



# IMPACT REPORT



Skating Panda is a social and environmental impact consultancy. We are pioneers in this space and launched over a decade ago with the deliberate and determined focus to find solutions to the biggest issues of our time. Delivering tangible change for the good of people and the planet is at the heart of everything we do.



We have been independently assessed using third party accreditations to measure and benchmark our progress including:



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**This report details our impact for 2023-2024 across:**

- Our People
- Our Work

## Skating Panda's reason for being is to accelerate REAL IMPACT

### What does this mean?

'Real Impact' is evidence of the tangible difference we make to the challenges facing us all. Real Impact is an enduring change in the status quo that also contributes to progress towards meeting the Sustainable Development Goals (SDGs) by 2030.

### How do we do this?

**Skating Panda** creates Real Impact by taking action and making informed choices that benefit people and planet. The need for systemic change has never been greater which is why, in 2023, Skating Panda reimagined its theory of change and methodology. We committed to remain at the forefront of the rapid evolution in social impact and ready to tackle the impending planetary tipping points. We are determined to continue to accelerate the changes required for us to play our part in delivering the SDGs and beyond.

Skating Panda believes that, for too long, much of the work labelled 'purpose' has been **cosmetic**, lacking the depth required for substantive change. Work that gives only the illusion of systemic change fails to address the fundamental shifts that need to be made within brands and organisations.

Some of this is, in fact, harmful in so much as it's misleading the public to believe that core change is being made when the reality is far from that.

**Getting this right isn't easy but this is precisely why Skating Panda exists.**

So, Skating Panda focuses on tackling the **core**, as that is where lasting purposeful change can be made to an organisation and, in turn, where we can achieve our global goals. Whilst **cosmetic change** is about saying and sometimes even doing the right thing, **core change is about being the right thing**. In 2023 we worked with all our clients to *be good* as opposed to 'just' *look and do good*, and contributed to more SDGs than ever before.

For more than a decade Skating Panda has delivered a deep and broad range of work that has contributed to systemic change across **human rights** (especially **gender**), **health**, and the **environment**. Our recent work has included embedding values across a magic circle law firm, as well as developing the first equity, diversity and inclusion strategy for a global air quality grant maker.

Since Skating Panda's launch, we have seen a positive change in how organisations are run; many are taking steps towards choosing **profit through purpose** as opposed to **profit as purpose**. However, this has also brought the challenge of green- and purpose-washing – where organisations want to *look good* rather than *be good*.



## A Message from our Founder



“The stand-out and consistent feedback that Skating Panda received in 2023 centred on our ability to simplify the complex, to help organisations futureproof themselves AND to work effectively at the cross-section of multiple issues, while remaining human and fun along the way. I’m super proud to be part of a growing team of capable Pandas who are nailing REAL IMPACT every day.”

**Andrea Hartley**  
Founder and CEO, Skating Panda

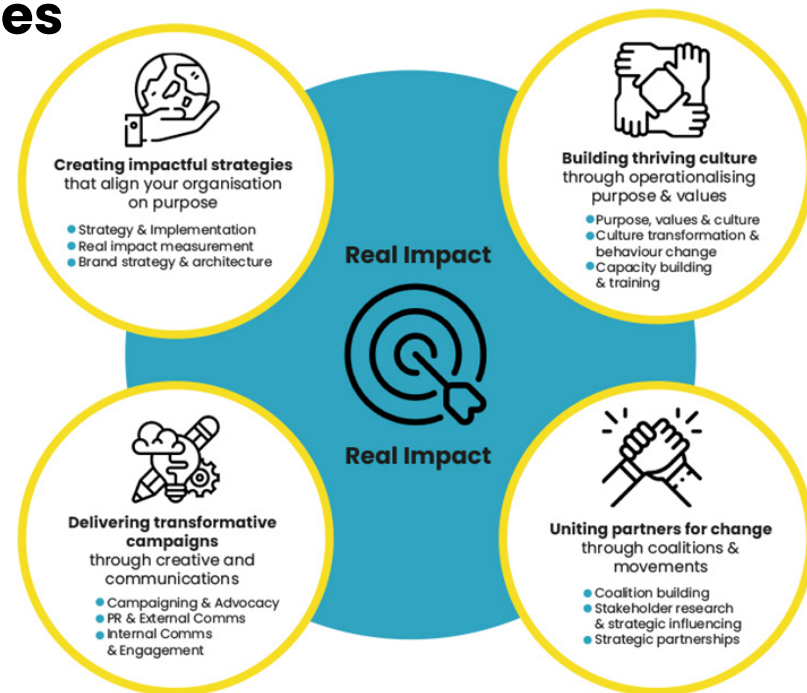
## Mission and Vision

👁️ Our **mission**: To work with, unlock and empower ambitious, like-minded organisations and individuals to create the impact we want to see for our planet, society and people.

