

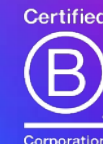
IMPACT STORY

JUNE 2024 – MAY 2025



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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?



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 & 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.

Jessica Hargreaves-Paczek



“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.”

Jessica Hargreaves-Paczek, CEO

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 & 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 & Balance**' culture, with company & personal rocks defined & rewarded by value, and clients giving us a **9.6 NPS score in 2024**.

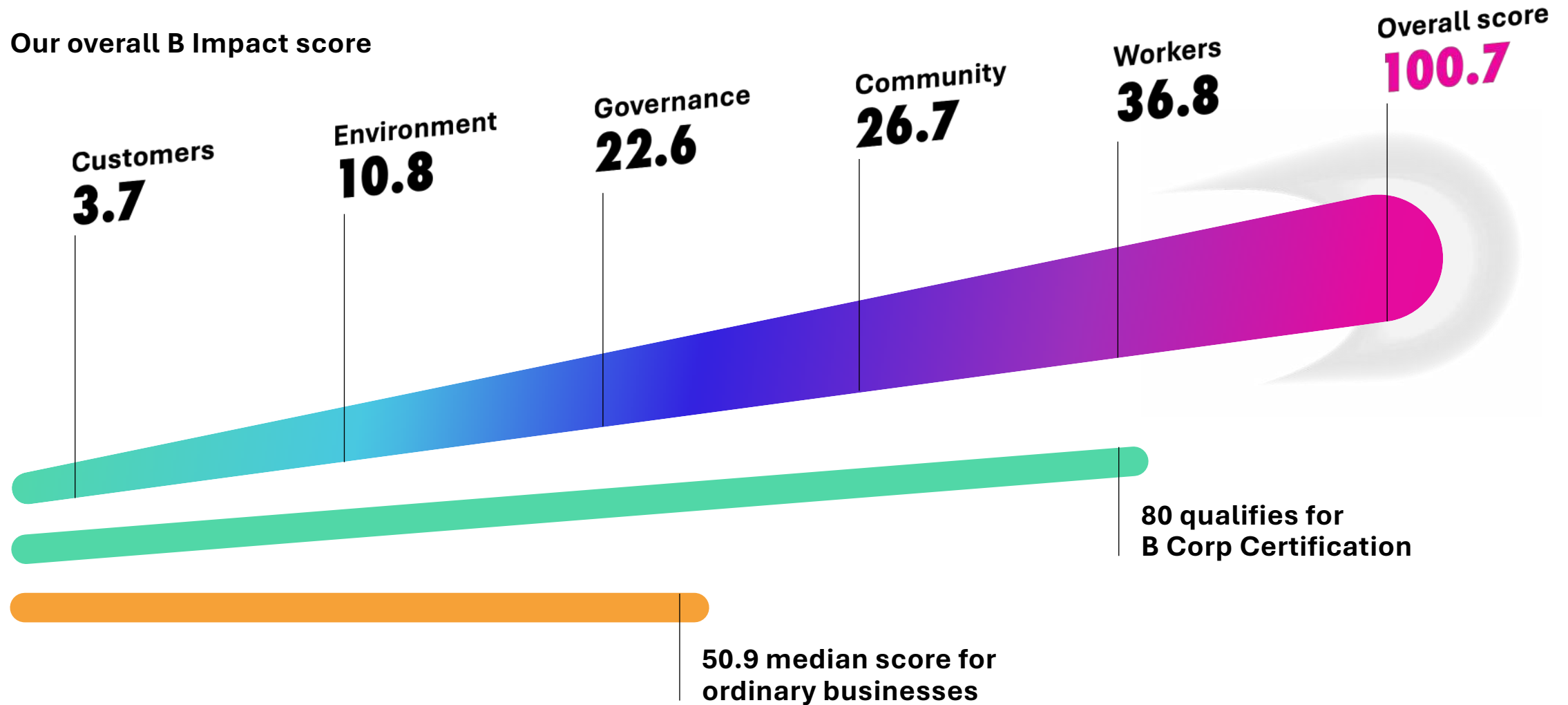
In 2025 we were recognised in the **Sunday Times Best Places to Work, PR Week & Campaign named us Best Place to Work**, because we invested in nurturing a *joyful* and *purposeful* workplace, boasting 4.5-day weeks, mental health support, culture budgets, fair pay and equality throughout the agency.

