**Something Big**

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Description automatically generatedHaving grown from a back bedroom to being ranked in the Top 100 independent agencies in the UK, Surrey’s leading creative communications agency, Something Big, aren’t just big on delivering for their clients, they’re also on a BIG journey to bouncing back better following the pandemic.

‘No one ever said doing business and doing good couldn’t mix, we’re on a mission to be a thriving business, which for us, means looking after our people, our planet AND our profit in equal measure. Imagine a world where we all gave back more than we took.’ Says CEO and co-founder, Sally Pritchett intent on making the business a force for good.

Guided by the [UN sustainability goals](https://www.un.org/sustainabledevelopment/sustainable-development-goals/) embracing the [Kindness economy](https://www.ted.com/talks/mary_portas_welcome_to_the_kindness_economy) so eloquently introduced by Mary Portas and with expert support from [PlanetMark](https://www.planetmark.com/) and [B Corp](https://bcorporation.net/) we have been able to make our contribution to reducing our impact on our planet and in doing so we’re living up to our core values by ‘doing the right thing’.

Stepping up to sustainability for Something Big has meant taking positive and tangible action in three core areas:

* Developing our business policies, behaviour and governance to reduce our impact on the environment.
* Championing the right choices for our clients to help them to reduce their impact on the environment.
* Encouraging our team to make good choices as individuals, at work and at home, to reduce their impact on the environment.

**Developing our business policies and governance**From developing our [Code of Conduct](https://cdn-somethingbig.pressidium.com/wp-content/uploads/2021/04/SB-Code-of-Conduct.pdf) to reviewing the sustainability credentials across our supply chain we have set a series of standards that we will not fall short of.

But it doesn’t end there, it’s not our intention to simply make a difference, tick the box and move onto the next project, we have brought sustainability into the core of our business model, working with [Planet Mark](https://www.planetmark.com/) to help keep us on track and making year on year improvements and cement these standards into a long-term commitment.

**Championing the right choices for our clients**

Being in the marketing and communication industry we not only acknowledge the disposable nature of some campaigns but choose to be part of the solution rather than add to the problem. We start with providing the best possible guidance and support to help our clients make the right choices. We’ve worked hard to find the most environmentally friendly alternatives to the products our clients need, we [print](https://somethingbig.co.uk/blog/print-that-doesnt-cost-the-planet/) solely using [FSC](https://fsc.org/en) accredited paper stock, which ensures fibres are produced from sustainable forests that are well managed. We have completely eradicated plastic from our packaging, from replacing tape with paper alternatives, plastic bubble wrap with [sustainable alternatives](https://somethingbig.co.uk/blog/sustainability-packaging/). And when it comes to advising our clients on their campaign giveaways, we reviewed our approach entirely ensuring we’re not adding to landfills around the world with [cheap, disposable throwaways](https://somethingbig.co.uk/blog/giveaways-dont-have-to-be-throwaways/).

**Bringing your team on the journey**Knowing we couldn’t make a difference on our own, we brought our team on the journey, encouraging them to get passionate about the day-to-day choices we all make that impact our climate. We engaged an external employee training provider, [100 Ways in 100 Days](https://100ways-eco.thinkific.com/) to help us by running an educational programme which was a great way to increase awareness and dialogue on the topic of sustainability.

**Knowledge sharing and spreading the word**We’re proud of what we’ve been doing but are keen to spread the word and encourage more businesses to step up and stake action. We need sustainability to be on every organisation's agenda. Our planet needs everyone, every business striving to make a difference and do their part, so we’ve been sharing our stories and experience in a series of blogs to keep raising awareness with practical advice from how to approach writing a [code of conduct](https://somethingbig.co.uk/blog/sustainability-creating-a-code-of-conduct/) to tell your [green story](https://somethingbig.co.uk/blog/sustainability-sharing-your-going-green-story/) whilst avoiding [greenwashing](https://somethingbig.co.uk/blog/sustainability-avoiding-greenwashing/).

**Making and measuring impact**We all know that making progress on anything is vague unless you measure it. Having made a pledge to ‘give back to our community and planet, where we can, through a combination of volunteering, financial donations and carrying our pro bono work, we’ve held ourselves accountable by publishing an annual impact report which ensures we track and measure the impact we’re making. A great way to not only keep making an impact but also to raise the bar each year.

In summary, here at Something Big, we’re on a BIG journey that goes beyond bouncing back our profits, we’re on a mission to bounce back better. We’d love to hear your story, or share ours more so if you’re also on a mission to reduce your carbon footprint, get in touch [hello@somethingbig.co.uk](mailto:hello@somethingbig.co.uk)