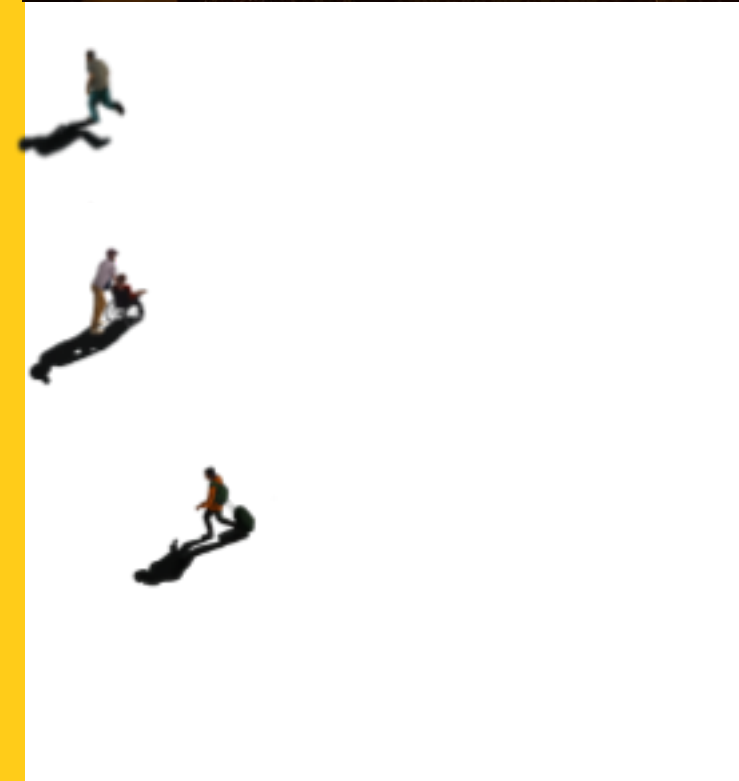


Impact Report 2025



SONDER



A note from Rupert

I'm extremely proud of a phenomenal year.

The rebrand launching last September kickstarted a year of energy, innovation and progress.

From significant work on our environmental governance, a second year in the Sunday Times 'Best Places to Work' and big strides on innovation (with our very own Sonder-Bot) we've moved things forward in so many areas.

Our B Corp journey prior to last year tended to focus on processes, policies, impact, and the way we worked.

In this year we've carried that forward while reaching out and become more embedded in the B Corp community. Particular highlights for me were hosting a lovely panel at the Festival in Oxford last September and being inspired by fellow judges at the C4 B Corp Media Awards this Spring.

To more collaboration this year,





- 1 A bit about us**
- 2 Our B Corp Journey**
- 3 Pillars and Progress**
- 4 2025/2026 Planning**

A bit about us

1

SONDER



Sonder is a collective of 27 researchers, strategists and analysts committed to showcasing how (the dying art of) great research can make a real difference.



Client Satisfaction

100%

(4 years on the bounce)

44% Extremely 50% Very 6% Somewhat

"

Sonder is more than just an agency, they feel like an extension of your team. They provide valuable, insightful feedback and are genuinely invested in your business’s success. Their feedback is both challenging and constructive, always delivered with respect and collaboration in mind. They work seamlessly with other agencies and have an exceptional team, making them a pleasure to work with.

Client Satisfaction Study
2025



Who we are

Tidy

Attention to details starts with keeping our desks neat and extends to everything we do. We don't chase the latest trends, but we're early adopters of proven innovations, keeping our finger on the pulse for the next true gamechanger.

Responsive and resourceful, we always meet deadlines - and nothing leaves the office until we're proud of it.

Restless

We thrive on movement and innovation. Honestly, we can't sit still. We've tried.

We're always striving to better ourselves, enhance our clients' lives, and elevate the work we deliver.

Human

It's not just about reading the numbers, it's about reading the room - from a stakeholder leaning forward to a budget suddenly being cut, we work with our clients to contextualise the work.

Behind every decision is a person, and we keep them at the forefront of our process.

What we do

Brand

Brand work is at the heart of what we do (and read about, discuss, study and occasionally argue over...).

Our brand projects uncover and amplify the stories that define and shape your brand, embracing complexity to find the simple truths within the data.

