



2021-22 Impact Report

Environmental and social impact

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Mission statement

Soleil Marketing is committed to helping purpose-driven businesses achieve the greatest possible impact through more effective marketing and communications.

We do this by working with social or environmentally-focussed organisations to:

- Develop marketing and communication strategies to increase profit or increase fundraising
- Create promotional content to increase their reach and impact
- Provide ethical marketing training and mentoring

We commit to delivering positive social and environmental impact by:

- Improving social mobility by mentoring under-represented business founders and marketers for 2 hours each month
- Recording and reporting our carbon emissions yearly, and putting in place a plan to reduce emissions
- Offsetting the remaining carbon emissions
- Donating one percent of annual turnover to 1% Percent for The Planet
- Supporting causes and communities including the Better Business Act and the Better Business Network



KPIs and metrics



Community

KPIs & metrics

Number of hours spent mentoring/volunteering to help social mobility and environmental causes

1 - 2% of annual hours work (at least 20 hours a year)

% of annual turnover donated to social or environmental causes

1% donated to 1% For The Planet or another charity

Applying for and maintaining B Corp status (target: 2023)

Customers

KPIs & metrics

% of revenue from purpose-driven businesses

At least 60%

Number of purpose-driven businesses supported with marketing and communications strategies, training and workshops

At least four

Environment

KPIs & metrics

Achieve net zero.

Maintain 3.5 - 4 tonnes of CO₂e per year

Offset all remaining business carbon emissions



2021-22 performance



Community

Volunteered **19.8 hours/2.8 days of time** - 2.3% of time (864 hours worked)
(2020-21: 5 hours)

Mentored under-represented start-up founders from two businesses: Etrify and Buttercup Learning
(2020-21: 0)

Donated **£397.33** to charities 1% For The Planet and Choose Love (1.1% of turnover)
(2020-21: £0)

Joined the Better Business Network community and signed up to and supported the Better Business Act

Customers

More than **70%** of our client revenue was from purpose-driven businesses
(2020-21: 64%)

Helped **seven** purpose-driven businesses **improve their marketing and communications** through strategy workshops, training and content production
(2020-21: one business)

Environment

Soleil Marketing is a net zero business.

Produced **3.5 tonnes** of carbon emissions

Offset 4.4 tonnes via tree planting (Ecologi)
(2020-21: No data)





Let's talk.

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