



2023-24 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 CO₂e per year

Offset all remaining business carbon emissions



2023-24 performance



Community

Donated **69 hours/9.8 days** - 5% of pro-bono time
(2022-23: 89 hours, 6.6% of time)

- Mentored one under-represented start-up founder via the Kent Foundation
- Attended the Business Declares London events in April and September
- Hosted People, Planet, Pint in Canterbury and Maidstone
- Co-facilitated the Business Case for Nature event
- Supported B Corp Month
- Contributed to the Better Business Summit

Donated **£242** to charities (0.6% of revenue) to Kent Wildlife Trust, Kenward Trust and UNRWA (2022-23: £480, 1.7%)

Customers

98% of client revenue was from purpose-driven businesses
(2022-23: 80%)

Helped **three** purpose-driven businesses **improve their marketing and communications** through strategy workshops, training and content production (2022-23: five businesses)

Environment

This year saw a slight increase in emissions from 2022-23 due to an uplift in business travel.

- Produced **2.67 tonnes** of carbon emissions
- **Offset 2.5 tonnes** via Forest Carbon projects (2022-23: 2.5 tonnes)





Let's talk.

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