**PrettyGreen’s Impact Report June 2023 – May 2024: Accessible Version**

*Image description:*

*Throughout the report – each slide is formatted with a design that features a yellow, purple and blue gradient, alongside the PrettyGreen logo.*

*The PrettyGreen logo alongside the B-Corp logo.*

*The PrettyGreen logo is a graphic of a hollow cloud with a circle overlapping the upper right-hand corner, with the words ‘PrettyGreen’ displayed in the cloud in a white font.*

*The B Corp logo is a circle with the letter ‘B’ inside, with the word ‘Certified’ above the logo, and a thick line underneath the circle. Underneath the line reads the word ‘Corporation’, with the text in a white font.*

Contents of the document include:

1. Introduction
2. Impact commitments
3. A purposeful journey
4. 2023/24 impact highlights
5. Impact in detail – change for the better
6. Becoming a B-Corp
7. Even greener goals

*Image description:*

*A group of four young children in woodlands with their backs facing the camera. The children are jumping up in the air with the arms raised above, in a cheering motion.*

Introduction

A report shared by PrettyGreen’s 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

*Image description:*

*The old one-pound 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 31st May 2024

**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 change, 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 value 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 and our client’s biggest cheerleaders. We are smart & curious
3. **Trusted to deliver** – we are reliable with trusted processes and take responsibility and 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 if 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.

*Image description:*

*Five graphics that align with the PrettyGreen values in the company branded gradient colours.*

*The first graphic that represents ‘More roar less miaow’ shows the side view of a lion head, with a tiger head inside of the lion.*

*The graphic for ‘We own our value’ is two lightning bolts, mirrored towards each other.*

*For ‘Trusted to deliver’, there are two hands holding a sheet of paper with a circle in the middle of the paper. In the middle of the circle, there is a tick.*

*For ‘We are allies’, there are three arms interlocking into an ‘A’ shape.*

*For ‘Life is short’ there is a clock showing 8pm, with a cog at quarter past, a curved line at half past, recreating a smiley face, and a love heart at quarter to.*

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)

*Image description:*

*A collection of logos from Brixton Finishing School, SkootEco, TRACE by ISLA, People Like Us, PrettyGreen ‘A is for All’ and B-Corp.*

*The SkootEco logo is the word ‘SkootEco’ in a black font with a green circle attached to a purple ribbon to the left of the text.*

*The TRACE by ISLA logo is the word ‘trace’ in lower case letters with ‘by isla’ underneath, followed by a full stop. The words ‘trace’ and ‘isla’ are in black, and the word ‘by’ is a light grey.*

*The People Like Us logo are the words ‘people like us’ in black capital letters, with each word in a box with a blue and purple gradient border.*

*The PrettyGreen ‘A is for All’ logo is the letter ‘A’ in in a yellow, purple and blue gradient with a ring around it that reads ‘PrettyGreen’ at the top and ‘A is for All’ at the bottom.*

**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.

*Image description:*

*Three graphics of the relevant Sustainable Development Goal logos.*

*The Sustainable Development logos in this presentation show number 5, number 4 and number 12.*

*Number 5 has an orange background, a number five and the words ‘Gender Equality’ in a white font. Below is the gender equality symbol, which is a white circle with an arrow coming off to the right pointing up, and a cross coming off the bottom of the circle, with an equal’s sign in the middle.*

*Number 4 has a dark red background, a number four and the words ‘Quality Education’ in a white font. Underneath the text is a white graphic of an open book with a white graphic of a pen to the right.*

*Number 12 has a gold background with a number 12 and the words ‘Responsible Consumption & Production’ in a white font. The symbol below is an infinity sign with an arrow at the cross section.*

“PrettyGreen are compassionate, thoughtful, (with) so much will, so much action which you will seldom see from businesses…They are really inspiring to me as someone that is also a business leader.” – quote from Sereena Abbassi, DE&I consultant

**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 creative 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.

*Image description:*

*Logos of Campaign’s Best Places to Work 2024 winner award, and PR Week’s Top 150 2024 award.*

*The Campaign logo is the word ‘campaign’ in a black lower case font, with the word ‘winner’ in capital letters and red font above. Underneath the word ‘campaign’ is ‘best places to work 2024’ in capital letters and black font, with the word ‘best’ underlined in red.*

*The PR week logo is the word ‘PR’ in red followed by the word ‘Week’ in white font next to it. Underneath reads ‘Top 150 2024’ and the logo placed in front of a graphic of red mountains.*

A purposeful journey

**Our environmental journey**

In **2020**, we 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.

