PrettyGreen Impact Story

Chapter 2 | June 2025 to May 2026

Accessible text edition of our condensed report

This report shares our progress, challenges and next steps for our people, communities and the environment. It includes our 2025 to 2026 results and our goals for 2026 to 2027.

This black-and-white edition presents the report's text, figures and quotations in a single reading order. Information from charts and graphics is written out. Use the headings in Word's Navigation Pane, or your screen reader's heading commands, to move between sections.

A word from our CEO

Jessica Hargreaves-Paczek, Chief Executive Officer

We're operating in a world of rapid and relentless change. Economic pressures, environmental challenges and fast-moving technology are reshaping how we live and work. In our industry, artificial intelligence (AI) is transforming what is possible, expectations of brands and employers are rising, and businesses are being asked to demonstrate not only what but how they deliver.

In that context, achieving EcoVadis Gold and being B Corp is about holding ourselves accountable to the values we believe in, challenging ourselves to keep doing better, particularly when the choices aren't always easy.

As an agency, we know we have influence: through the people we employ, the culture we create, the clients and suppliers we choose to work with, and ultimately, the work we put out into the world. We take that responsibility seriously. It means measuring our impact, being open about where we need to improve, making more considered choices and having the courage to say no.

We've learned that doing better doesn't come at the expense of building a successful agency. Quite the opposite. It helps us attract and retain brilliant people and like-minded brands, build stronger relationships with our clients and create better, more thoughtful work. It makes us more resilient, more relevant and better prepared for the future.

I’m incredibly proud of what we’ve achieved, but we know there is much more to do. The world will keep changing, and so must we. We’ll keep listening, learning and improving, using our influence to move PrettyGreen, and our wider industry, forward.

“We want to keep pushing ourselves and our industry forward. We don’t just want to meet the standard. We want to help set it.”

The year in impact

- EcoVadis Gold: top 5% of companies assessed.
- Reported emissions 26% lower year on year, with better data behind the figure. Our data and methodology improved between years, so we do not claim the whole reduction came from changes in the business.
- 10% of net profit committed to diversity, equity and inclusion (DE&I), social impact and charity, alongside pro bono work, mentoring and fundraising.
- 30 volunteers contributed more than 120 hours on London’s streets with Under One Sky.
- 87% employee retention, 3.6 years average tenure and 66.7% female leadership.
- Client Net Promoter Score (NPS) of 8.6, above the industry norm, backed by 12 award-worthy campaigns.
- 125 award wins across four years of work for our clients.
- Agency of the Year at PRovoke 2026; a PRWeek top 20 fastest-growing agency; and a Campaign Best Place to Work.

Our B Corp certification

In July 2024 we became B Corp certified, with an overall B Impact score of 100.7.

- Customers: 3.7.
- Environment: 10.8.
- Governance: 22.6.
- Community: 26.7.
- Workers: 36.8.

For comparison, the report shows 80 as the qualifying score for B Corp certification and 50.9 as the median score for ordinary businesses.

How we do business

Purpose has a seat at the table. Purpose is on the agenda at every monthly Board meeting: reported, assessed, challenged and measured against key performance indicators (KPIs).

- Monthly: Board-level review of our People and Purpose priorities.
- Group-wide: our Ethical Client Scorecard now covers PinPoint Media's clients too.
- Every team: B Keepers across the agency turn commitments into action.

Our values are the heartbeat of PrettyGreen. We are a Certified B Corp, hold EcoVadis Gold and are a Clean Creatives signatory.

Our work aligns with these United Nations Sustainable Development Goals (UNSDGs):

- Goal 4: Quality Education.
- Goal 5: Gender Equality.
- Goal 12: Responsible Consumption and Production.

Our people and workplace

Better work starts with a better workplace. We want a place where brilliant people do brilliant work: fairly rewarded, supported to grow and given plenty of reasons to stick around.

Fair pay and opportunity

We have paid the London Living Wage for entry-level roles for two years running. Salaries are benchmarked against the market twice a year. The report also highlights our commitment to showing salaries through We Show the Salary.

Representation and progression

Our ambition is zero gender and ethnicity pay gaps. Our leadership team is 66.7% female and 91.7% White. We're proud of the first number, and clear that we need greater ethnic representation at senior levels.

- Employee retention: 87%.
- Female workforce: 65.4%.
- Average tenure: 3.6 years.

- Female leadership: 66.7%.
- 2025 to 2026 team: 100% bonuses, 52% pay rises and 15% promotions.

What our people said

In the Campaign Best Places staff survey, 92% felt comfortable representing themselves regardless of beliefs, backgrounds or identities.

In the Sunday Times Best Places staff survey, 94% stated that they felt proud to work for the organisation and that their employer cared for their wellbeing.

