

Certified



Corporation

The Ad  
Plain

# The Ad Plain IMPACT REPORT

2024-2025

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# Introduction



# IT'S HARD TO BE GOOD

Last year I introduced this report discussing the world economy and how it has taken a knock - for so many reasons. It is hard to prioritise what many would consider non-essential investment when there are results to be delivered to shareholders and responsibilities to employees. Add to this the fog of confusion that now surrounds us – regarding political leadership, the media, and even what is reality – and business and environmental decisions become hard.

With the world becoming more complicated and unpredictable by the minute, we need to have more faith than ever in following those paths which we know are the right ones. B Corp is a big investment for a company our size and as such is a very considered decision. We are proud to display the badge and what it stands for, but it is so very much more than that for us. It is a standard and constant in this shifting world. We hope this report demonstrates the fact that we are very much committed to a sustainable business and being a positive force for our employees, our clients, and our future.

*“B Corp is a standard and constant in this shifting world.”*

► *Duncan Murray-Clarke, Group Managing Director, The Ad Plain (TAP)*



*Duncan Murray-Clarke, Group  
Managing Director, The Ad Plain (TAP)*



# WHO WE ARE

The Ad Plain (TAP) is a specialist communications agency immersed in the world of agriculture, food production, and the environment. We create digital experiences that set our clients apart, with inciteful and captivating campaigns that cut through the noise in today's busy world.

We're in the business of reaching people; of first attracting their attention, and then sparking the curiosity that makes our chosen audiences receptive to messages, and inspired to take action.

We believe this gives us a unique standpoint; which is why we count ourselves among the businesses who are positioned to help drive change. The sectors we work in are switched on and climate aware. Many of our customers are at the sharp end of food production and are helping to provide the sustainable solutions that will ensure food security, now and in the future.

We're not like the cliché agency; and we're hugely proud of who we are. With offices in the UK and Spain, and a diverse workforce, it's tight bonds and team spirit that produce our unique company culture.



We believe in mutual support, kindness and respect; and we never forget that life is for living. Our world is a brighter place if we look up, help one another, smile and have some fun.



# WHAT IS B CORP?

A B Corp (Benefit Corporation) is a type of business that balances purpose and profit, by committing to higher standards of social and environmental performance, accountability, and transparency. B Corps are focused on making positive impacts on society; their employees, customers, communities, and the environment.

B Corp certification is granted by B Lab, a nonprofit organisation that evaluates companies based on their impact in areas like environmental sustainability, employee experience, customer engagement, community involvement, and governance.

In April 2025, B Corp introduced new standards to further drive meaningful, sustainable change as the climate crisis intensifies and societal inequality grows. Businesses will now be assessed across seven impact areas: Fair Work; Justice, Equity, Diversity & Inclusion; Human Rights; Climate Action; Environmental Stewardship and Circularity; and Government Affairs and Collective Action. We will be working toward our next B Corp recertification in 2027 under these new, evolved standards.

There are over **10,000 certified B Corporations**, across 162 industries, in more than 100 countries. Together they are part of a global movement shifting the focus of business towards more ethical and sustainable practices. The number of companies continues to grow; and there's now over 2,600 certified B Corps in the UK.





# OUR JOURNEY

## Purpose, opportunities and bigger goals

This is our third year of B Corp certification. Being a B Corp is a journey - one of continuous learning, analysing possibilities, and finding new ways to instil positive change.

We've been inspired by sharing our experiences with other B Corp businesses local to our offices in the UK and Spain, and have harnessed momentum from across our team; sharing the workload and amplifying what we can achieve when we work together.

By identifying goals and engaging in actions both in and out of the office, we've tuned into more ways to make B Corp work for us as a business - helping the communities we work in and supporting projects in the wider world. The opportunities inspired by the B Corp philosophy are truly endless; and going forward we plan to harness these more to promote our own business, and to further support the wider B Corp community as a force for good.





# OUR IMPACT

The B Impact Assessment Tool is what generates our overall B Corp score, it's the benchmark for progress and our baseline for continuous improvement. We use the Assessment Tool to review and reset our goals, and to highlight what we've already achieved.

For B Corp assessment we were evaluated across five impact areas: Governance, Workers, Customers, Community and Environment. Each category had a set of questions and was assigned a number of points. The maximum points a company can earn is 200, and a minimum score of 80 points was required for certification.

The assessment is detailed and comprehensive and covers a wide range of topics, from our HR practices, environmental policies, community engagement, and corporate governance. By scoring well on the assessment, we demonstrate a strong commitment to sustainability and social responsibility.

The B Corp assessment usually occurs every 3 years. With the introduction of the new, evolved standards this year, our next assessment is now due in 2027. In the meantime, we're continuing to create new goals and identify areas where we can improve.

At certification, in 2023, we proudly achieved an overall B Corp score of 81.7 - exceeding the average score of ordinary companies which stands at 50.9.



## Benchmarking

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

## Scoring Breakdown

Governance	16.1 / 25
Workers	26.7 / 50
Community	20.7 / 50
Environment	13.9 / 20
Customers	4.1 / 5

Based on the B Impact assessment, The Ad Plain Holdings Ltd earned an overall score of 81.7. The median score for ordinary businesses who complete the assessment is currently 50.9.



# WHY B CORP MATTERS

Certified B Corps are businesses who are focused on making a positive contribution to the United Nations (UN) Sustainable Development Goals (SDGs).

