



LESS ORDINARY GROUP/ PRETTYGREEN

IMPACT REPORT 2022-2023

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INTRODUCTION

CEO JESSICA HARGREAVES-PACZEK

PrettyGreen is an award-winning and independent collective of agencies for brands wanting out of their comfort zone. PrettyGreen deliver award-winning PR; The Producers create incredible Experiential campaigns; What They Said create impactful Influencer programs.

**OUR GOALS FOR 22/23 WERE UNDER
THE SIMPLE BANNER OF 'TO BE BETTER'.**

**BETTER TO OUR PEOPLE, BETTER TO
THE PLANET, BETTER FOR OUR CLIENTS.**



We believe that you can do great work and treat people with kindness. At the core of our culture is a strong belief that we have a responsibility to be & do better. **To use Less Ordinary creativity to meaningfully connect brands to people.**

Our **Less Ordinary** creative delivers meaningful campaigns for brands, to better connect with their audience for commercial impact.

This vision & mission runs through our internal business operations not just our external client work ensuring People, Place & Purpose are at the heart PrettyGreen. In 2022 the team continued to increase time & financial investment into industry DE&I and ESG initiatives. In particular our research & investment in a hybrid WFA policy makes us happier, fitter and more efficient than ever - being free range not battery hens!

A major initiative in this past financial year 22/23 was a company values review as these are integral to our business ethics. Having run CEO 1-2-1's to gauge employee emotional health, we decided to review our values as the team were really passionate about our vision & mission but the values needed to evolve from functional to emotional.

INTRODUCTION

VALUES

We spent a day out with the whole agency in October 22 working with an external coach to re-define our company values to be better and reflect how we ALL want to behave & be valued.

Our values run throughout the business, rewarded every 1/4 with bonus & company congratulations, reviewed in 1/4ly pulse checks, used in interviews & as a theme to help navigate employee wellbeing. They are a living, breathing guide to being a PrettyGreen employee.

We've had a **BIG Less Ordinary Year...**



1. MORE ROAR LESS MIAOW

We are not afraid to challenge. Ourselves, Clients or Industry. We consider & challenge the inclusion of people, planet & performance in all our work.



2. WE OWN OUR VALUE

We are our own & our client's biggest cheerleaders. We are smart & curious.



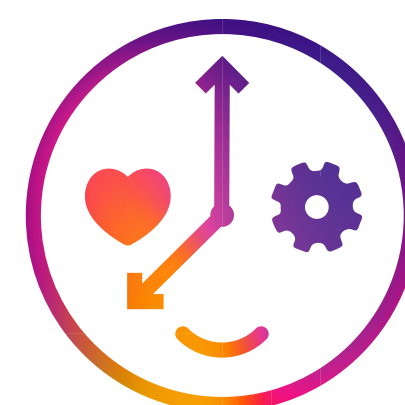
3. TRUST TO DELIVER

We are reliable with trusted processes and take responsibility & accountability.



4. WE ARE ALLIES

We care about people, celebrate difference & bring our whole self to work. We care about the planet & ensure we consider the sustainability, social impact, and ethical governance in all our work.



5. LIFE IS SHORT

We love work. We love play. We keep perspective & treat people with humility & kindness.



OUR IMPACT COMMITMENTS

ENVIRONMENTAL IMPACT

BETTER FOR THE PLANET

We are aware that our industry is responsible for excessive carbon usage from creative production to creating kit for one-off use to digital & print media. And our role is to encourage consumers to BUY MORE STUFF. BUT there is opportunity to drive change – we are in marketing after all.

We had already been monitoring our scope 1 & 2 emissions via Ad Net Zero and SKOOT but we tasked our team to be Better for the Planet in all their work.

1. Tracking every project for Carbon usage to track all Scope 3 emissions from 1 June 2022
2. Countering all Carbon via SKOOT & Eden Reforestation
3. Joining TRACE by ISLA for in-depth carbon analysis of event production
4. Be officially better... start our B-Corp accreditation journey





OUR IMPACT COMMITMENTS

SOCIAL IMPACT

BETTER AT BEING INCLUSIVE & REPRESENTATIVE

1. Formalising our DE&I external board meetings & process
2. Creativity for Good - A is for All Framework to ensure that all our work is 100% inclusive & representative
3. Continuing our founding sponsorship of Brixton Finishing School
4. Supporting People Like Us with donations & time

BETTER TO OUR PEOPLE

1. Submitting our paygap figures to PR Week paygap project
2. Reviewing our company values
3. Ensuring we operate as an officially recognised Best Place to Work
4. Creating a real flexible working culture
5. Improving our benefits package

BETTER WORK FOR CLIENTS

1. We do good by our people but also through our work
2. Our client mission is Creativity for Good. We endeavour that more of our Less Ordinary creativity is rooted in purpose, enabling brands to make a difference whilst also making profit and giving our team a greater sense of purpose in their work
3. We set targets for our client work with 50% of work to be defined as delivering 'creativity for good'

A PURPOSEFUL JOURNEY

When we talk about being PrettyGreen, we mean a balance of people, planet & performance. Partnering with brands who:

1. Want communications to help drive serious commercial growth (yes that's the PrettyGreen old pound note)
2. Have curious minds and want to learn and push boundaries (we're all a little green - no-one knows everything)
3. Care about the impact their brand has on our planet and people (yes really green..)



