

Climbing Trees.

2022
Impact
Report

POSITIVE DIGITAL MARKETING.
FOR RESULTS



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Foreword

Foreword from MD Alex Holliman

Greetings fellow humans, at Climbing Trees, we are committed to trying to do business in a better way. We try and approach things with courage and some humility.

Despite the significant problems facing our society, we believe that by striving for positive change and collaborating with others, we can make a difference.

Although we are not perfect, we are determined to improve in all aspects of our business. Specifically this coming year we are focused on enhancing the diversity of our team, improving our impact on society, helping our clients have a positive impact, and advancing our sustainable performance.

Our team understands that diversity is essential to foster creativity, innovation, and dynamism in our work environment. We are dedicated to creating a team that embraces different perspectives and experiences to better tackle complex challenges and make meaningful contributions to our clients and society as a whole.

We also recognised the significant role that businesses play in creating positive social change. Therefore, we are committed to identifying and addressing areas where we can make a meaningful difference in our own operations and the work we do with clients.

We are taking steps to improve our sustainable performance and reduce our environmental footprint. By trying to be responsible stewards of the planet, we believe that businesses have a crucial role to play in protecting our environment and supporting sustainable development.

In this report, we detail the progress we have made to date and lay out a plan for future progress. We are optimistic about the future and believe that by working together, we can create a better world for ourselves and future generations.

Onwards and upwards!

Alex Holliman, Managing Director



About Climbing Trees

About Climbing Trees

We specialise in high-performance growth and awareness campaigns through organic, programmatic paid, and social marketing.

Our expert team delivers super smart and effective campaigns. Google or Facebook to first-rate SEO strategies that accelerate visibility, authority, and profitability. We help ambitious businesses reach their maximum potential online with best-in-class solutions.

Our Mission

Our mission is to demonstrate that digital marketing can bring positive outcomes not just for our clients, but for the planet as well. We are developing an agency that provides high-performance paid and organic search marketing services to clients who align with our vision and values. We strive to grow alongside those who share our commitment to creating a sustainable future through responsible marketing practices.

