



# Impact *Report*

2021-2022

[EMBERSONGROUP.COM](https://embersongroup.com)

This report details how we focus on *people*, *profit* and the *planet* to create a sustainable group of companies that makes a positive impact and works for the benefit of existing and future stakeholders.

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# *Who we are*

**Emberson is an employee-owned group of creative and lead generation agencies. Our work changes the way people think, feel and behave.**

We use the power of creativity to make life better and create better futures for our people, clients, planet and communities.

Our people are our company. Their talent, passion and diversity drives our creativity. We know that if we enable our people to thrive, all our stakeholders, now and in the future, including our business, will thrive.

“

*Part of our ethos is to have no withholds: to be open, honest and authentic at all times.”*

Clare Emberson Pratt

# Welcome to our first impact report

As the world emerges from the pandemic, times remain uncertain: war in Europe, increasing inflation, energy independence and energy security, climate change crisis and global recessionary pressures. But even with this contextual uncertainty, Emberson is making life better for our stakeholders:

- **with our customers, we can and are affecting positive change at scale**
- **with communities, we are making things better locally**
- **with people, we are making life better individually for our employees and customers**

This report, which will be published annually, details the impact Emberson Group is making for all our stakeholders.

We have four businesses within the Group and this report details our consolidated impact in the 12 months to 31 March 2022. We are a service business.

Our clients are global companies and 85% of them are based overseas.

Our customers are in traditional energy (oil and gas), new energy (renewables, geothermal and hydrogen), software, medical, data intelligence and ports. I am sometimes asked why we work in oil and gas if we claim to be a conscious company that focuses on sustainability.

**My answer is clear:** we are all, as the human race, responsible for where the world is today. The world needs energy. Energy that is secure, affordable, lower carbon and net zero energy. We work with responsible companies that employ the sharpest minds who work tirelessly to create a better future for us all.

We are very proud to be working with all our customers. Where better for us to effect the change the world seeks?

In August and September 2020 we undertook an internal materiality assessment<sup>1</sup> to understand the social and environmental topics that mattered most to our employees. The responses to the open-ended questions we asked fell into three overarching themes: **people, profit and planet.**

When we conducted the assessment, little did we know that the pandemic was really just getting started. This was about to turn into a marathon, not a sprint.

To respond to client demands we needed all hands to the pump. Our people responded with determination, drive and collaboration.

It was a powerful testament to our teams and their capabilities. However, it was also a demanding time that took its toll. It showed us that if we wanted the Emberson Group to be truly sustainable in the long term, we needed to help our people regenerate, now and always.

1. See Appendix 1 for the methodology and detailed results

Fundamentally, the Emberson directors wanted to enable our people to *'make life better'*.

From this realisation, we developed and founded the Emberson Sustainability Fund. The ESF is a circular model that invests back into the people who create our value. Because if our people thrive, our customers will too.

It also allowed us to pull together our three-year objectives as a Group. These focus on the three pillars of people, profit and planet.

Together, they reflect the things that matter most to everyone at Emberson.

We will track and report progress every year and set new targets. Because focusing on people, profit and the planet is both good sense and good business sense. It also ensures that we have, and our customers work with, a business that is sustainable in every sense of the word.

**Clare Emberson Pratt**  
Managing Director, Emberson Group

“

*Throughout the pandemic our people responded with determination, drive and collaboration.”*

### Emberson Objectives

#### Social and people wellbeing

Reinvest a minimum of 20% of our profits into the wellbeing and sustainable development of our people and their communities

#### Economic security

Generate an operating profit of £750,000 from sales of £5 million by 31 March 2025

#### Eliminating environmental impact

- Become carbon net zero from 2010 by 31 March 2024 and have a zero carbon impact on the world
- Work with clients that are environmentally conscious and who are making a better future for all not just an increase in profits



Founders:  
Clare Emberson Pratt  
and Andy Graham

# Emberson at a glance

## businesses

emberson  
LEAD GEN

Managed lead  
generation services

emberson  
MARKETING

Integrated  
marketing solutions

FP FUTURE  
POSITIVE

Creative brands  
and campaigns

HALO  
PRESENT

Presentations  
that captivate



Entirely distributed  
23 people  
50 supply partners  
Revenue £2.32m  
27 clients



# *Our* impact

**The following sections detail our impact on people, profit and planet (and communities). It looks in detail at what we've achieved and how, against set KPIs.**

We support five of the UN's 17 [Sustainable Development Goals](#).

These sit at the heart of the [2030 Agenda for Sustainable Development](#) and provide a shared global blueprint for peace and prosperity for people and the planet, now and into the future.



# People

*Our people are our company*

## In this section

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Our people are our company

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Reward and remuneration

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Employee wellbeing programme

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Skills, training and development

---

Fostering and supporting creativity

---

Emberson Sustainability Fund

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Celebrating our approach

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KPIs and progress tracker

# People

*To be the employer,  
partner and agency  
of choice in our sector*

## Our people are our company

Our mission is to continually create a passionate and open culture that encourages balance. In this way we can attract – and retain – people who share our values of integrity, leadership and creativity.

And by treating everyone with respect, we can create an environment that encourages people to stay for the long term and enables us to build mutually beneficial relationships with our clients.