ENVIRONMENTAL IMPACT JOURNEY...



2020

We identified that we needed to place environmental responsibility much more prominently in our business operations. We joined ISLA (event industry focused carbon action group) to train the entire events team.



**JANUARY
2021**

We started recording all of our central business carbon usage from January 2021 and offset all scope 1 & 2 carbon usage via SKOOT and Eden Reforestation.



**JUNE
2021**

Joined Ad Net Zero to help identify areas of focus for our business and attended their virtual 2 day summit.



**JANUARY
2022**

Manually recorded all scope 3 event production emissions and worked with SKOOT to analyse.



**JANUARY
2023**

Subscribed to TRACE to accurately record all event emissions. Trained all the Producers team to use the platform & committed to recording all events.

2022-2023 financial year (1 June 22 – 31 May 23)
Monitored & tracked all of our Scope 3 emissions using Compare your Footprint & TRACE.

SOCIAL IMPACT JOURNEY...



**JUNE
2020**

We set up a DE&I committee to assess that we were 'taking action not just talking words' and then set up a formal DE&I Board in this period. We have a focused program of social commitment from local investment in community through being a founding partner of Brixton Finishing School (now in year 6) to ensuring training & DE&I recruitment best practice. We identified via our support of People Like Us and PR Week that paygap reporting is critical in our industry and submitted our data to PR Week.



**SEPTEMBER
2020**

From a social impact point of view, we hired Sereena Abbassi DE&I consultant who ran focus groups & 1-2-1's with the entire company and reported back on changes required.



**JANUARY
2021**

We formalised our DE&I approach to client work with the creation of the A is for All Framework - committing 100% of the agency's creative work to be inclusive and representative across PR, influencer & experiential output.



**SEPTEMBER
2022**

DEI consultant ran focus groups & 1-2-1's repeated with the entire company and reported back on changes required.

