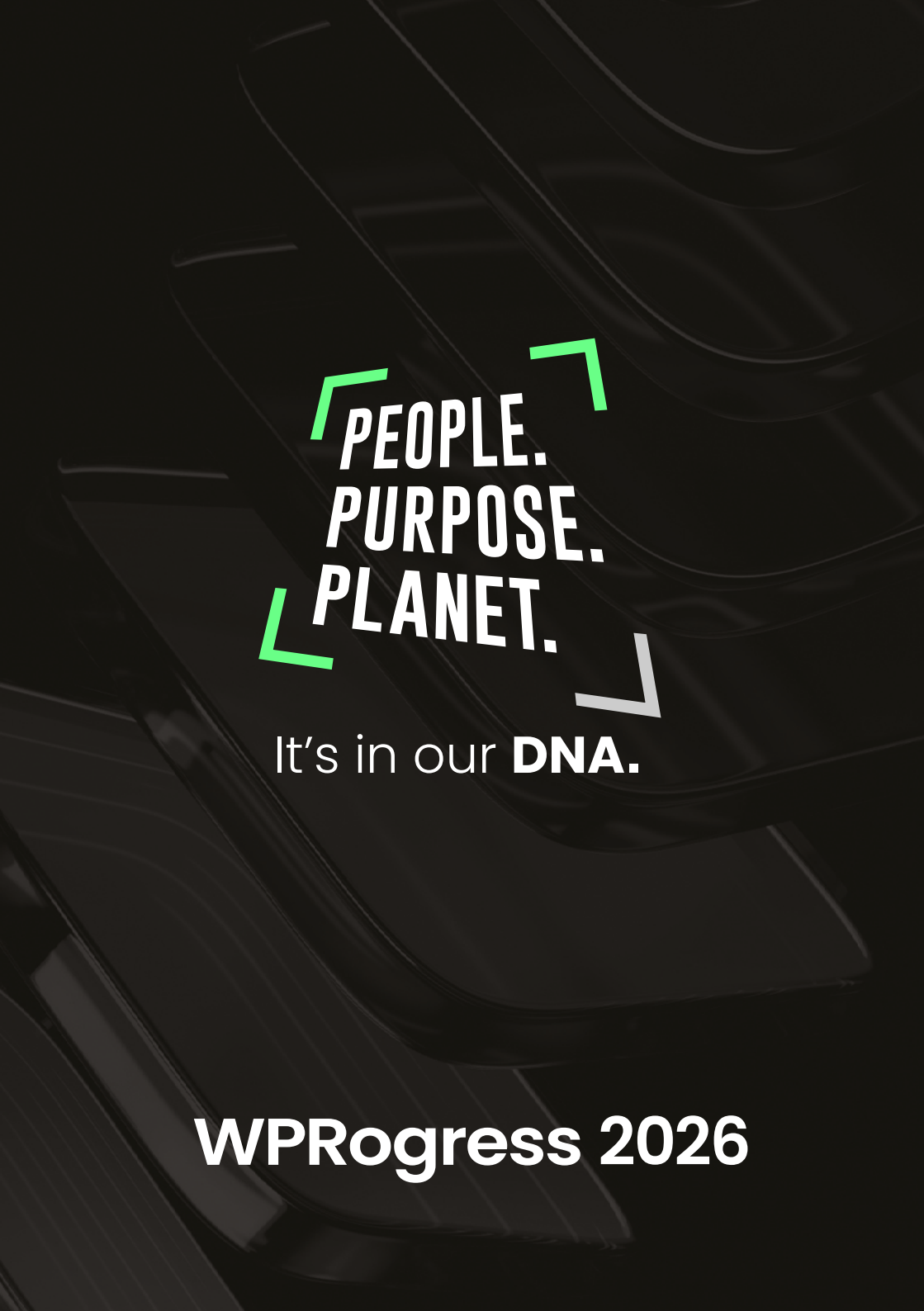




PEOPLE.
PURPOSE.
PLANET.

It's in our **DNA.**

WPRogress 2026

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When WPR turned 30 in 2022, we decided it was time to consider what mattered to us as a team and what sort of business we wanted to be for the next 30 years.

