



Impact Report

May 2026





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About Naked Ideas

We're a London-based brand and digital consultancy. We focus on what matters: doing good work, making clients' lives easier, and building a team and culture where people can do their best work. We keep processes simple, strategy clear and create an environment where people thrive.

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, life sciences, 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 shifted quite a bit since Naked Ideas first began in 2003, and we've embraced every opportunity to adapt and evolve. Through all that change, one thing has remained steady: our heart-felt belief that a better world is possible. Becoming a B Corp in 2018 was a proud milestone for us, allowing us to join a global community dedicated to making that vision a reality. This commitment is woven into everything we do, guiding every decision we make, no matter how big or small. Looking ahead, we're excited to keep evolving and finding new ways to support our team, our clients, and the planet we all share.

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 strip things back to what matters by embedding responsibility in every decision – from who we hire, to which partners we choose, to the environmental impact of each project. This is **how we grow brands**: through choices that work **commercially and ethically** in equal measure.

With the new B Corp standards in place, the criteria has changed around purpose statements. So we took a good look at ours and decided it didn't come up to scratch.

After much thought and discussion, we feel our new purpose statement shown above, better reflects how we show up, think and operate at Naked Ideas.

Highlights over the last year

90+

hours volunteered
across 4 charities

04

team wellbeing days

264

trees planted in
Kenya, Madagascar,
Uganda, Tanzania
via Ecologi; equivalent
of 44 tCO₂e avoided

17

UN Sustainable
Development Goals
supported via
Includability and
ClimatePartner

38.5

tCO₂e avoided
through the
prevention of
deforestation in
Colombia, via Ecologi

1.834

tCO₂e in methane
emissions was
avoided from Brazilian
landfills, via Ecologi

Our journey to certification & 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.

By putting together this year's impact report, it's been good to see how far we've come since last year and identify where we can improve further.



B Corp certification

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

96.1

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

88.3

2018: Our overall B Impact Score (initial certification)

81.5

Median score for ordinary businesses

50.9

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.



Part of a global movement
working to benefit people
and the planet.

Learn more at bcorp.com

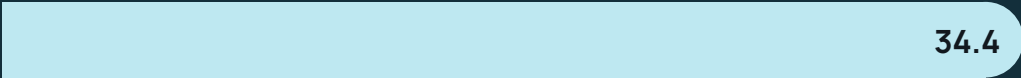
A breakdown of our score

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

Governance



Employees



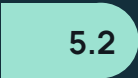
Community



Environment



Clients



Our actions and goals in each of these areas are shown in more detail on pages 9 to 20.



Impact areas and future goals



Impact area:

Governance

The last year has seen many developments with the Naked Ideas team, including one of our Directors going on maternity leave and a new Managing Director joining the team!

Last year we implemented a new employee handbook which was a large undertaking. This covered all policies and benefits for our team. This is an evergreen document and will be updated on a regular basis.

We publish an annual employee survey, which offers the team an opportunity to feedback on a wide range of areas, from culture to volunteering to communication. All feedback is reviewed and analysed internally.

We are 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.

better business
act

Governance
score:

18.9

What we said we'd do

- Continue to review our employee benefits package and implement improvements.
- 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.

