

Climbing Trees.

Growing the businesses our world of tomorrow needs

2024 Impact Report



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Foreword

Foreword from MD Alex Holliman

Welcome to our third annual Impact Report.

This year, we’ve continued to push ourselves to think deeply about ethical marketing, sustainability, and meaningful impact. We've focused on what these truly look like in practice.

Our focus remains on growing responsibly - supporting values-aligned businesses, creating a thriving environment for our team, and delivering work that contributes to a better future.

Our four core areas of focus:

- **Creating a welcoming workplace** for our team
- **Making a meaningful impact** in our local community
- **Helping clients** drive positive change
- **Decoupling growth from environmental harm**

Highlights & Reflections:

- Our team reflects the diversity of the UK - spanning genders, ethnicities, ages, neurodiversity and sexualities - and continues to grow.
- Community impact has been modest. We’ve started engaging locally, but we know we can (and must) do more.
- We’re continuing to attract clients from impact-driven sectors and the messy middle of sustainability - where change is hardest, but most needed.
- We’re still struggling to break the link between growth and negative environmental impact. The intention is there - but the solution isn’t simple.

There’s still much opportunity for improvement, and we are in it for the long haul. Across 2025, we’ve doubled down on community impact, grown mindfully, and are committed to investing in our people to help them unlock their potential.

We go again.



Alex Holliman, Managing Director

About Climbing Trees

About Climbing Trees

We’re a paid media and organic agency that balances performance with purpose, helping companies grow without compromise.

We help our clients get discovered online - whether that’s through search engines like Google, large language models like ChatGPT, or across any social platforms.

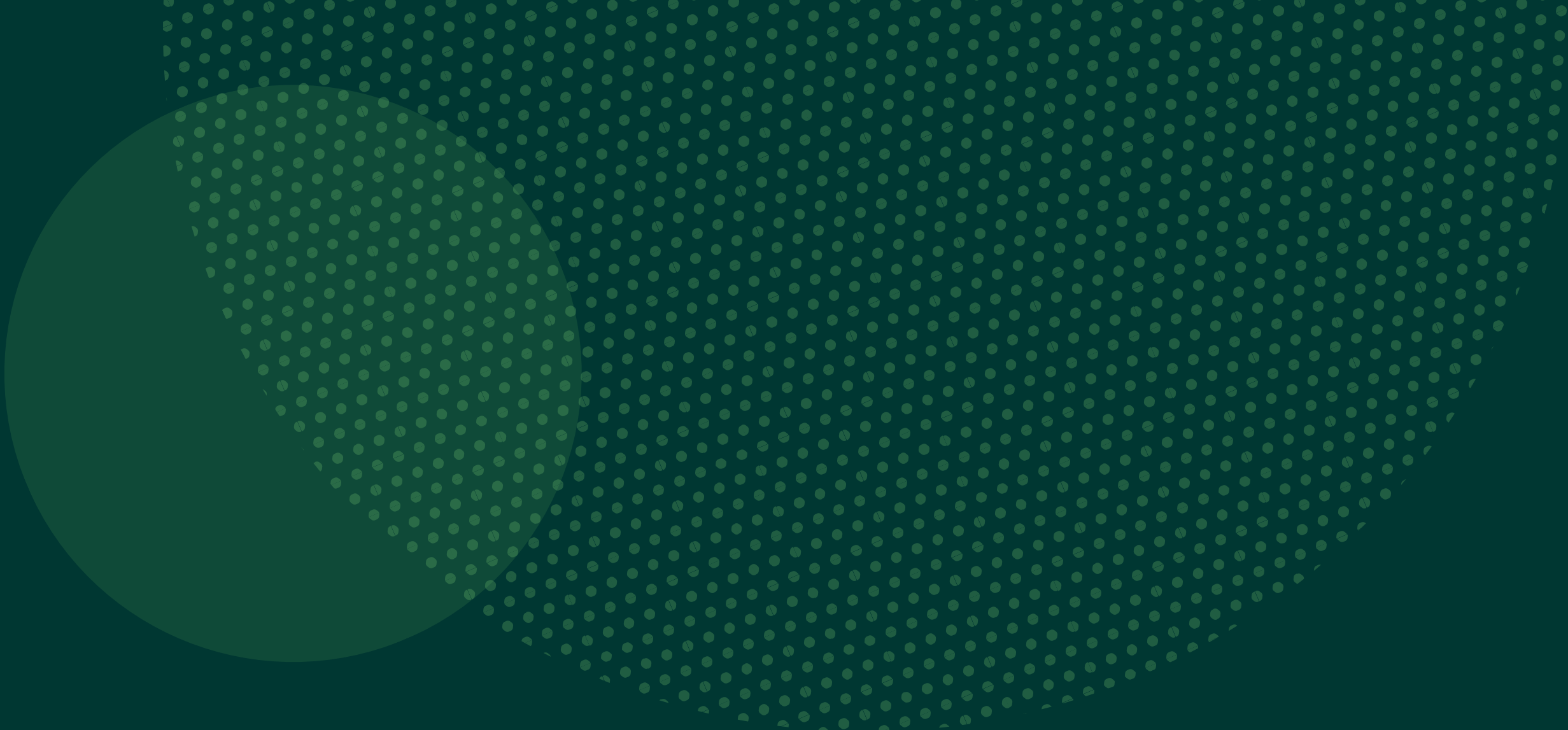
We are mindfully embracing AI, including Generative Engine Optimisation (GEO), to enhance content relevance, search performance, and user engagement. Our team is also expanding our Digital PR capabilities to help clients build stronger authority and drive long-term growth via LLMs and traditional search.

