# PrettyGreen’s Impact Report, June 2024 – May 2025: Accessible Version

*Image description:*

*Throughout the report – each slide is formatted with a design that features a pink, blue, orange or yellow colour block, alongside the PrettyGreen logo and 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.*

## Slide 1: Impact Story

Impact Story, June 2024 – May 2025

*Image description: a pink and blue gradient background, with the written graphic ‘Impact Story’. Below, the subtitle reads ‘June 2024-May 2025’.*

## Slide 2: Contents

## Contents of the document include:

## Hello

## Impact Commitments

## A Purposeful Journey

## 2024/2025 Impact Highlights

## Impact in Detail

## Better for our Planet

## Even Greener Goals

*Image description: Background shows a group photo of PrettyGreen staff smiling and standing together. The group is diverse in age, gender, and ethnicity, reflecting the inclusive culture of the agency. The atmosphere is lively, warm and welcoming. In the foreground, large bold heading text overlays the photo.*

## Slide 3: Hello: Great to Meet You

WELCOME TO PRETTYGREEN’S ‘PURPOSE IN PROGRESS’ STORY.

We’re not calling this a “report” because that feels too final. And what we’re building is anything but.

This is a living, breathing, forever evolving ‘story’. It’s driven by purpose, fuelled by creativity, and shaped by the people around us.

We wanted to create something that feels human. That captures our energy, our values, and our ongoing commitment to doing business, but doing it better. Because for us, purpose isn’t a destination. It’s a journey of constant progress, of pushing boundaries, challenging ourselves, and never standing still.

After all, isn’t that what purpose is really about?

*Image description: A large circle of a blue and green gradient, with a white outline of an acorn tree inside of the circle. There is also a white outline of text which reads ‘Mighty oaks from little acorns grow’.*

## Slide 4: Hello: A warm welcome from Jessica Hargreaves-Paczek, CEO

At PrettyGreen, becoming B Corp certified in July 2024 wasn’t the finish line, it was the next phase in our deeper commitment to doing business for good.

This certification has meant so much to us. It’s held us accountable, challenged our thinking, and made us better.

Over the last year, we’ve further evolved not just in HOW we work, but in WHY we work, and the results prove that the two can co-exist. We’ve proven that it’s possible to deliver breakthrough creative results and honour our responsibility to people and planet. In fact, we believe that’s where the real magic happens, where purpose and performance meet.

Now, as a certified B Corp, we’ve strengthened our governance, streamlined our processes and invested in team resource to deliver our goals. We improved our emissions data. We made more inclusive campaigns. We measured more, planted more, gave more back. And we did it without losing the creative edge that makes us…PrettyGreen.

We’re proud to set an example of what a modern creative agency can be: values-driven, creatively fearless, and always growing with purpose.

And we want everyone to join the B Corp mission... so please get in touch if you’d like to know more about our B Corp journey as we really believe that every company can do better by people, purpose, planet.

*Image description: A headshot photo of Jessica, wearing a black top and smiling. There is also a text box with the words “We’re proud to set an example of what a modern creative communications agency can be: values driven, creatively fearless and always growing with purpose.”, signed by Jessica underneath.*

## Slide 5: Hello: 17 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 our desire to break the boundaries of possibility and, over the following years, the ambitious results we achieved for clients such as Nando’s, Under Armour, Snapchat, Disney and Hasbro.

A MEANINGFUL MISSION

Our industry is responsible for selling lots of ‘stuff’ so it felt imperative to claim formal responsibility for the impact we’re creating.

We created a high-performance structure to enable us to ‘Be Better’; Better for our people, the planet and our clients. All of which revolves around the 3 ‘PrettyGreen’ founding principles:

• Creating campaigns that drive serious commercial growth: the inspiration for our name? The original £1.
• We have keen and curious minds: we’re all a little ‘green’ so we always show up smart and curious.
• We care about the impact our work has: we’re green by nature, not just by name.

Creativity for good is in our DNA, in our founding year we built a 3-year campaign to play 1 million games with the public for Cadbury’s 2012 Olympic sponsorship, to the global Bupa para-athlete Picture of Health campaign in 2024.

Our *performance* values define our ‘Belonging and Balance’ culture, with company and personal rocks defined and rewarded by value, and clients giving us a 9.6 NPS score in 2024.

In 2025 we were recognised in the Sunday Times Best Places to Work, PR Week and Campaign named us Best Place to Work, because we invested in nurturing a *joyful* and *purposeful* workplace, boasting 4.5-day weeks, mental health support, culture budgets, fair pay and equality throughout the agency.

*Image description: The old one-pound note, shared alongside a screenshot of The Sunday Times: Best Places to Work 2025, Small Organisation article that PrettyGreen appeared in. Alongside is a blue and green gradient circle with white text that reads ‘9.6 NPS score in 2024.’*

## Slide 6: Hello: In July 2025 we became B Corp Certified

Our overall B Impact score

*Image description: Graphic scale showing a variety of numbers for the impact score, including:

Customers 3.7
Environment 10.8
Governance 22.6
Community 26.7
Workers 36.8

On the left, '50.9' marked as the median for ordinary businesses. At the centre, '80' marked as the threshold for B Corp Certification. PrettyGreen’s score is placed at ‘100.7’ threshold, highlighting that the agency exceeded the B Corp requirement.*

## Slide 7: Impact Commitments: We Walk the Talk

In 2024 we continued to hold our annual CEO 1-2-1 sessions to gauge employee emotional health and galvanize collective passion for our vision and mission. The result of these sessions highlighted the potential to evolve our values from functional to emotional.

We re-reviewed our company values, giving everyone an equal voice to invest in our high-performing culture and B Corp mindset.

Our values are the heartbeat of PrettyGreen.

Every quarter, the team calls out the people living our values loudest, and we celebrate them with a cash bonus.

LIFE IS SHORT – We value work and love to play and celebrate life experience.
WE ARE BOLD – We know our worth, and we’re not afraid to challenge and listen.
TRUSTED TO DELIVER – We take responsibility and accountability.
WE ARE ALLIES – We celebrate difference and collaborate to diversify.
EVERYONE IS CREATIVE – We empower everyone to embrace their creativity.

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

*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.*

*For ‘we are bold’, there 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 ‘Everyone is creative’ there is a lightbulb with a star in the middle.*

*Alongside this, there is a blue and purple gradient heart with the text ‘Our values are the heartbeat of PrettyGreen’ written alongside it.*

## Slide 8: Impact Commitments

Better for the planet

We pride ourselves on being inclusive and representative in our work and within our business.

Over the last year we continued to do even better:

• Further formalised our Diversity, Equity, Inclusion and Belonging external board meetings and processes.
• We levelled up our A is for All Framework, weaving in B Corp principles to ensure all our work is 100% inclusive and representative.
• Created a B Corp Scorecard to evaluate all new business opportunities to guarantee value alignment (this meant turning down a few new briefs).
• Continued our founding sponsorship of Brixton Finishing School into year nine.
• Maintained support of People Like Us with donations and time.