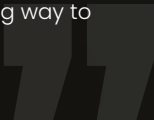
We didn't realise, as we embarked on our 30 positive impacts at 30 project, just how transformative it would be. By the end of that year, we knew we were at the start of a much longer journey; and it's one we're excited to be on.

Seeing the positive impacts of our efforts fuelled our ambitions. It also highlighted to us that making a meaningful difference is about more than just good intentions – it requires commitment, hard work and action.

There's a danger that, amid all the noise and negativity surrounding societal and environmental issues, people feel powerless to effect change. We're determined to be part of a more positive, optimistic movement that believes – collectively – we're capable of transforming how businesses operate and contribute to our world.

We became a certified B Corp™ in 2024 because we are confident that the standards, values, and priorities that certified B Corps are held to are what's needed – both today and for the future of our society and planet.

By focusing on the triple bottom line our goal is to be a profitable, successful business, capable of giving back as part of a sustainable, regenerative economy. Our approach to people, purpose and planet is now in our DNA; we've got a long way to go but we're in this for the long haul.



JANE AINSWORTH
Managing director

Our journey to B Corp

We've been a certified B Corporation since 2024.

As a B Corp, we're part of a community of over 10,300 companies – more than 2,700 of which are in the UK – committed to creating a more inclusive, regenerative, equitable economy for people and planet.



WHAT IS A B CORP?

Certified B Corporations, or B Corps, are companies verified by B Lab – a third party, non-profit organisation – to meet high standards of social and environmental performance, transparency, and accountability.

Why we became a B Corp

Our 30 positive impacts at 30 initiative, launched in 2022 to mark our 30th anniversary, proved to be a catalyst which has changed far more than we expected about how we operate as a business. We wanted to make a positive difference to our world and the more we did, the more ambitious we felt about what is possible for businesses of all

shapes and sizes.

Taking the formal step to apply for B Corp certification gave us a framework that made us look at everything we do with fresh eyes. It also allowed us to be part of a global movement, with all the associated benefits of sharing best practice and learning from other purpose-driven organisations.

How we became B Corp certified

This was not a quick or easy journey. Becoming B Corp certified involves serious commitment, and a rigorous assessment by B Lab. Certified B Corps are required to:

- Consider the impact of their decisions on all stakeholders.
- Be transparent about the five core impact areas: governance, workers, customers, communities, and the environment.
- Answer more than 300 questions about all aspects of how they operate, including substantiating evidence.
- Achieve a minimum verified score on the B Impact assessment.
- Recertify every three years, ensuring they continue to meet evolving standards and requirements of the certification.

How did we get here?

**JAN
2022**

Launched 30 positive impacts at 30 to mark WPR's 30th anniversary

**MAR
2022**

Started our journey towards B Corp

**APR
2022**

Became a carbon-neutral workforce

**JUL
2022**

Became a plastic-neutral workplace

**MAR
2023**

Created our people, purpose, planet ethos, embedding our ESG goals into WPR's DNA

**APR
2023**

Committed 1% of net profit to increasing DEI, 1% to supporting our community and 1.5% to making WPR a greener place to work

**NOV
2023**

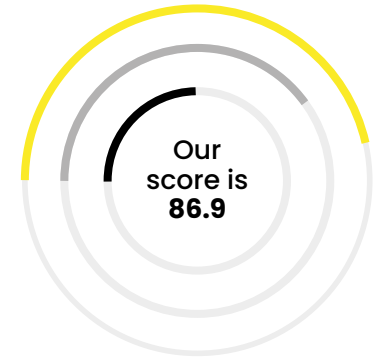
Completed our B Corp assessment

**AUG
2024**

Joined the B Corp community

Our Verified B Corp Score

To be certified B Corp, businesses need to score a minimum of 80 points. In August 2024, **we scored 86.9** in our certification process. For context, the median score for non-B Corp organisations is 50.9.



86.9

WPR's overall impact score

80.0

Qualify for B Corp certification

50.9

Median score for a non-B Corp organisation

Our B Corp Score Breakdown

We are aiming for a **10% score improvement** when we recertify in 2027.



Receiving our B Corp certification is not the end, it's just the start of our journey.

