

MP&Co

B Corp Impact Report 2026

Using marketing
as a force for good.



Contents

A quick look at what's inside this year's report.

- 01 Foreword
- 02 Note from our founder, Mike
- 03 Why B Corp and what it means to our team
- 04 Our current score
- 05 V7 Impact Topics
- 06 Impact in action
- 07 Working with organisations creating positive change



Marketing that understands its responsibility



Impact shapes the decisions we make every day.

B Corp helps us look honestly at how we run the business, how we support our team, how we choose the organisations we work with and how we use marketing as a force for clearer, more responsible communication.

This report is our way of holding ourselves accountable. It shows where we've made progress, where we still need to improve and how we're trying to make better decisions across the business, not only when it's easy to talk about impact, but when it has to shape the work itself.

A note from Mike

As I reflect on our second year as a certified B Corp, I feel the same mix of pride and humility — but also a stronger sense of responsibility.

In our last report, we committed to improving our sustainability practices, deepening our support for charities, investing further in our team and using technology more responsibly. This year, we can show what those commitments have meant in practice.

We have also become more deliberate about how impact shapes the business itself. We continue to work with as many impact-driven organisations as possible and have strengthened our approach to ethical marketing, responsible technology and data security.

What matters most to me is that B Corp is becoming less of a separate initiative and more a part of how MP&Co makes decisions. It influences who we work with, how we support our people, which suppliers we choose and how honestly we communicate.

There is still plenty we need to improve. Our environmental impact needs more formal measurement and clearer targets, and the new B Corp standards will ask more of us across climate action, fair work, inclusion, human rights and stakeholder governance. That is exactly as it should be.

Our current score of 84.2 is a useful benchmark, but it is not the destination. As we prepare for recertification under the new standards in 2027, we'll keep challenging ourselves to improve our impact.



Mike Pye,
Managing Director
MP&Co

What B Corp means to the team



“

B Corp means doing what we should do, and what should be expected of all businesses. The goal one day really is for B Corp not to have to exist. Because one day we'll have reached a point where it's a requirement for all businesses to facilitate environmental sustainability, to operate with respect to our local communities, to keep the interests of our workers and stakeholders at heart, and to do business for good.

Lucy



“

Being part of the B Corp community means being surrounded by organisations that value positive change, progression and continuous learning. B Corp challenges us to think differently and consider the impact our work has on people and communities. Seeing our impact first-hand through team volunteering days brings the purpose behind B Corp to life.

Amy



“

I personally feel that I'm not just helping the business grow, but also contributing to a company that has committed to a wider purpose that considers people, communities and the planet in its decision-making.

Emma



“

Being part of a business that invests in its community is really important to me. There are so many charities and organisations doing incredible things to support local people, and to be able to volunteer through work is so rewarding

Becky

What B Corp means to the team



“

Being part of a B Corp team gives me a real sense of satisfaction and pride. Knowing we're not just doing great work but doing good at the same time, which makes what we do even more meaningful, especially when surrounded by like-minded people who all want to make a positive difference.

Jo



“

We've always believed in using business as a force for good. But holding ourselves accountable to that standard, especially during tough times, hasn't been easy. B Corp makes me feel a deep mix of pride and humility. We're always committed to improving our sustainability practices and investing even more in our support for charities and team's growth.

Mike



“

I'm also a qualified counsellor, so it's important to me that the work I do helps people, not only businesses. I've always loved marketing, but being part of a B Corp has changed the way I see its role. It means working with organisations that care how they show up in their communities and using marketing to support work that has a positive impact. That makes the job feel more meaningful and gives me something I feel proud to be part of.

Georgina



“

The word itself feels a little understated, but I do think the idea of B Corp is really nice. It's nice working for a company that puts people and planet first. It's nice having clients who do the exact same. It means the work we do can have a positive impact in more ways than one.

Ollie

What's the point of an impact report?

B Corp matters to us, but we don't see certification as proof that the work is finished.

As the movement has grown, there's been fair scrutiny about how the badge is being used. If businesses are going to say they're making a positive impact, they should be able to show it.