2022 for Team Trees

2022 for Team Trees

We became a
B Corp

Revenue grew over
38%

100%
of team received training

Team grew from
10 to 14
people

We planted over
110,000
trees

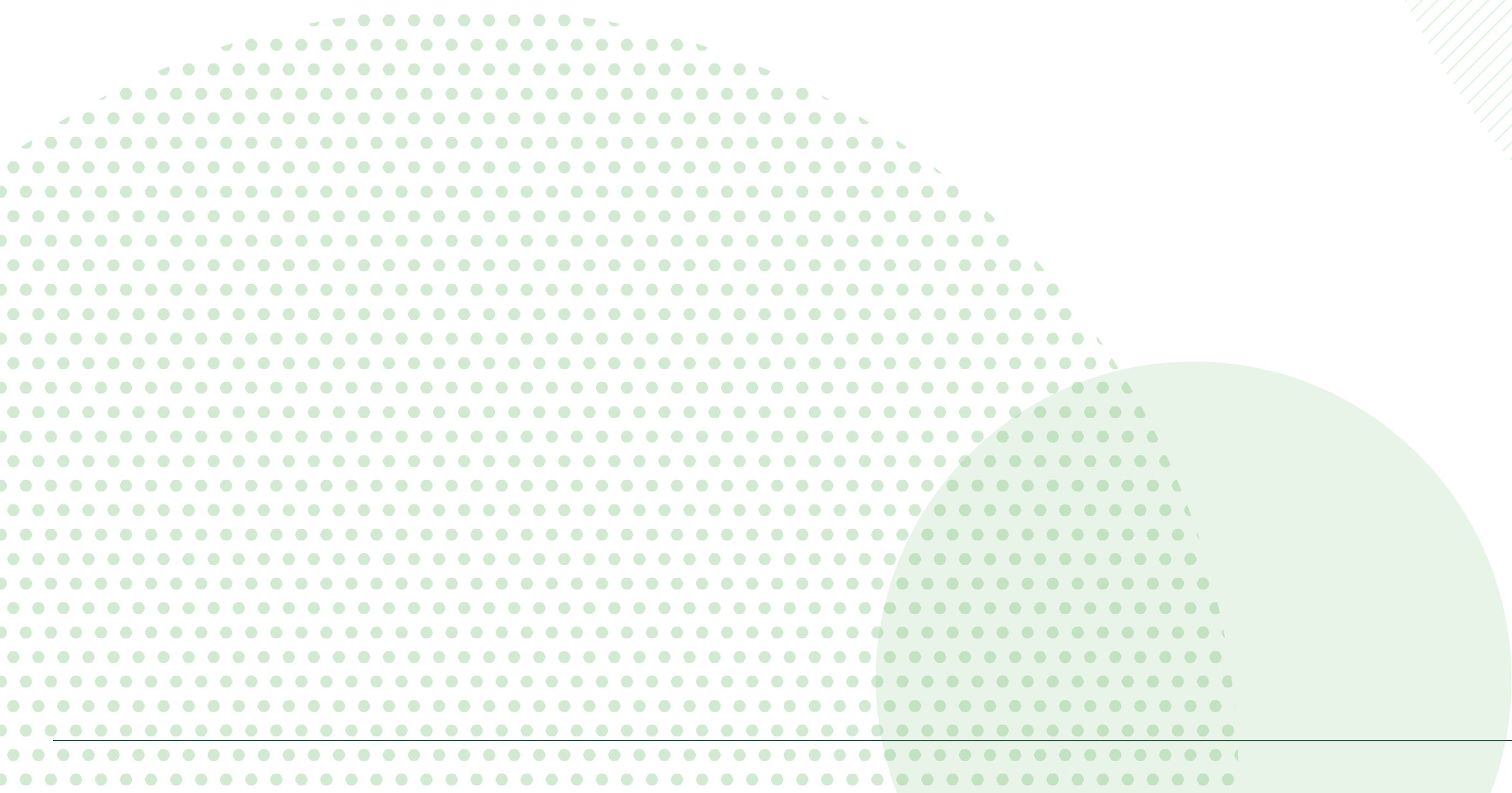
Team
diversity
improved

11
charities accounts supported

10
team volunteering days given
to charity*

***this is terrible**
and we aspire to do
so much more

2022 Client Profile