👁️ Our **vision**: A world where every business and organisation is acting for a thriving planet and a healthier, fairer society.

## Our Services

Skating Panda helps its clients tackle systemic problems and issues in the SDGs, including health, equity, gender and climate through four service areas.



## Our Values

### Respectful

*We carry no egos, have each others backs, are respectful, give helping hands, are well intentioned and supportive.*

### Determined

*We're ambitious and brave, working only on making an impact, are motivated by the challenge of making change happen.*

### Adaptable

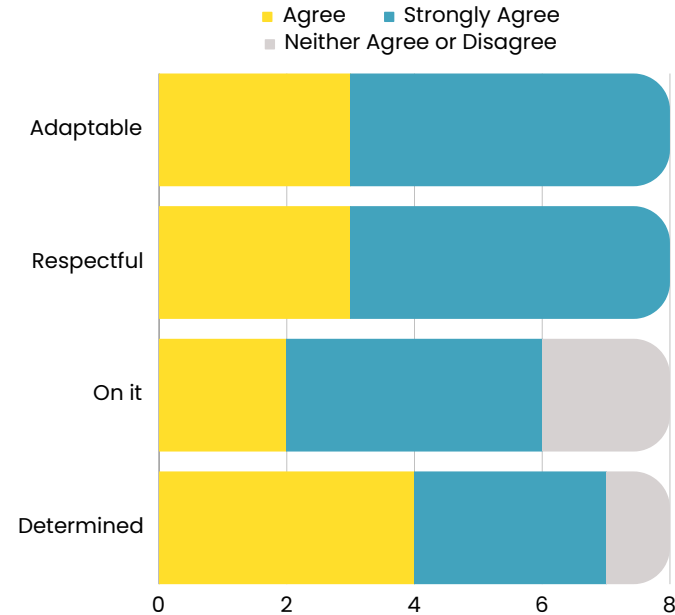
*We are collaborative, optimistic, adaptable, multi-lingual and versatile.*

### On it

*We get clarity, just do it, roll up our sleeves, are practical, positive and get it done.*

## Living our Values

We know that values can't just sit on a page and we therefore endeavour to role model them every single day. Here's what our clients thought of our efforts:



### Our monthly lunch and learn sessions



“Skating Panda is an ambitious, passionate, focused and impactful agency. They bring energy, creativity and solutions to projects, campaigns and any problems that need resolving. They are personable, helpful, engaging, responsive and fun to work with.”

- World Cancer Research Fund



## Our contribution to the SDGs

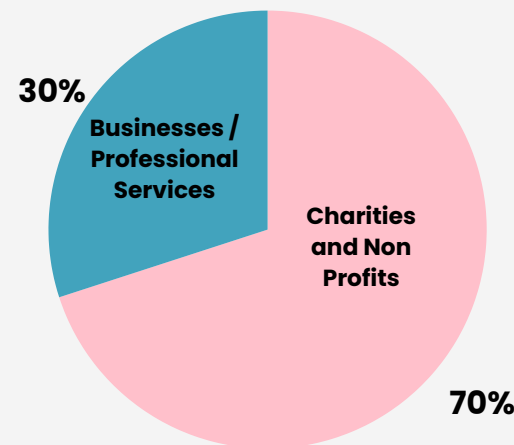


In 2023 Skating Panda contributed to more Sustainable Development Goals than ever before.

## Our Clients

### Who we worked with

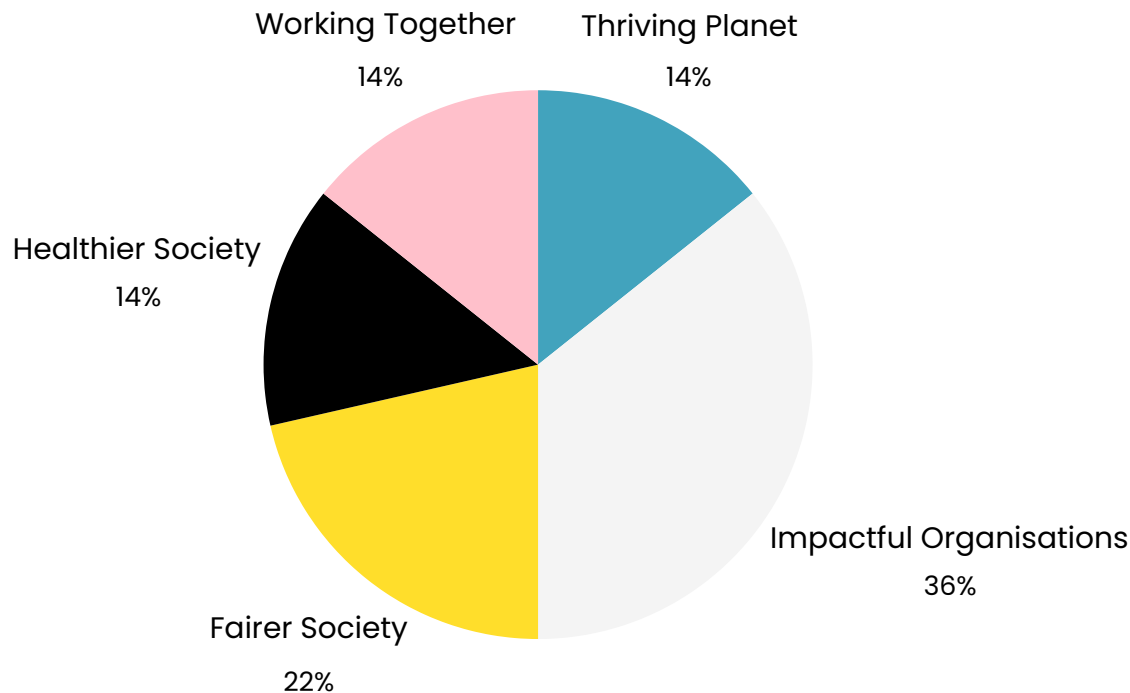
We pride ourselves in being able to address the bigger picture. Skating Panda partners with clients of different sizes from multiple sectors. In 2023, Skating Panda worked on a huge variety of projects, from values and culture change to coalition building; convening political events to delivering global health campaigns.



