

# DOING THE RIGHT THING

Velo was one of the first B2B agencies to publish our own ESG report, starting back in FY 2011/2.



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# Still the right thing to do

Back in 2010, Velo was founded with a single principle: **do the right thing.**

Simple to say. Harder to live by. But every year we've tried to prove that it's more than a slogan. It's a standard.

Doing the right thing means being honest about our impact. On our people. On our partners. And on the planet. It means not waiting for regulation, trend or expectation to push us into action but setting the pace ourselves. That's what this ESG report is all about.

We're not perfect. But we are deliberate. We've set targets. We've made changes. And we're holding ourselves to account by publishing what we've done and what's still left to do.

We're not doing this for optics. We're doing it because it matters to our team, our clients, and the industries we work in. Much like our clients, this work is often hidden in plain sight, and on it's own it won't win awards.

But it will stand up to scrutiny, and means we can face future generations with pride and in our world, that matters more.

If you're a technology, industrial or professional services business, and you're figuring out what ESG means for your brand or looking for help telling your stories, we'd love to help. We know the largest impact we can have is helping others.

**Please don't hesitate to get in touch.**

[paul.crabtree@velo-b2b.com](mailto:paul.crabtree@velo-b2b.com)

**+44 (0) 208 144 1574**



## Helping our clients move forward — **by moving with them**

**Sustainability is no longer a side project — it's a strategic priority. And as our clients evolve their ESG commitments, we're proud to play an active role in helping them communicate, shape, and deliver on those ambitions.**

We regularly share our own ESG journey with clients. We've been part of activities around COP, spoken on webinars with over 100 attendees, published guidance for marketers and been the subject of case studies.

Through this work, we've been fortunate to learn from and work with organisations that are leading the way. We wanted to start this report by saying thank you for your partnership.

In technology, Carbonplace is creating the infrastructure for global carbon credit trading — making it easier for businesses to invest in sustainability with confidence. In manufacturing, companies like Certas are keeping wind turbines running efficiently through more environmentally responsible lubricants, while Clyde Travel Management is helping reduce the impact of global crew movement in the

offshore energy sector. In professional services, we've drawn on the expertise of TMA in energy management, and carbon consultants like Auditel, who help organisations set credible targets and stay accountable. We've supported ABM in raising awareness of its role in expanding the UK's EV charging network — vital infrastructure for a lower-emission future.

And in the built environment, partners such as BSRIA and TB+A are pushing for greener building design — and sharing those learnings widely.

These relationships don't just inform our work. They inform our own standards. Because we believe that real sustainability isn't just something to talk about — it's something to contribute to.

And thanks to the trust and openness of our clients, we're proud to be part of something that's moving the whole industry forward.

Most importantly, we thank the Velo team for their commitment to shaping and delivering our ESG strategy. Our journey starts with our people — and they remain at the heart of everything we do.



# Company overview

Back in 2010, Velo was founded with a single principle: **do the right thing.**

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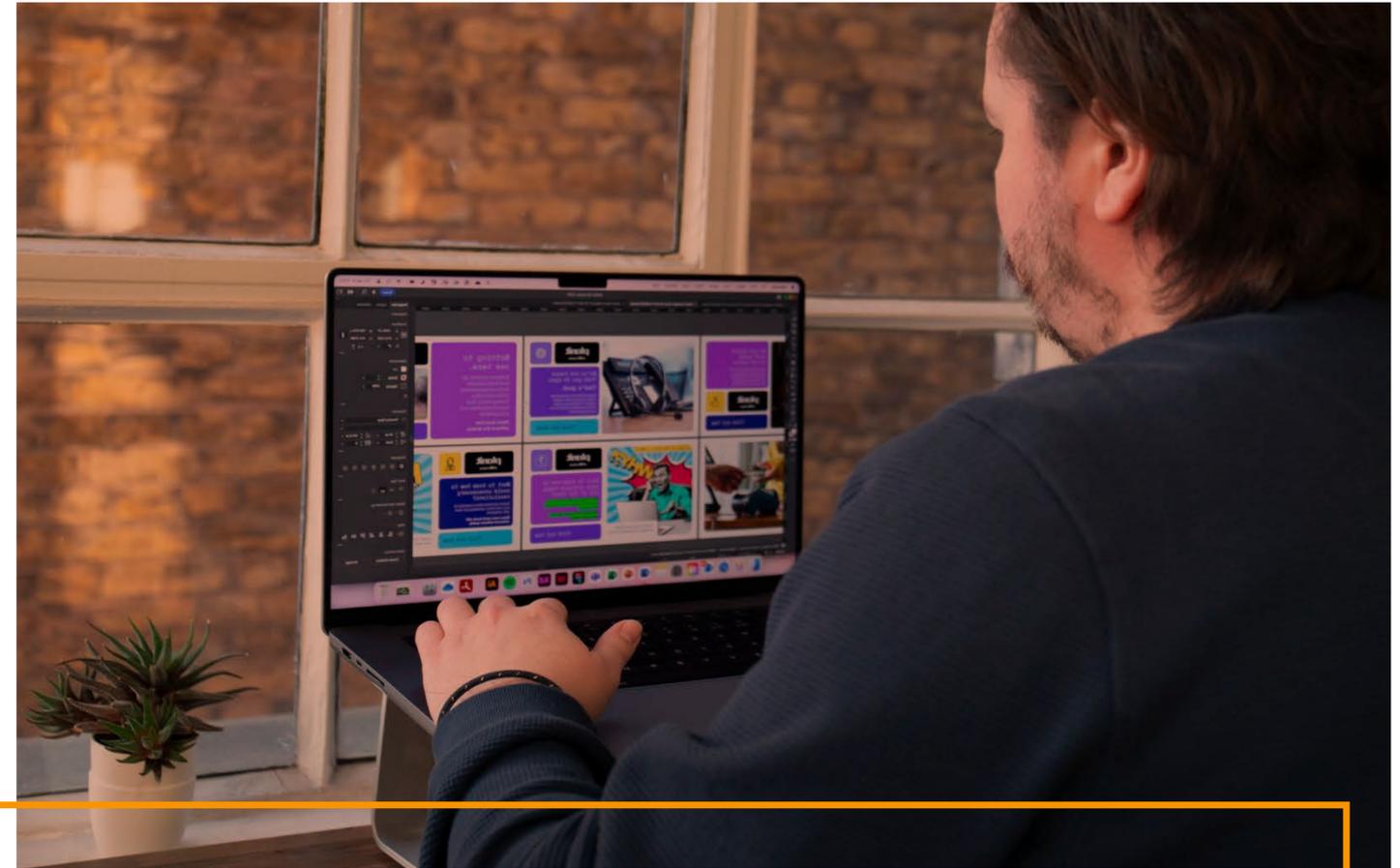
This report highlights the progress we've made in our ESG journey, as we lead by example and work to inspire others.