The certification process for B Corp highlights where we've already made positive changes, but also reveals where we can do more.

Alongside the goals we have already set in place for the next three years through our people, purpose, planet initiative, we will be focusing on:

- Our suppliers and supply chain
- Helping those from disadvantaged backgrounds enter our industry
- Achieving our net zero goal

Read on to learn more about what we're doing to support people, purpose and planet.

What people, purpose, planet means to our team

While organisational change must be driven from the top, our approach is absolutely a team effort. Without everyone being on board, we couldn't begin to meet our goals.



"I have already seen so much change in my lifetime, it's scary to think the climate could get more volatile and more people will be in danger as a result every year. Reading the news, you can feel really helpless. So, for me, joining our environment committee is a way to make a difference, even if it is a little one.

Chatting to people and brainstorming ideas makes you feel like you are making a difference and taking back some power – the fact WPR also cares so much and aligns with my values only strengthens my already strong sense of belonging here. It's great to see companies like WPR want to make lasting change, and really care about future generations and what will affect younger members of the team even more so."

IMOGEN DUNWORTH-WARBY

Senior social media manager



"It's empowering to work for a company that's trying to do something good for the world. I've been embracing these values to my personal life – reducing my plastic consumption and my impact on the planet – and it's rewarding to be in a position where I can apply these values across my working life too."

DON SKOYLES

Director of finance and operations



"Being a part of WPR's environment committee gives me the opportunity to learn from others who recognise the importance of looking after the planet. Together we devise ideas to reduce WPR's impact on the planet and figure out how to most effectively implement them. This could be anything from agency-wide policy changes to clearer labelling on recycling bins. The issue of cutting carbon gets very complicated very quickly, so it's great to be part of a team dedicated to untangling these problems and moving the agency and the industry in the right direction."

JOE LEGGE

PR and Content Manager

Last year at a glance

12 events

organised by committees

1,230 students

connected with through outreach activity

1 life-enriching

Live Free Fund experience granted

88% of the team

spent paid impact days working with the Canal and River Trust



15 new team members

joined



16 promotions

6 awards won

10,728kWh

of electricity generated by solar panels



2,500 trees planted

to celebrate new team members and clients



Committed

£219k of billable time to NextGen

Dedicated

1,830 hours to NextGen



114 tonnes of CO2e used by the business offset

12 careers events

attended

4 mental health

first aiders

43 wellness grants

awarded

Named

PRCA workplace champions



Welcomed

25 NextGen placements



£219.5k

of billable time dedicated to NextGen candidates

80% of the team trained

as mental health champions

Our mission

To make good things happen for everyone in our world
– the clients we serve, the people who make us,
the community we love and the planet we share.



	EVERY YEAR	BY 2028
PEOPLE	• Commit 1% of net profit to initiatives that foster diversity and inclusion • Deliver at least 12 events at schools, colleges and universities, connecting with diverse individuals, promoting and inspiring careers in PR and removing barriers to employment • Share profits with the team, through an industry-leading scheme • Have below average team attrition rates and be recognised, locally and nationally, as a leading place to work	• Have a team that is representative of our local community • Be sharing 10% of pre-tax profits with the team
PURPOSE	• Commit 0.5% of net profit to charitable initiatives in deprived areas of our local community • And another 0.5% to charities nominated and voted for by our team	• Be a certified B Corp, committing us to do all we can to help build an inclusive, equitable, and regenerative economy and ensuring our business brings benefit to all
PLANET	• Commit 1.5% of net profit to making WPR a greener place to work through innovative schemes to protect the planet, ensuring we continue to be a carbon and plastic-neutral workplace • Continue our ban of products containing palm oil • Source fairtrade whenever possible	• Be net zero, ahead of government targets • Be working towards becoming a carbon positive business (deadline 2030) • Be water positive, cutting our own consumption and putting more water into drought-prone places across the world than we use locally

People

We were founded on a philosophy of **rewarding brilliance with brilliance**, because we firmly believe that if you unleash the true potential of talented people – and look after them the best you can – then everything else will surely follow.

Making sure our team live positive, fulfilled lives – at work and at home – has been at the heart of WPR's ethos since day one.



What have we done?