The report features UK Agency Awards PR Agency of the Year recognition, Campaign Best Places to Work 2025 winner recognition, and a PRWeek UK Top 150 2025 listing.

Community and giving back

Values mean more when you invest in them. Each year we put money, time and expertise behind organisations making our industry and communities fairer.

- 10% of net profit committed to DE&I, social impact and charitable causes, including pro bono work, mentoring, fundraising and practical support.
- Charity rate card fees reduced by up to 35%.
- More than £200,000 raised by the Massive Marketing Quiz we helped bring to life.
- Under One Sky is our charity partner for 2026 to 2027.

Where our support went

- The Massive Marketing Quiz.
- People Like Us.
- Under One Sky.
- Brixton Finishing School.
- Taylor Bennett Foundation.

Our environmental journey

We don’t do this work because we’re B Corp. We’re B Corp because we do this work. We’ve built our values in from day one. Since 2020, we’ve been proving them. These are the milestones behind our words.

2020

Started where it matters. Isla trained our Events team to tackle one of our biggest areas of environmental impact: event production.

2022

Took responsibility for our footprint. We began offsetting our emissions with certified B Corp SKOOT Eco.

2023

We got better at measuring. We strengthened our Scope 3 measurement with TRACE by isla and Compare Your Footprint. Better data. Greater accountability.

2024

Drew a line in the sand. We signed the Clean Creatives pledge, committing not to work with fossil fuel companies.

Became a B Corp. We were certified with a B Impact score of 100.7.

Our carbon emissions

Our reported footprint was 26% lower year on year. Our data and methodology improved between years, so we don't claim the whole reduction came from changes in the business.

The figures below reproduce the emissions table in the condensed report. Emissions are measured in tonnes of carbon dioxide equivalent, abbreviated as tCO2e. FTE means full-time equivalent employee. Scope 1 covers direct emissions; Scope 2 covers emissions from purchased energy; Scope 3 covers other indirect emissions in the value chain.

2023 to 2024

- Scope 1: 0.02 tonnes of carbon dioxide equivalent.
- Scope 2: 0.58 tonnes of carbon dioxide equivalent.
- Scope 3: 613.78 tonnes of carbon dioxide equivalent.
- Total: 614.38 tonnes of carbon dioxide equivalent.
- Emissions per full-time equivalent employee: 15.4 tonnes of carbon dioxide equivalent.

2024 to 2025

- Scope 1: 2.24 tonnes of carbon dioxide equivalent.
- Scope 2: 3.27 tonnes of carbon dioxide equivalent.
- Scope 3: 702.83 tonnes of carbon dioxide equivalent.
- Total: 708.33 tonnes of carbon dioxide equivalent.
- Emissions per full-time equivalent employee: 13.5 tonnes of carbon dioxide equivalent.

2025 to 2026

- Scope 1: 1.05 tonnes of carbon dioxide equivalent.
- Scope 2: 2.39 tonnes of carbon dioxide equivalent.
- Scope 3: 516.90 tonnes of carbon dioxide equivalent.
- Total: 520.34 tonnes of carbon dioxide equivalent.
- Emissions per full-time equivalent employee: 10.00 tonnes of carbon dioxide equivalent.

Measurement and our target

- 44.5% of emissions now come from activity-based data, up from 38%.
- We capture 100% of Scope 1 and Scope 2, plus 80% of Scope 3 by spend.
- Net Zero by 2040: a 90% cut against our 2024 baseline.

The client events we deliver accounted for 37.9% of total emissions. The rest of the business accounted for 62.1%.

We now publicly disclose our emissions and reduction plan through the SME Climate Hub. Accountability means measuring progress, sharing the evidence and doing something with it.

Waste and reducing our impact

- 13.35 tonnes of waste recorded. Better measurement gave us the full picture and a clear 2025 to 2026 baseline.
- 97% of event waste came from set-build. Our focus is to design for reuse, store more and throw less away.
- 61% of our plastic was incinerated. Our Big Plastic Count data showed just 30% recycled, adding to the national case for change.

Know more. Waste less. Next up: less single-use packaging, more reuse of event materials and even better data.

Accountability and progress against commitments

This section sets out what we said in 2024 to 2025, what we did in 2025 to 2026, and what we will do in 2026 to 2027. ESG means environmental, social and governance. PPM means PinPoint Media.

Supplier screening and engagement

Status: Achieved.

In 2024 to 2025 we said: Strengthen supplier ESG screening and engagement.

In 2025 to 2026 we did: Introduced a new ESG screening survey, worked with 14 priority partners and held 9 carbon sessions.

In 2026 to 2027 we will: Deepen engagement and extend it across the Group.

Emissions data and our Net Zero pathway

Status: In progress.

In 2024 to 2025 we said: Improve emissions data and set our Net Zero pathway.

