

A vibrant, stylized landscape illustration. The background features rolling hills in shades of yellow and orange. In the foreground, there are green, rounded hills and a purple path with yellow dots. Two large red flowers with yellow centers are prominent. Several bees are flying around, and a few birds are visible in the sky. The overall style is modern and colorful.

MILK & HONEY

People, Purpose, Planet
2025

Welcome...

Be seen, be heard, be good

In last year's People, Purpose, Planet B Corp report we spoke about a volatile global environment. So far, 2025 is proving that this was small potatoes!

We're witnessing the overthrow of an 80-year-old world order: NATO appears to be under threat, while a UK government minister said in April that "Globalisation as we've known it...has come to an end".

While we all accept that change is the new constant, few predicted threats to two seemingly immutable certainties — transatlantic security and the global economy.

So, what can we do about it? The answer can be found in what the UK minister said next: that strength and resilience depend on the ability to "build out" relationships. Essentially, when others turn in, we must reach out.

Many in the world are doing just that. For every door that protectionism, suspicion and self-interest slam shut, outreach, engagement and friendship open another. New alliances and friendships are forming fast. Now is the time for positivity, not pessimism.

It's here that we see diplomacy, B Corp and the PR industry completely align — outward looking, positive and progressive. Now is the time to amplify purpose.

While change is startling, I believe the global community's adaptation to that change is truly breathtaking. Nations, industries and individuals are standing up for what's right. Milk & Honey's 2025 People, Purpose Planet report is one way that we make our contribution — to be seen, to be heard and to be good.

Kirsty Leighton

Founder & Group CEO, Milk & Honey PR





Milk & Honey B Corp Score



154.2

B Corp certified score -
31 October 2022

Qualifies for
B Corp certification

0

80

200

74

Workers

36.8

Community

23.4

Governance

36.6

Customers

14.3

Environment

185.3

B Lab uncertified
score - 2025

Our commitments

As part of our mission to be seen, be heard and be good, Milk & Honey's commitments to purpose are designed to deliver for people and the planet.



Connect with 250
diverse individuals
by 2025 to empower
their careers in PR



Climate positive
by 2030



Maintain **net zero**
plastic targets by
2030



Water positive
by 2030



Revenue base of a
minimum of 80%
sustainable
industries by 2030

Pledges and action

In 2020 we made five specific pledges around shared ownership, plastic neutrality, carbon clients, carbon neutrality and volunteering – making significant progress through to 2025.

2020 pledge

1. Increase team ownership to a third by 2021

2021 progress

Significant financial and time investment to create a legal structure allowing staff co-ownership.

2022 progress

As of May 2022, 50% of our people now co-own 55% of the business – exceeding our 2020 pledge.

2023 progress

As of May 2023, 58% of our people now co-own 55% of the business, exceeding our 2020 pledge.

2024 Progress

2024: 74% co-ownership. To increase to 80% by 2025.

Now and next

2025 – 85% co-ownership. Maintain a high level of staff ownership.



2020 pledge

2. Report percentage of turnover from high carbon clients

2021 progress

Reported 0% revenue from high carbon clients.

2022 progress

High carbon client revenue remains at 0%. Our approach is not a ban – we may work with clients seeking a sustainable transition.

2023 progress

High carbon client revenue remains at 0%. Our approach is not a ban – we may work with clients seeking a sustainable transition.

2024 Progress

0% revenue from high carbon clients. Work in 2024/25 to explore detailed reporting.

Now and next

0% revenue from high carbon clients.



2020 pledge

3. Two days per team member for volunteering and fundraising

2021 progress

In 2021/22 we registered over 270 hours of volunteer and fundraising time.

2022 progress

Our people significantly exceeded last year's total to register over 453 hours.

2023 progress

In the past year, we have exceeded last year's total registering over 541 volunteer hours across our global team.

2024 Progress

In 2023/24, 621 volunteer hours. Aim to increase this by 20%.

Now and next

We have not hit the 24/25 target to increase volunteering hours. In 25/26 we will be looking at ways to increase our volunteering.



2020 pledge

4. Plastic neutrality

2021 progress

Plastic neutral certification gained from rePurpose Global in October 2020.

2022 progress

We have maintained our neutrality and are now re-certifying to ensure continued compliance.

2023 progress

Following plastic neutrality certification in 2021 and 2022, in 2023 we are working with a new partner, 'Plastic Collective'. It will advise on minimising our plastic usage, while offsetting currently unavoidable consumption, to ensure neutrality.

2024 Progress

In the next year, Milk & Honey supports removal of 3 tonnes of ocean plastic.

Now and next

We maintain plastic neutrality. In 2025/26 we're looking at new and expanded plastic partnerships.



2020 pledge

2021 progress

2022 progress

2023 progress

2024 Progress

Now and next

5. Carbon neutrality

Achieved and maintained carbon neutrality – planting 2,600 trees to eliminate 195 tonnes of carbon from the atmosphere.

Maintained carbon neutrality – growing our forest to over 7,900 trees to eliminate over 649 tonnes of carbon from the atmosphere.

Maintained carbon neutrality – growing our forest to over 11,670 trees to avoid putting close to 850 tonnes of CO₂e into the atmosphere.

Certified carbon neutral — a forest of over 14,500 trees to avoid over 1,000 tonnes of CO₂e.

We will build on our 16,000 planted trees and 1,186 avoided tonnes of CO₂e by continuing to work with Ecologi.



People



introduction

people

purpose

planet

"People first really means something at Milk & Honey. It's a commitment that every decision will always be considered in terms of the impact it will have on everyone who works here."

Lewis Oakley
Senior Client Director and Head of Broadcast



People 1.

