



— B Corp Impact Report

# Why we exist.

Organic is built on a simple belief: **digital should be a force for good.**

Done right, it can change how we live, work, and connect for the better. But too often it gets hijacked by those out to make a quick buck or, even worse, those who delight in ruining things for everybody else.

We exist to push things in the other direction.

That means crafting digital experiences that do what they're supposed to. Sharing knowledge that helps our clients grow with purpose. And using our skills to leave the world a little better than we found it.

It's not about being perfect, it's about being better, every day.

This report offers a snapshot of our ongoing journey, some of it is rooted in past initiatives, most of it reflects the progress we've made in 2024.

Explore our socials



# CEO statement.

“We’ve been an active member of the B Corps community for over five years. It’s a core pillar in our purpose of delivering ‘Digital for Good’ and it shapes everything we do. Being a B Corp is just one of a raft of commitments that we have made to become a better corporate citizen and a future-facing business.

The certification impacts how we select team members, client partners, and suppliers. It is an active force in our daily decision-making.

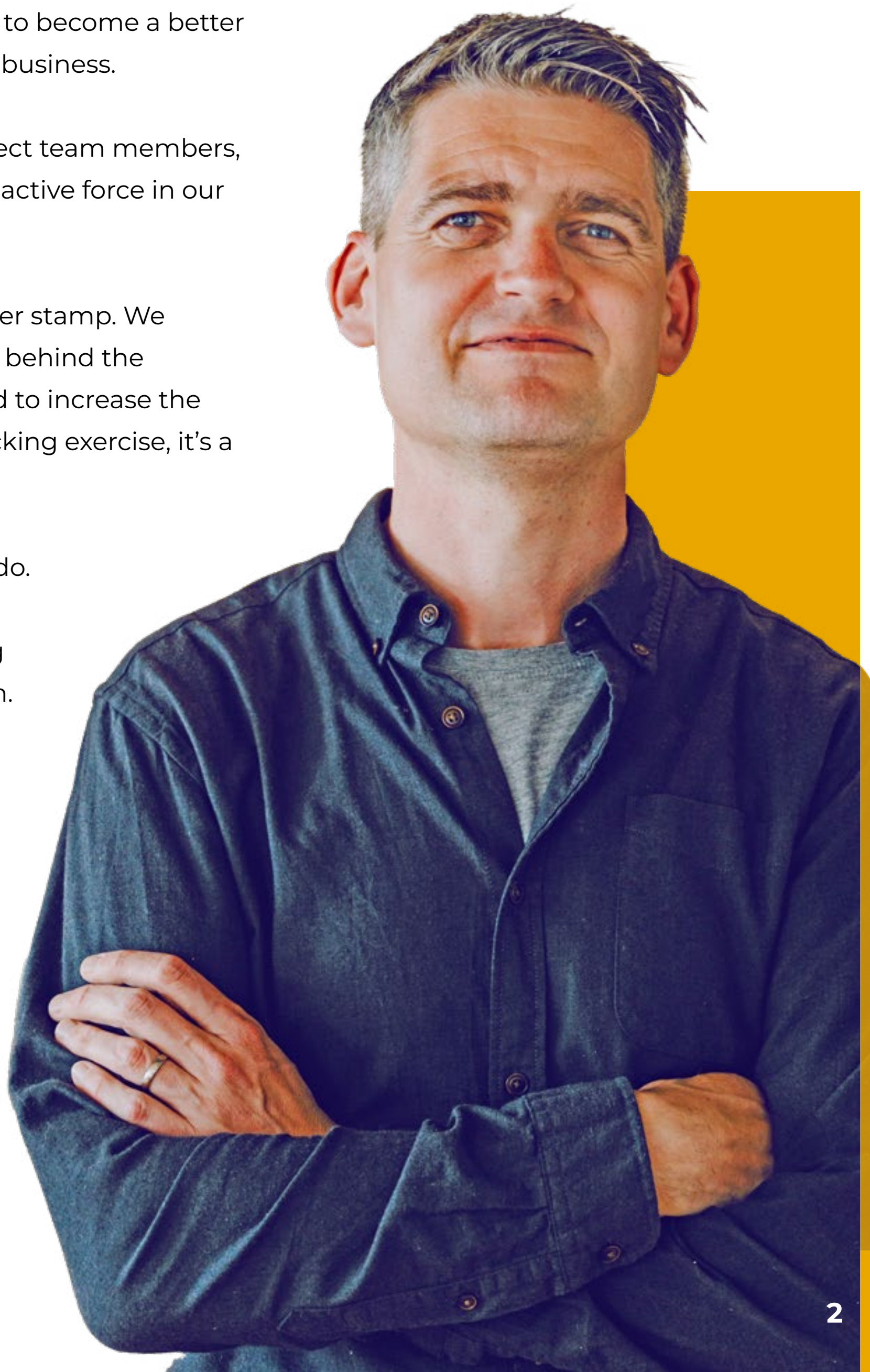
For us, B Corp isn’t a badge or a rubber stamp. We choose to live and breathe the intent behind the accreditation, striving to do more and to increase the impact of our actions. It isn’t a box ticking exercise, it’s a collective commitment.

