

SUSTAINABILITY REPORT

December 2025

WELCOME TO THE 2025 SUSTAINABILITY REPORT

As we share our third annual Sustainability Report, I am proud of the tangible progress we've made in embedding sustainability and responsible business practices across Accordience.

This year has been defined by action. We expanded our carbon reporting to include Scope 3 emissions, deepened engagement across our network, and continued to ensure our agencies champion sustainability in their client work and everyday operations.

Alongside this, our sense of community has never been stronger. Across our offices, teams have invested energy into supporting local organisations, volunteering on projects that benefit neighbourhoods, charities and social initiatives.

From staff-led fundraising efforts, to supporting social mobility programmes, undertaking river clean-ups, supporting food banks and mentoring young people, our network has shown how meaningful community impact is created when people come together with purpose.

Employee Resource Groups also continue to play a central role in building our internal community. With active groups representing People of Colour, LGBTQ+, Parenting, Wellbeing and Mental Health, and our new Faith Employee Resource Group colleagues across the business have collaborated on initiatives that foster inclusion, belonging and support.

Their work ensures that our commitment to community begins inside our organisation and extends far beyond it.

Our overall internal engagement scores, including surveys specific to DEI, have all increased this year, testament to the cohesive culture we continue to build.

As we look to 2026 and beyond, our focus is on amplifying community impact and continuing to build a business where people and purpose thrive together.



SARAH SCHOLEFIELD,
GROUP CEO

ACCORDIENCE AN OVERVIEW

At Accordience, we unite the collective expertise, insight and deep connections of our people to engage with the audiences that matter most.

Our strength lies in collaboration – bringing together specialists from across our network to create bespoke teams with the right mix of skills, perspectives and cultural understanding to deliver results that resonate.

From influencing policymakers in Brussels to shifting consumer behaviour in Birmingham, from engaging financial leaders in Hong Kong to driving retail sales in Harrogate – Accordience ensures our clients are not just seen and heard but understood and valued by the people who matter most.

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.



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

- **4 agencies** – industry leading capabilities across corporate communications, reputation management, crisis, public affairs, consumer brand, B2B, social media and financial communications
- **Presence in 30 countries** – combining global reach with deep local knowledge and connections
- **800 experts** – collaborating seamlessly across borders
- **Over 1,000 clients globally** – supported by agile, integrated teams worldwide

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

GRAYLING
creating advantage

Bronze
(65 points)

red
CONSULTANCY

Bronze
(63 points)

QCDR

Bronze
(60 points)

CIRKLE

Silver
(66 points)

Certified
B
Corporation

CIRKLE

United Nations
Global Compact

GRAYLING
creating advantage

red
CONSULTANCY

QCDR



Completed a Scope 3 screening assessment with a specialist environmental consultancy



Undertook UK DE&I measurement & reporting



Offset our travel emissions via a verified VCS carbon offset project



All UK agencies achieved Living Wage accreditation



Undertook global training programme for all staff on sustainability



Agreed the steps towards a more Sustainable Procurement Plan

LOOKING AHEAD

AMBITIONS

2026

Continue to partner with EcoVadis to improve our strategy

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

Establish goals for pro-bono working initiatives

Execute our Sustainable Procurement Plan

Agree targets and a framework for staff volunteering activities

2027

Set science-based carbon emissions targets

Strengthen our approach to managing environmental impact by better understanding where our biggest impacts lie

Enhance collaboration with suppliers to support more sustainable choices

Further embed wellbeing and inclusion into our working culture

Grow the social impact of our agencies

PLANET



INTRODUCTION

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

This year, we completed our first full carbon footprint including Scope 3 emissions, giving us a complete picture of our environmental impact across 40 offices worldwide. Our total footprint for 2024 was 2,360 tCO₂e, with over 90% of emissions arising from our supply chain (Scope 3). This insight allows us to focus our reduction efforts where they matter most – with our suppliers, travel practices, and office energy consumption.