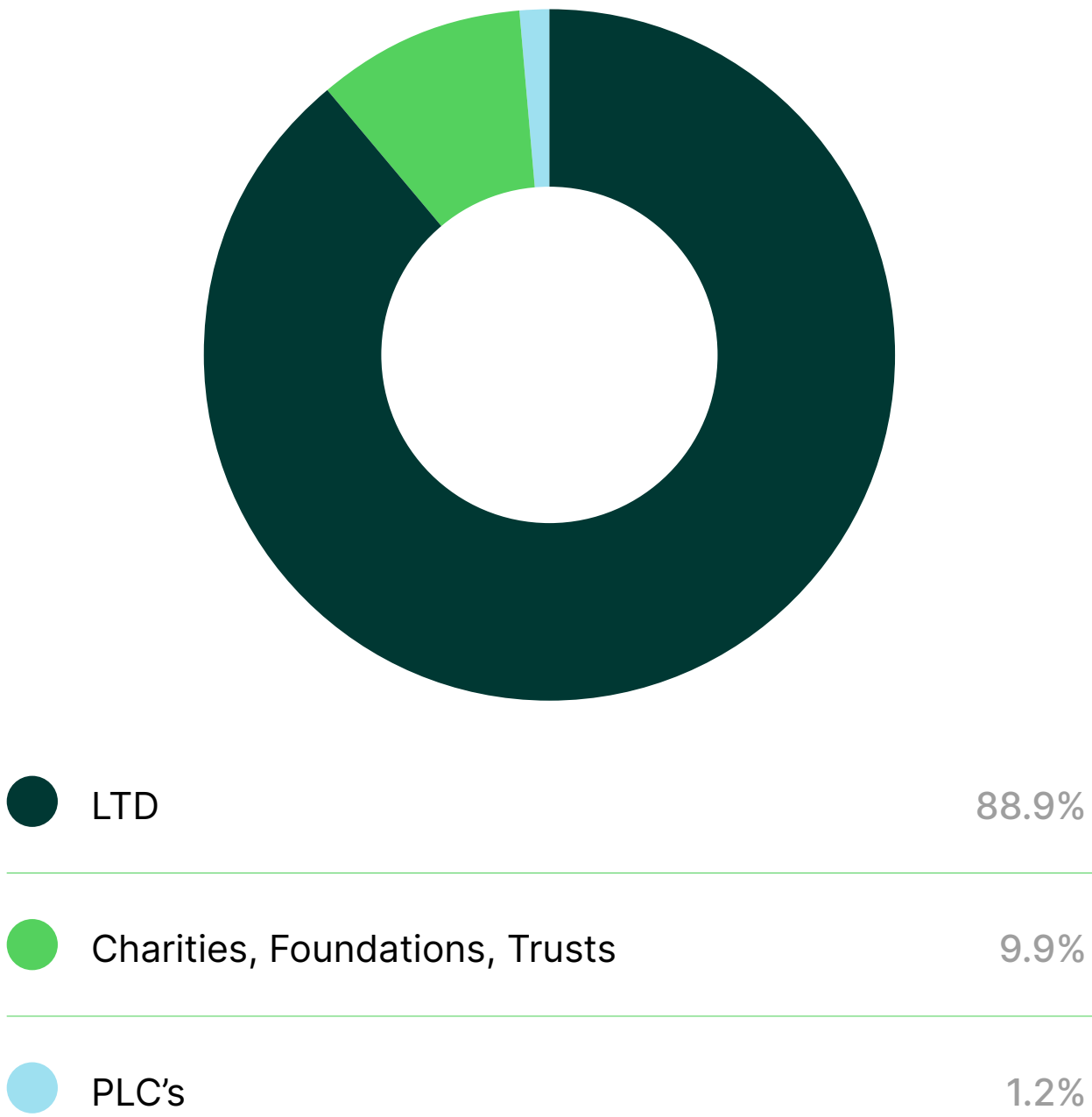
2022 Client Profile



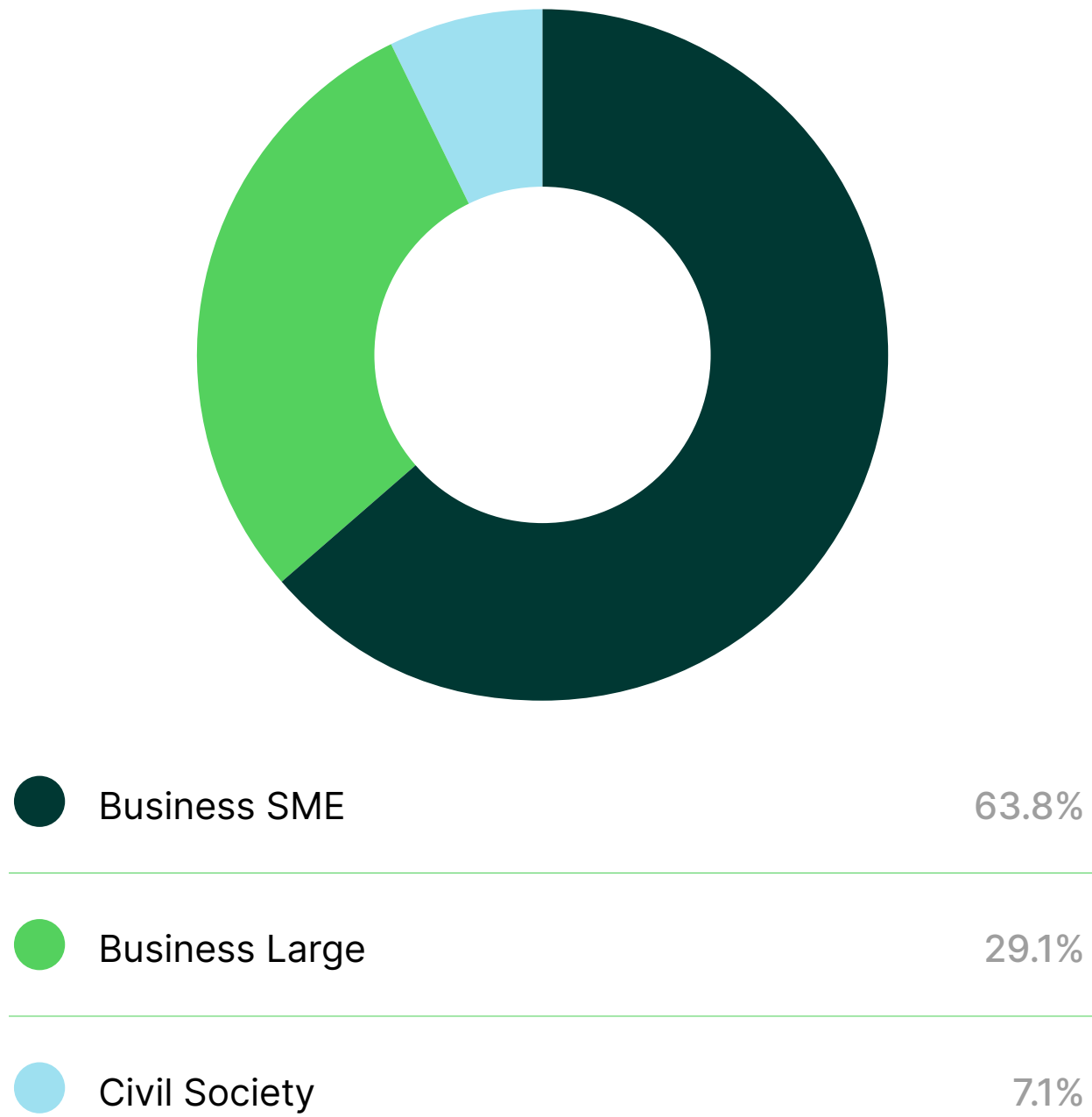
● eCommerce	44%	● Automotive	5.2%
● Training	5.8%	● Food	1.3%
● Insurance	8.5%	● House & Home	3.5%
● Business Services	8.5%	● Gambling	1.6%
● Education & Training	4.1%	● Manufacturing	0.6%
● Hotels	1.7%	● Tourism	0.6%
● Professional Services	1.8%	● Charity	7.7%
● Construction	4.3%	● Tech	0.9%

