

Propellernet

Impact
Report
2022

What drives us is different

Certified



Corporation

Why is our impact important?

Ultimately, it's really simple.
We care deeply about things bigger than us.

Our team is passionate about our planet and the people around us.

Not only do we want our business to have a positive impact, but we also want our team to feel that by working at Propellernet, they are having a direct impact on things that matter more than their job role.

We believe that our skills can be used to make the world better:

- By supporting our team to balance life and work, whilst facilitating them to help charities, restore the planet and find purpose.
- We believe this is how a business should be run. Creating a happy and engaged team who love working together to solve problems, which we've proven enhances our ability to deliver success for our clients.



The imagery throughout this report is provided by our team. We asked them to share photos of what it means to them to work for a B Corp™ and why it's important that we work in this way... we hope you enjoy.

Milestones on our journey...

2020

June

We were one of the first UK agencies to sign up to the UN Race to Zero climate pledge



July

We introduced unlimited and minimum holidays, work where you work best and self-signed expenses

2021



March

We co-founded **The Million Tree Pledge** to invite businesses to commit to planting one million trees by 2030 and started our reforestation investment with **Ecologi**, supporting mangrove plantations in Madagascar

June

We certified as a B Corp™



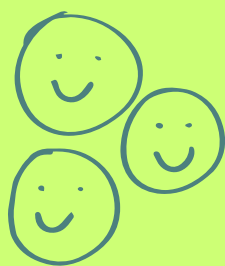
July

We were ranked as the UK's 2nd Best Workplace for Women



August

We launched our new family support policies to include market-leading maternity/paternity pay and support fertility treatment



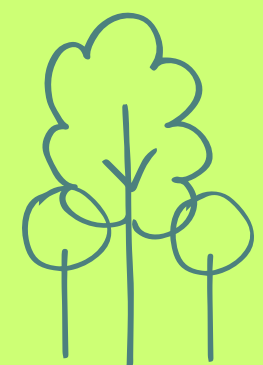
August

We began our partnership with FareShare Sussex which continues today



September

We launched our menopause support policy



2022

January
We launched our wellbeing fund of £25/m per employee

March
We became zero waste to landfill

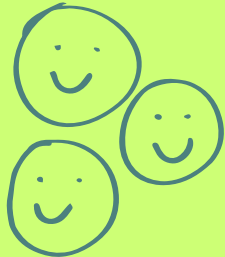


April
We achieved 100% staff NPS for the second year in the row



April
We were recognised by Great Places to Work as one of the UK's leading workplaces

April
We were able to help our team with a Cost-of-Living pay rise



June
We launched our diversity initiative across our hiring process

June
We achieved top spot in The Drum's Independent Agencies Census AND were recognised as one of their Top 10 Elite Independent Agencies



July
We installed solar panels on our office



December
We launched The Digital PR Podcast

October
We were ranked 3rd in the UK's Best Workplaces in Tech

November
We removed our historic carbon emissions (since 2003)

What we are doing *next...*

Reach our million tree target
(currently 597,526 planted, as of December 2022)

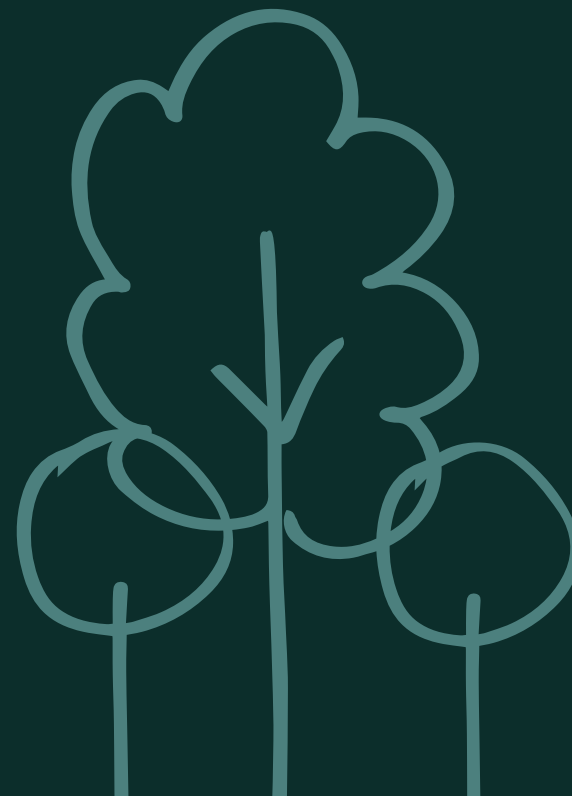
Extending our carbon footprint calculation
to include advertising emissions

Working to reduce our scope 3 supply chain emissions

Increasing employer pension contributions to 5%

Trialling a 9-day-fortnight working pattern at full pay

Inviting staff to use 1 day per month (paid)
to support a cause that matters to them



How we talk about *impact*

The definition of impact is to make a marked effect of influence. We exist to have a positive impact on our people, our clients, our community, our industry and our planet.