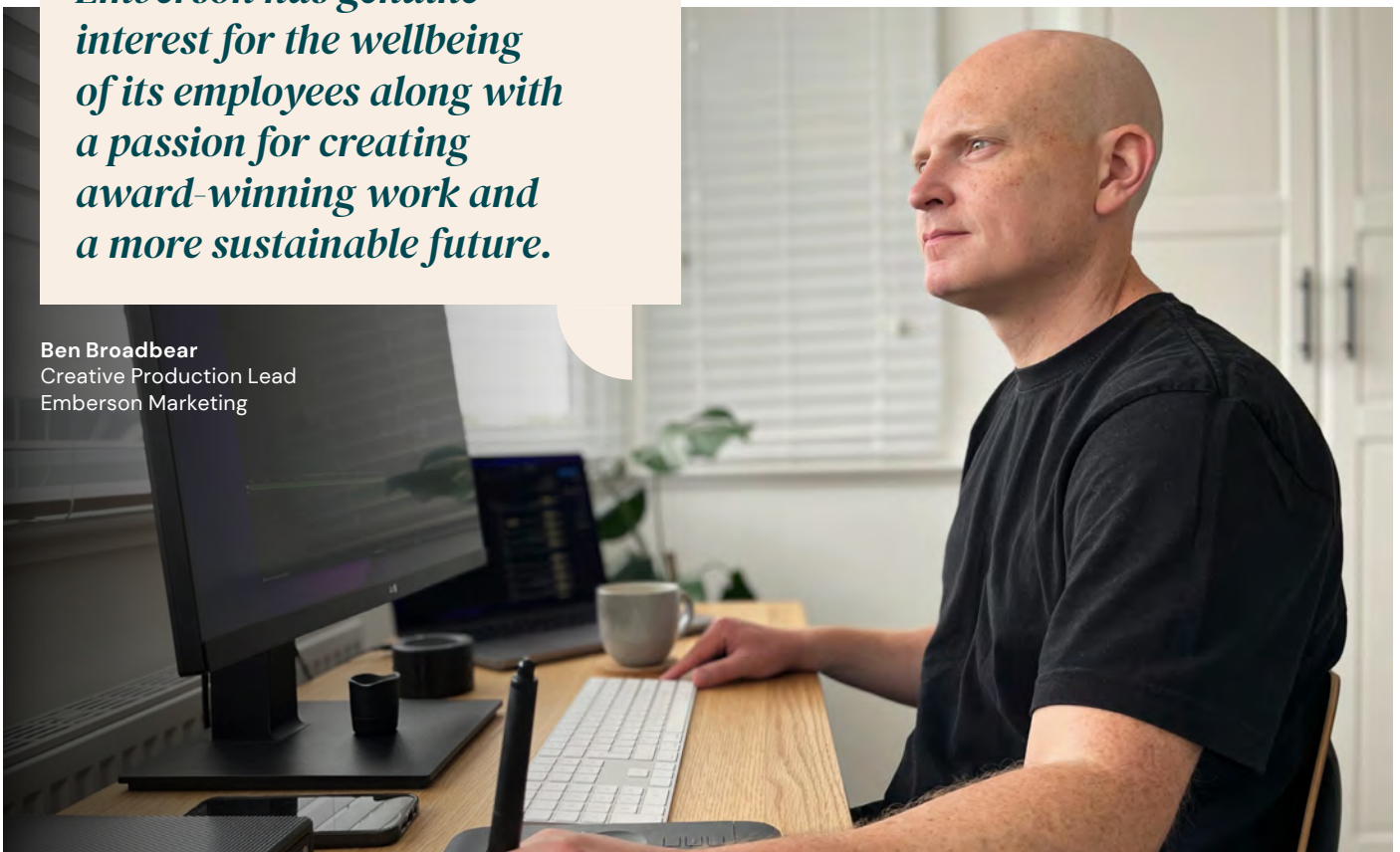
**SDG 3**  
Ensure healthy lives and promote well-being for all at all ages



**SDG 5**  
Achieve gender equality and empower all women and girls

*Emberson has genuine interest for the wellbeing of its employees along with a passion for creating award-winning work and a more sustainable future.*

**Ben Broadbear**  
Creative Production Lead  
Emberson Marketing



### Reward and remuneration

**At the very core, we know that if we look after our people they will be happy in work, which means they will create and deliver fantastic work, always.**

We retain our people as a result and clients don't get the stop/start experience from a traditional agency that has high employee churn rates.

We are disrupting the UK marketing agency landscape through our people centred business model: employee ownership, performance related bonuses, flexible working policy including working from home or from wherever they feel most comfortable, Vitality membership<sup>2</sup> and the unique Emberson Sustainability Fund.

We offer two salary sacrifice schemes designed to help employees make more sustainable transport choices. We offer a cycle to work scheme via the [Green Commute Initiative](#) social enterprise that aims to get commuters out of cars and onto any kind of bike, including e-bikes.

**Claire Bridges**, Account Director at Emberson LeadGen, used the **Green Commute Initiative** to purchase a bike.

Our partnership with [Octopus Electric Vehicles](#) allows employees to save up to 40% on an electric vehicle.

### Employee wellbeing programme

**We are all more aware than ever of the importance of wellbeing.**

All employees have Vitality membership that rewards people for living a healthy life. We also run an internal wellbeing programme, which includes:

- Regular social team walks
- Gifts
- A box of iced biscuits delivered to each new member of the team when they join
- Our intranet – keeps everything team members need day-to-day in one place, including Yammer channels for 'What's on', 'Fitness and Wellbeing' and 'Leisure'
- A 6-weekly online book club open to all team members and supply partners

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## £21,696

invested in staff welfare in the financial year 2021-22

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During lockdown, we engaged Bath Mind to run a Wellbeing Workshop for us, covering how to support colleagues and ourselves, self-care tips, recognising our stress signatures, how to juggle priorities and recommended online resources for support.



*All in all it's an exceptional package that I've never seen even approached in another company of this kind.*

**Helen Webber**

Client and Operations Director, Future Positive



*To be an Emberson Group shareholder drives me to perform at my best abilities to help ensure our businesses grow well together for the future, with the bonus of feeling an integral member of the team.*

**Craig Brooks**

Art Director, Future Positive

2. Vitality membership rewards employees for living a healthy life. By linking an activity tracking device to Vitality they can track physical activity and earn Vitality points to exchange for rewards.

## Emberson Sustainability Fund (ESF)

Emberson people create value for our customers through creativity, communications and service. This creates profit.

This profit, like other businesses, enables Emberson to reinvest (new services, new people, business development, cash flow, acquisition of new companies) and generate dividends for our employee shareholders.

Designed by the founders in 2020, the ESF means that a minimum of 20% of Emberson's profits are set to one side, every year, to help our people sustainably regenerate.

Everyone, regardless of seniority, receives the same share of the fund every year. The money must be spent on the employee or a loved one in at least one of the following areas:

- Education
- Health/wellbeing
- Community/society/charity
- Planet/environment
- Pensions

Where the money has been spent

**39%**  
people

**36%**  
financial security (pensions)

**25%**  
planet/communities

The Emberson Sustainability Fund is not philanthropic – it is regenerative. It is designed to develop and increase value for all of our stakeholders, starting with our most important – all of our employees.



A man and a woman are seated at a table, smiling and engaged in conversation. The man, on the left, is wearing a dark blue long-sleeved shirt and a watch. The woman, on the right, has blonde hair and is also smiling. On the table in front of them is a small potted plant with green, needle-like leaves in a greyish-brown pot. A blue plate is visible on the table. In the background, a framed abstract painting hangs on the wall.

Joining Emberson Group has allowed a hands-on approach and the very rewarding opportunity to build and co-create a successful b2b agency. Working in traditional marketing agencies across the South West and London for the past 26 years, in a variety of roles, enabled a great deal of perspective on how we could carve our niche and do it very well.

**Ian Goodall**

Managing Director, Emberson Marketing

“

*Traditional agency set-ups have many pitfalls, the most obvious being the lack of focus on staff and overall wellbeing.”*

### Skills, training and development

Encouraging our people to be the very best they can be and to find joy in their life's work is fundamental to our promise to make life better.

Every member of the team has:

- an annual appraisal
- objectives linked to the business plan
- regular check-ins with their line manager

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## £11,074

invested in staff training in the financial year 2021-22

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*I'm valued for my skills and expertise and encouraged to develop and grow.*

Jenna Randall-Smith  
Digital Delivery Lead,  
Emberson Marketing

### Fostering and supporting creativity

Creativity is our product. We must protect and enhance it, so learning and development is essential.



When starting at Emberson Marketing back in November 2021, I was surprised at the amount of video and animation being produced by the company. For the past twenty years I've been a print specialist in one way or another, originally a designer and more recently an artwork and technical specialist.

