



creative  
communications  
group

# Sustainability Matters



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
SUSTAINABLE  
DEVELOPMENT  
2022

ESG Charter **2022**



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# CEO's message



**Our sustainability journey continues as we build on the great work from the last 15 years. Since 2020 we have really ramped up our activity and taken a closer look at what sustainability means to us at DRPG.**

Our CSR Charter in 2020 gave us a strong foundation, with the 17 UN sustainable goals sitting at the heart of everything we do. In 2021, our Charter review reported on our progress, and despite the COVID-19 pandemic, we were able to take huge strides. It was brilliant to have the Earl of Wessex visit our studio complex last May to see for himself the work the team has been doing around sustainability.

Within the industry, we are seeing CSR make a transition to ESG (Environmental, Social and Corporate Governance). Whether we call it CSR, ESG, Sustainability or Brand Purpose, the name fades into insignificance when we compare it to the real and tangible actions we need to take.

The most significant advancement has been the adoption of the 'Triple Bottom Line' or 'People, Planet and Profit'. Looking at sustainability as an all-encompassing umbrella over the business really allows the team to focus on creating a sustainable future with the 3Ps becoming our roadmap and business plan.

All too often sustainability is seen as just the environment, but when we take the triple bottom line approach, sustainability becomes everything. We see it as a three-legged stool, People leg, Planet leg and the Profit leg. Just like any three-legged stool, if one leg is not quite in place the stool will wobble, and if a leg doesn't exist, the stool will fall over. By taking this approach we can take a balanced view and in turn, create a sustainable future.

We have also redefined our purpose and values to reflect our client, colleagues and our community focus.

We once again received a glowing auditor's report for our ISO 20121 and ISO 14001 standards, the auditor commented he was genuinely inspired and moved by the actions of the team and felt after 10 years of holding the standard, we have taken what we do to another level - clearly leading the way in our sector. We have been working hard to become a certified B Corp and are ready to submit our B Impact Assessment for verification. Auditor availability permitting, we hope to achieve certification by Autumn of this year. B Corp is completely aligned with our business model aspirations and involves making legal changes to commit to our triple bottom line approach. This ensures we are truly purpose driven. As a testimony to this, it is with enormous pride we were awarded in April this year the Queen's Award for Enterprise: Sustainable development, the only agency of our kind to achieve this.

I was honoured to be able to attend COP26 and even more excited to be able to take part in the debate for net-zero in our industry. The passion and determination in the room was clear. As an industry, we must work together to make this happen. We have been one of the first companies to sign up to the net-zero pledge for events, and also the Ad Net Zero for the advertising world.

When we started our sustainability journey 15 years ago, I was keen it wasn't going to be a tick box exercise, we had to make a real difference and deliver tangible and measurable actions. Some of the key achievements include zero waste to landfill, eradicating single-use plastics from our buildings, 100% renewable energy for our HQ, and helping to raise over £450k for charity in 2021 alone.

None of our achievements would have happened without the incredible support of the **DRPG** team. Whether getting involved in a community project or using their skills to raise awareness on a pressing issue, team members have made a difference and brought alive our vision of creating a positive difference for everyone.

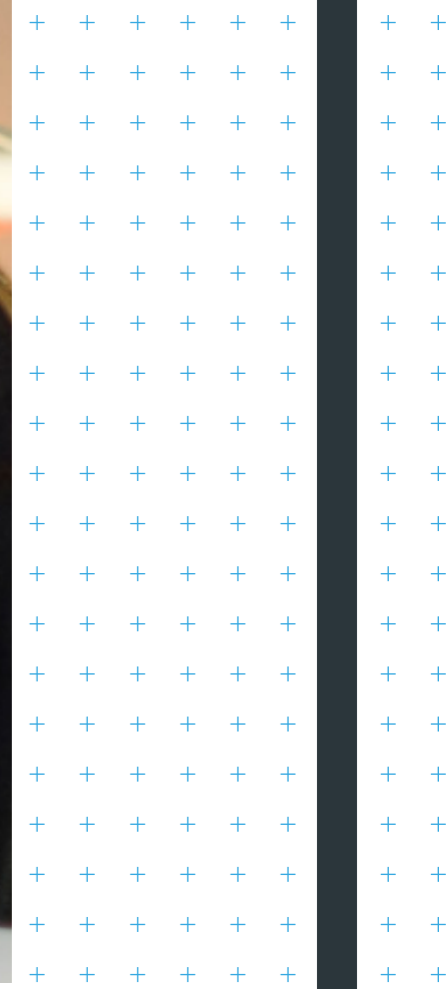
**Dale**  
Chief Executive Officer



# Our Vision

## 'To be the company of choice'

Our vision is really simple, we want to be the 'company of choice'. Whether this is regarding a client, a new colleague, or our involvement in the community. To get close to our vision, we have to be the best at everything we do - from delivering on clients' expectations to being a brilliant employer. We must deliver on the principles of the Triple Bottom Line and create a meaningful sustainable future that everyone understands and buys into.