*Image description:*

*The ISLA logo.*

*The ISLA logo is the word ‘isla’ followed by a full stop, in black font and lower case letters. The background is an olive green colour.*

In **January 2021**, we began recording all our central business carbon usage from January 2021. Offset all Scope 1 & 2 carbon usage via SkootEco and Eden Reforestation.

*Image description:*

*The Eden Reforestation logo.*

*The Eden Reforestation logo are the words ‘Eden Reforestation Projects’ in brown font with a light blue background, with a graphic of a tree above.*

In **June 2021,** we joined Ad Net Zero to help identify areas of focus for our business and attended their virtual 2-day summit.

*Image description:*

*The Ad Net Zero logo.*

*The Ad Net Zero logo are the words ‘Ad Net Zero’ in capital letters and an orange font with the O in Zero replaced by a colour wheel made up of small triangles, going from red to blue. The background is a navy blue colour and the words ‘all for none’ are written in capital letters below the word ‘Zero’.*

In **January 2022**, we manually recorded all Scope 3 event production emissions and worked with SkootEco on analysis.

*Image description:*

*The Skoot Certified Climate Partner logo.*

*The Skoot Certified Climate Partner logo is a purple circle with a green circle attached to a purple ribbon in the middle. There is a white border of the purple circle with the words ‘Skoot Ceritified Climate Partner’ written in purple capital letters, alongside a wavy purple border.*

In **January 2023,** we subscribed to TRACE to accurately record all event emissions, and trained the Producers team to use the platform, committing to recording all events.

*Image description:*

*The TRACE logo.*

*The TRACE logo is the word ‘trace’ in lower case letters with ‘by isla’ underneath, followed by a full stop. The words are all in white, with the background being a deep green.*

In the **financial year 2022 – 2023**, we began tracking and measuring our Scope 3 emissions using Compare your Footprint & TRACE.

*Image description:*

*The Compare your Footprint logo.*

*The compare your footprint logo is on a navy blue background with the words ‘compare your’ in white font, and ‘footprint’ underneath, also in white font and capital letters. Above the text is a green hollow graphic of a lightbulb with the filament replaced with a leaf.*

In the **financial year 2023 – 2024**, we introduced environmentally preferable purchase and waste disposal guidelines for all employees when WFH or in the office, alongside expanded measurement of Scope 3 emissions. Our air conditioning units and heaters in the office were replaced with more modern and energy efficient models.

*Image description:*

*The recycling symbol.*

*The recycling symbol consists of three arrows forming a triangle, each pointing to the next arrow in a continuous loop. The arrows are white on a green background.*

**Our social impact journey**

In **June 2020,** we set up a DE&I committee to assess that we were ‘taking action, not just talking words’. We also 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. We also identified, via our support of People Like Us and PR Week, that pay-gap reporting is critical in our industry, and submitted our own data to PR Week.

*Image description:*

*A collection of the People Like Us logo, the PR Week Pay Gap Project logo and the Brixton Finishing School logo.*

*The PR Week Gap Project logo is on a dark blue background with the words in capital letters – ‘The’, ‘PRWeek’, Pay Gap’ and ‘Project’ are all on separate lines, in a different shade of light blue.*

*The Brixton Finishing school logo are the words ‘Brixton Finishing School’ in red capital letters with a lightning bolt above, also in red. The logo is on a black background.*

In **September 2020,** we hired DE&I consultant, Sereena Abbassi, who ran focus groups and 1-2-1’s with the entire company and reported back on changes required.

*Image description:*

*A headshot of a Sereena Abbassi – a woman with dark brown hair, dressed in an orange top, smiling.*

In **January 2021**, we 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.

*Image description:*

*The PrettyGreen ‘A is for All’ logo.*

In **September 2022,** Sereena Abbassi ran further focus groups and 1-2-1’s with the company and reported back on changes required.

*Image description:*

*The PrettyGreen ‘We are allies’ logo.*

In **October 2022**, we held a 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.

*Image description:*

*The PrettyGreen School logo.*

*The PrettyGreen School logo is a shield, in a pink, purple and orange gradient on a plain white background. In the middle of the shield is the PrettyGreen logo, with the word ‘school’ in capital letters on a banner slightly below.*

In **June 2023,** we began the process of application for B-Corp accreditation. We reviewed the entire company around governance, workers, community, environment & customers.

