



B Corp Impact Report
July 2023 – June 2024



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Our Mission and Values

Locally. Internationally. Virtually. And just as importantly, sustainably. We solve PR problems on a global scale. Not only maximising the impact on our clients' bottom lines, but doing all we can to make the wider PR industry more equitable and minimise our environmental impact.



Ambitious

We will grow our business responsibly, and keep challenging the 'rules' of the global PR industry to make it a better place for all.



Trusted

In our actions. In our promises. To our team, clients and peers. We will always be honest and open in all we do.



Free-thinking

As flexible, creative problem solvers we never accept the status quo, and are always looking for new ways to help people thrive.



Energised

More than a can-do spirit, our positivity is our belief that there are always 'better way' solutions to be found.



Human

Our people are our greatest asset, so we will do all we can to support them and champion wellness and work/life balance across the industry.

A word from our founders

Nineteen years ago we couldn't see the PR agency we wanted to work for. An agency which prized flexibility and freedom, ethics and excellence. So, we set up our own!

We always worked hard to tackle the issues we saw in the wider PR industry. So when we first read about B Corp, it felt like a natural progression for us. It was the chance to be part of a powerful movement and prove to our team, our partners, our clients — and ourselves — that we are a 'good' business. After an 18-month journey, we were officially certified in July 2023, and were particularly proud of our score for Workers. Our people are our business after all. Becoming a B Corp did show us we could be doing more though.

Our strategy for this is to focus on one or two areas each year — Environment being the first.

With our business model we knew our impact wasn't huge, but it was hard to measure. So we partnered with Furthr, a climate consultancy, to properly assess it. We're now clear on our footprint, and have a plan to reduce it — including investing in two amazing offsetting projects in Myanmar and Uganda.

Our priority for year two? How we can help in our communities. Watch this space!

Yours respectfully,

Nicky & George





Environmental Partnership

Partnered with Furthr to measure and offset emissions.



Community Donations

Donated over £50,000 to 28 charities.



Carbon Offsetting Projects

Invested in Gold Standard verified offsetting projects in Myanmar and Uganda.



Client and Supplier Partnership Policy

Using B Corp values to determine who we work and partner with.



Shortlisted for Agency of the Year

Shortlisted for PRWeek's Best Agency of the Year (Small Agency category).

Overall B Impact Score

When we became B Corp certified in July 2023, we achieved a score of 87.5. With the median score for the average business being 50.9, we were pretty pleased with ourselves.

However, when you become a B Corp, you learn a lot about yourself as a business. And quickly discover that there's a lot more you could be doing.

So we see this as very much the start of our journey. We know there's room for improvement and we have a plan in place to keep on increasing our score each year.

Based on the B Impact assessment, The PR Network earned an overall score of 87.5. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 87.5 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Environment

Score: 7.8

This area has been the key focus for our first year as a B Corp. If we're honest, we thought we'd do a lot better than we did when we were first assessed.

Not because our environmental impact was huge, but because we didn't really understand it. That's something we've now put right, which gives us a good starting point going forward.

What we said we'd do:

Improve our understanding of our own environmental impact. Start measuring our carbon emissions, and create a plan to reduce them year-on-year.

Invest in a verified offsetting programme to compensate for our unavoidable emissions.

What we did:

Partnered with climate consultancy, Furthr, to measure our emissions. (We now have solid data for our 2022 operations.)

Committed to making meaningful investments in two incredible Gold Standard verified projects on the frontline of the climate crisis.

Planted 50 trees in our company forest.

Plans for B Corp Year 2:

- As a Scope 3 business, the bulk of our emissions are created by the suppliers we work with. As such, we need to improve the way we measure our third party emissions.
- Look at how we buy new tech and get rid of old tech.
- Educate our team more on why we're B Corp, why it matters and steps we can all take to reduce our individual footprints.



Governance Score: 18.7

Preparing to become a B Corp was a real eye opener for us. It put us and how we operate under the microscope and saw us make some integral changes to how our business was set up.

Now those changes have bedded in, we're looking more at how we work day-to-day and how we can use B Corp as a filter to ensure we're always considering people and the planet, along with profit.

Governance

What we said we'd do:

Integrate B Corp into our new business process.

Be more conscious about how our day-to-day activities can impact our footprint.

What we did:

Used B Corp filtering to ensure that new clients' values align with our own values.

Launched a supplier and partner code of conduct.

Plans for B Corp Year 2:

- Integrate social and environmental goals into job descriptions.
- Start to build an external advisory board, including clients and other third parties, to hold us to account and ensure we keep improving our impact score.



Workers Score: 38.3

We're proud to say this was an area that was a real success story for us.

That said, while we scored high, we wanted to do more. So we flipped our approach, forgetting what we 'think' our team want and focusing on what they actually say they want by giving them more control regarding our charitable activities and their own development. The bar has been set high, but we know we can go higher.

