



magpie.

Turning ideas into impact

16 years of creative
behaviour change



wearemagpie.com

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magpie.

Life-changing campaigns for social good.



Magpie Team, Vision Day

“To everyone who has been part of our journey - our incredible team, inspiring clients, and the communities who have collaborated with us and trusted us to tell their stories - **thank you**. Together, we are proving that change is not only possible but inevitable when guided by passion, creativity, and purpose.”



At Magpie, we're proud of the impact we've made over the past 16 years. In the past year alone, we delivered 44 life-changing projects, each rooted in creative behaviour change. Since our founding in 2009, we've focused on designing communications that address society's greatest challenges.



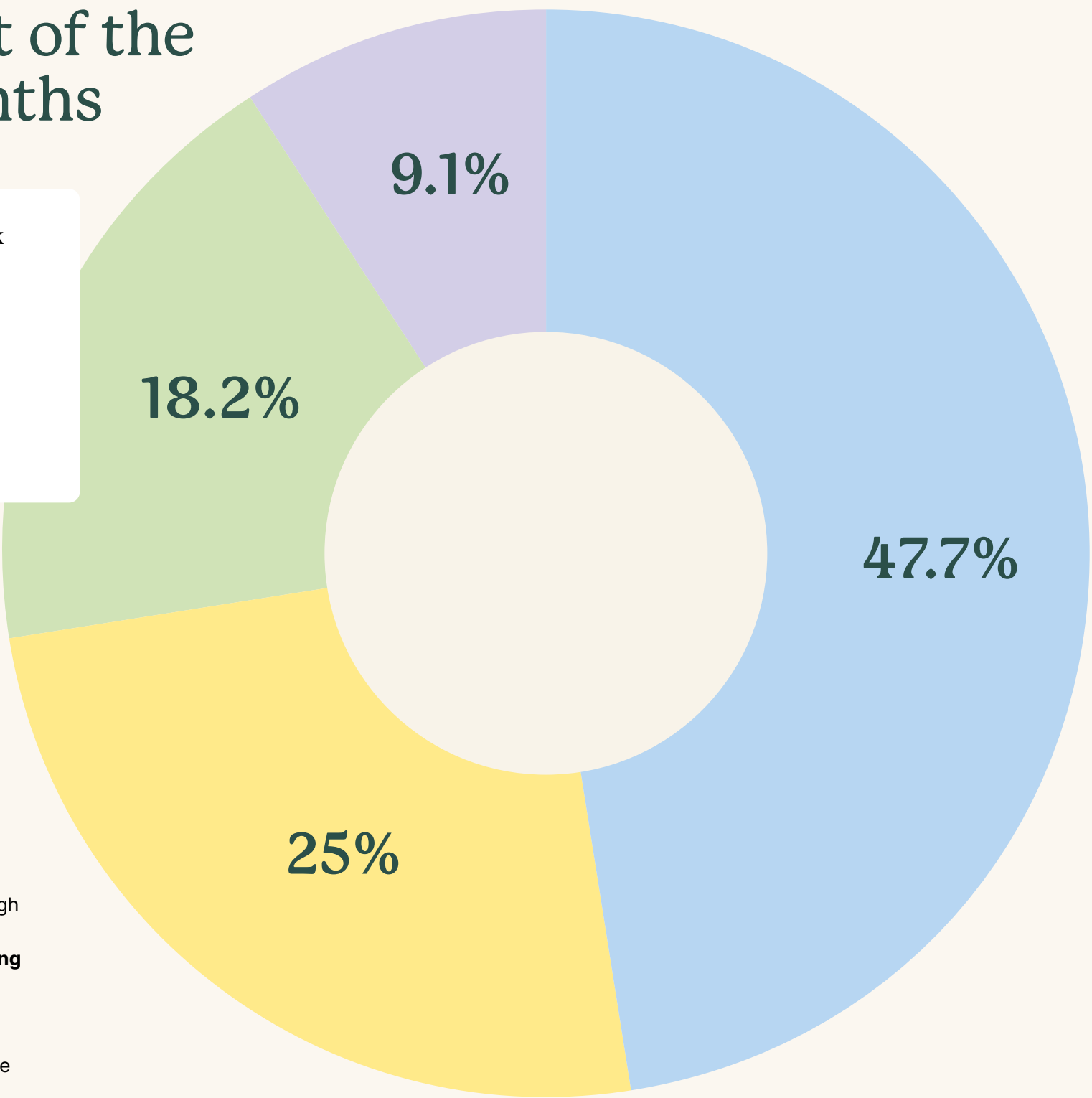
Our team - a collective of bright, passionate, and purposeful individuals - drive our ability to make a difference. Each project has been a unique challenge, requiring us to listen deeply, co-create with communities, understand and translate lived experience into strategies that achieve meaningful outcomes. From helping individuals to make small decisions towards a journey of change, to tackling systemic issues with bold ideas, we've seen the profound impact of our work in ways that inspire us each day.

Becky Dam & Ged Savva
Magpie Co-founders

A snapshot of the last 12 months

Key themes of our work

- Health & Wellbeing
- Harm Reduction & Safety
- Sustainable Futures
- Learning & Opportunity



100%
of projects from
purpose-led organisations

44
projects

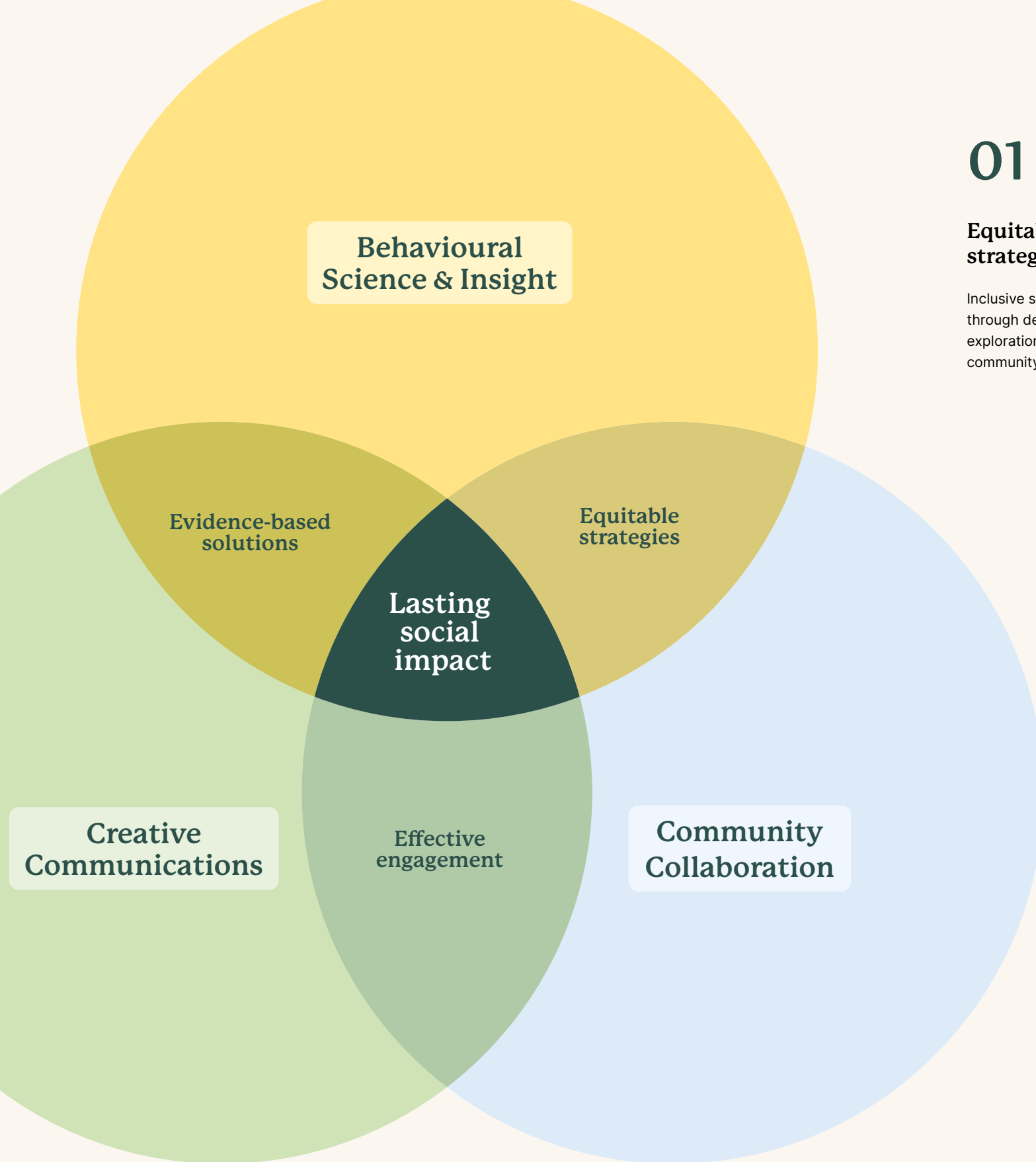
32
changemaking clients

4,581
participants involved in
research

27.4m
views across all
digital campaigns

38
locations reached
across the UK

Over the past year, our work has created measurable impact through meaningful collaborations, wide reaching engagement, and **a strong focus on purpose-led initiatives.** The results reflect the depth and scale of our efforts, highlighting the positive change made possible through collective action.