# Doing the right thing

To live our motto meaningfully, we must help **others progress on their own sustainability journeys.**

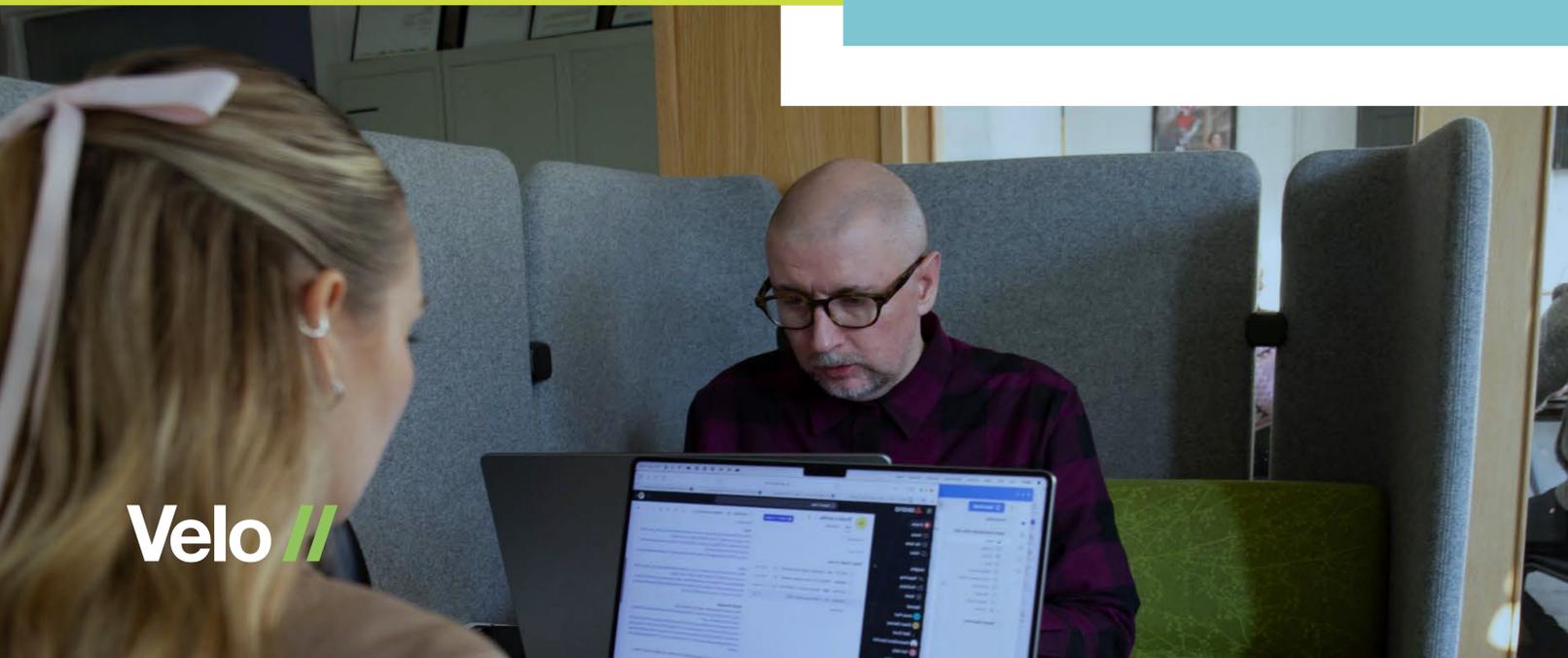
Many of the clients we partner with are large organisations with thousands of employees, while we operate on a much smaller scale. We were determined to set a sustainability path that matches our clients' ambitions, but we also understood the need to be realistic about the scale of change we could influence at our level. This led us to focus strategically on helping others amplify their impact, ensuring our efforts ripple outward.

**This approach required a clear, actionable plan — one that positions us not only as a service provider but as a strategic partner, guiding our clients toward sustainable success.**



As a business, we believe in doing the right thing — not out of obligation, but principle. This is our fourth voluntary ESG report, reflecting our drive to support our people, cut our footprint, and guide clients on their own sustainability journeys. By being transparent, we hope to inspire others too.

**PAUL CRABTREE**  
Managing Director



# Delivering on our strategy

Our strategy is built around three core commitments:



Do the right thing for our planet

We consider the environment in everything we do, making responsible choices that support a more sustainable future.



Do the right thing for our partners

By leading with integrity and setting an example, we hope to influence our partners to embrace their own ESG ambitions.

Do the right thing for our people

We strive to be a workplace where talented individuals feel valued, empowered, and inspired to grow.

We began by defining where we stood and where we wanted to go — ensuring every action delivered real impact, not just box-ticking.

Over the years, partners like TB+A, and sustainability advocate Peter Anderson, helped shape our thinking — showing how ESG can be a strategic asset, not just a requirement.

Four years on, that thinking has evolved. ESG is now embedded across our work, with clearer goals, deeper insight, and real progress to build on.

Our strategy is not static; it's a living framework that evolves as we continue to learn, adapt, and grow. With each step, we're moving closer to our vision of being a force for positive change—not only for ourselves but for everyone we work with.

# Ownership

## Targets without accountability mean drift.

This is why our Agency Leadership Group (ALG) owns this strategy, cascading aspects into individual team members' SMART targets while also leading project groups to support the development of future leaders.

### The Agency Leadership Group (ALG)

Sets the overall strategy

Owns initiatives as part of our 'growing leaders' programme

Divided into working groups for specific initiatives

Individual projects owned by team specialists ensure rapid progress and adoption

### Approach

Sustainability initiatives aligned to corporate priorities and three-year vision

Data-led actions to be published in high-profile forums

Mini-working groups tasked with sharing remit

Progress and results published on our blog and LinkedIn

**PAUL CRABTREE**  
Managing Director



**YENI OLUBAMOWO**  
Financial Director



**LOTTIE O'DONOGHUE**  
Strategy Director



**MATT SCUTT**  
Executive Creative Director



**LIBBY REYNOLDS-HORNE**  
Chief of Staff



**HELENA PHILLIPS (NÉE MARTIN)**  
Marketing Director

# Headline achievements



For our people	Target	Performance
Team satisfaction	> 80%	86%
eNPS	> 50	59
Have the highest Glassdoor rating of any UK-based B2B agency	Higher than peer group of B2B agencies	4.8/5 Glassdoor rating Highest rating of peers
Team development	100%	100%
Be more diverse and inclusive than the UK average	> 19% - ethnic minority representation	14.3% - ethnic minority representation
Have a smaller gender gap than industry average	> 17.8%	-1.8%
Introduce new early talent to the industry every year	1 position created	1 position created

For our planet	Target	Performance
Net zero	Scope 1 & 2 by end of 2022	Scope 1 and 2 achieved
	Scope 1, 2 & 3 by end of 2023	Achieved using carbon credits

For our partners	Target	Performance
Only partner with companies that share our values	Audit to be completed	Audit completed
Number of clients named as sources of unacceptable levels of stress	0%	0%
Be compliant with ESG requirements of clients	100% compliance with all clients	100% compliance with all clients
Manage ESG-related projects	For 20% of Velo's core clients	For 15% of Velo's core clients
Support charity partners through fundraising and pro bono activity	120 hours per annum	437 hours £1,000s raised 2529/km in Miles of Smiles

Sources:  
Feb 2025 Staff Survey  
\*\*Aug 23-Internal Staff Survey  
Otherwise all data at 1st April 2024.

