

IMPACT REPORT 2025



Certified



Corporation

Who we are

Founded in London in 2000 and now based in the beautiful Cotswolds, Kava is a full-service B2B marketing and design agency delivering strategic communications, creative design, dynamic websites, and results-driven digital campaigns for clients worldwide.

We deliver this through creative, thoughtful, honest, and transparent methods – offering clear, expert advice and skilfully executed marketing and communication campaigns, without unnecessary jargon or empty promises.

We build long-term, sustainable relationships with our clients, understanding their immediate and future business needs.

As an Employee Ownership Trust, we strive to be a sustainable and ethical company to work for and to do business with. We became a Certified B Corporation™ in June 2025, demonstrating our commitment to the highest levels of ethical and sustainable practices.

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Our business

At Kava we are committed to creating a positive impact on our community, our employees and the environment. We believe that thoughtful actions, whether reducing our carbon footprint, supporting local businesses, or contributing to charitable causes, can make a meaningful difference.

As an Employee Ownership Trust, transparency and ethical business are at the core of what we do – our business is focused on purpose before profit, and enhancing the work and lives of our employees. This report highlights the progress we have made over the past six months to operate more sustainably, ethically and responsibly, as well as our vision and plan for the years ahead.

Our mission and values

Our mission is to help businesses grow and thrive. We achieve this through creative, thoughtful, honest, and transparent methods – delivering clear, expert advice and skilfully executed marketing and communication campaigns, supported by in-house design and development, without unnecessary jargon or empty promises.

Our values guide the way we work and how we treat each other, our clients and our partners:

Empathy

Transparency

Collaboration

Creativity



“As an Employee Ownership Trust, transparency and ethical business are at the core of what we do – putting purpose before profit and enhancing the work and lives of our employees.”

Great marketing – but make it honest



Our journey to B Corp™ certification and becoming a purpose-led, sustainability-focused business started around three years ago, when our business went through a significant change. After more than 20 years in business, Kava reformed as an Employee Ownership Trust, a unique structure for UK businesses in which 100% of the company is owned in trust for the employees and there is no private shareholder. It is a structure

that rewards everyone in the business as it grows and includes requirements around transparency of finances and the way the business is run.

“Everyone takes ownership and works toward a shared goal: making Kava a great place to work and a success – not just financially, but in a way that feels genuinely fulfilling.”

While undergoing this change, we implemented many new policies and started to grow a culture built around shared values and including the views of all staff in everyday decision making. As time went on employees became more engaged and came to us with ideas and a desire to make this into a company that not only offers outstanding marketing and branding – but is good for its people and the wider community.

We started with volunteering, charity initiatives and prioritising the use of local suppliers. We then developed a more rigorous framework for our CSR activities, helping us recognise the good work we had done to date.

B Corp was the perfect vehicle because it brought together targets in workplace culture, governance, community and the environment. We are proud to be part of a growing community of purpose-led businesses that put ethics, sustainability and people at the heart of what they do. We still do marketing – but we do it in the most transparent, honest and ethical way we can. And we ensure our colleagues and wider network can benefit from our business, whether that is financially or through support – from our commitment to paying suppliers on time or early, to ensuring flexible working really is flexible.

Corrie de Vries and Claire Marshall
Kava Directors

“B Corp certification provides us with a strong framework and supportive network that helps turn our values into action, allowing us to better serve our clients and positively impact the communities we are part of.”

Structure and governance

Our employee-owned structure gives us a unique framework that puts employees at the heart of the business. Our Employee Ownership Trust (EOT) Board scrutinises the decisions of Kava's directors and the company's finances, ensuring they align with EOT principles and benefit the employees.

The EOT Board includes an employee trustee director and an employee representative – they are the voice of the workforce and can share feedback from the employees with the board. It makes Kava a business that has accountability at its core, and the interests of its employees as a top priority.

Our structure

- **KAVA EMPLOYEE OWNERSHIP TRUSTEE COMPANY**
Holds shares on behalf of the employees
- **EOT BOARD OF TRUSTEES**
Provides oversight and represents employee interests
- **KAVA – TRADING COMPANY**
Day-to-day operations are managed by company directors
- **EMPLOYEES**
Benefit from the success of the business



We are one of...

10,000+ certified B Corps globally

2,600+ certified B Corps in the UK

400+ B Corps in the south west of England

the 14% of employee-owned B Corps in the UK compared to less than 1% of all UK businesses

the 14% of women-led SME employers in the UK¹

Environmental initiatives

Over the past two decades, we have transitioned from print to digital and from office-based to hybrid working. This has helped us reduce our carbon emissions and our impact on the environment. As an SME, our impact is already relatively low, with staff in the office one day a week and business travel kept to a minimum – our remaining carbon emissions are offset through tree planting.