01

Equitable strategies

Inclusive strategies shaped through deep, rigorous exploration, and authentic community engagement.

02

Evidence-based solutions

Robust behavioural insights and ideas to inform campaigns and interventions to impact behaviour change.

03

Effective engagement

Activating empathetic and cut through solutions that are relevant to person, place and situation.

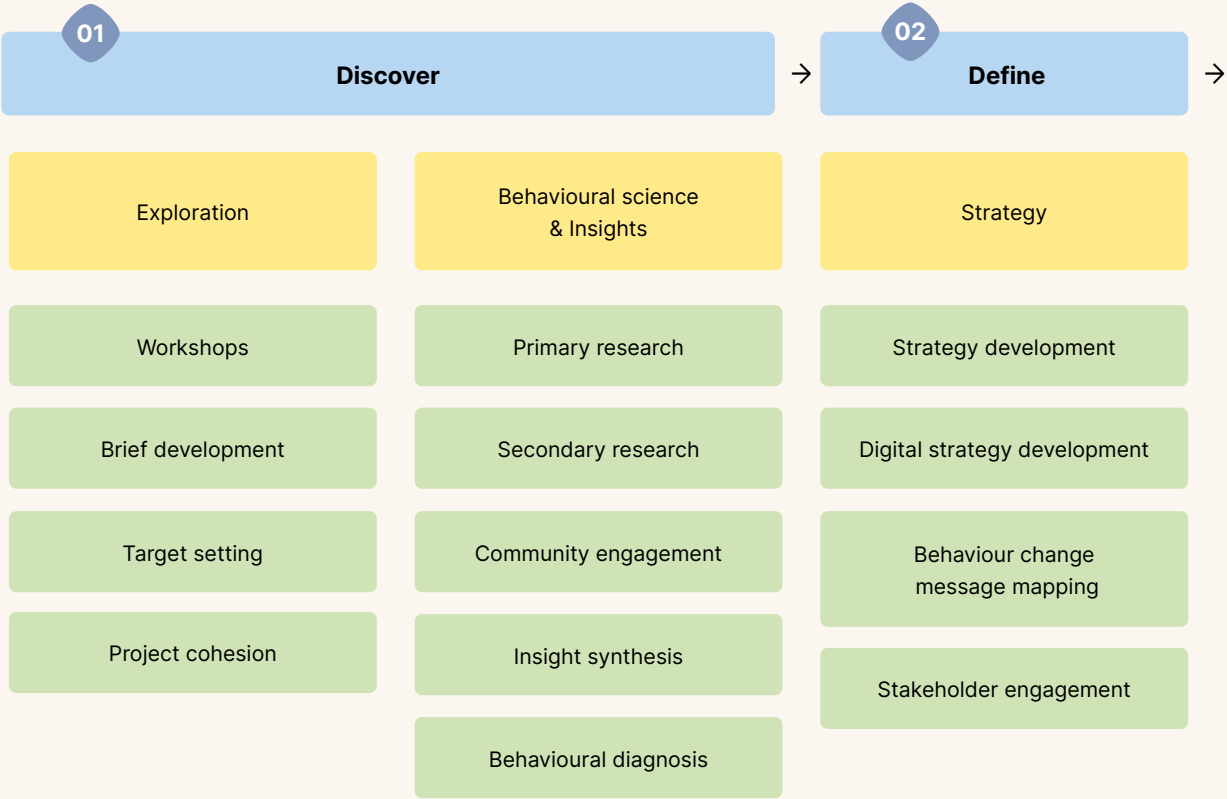
Strategy to streets

From insight to interventions that inspire real world action, Magpie's core disciplines deliver lasting impact.

We pride ourselves in bringing together behavioural science and insight with community co-production and creative communications, to develop evidence-based campaigns.

Solutions & support

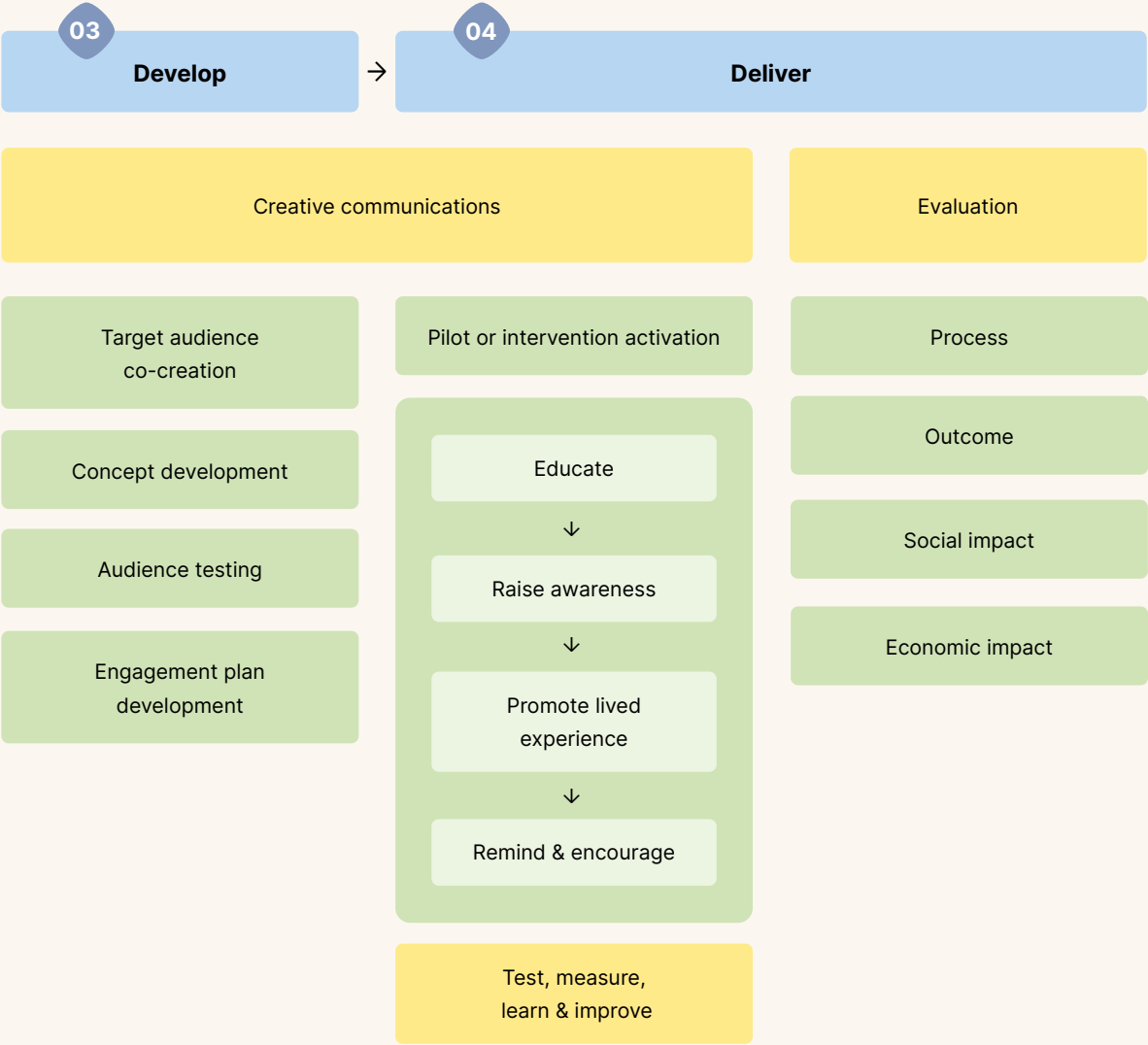
From insights to impact: Our approach



Looking for end-to-end creative behaviour change solutions or support with a specific part of the journey?

Making real shifts happen requires more than just good ideas; it demands an approach built on meaningful insight and genuine engagement.