Future goals

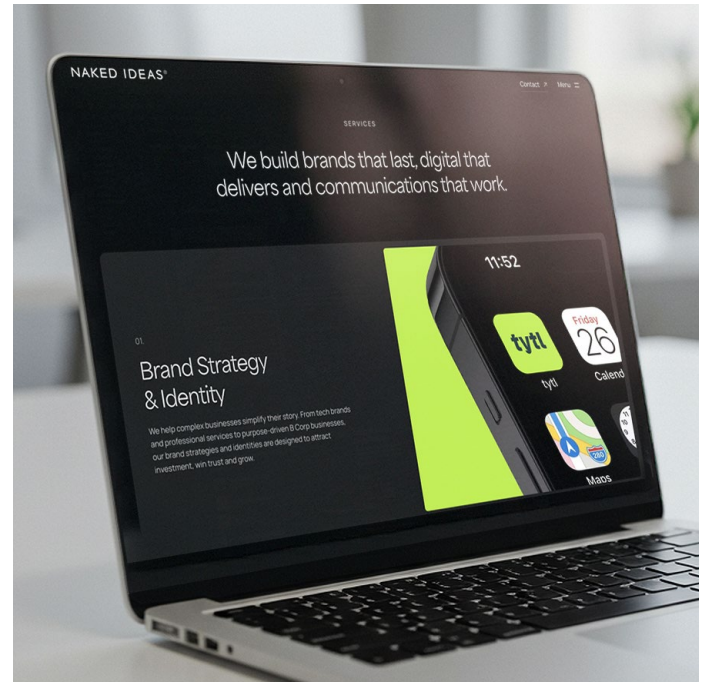
- Work with more B Corp clients.
- Identified key areas and strategy for growth and over the next year we're rolling out this plan.

● achieved ● working towards ● still to do

Relaunch of our website

We launched our new website in April. It's been a long time coming. Not because the old one looked bad, but because when we checked its carbon footprint, we got an F rating. We were dirtier than 88% of the web, and that's not something you can ignore if you're a B Corp.

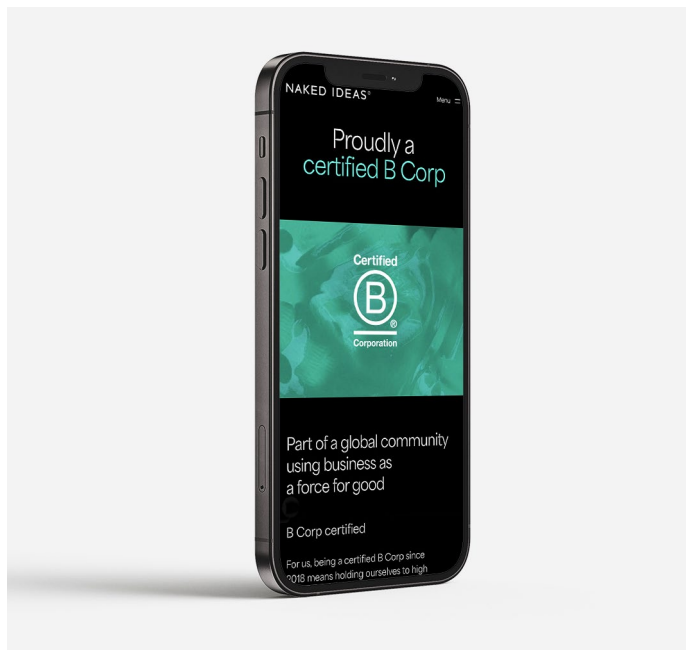
So we rebuilt it properly. Not just the design: the whole thing. Our page weight is now down 60%, which means it loads faster, too. Emissions per load are down by nearly 65%. We've always run on renewable hosting, so we kept that.



Our new carbon footprint rating is now a C: cleaner than most of the web and a long way from where we started.

We know it's not perfect, but we'll keep making it better.

If you haven't checked what your own site is emitting, it's worth five minutes of your time. [websitecarbon.com](https://www.websitecarbon.com)



Impact area:

Employees

This year, we've added a day of 'Wellbeing Leave' for our team to do something on their bucket list; an art workshop, a hike across the Pennines or a diving lesson...

We've also launched our new initiative 'Tasty Testimonials', where the whole team is invited out to pizza when we receive a new 5 star rating on Google!

We're proud to be part of the Includability community. Includability encourage and support inclusive workplaces, where people, purpose and progress are at the heart of their network.

We're a Living Wage Employer to show our support to the Living Wage Foundation's campaign, which is to provide a good standard of living to all workers in the UK.