Across our network, sustainability continues to inspire creativity and collaboration. From Plastic Free July and Earth Day activities to the launch of the Accordience Exchange, our people have shown how small collective actions can create meaningful impact.

Offices across Europe and Asia swapped, shared, and repurposed items to reduce waste, while others hosted sustainable lunch challenges, community clean-ups, and workshops on reducing plastic use. These initiatives not only reduce our environmental footprint but also strengthen our culture of responsibility and shared purpose across all agencies.



NEIL JONES,
CHAIRMAN



Día de la Tierra

GRAYLING
creating advantage

OUR CARBON FOOTPRINT

This is the second year we have worked with our agencies across the world to understand our Scope 1 and Scope 2 emissions. This year, we undertook a Scope 3 screening and the Carbon Footprint for 2024 includes all relevant Scope 3 categories.

Extrapolation has been applied to several activities where data was not adequately available. Extrapolation was applied to Electricity, Waste, Water data, and partially to the Employees' commute.

The total calculated carbon footprint of Accordience in 2024 is 2,360 tCO2e.

Scope 1: includes emissions from natural gas, gas oil, and fugitive emissions based on available data across 40 offices. No extrapolation was applied to the Scope 1 emissions.

Scope 2: represents location-rate emissions based on the relevant electricity grid and emission factors for each country.

Scope 3: was the most significant contribution to the total Carbon Footprint accounting for 91.6% of total emissions. Scope 3 emissions cover relevant categories according to the business activities of Accordience agencies.

	2023 (tCO2e)	2024 (tCO2e)	2024 % of total
Scope 1	26	51	2.2%
Scope 2 – Location Rate	158	146	6.2%
Scope 3	n/a	2,163	91.6%
TOTAL	n/a	2,360	100%



WE AIM TO

- ▣ Operate single-use plastic free offices.
- ▣ Move to 100% renewable energy by 2030.
- ▣ Decrease and offset business travel – via a verified carbon standard/Gold standard.
- ▣ Develop a sustainable procurement programme (underway).
- ▣ In support of our parent company's net zero ambitions, we too aim to reach net zero by 2040.

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.
- ▣ Continue to 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 Reduce Scope 3 emissions following a Scope 3 screening assessment

1 Quantify and reduce our Scope 1 and 2 carbon emissions

With two years of data, 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:

2025: 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 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

OUR SCOPE 3 ASSESSMENT LED TO THE FOLLOWING CATEGORIES BEING INCLUDED WITHIN OUR DATA CAPTURE PROCESS (FOR 2024) .

The percentages account for each categories share of emissions.

- Purchased Goods and Services (56%)
- Capital Goods (19.1%)
- Other fuel and Energy Related Emissions (1.8%)
- Upstream Transportation & Distribution (0.3%)
- Waste (0.3%)
- Business Travel (14.6%)
- Employee Commute (7.9%)

TO DECREASE OUR SCOPE 3 EMISSIONS, WE HAVE THE FOLLOWING PLAN IN PLACE:

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.
- We are now working on a step-by-step plan to ensure our supply chain aligns with our standards (more on this on page 30)

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 once again in Plastic Free July (see page 15).
- 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.
- Offices across the world participated in Earth Day (see page 14), we also set up an 'Accordience Exchange' which involved swapping and sharing items (see page 16)

BUSINESS TRAVEL AND EMPLOYEE COMMUTING

- 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.
- 16% of employees cycle to work, 22% walk, 42% take the train or tram whilst 12% get the bus.
- 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. This year, our purchased offsets supported a project to promote improved cooking practices in Nigeria (offsetting 135 tonnes CO₂e).

ENCOURAGING SUSTAINABLE EVENTS & ASSET CREATION FOR CLIENTS

- We continued to educate our staff on sustainability, hosting an expert webinar to share new thinking on sustainable event production.



EARTH DAY

To celebrate Earth Day, Accordience agencies across the world rallied to raise awareness and inspire action around sustainability.