Our team combines academically robust behavioural science, deeply collaborative community engagement, and impactful creative to support your needs. While our comprehensive, end-to-end behaviour change framework (see diagram) provides a proven roadmap, we know every challenge is distinctive. We carefully tailor every project approach to suit your needs, creating lasting impact that delivers on your specific objectives.



Creating change together across the UK



Met Office

In collaboration with the Met Office, we explored the need for a **national cold weather warning to support informed decision making** across government, businesses, and emergency services. Using behavioural insights and evidence-led research, we engaged expert stakeholders and vulnerable communities to understand the real-world impacts of cold weather. Findings revealed cold as the most frequently cited weather type affecting daily life, with effects on health, social connection, and mental wellbeing. Our final recommendations, grounded in public and expert insight, were delivered through a strategic framework and detailed report to inform future action.

EPILEPSY ACTION

We partnered with Epilepsy Action to bring their refreshed brand and tone of voice to life, launching a powerful digital campaign and national rollout, titled **If I Told You...** At the heart of the campaign was a series of short, thought-provoking films designed to foster empathy and spark open conversations between people living with epilepsy and those around them. This targeted initiative aimed to break down stigma, reduce insensitivity, and help create a world where people with epilepsy feel empowered to speak confidently about their condition with employers, friends and partners.



We were proud to support Shelter through two national campaign toolkits, **Turn your pre-loved items into HOME** and **Let them be loved**, designed to drive donations to their retail stores and boost fundraising efforts. Both campaigns were carefully crafted to align with Shelter's brand identity, with messaging informed by survey insights and behavioural analysis to inspire action and generosity. Rolled out across the UK, these campaigns have played a key role in supporting Shelter's vital work tackling homelessness and housing injustice.

- Key
- Localised campaigns
 - National campaigns

Life-changing stories

When we say ‘Life-changing campaigns for social good,’ we mean creating insightful, inspiring campaigns that empower people to make day-to-day choices that lead to tangible and meaningful changes for them and those around them.

We believe that change happens when people feel understood, supported, and motivated to take action. That’s why we craft campaigns that resonate deeply, whether it’s improving health, fostering inclusion, or championing sustainability.

Our job is to understand people, how the world around them is shaping their views, and has an influence on them. We turn messages into movements, helping people take the steps that lead to positive difference.



Health & Wellbeing

"When I found out about ‘Screen Off Life On’ I knew this would change my life. Now that it has finished I feel fresh and clean. I just want to say I feel amazing and I can’t wait for the next one. This has completely changed my life. I hope everyone was as successful as me."

10 year old child commenting on the ‘Screen Off, Life On!’ campaign

Join Us: Move. Play



Harm Reduction & Safety

"I now want to highlight the importance of checking in with ourselves, our colleagues or friends and family. It’s a timely reminder to ask people how they are and then make sure we really listen to what they say in return."

Jim Barwick, Chief Executive of Leeds GP Confederation, commenting on the award-winning NHS staff suicide prevention campaign

Check-In



Sustainable Futures

"I love walking, it’s the fresh air, it’s good for your health – I was amazed at how my blood pressure reduced purely from walking! There’s so many aspects as to why I love it. It’s helpful for me to walk around the local area as I can connect with the community around me. I see faces I wouldn’t usually see and say hello."

Eileen from Chapeltown, Leeds, a featured lived experience story as part of the Walk it. Ride it. campaign

Walk it. Ride it.



Learning & Opportunity

"I had the lovely experience of meeting Magpie, whose work in behaviour change and social impact campaigns resonated deeply with me as a psychology student. Learning about Magpie’s journey from graduates to starting a business made the experience even more relatable and inspiring."

Zoia Ali, a student who took part in a student workshop at Magpie

Future Leaders immersion day



Impact highlights

Our work goes beyond individual stories - it creates ripples of change across communities. We continue to evolve, integrating deeper behavioural insights, design-thinking, and empathy into our work. Partnering with clients who share our dedication to taking on society's biggest challenges.



Health & Wellbeing

Inspiring healthier choices for prevention, recovery, resilience, and quality of life.



22,000

people moved more

JU:MP (Join Us: Move, Play) boosted children's physical activity in North Bradford by an average of 70 minutes per week. The campaign engaged over 22,000 people and is estimated to save £2.42million annually for the UK and £290,000 for the NHS.



The **Speak With a Midwife** campaign for West Yorkshire Health and Care Partnership encouraged early midwife engagement, with 75% of the target audience saying they would book an early appointment if pregnant, supporting healthier pregnancies through timely intervention.



The **Painkillers Don't Exist** campaign reduced high-dose opioid prescriptions by 54% in the North East by targeting patients through GP practices, with a powerful message about pain management alternatives.



The **Lung Health Check Aware** campaign in Kirklees and Bradford led to over 1,000 people being referred for further lung checks, boosting chances of early detection and improving respiratory health outcomes.

85% gained understanding

As a result of the **Are Your Medicines Working** campaign delivered across the North East and Cumbria region, 85% of the target audience reported a better understanding of the importance of regular medicine reviews.

1,562 accessed information

Check-In with Pride reached five Yorkshire Pride events and reduced stigma around mental health, with 1,562 people accessing information on urgent and national support services during the campaign period.

11% increase in vaccine confidence

The **Covid Explained** campaign helped increase agreement with the statement “getting the COVID-19 vaccine protects my community” from 67% to 78%. Delivered across 15 local authorities, the campaign tackled misinformation and built vaccine confidence through local networks and trusted messengers.

32,855 miles

We Walk for Yorkshire exceeded targets with participants walking 32,855 miles and raising £53,704 for cancer research, boosting health and community connection across the region.

33,000 pledges

The **Seriously** campaign inspired over 33,000 pledges to use antibiotics responsibly to help tackle antibiotic resistance. Originally in Leeds, the NHS-backed movement now spans multiple regions and achieved reductions in prescription rates.

45,962 wellbeing actions taken

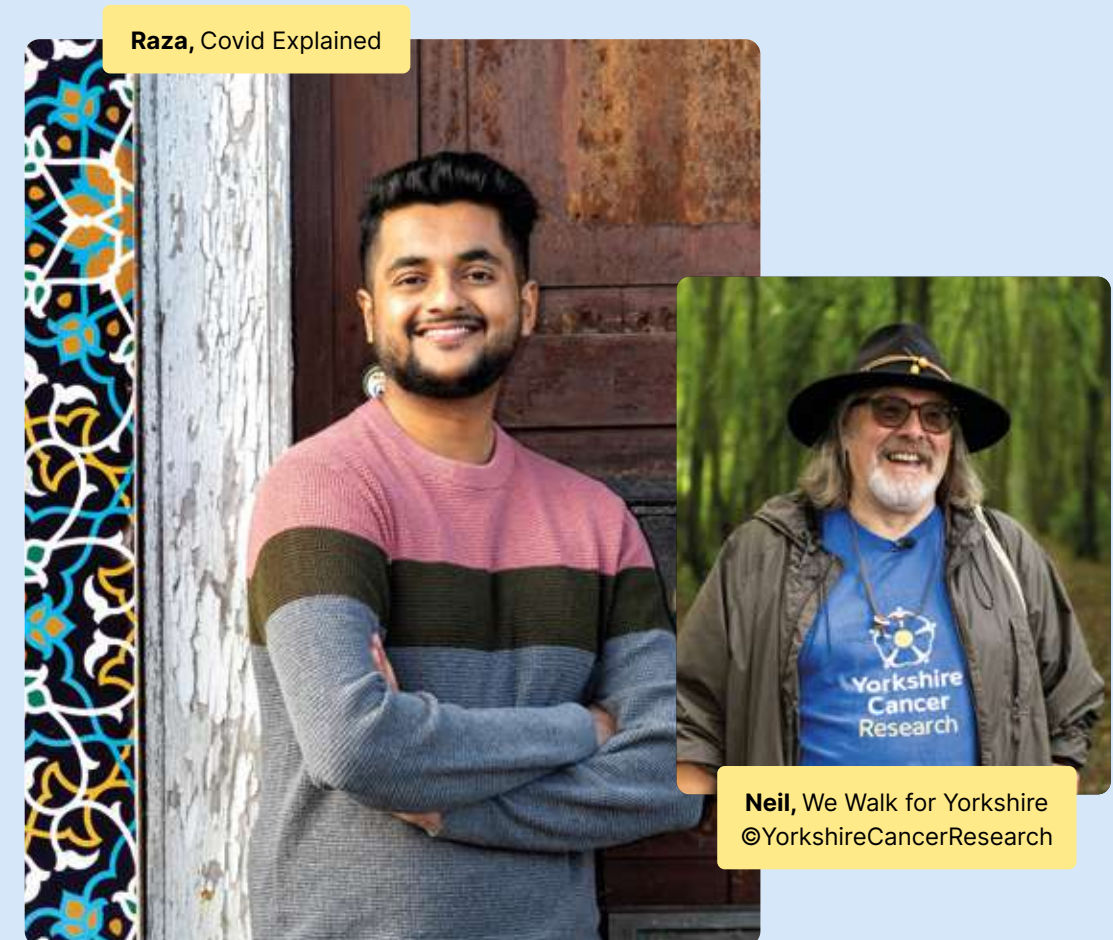
The **Looking out for our neighbours** campaign aimed to inspire communities to engage in simple activities and micro-wellbeing interventions that could positively impact on their neighbours and help prevent loneliness. The campaign saw people across West Yorkshire and Harrogate take action to look out for their neighbours through their engagement with neighbour packs and online content.