2022 Client Profile – Breakdown

Organisation Type



Business Sector



2022 Client Revenue

2022 Client Revenue

Climbing Trees was founded in 2010, and at the time, we worked with clients from a range of sectors, without considering their impact on society and the environment. In recent years, we have taken significant steps to change our approach and work with clients who align with our values and vision for a better future.

We undertook the B Corp impact assessment in 2020, which helped us evaluate our business practices and identify areas for improvement. As a result, we developed a client screening policy that reflects our commitment to working with businesses that prioritise social and environmental responsibility.

We surveyed our team and used their feedback to create our policy, which can be found here: www.climbingtrees.com/client-screening

By implementing this policy, we have shifted our focus to working with the kind of business the world of tomorrow needs. This process will continue in 2023 and beyond.

As you can see from the table to the right, we had two projects in 2022 that we will no longer support. Our work with a private car company ended in January 2023, and our work with a gambling technology company ended in March 2023.

Moving forward, we are optimistic about the clients we will work with and the impact we can create together. By collaborating with businesses that share our commitment to sustainability and social responsibility, we can make a positive difference in the world. Thank you for your continued support as we strive to do business in a better way.

0% Meat & Dairy	5.2% Private Cars	0% Aviation	0% Concrete & Cement
0% Trucking & Shipping	0% Plastics	0% Chemicals & Petrochemicals	0% Iron, Steel, & Aluminium Manufacture
0% Coal, Oil & Natural Gas	0% Timber, Pulp & Paper	0% Arms	0% Tobacco
0% Politics	0% Alcohol	1.6% Gambling	

