

AG Impact, Impact Report 2024-2025

This text-only report summarises AG Impact's progress during 2024–2025. Use the contents list to move directly to each section. The report covers our headline results, action on equality, decent work and climate, community partnerships, advocacy, donations and priorities for the year ahead. For a more accessible reading experience, use the built-in headings and contents links to navigate, and contact hello@ag-impact.co.uk if you need this report in another format.

Contents: click on the items to move directly to each section

Foreword from our Chief Executive Officer and Founder	2
Our progress in numbers.....	3
The United Nations Sustainable Development Goals in action	5
#5 Equality for Women and Girls	5
#8 Decent Work and Economic Growth	5
#13 Climate action	6
Building trust through transparency	8
Why our carbon footprint changed this year.....	8
Why our new policies reflect the joy and struggle of real life	9
Investing in the next generation.....	11
The Girls' Network	11
Not Impossible.....	11
Bringing impact to life	12
Partnering with procurement to enable global change	12
Guiding a creative agency through to EcoVadis Gold	12
Rethinking traditional communications to drive engagement and awareness.....	12
Leadership and Community Building	14
Accreditations, Recognition and Leadership	14
Community Building.....	14
Advocacy and Donations.....	15
Advocacy.....	15
Donations	15
Learning and looking ahead	16

Foreword from our Chief Executive Officer and Founder

AG Impact began with a vision to create equality for women and girls and put climate action at the core of everything we do.

To activate purpose and empower change in business for people and our planet.

Fifteen years on, we're proud to be creating sustainable careers and leadership opportunities for women. We're working to world-class environmental, social and governance (ESG) standards and helping other organisations to do the same, whilst communicating with clarity and purpose.

We turned 15 in August 2025 and brought employees and members together to share proud moments, awards, speeches and a delicious, plant-based barbecue. This year also saw our first non-executive Board of Directors come together to strengthen our governance.

These are rooms of people I continue to be grateful for, inspired, and encouraged by. Collectively, they give AG Impact a world-class scale of influence far beyond its size.

But no journey is a clean, straight line. Despite the progress we've made, both this year and over the last several, the wins have also brought fresh challenges.

This year, we've been delighted to welcome three more team members, rebrand, launch a new website, and sponsor non-profits. Whilst all absolutely in line with the Sustainable Development Goals we support, they also highlight the tension between growing our positive impact and reducing our environmental footprint. There have also been moments for us this year when delivering all we wanted just stretched out of reach.

These are the twists and turns of running a business to the highest ethical standards. And yet, for us, there will never be any other way. In this report, we uncover not only many highlights as we progress and move forwards to use business as a force for good, but the hurdles we've had to overcome.

I hope our story spurs you on as you continue to create your own.

Lynne Ashcroft Griffiths

Chief Executive Officer (CEO) and Founder, AG Impact

[Return to Contents](#)

Our progress in numbers

During 2024-2025, we made specific commitments to progress, in line with the United Nations (UN) Sustainable Development Goals (SDGs) #5 'Equality for Women and Girls', #8 'Decent Work and Economic Growth' and #13 'Climate Action'. These goals help shape every decision and action we take.

Our 2025 goals	How we measured up
Mentor, train or coach 162 women and girls	212+ women and girls supported, exceeding our target by 30%
2 activations: we pledged to lobby for women's equality	13 petitions signed for SDG 5 and 13 Joined activations with Care International UK and UN Women UK for the 69th United Nations Commission on the Status of Women (#CSW69)
1% of turnover: we promised to donate to non-profits	Donated 1% to non-profits that support SDG 5 and 8 We support Rewilding Britain, SHE Changes Climate, UN Women UK, Power for People and Business Declares
2 new clients: we aimed to onboard to improve their social and environmental impact	4 new clients supporting Sustainable Development Goals 3 (Good Health and Well-being), 7 (Affordable and Clean Energy), 8 (Decent Work and Economic Growth) and 13 (Climate Action)
100% of employees and members completing our equality, diversity and inclusion (EDI) training sessions	87% completed live training, with on-demand available
2 new roles we aimed to create, offering decent work	3 new roles: 2 directors and 1 manager hired in the first quarter of 2025
80 small and medium-sized enterprise (SME) leaders and businesses we aimed to support to improve their environmental, social and governance (ESG) impact	353 women supported through 121 mentoring, team coaching, training, ESG certification support, strategy and communications
100% of AG Impact members asked to meet social and environmental commitments	100% of members met our commitments of Carbon Literacy Training, emissions measurement, reduction action plan and new social policies

Our 2025 goals	How we measured up
10% emissions: the amount we pledged to reduce carbon emissions by	+15%: the amount our emissions rose due to increased headcount and marketing activity
Submit our Carbon Literate Organisation status application	1 Silver Award as a Carbon Literate Organisation

[Return to Contents](#)

The United Nations Sustainable Development Goals in action

#5 Equality for Women and Girls

Creating opportunity for women: through our work, our expertise and our people

Our reach

- **61%** of client projects we support were led by women
- **212 women and girls directly supported**, 30% above target
- Our support ranged from mentoring and research to enabling a young woman to take part in Camps International in Kenya.