1,372 pledges

Breathe gained further influence on national policy, and further traction for the campaign across Yorkshire and Humber with 1,372 pledges and all regional local authorities joining the campaign to protect the next generation from tobacco harms. The campaign also influenced policy and system-wide action.

7.6% drop

The North East and North Cumbria **Over the Counter** campaign reduced prescriptions by 7.6% across 12 months by addressing misconceptions around self-treatable conditions, and empowering patients and clinicians through improved understanding.



Join Us: Move. Play.

A social movement designed to improve physical activity for the young people of Bradford, JU:MP inspires children and families to move and play more.

Magpie has continued to drive engagement through JU:MP, a series of campaigns that instigate behaviour change around physical activity with children aged 5-14, and their families in Bradford.

Bradford was one of 12 places tasked with trying to better understand what helps people to become active in communities across the country. The programme became known as JU:MP, which stands for Join Us: Move. Play. A brand co-created with children in 2019 by Magpie. The team, made up of many different partners, all worked together to develop a pilot programme that aimed to increase opportunities for children to be active, from creating Active Schools to co-designed green spaces and vibrant, inclusive parks. The programme's ultimate aim was to support children and families to enjoy being active. Magpie led the social marketing of JU:MP through the creation of five campaigns that joined together to create a social movement. Having reached its final year the programme has achieved demonstrable success, and excitingly, statistically significant changes in behaviour and is now seen as a beacon of best practice.

For us, this year marked the final phase of JU:MP, and a focus on embedding the social marketing approach across the 'system', arming all those involved with the knowledge, tools, and direction to adopt it and grow it from within.

KEY IMPACT

70+ mins

Activity levels increased by over 70 minutes per week

22,002

family members in Bradford have joined the JU:MP movement

£2.4million

estimated cost saving annually for the UK

£290,000

predicted annual savings for the NHS

£4million

Sport England renewed its commitment with a £4million investment in Bradford



Visit the
JU:MP
website



“



Magpie go about things differently and we absolutely love working with them. They have carefully curated a talented team of people, all of whom have different specialisms, to be able to provide their clients with a truly personalised service. They take the time to get to know their clients, their needs, their strengths and their skills gaps, in order to offer the best service possible.”

Georgia Scott,
Communications Officer, JU:MP



There are now exciting times ahead as we seek to share learnings nationwide and work in partnership with new communities to support place-based adoptions of a JU:MP-style social marketing approach.

Inclusive strategies

Work started in 2019 through a strategic plan, co-produced alongside the local community that ensured the JU:MP programme was built on both robust evidence and lived experience. Using live, human data from the internationally recognised 'Born in Bradford' study that tracks the lives of residents, alongside community insights, a Theory of Change was developed to guide our approach. Using Magpie's '6 for Gold' Behaviour Change Framework, we co-created the brand, campaigns, and interventions with families, children, and young people, ensuring a deep connection to the people JU:MP serves.

Evidence-based solutions

Our solutions were built around a 'people like me' approach, fostering social norms, capturing attention, and spreading awareness through creativity and emotional engagement. We employed proven marketing techniques to educate families about the benefits of physical activity, raise awareness, and share local opportunities to get active. By focusing on relatable and emotionally resonant messaging, we created an environment where healthy behaviours felt accessible and achievable.

Effective reach

To amplify the 'people like me' approach across all JU:MP campaigns, we cultivated a network

of campaign ambassadors – local community members equipped with social marketing tools and training to sustain the JU:MP legacy. These ambassadors encouraged families to join the movement, sign up to receive ideas and updates from JU:MP and participate in family challenges and seasonal prize draws. Our collaborative approach, grounded in the principle of 'doing with', not 'for' or 'to' communities, placed emphasis on increasing capability, opportunity, and motivation. All work was delivered within a test-and-learn framework that encouraged innovation and risk-taking. The feedback from participants highlights the personal and community benefits of JU:MP. As one young participant shared, "I feel like my plan worked because now I love being active", reflecting the success of the Screen Off, Life On! campaign. A parent from Bradford added

“The JU:MP activity calendar gave us some great ideas, and we picked most of them together!”

Lasting social impact

The JU:MP campaigns have had a measurable and lasting impact on physical activity in Bradford, engaging 22,002 individuals across eight neighbourhoods. This level of engagement is projected to generate annual savings of £2.42 million for the UK and £290,000 for the NHS by reducing inactivity-related health risks.

Harm Reduction & Safety

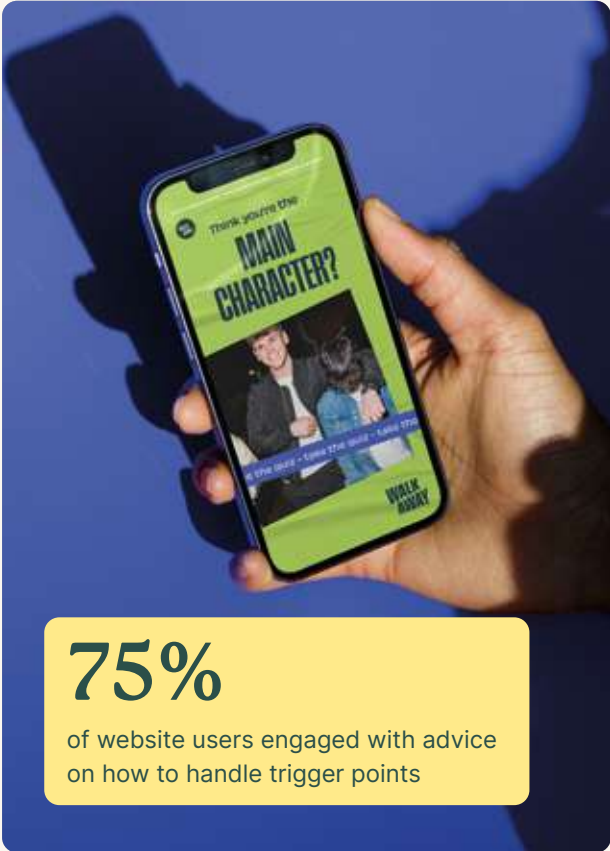
Influencing behaviours to safeguard people, animals, and communities from harm.



The **Healthier Breeds = Happier Dogs** campaign created for RSPCA led to 79% of those reached saying they would avoid purchasing brachycephalic (flat-faced) dogs. Supporting a vision for healthier breeding practices and improved animal welfare.



The **Winter Friends** campaign with Leeds City Council encouraged people to support one another through winter, with 175 community members signing up to help others stay safe and warm during colder months.



The **Walk Away** campaign increased engagement through targeted messages on de-escalation and peer intervention. With a click-through rate 333% above average, it resonated with males aged 18–30. 75% of website users engaged with advice on managing triggers, highlighting strong interest in violence prevention.



The digital campaign for **Gambling with Lives** drove 44,481 clicks to the Gambling with Lives website at just 34p per click (CPC). The digital ads achieved over 2.3million views exceeding expectations in raising awareness around gambling-related harm.



Bradford Shared Values



900+ joined gambling research

An evaluation of **Gambling Understood** saw over 900 participants from Yorkshire and the Humber recruited for a three-stage quantitative study and included focus groups with 20 individuals, delivering powerful insights into gambling perceptions and behaviour change.

671 public promises for unity

The **Bradford Shared Values** campaign encouraged unity and belonging with 671 public promises made, exceeding the target. The co-created campaign also influenced policy and culture, tackling hate crime and promoting inclusion across the Bradford District.



Bradford Shared Values



Gambling Understood

Walk Away

Reducing violence in nightlife hotspots by encouraging young men to diffuse situations and support their peers in making safer choices.

The Walk Away campaign, commissioned by Leicestershire Police, focused on preventing homicides and violent crime in Leicester's nightlife hotspots. The campaign promoted positive social norms and saw collaboration with police and local agencies to create safer nights out.