9.6
NPS SCORE
IN 2024



HELLO: IN JULY 2024 WE BECAME B CORP CERTIFIED

Our overall B Impact score



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 & 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.

**OUR VALUES ARE
THE HEARTBEAT
OF PRETTYGREEN**



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.

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 & processes.
- **We levelled up our A is for All Framework, weaving in B Corp principles** to ensure all our work is 100% inclusive & 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.

ALIGNING WITH UN SDG'S

We continue to align with key UN SDG's and incorporate these into our policies:



IMPACT COMMITMENTS

BETTER FOR OUR PEOPLE

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

CELEBRATING 9 YEARS AS A FOUNDING BRIXTON FINISHING SCHOOL SPONSOR

As a founding partner & 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.

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 & CV advice**
- ✓ **1x 6-month placement**
- ✓ **Mentors** for the cohort
- ✓ **2 x Summer school team leaders**
- ✓ **Cannes mentorship & support**



IMPACT COMMITMENTS

FROM INTERN TO IDEA-MAKER

MY PRETTYGREEN PATH TO PURPOSE

Olly Reeves, Social Creative & 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 — from our 'A is for All' framework and partnerships with Brixton Finishing School and People Like Us, to becoming B Corp certified.



“PrettyGreen’s commitment to accountability and inclusion is something I really value. It’s encouraged me to stay engaged with those communities and continue pushing for better representation across the board.”

Three years on, I've grown into a hybrid role as Social Creative & Campaign Manager across the influencer and studio teams, leading campaigns with brands like **Audible, Hasbro and innocent Drinks**. My journey's taken me from TikTok drafts to Royal Hampton Court Palace to sunny Seville, always backed by a team that's championed my growth and the things I care about most. PrettyGreen has been the **perfect launchpad to find my creative voice, grow in confidence, and help shape work that feels bold, fair and meaningful.**

Olly Reeves

IMPACT COMMITMENTS

WE DON'T JUST WIN CLIENTS, WE KEEP THEM

In 2024, we achieved a 9.6 NPS score, up from 8.7 the year before & 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 & our 'A is for All' DE&I and ESG framework delivery.

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

Fiona Bosman, Global Brand Director at Bupa

82%
OF OUR
CLIENTS HAVE
BEEN RETAINED

92%
OF OUR
CLIENTS SAY WE
CONSISTENTLY
PUSH CREATIVE
BOUNDARIES AND
INSPIRE THEM

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**.

"We're committed to only working with clients who align with our mission to create campaigns that drive brand performance while also positively impacting people and planet."

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.



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.



JANUARY 2021

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



JUNE 2021

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



JANUARY 2022

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



JANUARY 2023

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

OUR ENVIRONMENTAL IMPACT CON'T



FY 2023/2024

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



FY 2023/2024

Introduced environmentally preferable purchase and waste disposal guidelines for all employees when WFH or in the office.

Expanded measurement of Scope 3 emissions.

Air conditioning units and heaters in the office were replaced with more modern and energy efficient models.



FY 2024/2025

Joined the Clean Creatives Act and pledged not to work with fossil fuel companies.



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.



MAY 2025

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

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.

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.