People, reward and co-ownership

People

Our people make us what and who we are. In 2024/25 our global headcount stands at 31:

- Milk & Honey Group: five
- UK: 12
- US: three
- Germany: five
- Singapore: one
- Five global consultants provide support to our team

Reward

Our people continue to grow — earning 10 promotions in the past year, alongside three pay rises. Pay is calculated using industry benchmarks to ensure competitive salaries — and we have made changes this year to remain aligned.

- Client assistant bands start at £27,000 (in line with Living Wage Foundation rates – higher than government rates)
- Client executive level bands start at £28,000
- Profit share when targets are met
- Flexible working offer — with 19% working part time

Co-ownership

Milk & Honey ensures that our people own the business they help to build. In August 2021, we became an Employee Ownership Trust (EOT). As of May 2025:

- 85% of our people now co-own 55% of the business
- One year of service brings automatic EOT membership
- Dividends of up to £3,600 can be paid annually, tax free for the UK team
- EOT members are invited to an annual agency conference



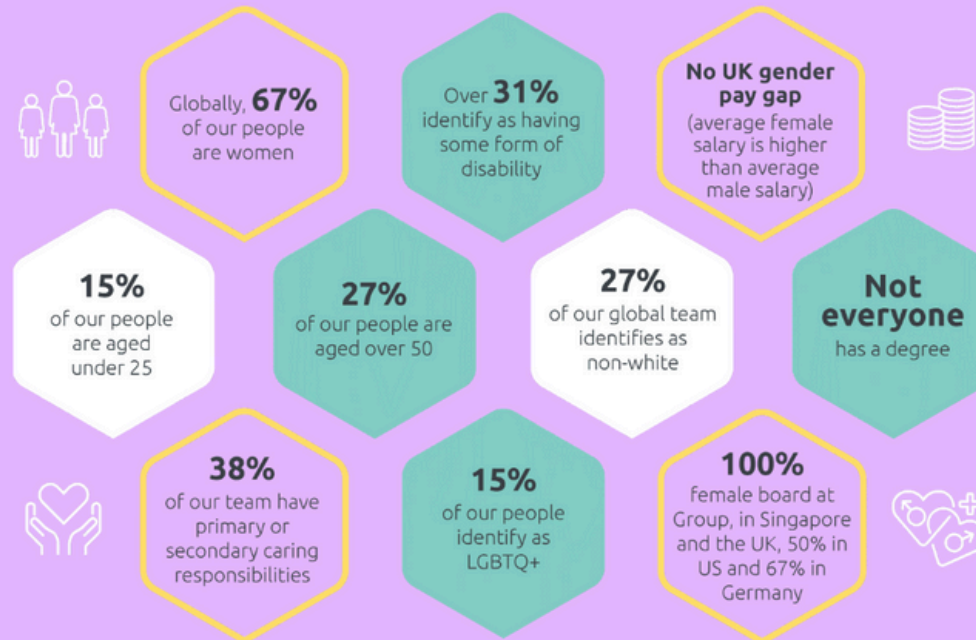
People 2.

Diversity, equality, inclusion and belonging

In the past year, Milk & Honey's Diversity, equity, inclusion and belonging (DEI&B) team has been working to strengthen our processes and practices, ensuring that we prioritise both our internal team and our external network.

A diverse workforce

As of May 2025, Milk & Honey PR employs and enjoys a diverse workforce – to reflect the communities we serve:



Diversity, equity, inclusion and belonging 2025

By Keaiana O’Riordan

Milk & Honey — Senior Client Executive

In the past year, we’ve witnessed unprecedented attacks on DEI and the principles that underpin it. We’ve seen many politicians, pundits and big business leaders row back on commitments to fairness and inclusion in the workplace.

Milk & Honey is doubling down on DEI commitments, because we believe that now, more than ever, purpose driven businesses need to stand up and speak out.

DEI is not simply the right thing to do; it’s the only sensible course of action for businesses focused on profit. Analysis from McKinsey, for example, shows that companies with the most gender diverse executive teams are 25% more likely to enjoy above average profitability than those with the least. In terms of ethnicity, companies with the strongest representation outperform those with the least by 36%.

We know this: diversity is strength. DEI attracts and retains talent; brings creativity for our clients; builds confidence in our people; makes connections with communities; forges trust with our stakeholders; and makes us a more flexible and resilient agency.

Milk & Honey is taking the opportunity to review and enhance its DEI commitments. As a learning organisation, we’re reaching out to explore fresh approaches and reset our own internal programmes — to strengthen our DEI foundation.



A DEI milestone — 250 to 2025

This year is a milestone for a project we started back in 2020 — 250 diverse candidates to 2025. The aim has been to open up opportunity for careers in PR for people who traditionally face barriers to entry.

While we felt our 250 people target was ambitious at the time, we have now reached well over 650 potential candidates to show them how rewarding a career in PR can be. It has seen us take on a non-degree holding apprentice for two years; start our internship programme; work with partner organisations to provide mentorship; and give talks at schools, colleges, universities and a host of other career events.

We’re proud of what we have achieved but 250 to 2025 has also shown us that there is so much more to do. In 2025/26 we are working to develop a long-term programme to replace it — and inspire more diverse candidates to consider a career in PR.





People podcasts

Milk & Honey has run its Untick the Box podcast series since 2022 to provide a platform for diverse voices in the PR industry. It's an initiative wholly conceived, developed and delivered by our people from the ground up rather than the top down — and fully supported by the agency.

Over the past three years, Untick the Box has attracted some big names in the diversity space — including Sonia Brown MBE, Sheeraz Gulsher, Dr Zareen Roohi Ahmed and Sabah Ahmedi — on powerful topics — including forging a career, building a business and breaking down stereotypes.

