

4

4Change Marketing

IMPACT REPORT

2023

October 2022 - October 2023

A Message 4Change

They say **three is a magic number**, and that's definitely felt true for our brand in its third year.

The past two years have taught us a lot about our identity and affiliation. We've come a long way since our initial launch. We've become increasingly aware of the sustainability landscape we operate in and the opportunity for marketing to be a powerful leader in creating the change we want to see in the world.

With that said, change goes far beyond our climate. Poverty is at an all time high, natural resources are being exploited like never before, biodiversity is declining at an alarming rate and the gap between the wealthy and the less advantaged continues to grow. As outlined in the UN's Sustainable Development Goals, social and environmental sustainability carry equal weight. We need conversations around sustainability now more than ever.

This year we've diversified our client portfolio, learning more about sustainability approaches from increasingly distinct points of view and action. Every industry has a part to play in this movement, one of the best parts of running an agency is getting involved across so many areas of purpose-driven business.

Over the past few years, greenwashing has been an increasingly alarming and widely discussed issue. However, we're now seeing the rise of 'greenhushing'. We recognise the gap in business leaders' and marketers' knowledge around sustainability, and believe it's our responsibility to help steer these organisations in the right direction by offering transparent guidance when it comes to their sustainability claims and comms.



Translating sustainability is more essential than ever, and
it's what we do best.

CONTENTS

01.
Mission, Vision & Company Values

02.
Our Team

03.
Client Impact

04.
Annual Achievements

05.
Annual Emissions & Initiatives

06.
Old and New Targets

07.
4Change x Clockwise

MISSION & VISION

VISION

A future where conscious marketing is a standard practice and ALL marketers and brands serve towards a circular and regenerative economy.

MISSION

We use marketing to elevate change. Through education and transparent communication, our commitment is to spark important conversations, and translate intention into action. By centralising positivity when communicating purpose, we drive inspiration and help align our clients, internal teams, and wider audiences with sustainability commitments and initiatives.

COMPANY VALUES

01.

Collective creativity

Two heads are better than one.

02.

Positive outlooks

Negativity doesn't inspire.

03.

Authentic operations

Ethics drive our decisions.

04.

Honest communications

Truth-telling, always.

05.

People, planet, profit

It's literally all we talk about.

OUR TEAM

When working with us, you'll likely come across one of the following faces.

The **plant-based foodie**, football aficionado, and avid cyclist commuter who pedals everywhere.

The **keen volunteer**, enthusiastic cyclist who celebrates a 30 year marketing career, founding two agencies for the love of good

The **mindful traveller** who has recently opted to go electric to reduce her carbon footprint whilst travelling for family.

The **sustainable fashion lover** who upcycles and repairs clothes.



OUR CLIENTS

When it comes communicating environmental and social impact, marketing has a bad reputation. Our clients are an extension of our reputation, and we're not tarnishing that.