We first certified as a B Corp™ in 2021. Through their impact framework, we can formally measure our impact across the five pillars of Governance, Workers, Community, Environment and Customers. This framework holds us accountable and is considered in all decision-making across the company.

Practical examples of what this looks like in day-to-day life:

- We include sustainability in our qualification criteria for incoming business opportunities to align our value chain with net zero. Part of this filtering includes considering how much influence we think we will have to support any new clients in becoming more sustainable.
- We invest more in some of our suppliers based on using more environmentally-friendly services – for example, sourcing food and drink from B Corp™ providers and requiring our cleaners to use eco-friendly products.
- We offer all employees free bike hire to encourage cycling to work.
- We undertake pro-bono work for charities and provide all staff with one day per month of paid time to have a positive impact on the world – at present, we are supporting The Wave Project and Sea Shepherd.

Overall B Impact Score

Based on the B Impact assessment, Propellernet Ltd earned an overall score of 87.1. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 87.1 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Source: <https://www.bcorporation.net/en-us/find-a-b-corp/company/propellernet-ltd/>

People: Championing our team



In 2022 we grew from 41 to 44 people, with a staff turnover of

9%

We have

100%

take-up of monthly Sanctus external coaching sessions available to the whole team

The team took

29

days on average of annual leave, plus the 8 bank holidays. And in addition to our unlimited holiday, we introduced a minimum 20-day holiday to ensure everyone takes a break

190

Propel days were taken by the team across the year for volunteering, professional and personal development

41

team members claimed on our self-care fund of £25/m totalling an additional investment of £10,366 on personal wellbeing across the year

People: Being an active part of our community



This year we have provided pro-bono support to **The Wave Project, Sea Shepherd and Fareshare Sussex** for whom we provided support around their digital marketing to the fee equivalent of £27,000 and, on behalf of our clients in lieu of gifts, donated a further 4,310 meals this Christmas.

Our Co-Managing Director has reduced his hours to focus **20% of his time leading on business climate action** via a new organisation Low Carbon Leaders. Some staff at the agency support the initiative using Propel Days.

We supported **The Clocktower Sanctuary in Brighton** by donating £1,000 to help young people facing homelessness or domestic violence. This donation is the equivalent of 100 young people being able to enjoy a hot shower and a hot Christmas dinner over the festive season.

We are a **founding member of the Million Tree Pledge** which promotes radical nature restoration funding and support.

We have **inspired the new generation of talent** coming into our industry with regular talks at Temple University's Klein College, The University of Nottingham and BHASVIC.

We've shared our B Corp™ journey with our clients to support them on their own and **hosted a B Social event** as part of B Corp™ month.

Planet

*Protecting
our home*

**We believe that net zero is not enough.
Instead we are focusing on radical carbon
removal and nature restoration.**

Remove...

We set ourselves the target to achieve historic carbon emission neutrality by Dec 2022 and *achieved our goal a month early* in November 2022.



Our “pension for the planet” employee initiative invites staff to contribute a percentage of their salary to climate action each month which the company matches. This generates £400 every month which we invest in direct climate action on behalf of our team.

We have invested to remove

1,388

CO₂e tonnes of greenhouse gases from the atmosphere

This is equivalent to our entire historical, operational carbon footprint since the business was founded in 2003*

*Our most recent IEMA-accredited carbon assessment for the period April 2020 to March 2021 calculated our annual footprint across scopes 1, 2 and 3 to be 74.68 CO₂e tonnes. We estimated our 19 years of historic emissions to be no greater than 1,250 CO₂e tonnes based on historic staff and client numbers.

Reduce...

| Our goal is to halve our carbon emissions by 2025 and *reduce to zero by 2030*

Transport

Selling our company car

Providing free bike hire and safe storage

Promoting virtual client meetings and train travel where business travel is essential

Waste

Fitting water-saving devices to all taps and toilets

Becoming zero waste to landfill by installing 14 different recycling solutions and educating staff

How we are
reducing future
emissions

Energy & Building

Installing solar panels on our office roof to provide up to 15% of energy for our hot water heating system

