

ESG REPORT 2024

SUSTAINABILITY REPORT

December 2024

WELCOME TO THE 2024 SUSTAINABILITY REPORT

As we reflect on the past year, I am proud to share the progress we have made in our commitment to sustainability and social responsibility. At Accordience, we recognise the significant challenges facing our planet and society, and we are dedicated to making a positive impact through our actions and initiatives.

In 2024, we continued to build on our foundation of collaboration and innovation. Our agencies worked together to achieve remarkable milestones, including significant sustainability accreditations for four of our agencies. These certifications underscore our dedication to ethical and sustainable practices. Our newest agency to join the portfolio, movement, has also made significant commitments to trade sustainably and responsibly.

We have also made strides in understanding our environmental impact by completing a baseline assessment of our carbon emissions. This is a crucial step in ensuring that we are accountable for our environmental footprint.

Our commitment to sustainability extends to our people as well. We launched a global training programme to equip staff with the knowledge and skills needed to contribute to our sustainability goals. Additionally, our staff Engagement Plan, which included initiatives like Plastic Free July and Zero Waste Week, helped foster a culture of environmental responsibility within our organisation.

As we look ahead, we remain focused on continuous improvement and collaboration with our stakeholders. This report highlights the achievements of the past year and outlines our plans for the future.



**SARAH SCHOLEFIELD,
GROUP CEO**

ACCORDIENCE AN OVERVIEW

Reaching audiences has never been easier.
Engaging and influencing them meaningfully
has never been harder.

That's why, at Accordience, we harness the collective knowledge, deep personal connections and thoughtful insights of our experts, to engage with audiences that matter around the world.

With a powerhouse of broad stakeholder expertise behind us, we create and deploy uniquely customised teams, combining specialised knowledge and skills, to reach and connect with key audiences everywhere.

From influencing political elites in Brussels to shifting consumer behaviour in Birmingham, from engaging with financial leaders in Hong Kong to driving retail sales in Harrogate, Accordience ensures that its clients are not just seen and heard but are truly understood and valued by their audiences.



OUR CAPABILITIES

BRAND COMMUNICATIONS
FINANCIAL COMMUNICATIONS & INVESTOR RELATIONS
TRADE & B2B PUBLIC RELATIONS
CORPORATE & PUBLIC AFFAIRS
DIGITAL & SOCIAL
CREATIVE SERVICES
DESIGN & CONTENT, PEOPLE & PURPOSE
ESG
RESEARCH & ANALYTICS

A UNIQUE NETWORK

-  **5 agencies** – industry leading capabilities across corporate communications, reputation management, crisis, public affairs, consumer brand, B2B, social media and financial communications
-  **30 countries** – global reach, deep local knowledge, unrivalled connections to audiences and culture
-  **800 experts** – brought together in agile collaboration around the globe
-  **Over 1,000 clients globally**

VISION, MISSION AND VALUES

Through the power of collaboration, Accordience aims to be a thriving and sustainable business with three key pillars:



Planet



People &
culture



Community


ACCOMPLISHMENTS SINCE OUR LAST REPORT

CERTIFICATIONS


EcoVadis ratings achieved



GRAYLING
creating advantage
59/100



ICDR 63/100



64/100

CIRKLE 66/100



CIRKLE Certified B Corporation

Cirkle was awarded B Corp status



United Nations Global Compact

Grayling, CDR, Red Consultancy and Cirkle are signed up to UN Global Compact



Completed a baseline assessment of carbon emissions



Offset our travel emissions via a verified VCS carbon offset project



Launched a global training programme for all staff on sustainability



Launched staff Engagement Plan



Rolled out global HR platform and mobile app



Undertook UK DE&I measurement & reporting



All UK agencies achieved Living Wage accreditation



Launched global mobility scheme



Worked together to support one charity (Plastic Free July)



Group partnership with Powered by Diversity

LOOKING AHEAD

AMBITIONS

2025

2026

Continue to partner with EcoVadis to improve our strategy

Increase the scope of our carbon emissions reporting

Align our ESG strategy with relevant UN Sustainable Development Goals

Develop a supply chain sustainability programme

Launch global gender & ethnic pay gap reporting

Grow our training programme to deliver more ESG expertise internally

Increase participation in Group sustainability initiatives

Establish a dedicated cross-agency ESG committee to align our strategic goals.

Further refine GHG emissions accounting and work towards committing to set a science-based target

Establish goals for pro-bono working initiatives

Agree targets and a framework for staff volunteering activities

Our agency movement to aiming to achieve pending B Corp status



PLANET



INTRODUCTION

I am pleased to share the progress we have made in our sustainability journey over the past year.

