

HUE & CRY

# B CORP IMPACT REPORT

1 APRIL 2023 — 31 MARCH 2024



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# 1.0 WHO WE ARE



## Newly Certified B Corp Makes Brands Impossible to Ignore

**Hue & Cry is a creative and communications agency, causing a stir in food, drink, and travel.**

From offices in London and New York, our work makes brands impossible to ignore. It's rooted in deep industry knowledge that helps clients around the world stand out for all the right reasons.

In April 2023, we embarked on our B Corp journey to enhance our brand's impact and empower our clients. We're committed to continuous learning and leveraging our skills to bring about positive change that goes beyond just profits - fulfilling our vision to create brands that turn heads, inspire culture, and make a meaningful impact for people and the planet.

# 2.0

## OUR B CORP BACKSTORY

### A NOTE FROM MANAGEMENT

**Hue & Cry  
Management Team:**  
Carla, Gary, Eddie,  
Kirsten, Mike,  
Astrid & CJ

When we founded Hue & Cry in 2015, it was all about creating a business of great people, doing great work, for great clients and having fun along the way. The work was its own reward, challenging us, exciting us and shaping the decisions we made.

We started our B Corp journey because as an organisation and as individuals we all care deeply about making a positive impact. We all make very conscious decisions in our personal lives, but this didn't sit at the heart of our business decision making with any great formality.

B Corp has given us a brilliant framework by which we can challenge ourselves to do better and challenge our clients too. It's supercharged our collective potential to do more and empowered every team member on both sides of the pond. Together we're embracing a mindset that delivers for people, planet and profit and sets our direction for the future we want to create.



# 3.0 NOTES FROM THE B CORP JOURNEY



Something happens when you mention your business wants to become a B Corp. Raised eyebrows, a sharp intake of breath, a slow nod and the acknowledgement that yes, it's a great thing to do - but it won't be easy.

Our journey to B Corp has seen volunteers, from both London and NYC, come together to represent every team, agency-wide. With the help of a qualified B Leader and an internal B Corp task force, we began to focus on the five key areas: people, community, planet, clients and governance.

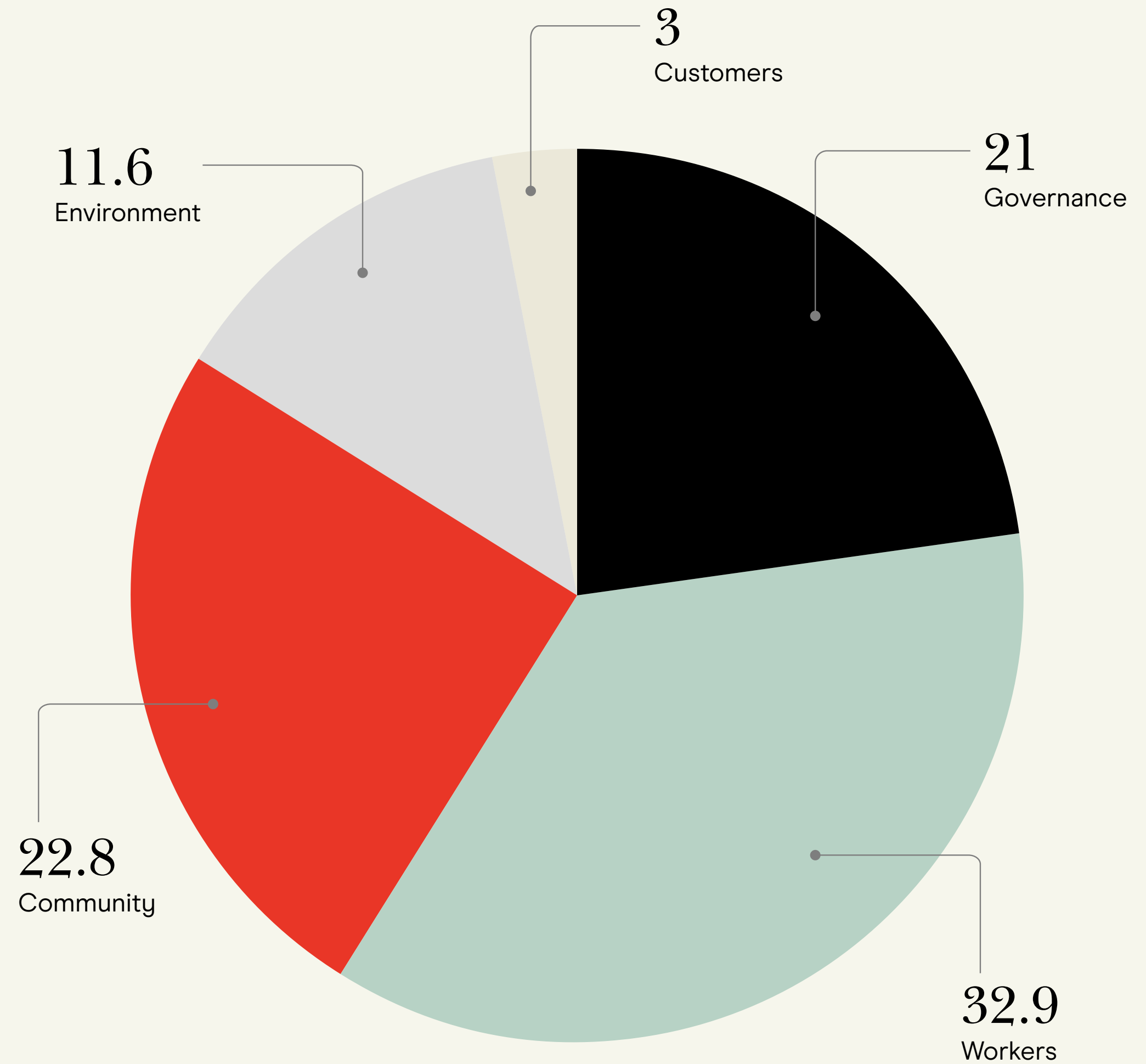
Getting everyone involved, we put new recruits on our sustainability committee. From company meetings to internal newsletters, B Corp got its own slot on the agenda. As we shared learning and invited input agency-wide, our joint UK & US application came to reflect the combined ethos and approach we have every day. As a business we might span an ocean, but our shared commitment has never been stronger.