We have a 'loyalty bonus' of an extra day of annual leave for every three years worked, as a 'thank you' to our loyal and dedicated employees.



Employees
score:

34.4

What we said we'd do

- Create a regular review system for the team with goals and objectives to work towards.
- Support a young person through an internship scheme.
- Build out a regular line up of informative talks for the team, on topics such as mental health and stress in the workplace etc.

Future goals

- Help each member of the team with their career development through dedicated 1:1 sessions.

● achieved ● working towards ● still to do

In our own words...

We conducted our comprehensive Employee Satisfaction Survey in January 2026. We're very happy to share some of our team's responses here:

“

Naked Ideas has a wonderful employee-first approach and is so caring and concerned with personal welfare.

“

I think it's a really exciting time for the agency.

“

I always feel listened to by management, we have a lovely culture where I think everyone can feel heard.

“

I think we work really well - everyone is supportive and goes the extra mile.

“

The company presentation shared in December 2025 with 'Our plans for 2026' - it was great and it was lovely to hear what was in the pipeline.

“

I feel the volunteering sessions are a positive initiative and align well with our company values.

”

Impact area:

Community

Our team volunteer programme includes four days per year, where we help make a positive impact for local charities. We received great feedback from our team who really enjoyed these sessions.

We've chosen to volunteer with charities who support families, environmental causes and fight hunger. This year we're hoping to take part in a sponsored walk for a dementia charity as this is a particular cause close to our team.

We've supported 'Feast with Us', a charity that takes surplus food and creates healthy and nutritious meals for the hungry. We've had two brilliant volunteer days with the charity Stripey Stork. They collect pre-loved baby and children's clothing, equipment and toys then redistribute them to families experiencing hardship.

We're supporting the RNLI - an incredible charity which saves lives at sea with volunteer lifeboat crews and lifeguards, providing 24 hour search and rescue, and protects hundreds of communities across the UK and Ireland.



Lifeboats

Community
score:

23.0

What we said we'd do

- Roll out our extended volunteer programme and look to support additional charities.
- Look into collaborations to make regular donations / volunteering with partner organisations.

Future goals

- Encourage the team to take up our 'Volunteer Leave' offering.
- Take part in a sponsored walk as a team for chosen charity.
- To continue to attend B Socials and build on our B Corp network.

● achieved ● working towards ● still to do



Litter picking on the Thames



Cooking meals for our local community



Making gift bags for children and Mother's Day



Christmas campaign for families in need



Preparing food for The Felix Project

The Felix Project



We were delighted to collaborate with The Felix Project again this year. It's an incredible London charity that rescues surplus food and redistributes it to 1,200+ community organisations, to help feed the hungry.

We designed their Impact Report and created assets for their socials. It was a humbling experience learning about the food poverty in London and how The Felix Project supports so many people in need. We used montages of those supported by the charity and volunteers combined with food imagery to reflect the positive impact of the Felix Project.

In January, some of our team volunteered at the Felix Food Factory depot in Deptford, to gain first-hand experience of their food preparation - we would highly recommend!



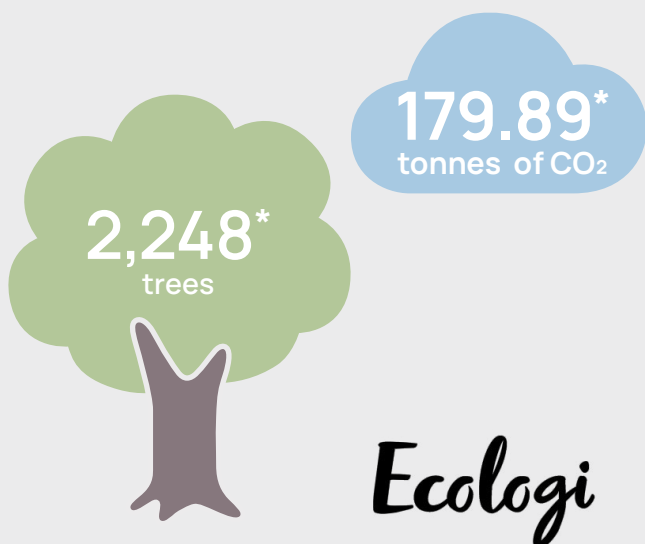
Impact area:

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 partner with Ecologi by supporting their global climate projects and have planted over 2,200 trees to date. This equates to saving over 179 tonnes of CO₂.