Audience

Ultimately without understanding your audience it's hard to contextualise brand moves. Our team's obsession with human behaviour has fostered deep expertise in understanding what makes people tick.

Our audience research uncovers the stories that shape your market, delivering inspiring insights to attract, target, and convert.

Creative

Many of us began our careers in creative fields — research, planning, or design — so we have a soft spot for marketing, advertising, and collaborating with creative teams and agencies.

Our creative work is designed to contextualise your campaign objectives, pinpointing if, where and how development is needed and translating that into effectiveness, and efficiency.

SONDER

Some of our clients

StMungo's

BLACK IN
BUSINESS

WAITROSE
& PARTNERS

savills

crisis



sanjus

Fearne
Rosie

JOHN LEWIS
& PARTNERS

Rethink
Mental
Illness.

Save the
Children

Bupa



Our B Corp Journey

2

SONDER



For us, B Corp was never about changing who we are. It was about enshrining the values we have long-believed are both ethically and economically beneficial.



Team Satisfaction

96%

PEOPLE

Agree we embody our core values (extremely/very)

74%

HUMAN
Having empathy & Understanding

70%

RESTLESS
Always seeking to learn and improve

74%

IDIOSYNCRATIC
Always doing things our own way

PROFIT

100%

Client Satisfaction

75%

Agree our recommendations and insights are better than others

83%

Agree our analysis is better than others

63%

Agree our account management is better than others

PLANET

0

Waste to landfill

42.68

TCO2E generated from scope 1-3 Emissions

2.12 vs. 2024

1.64

TCO2E carbon footprint per employee

1/3rd

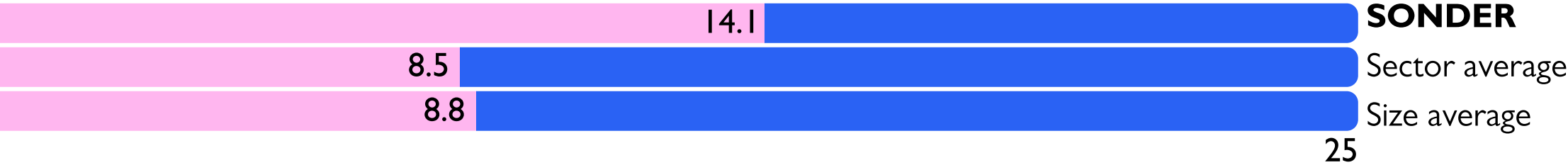
of average carbon footprint for an SME office employee



Comparison to other B Corps

Governance: 14.1

Policies and practices pertaining to the company mission, ethics, accountability and transparency



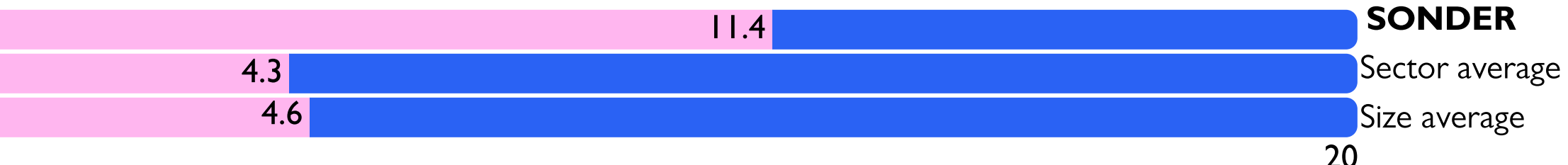
Workers: 38.5

Contributions to employees' financial, physical, professional and social well-being