# Our Purpose

Our purpose is to drive positive change and create a sustainable future for our clients, colleagues and community.

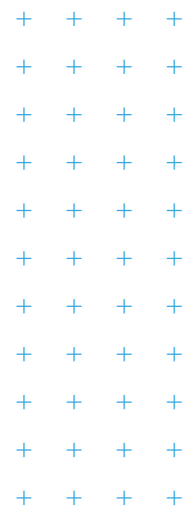
We do this through creating and delivering imaginative, innovative and amazing experiences.

Everyone internally and externally understanding what we do and how we do it is vital. Our purpose brings this to life; therefore, we have updated our purpose to

bring it in line with the Triple Bottom Line. The key is to make a positive difference to everyone who connects with us. We are in the business of creating amazing experiences across multiple communication channels, which change behaviours and create a positive difference.



# Our Values



Our values are our tools of the job, they must be real, and we must live by them day in and day out. These too, have gone through a refresh, again, to ensure they align with the sustainable future message, and so they can be easily understood and acted on by our team.

## + Understanding

We are confident in being curious and challenging so we can understand the problems and opportunities for our clients, colleagues and community and then find effective solutions.

## + Belief

We believe we can make a positive change for our clients, colleagues and community, by having the confidence and courage to deliver on our 'anything's possible' promise.

## + Trust

We create loyalty and confidence with our clients, colleagues and community, by building trust in everything we do.

## + Ownership

We take responsibility for everything we do from our own personal development to owning clients, colleagues and community challenges and opportunities.

## + Passion

We are passionate about delivering effective service, quality and creative-driven solutions for our clients, colleagues and the community.

We believe our purpose and values directly link into the four Governing Principles of Sustainable Development that are required by ISO 20121. These are Integrity, Transparency, Stewardship and Inclusivity. Throughout the report, you'll see how we have linked back through these target areas and the resulting impact they have on our business strategy.

# ESG: Leading the story

Although it's something on everyone's agenda today, our sustainability journey stretches back almost two decades. As the world's first creative experience agency to achieve certification for ISO 20121 and ISO 14001, we set the bar high and are always pushing ourselves to go further. We've taken a leading role in looking after the environment and our communities with a range of sustainability initiatives that have a real impact on the ROI for our clients.

We have been working with our sustainability consultants Syntiro Associates for the past decade, developing and implementing a robust sustainability management system - a framework for integrating sustainability practices into our daily operations. Activities we undertake to reduce our carbon footprint include everything from traditional recycling and cutting out single-use plastics, to using recycled materials in our warehouse and diverting waste from landfill. We also encourage the use of electric vehicles through our incentive programme - we've installed electric charging points at our HQ. We blend digital and physical events and also encourage a hybrid working environment for all our employees. All of this we report against as part of our annual auditing process.

We have policies in place to ensure we operate as a responsible business and employer, covering health and safety, information security, wellbeing and anti-slavery. These are freely available on our website. Our commitment to sustainability and responsible business practices are woven into our everyday operations. It is important for us to use opportunities like our monthly team meetings and bi-annual company conferences to promote social good; and demonstrate our commitment to helping communities and wider society. We further this by supporting local organisations through best practice and careful consideration of aligning ourselves with the right sort of partners.

As a people-led business, we take pride in being an equal opportunities employer, not just practising equality, encouraging equity and celebrating our differences. Our recruitment process is based on talent, skill and cultural fit, regardless of gender, age, race, religion or disability. Our ethos is to attract, hire and retain talented candidates that are not only capable of doing the job, but share our company values to ensure a good cultural fit. We take an active role in supporting our people in their roles and nurturing their careers. As such, we have invested heavily in our learning and development programme to ensure all employees continue to progress within the company.



## ESG

Quite simply it is a change in language that has been adopted by the vast majority of our clients in the last year or so, creating a distinction between the two terms in their, and largely our marketplace's eyes.

## The way we look at the distinction in language:

**CSR:** What you do; your company culture, approach to environmental and community responsibility. How it manifests in your business and the activities you undertake.

**ESG:** How your business governs, measures and reports on the above; demonstrating clear metrics around your commitments and strategies for the future.

CSR is the umbrella term to ensure you have an embedded sustainable business model through triple bottom line 'thinking' and 'doing' while this ESG report measures and communicates our performance against our vision, values, Governing Principles of Sustainable Development and our six commitments and supporting objectives, KPIs and targets.

Likewise, our clients have adopted this. ESG as a concept also incorporates other social and internal purpose-driven elements that the industry is taking far more seriously now. These include Diversity and Inclusion, Gender Pay Gap reporting, Anti-Slavery and Net Zero 50 governance written into company strategy.

So, why are we adopting this too? When we enter discussions in this field with clients, they are talking exclusively to us in terms of ESG. CSR forms part of the discussion but the briefs, RFPs and tenders now almost exclusively refer to ESG. We have to mirror our clients' language and approach to stay relevant and competitive.