Revenue by Sector

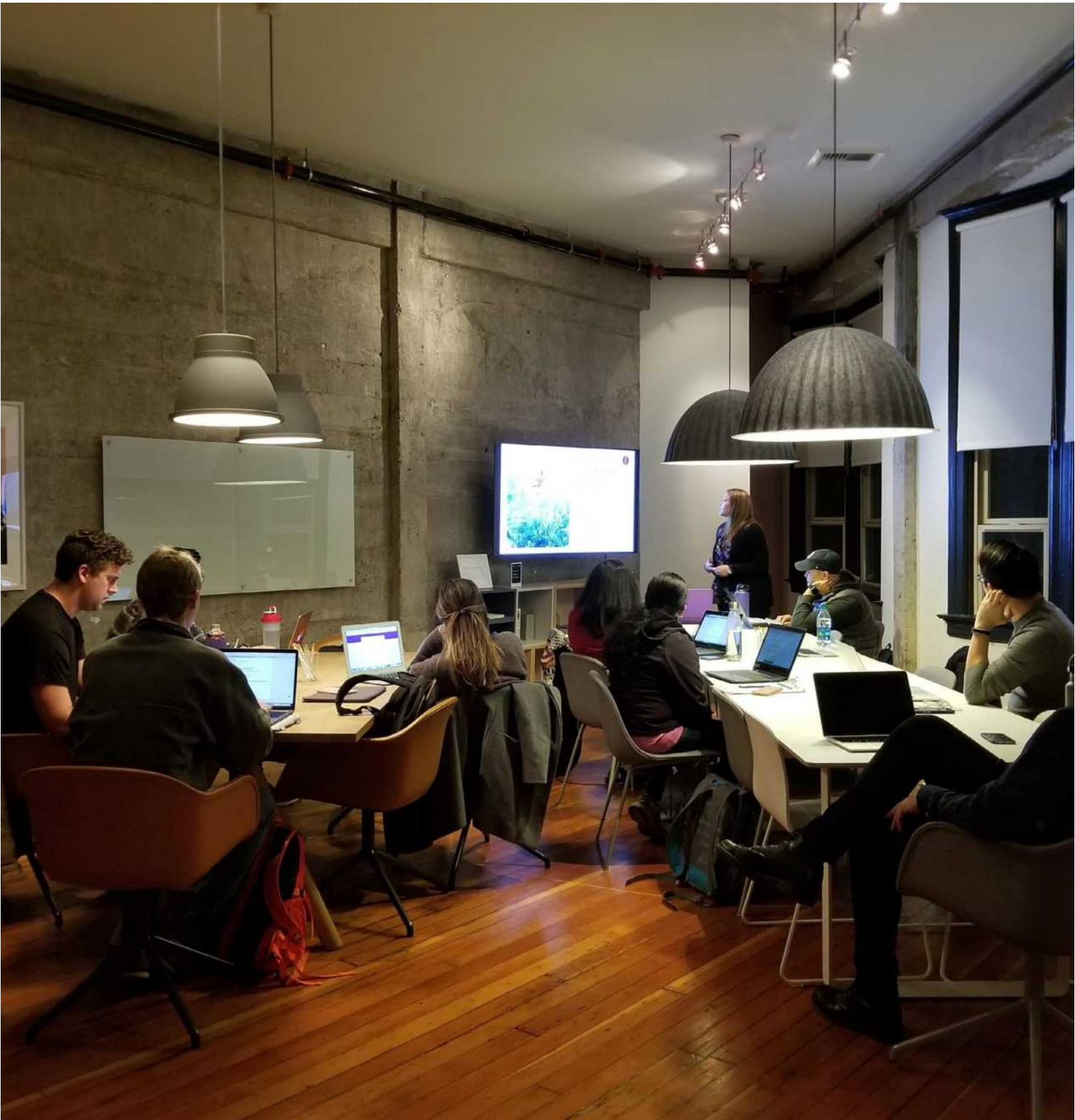
Governance

Governance

Our success comes from our team’s collective effort from clear leadership. As we pursued becoming a B Corp, we remained committed to upholding our values and being authentic. We have made significant changes, such as choosing a new bank and company pensions providers, to ensure our business practices align with our commitment to the environment and society.

In our continuous effort to improve decision-making, we have taken steps to promote diversity, inclusion, and equity within our organisation. We recognise the importance of considering the welfare of our team in all decision-making processes, and we have sought the help of Annabel Dunstan, an experienced advisor, to guide us in these areas.

In 2023, we are thrilled to welcome an emerging leadership team to our monthly board meetings, where we will assess the environmental impact of every aspect of our business. Our leadership team comprises **33%** women and **66%** men, and we are dedicated to fostering a diverse and inclusive culture that values each individual’s unique perspectives and experiences.



Customer Satisfaction

Customer Satisfaction

**As a performance marketing agency,
our top priority has always been
delivering results for our clients.**

We understand that in order to earn a seat at their table, we need to consistently provide clients with clear communication and transparent reporting on the work we are doing.