A group-wide online training session explored renewable energy and the circular economy.

Agencies contributed with local initiatives: CDR London held a charity trek and bake sale; Red Consultancy ran a plant-sharing initiative and Cirkle visited the Natural History Museum's *Wildlife Photographer of the Year* exhibition.

Across Asia, CDR offices promoted vegetarian lunches, sustainable commuting, and tree-planting, while the Netherlands office planted trees and introduced sustainable gift boxes for staff.

Grayling agencies also took part: in the DACH region there was a waste management workshop and a switch to organic fruit baskets; the Czech Republic joined a river clean-up and Slovakia enhanced office greenery with new plants and herb boxes. In Poland, the team supported the Alzheimer Center with spring garden maintenance work.



PLASTIC FREE JULY



We were excited to once again join in Plastic Free July, which aims to cut down plastic pollution and support cleaner environments.

Our Sustainability Champions played a crucial role in leading and organising a wide range of activities. From swapping single-use plastics for reusables, to cooking together in the office, creating art from recycled materials, and exploring ways to embed sustainable practices into our operations, our people showed creativity, commitment and collaboration.

Many offices embraced the plastic free challenge by organising plastic free lunches. Teams either went out together to nearby plastic free' lunch spots or brought in their own.

Stand out initiatives from the month included:

- Engaging social videos on recycling
- A recipe book with easy, sustainable dishes to bring to the office
- A plastic recycling workshop where teams could unleash their creativity & turn single-use plastic into multi-use



THE EXCHANGE

This year, we set up the Accordience Exchange to encourage our offices to swap, share, re-use and reimagine.

It was enthusiastically received, with offices across the world getting involved with a number of different initiatives.

Many offices set up book swaps, which were so successful they've become a permanent fixture.

Office Swapping Parties were held, where staff brought in pre-loved items to exchange. The collections included a variety of things – from fashion pieces to tabletop games, toys and cosmetics – each ready for a new home.

In the Grayling Poland office, a business and hobby library was created.

London office staff were invited to take part in an online exchange, where unused campaign assets/office supplies were given to staff, hence giving them a new lease of life.



PEOPLE & CULTURE



INTRODUCTION

Our people are the foundation of our success and the driving force behind our sustainability journey.

In 2025, we continued to invest in wellbeing, inclusion and development across our network. We launched new global training through our LearnAmp platform, expanded our popular Employee Resource Group networks in the UK, and continued to embed wellbeing initiatives into everyday practice.

Our UK Accordience Wellbeing & Mental Health ERG continues to champion open conversations and provide peer support across all agencies.

We also expanded our UK Equity Diversity and Inclusion data collection and reporting and continued partnerships with organisations including Creative Access, 10,000 Black Interns, and The Taylor Bennett Foundation to drive representation across the communications industry.

As we grow, our goal remains clear: to create a workplace where every individual feels valued, supported, and inspired and where diverse perspectives drive innovation, creativity and impact.



Sarah Scholefield, CEO



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

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



Employee resource groups – are responsible for delivering initiatives which promote physical and mental wellbeing and ensure our businesses are advocating for a transparent culture where people can talk freely about mental health.

Neurodiversity – the Accordience Wellbeing & Mental Health ERG delivered a panel event featuring colleagues who shared their lived experiences of neurodiversity. The event offered insights into what it feels like in the context of the workplace and provided practical tips on how we can all better support neurodivergent colleagues.

Mental Health First-Aid Champions – help champion discussions around mental health and are a friendly ear for team members and peers to talk to in a safe space. We invested in further training in 2025 and have more trained mental health first-aid champions in the business than ever before.

Regular Training – helps line managers develop skills to support their direct reports. Line Manager training is available to all line managers globally through our LearnAmp platform, ensuring all line managers are equipped with the right tools.