As part of Milk & Honey's ongoing DEI review, plans are in place to expand the Untick the Box series with a new podcast on mental health.



Diversity disco

In July 2024 we implemented our Diversity Disco meetings globally — to foster an open and aware agency culture. These sessions are designed to give a space where people can share with, and learn from, their peers — sometimes showing us that lived experiences can be very different, even when we all have so much in common.

Discos allow us to broach difficult subjects, share experiences, be curious and see different perspectives. With another four discos planned by the end of 2025, we have so far explored:

- Neurodiversity.
- The grief process in different cultures.
- Cultural sensitivities around Christmas.
- Socioeconomics and class.
- Inter-generationally sympathetic ways of working.



Supporting the next generation – Milk & Honey internship programme

By Madison Boyce

Milk & Honey — Client Executive

I joined Milk & Honey's PR internship programme just two days after graduating university, at a time when breaking into the industry felt almost impossible. Most recruiters were asking for two years of experience before even offering a foot in the door. Milk & Honey took a chance on me and I am so glad they did!

From day one, I was exposed to the core elements of PR such as pitching, reporting, researching and I even had the opportunity to be client-facing — which quickly sharpened my communication and client management skills. After just two months, I was offered a permanent role as a Client Assistant, and more recently I was promoted to Client Executive. Being part of a small team of extremely talented professionals has meant I've been able to learn and grow at a rapid pace. The progression has been motivating and I'm developing across all areas of my career thanks to our internship programme.



Supporting the next generation - Early Careers Foundation

People starting out on their journey in the world of work face many barriers. In addition, few younger people have access to the right experience to start their professional careers. To tackle this, the Early Careers Foundation was set up to change how talented young people gain exposure to work.

To help more young people access communication jobs, our Senior Client Executive, Maya Seth, has volunteered to work with a cohort of mentees – to build their professional confidence, help them prepare for job interviews and support them in their last year of college.

"I remember all too well what it is like to try and join the PR and Digital Communication industry. Now, two years on, it is great to be able to support someone else start their professional career and help them find their dream job." Maya Seth – Senior Client Executive



People 3.

Health, mental health and wellbeing

As a people first agency, nothing comes higher in our prioritisation than our team's wellbeing. Happy people, happy clients, happy agency.

We're always looking for ways to improve the office experience. We have 10 Mental Health First Aiders across the business who are ready to step in and provide on the ground mental health support, as and when it's needed.

We run monthly Diversity Discos addressing different elements of the lived experience of our team. Most recently it was socioeconomic diversity within the PR industry.

We're also introducing an annual nature day – where we'll come together and do an activity, such as beach cleaning or community gardening. This sits alongside our ongoing volunteering time – with everyone given 15 hours to support causes that are close to their heart.

Further, work life balance is supported by our working patterns – where we can choose to work from home for three days of the week, with this augmented by two 'Collaboration Days' that see everyone come into the office on the same days to meet in person and enjoy the energy and buzz of office life.



Life begins at 40 (+1)

By Caroline Gruen

Milk & Honey Partner — Client Services Director

Milk & Honey works to ensure that our brilliant people are recognised for their passion and commitment. We're an accredited Living Wage employer and our pay is always industry benchmarked. We also understand that rewards are not simply about money.

The time off bank holidays bring is welcome — we love them — but dates are both random and fixed. It means that we're all sat in the same traffic jams as we struggle to get to the beach, festival or theme park on exactly the same day.

So, we asked our people what they wanted. What they told us has resulted in our **40+1** leave offering. Using the UK as an example, we've added our standard annual leave entitlement to the number of bank holidays to the annual December office closure — and added four additional days as a thank you.

Now our people have a flexible 'lump sum' leave entitlement which they are free to take whenever they need it — for holidays, important cultural and life events or simply just to recharge. This flexibility also offers a compelling and more equitable approach to annual leave in diverse cultures. Beyond the new level of flexibility, we're all looking forward to spending much less time sat in bank holiday traffic jams!



A supportive workplace



Milk & Honey understands that a supportive workplace is essential to the health of its people. Carrying this forward in 2024/25, we have maintained or re-committed to support a range of health issues. These include:



We are a signatory of the **Menopause Charter**, committing to: recognise that women need specific support; talk openly, positively and respectfully about the menopause; and actively support women affected by the menopause.



We have signed to **Working with Cancer Pledge** — to eliminate stigma and insecurity for people with cancer — and to build a supportive workplace for those who are living with cancer.



The **Pregnancy Loss Pledge** — to show empathy and understanding towards people and their partners experiencing pregnancy loss.

Growing moustaches for men's health

Have you noticed an increasing number of men rocking moustaches in November? This isn't simply a style choice — but a symbol of support for men's health.

It's all part of a global campaign led by the Movember Foundation — where participants grow moustaches throughout the month to raise awareness and spark conversations around the often taboo subject of men's wellbeing. Key cause areas are prostate cancer, testicular cancer and mental health.

Milk & Honey PR has supported this campaign every year since 2023. Leaning fully into the message "have fun doing good", we help increase awareness, participation and donations for the Foundation in the DACH region. From organising live televised activities at sports events to coordinating media interviews, we support Movember in its mission to change the face of men's health — literally!



People 4.