B Corp needs to continue challenging businesses to show evidence and be honest about where more work is needed.



That's how we see B Corp. Not as something to say we've got everything right, but as a way to keep asking better questions about how we run the business, who we work with, how we support our team and how we responsibly use marketing.

This report is part of that. It gives us a chance to show where we've made progress and where there's still more to do.

Why we chose B Corp

When we first began looking into B Corp certification, a big part of the decision came from Lucy, our Senior Account Manager & Impact lead.

She says:

“



We wanted to be a force for good, but B Corp gave us the framework to be able to do this in a real way. We value our community, our team, the planet, our stakeholders and how we treat our clients and humans in general, so an accreditation that placed value on this whilst keeping us accountable was a no-brainer.



Why we chose B Corp

We'd already been making decisions and approaching work with our values in mind.

They are:

-  **Be Connected**
-  **Be Better**
-  **Be Happy**
-  **Be Proud**
-  **Be Challenged**
-  **Be Recognised**

B Corp helped us be more intentional about how we work and why, and we've continued that ever since.

It's consistently influencing how we choose clients, how we structure relationships with suppliers, how we've formalised DEI work, how we approach benefits for staff and much more.

Simply put, B Corp has become a key part of how decisions are made, rather than something we step back to think about separately.

We'll continue investing in B Corp because it provides a framework that helps us challenge ourselves and keep improving year after year.

Our current score

84.2

Our current verified B Corp score is 84.2, comfortably above the certification threshold of 80.



While we won't recertify until 2027, these scores provide an important benchmark for understanding where we've made progress and where we still have work to do.

The standards might have now changed, but the focus on continuous improvement remains the same. As we prepare for recertification under the new V7 framework, we'll continue investing in the areas where we can create the greatest positive impact.

Governance

Our score

16

What we've done

- ✓ Increased environmental sustainability education across the whole business
- ✓ Made financial performance more transparent to employees
- ✓ Continued to review and evolve our mission statement
- ✓ Regularly updated our code of ethics to reflect how we work today



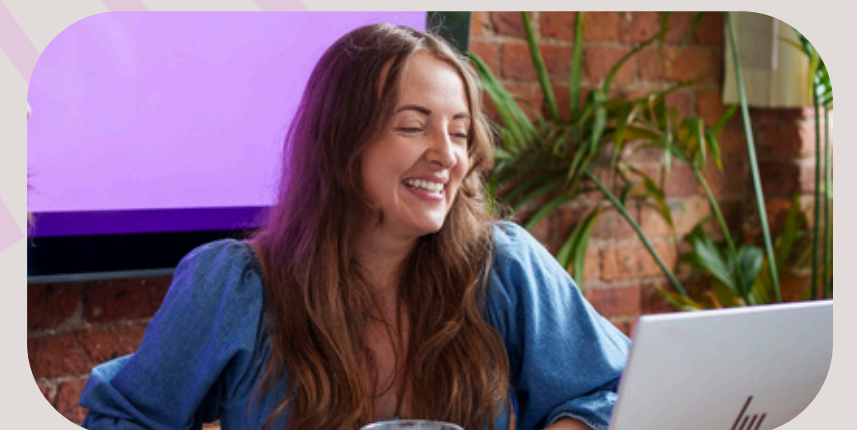
Workers

Our score

32.5

What we've done

- ✓ Paid all employees at or above the Living Wage
- ✓ Awarded bonuses to all employees with 12+ months' service
- ✓ Invested in regular training and external speaker sessions
- ✓ Supported three internal promotions in 2025/26
- ✓ Created opportunities for feedback through regular meetings
- ✓ Maintained a dog-friendly office environment