You can read full Skating Panda case studies [here](#).

## Our outcomes

All Skating Panda’s work drives towards 5 key outcomes – **impactful organisations, fairer societies, thriving planet, healthier societies** and **working together**. More than half our work in 2023 focused on Impactful Organisations and a Fairer Society.



### A snapshot of 2023



*We worked with amazing clients to deliver meaningful work.*



*We worked with our team to reiterate our own valued behaviours, keeping them living and breathing.*



*We launched our Panda culture club.*



*We revamped our employee handbook launching six new policies.*



*A day well spent at Freightliners Farm*



*Pandas take on stand up comedy!*



At Skating Panda, our people are rare, determined and deeply committed. We each come to work every day because we want to have a positive impact on the world and believe that our clients give us the power to do just that.



Ensuring Skating Panda employees feel supported, challenged and inspired is central to our ways of working.

Last year we:

- Enabled 360-degree, anonymised feedback for the whole team including the senior leadership team.
- Surveyed and ran quarterly 'stop, start, and continue' sessions with our team to make timely and direct changes to our policies and processes.
- Enhanced our learning and development program with external experts.
- Kick-started our Bamboo Club socials and lunch and learn sessions.



Skating Panda team away days

In 2023 our Pandas supported multiple charities through donations and utilising their paid volunteer days.



# Our People

## In 2023 we added additional policies to the employee handbook:

- Menstrual policy
- Domestic abuse policy
- Pregnancy loss policy
- Transgender equality policy
- Religious holidays policy
- Fertility treatment policy

## Goals for 2024

- Develop a workplace mental health and wellbeing programme to enhance support to the team.
- Promote health and wellbeing initiatives throughout our work.
- Continue to develop our team's skills across a suite of specialties, working together to deliver on the career development goals we've set.
- Check our policies don't just sit on a page but are lived and check they are always up to date.

“Last year I led our internal research project and got the chance to complete UCL's Introduction to Research Methods and Statistics Diploma. I picked up invaluable techniques around study design, sampling and statistical modelling, as well as exciting new methods such as bootstrapping.”



Jules Moscovici  
Researcher



Reet Sahiba Arora  
Account Director

“The clients we work with and the approaches we take continue to inspire me - I love being a Panda and am excited by the impactful projects we've got lined up for 2024.”

## Some things our Pandas got up to in 2023

- Our Strategy Director, Janek Seevaratnam, judged the Drum Social Purpose Awards.
- Our Senior Associate for Strategy and Sustainability, David Bent, judged the Edie Sustainability Leaders awards.
- Our Chief Impact Officer, Inga Thordar, led a discussion around 'Compelling Climate Reporting' at the Newsrewired Conference.
- Our CEO, Andrea Hartley, spoke to CMOs and CEOs at The Marketing Academy's alumni retreat about how brands can embark on their purpose and sustainability journeys.
- Our Pandas took part in the Stand Up to Cancer Sprintathon organised by the Marketing Academy.
- Our research Panda, Jules Moscovici, completed the Introduction to Research Methods and Statistics Disploma at UCL's Centre for Applied Statistics.



Pandas take on the Stand Up to Cancer Sprintathon!

### The Drum Social Purpose Awards



“Great team, obviously very well versed and highly experienced across sustainability, very strategically focussed. Very happy with the final outcome.”