SEPTEMBER 2020

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

JANUARY 2021

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

24/25 IMPACT HIGHLIGHTS: ENVIRONMENTAL & SOCIAL IMPACT

Impact between May 2024 to June 2025

CLIMATE PROJECTS SUPPORTED BY OFF SETTING

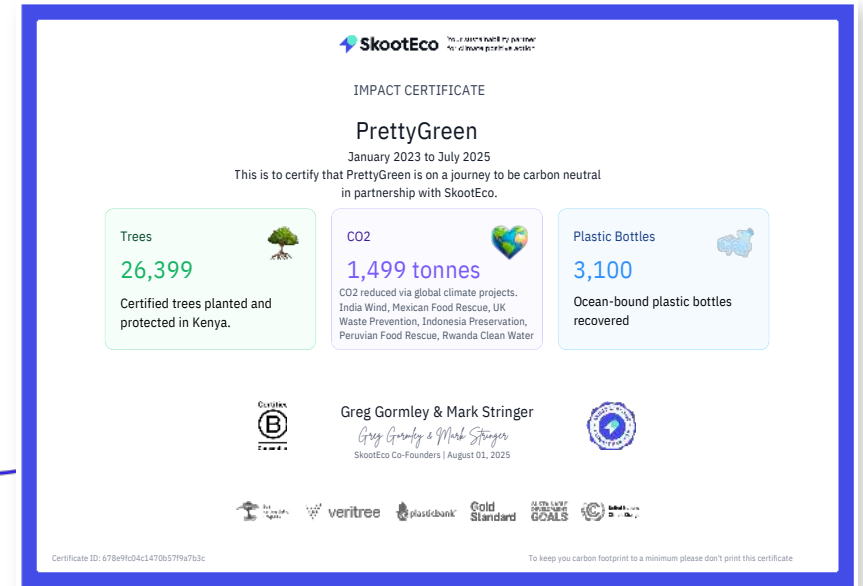
- ✓ The **Indian Renewable Energy** project supports UN SDGS 7,8 and 13
- ✓ The **UK Waste Prevention** project supports all UN SDGS (excluding 14)
- ✓ The **Indonesia** project covers all 17 SDGs.
- ✓ The **Mexican Food Banking Network** supports 7 UN SDGs including **Responsible Consumption and Production**.

1,800
PLASTIC OCEAN
BOTTLES PREVENTED

4,288
CERTIFIED
TREES PLANTED

701
TONNES OF CO₂
REDUCED VIA GLOBAL
CLIMATE PROJECTS

Impact summary from Jan 2023 to July 2025



24/25 IMPACT HIGHLIGHTS

ENVIRONMENTAL & 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.



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.

Mexico Reducing Food Inequality / Food Banking Network supports

The 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.



2024/2025 IMPACT HIGHLIGHTS: CLIENT CAMPAIGN IMPACT

101
DAYS
ON SITE



33
LIVE
EVENTS

710
PIECES OF
INFLUENCER CONTENT



29
PR CAMPAIGNS



99
AWARD
SHORT-
LISTINGS



39
AWARD
WINS



“This isn’t about sacrificing creativity or commercial edge. It’s about sharpening 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.”

Mark Stringer, Chair

240
INDIVIDUAL
CONTRACTS
NEGOTIATED



6
INDUSTRY
PROFILES



80+
SELL-INS



10
JUDGING
ROLES



IMPACT IN DETAIL:

CHANGE FOR THE BETTER

THOUGHTFULLY EVOLVING

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.



“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.”



Emma Carson

IMPACT IN DETAIL: PROGRESS NEVER STOPS

FOR THE CURIOUS

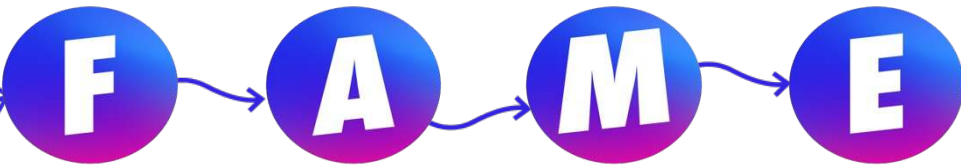


By Lucy Porter, Strategy & Creative Partner

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.

"The result is work that still drives fame, but with more substance, more direction, and more staying power." LP



Foundation **Accountable Activation** **Make:Shift** **Effectiveness**



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, mentorship & internships and to be mentors & hosts to **People Like Us**.

We supported **Ripple suicide** prevention charity, launched **One Plate charity cookbook**, & we donated **"A Meal for a Meal"** to **Shelter** at Christmas.

