



IMPACT REPORT JUNE 2023 – MAY 2024

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A

INTRODUCTION

CEO JESSICA HARGREAVES-PACZEK

15 YEARS OF CHALLENGING THE NORM

Since our launch in 2008, we've been delivering insight-led, international, culturally credible, award-winning communication campaigns as an Independent Agency.

As a founding client, Red Bull inspired and influenced our desire to break the bounds of possibility and, over the following years, the ambitious results we achieved for clients such as Nando's, Under Armour, SnapChat, Disney and Hasbro did just that.

A MEANINGFUL MISSION

We're wholly dedicated to delivering creative communications that positively impact People, Planet and Performance.

- Creating campaigns that drive serious commercial growth for our brand partners.
*The inspiration for our name?
The **original green** £1 note.*



- We have keen and curious minds – whilst we push boundaries and challenge what's gone before, we're also here to learn.
*We're all a **little green**: nobody knows everything.*
- Care about impact on people and planet.
*We're **green by nature**, not just by name.*

OUR 2023/24 AIM: TO BE **MORE PRETTYGREEN**

Building on 2022/23's Less Ordinary creative vision, we focused on our name in action, furthering our industry-leading integrity with strong targets and commitment to continuous progress.

THREE DISTINCT GOALS

- **A 50% TARGET** to deliver *Less Ordinary* communications that positively impact people, planet & performance.
- **WORK TOWARDS ACHIEVING 2030 NET ZERO.**
Create a reduction plan fully integrated within the company, with new motivating initiatives pushing responsibility for continuous social and environmental progress.
- **WORK TOWARDS B-CORP CERTIFICATION.**
Submit our assessment by end of 2023, aiming for certification by 31 May 2024.

A

INTRODUCTION

WE WALK THE WALK

CEO 1-2-1 sessions, gauging employee emotional health, underlined collective passion for our vision and mission – but highlighted the potential to evolve our values from functional to emotional. Enter a major 2022/23 initiative: a company-wide values review.

Whilst our values haven't changed, we cultivated our processes in 2023/24 to more comprehensively integrate them into all we do:

PULSE CHECKS

Quarterly team appraisals

TELL ME ABOUT IT

We ran reviews and NPS scoring to measure client satisfaction

OUR TREAT

Quarterly values rewards program

REAP THE BENEFITS

New improved perks for our people

TURNING GREEN

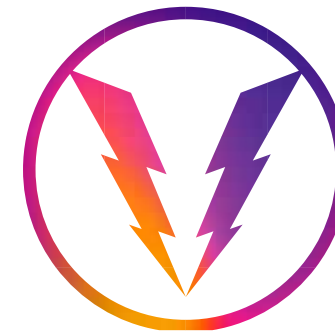
Client & new business traffic lights

OUR VALUES: REFINED



1. MORE ROAR LESS MIAOW

We are not afraid to challenge. Ourselves, clients or industry. We consider & challenge the inclusion of people, planet & performance in all our work.



2. WE OWN OUR VALUE

We are our own & our client's biggest cheerleaders. We are smart & curious.



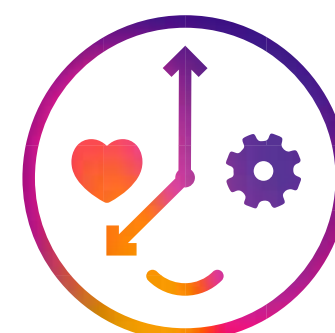
3. TRUSTED TO DELIVER

We are reliable with trusted processes and take responsibility & accountability.



4. WE ARE ALLIES

We care about people, celebrate difference & bring our whole self to work. We care about the planet & ensure we consider the sustainability, social impact, and ethical governance in all our work.



5. LIFE IS SHORT

We love work. We love play. We keep perspective & treat people with humility & kindness.

Our values sit at the heart of PrettyGreen, integral to our business ethics.



IMPACT COMMITMENTS

BETTER FOR THE PLANET

We know our industry is responsible for excessive carbon output: from creative production to single-use kit, print collateral and digital media. Moreover, our role as marketers is to encourage consumers to BUY MORE STUFF. But we're committed to working consciously and collaboratively to drive change and create responsibly.

We've long been monitoring our scope 1 and 2 emissions via Ad Net Zero and SkootEco. Since 2022 we have been:

1. Tracking our activities and operations to measure Scope 3 emissions via Compare Your Footprint.
2. Countering all Carbon via SkootEco & Eden Reforestation
3. Joining TRACE by ISLA for in-depth carbon analysis of event production.
4. Becoming a B Corp (and officially better).



BETTER FOR OUR INDUSTRY

We pride ourselves on being inclusive and representative in our work and within our business. We're working to be better yet:

1. Formalising our Diversity, Equity & Inclusion external board meetings & process.
2. Adhering to our A is for All Framework to ensure that all our work is 100% inclusive & representative.
3. Continuing our founding sponsorship of Brixton Finishing School into year 7.
4. Supporting People Like Us with donations and our time.

ALIGNING WITH UN SDG'S

We have identified the following key UN SDG's with the greatest potential that we can impact; (5) Gender Equality; (4) Quality Education; (12) Responsible consumption & production and these are incorporated within our impact commitments.



"PrettyGreen are compassionate, thoughtful, (with) so much will, so much action which you seldom see from businesses...They are really inspiring to me as someone that is also a business leader."

Sereena Abbasi
DE&I consultant



B

IMPACT COMMITMENTS

BETTER FOR OUR PEOPLE

It's little wonder we've won Campaign and PR Week Best Places to Work awards, as employee happiness is high on our agenda. As an equal opportunities employer aiming to operate with transparency and generosity, we've continued to act on our people-first promise:

1. Submitting our pay-gap figures to PR Week's pay-gap project.
2. Reviewing our company values.
3. Ensuring we operate as an officially recognised Best Place to Work.
4. Creating a truly flexible working culture.
5. Improving our benefits package.

BETTER FOR OUR CLIENTS

We do good by our people, but also through our work. In partnering with our clients, we're on a joint journey to creativity with conscience: we've built belief in doing good through our work without compromising originality, productivity or profitability. We call it 'Creativity for Good'.

We're endeavouring to root even more of our Less Ordinary creativity in purpose, enabling brands to make a difference whilst they make a profit.

WINNER
campaign
BEST PLACES TO WORK 2024

PRWeek
Top 150 2024



A PURPOSEFUL JOURNEY

OUR ENVIRONMENTAL IMPACT JOURNEY



2020

Identified a need to place environmental responsibility much more prominently in our business operations. ISLA, the nonprofit body supporting the events industry transition into sustainability, trained the entire events team.



JANUARY 2021

Began recording all our central business carbon usage from January 2021. Offset all scope 1 & 2 carbon usage via SkootEco and Eden Reforestation.



JUNE 2021

Joined Ad Net Zero to help identify areas of focus for our business. Attended their virtual 2 day summit.



JANUARY 2022

Manually recorded all scope 3 event production emissions and worked with SkootEco on analysis.



JANUARY 2023

Subscribed to TRACE to accurately record all event emissions. Trained the Producers team to use the platform. Committed to recording all events.



FY 2022-2023

Began tracking and measuring our Scope 3 emissions using Compare your Footprint & TRACE.



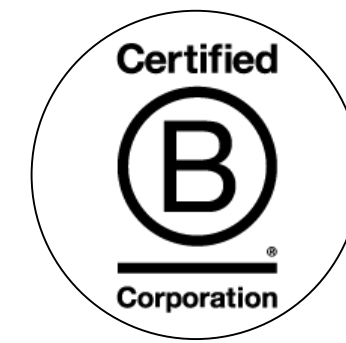
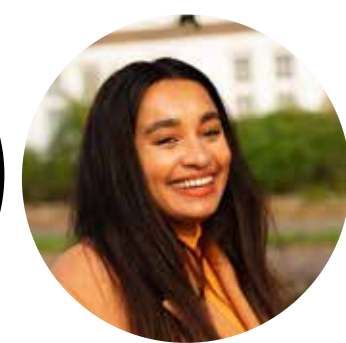
FY 2023-2024

- Introduced environmentally preferable purchase and waste disposal guidelines for all employees when WFH or in the office.
- Expanded measurement of Scope 3 emissions.
- Air conditioning units and heaters in the office were replaced with more modern and energy efficient models.



A PURPOSEFUL JOURNEY

OUR SOCIAL IMPACT JOURNEY



JUNE 2020

Set up a DE&I committee to assess that we were 'taking action, not just talking words'.