I've always been obsessed with films and pondering how interesting titles/credits are produced. Now I'm beginning to understand. Emberson Marketing has given me the opportunity to learn a new skillset by working on talking head video edits, social posts and internal comms. I'm at the start of the journey but am already blown away by the capabilities Adobe After Effects has to offer. My mind has switched from looking at print limitations to exploring 'moving' opportunities. I still love the buzz of seeing printed things in the wild but now it's accompanied by the satisfaction of working out how things move.

*“The opportunity of making things move in Adobe After Effects has triggered an underlying passion.”*

Ben Broadbear  
Creative Production Lead,  
Emberson Marketing



*I use what I learned in the Emberson Sustainable Management Programme nearly every day, especially as the team grows. I stop and think more often about who I'm communicating with and how best to deal with that person.*

***I delve deeper and am more aware.***

*I feel much more prepared to deal with any conflict too. Before, I would have put off difficult conversations, which could mean the problem would escalate. Now, I'm much more confident about nipping things in the bud.*

**Claire Bridges**  
Account Director,  
Emberson LeadGen

### Emberson Sustainable Management Programme

Equipping the next generation of leaders of the businesses is important to ensure a sustainable future, which is why we have launched the Emberson Sustainable Management Programme for our people.

It has five key modules, which are mirrored in our business plans and monthly management accounts:

- People
- Operations
- Sales/business development
- Marketing
- Finance

## 87.5%

of people have been through the **Progressive Communications Essentials programme**, which is part of the People module

## 25%

of managers have been through **the whole** of the **People Management** module

## 37.5%

of managers have been through **part** of the **People Management** module

### Celebrating our approach

**We firmly believe that happy employees mean happy customers.**

We are proud of our long-term relationships with our customers and proud to work with so many companies that share our beliefs.

#### SENSIA

The Sensational staff program provides a dedicated online platform that allows employees to recognise the achievements of their colleagues in demonstrating a number of attributes related to the Sensia core values. Colleagues can quickly and easily send anyone inside or outside their team an e-card to recognise and celebrate an achievement. The Emberson team created an engaging and bold campaign identity to support the internal team in raising awareness of the new scheme and encouraging all staff to use it.

**Agency:** Emberson Marketing



“

*Thank you very much to you and the designers for your help with Sensational. It looks great!*

**Kris Newingham**  
HR Director  
North & South America, Sensia

OUR PRODUCT ASSURANCE

## Engineering flawless solutions

Every fluids solution is unique. As no two wells are the same, our specialists design and test every solution so you can have complete confidence in the solution. They also provide technical support to our onsite personnel to assure fast and efficient service delivery at the wellsite.



**Field Services Lab** – Bring us your fluids challenges and we'll find you the optimum solutions. We take sample fluids from the field into the lab for stringent testing to identify the right solutions. Our scientists and technical teams then formulate fluids systems optimized to your specific applications.

**Applied Engineering Lab** – Extensive in-house modeling allows our engineers to validate field performance. Our particle plugging tester verifies optimal particle size distributions for wellbore strengthening and lost circulation. While our one-of-a-kind Downhole Simulation Cell returns preserved core samples to in-situ temperatures and pressures to measure how the drilling fluid interacts with the core.

**Reservoir Services Lab** – A new feature at the Newpark Technology Center, our Reservoir Services Lab accurately measures permeability changes of formation core samples in HPHT environments – shining a spotlight on drill-in fluid development and optimization.

**Analytical Lab** – Our fluid scientists identify and quantify foreign components of field samples, mineral composition of shales and chemistry of products. The Analytical Lab is the central nervous system of the Newpark Technology Center – supporting quality assurance, field service and product development with state-of-the-art tools.

**Stimulation Fluids Lab** – Our stimulation fluids are thoroughly tested and expertly engineered in real-world scenarios to deliver next-gen performance in extreme conditions. By utilizing state-of-the-art laboratory facilities and our one-of-a-kind Downhole Simulation Cell we can test and refine customized stimulation fluids in a HPHT environment of up to 400°F and 20,000psi.



### NEWPARK

Newpark was looking to pivot to digital lead generation for global reach with potential customers, in a way that traditional in-person events no longer could during the pandemic.

Emberson LeadGen provides an outsourced solution, providing their LeadFlow™ service and raising Newpark's profile in its key market sectors.

**Agency:** Emberson LeadGen



*It's very clear what Emberson LeadGen's differentiators are: flexibility, value for money, trust, responsiveness, and above all, quality. Their ability to analyse information and activity and turn them into actionable insights is extremely valuable to us and they're a joy to work with.*

**Steve Williams**

Vice President  
Sales & Marketing, Newpark

“

*Being a group  
shareholder means  
that we get to share the  
rewards of our hard  
work with our families.*

**Rich Whitehouse**  
Creative Director  
Future Positive



## KPIs and progress tracker (employees)

| GOAL                                                                                   | KPI                                                                                                                          | RESULTS AS AT 31 MARCH 2022                                                                                                                                                                                                                                                                                                                                                                                                        |
|----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Encourage Emberson employee share ownership <sup>3</sup>                               | 100% opportunity, with 90% subscription                                                                                      | 100% subscription                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Encourage uptake of Green Commute Initiative and Electric Vehicle Funding schemes      | 33% of employees to sign up and use one or both schemes                                                                      | 12.5% uptake                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Publish thought leadership articles to encourage career and personal brand progression | 6 per year from each business                                                                                                | Future Positive – 4 articles<br>Emberson Group – 2 articles                                                                                                                                                                                                                                                                                                                                                                        |
| Foster staff wellbeing through engagement with Vitality membership                     | Engagement:<br>a) 90% Registered<br>b) 90% completed Health Review<br>c) 75% on silver or above Vitality status <sup>4</sup> | <p><b>Year to date</b><br/>31 August 2021 to 30 April 2022</p> <p>Registered: 86%<br/>Health reviews: 48%</p> <p><i>Vitality status</i><br/>Bronze: 50%, Silver: 28%,<br/>Gold: 22%, Platinum: 0%</p> <p><b>31 August 2020 to 30 August 2021</b><br/>Renewal year runs August to August</p> <p>Registered: 15%<br/>Health reviews: 62%</p> <p><i>Vitality status</i><br/>Bronze: 46%, Silver: 23%,<br/>Gold: 31%, Platinum: 0%</p> |
| Minimise annual churn rate, including those who did not pass their probationary period | No more than 10%                                                                                                             | 6.25%                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Reduce absenteeism                                                                     | No more than 1% (against a 2020 UK average of 1.8%) <sup>5</sup>                                                             | <p>0.38%</p> <p>11.5 days out of 3,683 working days for sickness</p> <p>2.5 days out of 3,683 working days for compassionate leave</p>                                                                                                                                                                                                                                                                                             |
| Increase proportion of women in senior leadership positions                            | 50% of leadership positions held by women                                                                                    | 37.5%                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Increase proportion of shares owned by women within the Group                          | 50% of shares owned by women                                                                                                 | 49.8%                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Encourage our supply partners to become employees                                      | 50% of new employees to be previous supply partners                                                                          | <p>50% of existing employee base in 2021-22</p> <p>Of employees who started in 2021-22, 66.6% were supply partners before becoming employees</p>                                                                                                                                                                                                                                                                                   |
| Foster strong and healthy supply partner relationships                                 | Minimum of 30% of our supply partners to attend our annual Supply Partner Conference                                         | 44.4% of those invited attended the Supply Partner Conference in 2021                                                                                                                                                                                                                                                                                                                                                              |

3. Eligibility comes after completion of probationary period. Employees are then invited to purchase shares at the next share offer.