Events – a number of panels have promoted positive wellbeing and open discussions around mental health. With agencies running local initiatives e.g. in the DACH region on World Mental Health Day colleagues were gifted tea/coffee from local cafés to encourage them to take small breaks. Physical wellbeing initiatives this year included rounders matches, treks, walking clubs, running clubs and even ping pong competitions.

Flexible Working – group policies encourage flexible working, and allow hybrid working models, ensuring our teams can 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:

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 ensure complete data protection and a fair and objective recruitment process for all. In 2025, our Global Talent Acquisition team have also delivered Inclusive Hiring training for all hiring managers across our global offices.

Industry Kitemarks and Accreditations: We actively support Equity, Diversity and Inclusion accreditations and are proud that within our network, Cirkle has earned Full Blueprint status.

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.

We launched HiBob globally in 2024 to ensure we had oversight of the right data, and have continued our annual Equity, Diversity & Inclusion survey in July 2025 to better comprehend the sentiment and experiences of our employees.

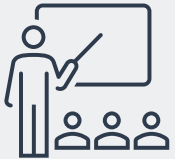
Culture & Engagement: Celebrating significant cultural moments has enhanced engagement with our teams. We've carried out numerous cross-agency collaborations in 2025, including celebrating UN World Day for Cultural Diversity, Black History Month, Diwali, Rosh Hashanah, Eid and Christmas.





TALENT DEVELOPMENT

Attraction and retention of industry leading talent is a key priority. 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. In 2024, we launched a partnership with Learning Management System, LearnAmp, which we continue to utilise for Group and individual agency requirements.



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 other social media to push out new initiatives, benefits and role opportunities. We create safe places for employees to apply for open roles and have a group mobility programme to promote cross-agency and international movements for development. We have several success stories where employees have transferred to roles within the Group as part of their ongoing career 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.



Surveys & Focus Groups – we launched our first Accordience, global wide Engagement Survey in 2023, which captured the views and experiences of our entire network. Employees across our global network are invited to take part in the survey bi-annually and, where appropriate, individuals have 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 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 guided walks, rounders matches, cinema and book clubs.

Employee Resource Groups – our teams have the opportunity to be part of a wide range of ERGs, both at a cross-agency level, as well as within individual agencies. Groups cover a range of focus areas including Equity, Diversity & Inclusion, Wellbeing & Mental Health, LGBTQ+, People of Colour, Faith, Parenting, Sustainability, Social Purpose, as well as global youth peer networks.

Social Purpose – we know that our teams are increasingly interested in their role to drive social purpose and regularly develop engagement initiatives to support this (more on this on page 25).

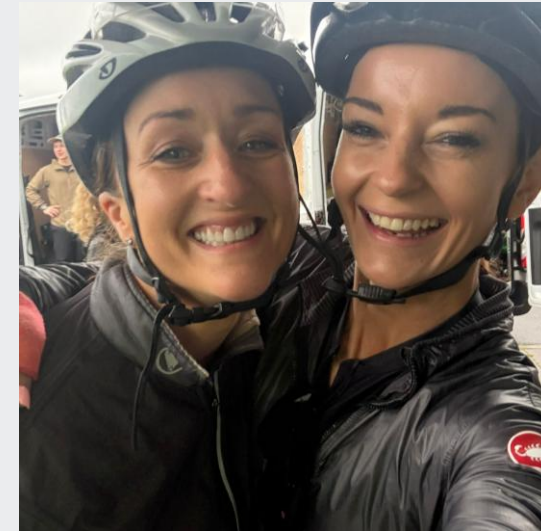
COMMUNITY



FUNDRAISING & VOLUNTEERING

The causes we support vary widely and are often tied to current world issues. Accordience provides logistical and physical support to our employees' fundraising efforts and, in many cases, match-fund their efforts. Examples include:

- A group of employees across Accordience's London offices spent a day volunteering at Hackney City Farm.
- **Grayling Czech Republic** undertook a day of volunteering at their local food bank, helping prepare packages for those in need.
- **Cirkle** has a long-standing partnership with Grocery Aid. Two members of the Cirkle team cycled from London to Amsterdam in the charities' annual fundraiser.
- The LGBTQ+ network partnered with Stonewall for a group-wide fundraiser.
- Grayling Poland volunteers helped with planting at their local Alzheimer Centre as well as preparing gift packages for seniors in care homes for the Święty Mikołaj Dla Seniora Foundation.