Our expertise

- **8 businesswomen** received free Communications, ESG and Impact advice
- **1 female non-profit manager** supported with six months' salary
- **15 hours of global dialogue** at #CSW69 as a UN Women UK Delegate

Our people

- **16 women supported through ongoing mentoring** and early-career development
- **3 female employees supported** with extended full paid leave and phased returns
- **WEConnect International** verified women-owned business

"SDG 5 is deeply personal to me because equality is not just about access to work, it's about the freedom to enter, return, grow and lead without guilt, judgement or worry. Women should not have to choose between ambition, family, care, wellbeing and opportunity.

At AG Impact, we're committed to creating flexible, understanding workplaces where women and girls can become who they want to be. And my call to other businesses is simple: don't stop at policies. Embed equality through the fibres of your business, in your culture, decisions, leadership, supply chains and everyday actions so that inclusion is not an initiative, but how business is done."

Lynne Ashcroft Griffiths, CEO and Founder, AG Impact

#8 Decent Work and Economic Growth

We believe work should be fair, inclusive and empowering, in our own organisation and throughout our value chain. This year:

- **We were shortlisted from 250+ to 18 global suppliers**, successfully winning a 3-year contract as preferred supplier for a global client
- **We offered 11 work experience micro-placements** for young people aged 18-24 with Not Impossible.

- **100% of employees had access to independent financial advice**, with 121 sessions supporting long-term financial planning
- **We embedded accessibility and inclusion across our client work**, from a new website built to Web Content Accessibility Guidelines (WCAG) 2.2 AA standards to diversity, equity and inclusion (DEI) training
- **We became a member of the Living Wage Foundation** and enhanced our policies to support employees through key life stages, including Neonatal Care Leave, Surrogacy and Adoption policies, Parental Bereavement support, and paid leave for pregnancy loss
- **We championed fair rates for our AG Impact members** and supported employee wellbeing through healthcare, dental, optical and wellbeing benefits
- **We provided 2,659 days of work to our AG Impact members**, with 88.8% from protected characteristic groups and 73% living within 50 miles of our Cheshire base

“As an AG Impact employee, I feel fortunate to have access to some great benefits; our healthcare support has meant I've been able to quickly see a physio in my local area when I've needed to and the benefit of having flexible financial advice is invaluable.”

Emily Cusick, DEI Lead, AG Impact

“AG Impact doesn't just talk about its values, it lives them, in how it treats its members and employees, how it works with clients, and the standards it holds itself to. Working for such a values-led organisation, driven by genuine purpose, gives me real confidence and pride in the work that I do. As a member, I really value being able to work flexibly with access to interesting projects, the chance to work alongside great people and all within a supportive and nurturing framework.”

Louise Hankin, AG Impact Member

#13 Climate action

We believe in doing what's right for people and planet, acting with integrity to make a difference together. This year:

- **We introduced a Sustainable Procurement Policy**, setting clear expectations for environmental performance and accountability across our supplier network
- **We launched supplier training to measure carbon footprints** and create annual action plans to reduce emissions, with 100% of our consulting suppliers (with more than £25,000 annual spend) completing the process through third-party measurement and verification
- **We maintained zero Scope 1 and 2 emissions.** Scope 3 increased by 15% to 98.04 tonnes of carbon dioxide equivalent (tCO₂e), reflecting our 75% growth in headcount, rebranding activity and expanded events programme. With a clearer picture of where our emissions come from, we're focused on the next steps to bring them down. Find out more in the section 'Building trust through transparency'

- **100% of SME participants passed our Carbon Literacy Training**, building the knowledge and confidence to take climate action through our bespoke SME course, certified by the Carbon Literacy Project
- **We maintained our EcoVadis Platinum rating**, and 10 team members accredited as EcoVadis Consulting Partners

“Climate action is a journey. While our emissions increased this year, we remain focused on the long-term goals, and we are committed to reducing our environmental impact. We will continue working towards our emissions targets while delivering meaningful environmental and social value through the wider impact of our activities.”