4. Employee's Vitality status depends on the number of Vitality points they have accumulated. Individual members start on Bronze; 800 points are required for silver; 1600 required for Gold; 2400 required for Platinum.

5. Office for National Statistics

## KPIs and progress tracker (*partners*)

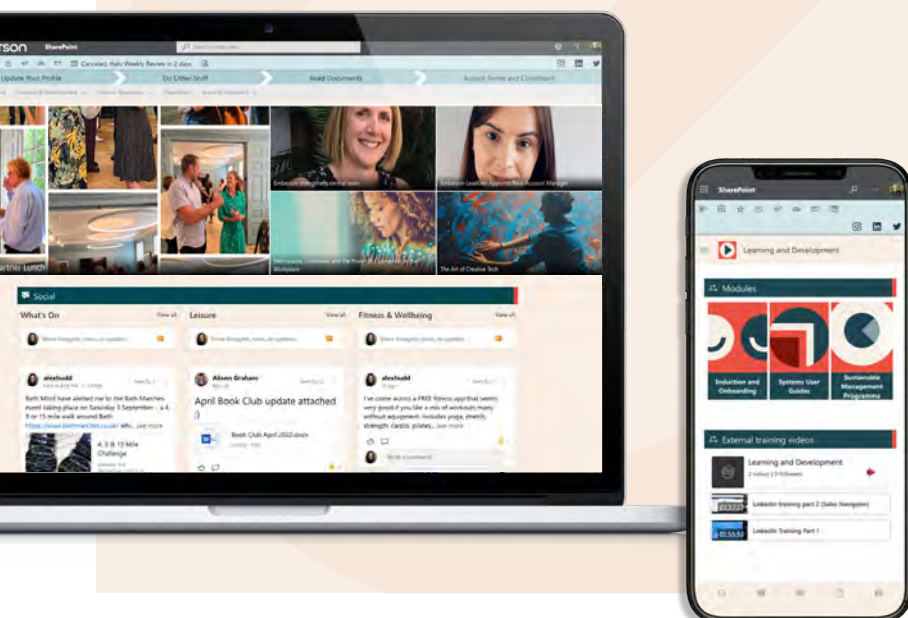
| GOAL                                                                  | KPI                                          | RESULTS AS AT 31 MARCH 2022 |
|-----------------------------------------------------------------------|----------------------------------------------|-----------------------------|
| Involve and engage all our partners in the business for the long term | 1 reciprocal project with partners each year | 1                           |

## KPIs and progress tracker (*customers*)

| GOAL                                                           | KPI                                                                           | RESULTS AS AT 31 MARCH 2022 |
|----------------------------------------------------------------|-------------------------------------------------------------------------------|-----------------------------|
| Support sustainable career progression within client companies | Deliver 2 personal brand webinars each year                                   | 1 delivered                 |
| Develop long-term customer partnerships                        | 50% of our revenues to derive from clients who have been with us for 5+ years | 25%                         |

### ACHIEVEMENT

Last year, we developed a positioning framework for **Intelligent Decisioning**. Intelligent Decisioning then helped us with our intranet.



# 49.8%

of shares owned by women within the Group (KPI: 50%)

# 44.4%

of supply partners attended the lunch in 2021 (KPI: minimum of 30%)

# 1

brand webinar delivered (KPI: 2)

# Profit

*It's possible to do good and do well*

## In this section

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It's possible to do good and do well

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KPIs and progress tracker

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KPIs and measurement

# Profit

## *To prioritise sustainable development and growth for a sustainable long-term future*

### It's possible to do good and do well

If we want to do good we have to do well. For us to make the positive impacts we want to make, we have to make profit.

But the focus does not have to be only on profit or on achieving endless linear growth. Instead, it's about building a culture that enables our businesses to get to the point where they can thrive year in, year out.



**SDG 8**  
Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

*I feel valued as an employee, we are engrained in Emberson and we all have a common goal for us all to succeed. The dividend pay-out is nice too.*

Claire Bridges  
Account Director,  
Emberson LeadGen



L-R Georgina Higdon, Claire Bridges, Clare Emberson Pratt, Alison Graham

## KPIs and progress tracker (acquisition strategy)

| GOAL                                                               | KPI                                                     | RESULTS AS AT 31 MARCH 2022                     |
|--------------------------------------------------------------------|---------------------------------------------------------|-------------------------------------------------|
| Start up or acquire new businesses from our supply partner network | One supply partner to be acquired by Emberson each year | HALO Present acquired and relaunched March 2022 |



Nikki Barkwill  
and Steve Alford

**“ We are delighted to join Emberson Group at a really exciting time for creativity and communication.**

We can't wait to supercharge our creative services through our union with Emberson Group. Nikki Barkwill, HALO Present's Account Manager, and I are very much looking forward to growing as a team and working within a supportive organisation that genuinely promotes a work/life balance and focuses on the wellbeing of each team member.”

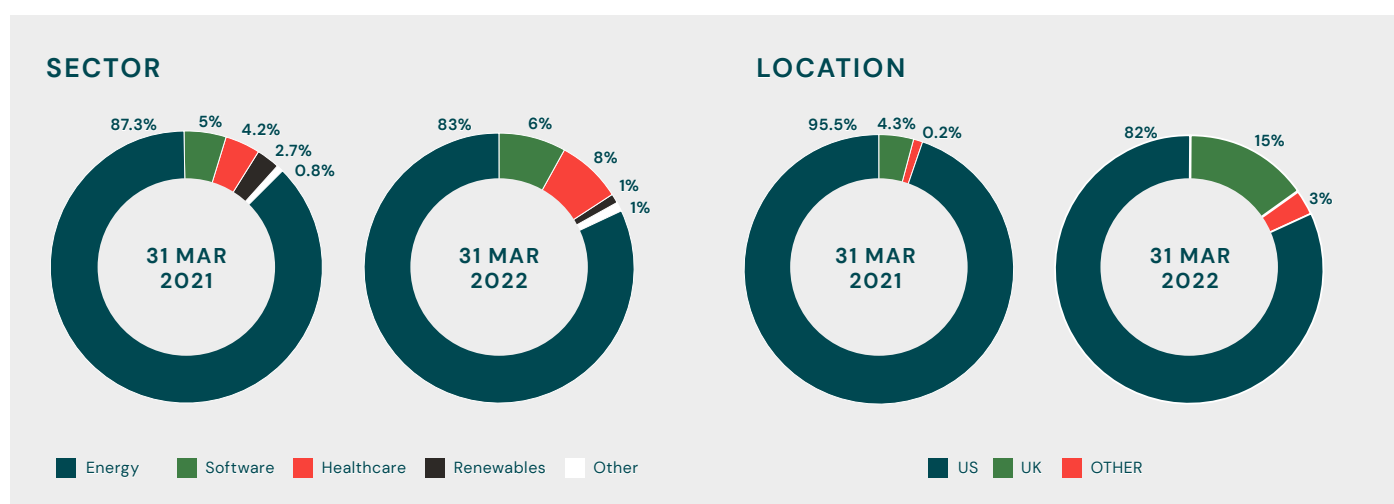
**Steve Alford**  
Creative Director, HALO Present