We do all this as we want to catalyse positive change by partnering with visionary clients committed to sustainability and innovation in their fields.

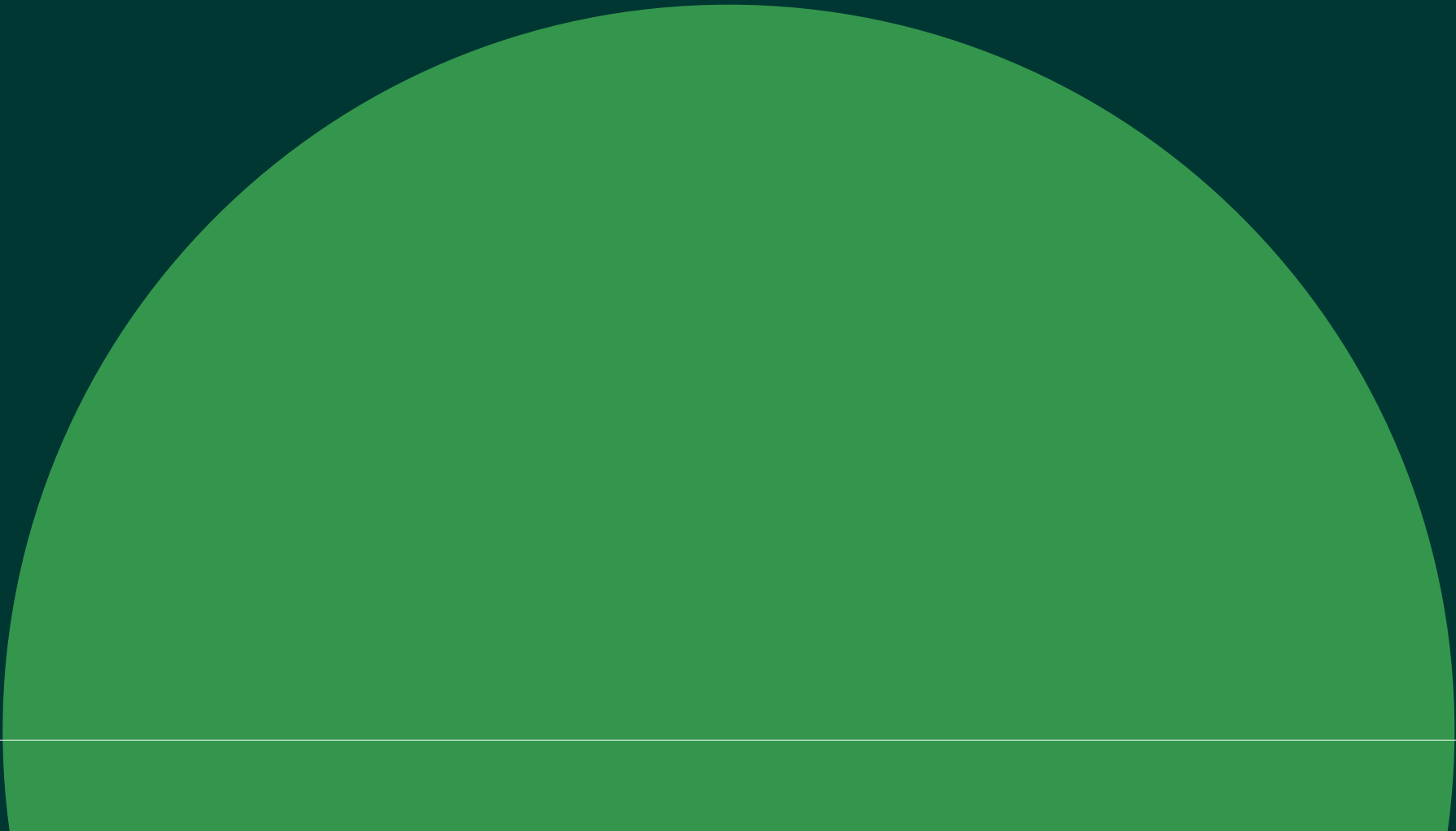
Our Mission

Our mission is to support visionary clients who are driving sustainability and innovation in their fields, because we believe that business - and the advertising industry in particular — can and should be a powerful force for good.





2024 for Team Trees



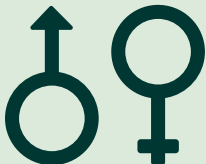
2024 for Team Trees

- Revenue grew over 36%.
- Our team of 18 maintained a strong and collaborative culture.
- 100% of our team has received professional training opportunities to support career progression.
- We donated £15,995.20 to charities.
- We have backed off planting trees (focussing on community initiatives - more of which in 2025), but have planted approximately 9,000 more trees in 2024, bringing the total to over 269,000 trees, and supported the prevention of 599.4 tCO2e from being emitted through 63 global carbon avoidance projects.
- We reaffirmed our commitment to diversity, setting a clear ambition to align with national averages.