The SDGs were adopted by the UN in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

There are **17 SDGs in total**; developed to reflect how progress in one area will affect outcomes in others; and that development must balance social, economic and environmental sustainability.

This report highlights how we impact the SDGs, reflecting our dedication to create a positive impact on our communities, our planet, and our future.



# Our Business

“Our mission is to try and ensure that the economic system itself is inclusive, equitable, and regenerative.”

The principle is that B Corps are showing what good looks like, and that’s what unlocks our ability to influence others for wider change.”

**Chris Turner, Executive Director of B Lab UK**

# A SNAPSHOT OF THE LAST 12 MONTHS...



**66**  
Days in the Field



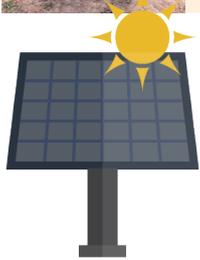
Customers in more than  
**45**  
countries



**8**  
Regular *Freelance*  
Suppliers



**35**  
hours dedicated to  
team building for  
every *employee*  
this year



**30**  
percent of our electricity  
is *solar* powered



**568**  
Hours for good  
causes



Over  
**121**  
hours skills training



Over  
**76**  
percent of our team  
are women



**3**  
Environmental  
Projects Supported



**14**  
Trees planted over  
80 trees since 2021



Offices in  
**2**  
countries



**3**  
qualified Drone Pilots



# OUR VALUES

*"Now that we are into our third year of B Corp, you can really see the impact it has had on the team. We genuinely care for each other's welfare, and have each really stepped up to help out with all the ups and downs that come with being a close working group. I think that having updated processes and protocols got the ball rolling, but the awareness that we are a united team under the B Corp umbrella is what I have truly noticed."*

► Liz Tomkinson, Director

*"I feel part of a team and network of businesses that are continually making positive change for people and the environment."*

► Deb Laird, Senior Account Manager



*"Working for a B Corp company fills me with satisfaction. Knowing that TAP strives to make the world a better, more conscious, and more sustainable place – and that I can play a small part in making that happen – is one of the best feelings."*

► María A. Pérez Rojas, Graphic Designer

*"I enjoy working for a B Corp company because it goes beyond just being eco-friendly. It's about being eco-forward, actively striving to make a positive impact on the environment."*

► Emily McCaver, Senior Account Executive



*"Working on our Impact Reports has shown me that B Corps are where making a difference can really happen. It's about so much more than tick-box certification; it's a new working philosophy for the world - like next level ESG! I'm proud to be part of a B Corp - leading the way to this much-needed change."*

► Karen Saunders, Account Manager

*"I deeply believe that we must design a sustainable system in which companies play a key role in generating a positive impact on society and the environment. That's why working at a B Corp agency is such a rewarding experience - I feel part of this movement that is paving the way. I'm sure that, although it may seem innovative today, the day will come when we all ask ourselves, "Why didn't we do this before?" Being part of this movement is inspiring and, above all, necessary."*

► Mila Navarro, Account Manager

*"It's been a lovely change moving from large governmental organisations, to a small but caring B Corp business. You can really feel the difference in the company supporting each other and working towards core ethical values."*

► Lizzie Wall, Project & Office Support

*"I'm really proud to work with Team TAP; we are completely supportive of each other; each one of us bringing unique skills to the team, serving to use business as a force for good."*

► Michelle Coupar, Accounts Manager



# OUR MISSION

Being a B Corp, means we consider the impact of our decisions on all of our stakeholders - workers, communities, customers, suppliers, and the environment - not just our shareholders. We do this by focusing on our mission and sharing our aspirations for the business across our teams.

*Whilst growing responsibly, The Ad Plain aims to align the company's ambitions with the needs of employees and stakeholders, while making environmental improvement.*



*TAP Directors: Liz Tomkinson, Emma Craigie and Duncan Murray-Clarke.*



# OUR GOVERNANCE

Our B Corp Governance score evaluates our overall mission; and our engagement with social and environmental impact, ethics, and transparency. Through governance we work to consider all our stakeholders in decision making; via our corporate structure, policies and governing documents; and in our overall philosophy for the way we work.



## How we're doing this...

- We prioritise **bringing our teams together** in person at least once a quarter – to focus on direction, new ideas and reflect on project outcomes. These meetings also reinforce the strong bonds and unity across our team.
- Setting aside the time and focus to initiate actions for the greater good remains on our management agendas; from our **monthly Board meetings**, to communicating targets, and sharing our 'to do' lists across the team.
- We've increased knowledge of B Corp among our stakeholders; with a **dedicated section on our website**, focused social media posts, and by featuring B Corp in our new business and existing customer engagements.
- Changes to how we operate our IT and data management systems have been instigated, as well as regularly reviewing our policies and practices to **reflect our B Corp goals**.
- We're increasing the focus on outcomes for our customers, with enhanced reporting at the end of campaigns; and internal systems to better **monitor the quality** and length of **customer relationships**.
- **This year we've carried out a client survey** to monitor satisfaction and identify how we can do even better for our customers.



# OUR CUSTOMERS

The customers' B Corp assessment score evaluates our stewardship of customers through the quality of the products and services we provide.

This year, we conducted research to assess how effectively we are serving our key customers. A sample of clients were independently interviewed to share their feedback on the services we offer.

Overall, responses were very positive, confirming that our customers feel valued and supported. Where opportunities for improvement in our services were identified, we have taken action - learning from the feedback and making meaningful changes.