We also know we have a lot more to do. Improving our societal and environmental impact is an on-going process and requires continual action. Luckily, everyone in the team - from the most senior to the most junior - all believe in the cause.

As a business, we remain as involved and committed as ever.”

**Ben Scoggins**

CEO at Organic





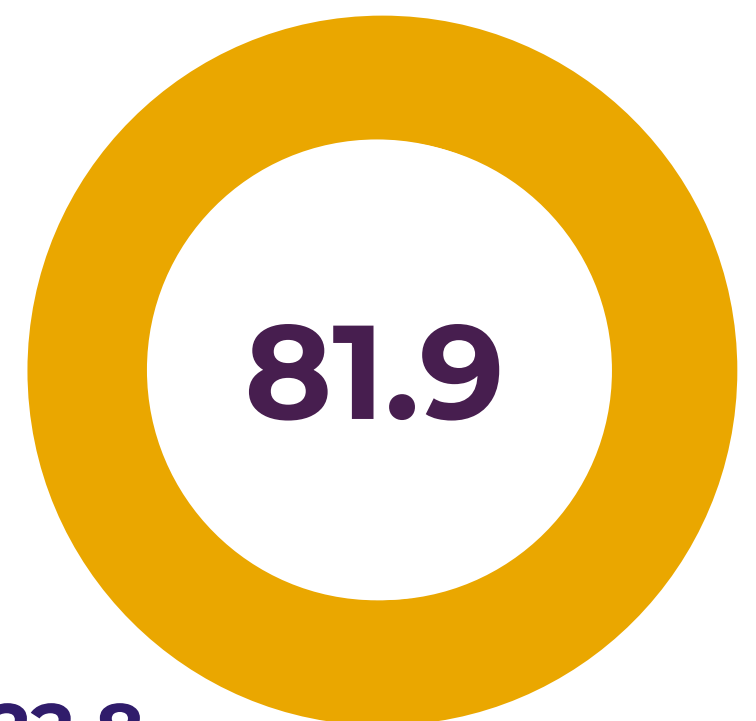
# The beginning of better.

## Back in 2019, we made it official

With our purpose 'Digital for Good' front and centre, Organic became a certified B Corp, scoring 81.9. We were proud to be among the first agencies to be accredited in the UK, and one of the first B Corps in Devon.

But for us, that score wasn't a finish line. It was a baseline. A moment to pause, take stock of where we were, and set our sights on where we wanted to go. It helped us spot the tweaks, shifts, and bigger moves needed to do better, for people and planet.

We've never seen this as something you "complete". That's not the point. It's a journey of continuous improvement. One rooted in awareness, action, and the belief that better is always possible.



# Recertification in 2022.

In 2022, we went through our first B Corp recertification, and it was a moment to reflect, refine, and re-commit.

At Organic, we talk a lot about Digital for Good, but B Corp challenges us to think even bigger. It's not just about how we work, it's about what kind of business we choose to be. For us, that's business for good.