We remain committed to responsible and sustainable practices and have made strides in understanding our environmental impact by completing a baseline assessment of our carbon emissions. This is a crucial step in ensuring that we are accountable for our environmental footprint.

Our commitment to sustainability extends to engaging our people as well. During the year, we launched a global training programme to equip staff with the knowledge and skills needed to contribute to our sustainability goals. Additionally, our staff Engagement Plan, which included initiatives like Plastic Free July and Zero Waste Week, helped foster a culture of environmental responsibility.

These achievements and actions reflect our ongoing commitment to sustainability and our determination to make a positive impact on the world. We look forward to building on this momentum in the coming years.



**NEIL JONES,
CHAIRMAN**



OUR CARBON FOOTPRINT

We began a baseline assessment of our carbon emissions supported by an external specialist agency. This involved working with agencies across the world to understand our Scope 1 and Scope 2 emissions in 2023.

The most significant contribution to the total Carbon Footprint is Scope 2, which is 86% of our total GHG emissions.

Scope 1 includes emissions from natural gas. In 2023, emissions from F-gas leakage are excluded from Scope 1, but will be collected in future years. Scope 2 represents location-based rate GHG emissions based on mixed grid emission factors.

We are aiming to conduct a Scope 3 screening exercise to identify the relevant categories for our business for future reporting. As outlined on Page 5, we aim to increase the scope of emissions reporting, continue to partner with EcoVadis, to align with relevant UN Sustainable Development Goals, and develop a supply chain sustainability programme.

CARBON FOOTPRINT (tCO2e)

	2023
Scope 1	26
Scope 2 – Location Rate	158
Total (location-based rate)	184



WE AIM TO

- 👉 In support of our parent company's net zero ambitions, we too aim to reach net zero by 2040.
- 👉 Operate single use plastic free offices.
- 👉 Move to renewable energy by 2030.
- 👉 Decrease and offset business travel – via a verified carbon standard/Gold standard.
- 👉 Develop a sustainable procurement programme.

HOW WILL WE UNDERTAKE THIS?

- 👉 Supported by board level engagement we have strong environmental policies and frameworks in place.
- 👉 We empower our people through our Sustainability Champions Network to identify, develop and implement existing and new environmental initiatives.
- 👉 Our champions meet regularly to share best practice and inspire one another through individual agency/ office activities.
- 👉 As we refine our sustainability strategy in future, we will align ourselves with relevant UN Sustainable Development Goals.

OUR ENVIRONMENTAL SUSTAINABILITY STRATEGY HAS TWO MAIN ELEMENTS:

1 Quantify and reduce our Scope 1 and 2 carbon emissions

2 Quantify and reduce Scope 3 emissions following a Scope 3 screening assessment

1 Quantify and reduce our Scope 1 and 2 carbon emissions

Using our baseline assessment, we are now working on specific targets and strategies for future reduction. We have the following plan in place to reduce our operational emissions including:

2024: REDUCE ENERGY CONSUMPTION IN OUR OFFICES

Many of our offices already use energy-efficient technology, such as motion detectors and automatic switches for lighting and LED fixtures. Alongside this we aim to further reduce our energy consumption by changing employee behaviour through undertaking employee education and engagement programmes e.g. making the most of natural light where we can.

2030: USE RENEWABLE ELECTRICITY IN ALL OUR OFFICES GLOBALLY

We aim to purchase 100% of our electricity from renewable resources by 2030. We'll do this by purchasing renewable electricity via energy contracts, either directly with energy companies or via our landlords. Where we can't purchase renewable energy, we'll buy Energy Attribute Certificates as an interim measure.

2 Quantify and reduce Scope 3 emissions

Based on our current understanding, we believe the majority of our carbon emissions fall within Scope 3 – in the “Purchased Goods and Services” category. Planned actions to reduce our supply chain emissions are as follows:

DEVELOP A SUSTAINABLE PROCUREMENT PROGRAMME

- We want to help our suppliers reduce their operational emissions and build long-term sustainable relationships. As such we have encouraged our workforce to consider the environmental credentials when appointing suppliers.
- Our Supplier Code of Conduct, which details our expectations of suppliers, has been rolled out across all offices and agencies.