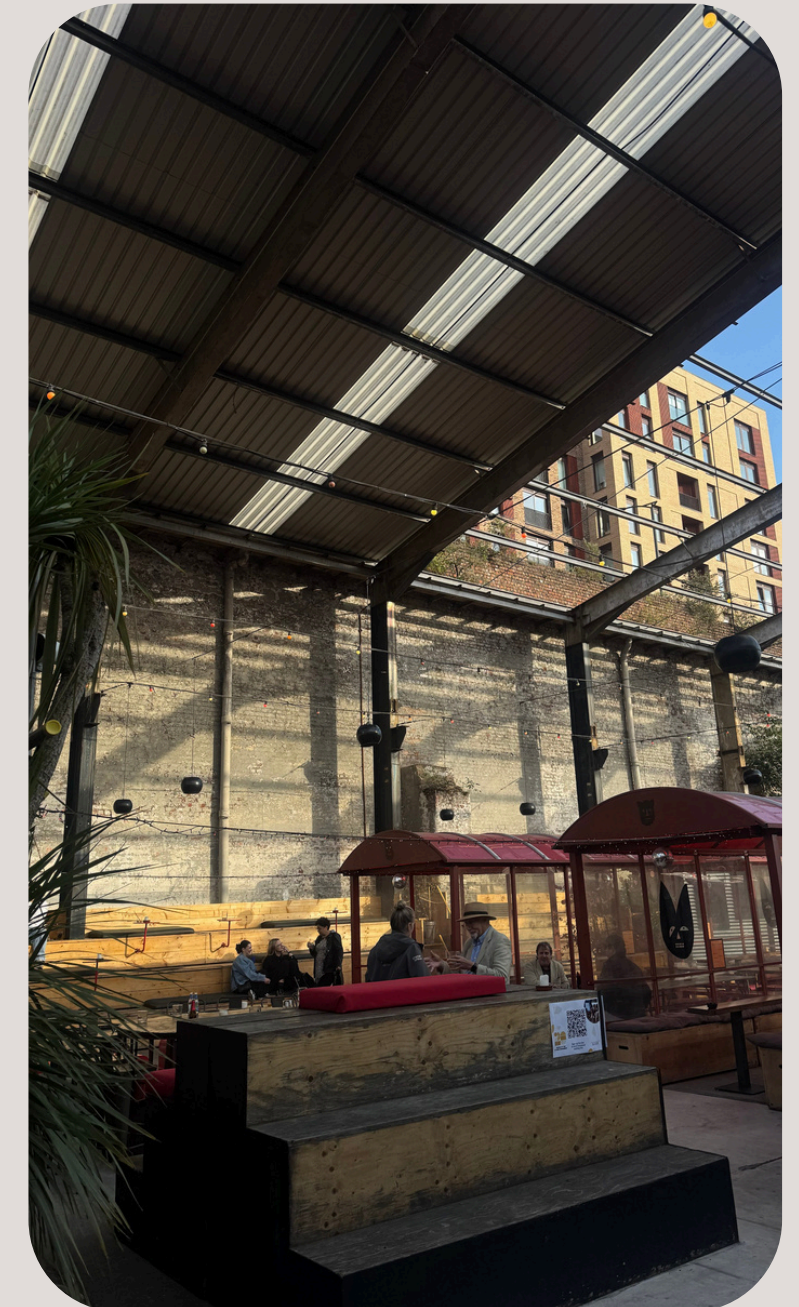
Community

Our score

19.8

What we've done

- ✓ Updated our supplier and freelancer matrix to highlight local, independent, sustainable, B Corp, female-owned and diversity-owned businesses
- ✓ Donated £2,289 to charitable causes during 2025
- ✓ Continued providing pro bono support to EatWell MCR and Cracking Good Food, and supported volunteering initiatives with Caritas Salford



Environment

Our score

5.2

What we've done

- ✓ Provided resources to help employees improve operational efficiency when working from home
- ✓ Continued our electric vehicle salary sacrifice scheme
- ✓ Continued our cycle-to-work scheme
- ✓ Maintained office recycling initiatives
- ✓ Delivered environmental education across the team



Customers

Our score

10.5

What we've done

- ✓ Continued to work with impact-driven organisations
- ✓ Maintained quality control processes across client work
- ✓ Completed Cyber Essentials training across the team
- ✓ Invested in AI training and education
- ✓ Held quarterly KPI meetings with clients
- ✓ Applied ethical marketing principles across our work



V7

Impact Topics

The new B Corp standards are built around seven impact topics, replacing the previous scoring categories.