Established a formal DE&I Board. We were already a founding partner of Brixton Finishing School: a focused program of social commitment from local investment.

Identified, via our support of People Like Us and PR Week, that pay-gap reporting is critical in our industry. Submitted our own data to PR Week.

SEPTEMBER 2020

Hired DE&I consultant, Sereena Abbassi, who ran focus groups & 1-2-1s with the entire company and reported back on changes required.

JANUARY 2021

Formalised our DE&I approach to client work in creating the A is for All Framework – committing 100% of the agency's creative work to be inclusive and representative.

SEPTEMBER 2022

As in 2020, Sereena Abbassi ran focus groups & 1-2-1s with the company and reported back on changes required.

OCTOBER 2022

Values Day for all the agency to review and refine values, including updates with commitments to people, purpose, planet and adding R & R specific job accountabilities to key team to start embedding B-Corp principles.

JUNE 2023

Began process of application for B-Corp accreditation. Reviewed entire company around governance, workers, community, environment & customers.

APRIL 2024

DE&I external board reviewed all PrettyGreen owned channels (website, LinkedIn, Instagram) to review accessibility levels. Improvements implemented by June 2024.



2023 / 24 IMPACT HIGHLIGHTS

ENVIRONMENTAL IMPACT



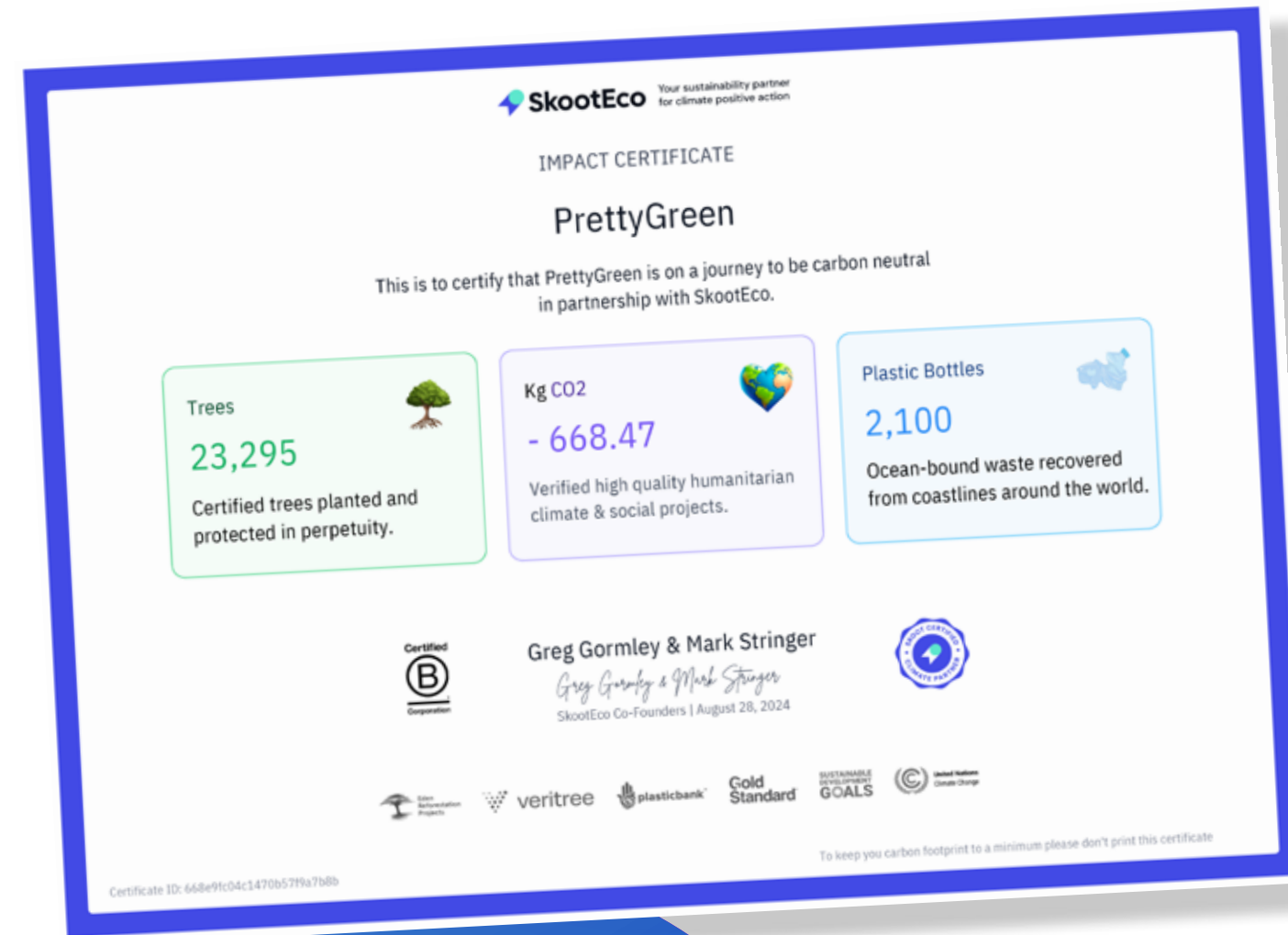
23,295

certified trees planted



2,100

bottles ocean plastic prevented



CO2 FUNDED CLIMATE PROJECTS

- **India Renewable Wind Energy project** – connected to the Indian Grid replacing anthropogenic emissions of greenhouse gases – **340 tonnes**
- **Peruvian Food Rescue** – a food waste prevention project with The Food Bank of Peru – **100 tonnes**
- **Rwanda clean water project** – installing water technologies (boreholes) to provide safe water to communities in Rwanda – **35 tonnes**
- **The Rimba Raya Biodiversity Project, Borneo, Indonesia** – one of the world’s largest initiatives to protect High Conservation Value (HCV) tropical lowland peat swamp forests, through offering alternative income streams to local communities – **140 tonnes**

SOCIAL IMPACT

£40k

of hours for the launch of R;pple suicide prevention charity

7th

year of a support program with Brixton Finishing School

£12,700

donated to charity

330

volunteer hours



“Honestly guys, I cannot tell you how much I appreciate each of you and how much your support means. I hope that these pieces of coverage might have helped someone out there and encouraged them to get some support. You are all amazing, I just turn up and do the easy bit. Thank you from the bottom of my heart for the hard work that has gone into this.”

Alice Hendy
Founder, R;pple





2023 / 24 IMPACT HIGHLIGHTS

REAL-WORLD REACH FROM CLIENT CAMPAIGNS



22

live events



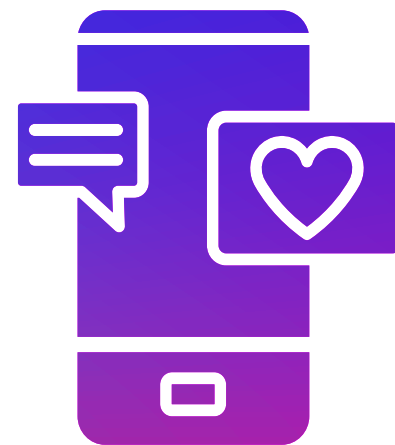
72

days on site



37

PR campaigns



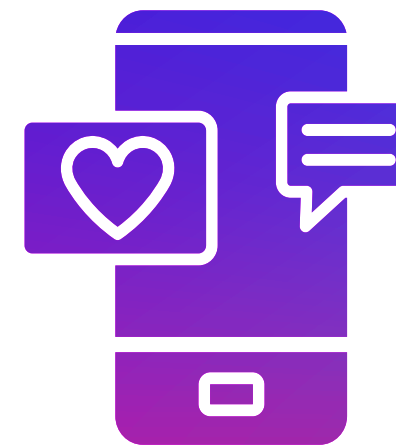
383

pieces of
influencer content



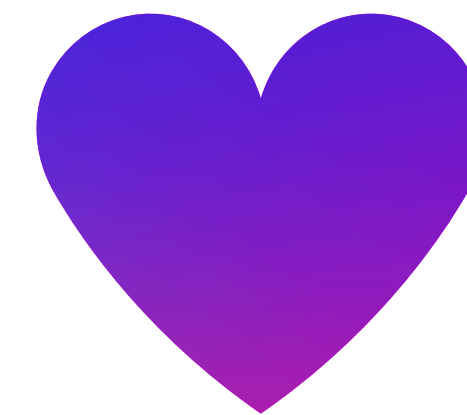
300+

individual contracts
negotiated



800

influencer gifting
campaigns



100+

sell ins

"I am so grateful to the team at PrettyGreen for their amazing work. They elevated Quentin's exhibition to a completely different level by somehow getting in all the corners and instinctively knowing what was required. Quentin is utterly delighted with the coverage. I don't think I'd be exaggerating to say 60-70% of visitors came as a direct result of PrettyGreen!"