Nurturing careers, training and coaching

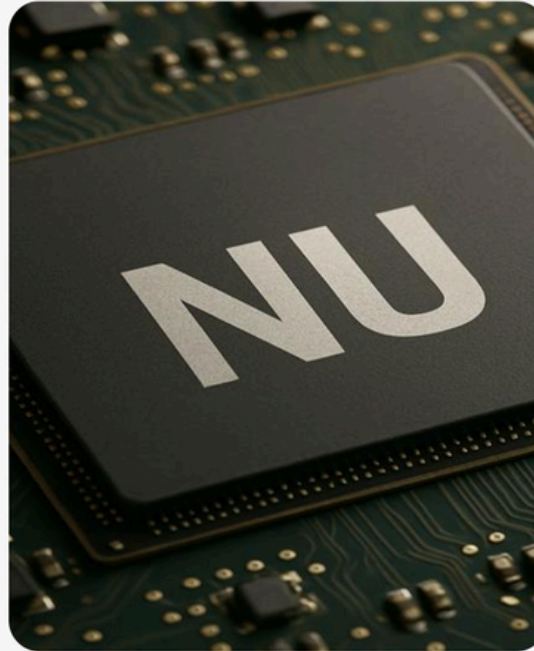
Nurturing careers

The Hive is a place to learn and a place to grow – calling on the expertise of our own people and external insight. Claire Soutar – a respected organisational trainer and leadership coach – continues to work with us to deliver a programme of high-quality career development training. Subjects include Discovery Insights, the Management 101 series, Giving Feedback and Goals Setting, Unconscious Bias and Resilience.

In addition, Milk & Honey's training and development offering is designed to help personal and professional growth. Our offer includes:

- Personalised training plans
- £1,000 training budget
- An industry qualification
- Mentors
- 360-degree feedback
- Training check-ins
- Structured and paid training plans for all interns





Training spotlight

Real world AI

Artificial Intelligence (AI) has arrived so quickly and so completely that it can be a confusing and fast-moving environment for our people and clients alike. We know that there are variations in people's understanding and uptake of AI technologies — and our aim is to ensure that nobody is left behind.

As part of a wider training programme overseen by our 'NU' AI and emerging technologies division, we held a comprehensive AI session in February 2025. Led by recognised AI pioneer and expert, Andrew Bruce Smith, we journeyed from the very beginning of AI through to the rapidly evolving technologies coming onto the market (seemingly daily). Subjects included:

- AI fundamentals.
- Seven real world AI use cases.
- Prompt techniques.
- Copywrite considerations.
- Practical applications.
- Ethical considerations.

Further sessions are rolling out throughout 2025 so that our people and clients stay ahead of the curve.

Training spotlight

PRCA Foundation Course

As part of an ongoing commitment to help our people grow, we actively encourage team members to take part in PRCA led training courses. The foundation certificate course is a great opportunity for our junior team members to get a solid grounding in PR – and build their careers. Here's what our stellar Client Exec, Madison Boyce has to say:

"Coming from a background in marketing, Milk & Honey has really supported my transition into PR. They have even enrolled me in the PRCA Foundation Certificate, which I'm currently working through. It's been incredibly valuable while I've been learning on the job, I've loved gaining the theory and principles behind what I'm doing, as I always like to understand the "why" behind my work.

"So far, I've covered areas like ethics in PR, an introduction to the industry and learning how to be persuasive. Once I've completed the course, I'm planning to share a refresher with the team to pass on some of the insights I've gained. It's made me feel like my development really matters to the team and it's been such a motivating part of my time here." Madison Boyce – Client Executive





Training spotlight

The DMI diploma and digital excellence

Milk & Honey has committed to digital excellence – with world-class training that supports our people's skills development and their ability to deliver for our clients.

In 2024/25, we have taken this forward with our digital team working to elevate digital marketing skills by undertaking the Digital Marketing Institute's (DMI) Professional Diploma in Digital Marketing. The programme connects our people to a global network of over 300,000 industry professionals.

The DMI Diploma provides experts who deliver cutting-edge training programmes alongside leaders from the world's blue-chip companies such as Google, Meta, IBM and Hubspot – to name a few. Overseen by a Global Industry Advisory Council (GIAC), learning is relevant and ahead of an ever-evolving digital marketing landscape. The 12-month course covers everything from AI-powered digital marketing expertise to building brand awareness and driving engagement. The team is loving this exposure to digital skills and knowledge as they explore subjects that include driving traffic and visibility, crafting effective email campaigns, optimising data-driven decisions, elevating web and ecommerce experiences, strategy and professional effectiveness.

As the digital landscape continues to evolve at pace alongside client expectations, we also recognise that non-digital specialists need a solid grounding in digital techniques too – with a series of digital training sessions to strengthen the wider global team's confidence and consistency across key areas of digital communications. These sessions have included all aspects of digital fundamentals – from platform best practices to content repurposing, to design to analytics and on to paid media.

Each session builds on the last, with homework and hands-on tasks helping to reinforce learning and apply new skills. The team showed great enthusiasm throughout, engaging actively during sessions, asking thoughtful questions and producing some impressive outputs – particularly in the newsletter creation and copywriting tasks. It's really encouraging to see execs taking ownership of their learning, embracing feedback and bringing their own ideas and tone of voice to client work.

Overall, the sessions foster a stronger digital mindset across the team, while also encouraging collaboration between PR and Digital. The momentum built throughout the series has sparked a real shift in how we think and work digitally throughout the agency. We've built foundational skills and ignited a sense of ownership and ambition that will drive ever more creative digital work.

"We work to develop our people's professional growth and development – using industry recognised benchmarks. As part of this commitment, we devote time and resource to help them become qualified marketing professionals – to gain the Digital Marketing Institute's global standard digital marketing diploma." Hannah Williams – Digital Client Director



Training spotlight

PR training in Germany

As part of her professional development, our very own client director, Patzy Heun participated in a one-day training at the EntrePREneur Summit in Würzburg, organised by the DPRG. The workshop focused on client acquisition in times of economic uncertainty — a challenge increasingly relevant across the PR and communications landscape.

