



IMPACT REPORT 2025

February 2026

A MESSAGE FROM DAMIEN

Reviewing our Impact Report (now the 3rd one we have created!) is always one of the highlights of my year. It's great to see all the actions, big and small, which we have taken over the past 12 months.

Sometimes it can feel that the effort to take these actions is a distraction from the “getting the day job done”, especially in the challenging times in which we are all operating. But when reading the Impact Report I realise these accumulated small actions and intentions are what makes the ‘day job’ happen. They are catalyst that makes our Partners proud to work at MM-Eye and continue to do deliver great work for our clients.

In the last 12 months, we've turned ambition into action – strengthening data quality, investing in our people, supporting our communities and reducing our environmental footprint. These steps matter and together they are shaping MM-Eye into a more resilient, responsible business.

Looking ahead, I feel optimistic and energised. We have a clear ambition: to build a business that helps brands move from ‘better’ to ‘best’, while ensuring MM-Eye itself is a force for positive change. I am proud of what we have achieved together and excited about what comes next.



Damien Field

MM-Eye Managing Director

OUR COMPANY VALUES



Our values – acting with integrity, being supportive and being empowered – represent how we work together as team members, with our clients and the wider business community.

OUR HIGHLIGHTS



Proudly employee owned.

100%

Employee owned since January 2023

Certified



Corporation

127.9

A 2.3-point increase vs 2023. A score of 80 is required to certify as B Corp

100%

Client satisfaction



Client project reviews in past 12 months

2.51 tCO2e

Per employee. Lower than the average for an office-based SME 3.7 tCO2e

3 Volunteering & charity days



Offered per employee (paid)

100%

Employee inclusion



Agreement across all employee inclusion metrics

1,298 hours

Professional development & training (an average of 59 hours per person)

100% Partner satisfaction



In our latest Partner Survey (March 2025)

71%

Employee wellbeing



Top two scores for wellbeing statements

OUR B CORP JOURNEY SO FAR

● **September 2023** | Score at B Corp Certification: Overall Score 125.6

● **September 2024** | Self-assessment score: Overall Score 127.9

A 2.3-point improvement. A score of 80 qualifies for B Corp Certification.
The median score for an ordinary business is 50.9

2024 score breakdown:

Governance: 20.4

How the company embeds its mission, ethics, transparency, and stakeholder accountability into decision-making and leadership.



Workers: 71.3

How the company treats and supports its employees, including pay, benefits, wellbeing, and development.



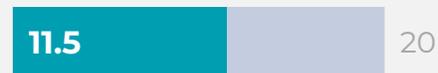
Community: 20.7

How the company contributes positively to communities through inclusion, diversity, local impact, and responsible supply chains.



Environment: 11.5

How the company manages and reduces its environmental impact across operations and products.



Customers: 3.8

How the company's products or services deliver positive social or environmental outcomes for customers.



WHAT'S A B CORP?

B Corporation is a global certification for businesses that meet high standards of social and environmental performance, transparency, and accountability, balancing profit with purpose.

The overall B Corp score is made up of five impact areas: Governance, Workers, Community, Environment and Customers.

Look out for the B Corp mark. It can only be used by certified companies.

You can read more about our score at: <https://www.bcorporation.net/en-us/find-a-b-corp/company/mm-eye-ltd/>



GOVERNANCE

Certified



Corporation



Proudly
employee
owned.



MRS
Evidence
Matters™
Company Partner



100%
**Employee
inclusion**

In our Partner
Inclusion Survey

BEING EMPLOYEE OWNED

“Being part of an employee-owned business feels different. You’re not just turning up, you’re actually helping to build the business. When MM-Eye does well, we all do well, and that makes you care in a way that you wouldn’t in another job.

It strengthens team collaboration, you can influence decisions and it feels like you, personally, can make a difference. It’s a good feeling knowing the work you put in comes back around to you and the team.”

Nicola, MM-Eye Partner

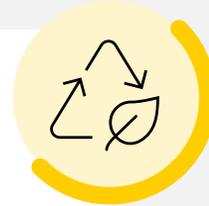


INSPIRING POSITIVE CHANGE

At MM-Eye, we are committed to empowering one another to create positive change, both within our organisation and across the wider community.

