

Propellernet

# Impact Report *2024*

Reporting on data from Jan 2024 - December 2024





# Milestones on our journey...

## April:

Implemented Humaans HR software to better track people data



## March:

Swingers golf team social in London



## June:

Carbon footprint reporting with C Free

## March:

Launched our Olympics Sustainability campaign with Panasonic

## March:

Started a 4.5 day work week trial

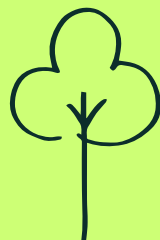
## June:

Our Summer party!



## June:

8th in Campaign Best Workplaces 2024 (small)



## June:

Planted our millionth tree and completed our Million Tree Pledge, part of our 2020 target.

### August:

Launched an internal DE&I board with representatives from across the business



### October:

Rolled out Growth & Goals framework to support long-term career development

### September:

Permanently implemented a 4.5-day work week

### October:

Won silver at UK 2024 eCommerce Awards for Search Campaign of the Year with iCandy



### December:

Our PR Team came 2nd at The Creative Shootout at BAFTA HQ



### December:

Re-certified as a B Corp with a score of 99.4, up from 87.1 in 2021

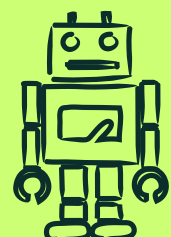
### December:

Produced 6 episodes of the Digital PR Podcast



### November:

Kickstarted our agency-wide AI training and investment



# People & Culture



2024 was about giving our team more time, freedom and support to shape their futures, inside and outside of work.





## DE&I Board

In August 2024, we formed a DE&I board with representatives from across the agency. Meeting monthly, they review progress, share updates, organise training and drive initiatives – from improving recruitment and supporting neurodivergent colleagues to updating policies for better family support – building a foundation for lasting, inclusive change.

## 4.5 day work week

In 2022, we trialled a 9-day fortnight. After a year of feedback and trialling different iterations, we shifted to a 4.5-day week in September 2024. While not contractual, this gives everyone Friday afternoons off, free from meetings and online expectations – just 'on call' for emergencies (and we've had none in the past year). The result: more time for our team to do what they love and a healthier work-life balance.

## Growth & Goals Conversations

In October 2024, we launched our Growth & Goals programme – a biannual reflection and planning process that empowers everyone to own their long-term career development. Through mentor-led coaching, team members explore aspirations, set short-term goals, and plan for growth, fostering progress without rigid hierarchies or one-size-fits-all plans.

# Community & Pro Bono

144

Days spent  
volunteering or learning  
across the business



## Sussex Bay:

We became the first official business partner of the Sussex Bay seascape recovery initiative, supporting the official launch event and providing office space for meetings and advisory services to the Sussex Bay leadership team.

£500

Client charity  
donations on behalf of  
Propellernet

## FareShare:

We support FareShare, the UK charity redistributing surplus food to nearly 8,000 frontline groups. Our team fills a donation basket in reception with non-perishables, which FareShare collects and delivers to those in need, reducing food waste and supporting local communities.



## Da La Soul:

We host the monthly men's mental health community group 'Dad La Soul' in our office, providing a free accessible venue, drinks and refreshment and AV equipment. The important work the group does has been recognised and funded by Comic Relief, The National Lottery and featured on the BBC. We are proud to play a small part in supporting them!



# What's next?

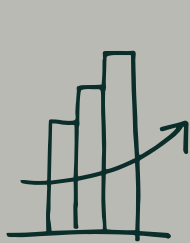
## *From trees to bees!*

As part of our ongoing mission to restore nature at scale, we have shifted focus from planting to protection, supporting biodiversity by safeguarding vital pollinators.

We've partnered with Veritree and Earth Lungs to establish 50 beehives in Kenya, designed and built by local carpenters. These hives, which are home to approximately 3 million bees, are carefully baited, monitored, and relocated to community apiaries once colonies settle in. This initiative not only strengthens reforested ecosystems but also enhances local livelihoods by giving working opportunities to locals in their community, embodying our commitment to regenerative business and a thriving planet.



# Profit and Investment



5%

Of profit  
invested in  
environmental initiatives

24%

Of profit  
invested in the team

2%

Increase in  
employer pension  
contributions, from  
3% to 5%

# Planet & Climate Action

In 2022, Propellernet was carbon neutral having offset its entire historical emissions of 1388 tonnes CO<sub>2</sub>e. We set a goal of halving our carbon emissions by 2025 and to become Net Zero by 2030. A lot has been learnt in the couple of years since setting these goals, we'll focus on 3 here:

- **Accurate baseline:** 2021 data was skewed by the pandemic, so with C-Free we've set 2023 as our true starting point.
- **Filling the gaps:** Tracking supply chain and team behaviours to get a full picture of our impact.
- **Small but mighty:** With 100% renewable energy and zero landfill waste, further cuts to hit Net Zero are tough – but we're on it.