*The figures shown above are from August 2021 to May 2026, ie. since we partnered with Ecologi.

Environment
score:

14.4

What we said we'd do

- Offer carbon literacy training to the whole team.
- To offer managers training on how to communicate social and environmental goals to employees and implement accountability for results.

Future goals

- Create a Climate Action Plan as part of our B Corp recertification.
- Continue to reduce / eliminate use of taxis and plane journeys.

● achieved ● working towards ● still to do

We are ClimatePartner Certified

We're a certified ClimatePartner company and in 2026 we offset all our carbon emissions, covering Scope 1, Scope 2 and Scope 3. As a team, we chose to support the following two 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.

For more information, please see:

<https://projects.climatepartner.com/en/1187>

The second is a combined project covering worldwide ocean protection, via 'plasticbank' which gives an income to people in poor communities to collect plastic from the ocean. This project is combined with a certified cookstoves project in India, which helps minimise deforestation.

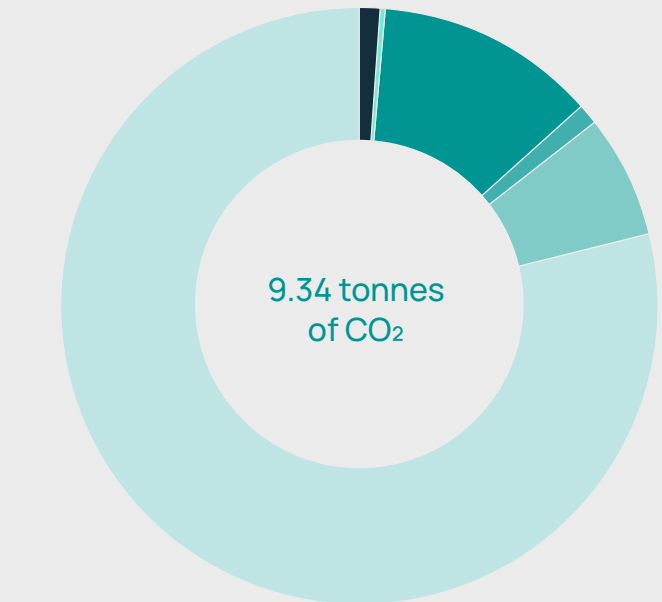
For more information, please see:

<https://projects.climatepartner.com/en/1087>

Our support for these ClimatePartner environmental projects equates to offsetting 9.34 tonnes of CO₂.

Carbon footprint results per scope

For the period April 2025 - March 2026



Scope 1:

■ Direct emissions from company facilities (0.11 t CO₂)

Scope 2:

■ Purchased electricity for own use (0.03 t CO₂)

Scope 3 (9.34 t CO₂):

- Purchased goods and services (1.12 t CO₂)
- Fuel and energy related activities (0.09 t CO₂)
- Business travel (0.64 t CO₂)
- Employee commuting (7.35 t CO₂)



Naked Ideas

climate contribution

ClimatePartner.com/15127-2011-1001



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 Ecologi accredited.

Our main print supplier offsets their emissions via the World Land Trust. They are also certified with PlanetMark and have implemented innovative recycling systems for their waste. Each year they calculate their carbon offsetting - in 2025 they offset 129kg of CO₂ on our behalf based on the printing work we've given them. This support will enable World Land Trust to protect 25m² of critically threatened tropical forest.

Conscious of the impact our travelling habits have on the environment, we also offer Sustainable Travel Leave to our team.