Environment: 11.4

Dedication to improving overall environmental stewardship



Community: 16.1

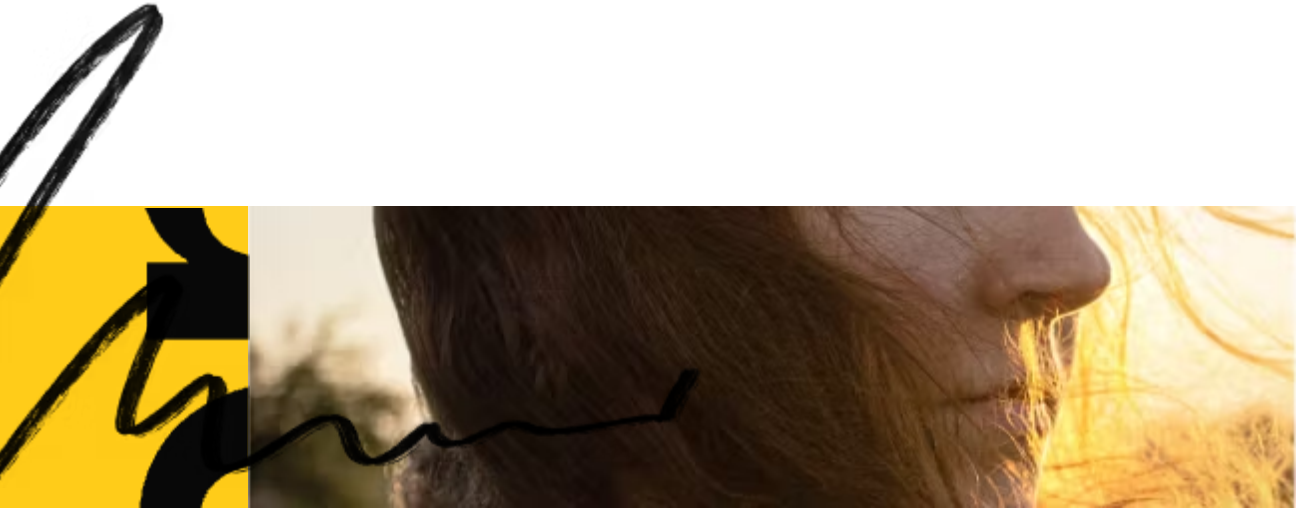
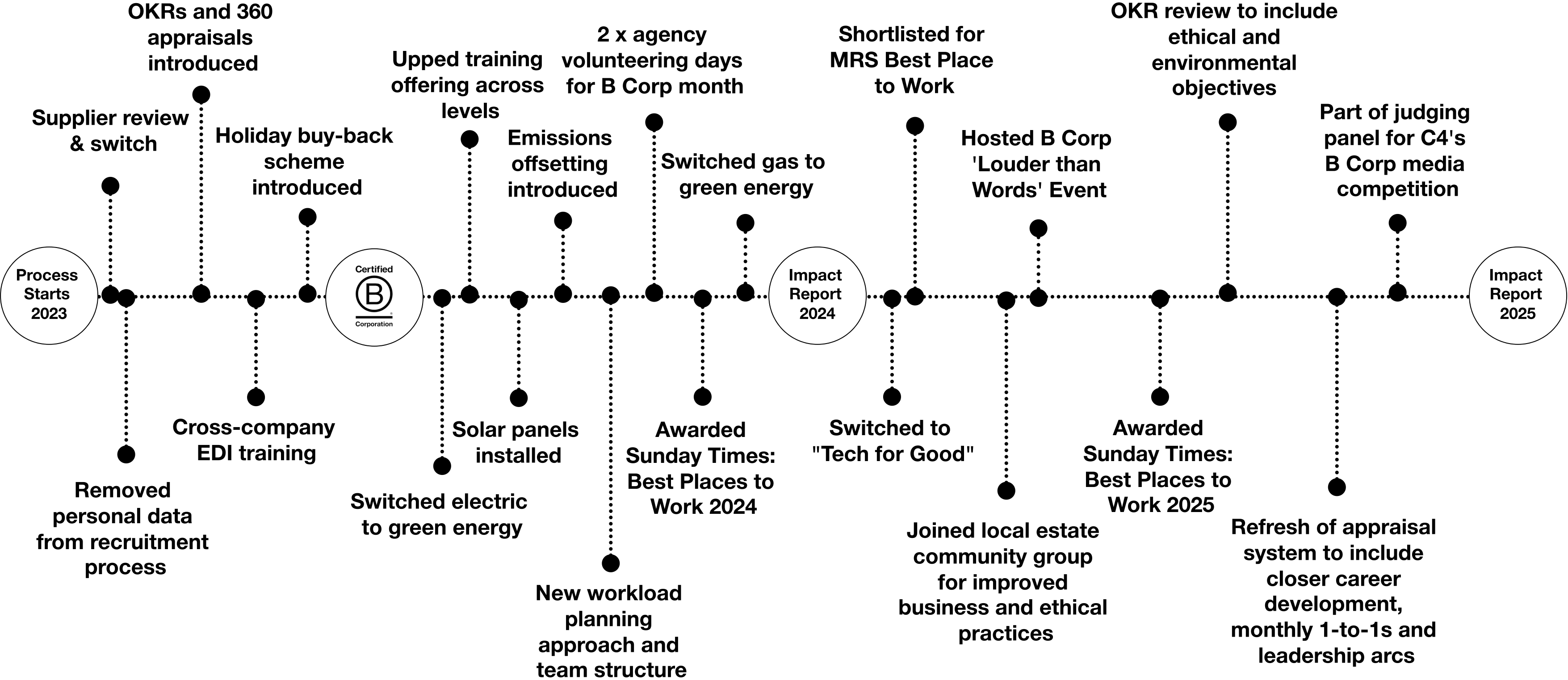
Contributions to the economics and social well-being of the community in which we operate



