

AG Impact

Impact Report
2024-2025



Activate purpose. **Empower change.**



Contents

- Foreword from our CEO & Founder
- Our progress in numbers
- The UN Sustainable Developments Goals in action
- Building trust through transparency
- Investing in the next generation
- Bringing impact to life
- Leadership and Community Building
- Advocacy and Donations
- Learning and looking ahead

Foreword from our CEO & 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 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,
CEO & Founder, AG Impact

Our progress in numbers



During 2024-2025, we made specific commitments to progress, in line with the UN SDG goals #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

We committed to mentor, train or coach **162 women & girls**

212+

women & girls supported
exceeding our target by 30%



2 activations

– we pledged to lobby for women's equality



13

petitions signed for SDG 5 & 13

Joined activations with Care International UK and UN Women UK for #CSW69

1% of turnover

– we promised to donate to non-profits

Donated 1%

that support SDG 5 & 8

We support

**REWILDING
BRITAIN**



SHE
changes estimate



**Business
Declares**



2 new clients – we aimed to onboard to improve their social and environment impact

4 new clients

supporting Sustainable Development Goals



Our 2025 goals | How we measured up

100%

of employees and members that have completed our EDI training sessions

87%

completed live training,
with on-demand available



2 new roles we aimed to create, offering decent work

3



2 directors and 1 manager
hired in Q1 2025

80 SME leaders / businesses

we aimed to support to improve their ESG impact

353



women supported

through 121 mentoring, team coaching, training ESG certification support, strategy and comms

100% of AG Impact members asked to meet social and environmental commitments

100% Members

met our commitments of Carbon Literacy Training, emissions measure, reduction action plan and new social policies

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



The UN 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
- 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 & impact advice
- **1 female non-profit manager** supported with six months' salary
- **15 hrs of global dialogue** at #CSW69 as a UN Women UK Delegate

Our people

- **16 women supported through ongoing mentoring & 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 fibers 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 & 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 18-24 year-olds 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 WCAG 2.2 AA standards to 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 +£25k annual spend) completing the process through third-party measurement and verification
- **We maintained zero Scope 1 & 2 emissions.** Scope 3 increased by 15% to 98.04 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 on page 9](#)
- **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 Carbon Literacy Project.
- **We maintained our EcoVadis Platinum rating**, and 10 team members accredited as EcoVadis Consulting Partners

Carbon Literacy Project



"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 & Communications Director, AG Impact



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 poly-crisis 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 CO₂e/£m 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 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 One Drive storage

Carbon Literacy Project



Carbon Literacy Training

for 25 people & 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 192.5t CO₂e avoided through Ecologi Restore



Lobbying

alongside Business Declares,
National Emergency Briefing,
People Planet Pint, Better Business
Act, 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 Nov 2020 to Oct 2025



Speaking up for SMEs

we joined a business roundtable
with **Green Party MP Adrian
Ramsay** to champion stronger
government action on climate
and equality

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



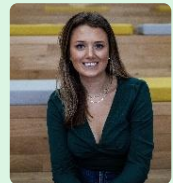
Why our new policies reflect the joy and struggle of real life

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



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.



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 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

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 16-25-year-olds 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



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 comms 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 KPIs. 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 comms to drive engagement and awareness

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

We built the narrative, coached leaders, ran targeted engagement sessions and coordinated multi-channel comms 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



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 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 we're willing to walk the walk when it comes to equality for women and girls.

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.

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 Woman UK, Rewilding Britain, Business Declares, Power for People and The Better Business Act.

Through funding, advocacy and direct engagement - including lobbying MPs, 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 & 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



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 comms services. Embedding responsible business practices, including 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