REDUCE WASTE

- Waste is not a material source of emissions for Accordience. However, we recognise the importance of reducing the amount of waste we send to landfill. We generate waste through meetings and events/content creation for clients, and in our offices.
- Our zero single-use plastic policy has been enforced through regular communication and also participation this year in Plastic Free July (more on this on page 14).
- For electronic waste, we donate old or defective IT equipment to local charities or other good causes. Where this isn't viable, we partner with e-disposal companies which refurbish and remarket working equipment or recycle it responsibly, to recover raw materials.
- We educate our staff on positive waste-management practices and the importance of recycling through staff inductions and regular communication. Many offices removed individual bins and, where relevant working with landlords, upgraded their recycling facilities and signage.
- Offices across the world participated in Zero Waste week (more on this on page 15).

BUSINESS TRAVEL AND EMPLOYEE COMMUTING

- We currently believe that business travel is a significant contributor to our Scope 3 carbon emissions. We are in the process of moving to a more integrated travel booking system which will allow us to more closely evaluate travel and give us the data/travel options needed to continue to decrease emissions.
- We encourage our people to consider whether taking a flight is necessary and proportionate. We also encourage our people to commute using more sustainable travel choices, such as cycling and public transport.
- Our approach to hybrid and remote working also helps to reduce emissions from employee commuting.
- Where it's not possible to avoid carbon emissions from commuting or other business travel, we offset them via a verified carbon standard/Gold standard. This year our purchased offsets supported a renewable wind power project in the Anantpur district of Andhra Pradesh, India.

ENCOURAGING SUSTAINABLE EVENTS & ASSET CREATION FOR CLIENTS

- We created guidance and have undertaken training via our Sustainability Champions on how to conduct client work in the most sustainable way – such as 'zero free' content shoots, and hosting 'inclusive and sustainable events'.



PLASTIC FREE JULY



We were excited to join in the efforts of Plastic Free July, a worldwide initiative to cut down plastic pollution and support cleaner environments.

This initiative encourages individuals to take small steps, and thereby to inspire long-term changes that contribute to cleaner streets, oceans and communities.

Each agency within Accordience organised various activities to support this cause, and the company also made a donation to Plastic Free July.

Our Sustainability Champions across the organisation played a crucial role in leading and organising a wide range of activities including:



|Citigate Dewe Rogerson

Held a “How to recycle” workshop and prepared posters with tips on where to get take-away lunch in reusable or self-provided containers. They also promoted the “Rekrabička” program, which employs returnable lunch boxes available in certain restaurants. In their Amsterdam office, employees went out to get the shopping for lunch, cutting down on plastic packaging.



GRAYLING

creating advantage

Encouraged participation through campaign posters/engagement. Organised a photo competition and various sustainability activities, including a visit to a Food Bank to learn about food waste and prepare food packages for people in need.



Promoted a plastic free lunch initiative, sharing recommendations of plastic free places to eat. They also created a ‘tote bag library’ so employees can borrow a tote bag instead of single use plastic bags when needed.



CIRKLE

Shut down the office for the day and took staff to Brighton on the UK South coast for a beach clean-up operation, in partnership with Brighton City Council. A team of 40+ spent the morning removing litter and micro-plastic from the beach and dropped it off for recycling.

ZERO WASTE WEEK

Accordience actively participated in Zero Waste Week, a global initiative aimed at raising awareness and promoting actions to reduce landfill waste and rethink waste management practices.

During Zero Waste Week, Accordience agencies organised various activities to support this cause, these included:



|Citigate Dewe Rogerson

Pre-loved items like clothes, books and toys were brought to the Hong Kong office, ready to find a new home. Whilst other offices focussed on ensuring re-usable items such as coffee mugs, water bottles and bags were used.



GRAYLING

creating advantage

A flea market was held in the Spanish office to exchange clothing, accessories and other items among colleagues. Whilst in Austria, the team devoted their annual company day out to the subject of zero waste, taking environmentally friendly public transport and learning about carbon-neutral wine-making.



Hosted a 'shopping event' which encourages employees to rethink fast fashion by donating clothes/accessories to their colleagues.



CIRKLE

Implemented a "Waste-Free Lunch Challenge," where employees were encouraged to bring lunch in reusable containers and avoid any single-use packaging. This initiative aimed to reduce waste generated from daily office activities.

PEOPLE & CULTURE



INTRODUCTION

Over the past year, we have made significant progress in fostering a supportive and inclusive workplace with several major accomplishments:

We successfully launched HiBob, a global HRIS platform and mobile app, which has streamlined our HR processes and provided employees with easy access to essential resources and information, regardless of their location worldwide.