1

Mental Health Champions

All our line managers are trained as Mind mental health champions and we offer everyone the opportunity to undertake the training. In 2025 and 2026, an additional 20 colleagues were trained, **meaning 80% of our team** are now Mind-trained champions, supported by three mental health first aiders.

2

Wellness grants

Each year, every team member can use their **£100 wellness grant** to spend on anything that enhances their physical or mental health. With 43 grants awarded in 2025, we funded everything from football boots and gym kit to pasta makers and book subscriptions.

3

Live Free Fund

Through our incredible **Live Free Fund**, established in memory of cherished former colleague Zara Free, we made another life-enriching experience possible, bringing the total fund experiences since it was founded to nine.

4

Bonus scheme

We have introduced an **industry-leading profit share bonus scheme** so that our people thrive when the agency thrives.

5

Committees

Our committees – which comprise wellbeing, DEI and environment – **organised over 12 events** supporting healthy lifestyles, good physical and mental health, diversity, equity, inclusion and belonging, and building team culture.

Our society

We want to help make society fairer, building a team that's representative of the wider West Midlands community by 2028.

Our intention is for WPR to be a place where everyone feels supported and respected, regardless of age, disability, race, religion or belief, sex, sexual orientation, social background, pregnancy or maternity status.



What have we done?

1

DEI investment

We have committed a minimum 1% of net profit annually to initiatives that foster diversity and inclusion.

2

Taylor Bennett Foundation

Our partnership with the Taylor Bennett Foundation and 10,000 Black Interns, now in its fourth year, is helping us to create opportunities for people from Black, Asian and minority ethnic backgrounds to gain industry experience.

3

Talent Tap

We also support the social mobility charity Talent Tap, interviewing sixth form students for their internship programme.

4

Alderbrook School

To address lack of awareness around career opportunities in PR and social media, our partnership with Alderbrook School is built around embedding PR career insight into the curriculum, through options assemblies, mock interviews, 'life ready' days and by devising projects to enhance the English and iMedia curriculum.



5

Outreach activity

This focus on building high quality relationships through our outreach activity has seen us forge deeper connections, attending 12 events and talking to 1,230 young people over the last year.

6

Our people-related policies

In recent years, we have reviewed and improved our people-related policies and practices, implementing changes such as fertility loans, an increase in paid maternity/paternity/adoption leave, special leave for major life events, increased paid bereavement leave, and widening of emergency care leave.

7

Recruitment processes

To make our recruitment processes more equitable, we redact CVs, job descriptions are skills-focused, we offer a 'no CV, no problem' application option, and have diverse interview panels.

8

PRWeek Pay Gap project

We have participated in the PRWeek Pay Gap project for the last two years, improving our scores for both gender and ethnicity pay gaps and committing to pay transparency.

9

Our NextGen programme

We dedicated £220k of billable time to candidates participating in our NextGen learning and insight programme.

10

All-agency DEI training

In 2025/26, all-agency DEI training included a talk from Trans+ influencer Eva Echo, a session with the charity People Like Us, and a Learning Lunch from wheelchair user Shaun Gash.

11

CIPR reverse mentoring

We have participated in the CIPR reverse mentoring initiative for the last four years.

12

DEI committee champions

Our DEI committee champions belonging and understanding of the minority groups for which we over-index, namely LGBTQ+ and neurodivergent, and advises on initiatives to correct the groups for which we under-index.



?

What's next?

As well as continuing with everything we've already achieved, we will be:

- Making our NextGen training programme truly accessible at scale, we will be creating a virtual version of our level one training.
- In response to positive feedback from our team about our Learning About Each Other programme, we will be delivering more of these sessions on subjects such as Living with Epilepsy and Grief Traditions in Different Cultures.
- Celebrating our LGBTQ+ people, we will be marking Pride month with a variety of initiatives.
- We will be supporting the internship programme offered by Thomas Pocklington Trust, a charity which improves opportunities for blind and partially sighted people.



“

The WPR team are so engaging and refreshing. We can feel how invested they are in the partnership, and the students love them. They have a way of communicating with our young people that delivers real impact.

