

B Corp Month marked in Bristol with giant animation on Tobacco Factory

A Bristol-based creative agency is celebrating B Corp Month by projecting a giant animation onto the side of hospitality venue the Tobacco Factory.

Something Familiar, which is based in the enterprise hub, said it was looking to inspire its clients to make positive changes. Its animation event is part of B Corp Month, which celebrates and promotes businesses judged to have a high standard of ethics, and that balance profit with purpose.

There are currently more than 60 B Corps in the Bristol area, including chamber of commerce [Business West](#) and giving platform [Neighbourly](#). To achieve the certification, a company is assessed on its overall social and environmental impact, and must score at least 80 points on the B Impact Assessment.

Something Familiar has itself attained B Corp status, which is administered by US non-profit organisation B Lab.

The business' 10-minute animation aims to show the impact B Corp firms can have, and features the logos of 30 local B Corps from a wide range of industries.

Its recent projects have included a campaign for the Netflix Original documentary *Seaspiracy*, a super-low-carbon website for green PR and digital communications agency Greenhouse, and a rebrand for charity MND Scotland.

Bryony Cozens, Something Familiar's managing director, said the firm saw Tobacco Factory as the "ideal backdrop" for the projection, as the establishment seeks to champion independent businesses, while it also aims to reduce its environmental

impact through solar energy and using ingredients grown on its own farm.

Ms Cozens said: “We wanted to let other local businesses know that working in a more considered, conscience-driven way isn’t some kind of commercial compromise. It’s just a decision to work with more care and attention on the impact our work may have. It’s actually something our current clients are very interested in, and new clients ask us about it all the time, with many approaching us because of our B Corp status.

She added: “We also wanted to let our local community know that there are plenty of Bristol-based businesses who are focused on working sustainably and doing the right thing, and to encourage them to support them. The B Corp movement is something the world desperately needs right now, and we’re happy to be supporting it right here at home.”

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