Inclusive strategies

Our approach to developing the Walk Away campaign was rooted in a robust combination of research and community engagement. We conducted expert interviews with Professor Mark Levine, a leader in bystander effect studies, and carried out on-the-ground patch walks to observe real-time behaviour in Leicester's night-time economy. This was complemented by a small survey of white males aged 18-30, focusing on social and environmental triggers of violence. 75% of survey participants reported that they had stopped a friend from getting into a fight, and 100% stated they would feel more confident intervening if they knew how. This feedback shaped the core campaign mission - empowering individuals to make a difference by intervening safely and effectively.

By integrating behavioural theory with local insights, we conducted a behavioural diagnosis using the COM-B model designed to appraise capability, opportunity and motivation. Our findings indicated that guiding young men to recognise and diffuse situations early on could significantly reduce the potential for violence.

Evidence-based solutions

The research revealed common trigger points for violence during nights out; such as spilt drinks, unwanted attention, or perceived slights. To tackle this, we created a series of simple, actionable statements designed to help peers identify and manage potentially volatile situations.

KEY IMPACT

75%

of website users engaged with the advice on how to handle trigger points

333%

higher click-through rate than industry averages

1million

impressions within the initial two month period

Winner of the Best Marketing and Branding Scheme at the Town and City Management Industry Awards 2024



Visit the
Walk Away
website

The creative execution of the campaign was tailored to its environment using urban textures, neon colours, and bold typographic treatments to ensure the messaging stood out in low-light, crowded spaces typical of nightlife settings. Campaign visuals showcased male role models enjoying their night out, promoting the positive group dynamics we aimed to foster. The campaign name, Walk Away, became a memorable call to action, offering an assertive yet upbeat tone to resonate with the target audience, positioning the message as coming from a peer, not an authority.

Effective reach

The strategic placement of campaign assets maximised their impact. Messaging was delivered in the lead-up to nights out, targeting individuals when they were more receptive. Spotify ads reached the audience through party playlists, Google search ads appeared for those seeking taxis and nightlife options, while a Snapchat augmented reality (AR) lens activated around popular nightlife locations. Complementing these were awareness ads on YouTube, TikTok, Instagram, and Snapchat.

Magpie also developed a shareable quiz that explored different friendship roles, providing personalised advice and encouraging group reflection on how to prevent escalating situations. Heat mapping of the campaign website revealed that 75% of users engaged with advice on managing common triggers. In December, the campaign expanded nationally, with 11 police

forces adopting the initiative. A toolbox of materials, including posters, out-of-home ads, and social media assets, was made easily accessible for a seamless roll-out across the country.

The national rollout, supported by 11 police forces, was met with positive feedback from key stakeholders within the night-time economy. Josh, a bar manager at Mosh nightclub, commented:

"This was a fantastic marketing campaign... You've done the right thing by having a mix of different strategies to get the message across. They're all playing a role in making the point."

Lasting social impact

The Walk Away campaign has been hailed as a success, with highly targeted digital ads achieving strong engagement from the target demographic. By creating a tangible sense of responsibility amongst young men, Walk Away's effectiveness lies in its ability to speak directly to its audience, helping to create a culture where intervention is seen as a natural and positive action. This culture shift, over time, will be critical to creating safer nights out up and down the country.



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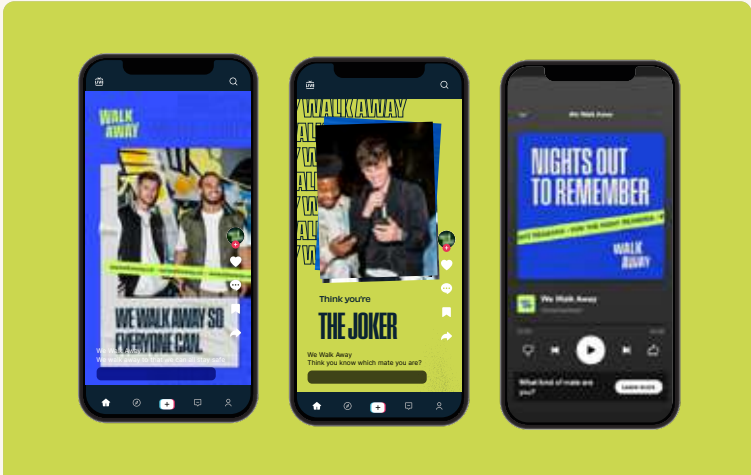
The team worked tirelessly offering creative and strategic support. Magpie's dedication contributed to the campaign being endorsed by key partners locally, winning a national award and being adopted as an asset by upwards of 20 police forces across the country. Their expertise and commitment were essential in supporting these achievements.”

Lindsey Sheffield

Communications Manager, Leicestershire Police



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Sustainable Futures



Your Home, Your Choice helped over-55s explore rightsizing earlier in life. The campaign generated 12,161 page views from across West Yorkshire in just two months, supporting more confident, sustainable housing decisions.



Rewilding Britain's **Think Big. Vote Wild.** campaign inspired 18,700 petition signatures calling for government action. It united communities, highlighted by a giant handmade eagle created with Leeds Refugee Forum for the 2024 Restore Nature Now march to the Houses of Parliament.

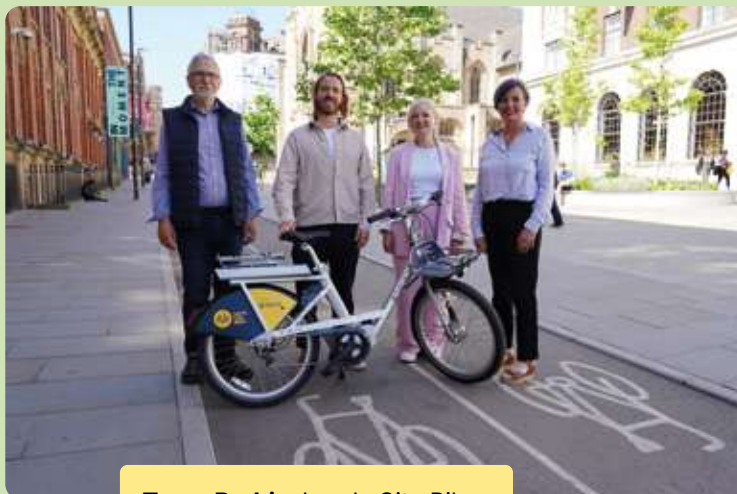
Encouraging behaviours to restore the natural world and secure long-term sustainability.



Hertfordshire's award-winning **Let's Clear the Air** campaign achieved over 6.5m impressions, 83,000 clicks, and a 77% increase in sign-ups to local air quality alerts, driving public commitment to cleaner air through simple everyday changes.



For Leeds Beckett University, we recruited 824 participants to shape six evidence-based recommendations for long-term **Sustainable Behaviours Research** across the student and staff population through in-depth behavioural diagnosis.



Tracy Brabin, Leeds City Bikes



Walk it. Ride it.



Sharan, Jae & Dilan
Walk it. Ride it.

33% of people

Walk It. Ride It. changed travel behaviours in Leeds, with 33% of people walking more, 4% taking the bus more, and 1% cycling more. 40% of residents said they intend to travel differently long-term.

129 pledges

The **All Hands In** campaign led to 129 staff pledges for a greener NHS, from across the West Yorkshire Health and Care Partnership, championing energy-saving and sustainable workplace practices through simple, measurable commitments.

87% footfall rise on trails

Discoveries on Your Doorstep encouraged active travel in Scarborough and Selby. Footfall on promoted walking trails increased by 87% over two years, supporting health and environmental benefits through local exploration.

3,358 app downloads

The **Recycle Me** campaign exceeded targets with 3,358 downloads of the Leeds Bins app in the first month, improving local paper recycling through attention-grabbing creative and public engagement in Leeds.

23,000 users

Branded by Magpie and co-created by users, **Leeds City Bikes** launched in 2023 with 23,000 regular users. Of those, 55% cycle more often and 33% drive less, helping Leeds City Council create a cleaner, more accessible transport future.

87 co-creators shaped NHS tool

Navigating the NHS was co-created with 87 individuals from over 20 linguistic and eight ethnic groups in Lewisham to make health information more accessible and support sustainable service use. The prototype improved understanding of NHS services with minimal English language proficiency required.

Think Big. Vote Wild.

Harnessing emotional storytelling, digital strategy and on-the-ground activations to mobilise public support for rewilding ahead of the 2024 election.

In the run-up to the General Election, Rewilding Britain launched Think Big. Vote Wild, a bold campaign calling on the government to rewild 30% of land and seas by 2030. Working alongside Rewilding Britain, Magpie developed and delivered a creative strategy designed to galvanise public support and drive petition sign-ups. At the heart of the campaign was the emotionally resonant message: 'It's time to let nature lead'. Through digital campaigns, on-the-ground activations, and political engagement, the campaign successfully mobilised a movement of supporters to pressure political candidates and future MPs to commit to ambitious climate action through rewilding.