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

ALIGNING WITH UN SDG’S

We continue to align with key UN SDGs and incorporate these into our policies:

*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 and Production’ in a white font. The symbol below is an infinity sign with an arrow at the cross section.*

*Below are the SkootEco, trace by isla,d People Like Us, Brixton Finishing School and B Corp logos.*

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

*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.*

## Slide 9: Impact Commitments

It’s little wonder in 24/25 Campaign and PR Week and The Sunday Times recognised us a Best Places to Work, 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:

• Submitting our pay-gap figures to PR Week’s pay-gap project
• Reviewing our company values
• Ensuring we operate as an officially recognised Best Place to Work
• Creating a truly flexible working culture
• Improving our benefits package

Paid internshipshave always played a part in PrettyGreen’s talent strategy and have evolved from providing internships via university placements to aligning with our DE&I commitment to invest in under-represented groups who would not have previously considered the PR industry.

Interns have both a line manager and a buddy as well as monthly HR check-ins. They are treated as an employee, receive company benefits and have pulse checks to help feedback on their performance.

Celebrating 9 years as a founding Brixton finishing school sponsor

As a founding partner and active paid sponsor of The Brixton Finishing School, (now into its 9th year of a mission to create an inclusive ‘talent’ blueprint for our homogenous industry) we continue to support in several ways.

*Image description: There is a blue, green and purple gradient box, which inside reads “In 2024 we delivered:*

* *An influencer training day for the school run by our influencer team and previous intern turned perm employee*
* *Speed-dating career session*
* *Interview training and CV advice*
* *1x 6-month placement*
* *Mentors for the cohort*
* *2 x Summer school team leaders*
* *Cannes mentorship and support”*

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

## Slide 10: Impact Commitments

My PrettyGreen path to purpose

Olly Reeves, Social Creative and Campaign Manager, Resident DJ

I started at PrettyGreen in 2022 through the Harbour Collective programme, starting in the influencer team as an intern. From the beginning, I was welcomed with open arms, supported by brilliant mentors, and trusted to take on responsibility, from growing our social channels to running my own campaigns. I hoped to one day move into a creative role, so I threw myself into every brainstorm, pitch and opportunity to flex my ideas, and PrettyGreen gave me the space (and Canva subscription!) to do just that.

Since then, I’ve pitched ideas that turned into real campaigns and worked on projects that mean something to me, from activations at RuPaul’s DragCon and Comic Con, to organising our Pride Month celebrations, to representing the agency on industry panels. As someone passionate about DE&I and driving change, it’s inspiring to be part of an agency that puts people, purpose and planet at its core.

*Image description: A photo of Olly Reeves smiling warmly, a young man with black hair, wearing a black-tshirt. Alongside him is the quote “PrettyGreen’s commitment to accountability and inclusion is something I really value. It’s encouraged me to stay engaged with these communities and continue pushing for better representation across the board.”, in a blue gradient. Opposite Olly, there is a blue arrow pointing to him, with the words ‘From intern to idea-maker’ written in white text with a blue and green gradient background.*

## Slide 11: Impact Commitments

In 2024, we achieved a 9.6 NPS score, up from 8.7 the year before and 100% of clients describe our working relationships as ‘positive’ and ‘collaborative’.

We’ve retained 82% of clients, and nearly a third have stayed with us for six years or more. That’s because we treat every partnership like it’s day one, backed by a formal Client Charter that formalises ways of working from on-boarding to inspiration, values commitment and our ‘A is for All’ DE&I and ESG framework delivery.

*Image description: Two circles of different sizes, each with a purple and blue gradient and connected by a blue line. In one circle, it reads ‘82% of our clients have been retained’, and the other reads ‘92% of our clients say we consistently push creative boundaries and inspire them’. Above, there is a white text box with a black border, with the quote “There is nothing more rewarding than growing an idea with people who care as much as you do” from Fiona Bosman, Global Brand Director at Bupa. The text is in a blue gradient.*

Better for our clients

Sarah Henderson, Managing Director and Chief Client Officer

At PrettyGreen, impactful client work starts with shared values. We only partner with brands who align with our mission to deliver campaigns that drive performance while positively impacting people and planet. Our Client Charter and ‘A is for All’ framework embed B Corp principles into every campaign, ensuring work that is inclusive, socially conscious, and environmentally responsible. The result? Collaborative partnerships, a 9.6 NPS score, and 100% of clients describing our relationships as positive and collaborative.

*Image description: A headshot photo of Sarah Henderson – a woman with dark blonde hair, smiling, wearing a dark blue top. Underneath there is a quote in a white text box with a black border, that reads “We’re committed to only working with clients who align with our mission to create campaigns that drive brand performance while also positively aligning people and planet.”, with the text in a blue gradient, and a blue arrow pointing to the text box.*

## Slide 12: Impact Commitments

In July 2024 we appointed a team of B Keepers to uphold B Corp values and further drive change across the agency.

We included representatives from each team and department to guarantee continued 360 momentum across the agency.

*Image description: A circle in the middle of the page reading ‘Meet our B Keepers: Holding each other accountable’ which is outlined by a ring of pink, blue and green gradient. Along the outer edge of the circle is a photo of each of the PrettyGreen B Keepers:*

*CEO: Jess – a woman with blonde hair, smiling, wearing a black top.*

*Growth: Wendy – a woman with brown hair, smiling, wearing a white top.*

*Events: Dan – a man with black hair, smiling, wearing a grey top.*

*B Corp Advisor: Heidi – a woman with brown hair, smiling, wearing a blue top. There is a background of multi-coloured bricks.*

*Studio: Holly – a woman with brown hair, smiling, wearing a blue top.*

*People: Sereena – a woman with dark brown hair, smiling, wearing an orange top. There is a background of fields.*

*Finance: Tim – a man who is bald, smiling, wearing a blue t-shirt underneath a navy quarter zip.*

*PR: Rox – a woman with dark brown hair, smiling, wearing a black top.*

*PR: Rob – a man with dark brown hair, smiling, wearing a black top.*

*Influencer: Krystal – a woman with dark brown hair, smiling, wearing a blue and green top top.*

*ESG: Esther – a woman with brown hair and glasses, smiling, wearing a blue top. In the background there is a building.*

*Finance: Darren – a man with dark brown hair, holding a straight expression, and wearing a white shirt.*

*HR: Faye – a woman with blonde hair, smiling, wearing a black top.*

## Slide 13: A Purposeful Journey: Our Environmental Impact

## 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.

*Image description: The ISLA logo is the word ‘isla’ in lower case letters, followed by a full stop. The word is in black, and the background is green.*

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

*Image description: 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.*

## June 2021: Joined Ad Net Zero for 1 year to help identify areas of focus for our business. Attended their virtual 2 day summit.

*Image description: 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’.*

## January 2022: Manually recorded all scope 3 event production emissions and worked with SkootEco on analysis.

*Image description: 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 Certified Climate Partner’ written in purple capital letters, alongside a wavy purple border.*January 2023: Subscribed to TRACE to accurately record all event emissions. Trained our team to use the platform. Committed to recording all events.

*Image description: The TRACE by ISLA logo is the word ‘trace’ in lower case letters with ‘by isla’ underneath, followed by a full stop. The words are in white, with a green background.*Slide 14: Our Environmental Impact, Continued

FY 2023/2024: Began tracking and measuring our Scope 3 emissions using Compare your Footprint and TRACE.