We're proud to say that we [improved our score by 28%](#), a clear sign that the steps we had taken over the past few years made a difference.

One area we're especially proud of is how we look after our team. As a digital agency, people are the heartbeat of everything we do. So seeing our score in the 'Workers' section increase by 43% felt like real recognition of the investment we've made in creating a supportive, empowering environment.

Looking ahead to our next recertification in 2025, the focus is clear: keep growing, keep improving, and keep holding ourselves to a higher standard.





# Our customers.

We're intentional about who we work with. Every opportunity is considered carefully and if it doesn't align with our values, we walk away.

Since recertifying in 2022, we've partnered with a number of like-minded brands that share our belief in doing business the right way. Here's a snapshot of a few we're proud to stand alongside:

## BKL

A UK-based accountancy, tax, and advisory firm, BKL supports entrepreneurs, owner-managed businesses, and high-net-worth individuals. Their expertise spans sectors like property, financial services, and media, and like us, they're a certified B Corp.

We began working together in 2024, providing SEO and paid media support to help them grow with purpose.





Ecotile Flooring is known for combining performance with purpose, delivering durable, sustainable flooring solutions that help reduce environmental impact without compromising on quality.

We began working together in 2024, providing SEO support to increase visibility and help more organisations discover their low-impact, high-performance offering.



Datamaran's AI-powered platform helps businesses navigate the complex world of ESG, turning big data into actionable insights that drive better decisions and stronger strategies.

In 2023, we partnered with them to support UX/UI design and development for their website, helping bring clarity to complexity in a rapidly evolving space.



# LUSH FRESH HANDMADE COSMETICS

Unapologetically bold and values-led, Lush has long been a champion of digital ethics and using its platforms for good.

In 2023, we joined forces to support technical SEO and site development, amplifying their visibility and strengthening their digital foundation.



# bird EYEWEAR

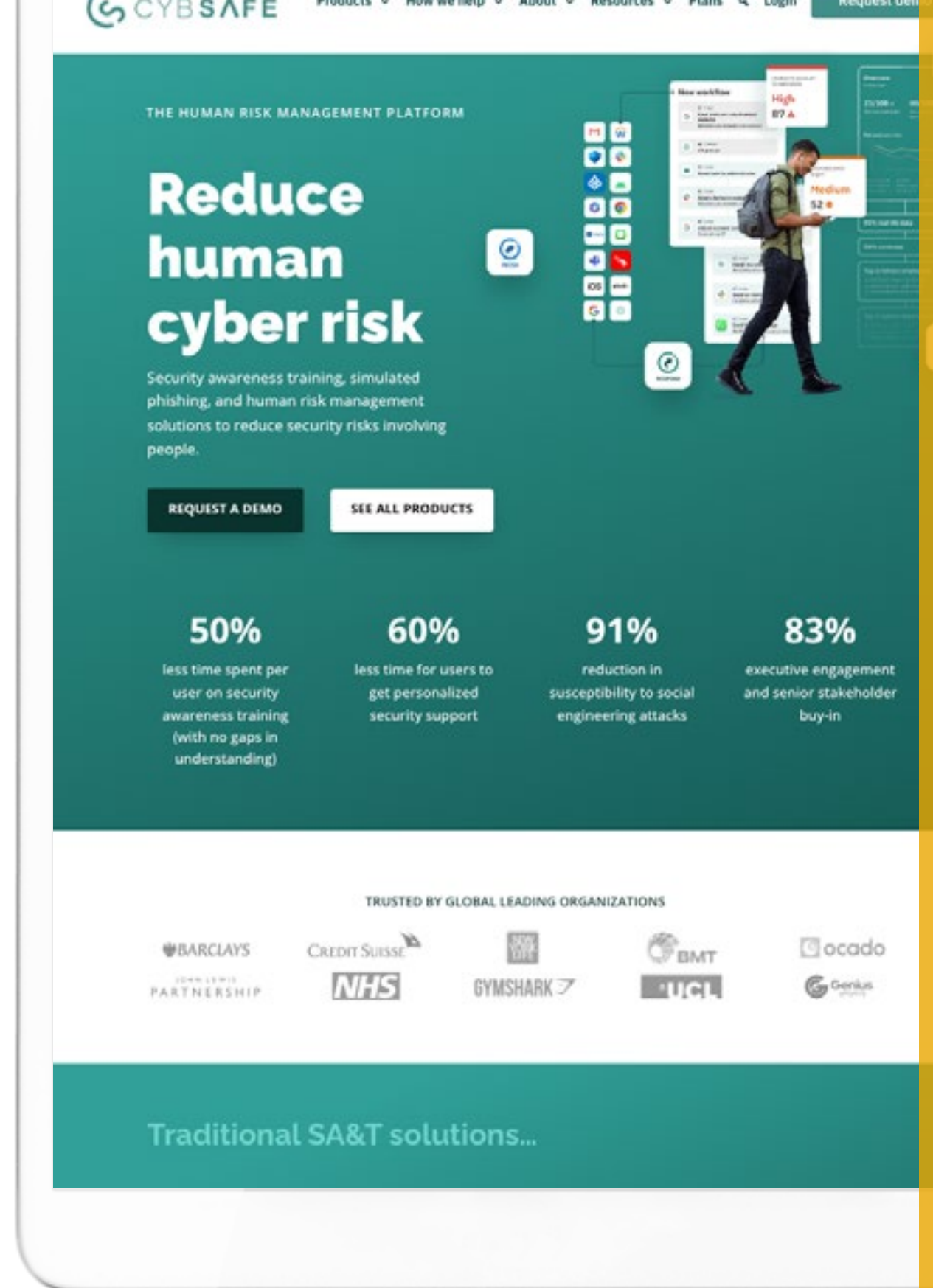
Born in Devon and built with sustainability at its heart, Bird Eyewear creates eco-friendly sunglasses and prescription glasses with style and purpose.