- Leading vehicle leasing specialist



CEO Andrea Hartley on the panel for the Marketing Academy Fellowship Retreat

### Skating Panda's Thought Leaders...

### 2023 Snapshot



#### Blogs

- [Gender blindness and how to avoid it in the workplace](#)
- [We need to keep talking about the gender pay gap](#)
- [What are visible differences and how can workplaces be appearance-inclusive?](#)
- [Gaza and what it means for EDI in the workplace](#)

#### Podcasts

- [UK Health Radio, Aligning purpose with strategy](#)
- [The Healthy Debate Show, How organisations can approach menopause](#)
- [Powerful Times, What can we do in these Powerful Times?](#)

#### Articles

- [How to write a bereavement policy for the workplace](#)
- [To save the planet, we must kill off 'the consumer'](#)

# We introduced our new advisory board

In November 2023, we introduced Skating Panda’s advisory board, consisting of talented individuals from different sectors, united in their pursuit of outcomes, not just outputs.

“I’m over the moon and honoured to be joining the Skating Panda board! The intersectional approach Skating Panda brings to all of its work is what convinced me to join forces and support the work they are doing. By focusing on how all their expertise areas of health, climate and gender intersect, we can work together to deliver stronger and more impactful campaigns that have an enduring impact and deliver against the UN SDG goals.”

– Afua Basoah,  
Skating Panda Board Member



Sarah Degnan  
Kambou



Tahir Basheer



Mark Evans



Peregrine Riviere



Afua Basoah

## MEET OUR BOARD MEMBERS



Mark is an executive level marketer of 25 years now pursuing a portfolio career. He combines executive coaching with a number of non-exec, advisory and trustee roles, all while co-hosting a podcast – [The Places We’ll Go Show](#).

Afua has 20 years of health consulting experience, designing strategies and developing partnerships to help healthcare clients realise their potential to drive both business and societal value.



Sarah is a global development expert with 25 years of leadership experience directing gender equity and social justice initiatives in Africa, South Asia, the UK and Europe.

After qualifying as a chartered accountant and a six-year stint in investment banking, Peregrine has spent more than 20 years leading investor relations programmes for companies across a wide range of sectors and sizes, leading ESG strategy in many of these roles.



Tahir is a partner and shareholder at leading media, entertainment and technology law firm Sheridans. His commercial legal practice includes clients across areas such as: creative industry entrepreneurs, celebrities and talent, music, e-commerce and digital distribution, sport, fashion and more.



## B Impact Score

Based on the B Impact Assessment, Skating Panda earned an overall score of **94.7**.

The median score for regular businesses who complete the assessment is **50.9**.