Throughout 2024, our Positive Change Initiative continued to grow and develop, building momentum and impact. We refreshed and reshaped our Positive Change Teams to bring together partners from across the business, encouraging fresh perspectives, inspiring new ideas, and ensuring broader exposure to a range of initiatives while promoting meaningful behaviour change.

Our teams focus on three core pillars: environmental impact, community action, and personal development and wellbeing.



ENVIRONMENT

Reduce partners' personal environmental impact and contribute to CO2e reduction



COMMUNITY ACTION

Making a positive impact in our local communities



PERSONAL DEVELOPMENT & WELLBEING

Improve the personal development and wellbeing of our partners both at work and in our private lives

If you'd like ideas and learning on how to set up a similar initiative within your organisation, please don't hesitate to get in touch! We'd love to chat and to share ideas with like-minded people, info@mm-eye.com



PARTNERS

Certified



Corporation



Proudly
employee
owned.



MRS
Evidence
Matters™
Company Partner



100%
**Partner
satisfaction**

In our Partner Survey
(March 2025)

OUR PARTNERS

Our responsibility At MM-Eye, we promote and celebrate continuous learning, growth and wellbeing. This includes building a supportive culture where everyone feels valued, heard, and encouraged to grow.

We have a team dedicated to this, our Personal Development and Wellbeing Team, part of our wider Positive Change Initiative.

The team curates and shares advice to encourage uptake and behaviour change among our partners. This is done through Wellbeing Wednesday mailouts and Lunch and Learns.

As a business we recognise to our team members wider health and offer everyone an extensive health care insurance, covering both physical and mental wellbeing.

We have signed up to the MRS Inclusion Pledge, and our Diversity, Equality, Equity and Inclusion principles are all about creating an environment which allows everyone to belong, grow, and be proud to be a part of MM-Eye.



Professional development is vital from both a business and personal perspective. We ensure our partners can dedicate time to learning and career development at every level, offering apprenticeships and external leadership training opportunities.

IN THE LAST 12 MONTHS...



2 partners began an apprenticeship



7 partners completed their Certificate of Learning in Management Training Level 3 (or higher)



On average, partners completed 59 hours of professional development & training

PEER ASSISTED LEARNING

Our Partner PAL (Peer Assisted Learning) initiative, originally launched in 2024, has continued to evolve and strengthen as part of our ongoing commitment to creating a supportive, inclusive, and connected workplace at MM-Eye.

What began as a structured support framework has developed into a well-embedded initiative that provides meaningful guidance, shared expertise, and peer-to-peer learning opportunities across all levels of the organisation. Partner PAL now plays an important role in ensuring that every partner feels supported both professionally and personally throughout their journey at MM-Eye.

Partner PAL has grown into a strong social network that encourages connection, collaboration, and a sense of belonging. The initiative actively promotes informal social engagement, helping to build relationships, strengthen team cohesion, and foster a positive workplace culture.

Over time, Partner PAL has expanded to include a diverse range of events and activities, such as the MM-Eye Book Club, games meet-ups, and wellbeing-focused gatherings. These include lunchtime walks and hot chocolate breaks, all designed to support wellbeing, encourage open conversation, and reinforce our commitment to a healthy work-life balance.

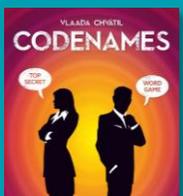
“The book club introduces me to new books that I otherwise might not have read. It’s perfect for unwinding and brings us together socially, when we all work remotely.

MM-Eye Book Club Member



“Our online games meets are great. We have a real laugh together and it gives us a fun break to look forward to in the middle of the day.”