*Image description: 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.*

## FY 2023/2024: Introduced environmentally preferable purchase and waste disposable 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.

*Image description: 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.*
FY 2024/2025: Joined the Clean Creatives Act and pledged not to work with fossil fuel companies.

*Image description: The Clean Creatives Act is a circle with a jagged, seal-like edge. The background is a gradient that shifts from yellow at the top to pink at the bottom. Around the edge, in uppercase letters, it reads ‘CLEAN CREATIVES APPROVED’ in black font. In the centre, there is a bold, black ‘CC’ monogram – the second ‘C’ is designed with a pixelated effect.*

September 2024: Top 15% EcoVadis Silver Certification. We moved from Bronze to Silver with our biggest improvements being across the areas of Sustainable Procurement, Ethics and the Environment.

## *Image description: The Ecovadis logo is a circle with a metallic silver-grey theme. At the top it says ‘SILVER TOP 15%’ in grey text, with ‘ecovadis’ in lower case letters underneath, with a small green leaf over the ‘v’. Beneath that, it says ‘Sustainability Rating’, at the bottom it says ‘SEP 2024’.*

May 2025: Joined the Influencer Marketing Trade Body to help secure a sustainable, professional future for influencer marketing.

## *Image description: The Influencer Marketing Trade Body (IMTB) logo is a dark navy rectangle on the left, containing the bold, white initials ‘IMTB’. To the right of the rectangle, the full name ‘INFLUENCER MARKETING TRADE BODY’ is written in uppercase letters, is stacked vertically in the same dark navy colour.*

**Slide 15: Our Social Impact**

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.

*Image description: 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 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.*

July 2020: 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.

*Image description: 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.*

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

## *Image description: A photo of Sereena – a woman with dark brown hair, smiling, wearing an orange top. There is a background of fields.*

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.

*Image description: 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.*

**Slide 16: Our Social Impact, Continued**

October 2022: Values Dayfor 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 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.*

2023: Accredited Living wage Employer since 2023.

## *Image description: The Living Wage Employer logo is three circles of different sizes, in the colours, blue, orange and yellow, overlapping, with white text in the blue circle, reading ‘We are a Living Wage Employer’ in white text.*

June 2023: Began process of application for B Corp accreditation. Reviewed entire company around governance, workers, community, environment and customers.

## *Image description: The B Corp logo is a black circle with a letter ‘B’ inside in a white font, with a white circle on the outside of the ‘B’.*

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

*Image description: The accessiBe 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.*

July 2024: Became a certified B Corp achieving a score of 100.7.

*Image description: The Certified 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.*

June 2025: Sharing salaries since June 2023, officially made the pledge in June 2025.

*Image description: A logo with the words ‘WE SHOW THE SALARY EMPLOYER’ in uppercase letters, with the words ‘we show’ and ‘salary’ in grey, ‘employer’ in pink and ‘the’ in white with a pink box around it. There is half of a box covering the text in the logo, on the left hand side – which is represented by a pink line.*

**Slide 17: 24/25 Impact Highlights: Environmental and Social Impact**

*Image description: There is a purple, blue and green gradient box with the text ‘CLIMATE PROJECTS SUPPORTED BY OFF SETTING’ in white uppercase text, and underneath is written*

* *The Indian Renewable Energy project supports UN SDGS 7,8 and 13*
* *The UK Waste Prevention project supports all UN SDGS (excluding 14)*
* *The Indonesia project covers all 17 SDGs.*
* *The Mexican Food Banking Network supports 7 UN SDGs including Responsible Consumption and Production.*

 *In black text, each line with a tick on the left hand side.*

*On the right of this, it reads ‘impact between May 2024 to June 2025’.*

*Beneath this, there is a graphic of an orange plastic bottle, with the words ‘1,800 plastic ocean bottles prevented’ in black text and uppercase letters.*

*Next to this is a graphic of two overlapping orange clouds, with white text saying ‘CO2’ in the middle, with black text and uppercase letters to the side that reads ‘701 tonnes of CO2 reduced via global climate projects’.*

*There is also a graphic of two orange trees in a field, with black text and uppercase letters underneath reading ‘4,288 certified trees planted’.*

*Underneath, there is 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 26,399 certified trees have been planted and protected in Kenya, 1,499 tonnes of CO2 has been reduced via global climate projects – India Wind, Mexican Food Rescue, UK Waste Prevention, Indonesia Preservation, Peruvian Food Rescue and Rwanda Clean Water, and 3,100 ocean-bound plastic bottles have been recovered. The certificate has been signed by Greg Gormley and Mark Stringer, SkootEco’s Co-Founders on 1st August 2025.*

**Slide 18: 24/25 Impact Highlights: Environmental and Social Impact**

Environmental impact

This year we continued to partner with Skoot Eco to counter 701 tonnes of emissions by supporting a wide range of high impact social and environmental projects:

India Renewable Energy / Wind
The purpose of the project activity is to generate power using renewable energy source (wind energy) and sell the power generated to the Indian grid.

UK Waste Prevention / Circular Economy and Waste Management
This project operator is the largest ESG Reuse Marketplace, connecting
enterprises, nonprofits, and SMEs to facilitate the reuse and redistribution
of surplus items across sectors such as construction, real estate, retail,
hospitality, and medical.

*Image description: There are two images in white picture frame borders, with light blue ‘tape’ like squares in the corner – one is showing a wind turbine in a field, and the other is showing a collection of chairs and desks stacked on top of each other in a destructive manner.*

Indonesia Forest Preservation / Biodiversity and Ecosystem Protection
The Rimba Raya Biodiversity Project, located in Borneo, Indonesia, is one of the world’s largest REDD+ projects and the world’s largest initiative to protect High Conservation Value (HCV) tropical lowland peat swamp forests, an endangered ecosystem.

*Image description: Two orangutans sitting in a tree.*

Mexico Reducing Food Inequality / Food Banking Network supportsThe Mexican Foodbanking Network (Red BAMX) comprises of more than 50 Food Banks. They rescue food throughout the entire value chain and distribute it to families, communities, and institutions in need, improving nutrition and food access across the country.

*Image description: A woman with dark brown hair, wearing a blue top and holding a carrier bag. In the background, there are trees.*

**Slide 19: 2024/2025 Impact Highlights: Client Campaign Impact**

*Image description: In white text, on a blue, orange and pink gradient background, there is the following white graphics alongside white font and uppercase letters:*

* *101 days on site, with a graphic of a pin point on a map*
* *33 live events, with a graphic of a stall with stars, dots and lines coming off it*
* *710 pieces of influencer content, with a graphic of a phone with a heart and a text*
* *29 PR campaigns, with a graphic of a microphone*
* *240 individual contracts negotiated, with a graphic of a pen and paper*
* *6 industry profiles, with a graphic of 3 bodies*
* *10 judging roles, with a graphic of a person sat behind a desk*
* *39 award wins, with a graphic of a trophy*
* *80+ sell ins, with a graphic of a heart*
* *99 award short-listings, with a graphic of a clipboard*

*In the middle, there is a photo of Mark Stringer – a man with brown hair, ginger beard and glasses, smiling, wearing a white top.*

*Underneath is a quote from Mark in a white text box with orange gradient lettering, saying “This isn’t about sacrificing creativity or commercial edge. It’s about sharpening both and not seeing profits or performance as negative, but a focus that enables you to do more good. B Corp gives us the framework to improve, the accountability to stay honest, and the community to raise the bar together.”*

**Slide 20: Impact in Detail: Change for the Better**

By Emma Carson, Senior Creative Director

As part of our certification journey, we revisited and strengthened our A is for All framework, adding a crucial sixth stage: Assessment. Originally built around five pillars - Audience, Authenticity, Accessibility, Advocacy, and Activation - A is for All was our way of embedding inclusion and DEI into every campaign.