## KPIs and progress tracker (regeneration)

| GOAL                                                                               | KPI                                                                                       | RESULTS AS AT 31 MARCH 2022                                            |
|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| Create a continuous regeneration mechanism for our people and help them regenerate | Minimum of 10% of our pre tax profits to be allocated to the Emberson Sustainability Fund | 2021-22 – 19%<br>2020-21 – 20%                                         |
|                                                                                    | 33% spend split between people, financial security and environment                        | People: 39%<br>Financial security: 36%<br>Environment/communities: 25% |

## KPIs and progress tracker (customers)

| GOAL                                                                                                                         | KPI                                                                                              | RESULTS AS AT 31 MARCH 2022                                                |                                         |
|------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------|-----------------------------------------|
| Foster our customers to be our extended business development team and ensure our own marketing engine is generating business | 50% of new sales through recommendation or clients moving to new roles due to career progression | 82.78% by value<br>63.15% by number of new clients                         |                                         |
| Shift the emphasis of our business from relying on one sector (energy) to new sectors in new geographical locations          | 80% of work in energy<br>15% of our work outside of the US                                       | 83% in energy<br>6% software<br>8% healthcare<br>1% renewables<br>1% other | 82% of work in US<br>15% UK<br>3% other |



## KPIs and progress tracker (our business)

| GOAL                                                                                                                                                      | KPI                                         | RESULTS AS AT 31 MARCH 2022                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|--------------------------------------------|
| Eradicate the desire and need for only linear year-on-year growth and to instead have 'fallow' (no growth) years to support reinvestment and regeneration | Minimum liquidity ratio of 2.5 <sup>6</sup> | Our liquidity ratio is 3.1 for 2021-22     |
|                                                                                                                                                           | Minimum 10% operating profit every year     | PRE ESF:<br>2021-22 – 16%<br>2020-21 – 25% |

<sup>6</sup> Liquidity ratios demonstrate a business's ability to pay their debts when they fall due.

### KPIs and measurement

#### REVENUE

**£2.328m**

2021-22

**3.6%**

increase compared to 2020-21  
(or £81,000)

#### REINVESTMENT IN THE ESF

**£70,000**

19% | 2021-22

**£112,000**

20% | 2020-21

#### INVESTMENT IN OUR PEOPLE

**£259,952**

46% of profits | 2021-22

**£303,512**

40% of profits | 2020-21

Includes performance related bonuses, Emberson Sustainability Fund, training, Vitality membership, wellbeing and Christmas gifts and Christmas party

#### TAXES

**£200,000**

2021-22

**£95,000**

through Employer National Insurance

**£105,000**

(est) through Corporation Tax

# Planet and communities

*Making our operations net zero*

## In this section

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Making our operations net zero

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Understanding our carbon footprint

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KPIs and progress tracker

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Giving our time, raising money  
for charity and pro bono work

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Case studies

# Planet and communities

*To maximise our positive impact on the planet and within our communities*

## Making our operations net zero

The climate emergency is real. To show our commitment to addressing it, we want to be net zero by 2024. Not only that, we want to have offset all the emissions we have created since we began in 2010.

We will address our own operations first. We will then ask our supply partners to measure their own emissions and share guidance on how to do this.



**SDG 7**  
Ensure access to affordable, reliable and sustainable and modern energy for all



**SDG 13**  
Take urgent action to combat climate change and its impacts

*The Emberson Sustainability Fund offers an equal share to all employees of part of the company's profits to do something positive towards our own personal sustainable living. This is truly best-in-class.*

Helen Webber  
Client and Operations Director,  
Future Positive



# Planet and communities

**We have committed to our operations to being carbon net zero by 31 March 2024.**

We believe that being carbon neutral is not enough. We need to aim beyond doing no harm, instead pinning our sights on creating a better world: a just and regenerative future.

We want to offset our emissions since Emberson started in 2010. We want Emberson's operations to have and continue to have a net zero carbon impact on the world.

## STEP 1

The first step in this process was to measure our carbon footprint since we were founded in 2010.

The calculation includes 12 years of travel and working from home (517.1 tonnes of carbon). Some assumptions have been made, particularly for the earlier years, but our carbon footprint has been thoroughly analysed, checking electronic diaries for travel, expense claims and travel receipts as well as working out home electricity and heating usage per team member.

## STEP 2

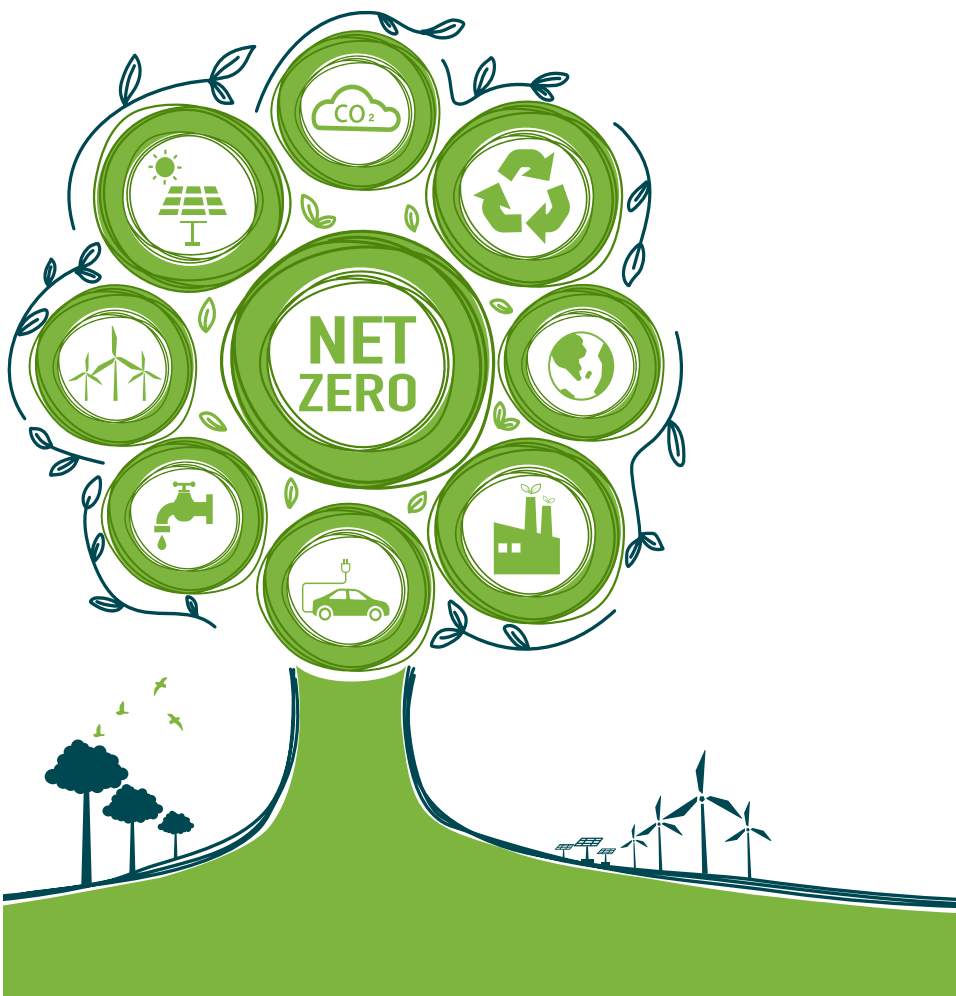
We are now focusing on efforts to reduce our carbon emissions as much as possible. Our next step will be to look to offset any emissions we have already created and continue to create so that Emberson's existence can be carbon net zero.