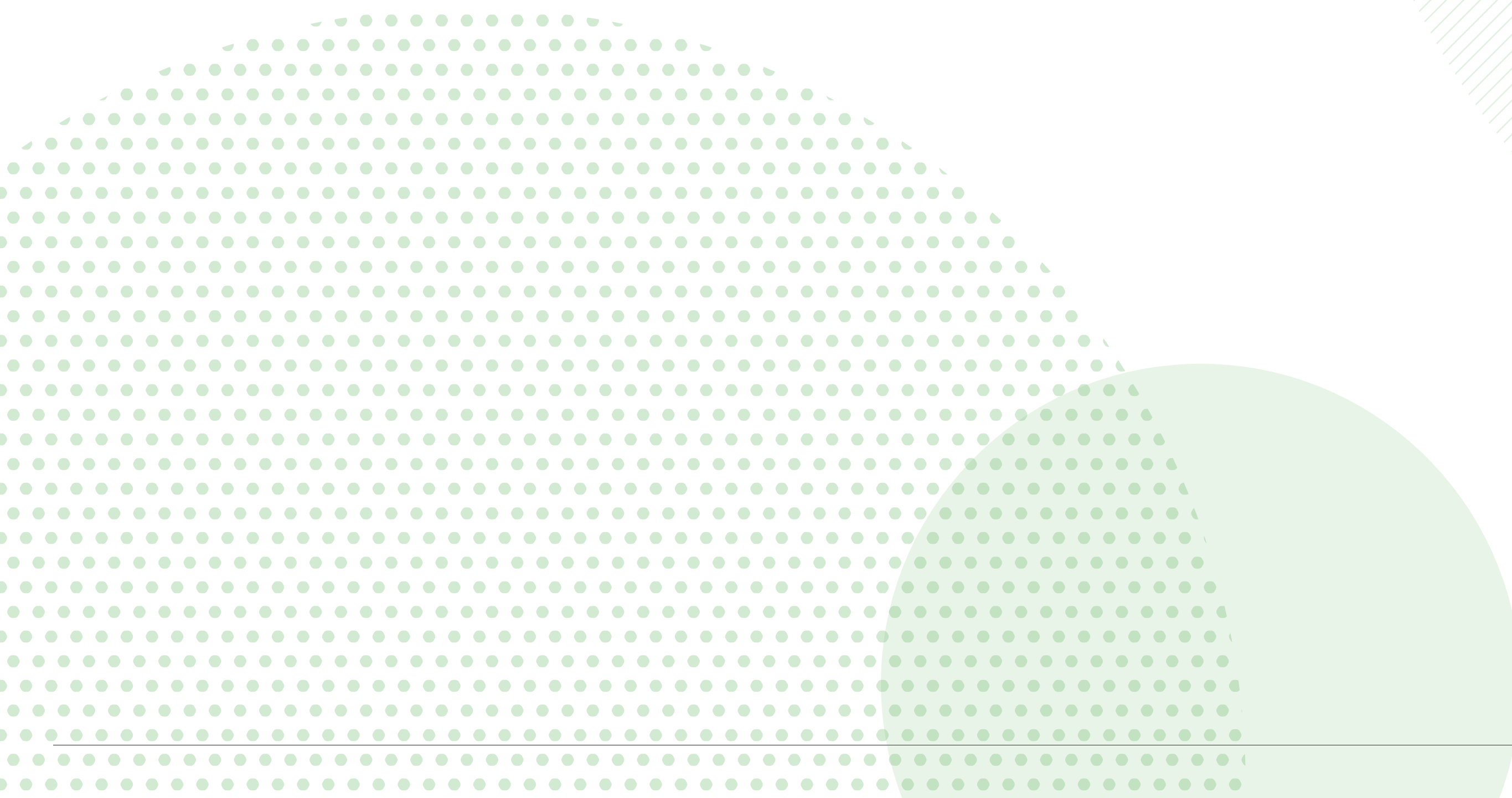
That’s why we make sure that each client has a dedicated Account Manager who they can reach out to at any time for updates or feedback. Our monthly reports bring to life the results we achieve, and we always try to make these calls as personal and engaging as possible, whether they are delivered virtually or in-person.

We love to hear from our clients, and we encourage them to leave us reviews on platforms like Google Maps and Clutch. Hearing about their experiences and feedback helps us to improve our services and deliver even better results in the future.

