

Seed

Impact Report

2024



Certified



Corporation

A progressive performance
marketing agency on a
mission to grow sustainable
and ethical brands for good



A letter from our Founders

Nick Miller & Robin Bush

Reflecting on Seed's Year of Growth

2024 has been a defining year for Seed. Despite economic uncertainty and industry challenges, we stayed true to our principles, prioritising stability for our team and impact-driven work.

Becoming a B Corp™ in 2023 was a significant milestone, reinforcing our belief that businesses must go beyond profit. This year, we focused on aligning every action with our values, from how we treat our team to the work we take on. We aim to create positive change in our business and the communities we touch.



Our people remain at the core of Seed. We've prioritised job security and career growth and expanded our Seed Academy apprenticeship program. We've cultivated a supportive, high-performing workplace by refining mentorship and progression. This commitment has solidified our position as one of the top agencies for which to work.

Sustainability remains just as vital. We continued donating to charity, supported over 50 organisations, and held events like the Seed Charity Volleyball Tournament. Our community involvement extends beyond the agency, making a real impact.

Looking ahead, we're committed to ongoing progress. With evolving B Corp™ standards, we're strengthening our impact on social engagement, sustainability, and transparency. Financially, we remain strong, ensuring continued investment in our team and causes.

Being a B Corp™ is not just about meeting criteria but embracing constant improvement. We believe success and purpose go hand in hand, and we're excited for another year of learning, growth, and driving marketing as a force for good.

Robin & Nick

The background is a solid teal color. There are several thick, bright yellow wavy lines that curve across the page. One line starts at the top left and curves downwards. Another line starts at the top center and curves downwards. A third line starts on the right side, curves downwards, and then loops back up and to the left. A fourth line starts at the bottom right and curves upwards.

Our B Corp Score



Overall B Impact Score

Based on the B Impact assessment, Seed earned an overall score of 94.4. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 94.4 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

16.7

Governance assesses a company's mission, ethical practices, transparency, stakeholder engagement, and how its structure or policies protect its mission.

25.0

Community assesses a company's impact on and engagement with its local and sourcing communities. It recognises models that address community challenges through initiatives like fair trade, cooperatives, and charitable commitments.

7.1

Customers evaluates how a company serves and protects its customers through product quality, ethical practices, data privacy, and feedback. It recognises offerings that address social challenges such as health, education, access, or support for other impact-driven organisations.

35.1

Workers assesses how a company supports employee wellbeing, development, and satisfaction while recognising models that empower workers through ownership or inclusive employment programmes.

10.3

Environment evaluates a company's environmental management and its impact across all operations, supply chains, and distribution - while recognising environmentally innovative practices and products that contribute positively to sustainability.



Our B Corp Journey

Our first full year as a certified B Corp™ has been a transformative journey of growth, learning, and impact. We're committed to driving positive change in our industry, communities, and shared environment as a team.

Over the past year, we've strengthened our commitment to our people by enhancing employee benefits, increasing pay transparency, and restructuring our board for more agile decision-making and accountability. We've also expanded our charitable efforts, raising more through Seed charity

events, introducing donation matching, and offering dedicated volunteer days for every Seedling.

Sustainability remains a priority, and our improved recycling and composting initiatives are already helping reduce our carbon footprint.

This is just the beginning. We're dedicated to continuous progress-deepening transparency, fostering fairness, and making a lasting social and environmental impact.

January

- Locked in the new 4.5-day week
- Planted 160 metres of hedgerow in partnership with CPRE Sussex
- Refined our maternity and paternity benefits scheme



March

- Empowered students at Burgess Hill Academy with practical networking skills
- Apprenticeship open day hosted at Seed HQ
- Seedlings received a share of the profit



February

- Community outreach – two Seedlings visited Brighton College to deliver a talk on progressive organisational structures
- Matched a Seedling's contribution to their chosen charity





The new part is where you need our help to help help us create what'll look like and how it will be used. Here are a few pointers to help.

SeedCast



April

- Shared our industry career insights with students at Hove Park School
- The Performance Marketing Podcast was launched

May

- New Office Recycling Area
- £293 raised for Safehaven in our bake sale
- Launched the Seed sustainable suppliers list

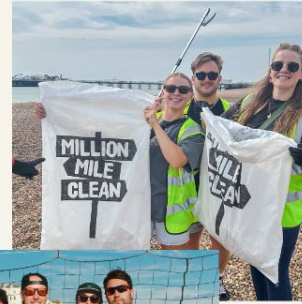


June

- Seedlings received a share of the company's profits
- Google Partner Summit on how to foster diversity and inclusion within our teams

July

- Launched our transparent pay and progression policy
- Seed Fest - a celebration of our culture, connection and hard work
- Matched a Seedling's contribution to their chosen charity
- Podcast episode: B Corp and Beyond



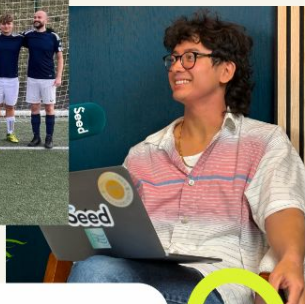
August

- Raised £5,341 for Off The Fence at our charity volleyball tournament
- Took part in National Beach Clean Day on Brighton seafront

September

- Winner of Best Culture Transformation at the UK Agency Awards!
- Hack Day spotlight: exploring neurodiversity at Seed
- Released our Roles and Experience Framework Policy
- Profit shared across the team





October

- Charity football match in support of The Clock Tower Sanctuary in partnership with fellow B Corp™, Plus Accounting
- Podcast episode discussing Neurodiversity in the workplace
- Matched a Seedling's contribution to their chosen charity

November

- Podcast episode celebrating and supporting working parents
- Matched a Seedling's contribution to their chosen charity



December

- Safehaven Christmas: we made 200 decorations, 20 festive hampers, and donated 40 scarves and food to Whitehawk Food Bank
- Profit shared across the team





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By sharing our progress we hope to inspire accountability and set a standard for others in the industry.