While we won't be assessed against these until recertification in 2027, they provide a useful framework for understanding where we're already making progress and where we should focus our efforts next.

01

Purpose &
Stakeholder
Governance

02

Fair Work

03

Justice,
Equity,
Diversity &
Inclusion

04

Human Rights

05

Climate
Action

06

Environmental
Stewardship &
Circularity

07

Government
Affairs &
Collective
Action

Purpose & Stakeholder Governance



What we're doing

- ✓ Updated our Purpose Statement and made it publicly available on our website
- ✓ Created the Shared Impact Model to make marketing support more accessible to organisations creating meaningful change, regardless of budget
- ✓ Introduced a grievance policy and procedure that extends beyond employees to all stakeholders
- ✓ Refined our stakeholder engagement plan, mapping stakeholders by both influence and impact
- ✓ Introduced a new client onboarding initiative, allowing clients to choose an impact action such as tree planting or charity support when joining MP&Co

What's next

- ✓ Review our Purpose Statement annually to ensure it continues to reflect our business and impact ambitions
- ✓ Continuing to promote truthful, transparent marketing and help clients avoid misleading claims

Fair Work



What we're doing

- ✓ Using employee feedback to shape decisions across the business
- ✓ Monitor culture and identify opportunities for improvement
- ✓ Pay all employees at or above the Living Wage
- ✓ Encourage open feedback through regular meetings and 1-2-1s
- ✓ Provide clear objectives and opportunities for development
- ✓ Offer a benefits package including annual bonuses, buy and sell holiday and increased annual leave entitlement linked to length of employment

What's next

- ✓ Continue reviewing our benefits package to ensure it remains relevant and valuable to the team

Justice, Equity, Diversity & Inclusion



What we're doing

- ✓ Published an updated DEI policy to strengthen accountability and provide a clear benchmark for progress
- ✓ Introduced an internal survey to better understand diversity, inclusion and employee experiences across the business
- ✓ Continued reviewing policies and processes to support a more inclusive workspace

What's next

- ✓ Use survey findings to identify areas for improvement and future action
- ✓ Continue embedding DEI considerations across recruitment, development and business operations

Human Rights



What we're doing

- ✔ Work with clients, suppliers and partners whose activities align with our values and desired impact
- ✔ Consider potential social impacts when making decisions about who we work with

What's next

- ✔ Develop a formal process for identifying and responding to potential negative impacts
- ✔ Introduce clear ownership and review processes where risks are identified

Climate Action

What we're doing

- ✔ Collect and monitor greenhouse gas emissions data across the business
- ✔ Provide resources to help employees improve energy efficiency when working from home
- ✔ Continue our electric vehicle salary sacrifice scheme
- ✔ Continue our cycle-to-work scheme
- ✔ Encourage lower-carbon travel options and support public transport use where possible



What's next

- ✔ Partner with a carbon management consultancy to develop a formal climate action plan
- ✔ Identify opportunities to reduce emissions across the business

Environmental Stewardship & Circularity

What we're doing

- ✓ Maintain a supplier, partner and freelancer directory that highlights environmental and social credentials



What's next

- ✓ Create a formal process for identifying and addressing environmental impacts linked to our own activities and client work
- ✓ Further strengthen environmental considerations within procurement decisions

Government Affairs and Collective Action

What we're doing

- ✔ Contributed to external research for local universities



What's next

- ✔ Continue to engage in research opportunities with local education providers
- ✔ Collaborate more with stakeholders to advance social and environmental impacts

Impact in action

Cracking Good Food

Cracking Good Food brings people together through cooking, helping to tackle food insecurity and homelessness across Greater Manchester.

We supported two of their biggest Cook-Up campaigns with pro bono marketing, helping raise awareness and promote events that brought in volunteers, who created thousands of meals for individuals in need.



Impact in action

Caritas Salford

Caritas Salford supports individuals experiencing homelessness, poverty, discrimination and isolation across Greater Manchester and Lancashire.

Alongside ongoing marketing support and donations totalling £984, we spent a day volunteering at the Lalley Centre, a community allotment and food pantry run by Caritas. The day involved planting, harvesting, weeding, composting and shelf stacking.