## Results: What our customers identified as TAP's main strengths



## Results: Areas where customers said we can do even better



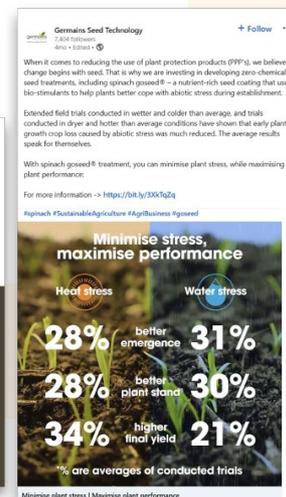
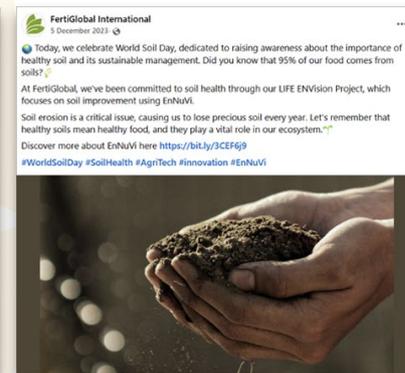
# OUR CLIENTS - WORKING FROM THE GROUND UP..

Many of our customers work in markets that are at the sharp end of food production – immersed in finding the technologies and solutions that support sustainable agriculture and the communities who depend on it.

With climate change, and increasing challenges in other areas, new problems will be remedied with innovation, ground breaking technologies, and changes in the way we live and work.

We help companies who are championing the cause; tackling the problems that jeopardise food production and our environment; educating farmers and growers, and inspiring conversations about the pests and diseases that threaten people, communities, business sectors and the livelihoods of those who grow our food.

We're writing about these solutions, educating audiences about sustainable technologies, and telling the stories of the transition to a more sustainable world.



## Telling the stories of sustainability

*"As a die-hard creative I have an unending belief in big ideas, and bravely executed work; and as a specialist content agency we excel in the way those ideas are presented. My agenda, and that of our clients; is that people, society, and environment all matter in the same breath. Delve into our clients values and you will see they are all working incredibly hard - like us - to exemplify a positive and progressive mindset. The TAP team is authentic, intelligent and considerate, and I'm entirely dependent on them and vice versa to deliver for our clients."*

► David Comiskey - Art Director, The Ad Plain

# WHAT OUR CUSTOMERS SAY...

*'TAP are always happy to adapt to the way we work and be flexible with our needs. They bring a 'can do' attitude and creative mindset to any challenge or opportunity - which is so refreshing.'*



*'Working with TAP is like working with a trusted partner. It is very easy and the involvement they have in projects goes beyond what is expected.'*

*'Their fresh perspective and proactive pitches - help us achieve more than we anticipated!'*

**With TAP,  
we're in  
safe hands.**

*'I was impressed by TAP's thorough approach to the challenge we set them, and their ability to turn our complex needs into a seamless and intuitive digital experience.'*



*'TAP have been fantastic integrating with all of our team even the social media skeptics.. 😊, their industry knowledge and understanding of our customers is essential for the success of our content.'*

*'TAP truly brings our brand to life in fun, creative ways; and they do all this without losing sight of the detail.'*

*'They have a high level of follow up from the beginning, being on top of us, which allows us to be always on time.'*

*'From the early stages of defining our requirements to the final build, TAP's attention to detail and collaborative approach ensured that every element of the website reflected our business values while meeting the needs of our customers. The result is a website that not only looks great but is functional and easy for our team to manage long-term. We're thrilled with the outcome and the positive feedback from our customers. It gives us a great platform upon which to build for the future.'*

# HOW OUR BUSINESS GOVERNANCE IMPACTS THE SDGs

05

GENDER EQUALITY



**SDG 5:** We are committed to fostering a fair, respectful workplace; where all employees are treated with dignity and can reach their full potential. Our focus remains on cultivating an inclusive, discrimination-free environment. We have increased female representation on our teams and support sustainability goals in collaboration with our core B Corp Team.

We consistently seek opportunities to support team members' professional growth, remuneration, and development; including our freelance suppliers across the world. Our goal is to empower all team members, from junior staff to freelance collaborators.

09

INDUSTRY, INNOVATION AND INFRASTRUCTURE



**SDG 9:** We have implemented a sustainable, resilient infrastructure that prioritises environmentally sound technologies and a low carbon economy. Through technology and innovation, we promote equal access to information and knowledge across our teams. The head office facility is located in a climate resilient facility, focused on reducing CO2 emissions, pollution, and waste, while enhancing energy efficiency.

13

CLIMATE ACTION



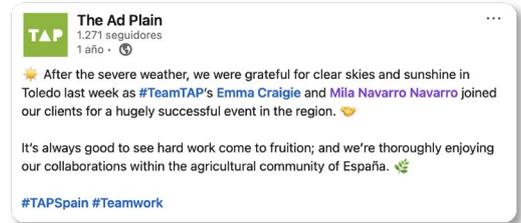
**SDG 13:** Climate change has been woven into our corporate culture and company strategy, increasing awareness among employees, suppliers and other stakeholders. We're making positive decisions like reducing CO2 emissions through reforestation projects, decreasing the use of fossil fuels, and initiating communication of our actions and results, through Impact Reports and other media.

16

PEACE, JUSTICE AND STRONG INSTITUTIONS



**SDG 16:** We've developed a Code of Ethics: promoting transparency and good governance. This covers expectations for ethical behaviour, human rights, equality, security and dignity; and offers our people protection against all forms of corruption and prejudice.



