



# 2022-23 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 revenue 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:

- Supporting social or environmental causes by offering pro-bono support for them for a minimum of 24 hours a year
- Recording and reporting our carbon emissions yearly, and putting in place a plan to reduce emissions
- Offsetting the remaining carbon emissions through an organisation working to restore nature
- Donating at least one percent of annual turnover to charity
- Supporting causes and communities including the Better Business Act, B Lab initiatives and the Better Business Network



# KPIs and metrics



## Community

### KPIs & metrics

Number of hours of pro-bono support given 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

At least 1% donated to charity

Maintaining B Corp status into 2026 and beyond

## 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 CO<sub>2</sub>e per year

Offset all remaining business carbon emissions



# 2022-23 performance



## Community

Donated **89 hours/12.7 days** - 6.6% of pro-bono time  
(2021-22: 19.8 hours, 2.3% of time)

- **Mentored two under-represented** start-up founders - one via the Kent Foundation and one independently
- Hosted People, Planet, Pint in Canterbury and Maidstone
- Communications support for Kent Wildlife Trust

Donated **£480** to charities 1% For The Planet, Kent Wildlife Trust and others (2021-22: £397)

## Customers

**80%** of client revenue was from purpose-driven businesses  
(2021-22: 70%)

Helped **five** purpose-driven businesses **improve their marketing and communications** through strategy workshops, training and content production (2021-22: seven businesses)

## Environment

Soleil Marketing is a **carbon neutral** business.

- Produced **2.5 tonnes** of carbon emissions
- **Offset 2.5 tonnes** via Forest Carbon projects (2021-22: 3.5 tonnes)





**Let's talk.**

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