Melissa Penn, Environmental Lead, AG Impact

“AG Impact sponsored me with a Business Sustainability Management qualification with Cambridge University's Institute for Sustainability Leadership. This has helped me increase my experience and understanding so I can better support client work, advising on activities that can drive sustainable and impactful change.”

Lucy Atkinson, Impact and Communications Director, AG Impact

[Return to Contents](#)

Building trust through transparency

Why our carbon footprint changed this year

During 2025, our ability to create positive impact grew significantly. A 75% increase in headcount and greater delivery capacity meant we could support more organisations and leaders across Communications, Change and ESG, extending our reach and the impact we can have through our work.

Growth also brings greater environmental responsibility. We've spent years driving our carbon footprint down to a lower baseline, and our increased activity has shown us just how important it is to keep pushing. It creates a new challenge: how do we continue to grow our positive impact while keeping our environmental footprint as low as possible?

This year, our growing team, new equipment, 15th anniversary celebrations, rebrand, events activity and £15,000 sponsorship with Business Declares all contributed to an increase in our carbon footprint. As a virtual, service-led SME, some improvements in how we work, including more efficient digital delivery and reduced emissions with our stakeholders, are not captured in standard carbon reporting.

At the same time, we used our platform to spotlight three inspiring women tackling the polycrisis at Blue Earth Summit: Rabina Khan (Friendship SPO), Evie Harman (The Girls Network) and Abeer Abu Ghaith (MENA Alliance). We're proud of the positive change these activities represent, while being open about the environmental impact that comes with them, as transparency remains central to how we communicate progress.

Our investment in people and stronger action contributed to a 29% increase in carbon intensity during this reporting period to 34.4 tonnes of carbon dioxide equivalent per £1 million of turnover. Against the low baseline we started from, this remains a relatively small movement, but it reinforces the need to carefully balance business growth with climate action.

And the longer-term picture remains positive

Since our baseline year, we've reduced our carbon intensity by 2.2% overall, showing that we're becoming more carbon efficient over time. This gives us a clear foundation to build on as we continue growing our positive impact while working to keep our environmental footprint as low as possible.

We've reached zero Scope 1 and 2 emissions six years ahead of our Science Based Targets initiative (SBTi) validated target. With more than half of our remaining Scope 3 footprint coming from our freelance member community, we're also taking action across our wider network: all AG Members in 2024 and 2025 had carbon reduction plans built into their contracts.

From our own operations to our client work and wider community, we're finding new ways to reduce our environmental impact and create positive change:

- **We've transformed our website to cut carbon**, now ranking among the world's top 20 lowest-carbon websites

- **Partnering with Digital Carbon Online** to continually reduce our website's carbon footprint
- **Embracing cloud-based working through Microsoft 365** to improve efficiency, collaboration and resource use across our operations and supply chain
- **AG Impact's annual digital detox**, resulting in a 23% decrease in email and OneDrive storage
- **Carbon Literacy Training** for 25 people and Carbon Literacy Organisation Silver status
- **Embedding sustainability into how we work and travel** through new Supplier Sustainability and Travel Policies
- **Planting for positive change:** 25,138 trees planted between 2020-2024 with 192.5 tCO₂e avoided through Ecologi Restore
- **Lobbying** alongside Business Declares, National Emergency Briefing, People Planet Pint, Better Business Act and 30x30 (rewilding 30% of the UK by 2030)
- **Putting our money where our values are:** moving all employee pensions to an ethical fund and switching our banking from Santander to Starling
- **Helping clients cut digital carbon**, achieving an 88% reduction on one project
- **Switching to rechargeable batteries**, cutting single-use waste
- **Refillable for the win:** providing Ocean Bottles to every employee
- **Making AG celebrations more sustainable** with plant-based menus
- **Donating 1% of our annual revenue every year** to environmental causes through 1% for the Planet
- **£165,468 donated** to equality for women and girls and climate action non-profits between November 2020 and October 2025
- **Speaking up for SMEs:** we joined a business roundtable with Green Party Member of Parliament Adrian Ramsay to champion stronger government action on climate and equality

We'll continue to explore what it looks like to reduce Scope 3 emissions as we grow, and we will share this through our 2026 Climate Action Plan.

Why our new policies reflect the joy and struggle of real life

Sometimes, life just happens. From losing someone you love to adopting a new family member, life events are rarely in our control. We think that work should reflect that reality.

Our 2025 policy changes put this belief into practice. We want AG Impact to be a place where people don't have to leave real life at the door, and where flexibility and support are part of how we work, not exceptions to the rule. Because women, particularly primary caregivers, still too often carry more of the load, we're committed to doing our part to make work fairer and more human.

