer - where the team is looking forward to removing rubbish from the River Thames in a canoe!

Conscious of the impact our travelling habits have on the environment, we also offer Climate Perks.

When taking a holiday, if our staff choose an alternative travel method to flying, like a train or bus, they will get that additional travel time back as holiday allowance and know that they are reducing their carbon footprint.

climateperks.com/for-staff



**IMPACT AREA 5**

Customers



We love working with like-minded companies and one way we're encouraging this is by offering discounted creative services to all B Corp certified businesses. This includes a complimentary brand consultation and an ongoing discount off our standard studio rates. In doing so, we hope to help these businesses communicate the B Corp values have a greater positive impact in their sectors.

Regular communication is vital to successful projects and happy clients. We have regular check-in meetings with our clients, where we have the opportunity to discuss the project progress, and any challenges we're facing. At the completion of each project, we offer our clients the opportunity to complete a customer feedback form. This provides valuable insight into their experience - areas of improvement and where we're doing things right.

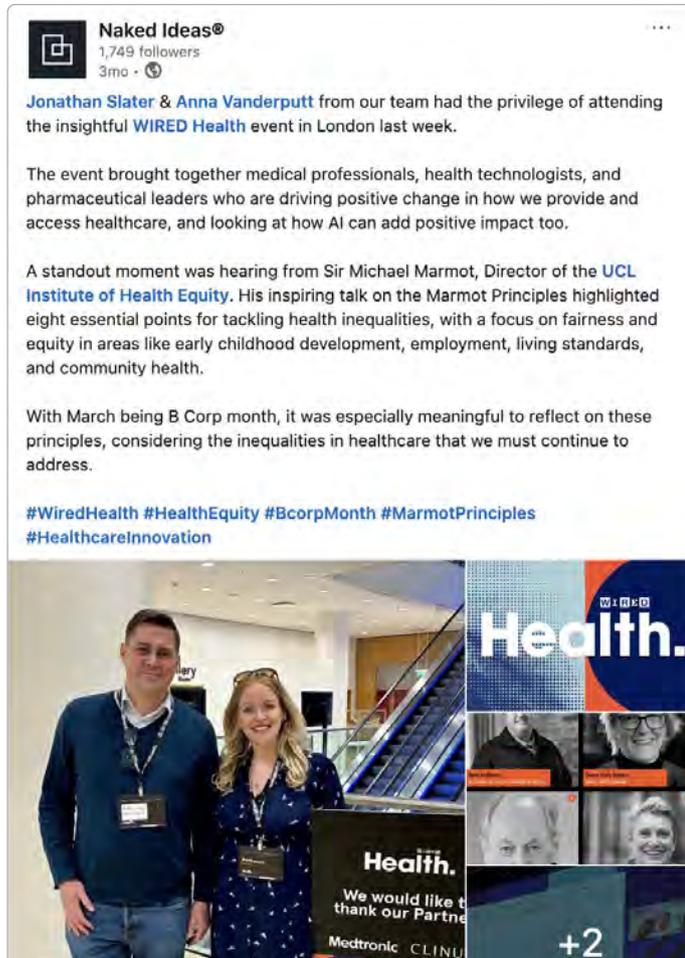
Part of our OKRs is to focus on standout customer service. We're proud of our 5 star rating and are constantly striving to improve on our high levels of service and customer relationships, but there's always room for improvement.

“ Naked Ideas delivered an exceptional rebranding project for us. They were able to quickly understand our brand on a highly sophisticated level, and hone in on our requirements to create a visual identity and brand strategy document that went above and beyond our expectations. Thank you John and team! ”

Robert Williams, GPE Scientific

Making our customers the centre

Another focus is to increase outreach and involvement in more sector-specific events. Our directors attended the Wired Health event in London which brought together medical professionals and pharmaceutical leaders for some fascinating and topical discussions.



What we said we'd do

- To roll out our new OKRs and implement our improved customer service goals - to go above and beyond for our customers.

Future goals

Aim to work with more social and environmentally focused businesses and organisations.

To further develop our post-project feedback processes with our clients.

Offer to help our clients with their B Corp certification and/or work on their impact report.

Our environmental partnerships



Our Sustainable Development Goals (SDGs)

SDGs are a global set of interlinked goals to help end poverty, protect the planet and help people to prosper. Through our partnerships with ClimatePartner and Includability, we cover 16 SDGs through a variety of social and environmental projects we've helped fund. Some of the many projects are shown here.