ALDERBROOK SCHOOL

Purpose

We love the place we call home and believe we have a duty to help our community any way we can. Every year, we dedicate 1% of net profit to causes where we feel, despite our relatively small size, we can make a real difference.

Last year, that pledge saw us commit 0.5% of net profit to charitable initiatives helping people and nature thrive in the corners of our community that are most overlooked, and another 0.5% to charities seeking to end the stigma around mental health.

“

The families referred to us often need extra help because they have no savings, are in debt, or all their children have had to move school because of homelessness or other problems. Last year we helped 34 families and their 82 children with WPR's help.

LADYWOOD COMMUNITY PROJECT

What have we done?

1

Ladywood Community Project

Through our ongoing partnership with the **Ladywood Community Project**, we provided school uniforms for over 160 children living in Ladywood – an area just a few miles from our Edgbaston home, where 54% of children live in poverty.

2

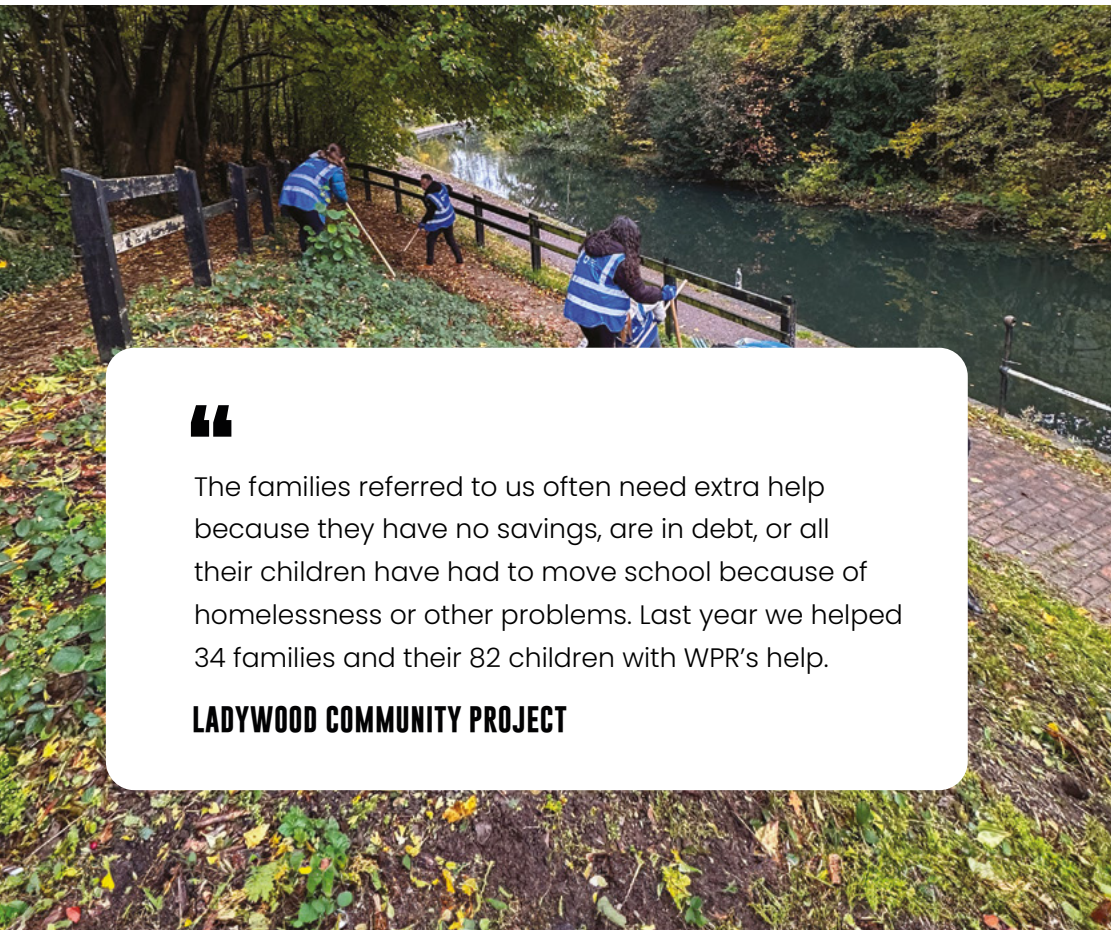
Canal and River Trust

We are now in our fourth year of working with the **Canal and River Trust** to adopt stretches of canal in one of the most deprived areas of our local neighbourhood. We use paid impact days to help one little corner of Birmingham flourish through litter picking, planting fruit trees and flowers to attract pollinating insects, and removing plastic from the water to stop it reaching the sea.