In 2022, we supported Bird Eyewear with new product pages for their Shopify store and developed a custom carbon tool that rewards customers for conscious purchases, making it easier (and more rewarding) to choose better.



CybSafe is a Human Risk Management platform focused on transforming cybersecurity from a tech problem into a human one. They equip organisations to better understand, manage, and shift security behaviours.

Our work with CybSafe began in 2022. Since then, we've provided UX, design, and development support. Their mission to tackle digital threats aligns seamlessly with our own belief in Digital for Good.



Our commitment to pro bono work is a core part of what Digital for Good means at Organic. We believe that access to positive digital experiences (and protection from harmful ones) shouldn't be reserved for those who can afford it.

In 2022, we began a new partnership with Key4Life, a charity dedicated to reducing youth reoffending through rehabilitation programmes for those in, or at risk of going to, prison.

Together, we built a digital strategy shaped specifically around their needs as a charity as well as designing an app for ex-offenders when they leave prison.



# Community.

## OnHand: volunteering made simple

At the end of 2024, we began partnering with [OnHand](#), a platform that makes it easy for our team to engage in meaningful, location-based volunteering. From solo eco cleans in local parks to mentoring young people, the app offers a wide range of opportunities that align with our values.

Some of the causes we've supported include:

- **CHARIS Refugees** – offering time and support to displaced individuals.
- **Cards for Bravery** – creating uplifting messages for children in hospitals.
- **Rewilding Britain** – participating in environmental restoration projects.
- **Give Blood** – encouraging and facilitating blood donations.

By integrating volunteering into our daily work lives, we're fostering a culture where doing good is part of the job.

Pick up meds

Walk Max

Wash at 30

Get It All Out

Push the pedals

Wellbeing Day

Make a friendly call

 Give blood

Bake with Shaun

Feed Kate's cat

Grow some veg

Help Callum decorate

Part-time Veggie

Small Talk

Neighbourhood Chat

Plant a tree

## Recycling old tech with Currys

We've also taken steps to ensure our unused tech doesn't go to waste. Through Currys' recycling programme, we've donated our old devices for recycling or refurbishment. [Currys processes over 60,000 tonnes of e-waste annually](#), making them the UK's largest tech recycler.