# Social value:

## why it matters to us and our clients

Social value isn't a buzzword. It's the positive impact a business creates through how it hires, buys and supports communities.

For many of our clients – particularly those working with the public sector – proving social value is now a procurement requirement. And it doesn't stop there.

Increasingly, organisations are expected to assess their supply chains too. That means agencies like Velo have a role to play. We're starting a study into our own operations and at appropriate frameworks to understand and improve the social value we create. Not just to align with our clients' goals, but to raise our own standards in the process.

For our people

# What have we done for our people?

When we say 'for our people', we mean...

Making our work environment a place where the best talent wants to work and grow.

Promoting a healthy balance between home and the office.

Being a place where ability is recognised and rewarded—irrespective of background.

Read on to dig deeper into our work on diversity, equality and inclusion, well-being, training and development, and our charity ethos and activities.

We have always put **our people** at the centre of everything we do.



## For our people



# BEST PLACES TO WORK

campaign

“ The agency culture is fast-paced, fun and people-oriented, with good training and investment opportunities for skills-based learning. The work and client base are diverse, niche and interesting; there are always new opportunities to learn and grow. Velo management has always taken time to understand my career objectives and provided progression opportunities and support to help me achieve them. Agency leaders and senior management genuinely care and hold themselves accountable to the company values. This translates across the wider teams, creating a work culture that is supportive, proactive, appreciative, optimistic and conscientious. The social and charity committees set up a range of fun events and initiatives throughout the year, providing great collaboration and social opportunities!

GLASSDOOR REVIEW



Doing the right thing for our people is all well and good on a poster or a report, but it can only be measured one way: through the happiness and fulfilment of everyone who walks through Velo's doors. Whether plying their trade in the office, at home, or wherever they need, we're proud that Velo's people so vocally enjoy their time working and developing at this agency.

We were overjoyed to be recognised as one of the top 100 'Best Places to Work' scheme by Campaign Magazine, a publication described as 'the Bible of British adland', but it's the feedback from our own people that is the true measure of success in this regard.

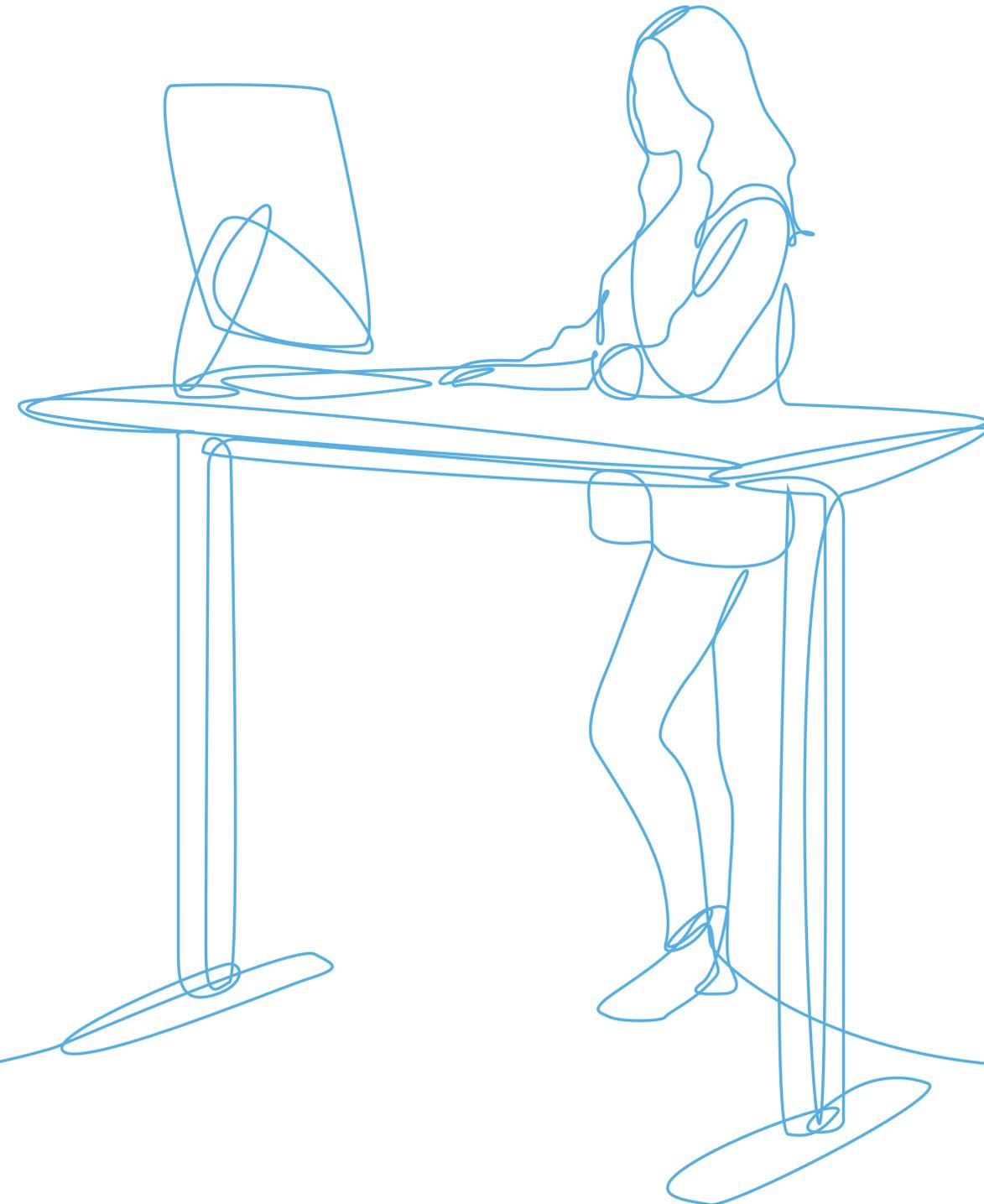
# Stand-up desks

At Velo, we believe a healthy workspace fuels creativity and productivity. One way we actively support our team's well-being is by integrating stand-up desks throughout our office.

These desks encourage movement, allowing our team the flexibility to switch between sitting and standing, making long workdays more comfortable and reducing the strain of sitting for prolonged periods.

Adding stand-up desks is part of our broader commitment to creating an environment where people can do their best work.

**Our facilities will continue to evolve in line with team feedback and best practices.**



For our people

# Burnout tracking

Supporting our team's mental health isn't a box-tick, it is a core part of how we work. We monitor burnout risk through regular, no-pressure check-ins, but we also track holiday patterns to make sure breaks are being taken often enough.

Yes, we actively encourage time off and must be one of the few agencies able to say this!

When we spot early signs of stress, we respond with practical support: from tailored resources and mental health days to a genuine open-door culture.



Burnout isn't always obvious, which is why we keep an eye on it. If we can spot the signs early, we can support each other before it becomes a problem.