# OUR IMPACT ACT

**While bigger goals are needed, we've always engaged with our teams to break down these overarching goals into smaller, workable tasks so that everyone can contribute easily. These smaller actions truly make a difference and we've seen positive change across all of our departments.**

Here is some of the amazing work we've done over the past 12 months for our clients, colleagues and community.

## Our clients

We realise the large majority of our clients are passionate about sustainability within their own organisation, and like us, align themselves with the UN 17 sustainable goals. Many of our clients' products and services already display sustainability in action. We are increasingly assisting our clients however, to utilise their communications more to promote their sustainability actions and achievements. Whether a digital project, campaign or a sales conference, exhibition or gala event, we help to ensure their message is clear.



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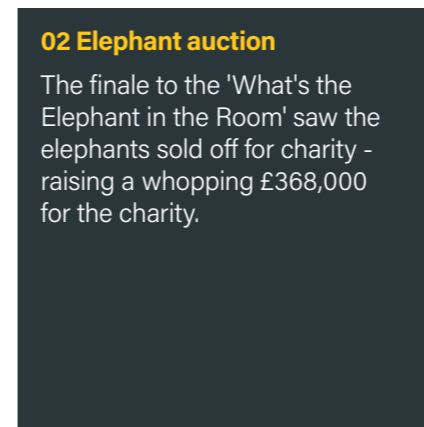
### 01 Elephant in the Room

Collaborating with Worcestershire Big Parade, the public were invited to share their mental health stories by getting creative, designing a 'Big Parade elephant statue'. Raising the profile of mental health, we created an AR app and competition in collaboration with St. Richard's Hospice and charity 'Onside'.

See the video [here](#).



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### 02 Elephant auction

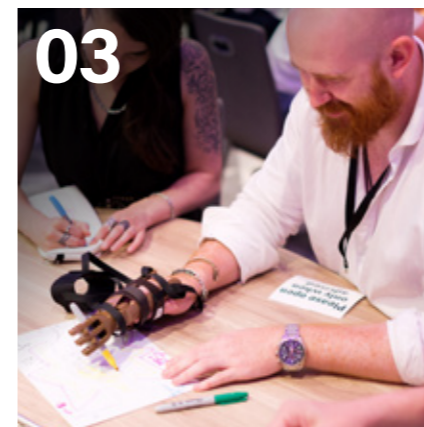
The finale to the 'What's the Elephant in the Room' saw the elephants sold off for charity - raising a whopping £368,000 for the charity.



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### 03 Institute of Export

DRPG's Studios 212 were selected for the Institute of Export and International Trade's first employee conference. The day was filled with dynamic activities and talks. Partnering with the Lightbulb charity, teams worked together to build prosthetic hands. DRPG has worked with the charity to create the session on several occasions due to its rising popularity for corporate team building.

**"It takes team building to another level. Delegates are working together to create a real, positive change to someone's life. Completed hands are taken to parts of the world where amputations are a real problem. The hands are fitted by trained doctors and have changed the lives of over one million recipients over the last two years"** – Dale Parmenter, CEO.



## Our colleagues

### 04 Diversity and inclusion

Highlighting the importance of equality, equity and diversity, we celebrate our differences.

We ensure the team has the support to thrive in our diverse workplace, and that people are recognised for their talent and the skills they bring to DRPG.

See the video [here](#).



### 05 Mental Health Awareness Week

We make sure that mental health is given the attention it deserves. In the midst of the pandemic, the teams took time out of their busy schedule to enjoy wellbeing hours - gardening, cleaning and baking. It's little things like this that can help ensure a good work/ life balance. Tools such as the Energy Grid, employee assistance programme and our recharge sessions, helps team members relax and step back from the day-to-day pressures. We also have a team of mental health first aiders, spread across the group to spot early signs of stress and offer advice on wellbeing.



### 06 HRH Prince Edward's visit, World Environment Day

To Celebrate the launch of our 2021 CSR Review and our sustainability achievements, His Royal Highness, The Earl of Wessex, toured DRPG's studios to meet the team and see the work they do. He also opened the new biodiversity area on the 4.5 acre site in the Midlands.

**"I felt incredibly privileged to be a part of this special royal occasion and I'm proud to be part of a company that's been commended for upholding the highest standards of health and safety during the pandemic."** – Ruan Sarris, Creative



### 07 Sustainability Day 2022

As part of our ongoing commitment to ESG, at the start of 2022, the entire DRPG team devoted a day to improve sustainability awareness and be a part of training sessions and workshops. Using the power of the team we challenged all 400+ to look at sustainability objectives for the next 12 months. From incredibly simple ideas to complex and major projects. Over 300 ideas were collated and now many of these have become tangible and measurable KPIs that are now in action.

## Our community

Our philosophy has always been and will continue to be that business must be part of the community, this integrated approach creates a sustainable future for everyone. Over the past 42 years' we have involved ourselves in many aspects of community work. From using our skills to raise awareness, or money to supporting local causes and promoting the creative industries to young people.