In the UK, we conducted an extensive measurement and reporting initiative for Diversity, Equity and Inclusion (DE&I), offering valuable insights into our workforce composition. This has allowed us to identify areas for improvement to create a more inclusive and equitable workplace.

All our UK agencies attained Living Wage accreditation, demonstrating our commitment to fair pay and ensuring that all our employees receive a wage that meets the cost of living. Our agency Circle, achieved B-Corp status. We established a UK DEI Council to provide additional governance for our DEI efforts. This year, the Council created several new Employee Resource Groups, which are now active and include representatives and allies from communities such as People of Colour, Parenting, Wellbeing & Mental Health, and LGBTQ+.

We implemented a global mobility scheme, giving our employees the opportunity to gain international experience, broaden their perspectives, and promote staff movement between agencies.

We look forward to building on this momentum and continuing to invest in our people.



KEY FOCUS AREAS



EMPLOYEE WELLBEING

We prioritise both the physical and mental health of our staff, recognising that when individuals are happy and healthy, they are better prepared to drive sustainable change.



TALENT DEVELOPMENT

We invest in the growth and professional development of our employees, ensuring they possess the skills and knowledge necessary to effectively contribute to our sustainability initiatives.



EQUITY, DIVERSITY & INCLUSION

We honour the unique backgrounds, perspectives, and talents within our workforce, understanding that diverse teams yield more innovative and sustainable solutions.



EMPLOYEE ENGAGEMENT

We cultivate a sense of belonging and purpose among our employees, leveraging their passion and commitment to further our sustainability objectives.



EMPLOYEE WELLBEING

Employee wellbeing is one of our core strategic priorities.

We have implemented a number of initiatives to ensure positive wellbeing practices live and breathe throughout our organisation:

Employee resource groups: across the agencies, who are responsible for delivering a programme of initiatives which promote physical and mental wellbeing and ensure our businesses are advocating for a transparent culture where people are able to talk freely about mental health. In 2024, we also launched a UK Accordience ERG, focussing on Wellbeing & Mental Health, with employee representation across the agencies.

Mental Health First Aid Champions: across many of our agencies, we have dedicated Mental Health First Aid champions, who help champion discussions around mental health and are a friendly ear for team members and peers to talk to in a safe space.

Regular Training: which helps line managers develop skills to support their direct reports. We launched a new global line manager training programme in 2024 to ensure all line managers were equipped with the right tools.

Events and Initiatives: for example we hosted a global panel discussion for International Women's Day, and for World Mental Health Awareness Day invited senior leaders across our businesses in the UK to contribute to a discussion where they openly shared their own mental health journeys and challenges.

Flexible Working: group policies which encourage flexible working, and allow hybrid working models, ensuring our teams are able to maintain work/life balance and reduce unnecessary commuter travel time.



EQUITY, DIVERSITY & INCLUSION

Accordience is committed to creating a welcoming, open, and inclusive environment that promotes creativity, innovation, and excellence. As part of our mission, we have established several initiatives and practices throughout our businesses:

Data Capture and Reporting: As an international business operating in over 30 countries, it's essential for us to understand both the demographic composition of our teams and their experiences within our businesses. Our first Equity, Diversity & Inclusion survey was launched in the UK in 2023 and expanded in 2024 to better comprehend the global sentiment and experiences of our employees.

Recruitment Practices: We are committed to fully inclusive hiring. This has involved training managers on unconscious bias and collaborating with organisations such as Creative Access, The Taylor Bennet Foundation, and 10,000 Black Interns to ensure a steady pipeline of Black, Asian and minority ethnic talent. All roles are advertised directly, and we manage the recruitment process internally to minimise paperwork and ensure complete data protection.

Culture & Engagement: Celebrating significant cultural moments has enhanced engagement with our teams. We've carried out numerous cross-agency collaborations, including promoting the Powered by Diversity Culture Calendar, which hosts monthly events throughout the year.

Industry Kitemarks and Accreditations: We actively support DEI accreditations and are proud that within our network, Cirkle has earned Full Blueprint status. As of 2024, all UK agencies have been recognized as Living Wage employers, with all agencies across the group committed to paying the living wage within their respective markets.



TALENT DEVELOPMENT

Attraction and retention of industry leading talent is a priority pillar for our organisation, and we recognise the important role we play in supporting our teams to develop personally and professionally, throughout their journeys with us.

Learning & Development: every agency has developed a robust and market relevant training programme, which covers key industry competencies, as well as support in developing soft skillsets. For 2024, we launched a partnership with Learning Management System, LearnAmp, which we used to roll out a new global Line Management training programme, as well as Negotiation training.