A solar lamp provided to support the studies of a primary school child in Malawi ●

3 days of support provided to a farmer to run their bee-keeping business in Kenya ●

300 days worth of seeds provided to nourish a child in Malawi ●

10 days of teaching materials provided to a nursery school in Ethiopia ●

Provide clean drinking water in Laos ●

10 days of vitamin doses provided to prevent child blindness in Kenya ●

Planting resilient mixed woodland in the UK ●

60 days of safe drinking water provided in Cambodia ●

25m² of forest protected in Honduras ●

5m² of forest protected from wildfire in Borneo ●

Ocean protection (worldwide) and cookstove combined project (Asia) ●

● Through Includability
● Through ClimatePartner

Giving back



Team volunteering

We're proud to have extended our team volunteering programme to include four volunteer days per year. We're trying to cover a variety of charities to support, including social and environmental.

- 1** Last July we helped the charity Groundwork where some of our team got stuck in, clearing and tidying a local community space.
- 2** In September, we volunteered at the B Corp event 'Louder than Words' in Oxford. We took part in event set up, stage management, welcoming and hospitality.
- 3** Later that month, we had amazing day volunteering with the Surrey-based baby bank Stripey Stork. We made up packs of baby essentials and sorted donations of toys and games.
- 4** We loved our day with Stripey Stork so much that we went back again in March as part of #BCorpMonth! We sorted school uniform, made up school holiday activity packs and Mother's Day gift bags with hand-written cards.



As a team we
volunteered:

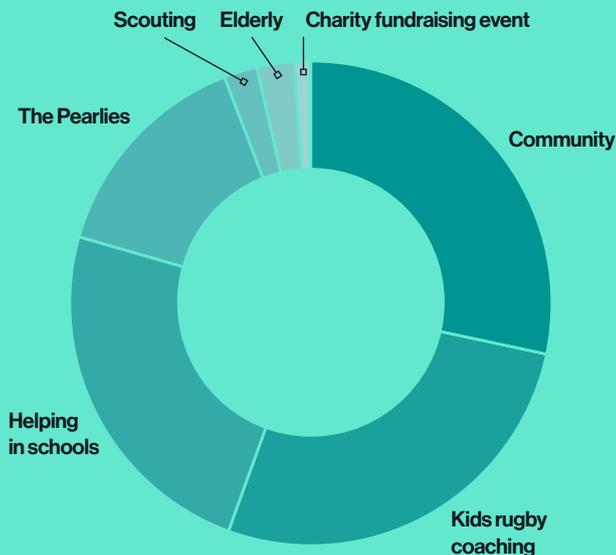
167 hrs

May 2024 - April 2025

Individual volunteering

We encourage our people to take part in volunteering, outside of our team volunteering programme to support charities and initiatives close to their heart.

We're a small company, so we were blown away by the number of hours invested and the diverse array of areas we covered. We totalled 1,407 hours across a wide range of charities and community projects - well done team!



- Community 401 hours**
 Running media and sound desk, leading community group sessions and community space refurbishments.
- Kids rugby coaching 384 hours**
 Rugby coaching, club planning, charitable quadrathlon event planning, volunteering and mentoring.
- Helping in schools / PTFA 335 hours**
 Assisting with school trips, swimming, PTFA and school fundraising events.
- The Original Pearly Kings & Queens Association 208 hours**
 Helping at the London Half Marathon, Harvest Festivals, sing-alongs, opening ceremonies, hospice visits, interviews and documentaries.
- Scouting 32 hours**
 Volunteering during Scouts sessions. Managing marketing and assisting with annual fundraiser.
- Supporting the local elderly 32 hours**
 Dog walking, baking and helping local elderly residents
- Charity fundraising 15 hours**
 Stewarding at 'Norfolk Superhero' event

Outside of work
we volunteered:

1,400+ hrs

May 2024 - April 2025

Life at Naked Ideas



**ECCLESTON
YARD SW1**

CITY OF WESTMINSTER



Work and play...

Alongside our busy work calendars, we aim to balance this with social and wellbeing activities for our team.

On Wellbeing Wednesdays we meet quarterly to do something creative, relaxing or mindful (see overleaf). Activities this year have included making origami cranes, having a collaborative art session, relaxing facial massages using the Gua Sha technique and eye masks, painting pumpkins and making pottery!