Their initiative not only diverts tech from landfills but also supports digital inclusion. Refurbished devices are often donated to families in need through programmes like [Tech4Families](#), helping bridge the digital divide.

By participating in this programme, we're contributing to a circular economy and ensuring our old tech finds new purpose.

## SEO charity day

Towards the end of 2024, we began laying the groundwork for a new initiative launching in January 2025: SEO Charity Clinics: a day dedicated to giving back through what we do best.

The idea is simple: offer free, hands-on support to charities facing digital challenges. The day kicks off with practical, jargon-free SEO training tailored specifically for nonprofit organisations. In the afternoon, we run personalised clinic sessions, where each charity gets time with our experts to address their unique digital hurdles. They all leave with clear, actionable steps they can implement straight away to improve their SEO and wider digital marketing.

We know that many charities operate with tight budgets and limited in-house expertise. This is our way of sharing knowledge, giving time, and supporting the incredible teams working hard to make a difference to so many others in our community and beyond.



# BIMA.

We've been proud members of BIMA (the British Interactive Media Association) since 2022. As the UK's largest digital and tech community, BIMA plays a vital role in shaping the future of our industry. They connect businesses, charities, and academia through collaboration, innovation, and shared learning.

For us, it's not just about staying in the loop. It's about playing an active role in the conversations that matter, championing best practice, supporting emerging talent, and helping the digital sector grow with purpose.

## **BIMA digital day**

One initiative we're especially proud to support is BIMA Digital Day. It's a nationwide programme that gives 11–16 year-olds a window into the world of digital careers. Students team up with industry professionals, take on creative challenges set by major brands, and compete for prizes, all while gaining first-hand experience of what a future in digital could look like.

At Organic, we've previously partnered with St Luke's C of E School in Exeter,

working alongside their students on briefs from Royal Mail and Primark. The energy, ideas, and creativity they brought to the day were incredible, ideating campaign concepts, building them out, and pitching them back with confidence.

It's a small step toward closing the UK's digital skills gap, but one that leaves a lasting impact on everyone involved. And for us, it's exactly the kind of initiative that aligns with Digital for Good.





# Environment.

## Embedding sustainability in digital

We know that digital isn't impact-free. Every click, scroll, and page load carries a footprint, and as a digital agency, we've always believed it's our responsibility to do something about it.

Back in 2022, we launched our Green for Good initiative, an internal pledge focused on reducing the environmental impact of our own digital footprint. This included introducing eight sustainability pillars to guide our work, optimising our own website for energy efficiency,

and exploring new ways to engage others in the conversation.

Two standout projects from that time included:

**'Green Mode'** – a feature we built to let users switch off resource-heavy content on our site, like videos and large images, helping to lower page weight and energy use.

**The Carbon Calculator Tool** – a simple utility that allows users to estimate the carbon footprint of any website, offering insights to help guide lower-impact decisions.

# People.

As we've said, people sit at the heart of Organic. And that's not just a value but a responsibility. Supporting our team to thrive, both personally and professionally, is central to how we operate. Over the past year, we've continued to build on this commitment through a range of meaningful initiatives.

## Supporting new parents

We know how important those early moments are for growing families. That's why we've enhanced our maternity, paternity, and adoption leave to give new parents greater financial stability and the space they need to focus on what matters most.

## Wellbeing, inside and out

We've taken a proactive approach to wellbeing, supporting our team across mental, physical, and financial health.

- **Spill** – Our team has access to on-demand mental health support through our partnership with Spill, helping people manage stress, anxiety, and day-to-day challenges with professional guidance.
- **Mintago** – Since 2024, we've partnered with Mintago to offer financial wellbeing tools, including access to independent financial advisors, pension tracking and consolidation.
- **MHFAiders** – Our certified Mental Health First Aiders continue to play an active role across the agency, offering peer support and raising awareness.
- **Wellbeing allowance** – Every team member receives a monthly wellbeing allowance, giving them the freedom to support their own health in ways that work for them.