Sophie Stricker
General Manager, Quentin Blake Ltd



2023 / 24 IMPACT HIGHLIGHTS



A BURSTING TROPHY CABINET

We've scooped up even more awards – and it's with great pride that we're recognised not just for the quality of our campaigns, but for setting industry-wide examples in agency purpose and for being a truly great place to work.

"A best-in-class case study for others to look at and understand what 'good' looks like in terms of purpose."

Matt Bourn
Director of Communications,
Advertising Association
(AIA Purpose Agency of the Year 2024)

2023 / 24 AGENCY AWARD WINS:

- UK Agency Awards – Best Agency Culture – **Gold**
- Campaign Best Places to Work – **Top PR Agency**
- PR Week Best Places to Work – **highly commended**
- Sabre Awards PR Agency Employee Programme – **Silver**
- PR Moment – Optimum Nutrition Channel More Community Engagement Campaign of the Year – **Silver**
- Purpose Awards – Optimum Nutrition Channel More – **highly commended**
- Alliance of Independent Agencies – Agency Purpose award – **Gold**



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IMPACT IN DETAIL

CHANGE FOR THE BETTER

BETTER FOR OUR CLIENTS AND INDUSTRY

A IS FOR ALL

A is for All is PrettyGreen's highest-impact initiative to date. This best-practice framework delivers guidance and training for the full team across experiential, content, influencers, PR and creative – and this includes our brand partners, as part of our Client Charter. We commit that **100% of the agency's work be inclusive and representative**. Continually evolving, our DE&I board consult on the framework's policies and recommendations.

PRO-BONO WORK

A staff survey revealed that 40% of our employees had been affected by suicide. PrettyGreen actively support R;pple, an incredible digital crisis intervention tool. We provided £40k worth of pro bono work in both 2022 and 2023 to directly support R;pple's life-saving movement.

VALUES & BELIEFS

We actively review our clients, with a traffic light system assessing business ethics, Less Ordinary work and commercials. Teams are thoughtfully allocated by interest, skillset and availability, avoiding belief clashes and overworking. We sign the Clean Creatives pledge: we'll never work for fossil fuel polluters.



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IMPACT IN DETAIL

CHANGE FOR THE BETTER

PURPOSE-LEAD CAMPAIGNS

We guarantee our team will all work on Less Ordinary campaigns.

In 2023/24, PrettyGreen delivered multiple purpose-lead campaigns. Notably:

The Audible Pride List of Queer Storytelling championed queer voices via a partnership with nonprofit network, Out on the Page.

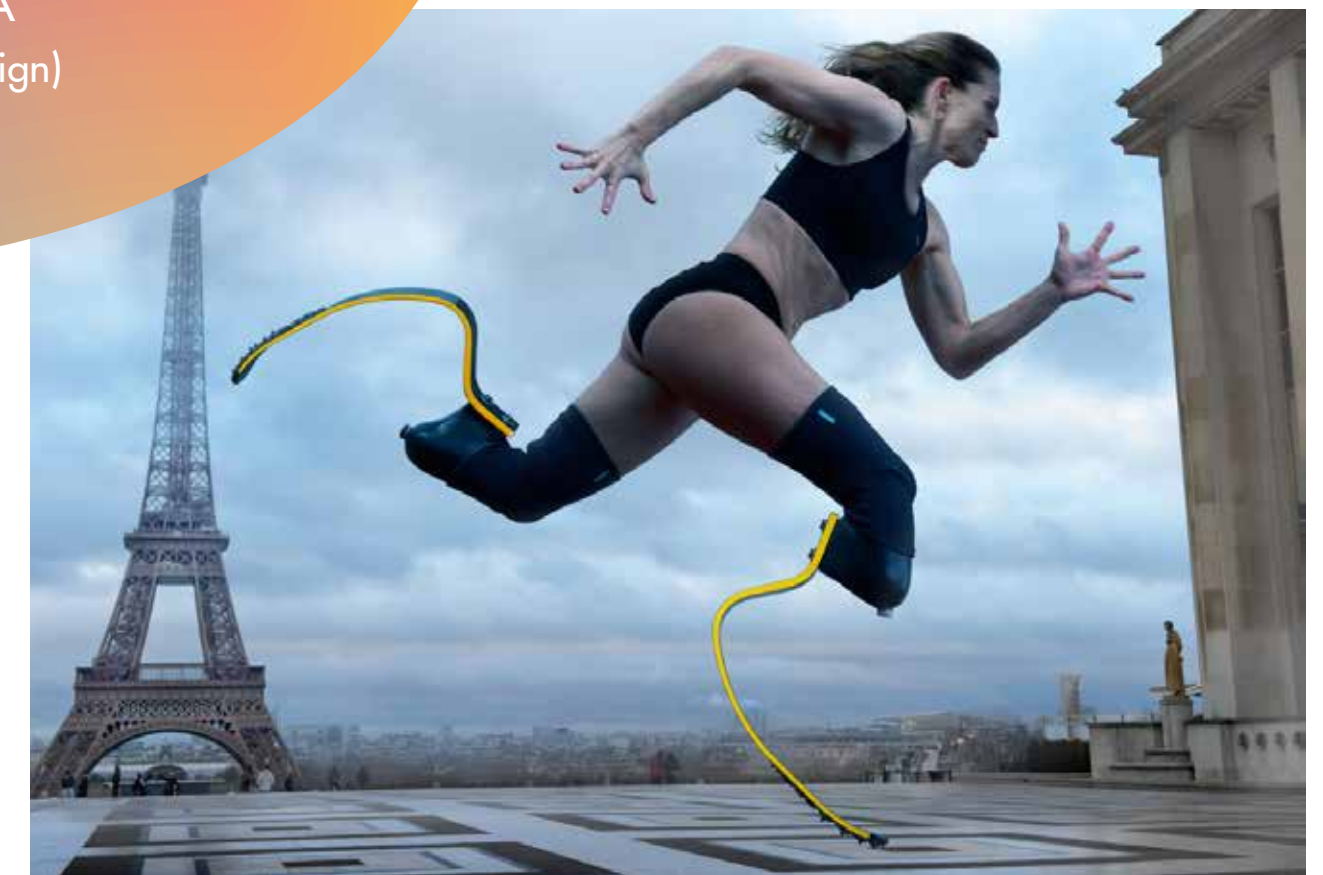
Paralympian Alice Tai, MBE partnered with Optimum Nutrition to spearhead the inspirational Channel More, a gruelling English Channel swim relay open for applications from everyone, in a refreshing and highly successful contrast to the traditionally unrepresentative, un-inclusive sports marketing landscape.

A global BUPA Paralympics campaign was developed, launching the 'Picture of Health' in May in collaboration with world-renowned photographer Annie Leibovitz showing what health means to six Paralympic and Para-athletes in the countdown to the Paris 2024 Paralympic Games, creating a striking open air gallery and a global Bupa campaign that celebrates diverse health stories.

"Together PrettyGreen and Bupa have created a remarkable project. They have been heavenly to work with bringing this dream project to life."

Fiona Bosman

Global Brand Director, BUPA
(Picture of Health Paralympic campaign)



IMPACT IN DETAIL

CHANGE FOR THE BETTER

GOVERNANCE

- In line with our values as a certified B Corp
- The Board of Directors commit not to work with gambling brands
- PrettyGreen continues to work responsibly with alcohol brands

SUPPLIER DILIGENCE

- We introduced a supplier screening survey for our significant suppliers (contributors to 80% of spend), checking social and environmental practices.
- Introduced a supplier code of conduct, rolling out to the top 80% of suppliers.
- We check our outsourced staffing suppliers for compliance with local law, international human rights, labour standards and payment of a real living wage.
- We ask our outsourced staffing providers to complete a screening survey. In 2023, 85% of outsourced staffing suppliers completed the survey.

Does your company have a formal, written value/mission statement?

Do you track and report energy use?

Does the company have an environmental policy in place?

Do you invest in community development activities in the markets or areas you source from and/or operate in?

IMPACT IN DETAIL

CHANGE FOR THE BETTER

BETTER FOR OUR PEOPLE

Aligning to our value Life is Short, key areas of improvement were around our benefits & remuneration parity. New initiatives were researched & implemented via 2-way consultation, formalising a Mirror Board process using representatives from each department and company surveys.