*Image description:*

*The B-Corp logo.*

In **April 2024,** our DE&I external board reviewed all PrettyGreen owned channels (website, LinkedIn, Instagram) to review accessibility levels, with improvements implemented by June 2024.

*Image description:*

*The accesiBe logo.*

*The accesiBe logo is on a white background, with the word ‘accesiBe’ in lower case letters and a dark blue font. Above is a graphic showing a blue gradient tick.*

2023/24 impact highlights

**Environment impact**

* 23,295 certified trees planted
* 2,100 bottles ocean plastic prevented

*Image description:*

*An impact certificate from B-Corp accredited, SkootEco certifying that PrettyGreen is on a journey to be carbon neutral in partnership with SkootEco.*

*The certificate also includes that 23,295 certified trees have been planted and protected in perteptuity, -668.47 kg CO2 has been removed from verified high quality humanitarian climate & social projects, and 2,100 plastic bottles have been recovered from coastlines around the world. The certificate has been signed by Greg Gormley & Mark Stringer, SkootEco’s Co-Founders on 28th August 2024.*

**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**

* £40,000 of hours for the launch of R;pple suicide prevention charity
* £12,700 donated to charity

“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.” - quote from Alice Hendy, founder of R;pple

**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!” – quote from Sophie Stericker, General Manager of Quentin Blake Ltd

**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.

**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**

*Image description:*

*A collection of logos from the above awards.*

*The PR Moment award certificate shows a navy certificate that reads ‘PR Moment Awards 2024’ in the upper left corner, followed by ‘South Silver Community Engagement Campaign of the Year’, with ‘PrettyGreen & Optimum Nutrition – Channel More’ underneath. It has a lighter blue graphic in the background and also includes the People Like us logo in the upper right corner.*

*The Purpose Awards certificate shows the words ‘Purpose Awards’ in the upper left corner, with ‘2024 Highly Commended’ in the lower right corner. The background is multi-coloured with a variety of circles in different sizes.*

*The Alliance of Independent Agencies award certificate reads ‘The Independent Agency Awards 2024’ winner in the upper left corner, and ‘The Independent Agency Awards’ in the upper right corner. Underneath reads ‘Agency Purpose Award’ with the PrettyGreen logo underneath.*

Impact in detail: Change for the better

**Better for our clients and industry**

**A is for All**

*Image description:*

*The PrettyGreen A is for All logo.*

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.

**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.” – quote from Fiona Bosman, Global Brand Manager at BUPA (for the Picture of Health Paralympic campaign)

*Image description:*

*A collection of logos from audible, Optimum Nutrition, Bupa and R;pple.*

*The audible logo is the words ‘audible’ in black lower case font. In the upper right hand corner, there is an orange sound wave icon, which shows a series of arcs, suggesting audio waves or sound.*

*The Optimum Nutrition logo are the letters ‘O’ and ‘N’ in black capital letters with a black swoosh appearing through the letters.*

*The Bupa logo features the word ‘bupa’ in a white font, with a blue background. Underneath the text is a graphic of a heart monitor in white.*

*The R;pple logo is the word ‘Ripple’ with a semi-colon replacing the letter ‘I’ in black, on a white background. On the left of the text is a purple moon.*

*Next to the logos, are two images from our recent Bupa Picture of Health campaign.*

*The first image shows paralympian, Alice Tai, with her back to the camera, with a prosthetic leg, swimming costume, swimming cap and goggles on, staring out at a lake.*

*The second image shows Paralympian, Sara Andres Barrio, running whilst wearing blades, with the Eiffel tower in the background.*

**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 the top 80% of suppliers
* We check our outsourced staffing suppliers for compliance with local law, international human rights, labour standards and payments 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.

When looking at working with businesses, we look at the following:

* 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?

**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 circa £2,000 per person per annum with flexible cash options. 2023’s upgraded package focused on the cost of living, including:

* Vitality private health or £600 cash
* £240 gym and 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

**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

**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 £2,000 of 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

*Image description:*

*A pie chart showing the ethnicity split within PrettyGreen – stating that 71.4% are White British, with other colleagues identifying as Asian or Asian British, Black African, Indian, Latin American, Mixed race, Not specified, White (other), or prefer to self describe.*

*Another pie chart shows the gender split within PrettyGreen, showing 59.5% as female, 38.1% as male, and the rest as not specified.*

**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

**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 iniatives & 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

**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.

*Image description:*

*A collage of images of the PrettyGreen team from the above events.*

**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

**Positive Scoring**

In our 2024 employer surveys, we scored a total of 4.85 out of 5+, as we continue to be recognised as one of the best homes for industry talent.