# OUR BUSINESS – WHAT'S NEXT?

## CONTINUE

- Ongoing review and improvement of our IT and data management systems.
- Continue to record progress on our objectives at monthly Board meetings.
- Keep sharing relevant B Corp stories on social media, like the one below where we supported an aspiring young tennis player in our community.

### The Ad Plain

1.271 seguidores  
6 meses · 🌱

With only 50 courts left worldwide, #RealTennis is a rare and ancient game deserving of preservation. Dating back to the 12th century, this original form of tennis is played indoors on walled courts, using smaller, heavier rackets and handmade balls. 🌱

As a niche sport, Real Tennis relies on continued publicity and investment to ensure its survival for future generations. That's why we're proud to support talented, local rising star—Archie Watson—who dreams of turning pro.

His hard work and commitment are already paying off: the 17-year-old has just retained the U19 French Open title. Congratulations Archie! 🏆

[The Tennis & Rackets Association \(T&RA\)](#)



## ACTION

- Plan how we can share our targets and progress towards our social and environmental objectives more effectively with the team.
- Use the information on the Earthly dashboard to help formalise our action.
- Share information more widely about our targets and environmental performance.

- Find even more ways we can work with Earthly and Climate Essentials to create a carbon reduction plan.

## ASPIRE

- Make a plan that will help drive us towards becoming net zero / carbon neutral.



# Our People & Communities

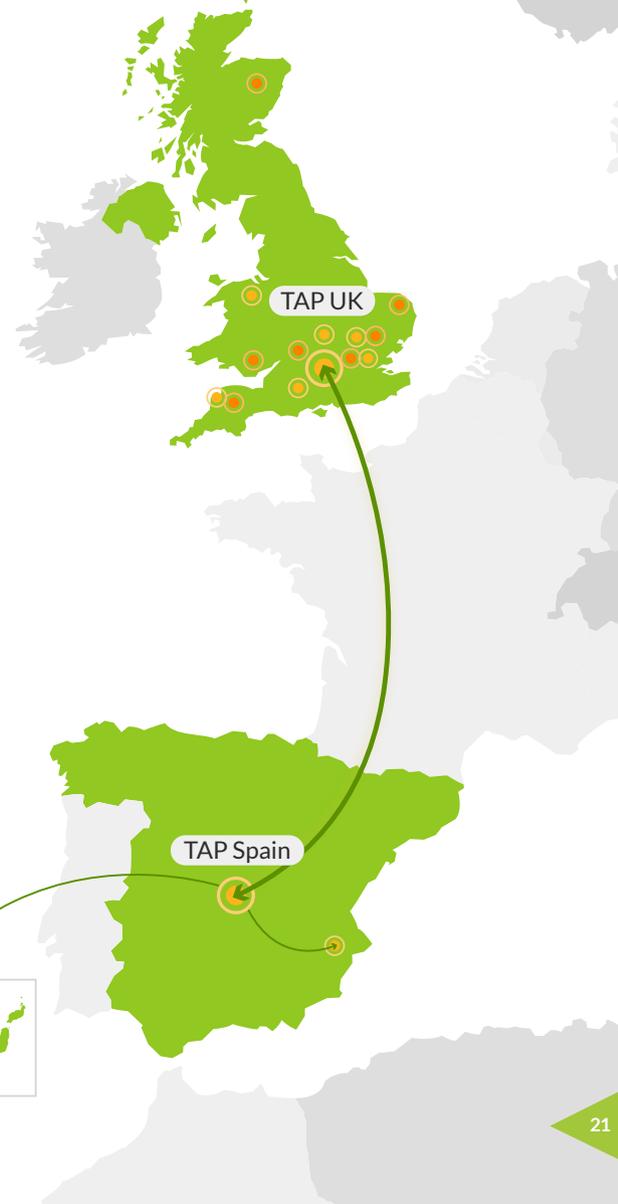
The B Corp assessment for 'Workers', is all about our people; and covers the contribution we make to our team's financial security, health and safety, wellness, career development, engagement and satisfaction.

The Community score assesses our engagement; and impact, on the communities in which we operate. Community also encompasses diversity, equity and inclusion, our economic impact, civic engagement, charitable giving, and supply chain management.



# OUR TEAM

We pride ourselves on the breadth of knowledge and expertise that exists across our team. We achieve this by bringing together the best in the business, creating a diverse and dynamic group from across the globe - united as one and driven by the shared passion that defines Team TAP.



Canary Islands, Spain



# OUR WORKING CULTURE



Staff training both on line and in person – helps our business and our people.

Congratulation to Emily McCaver who completed her **BASIS Foundation in Agronomy course this year.**



We prioritise positive connections among our team and freelance suppliers, with **regular check-ins and meeting in person** at least four times a year.



We actively encourage a **work-life balance** and **offer flexibility** for working from home.



We support our workers ensuring access to policies, monitoring welfare and regularly meeting on line **to strengthen connections.**



We remain aware of **staff potential** – with regular reviews for our people and opportunities for career progression within the business.

This year Deb Laird was promoted to **Senior Account Manager**



# OUR SOCIAL IMPACT

We actively encourage our staff to volunteer. Supporting good causes is part of our DNA – and we salute our people who have participated in **charity, community and volunteer projects over the last 12 months**. Here's some of the things they've been up to...



Check out our [Strava group](#) and join our [Plogging community](#)...