BETTER BENEFITS

Everyone benefits from c.£2000 p.p.p.a, with flexible cash options. 2023's upgraded package focused on the cost of living:

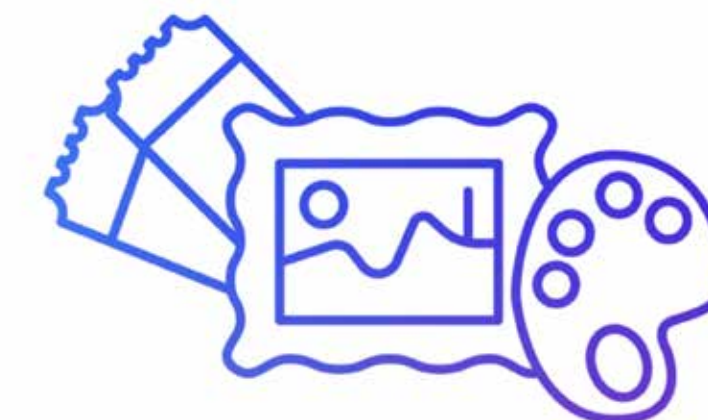
- Vitality private health or £600 cash
- £240 Gym & sports funding
- Cycle to work scheme
- £250 cost of life bonus
- £100 life less ordinary fund
- £240 Culture Vulture expenses
- £240 Pret-a-Manger food card
- £100 anniversary & birthday gift vouchers



COST OF LIVING



OFFICE LOVE



CULTURE VULTURE

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IMPACT IN DETAIL

CHANGE FOR THE BETTER

BECAUSE THERE'S LIFE OUTSIDE WORK

We have an enhanced employee benefits & wellbeing program scheme, unlimited sickness leave, mental health first aiders, paid private menopause consultations, miscarriage support, parental coaching, 34 days holiday (inc. bank holidays), sabbaticals, divorce days, moving house days, marriage days, free-range working, enhanced maternity, paternity & adoption package.

BONUS FOR PERFORMANCE

We implemented a new 3-stage bonus with rewards every quarter:

- You Made It probation bonus
- Company-wide bonus
- Living the Values bonus
- 'CanCanLion' Awards, recognising & reward outstanding 'Less Ordinary' work
- Annual bonus based on company targets



HEALTH & WELLBEING



PERFORMANCE BONUS



TIME OUT



IMPACT IN DETAIL

CHANGE FOR THE BETTER

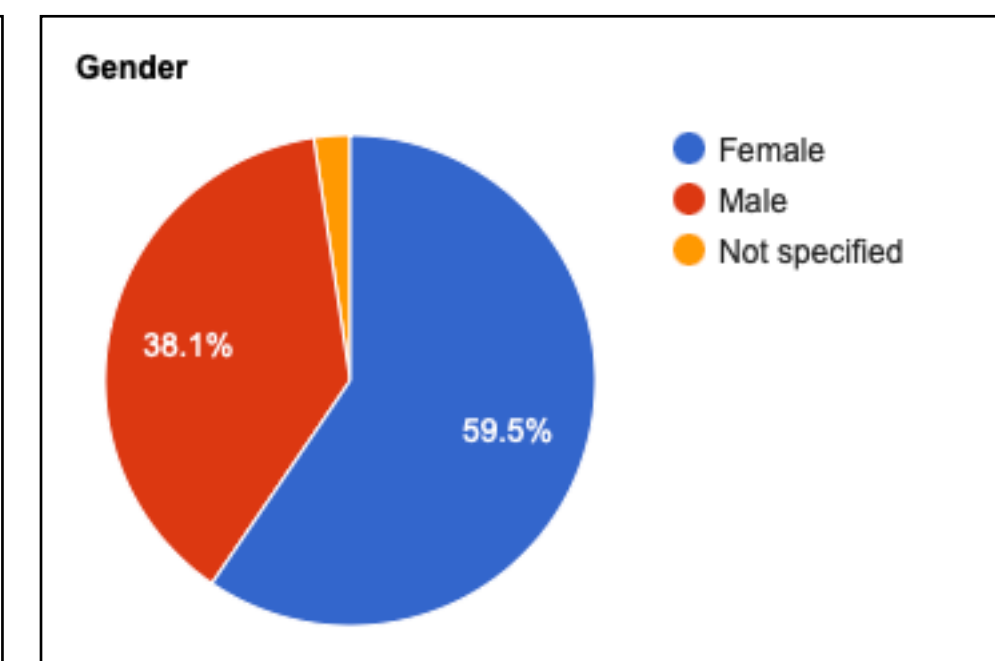
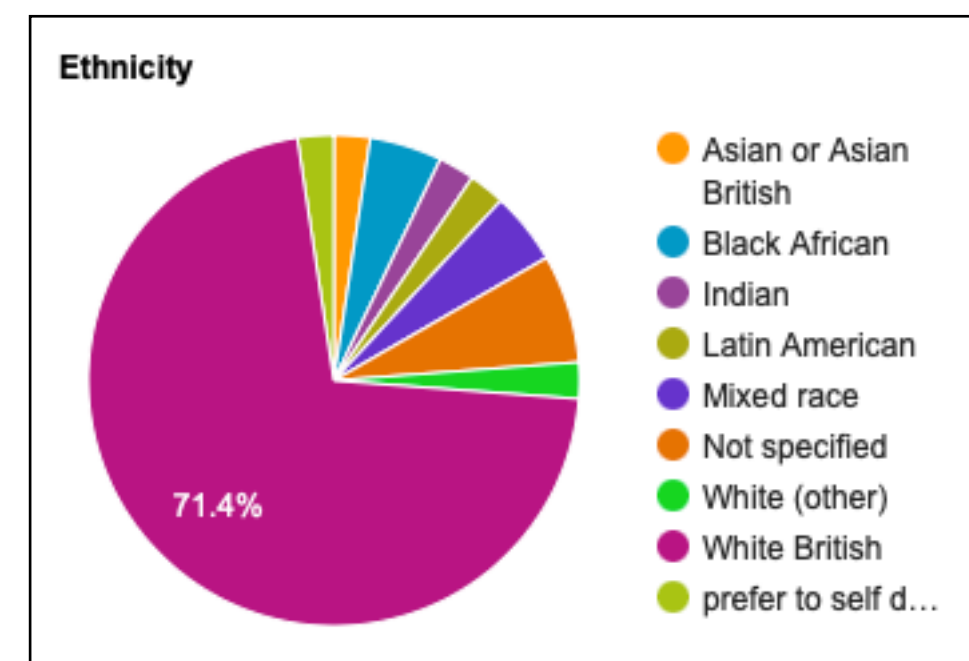
BETTER RECRUITMENT & RETENTION

'We Own Our Value' is also about our people knowing and owning their value, and challenging themselves to grow.

- We became Living Wage accredited, with an entry level permanent role salary of £25,000 plus £2k benefits. Everyone is now on a 5% matched contribution pension, plus we offer a salary sacrifice scheme.
- We review salaries according to experience and level and have no gender or ethnicity pay gap by level in the business.
- We have no gender pay gap in total, but we have an ethnicity pay gap. However, our 2023 & 2024 pay-gap figures have continually improved from 2022 (PR Week PayGap report, September 2023) as we are taking positive actions to improve opportunities at all levels in the business.
- We commit to always hire in a diverse and inclusive way and have an inclusive interview process to remove potential DE&I bias.



- We employed a permanent full time DE&I talent specialist in February 2023 to manage all recruitment & retention strategy & implementation.
- Competency pay bands mean fair & equal pay benchmarked against industry & inflation. In 2023 we committed to review these twice yearly (previously annually). Developmental & skills gaps are identified via this framework, enabling targeted training to be put in place for career development.
- All staff have quarterly development reviews (pulse checks) where we review & set 'rocks' that align with company vision & mission and personal growth.