Louis Perkins
People Lead

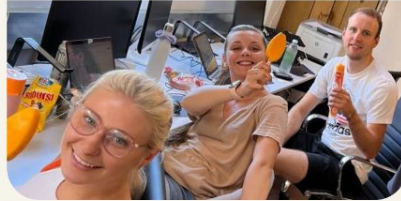


Seedlings



Team grew by 22.6%

Voluntary retention down to 9%



The new 4.5 day week means we now have Friday afternoons off

Over 35 socials – from Seed Fest and volleyball to games nights, carol singing and pumpkin carving



100% of Seedlings felt supported to use the flexible working scheme

Removed 'managers' with our progressive restructure



100% of eligible team members received a pay increase
(eligibility based on 12 months service)

We shared £16,457 of Profit with Seedlings



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One of the pillars is social impact - one of the biggest factors for us was around how we hire people, teach, train and treat our team.

Nick Miller
Founder



Clients





“As a B Corp, we’re guided by the principle of interdependence, which inspires us to promote the B Corp ethos among our partners and stakeholders. Davines Group actively supports its suppliers, salons, and distributors in pursuing certification, encouraging more businesses to pursue a sustainable future.” - **Davines Group**



“We’ve always focused, from the ground up, on building a genuinely good business and being innovative, eco-friendly, socially conscious, customer-forward, community-focused, and a great place to work. Our B Corp certification reassures the belief we’ve always maintained: a successful business can also be a force for good.” - **Liforme**



“Our business model is designed to do good. It’s circular and sustainable and we believe in making a positive impact in the world and in building a better business that helps us to do more good. We were already doing many good things, but by earning the badge, we’re officially demonstrating our commitment to environmental, social and financial performance in an effort to achieve a sustainable future, today.” - **World of Books**





BEN SIMPSON FURNITURE

EST. 2013

“Achieving B Corp certification is a significant milestone to us, highlighting our dedication to balancing profit with purpose. This certification represents our adherence to the highest standards of social and environmental performance, transparency, and accountability.”

– **Ben Simpson Furniture**



area

“We’re proud we’ve joined a community of like-minded businesses, driving the shift to a new kind of economy that is better for our people, our clients and the environment. Being part of a community of organisations with a similar vision provides a fantastic opportunity for us to collaborate and share ideas.” – **Area**

BelleVie

“As a B Corp, we’re not just about business as usual – we are wholeheartedly committed to upholding the highest standards of social responsibility. While it’s not a secret that ethical practices have always been at the core of our beliefs, this certification serves as a powerful reinforcement of our pledge to make a positive impact. And underpins our commitment to reinvent the future of care.” – **Bellevie Care**





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As a marketing agency, we have a responsibility to support brands that share our values - and to help others improve, guiding those on the journey towards greater sustainability and social responsibility.

Robin Bush
Founder



Community



Together, we raised £10,062.34 for charity

Dedicated time and support to 11 community initiatives



Seedlings got involved in November – fundraising for men’s mental health charities

Every Thursday, Lauren and Beth shared meals, stories, and activities with the community at Safehaven Brighton



Gaby and Louis shared career insights with Year 10 students at The Burgess Hill Academy

Seedlings joined Woolly Hat Day to support and raise money for people experiencing homelessness in Brighton



Brought local businesses together Brighton for our annual charity volleyball tournament

Danced our hearts out at Brighton Pride, celebrating with the local community



Environment





Turned our coffee waste into 130 coffee logs

Recycled 1,421 kg of mixed materials



Hit the beach for clean-up to help Million Mile Clean, an initiative from Surfers Against Sewage

Planted 160 metres of native hedgerow to support local biodiversity



Created and shared 42 infomemes from recycling tips to environmental awareness

Supported Mossy Earth in their rewilding projects, which in 2024 included reforesting Scotland, rewilding a former mining site in Portugal, and restoring wetlands in Slovakia



Saved 1.25 tonnes of CO2 through our office recycling initiative – approximately 145,000 smartphone charges!

Received a 96% recycling rate, as measured by Recorra





Whats next
for 2025?



Retaining a strong people-first culture where our team feels valued, supported, and inspired to do their best work



Championing purpose-driven brands while guiding others on their journey toward more ethical and sustainable marketing



Taking a more structured approach to tracking our environmental and social contributions, ensuring we stay accountable to our values



Investing in professional development, with structured mentorship and clearer progression pathways to help our team thrive



Embedding responsible practices in our day-to-day, refining internal processes to keep sustainability at the heart of everything we do



Using our Profit Share scheme to support charities and community initiatives, giving back in meaningful ways



Being intentional with our decisions, ensuring our actions align with our purpose and principles



Sharing knowledge and raising the bar for ethical marketing, helping to shape a more responsible industry



Expanding the Seed Academy, creating more opportunities for apprentices and early-career professionals from diverse backgrounds to gain meaningful industry experience



Improving reporting to create more transparency to show the impact we're making



Publishing our financial insights, fostering greater trust and openness

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2025 presents an opportunity to build on everything we have achieved so far. While setting new standards for how we operate. The focus remains on strengthening our people and culture, advancing sustainability efforts, and ensuring the work we do as an agency drives meaningful impact for the businesses we support.

Robin Bush
Founder



Here's to going even further in **2025**



Created by **Seed**