

P+S

Certified



®

Corporation

B Corp Impact Report 2025

Beyond certification
Our commitment to lasting change



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Introduction

The background features a dark, textured surface with flowing, wavy lines in shades of orange and yellow. These lines create a sense of movement and depth. Scattered throughout the scene are numerous small, glowing orange and yellow particles, which appear to be floating or moving along the waves. The overall effect is a dynamic and visually appealing abstract composition.

A message from our Managing Director

Hello – it's a genuine honour to be introducing this impact report.

In uncertain times, remaining committed to our status as a B Corp is more important than ever at Proctor + Stevenson. It gives us a shared purpose, conviction and direction for the company as we face the future.

Over the past year, we've made that purpose visible to the world, in the form of Proctors Pledge. A clear statement of our promise to have a positive impact on people and the planet, it summarises the actions we're taking on a daily basis.

Among those actions are our commitment to being a Living Wage employer, ensuring fair pay for every team member; providing opportunity to young talent through our Student Design Awards and collaboration with local schools; and, our determination to be an inclusive employer, working in conjunction with a local charity to offer paid internships for young professionals in under-represented communities.

With our clients, we're helping to promote a more sustainable and responsible working world, through global marketing campaigns that champion energy-efficient technologies and carbon-reducing initiatives.

And with the proliferation of AI, we're ensuring technological innovation is matched by social responsibility. Not only have we established our own AI ethics policy, but we're also helping businesses to recognise, record and mitigate the energy-intensive impact of AI adoption, which will become a key theme throughout 2025 and beyond.

While I'm proud of our B Corp journey so far, and thankful to the entire team for their constant support, I'm aware that this is simply the beginning. Maintaining our status is about making sure everyone at P+S has the right mindset, remaining switched-on to both the requirements of certification and the ways in which we can aspire to do more together.

Ailsa Billington
Managing Director



Our purpose: why we became a B Corp

At Proctor + Stevenson, we believe in the power of business to drive positive change. Becoming a certified B Corp wasn't just a milestone but a manifestation of our long-standing commitment to:



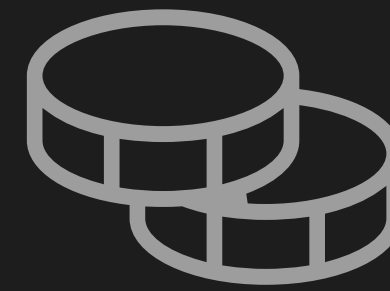
Sustainability:

We're committed to being net zero by 2030



Equity and inclusion:

We support paid internships and underrepresented talent



Fair pay:

We're a certified Living Wage Employer



Community engagement:

We dedicate time and resources to charitable initiatives



Responsible technology:

We mitigate AI's energy-intensive impact through our ethics policy

Impact



Our 2024 impact at a glance

B Corp Certification Score: 82.8



Customers: 3.2 Environment: 7.2 Governance: 12.9 Community: 24.5 Workers: 34.7

Our impact in 2024

Where we made a difference

Proctors Pledge: a promise to do better,
every day

At Proctor + Stevenson, we believe in using business as a force for good. That's why we created the Proctors Pledge – a commitment to making a real, positive impact on the world around us.

From supporting young people into creative careers to championing sustainability and mental well-being, we're dedicated to doing business the right way – one action at a time.

Here's how we're making our presence felt...



The background is a complex, abstract composition of dark blue and black liquid-like swirls. Interspersed within these swirls are thin, golden-yellow lines and small, bright, out-of-focus dots, creating a bokeh effect. A single, prominent, glowing yellow sphere with a textured, crystalline surface is positioned to the right of the text. The overall lighting is dramatic, with the golden elements providing a sharp contrast to the deep blue background.

Empowerment

Empowering local schools and businesses

We believe that great ideas, creativity, and talent can come from anywhere. But not everyone has the same opportunities to explore their potential – and that's where we step in.

Through mentorship, hands-on workshops and meaningful partnerships, we're working with local schools, colleges and businesses to break down barriers and inspire the next generation of creative minds.

Because **when our communities succeed, we all succeed.**

Supporting schools and young people:

- + Partnering with Bristol Creative Industries to help young people from underrepresented backgrounds get real insight and experience in the creative industry.
- + Running career talks and mentorship programs, helping students see a future in creative careers.

**BRISTOL
CREATIVE
INDUSTRIES**

Helping local businesses grow:

- + Offering pro bono creative support for startups and small businesses, helping them stand out in competitive markets.
- + Hosting workshops on branding, marketing, and design, sharing expertise that helps businesses thrive.

A respected voice in the creative industry

We're passionate about shaping the future of our industry – not just by talking about what's next, but by leading the way with action.

From speaking at global events to helping set ethical marketing standards, we're committed to making the creative industry more inclusive, more responsible, and more innovative.



How we're driving change:

- + **Thought leadership:**

Sharing our expertise through speaking engagements, guest articles and panel discussions to spark conversations that matter.

- + **Advocacy:**

Challenging outdated industry norms and pushing for higher ethical, environmental and creative standards.

- + **Educating clients:**

Helping brands avoid greenwashing, misleading claims and harmful advertising practices – because honest, impactful storytelling always wins.

We believe **creativity** should be a force **for good** – and we're making sure it is.

Supporting local charities and giving back

We're not just here to **do great work**
– we're here to make a **difference**.

That's why we actively support local charities that are making a real impact in our communities. From volunteering our time to offering creative expertise, we believe in giving back in ways that truly matter.



+ **Long-term partnerships:**

We build meaningful relationships with organisations, ensuring ongoing support instead of just one-off donations.

+ **Pro bono creative support:**

We help charities elevate their message through strategic branding, design and marketing.