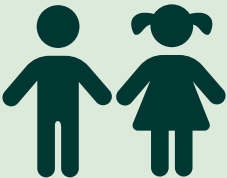
Diversity



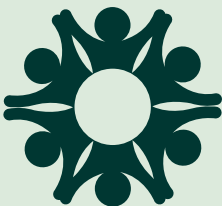
	2022	2023	2024
16-23	2	2	2
24-29	6	11	14
40-49	1	2	2



	2022	2023	2024
Female	2	5	9
Male	7	10	9



	2022	2023	2024
No children/ Not applicable	7	11	13
Share equality with someone else	2	4	5
Solo responsibility	0	0	0



	2022	2023	2024
African	1	0	0
Irish	0	1	2
English	6	12	14
Indo-Guyanese	1	1	0
Indian	0	0	2
Prefer not to say	1	1	0

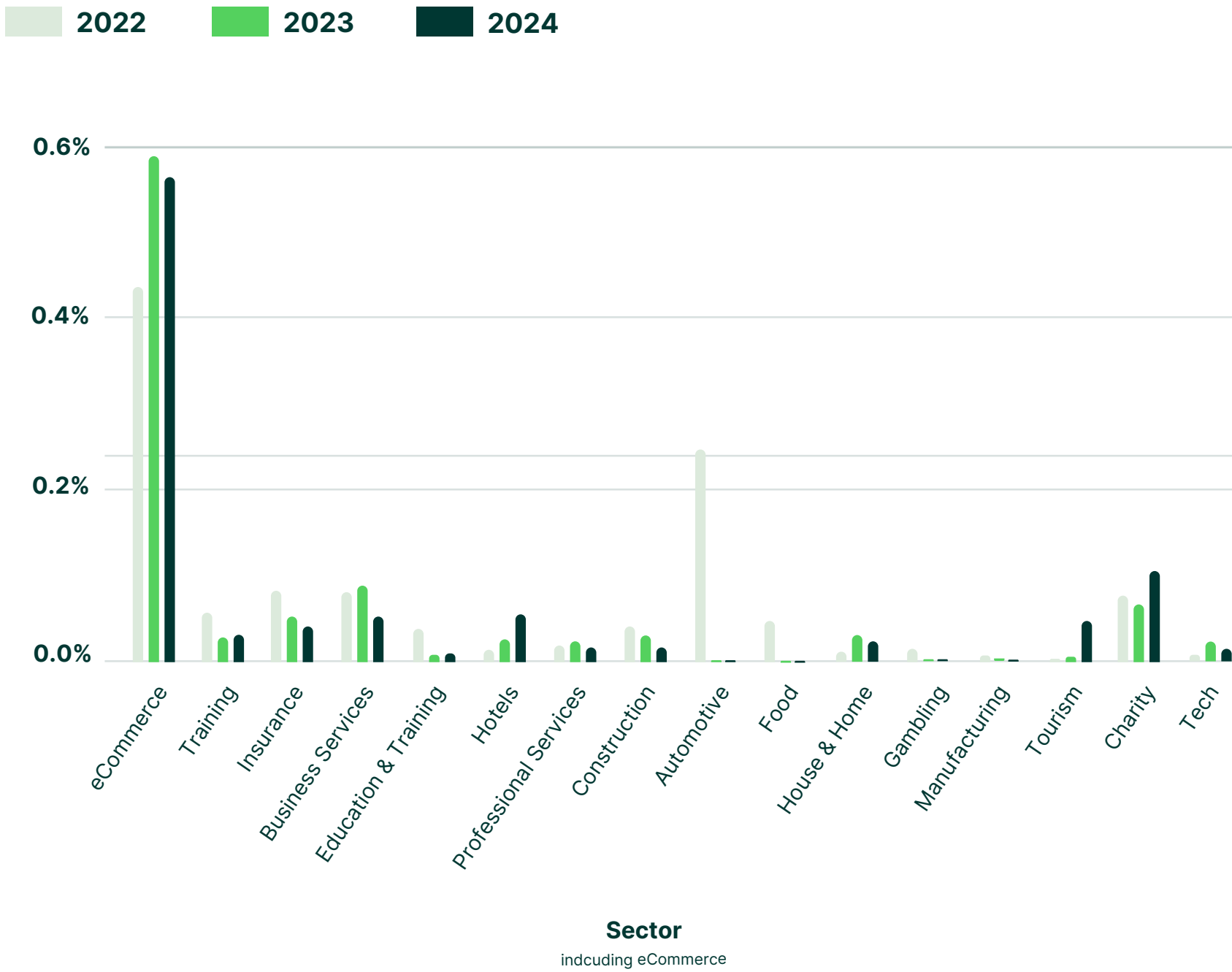
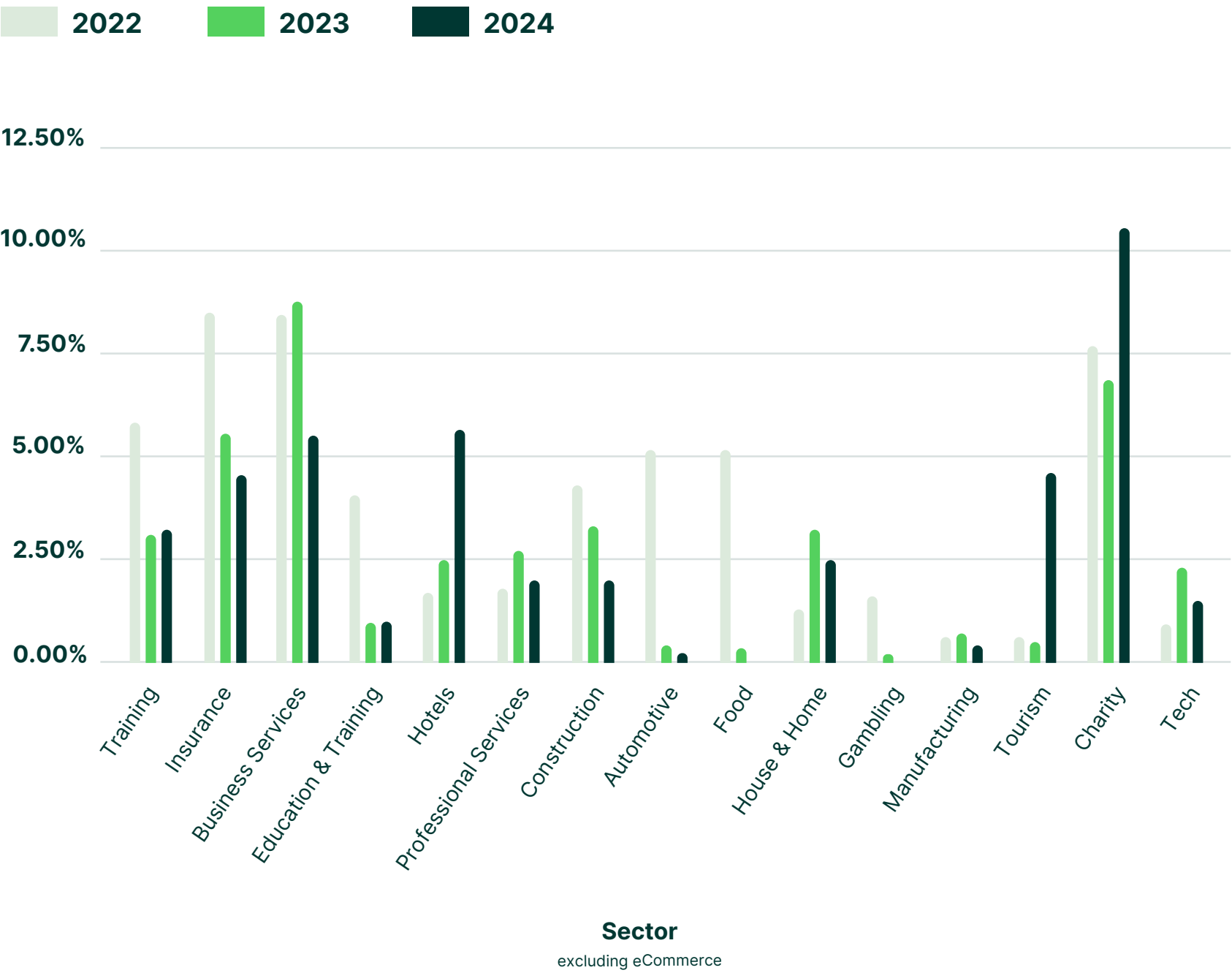
Client Profile