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IMPACT IN DETAIL

CHANGE FOR THE BETTER

LEARNING NEVER STOPS

Training from our PrettyGreen School was updated in the last year to be more focused in line with our people, purpose & performance pillars, with everyone completing 5 modules per quarter within 4 key training areas:

1. Skills-based to advance core job responsibilities
2. Cross-job functions beyond regular responsibilities
3. Life skills for personal development
4. Paid time off to take educational or professional classes



IMPACT IN DETAIL

CHANGE FOR THE BETTER

BETTER AT BEING INCLUSIVE & REPRESENTATIVE

Our company value 'We are Allies' celebrates difference, diversity and bringing our whole self to work. We aim to attract talent who either don't consider our industry or feel welcomed to it. We invested 10%+ of our net profit back into industry DE&I initiatives & charity pro bono work, including:



DE&I BOARD

Our external DE&I board has developed to become the A is For All Advisory Council. The working group ensures the agency creates a benchmark for inclusivity that every creative response is measured against. The A is for All Advisory Council comprises of four distinguished external experts who bring a wealth of knowledge and experience in diversity, equity, inclusion & belonging: Sereena Abbassi, DE&I consultant & activist; Sheeraz Gulsher, Co-Founder of People Like Us & Braver; Blind Content Creator & Activist, Lucy Edwards; Paul Bradley, LGBTQI+ Out on the Page Founder.

The group now meet formally twice a year (April & October) with informal 1-2-1 meetings & consultations in between for client projects & team education.

INTERNSHIPS

Our DE&I commitment is to invest in under-represented groups who would not have previously considered the PR industry.

We worked with the Taylor Bennett Foundation to offer 2 x 3-month paid internships in 2023 featuring a 12-week program of training and support. They are treated as an employee, receive company benefits and have both a line manager and buddy as well as monthly HR check-ins.

MENTORSHIP & EDUCATION

A founding partner & active paid sponsor of The Brixton Finishing School, now into its 7th year of a mission to create an inclusive 'talent' blueprint for our homogenous industry. Their summer school offers a free industry-expert 10-week course in creative and media for 18-24 year olds from under-represented backgrounds.

In FY 23/24, we delivered:

1. An influencer training day for the school
2. Entire company 'speed-dating' mentoring session
3. A 6-month internship
4. CEO Mentorship in Cannes for alumni



IMPACT IN DETAIL

CHANGE FOR THE BETTER

INCLUSIVE SOCIAL COMMITTEE

Fully-funded, monthly gatherings with a rotating committee reflecting our We Are Allies value. Events included a 'Pinot & Picasso' night to paint, eat and drink together; 'Nowruz' Iranian New Year party; Tarot & Tacos night 'in' for January; Pride Month party; Black History Month quiz night, book club, events calendar & talks; PR Cup 2023 five-a-side tournament to support the Taylor Bennett Foundation.

STAFFING SUCCESS

1. Reduced voluntary turnover from 26% to 15%
2. 100% of job offers were accepted
3. 25% of the agency served over 5 years; 32% over 3 years
4. 15% of staff promoted
5. 41% of the agency received salary increases
6. 100% of the agency received bonus rewards
7. Everyone took all their holiday allocation
8. 66% of the agency took no sickness absence, compared to 40% in 2022
9. Became Living Wage accredited
10. Upgraded our benefits package following a cost-of-living review



CELEBRATING 15 LESS ORDINARY YEARS



IMPACT IN DETAIL

CHANGE FOR THE BETTER



EMPLOYEE SATISFACTION: 4.85/5

We continue to be recognised as one of the best homes for industry talent.

POSITIVE SCORING 4.85 / 5+

MANAGEMENT & OTHER DEVELOPMENT

- I trust what my manager communicates to me.
- I am treated fairly by my manager. My manager willingly listens to my suggestions.
- My manager wants me to reach my full potential.
- My manager is mindful in dealing with my job-related needs.

LEADERSHIP & VALUES

- I believe this organisation values me.
- I am clear on my organisation's approach to environmental, social and governance (ESG) issues.
- I would endorse this organisation as an employer
- Organisational leadership is committed to employee wellbeing
- I believe this organisation's leadership
- Senior leaders are committed to this organisation's core values

DIVERSITY & INCLUSION

- Generally, employees feel comfortable representing themselves regardless of backgrounds, beliefs or identities.
- I am not afraid to communicate my honest opinions.
- Discrimination is not tolerated in this organisation.
- This organisation does not differentiate based on backgrounds beliefs or identities.

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IMPACT IN DETAIL

CHANGE FOR THE BETTER

BETTER FOR OUR PLANET

In 2023/24 we amplified focus on our impact, with our company values refined to include commitments towards our sustainability goals. We nominated team leads to adopt goals in their job descriptions, with dedicated time allocated each quarter to achieve them.

- Our top 80% of suppliers are reviewed via questionnaire on cost, environmental performance, DE&I commitment and location.
- Offering a 50/50 split for plant-based catering options internally with staff and externally for client events.
- No single use plastics including bottles of water, soft drinks or any other food or drink product which has an alternative option.
- Committing to hiring as many assets as possible, such as furniture and decor, unless these items have a designated post-event life.
- Communicating to staff our ambitions to reduce emissions from travel, educating on greener modes of transport.



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IMPACT IN DETAIL

CHANGE FOR THE BETTER

WE NOW WORK WITH THREE CLIMATE AND CARBON EMISSION PARTNERS

COMPARE YOUR FOOTPRINT

We record ALL emissions from client campaigns including PR, Influencer, Content & Experiential work backdated to 2022.

TRACE by ISLA

All event suppliers commit to using TRACE by Isla, allowing for detailed event recording and carbon analysis.

SKOOT.eco

Founded by PrettyGreen Chairman, Mark Stringer, SkootEco is an award-winning climate change platform. As a Top 5% B-Corp, it's helped us counter the 300 tonnes of CO2 in our environmental impact via:

- Funding certified climate projects with social & humanitarian benefits via Eden Reforestation, planting 21,367 certified trees through global community projects.
- Preventing over 1k plastic bottles reaching oceans via Plastic Bank.



Compare your
FOOTPRINT

trace
by **isla.**



SkootEco



IMPACT IN DETAIL

CHANGE FOR THE BETTER

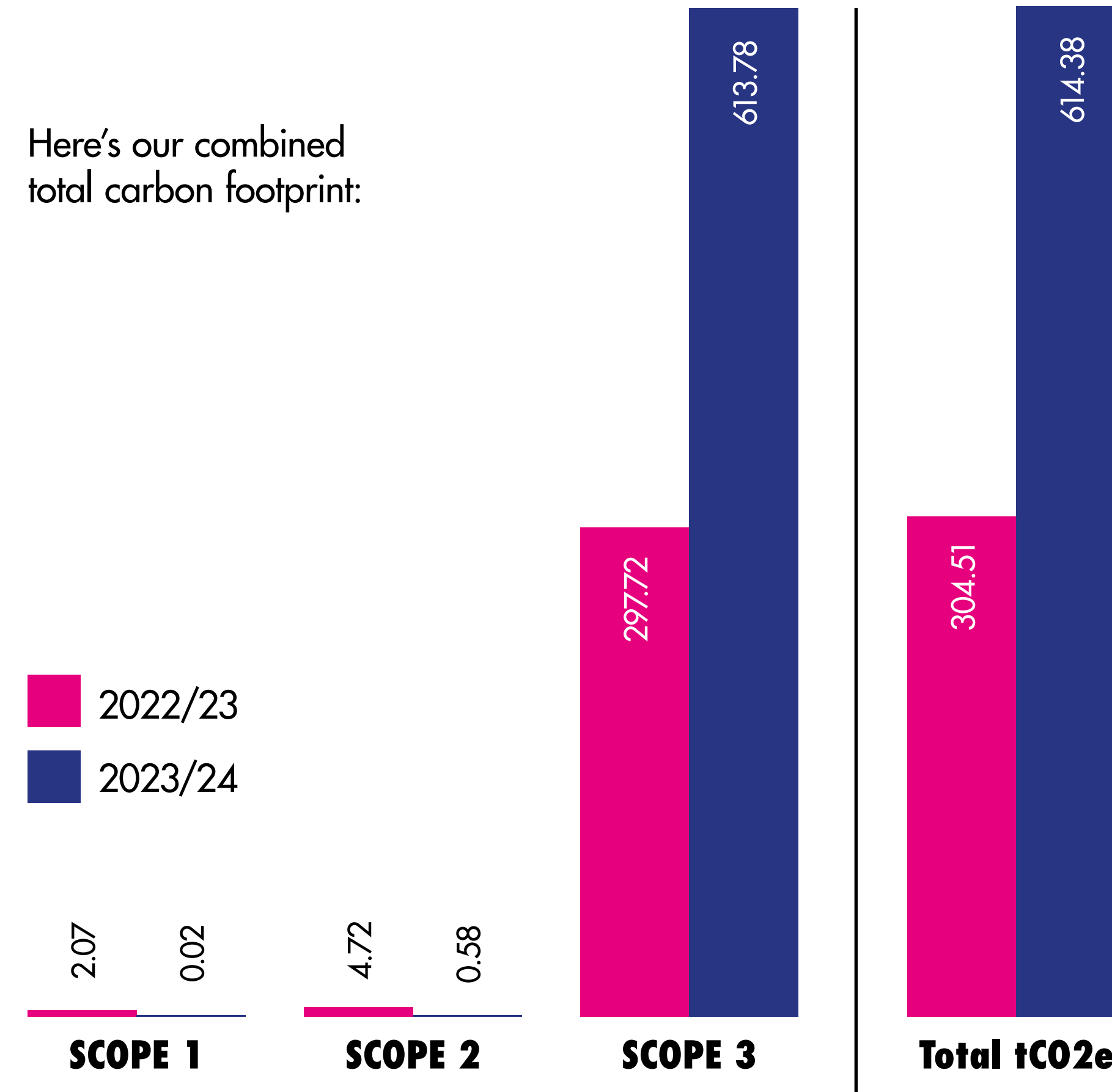
OUR CARBON FOOTPRINT

In synergy with our We Are Allies value, to act on our care for the planet we're transparent in measuring our emissions. We have two streams of emissions reporting:

