

B CORP ANNUAL REPORT

THIRD CITY

Third City commits that 25% of our work is dedicated to purpose-led PR. This includes socially responsible work for clients as well as charity activity

In 2021 this was equivalent to 34%

We supported NHS Volunteer Responders, ABI's Covid-19 Support Fund, Bupa's *Teen Minds*, Zurich's *Youth Against Carbon*, BeTheBusiness and a campaign to *Make Money Equal* for Starling Bank....



OUR IMPACT BY NUMBERS: 2021



2.2 million

volunteer tasks
completed by NHS
responders



One million

UK SMEs supported
through free resources
during COVID-19



100,000

engaged with our Youth
Against Carbon
conference



100

Free photographs
representing women &
money better



£100m

raised through the
insurance and long-
term savings
industry Covid-19
support fund



31,000

engaged in our social
care webinar



2,149

hits to the teen mental
health hub following a
single Instagram story



1,000

hotel rooms given
away in a 'weekend of
thanks' to essential
workers

Our hiring policy requires us to recruit the best talent for each role, regardless of ethnicity, gender, sexual orientation, religion and socio-economic background.

We are committed to broadening our recruitment networks and processes to help increase our agency's diversity, with the aim of improving this year on year so it's more reflective of the London population.

In 2021, 23% of our staff came from non-white underrepresented populations and 5% identified as LGBT. We also published our pay gap and diversity pay gap figures

"We've increased our black, Asian, mixed-race, and ethnic minority representation to 23 per cent, and every team member at every level is paid equally, regardless of gender, race or background. Most colleagues from ethnically diverse backgrounds are in junior/mid-level roles, which affects our pay gap figure. We recognise we need to do more. Pay parity is just one aspect of inclusion, which is why we're committed to increasing representation at management levels and continuing to provide equal opportunity for progression."

"We're a majority female-owned agency with pay parity at every level across the company. The overall mean pay gap is directly impacted by the fact we currently have no male junior staff, which distorts the picture. We believe in the importance and values of equality and diversity and will continue to pay people doing the same work equally regardless of their gender, race or background."



Prince's Trust

TAYLOR BENNETT
FOUNDATION

HAPPINESS BY %: 2021



95% of our workforce love their job!



88% of our staff say they are proud to work here



82% have a clear understanding of their career path



77% used our wellness initiatives



42% used their three volunteering days



100% of our clients would recommend us

OUR ESG IMPACT: 2021



Energy: We've decreased our energy usage by a further 0.5% in 2021 - despite using the office more



Printing: We reduced printing by 87.6% in 2021



Supply chain: 10% of our purchases were from companies that are majority-owned by women or individuals from underrepresented populations



Supporting local: We spent 72% of our total expenses (excluding labour costs) with independent local suppliers in 2021



Pro bono: In 2021 we gave the equivalent of 4% of fee-time to pro bono work and volunteer time



Activism: 42% of our staff took up three volunteering days in 2021 – equivalent to 150 hours



Donations: We donated 0.98% of revenue to charities in 2021



Diversity: In 2021, 23% of our staff came from non-white underrepresented populations and 5% identified as LGBT

OUR COMMITMENTS: 2022



Energy: We've decreased our energy usage every year since 2020, we aim to keep our energy at 2021 levels



Printing: We aim to reduce our printing by a further 2%



Waste: We will weigh our landfill waste & recycling weekly and reduce year on year



Supply chain: 28% of our purchases will be from companies that are majority-owned by women or individuals from underrepresented populations



Supporting local: We are committed to spending at least 70% of our total expenses with independent local suppliers in 2022



Purpose: We commit that 25% of our work is dedicated to purpose-led work.



Pro bono: We commit to pro bono work worth the equivalent of 4% of annual fees in 2022



Activism: We aim for 50% of our staff to take up volunteering days in 2022



Donations: We commit to donating at least 1% of our profit in 2022



Diversity: We are committed to diversifying our talent pool across 2022, in particular at least 50% of graduate hires & work experience places will go to those from diverse backgrounds