Client Profile

	2022	2023	2024
eCommerce	44%	58.6%	56.3%
Training	5.8%	3.1%	3.2%
Insurance	8.5%	5.5%	4.5%
Business Services	8.5%	8.8%	5.5%
Education & Training	4.1%	1%	1%
Hotels	1.7%	2.5%	5.7%
Professional Services	1.8%	2.7%	2%
Construction	4.3%	3.3%	2%

	2022	2023	2024
Automotive	5.2%	0.4%	0.2%
Food	5.2%	0.3%	0%
House & Home	1.3%	3.2%	2.5%
Gambling	1.6%	0.2%	0%
Manufacturing	0.6%	0.7%	0.4%
Tourism	0.6%	0.5%	4.6%
Charity	7.7%	6.9%	10.6%
Tech	0.9%	2.3%	1.5%

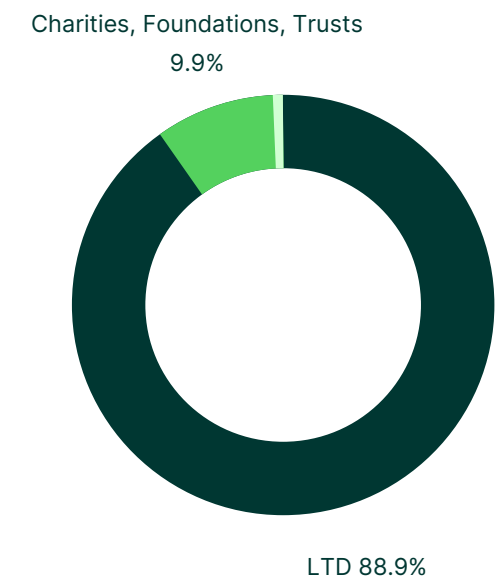
Client Profile



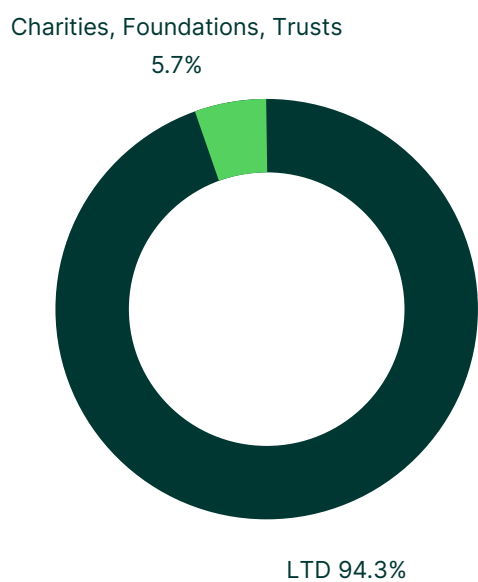
Client Profile - Breakdown

Organisation Type

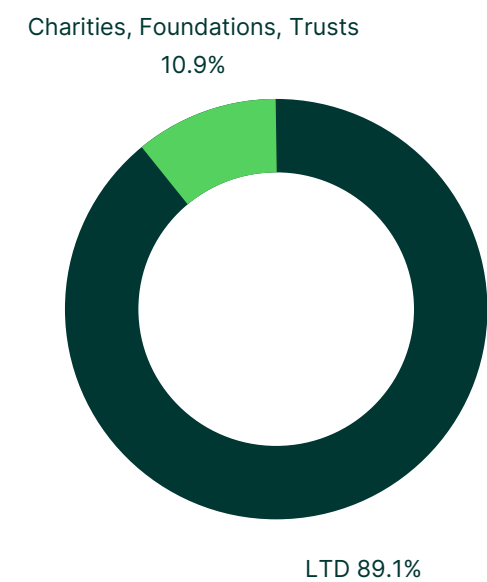
2022



2023

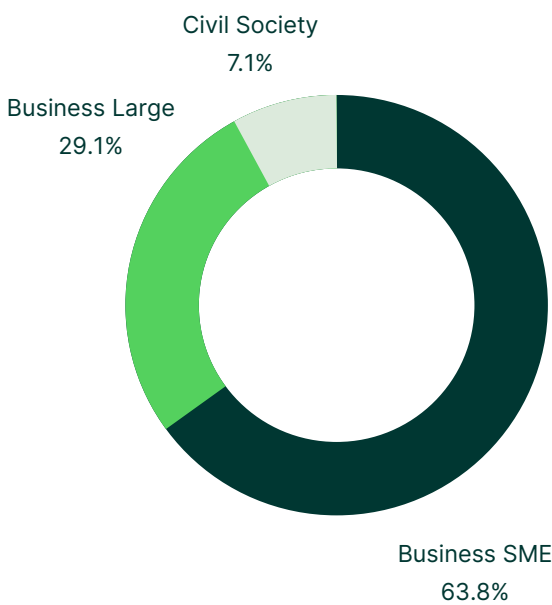


2024

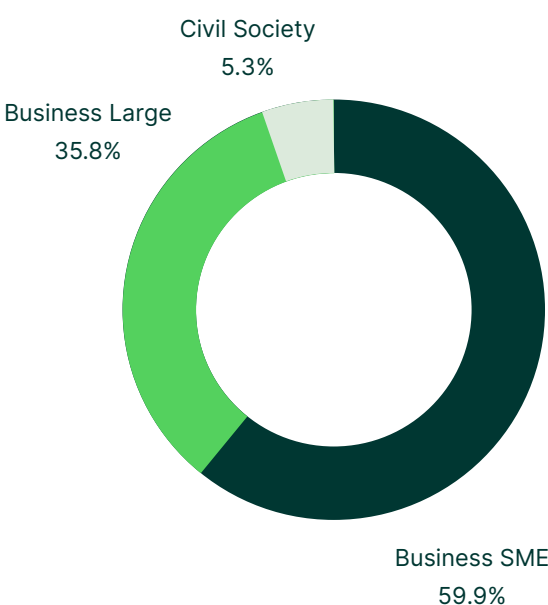


Business Sector

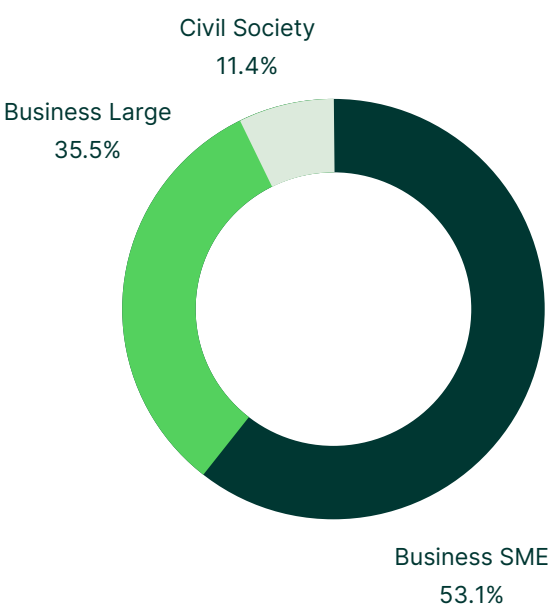
2022



2023



2024



Client Revenue

2024 Client Revenue

For five years, we have been taking steps to ensure that we select clients who align with our vision for a better future. We surveyed our team and used their feedback to create our policy, which can be found here: www.climbingtrees.com/client-screening

This resulted in synthesising our ambition to catalyse positive change by partnering with visionary clients committed to sustainability and innovation.

We continued to decline projects/clients that do not support these ambitions.