But B Corp challenged us to go further: to consider not just who we represent, but how we show up. The new Assessment stage now includes Assessment to hold us accountable, measuring both social and environmental impact, and ensuring we learn, adapt and improve with every project.

*Image description: In the middle, there is a photo of Emma Carson – a woman with brown hair, smiling, wearing a black top. There is a blue arrow pointing towards her with a blue gradient text box that reads ‘THOUGHTFULLY EVOLVING’ in white uppercase text.*

*Beneath her is a white text box with a black border, with the words “This shift has made A is for All sharper and stronger. It aligns our creative output with the principles that earned us B Corp status: transparency, equity, and long-term cultural and environmental impact.” In blue gradient text.*

*To the right, there is the PrettyGreen A is for All logo, followed by 6 other circular logos on the outer edge. Each logo has a blue, purple, orange or pink gradient – with white font and a white graphic:*

*Audience – with a graphic of three people in a love heart*

*Authenticity – with a graphic of a tick inside of a shield*

*Accessibility – with a graphic of a person with their arms outstretched*

*Advocacy – with a graphic of a microphone*

*Activation – with a graphic of a hand pressing a button*

*Assessment – with a graphic of a clipboard*

**Slide 21: Impact in Detail: Progress Never Stops**

By Lucy Porter, Strategy and Creative Partner

We have a crystal-clear lens through which we build campaigns:
not just for cultural relevance or commercial return, but for long-term, meaningful impact.

It’s strengthened our FAME-Work approach to campaign development by
aligning it more closely with our values and purpose. We’ve sharpened how we interrogate briefs, how we define success, and how we build ideas that don’t just cut through but truly connect with people on a deeper level. We’re more intentional now; more considered in how campaigns show up in the world, and more rigorous in how we measure their effect.

*Image description: There are four circles of a blue and purple gradient – each connected by arrows – and have ‘F’ ‘A’ ‘M’ and ‘E’ in white uppercase letters.*

*Beneath F is the word ‘Foundation’ followed by a circle with a blue and purple gradient border, and some graphics in the middle showing a body, a heart and a tag in three separate speech bubbles.*

*Beneath A are the words ‘Accountable Activation’ with the PrettyGreen A is for All logo below.*

*Beneath M are the words ‘Make:Shift’ with a graphic below showing a road sign with some arrows pointing in different directions – one of the arrows is pointing in the opposite way to the rest, and has a lightbulb on it.*

*Beneath E is the word ‘Effectiveness’ with a graphic of a circle with the letters 1, 9, 90.*

*On the right, there is a photo of Lucy Porter, a woman with dark brown hair, smiling, in a blue top.*

*There is a blue arrow pointing to Lucy with the words ‘FOR THE CURIOUS’ in white uppercase font, on a blue gradient background.*

*To the right, is Lucy’s quote: “The result is work that still drives fame, but with more substance, more direction, and more staying power”, written in a blue gradient, and placed in a white text box with black border.*

**Slide 22: Impact in Detail: Purpose-Led Campaigns**

Pro-bono as a priority

We invested 10% of our net profits into industry DE&I and charitable causes.

We’re incredibly proud of our 9-year support of The Brixton Finishing School as founding partners which includes sponsorship, internships and mentoring People Like Us.

We supported R;pple suicide prevention charity, launched One Plate charity cookbook, and we donated “A Meal for a Meal’ to Shelter at Christmas.

*Image description: There is a purple and blue gradient circle with white text in uppercase letters reading ‘10% of net profits invested back into DE&I and charitable causes’.*

OnePlate

We helped position OnePlate’s book ‘Brunch in London’ as the must-have cookbook in the run up to the festive season securing a 158m audience reach across media channels.

*Image description: There is a photo of the Brunch in London cookbook, open to the page of a recipe with lots of vegetables and a hand appearing to be flicking through – on a table with a glass, decorative flowers and another closed Brunch in London cookbook.*

*There is also a piece of coverage in Cosmopolitan, sharing imagery of the book, a link to the OnePlate website and explaining to the audience that it is a great book to gift at Christmas time.*

*Underneath, a quote from Thérèse Nichols, Co-Founder and Director, OnePlate, “Your generous sponsorship and pro bono work for our media and PR campaigns. It has been absolutely extraordinary, and I am beyond grateful.” – written in a blue gradient in a white text box with a black border.*

We supported FMBE Awards Creator and Experiences writer Frank Wainwright, with a pro bono media campaign to support ‘**Frank’s Big Toe’** as he took on a once in a lifetime challenge, running 62 ultramarathons in 62 days. Results included 52 pieces of earned media coverage, 3 million estimated coverage views and £25k raised for charity.

*Image description: The Frank’s Big TOE logo – a navy circle showing a thumb with a map of the UK imprinted on it. The words ‘FRANK’S BIG TOE’, ‘Tour of England’ and ‘July-August 2024’ are shared in the circle in white uppercase letters.*

*Beneath it is a piece of coverage from Runners World, showing Frank running on his tour.*

*To the right, a quote from Frank Wainwright, “The response from PrettyGreen surpassed all my expectations when I was assigned a crack team of six to support me across press and social media. They also introduced me to Broadcast Revolution, who, sharing the same philanthropic outlook and a passion for my story.” – written in a blue gradient in a white text box with a black border.*

**Slide 23: Impact in Detail: Purpose-Led Campaigns**

R;pple

Following 2 successful years of pro-bono press office support, Ripple now sits as a retained client in our roster, benefitting from our 35% reduced Charity Rate Card fee.

“PrettyGreen has been an incredible partner to R;pple, not just as a PR agency but as a genuine extension of our mission. From the very beginning, their team has shown deep care, creativity, and commitment in amplifying our message and driving meaningful impact.”

*Image description: 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 it, are two pieces of coverage secured for R;pple – with Alice talking about her story.*

*Underneath, a quote from Alice Hendy MBE “Their support has helped us reach new audiences, open vital conversations around mental health, and grow R;pple’s presence
in ways we couldn’t have imagined. It’s rare to find a team so aligned with your purpose.” – written in a blue gradient in a white text box with a black border.*

*Below is a purple and blue gradient circle with ‘35% REDUCED CHARITY RATE CARD FEE’ written in white uppercase letters.*

Our Influencer team hosted a pro bono workshop for our friends at **Breast Cancer Now** to share the ‘secret sauce’ to making the most of social media demonstrating how we value collaboration over competition.