### 09 Birmingham Commonwealth Games 2022

When the Games were awarded to Birmingham we decided as it's on our doorstep we wanted to be involved. As the games are pledging to be the most sustainable ever and designed to leave a positive legacy, we signed up to offer support. As an official provider, our sponsorship is going in some way to help the Games meet its aspirations and we are proud to be a part of them. As part of the year of celebrations we are also a key creative sponsor of the musical 'To The Streets' highlighting the battle of racism in 60's Bristol. This is part of the Birmingham festival.



### 08 Mission Critical - Midlands Air Charity

We were asked to tell the stories of some of Midlands Air Ambulance Charity's most critically ill and injured former patients in this moving exhibition.

See our work [here](#).



### 10 Ukraine support

To help support those who have suffered in the Ukraine, we organised a clothing drop and food donations, as well as donating the funds amassed by our canteen for a week, and offered our expertise to help with the Ukraine concert held at the NEC.

## Our community (cont.)



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### 11 Supporting new talent

DRPG is passionate about bringing new people in and opening their eyes to the huge opportunities available to them within our sector. The creative industry in the UK is arguably the largest and most diverse; respected as a centre of excellence - now that's worth shouting about.



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### 13 Derby University

During lockdown, the Graphics team set a virtual challenge for the second year student's coursework. DRPG supported the students with three virtual sessions.

**"Your comments and encouragement have helped focus their studies and highlighted possible career pathways."** - Stuart Poynton



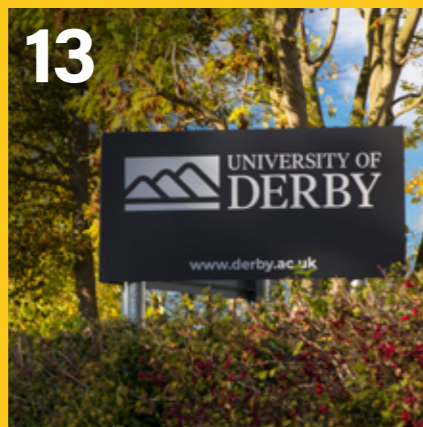
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### 12 Work experience programme

Our work experience programme has been running for almost as long as the company. Three of our board members started at the business as work experience students over 30 years ago. COVID-19 temporarily prevented us from physically running the programme, however we were able to maintain a virtual offering for our young talent.



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### 14 Young Advocates Programme

16 young people were chosen out of 150 for their passion towards the future of Birmingham's art scene. We were proud to provide training and resources for their final project. The DRPG team continues to support the cause, mentoring the Young Advocates in digital communication.

See the video [here](#).



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### 15 Innovative media course in partnership with DRPG

Supporting MAS Media, DRPG hosts an innovative qualification, supporting the next generation of content creators, YouTube stars, podcasters and digital entrepreneurs.



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## Our community (cont.)

### 16 L&D - University of Wolverhampton

The team delivered exciting briefs to students at the University of Wolverhampton to give them insight into the creative world of problem solving.



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### 17 Manchester Met - REACH

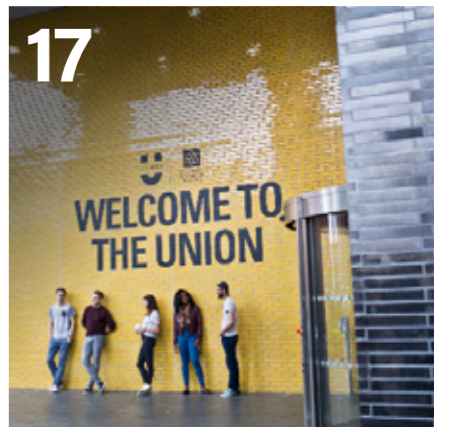
We are a supporter of Manchester Metropolitan University Reach programme, which supports the BAME communities to be a part of the event industry. Our involvement will help with funding and work experience.

### 18 Woo Fest 2021

Raising over £80,000 for St. Richard's Hospice since it started, Woo Fest is a multi-genre music festival with all funds raised through ticket prices and additional donations going directly to the charity. In 2021, Woo Fest won silver for best Virtual Fundraising Event at the Eventex Global Awards.

**"I find it hard to put into words how grateful we are and how amazing the team at DRPG has been throughout the whole process. The platform itself, the terrace set-up, and the amazing studio with the Woo Lights was just incredible."** - Luke Simons, Account Director.

Check out the full case study [here](#).



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# Our commitments: CSR

## UN Sustainable Development Goals

Our sustainability journey started over 15 years ago, and since then, we've expanded our systems and ways of measuring against the systems in place to ensure ESG stays at the heart of the way we work. One of these measurements is the UN's 17 Sustainable Development Goals. In each of the areas we have set KPIs helping us focus our efforts in order to meet these goals.

### Goal three - Good health and well-being

Select team members are trained as mental health first aiders, ensuring support is available in the workplace. Additional initiatives include free fruit, weekly yoga sessions, flexible working, a confidential employee assistance helpline and a culture focused on well-being. We have rolled out the Energy Grid programme to encourage everyone to take time to recharge. During August 2021, we ran over 80 recharge activities, with a particular focus on mental wellbeing.