MM-Eye Partner

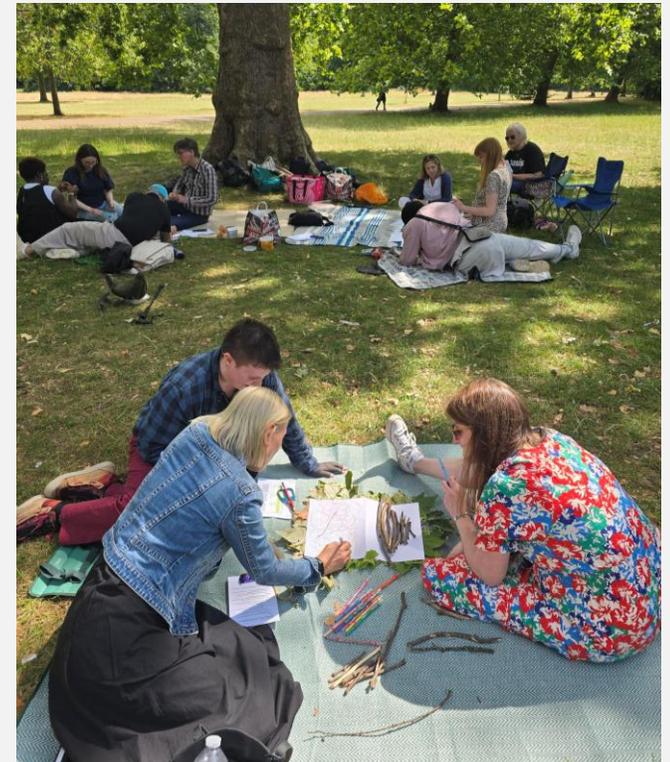


WE'RE ALL UNIQUE

At MM-Eye we acknowledge and celebrate different personalities and find strategies to work with our differences.

Our recent summer team event focused on our Myers Briggs Personality Types, understanding our differences and the 'superpowers' that we all individually bring to the team.

We are now working to understand what makes us unique, as individuals, and how best to integrate these learnings about ourselves within the business to enhance our ways of working.





CLIENTS

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Matters™
Company Partner



100%
Client
Satisfaction

Client project reviews
in past 12 months

CLIENTS

Our collaborative approach ensures clients get the most out of our research.

We work in **partnership** with all our clients, rather than for them, so that we get to know their business from inside out and earn their trust.

We pride ourselves on building enduring relationships based on honesty, transparency and integrity. This approach not only ensures our research is rigorously tailored to specific needs and stakeholder types but also gives everyone peace of mind.

Feedback from our clients demonstrates that this approach ensures our research is both insightful and impactful – answering their specific questions.

RECENT CLIENT FEEDBACK

“**Proactively reactive** when some questions in some markets proved irrelevant.”

“Were **quick to respond** to messages and **quickly set up meetings**, if easier to have a quick discussion about a topic.”

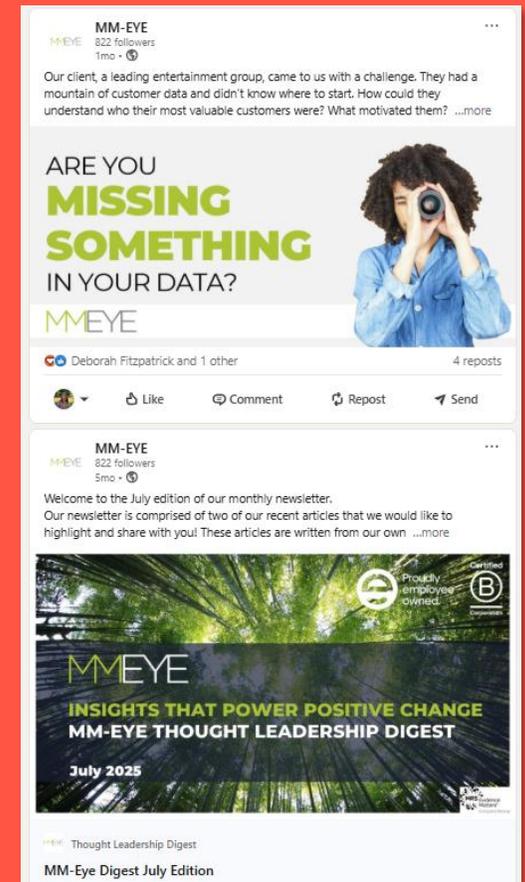
“**Delivered on time** with tight deadlines.”