10%
OF NET PROFITS
INVESTED BACK
INTO DE&I &
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.



"Your generous sponsorship and pro bono work for our media and PR campaigns. It has been absolutely extraordinary, and I am beyond grateful."

Thérèse Nichols, Co-Founder & Director, OnePlate



We supported FMBE Awards Creator & 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.

"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."

Frank Wainwright

IMPACT IN DETAIL: PURPOSE LED CAMPAIGNS



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 Ripple, 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."

"Their support has helped us reach new audiences, open vital conversations around mental health, and grow Ripple's presence in ways we couldn't have imagined. It's rare to find a team so aligned with your purpose."

Alice Hendy MBE



**35%
REDUCED
CHARITY RATE
CARD FEE**

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.

"Thank you to you and your team for such a great session around influencers, which has sparked lots of discussions already."

Rachael Franklin, Director of fundraising communications and engagement



IMPACT IN DETAIL: VALUES & BELIEFS

Certified



Corporation

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 & mission statement, lobbying practices, formal complaints & 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.



“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.”

Mar Soro, Group Head of Sustainability Advocacy, Bupa.

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.”

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?



MIGHTY OAKS FROM LITTLE ACORNS GROW

Throughout our 25/26 FY we continued to roll out our social & 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.



“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.”

Krystal Sonni-Ali



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

- ✓ **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 & less than 45% taking sickness absence.

"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."

Jennifer Chapman, Talent Director

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?



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 £2,00 of benefits. Everyone is now on a 5% matched contribution pension, plus we offer a salary sacrifice scheme.

Our 2024 & 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 & retention strategy & implementation.



"I love the open policy to work, there's a real trust."

Independent Culture Survey

"You can make your own path at PrettyGreen. You're a person, not a number."

Independent Culture Survey

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

Independent Culture Survey



IMPACT IN DETAIL: BETTER FOR OUR PEOPLE

DIRECTOR OF PEOPLE EXPERIENCE & 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.



FOR THOSE WHO CARE

"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 help colleagues with disabilities, ensuring everyone feels understood, included, and able to succeed."

S Abbassi



Sheeraz Gulsher
Co-founder of People
Like Us & Braver



Lucy Edwards
Blind activist and
content creator



Esther Maughan McLachlan
ESG and responsible
business specialist

IMPACT IN DETAIL: BETTER FOR OUR PEOPLE



LEARNING NEVER STOPS

We prioritise training delivered via our **PrettyGreen School**.

2024/2025 HIGHLIGHTS

- ✓ **ESG Knowledge:** B Corp Month, B Corp movement news & 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 & team lead by Kev Chesters and Mick Mohoney, award-winning Cannes strategist & creative, and co-authors of the widely celebrated book, The Creative Nudge.



IMPACT IN DETAIL: BETTER FOR OUR PEOPLE



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.

OUR HIGHLIGHTS

- ✓ **'Do-Goody' bags** for all staff with treats gifted by fellow B Corp brands (thanks a million Noughty, Neat, Lumity & 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.



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.).

IMPACT IN DETAIL: BETTER FOR OUR INDUSTRY



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 & 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**.



Lucy Mart: [Director, Chief Growth Officer](#)



Lucy Porter: [Strategy & Creative Partner](#)



Gabriella Mascia: [Creative Planner](#)



Joe Stratton: [Influencer Client Services Director](#)



Sam Hooper-Gill: [Client Services Director PR](#)



Lucy Porter: [Strategy & Creative Partner](#)



Adam Shoemark: [Events Clients Services Director](#)



Lucy Mart: [MD, Chief Growth Officer](#)



Sarah Henderson: [MD, Chief Client Officer](#)