**PAUL CRABTREE**  
Managing Director



# Causes of stress monitoring

## Monitoring causes of stress

Stress doesn't come from a single source — and no two people experience it the same way. Personal and professional pressures blend together, and everyone has a different threshold.

In a fast-paced, client-led agency, stress can stem from personalities, tight deadlines, shifting resources, or the pressure to deliver on promises. Add team dynamics, workload spikes and project complexity — and it quickly becomes difficult to control.

That's why we take it and our organisational responsibilities seriously. Every six months, we run surveys to monitor common causes of stress — looking at specific clients, project types, and overall organisational patterns. This helps us spot pressure points early, and check where relationships or ways of working may need adjusting.

We know we haven't cracked it. But by creating visibility, we give our team the tools — and the permission — to manage stress proactively, not reactively.

## Remote working support – “doing it well”

In her book **“your resource is human”**, Melissa Romo identified five risks of remote work categorised into boredom, guilt, paranoia, depression and loneliness. The model provides a structure to assess the support provided to teams in a flexible working environment. It also provides a numerical score to assess progress.

Our indexes are improving, but we continue to do remote work **“well”**.

**20%** reduction in team members reporting that their stress level has exceeded an acceptable level at work. More work to do, however!





**St John**  
Ambulance



For our people

# St John Ambulance Mental Health Training

All members of our senior team are trained as mental health first responders through St John Ambulance.

Why? Because confidence, competence and clarity matter. We want our leaders to feel confident in how to approach mental health conversations, competent in recognising early signs, sometimes before the individual does, and clear on the right support to offer.

This isn't just about supporting our team. It's about showing up well for our clients too. Mental health affects everyone, and having trained first responders helps us create safer, more supportive environments - where people know they'll be heard, not just helped.

For our people



**‘Live Well at Velo’ is our holistic wellness ethos and programme designed to support our team’s physical, mental, and emotional well-being.**

From access to fitness programmes and healthy snacks in the office to resources focused on mental health, we aim to create a balanced environment that empowers everyone to live well.

**This programme continues to grow based on team feedback and new ideas, ensuring that our wellness initiatives evolve as our team’s needs do.**

At Velo, we’re committed to fostering a workplace that champions well-being at every level, knowing it leads to a stronger, more resilient team.

# Live Well at Velo //

For our people

# Supporting those who support us

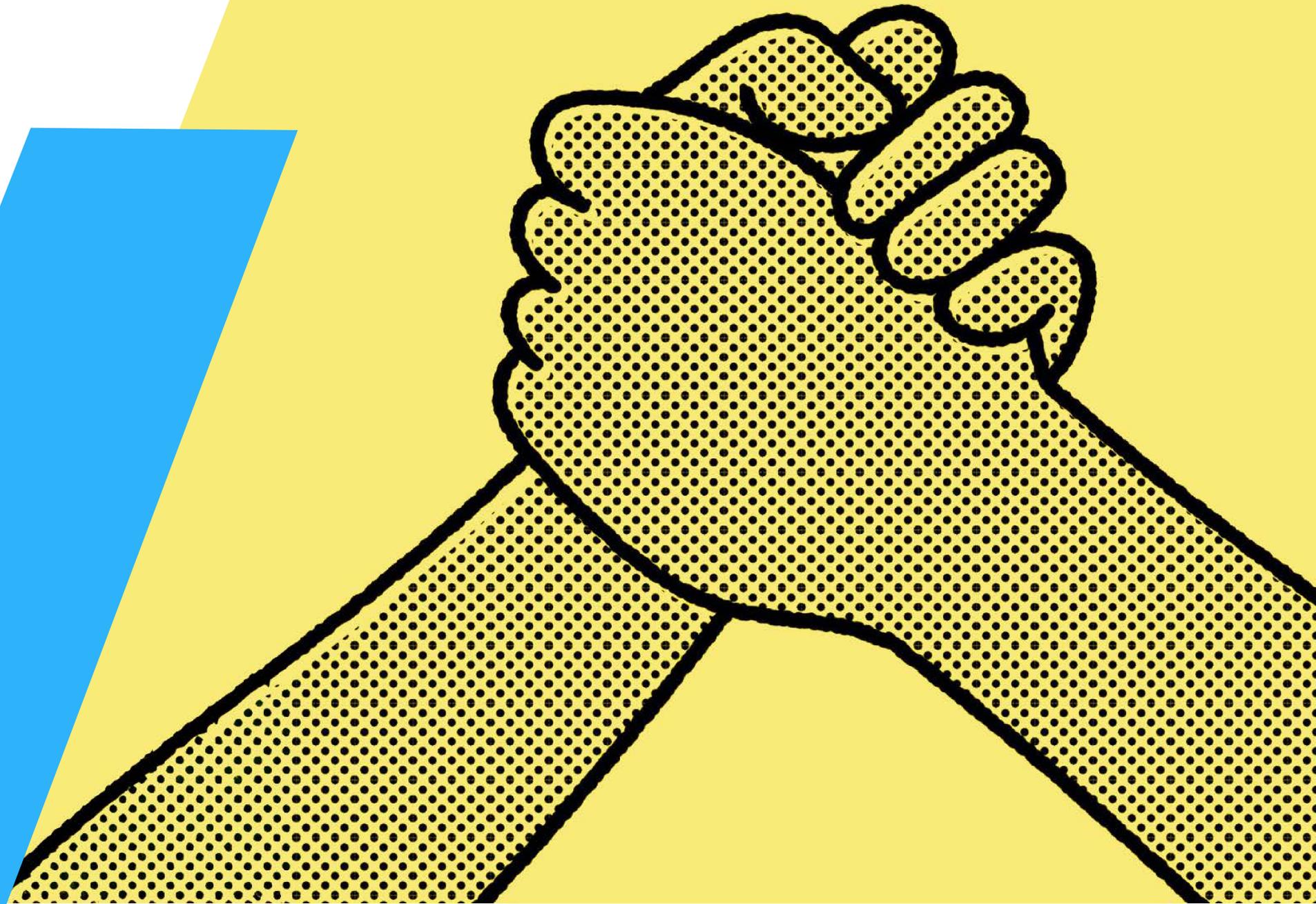
**NABS** is the support organisation for the advertising and media industry, focused on improving the wellbeing of everyone working within it. They provide a wide range of services — from mental health support and financial grants to career coaching and wellbeing advice — tailored to the needs of professionals across all levels. In 2022, over 11,000 people accessed NABS services, underlining how essential their support is to the industry.

As an independent agency, we may not be the biggest — but mental health affects everyone, regardless of size or status. That's why we're proud to support NABS through both donations and by helping raise visibility for their vital work.

**Doing our bit matters.**

**NABS**

**Velo //**



# Flexible working



Flexible working is at the heart of our approach to work-life balance. At Velo, we trust our team to manage their time effectively, whether that's in the office, from home, or a combination of both. Our flexible working policy is designed to support our team's diverse needs, making it easier for everyone to balance their professional responsibilities with their personal lives.