“F2F debrief was **very professional** and went down very well with stakeholders. This is due to MM-Eye **listening to potential challenges** that may get raised by stakeholders. Key points were addressed and highlighted right from the start.”

“**Friendly, approachable, patient** and just generally **very good to work with.**”

As part of this partnership, we regularly post articles and free thought pieces on LinkedIn to share our latest research and expertise within our industry.

www.linkedin.com/company/mm-eye





UPHOLDING HIGH DATA QUALITY STANDARDS

Our mission is to help clients make informed business decisions by generating insights that drive meaningful change, balancing social and environmental sustainability with commercial success.

Central to this is the quality of the data we collect. As our industry faces growing challenges from bots and click farms, maintaining data integrity has become more critical than ever. Over the past year, we have continued to strengthen our approach by closely monitoring respondent behaviour, deploying advanced tools to remove poor-quality responses, and carrying out daily and weekly quality checks. This ensures our data remains reliable, trustworthy and accurate.

We are accredited with the MRS Fair Data mark, demonstrating our commitment to handling personal data responsibly, and one of our Data Analysts actively contributes to the MRS Advanced Insights and Analytics Council.

When working with us, clients can be confident in the quality of their data and play an active role in supporting a more sustainable and responsible business landscape.



We regularly share our latest thinking on this topic, demonstrating on how we are working with suppliers and clients to battle the bots.

Follow us on LinkedIn to make sure you never miss a post.

www.linkedin.com/company/mm-eye

At MM-Eye, we believe that on average, **40%** OF INTERVIEWS ACHIEVED VIA PANELS ARE NOT GENUINE



At MM-Eye, when it comes to research results, WE VALUE AUTHENTICITY OVER SPEED

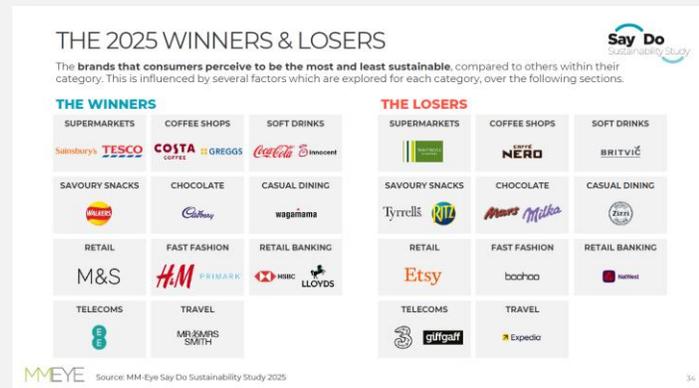
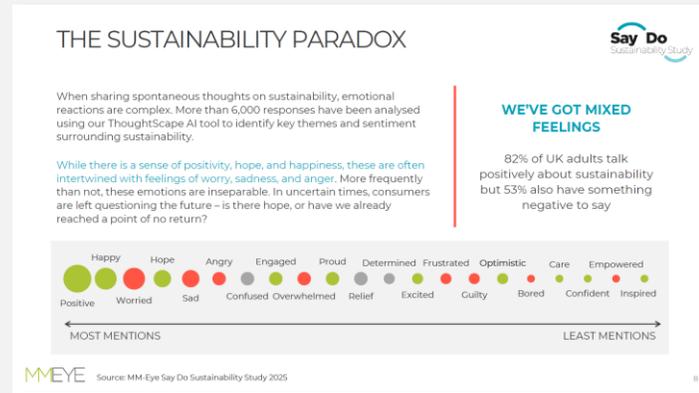
Real examples from a recent European survey	UK	Spain	Italy	Turkey
Total completed interviews	185	134	147	94
Number removed after MM-Eye quality checks	524	679	798	605
% of total completed interviews removed	44%	52%	56%	62%
Final completed interviews	661	635	619	369

SAY DO SUSTAINABILITY STUDY 2025

In 2025, we advanced the Say Do Sustainability Study (SDSS) into its third wave, delivering actionable insight to help brands navigate an increasingly complex sustainability landscape.

Drawing on the views of over 3,000 UK consumers, the report examines how sustainability influences perceptions, attitudes and purchasing behaviour, with a clear focus on how consumers perceive brands' sustainability efforts.