Our recent Shuffleboard social



Creative workshop in action



The Eccleston Flower Show in our office grounds



Making origami cranes



More origami figures



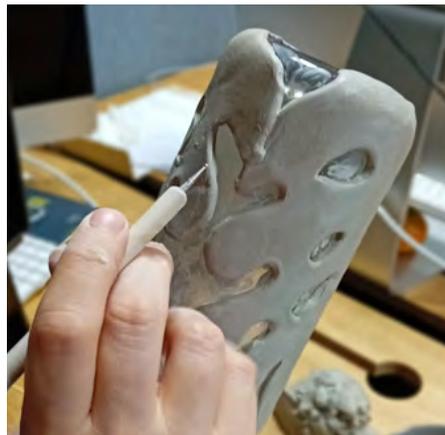
Collaborative art session



Pumpkin painting



Using a relaxing massage eye mask



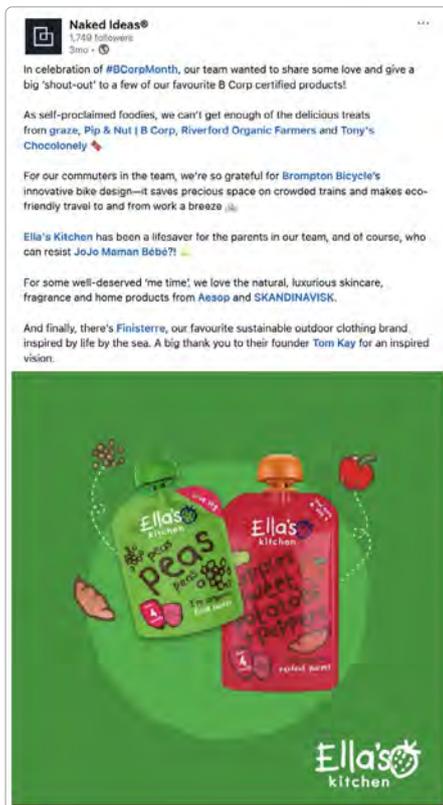
Pottery session



Pottery session

B Corp Month 2025

To mark B Corp Month in March, we took part in a few initiatives. Firstly, we wanted to give a 'shout out' to some of our favourite B Corp brands. As a team, we drew up our shortlist and published a post on LinkedIn celebrating these amazing companies and highlighting their positive impact.



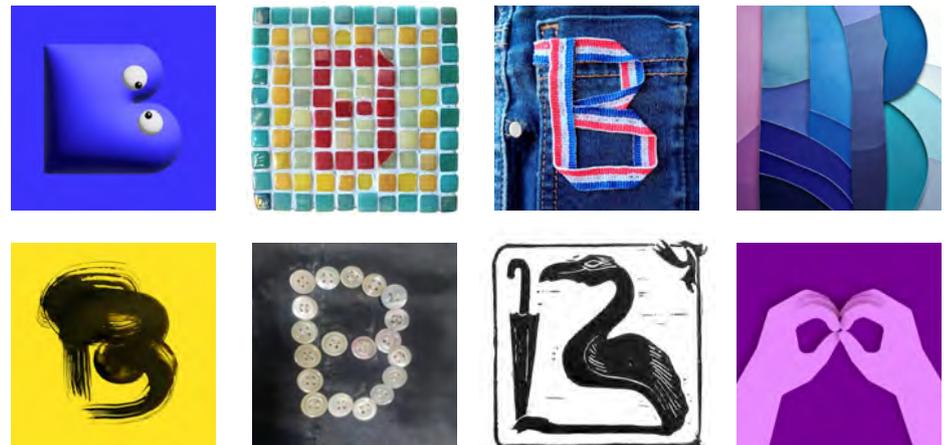
We enjoyed a team picnic in a local park with a selection of delicious B Corp food and drinks!



Hannah and Rosie attended a B Social at the Bingham Riverhouse in Richmond, Surrey. There was a fascinating talk by their head chef about their consciously sourced, seasonal produce and foraged ingredients.



Our creative workshop to design 'Bs' included British Sign Language, lino print, mosaic, calligraphy, sewing and AI - reflecting the breadth of the B Corp community.



NAKED IDEAS®



If you'd like help producing your
impact report, please get in touch:
partnerships@nakedideas.com
- we'd love to hear from you.

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