Impact in action

The Christie Charity

The Christie Charity funds life-saving cancer research and care.

Lucy, our Senior Account Manager and Impact Lead, took on the Manchester Marathon and raised more than £5,000 for the charity. It was an incredible achievement and one we're so proud of her for.



Impact in action

Project Salt Run

Project Salt Run is a fundraising initiative set up by Hannah Cox, raising money for charities including ClientEarth, Frank Water, Big Change and 1% for the Planet.

We've supported the project from the start, helping through pro bono marketing, fundraising, raising awareness and donations, contributing £1,267 towards its wider fundraising efforts.



Impact in action

EatWell MCR

EatWell MCR transforms surplus food into nutritious meals for people experiencing food insecurity across Greater Manchester, reducing food waste while helping local communities.

We provided pro bono consultancy to help the charity review its marketing and operational processes, identifying how a CRM could support future growth and improve efficiency. Our work included workshops and recommendations for a system that will help the team spend less time on manual admin and more time on supporting the community.



Impact in action

CU Futures

CU Futures is an initiative bringing together the credit union sector to improve access to ethical financial services across the UK.

As part of a pro bono project, we developed the concept for CU-Match, a platform designed to help people find the credit unions they're eligible to join. We carried out discovery, market research, user journey planning and roadmap development, helping create a clear direction that could make credit unions easier to find and access.



Working with organisations creating positive change

A big part of our impact comes through the organisations we choose to work with.

We look for businesses and charities making a positive impact in the communities they serve, then help them with their marketing and strategy to build for the future.



The National Trust cares for historic places and landscapes across the UK, protecting them for future generations.

We developed the strategy and direction for a crowdfunding campaign to help transform Manchester's Castlefield Viaduct into an expanded urban green space, giving the team a clear plan they could take forward with confidence.

“We have been really impressed with the work that MP&Co have done in helping us to scope the creative direction for a crowdfunding campaign. The team have been a pleasure to work with and incredibly conscientious and thorough.

Sally Bowden, Philanthropy Consultant, National Trust



The Money COOP is a member-owned credit union providing ethical savings and affordable lending, helping people improve their financial wellbeing without relying on high-cost borrowing.

We led a full rebrand, developed a new marketing strategy, supported the launch of a new website and equipped the team with the tools and training to continue growing the organisation independently.

“Working with MP&Co on our rebrand, website and marketing strategy has been a joy. We are really proud of our new identity, and it wouldn't have been possible without Mike and his fantastic team.

Matt Bland, CEO, The Money COOP

Working with organisations creating positive change



Walking with the Wounded supports ex-service personnel and their families by providing employment support, mental health care, personalised programmes and practical assistance that helps veterans rebuild their lives after leaving the Armed Forces.

We developed a paid media strategy and restructured campaign activity, helping more people discover the charity, which increased regular giving and strengthened the long-term effectiveness of their fundraising campaigns.

- 1.2 billion impressions
- +105% year-on-year increase in Q4 impressions
- +23% increase in clicks
- +11.2% growth in donation volume
- Lower CPM (£1.42 vs £2.20) despite increased competition



Farms for City Children gives young people from underserved communities the chance to spend a week living and working on farms, helping boost their wellbeing and connections with nature and one another.

We redesigned and rebuilt the charity's website, making it easier for teachers to find information regarding visits and for supporters to donate. Alongside improving performance and accessibility, we created a platform that better reflects the charity's impact and supports its growth.

“The team are all really delighted with the site and there's been lots of positive feedback, so just wanted to say a big thank you for all your hard work on this so far.

Jo Wild, Communications & Marketing Manager, Farms for City Children

Thank you.

Thanks for sticking to the end, and
for being part of this.

To our team. Thank you for the hard work and graft you put in every day that keeps everything moving forward.

To our clients. Thank you for the trust and honesty you place in us. You let us do the work that matters and challenge us to do it properly.

To our suppliers and partners. Thank you for the standards you set and the support you give.

To the charities and organisations we've supported. Thank you for letting us play a small part in the fantastic work you do.

Until next time,
Cheerio