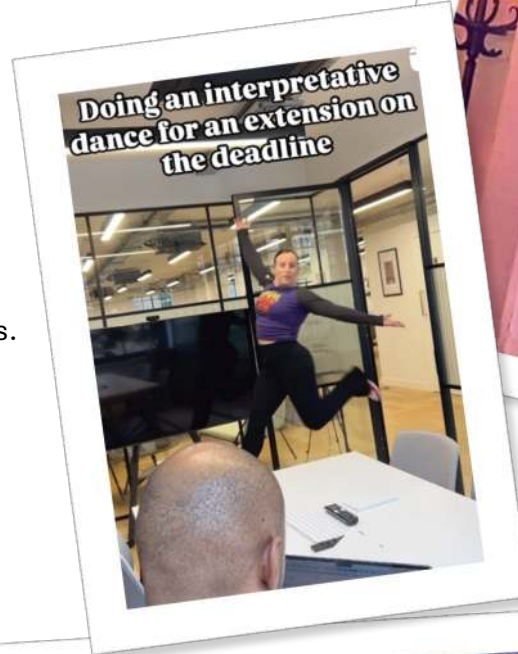
IMPACT IN DETAIL: SOCIAL COMMITTEE

WORK HARD PLAY HARD

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

2024/2025 EVENTS

- ✓ **'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.



IMPACT IN DETAIL: WHAT THEY SAID PODCAST

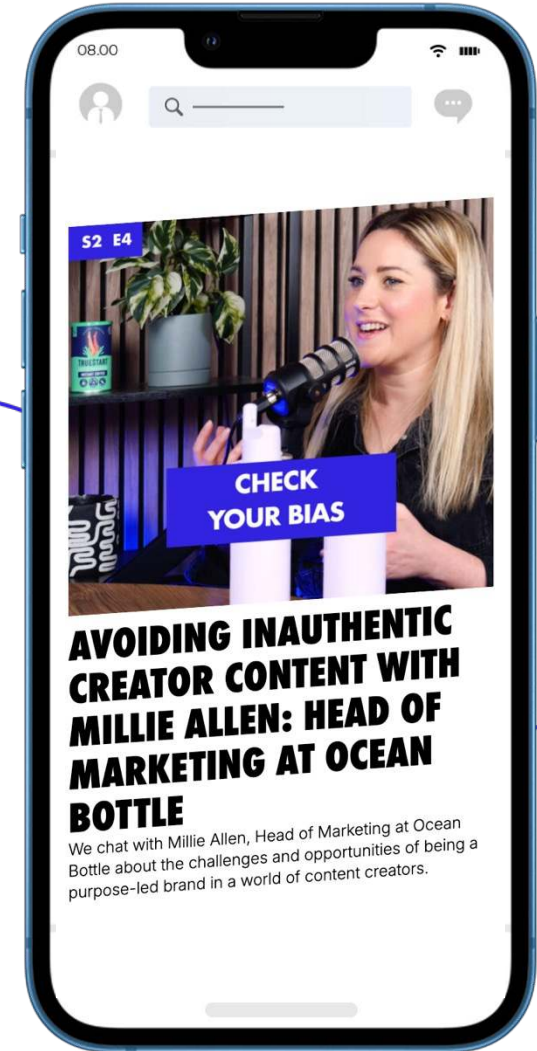
BACK FOR SEASON 2

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](#), to come chat all things people, planet and performance. Followed by **Millie Allen** from one of our favourite fellow B Corp brands, **Ocean Bottle**.

"Our literal mission is to spread positive energy."

India Rawlin, TrueStart



BETTER FOR OUR PLANET

FROM OUR OFFICE AND BEYOND

- 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.