# 4.0 OUR SCORE AND OUR IMPACT

## THE JOURNEY SO FAR

On certification, Hue & Cry received a score of **91.3**. Here's how we've achieved that, area by area.

- Governance
- Workers
- Community
- Environment
- Customers



# 4.1 OUR SCORE AND OUR IMPACT

## PEOPLE



### VALUES-DRIVEN CULTURE

We revamped our company values to prioritise society and environment first. We want to make sure everyone’s work contributes to the greater good.

### EMPOWERING EVERY VOICE

Beyond senior management, the leadership team ensures that every voice is heard and empowered, enabling all levels of the business to influence key decisions and the agency’s daily operations.

### CONTINUOUS IMPROVEMENT

We started to carry out culture surveys, shared results with transparency and began to action plans for growth.

### WELLBEING

We’ve put flexible work options, generous leave and comprehensive health insurance in place to make mental health a priority.

### BUILDING INCLUSIVITY

A “period-positive” workplace and DEI initiatives, alongside training facilitated by Creative Access, encourage everyone to be themselves while feeling welcome, accepted, and supported.

### INVESTING IN PEOPLE

Training budgets and financial literacy workshops are empowering our teams.

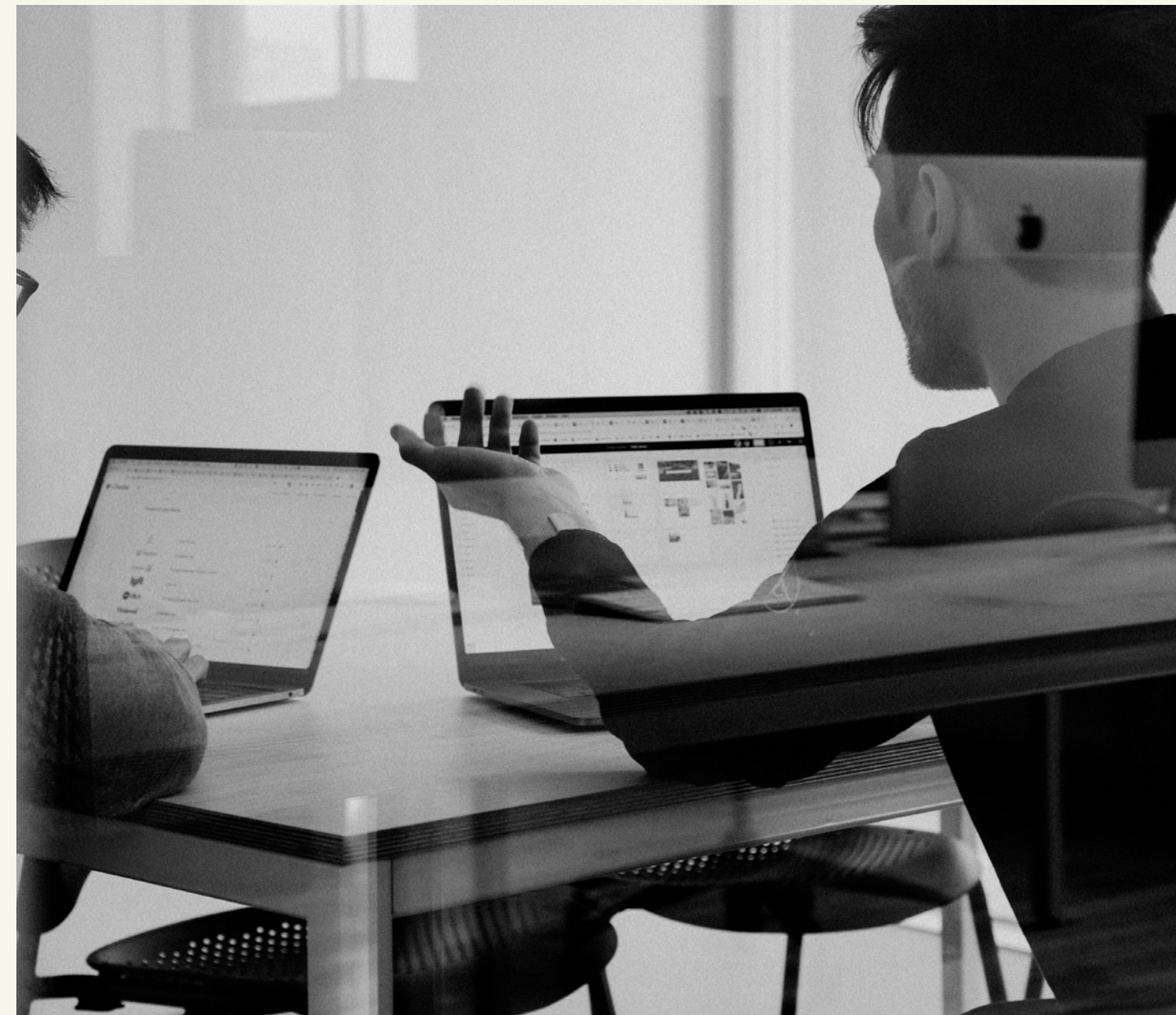
# 4.2 OUR SCORE AND OUR IMPACT

## COMMUNITY



### GIVING BACK

We offer a comprehensive volunteering policy so employees can support the local community.



### DEI IN ACTION

We're actively working to attract and support under-represented groups.



### SUSTAINABLE SUPPLY CHAIN

Partnerships with ethical IT providers and eco-conscious cleaning services are helping to build sustainability across our supply chain. We're also offering employee guidance to create a sustainable home office workplace.



# 4.3

## OUR SCORE AND OUR IMPACT PLANET



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### SUSTAINABILITY CHAMPIONS

Team training on sustainability, along with dedicated 'champions' are helping us to understand our industry's impact and make better, greener choices.