### Goal eight - Decent work and economic growth

We are a strategic member of Hereford & Worcester Chamber of Commerce, supporting the promotion of local business growth and opportunities. We host training and networking events for local business groups and our own annual recruitment day to promote local employment. We're involved in trade associations such as BIMA and EVCOM, influencing change across our industry. During COVID-19 we lost 60% of our business, but our team demonstrated a pioneering spirit, developing a £9M virtual event business within months.

### Goal fifteen - Life on land

All timber purchased for construction is 100% FSC-certified. We contract recycling company, Clear Away Waste Management, to remove waste timber that is then recycled.

All paper is FSC-certified, collected by EN15713:2009 accredited suppliers Shred-on-Site. We have zero tolerance for single use plastics at all our sites and recently transformed space at our HQ into a biodiversity area.

To see the full list of goals and associated objectives, click the link [here](#).

## ISLA

In December 2019, 15 agency leaders got together to look at how as an industry we could collaborate more with sustainability. Within a few months, ISLA was born of which we are proud to be a founding member.



ISLA is there to provide practical support and training to our industry, whether an agency, supplier or client. In just two years it has become a driving force for change across the sector that we are proud to be a part of.

### Whitepaper: Sustainability vs Carbon Offsetting

Does the increased focus on net zero and carbon offsetting give organisations an opportunity to ignore true sustainability? If all you have to do is offset your activities, is this not licence to be more polluting?

Download the whitepaper [here](#).



## Sustainable events app

Our sustainability management system has been developed over many years; it ensures we create tangible actions and monitors our impact on the diverse number of projects we produce each year. Up until 2022 the system was manual, using a collection of Excel documents to record progress and monitor performance.

Our Digital team, working collaboratively with our consultants and operations teams have developed a completely unique digital solution; where all the processes and systems are now automated. Saving time and increasing accuracy, project managers use the app to input against a series of KPIs determined between the client and ourselves, that are based on the most relevant UN 17 sustainable goals to each client. The system then produces a full report on the project from a sustainability point of view for our clients.

Using a digital system, we develop set KPIs at the start of the project and then track these throughout its life. The project culminates in a full report on how the project performed against its sustainability targets and the opportunities for improvement in the future.

It culminates in a visually engaging dashboard that clearly demonstrates how we have measurably increased the sustainability of the event and reduced emissions through the actions we have taken, and how we can improve performance on the next event. It also shows how we have brought client's brand values to life through conscious creativity and embedded storytelling, leaving a lasting legacy through our unique 'potential for positive change' metric. In this way we produce a truly integrated triple bottom line ROI for all our clients.



# Our commitments: The facts

Today, sustainability is about hard-nosed facts and clear measurements. We are consistently reviewing our KPIs and objectives for each year. This is where the team play a massive part in the development of our plans and systems. Innovations and ideas are actively encouraged, through initiatives such as our sustainability day, we have hundreds of ideas every year. Our Sustainability team and the board review all ideas and refine those that will become part of the management system.

## We split our objectives into three categories:

### Operational/ departmental objectives

- These are innovations that change the way we do things, not by creating any more work, but by looking at a more sustainable way of working. Such as transition to rechargeable batteries, elimination of gaffer and PVC tape, re-purposing stage sets, elimination of single use vinyl and carpet.

### Group wide objectives -

This is when an idea can be adopted across all areas of the business, for example the elimination of single use water bottles across all premises, the installation of 750 solar panels at head office, zero to landfill, electric car scheme, our equality campaign.

### Community wide objectives -

Every team member must take part in at least one day community work. To ensure the buy-in of the team we encourage everyone to nominate community projects. In 2021 we completed 58 across the group, from simple fundraising to major charitable support.



## A message from our Integrity Manager, Andrew Davies.

Here at **DRPG**, we are committed to acting with integrity and supporting the three pillars of sustainability: people, planet, and profit. In accordance with international best practice, we identified the most material sustainability risks and opportunities in order to define and develop our headline sustainability strategy and our six sustainable objectives.

### Materiality is assessed at two levels:

Strategic analysis of internal and external issues and interested party needs and expectations. Interested parties include our staff, clients, suppliers, regulatory bodies, non-governmental organisations and the local community. Information is collated via several methods including workshops, open letters, meetings, supplier questionnaires, events, and tenders.

Operational analysis of our activities, products and services and their associated sustainability impacts, including those aspects we can influence in addition to those under our direct control. To ensure transparency and completeness, we adopt a lifecycle approach to identifying significant impacts, including those incurred through our supply chains.

Aligning our six sustainability commitments with the United Nations Sustainable Development Goals, our ISO certified environmental and event sustainability management system helps track our performance, ensuring that our systems are robust and effective, and we achieve our objectives.

Our headline sustainability strategy consists of six commitments, each of which is supported by a number of objectives and reporting KPIs. The six commitments are; supporting team members and wellbeing, promoting responsible procurement, collaborating for positive change, promoting values and ethics, achieving sustainable growth, and reducing our environmental footprint.