To take this commitment to learning from our clients even further, we have conducted an in-depth piece of research in Q1 2023. We’ll be gathering feedback from all of our active clients to create a Net Promoter Score and understand what we’re doing well and where we can improve.

We strive to create a balance between providing the team with individual flexibility, fulfilling team needs along with pursuing personal aspirations that contribute to the greater good of the organisation. This will ultimately serve our customers well and foster an environment that promotes creativity, diversity and trust.

Team Trees



Team Trees

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2022 highlights:

- Cost of living payrise for whole team, £2k in Oct 2022
- Team trip to Rotterdam
- 100% of staff received training
- Established Women’s Council
- Flexible and remote working retained
- Team coaching with Treeka
- No gender pay gap at any seniority level

In progress for 2023:

- 6x wellbeing and mental health sessions and 3 hours 1:1 support for each team member
- Improve diversity of team with stated ambition of being in line with national average
- Improve clarity around job roles, job titles, structure to aid teams career progression

Community

Community

What we have done:

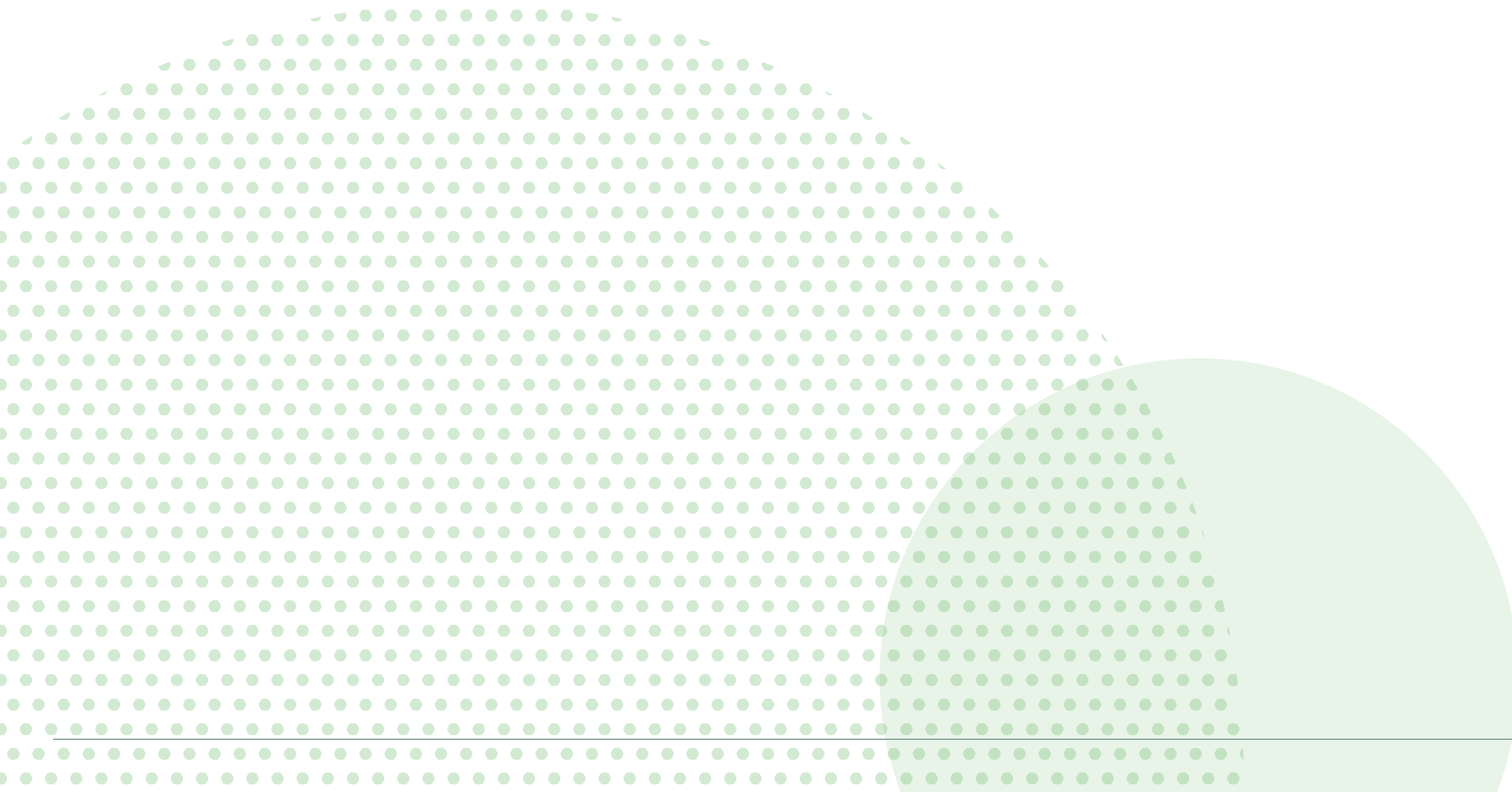
- Planting trees with Essex County Council
- Donated to local Foodbank
- Participation in digital day at Local School
- Donated time to management of Google Ads Grants to:
 1. NAM Aidsmap - HIV / AIDS information charity
 2. Launch IT - Empowering youth through enterprise
 3. Friends of Teddington - support patients and staff
 4. Park Lane Stables - Horse riding for the disabled

