

||| Third City

B Corp Impact Report 2022

About Third City

Things that were once separate have come together: consumers and stakeholders, the personal and the political, local and global, profit and purpose.



We created Third City to serve this new world. We offer a hybrid approach to PR, bringing together the best of brand and reputational thinking. For a decade, we've worked with clients to deliver creative, corporate storytelling that communicates what makes them different, and consumer campaigns that impact.

We're a Top 150 agency (PR Week 2023) and ESG agency of the year (PR Moment Awards 2023).

Our commitment to sustainability is as much a philosophy as it is practice. We were among the first agencies to achieve B Corp accreditation last year with an impact score of 94.7.

**We believe
communications
agencies can be a
force for good**

**That's why we balance
purpose and profit**



Our mission

We are a communications agency passionate about helping businesses to grow, causes to build and colleagues to thrive

We achieve this through delivering remarkably thoughtful work in a socially and environmentally responsible way. We grow businesses; We build causes; We enrich the lives of our staff



Our purpose work

At least 25% of our work was dedicated to purpose-led comms – up from 26% (2022). This included campaigns for RVS, BeTheBusiness, Agriculture & Horticulture Development Board, MET Police, ABI and The Donkey Sanctuary

We are proud to be recognised as ESG Consultancy of the Year 2023, PR Moment



As a B Corp we genuinely care about the impact our business is making on colleagues, clients, communities and the planet. Here are some numbers that relate to us and the campaigns we deliver:

23%

Third City staff from non-white underrepresented populations

10%

Third City staff identify as LGBT

100%

Third City staff including interns paid at least London Living Wage

60%

Female-owned and WE Connect registered

500

Coronation champions recognised for their volunteering efforts

4000

Players used the world's first Fantasy Football for the Women's EUROS, created for Starling Bank

4621

Business leaders took part in face-to-face leadership

132m

Global reach of our 'Stop the Slaughter. End the Donkey Skin Trade' campaign

Diversity

Our hiring policy requires us to recruit the best talent for the role, regardless of ethnic background. However, we are committed to broadening our recruitment networks and processes to help improve our figures, with the aim of increasing this this year on year so they are more in line with the London population.

In 2022, 23% of our staff came from non-white underrepresented populations. We also published our pay gap and diversity gap figures with the following explanation:

“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.”



Partners



Third Citizens

Our network of global consultants means we can build teams around projects, bringing expertise from the wider worlds of marketing, consultancy, social research and design. It includes digital strategists, brand planners, leading academics and content producers.



Goldsmiths, University of London

We've established a Creative Collective with the university to bring together emerging talent and our own creatives. Students from a range of fields, from communications to fine art, get to work on live PR and social media briefs and the opportunity for flexible paid internships.



PRCA

We strongly believe in raising industry standards which is why we're members of the PRCA and hold its CMS accreditation.



Thenetworkone

We're part of this global network of independent agencies, numbering 1,200 consultancies across 115 countries.



Taylor Bennett Foundation

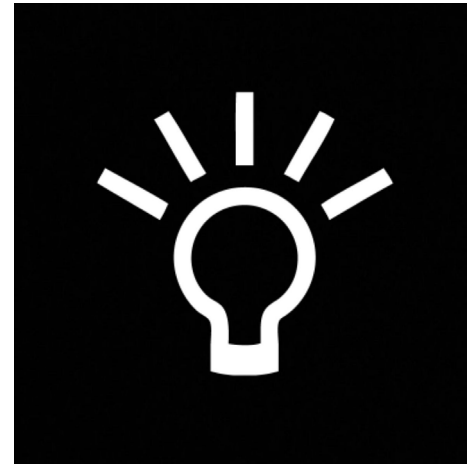
We support the Foundation's Summer Stars Internship programme for students, graduates and school leavers from Black, Asian and Minority Ethnic backgrounds.



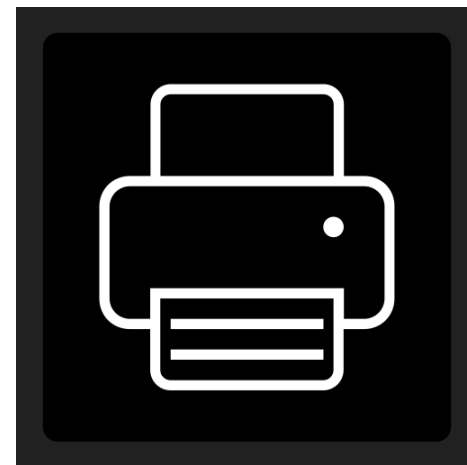
Alliance of Independent Agencies

We are founder members of this new collective run by the independent agency community, for the independent agency community.

Our impact: 2022 - 2023



Energy: We've decreased our energy usage by a further 11% - despite using the office more



Printing: We've reduced printing by 100% by becoming paperless



Supply chain: 34% of our purchases were from companies that are majority-owned by women or individuals from underrepresented populations



Supporting local: We spent 33% of our total expenses (excluding labour costs) with independent local suppliers in 2022



Pro bono: In 2022 we gave the equivalent of 2% of fee-time to pro bono work and volunteering time