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### REDUCING WASTE

From upcycling to recycling, we're reducing all types of waste and collaborating with clients to make experiential marketing more sustainable.

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### CARBON REDUCTION

We're measuring our carbon footprint and putting strategies in place to reduce it.

# 4.4 OUR SCORE AND OUR IMPACT

## CLIENTS



### SELECTIVE PARTNERSHIPS

We're choosing to work with clients who share our social and environmental commitments.



### ELEVATING CLIENTS

We're expanding our services to offer sustainable expertise and guidance to clients to push for positive change in their own industries.



### CLIENT FEEDBACK

Through regular surveys, we're hearing firsthand from clients so that we can keep on improving our service.

# 5.0 FUTURE IMPACT GOALS



## And We're Just Getting Started

**Becoming a B Corp is just the beginning. We're committed to constant improvement, using business as a force for good and encouraging our clients, suppliers and partners to do the same.**

- Reduce our carbon emissions by a minimum of 5% each year
- Foster great mental health by training three managers in Mental Health First Aid and having 100% of managers support those who are struggling
- Support local communities with an 80% participation rate of employee volunteers for two partner charities
- Become a DEI business by putting 25% of our team through Creative Access training to set clear targets and actions

We've already seen B Corp principles begin to transform the way we do business, helping people to thrive and shaping the opportunities we create. There's one clear goal for our lasting legacy - that's business for better, with all of us working together to achieve it.

*For more information on anything in this report, please contact Eddie Mills at [e.mills@huecryagency.com](mailto:e.mills@huecryagency.com)*

*Thank*  
**YOU!**

# LET'S CAUSE A STIR

For more information,  
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