22-23 IMPACT HIGHLIGHTS

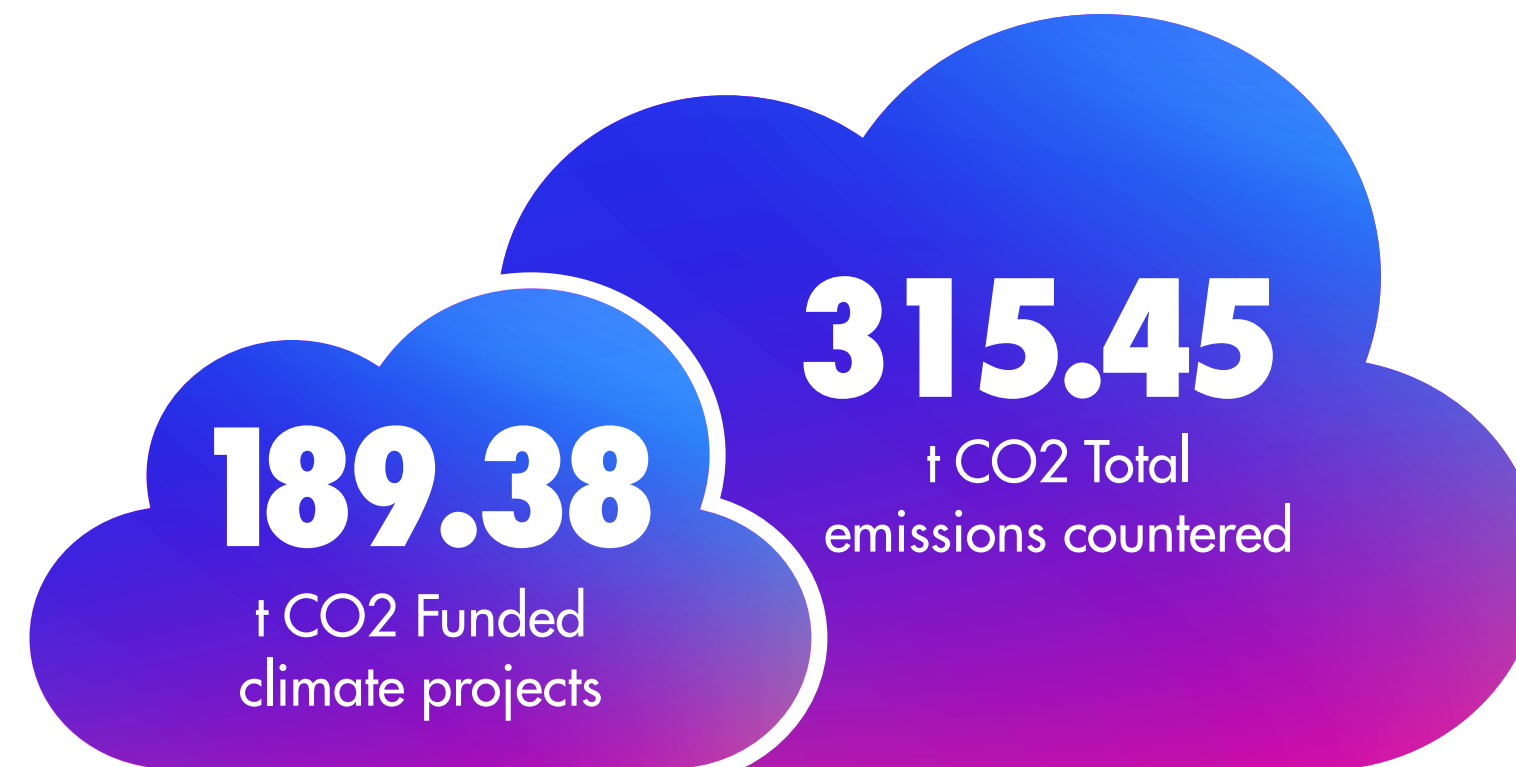
ENVIRONMENTAL IMPACT



21,367
Certified trees planted



1,100
bottles Ocean
plastic prevented



SOCIAL IMPACT

£12,700
donated to charity

£40k
of hours for the launch of R;pple
suicide prevention charity

300hrs
as volunteers

2x3
month paid placements via The Harbour
Fellowship resulting in a full-time hire

6th
year of a support program
with Brixton Finishing School

22-23 IMPACT HIGHLIGHTS

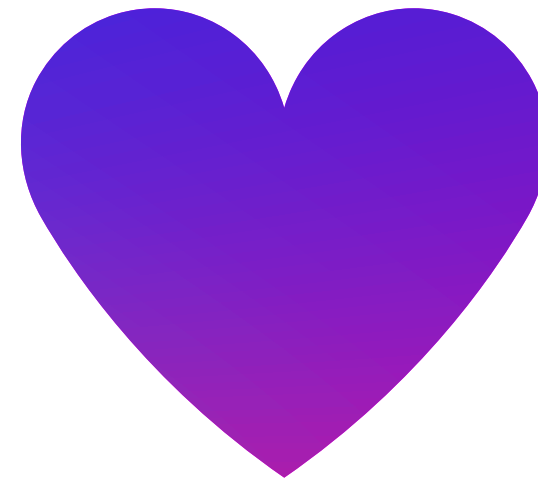
CLIENT CAMPAIGNS



20 clients



57 days on site



65 PR press office
sell ins



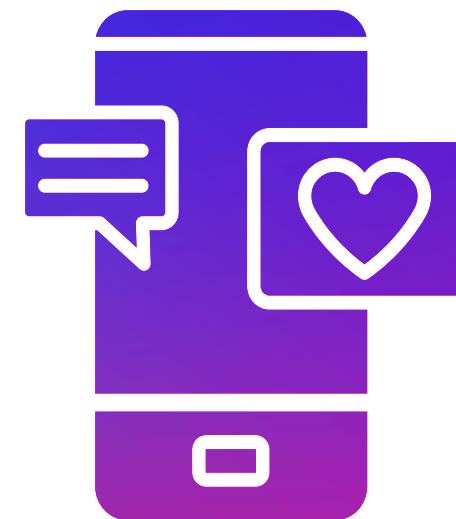
257 influencer contracts
negotiated



26 live events



30 PR campaigns



461 pieces of
influencer content

22-23 IMPACT HIGHLIGHTS

AWARDS

We are proud to have won a number of industry awards recognising our agency purpose as well as campaigns for brands which focus on creativity for good such as Snapchat Hidden Black Stories and Three Samaritans Campaign.

22-23 AGENCY AWARDS:

1. DE&I Inclusion Award from PR Week Best Places to Work
2. PRCA DE&I Agency of the Year 2022
3. AIA's Independent Agency of the Year 2022
4. PR week Best Places to Work top 10
5. Campaign Best Places to Work top 10