*Image description: Underneath, a quote from Rachael Franklin, Director of fundraising communications and engagement ““Thank you to you and your team for such a great session around influencers, which has sparked lots of discussions already.” – written in a blue gradient in a white text box with a black border.*

*Below is the Breast Cancer Now logo, which is a pink background with an orange and yellow ribbon, with white uppercase letters saying ‘BREAST CANCER NOW’ and next to it ‘The research and care charity’.*

**Slide 24: Impact in Detail: Values and Beliefs**

*Image description: The Certified B Corp logo.*

Scorecards and standards

We follow B Corp standards on industry sectors (ones to avoid include tobacco, gambling, defence, pornography, fossil fuels etc..) and we also review client values and mission statement, lobbying practices, formal complaints and criminal proceedings, impact report, environmental policies, investment in community development activities.

In October 2024 we introduced a B Corp scorecard to ensure all new business opportunities aligned with our values.

Teams are thoughtfully allocated by interest, skillset and availability, avoiding belief clashes and overworking.

*Image description: A photo of Camden Lock bridge with a blue text box in the middle reading ‘Supporting Cleaner Air in Camden’ in white text, with a green line underneath ‘In Camden’. Underneath, the Bupa Foundation logo, which features the word ‘bupa’ in a white font, with a blue background. Underneath the text is a graphic of a heart monitor in white. Below the Bupa logo, is the word ‘Foundation’ in blue and ’10 years’ in green and underlined. The Bupa Foundation logo is inside of a white text box.*

Camden Breathing Better campaign - Bupa

This year we deepened our impact partnership with Bupa through a part-time secondment for our ESG Director.

Esther is supporting the development of Camden Breathing Better, a cross-sector pilot launched in April 2025 to improve air quality and respiratory health in Camden.

We’ve already recruited 23 leading organisations, including Camden Council, GSK, Arup and Wellcome, to reduce emissions, and reached 35,000 employees with guidance and resources to take preventative health action.”

*Image description: A quote from Mar Soro, Group Head of Sustainability Advocacy, Bupa “It has been fantastic having PrettyGreen resource. Esther’s deep experience at the interface of comms and sustainability has been invaluable. We have really benefited from her storytelling, stakeholder engagement, event development and facilitation skills, and the pilot is going from strength to strength.” – written in a blue gradient in a white text box with a black border.*

**Slide 25: Impact in Detail: Supplier Diligence**

Does your company have a DE&I policy?

Does your company have a Modern Slavery policy?

Does your company have an Environmental policy?

*Image description: The 2024 Christmas leaflet from PrettyGreen with the words ‘MIGHTY OAKS FROM LITTLE ACORNS GROW’ in white font and uppercase letters, on a blue, purple and green gradient background and with a white graphic of a tree. Below, it reads ‘FROM ALL AT PRETTYGREEN WE SEND THIS CHEER. LET’S MAKE 2025 THE MOST PROSPEROUS YEAR’ in purple font and uppercase letters.*

Mighty Oaks FromLittle Acorns Grow

Throughout our 25/26 FY we continued to roll out our social and environmental screening survey to our top 80% suppliers (by spend) and reinforced our supplier code of conduct with all suppliers.

We doubled down on B Corp partners and ditched wasteful mailers. If it’s not useful beyond day one, we don’t make it.

We made sure our much-anticipated Xmas mailer (running since 2008) was sustainable by gifting an acorn with a propagator to grow-your-own Oak Tree.

*Image description: An acorn tree that has been planted, on a windowsill.*

*Below are the words ‘“We embed B Corp values into every stage of our influencer work from how we brief, cast, and contract, through to how we measure success.” from Krystal Sonni-Ali, written in a blue gradient in a white text box with black border.*

*Beneath that is a photo of Krystal, a woman with dark brown hair, smiling, with a blue and green top on.*

**Slide 26: Impact in Detail: Better for our People**

Our people strategy is simple: Belonging and Balance

We protect joy and energy with our award-winning PrettyGreen Perks. Highlights include a 4.5-day working week, a no-emails policy from 7pm–8am, no-meeting lunch hours, monthly paid-for socials and all-in Christmas and Summer celebrations, all designed to protect energy and encourage joy.

When life happens? We’re there too, sabbaticals, mental health resources, suicide prevention tools, mental health first aiders, menopause consultations, round-the-clock access to therapy through our EAP.

In July 2024 we moved into a new office, PrettyGreen House, and brought back working 2 days per week together, to allow for face-to-face collaboration.

THE IMPACT SPEAKS VOLUMES

*Image description: A blue, purple and green gradient textbox, with the text below, included:*

* *50% reduction in sickness*
* *Reduced employee turnover from 15% to 7% with 33% of our people have stayed 3+ years, 25% for over 5*
* *Success is measured by 100% taking holiday and less than 45% taking sickness absence*

*With ticks used as bullet points.*

*To the right, a quote from Jennifer Chapman, Talent Director “Being B Corp signals to candidates that we’re a values-led business, not just another agency. In talent recruitment, that’s incredibly powerful. It helps us connect with talent who align with what we stand for. It’s a brilliant way to stand out and a big reason people want to join us.”*

CHIEF WELLNESS OFFICERS

Buddy and Milo help keep everyone entertained and relaxed while making sure regular ‘walk and talk’ catch ups are hard to refuse.

 Why sit in a stuffy board room when you can go grab a coffee and walk the office pooches?

*Image description: A photo of the PrettyGreen resident dogs – Buddy on the left, fluffy with light-brown fur and a black collar, and Milo on the right, short-haired with black, brown and white colouring, and a brown collar. Both dogs have brown eyes and are facing the camera with their names next to them followed by a pawprint. Behind them is a half-circle of blue and green gradient.*

**Slide 27: Impact in Detail: Better for our People**

Investing in our best assets

We continually invest in our best asset, our people. PrettyGreen’s ‘less bias, more brilliance’ approach resulted in 7% employee turnover and 100% job offers accepted.

With a majority-female leadership (67.3%) and 26% ethnic diversity, we are proof that inclusivity fuels innovation. And we don’t just say that - we publicly report our pay data through PRWeek.

We remain a Living Wage employer, with an entry level permanent role salary of £28,810 plus £2,000 of benefits. Everyone is now on a 5% matched contribution pension, plus we offer a salary sacrifice scheme.

Our 2024 and 2025 pay-gap figures have continually improved from 2022 (PR Week PayGap report, September 2024) 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 and retention strategy and implementation.

*Image description: A sliding scale is seen with an arrow pointing to the far right, above the scale are three circles, all with a pound sign in – with the graphic being of a blue and grey gradient.*

*Below are three white text boxes with a black outline, with all text inside of a blue gradient. Each quote comes from the Independent Culture Survey:*

*“You can make your own path at PrettyGreen. You’re a person, not a number.”*

*“I love the open policy to work, there’s a real trust.”*

*“In previous workplaces I never saw the family life of my bosses. Here, I know I can raise a family too.”*

**Slide 28: Impact in Detail: Better for our People**

DIRECTOR OF PEOPLE EXPERIENCE AND SOCIAL, SEREENA ABASSI

At PrettyGreen, we believe culture isn’t a department, it’s the foundation. That’s why in early 2025 we welcomed Sereena Abbassi into a permanent leadership role.

This isn’t a new relationship. Sereena has been part of our journey since 2020, first as a consultant, then as a Non-Executive Director and DE&I talent specialist.

Now, she focuses on embedding equity, belonging, and accountability into every part of our business, from how we work to what we create.