Since 2023, no clients in these sectors:

Meat & Dairy	Private Cars	Aviation
Concrete & Cement	Trucking & Shipping	Plastics
Chemicals & Petrochemicals	Iron, Steel & aluminium	Coal, Oil & Natural Gas
Timber, pulp & paper	Arms	Tobacco
Politics	Alcohol	Gambling

Governance

At Climbing Trees, strong governance is about more than policies - it's about trying to embed fairness, transparency, and responsibility into everything we do.

Our approach to Environmental, Social, and Governance (ESG) has evolved through time. We are committed to focusing on these four Sustainable Development Goals:

- Gender Equality
- Decent work and economic growth
- Reduced inequality
- Climate action

We are also trying to ensure our impact is felt in our local area, Essex, UK.

Sustainable Development Goals



Key Governance Initiatives in 2024:

- **Open-book finances with the team:** Since September 2024, we have shared revenue and profit figures with the team nearly every month.
- **Gender Pay Gap:** We have no gender pay gap in our business.
- **Women's Council:** The Women's Council at Climbing Trees champions empowerment, inclusivity, and advocacy for women within our organisation. In 2024, we've assigned specific roles within the council to enhance coordination and effectiveness.

During 2023, the Council introduced initiatives such as enhanced maternity and paternity policies to better support team members during significant life transitions, regular recharge days to proactively prevent burnout, expanded bereavement support, and menopause guidelines with open communication channels to assist colleagues navigating this critical life stage.

2024 Initiatives:

- **Employee Empowerment Survey:** Conducted to ensure women feel genuinely heard, valued, and empowered.
- **Awareness Campaigns:** Ongoing initiatives addressing Mental Health, Alcohol Awareness, work-life balance, and ADHD to cultivate an inclusive, informed, and empathetic work culture.

We're excited to continue driving these initiatives, ensuring our workplace remains inclusive, supportive, and empowering for all team members.

Team, gender, age range, ethnicity.

- We continue to welcome new team members from diverse backgrounds to the business.

Customer Satisfaction

Customer Satisfaction

In 2023, we launched our first comprehensive client survey, providing our clients with a formal feedback mechanism within the agency. We received valuable feedback about areas we could improve. These included the speed of our responses, providing more strategic guidance, and sometimes enhancing our knowledge of the sectors in which our clients worked. This resulted in training across the account management team for client management, annual business reviews for our clients, and allocated time for the team to learn.

Our Approach to Measuring Client Satisfaction

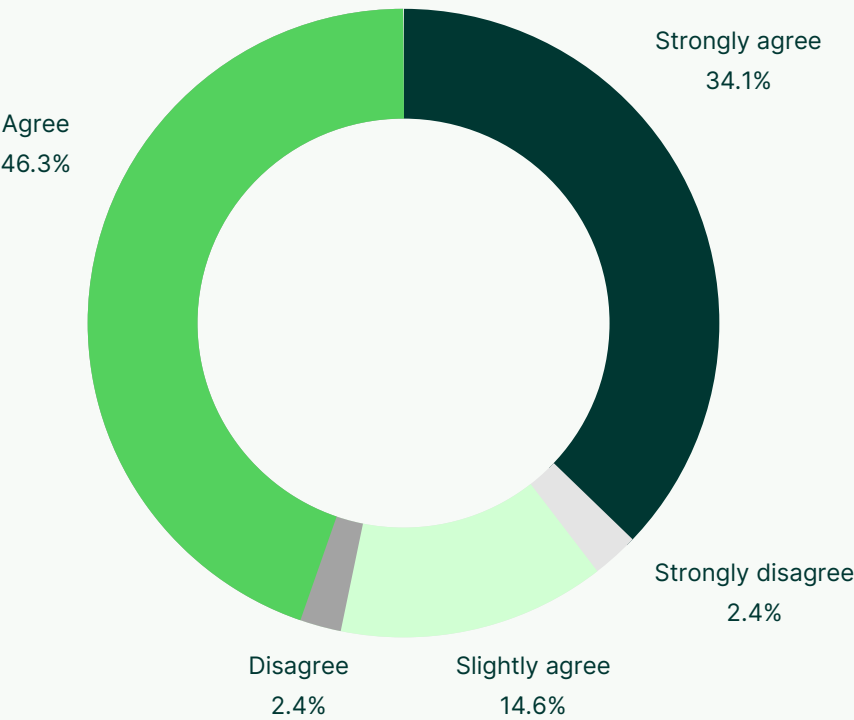
In 2024, we designed and delivered an independent, annual online survey that provides us with visibility into overall client satisfaction and detailed performance ratings. Clients were invited to prioritise their key challenges and agency needs, helping identify where the most significant value lies. Responses we reviewed and interpreted with personal feedback shared directly with Climbing Trees. The result is a credible, objective, and efficient process that provides clear, actionable insights with real impact when acted upon.

Here are the top-line findings:

2024

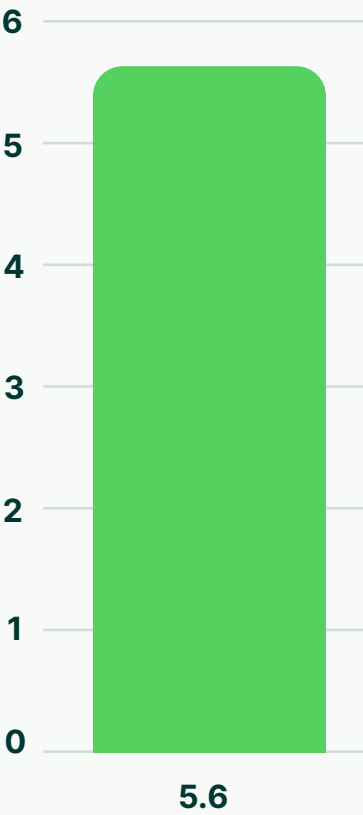
Overall Satisfaction

Overall, I am extremely satisfied with the way Climbing Trees has delivered its services to us in the last 12 months (or since your initial purchase if more recent).