IMPACT IN DETAIL

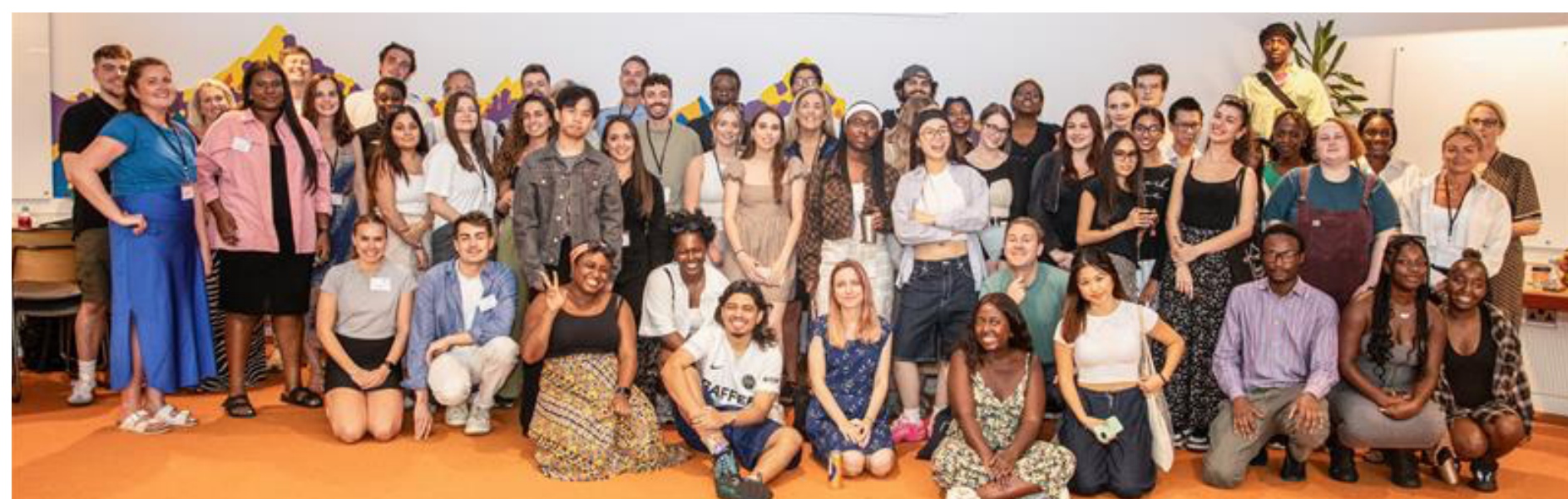
CHANGE FOR THE BETTER

BETTER TO OUR INDUSTRY

Better at being Inclusive & Representative

We invested 3% of our net profit back into industry DE&I initiatives & charity pro bono work. Including:

- The One Percent initiative with Taylor Bennett Foundation & People Like Us.
- Founding partner of the Brixton Finishing School & their virtual national AD-Cademy school which is now in its 6th year of a mission to create an inclusive 'talent' blueprint for our homogeneous industry. We hosted a masterclass for Brixton Finishing School and mentored 4 of their students in their 2022 course.
- We hosted 2 x paid 12-week placements through The Harbour Fellowship program. And one of the interns was offered a permanent role and has since been promoted.



- Sponsorship of 'People Like Us' events, supporting marcomms professionals from minority ethnic backgrounds. We donated £3000 we were due to spend on client Christmas cards and gifts to their ethnicity paygap campaign. We helped with providing team for the creative delivery and funding social posts.



BETTER TO OUR CLIENTS

- PrettyGreen actively supported R;pple suicide prevention charity with pro bono hours (£40k worth of hours in 2022), chosen as a staff survey showed that 40% of our employees had been affected by suicide and believe the workplace is a vital link to suicide prevention.
- We achieved 50% Creativity for Good target, with our work even saving lives with a Snapchat CPR lens global campaign & winning awards for our Three Samaritans campaign and Snapchat Hidden Black Stories amongst other work



IMPACT IN DETAIL

CHANGE FOR THE BETTER

BETTER TO OUR PEOPLE

PrettyGreen's People strategy is simple. Belonging & Balance. Every policy we put in place is to ensure that these two principles are being imbued.

BALANCED WORKING HOURS

- **A 4.5 DAY WEEK** - Enabling staff make their week work and play
- Following a trial of working 4.5 days a week, we officially adopted this working practice in May 22 (part-time workers also receive admin flex-time)
- **NOT ALWAYS ON** - No emails 7pm to 8am & weekends. No meetings outside 9am-6pm
- **EATING IS NOT CHEATING** - 12.30pm-1.30pm = A No Meeting Zone
- **CAPACITY TRACKING** - Excess working hours are alerted & escalated to authorize additional support
- **TIME IN LIEU** - Time working past 7pm and weekends are matched off with lieu days
- **PLEASE GO AWAY** - We insist the team take all holiday allocation and monitor 1/4ly in pulse checks

BALANCING HEALTH.

Total sickness days fell to 61 in 2022 from 77 in 2021, averaged at 1.6 per employee. With 40% of staff having taken zero sickness, of the 60% of staff who took a sick day in 2022, 41% was due to COVID & 36% on caring. We allow unlimited paid sickness leave for caring, accepting that people & their families get sick. Our company value 'Life is Short' reflects flexible ways of working. Workshops from experts in 'resilience building', EAP & supported time out focus on mental wellbeing throughout the year consistently supporting staff wellness.

BELONGING

1. 99% of job offers accepted in 2022/23.
2. 40% of the agency served over 3 years.
3. 97% of the team agreed with the following statements in the recent Campaign Best Places to Work survey; **"I feel this organisation has created an environment where I can do my best work / I am proud to work for this organization / My job provides me with a sense of meaning and purpose"**.



