

# Goals

## Building creative partnerships



Shift 75% of our portfolio to clients with policies that are positive for the planet and people, by 2025



To have 75% of existing clients remain clients after 12 months year-on-year



Ensure 100% of suppliers are providing a living wage to their staff by 2030



Shift our supplier base to 75% of businesses located within 50 km from our office space to support our local economy



Shift 50% of our supplier base to organizations run by women or people from marginalized communities



Achieve £2.81M in revenue by 2025 through uplifting purpose aligned to clients



Achieve £3.75M in revenue by 2025

## Uplifting our people



Commitment to participate in Best Places To Work in TV from 2023 with a goal to win it within three years



Retention level to be 80% or higher by 2024



Ensure 50% of all apprenticeship cohorts are individuals from the following groups: women, economically disadvantaged, people of colour, or those with a disability



To provide living wage to 100% of full-time and part-time staff by 2025 ([www.livingwage.org.uk](http://www.livingwage.org.uk))



Promote diversity within the business by ensuring that gender diversity exceeds industry diversity levels by 10% and that ethnic diversity exceeds industry diversity levels by 5% by 2025



Ensure that our employee base is representative of the 20% UK population that identify as disabled by 2025



Train 10% of the overall workforce through the Apprenticeship Programme by 2030



Ensure equal compensation based on skill level for all internal staff regardless of race, age, gender, etc.

## Global responsibilities



To achieve net positive by 2030



To achieve 100% renewable energy supply by 2023



5% energy reduction year-on-year by 2030 per square foot



Create a benchmark of our office water usage and reduce water consumption by 2% year-on-year



To achieve 100% single use plastic free operations by 2025



To recycle 100% of cardboard, glass, plastic, and paper by 2023



To compost 100% of our food waste by 2022



Ensure that 100% of our staff use public transit, cycle, electric, or walk by 2030



Use company voice & resources to raise £1,000 for employee-nominated charities per year



To match a minimum of 0.1% for employee and client-raised charitable donations per year



Set Science Based Targets (SBT's) for the business by 2025



Ensure 100% of electronic waste is properly recycled or donated for further usage by 2025



Total waste reduction year-on-year by 2030



Offset 100% of unavoidable production carbon emissions using accredited offsets