Some feedback received includes:

**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 is mindful in dealing with my job-related needs.”
* “My manager wants me to reach my full potential.”

**Leadership & Values**

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

**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.”

**Better for our planet**

*Image description:*

*A train covered in leaves, surrounded by wildlife, alongside a graphic of the 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 décor, 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

**We now work with three climate and carbon emission partners**

*Image description:*

*The logos of Compare your Footprint, TRACE by ISLA and SkootEco.*

**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.

**SkootEco**

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 1,000 plastic bottles reaching oceans via Plastic Bank

**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

*Image description:*

*A consumer-facing experiential activation in a city centre outdoor space.  The activation features a fully functioning open-air kitchen, with a wet weather cover overhead. The space is dressed with an astroturf floor, deck chairs, and A-Frame sign and flanked by flags and tall, fake plants in wooden planters. The Ninja brand features in white on black backgrounds throughout the space. Consumers and brand ambassadors, dressed in black Ninja-branded t-shirts fill the space.*

*Alongside this is a pie chart detailing our combined total carbon footprint.*

*With this, it shows the following results:*

*Scope 1*

*2022/23 – 2.07*

*2023/24 – 0.02*

*Scope 2*

*2022/23 – 4.72*

*2023/24 – 0.58*

*Scope 3*

*2022/23 – 297.72*

*2023/24 – 613.78*

*Total tCO2e*

*2022/23 – 304.51*

*2023/24 – 614.38*

**Emissions by source**

*Image description:*

*A pie chart showing PrettyGreen’s emissions by source, stating the following:*

*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%*

**Improving carob 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.

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**Events trace insights**

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

*Image description:*

*A pie chart detailing PrettyGreen’s event trace insights.*

*With this it shows the following results:*

*Scope 1*

*Trace 2022/23 – 0.9*

*Trace 2023/24 – 0.02*

*Scope 2*

*Trace 2022/23 – 0.2*

*Trace 2023/24 - 0*

*Scope 3*

*Trace 2022/23 – 10*

*Trace 2023/24 – 125.65*

*Total tCO2e*

*Trace 2022/23 – 11.1*

*Trave 2023/24 – 125.67*

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

**Other business activities in detail**

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? Is it similar to the amount produced by the airline industry (reference: <https://www.bbc.com/future/article/20200305-why-your-internet-habits-are-not-as-clean-as-you-think>)

1. **Digital Network 244.29 tCO2e –** the largest contributor of 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** – 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.
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 17,000 cotton t-shirts, weighing an average of 150g each as staff uniform for a client campaign.

*Image description:*

*Two smiling female chefs dressed in black, Ninja-branded t-shirts stand at a kitchen counter wearing head-mics. One of the chefs is making the peace sign.  In the background a digital screen shows Ninja-branded content featuring Ninja electrical products.  Cooking ingredients and Ninja kitchen appliances surround the chefs in their kitchen environment.*

**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:

*Image description:*

*A graphic showing the amount of waste generated in the office for reporting year 2023/2024, detailing the following:*

*Mixed recycling – 0.94 tonnes*

*Landfill – 0.46 tonnes*

*Incineration – 0.019*

We are a B-Corp

We’re thrilled to announce that we were awarded B-Corp status on 2nd 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 certificate analyses every part o 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.

*Image description:*

*A group photo of the PrettyGreen team.*

*There is also a screenshot of the PrettyGreen B Impact Assessment Performance where the business scored a total of 100.7 for fiscal year end date 31st May 2023.*

*The results break down the following:*

*Governance*

*Questions answered – 28/28*

*Overall score – 22.6*

*Workers*

*Questions answered – 48/48*

*Overall score – 36.8*

*Community*

*Questions answered – 44/44*

*Overall score – 26.7*

*Environment*

*Questions answered – 33/33*

*Overall score – 10.8*

*Customers*

*Questions answered – 5/5*

*Overall score – 3.7*

*Alongside this graphic is the B-Corp logo.*

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