Our Employer Value Proposition: we are continually building out our employer value proposition to ensure we are an employer of choice. We utilise LinkedIn and social media to push out new initiatives, benefits and role opportunities.

We create safe places for employees to apply to open roles and have a group mobility programme to promote cross-agency and international movements for development.

Technology: we recognise the important role technology can play in upskilling our teams, and as well as utilising technology and AI to streamline our internal processes, we are looking at more innovative tech solutions to support talent development.





EMPLOYEE ENGAGEMENT

We are committed to building a culture which is driven by meaningful employee engagement, where our staff have a recognised voice and the opportunity to be actively involved in how their businesses are shaped.

Employee Resource Groups: our teams have the opportunity to be part of a wide range of ERGs, which cover a range of focus areas including D,E&I, Wellbeing, Sustainability, Social Purpose, as well as global youth peer networks.

Surveys & Focus Groups: we launched our first Accordience, global wide Engagement Survey in 2023, which captured the views and experiences of our entire network. As well as being invited to take part in the survey quarterly, every individual has been given the opportunity to attend smaller focus groups to present and discuss the findings in more detail to inform our action plan and drive improvements. These surveys and focus groups have been running successfully for over 18 months and continue to help steer our engagement plans.

Socials & Events: each agency has budget to support social events and celebrations, which ensure our teams are having valuable access to down-time and a chance to informally connect with colleagues. Ensuring events are inclusive and accessible for all employees, activities have included ice-skating, portrait drawing, and even axe throwing!






COMMUNITY



DEI COMMUNITY PROGRAMMES

Our DEI community initiatives aim to cultivate a diverse workforce and foster an inclusive culture at Accordience, while also driving broader societal change within our sector. We collaborate with top industry partners to implement programmes that aid in attracting and advancing diverse talent.

These include Accordience-wide activations such as:

-  **International Women’s Day:** Panel discussions on gender equality and women’s rights.
-  **World Mental Health Day:** Fireside chats with representatives from all agencies discussing mental health in the workplace and sharing tips and advice.
-  **Pride Celebrations:** Organising drinks and information sessions.

Each agency has their own DEI strategies and bespoke activations, which in 2024 included:



Red Consultancy hosted three ‘Summer Stars’ via the Taylor Bennet Foundation’s intern programme in the UK which is focussed on encourage Black, Asian and Minority Ethnic graduates to pursue a career in communications. Have a social calendar of activity to celebrate different cultural occasions.



ICDR volunteered with a social mobility charity to assist with a CV Workshop to help students from socio-economically deprived areas with their CVs. One office has a dedicated room with a treadmill and massage chair for relaxation. For Black History Month the London office held a talk with a leading industry speaker.



Circle for Black History Month 2024, the agency ran a trip to the Black Cultural Archives in Brixton, hosted a screening of Becoming by Michelle Obama, and ran a Book Club, focussing on a novel by Chigozie Obioma.



Grayling launched a partnership with Global Purpose Enterprise, giving 20 young people the opportunity to be mentored by 10 leaders within Grayling.

DONATIONS / FUNDRAISING / VOLUNTEERING ACTIVATIONS

The causes we support vary widely and are often tied to current world issues. We provide logistical and physical support to our employees' fundraising efforts and in many cases match-fund their efforts.

To follow are a few examples of work and donations undertaken across the world.

ICDR

- In the London office staff members volunteered for a social mobility charity, Talent Tap.
- In Hong Kong staff volunteered for several events, including “One Bowl of Rice, Two Families” Charity Sale for Metta Mission & Community Ministry, Mid-Autumn Festival elderly visit for Hong Kong Jockey Club and the Yan Oi Tong flag-selling fundraising event.
- In the Amsterdam office many colleagues are involved in community work on a voluntary basis, ranging from refereeing for local soccer clubs to being board members of health associations.

CIRKLE

- In January 2024, Cirkle launched a partnership with social impact app, OnHand, which provides a platform for staff to utilise paid time to volunteer for causes close to their heart.

GRAYLING

creating advantage

- The London office supported various charities including YoungMinds, Bridging Barriers & Street Children.
- The Paris Office participated in La Course des Lumières raising funds for the Institut Curie for the fight against cancer with team members running together.



- Red supported various charities including their long standing commitment to Ronald McDonald House Charities UK.

PRO BONO WORK

Our agencies and offices engage in various pro bono efforts to support societal causes and charities.