PRO BONO WORK

To follow are examples of work undertaken across the world.

- CDR worked with U-Go, a non-profit organisation helping young women in low-income countries pursue higher education. CDR gave 10 hours to secure high reaching editorial coverage to spread the word.
- Red provided 30 hours of pro bono work to youth homeless charity Centrepont to launch its annual Christmas appeal with a 'Winter Wonderland' creative.
- Red gave 115 hours to children's wheelchair charity WhizzKids to raise attention of their new fundraising campaign.
- Cirkle has supported the Rainforest Trust UK for a number of years, and this year provided idea-generation and secured broadcast coverage.
- Grayling provided 90 pro bono hours to the Vollpension Café, which tackles loneliness and poverty amongst seniors and launched a crowd-investing campaign to secure funding for new locations.



GOVERNANCE

INTRODUCTION

In 2025, Accordience continued to strengthen its commitment to transparency, accountability and integrity across all aspects of our operations. We enhanced our governance framework to ensure that environmental, social and governance priorities are firmly embedded within our business strategy and decision-making.

KEY HIGHLIGHTS OF OUR GOVERNANCE EFFORTS INCLUDE

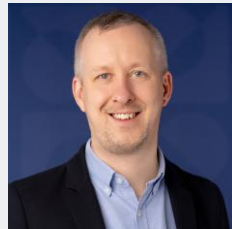
Dedicated Sustainability Lead: Our dedicated Sustainability Lead is responsible for ensuring integration of our sustainability ambitions into our overall business strategy and operations.

Ethical Business Practices: Upholding the highest standards of ethical business practices is at the core of our governance framework.