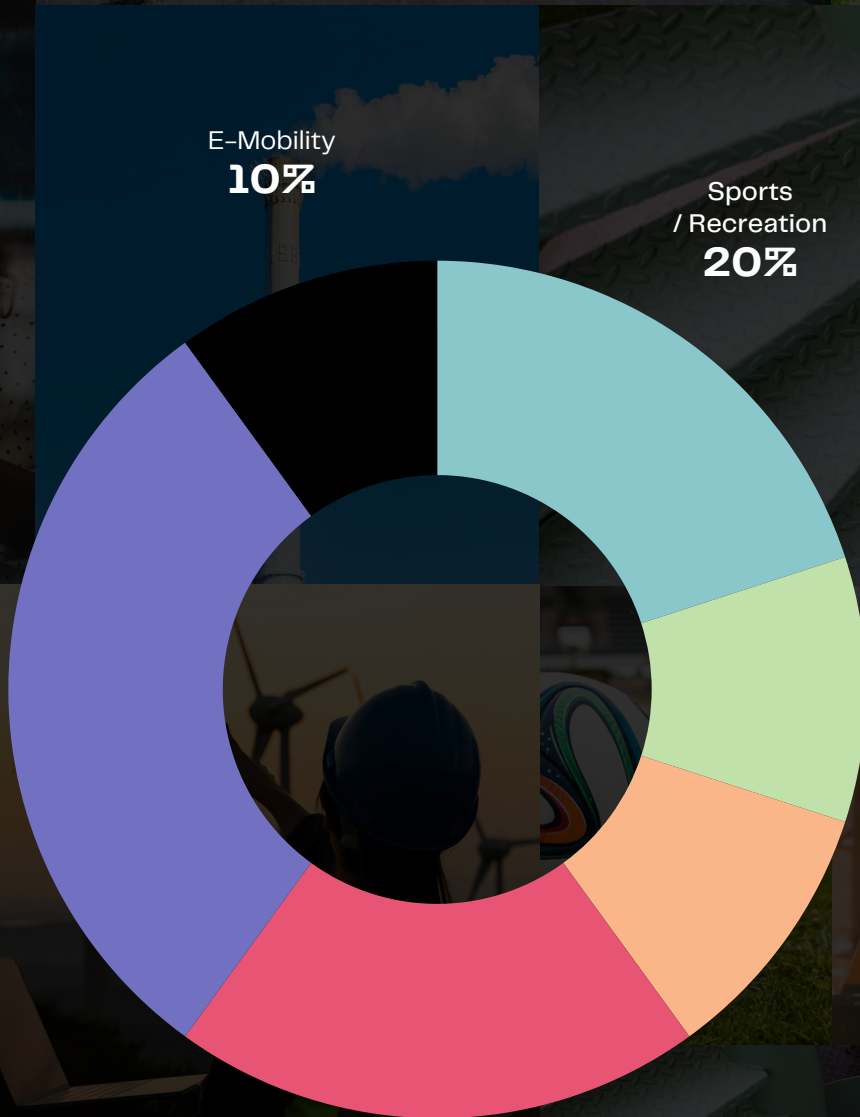
All of our clients demonstrate genuine intentions towards driving positive change. We strive to remain transparent about who our clients are and will continue to celebrate the work that we do for them.

We do not partner with businesses operating in controversial sectors, such as:

- Arms
- Mining
- Fossil Fuels
- Tobacco and Nicotine
- Pornography
- Zoos & Animal Parks
- Fast-Fashion
- Gambling

OUR CLIENTS

The clients that we've served in the **past 12 months** represent the following sectors.



Sustainability
Engineering
30%

E-Mobility
10%

Sports
/ Recreation
20%

Social
Enterprises
10%

Circular Materials
/ Built Environment
10%

Climate-Tech
20%

CLIENT IMPACT

This year we...



Expanded our service offering to social sustainability, producing a marketing strategy for a social enterprise tackling hate-crime and social injustices.

Levelled up our services to become the full marketing team for a group of energy-efficiency engineers (one of our longest standing clients).



Produced a 360 repositioning and sustainability marketing strategy for a European football club.

Supported a sustainable finance technology enabler with educational thought leadership content and expansive account based marketing.



Devised and delivered an entire strategy, rebrand and website for a travel and transport emissions reporting business.

CLIENT IMPACT

This year we...



Elevated a next-generation carbon capture company with a new website and awareness campaign.

Produced, designed and developed a one page website for a low-carbon cement replacement company.



Established a digital presence for a circular built environment consultancy through organic and paid social media content.

Carried out a range of pro bono marketing work for purpose-driven organisations in fields such as sustainability consultancy, regenerative skincare, sustainable foods etc.



Delivered on-going website updates and graphic design support for a sustainability consultancy specialising in natural refrigeration.

ANNUAL ACHIEVEMENTS



We completed our first certification year w/ one percent for the planet

We donated 1% of our company revenue to one percent for the planet certified charities including: [Seaworthy](#), the [Environmental Investigation Agency UK](#) and the [Big Blue Ocean Clean Up](#).



We gave back 106 hours through charitable volunteering and an average of one day a month for pro-bono marketing work.

Our team dedicated a total of 106 hours to volunteering (an increase from 96 hours last year) mainly to the YMCA Surrey, The R&B Community Fund and The Fircroft Trust. We also offered reduced rates and pro-bono marketing services to a range of purpose-driven start-ups lacking funding.



We offset 60 tonnes of CO2e

We believe in low-carbon living and working in the first instance, but in an additional bid to manage impact, we have commenced our second year of tree planting through [Make it Wild's](#) credible nature reserve at Dowgill Grange, Summerbridge, North Yorkshire.



We doubled our client portfolio

In the past 12 months we supported a total of 14 socially and environmentally conscious businesses with their marketing efforts, a 100% increase from 7 clients last year.