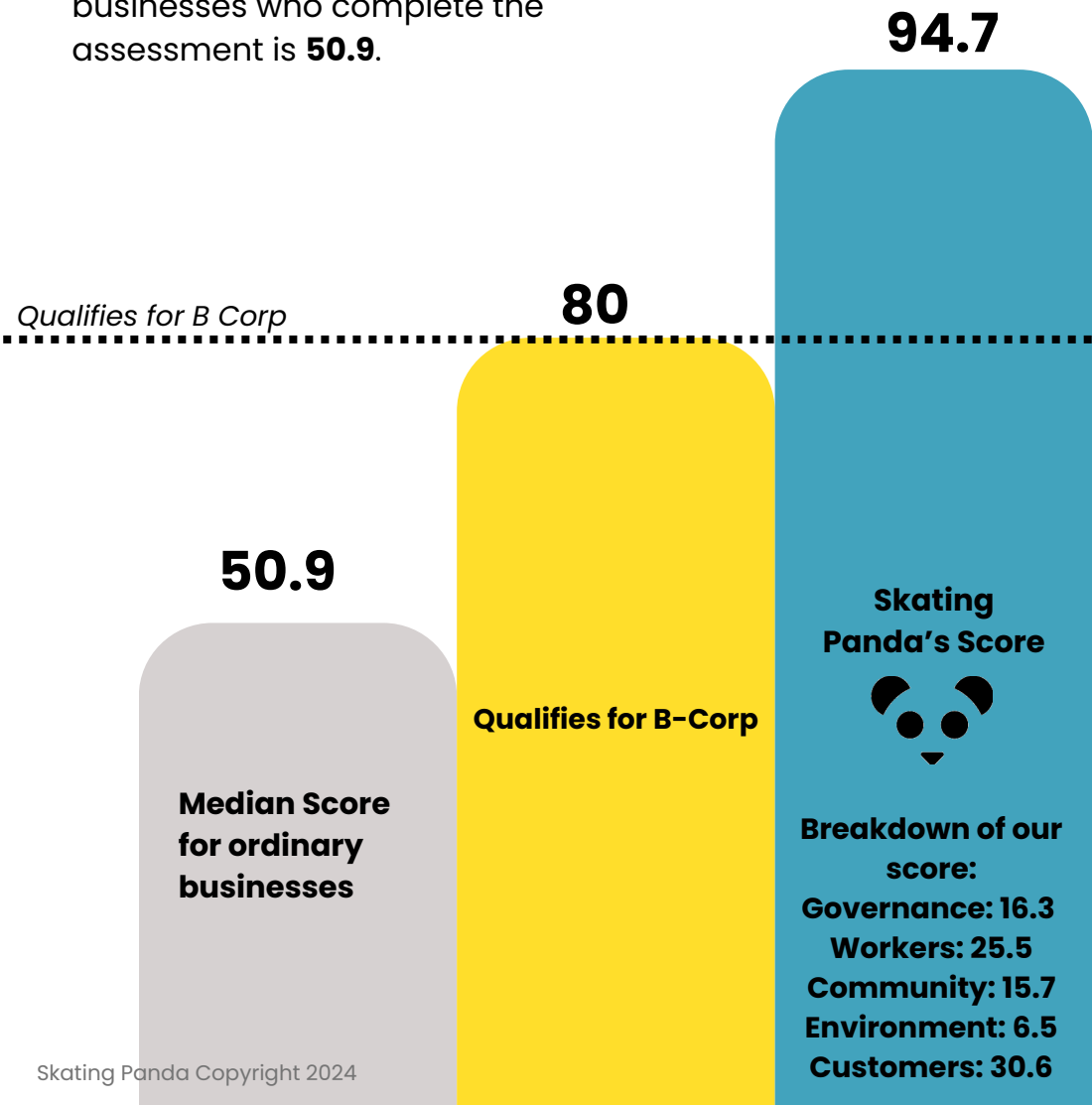


# B Corp and 2024

We're proud of the B Corp certification we received in 2022, as it enables us to measure our impact across the B Corp standards, which we can use to evaluate and improve. Skating Panda also fully aligns with B Corp's global strategies to engage business in improving impact and developing a network of local, regional, and global communities for change. And so, for us, being a B Corp is the perfect fit to be a greater force for good.

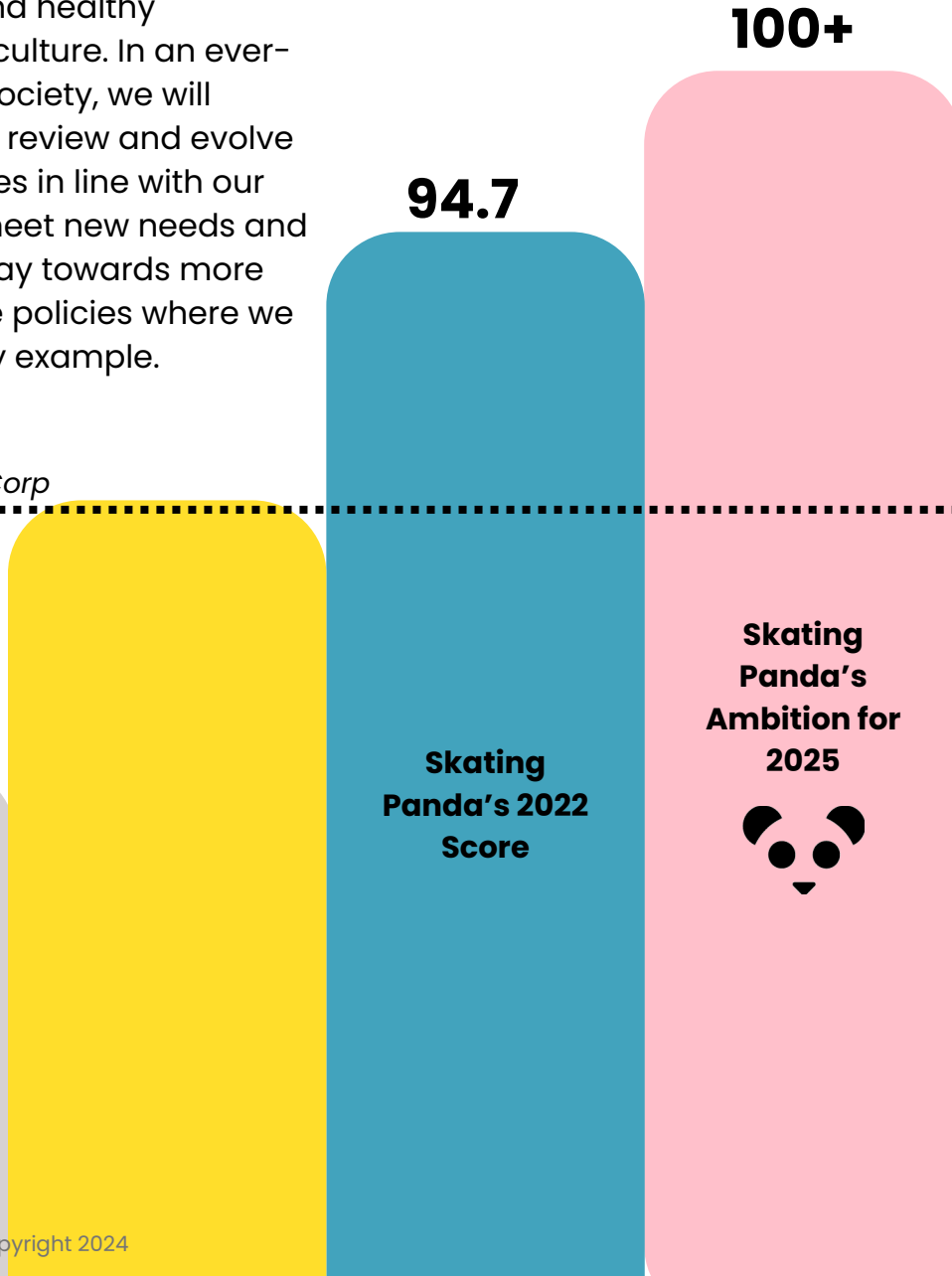
In the past year, we have updated our workplace policies and employee handbook, taking a consultative approach to reflect the different lifestyles and professional and personal needs of our employees. Our employee handbook now includes, amongst other things, enhanced parental benefits, improved mental health policies, and ongoing hybrid working practices.