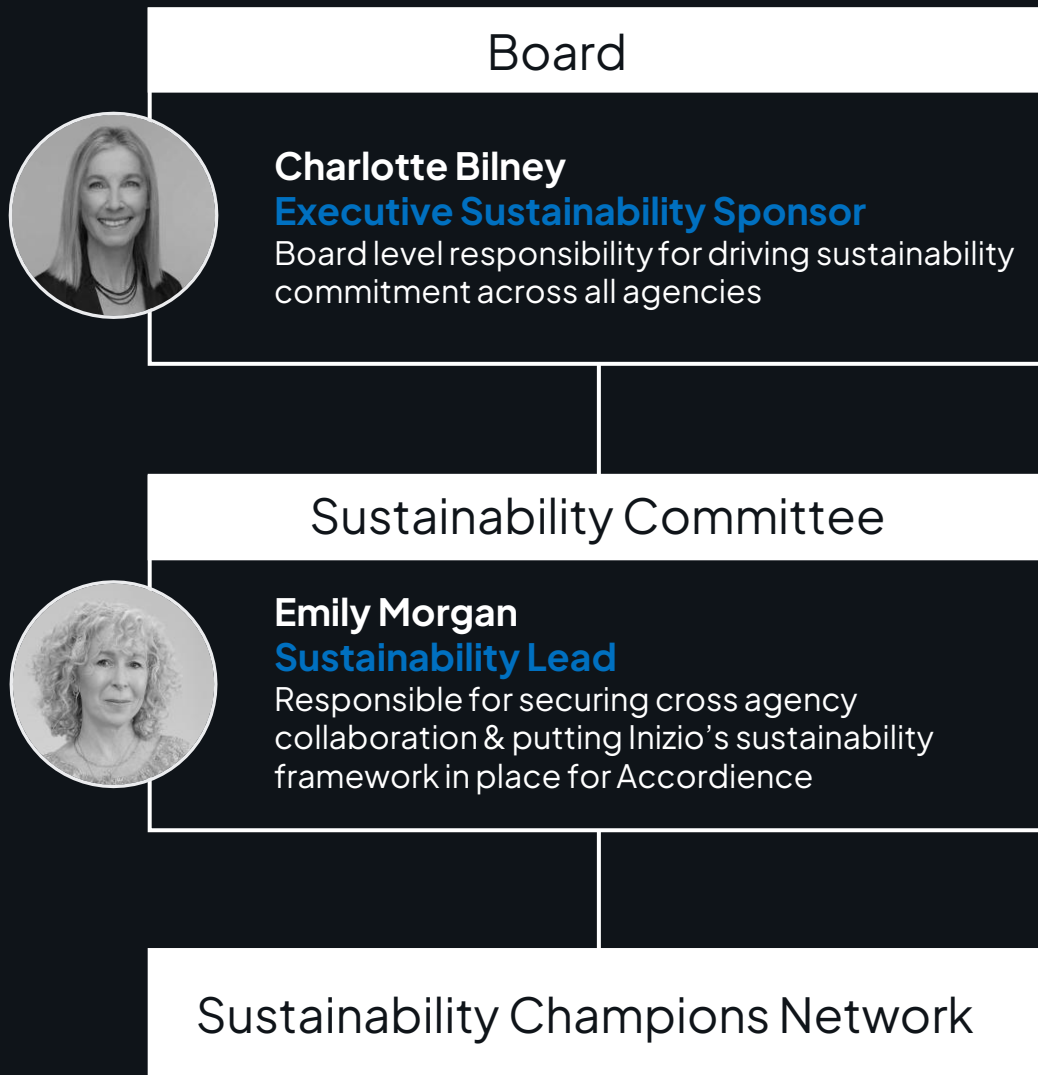
Transparent Reporting: This is our third Sustainability Report, expanding the scope and depth of our disclosures to give stakeholders greater visibility of our progress, priorities and performance.

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 to 2026 and beyond, our focus is on amplifying community impact and continuing to build a business where people and purpose thrive together. We will remain focused on continually strengthening our governance to advance our sustainability objectives and deliver lasting impact. Our goal is to build a robust, responsible and future-ready Accordience - anchored in transparency, accountability and ethical leadership for the benefit of all our stakeholders.



Will Thompson,
Global Chief Financial Officer



THE BOARD

Provides oversight and is regularly updated on sustainability progress and strategic performance.

THE SUSTAINABILITY COMMITTEE

Meets monthly to guide the execution of our Sustainability Strategy and lead key initiatives.

THE SUSTAINABILITY CHAMPIONS NETWORK

Representatives from each agency who drive implementation locally, share best practice and inspire engagement across our teams.

SUSTAINABLE PROCUREMENT

Accordience is developing a structured Sustainable Procurement Programme to ensure our supply chain aligns with our environmental and ethical standards. This programme will be led by our Sustainability Committee in collaboration with our finance team. The key steps include:

1. Supplier Risk Analysis and Mapping

We started with undertaking a risk analysis to determine which suppliers represent our highest sustainability risks and where we have the greatest opportunity to influence change. Working with the Sustainability Committee, this involved categorising our suppliers by type, spend and strategic importance to identify those most likely to:

- Have the largest environmental or social sustainability risk;
- Represent a high proportion of total spend; and/or
- Be a preferred or regular supplier to our agencies.

This assessment will be used to prioritise supplier engagement activities and reporting.

2. Communicating Sustainability Expectations

Our Supplier Code of Conduct is available to all suppliers, clearly outlining our expectations on ethical, environmental and social performance.

To ensure transparency and consistency, a link to the policy will be included on purchase orders for all major offices from 2026 onwards, ensuring every supplier is informed of our sustainability standards at the point of engagement.