UNDERSTANDING OUR EMISSIONS BY YEAR

In scope was travel (by road, rail and air), hotel stays, as well as home heating and electricity usage for employees. It does not (currently) include the emissions of our supply chain.

Out of scope was water usage, partly because it's so low but also because it's difficult to calculate. We believe it to be 0.001 tonne over 10 years.

**CARBON FOOTPRINT CALCULATIONS**  
How we have calculated our footprint can be found in [Appendix 2](#).



CARBON EMISSIONS FROM 2010 TO MARCH 2021

|              |              |
|--------------|--------------|
| FY 2010–2011 | 13.4 tonnes  |
| FY 2011–2012 | 26 tonnes    |
| FY 2012–2013 | 26 tonnes    |
| FY 2013–2014 | 26.4 tonnes  |
| FY 2014–2015 | 40.8 tonnes  |
| FY 2015–2016 | 57.6 tonnes  |
| FY 2016–2017 | 61.1 tonnes  |
| FY 2017–2018 | 63.9 tonnes  |
| FY 2018–2019 | 75 tonnes    |
| FY 2019–2020 | 101.3 tonnes |
| FY 2020–2021 | 7.4 tonnes   |

TOTAL TO OFFSET  
499.1 TONNES

CARBON EMISSIONS FROM 2021 TO MARCH 2022

18  
tonnes

TOTAL TO OFFSET  
517.1  
tonnes

## Understanding our carbon footprint by company and cause

### 2010 to March 2021 in summary

| Type of emission | Emberson Group<br>(parent company) | Emberson<br>Marketing | Future<br>Positive  | Emberson<br>LeadGen | Overall<br>Impact   |
|------------------|------------------------------------|-----------------------|---------------------|---------------------|---------------------|
| Travel           | 17.6 tonnes                        | 134.1 tonnes          | 257.8 tonnes        | 27.1 tonnes         | 436.6 tonnes        |
| Heating          | 8.7 tonnes                         | 11.1 tonnes           | 8.6 tonnes          | 8.5 tonnes          | 36.9 tonnes         |
| Electricity      | 1.1 tonnes                         | 1.4 tonnes            | 1.1 tonnes          | 1.1 tonnes          | 4.7 tonnes          |
| Hotel Stays      | 1.5 tonnes                         | 7.1 tonnes            | 11.1 tonnes         | 1.2 tonnes          | 20.9 tonnes         |
|                  | <b>28.9 tonnes</b>                 | <b>153.7 tonnes</b>   | <b>278.6 tonnes</b> | <b>37.9 tonnes</b>  | <b>499.1 tonnes</b> |

### April 2021 to March 2022 in summary

| Type of emission | Emberson Group<br>(parent company) | Emberson<br>Marketing | Future<br>Positive | Emberson<br>LeadGen | HALO Present<br>(launched 2022) | Overall<br>Impact |
|------------------|------------------------------------|-----------------------|--------------------|---------------------|---------------------------------|-------------------|
| Travel           | 1.3 tonnes                         | 6.6 tonnes            | 0.1 tonnes         | 0.1 tonnes          | 0.0 tonnes                      | 8.1 tonnes        |
| Heating          | 1.7 tonnes                         | 3.4 tonnes            | 1.6 tonnes         | 0.8 tonnes          | 0.4 tonnes                      | 8.0 tonnes        |
| Electricity      | 0.2 tonnes                         | 0.4 tonnes            | 0.2 tonnes         | 0.1 tonnes          | 0.0 tonnes                      | 0.9 tonnes        |
| Hotel Stays      | 0.2 tonnes                         | 0.6 tonnes            | 0.1 tonnes         | 0.0 tonnes          | 0.0 tonnes                      | 0.9 tonnes        |
|                  | <b>3.4 tonnes</b>                  | <b>11 tonnes</b>      | <b>1.9 tonnes</b>  | <b>1.1 tonnes</b>   | <b>0.5 tonnes</b>               | <b>18 tonnes</b>  |

## KPIs and progress tracker (our business)

| GOAL                                                                       | KPI                                                      | RESULTS AS AT 31 MARCH 2022                                                                                                                                                                                                                                                                                                                                                                                       |
|----------------------------------------------------------------------------|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Measure carbon emissions since Emberson Group was founded in 2010          | Complete measurement for last 12 years                   | 100%                                                                                                                                                                                                                                                                                                                                                                                                              |
| Offset carbon emissions created since 2010                                 | 100% of emissions                                        | 0%                                                                                                                                                                                                                                                                                                                                                                                                                |
| Raise money for charitable causes                                          | Minimum of £2,000 per annum raised for charitable causes | £5,000 donated to support the efforts of Médecins Sans Frontières in Ukraine                                                                                                                                                                                                                                                                                                                                      |
| Donate money to charitable causes through the Emberson Sustainability Fund | Minimum of £10,000 per annum donated                     | £500 to <a href="#">Charlie Waller Trust</a><br>£250 <a href="#">Cirencester Open Air Swimming Pool</a><br>£100 to <a href="#">4 Paws Rescue &amp; Relocation</a><br>£100 to <a href="#">Mutts with Friends</a><br>£500 to <a href="#">Sumatran Orangutan Society</a><br>£500 to <a href="#">Woodland Trust</a><br>£500 to <a href="#">RSPCA Oak &amp; Furrows Wildlife Rescue Centre</a><br><b>Total: £2,450</b> |
| Enable electric vehicle access and funding                                 | Encourage all employees to buy an EV by 31 March 2027    | 6%                                                                                                                                                                                                                                                                                                                                                                                                                |
| Commit to being the change we seek                                         | Attain B Corp accreditation by 31 March 2025             | Score of 41 (qualifying bar is 80; maximum score is 200)                                                                                                                                                                                                                                                                                                                                                          |



**B Corp Certification** is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.

[Find out more](#)



## £518

raised for Cancer Research UK by Emberson Group to support Ian Goodall and fellow members of the CLC Sports Centre in Cheltenham in a 5-hour spinathon, during which Ian cycled 95km

## £5,000

donated to support the efforts Médecins Sans Frontières in Ukraine



## KPIs and progress tracker (employees)

| GOAL                                                 | KPI                                                                                                | RESULTS AS AT 31 MARCH 2022                                                          |
|------------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Enable staff to give back to their local communities | Every employee to donate 4 days per year to pro bono or charity/community work (1 day per quarter) | Future Positive: an average of 10 days per person<br>Emberson Group: 2 days in total |



Co-Forest brings together like-minded individuals and organisations to plant new woodland and forestry.