The event brought together a diverse group of professionals, including participants from public affairs, PR agencies, freelancers and founders of independent consultancies. Through keynotes, interactive workshops and peer exchange, the programme provided both strategic input and actionable tools for growing client relationships.

Led by guest speaker and moderator Prof. Dr. Michael Bürker — a seasoned PR agency founder and current professor of marketing and communication at Landshut University of Applied Sciences – the day covered topics such as: paths to organic growth; alternative acquisition strategies ; creative outreach formats; pro bono work and research-based content.

A highlight of the training was a team-based exercise where participants designed and pitched their own client acquisition initiatives – resulting in fresh, creative ideas and lively discussions. In addition to gaining valuable insights, Patzy connected with industry peers from across Germany, many of whom are planning to continue the exchange in Munich. The training offered a strong mix of inspiration, practical relevance, and professional networking.





Purpose



"Purpose is the fuel that fires Milk & Honey. We know that PR has the power to make a positive impact - and every day, we harness expertise, technologies and innovation to build a better world."

Manuel Huttel
Milk & Honey CEO Germany



Transparency, consistency and progress

By Meilin Wong — Milk & Honey CEO Singapore

Environmental, Social and Governance (ESG) reporting requirements have come a very long way in a very short time. Accompanying legislation in many regions has transformed it from optional extra to regulatory necessity.

While some see this as a burden, we see ESG as a powerful purpose framework and a communications opportunity. Effective ESG reporting achieves a variety of aims. It will, for example:

- Ensure a business accurately monitors factors such resource use to drive efficiencies.
- Put hard data behind environmental claims to avoid greenwashing and greenhushing.
- Attract investment — research from EY shows that 98% of investors base decisions on ESG performance.
- Build trust in stakeholders, including customers.

If businesses are to realise these benefits, it's critical that ESG action is accompanied by effective communications. Milk & Honey's imPACT division works with clients to deliver this effectiveness — to engage with key audiences and demonstrate performance.

The key is to be completely transparent and consistent — and importantly — demonstrate meaningful progress over time.



Purpose 1.

Environmental, Social and Governance

A look at ESG - though the CFO lens

By Becca Baker — Milk & Honey Group Chief Financial Officer

As one of the few female CFOs in the communications industry, my perspectives on ESG are perhaps a little different from the norm. At Milk & Honey PR, our B Corp certification reflects our commitment to the environment, social responsibility and ethical governance. It's a commitment that resonates deeply within both my professional and personal lives.

Why ESG matters for businesses

ESG is no longer just a nice-to-have – it's an imperative. Beyond the very important fact that environmental, social and governance commitments are the right things to do, multiple research studies show that companies with strong ESG practices enjoy lower costs and better operational performance. To put it simply, ESG makes a better business.

A vibrant ESG model

ESG is a key part of our business model. We're actively looking at every aspect of our operations, from our supply chain to our energy consumption, to our community outreach, to our business ownership structure. For example: we recently implemented software to track our carbon footprint, providing insights into where we can improve; we dedicate people time to volunteer projects and our pro bono Purpose Academy for small charities; and have an Employee Ownership Trust structure to share ownership across the business. Setting measurable goals has made our operations more efficient and energised our team around a shared mission.

Engaging communities

As CFO, I've realised the importance of engaging our stakeholders in our ESG journey. We've organised workshops and training sessions to inspire our people to embrace sustainable practices. Transparency in our efforts has built strong trust and loyalty among our clients.



Balancing it all as a working mum

Being a CFO and a working mum is a juggling act, but my role as a mother fuels my passion for sustainability and ESG. I think about the world my daughter will inherit, and that drives me to make mindful decisions today. Knowing that my work contributes to a healthier planet and a fairer society gives me a profound sense of purpose.

Looking ahead: – the future of sustainable CFOs

The role of CFOs in driving ESG will only become more crucial. We have the opportunity to be champions of change within our organisations. By aligning our financial goals with ESG objectives, we can create lasting value while fulfilling our ethical responsibilities.

Embracing ESG is more than just a duty; it's an exciting opportunity for CFOs to lead with heart and innovation. At Milk & Honey PR, we're passionate about holding ourselves to the highest standards of environmental, social and governance responsibility. I invite my fellow CFOs — especially women in leadership — to join the journey. Together, we can pave the way for a brighter, more sustainable future for everyone.



Purpose 2.

DE&I — & AI

By Sanjiv Winayak — Milk & Honey Head of AI

One of the most talked about and polarising subjects in the world is Artificial Intelligence (AI). While one of the other most talked about and polarising subjects in the world is DE&I. We're bringing them together within our 'NU — AI and emerging technologies' division.

We believe that AI can bring real benefits to the world — but only when it comes with strong ethical guard rails. It has seen us explore some of these ethical benefits in the past year — with a focus on how generative AI can help to create a more inclusive workplace. This is prime Milk & Honey real estate as we believe that diversity and inclusion is our strength.

While AI headlines often centre around disruption, we've witnessed its remarkable power as an equaliser for those team members with diverse cognitive processing styles, including dyslexia and ADHD.

Writing quickly and confidently is often taken for granted in business, yet poses a significant barrier to entry for many. By providing access to AI tools like Copilot and Grammarly across our teams, we're effectively bridging these gaps and unlocking hidden potential. These and other technologies empower our team to contribute ideas more confidently, regardless of traditional communication challenges.

We believe that innovation should be used to strengthen both our culture and our impact, ensuring that no one is left behind. This commitment to accessibility is our vital contribution to ensuring a more equitable future for our people as well as the organisations and communities that we serve.