Our team has been supporting sustainability throughout all elements of our business activities from CSR team initiatives helping charities and those in need, supporting social justice and connecting communities, providing our clients with amazing sustainable experiences, using renewable energy and solar energy to protect our planet, and providing workplaces and activities that support wellbeing... 2021 was an amazing year.

Mobilising our creative energy and expertise in sustainability to amplify positive change has led to collaboration with others in the events and creative industry. Leading the way, our team continues to inspire, from the project team creating sustainable events, our leadership team sharing their passion and expertise in sustainability across the industry, our team creating a biodiversity area at our HQ in Hartlebury, to supporting COP26 in Glasgow and becoming a sponsor for the Commonwealth Games.

# Our 2022

commitments, objectives and targets

Commitments	Objective	KPI	Performance	Sustainable Development Goal
Supporting people and wellbeing	Attract and retain talent by offering career progression opportunities and leadership and development programmes	Number of people receiving training and number of training hours delivered <i>Removed, focus on GDPR, sustainability and wellbeing training</i>	Avg. 189 team members per month in 2021, Avg. 204 hours training delivered per month in 2021	3, 4
		New target: KPI 1.1.1 95% of our team members to complete the "Own It" activities (Energy Grid, 5 Voices and Radical Candour) as part of their PDP in 2021	Over 350 team members trained in 2021	
		New target: KPI 1.2.2 delivery of sustainability training to the SLT and sustainability team members	31 in 2021	
		New target: KPI 1.2.3 number of team members with professional H&S competence	57 in 2021	
		New target: KPI 2.2 each division to run a minimum of one wellbeing activity each year	All divisions ran wellbeing activities in 2021	
	Develop and implement initiatives that promote mental wellbeing, prevent mental disorders, and provide access to quality mental health services	Turnover rate (%)	Average turnover (team member) of 2.04% per month in Q4 2021, 1.52% per month in 2020	
		Absenteeism (%)	Working on tracking mechanism for this data point	
		New target: KPI 3.1 number of RIDDOR accidents <i>Increased focus on health and safety (KPI 3.1, 3.1.1 &amp; 3.1.2)</i>	One in 2021, 0 in 2020	
		New target: KPI 3.1.1 number of first aid to lost time injuries	Four in 2021, 2 in 2020	
		New target: KPI 3.1.2 number of hazards raised	176 in 2021, 22 in 2020	

## Our 2022 commitments, objectives and targets (cont.)

Commitments	Objective	KPI	Performance	Sustainable Development Goal
Promoting responsible procurement	Integrate CSR clauses in suppliers' contracts and CSR criteria in invitations to tender (including venues)	Number of supplier contracts with a CSR clause on environmental and/ or social practices	100% of key suppliers based on risk mapping, undertook a sustainability review	12
		Amended target: KPI 8.1 number and percentage of suppliers sourced within 50 (now 20) miles of the office location or event location	Tracked via event sustainability action plan (ESAP)	
		Number and percentage of suppliers sourced within 50 miles of the event location (note: this will need to be a set target in the Event Sustainability Review (SF 09) and results aggregated) <i>Removed, merged with above objective KPI 8.1</i>	N/A	
	Work in partnership with suppliers to improve CSR performance (including venues)	Number of suppliers engaged in CSR performance improvement initiatives and the results	100%	
	Create a database of responsible suppliers and develop a mechanism to enable centralised procurement of services and products	Amended target: 8.1.1 number of sustainability approved suppliers integrated into database <i>Increased focus on sustainable suppliers</i>	642	
		New target: KPI 8.2 number of approved venues with suitable sustainability/ environmental credentials <i>Increased focus on sustainable venues</i>	46	

## Our 2022 commitments, objectives and targets (cont.)

Commitments	Objective	KPI	Performance	Sustainable Development Goal
Collaborate for positive change	Promote team engagement through leadership initiation of a self-managed CSR programme	Amended target: KPI 9.1 number and percentage of staff that have implemented a CSR objective and results achieved	Divisional objectives set for 2022, includes all divisions. 100% team engagement in supporting community work and 100% involvement in the generation of positive ideas and sustainability goals	17
		New target: KPI 12.1 complete as many CSR projects as the company's age (41)	64 CSR team activities and supportive comms, 40 in 2020	
		New target: Funds raised for charity and pro bono work undertaken	Raising £400k for charitable causes and £500k in pro bono work supporting the community in 2021	
	Implement tools and collaborative techniques to engage clients and team members in sustainable development issues (e.g. Innovate the Brief, Carbon Neutral Event App)	Monitoring of initiatives dedicated to positive change in social and/ or environmental behaviours	Introduction of Event Sustainability Action Plan. TRACE (Isla) system introduction planned for 2022	
		New target: 14.1 number of group-wide team initiatives	Sustainability day involving all team members and summer conference	
		Number of clients engaged in sustainable development issues	Back to Events workshop and the Sustainability Event App. Thought leadership and thorough supplier vetting that fits our sustainability practices	
		New target: KPI 15.1 number of sustainability discussions in <b>DRPG</b> team updates and board meetings	23 in 2021. Sustainability Day and summer conference	
		New target: KPI 7.1 completed event sustainability reviews	Three in 2021	
	Utilise our creative communications skills to mobilise and amplify positive change	Number of projects related to CSR issues	Support for Culture Central and Circle2Success. 64 CSR team activities and supportive comms, 40 in 2020	
	Become a leader in sustainable development and work in partnership with the wider industry to mobilise positive change	Number of industry-wide CSR initiatives supported and their results	Involvement with Isla, ICE, EVCOM, DRPG "Anything's Possible Awards". Currently tracking data	
		KPI 11.1 number of CSR awards entered and won	Three in 2022 thus far, 9 in 2021, 13 in 2020	
		Number of external communications initiatives with a CSR theme	64 individual content pieces in 2021	