3. Supplier Commitment and KPIs

We will ask all identified key suppliers to sign our Supplier Code of Conduct as a condition of continued engagement. A measurable KPI will be introduced to track progress:

- Target: 80% of key suppliers to sign the Supplier Code of Conduct within three years.
- Progress: will be reported annually within our Sustainability Report.

4. Internal Education and Capacity Building

To embed sustainable procurement into day-to-day operations, we will deliver internal training for all staff involved in supplier selection and management. This training will:

- Be based on our Supplier Code of Conduct and Purchasing Policy;
- Focus on identifying sustainability risks in supplier engagement

5. Reporting and Continuous Improvement

Progress against our Sustainable Procurement Programme will be reported annually within our Sustainability Report, highlighting:

- Supplier engagement statistics and progress toward signature KPIs;
- Examples of supplier partnerships driving positive environmental or social outcomes.

The Sustainability Committee will review outcomes annually and refine our approach to ensure continuous improvement and alignment with Accordience's net zero and Sustainability goals.

GOVERNMENT & ETHICS

Governance & Ethics

We run annual training which is mandatory for all global employees which covers a range of governance and compliance areas including:

- Bribery & Corruption
- Data Protection today
- Fraud & Social Engineering
- Information Security
- Modern Slavery
- Spotting Phishing Emails

We also have supporting policies available on both our internal training platform, as well as our public-facing website which cover Code of Ethics, Health & Safety and Speak Up.

In 2025, we updated our Anti Harassment & Discrimination policy and, to support this, ran mandatory Sexual Harassment training through a third-party law firm.



BUSINESS ETHICS

CODE OF ETHICS

Our Code of Ethics sets clear expectations for our people and leaders, encouraging open, respectful and good-faith communication when challenges arise. By creating space for honest dialogue, we are better equipped to support our clients, our communities and each other.

ANTI-BRIBERY AND CORRUPTION

We conduct all business with transparency, honesty and integrity. We do not allow the offering, accepting or facilitating of bribes or any form of improper payment, and we comply fully with all applicable anti-corruption laws.

Our integrity standards apply everywhere we operate. Leaders at every level are responsible for ensuring their teams understand and follow relevant anti-bribery and corruption regulations, alongside our internal policies and procedures. We limit gifts, hospitality and other business courtesies, and expect our suppliers to meet the same standards. We will not work with any third party known, or reasonably suspected, to be involved in bribery or corruption.

ASK YOURSELF, SPEAK UP AND RAISING AWARENESS

We encourage our people to pause and consider unfamiliar or challenging situations, either independently or with colleagues. Our Code supports this through an “Ask Yourself” approach to help guide decision making. If anyone has concerns about potential wrongdoing, or becomes aware that a legal, regulatory or other Code requirement has been breached, they have a responsibility to Speak Up.

We do not tolerate retaliation of any kind. Any such behaviour may lead to disciplinary action, up to and including dismissal. Our compliance training and regular communications ensure all employees remain familiar with our Code, our policies and our procedures.

RISK ASSESSMENTS

As our business, operations and external landscape evolve, we carry out regular risk assessments.

We also track broader trends that may affect us. The board reviews the risks most relevant to our organisation and monitors the effectiveness of our mitigation measures. These assessments also help us prioritise how our financial and non-financial audit resources are used.

We operate in regulated sectors across 30 countries. Whether continuing to improve or meeting client and stakeholder audit expectations, we aim to remain consistently audit ready.

INFORMATION SECURITY AND DATA PRIVACY

DATA SECURITY

We work closely with our stakeholders to safeguard personal information relating to our clients, our employees and their families.

Our central security and compliance teams sit under our Chief Technology Officer, Chief Information Security Officer, Head of Risk and Compliance and Data Protection Officer, and are responsible for our group policies and procedures.

We also work with individual businesses across the group to ensure they have the right resources and knowledge to manage the data in their care effectively.

GOVERNANCE

To stay ahead of an evolving security landscape, we collaborate with specialist security partners and are continuing to extend Cyber Essentials certification across our organisation.