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

www.sustainabletravelleave.org



Impact area:

Clients

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.

Working with Naked Ideas on our charity's Impact Report was a great experience. They really understood the brief and delivered a report that conveyed information clearly and brought the brand to life beautifully at the same time. They were also a pleasure to work with – very communicative, detail-orientated and responsive to feedback. Thank you Rosie and the team!

Meri Vaija, Brand Marketing Manager, The Felix Project

Clients
score:

5.2

What we said we'd do

- 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 impact reports.

Future goals

- Continue receiving positive testimonials from clients.
- Work pro-bono for a charitable organisation.
- Working with more clients who align closely with our values.

● achieved ● working towards ● still to do

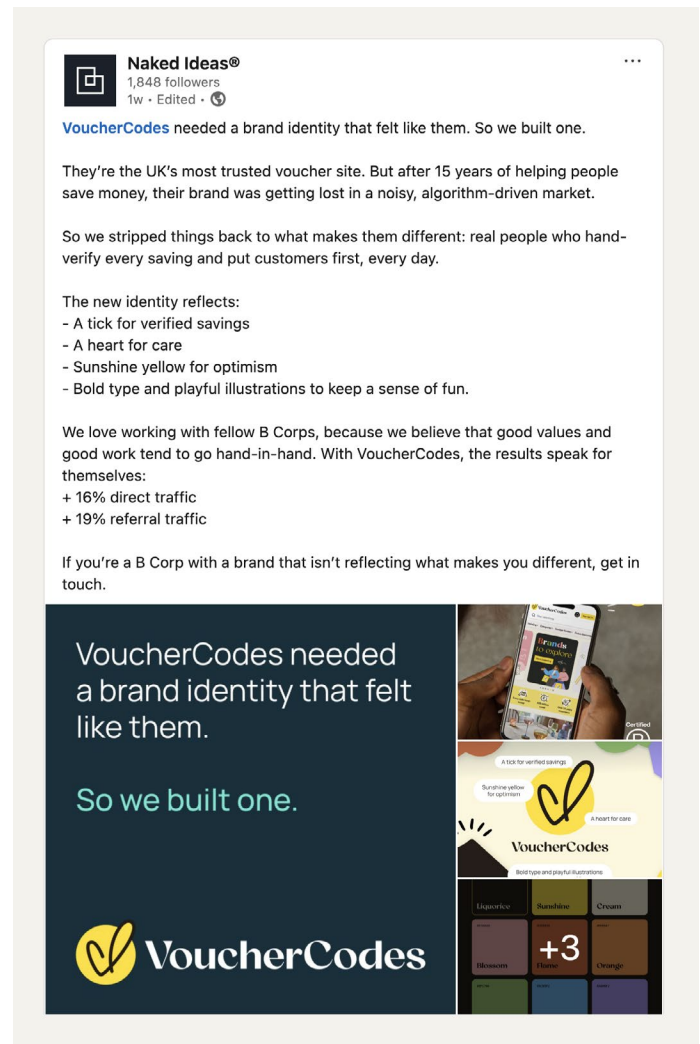
Making our customers the centre

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 provide feedback. 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 stand-out 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.

Around B Corp Month this year, we celebrated two of our clients who are certified B Corps. It was really rewarding to review the progress of each client and how the creative work we'd completed with them had helped each business grow.



Naked Ideas®
1,848 followers
1w · Edited · 🌐

VoucherCodes needed a brand identity that felt like them. So we built one.

They're the UK's most trusted voucher site. But after 15 years of helping people save money, their brand was getting lost in a noisy, algorithm-driven market.

So we stripped things back to what makes them different: real people who hand-verify every saving and put customers first, every day.

The new identity reflects:

- A tick for verified savings
- A heart for care
- Sunshine yellow for optimism
- Bold type and playful illustrations to keep a sense of fun.