Using our AI-driven tool, ThoughtScape™, and proprietary sustainability segmentation, we evaluate brand performance and the impact of sustainability initiatives on consumer sentiment.



KEY THEMES IN THE 2025 REPORT

Optimism Amidst Anxiety

While optimism exists, a significant undercurrent of anxiety stresses the urgent need for clear action.

A United Front for Sustainability

There is a collective commitment from individuals for better environmental stewardship. But this is not enough. Brands, organisations & governments need to do their bit for real impact.

Accessibility and Affordability

Socioeconomic factors continue to affect consumer's ability to change behaviours, emphasising the need for inclusive strategies so everyone can act.

A Need to Drive Behavioural Change

In the current climate where consumers are stretched by the cost of living and are cynical of brand's, how we can bridge the disconnect between intent and action?

You can download the latest free SDSS report on our website:

www.mm-eye.com/sdss-report



COMMUNITY

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Company Partner



3

**Volunteering &
Charity Days**

per employee (paid)

CHARITABLE SUPPORT

For the past four years, we have designed, set up and managed the MM-Eye Advent Calendar. All partners select a charity of their choice to donate to, and MM-Eye then matches each donation, doubling the impact and fostering a spirit of communal support.

In addition to this, MM-Eye will also match (up to a certain amount) individual Partner's fundraising efforts.

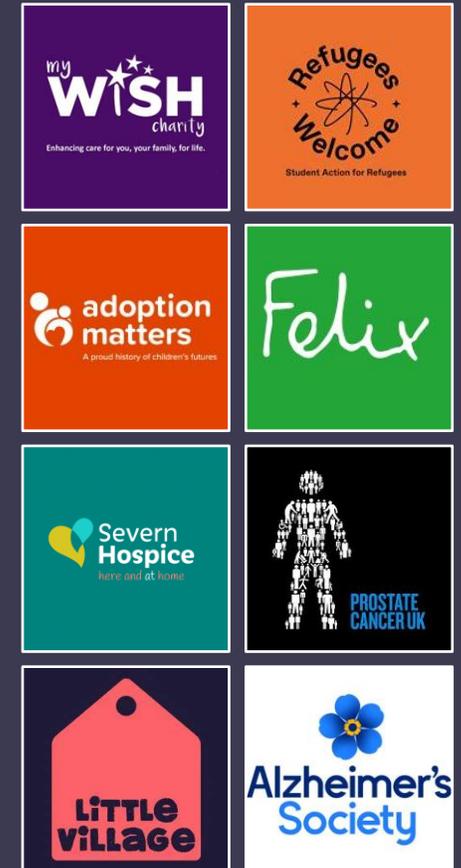
Thank you also for sharing the MM-Eye Advent Calendar - it's a genuinely lovely idea and great to see the range of causes the team is supporting. A very fitting way to mark the end of the year.

Client feedback



One of our Partners volunteered as a marshal at Fishguard Triathlon, fundraising for her local community theatre (Theatr Gwaun), with MM-Eye matching her fundraising.

A selection of the charities we donated to in our 2024 Charity Advent Calendar



COMMUNITY VOLUNTEERING

Giving back to our local community is important to us at MM-Eye. Each team member has three paid days a year specifically set aside for volunteering; enabling everyone to support the causes they are passionate about, without financial concern.

The Community Action Team, part of our Positive Change Initiative, actively encourages partners to take up these volunteering days by promoting and helping find community organisations or charities best suited for them.



SUPPORTING CHARITABLE ORGANISATIONS WITH RESEARCH

HandsOn London aim to promote volunteering and community service as a central aspect of life in London. They provide a service that matches corporate volunteers with charities.

In 2023, MM-Eye partnered with them and our team volunteered their time for a day at Wormwood Scrubs, contributing to their biodiversity action plan by spending a day tending to a wild meadow.

This year, we partnered with them again, providing our services pro bono to help them better understand their corporate customers. We conducted research with their customers to explore the attitudes of their target audience and tested an updated version of HandsOn London Community Days.