CARBON OFFSETTING

Planted 189 trees through Ecologi to offset our carbon emissions



RENEWABLE ENERGY

Collaborated with our landlord to switch the office electricity supply to a renewable energy provider

Reducing our environmental impact means making incremental improvements and being conscious of not increasing our footprint as we grow. We actively support biodiversity initiatives that improve the local landscape and protect wildlife through corporate volunteering, alongside supporting local charities (more on our [community](#) page).



ENERGY EFFICIENCY

Upgraded our office lighting to energy-efficient LEDs, reducing energy consumption



SUSTAINABLE PROCUREMENT

Prioritised local independent businesses and suppliers with strong social and environmental ethics

Our carbon footprint

Company CO ₂ emissions	12.61 tons
Average CO ₂ emissions per person	1.576 tons
Average CO ₂ emissions per person per day	6.79 kg
Equivalent air miles travelled	43,081 miles
Trees required to offset emissions	189 trees

Reduce reuse recycle



We are committed to minimising waste, extending the life of our resources, and embedding circular practices across our business. By rethinking how we use materials, recycling or passing on items we no longer need, we can reduce our environmental impact. This means selling on items once they have served their purpose within our business, or donating items in good condition to local schools.

RESALE OF OFFICE EQUIPMENT:

Laptop power cables

Computer mice

USB cables

Apple iMac

Display monitors

External hard drives

Desk

ITEMS WE DONATED:

Stationery

Files and folders

Dividers

Tripod

Photography accessories

We have implemented a comprehensive recycling system in our office to collect paper and card, plastics and glass, food waste and coffee grounds.



RECYCLING



FOOD WASTE



COFFEE GROUNDS

< Our Cotswold setting. Uley, Gloucestershire, seen from a local hillside in spring; the Kava office is less than a mile to the west

Charity and community

Contributing to our local community and supporting those in need are at the heart of Kava's values. Through volunteering days, charitable donations, and ongoing initiatives, we strive to make a meaningful difference, using our resources as an SME to

foster positive change and support the communities we are part of. Our employees lead the decisions about which charities and initiatives we support, so that everyone can feel connected to the causes we work with.



STROUD VALLEY PROJECTS

REGISTERED CHARITY IN ENGLAND AND WALES NO. 900107

Helped restore a walled garden at Prinknash Abbey in Cranham, Gloucestershire



BRIGHTER COMMUNITIES WORLDWIDE

REGISTERED CHARITY IN IRELAND NO. CHY 16505

Provided 290 hours of discounted marketing and design services supporting community projects in Kenya and East Africa



TECKELS ANIMAL SANCTUARY

REGISTERED CHARITY IN ENGLAND AND WALES NO. 1108726

Donated Christmas shoe boxes for cats and dogs to a local animal charity



CANCER RESEARCH UK

REGISTERED CHARITY IN ENGLAND AND WALES NO. 1089464

£50 donation sponsoring Bennetts Cranes team in Race for Life

Our people and culture

Our people are central to our business. Both our employees and freelancers are an extension of the Kava family and we aim to treat everyone with the same respect and support. Our culture is built upon trust, transparency and collaboration – with all employees able to have input into the strategic goals of the business.

For our extended network of freelancers and suppliers, we involve them as much as possible. We have maintained our Gold status from the Fair Payment Code (previously Prompt Payment Code), for paying suppliers within 30 days – because being paid on time for the work you provide should be a given.



Employee benefits



Flexible working arrangements

From home four days per week, in the office once per week

Healthcare and tech schemes

Claim healthcare expenses and discounts on tech purchases

Tax-free bonus scheme

One that is fair and equal across all staff

Quarterly staff meetings

A forum where finances are shared openly with staff

EMI share scheme

Giving employees a stake in the company's growth

Christmas parties

Fully paid festivities with transport provided

New workplace policies 2025/26

Introduced **three days of paid annual sick leave** to enhance employee wellbeing

Conducted a **review of HR documentation** to ensure practices are up to date and compliant

Implemented a **whistleblowing policy** to strengthen accountability and transparency

Established a **breastfeeding and expressing milk policy** to support employees with young children

Our commitments

Over the next year, we aim to further embed the B Corp framework and processes we have adopted, while doing more in our local community.

Our key commitments for 2026 include:

- 1 Collaborate with other businesses and organisations in Gloucestershire to make a positive impact on the wider community
- 2 Make business decisions that consider the planet's wellbeing and minimise our environmental impact
- 3 Enable and empower our staff to drive positive impact through our work and charity initiatives

“As an SME, every action counts. From planting trees to updating office policies and supporting local charities, we are proud of the steps we have taken to align our operations with our values.”

Continuing the journey

We recognise that achieving B Corp certification is not the end of the process – it is just the beginning. This impact report covers only the first six months of our B Corp journey.

We will continue to seek opportunities to minimise our environmental impact, empower our team and contribute positively to the community, building a foundation for sustainable growth and ethical practice.





hello@kava-agency.com
+44 1453 706648
kava-agency.com



Gold
Until 2027