Andy Graham and Clare Pratt spent half a day each, Helen Webber spent 2 days, and Rich Whitehouse and Craig Brooks spent 1 day each.



32 days  
donated to pro bono  
or community work

## Giving our time, raising money for charity and pro bono work

### LIMPLEY STOKE COMMUNITY BENEFIT SOCIETY

Emberson Group helped the society to secure the purchase of its local pub, beating competition from a developer.

We provided a brand identity, website and communications support to help the community raise £360,000 in 28 days.



### 17 days' support

- Rich Whitehouse spent 3 days
- Craig Brooks spent 7 days
- Helen Webber spent 6 days
- Clare Pratt spent 1 day

### 3 hours

Helen Webber litter picking with Moorland Community Litter Pickers

### 2 days

Future Positive donated time to Bath Mind garden on 24 September



Emberson Group sponsored a portrait commission to be donated as a prize in a recent raffle for our chosen charity Bath Mind helping them to continue to provide their invaluable support to people in Bath and North East Somerset. This portrait of a gorgeous Borzoi is the result (drawn from a photo provided by the owner).

**Alex Hudd**  
Executive Assistant  
Emberson Group



### 8 days

video editing for Bath Mind  
**Helen Webber**

## KPIs and progress tracker (*customers*)

| GOAL                                                            | KPI                                     | RESULTS AS AT 31 MARCH 2022 |
|-----------------------------------------------------------------|-----------------------------------------|-----------------------------|
| Assist customers to transition to new, more sustainable markets | 1 customer transition every year        | Port of Cromarty Firth      |
|                                                                 | 2 new renewable technologies every year | Genvia                      |

### MAKING OUR CUSTOMERS' VALUE VISIBLE SO THEY CAN MAKE BETTER FUTURES FOR US ALL.

We are proud to support our customers' communications as they launch new technologies and capabilities for a better future.

Over 80% of our revenue comes from companies that principally serve the oil and gas industry. This sector is transitioning and investing in renewable energy technologies whilst continuing to provide the world with the energy it needs. Our work helps our clients make these new technologies visible to their markets. This gives us a powerful opportunity to help effect the real and lasting change our planet requires.

On the following pages are some of the highlights of the past year.

# 1

customer transition



Making our customers' value visible so they can make better futures for us all.

“

*The most valuable  
marketing we  
have done in  
a long time!*

Agency:  
Emberson LeadGen

## A leading Scottish port

We are working with Port of Cromarty Firth in Scotland. It is a hub of economic activity, generating £275m per annum and supporting 1 in 6 jobs in the Invergordon Travel to Work Area.

This strategically valuable asset is safeguarded by a Board of Directors and 100% of its profits are reinvested back into the port's development for the benefit of current and future generations.

Long known as one of Europe's premier port facilities for oil and gas works, the skilled workforce, its location and naturally sheltered deep waters of the Cromarty Firth guarantees 24/7/365 access for the Beatrice, Moray East and Kincardine Offshore Wind Farms.

The Port are part of Opportunity Cromarty Firth (OCF), a consortium leading a bid in the current competition for Green Freeport status. Emberson LeadGen is helping the Port and OCF raise its visibility to achieve this status which would place the Highlands at the heart of the drive towards net-zero and create tens of thousands of jobs.

### At the heart of the decarbonisation challenge

On 30 March 2022, Genvia, a clean hydrogen production technology, that was 15 years in development, was launched in Béziers, France.

Backed by Schlumberger New Energy, together with CEA, VINCI Construction, Vicat and AREC, this private-public partnership creates a unique ecosystem in the fields of research, engineering, production and energy applications.

Genvia technology enables hydrogen to be produced cleanly, affordably and at scale, by providing cost-effective access to high-performance electrolyses and fuel cell technologies. Genvia is at the forefront of large scale energy innovation and the decarbonisation of energy systems.

In collaboration with the Genvia team, Future Positive created the strategic positioning, identity, brand development concepts and marketing communications materials for the launch.

“

*Remarkable work.  
Thank you for making  
us look good.  
C'est magnifique.*

---

**Agency:**  
Future Positive



### Intelligent Action

**Sensia, the first fully integrated digital oilfield automation solutions provider, makes the production, transportation and processing of oil and gas simpler, safer and more secure.**

Formed in late 2019 and headquartered in Houston, Texas, Sensia is a joint venture between Rockwell Automation and Schlumberger. Sensia employs approximately 1,000 people and serves customers in more than 80 countries. Sensia reduces risk, drives efficiency, and optimises performance, so its clients and their stakeholders can achieve the full potential of their oil and gas assets.

Emberson Marketing developed the core creative idea of Intelligent Action that brought to life the Sensia proposition and continued to expand this through its positioning and branding process with the leadership team.

Emberson Marketing created a strong and sophisticated identity for the new company and engaging collateral that communicated the core proposition and the critical role that Sensia plays in the digitalisation and automation of the oil and gas industry. The impact has been high levels of engagement with social media and email campaigns that drives increased web traffic and generates engaged MQLs to the sales team globally.

Sensia is immensely proud of its people and marks International Day of Women and Girls in science every year. Here is Rashi Diwan, Production Operations Engineer, leading the conversation at ADIPEC2021. In collaboration with a major NOC in the region, Rashi co-authored and presented a SPE paper at the event.

**Agency:**  
Emberson Marketing

# Appendix 1

### Materiality assessment

**A materiality assessment is the principle of defining the social and environmental topics that matter most to our stakeholders and our business. It's putting a sustainability lens to business risk, opportunity and trend-spotting.**

Emberson Group's materiality assessment grew out of our entry into the Queen's Award for Sustainability in 2020. The feedback we received from the evaluators was very useful. It gave us practical advice regarding the steps to embed sustainability into our organisation.

For our first materiality assessment, we focused on our people because they are our core asset. They create the value.

We know fundamentally that if we look after our people, they will look after all our stakeholders and the business. So, against the backdrop of being five months into the pandemic, the founders had a 1:1 with each member of the team in August and September 2021.<sup>7</sup> We sent the questions beforehand and asked everyone to consider their answers. We wanted the whole truth, no withholds. And that's what we got.

The organisation needs to refocus its sustainability strategy on its core assets e.g. its staff and work out where it wants to go in terms of target areas and how it wants to measure/monitor that... the application would be strengthened by adopting a strategic approach to sustainability – undertaking a materiality assessment to understand the material issues – this would indicate what issues need to be focused on and importantly why they are important for sustainable development.

The Queen's Award for Enterprise 2020, Sustainable Development

#### The questions were:

What is important to you?