IMPACT IN DETAIL

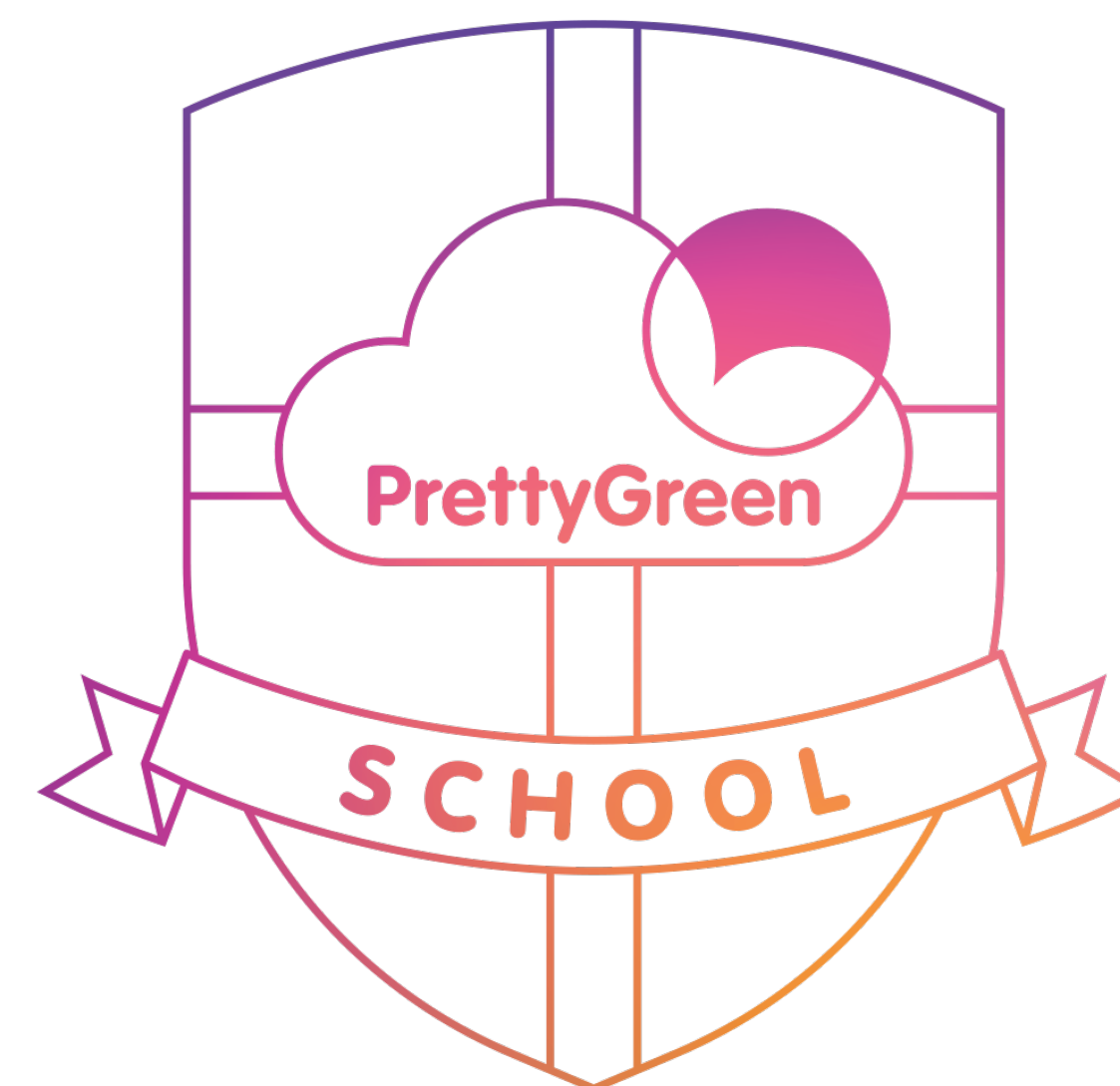
CHANGE FOR THE BETTER

SCHOOL OF LESS ORDINARY

Everyone completes a minimum of 5 hour modules per ¼. Delivered via internal & external specialists. In 2022/23 this included highlights such as;

- Scott Morrison 'The Boom' Creative Day
- Diversity, Equity & Inclusivity
- A is for All Framework for campaign best practice DE&I
- Sereena Abbassi external training – focus groups & feedback
- Line management training via The Manager Hub & Big Fish
- New starter school x 10 modules with structured on-boarding, buddy and mentor sessions.
- DISC profiles – Thomas International coaching to run PPA profiles, 1-2-1's with every member of the team to discuss their unique behavioural characteristics & their DISC superpowers.
- Informal training via weekly company meetings with the latest: Strategy 'goldmine' insights, Legal, operational & finance, Cultural D&I Newsletters, 'DigiNews', Monthly industry campaign round ups for team & clients.