KEY IMPACT

18,700

petition signatures

3,000+

letters to MPs

2.2million

campaign views across
Meta and Google Ads

Inclusive strategies

We grounded the campaign in behavioural insights and rapid co-creation with the Rewilding Britain team. Using a blend of international research and community-driven feedback, we identified key motivators and created four campaign messages designed to shift attitudes and drive action. The message 'It's time to let nature lead' was selected as the campaign's rallying cry, simple, powerful, and unifying. We created targeted content for Rewilding Britain's existing community, including bespoke emails, website content and social media assets. To extend reach, we also produced a downloadable stakeholder pack, equipping partners and network members with tools to easily share and localise the message.

Evidence-based solutions

Every creative decision was rooted in behavioural science and user insight. Our team delivered animated and motion-based digital assets aligned with Rewilding Britain's brand, adding vibrancy and movement to engage attention in busy social feeds. On the ground, the campaign came to life at party conferences through an immersive, multi-sensory exhibition stand, complete with birdsong, running water, recyclable materials, and interactive elements. To drive deeper engagement, we created 'The Rewilding Times', a newspaper distributed throughout the Labour and Lib Dem conferences to spread the manifesto in an accessible, tactile format.



The work ensured that decision-makers experienced the campaign on emotional, sensory, and intellectual levels.

Effective reach

Digital activity was targeted through Instagram, Facebook, and YouTube with a dual approach - reaching new audiences via affinity and in-market targeting, and converting warm leads through retargeting. Our strategy drove 14,000+ link clicks to the campaign landing page and engaged 196,000 people through likes, saves, comments, and shares. We also played a key role in making a visual impact at the Restore Nature Now march in London. From placards and stickers to giant species illustrations, including a collaborative 3D white-tailed eagle with Leeds Refugee Forum that featured on ITV News. Our visuals gave the campaign a bold presence both online and in the streets.

Lasting social impact

Think Big. Vote Wild. achieved 18,700 petition signatures, directly influencing the national conversation around nature and climate. Beyond clicks and signatures, more than 3,000 supporters wrote letters to candidates and MPs, demonstrating a deeper level of civic engagement.

The campaign’s creative and digital success proved that rewilding is not only a compelling environmental goal, but also a unifying cause that inspires action across communities. With a clear, memorable message, the campaign positioned rewilding as a practical, popular, and powerful response to the climate crisis.

It left behind not just a signature count but a scalable framework for future nature-led advocacy.



“In May 2024, we began working with Magpie, aiming to leverage the general election as a pivotal moment for the rewilding movement. Magpie understood our mission from the outset, working alongside us to drive strong commitments from political leaders and inspire a surge of public support. Their expertise and agility turned the unexpected election timeline into a momentum-building opportunity.”

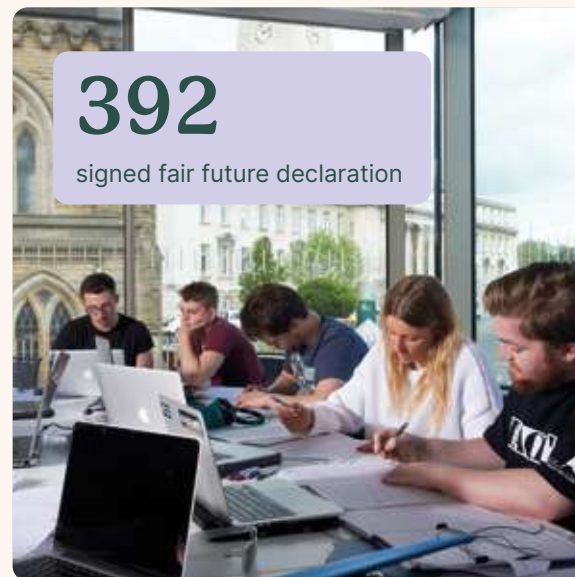
Kim Somerville,
Director of Communications and Engagement, Rewilding Britain



Learning & Opportunity



Our **Genomic Lab Recruitment Campaign** attracted 42 applications across three UK locations - helping to fill vital clinical scientist roles through targeted messaging and engaging outreach.

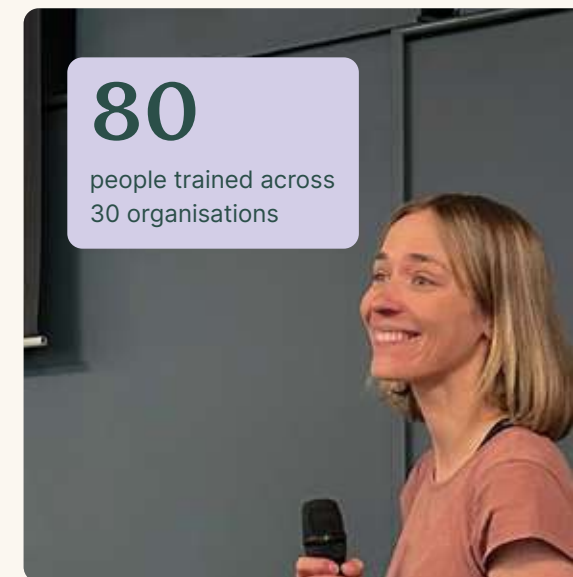


The **Knowledge Equity Network** campaign led to 392 signatures on a global declaration, engaging 27 higher education institutions and 45 organisations across 69 countries through a newly designed, globally accessible website.

Championing supportive environments for education, growth and better futures.



Leeds Trinity University's **Courses That Knock Your Socks Off** direct mail campaign boosted firm acceptances by 29%. The creative approach also sparked immediate online engagement, with 130 prospective students generating and sharing content on day one alone.



Our **24 Ideas for 2024** training series supported 80 public sector and charity professionals from 30 organisations with creative behaviour change tools. Delivered through in-person and online retreats throughout the year.

Knowledge Equity Network

Creating a collaborative community of engaged institutions, organisations and individuals across the world working towards unlocking knowledge to create a fairer future.

The University of Leeds commissioned the development of the Knowledge Equity Network (KEN), a collaborative initiative prioritising openness over competition in higher education and beyond. KEN encourages institutions and individuals to adopt inclusive, sustainable practices in knowledge creation, and dissemination to reduce global inequalities.

Inclusive strategies

Our brand identity approach was rooted in understanding global knowledge-sharing disparities and deeply engaging the diverse audiences key to KEN's success. We facilitated co-creation workshops with academics and service staff across the university, ensuring a representative group shaped the brand. Following these sessions, we arrived at the name Knowledge Equity Network and tested its cultural resonance across six languages including French, Spanish, Portuguese, Arabic, Mandarin, and Hindi, ensuring the brand's sentiment translated globally.

To further support inclusivity, we employed accessible and inclusive design principles. The KEN logo features a circle of arrows symbolising collaboration and global interconnectedness. A vibrant, contrasting colour palette reflects the diversity of the knowledge community and enhances readability for users with visual impairments. Clear, sans-serif typography ensures accessibility across devices, while the

mobile-friendly website includes alternative text and intuitive navigation to engage users worldwide.

The brand uses a vibrant and diverse color palette, which not only enhances visual appeal but also reflects the diversity of the knowledge community. The use of contrasting colors ensures readability and accessibility, accommodating users with varying visual abilities.