We love working with fellow B Corps, because we believe that good values and good work tend to go hand-in-hand. With VoucherCodes, the results speak for themselves:

- + 16% direct traffic
- + 19% referral traffic

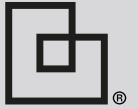
If you're a B Corp with a brand that isn't reflecting what makes you different, get in touch.

VoucherCodes needed a brand identity that felt like them.

So we built one.

VoucherCodes

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

all 17 SDGs through a variety of social and environmental projects we've helped fund. Some of the many projects are shown here.



Giving back



Team volunteering

We have a team volunteering programme in place with the aim to give back to our local communities. We try to cover a variety of charities to support, including social and environmental.

- 1 In May 2025, we took part in a 'Paddle and Pick' session, collecting rubbish from the Thames, whilst in a canoe!
- 2 In October, we cooked hot meals for local residents in a community centre via the charity Feast with Us.
- 3 For their Christmas campaign we helped the baby bank Stripey Stork make children's gift bags for families in need.
- 4 In January 2026, we prepped lots of vegetables, saved from landfill by the charity The Felix Project to be cooked into tasty, nutritious meals to feed the hungry in London.
- 5 In March, as part of #BCorpMonth, we made up children's Eid gift bags and Mother's Day gift bags with Stripey Stork.

Number of hours we
volunteered as a team

94

May 2025 - April 2026

Number of charities
we volunteered with

4

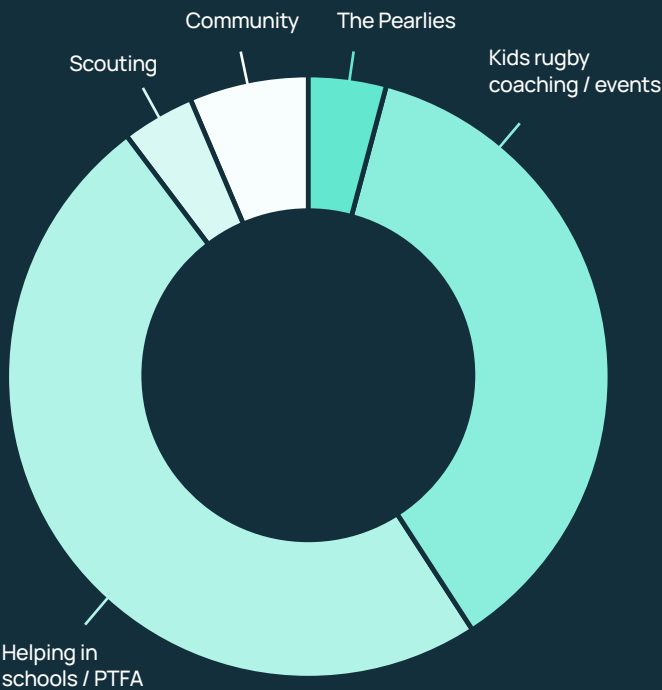
May 2025 - April 2026



Individual volunteering

We encourage our team 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 1,115 hours across a wide range of charities and community projects - well done team!



- The Original Pearly Kings and Queens Association** **48 hours**
Supporting the Older People Plan, attending Harvest festival and Remembrance Sunday services, London Half Marathon, 150th anniversary photoshoot and interviews. Delivering gifts to families for Christmas via the local baby bank service. Opening of the photo exhibition for the 150 years anniversary of the Pearlies.
- Kids rugby coaching / events** **410 hours**
Coaching, club planning and organising tours for kids rugby.
- Helping in schools / PTFA** **543 hours**
Assisting with reading in school, PTFA and school fundraising events.
- Scouting** **44 hours**
Volunteering during Scouts sessions. Managing marketing and assisting with annual fundraiser and the Scouts Christmas camp.
- Community** **70 hours**
Running the AV tech desk, redesigning local community spaces and organising an eco-garden collaboration with the local Brownies.

Outside of work we volunteered:

1,115 hours

May 2025 - April 2026

Life at Naked Ideas



Work and play...