Switched 4 client websites onto green hosting

As we developed new websites for our clients, we also switched their hosting to Kualo, a renewable energy powered webhost.



We attended 12 sustainability events

On average, we attended one in-person industry event a month (nearly twice as many as last year), partaking in important sustainability conversations, and tuning into expert panels and keynote sessions.

ANNUAL BUSINESS TRAVEL & COMMUTING EMISSIONS



10,608 KM cycled to and from work

Come rain or shine, our two founders hop on the saddle to get to the office. This helps reduce our business carbon emissions, along with being great for body and mind wellbeing. This year we cycled 2,352 km more than last year.



180 KM walked to and from work

One of the perks of central London living is being able to walk to the office! With a podcast on it's such a great way to wake up the brain and body.



154.32 KM TFL bus journeys to and from work

Sometimes, it's rainy, or you've hit the snooze button a few too many times... this has sometimes called for the bus. This is estimate to have emitted 15.2 kg of CO₂e.

Based on TFLs bus emissions estimator of 98.6 gCO₂e per passenger km.



1,554 KM travelled on the London Underground

Between our team members, we've traveled about 1,554km on the London Underground (a decrease from 2,132 km last year). This is estimated to have emitted 62.9kg of CO₂e.

Based on TFLs underground emissions estimator of 40.5 gCO₂e per passenger km.



71.13 KM travelled via train in the UK

We only took the train once this whole year to head out on a countryside walk for a team Christmas day out, meaning in the past 12 months our train travel emitted an estimated 5.5 kg of CO₂e, reducing 158.4 kg from last year.



One flight travelled for business

Two of us took a return flight to visit some clients in Belfast in the past year, which amounted to 738kg of CO₂e, which we offset through Make it Wild.

821kg CO₂e
Total estimated travel & commuting CO₂e

Based on coming into the office 2 days p/w + traveling to and from client meetings / conferences

ANNUAL LIFESTYLE AND OPERATIONS IMPACT



100% renewable electricity used

All of our home offices and co-working spaces are powered by 100% renewable electricity.



2437 kWh energy used to power home offices

All of our home offices are powered by renewable energy suppliers which means that the electricity usage doesn't have any direct CO2e. In addition, two home offices were heated using natural gas producing an estimated 0.324 tonnes of CO2. We have a hybrid working culture, and the calculations are based on our full-time staff working 8 hours, three days a week, also accounting for the number of people living in the household.



700 kWh energy used to power co-working offices

Based on estimates provided by X+Why (the co-working space that we use) our co-working energy consumption has been a total of 700 kWh for the 2 days per week that we work there.



1 iPhone bought through refurbishment scheme

We replaced one company phone by purchasing a refurbished one from BackMarket, preventing an average of 77.3 kg of carbon.



1 laptop bought brand new

Not our proudest moment, but this report is about transparency. On a positive note, the new laptop consumes an average of 4x less electricity.



100% vegetarian diets

Our entire team consume vegetarian or vegan diets, which helps reduce our overall 'foodprint'.



Taking in not taking away...

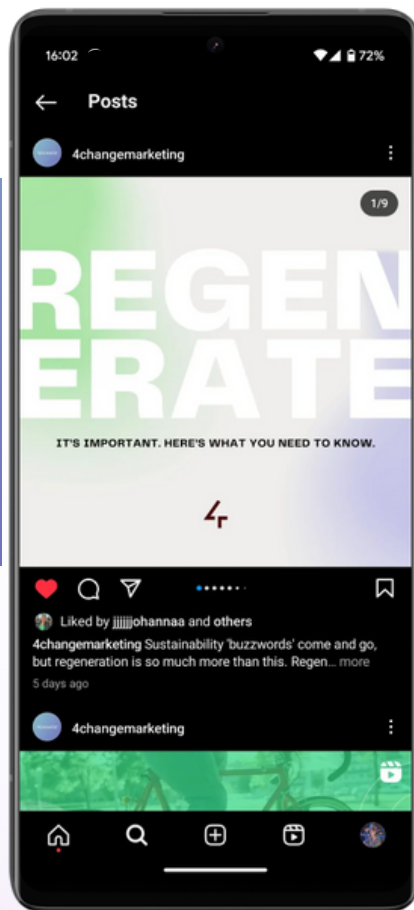
Two thirds of our team bring in home cooked lunches to work 90% of our office days. This reduces the use of single-use packaging and helps our team eat healthier, more nourishing foods whilst also reducing food waste.