KEY IMPACT

392

individuals have signed the declaration

69

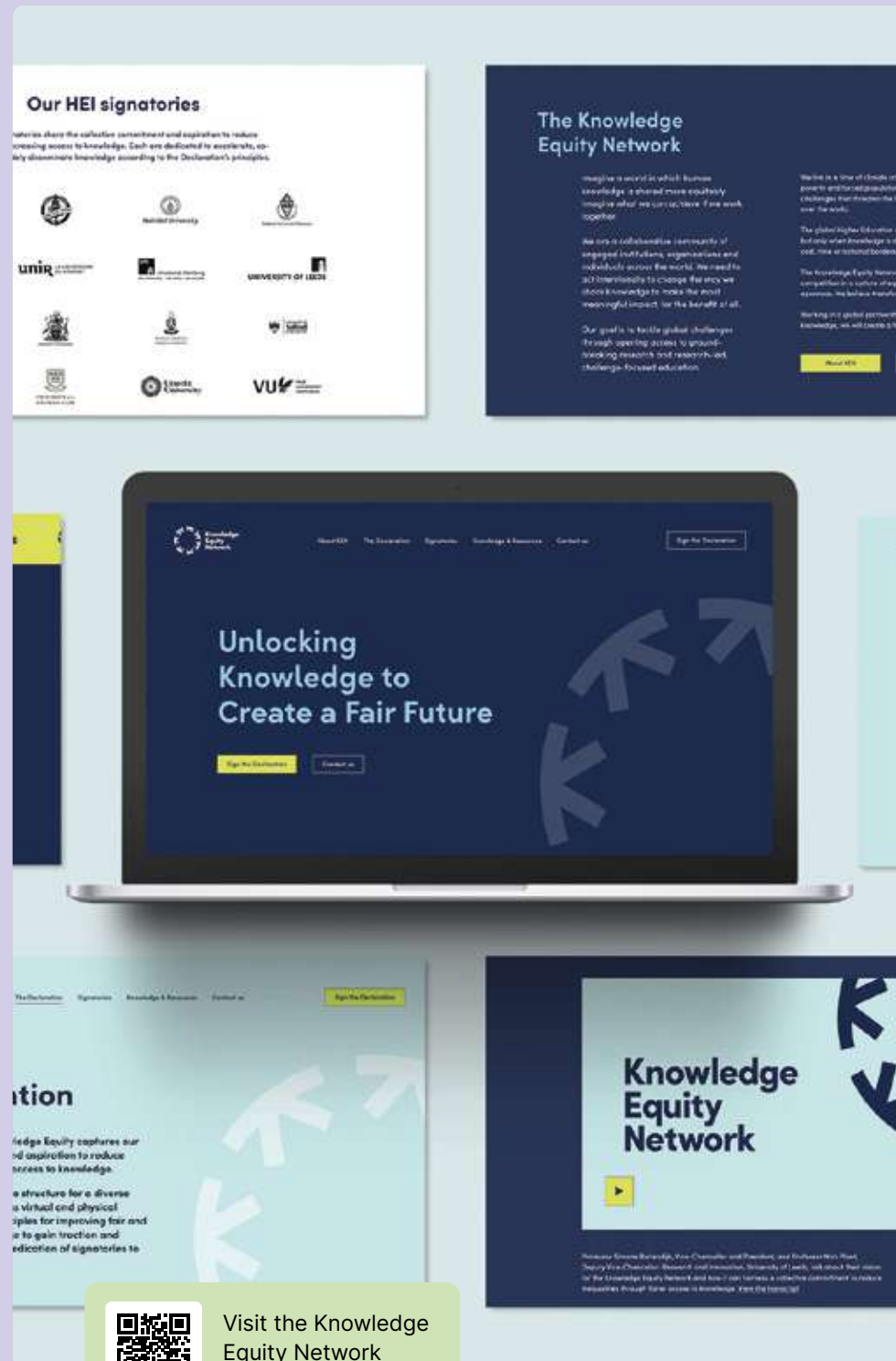
countries across the globe

27

higher education institutions

20,000

visitors to the website



Visit the Knowledge Equity Network website



“

The Magpie team’s collaborative and inclusive approach ensured the brand truly reflected our mission of openness, inclusivity, and sustainability in knowledge sharing. We’re proud of the impact the brand is having globally and are grateful for the care taken to consider and engage our diverse community and stakeholders every step of the way.”

Fiona Middlebrook

Executive Officer to Pro Vice-Chancellor:
Research and Innovation, Professor Nick Plant



Evidence-based solutions

Grounded in three key solutions, the KEN brand was designed for impact:

1. A co-created identity: Working with academics and service staff, as specialists in open education and research to contribute and shape the brand narratives and website content.
2. Human-centred brand design: Research shows that inclusive design enhances engagement and builds trust, especially in communities historically excluded from academic conversations. We designed with the needs of those most excluded audiences in mind.
3. Storytelling for impact: The launch of the brand through a hybrid all day event, provided the opportunity to share real-world stories of how KEN's work hopes to benefit underrepresented scholars or regions. The launch was shaped in this way to increase emotional connection and action, driving signatories of the declaration.

Effective reach

The KEN brand was carefully crafted to ensure it resonates with a wide and diverse global audience. Through inclusive design choices, multilingual testing, and accessibility-focused features, the brand communicates its message clearly across different cultures and contexts. This thoughtful approach has helped KEN engage individuals and institutions worldwide, reflected in its broad international signatory base, and high website traffic.

Lasting social impact

The Knowledge Equity Network has created a lasting framework aimed at unlocking knowledge for all to build a fairer world. Its foundational Declaration on Knowledge Equity commits signatories to reducing inequalities by enhancing access to knowledge through collaboration, inclusivity, and sustainability in higher education. Currently, 392 individuals, 27 higher education institutions, and 45 organisations across 69 countries have pledged to adopt these principles.

Institutions in the network are encouraged to publish Knowledge Equity Statements by 2025, outlining tangible commitments to promote accountability and a systemic approach to equity. KEN fosters a global community that promotes open sharing of research and educational resources, breaking down barriers related to cost, time, and borders. This enables collaboration to tackle global challenges such as climate change, economic instability, and inequality.

The network champions inclusive practices that ensure equal access and equitable opportunities in higher education, promoting diversity within academia. KEN also organises events where signatories share challenges, solutions, and progress, fostering ongoing dialogue and collective learning that drives forward its mission for knowledge equity.



When you work with
Magpie, you're not just
hiring a team. You're
inviting a *network of*
communities, voices
and changemakers
to join you in creating
something meaningful.



Scan to read more
about Community
Collaboration

Living our campaigns

Our work doesn't just stay within the walls of our office - it inspires us to make a difference in our own lives and communities. As a purpose-led team, we are deeply invested in the projects we deliver, often taking their messages beyond our campaigns and into our everyday actions. Whether it's championing sustainability, supporting mental wellbeing, or driving social change, our team members are inspired to turn our work into meaningful personal initiatives.

Christopher Hulme Business Development Manager

Christopher shapes LGBTQ+ inclusion across Magpie's work and delivers university lectures on queer history and global challenges. His efforts deepen DEI understanding while empowering students to build more inclusive, informed communities through education and advocacy.



Advancing LGBTQ+ awareness and education

Emma Wragg Community Impact Consultant

Emma helped raise £12,000 for SOMA&YOKE, a creative space in Otley, by sharing heartfelt testimonials about its impact. Inspired by Magpie's community-driven ethos. She used her voice to promote connection, inclusivity, and empowerment - supporting a space that drives real change.



Championing community spaces

Emily Wharton Senior Digital Strategist

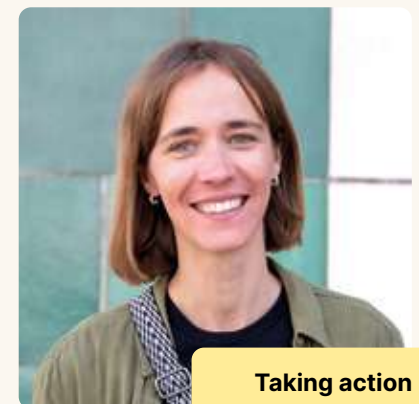
Emily volunteers weekly to walk dogs for elderly neighbours, inspired by Magpie's animal welfare and community work. Her care strengthens bonds between people and pets, promoting wellbeing, responsible pet ownership, and a more compassionate community one tail wag at a time.



Promoting animal welfare

Dr Julie Van de Vyver Director of Behavioural Insights

Julie launched a hot water bottle appeal after leading research on cold weather's impact. Her initiative collected and distributed 54 bottles and ten blankets for a local food bank, showing how behavioural science can spark tangible action to fight fuel poverty.



Taking action against fuel poverty

Becky Dam Co-founder

Becky continues to inspire creativity and innovation, launching a community campaign in her local neighbourhood to advocate for safer and happier walking and wheeling, and as chair of the road safety subcommittee, has been the catalyst for the appointment of a junior safety team and a research initiative this last year. As an Enterprise Ambassador, she inspires young people and acts as a role model for female-founded businesses.

Driving change in
active travel



Saransh Ahuja Senior Behavioural Strategist

Motivated by a waste management project, Saransh adopted sustainable habits like upcycling food and proper recycling. His personal commitment reflects a wider drive for environmental responsibility, modelling how small, consistent actions can promote greener living.

Taking responsibility
for waste management



Helena Hamilton Campaign Consultant

Helena completed suicide prevention training to better support others in crisis. She also donates to Bradford Baby Bank, inspired by Magpie's work with local maternity services, showing how simple, compassionate acts can uplift families and improve mental wellbeing.

Supporting mental
health and new families



Ged Savva Co-founder

Ged champions LGBTQ+ mental health through Magpie's Check-In with Pride and active involvement in Pride events. Inspired by neighbourly campaigns, he also clears local walkways, blending advocacy with community action to promote inclusivity, wellbeing, and shared spaces.