Activism: 31% of our staff took up three volunteering days



Donations: We donated £900 to charities in 2022

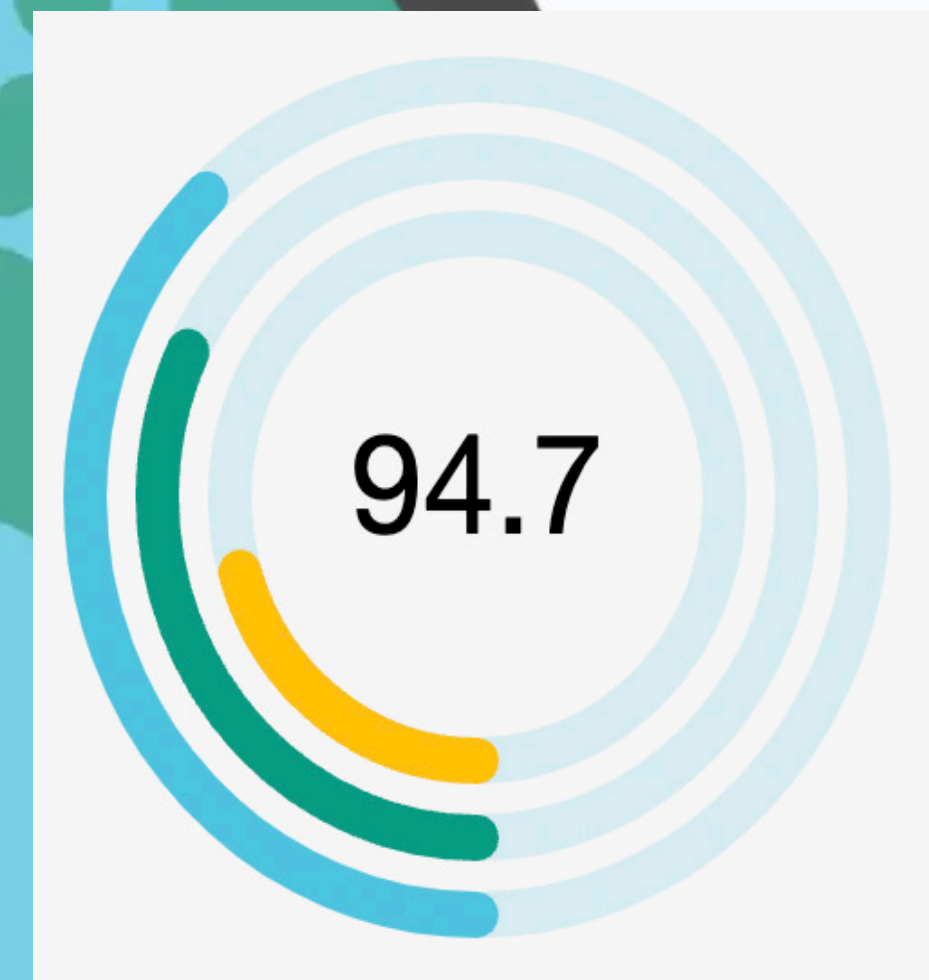


Diversity: Across 2022, 23% of our staff came from non-white underrepresented populations

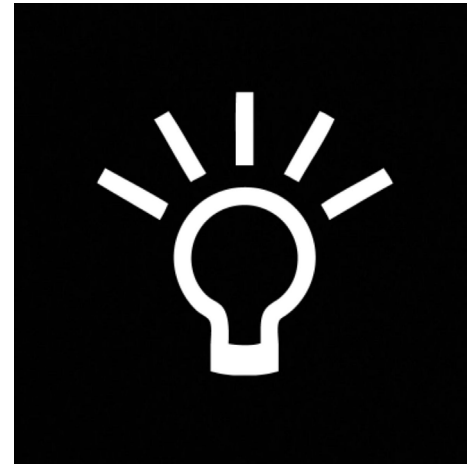
B Corp Score

**In 2024/25 we will aim for a
B Impact Score above 98**

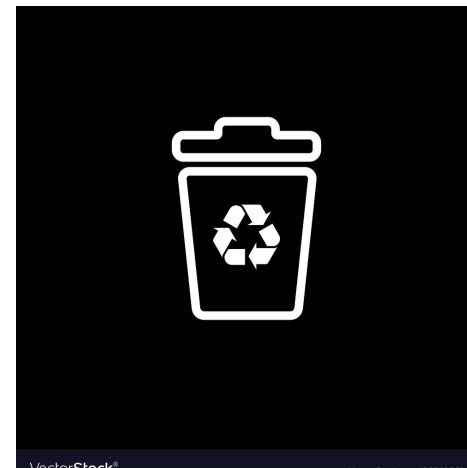
**The median score for
ordinary businesses who
complete the assessment
is currently 50.9**



Committments: 2023 - 2024



Energy: We've decreased our energy usage every year since 2020, we aim to keep our energy at 2023 levels



Waste: Weigh our landfill waste & recycling weekly and reduce year on year (this began 01.01.23)
Net zero: Reducing & offsetting absolute scope 3 GHG emissions by 100% from a 2022 baseline by 2030



Supply chain: At least 25% 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 33% of our total expenses with independent local suppliers each year



Pro bono: We commit to pro bono work worth the equivalent of 4% of annual fees in 2023/2024



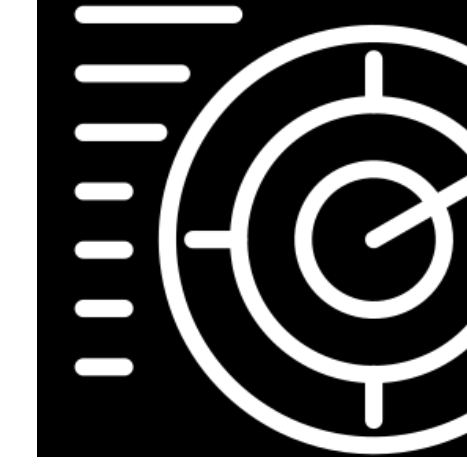
Activism: We aim for 50% of our staff to take up volunteering days in 2024



Donations: We commit to donating at least £1,000 in 2023/2024



Diversity: We are committed to diversifying our talent pool, in particular at least 50% of our PR Trainees/internships will go to those from diverse backgrounds



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