## Our 2022 commitments, objectives and targets (cont.)

Commitments	Objective	KPI	Performance	Sustainable Development Goal
Promoting values and ethics	Train our people on sustainable development issues and responsible communications	KPI 1.2.1 number and percentage of employees that have received training in sustainable development issues and responsible communications	Delivery via group-wide sustainability discussions at 2021 summer conference, supported by team meetings and inductions (250+). In 2022, through our sustainability day, 400 team members involved in setting objectives	5, 10
		New target: KPI 3.2 to promote equality and inclusion internally ( <b>DRPG</b> team meetings) and externally	Promoted via <b>DRPG</b> social media and CSR activities. Five for 2021, 4 in 2020	
	Guarantee rigour on data security and data integrity by preserving the confidentiality, value, and availability of proprietary, consumer and client third party and open data	Maintenance of certification to ISO 27001. Number of trainings on information security  New target: KPI 16.2 Number of team members undertaking IS/ GDPR trainings course	385 in 2021	
Reducing our environmental footprint	Lower CO2e emissions in line with science-based targets and assess feasibility of committing to net zero carbon by 2030 and carbon negative by 2050	CO2e emissions in total and per person as measured against science-based targets (annual update from target base-year)		7, 12, 13, 14, 15
		New target: KPI 4.2 reduction in carbon emissions (from facilities)	163.194 tCO2e in 2021, 166.121 tCO2e in 2020 (base year), reduction of 2.927 tCO2e	
		New target: KPI 4.1 completion of actions defined in the Pathway Strategy	Net Zero Pathway 2025 in development	
	Reduce consumption of office paper per person over the period 2020 - 2025	Kg of paper consumption per person (annual update). <i>Target no longer significant</i>	N/A	
	Use of 100% paper from recycled fibres (from post-consumer waste) or chain-of-custody certified (FSC preferable, PEFC acceptable)	Annual update <i>Target no longer significant. 100% of office paper is now from recycled paper</i>	N/A	
	Use of 100% chain-of-custody certified timber (FSC preferable, PEFC acceptable)	Annual update <i>Target achieved - no longer significant</i>	N/A	
	New objective: Working with local communities to prevent pollution	New target: KPI 7.1.2 number of environmental sustainability related complaints	Zero in 2021, Zero in 2020	
		New target: KPI 7.1.1 number of pollution incidents <i>Increased focus on environmental protection</i>	Zero in 2021, Zero in 2020	
	Reduce volume of waste per person and achieve 11.1 waste to landfill over the period 2020 -2025	KPI 5.1 tonnes of waste generated and kg's of waste per person	2021 68.68t (190 kg per person) 2020 74.66t (236 kg per person)	
		New target: KPI 5.1.1 waste to landfill	0% in 2021, 0% in 2020	
Eliminate single-use-plastic from our offices and events. Definition: plastic that is used only once for a short period of time (i.e. one week), including bio-plastic	Number of items of single-use plastic used in our offices and on our events. <i>Target achieved - no longer significant</i>	N/A		



## Our 2022 commitments, objectives and targets (cont.)

Commitments	Objective	KPI	Performance	Sustainable Development Goal
Achieving sustainable growth	Increase size of the CSR network	Number of <b>DRPG</b> entities included within CSR Charter reporting <i>Target achieved – Reporting is group-wide</i>	All elements within <b>DRPG</b> are included	8
		Number of <b>DRPG</b> entities who have achieved certification <i>Target achieved – ISO certification scope now includes Hartlebury, Windsor and London facilities</i>	Three that cover Hartlebury, Windsor and London	
		Number of certifications achieved and maintained by <b>DRPG</b> <i>Target achieved – ISO 20121, 14001 &amp; 27001</i> New target: KPI 6.1 roll-out of standard environmental commitments across each <b>DRPG</b> facility	ISO 27001, 14001 and ISO 20121 certifications now includes Windsor and London sites	
		New target: KPI 13.1 achieve B Corp status	Planned for 2022	
		New target: KPI 13.1.1 achieve ISO 45001 status	Planned for 2022	
		New target: KPI 3.1.3 number of audits/ inspections completed (includes Hartlebury, Windsor and London facilities)	36 in 2021, 13 in 2020	
		New target: KPI 16.1.1 server/ network downtime. Increased focus on effective information security	0.011% in 2021	
		New target: KPI 16.1 number of incidents where security has been breached or nearly breached and has had to be reported to the ICO	Zero reportable ICO breaches. Eight minor preventative actions implemented in 2021	

To ensure we stay true to our CSR Charter commitments and continue our sustainable development, a review of our original objectives and targets was undertaken in mid-2021. Those targets that were achieved or no longer significant have been replaced and new targets set.