ICDR

- For 14 years, CDR Singapore has handled media relations for SIAS’s annual corporate governance week and the Investors’ Choice Awards. SIAS is a registered charity focused on promoting good corporate governance and transparency practices, investor rights, and investor education.
- CDR Asia promotes the U-Go initiative in Hong Kong and Singapore by raising its profile through the media to reach donors. U-Go is an NGO dedicated to empowering women in lower-income countries through tertiary education.
- Since its inception in 2013, CDR in the Netherlands has been providing pro-bono support to The Ocean Cleanup. While the partnership began without a fee, CDR now offers their services at a nearly 75% discount.

CIRKLE

- In 2023, Cirkle (London) partnered with The Rainforest Trust UK, providing free meeting rooms. By 2024, this support expanded to include pro-bono marketing consultancy to help the charity protect endangered wildlife and create rainforest reserves.

GRAYLING

creating advantage

- Grayling Spain assigned a team of seven volunteer consultants from their Madrid and Seville offices to help promote the book “Carolina Purpurina: Una Aventura Sobre Ruedas.” The project aimed to raise funds for Leukodystrophy research.
- The Bratislava office is working pro bono for Pontis Foundation and helping them with the communications of its flagship conference – Impact Summit. Its aim is to connect people from civil society, business, and public administration and academia to create a space for discussions on key societal issues.



- This year Red provided 70 hours of pro-bono support to Centrepoin, a youth homelessness charity based in London.
- For over ten years Red’s CEO has been a trustee of Ronald McDonald House Charities UK, providing 5 days of support each year advising on comms strategy and issues.

GOVERNANCE

INTRODUCTION

As we continue to grow and evolve, we remain steadfast in our dedication to transparency, accountability, and integrity in all aspects of our operations.

In 2024, we made strides in strengthening our governance framework to ensure that our environmental, social, and governance initiatives are aligned with our strategic goals. Our governance structure is designed to foster a culture of ethical decision-making, risk management, and compliance with global standards.

KEY HIGHLIGHTS OF OUR GOVERNANCE EFFORTS INCLUDE

Dedicated ESG lead

Our dedicated ESG lead is responsible for ensuring integration of our sustainability ambitions into our overall business strategy and operations.

Ethical Business Practices

Upholding the highest standards of ethical business practices is at the core of our governance framework. We adhere to global frameworks such as the UN Global Compact ensuring that our operations are conducted with integrity and accountability.

Transparent Reporting

We are committed to transparent and regular reporting on our ESG performance. This is our second ESG report and delivers detailed insights into our achievements, and future plans, allowing stakeholders to track our progress and hold us accountable.

Risk Management

Effective risk management is essential to our governance strategy. We continuously assess and mitigate risks, ensuring that we are well-prepared to address any challenges that may arise.

As we look ahead, we remain committed to enhancing our governance practices to support our sustainability goals and drive meaningful change. We strive to create a resilient and sustainable future for Accordience and our stakeholders by promoting transparency, accountability, and ethical decision-making.



**WILLIAM THOMPSON,
GLOBAL CHIEF FINANCIAL OFFICER**



BOARD

**Ruth Kieran,
Executive ESG Sponsor**

Board level responsibility for driving ESG commitment across all agencies



SUSTAINABILITY COMMITTEE

Emily Morgan, ESG lead

Responsible for securing cross agency collaboration & putting Inizio's sustainability framework in place for Accordience

SUSTAINABILITY CHAMPIONS NETWORK

THE BOARD

The board is regularly informed about the progress we make in executing our strategic priorities.

THE SUSTAINABILITY COMMITTEE

Meeting monthly, the Sustainability Committee supervises both the development and execution of our Sustainability Strategy.

THE SUSTAINABILITY CHAMPIONS NETWORK

Including representatives from every agency, the Sustainability Champions Network advocates for the execution of the Sustainability Strategy within their respective domains and acts as a point of contact for all staff. They assist the Sustainability Committee by implementing the strategy, sharing best practices, and reporting on local projects.

BUSINESS ETHICS

CODE OF ETHICS

Our Code of Ethics sets out responsibilities for our people and leaders, and empowers good faith, non-judgmental communication to alleviate challenging situations. We believe this allows us to better serve our clients, communities, and each other.

ANTI-BRIBERY AND CORRUPTION

We operate our business with transparency, honesty, and integrity. We absolutely do not permit offering, accepting, or facilitating bribes or any form of inappropriate payments, strictly complying with anti-corruption laws.