What we said we'd do:	What we did:		
Launch an Employee Giving Fund (EGF) so the team can give via the company to charities close to their hearts.	Donated £5,500 to 11 charities (£500 per charity) selected by the team.	Conducted diversity and inclusion training for the team.	Initiated a monthly employee pulse survey to provide a forum for concerns and ideas.
Give each employee a £1,000 personal training investment fund to spend as they wish.	Invested almost £10,000 in training and courses.	Two of our senior leadership team underwent Mental Health First Aider training.	Implemented an annual employee satisfaction survey.
Improve our core team's wellness with holistic training.	Undertook the Tour de PRN, where we collectively covered the distance between each of our 11 home offices to raise money for the Trussell Trust at Christmas.	Winner of PRovoke Media's Best UK Consultancies to Work For 2024 (Small Agency category).	Held a three day all expenses paid trip to the Cotswolds for training and team building.
Build a collegiate and collaborative culture by bringing the team together for quarterly catch-ups/socials.	Trialled one of the team working 10 days in nine, ahead of a potential wider roll out.	Shortlisted for PRWeek's Best Agency of the Year (Small Agency category).	Launched a 'Lunch & Learn' programme, which included a breath workshop, online yoga and a presentation skills session.

Plans for B Corp Year 2:

- Review our benefits to ensure that our team is supported personally and professionally.
- Aim for 90%+ employee satisfaction in our survey.
- Run the EGF initiative for the second year to reach more deserving charities.
- Enhance our training and development programme, so it's built around individual learning needs.



Community Score: 19.1

As a female-owned and managed business, we have always been passionate about supporting initiatives that matter to us.

Becoming a B Corp has simply renewed our belief in driving change through action. The PR industry has a lot of work to do around equality and equity, and we are committed to using our position to challenge the status quo and amplify female empowerment.

What we said we'd do:	What we did:		
Ring fence £50,000 of profits for charity, focusing on DEI, mental health, women and children's causes.	Our co-founders were the inaugural recipients of the GWPR Angela Oakes Award at the 2023 ICCO awards for their efforts to foster positive change in the PR industry.	Supported Capital Kids Cricket, a charity that helps empower young people to overcome societal challenges, with time on the trustee committee and strategic comms advice.	Donated £1,600 to bigmoose, a mental health charity in Wales.
Support PR industry initiatives around DE&I.	Continued our support of Women in PR, a not-for-profit organisation that champions equal opportunities for women in the UK PR industry.	Raised £1,036 for Refuge by walking 310 miles as part of the charity's 62 Miles in March initiative.	In total, donated just over £50,000 to 28 different charities (including 11 selected by the team).
	Donated £1,250 to Socially Mobile to support its work levelling up the UK PR industry.	Doubled all donations made through us to Campaign for Female Education over a 48-hour period, as part of their #CountMeIn campaign.	

Plans for B Corp Year 2:

- Measure and increase our percentage spend with local suppliers.
- Donate between 2.5% and 5% of profits to good causes (Charities, NFPs, CICs).
- Continue to support CAMFED, as our main charity beneficiary.
- Launch 'Pledge Our Time' initiative, where we'll collectively donate 15 volunteering days per year.



Customers Score: 4.5

As we don't address a social or economic problem for our clients, it's hard to improve our score in this area. However, don't think we're ones to rest on our laurels.

Maintaining a healthy and happy customer base is key to our ongoing success and, we'd argue, a symptom of a healthy and happy team. So we're going to keep doing what we do best, finding more ways to wow our clients.



What we said we'd do:	What we did:	
Keep customer satisfaction high.	Grew the PRN Collective — an invite-only group of customers and prospects, which enjoy exclusive webinars, training and insights — to over 20 members.	90% of our clients rated their experience of working with us as good or very good, and were likely or extremely likely to recommend us.
Work with brands who are doing good things.	Launched 'Ask the Expert', an educational webinar series on trending industry topics.	Retained all top five clients by fee income.
	Launched an ESG advisory practice, specialising in sustainability comms.	Used our B Corp policy to guide our decisions around the brands we work with.

Plans for B Corp Year 2:

- Start working/partnering with two more B Corps.
- Aim for 95% in both customer satisfaction scores.
- Help more clients share their sustainability journeys via our ESG advisory practice.

Charities and causes we've supported

As part of our B Corp journey, we've supported a number of charities and organisations which are driving change in the world. Some are related to our industry, others are simply causes close to our hearts.

Socially Mobile	Apex Foundation	Caring in Bristol	Trees
Save The Children	Médecins Sans Frontières	Mammakind	St Michael's Hospice
CAMFED	House of St Barnabas	Bowel Cancer UK	Refuge
Trussell Trust	The Lewis Foundation	Youth Kind	The Samaritans
Cancer Research	Cornwall Hospice Care	Brooke Hospital for Animals	
Epilepsy Society	Revitalise	Epping Forest Foodbank	
Noah's Ark Children's Hospice	Galgos del Sol	Blue Carbon	
bigmoose	We Hear You	Safe Water	

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PRN 20

Certified

Corporation