Perceptions

Perception of the quality and value of the Agency Relationship.



We learnt that valuable feedback from our clients helps us identify areas where we can improve in the business. We will make this a regular practice to enhance client satisfaction further.

Impactful Work

Impactful Work

Our partnership with the Essex Violence and Vulnerability Unit (EVVU) on the Youth Knife Harm Campaign, where true success is measured in its impact on the community.

The campaign sparked essential conversations across Essex: 84% of parents felt encouraged to discuss knife crime with their children, and 75% were inspired to explore further resources on the EVVU website. These steps could make all the difference in tackling youth knife harm by leveraging data-driven digital marketing to reach at-risk audiences.

This work was recognised with multiple awards, including:

- UK Search Awards
- The Drum Awards for Media
- European Agency Awards 2024
- BIMA Awards



Team Trees



Team Trees

We strive to create a balance between providing Team Trees with personal flexibility, fulfilling team needs, and pursuing personal aspirations that contribute to the greater good of the organisation.

This serves our customers well and fosters an environment that promotes creativity, diversity and trust.

2024 Highlights:

- Winning Kings Award for Sustainable Business
- 100% of staff received training, including wellbeing and mental health sessions, with the offer of 1:1 support
- Women's Council entered its third year
- No gender pay gap at any level in the business

In progress for 2025:

- Building a job competencies framework for transparent progression for the team
- Improving clarity around job pay bands
- Launching a company-wide 54321 initiative to align team actions to overall company ambitions

Community

Community

Volunteering & Pro Bono Work

This year, the Climbing Trees team dedicated 55.5 hours to volunteering and pro bono projects, supporting various charities and initiatives that align with our values.

Key Volunteering Highlights

- **Braintree Food Bank:** £1,000 donation to help tackle food insecurity in our local community.
- **Beach Clean with Surfers Against Sewage:** A team of five spent 2.5 hours clearing 35kg of litter from Walton-on-the-Naze.
- **Boswell’s Careers Morning:** Team members attended a speed-dating-style careers event, inspiring Year 12 students to consider careers in digital marketing.
- **The Meath Epilepsy Charity:** Provided pro bono SEO support over several months to help improve their online presence.
- **Digital Marketing Support:** Assisted multiple charities, including Mind, Nightline, and Friends of Teddington Memorial Hospital, in managing Google Ad Grants and improving digital visibility.
- **Clean Creatives:** Provided pro bono paid social media support for the fossil fuel-free ad industry.

Charity Donations

- Total donated: **£15,955.20**
- Contributions to environmental and social causes, including Beam, Ecologi, Wombles Community Charity, and Essex Wildlife Trust.

Through our volunteering and charitable contributions, we continue to use our skills and resources to make a meaningful difference in both our local community and beyond.



Carbon Footprint



Carbon Footprint

	2019	Pandemic 2020	2021	2022	2023	2023
Scope 1	0.0	0.0	0.0	0.0	0.0	0.0
Scope 2	1.8	0.0	1.0	0.8	0.9	0.8
Scope 3	40.9	20.5	43.6	54.2	65.8	56.9
Total	42.7	20.5	44.5	55.0	66.7	57.7
Staff	8	7	10	14	18	18
Emissions per Person	5.3	2.9	4.45	3.7	3.7	3.6
Method	Futurelearn/ BIMA course		C Free			

We started measuring our carbon footprint in 2019. Since then, we have partnered with C Free to analyse our spending.

As we mentioned in 2023, we realised we had messed up in the above calculations. Due to an oversight, we have excluded pensions and our client media spend from the above calculations.

Taking into account these changes, our carbon footprint looks like this:

	2019	Pandemic 2020	2021	2022	Include Pension and Media spend 2023	2023
Scope 1	0.0	0.0	0.0	0.0	0.0	0.0
Scope 2	1.8	0.0	1.0	0.8	0.9	0.8
Scope 3	40.9	20.5	43.6	54.2	145.1	157.8
Total	42.7	20.5	44.5	55.0	146.0	158.8
Staff	8	7	10	14	18	18
Emissions per Person	5.3	2.9	4.45	3.7	8.1	8.8
Method	Futurelearn/ BIMA course			C Free		

The two new additions to our carbon footprint were pensions and media spend.

These are both areas where we have already made efforts to focus on - for pensions, we have ESG / ethical investments available for all team members.

Regarding media spend, we have engaged with the in-house sustainability team at Google to advocate for more up-to-date information on measuring the carbon footprint of ad campaigns, which was released to large advertisers in 2024.

Keeping Momentum

Evolving our Work

To reduce our carbon footprint now, we need to lean into our scope three carbon data. **This consists of three core areas:**

- 1. Our suppliers
- 2. Our systems
- 3. Ad platforms

Across all three areas, we have engaged with our supply chain to better understand their approach to sustainability and their plans for achieving net zero.