1. Experiential marketing & events
2. All other business activities



Here's our combined total carbon footprint:



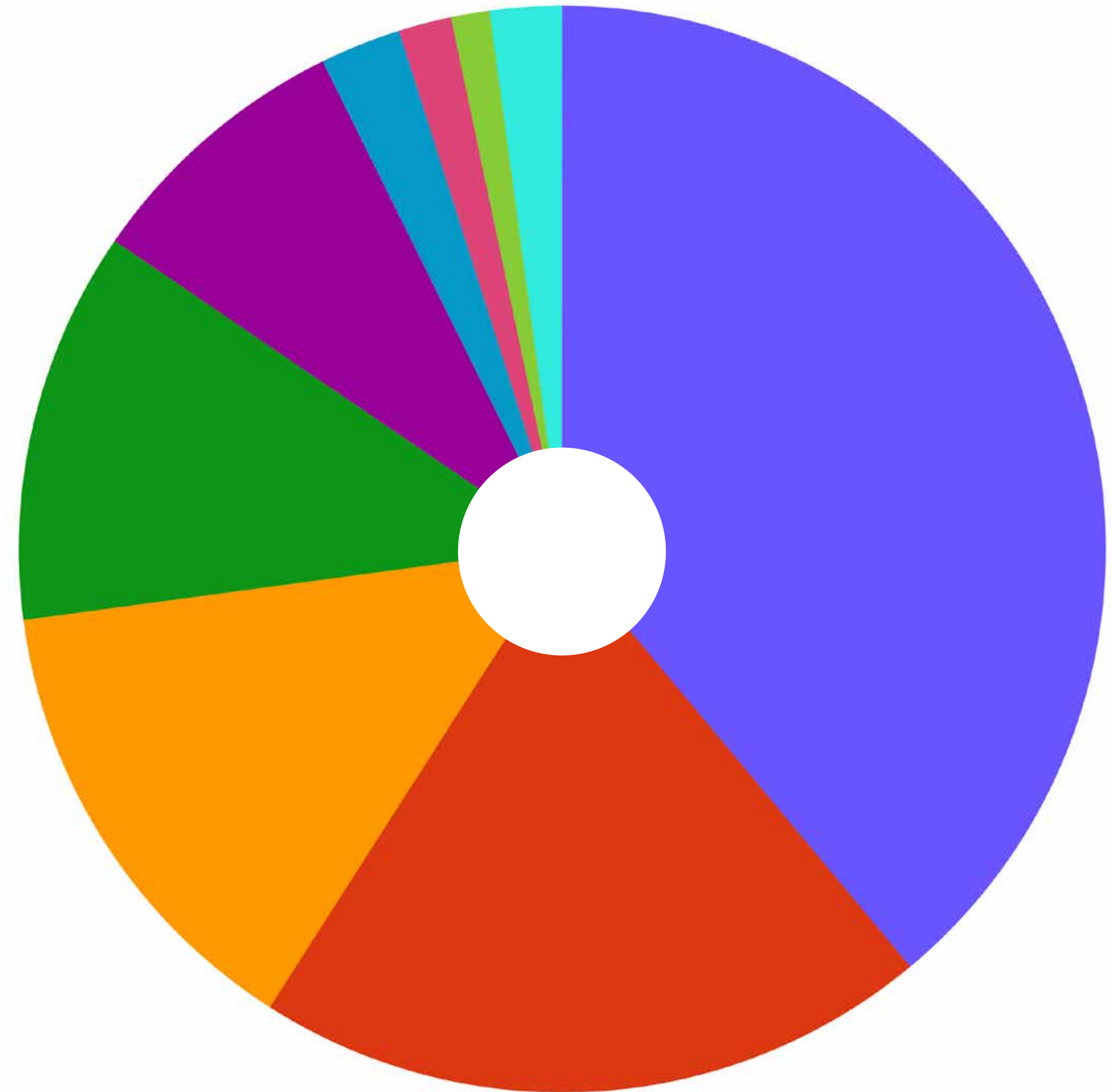


IMPACT IN DETAIL

CHANGE FOR THE BETTER

EMISSIONS BY SOURCE

- Digital Network 39.02%
- Experiential Marketing 20.07%
- Information Technology Software 13.82%
- Business Services 11.64%
- Apparel 8.15%
- Employees & Freelancers Home Working 2.55%
- Food & Drink 1.49%
- Employee Commuting Rail & Road 1.55%
- Misc 2.2%



IMPACT IN DETAIL

CHANGE FOR THE BETTER

IMPROVING CARBON REPORTING ACCURACY

Total scope 3 emissions increased by 102% because we improved the breadth and accuracy of reporting by including spend on purchased goods and services across the top 80% of our suppliers.

This was made possible by using spend-based factors for 103 industries across 65 countries developed by climate research and consulting leader Small World Consulting (SWC). SWC derived these factors from an environmentally-extended multi-regional input-output model (MRIO) to increase the transparency, rigour, data timeliness, regional specificity, breadth, and realism of supply chain emissions calculations.

This year we have more accurately represented the impact of our Digital PR client activity by moving away from reporting client fees spent on general advertising activities to using actual activity data for digital PR coverage including the placement of features on publisher websites and social media influencer campaigns.

There are a few gaps in our reporting data, we were not able to accurately categorise and report on 8.5% of purchased goods and services within the top 80% of supplier costs (scope 3, category 1). In addition, employee expenses and business travel are missing.

PARAMETERS FOR MEASURING COMMS ACTIVITY SCOPE 3 EMISSIONS

We include the following activities relating to client work in our Scope 3 reporting:

- Production and waste associated with online and in-person events
- Production and views of influencer content and social media ads
- The production of radio ads and the number of listeners
- The production and views of TV ads
- The production of print ads
- The creation of press releases for digital or print PR opportunities
- Views of online articles generated by our PR activity because the production of online articles is unlimited and views continue after the initial publication.

WHAT WE DON'T TAKE RESPONSIBILITY FOR AND WHY

Emissions associated with TV, Radio and Print editorial coverage for our clients because the publisher or owner of the TV/Radio station is accountable for these emissions. TV & Radio shows and print publications will be created and published regardless of whether an editorial feature from our client is included.