What we have to do:

- More, much much more, this is an area where to date, we have been phenomenally weak.
- We are exploring partnerships with charities locally that are close to our teams hearts, namely animal welfare and environmental charities so that we can utilise more of our teams unutilised volunteering capacity



Carbon Footprint



Carbon Footprint

	2019	Pandemic 2020	2021	2022
Scope 1	0	0	0	0
Scope 2	2	0	0.96	0.82
Scope 3	41	21	43.56	50.83
Total Emissions	43	21	43.65	51.65
Staff	8	7	10	14
Emissions per Person	5.3	2.9	4.37	3.69
Method	Futurelearn/BIMA		C Free	

The Start of our Work

The Start of our Work

We feel that sustainability is about everyone doing their part to reduce their impact on the environment and make a positive difference.

We’ve been working hard to make significant changes over the past two years and are committed to doing our part to reduce our impact on the environment, and we’ve already made some big strides.

For instance, we’re proud to say that we’ve planted an additional 110,000 trees as part of our Million Tree Pledge. We know that trees play a critical role in mitigating the effects of climate change, and we’re thrilled to be doing our part to help. I mean, we really like trees.

But planting trees is just one small piece of the puzzle. More importantly we have made significant changes to our operations and processes to reduce our carbon footprint and limit our impact on the environment. We hope that our efforts can encourage others to take action. In the face of a dire situation, we hope we can create a brighter, more sustainable future for all.

What's Next

What's Next

We have been working hard to measure our emissions and make positive changes to how we operate. We're relieved to share that we've been making progress.

In 2019 and 2020, we used a toolkit supplied by BIMA to model our data and gain a better understanding of our impact. Since 2021, we've been working with C Free to more accurately measure our carbon emissions. While our total emissions have increased as a growing business, we're pleased to report that our emissions per person have decreased.

We're continuously exploring ways to grow while reducing our carbon footprint. One area that requires particular attention is our client ad spend, which is our highest single area of scope 3 emission. This is when clients ask us to pay their media spend on their behalf. It's counterintuitive that emissions from clients paying media owners such as Google and Facebook directly are not included. We're working hard to effect change in this area and make progress.

The software sector is another significant area of emissions for us. We've contacted all software providers to request information about their energy supplier and net-zero plans and have received mixed responses ranging from nothing to defensive to surprisingly well thought out. We're committed to transitioning to planet-friendly suppliers whenever possible.

We're also collaborating with our consultant supply chain to encourage action on their part and reduce our footprint even further. Finally, we're seeking to work with our landlord to improve the carbon efficiency of our main office through retrofitting measures like insulation, automation of light switches, and programmable heating.

Our commitment to measuring and reducing our carbon footprint is unwavering and to help embed this in the business every job description in the business will have environmental stewardship built-in. Furthermore we will try to consider the environment in our monthly leadership meetings.

B Corp Impact Score

B Corp Impact Score

We aim to improve our score to 95 points, focussing on community and customer initiatives



- 50 Median Score for Ordinary Business
- 80 Qualifies for B Corp Certification
- 87.9 Overall B Impact Score
- 95 2025 Recertification Ambition

Governance	14.3
Workers	33.2
Community	21.6
Environment	13.7
Customers	5.0

Climbing Trees.

Our Partners