Customers: 4.1

Social value creation amongst customers or consumers of products and services





Pillars & Progress

3

SONDER

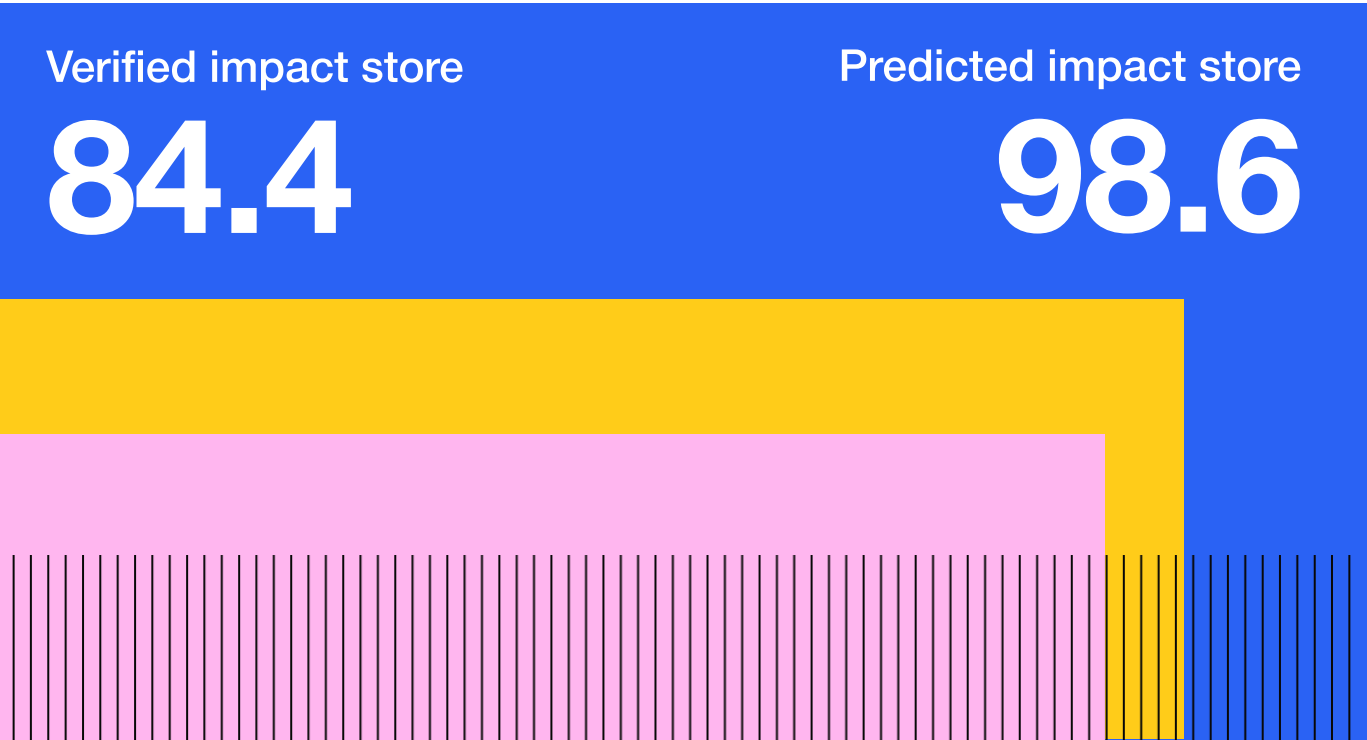


**As we await re-verification, we are
delighted to seek an considerably
improved score.**



Predicted Verification

We're proud to have improved scores across almost all impact areas, with the potential to improve up to +12.2 on our impact score.