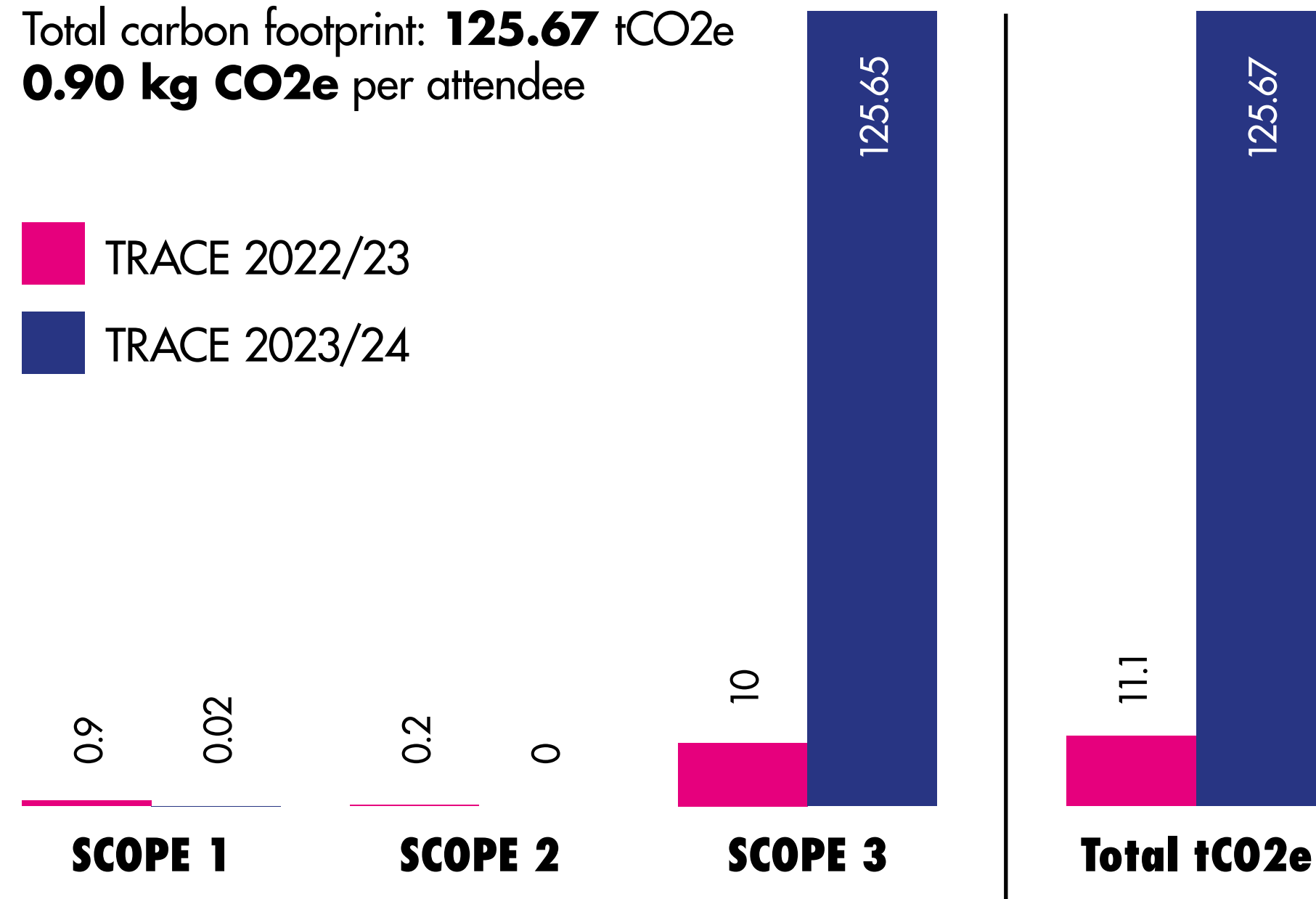


IMPACT IN DETAIL

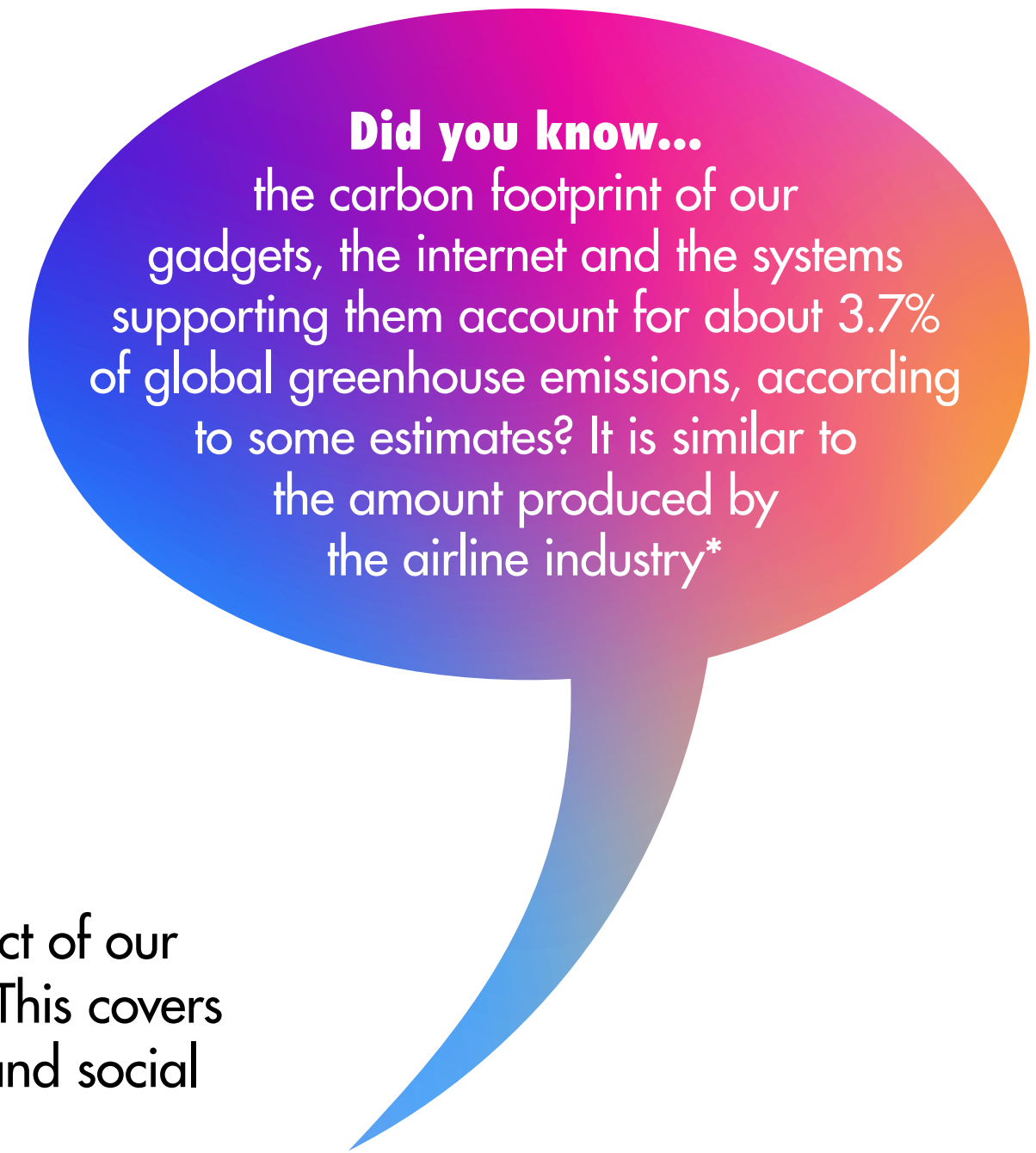
CHANGE FOR THE BETTER

EVENTS TRACE INSIGHTS

18 In-person events
139,335 attendees
Total carbon footprint: **125.67 tCO2e**
0.90 kg CO2e per attendee



2023-24 was our first full year of entering experiential marketing and event activity data into our carbon reporting tool.



Did you know...
the carbon footprint of our gadgets, the internet and the systems supporting them account for about 3.7% of global greenhouse emissions, according to some estimates? It is similar to the amount produced by the airline industry*

OTHER BUSINESS ACTIVITIES IN DETAIL

1. DIGITAL NETWORK 244.29 tCO2e

The largest contributor our emissions is the impact of our influencer marketing and digital PR client work. This covers streaming influencer video content on YouTube and social platforms and visiting websites to read features.

2. EXPERIENTIAL MARKETING 125.67 tCO2e

We record the environmental impact of every event we deliver in TRACE. This includes everything from crew travel to food waste.

3. INFORMATION TECHNOLOGY SOFTWARE 86.57tCO2e

This accounts for the amount we spent on IT Services and SAS platforms essential to the work we deliver. This even includes the annual cost of the carbon reporting platform we used to create this report.

* Ref: <https://www.bbc.com/future/article/20200305-why-your-internet-habits-are-not-as-clean-as-you-think>



IMPACT IN DETAIL

CHANGE FOR THE BETTER

4. BUSINESS SERVICES 72.91 tCO2e

This accounts for the amount we spent on business services such as insurance, finance, broadcasting services and photography.