Purposeful communications

Clean Creatives — no COP-out!

Milk & Honey is a proud member of Clean Creatives — a collective of PRs, advertisers and their clients committed to bringing positive change by cutting ties with big fossil fuel polluters.

We have taken part in a Clean Creatives panel discussion alongside its 'F-List Awards' — an event that reveals those creative agencies that support and promote the fossil fuel industry. Awards include 'The Emerald Salad-Spinner Award for Greenest Greenwash' and 'The Biggest COP-Out' (looking at activity within UN COP events).

Attended by our UK MD, Kath Myers, discussions focused on: why agencies should sign up to the Clean Creatives Pledge; how responsible operations attract and retain the best talent; and the business impacts of signing the pledge.

There was also lively debate around: the media's role in combatting climate change; ensuring that climate messages remain fresh and relevant; and the ways that some companies manipulate these messages to greenwash their activities.



B Corp doing good — the B Way

In 2024/25 we have worked with B Corp to help share the message that business can — and must — be a force for good.

Milk & Honey PR is proud to support B Lab Germany with pro bono PR support.

We delivered a crash course in how PR works, shared best B Corp practices (and the way to get certified) through case studies from Bonduelle and BearingPoint, and crafted a media-ready press release. We also helped refine a blog post to make the B message even bolder.

During B Corp Month, we sent out a release to amplify the movement and joined the Munich meetup to soak up insights, brainstorm new story angles and connect with fellow purpose-driven brands. Big things are brewing — including upcoming campaigns with volleyball star Louisa Lippmann.



Purpose 3.

Wider purpose

Purpose Academy

We know that many purpose led organisations aren't always able to access professional PR expertise. Milk & Honey has committed to help these charities and not-for-profits tell their stories — and realise their life-enhancing aims more effectively than ever before.

Our pro bono Purpose Academy provides the training they need to help achieve their life-changing goals. The programme consists of monthly workshops across a range of PR and digital disciplines along with bi-monthly 1-2-1 communications clinics.

The aim is to upskill a charity's in-house teams, strengthen their PR capabilities and support their own powerful campaigns.

To date, Purpose Academy has: helped **24** charities; across **5** continents. In H1 2024 we supported:

- Fast London, a London based charity for young people
- Cool Earth, an NGO that supports people affected by climate change
- Clean Break Theatre, a women's only theatre company
- Jennifer Alworthy Career and Fertility Coaching
- Acceler8, a youth disability charity
- Breaking Barriers, a refugee support charity

In H2 2024 we supported:

- Wild Tomorrow, a conservation charity which is headquartered in New York
- Tanio, a community arts charity from Wales
- Boys in Mind, a men's mental health charity based in England
- Charmaghz, a mobile children's library operating in Afghanistan
- Set, a creative arts organisation that champions affordable artist space in London
- Challenge Africa, a sustainable development charity operating in Kenya

Better Business Act

We are proud to be one of the 3,000 UK firms in the Better Business Act coalition – that campaign for changes to company law to empower all directors to align the interests of people, planet and profit in their decision making.

In advance of Better Business Day on 11 June 2025, we're working with the Better Business Act to organise a visit with our local MP, Marsha de Cordova, with purpose-led businesses, to elevate the narrative around the contribution purpose-led business can make.

The route
↳ to better
business



Women in Green Business

Milk & Honey CEO and Founder, Kirsty Leighton, was named Communications Professional of the Year 2024 at the Women in Green Business Awards. Women in Green Business is an organisation that celebrates the huge impact that women in business have on a sustainable future — and stand up against the under-representation of women in the fight against climate change.

“Some awards are special and this one really means something — recognising women’s critical role in making the world a better place and the work that we do at Milk & Honey to progress that aim. There are many, many exceptional women working in green business and awards like these recognise their contribution. It also gives more women the confidence they need to take their rightful place as leaders — so we are seen and heard as we build better businesses.” Kirsty Leighton — Milk & Honey CEO and Founder





Purpose 4.

Volunteering and fundraising

Plan International UK - for children and equality of girls

Milk & Honey believes that it should serve all communities — whether they are on the same street, in the same country or across the world.

We have long-partnered with Plan International — a charity that is focused on children and the equality of girls. We've run, auctioned and walked (amongst other things) to raise funds to help progress its life — and society — changing work.

We sponsor two five-year-old children from the Siem Reap province of Cambodia, supporting them and their families to lead a better life. In February 2025, Plan International wrote to us to update on progress. So far, our support:

- Has helped their families move to better and more permanent homes — both now constructed from cement.
- Gives them and their friends access to educational opportunities — attending a pre-school that's fewer than 30 minutes from their homes.
- Provides access to medical facilities — again, fewer than 30 minutes from home — which sees them in good health.
- Works to tackle malnutrition with meal programmes at the local school that provide a healthy breakfast — supported by school gardens where children learn how to grow nutritious foods.

In Siem Reap, Plan International also provides resources and training to: teachers; parents to effectively educate their children in the home (including gender responsive training); health workers (including on sexual and reproductive health and rights); and platforms to report child abuse.

More widely in Cambodia, Plan International has reached nearly 25,000 people to raise nutrition awareness, educated over 800 students on the impact of child marriage and close to 32,000 people have benefitted from improved sanitation infrastructure.

It is a partnership that really brings home to everyone at Milk & Honey the impact that we can have when we act together and with purpose.



Milk & Honey volunteering in Germany

Thanks to a generous donation from our agency friend, Funko, we were able to bring a little joy to children in need in Munich and around the world.