Through this work, we provided HandsOn London with an understanding of current behaviour, perceptions and future expectations of corporate volunteering.

The service was seamless and advice was offered at every step of the process. This was the first time we have undertaken a professional survey, so we needed a lot of 'hand holding'. The support we received from our MM-Eye account Manager was exceptional.





ENVIRONMENT



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owned.



Evidence
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Company Partner

ENVIRONMENT

At MM-Eye, we continue to champion environmental sustainability and open climate conversations with our partners, clients, and suppliers. Over the past year, this commitment has evolved from advocacy into more structured action.

We continue to be signatories to the MRS Climate Pledge and measure our CO₂e emissions across all three scopes using the Compare Your Footprint platform, a fellow B Corp.

Our carbon footprint per employee, is

32% lower

than a typical office-based SME



This has provided a clear understanding of our impact and a strong foundation to ultimately achieve net zero.

We continue to follow a hybrid working model to reduce our footprint, with environmental sustainability being a key factor in selecting our shared workspace, Work.Life, a B Corp aligned with our values and approach to responsible business. As an organisation Work.Life are working towards Net Zero across all their offices, actively reviewing and managing energy and water usage, with clear reduction targets.

As part of our Positive Change Initiative, MM-Eye's Environment Team generate and trial new behaviours that reduce MM-Eye's, as well as our own personal, carbon footprints and promote sustainability.

This could be anything from tips on saving water consumption to recommending trialled products from brands which share our values or apps which, through gamification, encourage you to walk instead of taking the car.

These are shared through internal events, emails and campaigns to encourage wider uptake.

CLIMATE POSITIVE WORKFORCE SCHEME

MM-Eye supports climate action through Ecologi's Climate Positive Workforce scheme, funding the world's best environmental projects that address the climate crisis.

The platform prioritises transparency; openly sharing data on project funding and carbon outcomes to demonstrate measurable impact.

Ecologi's projects include renewable energy, forest protection, and community-led initiatives such as improving access to clean water.

Many are grassroots projects that support local communities while delivering positive environmental outcomes.

All projects are aligned with the United Nations Sustainable Development Goals, ensuring contributions support recognised global environmental priorities.

Since our 2024 Impact Report, we have funded the planting of a further 800 trees.

ECOLOGI ARE A FELLOW CERTIFIED B CORP



MM-EYE

City of London, United Kingdom

MM-Eye is a Market Research Agency using insights to power positive change. We reveal meaningful truths, which empower our clients to make effective and responsible decisions.

mm-eye.com/



See our Ecologi impact page here:
<https://ecologi.com/mm-eye>

OUR JOURNEY CONTINUES



GOVERNANCE

At the core of our ability to make positive change is the necessity that the business is stable and strong. Set up for success and with the foundations for a bright future.

Business development will be a key focus this year. Being Employee Owned we will be looking for all to get involved and to own this initiative.

We will also continue to **review and develop our financial and non-financial reporting processes**, ensuring transparency for all partners and continuing to challenge ourselves to be better.



CLIENTS

This year we will **focus on building trust with clients**. This is something we are proud of already but has become an imperative with the rise of 'fake data' in our industry.

Clients stand two steps away from data collection and are often unaware of the increasing contamination of survey data from fake respondents or bots.

We will be working hard to help **inform clients of this issue, explain what we are doing about it and continue to develop human and AI assisted approaches** that ensure the data we deliver is genuine.



PARTNERS

Our ambition is to continue building a culture where partners feel a strong sense of purpose, connection and shared responsibility for the positive impact we create together.

Connection is a key point that we will look to actively improve upon. With all partners working from home much of the time, initiatives that bring all or some together are important.

And we will continue to **support partners in personal development** with new apprenticeships starting and utilising MRS training opportunities through the company partner scheme.



COMMUNITY

This year we will encourage **greater uptake of our commitment to match money raised for charity by partners**.

We continue to look for ways to **grow the uptake of volunteering time**.



ENVIRONMENT

We will **continue to measure our company CO2 emissions and refine measurements further**.

As a signatory of the MRS Climate Pledge, we continue to commit to **transparent reporting of our footprint and making efforts to reduce this**.

We'd love to talk

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