Our core integrity standards remain consistent no matter the location or the individuals involved. Management at all levels is accountable for ensuring that their team members comprehend and adhere to anti-bribery and corruption regulations, as well as our associated policies and procedures. We restrict the giving of gifts, hospitality, or other business courtesies and expect the same from our suppliers, conveying our policies and expectations clearly. We do not engage with third parties who are known or reasonably suspected to be involved in bribery or corruption.

ASK YOURSELF, SPEAK UP AND RAISING AWARENESS

We trust our people to consider unusual circumstances first, either by themselves or with their colleagues. Our Code gives them an “Ask Yourself” methodology to help. Alternatively, if our people suspect wrongdoing or know that someone has broken a legal, regulatory, or other Code obligation, then they have a responsibility to Speak Up. We prohibit any form of retaliation, which results in disciplinary measures up to and including dismissal. Our compliance training and communications programme is the main means by which we remind employees of our Code, policies and procedures.

RISK ASSESSMENTS

Changes to our businesses, operations, or our commercial environment require us to undertake periodic risk assessments. We also identify macro-level trends that are likely to impact us. Our board determines which risks are most relevant to us and monitors how effectively we mitigate them. Risk assessments also help us identify where our internal financial and non-financial audit resources should focus their activities.

We operate in regulated industries in 30 countries. Whether we're on our continuous improvement journey or meeting the audit demands of clients and stakeholders, we want to be always audit ready.

INFORMATION SECURITY AND DATA PRIVACY

DATA SECURITY

We work with our stakeholders to protect individuals' personal information, which could be about our clients, our employees and their families.

Our central security and compliance teams operate under our Chief Technology Officer, Chief Information Security Officer, Head of Risk and Compliance, and Data Protection Officer, and are responsible for our group-wide policies and procedures. We support our individual businesses to ensure they have the resourcing and knowledge they need to manage the data in their custody.

GOVERNANCE

To keep pace with the evolving security threat, we work with key security partners to mitigate the threats and are extending Cyber Essentials certification across our business.

We manage our privacy and data governance programme using a class-leading third-party cloud-based solution. This supports a wide range of assessments, including data protection impact assessments, vendor assessments, records of processing, cookie compliance and country assessments.

TRAINING

We expect every employee to be responsible for the information they process. We have mandatory privacy and security training, support, and updates, to ensure our people have the knowledge to perform their roles, in line with our clients' expectations. Our security awareness platform targets training to our people around the globe.

CASE STUDIES

CIRKLE

TASK

The 'It's time for a Canmesty' campaign highlighted Dulux Decorator Centre's free paint can recycling service for trade to contribute to a more sustainable future.

ACTIVATION/COLLABORATION

A comprehensive PR and social media campaign was launched, leveraging press releases, advertising placements, video content, social media outreach, and influencer engagement.

OUTCOME

14 pieces of coverage,
with an OTS of 30,471,013

Organic Social Media
Reach of **18,538**

Influencer Engagement:
35,000 Views



TASK

The City of Vienna, in collaboration with Grayling Austria, aimed to promote solar energy among local businesses under the campaign “Wien hat’s drauf – Vienna’s got it.”

ACTIVATION/COLLABORATION

Grayling Austria established a platform for future solar energy partners, providing expert advice on technical, legal, and financial aspects. The campaign included special events, a dedicated website, and targeted media outreach.

OUTCOME

55 local businesses signed up as official solar partners

12 million unique users reached through media coverage

933 applications for solar energy funding submitted in the first quarter of 2024 alone



TASK

Promote the book “Carolina Purpurina: Una Aventura Sobre Ruedas” to raise funds for medical research.

