

# Magenta Associates publishes its first Impact Report

1 year ago



Magenta Associates, the employee-owned communications consultancy, has released its inaugural Impact Report, marking an important step in its ongoing efforts to operate as a responsible and sustainable business. The report shares key achievements over the past year and outlines the company's plans for continued improvement in social and environmental impact.

The report introduces Magenta's 'Communication for Good' framework, built on four core pillars: Change Agents, Fortress for Talent, Community Champions and Protecting our Planet. These pillars guide the company's approach to aligning its communication expertise with its commitment to responsible business practices.

As *Change Agents*, Magenta has partnered with organisations dedicated to creating positive change. This includes supporting Corps Security in promoting ethical employment practices through a revitalised internal communications programme, and working with DMA Group on communications for Rye Memorial Hospital's carbon neutrality project, which reduced its carbon footprint by 100%. Looking ahead, Magenta plans to prioritise collaborations with purpose-driven organisations and further enhance its commitment to ethical marketing.

Under the *Fortress for Talent* pillar, Magenta has transitioned to an Employee Ownership Trust, become a National Living Wage Employer, and continued its 4.5-day work week model to support work-life balance. Plans for the future include working towards Living Pension accreditation, reinstating a paid internship programme, and enhancing parental leave policies.

As a *Community Champion*, Magenta has embedded social responsibility into its operations through

initiatives like team volunteering days, inclusive recruitment events, and educational outreach to local schools, colleges, and universities. Next steps include prioritising ethical sourcing and establishing clear metrics to measure community impact.

To focus on *Protecting our Planet*, Magenta powers its office with 100% renewable energy and encourages sustainable commuting, with 44% of commutes made by walking or cycling. The company has set ambitious goals around energy consumption and waste with guidance from its advisory panel, and by conducting an environmental impact assessment focused on Scope 1 and 2 emissions.

Jo Sutherland, managing director of Magenta Associates, said: "This Impact Report represents an important step in our journey as a responsible business. It's not just about highlighting what we've achieved but also being transparent about where we need to improve. Our ambition is to support organisations driving positive change while holding ourselves accountable in the process. We hope this report inspires others to take meaningful steps toward building a more sustainable and inclusive future."