In 2025 to 2026 we did: Set our Net Zero 2040 pathway. Activity data increased from 38% to 44.5%.

In 2026 to 2027 we will: Replace more estimates and bring PPM into Group reporting.

A is for All

Status: Achieved.

In 2024 to 2025 we said: Strengthen A is for All.

In 2025 to 2026 we did: Added Assessment to the framework.

In 2026 to 2027 we will: Embed it across all relevant client work.

Stakeholder engagement

Status: Achieved.

In 2024 to 2025 we said: Strengthen stakeholder engagement.

In 2025 to 2026 we did: Refreshed our DE&I Advisory Board and B Keepers, now including PPM.

In 2026 to 2027 we will: Keep independent challenge in our decisions.

Newsletter and email automation platform

Status: Not achieved.

In 2024 to 2025 we said: Move to a more sustainable newsletter and email automation platform.

In 2025 to 2026 we did: Delayed by a whole-business systems review.

In 2026 to 2027 we will: This remains a material priority.

The B Corp community

Status: Not achieved.

In 2024 to 2025 we said: Play a more active role in the B Corp community.

In 2025 to 2026 we did: Our focus went into our own systems and suppliers.

In 2026 to 2027 we will: Make at least two meaningful contributions to the community.

Our goals for 2026 to 2027

As B Corp raises the bar, so will we, ahead of recertification in spring 2027.

- Certification: retain EcoVadis Gold status.
- Climate: bring PinPoint Media into our carbon reporting and reach 48% activity-based data.
- Suppliers: grow full engagement from our top 10 to our top 15 events suppliers.
- Charity: provide 360-degree support for Under One Sky all year round.
- People: one team, high-performing, inclusive and future-ready.
- Creativity: A is for All on 100% of relevant client work, and our AI code on every campaign.

A word from our Founder and Chairman

Mark Stringer, Founder and Chairman

“Our industry is changing incredibly quickly, and AI will be a huge part of what comes next. But for us, the opportunity isn’t to become more automated, it’s to use AI to help us become more human. To give our people more time to think, create, collaborate and do the things people do best. As we grow, we want to embrace what’s next while protecting what matters most: our creativity, our people, our values and the trust our clients put in us.”

What comes next

There’s plenty to be proud of. And plenty still to do.

- PinPoint Media fully integrated into our ESG approach and reporting.
- Ready for B Lab’s new standards ahead of our 2027 recertification.
- PROMPT: our first agency-wide responsible AI code.

Wendy Stringer, Brand Director and ESG Lead

“We won’t always get everything right, but we take our responsibilities seriously, we’re honest about where we need to improve and we keep pushing ourselves to do better.”

Fame that performs. Impact that lasts.

Appendix in their own words

Fiona Bosman

Global Brand Director at Bupa

“There is nothing more rewarding than growing an idea with people who care as much as you do.”

Julia Swan

Regional EMEA Communications Manager, Hasbro

“Just WOW – I am in shock at the results for this already and its only day 1! I also wanted to re-iterate Andie’s email, it seems like Pretty Green + Peppa Pig = PR Masterclass and its testament to all your work and commitment to the brand and the campaign over the past 5/6 months. I didn’t think we could top Evie, but honestly this campaign has been my absolute favourite to date, and I can’t wait to see what we can do next.”

Oliver Bruce

CEO and Founder, PinPoint Media

“What drew me to Pretty Green was a shared ambition to grow a successful business while looking after the people behind it. For PinPoint Media, this means more opportunities for our team, stronger results for clients and greater support to make positive changes in how we operate. I want us to reduce our environmental impact through practical choices around travel, production and suppliers, learning from the experience across Pretty Green. Ultimately, I want us to build a business we’re proud of, both for the results we achieve and the way we achieve them.”

Mikkel Juel Iversen

Founder, Under One Sky

“PrettyGreen are brilliant supporters of Under One Sky, giving not just funding, time, energy, creativity and connections. We’re incredibly grateful for everything they bring to the partnership and excited for what we can achieve together in the year ahead.”

Craig Inglis

Group Chief Customer Officer, The Entertainer. Emeritus Chair and Fellow of The Marketing Society.

“Strings and PrettyGreen have been brilliant partners to the Massive Marketing Quiz over the years, bringing their creativity, energy and generosity to help make the event such a success. It’s a great example of our industry coming together, having fun and using its collective influence to make a meaningful difference.”

Heidi Florence

Sustainability and Procurement Consultant

“Talking to our suppliers about sustainability and carbon reporting has been a really positive experience. They’ve been proud to share the things they’re doing, which has sparked some great conversations about alternative materials, different ways of working and how we can collaborate more closely. It’s been a great way to strengthen relationships while making our sustainability commitments feel much more real and actionable.”

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