At an awards event organised by TAP, we collected **£3,500 for the Motor Neurone Disease (MND) Association**.



By participating in a competitive charity event, Nikki helped **build bikes that were later donated to children** in need.



Michelle volunteers every week, **supporting young people in Oxfordshire**.



Karen is a volunteer member at a **community garden in Wiltshire**.



Lizzie spent a day helping out at SSNAP, a **charity at the John Radcliffe Hospital in Oxford** that supports sick newborn children, their parents, and those who care for them.



Liz helped run the **cake sale stand** at her local village fete.



# COMMUNITY PROJECTS & MENTORING

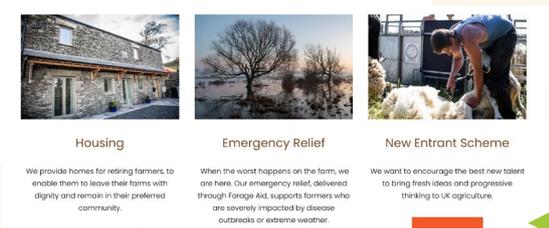
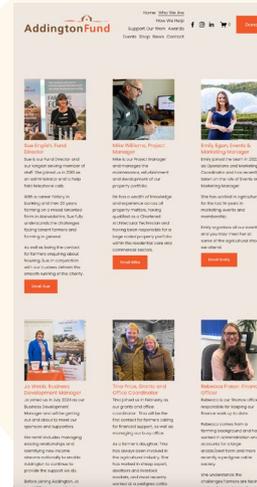
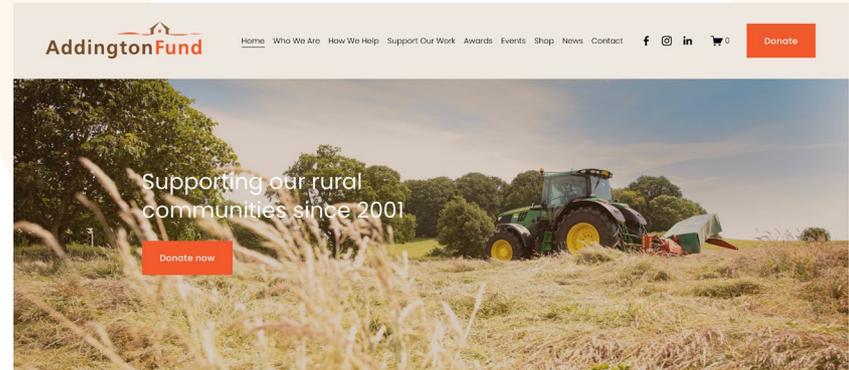
## ADDINGTON FUND

In our last Impact Report we showcased our Director, Emma Craigie who volunteers as a trustee of Addington Fund – helping the charity with marketing strategy, planning, social media and PR.

Addington Fund supports farming communities in times of crisis – by providing housing, and disaster relief in the form of animal feed or services to farmers in need across England and Wales.



This year we have supported Addington Fund with design work, social media policy, strategic and tactical marketing planning, attendance at events, and by conducting an audit of their website.





# COMMUNITY PROJECTS

## EDUCATION FOR DAVID AND ADMIRE

Meet David and Admire the two children from Harare, Zimbabwe who we have sponsored since 2021.

We have made a long term commitment to supporting the education of these two boys, so they have the opportunity to maximise their potential in the world.

*"Education contributes to many of the SDGs. It reduces poverty, drives sustainable economic growth, prevents inequality and injustice, leads to better health – particularly for women and children – and it helps to protect the planet."*

- United Nations Children's Fund (UNICEF)  
Education Strategy 2019-2030



David



Admire

LEARNING AREA	SPELLING	READING	PS	P2	TOTAL	TEACHING COMMENT
ENGLISH	7/10	9/10	15/20	14/16	47/60	V. Good!
SHONA	10/10	10/10	20/25	16/21	67/70	Excellent!
MATHS AND SCIENCE	20/25	14/16	6/7	15/15	55/63	Excellent!
PHYSICAL EDUCATION AND ARTS	20/25	15/20	30/30	15/15	80/85	V. Good!
PWS	15/15	20/20	25/25	25/25	85/85	Excellent!
ICT	15/15	15/15	25/25	25/25	80/80	Well done
GRAND TOTAL					257/300	V. Good!

CLASS TEACHING REMARKS: A wonderful performance keep it up!  
HEAD OF HEAD: Well done David keep up the great work  
HEAD OF HEALTH: SIGNATURE: *Head*  
NEXT TERM FEE:  
NEXT TERM BEGINS:  
PARENT SIGNATURE:

LEARNING AREA	COURSE WORK %	EXAM MARK %	TOTAL	GRADE
MATHS & SCIENCE	18/30	15/20	33/50	
ENGLISH LANGUAGE	6/10	10/10	16/20	
INDIGENOUS LANGUAGE	8/10	10/10	18/20	
FAMILY & HERITAGE STUDIES		7/10	7/10	
INFORMATION & COMMUNICATION TECHNOLOGY		22/25	22/25	
PHYSICAL EDUCATION		16/20	16/20	

# OUR SUPPLIERS

Making an impact throughout our supply chain is an ongoing focus for us as a B Corp. Our Local Purchasing and Customer Policy has given us direction and we are educating ourselves to explore sustainability policies when selecting new suppliers.