Switching energy providers to 100% renewable energy tariff

Goods & Services

Switching selected suppliers in favour of more local providers

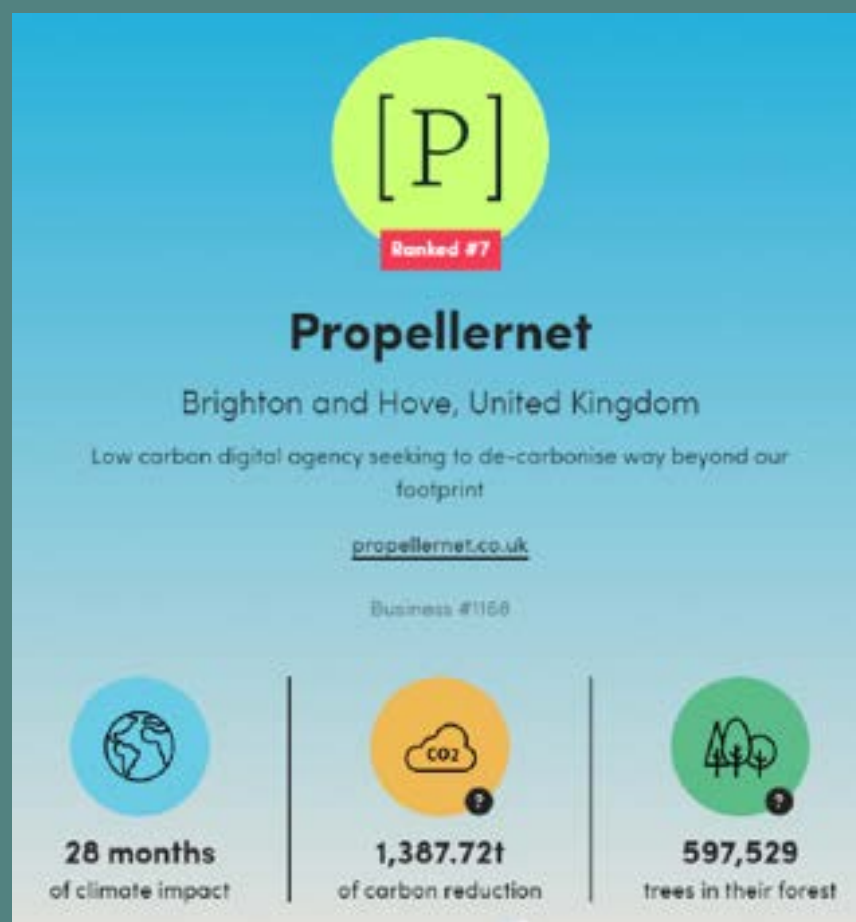
Switching business banking to a more ethical organisation with lower fossil fuel investments

Training staff on ESG pension selection

We have a long way to go and our next focus will be on both ends of our value chain: Tackling scope 3 emissions by working with more of our supply chain, and calculating and taking steps to reduce advertising emissions which are generated from our online media activity. (We are engaged in an industry-leading pilot scheme that will run throughout 2023)

Restore

For the last two years, we have *invested 1% of our annual turnover* in large-scale, nature restoration projects. These investments are on top of our carbon removal purchases and our primary goal is to plant 1 million trees.



Via our climate impact partner Ecologi, we have now planted

597,529

trees and are on track to reach our 1 million target by the middle of 2024.

Profit

In 2022

5%

of our profit went towards *planet initiatives* and 7.7% went into our team's wellbeing, development and bringing us together at social events.

In 2022 we grew by

19.1%

year on year which was over 7% above our targets. This has allowed us to *invest nearly 13% more* into people and planet initiatives.



We were able to pay out an annual bonus across the team in Dec 2022.

We introduced a *Cost of Living Pay Rise* across the team in March, as well as a monthly self-care budget of

£25/m

per person towards their own personal wellbeing.



In 2022 we refocused our qualification criteria for clients that we are open to work with.

Clients

We work with 31 clients including a blend of large and medium-sized organisations.



“We’ve been working with Propellernet for some time and have seen strong growth in our KPIs during that time. Propellernet also push us as a brand to ensure we’re working strategically, which is helping our digital presence grow. I enjoy working with them because they really understand our challenges and the sector we’re working in.”

Amy Hutchinson, Dogs Trust.

“Because Propellernet are so good at keeping staff – we are able to build lasting relationships. The agency understands our brand, our market, our strategy. I hold the whole team in very high regard and would recommend the agency very strongly.

I am glad they are on our team.”

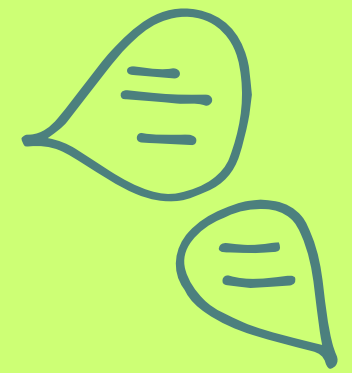
Brett Bannister, Sportshoes.

“The Propellernet team are a fantastic agency and would highly recommend! They have been a pleasure to work with as they bring great expertise, knowledge and support to the table for all things SEO.”

Tom Roberts, Gymshark.

Where we go from here...

There is no definitive end goal when it comes to operating in a sustainable and progressive way as a business. *It is a journey that we are constantly pushing.* We take great inspiration from companies within the B Corp™ community who are way further ahead of us and have raised the bar for us to aim for.



What we can promise as a business as we move forwards:

- We will always measure our impact to make sure that it is having the positive influence that we desire.
- We will always be transparent – we know that things don't always go smoothly and that the roadmap can sometimes change – so we'll be sure to share these learnings along the way and hold our hands up when things don't go to plan. Counter to that, we will share what does go well or tips that we have learnt so that we can bring as many people as possible along on this journey.
- We will be pioneering. We know that we can't be conservative if we want to succeed and drive real change, so we promise to be bold.
- We will make decisions for the right reasons. As a B Corp™, people, planet and profit are at the heart of all we do and we will hold these stakeholders at the fore when making any business decisions.
- We will continue to enjoy the ride and do everything we can to help our team fulfil their potential.

Sam and James

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