5. APPAREL 51.08 tCO2e

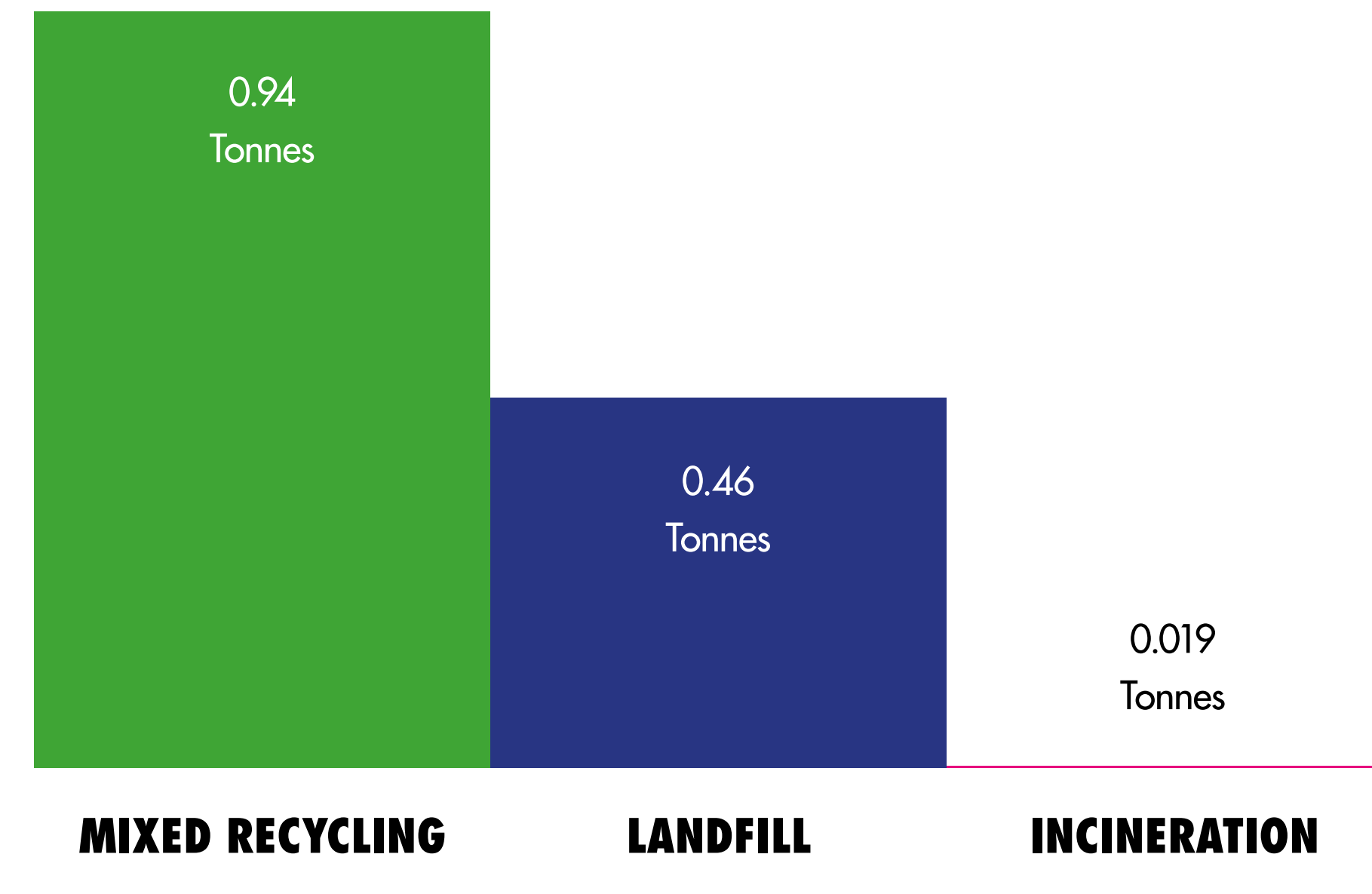
We purchased over 17k cotton t-shirts, weighing an average of 150g each as staff uniform for a client campaign.



WASTE

We record waste generated in the office and through our experiential marketing activities with a goal to reduce office waste by 10% YoY.

Reporting year 2023/2024:





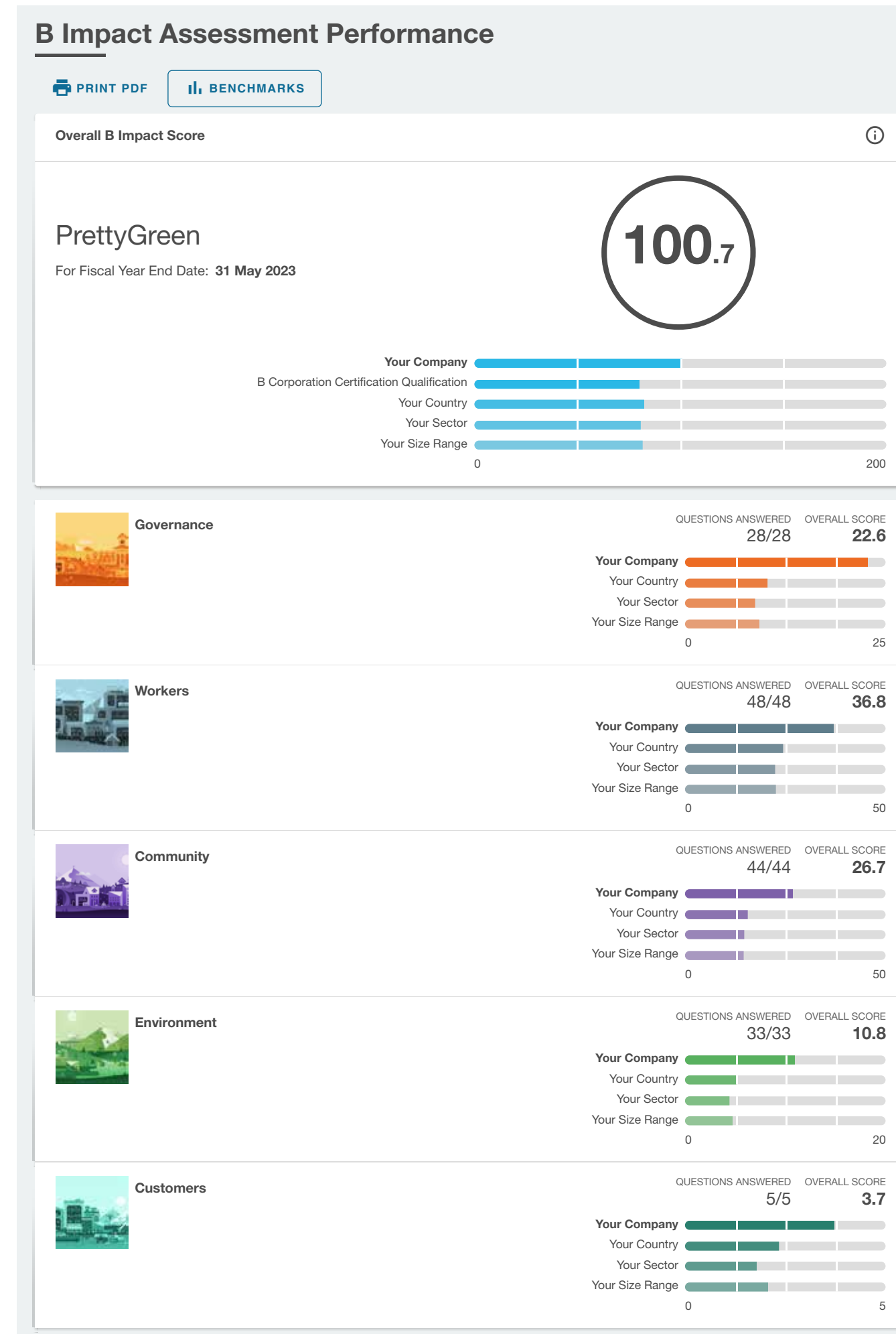
WE ARE A B-CORP

We're thrilled to announce that we were awarded B-Corp status on 2 July, with a score of 100.7 (higher than average scoring for a UK agency – just saying).

Our focus is to now improve and embed B-Corp business ethics further into every day and every role.

The B-Corp certification analyses every part of a business across governance, workers, community, environment & customers. It requires the entire company to work together.

Our group of B-Keepers represent every department in the business. They review B Corp best practice and also record, research & improve our Scope 1-3 emissions.





EVEN GREENER GOALS

OUR NEXT GOALS FOR 2024/2025

1. Embed all B Corp guidelines into the business to focus on a process of continuity & improvement.
2. Retrospectively improve the accuracy of our Scope 3 22-23 emissions data and set a Net Zero reductions target
3. Aim for 100% completion rate of supplier screening survey & TRACE events platform data
4. Commit to educate clients & partners on B Corp sustainability improvements through our charter.
5. Upgrade our A is for All Framework, continuing to apply it to 100% of campaigns.