Our privacy and data governance programme is supported by a leading third-party cloud platform, which enables a wide range of assessments, including data protection impact assessments, vendor reviews, records of processing, cookie compliance and country-level evaluations.

TRAINING

We expect every employee to take responsibility for the information they handle. All staff complete mandatory privacy and security training, supported by ongoing updates and guidance, to ensure they can meet the expectations of their roles and those of our clients. Our global security awareness platform delivers targeted training to teams across all regions.

CASE STUDIES

TASK

Turned Purina Europe's ambitious ocean restoration programme into an emotive story of science, hope and human connection for UK pet owners.

ACTIVATION/COLLABORATION

Through immersive storytelling, influencer partnerships and striking video content, we brought to life the creation of a new oyster reef and showed why it matters to Purina, to pets and to the planet.

OUTCOME

225+ media hits

10k positive engagements

326k organic views of video content

100% positive sentiment



GRAYLING

creating advantage

TASK

Grayling UK is a proud partner of the 2025 Women in Work summit, which brings together over 300 senior leaders committed to a fairer, more inclusive and equitable workforce for women.

ACTIVATION/COLLABORATION

Grayling supported the launch of the 2025 Women in Work Report at an exclusive event with a panel featuring Grayling UK CEO Heather Blundell and Women in Work Co-Founder Mariella Frostrup.

We also supported the summit itself, managing all on site media activity and working closely with the Treasury to secure visible Government backing across official and media channels, including an appearance from Chancellor Rachel Reeves.

OUTCOME

1 Exclusive feature in The Sunday Times

200+ pieces of coverage, including ITV Online, i News and Mail Online



CIRKLE

TASK

Launch AkzoNobel's new fleet of EV trucks, which will cut their fleet emissions by 50% in line with their sustainability ambitions to cut all emissions in half by 2030.

ACTIVATION/COLLABORATION

Mark this milestone in AkzoNobel's sustainability achievements through an engaging event with media and key stakeholders in attendance, and capture quality content with supporting photography. Showcase AkzoNobel's commitment to sustainability goals as an industry leader by driving reach via targeted media coverage and social channels.

OUTCOME

35 media hits

100% positive sentiment

660,330 opportunities to see





TASK

CDR has chosen to collaborate with The Menopause Space, an organisation dedicated to delivering evidence-based advice and resources to women, partners, families and businesses in Asia, in increasing understanding that this is a business issue which impacts every company.

ACTIVATION/COLLABORATION

The Menopause Space offers comprehensive training programmes for individuals and organisations to become leaders in menopause advocacy and create menopause-friendly workspaces. CDR has been working with the founder, Lisa Tarquini, on preparing her for speaking platforms as well as arranging interviews with media who reach decision makers across Asia. In return, Lisa has been working with our teams on fostering a better work environment for colleagues going through menopause.

OUTCOME

Impactful exposure in influential media

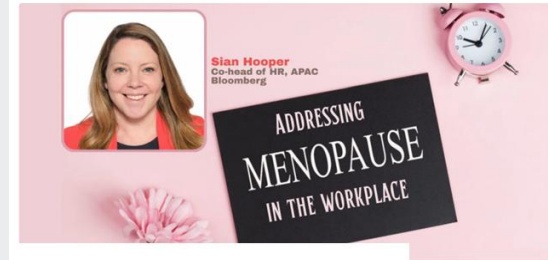
So far, Lisa has had two stories in Human Resources Magazine and coverage in Asian Private Banker and on TVB Pearl. We invited reporters to the annual What The Fog event where many industries came together to discuss the issues, the communication gaps and actions to take. CDR continues to advocate amongst the media community for more attention on such an important business story.



Communication gaps hinder workplace menopause support in Hong Kong

Published
12 November 2025

Author
Tracy Chan



Breaking the silence: HR head Sian Hooper shares how Bloomberg supports menopause in the workplace

Published
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Author
Tracy Chan



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