Success of this training & competency skill matched structure is clearly demonstrated through our staff advancement, **44% of the agency were promoted in the last 12 months up from 31% in 2021.** Recent externally run focus group feedback highlighted – 'PrettyGreen is like a university, they are so focused on teaching.'





IMPACT IN DETAIL

CHANGE FOR THE BETTER

MEASURABLE SUCCESS

Focus groups & a staff EDI survey (Oct 22) with external DE&I consultant, Sereena Abbassi celebrated our wellbeing policies: “There is an emphasis on pastoral care.” & “When we make mistakes, you aren’t made to feel wrong.” Staff feedback also included ‘from junior to leadership, everyone is so supportive’, It is genuine that the board care about us’ also flagging ‘there is so much in place to look after our mental health’ and ‘feels like wellness is always front of mind’.

The Campaign Best Places to work 2022 staff survey found that 100% of staff stated the agency ‘treats me like a person not a number’ and ‘the leaders of this organisation care about their employee’s wellbeing’.

BETTER FOR OUR PLANET

We made several commitments to our planet:

- In January 2021 PrettyGreen committed to be fully carbon neutral across all business operations by May 2022 recording scope 1 & 2 emissions.
- We began recording 3 emissions, introducing TRACE to make it easy for suppliers and our teams to record emissions relating to all event production.

- We worked with SKOOT & Eden Reforestation to offset 315 tonnes of carbon from our scope 1,2 & 3 emissions.
- Educated our team via the Ad Net Zero Summit as well as specific ISLA & Trace training
- We set a year-on-year reduction target of 10% to reach net-zero by 2030.
- Introduced our food and beverage policy to favour plant-based options and locally sourced products.

OUR CLIMATE PARTNERS

Working with SKOOT (co-founded by PrettyGreen Chairman Mark Stringer), an award winning climate change platform, and a Top 5% B-Corp. Helping businesses, individuals and communities remove their carbon footprint to achieve net-zero.

Working with Eden Reforestation who work with local communities to restore landscapes on a massive scale, creating jobs, protecting ecosystems and helping mitigate climate change.