Furthermore, as a social and environmental impact agency, we are deliberate about monitoring and assessing our impact. In 2023, we fine-tuned our impact metrics to meet the ever-changing needs of businesses and organisations when it comes to tracking and achieving the outcomes that will help us build a thriving planet and a healthier, fairer society. To this end, we surveyed the clients we worked with in 2023, the results of which are reflected on pages 13 - 15.



At Skating Panda, we pride ourselves on our already inclusive and healthy workplace culture. In an ever-changing society, we will continue to review and evolve our practices in line with our values to meet new needs and pave the way towards more progressive policies where we can lead by example.

Qualifies for B Corp



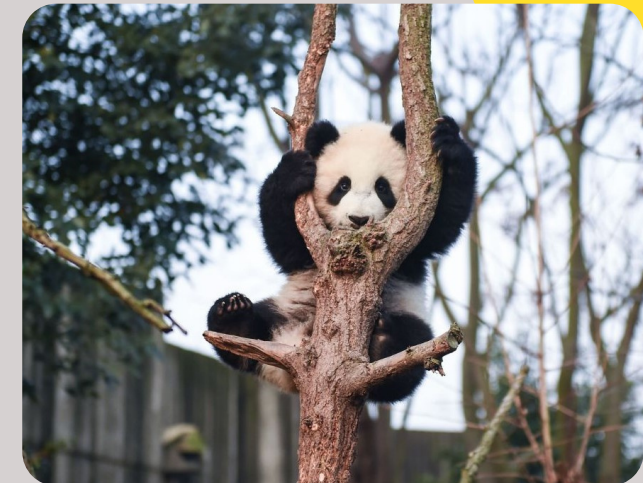
Skating Panda's 2022 Score

Skating Panda's Ambition for 2025



## Our steps for bigger impact in 2024

- Share Skating Panda's DEI strategy, incorporating it across all aspects of the business, starting with our recruitment.
- Set up and run more DEI training sessions through partnerships with external experts.
- Create a health, wellbeing and wellness programme for the team, partnering with Vitality Health.
- Keep making a positive impact through regular volunteering days and charity donations.
- Continue measuring the impact we make through our services and clients, going beyond outputs towards outcomes.



## Our Real Impact framework

The work Skating Panda does with clients is tailored towards specific outcomes which are underpinned by our three drivers for systemic change: **awareness**, **action** and **acceleration**. These are unique to Skating Panda and represent the change that we can bring about in the world as a consulting agency.

Skating Panda focuses on helping people and organisations understand more about their place in the world, so that they take informed, better actions and, together, build momentum for lasting change.

### We do this by:

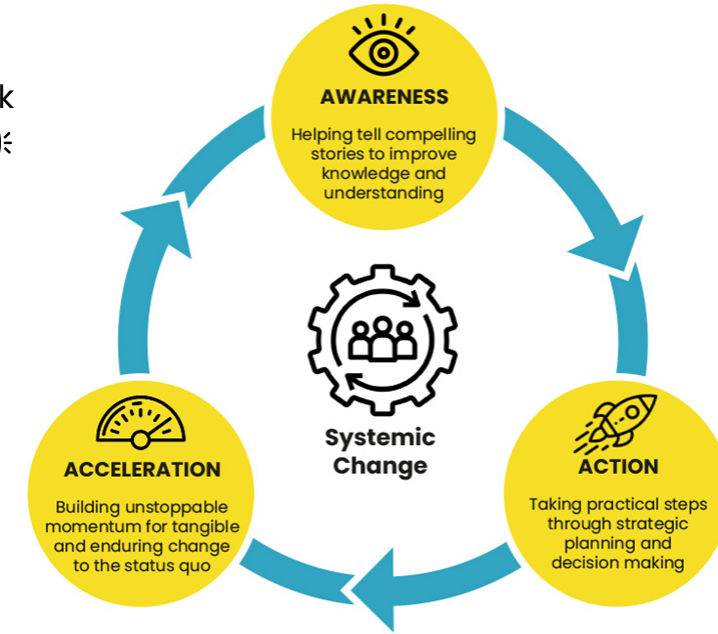
- Applying our bespoke Real Impact framework to all our work.
- Measuring 3 key drivers: Awareness, Action and Acceleration.
- Using our model to hold us to account and push us all to catalyse genuine impact, not gestures.