We've introduced several enhanced policies to support employees through key life stages, including Neonatal Care Leave, Surrogacy and Adoption policies, Parental

Bereavement support, and paid leave for pregnancy loss. We don't know what life will throw at us, and we're proud to have these policies in place to support each other.

“Living with endometriosis and having a parent with Alzheimer's has shown me that life doesn't always fit neatly around work. Chronic illness can be unpredictable and invisible, and having the flexibility to manage it alongside work shouldn't be something you have to fight for.

At AG Impact, that flexibility and understanding means I can look after my health, be there for my family when needed, and continue to do work I care about.”

Laura McDowell, Impact Manager, AG Impact

[Return to Contents](#)

Investing in the next generation

We've always believed in sharing knowledge, and in having, and being, mentors and role models. This year, we've been working with The Girls' Network and Not Impossible to invest in the next generation of leaders.

The Girls' Network

This inspiring charity has a vision for “unlimited futures for all young women.” To help them provide it, five AG Impact employees took part in mentoring young girls, networking and supported in-person events. Founder and CEO, Lynne, also took part in an online questions and answers (Q&A) session with young ambassadors covering topics from leadership to entrepreneurship to digital marketing trends.

“AG Impact is an example of how every profit-making organisation should be. The word 'partnership' really means something to them. They are totally committed to building genuine relationships with charities and help to create real change alongside them.”

Rebecca Searl-Stevens, The Girls' Network

Not Impossible

During the year, every AG Impact employee completed a micro placement with Not Impossible, an organisation on a mission to accelerate social mobility in the UK and help more young people aged 16-25 find careers that matter to them.

We've supported Not Impossible from their beginning, taking part in the launch of their virtual pilot. Scoring 5/5 for experience by the young people we spoke to, we helped mentees to know more about their career options and feel optimistic about the future.

“Thank you for your kindness, guidance and willingness to share your knowledge. Your insights into AG Impact's approach to creating meaningful change through strategy really resonated with me.”

Sanskriti Agrawal, Participant, Not Impossible

[Return to Contents](#)

Bringing impact to life

Partnering with procurement to enable global change

When a global pharmaceutical company needed to support the worldwide roll-out of a new procurement system, we created the communications strategy to make it a success. We built a comprehensive communications hub, created all the collateral, tools and content, and hosted briefings and Q&As to engage employees and stakeholders across regions and functions.

- **90,000** employees reached
- **70+** change network meetings hosted
- **12** supplier and employee briefings with 1000+ participants

“AG Impact were instrumental in the delivery of a complex global transformation programme delivering change and communications across over 80 markets. The team really went above and beyond to make sure we were successful. Great team, great outcome.”

Program Lead

Guiding a creative agency through to EcoVadis Gold

Creative multimedia and content agency, Content Chemistry, wanted to strengthen their ESG credentials to be awarded EcoVadis Gold. We carried out a gap analysis, reviewed evidence and policies, and made recommendations to documents, data recording, reporting, and measurable key performance indicators. AG Impact and Content Chemistry worked closely together in partnership, achieving a large increase in points and a subsequent EcoVadis Gold award.

- An overall score increase from **66/100 to 79/100**
- Content Chemistry placed in the **96th percentile** of all EcoVadis rated companies
- Outstanding improvements to policies on environment, labour and human rights

“AG Impact gave a comprehensive analysis of our business and clear direction on next steps to support with our 2025 submission to EcoVadis and we achieved a gold medal (our 2024 submission was bronze). Clear communication and great partnership.”

CEO, Content Chemistry

Rethinking traditional communications to drive engagement and awareness

We helped a global pharmaceutical client adopt new electronic lab notebooks where a traditional approach to communications was failing.

We built the narrative, coached leaders, ran targeted engagement sessions, and coordinated multi-channel communications to increase engagement and adoption of a vital business resource.

- **21 point** increase in employee survey scores
- **3400+** employees impacted

“AG Impact transformed our approach from passive communications to active engagement, helping us drive behavioural change and support the successful adoption of new systems.”

Programme Director

[Return to Contents](#)

Leadership and Community Building

Accreditations, Recognition and Leadership

In August 2025, we maintained our EcoVadis Platinum rating with a score of 93/100, placing us in the top 1% of companies globally. We also received a CDP (formerly the Carbon Disclosure Project) rating of B and became an accredited UK Living Wage Employer. By joining the UN Women Briefing Club and signing up to the UN Women's Empowerment Principles, we've shown that we are willing to turn our commitment to equality for women and girls into action.