IMPACT IN DETAIL

CHANGE FOR THE BETTER

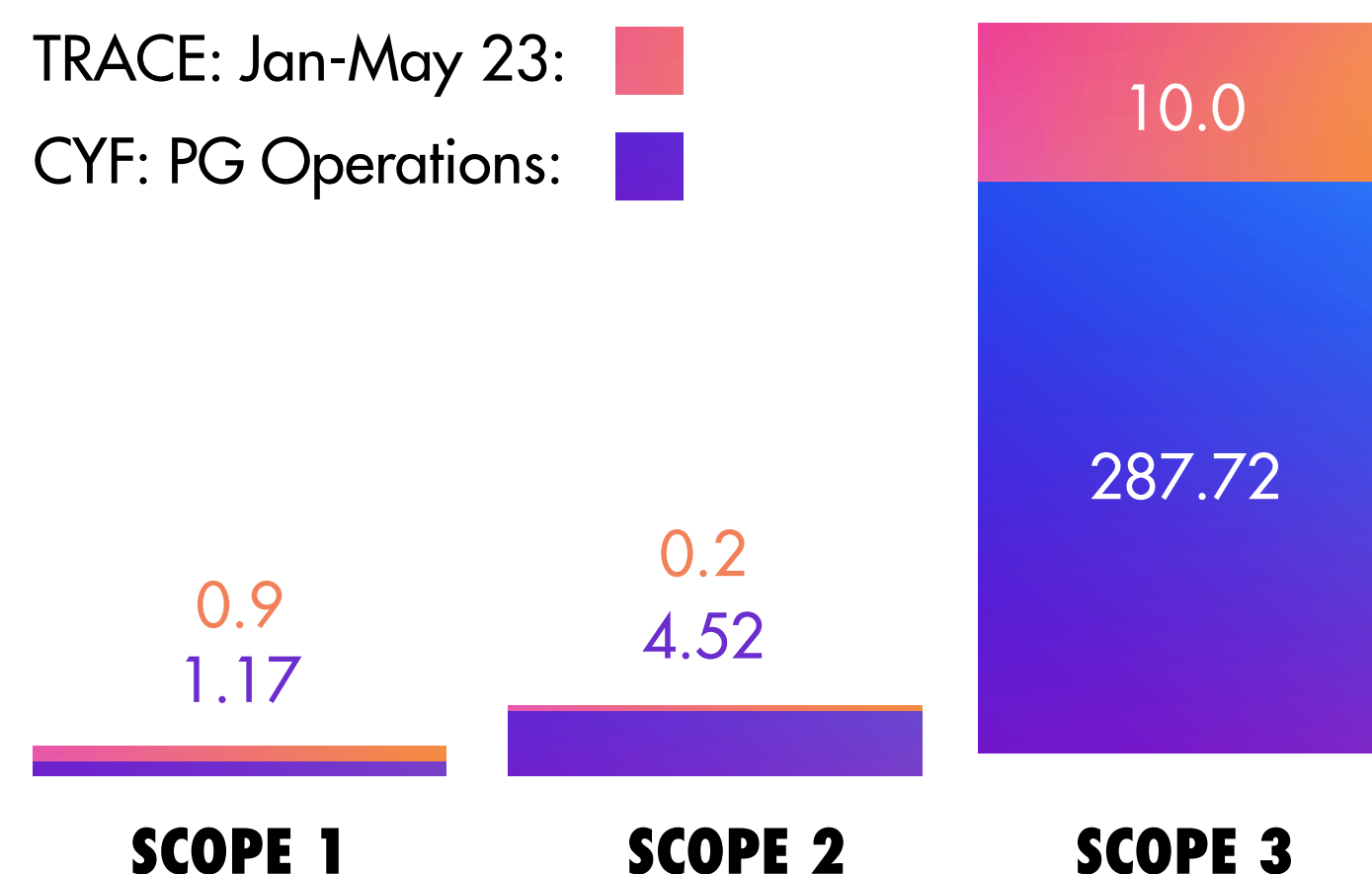
OUR CARBON FOOTPRINT

Our top 3 Largest sources of emissions for 22-23 are:

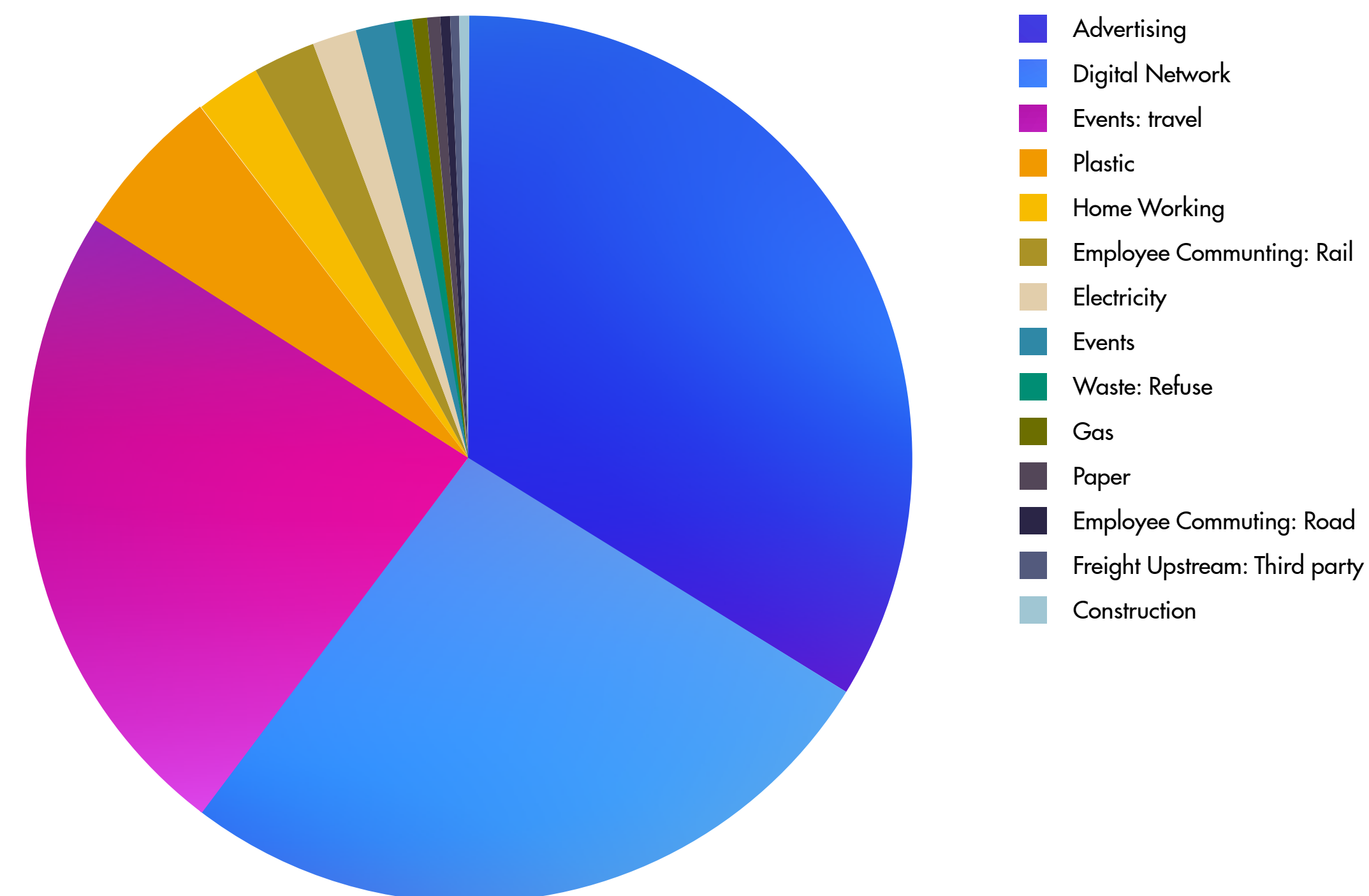
1. Average Advertising 33.72%: Based on campaign cost for papers, mags, radio, TV or other media (taken from PR Campaign Benchmarks spreadsheet)
2. Digital Network 26.68%: PrettyGreen & What They Said Influencer YouTube video streaming & online coverage (from Coveragebook)
3. Event travel 23.77%: Attendee travel to and from events (recorded here before the transition to TRACE)