THE UN SDGs



The United Nations SDGs can be seen as an overused framework, but it's one where we have truly cultivated change and impact. SDG Goal 12 – **Responsible Production and Consumption**, is where we generate the most impact. Our niche is leveraging digital platforms to translate sustainability messaging around genuine purpose.

The nature of 4Change as a whole business is to inspire and empower change through knowledge, education and information around both conscious marketing and consumption, and how both consumers and brands can act responsibly and consciously.



LAST YEAR'S COMMITMENTS & TARGETS

How did we do?

01.

Planet Give Back Day

We want to commit to a 'Planet Give Back' day each month. Whether that's by volunteering for local charities or donating our skills free of charge to an NGO.

We didn't manage to formalise this commitment but we ended up dedicating more than one day a month to pro-bono work. Next year, we're looking to push this offering to a wider audience.

02.

Increase Community Awareness Around the SDGs

Each month we want to use our social media channels and website to share knowledge related to the UN Sustainable Development Goals.

This year we diversified our content and made "sustainability" one of our key content pillars.

03.

Work Experience Opportunities

We are aiming to provide a minimum of one annual marketing internship for students looking for work experience / placements.

Unfortunately we failed to provide a work experience opportunity this year, mainly due to the lack of resources and management time.

04.

Increase Contribution to Education

We want to continue to empower people with knowledge around sustainable marketing and aim to contribute/participate in student lectures at least annually.

This year, our Co-Founder attended two university classes to give a talk on sustainability marketing.

NEW COMMITMENTS & TARGETS

Sustainability is a journey. We are committed to diversifying and expanding our environmental and social targets as we continue to grow and drive conscious business.

01.

Planet Give Back Day

We want to continue committing to a 'Planet Give Back' day each month. Whether that's by volunteering for local charities or donating our skills free of charge for an NGO. Please get in touch if you or anyone you know is interested.

02.

We want to add 'impact labels' to our services

When quoting on projects, we want to be able to estimate the impact we as a business have, initially starting with carbon emissions.

03.

We want to host a charitable event

Over the years we've attended a lot of events but as a new milestone we'd like to host one of our own.

04.

We want to branch out our services

From internal training schemes to impact reports, we're looking to spend more of our time driving sustainability marketing and awareness in different businesses.

05.

We want to start using an employee sustainability engagement app

We want to start using a sustainability engagement app to inspire and encourage more conscious habits amongst our team members.

06.

We want to track our travel and commuting emissions more accurately

We want to start using TripShift's mobility carbon accounting software to more accurately track and report on our mobility related emissions.

STORYTELLING TIME...

AN AFFILIATION FOR BETTER MARKETING

We often get asked about our affiliation with Clockwise Marketing so once and for all we want to clarify what the fuzz is all about. What better place to do this than in our impact report?

Simply put, Clockwise Marketing has been instrumental in the set-up of 4Change Marketing (formerly known as Planet Marketing) in 2020. Founded by Simon Ellis in 1995 with a focus on branding, Clockwise gradually evolved into a fully-fledged marketing powerhouse as the industry ramped up. Simon's three-decade journey in this field spans highs, lows, and transformative shifts, all of culminating to form Clockwise's identity today—an esteemed marketing agency deeply rooted in ethical values and sound business practices.

Around three years ago, Johanna joined forces with Simon to spearhead Clockwise's digital marketing division. Through this, both discovered a shared passion for driving positive change. Immersed in the sustainability realm, Simon mentored Johanna, nurturing her into an agency leader, and together, they co-founded 4Change Marketing.

Today, Clockwise Marketing and 4Change Marketing are two separately registered businesses. We do however share a team culture, design resources, a dynamic co-working environment, and lots of coffee. We also share a dedication to 'marketing for the love of good'.

4Change works directly with clients whose business operations, products and services are circular, low carbon or regenerative. Whilst Clockwise also celebrates alignment in values for responsible business practices, 4Change marketing focuses primarily on communicating sustainability. That's how we differ.

**Clockwise
Marketing.**



4CHANGE
marketing

THANK YOU.

We will continue to measure our impact as part of our core value to remain a transparent and conscious business.

We thank our clients and our team for continued support, commitment and shared values towards creating a better future.

GET IN TOUCH