Community Building

This year, our goal to share knowledge, experiences and resources has continued through local in-person events and virtual meet-ups as part of our Community Impact Network. The Network has evolved from formal sustainability meetings into a thriving, relationship-focused community, with walks to encourage collaboration, knowledge-sharing, and new partnerships between organisations. It reflects our commitment to deliver value to as many like-minded people as possible, whether business owners, employees, leaders or individuals.

The People, Planet, Pint event we host three times a year at Alderley Park, is an informal gathering that has helped people to make new connections and find out what's happening in the local area. Regular attendees return alongside new faces, creating a strong sense of purpose-minded community.

Our free monthly online meet-up, The B Club, has offered solopreneurs and business leaders the opportunity to connect and discuss B Corp recertification across the year. With B Corp having recently launched new, updated standards, this has proved a vital chance to share knowledge and experiences, ask questions and solve challenges as a collective making up 4% of the UK Certified B Corp movement.

"[It's] great to have a forum where B Corps can come together to share insight and challenges... Some really helpful tools [were] shared that shaved hours off our certification submission [and] insightful speakers who helped clarify where our recertification effort would be best invested."

Martin Knowles, Sales: Untangled®, B Club Member

"At a time of significant change in the Certified B Corp standard, over the past year Debbie and Laura at AG Impact have fostered a welcoming environment for fellow B Corps to come together and learn from each other how to be even better businesses. Thank you!"

David Matthews, Maia Growth

Although the impact of initiatives like these is harder to measure, they remain vital impact initiatives for us, alongside our mentoring and pro bono work.

[Return to Contents](#)

Advocacy and Donations

Advocacy

Throughout the year, we've been delighted to continue working with partners who play an active role in advancing gender equality and climate policy. These include SHE Changes Climate, UN Women UK, Rewilding Britain, Business Declares, Power for People and The Better Business Act.

Through funding, advocacy and direct engagement, including lobbying Members of Parliament, contributing to campaigns and participating in activations, we've added our voice to call strongly for more ambitious government policies around issues from the Living Wage to peace in Gaza. We believe that by joining our voice and influence with others, we're able to create a wave of substantial, collective impact.

“Resilience requires a strong network and implicit trust with partners who support each other, with people who don't flinch when the pressure mounts. That is precisely what we found in AG Impact.

Together, we are holding the line. We are refusing to back down. And we are proving that when women and their allies stand shoulder-to-shoulder, even the fiercest headwinds cannot stop the tide of change.”

Antoinette Vermilye and Bianca Pitt, Co-Founders, SHE Changes Climate

“Business Declares has collaborated with AG Impact on several events and the experience has been consistently brilliant.

It's really notable that although we are two distinct organisations, when we have been working together, it has felt that we are one solid team, and it's not remotely apparent who works for who. In my experience this doesn't happen very often.”

Ben Tolhurst, Business Declares

Donations

Since 2020, we've donated £165,468 to equality and climate-related missions who are driving UK and global change by funding women's salaries, communications, research and activations.

“AG Impact's multi-faceted support for our campaigning for legislation to enable more community-led renewable energy has been of great value. Working with Lynne and her bright and enthusiastic team has been rewarding and a delight. If all businesses walked the talk like AG Impact does, our world would be a far better place.”

Steve Shaw, Director, Power for People

[Return to Contents](#)

Learning and looking ahead

This year has seen large clients looking with greater scrutiny than ever through their supply chains, putting suppliers under increasing pressure to comply. This makes us even more committed to helping other organisations become a force for good and increase their own impact. Retaining our EcoVadis Platinum rating and B Corp certification, two recognitions we're incredibly proud of, keeps us perfectly placed to do just that.

We'll continue to work on reducing supply chain emissions and share our Climate Action Plan, deepen engagement with supply chains, and expand our advisory and communications services. Embedding responsible business practices, including artificial intelligence (AI) governance, also remains at the top of our priority list.

As ever, our commitment to equality for women and girls remains at the heart of what we do. But creating lasting equality is everyone's responsibility. That means encouraging meaningful male allyship, supporting young people of all backgrounds to thrive, and using every opportunity, from a thoughtful conversation with a colleague to a new purpose partnership or major client project, to create positive change. Equality, inclusion, and opportunity remain central to our culture and our future as we look ahead.

If you'd like to ask questions, get in touch or talk about any part of this report, we'd love to hear from you. Get in touch at hello@ag-impact.co.uk

Together, alongside other like-minded businesses and partners, we'll keep turning values into action and action into change.

Best wishes and impact,
Lynne

[Return to Contents](#)