A is for All Advisory Council

As part of her role, Sereena will continue to lead our “A is For All” Advisory Council, our paid, external board of DE&I experts who hold us publicly accountable for inclusive and responsible creative work.

*Image description: A photo of Sereena Abassi. Next to her, a quote under the title of ‘FOR THOSE WHO CARE’, written in a blue and green gradient text box on white font in uppercase letters. The quote is in light blue:*

*“At PrettyGreen, we see it as our duty to support our people not just at work, but in their lives. Our policies and benefits are designed to be innovative, responsive, and equitable, giving each person the support they need to thrive. This year, we created a fund to support colleagues with disabilities, ensuring everyone feels understood, included, and able to succeed.”*

*Below, there are three white photo frame borders, with light blue ‘tape’ like squares in the corner.*

*In them, photos of Sheeraz Gulsher, Co-founder of People Like Us and Braver, Lucy Edwards, Blind activist and content creator and Esther Maughan McLachlan, ESG and responsible business specialist.*

*Sheeraz is a man with dark brown hair and a dark brown beard, holding a neutral expression, wearing a white top.*

*Lucy is a woman with ginger hair, smiling and wearing a pink top.*

*Esther is a woman with brown hair and glasses, wearing a blue top.*

**Slide 29: Impact in Detail: Better for our People**

Learning never stops

We prioritise training delivered via our PrettyGreen school.

*Image description: The PrettyGreen School logo, with a blue and green gradient text box below, sharing the 2024/2025 highlights in white font and uppercase letters.*

* *ESG Knowledge: B Corp Month, B Corp movement news and updates, policy refreshers*
* *Account Management advancement from: The Manager Hub; Cactus sales training*
* *Coaching includes the Change Creators Leadership coaching, Thomas International DISC profiling and Coaching Point 1-2-1’s for PDP*
* *All staff have access to Trade Body training including the WiPR, AIA, IPM and IMTB*
* *Creative Nudge training for clients and team lead by Kev Chesters and Mick Mohoney, award-winning Cannes strategist and creative, and co-authors of the widely celebrated book, The Creative Nudge*

*The bullet points are in a black font with a tick used in place of a bullet point.*

*To the right, there are four white photo frame borders, with light blue ‘tape’ like squares in the corner.*

*The photos inside show snapshots of the PrettyGreen team at a PrettyGreen Back to School Day – including the full team holding up an apple as part of a group activity, guest speakers talking about The Creative Nudge, Jessica Hargreaves-Paczek and Lucy Porter delivering a speech and a notebook alongside a pencil and apple.*

**Slide 30: Impact in Detail: Better for our People**

*Image description: Two white photo frame borders, with light blue ‘tape’ like squares in the corner – showing PrettyGreen staff members, Rob Jones in a white cap and grey top, smiling, and Gabriella Masica, in a white cap and white top, smiling, with the text ‘MEET THE B KEEPERS: READ MORE’ written in white font and uppercase lettering on a blue and purple gradient background.*

*Underneath is a snapshot of one of the PrettyGreen podcast episodes with the text ‘Celebrating B Corp Month: Communicating as a B Corp with India Rawling: Head of Brand at Truestart Coffee’. India is talking into a microphone and is wearing a brown cap with a grey top.*

B Corp Month

We hosted a month-long calendar of activities to celebrate our first B Corp month (March 2025).

Our goal was to increase staff engagement and further embed B Corp values across the business.

*Image description: A blue, purple and green gradient textbook with the words ‘OUR HIGHLIGHTS’ in white font and uppercase lettering, with the below:*

* *‘Do-Goody’ bags for all staff with treats gifted by fellow B Corp brands (thanks a million Noughty, Neat, Lumity and Faith In Nature)*
* *B Corp inspired books and magazines in the office (we have kept this one going).*
* *News and updates on our community boards (also still going strong).*
* *B Corp inspired Pub Quiz and screening of Patagonia’s ‘The Shitthropocene’ with fully loaded B Corp friendly snacks, drinks and prizes.*

*With the text in black font with a tick used as the bullet point.*

The results demonstrated a clear increase in our team’s ability to talk confidently about *being* a B Corp and an increased feeling of connection to the wider B Corp community.

In March 2026 our goal is to give something back to our local London B Corp community (and maybe even further afield.).

*Image description: Two white photo frame borders, with light blue ‘tape’ like squares in the corner – showing PrettyGreen staff in attendance at the B Corp pub quiz and the B Corp hamper, including some chocolate, sweets, drinks and other goodies from B Corp companies.*

**Slide 31: Impact in Detail: Better for our Industry**

*Image description: There is a blue, purple and green gradient circle with a black graphic of a body sitting at a judging panel. Over the top of this are the words ’10 judging roles’ written in white uppercase letters.*

Sharing our most valuable commodity: our time

We commit to bettering our industry and in FY24/25 were on the board of the Alliance of Independent Agencies, PR360 Advisory Board, WiPR shadow board, The IPM Experiential Council and the IMTB and advised ISBA on the new Influencer Marketing Code of Conduct.

Eight members of our leadership team dedicated time to judging ten different awards across our specialist industries, including the PR Week Awards, the PR Moments Awards, Campaign Experience awards 2025 and the Sponsorship Awards 2025.

*Image description: A collection of logos of the awards judged by the PrettyGreen team:*

*Lucy Mart: Director and Chief Growth Officer, judged The UK Sponsorship Awards 2025’. The logo is a rectangular banner with a blue and purple gradient with the text ‘The UK Sponsorship Awards 2025’. Below is a green tagline box reading ‘The showcase for the sponsorship and brand partnerships sector’ and white text below reading ‘celebrating 31 years of rewarding excellence and effectiveness in sponsorship, partnership and brand activation.”*

*Lucy Porter: Strategic Planner, judged the Campaign Experience Awards 2025. The logo for this is white text on a black background, reading ‘campaign’ in lowercase lettering, and stacked above ‘experience awards 2025’ in a bold, modern style.*

*Gabriella Mascia: Creative Planner, judged the PR Week Awards 2025. The logo for this is a black circle with the text ‘PRWeek’ in red and white above the word ‘Awards’ in white font, with 2025 appearing in smaller red text beneath ‘Awards’.*

*Joe Stratton: Influencer Client Services Director, judged CoolBrands. The logo for this is a black circle with a thin blue outline, with the word ‘CoolBrands’ in the middle in white.*

*Sam Hooper-Gill: Client Services Director PR, judged PRMoment Awards 2025. The logo for this is a background of green/blue digital network-like pattern with white texts reading ‘PRMoment Awards’ 2025, framed in square brackets.*

*Lucy Porter: Strategic Planner, judged Inside the Jury Room. The logo for this is a red background with white text saying ‘Inside the Jury Room’, with a smaller tagline of ‘The Drum Awards Experience’ underneath.*

*Adam Shoemark: Events Clients Services Director, judged The Awards 2025. The logo for this is an abstract burst of pink and purple powder against a black background, with a white outlined ‘Z’ shape cutting through the design, with ‘The Awards 2025’ in the middle.*

*Lucy Mart: MD, Chief Growth Officer, judged the ESA Awards. The logo for this is a purple background with white graphics representing categories including a game controller, event, media and equality – with the words ESA awards in white in the bottom right corner.*

*Sarah Henderson: MD, Chief Client Officer, judged The Independent Agency Awards. The logo for this is a black background with a white feathered wing graphic on the left, with the words ‘The Independent Agency Awards’ written in white.*

**Slide 32: Impact in Detail: Social Committee**

Work hard play hard

Our Social Committee collaborate to create fully funded,
monthly gatherings with a rotating committee reflecting our values.