We've seen the benefits first-hand: feedback from anonymous surveys shows that this flexibility has led to higher job satisfaction, improved well-being, and increased productivity. By embracing flexibility, we support our team in finding a work routine that best suits their personal and professional lives.

# Out-of-hours contact

Respecting personal time is essential to maintaining a healthy work-life balance, which is why we limit out-of-hours contact. At Velo, we encourage our team to disconnect after the workday, prioritising rest and personal time.

Our policy ensures that urgent matters are handled responsibly, with on-call systems in place when needed, but that our team isn't expected to be available around the clock. We believe this approach not only respects personal time but leads to more focused and effective work during business hours.



For our people

# Progress needs presence: female leadership

Women remain underrepresented across tech, leadership and AI — and even where progress is being made, access to skills and support still isn't equal.

That's why we believe it's important to be present, visible, and supportive in the spaces that matter — whether that's through mentoring, sharing experiences, or just showing up and listening.

We actively support initiatives like Women in Tech, Women in Agencies, and Women in STEM, and we work with clients who are equally committed to building a more inclusive future.

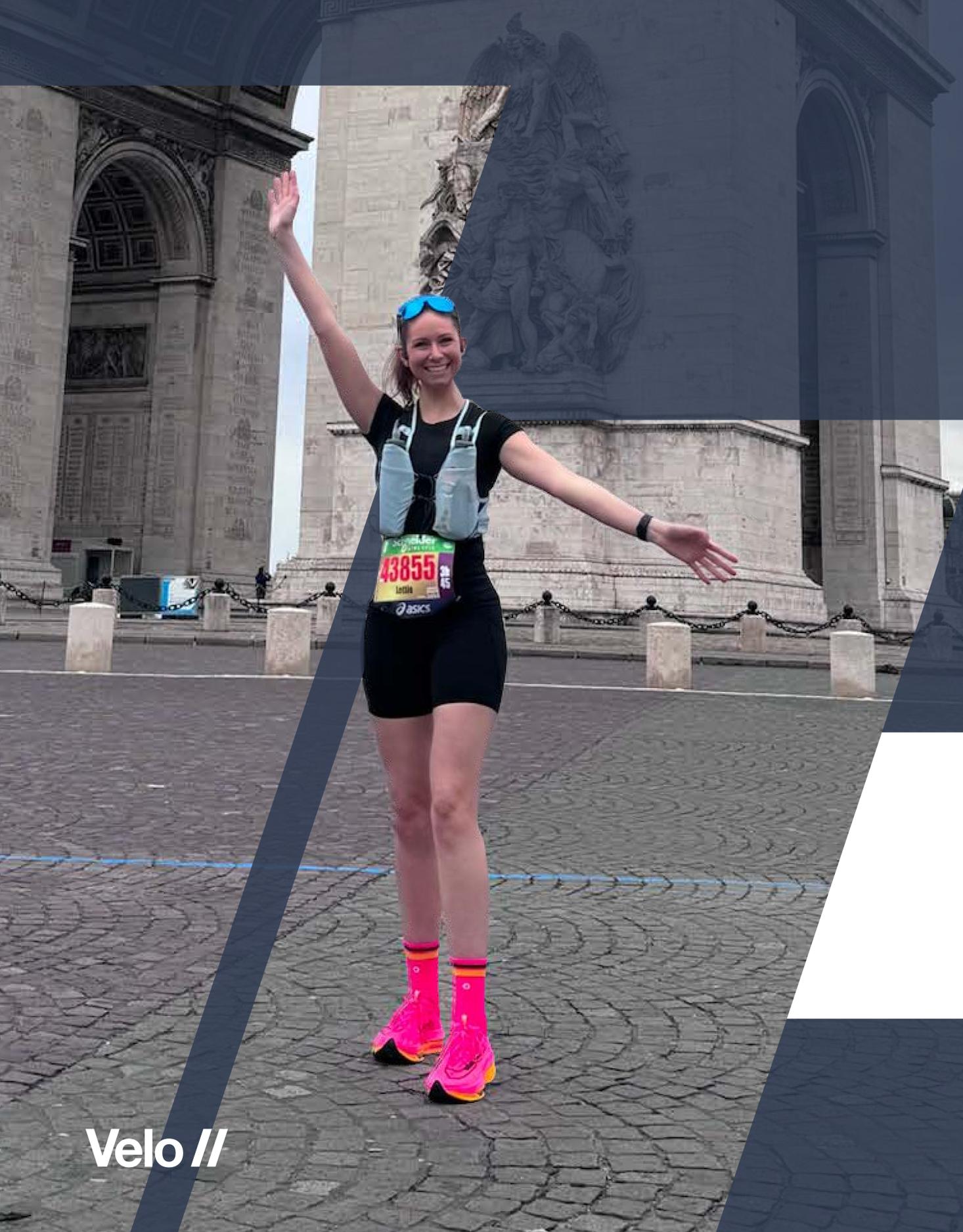
**60%\***  
of our Agency Leadership Team are women

**52%\***  
of our overall team identify as women

**Not by policy, but because they're the best people for the job.**

\*As of March 2026





## For our people

# Supporting the charities that matter to us

### Giving back, together and individually

Supporting good causes is something we take seriously at Velo — and proudly. Since launching our charitable initiative, our team has dedicated hundreds of hours each year to causes that matter.

In 2024 alone, we contributed over 120 hours to a range of activities — from food bank support and local outreach to helping produce the Riding for the Disabled Association’s annual calendar.

We encourage everyone at Velo to give their time to the causes they care about through this program, whether through volunteering or fundraising. It’s one way we strive to make a positive impact beyond client work.

Alongside our own efforts, we supported a number of charity events this year including organised runs, football teams and bike rides. Notably, our Strategy Director, Lottie O’Donoghue, completed her latest marathon including the Paris Marathon for Cancer Research UK — just one example of the Velo spirit in action.

# Training and development

Proactivity is a core value at Velo, and it drives our approach to learning. By investing in continuous development, we empower our team to deliver exceptional work and grow within their roles.

We've provided over 1,000 hours of training for our team, focusing on areas that matter most:



## Leadership resilience

To better equip our managers for change, we offer mental health training and a strengthened mentoring programme, supporting them to lead with confidence and empathy.



## AI

As an agency, we never shy away from the future of tech, so training in AI tools helps our team work smarter and in line with our AI policy, keeping us at the forefront of marketing innovation.



## Technical training

From presentation skills to MarTech, PowerPoint to Creative Suite, we invest in practical training that sharpens everyday impact across our team.



## Sector knowledge

Through “a problem solved” workshops, we dive into the unique challenges facing our clients' sectors, from marketing to different generations to industry-specific challenges and opportunities.



## B2B marketing expertise

Using our bespoke branding, campaign planning, and creative frameworks, we ensure our team consistently delivers B2B marketing we're proud of.



## Mentorship

Mentorship is central to life at Velo, with everyone — from management to team members with specialised skill sets — actively sharing their knowledge to ensure we're constantly learning, growing, and improving together.