## Closing the gender gap

The digital industry has long struggled with gender imbalance and we've never shied away from acknowledging that.

But true change doesn't happen by chance. It takes intention, action, and consistency. As of 2024, over half of our team are female. It's a shift we're proud of because it reflects years of work. From inclusive hiring policies and entry-level programmes to internal promotion pathways and internship opportunities, we've built an environment where women can thrive and lead at every level.

There's always more to do. But we're committed to creating a digital industry that's more balanced, more equitable, and more reflective of the world it serves.

## Enhanced holiday allowance

Everyone needs time to rest, reset, and switch off and we've shaped our holiday policy to support just that.

Our team gets 22 days of annual leave, plus bank holidays, with an extra day added for every full year of service, up to five additional days in total. And we always encourage the team to take the time they need to properly recharge. It can be easy in our deadline-oriented sector for people to go months without holiday, so our People and Culture team send out regular reminders to use



holiday, and we allow a holiday carry over into the following financial year to ensure people don't lose their unused holiday.

## Festive break

Every year, we close the business over the festive period—giving our team a proper chance to rest and recharge. And importantly, this time off doesn't come out of anyone's annual leave.

It's a small but important way we back up what we believe: that wellbeing isn't just something we talk about, it's something we build into how we work. Offering paid time off at the end of the year helps prevent burnout, promotes balance, and shows our appreciation for everything the team has put in over the months gone by.

Because taking time to pause, reflect, and reset matters. And we're proud to make it part of life at Organic.

## **An office that actually works (and plays)**

Okay, we're a little biased but we think our office is pretty special. From well-equipped meeting and breakout spaces to solid tech that doesn't let our team down, it's a place built for collaboration and focus. And when it's time to step away from the screen? There's a beer tap, a margarita slushie machine, darts, and table tennis to help our team reset.

## **Flexibility**

While our office space plays a key role in how we connect and collaborate, we recognise that flexibility is essential to how people live and work today.

Our approach balances the benefits of remote work with the value of in-person

time. The majority of our team works remotely on Tuesdays, Wednesdays, and Thursdays, with Mondays and Fridays spent together in the office. This rhythm gives us space for focused work, while maintaining moments for collaboration, team connection, and culture.

Starting the week in person allows us to brief in work, align on priorities, and set the tone. Ending it together offers time to reflect, share progress, and celebrate the wins, often over a drink or two.

This model has helped us maintain a strong sense of team, support mental wellbeing, and create the space needed for meaningful collaboration without sacrificing flexibility.



## **Learning & development**

Everyone's path is different, and we want to support our team in deepening technical expertise, building soft skills, and exploring something entirely new. We offer a dedicated training budget for personal and professional growth, and we're open to whatever works best for each individual: courses, coaching, mentoring, you name it.

## **Career mapping**

We know not everyone will be at Organic forever. That's okay. What matters is making our employee's time here meaningful, for them, and for us. Through open conversations and personalised career planning, we've helped people get closer to their long-term goals while making the most of the journey along the way.

## **Sabbaticals**

Personal growth doesn't just happen at work. It's shaped by the experiences we make time for outside of it too.

To recognise the contribution of our team and encourage space for renewal, we offer a one-month sabbatical after two years of continuous service. Whether it's for travel, personal projects, or simply to step back and recharge, we believe that time away can spark fresh thinking and support long-term wellbeing.



The sabbatical is unpaid, but every role is held open, giving peace of mind that when someone's ready to return, their place at Organic is waiting.

Because stepping away isn't time lost. It's an investment in coming back stronger.

# Thank you.

Since first certifying as a B Corp in 2019, our perspective on business has evolved in all the right ways. It's challenged us to think more deeply, act more consciously, and hold ourselves to a higher standard.

Now, in 2024, we want to say thank you to the people, partners, and businesses we've connected with along the way, those who share our belief that doing good and doing business shouldn't be at odds.

It's a community we're proud to be part of. And we're excited to keep learning, growing, and pushing forward. Together.

Keep up to date with us