Our drivers work independently and in conjunction with our work. We measure impact against each one of them with all our clients to show progress for them as well as for Skating Panda itself.

## Our Work

### What does this mean?

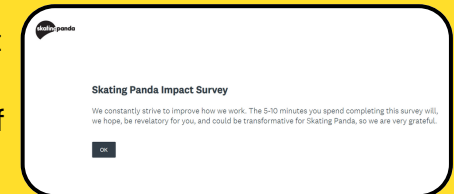
- Skating Panda helps people understand how things really work and fit together. **[Awareness]** 
- People can then make different and better purchasing, business and life decisions and choices. **[Action]** 
- And together we create unstoppable and irreversible waves of change to protect the planet and create thriving societies and help communities and individuals thrive. **[Acceleration]** 

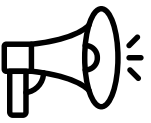


### A note on methodology

In accordance with our new impact measurement metrics and alongside our existing end of project survey, we asked our clients to complete an end of year impact survey. The results collected from this survey informed pages 13-15.

Our clients help us evaluate our performance **against all of our drivers of 'awareness', 'action' and 'acceleration'**. This means that, even if a project is scoped as an awareness campaign, we still assess how well it performs against 'action' and 'awareness'. Although **this can lower the average scores**, we think this an important overall consideration when pushing for all our work to make real impact.





# What does good awareness look like?

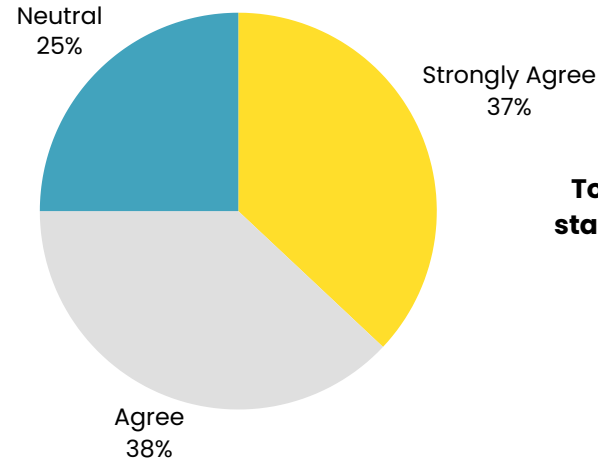
The first step in changing systems is raising awareness of the issues being tackled. Our work in this area focuses on highlighting issues ahead of their tipping point, such as preventative health steps or planetary boundaries balance contributors; and we tell compelling stories that reach the right audiences who are inspired by them.

A key part of Skating Panda’s work is not only asking whether we are telling the right story, but also understanding whether the overall story can be better told as part of a partnership or coalition.



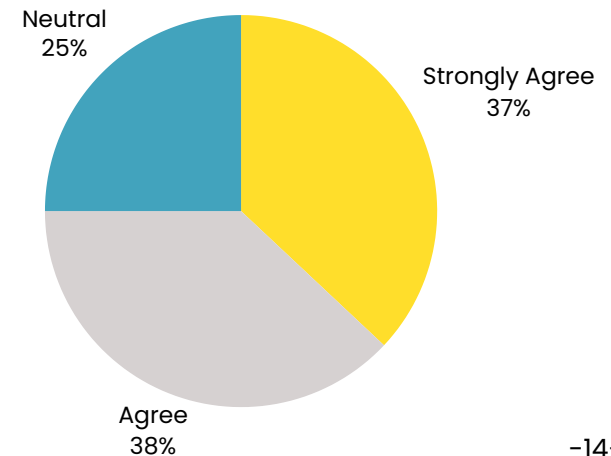
We continue to support DEC to maximise their media and fundraising impact of their appeals.

In 2023, **75%** of our clients strongly agreed or agreed that the work we did delivered raised awareness of the desired outcome.



**To what degree do you think key stakeholders were better informed on the desired outcome?**

And **75%** also believed their stakeholders were better informed on the desired outcomes. These are key indicators for us that our projects are supporting organisations in being better and contributing to the wider global goals.