## AI training and capability building

All Velo team members receive baseline AI training to ensure a consistent, responsible approach across the business. This is supported through mentoring, helping teams apply AI practically in planning, problem-solving and delivery.

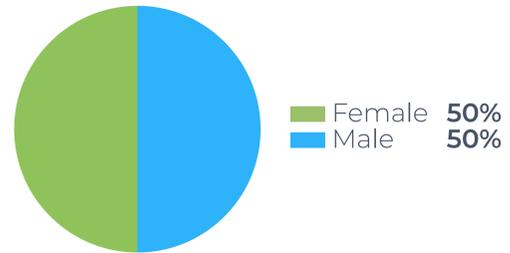
AI use operates within our AI policy, which sets clear guardrails around compliance, data protection and client trust. Within these boundaries, we encourage exploration, enabling teams to test and learn while maintaining high standards. We use AI as a set of tools to think, plan and do, supporting better decision-making, efficiency and consistency without replacing human judgement. This capability forms part of our wider AI ecosystem, Olev, which brings together platforms, templates and best practices. Increasingly, we are extending these learnings beyond our own teams, working with clients to support the responsible rollout of AI within their own organisations.

For our people

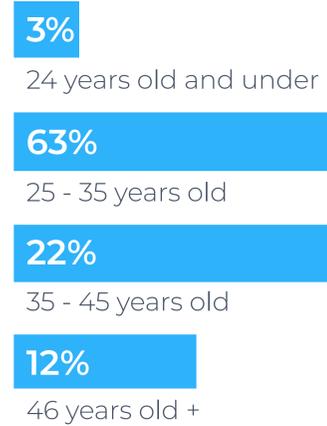
# Diversity, equality, inclusion

As of 1st April 2025

## Gender diversity



## Age profile



## Gender pay gap



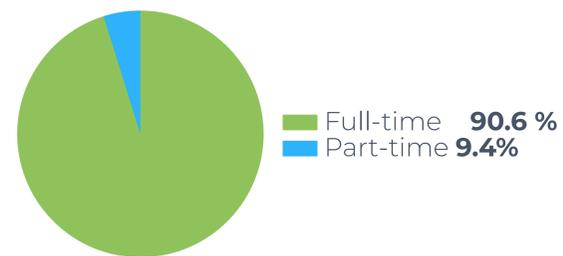
**Velo has a smaller gender pay gap than the industry average.**

Source: [www.gender-pay-gap.service.gov.uk](http://www.gender-pay-gap.service.gov.uk) – 53 companies were analysed – all “Advertising agency-73110 SIC codes”

## Minority ethnic group



## Working patterns



## For our people



# Miles for Smiles

Our annual charity challenge keeps gathering pace — and this year, **Miles for Smiles** reached its biggest total yet.



## Challenge Completed

### Every step counts

Each August, the Velo team gets moving — walking, running, cycling (or whatever gets us out and active) — to raise money for the causes that matter most to us.

We track our collective progress on Strava, with every kilometre earning £1 for charity. This year, we clocked up £1000s for charity.

But our impact didn't stop there. Alongside the kilometres, our team gave time — volunteering, offering pro bono support, and fundraising for causes close to their hearts.

The money raised has gone to charities chosen by our people, reflecting what matters to them and reinforcing our belief that doing good should go hand in hand with what we do every day.

For our people

# Good enough to recommend

What is it like to work at Velo and what do our team members value most?

Don't just take our word for it, here is just a small sampling of comments from our 4.8 star rating on Glassdoor.

In their own words:



A fun and friendly culture.



Great work/life balance.



Very flexible with hybrid working.



The socials are fun.



Plenty of opportunities for quick progression.



Good salary and regular pay reviews.



Huge focus on employee wellbeing.



Friendly team, willing to support each other.



A great client base and opportunities to work on a variety of projects.



Open communication and transparency throughout the agency.



Very good training budgets and resources.



Upper management are strong leaders.

glassdoor

4.8 | ★★★★★

As at 31st December 2024

Amazing team with great support for career development and growth.



For our planet

# What we have done for our planet

Sustainability is central to our operations at Velo, and we're committed to reducing our environmental footprint through concrete actions.

By holding ourselves accountable and setting clear sustainability targets, we are on a continuous journey to improve our practices and contribute meaningfully to a healthier planet.



# Science Based Targets initiative

As part of our commitment to sustainability, we're aligning with the Science Based Targets initiative (SBTi), a global effort uniting over 5,000 businesses in setting emissions reduction targets grounded in climate science.

We're pursuing the SBTi's streamlined validation route for SMEs, focusing on near-term targets for Scope 1 and 2 emissions. While Scope 3 emissions aren't currently included in this validation process, we're proactively implementing measurement and reduction strategies to address them. This approach ensures we're contributing to the global goal of limiting temperature rise to 1.5°C above pre-industrial levels, as outlined in the Paris Agreement.

By integrating SBTi's frameworks into our operations, we're taking concrete steps towards a sustainable future, demonstrating our dedication to responsible business practices and environmental stewardship.



# Exploring the TOMs social value framework

The TOMs framework (Themes, Outcomes and Measures) is a widely used UK standard for defining and measuring social value, particularly in public sector procurement. It provides a consistent way for organisations to evidence the positive impact of their activities. Following a request by our client, ABM,, we are undertaking a high-level review of how our operations contribute to social value. This work focuses on establishing a clear baseline and direction for improvement, rather than detailed measurement at this stage.

The areas we are exploring include:



## People and skills

How we recruit, develop and support our team, including early careers, progression and inclusive employment practices.



## Supply chain and partnerships

How our purchasing decisions and partner relationships support SMEs, specialist suppliers and local economic value.  
how our purchasing decisions and partner relationships support SMEs, specialist suppliers and local economic value.



## Community and wellbeing

How we contribute time, skills and support to communities and initiatives aligned with our sectors.



## Equality, diversity and inclusion

How inclusive practices are embedded in our culture and leadership.



## Responsible business practices

How governance, ethics and transparency underpin the way we operate. This study helps ensure our internal practices reflect the standards our clients are increasingly held to, and provides a foundation for continuous improvement.

For our planet

# Trains over planes

We've reviewed how and why we travel — making small but meaningful changes. New guidance now prioritises trains over planes, and public transport over cars wherever possible.

It's a modest shift, but part of a bigger journey to reduce our footprint.

After all, if we say we're about "miles of smiles", we should mean it — starting with how we get from A to B.



# Office recycling

Our recycling journey began with clearer bins, composting options, and regular audits — laying the groundwork for a culture of mindful waste at Velo.

An audit with the Southwark Climate Collective highlighted strong performance in mixed recycling (99% accuracy) and revealed a chance to improve general waste sorting, where 26% was still recyclable.

Since then, we've stepped things up. Staff training on recycling is now part of onboarding, we've added more bins across the office, and introduced behaviour change by design — using clear, visible signage to make the right choice the easy one.

We're still learning, still refining, and still committed to reducing our footprint, one better bin at a time.