We are in the process of evaluating this data and will then, where possible, work with our existing supply chain to encourage change.

Should these efforts fall on stony ground, we will explore changing our supplier shortlist where possible.

We hope that our efforts encourage others to take action.

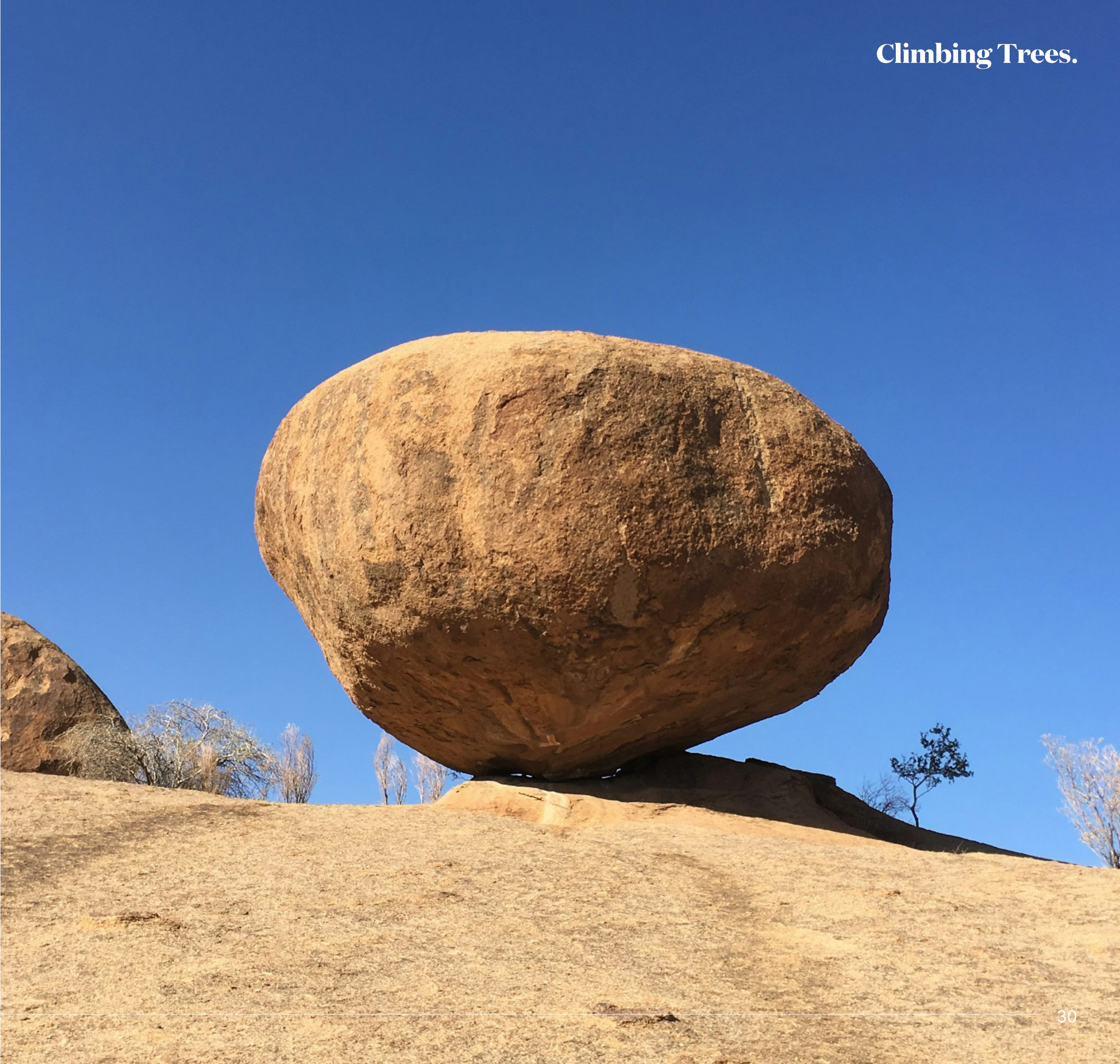


What didn’t quite work out

Things that did not pan out as we envisaged are:

We moved with genuine intent to do things in what we consider the right way; however, some things we got wrong, including:

- Reducing our carbon footprint
- Decoupling our business growth and our impact on the environment
- CV less recruitment - we didn’t make this work in the business as we had envisaged



What's Next

What's Next

We wish to continue to challenge ourselves to do better. We feel there is much we can do - **initiatives we are exploring in 2025 are:**

- CV less recruitment
- Exploring maximising our impact in our local area (Essex, UK), looking at both environment and local community, partnering with local charities, companies, authorities and councils

B Corp Impact Score

B Corp Impact Score

In 2024, we embarked on the process of B Corp recertification, reaffirming our commitment to using business as a force for good. We submitted our application in August, and the results exceeded our expectations. Our initial certification score was 87.9 points. We hoped to improve our score to over 95 points by focusing on community and customer initiatives. The results exceeded our expectations.

Our new submission reached 111 points, marking a 24-point increase. This milestone reflects the ongoing work we put into making Climbing Trees a truly purpose-driven business.

Based on the B Impact assessment, Climbing Trees earned an overall score of 111.1. The median score for ordinary businesses who complete the assessment is currently 50.9.



- **111.1** Overall B Impact Score
- **80** Qualifies for B Corp Certification
- **50.9** Median Score for Ordinary Businesses