We prioritise working with B Corp businesses wherever possible, choosing suppliers such as Piper Heidsieck for gifts. We also regularly review company policies as part of our purchasing decisions, which this year led us to select web hosting certified by the Green Web Foundation and paper supplier Thomas Stoner, who is committed to carbon reduction and recycled materials.

By buying locally, we help minimise delivery and travel miles, partnering with nearby companies like Brightwell Vineyard and continuing to work with Earthly to reduce unavoidable carbon emissions.

Maximising the potential of good connections, helps keep everyone on board with our mission; this year one of our projects with Earthly saw us plant a tree for every member of The Ad Plain team.



We partner with local business Brightwell Vineyard for corporate gifts.



**GREEN WEB  
FOUNDATION**

TOWARDS A FOSSIL-FREE INTERNET BY 2030

Sustainable options are available for every area of business - even where you'd least expect to find them, like web hosting services.



Recycled paper is one of the easiest ways to buy sustainably, but we chose Thomas Stoner as our supplier because their extensive range of policies aligned with our B Corp mission too.



Choosing to work with B Corps is part of our purchasing policy, which is why we select companies like Piper Heidsieck.

# HOW OUR PEOPLE AND COMMUNITIES IMPACT THE SDGs



**SDG 1:** We encourage our staff to take part in community initiatives by offering paid days off for volunteering – helping those in need, or at risk of poverty. We will continue to support any of our staff who may need additional help in times of need.



**SDG 2:** We pay for food and beverages from our on site café for remote workers when they visit head office – ensuring access to healthy and nutritious food.



**SDG 4:** Our ongoing commitment to the education of David and Admire in Zimbabwe, will continue. We support the principle of quality education for all.



**SDG 5:** We have enlisted a HR company; and ensure our staff have access to our staff handbook, and policies that promote gender equality and integration.



**SDG 8:** We support inclusive and sustainable economic growth for our employees and freelance suppliers; and where possible, prioritise local and other B Corp businesses in our purchasing.



**SDG 11:** We provide fair working conditions and wages for employees and suppliers, helping ensure that these people can access adequate, safe, and affordable housing and basic services; while working to reduce pollution in our facilities with efficiencies and renewable energy.



**SDG 13:** We're introducing climate actions into company strategies; improving responses, and helping educate and increase awareness across the reach of our business. For example, with our Plogging campaign.



In November 2024, Storm Bert swept through Wales, bringing record rainfall and widespread flooding. In the South Wales valleys, rivers surged to their highest levels ever recorded, and more than 700 properties were left under water.

In the aftermath, TAP's Rob Hayman stepped in to assist. Volunteering his time, he supported an elderly couple dealing with flood damage to their home, offering practical assistance when it was needed most.



# OUR PEOPLE & COMMUNITIES – WHAT'S NEXT?

CONTINUE

ACTION

ASPIRE

- Encouraging our staff to volunteer and fundraise for good causes.
- Supporting our people by offering paid days off for charity work and volunteering.
- Our commitment to education for David and Admire.
- Seeking out further opportunities for mentoring in our community.
- Finding more opportunities for fundraising.
- Prioritising B Corps and local businesses in purchasing decisions.

- Find out more about including B Corp businesses in our purchasing decisions.
- Continue to seek community projects where we can provide mentoring on skills or provide support with marketing services; like we have with Addington Fund.
- Increase awareness among the team about considering other companies sustainability, environmental and social policies in decision making.

## David – giving swifts a safe home

TAP's David Comiskey (pictured, right) has been volunteering in his local community to protect swifts, whose numbers have dropped 60% in the last decade. With the church tower swift box fully occupied, he's helped the village expand the colony by installing more boxes - efforts that have provided more safe nesting sites, supported biodiversity, and helped ensure the iconic summer screams of these amazing birds continues to fill South Cambridgeshire's skies. Well done David!

- Explore the potential for a link to a dedicated charity.
- Increase the 'local' theme to include staff's working from home locations.



# Our Planet

B Lab's Environment assessment evaluates our environmental management practices, including our impact on the air, climate, water, land, and biodiversity.

This includes the direct impact of our operations and, when applicable, our supply chain and distribution channels.



# OUR ENVIRONMENT

Our head office at Howbery Park is situated in acres of mature parkland in a natural environment that's carefully managed under a dedicated biodiversity scheme.

As the UK's first solar powered business park, Howbery has accommodated 3,000 solar panels connected to the National Grid, alongside its natural riverside setting that's a haven for wildlife, native trees and flowers.

**Howbery has a zero waste policy;** which means that none of the plastic waste generated at the site goes to landfill.





# OUR WORK WITH EARTHLY



Earthly is a company that helps businesses align their sustainability targets with solutions that offer substantial benefits for the environment.

By investing in nature based solutions with Earthly we're helping to sequester carbon with projects that enhance biodiversity and improve the livelihoods of local people.

Earthly projects are handpicked by a team of experts for their carbon potential and for their power to place people and nature on the path to recovery. They include initiatives that protect and regenerate precious ecosystems like tropical forests, coastal mangroves and peatlands. Take a look at the projects we're supporting this year in the pages that follow.

## Did you know?

Nature based solutions can fight climate change, reverse diversity loss and help local people across the world thrive. With these solutions we can remove 1/3 of the CO2 needed to avoid climate breakdown by 2030.