# Taking responsibility for our footprint

**Tracking our impact. Owning our choices.**

Since 2021, we’ve been measuring our carbon footprint using Sage Earth — chosen for its alignment with the Greenhouse Gas Protocol and its seamless sync with our accounting platform, Xero.

That data has helped us cut mileage, change suppliers and make smarter, greener decisions — backed by real financial reporting, not just good intentions.

Where we can’t yet eliminate emissions, we offset them through verified carbon credits via Ecologi. It’s not perfect, but it’s part of being accountable.

But here’s the truth. Our emissions have increased. And we know why.

Heating costs rose after a colder winter.

We returned to more face-to-face meetings — though we still train, not plane, where possible.

Marketing activity stepped up, driving more business (and more carbon).

This isn’t a step backwards. It’s a reality check. When a business grows, so does its footprint.



Year	2021/22	2022/23	2023/24	2024/25
Scope 1	0.5 Tonnes	2 Tonnes	4.4 Tonnes	8.1 Tonnes
Scope 2	10.2 Tonnes	3.3 Tonnes	1.1 Tonnes	1.0 Tonnes
Scope 3	41.1 Tonnes	56.4 Tonnes	49.5 Tonnes	71.5 Tonnes
<b>Total emissions</b>	<b>51.8 Tonnes</b>	<b>61.7 Tonnes</b>	<b>55.0 Tonnes</b>	<b>80.6 Tonnes</b>

Source: Sage Earth carbon accounting tool.

For our partners

# What have we done with our partners?



All the work we do has an impact.

**When we say 'with our partners', we mean...**

Leading by example and sharing our experiences through advocacy for ESG initiatives.

Pro-actively supporting our clients on their ESG journeys to amplify the impact they can have.

Working only with those that share our values.

Read on to dig deeper into our work with our clients and our suppliers.

For our planet

# Grassroots football

## Supporting grassroots football

**We're proud to support Oxted Juniors, a local football club where over 500 children learn teamwork, resilience, and the joy of getting outdoors — whatever the result on the pitch.**

Rather than short-term sponsorship, we chose to provide training kit which will be passed through the different teams as they grow older.

It's a practical way to make a lasting impact, giving multiple generations of players the gear they need to grow, play, and belong.



## For our partners

# Responsible partnerships

For us, partnerships are more than collaborations—they're an opportunity to make a real difference in our Scope 3 emissions. While these aren't emissions we produce directly, they're linked to us through our value chain, encompassing everything we're indirectly responsible for up and down the line.

One of the most impactful roles we can play is through advocacy. By sharing our journey, including through this report, we hope to inspire others to take action and drive change in their own networks.

### What has been achieved?

We're consulted by the Bank of England, the CBI, the ONS, and HMRC, contributing to research that shapes government policy.

We support the London Bridge BID initiative, working to enhance SE1 as a sustainable and vibrant place to live and work.

We collaborate with enterprise clients to help them explore and address the sustainability impact of their supply chains.

We engage in pro bono work and fundraising for charities close to our team's hearts, reinforcing our commitment to positive social impact.

**Through these partnerships, we're pushing beyond our immediate responsibilities to drive meaningful change in the wider community and across our industry.**

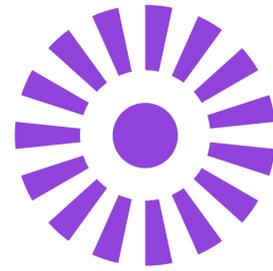
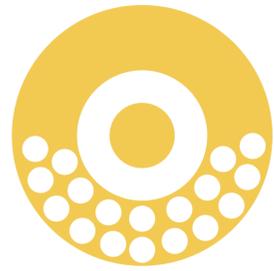
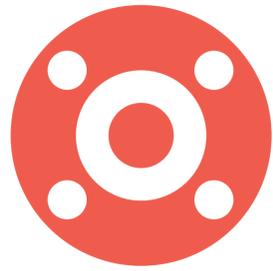


“ Through our staff survey, we continue to anonymously assess whether any of our clients, projects, or partners cause undue amounts of stress. We're committed to take action as an agency where appropriate.

LIBBY REYNOLDS-HORNE  
Chief of Staff



## For our partners



# Southwark Climate Collective

As active members of the Southwark Climate Collective, we're joining forces with local businesses to drive meaningful climate action within our community.



This partnership allows us to share knowledge, resources, and ideas, collectively aiming to reduce our environmental footprint in the Southwark area.

Our involvement in this initiative reflects our commitment to being a positive force in our community and demonstrates our belief that real change happens when we work together.