We are fully committed to our target of achieving net zero by 2030 and having implemented successful initiatives to tackle scopes 1 and 2, our focus is now on scope 3 and our supply chain.



**Our ethical purchasing policy is to be more sustainable and equitable with a focus on 'buying B Corp'.**

We've been working on improving our supply chain. The aim is to ensure it's socially responsible with the lowest impact on the planet as possible.

#### More B Corps

Who Gives a Crap (toilet roll),  
Red Inc. (office supplies),  
TOTM (sanitary products),  
Simply Washrooms & Anglia  
Print (printers)

#### Abel & Cole

B Corp certified  
grocery delivery  
service. All milk  
bottles are rinsed and  
returned for reuse.

#### Lemonaid

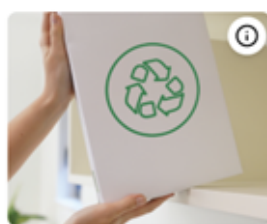
Fairtrade organic  
drinks supporting  
international social  
projects

#### Harriet's of Hove & Kindly

Local refill, plastic  
free stores



**585kg**  
Materials recycled



**286kg**  
Paper recycled



**101**  
Coffee logs produced

We now use Recorra for both waste collection and recycling, giving us clearer insight into our waste streams and more accurate reporting. We're proud to remain a zero waste to landfill business.

Check out our Carbon Emissions Report [here](#).



# Client Work & Testimonials

Our average  
client NPS score  
is 9.1.

Here's what  
some of our  
amazing clients  
had to say...

"Propellernet have been a fantastic partner for us, especially when it comes to paid media, strategy and analytics. They take the time to deeply understand our goals and challenges, and then deliver clear, data-driven solutions that deliver real impact. Their insight, collaboration, and proactive approach make them an invaluable extension of our team."

**Krystelle Kubicki, Hotelplan**

"The team at Propellernet are an integral part of our business. In addition to their strategic strengths, what I value most is their ability to think ahead to ensure we are always one step ahead of the game. Invaluable."

**Ben Briggs, CV Villas**

"Propellernet has consistently demonstrated exceptional proficiency in all facets of SEO throughout our long-standing partnership. Their team has been instrumental in shaping and executing our Technical SEO strategy, while also providing invaluable support for our day-to-day operational challenges. Their expertise and dedication have made them an integral part of our digital marketing efforts, consistently delivering high-quality results and innovative solutions."

**Thomas Roberts, Holland & Barrett**





# Where we go from here...

## Progress

### Holding ourselves accountable

- Maintain and improve our sustainability practices to keep our B Corp certification through quarterly reviews, staff training and transparent reporting.
- Continue to publish our annual Impact Report and share our learning openly with our community.
- Collaborate with peers, clients and partners to raise the bar across our industry, from sustainable media buying to inclusive creative campaigns.

## People

### Continuing to build an inclusive, thriving and industry leading workforce

- Build on our DE&I progress with clear targets, annual reporting and accountability.
- Embed our Growth & Goals framework and introduce an agency-wide Progression Framework to ensure everyone has space to shape their own future and career trajectory.
- Invest in strategic growth and learning, equipping our team with the training, tools and time they need to stay ahead, including deepening their expertise in AI, so we can continue to lead our clients through the evolving search and digital landscape.
- Continue to provide best-in-class, industry leading employee benefits.
- Invest a minimum of 15% of profits in a company-wide profit bonus shared equally regardless of seniority or tenure.

## Planet

### Staying bold on climate action

- Strengthen our carbon reduction plans with a more accurate baseline from 2023.
- Invest a minimum of 5% of annual profits into environmental restoration, including our beekeeping and biodiversity work in Kenya and local initiatives including Sussex Bay.
- Use our influence and purchasing power to improve our supply chain, favouring B Corps, local and minority-owned businesses.
- Support our team to make low-carbon choices every day.
- Continue to host and sponsor local sustainability meet-up 'People, Planet, Pint'.

As we look ahead to the next three years, we're grounding our ambitions in what we've learned, what we've achieved and, most importantly, what we're still determined to change.

In 2024, we hit some big milestones. We recertified as a B Corp with an improved score of 99.4, we completed our Million Tree Pledge and we've embedded a 4.5-day week. We've also grappled and grown with AI, embedding it into our agency and consulting our clients on how they can best leverage it in their businesses and marketing strategies. These are proud moments, but they're also stepping stones.

We believe business can be a force for good, but only when it's backed by action. We exist to prove that running a successful and growing business can be done by putting people and planet at the heart of our strategy.

As new technologies emerge and evolve how companies operate, we're presented with new opportunities and challenges. One area we're now focused on is the decoupling of energy-intensive technology and environmental impact. We will share more on this as our innovation and efforts lead to tangible progress...

Thank you to our team, clients, partners and community for challenging us to do better and for believing in a kinder, fairer, more regenerative future.



*Sam & James*

Propellernet





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