3

Mental health awareness

In early 2023, we lost a former colleague and long-standing friend of WPR to suicide. In his memory, we have supported charities that were close to his heart, such as **ANDYSMANCLUB**, ever since – hoping to help others facing storms in their lives, and using their services to promote open dialogue around mental health within our agency.





What's next?

- With the cost-of-living crisis continuing to bite, and ever more families falling below the poverty line, we will be **providing more uniforms for children** living in Ladywood.
- We are continuing our partnership with **the Canal and River Trust** by working to take care of two stretches of canal which we have improved over recent years. We will spend time litter picking and clearing tow paths, removing rubbish from the waterway, and helping nature bloom in this pocket of our city.
- Having consulted the whole team, the feeling was unanimous that we still wish to support ANDYSMANCLUB, a mental health charity which does vital work and remains our chosen charity.
- We'll also continue to offer pro bono and reduced fee consultancy to charities who need our professional expertise and support.



“

From the Trust as a whole – THANK YOU all for the time WPR has given us. You've all managed to make a fantastic difference to the area. You should be very proud of your big positive impact!

CANAL & RIVER TRUST

Planet

We're proud to be a **carbon-neutral company**, offsetting the carbon footprints of our entire team across their professional lives. Working with Carbon Neutral Britain, we now invest in some of the most innovative environmental projects across the world, certified by the UN and as part of the UN Global Plastic Treaty.

But this is only part of the answer. To truly improve our environmental performance and reduce our environmental impact, reducing our carbon footprint is essential. So, we are focused on cutting our CO2 emissions, only buying products we truly need and sourcing locally, wherever possible, in line with our environmentally preferable purchasing policy.



What have we done?

1

Greener initiatives

We have **committed 1.5% of our net profit** to initiatives that will make WPR greener.

2

Office efficiency

We're investing significantly in making our Grade II listed Georgian office building as efficient as it can be. We have installed a new heating system, 60% more efficient than the previous one, taking the office EPC rating from D to B. We have also installed solar panels, water efficient toilets and improved the roof insulation.

3

Environment committee

Our **environment committee**, formed in 2023, champions green initiatives agency-wide and has been instrumental in suggesting practical improvements, encouraging participation and training the team on recycling and recyclables.



4

Our plastic footprint

We have delivered learning lunches for the whole agency about reducing our plastic footprint both at work and at home.

5

Commuting

To reduce commuting by car, we have **launched incentives** for people using alternative modes of transport, such as extra-flexible start and finish times for those arriving by public transport.

6

Recycling

We introduced multi-layered plastic recycling for items brought into the office by colleagues and clients (MLP is the most difficult plastic to recycle).

7

Green improvement loans

We have launched green improvement loans, helping our team members to live more sustainably at home.



In our drive to be net zero by end of 2028, our targets are:

YEAR	2023	2024	2025	2026	2027	2028
TARGET CO ₂	114,000	99,000	75,000	45,000	25,000	11,400
ACTUAL CO ₂	107,000	110,000	114,190	–	–	–



What’s next?

- We know that reaching our carbon footprint reduction targets will not be easy. We are looking at our travel policies to help reduce commuting and business travel, as well as a variety of practical ways to **reduce our overall carbon footprint** in the coming year.
- We will be reviewing our energy suppliers to ensure our electricity comes from **renewable sources**.
- We will be investing in battery storage for our excess solar electricity.
- To maximise every inch of our outside space, we’re investing in water butts to irrigate our new garden spaces.
- Supporting our focus on **reducing water usage**, we will calculate our water consumption and invest in drought-prone places across the world.
- **Building on our existing recycling programme**, we will add glass recycling to the mix and move to a zero waste to landfill collection service.



We’ve come a long way. We still have a long way to go.

But now we know that we can be part of the change.



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