*Image description: Below is a blue, purple and green gradient box with the words ‘2024/2025 events’ written in white, uppercase lettering.*

*Below is a bullet point list (with the bullets being replaced by ticks), sharing the below:*

* *‘House Warming Party’ to celebrate moving into our new office*
* *Summer party on an East London barge with canoeing, cycling and locally sourced three course dinner*
* *Christmas Curling, Cocktails and three course dinner*
* *Weekly run club (with final pub stop) and team paddle matches*
* *We took part in PR Cup 2024 Five-A-Side tournament (for the second year running) to support the Taylor Bennett Foundation.*

*On the right, there are four images in white picture frame borders, with light blue ‘tape’ like squares in the corner – showing a screenshot of a female PrettyGreen employee doing an interpretive dance for the company TikTok, a female employee presenting an award at the Christmas Party, a male employee hiding behind a bush in central London and a group photo of the PrettyGreen Christmas Party – on a curling rink.*

**Slide 33: Impact in Detail: What They Said Podcast**

Back for season 2

We launched Season Two of our ‘What They Said’ Influencer Marketing podcast. Recognised as an Amazon Music top marketing podcast and named
“Best Podcast of the Week”.

To celebrate B Corp Month, we invited Gen B leader, India Rawlin, Head of Brand at fellow B Corp, TrueStart Coffee, come chat all things people, planet and performance. Followed by Milli Allen from one of our favourite fellow B Corp brands, Ocean Bottle.

*Image description: There is a white text box with a black outline, with the words “Our literal mission is to spread positive energy.”, from India Rawlin at TrueStart and in a blue gradient.*

*Below is the TrueStart logo – the words ‘TRUESTART’ in navy, uppercase letters – with a graphic or two legs of slightly different pink tones on the left, splashing into water.*

*Next to it, the Ocean Bottle logo, with the words ‘ocean’ and ‘bottle’ in blue, lowercase letters, with the ‘o’ from ‘ocean’ and ‘o’ from ‘bottle’, connected by an infinity sign, slightly disconnected by an arrow.*

*On the right, there are two screenshots from the PrettyGreen podcast.*

*One is ‘Communicating as a B Corp with India Rawlin: Head of Brand at TrueStart Coffee’ with an image of India, mid-speech into a microphone, wearing a grey top and a brown cap, with the words ‘Celebrating B Corp Month’ in uppercase letters and white font on a blue background, slightly covering the microphone. Underneath, it reads “The “What They Said” influencer marketing podcast returns for season 2, and to celebrate PrettyGreen’s recognition as a B Corp business, we sat down with India Rawlin, Head of Brand at TrueStart coffee, to discuss how their accreditation as a B Corp reflects and shapes their communications”.*

*The other is ‘Avoiding inauthentic content creation with Millie Allen: Head of Marketing at Ocean Bottle’, with an image of Millie, a woman with blonde hair, wearing a black top, talking into a microphone – with the words ‘Check Your Bias’ in uppercase letters and white font on a blue background, slightly covering the microphone. Underneath, it reads ‘We chat with Millie Allen, Head of Marketing at Ocean Bottle about the challenges and opportunities of being a purpose-led brand in a world of content creators’.*

**Slide 34: Better for our Planet: From our office and beyond**

*Image description: Each number in the list below is represented by a blue and green gradient graphic with the number inside, in white.*

1. We moved into our own office with 100% renewable energy and sensor lights to improve energy efficiency.

2. We set a target to reduce the amount of waste we produce in
the office by 10% and smashed it!

3. We did a stock take, introduced a new stock management app and have 530 props ready to go, saving our clients' money and reducing waste.

4. We created a tip sheet for Influencers and creators sharing guidance on how they can reduce their environmental impact when producing content.

5. We switched couriers to a company with an electric fleet of vehicles.

6. We began offsetting emissions associated with each new client pitch.

7. Our finance team changed internal reporting practices to allow us to extract business travel data and include this within our annual emissions reporting.

8. We prevented E-Waste by donating 3 old laptops to SocialBox.Biz CIC.

*Image description: There is a graphic of the Old Street Works offices, a tall, brown building with a lot of windows. The bottom floor of the building is painted black with the. Words ‘OLD STREET WORKS’ written above an orange awning – on the right, above the PrettyGreen door is the PrettyGreen logo.*

**Slide 35: Better for our Planet: Our carbon footprint**

This is our third-year tracking emissions, and each year we get sharper, broader and more accurate.

Scope 3 is the hardest nut to crack (every small business knows that), but we’re making progress. This year, we captured 100% of our Scope 1 and 2 emissions and 80% of Scope 3 (based on spend).

We use two trusted carbon reporting tools to keep us honest and to measure our true impact.

*Image description: The trace by isla logo – with the word ‘Events’ underneath it, and the ‘Compare Your Footprint’ logo – with the words ‘Everything Else’ underneath it, both in black uppercase font.*

We always aim to use real usage data first when tracking our carbon footprint. But when that isn’t possible, we use supplier spend as a back-up.

Thanks to better cooperation from our partners this year, 42% of our reported emissions are based on actual usage data, with the remaining 58% estimated from spend.

*Image description: There is a photo of a beam of light shining through a forest. Underneath, there are two blue and purple gradient circles with ‘90% emissions reduction by 2040’ and ‘5.63% reduction each year’ written in each, in uppercase white lettering. In the circle discussing emissions, there is a black graphic of a cloud with pointing to the circle, with the words ‘CO2’ in white.*

Following the Science Based Targets methodology we have set a Net Zero Reduction Target:

We commit to cutting 90% of emissions across Scopes 1, 2 and 3 by 2040, using 2024 as our baseline.

That means chipping away at around 5.63% every year until we get there.

But it’s not just about the numbers. As we transition to Net Zero, we’ll do it in a way that’s fair, making sure the choices we make support our partners, protect communities, and create better outcomes for everyone along the way.

**Slide 36: Better for our Planet: Total Emissions**

The Positive Proof

*Image description: A photo of Mark Stringer.*

Mark Stringer, Founder and Chair

Becoming a B Corp isn’t about changing who we are. It’s about proving it.

We're a people first business but believe in being held accountable and trying to do what's right, not what's easiest. B Corps are 68% more likely to offer inclusive hiring and fair pay. We’ve doubled down on what matters,

flexible working, mental wellbeing support, and policies that aren’t just inclusive on paper, but in practice.

For planet: Agencies like ours might not build factories, but we create, and therefore we create an impact, but we want it to be positive. B Corps are 2.5x more likely to measure and reduce emissions. That’s why we’ve partnered with carbon-measuring tools, survey our suppliers, and bring sustainability into every brief, not just the ones that shout about it.

For performance: UK B Corps grew 28x faster than average last year. This isn’t about sacrificing creativity or commercial edge.  It’s about sharpening both and not seeing profits or performance as negative, but a focus that enables you to do more good.