For our partners

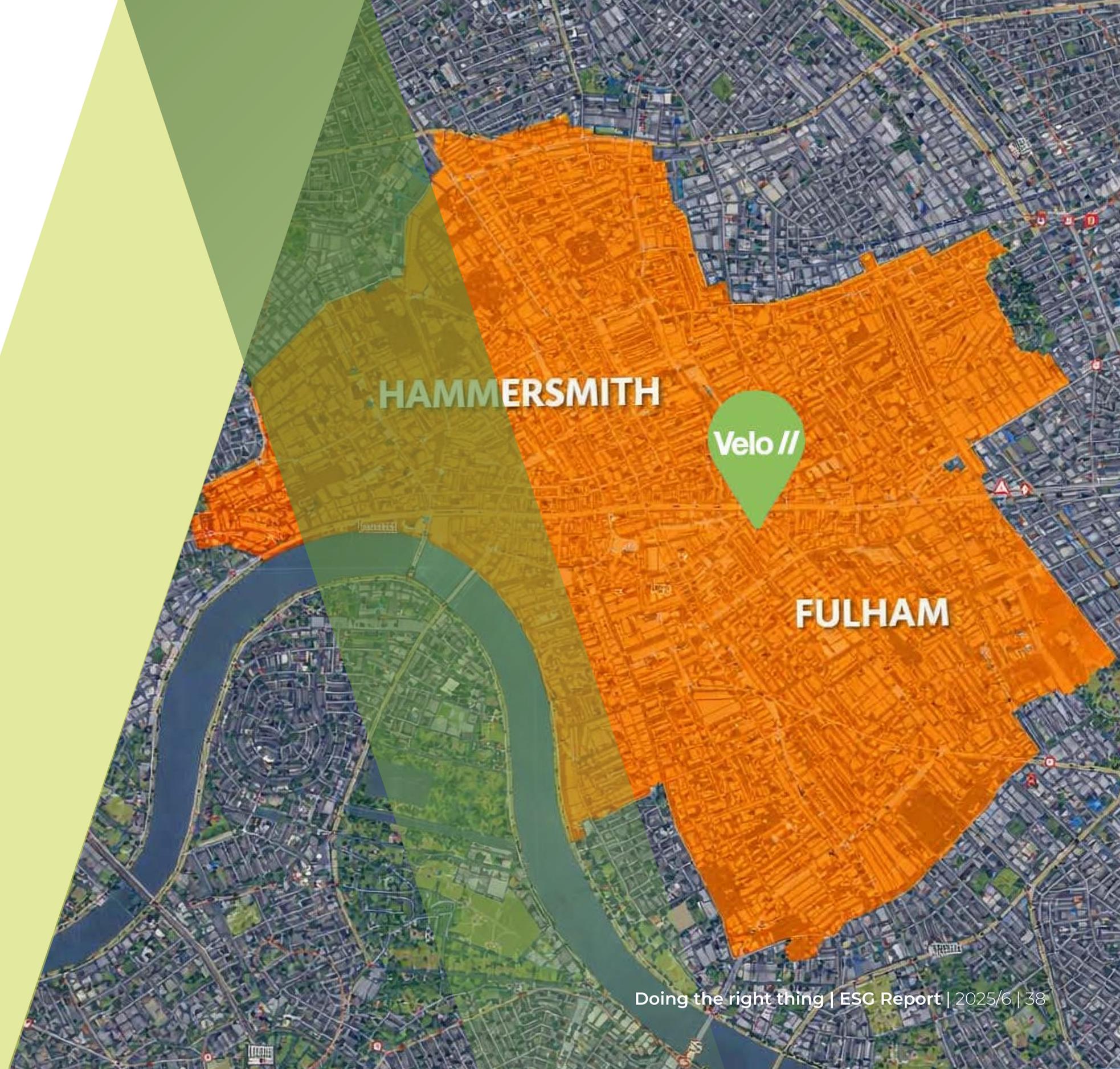
# Investments in councils

Backing local, thinking long-term.

With councils across the UK turning to green bonds to fund climate action, we're exploring how businesses like ours can help power local progress.

Our first step? Looking just down the road to Hammersmith & Fulham — one of the first to welcome private investment in sustainability. Such projects can span everything from greener transport to sustainable drainage schemes that reduce the risk of local flooding during heavy rain.

It's a model that delivers more than financial return. It's about investing in resilience, in climate action, and in the places we call home.



For our partners

# Eliminating waste in pitches

While pitches are one way to find an agency partner, they often come with unnecessary pressure and stress for both the client and the agency.

**A lot hinges on the client's initial brief—any misalignment at this stage can derail the entire process, leading to challenges for everyone involved.**

Pitches are typically fast-paced, working with limited information and tight deadlines. This often means creating work that may never be used, adding strain to the process at every turn. That's why we advocate for a fair, open, and sensible approach as encouraged by the IPA and ISBA's Pitch Positive Pledge initiative.

There are effective alternatives to the traditional pitch process. Our Managing Director has been actively campaigning to encourage clients to explore these options, reducing unnecessary stress and ensuring a smoother path to partnership. Learn more about our perspective here:

<https://voice.velo-b2b.com/b2b-expertise/b2b-marketing-agency-selection/>



# Making a difference through our work



## Less waste, more impact with Account Based Marketing (ABM)

We're investing in smarter, greener marketing. ABM means targeting only the companies that matter—reducing waste, increasing relevance, and delivering real results. Now used across tech, manufacturing and professional services, it's better for clients and the planet.



## Smarter intelligence to influence those who lead change

We have helped our clients reach the people shaping sustainability with a significant investment. Through data, personas, buyer unit maturity mapping and channel insight, we equip campaigns to influence decision-makers—amplifying our clients' impact and, in turn, our own.



## Green messaging, without the greenwash

We help clients talk sustainability with substance. We have developed a number of messaging models connect environmental benefit with commercial impact—giving every stakeholder a reason to act. It's credible, pragmatic, and proven across all our sectors.



## Exhibitions with less waste and more value

Events are back — but waste shouldn't be. We design reusable stands, modular messaging, and sustainable promo items that make an impact in the hall, not the landfill. Smarter for budgets, better for the planet.

For our partners

# ABM: Better targeting, lower impact

**We're investing in more focused, less wasteful marketing.**

By its very nature, Account-Based Marketing (ABM) reduces waste. Rather than broad campaigns that hope to hit the right audience, ABM focuses on individual organisations — and often, the specific people within them. The result? More relevance, more impact, less unnecessary spend.

We've significantly expanded our ABM offering, investing in every part of the journey: data research, channel selection, creative, activation, experience design and measurement. That means better outcomes for our clients — and less environmental impact overall.

We're now applying ABM across every sector we work in: from EdTech and SaaS to precision engineering, cybersecurity, insurance, and the built environment.

It's a smarter and a greener way too.



For our partners

# Equipping clients to influence sustainability decision-makers

**Our intelligence helps clients shape change and scale their impact.**

Our biggest environmental impact is helping others deliver theirs. That's why we focus on giving clients the intelligence they need to reach the people driving sustainability in their organisations.

We build custom databases of contacts responsible for ESG, map decision-making structures, and assess organisational maturity on sustainability. Using deep persona modelling — including our proprietary Olev AI ecosystem — we uncover what motivates decision-makers and how best to reach them.

From there, we advise on channels, shape messaging, and guide content that balances compliance pressures with greener ambitions — always in context.

It's insight that helps clients make their campaigns more effective. It's how we create impact at scale — by powering the progress of those working hardest to drive change.



For our partners

# Green messaging that means business

**Helping clients link sustainability to success — without greenwash.**

Sustainability isn't just about saving the planet — it's about making better business decisions. That's why we help clients craft messaging that's both environmentally credible and commercially grounded.

Our models span compliance, operational efficiency, and bottom-line improvement — creating narratives that speak to the different needs within a buying unit, from procurement to C-suite. It's a pragmatic approach that balances ambition with accountability, giving every decision-maker a reason to believe and act.

These messaging frameworks are already being used across our core sectors — from EdTech and SaaS to manufacturing, infrastructure, and professional services — helping clients avoid greenwash and instead communicate with confidence and clarity.

**The result?** Messaging that drives real action, real alignment, and real progress. More client success means more scope 3 impact.



For our partners

# Reusing, recycling and rethinking events

## Designing exhibitions that work harder and waste less.

Exhibitions are back — and while the opportunity is big, so is the waste. Single-use stands and discarded promo items are bad for the environment and the bottom line.

That's why we take a reuse-first approach to event marketing. We design modular stands and signage that can be rebranded, reconfigured, and reused — extending their life across multiple campaigns. We also repurpose branded elements into office spaces like receptions or meeting rooms, getting extra value long after the event ends.

Promotional items follow the same principle: sustainable, recycled or recyclable, always aligned to a theme, and genuinely useful to the recipient. And if they do end up in the bin, we've made sure it's the right one.

It's a smarter way to show up — without costing the earth.



# Where will we go next?

We know there's always more to do and we remain committed to doing the right thing.

In the year ahead, we'll keep pushing forward by backing our people, protecting the planet, and deepening our partnerships. The goal? Meaningful progress. Long-term impact. No shortcuts.





**Do you have an initiative we can support?**

Are you a charity that aligns with our values? Are there projects we can help with? Would you like to be a Miles for Smiles recipient? We want to hear from you.

**COULD**

**YOU**



**Could we partner with you?**

The most successful journeys are rarely achieved alone. We'd love to hear from partners that thrive on a meeting of minds.

**GET**

**INVOLVED?**



**Can we tell your story?**

Marketing your niche offering to a niche audience is our sweet spot. We'd love to talk to you.