**To what degree do you think the project delivered more awareness of the desired outcome?**

“ Skating Panda landed our first ever brand ambassador! ”

- Global animal welfare charity



# What do we mean by action?

Skating Panda works with its clients to build the blueprint that enables them to have **bigger impact inside and outside their organisation.**

Practical frameworks like a purpose and values architecture, as well as materiality assessments, are key components in shifting companies' priorities. These frameworks also catalyse action by providing the roadmap for ongoing organisational and business change.

Although putting things into action can take time, particularly with complex organisations, we're pleased to say that **in 2023, 62% of our clients had new initiatives or ways of working introduced in their workplace based on the work we did together.**

By changing workplace culture and bringing equity and planetary needs front and centre, Skating Panda contributes to systemic changes that catapult beyond one organisation. As part of our Real Impact methodology, we follow up several months after the end of the project to see how this picture has changed.

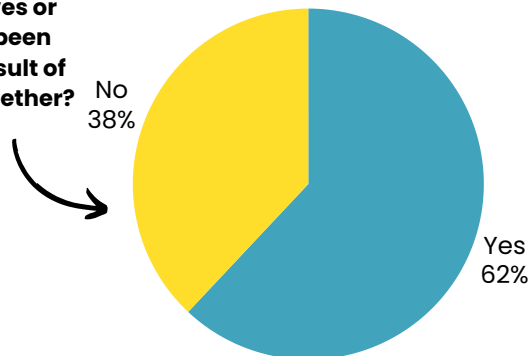
For example, our clients confirmed that our training workshops led to participants taking on more senior roles and the positive impact of that culturally was already being seen and felt across the organisation.

Our communications work resulted in helping another client persuade their science team to be bolder and less technical in their provision of research-related communications. In doing so we increased public awareness of the topic, leading to more constructive citizen action.

*“Great/huge impact. Those mentored have now taken on more senior roles in the last year.”*

*“Thanks for your help during the launch of the appeal, always amazed at what we end up achieving together!”*

Have new initiatives or ways of working been introduced as a result of the work we did together?



We supported the Global Africa Business Initiative to deliver their two day UNSTOPPABLE AFRICA event in New York



## ...and what about acceleration?

Skating Panda is focused on making sure all our work creates meaningful and sustained change – from preventative healthcare measures that lead to a healthier society, through to more inclusive policies that benefit employees across a whole workplace or underrepresented groups in other settings in the long-term.

Acceleration is the culmination of Skating Panda’s drivers of awareness and action and requires the right support from people and systems to be achieved. This takes time.

Using our impact framework methodology, we conclude that for 33% of our 2023 clients our work led to internal or external policy changes.

Skating Panda focuses on delivering real impact which leads to an enduring change to the status quo. **In 2023, 57% of our clients said our work with them had resulted in lasting changes in their workplace.**

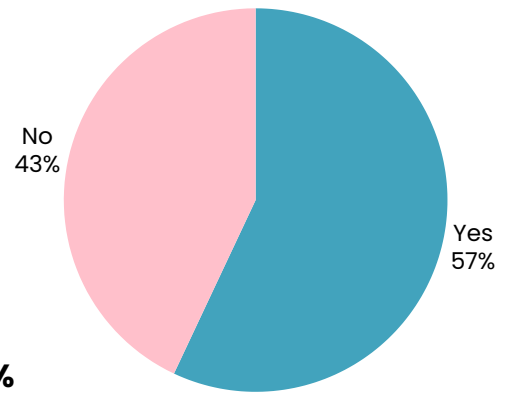
Our clients noted that the work we did was a stepping stone in their evolution and, for one, it generated further discussion and transparency about how KPIs were owned and reported.

Another talked about the knowledge and connections they gained during the project that could lead to further accelerated impact in the future.



“ The work produced and general conversations have helped to upskill the wider internal project team. ”

- Magic circle law firm



Did the work we did together lead to lasting change in your workplace?

Skating Panda continues to push for big as well as modest changes.

For example, delivering an inaugural strategic framework that is underpinned by strong governance, can alter an organisation’s trajectory. This momentum can also be catalysed by working with other organisations, bringing about the spark that leads to a step change in the way we approach societal and environmental challenges. As such, acceleration is all about leveraging innovation and collaboration to take impact to the next level.

**The need for positive change is urgent and there’s no time for just paying lip service to ‘being good’. That’s why we at Skating Panda continue to put all our efforts into accelerating creating meaningful and sustained change.**



PR and Comms awareness campaign for Cancer Prevention Week

# THANK YOU!

Thank you to the team at Skating Panda, to our clients and everyone we work with, for your trust in us and for the hard work you do. We can't wait to see what 2024 has in store.

If you're interested in any of the initiatives we've mentioned, or in hearing more about our services, email us at **[info@skatingpanda.com](mailto:info@skatingpanda.com)**



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**skatingpanda**