What could Emberson do better?

How is your working environment?

From the feedback we received we defined that an issue is material to Emberson if it meets two conditions:

**one**

It impacts our business significantly in terms of risk, cost or growth in a three-year timeframe.

**two**

It is important to our stakeholders (customers, employees, supply partners, future employees, local community) and they expect us to take action on the issue.

7. Materiality assessments in the future will be conducted through quantitative methods rather than qualitative. In August 2020 the Board took the decision to give our employees the opportunity to give open feedback about how they truly felt about the issues that mattered to them most. Future materiality assessments will include our other stakeholders: supply partners, customers, local communities.

### Materiality assessment

The names of the people who gave the answers have been removed and any identifiable information has too, but here are the key comments, which fell into three distinct themes: people, profit, planet.

#### *What is important to you? (1:1 Aug and Sept 2020)*

| Financial                                                                                | People                                                                                                                                                                                                                                                                                                                                                                               | Environment                                                                                                                                                                |
|------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Financial stability</li> <li>• Money</li> </ul> | <ul style="list-style-type: none"> <li>• My mental health</li> <li>• Health and wellbeing of myself, my family, friends</li> <li>• Balance</li> <li>• Time/Flexibility</li> <li>• Equality</li> <li>• Working with people I like and who I respect</li> <li>• Interesting work/new challenges</li> <li>• Doing the best I can</li> <li>• Recognition (not just financial)</li> </ul> | <ul style="list-style-type: none"> <li>• The environment</li> <li>• Not leaving too much of a dent on the world</li> <li>• Making the right choices, for us all</li> </ul> |

We analysed the insights and, rather than having one purely financial objective for the Group, we created three wider ones. The first around economic security, the second around the health and wellbeing of our people, and the third around reducing our environmental impact.

**These three objectives are in each of the company business plans.**

The strategy and tactics to achieve these objectives are created by and shared within each business. We operate three-year rolling business plans which are updated in Q4 of each year. Personal objectives are set at the annual appraisals in the Q1, which are linked to the business plan objectives. Progress against the business plans is reported on at each quarterly board meeting.

# Appendix 2

### Carbon footprint calculations

We have committed to our operations being carbon net zero by 31 March 2024. The first step in this process was to measure our carbon footprint since we were founded in 2010, and this was our methodology.



We used Climate Impact Partners' [Small Business Carbon calculator](#) to calculate the carbon footprint of travel by air and road (cars, buses and taxis).



Train travel has been calculated using the [GWR.com](#) website.



Hotel stays have been calculated using the [UK government's conversion factors](#).

#### Some assumptions and estimations:

- Private cars have all been classed as petrol.
- Some train travel has been estimated because destinations cannot be known from the records we have. In these cases, estimates have been based on the price of the ticket compared with others of a similar price.
- London Underground travel was disregarded as this is not a significant mode of transport for us and mileage travelled cannot be known from the records we have. The footprint of the Tube is small at 0.028 kg CO<sub>2</sub>e per km.
- In the most part, car hire mileage has been estimated using, for example, a 20-mile per day average for US/Canadian trips.
- Mileage in taxis (other than airport cars) is estimated using a £3 per mile average for the UK.

We have full details of travel expenses for each company for April 2017 to March 2022. To calculate the footprint for 2010 to 2017, we calculated the average footprint per person for April 2017 to March 2020. We then applied this figure to the number of people working in the business in each of those early years.

2020–21 figures were not included in the above calculation because they would have brought the average down unfairly due to the dramatic effect of the pandemic on our travel habits.

The number of nights in a hotel per year has been estimated for the first ten years as we don't have the data to calculate it accurately.

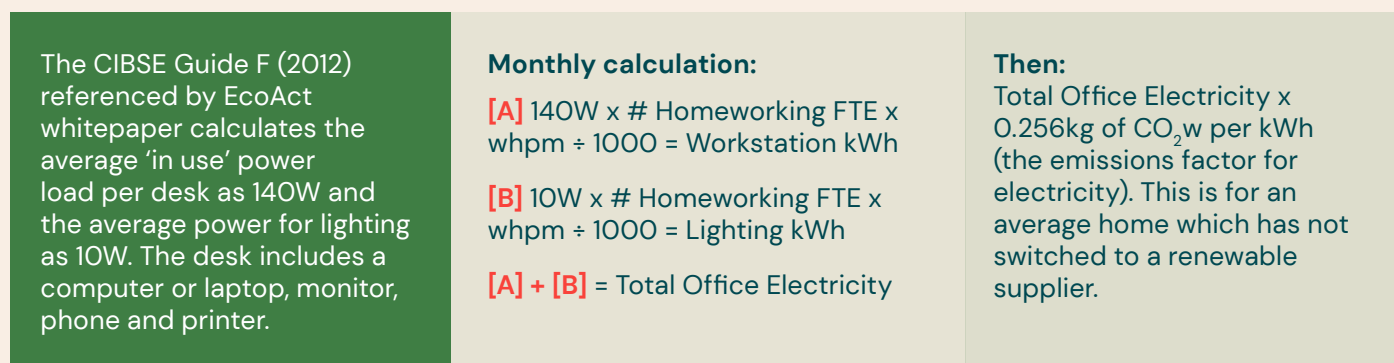
Homeworking, which Emberson has done from day one, was calculated using the [Homeworking Emissions Whitepaper 2020](#) from EcoAct and the [How to measure the carbon impact of working from home guide](#) on the Bulb website.



### Carbon footprint calculations

We have used the following formulas for home energy calculations.

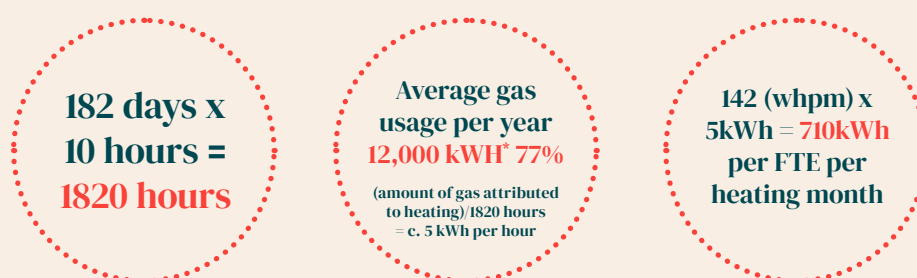
#### Electricity



#### Home heating

EcoAct makes the assumption that heating cannot be restricted to the small working area and time spent at home during the heating season requires the whole heating system to be active.

Using figures provided by OFGEM, it assumes all homes are heated by gas (which the majority of UK homes are) and that they are heated for 10 hours a day for 182 days of the year.



It is assumed one-third of homes would have at least one other household member who would normally remain at home during the day so the incremental heating energy is 66.7% of employees. Therefore actual kWh per person per heating month is 473.57. This is then multiplied by the number of FTE in the business in each year.



*There is genuine  
care and integrity to  
ensure that staff are  
working well, so that  
in return clients are  
working well too.*

**Craig Brooks**  
Art Director,  
Future Positive