TRACE: Jan-May 23:

CYF: PG Operations:



EMISSIONS BY SOURCE

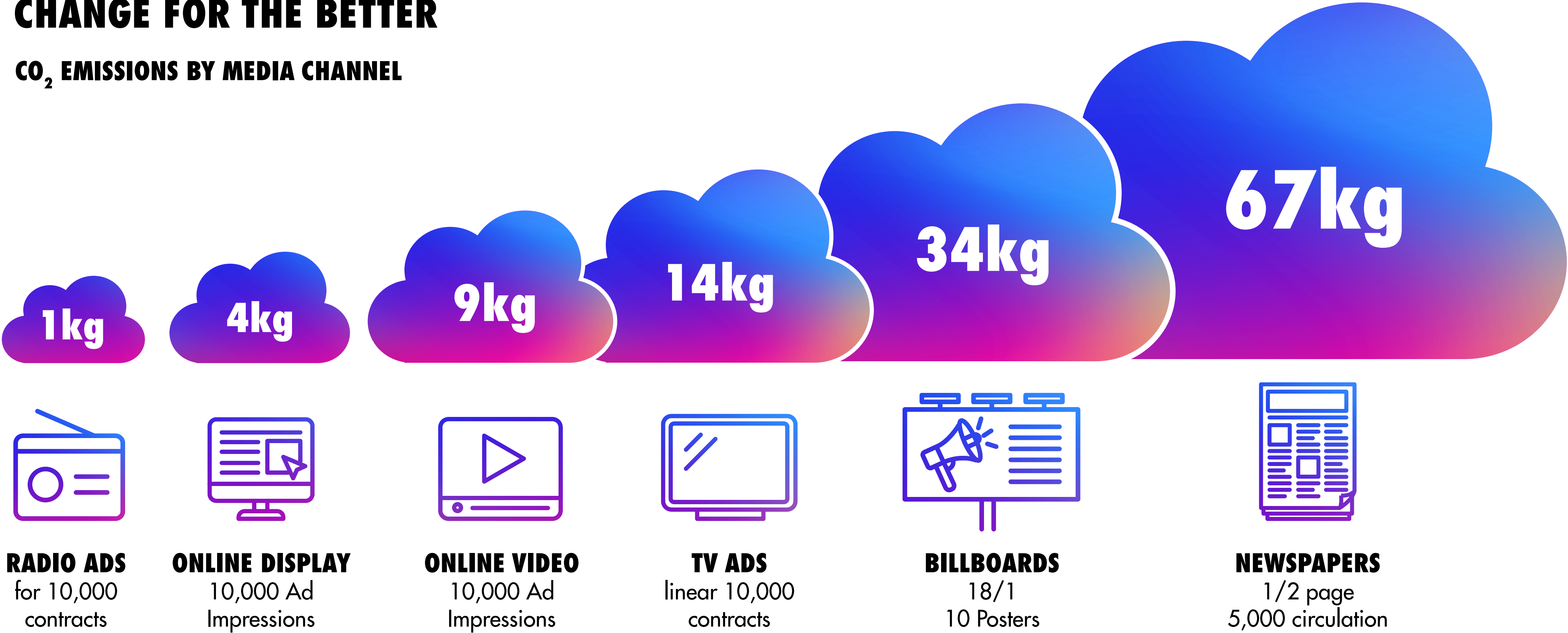




IMPACT IN DETAIL

CHANGE FOR THE BETTER

CO₂ EMISSIONS BY MEDIA CHANNEL





GOALS FOR THE YEAR AHEAD 23-24

WE ARE GOING TO BE MORE PRETTYGREEN!

Refining our mission and focus on what the PrettyGreen name means in action.

When we talk about being PrettyGreen, we mean a balance of people, planet & performance. Partnering with brands who:

- Want communications to help drive serious commercial growth (yes that's the PrettyGreen old pound note)
- Have curious minds and want to learn and push boundaries (we're all a little green - no-one knows everything)
- Care about the impact their brand has on our planet and people (yes really green..) ensuring that as an organisation we are on our B Corp certification journey with team B Keepers in the business taking responsibility for continuous social and environmental progress.

1. Our Mission will be to deliver creative communications that positively impact people, planet & performance with 50%
2. Create a reduction plan to achieve 2030 net zero and integrate throughout the company with rocks, training, B Keepers
3. Working towards B Corp certification and submitting our assessment by end 2023 with an aim to be certified by 31 May 2024



LESS ORDINARY GROUP/PRETTYGREEN