Since 2004, the 'Stiftung Ambulantes Kinderhospiz München' has been caring for families with terminally ill children in Munich and Bavaria. Some of the colourful collectible Funko figures and backpacks were sent here to be raffled to raise funds.

We donated more products to humanitarian aid organisation 'Humedica'. As part of their annual Christmas donation campaign 'Geschenk mit Herz', they collect toys, sweets and everyday necessities for children in need in Eastern Europe. We've also signed up for a gift-wrapping session before Christmas.



Milk & Honey UK volunteer spotlight — Kath Myers

Milk & Honey UK MD, Kath Myers, has been this year's volunteering superstar — really getting involved in causes close to her heart. Here are just three examples...

Becky's Button

Becky's Button is a Milk & Honey Purpose Academy alumni charity dedicated to awareness and education of issues related to gender-based violence, sexual harassment and abuse. Becky's Button has now received approval from the Charity Commission to operate in the UK. Kath Myers is now a Trustee and using volunteer and personal time to support set up and events.

Smartphone Free Childhood

Kath is also involved with 'Smartphone Free Childhood' (SFC) — a grassroots organisation that aims to support parents to protect children from the negative side of smartphones and social media use. Work has included raising awareness amongst parents (including workshops) and holding surveys to understand the true extent of the problem.

Local communities

Kath volunteers in her local communities — supporting projects, for example, to improve a local park and playground by raising over £100,000 through sponsorships, grant funding and donations. One of these events raised £8,500 in a single day.



Fundraising - Santa Run

In December 2024, five of our UK team members donned red suits, beards and trainers to take part in the Santa in the City Run — to spread peace and goodwill. Together, they raised £900 for Plan International.

“The Santa Run last Christmas was a really special experience for me in many ways. I was able to do good for myself and for others, all while growing closer with my colleagues in the Milk & Honey Hive”
Oliver Henn — Milk & Honey Digital Client Manager



Planet

introduction

people

purpose

planet

"Milk & Honey's focus on the planet was one of the reasons I came to work here. Our refusal to partner with high carbon clients, support for organisations that genuinely strive for positive change and engagement in the B Corp community demonstrate our commitment to deliver to the UN's global goals - and create a more sustainable future."

Lola Carter
Milk & Honey Senior Client Manager



Planet 1. Carbon and plastic

Carbon – Ecologi

We work with Ecologi – a global organisation that provides impactful and practical responses to climate change. Since we started working with Ecologi, we have been certified as carbon neutral and have:



16,000

Trees planted around the world



1,186+

Avoided over 1,186 tonnes of CO2e going into the atmosphere — equivalent to a petrol-powered passenger car driving for over 3 million kilometres



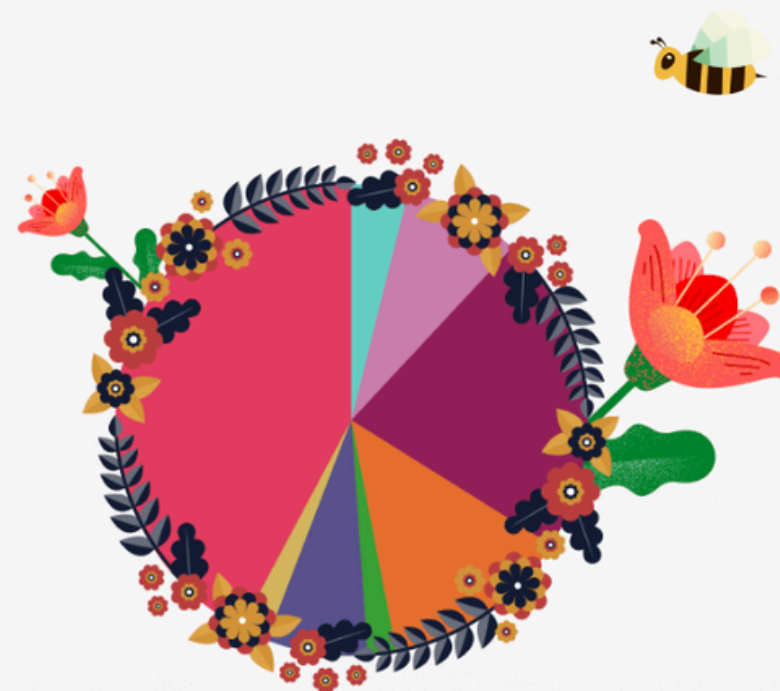
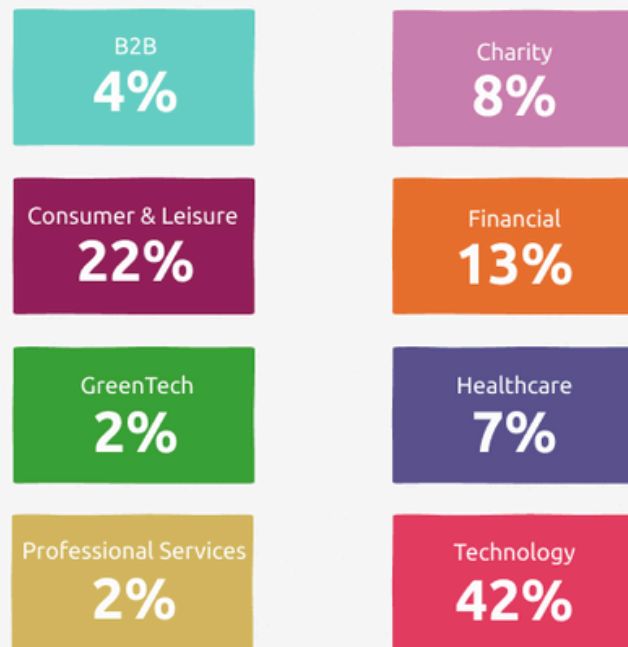
Global projects