B Corp gives us the framework to improve, the accountability to stay honest, and the community to raise the bar together.

*Image description: A graph showing the total emissions, explaining the following:*

*Scope 1 in 2022-2023 was 2.07, 0.02 in 2023-2024 and 2.24 in 2024-2025.*

*Scope 2 in 2022-2023 was 4.72, 0.58 in 2023-2024 and 3.27 in 2024-2025.*

*Scope 3 in 2022-2023 was 297.72, 614.38 in 2023-2024 and 702.825 in 2024-2025.*

*In total, it was 304.51 for 2022-2023, 614.38 in 2023-2024 and 702.825 in 2024-2025.*

*The emissions intensity (total carbon emissions per full time employees) was 8.0 in 2022-2023, 15.4 in 2023-2024 and 13.5 in 2024-2025.*

*Beneath this, is a graphic of three orange bodies with the words ‘30% more employees’ in black, and next to this is the orange graphic of two clouds overlapping, with the white text CO2 in the middle, and the words ‘13% cut in emissions intensity, 24-25’ in black next to it – with all lettering being uppercase.*

**Slide 37: Better for our Planet: Total Emissions**

*Image description: A colour coded pie chart explaining the percentages below.*

Digital Network: 25% of emissionsEmissions in this category are from actual usage data. Sources:
YouTube video streaming (influencers)Website dwell time (PR articles and
PG own website).

Advertising: 22% of emissionsAmount spent on advertising services e.g. PR, some event production, research tools, analytics and
reporting platforms.

Business Services: 15% of emissionsAmount spent on services including accounting, audiovisual services, broadcasting services, insurance services, legal services and printing.

Apparel: 9.5% of emissionsCotton t-shirts purchased for event client employees

Business Travel: Air 9% of emissionsSpend data from our first-year reporting on travel thanks to the finance team improving internal reporting categorisation.

Food and Drink: 8.5% of emissionsSome emissions in this category are based on actual consumption data from the food we buy for the office and team socials and the rest is based on
spend data.

Information Technology Services:
5% of emissionsSpend based data on IT support and security services.

Other: 6% of emissionsEmissions in this category comprise
of actual usage data and spend based data covering many categories including the energy employees use when working from home, employee commuting, staff travel to events, set builds, GB of data from influencer social media posts, water, waste and electricity in the office.

**Slide 38: Better for our Planet: Waste**

*Image description: There is a logo for The Big Plastic Count, which includes the words ‘THE BIG’ ‘PLASTIC’ and ‘COUNT’ all on separate lines in black, uppercase lettering. ‘THE BIG’ has a blue background, ‘PLASTIC’ has a yellow background and ‘COUNT’ has a pink background. Above ‘THE BIG’ are the words ‘GREENPEACE’ on the left and ‘EVERYDAY PLASTIC’ on the right, all in black uppercase lettering.*

The Big Plastic Count got us thinking, could we cut our own office food packaging waste by 10%? So, we set ourselves the challenge.

In Q1, we took a hard look at our weekly shop. First step: buy less. Snacks stayed on the list, but in smarter amounts. Next, we ditched hard-to-recycle packaging in favour of card and aluminium. Small swaps, but they added up fast.

The result? We didn’t just hit our target, we smashed it.

Tracking waste isn’t always perfect, not every kilo can be traced back to where it ended up. But we do know this: across the events we hosted this year, we produced around 2.24 tonnes of waste.

Not the full picture yet, but it’s a number we can work with, and one we’re determined to bring down.

In my time working with PrettyGreen, I’ve come to see the business as operating with a different kind of currency, one built on kindness. Long before their B Corp certification, PrettyGreen proved it’s possible to be both award‑winning and commercially successful while caring for employees, supporting clients, and reducing negative impacts on the planet.

PrettyGreen are living proof that businesses don’t have to choose between people, planet, and profit, you can succeed by prioritising all three.

Heidi Florence, B Corp Advisor

*Image description: A photo of Heidi Florence.*

*Below is a screenshot of a graph showing Head Office Packaging Waste by Type, measured in tonnes.*

*It shows that landfill or incineration was 0.255 tonnes for 2023-2024 and 0.238 for 2024-2025, with the difference being -7%.*

*For recycled, it drops from 0.831 to 0.412, a difference of -50%.*

*For total waste, it drops from 1.1 to 0.7, a difference of -40%.*

**Slide 39: Even Greener Goals: Progress Check and Targets**

*Image description: Under the 24/25 goals review mentioned below, there is a series of ticks instead of bullet points listing them out, with an unhappy face next to ‘aim for 100% completion rate of supplier screening survey and TRACE events platform data’ – suggesting that PrettyGreen did not meet this target.*

*On the right, there is a photo of a beam of light shining through a forest.*

24/25 goals review

Embed all B Corp guidelines into the business to focus on a process of continuity and improvement

Retrospectively improve the accuracy of our 22-23 emissions data and set a Net Zero reduction target

Aim for 100% completion rate of supplier screening survey and TRACE events platform data

Commit to educate clients and partners on B Corp sustainability improvements through our charter

Upgrade our A is for All Framework, continuing to apply it to 100% of campaigns

25/26 TARGETS

Our 24/25 supplier survey target was too ambitious. We’ve learned, levelled up (not given up). We're creating a procurement project team with three clear goals:

* Uncover the barriers
* Own the process
* Set realistic targets

Switch to a sustainable newsletter and email automation platform.

We know B Corp is a community, not just a certification. We’re committed to finding ways to contribute and add value as we grow.

Continue to engage our stakeholders in the movement via on-going education, activations.

**Slide 40: 25/26 Commitments**

By Wendy Stringer, Brand Director and B Corp Lead

As we close our 1st Impact Story, as an official B Corp, we want to thank everyone who has walked this journey with us. To our team, clients, partners, suppliers and friends of the agency, your trust, passion and support prove that creativity, commerce and conscience can thrive together.

To the B Corp community, thank you for welcoming us with such generosity, courage and collective ambition. It’s an incredible privilege to be part of this global movement, especially here in the UK, where more B Corps call ‘home’ than anywhere else in the world.

What makes this journey truly special is its radically collaborative spirit, where competition really does give way to collective progress.

To any brand considering the leap: the community is here, the collaboration is real, the momentum is building, and the world needs more businesses willing to lead with impact.

We’re proud to continue learning, growing and leading with purpose.

Together, we are stronger.

*Image description: There is a photo of Wendy Stringer, a woman with brown hair, in a white top, smiling. Below, there is a text box that reads “Being a B Corp has made us better, bolder in our actions, more thoughtful in our impact, and more ambitious in our responsibility.” with the text in a blue and green gradient. Opposite, there is a blue arrow pointing to the photo of Wendy with the text “From the heart” written above in a white font infront of a blue and green gradient background.*

**Slide 41: 25/26 Commitments**

Not the end…just the beginning of our B Corp story

*Image description: There is a group photo in a white frame of PrettyGreen staff smiling and standing together. The group is diverse in age, gender, and ethnicity, reflecting the inclusive culture of the agency. The atmosphere is lively, warm and welcoming.*

**Slide 42: Thank you**

*Image description: The words ‘thank you’ are written in a white font, on a gradient background of green, blue, purple and pink.*