BETTER FOR OUR PLANET: OUR CARBON FOOTPRINT

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

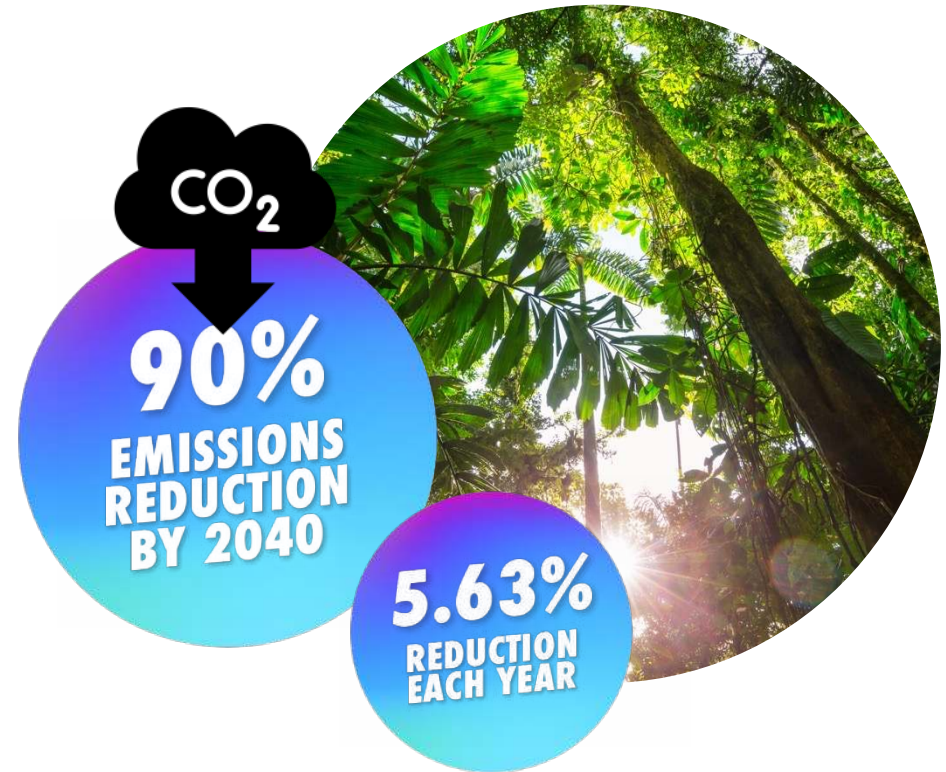
Scope 3 is the hardest nut to crack (every small business knows that), but we're making progress. This year, we captured **100% of our Scope 1 and 2** emissions and **80% of Scope 3** (based on spend).

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



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.



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 & 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.

BETTER FOR OUR PLANET: **TOTAL EMISSIONS**

THE POSITIVE PROOF



Mark Stringer, Founder & 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.



EMISSIONS INTENSITY

Total Emissions

	22-23	23-24	24-25
Scope 1	2.07	0.02	2.24
Scope 2	4.72	0.58	3.27
Scope 3	297.72	613.78	702.825
Total	304.51	614.38	702.825

Emissions Intensity: tCO2e per full time employees

	22-23	23-24	24-25
tCO2e / FTE	8.0	15.4	13.5

30%
MORE
EMPLOYEES



13%
CUT IN EMISSIONS
INTENSITY, 24-25



See Appendix A



BETTER FOR OUR PLANET: EMISSIONS ORIGINS



Digital Network: 25% of emissions
Emissions 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 emissions
Amount spent on advertising services e.g. PR, some event production, research tools, analytics and reporting platforms.

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

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

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

Food and Drink: 8.5% of emissions
Some 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 emissions
Spend based data on IT support and security services.

Other: 6% of emissions
Emissions 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.

BETTER FOR OUR PLANET: WASTE



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

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.

Head Office Packaging Waste by Type (measure in tonnes)

	23-24	24-25	Percentage +/-
Landfill or incineration	0.255	0.238	-7%
Recycled	0.831	0.412	-50%
Total waste	1.1	0.7	-40%

EVEN GREENER GOALS

PROGRESS CHECK AND TARGETS



1
2
3
4
5
6
7

24/25 GOALS REVIEW



Embed all B Corp guidelines into the business to focus on a process of continuity & 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 & TRACE events platform data



Commit to educate clients & 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.

FROM THE HEART

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.

Wendy Stringer



“Being a B Corp has made us better, bolder in our actions, more thoughtful in our impact, and more ambitious in our responsibility.”

NOT THE END... JUST THE BEGINNING OF OUR B CORP STORY





1

2

3

4

5

6

7

THANK
YOU