ACTIVATION/COLLABORATION

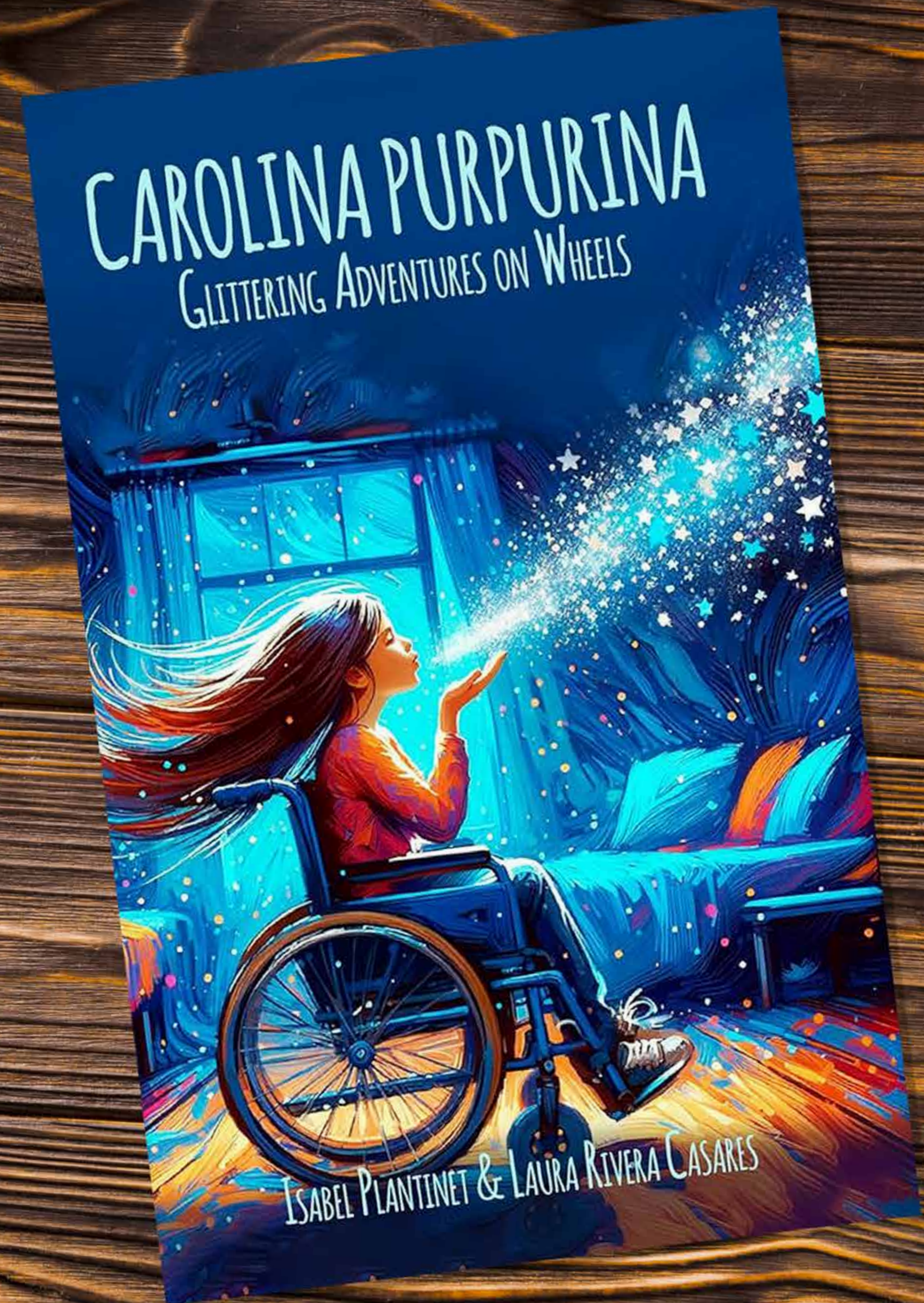
Grayling Spain’s team of 7 volunteer consultants launched 6 press releases, targeted various media outlets, and secured 71 media impacts. The book tour included presentations in schools across Spain.

OUTCOME

The book achieved record sales, became a best seller on Amazon, and generated significant media attention.

Reaching over
18 million
unique users

An audience of
370,000
printed impacts





TASK

Launch McDonald's 'Makin it' an initiative that places youth workers in restaurants to create safe spaces for young people via a partnership with BBC Children in Need youth projects.

ACTIVATION/COLLABORATION

Engaged AJ Tracey and Laura Whitmore to create a spoken word piece about the challenges faced by young people and the importance of youth workers in communities.

OUTCOME

40+ pieces
of coverage in first 30hrs

64K views
of hero content



Citigate Dewe Rogerson

TASK

Promote the Hong Kong ESG Reporting Awards to raise awareness around corporate sustainability practices and the importance of transparency in ESG reporting.

ACTIVATION/COLLABORATION

We collaborated closely with the organizers to enhance the awards' visibility by highlighting the achievements of winners and promoting corporate sustainability efforts in the region. This partnership was instrumental in showcasing exemplary ESG practices and fostering a collaborative environment.

OUTCOME

The 2024 awards were a resounding success attracting over 200 corporate representatives.

The event sparked vital discussions on the urgent need for enhanced environmental awareness.

HERA is the first ESG award globally to receive a special nomination from the United Nations Conference on Trade and Development.



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