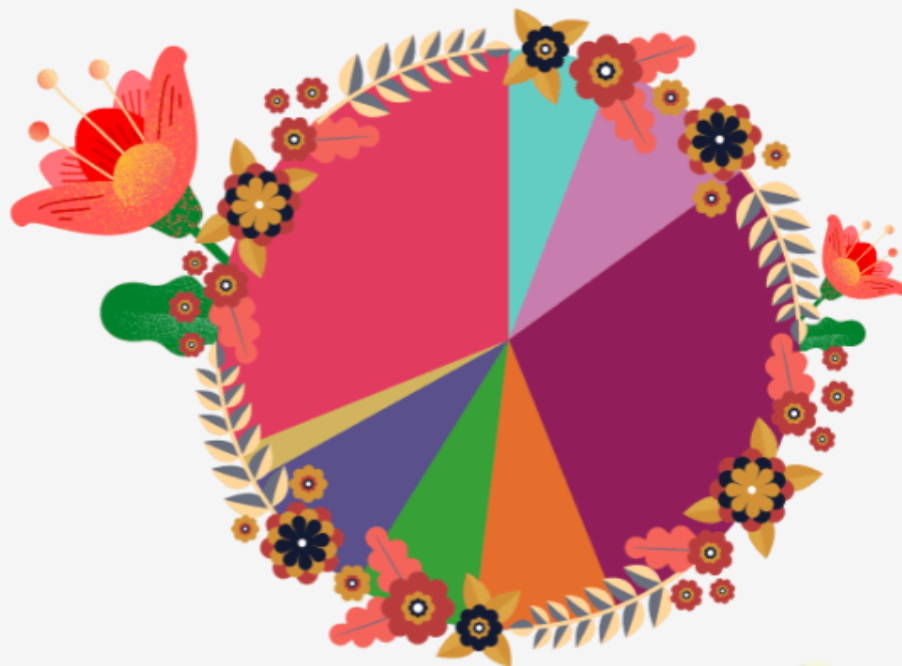
Contributed to clean energy projects: from the Amazon to Chile and Colombia, India to Indonesia and Thailand to Tamil Nadu

Carbon disclosure

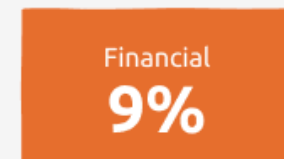
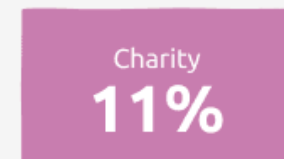
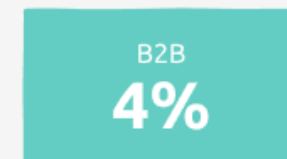
We will never work with organisations that harm people or the planet. To ensure we keep to this commitment, our Board monitors high-carbon clients. While we maintain a 0% high-carbon client portfolio, we would be willing to work with organisations genuinely committed to sustainable transition.

Revenue by sector





Clients by sector





Scope emissions progress

In the past year we have been working to better understand our Scope 1, 2 and 3 emissions performance. In 2024/25, Scope 1 emissions = 0.0 tonnes; Scope 2 = 0.6 tonnes and Scope 3 = 19.9 tonnes. Scope 3 refers to emissions not directly related to Milk & Honey, but those of its suppliers and customers. The figure is obviously quite high when compared with Scopes 1 and 2 but still well within norms for a business of our size. It's information we'll be acting on in 2025/26 as we look at reducing our up and down stream emissions performance.

Plastic neutrality

Milk & Honey works to ensure its plastic neutrality. Over the past eight years, we have worked with a number of partners to ensure our responsible plastic use. Last year, for example, we contributed to the removal and recycling of 3 tonnes of ocean plastic. In 2025/26 we're looking at new and expanded plastic partnerships.



Terra Carta

Terra Carta is a voluntary roadmap of ambitious but practical action — a recovery plan for nature, people, and planet. We continue to adopt our own Terra Carta commitments and support clients to adopt these within their own business models.

SUPPORTER OF THE
**TERRA
CARTA**
For Nature, People & Planet



The global goals

We work to further the UN's Sustainable Development Goals — designed to support people across the planet. We have a specific focus on:



GOAL 3
Good health and wellbeing

Action:

We have now trained 10 team members as Mental Health First Aiders to watch for early warning signs, listen to our team's concerns and act as a gateway to specialised support. We've also introduced a library of useful resources, including comprehensive, free healthcare provision.



GOAL 5
Gender equality

Action:

Globally, our work with Plan International UK supports the rights and opportunities of girls and women across the globe. In the UK we have a 100% female board, while the average salary for women is higher than the average salary for men.



GOAL 8
Decent work and economic growth

Action:

We ensure comprehensive training provision so that our people can grow both professionally and personally — and build their careers.



GOAL 10
Reduced inequalities

Action:

Our focus on diversity and inclusion works to eliminate inequality. Internally, we have a range of initiatives such as our Diversity Discos and Untick the Box podcasts. Externally, our 250 to 2025 initiative has significantly exceeded its objectives. We are now developing an ambitious programme to take us to 2030 as part of a wider review of our DEI work.



GOAL 12 & 13
Responsible consumption and production and climate action

Action:

Our work with partners helps to ensure that Milk & Honey remains plastic and carbon neutral. To date, we have planted a forest of around 16,000 trees to reduce over 1,000 tonnes of CO2e and are looking into new plastic partnerships. This year we have rolled out work on our Scope 1, 2 and 3 emissions performance.





Previous People Purpose Planet Reports

2024 Report

2025 Report