

|| Third City

B CORP IMPACT REPORT 2025

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 ranked consistently in PR Week's Top 150 as well as within the top 10 in PR Week's ESG rankings.

Our commitment to sustainability is as much a philosophy as it is practice. We were among the first agencies to achieve B Corp accreditation and have now been recertified (December 2024) with a higher impact score of 95.2.

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

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



Our mission

**We are a comms 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 10% of our work was dedicated to purpose-led comms in 2023 and 2024.

This included work for Royal Voluntary Service, The Donkey Sanctuary, BeTheBusiness, Agriculture & Horticulture Development Board and NGO, The Undeniable Street View.

We were also recognised by PR Moment as ESG Consultancy of the Year in 2023.



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:

24%

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

500

Coronation champions recognised for their volunteering efforts

132m

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

2m

View of our 'Milk every Moment' campaign, created for the Agriculture and Horticulture Development Board

117,766

Unique website visitors to pension attention website

Our commitment to Diversity, Equity and Inclusion

THE PRWEEK PAY GAP PROJECT

Inclusivity and social equity sits at the heart of Third City's values.

As a B Corp we meet the highest standards of verified social and environmental performance, public transparency and legal accountability to balance profit and purpose. Certification requires evidence of responsible practice across key areas from community impact, colleague pay structures, team diversity and the environment.

We believe that being an Equal Opportunity employer makes us stronger and that real diversity should consider age, ethnicity, religion, sexuality, socio economic background, neurodiversity and disability. Our current workforce data shows:

- 24% come from non-white underrepresented populations: higher than the industry average of 13% (PRCA's 2021 Census)
- 8% have a disability (industry average is 5%)
- One in 10 identify as LGBT (industry average is 5%).

We promote an inclusive work environment. DE&I training is given to all staff and includes Tackling Unconscious Bias and Embedding DE&I into campaigns and client work.

Improving 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.



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.”

Our 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.



Alliance of Independent Agencies

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



PRCA

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



Thenetworkkone

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.



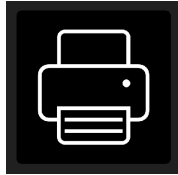
Capuchin Behavioural Science

Capuchin Behavioural Science allows you to combine psychology and data to reveal how to predict and change your audiences' behaviour. Then apply behavioural science for better results.

Our impact: 2023 - 2025



Energy: We rely exclusively on renewable energy sources



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 66% of our total expenses (excluding labour costs) with independent local suppliers in 2024



Pro bono: In 2023 we gave the equivalent of 60 hours of fee-time to pro bono work



Activism: 31% of our staff to took up three volunteering days in 2023



Donations: We donated £900 to charities in 2023

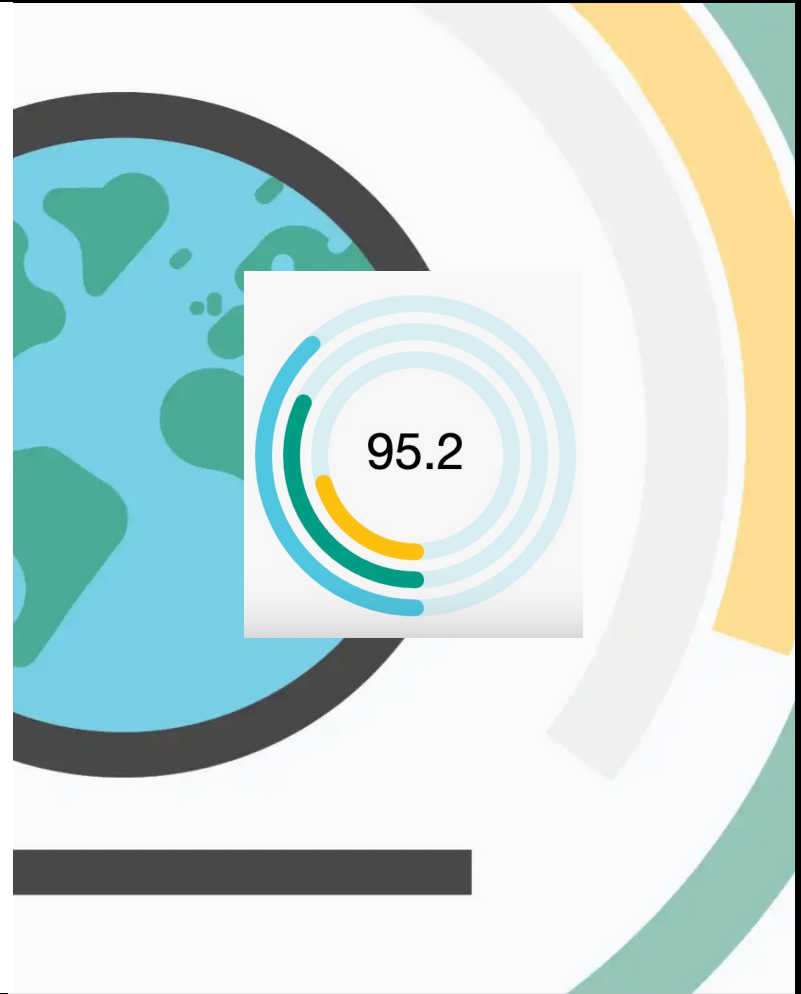


Diversity: Across 2024, 24% of our staff came from non-white underrepresented populations

B Corp Score

We are aiming for a B Impact Score above 98 in 2026/27

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



Committments: 2025 - 2026



Energy: Continue with our renewable energy supplier, monitor energy and keep our energy at 2023 levels



Waste: Continue to weigh our landfill waste & recycling weekly and reduce annually (this began 01.01.23)
Net zero: Reducing & offsetting absolute scope 3 GHG emissions by 100% from a 2023 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 60% 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 2025/2026



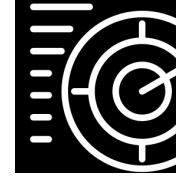
Activism: We aim for 100% of our staff to take up volunteering days in 2025/6



Donations: We commit to donating at least £1,000 in 2025/2026



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