The Ad Plain

EARTHLY

Impact to date



Co-benefits





# PEATLAND PROTECTION

## RIMBA RAYA, INDONESIAN BORNEO

This project protects one of the most highly endangered ecosystems in the world; the carbon-rich Rimba Raya Biodiversity Reserve that spans over 640 square kilometres (250 square miles). This High Conservation Value tropical peat forest, stores over 350 million tonnes of carbon in its peat domes.

Without this initiative, the peatland forest of Rimba Raya would have been turned into palm oil estates, emitting over 100 million tonnes of carbon into the atmosphere.

The Reserve is the critical buffer zone between palm oil and one of the last populations of wild orangutans on Earth. By collaborating with the Orangutan Foundation International, the project also actively conserves this endangered species.

With our help, the Rimba Raya Biodiversity Reserve project is protecting this precious land and working with local communities to achieve all 17 of the Sustainable Development Goals.

The measurable contribution to emission avoidance from this project is the equivalent of removing one million cars from the world's roads every year for the next 30 years.



We've removed over 30 tonnes of carbon with this project this year!





# REGENERATIVE FARMING

## INDO-GANGETIC PLAINS, INDIA

In the Indo-Gangetic Plains, farmers have long faced the twin threats of degraded soil and polluted air, as conventional agricultural practices have strained this fertile yet fragile land.

Since 2019, this project has been helping smallholder farmers transform their fields through regenerative practices such as reduced tillage, cover cropping, and optimised fertilisation. The results are already remarkable: soil health has improved, erosion has slowed, biodiversity has flourished, and water efficiency has risen. Planting direct seeded rice alone has conserved over 59 million litres of water, while more than 40,000 hectares of land were spared from burning, reducing harmful air pollution and saving 52 lives - with 2,614 more lives predicted to be saved over the project's lifetime.

The impact of this initiative extends far beyond the fields. Farmers' incomes have risen 12-16%, with 50-70% of carbon credit revenue returning to local communities. The project supports 34 local people, a number set to grow as its reach expands. From managing 42,000 hectares today to the target of over 815,000 hectares by 2029, this project is reshaping agriculture in the Indo-Gangetic Plains - protecting lives, nurturing the land, and securing a sustainable future for farming generations to come.





# WOODLAND RESTORATION

## PLEASANTFIELD, SCOTLAND

**The Pleasantfield project in Ayrshire, Scotland, is transforming 32 hectares of degraded grassland into a flourishing woodland through strategic tree planting.**

Originally a thriving forest, the site had suffered decades of intensive agriculture, leaving it low in biodiversity and ecological value. By supporting this project with the planting of native broadleaf trees, we're helping restore this precious landscape.

Tree planting is the backbone of Pleasantfield's ecological transformation. The newly established woodland will slow water runoff, reduce soil erosion, and mitigate downstream flooding. It will also provide shelter and food for birds, insects, and other wildlife, enhancing biodiversity across the site. Early signs of recovery are already visible, with increased sightings of goldfinches and ringlet butterflies, while wildflower meadows planted alongside the trees further support pollinators and ecosystem resilience.

Beyond environmental benefits, sponsored tree planting offers local social and economic value, for the workers engaged in planting and maintenance, and for nearby communities who can enjoy public access to this vibrant new landscape. Through this focused restoration, a degraded site is set to become a thriving woodland once again.





# DEGRADED FOREST RESTORATION MIJARES, SPAIN

The Mijares municipality suffered intensive forest fires in 2013. This resulted in the destabilisation of the natural ecosystems and critical risk to biodiversity and local wildlife; like the imperial eagle, the black stork and the Iberian lynx – a species that’s already reduced to only 600 animals in the world today.

Forests across Spain are increasingly vulnerable to the risk of droughts and wildfires due to climate change. Managing forests to prevent degradation is essential; however, over 80% of forests in Spain have no management plan.

Supported by 30 years of environmental management experience at Bosques Sostenibles, this project includes special measures to reduce the risks of fire and recreate natural habitat. By restoring 200 hectares of burned forest lands with a carbon removal target of 30,000 tCO<sub>2</sub> within the 40 year period, the project is attempting to mount a defence against increasing climate impacts. The initiative is also expected to improve the local groundwater table, decrease erosion, cool the surrounding region and improve air quality.

By **generating employment for local people** and **opportunities for disabled** and disadvantaged people to volunteer and connect with nature, the project will also bring value to those living in communities across the region.



A tree has been planted in Mijares for every employee at The Ad Plain!





# OUR ACTIONS

## PLOGGING

Supporting Plogging was the brainchild of our MD, Duncan Murray-Clarke and is a big win all round. It's all about looking after the local environment, keeping fit and feeling great about what you're doing!

What is plogging?

Picking Up Litter + Jogging = Plogging

Plogging is a practice that's caught on across our team, and our wider business and local communities. We already have a regular cohort of committed ploggers recording their contribution in the TAP Plogging Strava group; and this year Duncan celebrated his 400th plog!

Plogging is fully inclusive; open to anyone, at any time. Just grab a bag and go. Whether you walk, shuffle, or run is immaterial – what matters is doing your bit to look after the environment wherever you are; keeping it tidy and removing the potential harm that rubbish poses for people, the countryside, our waterways and wildlife.