Championing LGBTQ+ wellbeing
and community action



Louise Hallworth Campaign Consultant

A Suicide Prevention Champion, Louise raises awareness and fights stigma inspired by Magpie's Check-In campaign. She donates regularly to The Clothing Bank and, influenced by Magpie's air pollution work, now chooses cleaner walking routes.

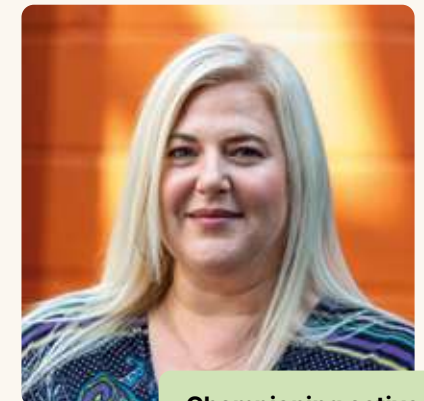
Supports wellbeing
and sustainability



Michelle Budd Community Collaboration Manager

Inspired by Magpie's 'Walk it. Ride it.' campaign, Michelle and her family now embrace walking over car travel. The shift fostered stronger family connections, healthier habits, and even inspired her husband's active commute, showing how community initiatives create lasting lifestyle change.

Championing active travel



Creating added social value together

Supporting young talent continues to have a significant impact. Through Leeds Arts University Industry Week, co-founder, Becky Dam, helped 43 students gain hands-on creative experience, with ten students attending the 'Meet the Agency' day for career advice. Becky also provided priority one-to-one support to nine students, and three students took up the offer for personalised mentoring. This initiative resulted in four paid opportunities for students.

Co-founder, Ged, has contributed to the development of local and national initiatives offering his expertise in mentoring and advisory capacities, such as Kerning the Gap, the Bradford Voluntary Sector, Spark Start-up Business Mentoring, and the Common Purpose Advisory Board. He also contributed advisory support to SAIL (Sustainability Action In Leeds), a net-zero organisation. Additionally, Ged's commitment to innovation in education is reflected in his involvement with the University of Leeds School of Design Industry Advisory Board, where he contributes advice, has headed up a module for international students, and has collaborated to redefine the curriculum.

Community Collaboration Manager, Michelle has provided training to four students as part of a vox pops skills transfer initiative, supporting their development in interviewing techniques for recruitment purposes.

This effort is a direct contribution to community upskilling and improving employability.

Where we can, we look for additional ways our team can add social value alongside commissioned work, entering into any initiative with passion and commitment.

Our 24 Ideas for 2024 training series has been instrumental in supporting public sector and charity organisations. From January 2024 - December 2024, over 30 organisations received support through both in-person and online training events, with over 100 hours of time in kind invested, including expertise, planning, guest speakers and panels. This positively impacted 80+ attendees to 24 ideas across diverse sectors.

Magpie provided pro bono consultation services to Women's Health Matters through a behaviour change consultation, donating 18 hours of time to transfer skills to five employees and help them build a culture of reputation within the organisation. Similarly, our consultations with Barnardo's and the Royal Entomological Society, alongside a wellbeing workshop with Leeds Refugee Forum and equipment donations to the charity, reflect our commitment to helping charitable and environmental causes improve their strategies, services, and impact. These pro bono contributions continue to create meaningful change within the organisations we support.



Senior Leadership Team at Barnardo's

Barnardo's is a UK charity helping vulnerable children and young people thrive

"It helped to hear messages from academic research as it was reassuring that the barriers were common and bigger than just our organisation. For an initial session, you all owned it, you allowed us room to talk whilst listening and learning yourselves. Your nature as an organisation came through, we're a good fit."

Magpie's contributions made it easier to talk about the difficult issues and my thinking shifted during the course of the day."



Ali Mahgoub

CEO Leeds Refugee Forum

"Working with Magpie has been a transformative experience. Their creativity, collaboration, and deep understanding of community needs have driven real social value, inspiring lasting positive change in areas that matter most - health, equality and the wellbeing of people and the planet."



Maureen Hanniffy

Children's Safeguarding, Sheffield Council

"Just to say, I really enjoyed the [24 Ideas] creative retreat, it has given me food for thought and I will certainly be using the resources provided. In addition, I would like to take this opportunity to say a massive thank you to everyone at Magpie for such an interesting and positive event. Great networking opportunity too. I particularly enjoyed the diverse subject matter and hearing from a range of experts. The AI session was so interesting as it is a gap in my knowledge. The positivity of presenters was a real boost as well as the 'knowledge share', another new term to me."

Miranda Arie

Award winning mental health activist, BBC presenter, consultant and motivational speaker

"I adored being a part of the Magpie 24 ideas event. I was on the panel and felt the invitation to open up and go to such depths to such a receptive group of people was executed wonderfully. Everyone I met from Magpie seemed sincerely generous with their vulnerability, within minutes of entering the room I was having a deep conversation with a staff member."

The way authenticity was encouraged throughout the day, including on our panel discussion, felt brilliant and unique. I felt like the team at Magpie really 'got' what it means to deliver the message of the value of lived experience, in both a sensitive yet powerful way - so it was a joy throughout!"

In the last year we have

78

Supported 78 organisations through pro bono training, consultation, and mentoring.

£30k

Gave £30,000 worth of time to education, public, third, and voluntary sector initiatives.

294

Donated 294 hours across talks, training, and mentoring, further amplifying our social responsibility.

20

Supported 20 charities through time and team birthday donations, helping to continue their vital work.

4

Created four paid work opportunities from student career events, supporting the next generation of creative talent.

80+

Had over 80 attendees from a diverse range of sectors supported by our free training series.

Last year, Magpie created wide-reaching social impact. We worked to support enterprise, improve health, empower young creatives, and advance equality, diversity and inclusion.



Innovating for impact

Exploring AI-powered lived experience insights

We're developing a pioneering online lived experience library as part of an Innovate UK R&D project, combining behavioural science, public data, and real human stories. Traditional datasets offer numbers, but often miss the nuance of lived experience, which is essential for designing effective behaviour change strategies. Our AI-powered platform bridges this gap, uncovering patterns and trends that might otherwise go unseen. Still in development, our goal is a scalable, subscription-based tool that empowers organisations to make informed, people-centred decisions. This approach could redefine how behavioural insights are accessed and applied for social impact, making change more human, more actionable, and more effective.

A new personalised tool for behaviour change

Senior Researcher, Mirela Neto, has developed a unique COM-B journal, turning behavioural science into a practical tool for individuals. Based on the COM-B model: Capability, Opportunity, and Motivation, it helps users identify barriers, set goals, and build strategies for sustained personal change. Accessible and adaptable, the journal fosters reflection and accountability, avoiding a one-size-fits-all approach. Whether the aim is improved health, greener habits, or personal growth, this tool empowers people to drive their own behaviour change journeys.

Harnessing AI for creative behaviour change

At Magpie, we carefully and strategically use AI as a powerful aid to amplify our human expertise, not replace it. By processing vast amounts of data and identifying patterns, AI helps us uncover deeper insights and refine our creative strategies. In behavioural research, it accelerates our ability to test hypotheses and enrich our understanding.

In our creative studio, AI tools support design, content generation, and video production, allowing us to deliver more value through precise, impactful solutions. Our approach ensures that AI complements human insight, allowing us to craft behaviour change campaigns that are data-informed, emotionally resonant, and uniquely tailored to achieve lasting impact.

Innovation is at the heart of everything we do. We evolve constantly, using behavioural science and project insights to drive meaningful, innovative change.

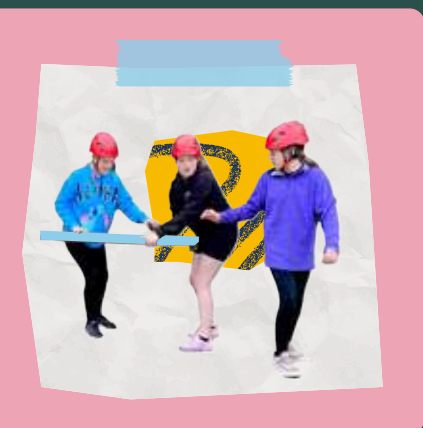


We're proud to collaborate with those who have commissioned impactful projects for social good.



Looking ahead

Our ambition is to be the UK's leading agency for life-changing campaigns for social good. We are investing heavily in new expertise, thought leadership, and innovative ways to share our insights. Where an organisation is made up of changemakers, we want to be the agency you choose to partner with. Together, we can make a greater impact on the world.



Let's create impact together

If you're looking for an agency that works collaboratively to create meaningful change - you've found us.

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