Governance: +2.3
Policies and practices pertaining to the company mission, ethics, accountability and transparency



Workers: -3
Contributions to employees’ financial, physical, professional and social well-being



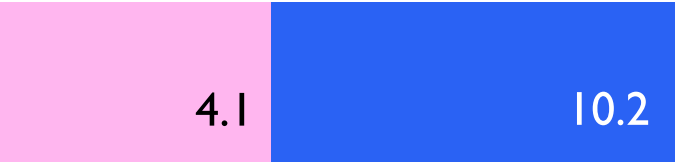
Environment: +6
Dedication to improving overall environmental stewardship



Community: +2.8
Contributions to the economics and social well-being of the community in which we operate



Customers: +6.1
Social value creation amongst customers or consumers of products and services



Governance

Improvement due to
increased transparency &
oversight



Developed OKRs

Introduction of ethical and environmental OKRs
to our appraisal process across the agency

Financial Transparency

Full ongoing real-time transparency of turnover
via a work management tool

Company Policies

Refreshed and reviewed across the board including
increased health and ethical training

While continuing:

360 feedback across the agency from RE to CEO

Zero-based budgeting for training

£150 new skill bursary

Continuous feedback from employee satisfaction survey



Workers

Decline due to financial pressure on bonuses and structure, but we have still achieved...

Improved collaboration

Increased regularity of lunch and learn sessions on standout work and bitesize training

Reviewed appraisal process

New framework implementing monthly one-to-ones for more line management touchpoints

Team building

Off-site socials, award ceremonies, new and improved tuckshop, gaming and entertainment options

While continuing:

Enhanced maternity and paternity cover

Swappable bank holidays to support all cultural values

PMI and cash plans for all, company gym sessions and birthdays off



Environment

Improvement due to significantly increased environmental oversight

Reduced Impact

Calculation for scope 1, 2 and 3 emissions shows overall reduction in emissions

Offset Emissions

Offsetting of 70 TCO2E via carbon avoidance programme through Ecologi

Tech for Good

Use of refurbished laptops

While continuing:

- Electricity and gas on green energy contracts
- No waste to landfill
- Green tech suppliers



Community

Improvement due to increased diversity and ethical supply chain management



Estate community group

Joined local estate group for improved business and ethical practices

Donation of office goods

Donated old office furniture to a local food bank and community group

Volunteer policy refresh

Further encouragement of individual volunteering on top of company volunteering days

While continuing:

- Matched employee charity support
- Paid volunteering hours
- Donation of office tuck shop proceeds



Customers

Improvement due to publicly available client satisfaction findings



C4 B Corp Panel

Part of the judging panel for Channel 4 and B Corp media competition, and commissioned for evaluation of impact

Client Satisfaction

Continued focus on client satisfaction via internal and anonymous feedback

Louder than Words

Hosting of event at B Corp Louder than Words festival

While continuing:

- Working with B Corp aligned clients
- Formal framework for value-alignment - turning down projects outside of this scope
- Cut-priced third sector work for social clients



2025/2026 Planning

4



Our plans for 2026

Governance

Continually refining the governance structure to enable autonomy across the organisation

Getting the re-accreditation finalised and reviewing any focus areas once done

Developing roadmap for implementation for new B Corp standards

1

Workers

Continued development of the new OKR and monthly check-in approach

Drive growth to get bonuses back on the table

2

Environment

Building environmentally focused OKRs into everyone's thinking and roles

Refreshing our Scope 1, 2 + 3 and forensically reviewing areas for reduction over the next 12 months

3

Community

Proactively looking for local volunteering opportunities and continue supporting our current partners

Full audit of all suppliers and scoping out new options

4

Customers

Continued focus on client growth within B Corps and business of purpose

Supporting the C4 Media award with effectiveness measurement to help the B Corps develop their campaigns and marketing

5



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We are enormously proud of our B Corp accreditation, and would like to extend our thanks to our clients, suppliers and most of all our team for their continued support.

If you would like to find out more about our journey, or about us as a company, please don't hesitate to get in touch at hello@sonder-mr.com





Talk to us

HELLO@SONDER-MR.COM

SONDER-MR.COM



SONDER