*'When I heard TAP team say they wanted to get behind plogging as part of B Corp Month I was delighted.*

*I would urge anyone who runs or walks to have a go and join our Plogging Strava Group.*

*Share a picture and feel good about what you're doing!'*

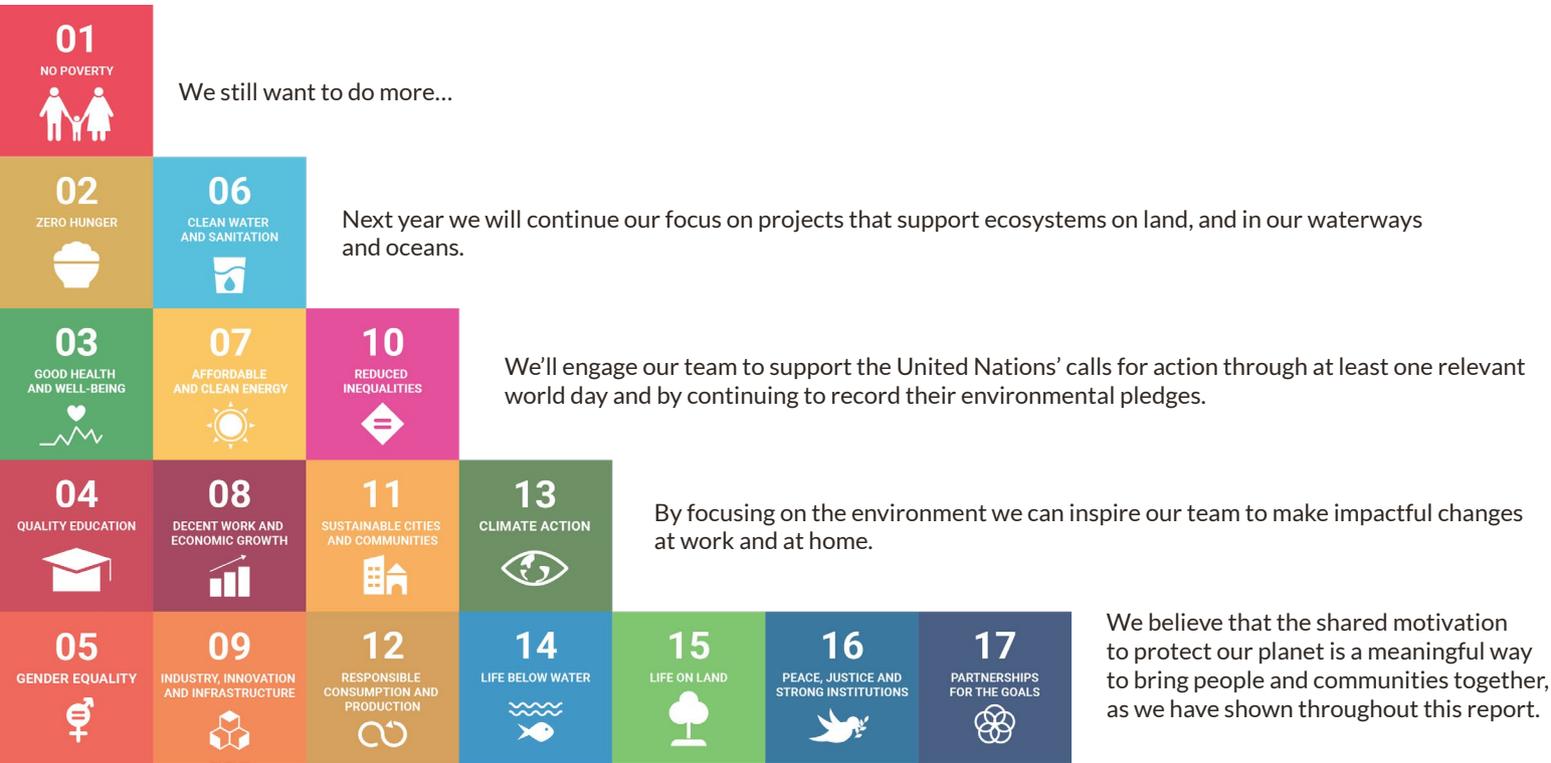
<https://www.strava.com/> 





# HOW OUR ENVIRONMENT INITIATIVES IMPACT THE SDGs

We are so proud, that by working with Earthly, we've been able to make an impact on ALL 17 of the United Nation's Sustainable Development Goals this year, with our environmental work.



# OUR PLANET - WHAT'S NEXT?

## CONTINUE

- Continue to be transparent about the carbon we produce, and how we aim to reduce our impact.
- Continue working to our Local Purchasing and Customer Policy, and our commitment to reduce supply chain miles.
- Be proud of our achievements – keep mentioning B Corp across TAP social media, and also in presentations and pitches.
- Maximise the potential of working closely with Earthly. Continue the dialogue about potential projects we can support.

## ACTION

- Consider a carbon literacy program for all staff, to promote understanding of Scope 1, 2 and 3 and how carbon outputs can be reduced at work and at home.
- Encourage the team to participate in another relevant world day – communicate initiatives and personal pledges.
- Keep capturing data about the teams' work for good causes, professional training and days in the field to support our B Corp pledges.

## ASPIRE

- Work together to set company-wide targets to reduce carbon.
- Formalise our environmental aspirations as a business and work towards a 5 year action plan.

**TAP** The Ad Plain     
@TheAdPlain

Mangrove forests are among our most threatened habitats, but are vital for people and the planet in the face of [#ClimateChange](#).

We're proud to support a [#mangrove](#) restoration project in Madagascar with [@projectearthly](#) helping an initiative that's already planted over 300 million trees.

[#BCorp](#) [#BTheChange](#)

 [@eden\\_plus](#)  
Traducir post





# Until **Next Time...**

# CONTACT US

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