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

We have quarterly team days where we recap on the last three months, enjoy a wellbeing session (more on that on the following page), followed by a team social.

In the last year, we've played shuffleboard and bowling and enjoyed meals out together. These moments are more important than just a 'good night out' - it's really valuable for our team to spend time together outside of the office and learning new skills, such as Italian cookery for our Christmas party last year.



Team wellbeing

Every quarter we get together as a team and take part in a wellbeing activity.

In May, we had a session on how to make terrariums and learnt about these incredible mini eco-systems. We're pleased to say they're still alive and thriving!

In October, we had a really fun escape room challenge, which really stretched us and brought together our different ways of thinking!



In December, we made a delicious Italian meal together at Caldesi in London as part of our Christmas celebrations.

We're looking forward to seeing how our team choose to use their new 'Wellbeing Leave' - a new initiative which was launched this year...



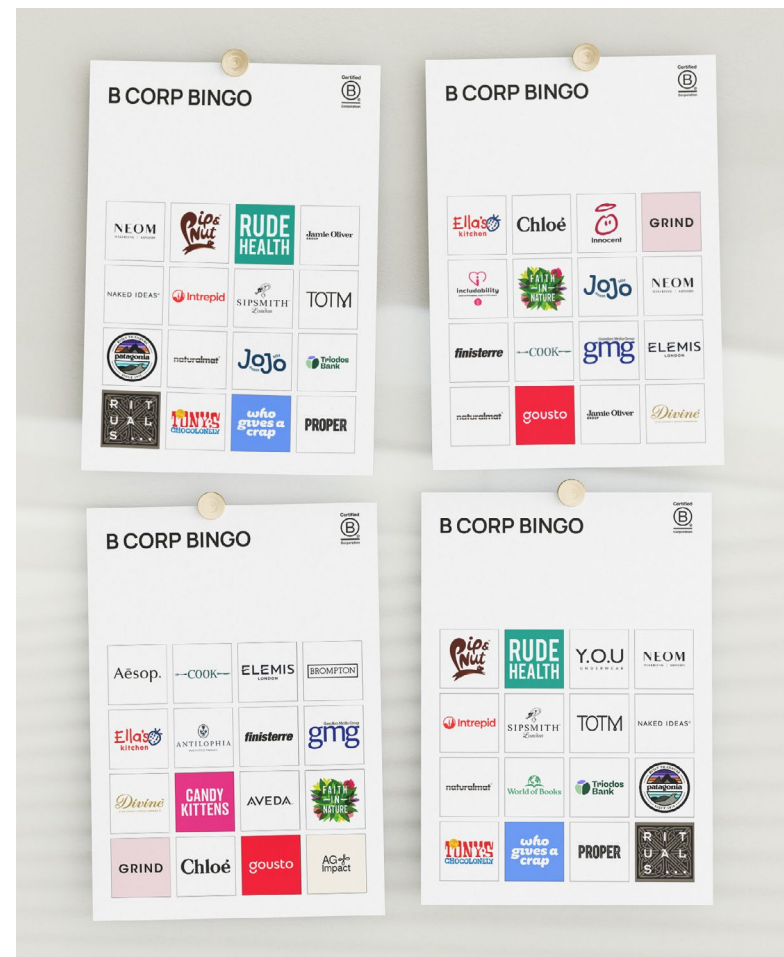
B Corp Month 2026

As part of B Corp Month in March, we had a 'B Corp Bake Off', where our team were tasked with creating goodies using locally sourced ingredients or those from B Corp certified companies.

We were treated to some delicious sweet potato brownies using **Wildfarmed** flour, savoury tarts made with **Belazu** butternut and sage pesto, **Pip & Nut** chocolate and peanut cookies and **Tony's Chocolonely** brownies - gorgeous!



We also had a fun session of B Corp Bingo! Sharing some familiar and lesser-known B Corp companies in this vocal game!



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

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