Where we feel additional objectives and KPIs need to be set they have been introduced in accordance with our annual materiality assessment.

### Key to the SDGs

- |                              |                                       |                               |
|------------------------------|---------------------------------------|-------------------------------|
| 1 No poverty                 | 7 Affordable and clean energy         | 12 Responsible consumption    |
| 2 No hunger                  | 8 Decent work and economic growth     | 13 Climate action             |
| 3 Good health and wellbeing  | 9 Innovation and infrastructure       | 14 Life below water           |
| 4 Quality education          | 10 Reduced inequalities               | 15 Life on land               |
| 5 Gender equality            | 11 Sustainable cities and communities | 16 Peace and justice          |
| 6 Clean water and sanitation |                                       | 17 Partnerships for the goals |

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# Our accreditations and awards

To say we do it is one thing, to be officially recognised is something else.



We were the first agency to gain **BS8901** for sustainability, and then we were the first global agency to gain **ISO 20121** and **ISO 14001**. These certifications mean so much to us, particularly as we have been able to work with the certification boards to continually improve the standard over the years. Being audited each year creates a sense of purpose and meaning. The 2022 audit included many of the team to get their feedback and understanding of our sustainability processes, the auditor was inspired and immensely impressed with our work and approach.

The ISOs are just part of the story, in 2021 we were awarded **Investors in People** Platinum level, again this was an amazing accolade for the team and the business.



**B Corp** is fast becoming the international sustainability standard the corporate world is signing up to, we will be one of only a few agencies globally who have achieved the certification within the next year. This will really set us apart from the rest and demonstrate our commitment and the positive impact we have when it comes to sustainability.



**The Queen's Award for Enterprise** is a highly sought-after award, for several years we have tried to achieve the accolade. In 2022 we have done it! We have been awarded a The Queen's Award for Enterprise in Sustainable Development. This is a massive achievement for the team and all the hard work that has been put into our commitment to sustainability. This really set us ahead as the leading agency in the UK for sustainability.

In 2021 we were awarded **Agency of the Year for Sustainability** in the UK's EN Agency awards; we also won three awards for our community engagement for Woo Fest; and at the charity awards took away a prize for our work with the Air Ambulance. We have also won four leadership awards for our commitment to sustainability and CSR.



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# A message from our partners

Sam has worked for over 20 years in the events industry in an operational and directorial capacity, and for 15 years as a sustainability specialist.



**Samantha Wilson**  
Managing Director, Syntiro

She is a Practitioner Member of IEMA (Institute of Environmental Management and Assessment), a trained and experienced internal auditor, sustainability workshop facilitator, and has an academic background in: environmental management, psychology, social biology, interpersonal communications, statistics and research methods. Sam is recognised as one of the UK's leading experts on sustainability practices and the application of ISO 20121 (International Standard for Sustainability Management System for Events).

Her clients include leading events companies and landmark venues in addition to international media agencies and publishing houses. She also supported the sustainability management of over 70 sites for the London 2012 Olympic and Paralympic Games, and presented the China CSR awards in Beijing in 2014.

Along with **DRPG**, Sam developed SAVE (Sustainability Action for Venues and Events), an innovative event sustainability programme that is currently being used in several universities to engage students and teach them how to apply best-in-class sustainability processes and practices.

As **DRPG's** sustainability consultant, we leverage her expertise to ensure that sustainability is woven into the event management journey, so it delivers maximum ROO and ROI for clients, including minimising carbon, reducing waste and ensuring sustainability values are 'brought to life' in the live event environment.



**Alex Cottom**  
Marketing Executive, **DRPG**

Alex Cottom has been part of the **DRPG** team for over three years and throughout that time has been a key member of the internal sustainability group since it launched. As Marketing Executive, he has been able to continue the work we started in 2020 to be open and honest about being a sustainable business and has played an integral role in us winning the Queen's Awards for Enterprise: Sustainable Development this year. He's keen to continue to put a spotlight on the importance ESG has within business function for **DRPG** in the coming years.



**Andrew Davies**  
Integrity Manager, **DRPG**

Andrew Davies, leader of the integrity function, works in sustainability. He uses his wealth of knowledge and experience to ensure **DRPG's** systems remain compliant, our systems and processes are robust and effective and supports the team in achieving their sustainable goals. The integrity function helps enable sustainability across our divisions and operations.

**drp<sup>G</sup>** | creative  
communications  
group

 penguins

**GROSVENORCOMMS**

hlmix

**FIREHOUSE**

 4-vision

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