+ **Paid community engagement days:**

As we all have a four-day working week, every team member has time to volunteer with a cause that means something to them.

The background features a dark, moody aesthetic with flowing, undulating shapes in shades of deep blue and charcoal grey. Interspersed among these forms are numerous small, bright orange and yellow dots, some of which appear to be part of a larger, glowing, textured structure on the right side, resembling a mesh or a cluster of particles. The overall effect is one of dynamic movement and futuristic energy.

Sustainability

Sustainability:

walking the walk

We're not just about **saying the right things**
– we're about **doing the right things.**

As a B Corp, sustainability is at the heart of everything we do. From reducing waste and cutting carbon emissions to helping our clients create more sustainable marketing, we're committed to making real environmental progress.



Sustainability in action:

- + **Powered by the sun:** Our HQ runs on solar energy, with surplus power returned to the grid.
- + **Zero single-use plastics:** We've cut disposables from our office, opting for reusable and compostable alternatives.
- + **Clean air initiatives:** Our living wall and air-purifying building coatings actively improve air quality.

And we're not stopping here – **we're working towards achieving Net Zero by 2030.**

Setting the standard for best practice

Great work isn't just about **creativity**
– it's about **ethics, integrity and impact.**

We hold ourselves to the highest standards, ensuring that our work, our relationships and our business practices make a positive impact – for our clients, our people and the planet.



+ **Transparent and honest business:**

We never oversell, mislead or take shortcuts.

+ **Ethical marketing:**

We educate clients on responsible advertising, ensuring their messaging is both powerful and honest.

+ **Sustainability consulting:**

We help businesses make meaningful changes, from eco-friendly printing to carbon-reducing digital strategies.

Because **doing good**
is **good business.**

An inclusive workplace for all

We believe everyone deserves to feel seen, valued and supported at work.

Diversity isn't just a box to tick – it's what makes us stronger. That's why we're committed to building an inclusive culture, where different voices, experiences and perspectives are celebrated.



Our commitments:

+ Inclusive hiring practices:

Actively partnering with organisations like Babbasa to provide career opportunities to underrepresented talent.

+ Flexible working and wellbeing support:

We offer a four-day workweek, enhanced parental leave and private health insurance – because work should support life, not the other way around.

+ Equal growth opportunities:

Every team member has a personal training budget, ensuring continuous learning and career development.

Because when people thrive,
businesses thrive.

Fair pay and paid internships

Talent deserves to be nurtured and fairly rewarded.

That's why we're a certified Living Wage Employer and committed to paid internships, ensuring that young creatives can kickstart their careers without financial barriers.



What we offer:

- + **Living Wage Certification:**

Every employee earns a real, fair wage that supports their cost of living.

- + **Paid internships and graduate placements:**

Giving aspiring creatives real-world experience, mentorship and paid opportunities.

- + **Student Design Awards:**

Helping young designers get recognised, build networks and launch their careers.

Because creative talent should be valued from day one.

Supporting mental health and wellbeing

A healthy team is a happy, **productive team**.

That's why we prioritise mental health, offering practical support, time off and professional resources to ensure that every employee feels heard, supported and empowered.



Our wellbeing commitment:

- + **Mental health first aiders** on hand to provide immediate support.
- + **Flexible work policies** to help manage stress and workload.
- + **Partnerships with mental health charities**, ensuring everyone has access to confidential, professional support.

Because **mental health** is just as important as physical health.

Student Design Awards:

nurturing the next generation

We're passionate about **supporting the creative leaders of tomorrow.**

Through our Student Design Awards, we help emerging talent showcase their work, build confidence and gain industry experience – giving them a real foot in the door.

What students gain:

- + Cash prizes, portfolio reviews, and networking opportunities
- + Paid work placements and real-world client experience
- + Ongoing mentorship and career guidance

Because the future of creativity depends on the next generation.



Future





2025 and beyond: our goals for the future

We recognise that true impact requires **continuous progress**. In 2025, we're setting even **more ambitious goals** to build on our B Corp status.

Expanding our net zero strategy: Developing a clear roadmap for carbon reduction, renewable energy adoption and sustainable procurement.

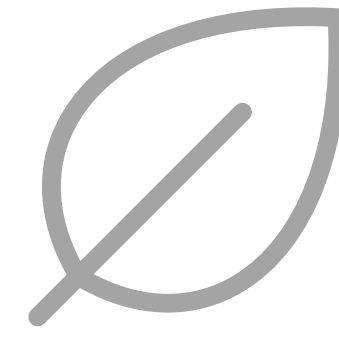
Enhancing diversity and inclusion: Creating a structured career development pathway for underrepresented groups.

Greater community impact: Strengthening Proctors Pledge by increasing paid volunteer days and expanding student mentoring programs.

Increasing transparency: Publishing our environmental, social and governance (ESG) performance metrics.

Join us in creating a better future

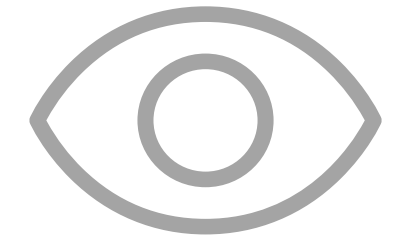
At Proctor + Stevenson, we believe that **businesses have the power to create real, lasting change.** As a **certified B-Corp,** we're committed to **leading by example** – but our impact becomes far more significant when we do it in partnership with other like-minded businesses.



Are you a business looking to embrace sustainability?



Want to join our mission of making the creative industry more inclusive?



Interested in collaborating on ethical marketing and responsible innovation?

Let's work **together** to create a brighter, more responsible future.

Contact us to learn more about our initiatives and how we can collaborate.

→ marketing@proctorsgroup.com

→ www.proctorsgroup.com

