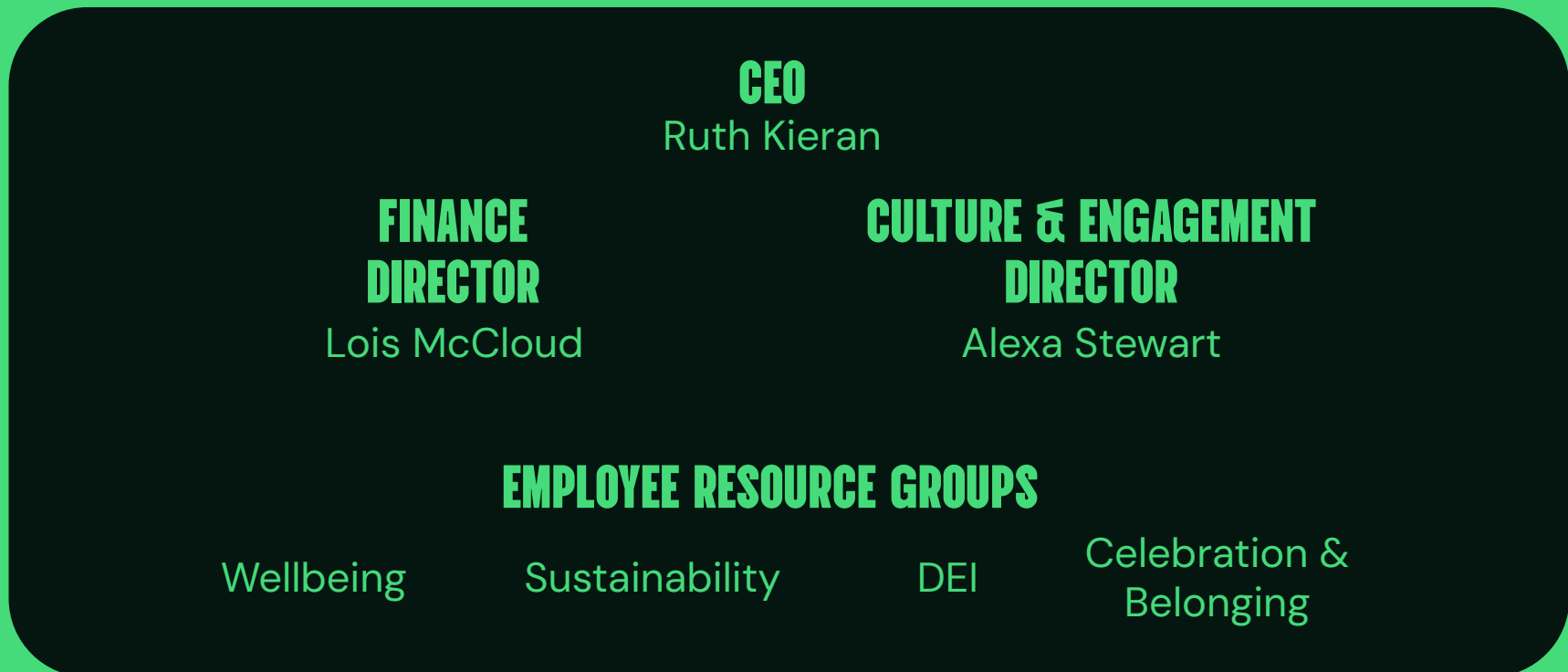


**CIRKLE
IMPAKT
REPORT
2023/24**

CIRKLE

As a proud B Corp accredited business, at Cirkle, we believe in the power of transparency and are pleased to publish our first annual impact report. This report details the initiatives and progress we have made towards each of the 17 UN Global Sustainable Development Goals. Stewardship of positive, action-oriented environmental and social governance is intrinsic to how we operate as a business, influencing both our decisions and actions.

We recognise that accountability lies with all of us and have developed a robust governance structure to ensure board-level sponsorship across our critical areas. As avid champions of corporate social responsibility, Cirkle's CEO, Ruth Kieran, also sits on the board of our parent company, Accordience, and serves as the Group global board sponsor for ESG and DEI.



“

I am genuinely proud of the progress we've made in our sustainability and ESG efforts this year. In 2024 we've initiated a range of new projects from enhancing employee wellbeing programmes to putting in place targets to transition to 100% renewable energy and achieving net zero carbon emissions by 2030. We have also made strides to continue our community and industry partnerships, for example our continued support of a local food bank, Plastic Free July initiative, and our Wild Champions programme reflecting our commitment to making a positive impact wherever we can. We're also working closely with our clients to create more sustainable campaigns, partnering with them to build a better world for future generations. While individual activities can often feel small against an overwhelmingly large challenge, they are crucial for our planet's future. With intention, commitment, and the support of our team, clients, and industry, we are dedicated to driving the agency and our industry forward, which means a more sustainable future for all.

”

Ruth Kieran
CEO

ACCREDITATIONS, PARTNERSHIPS & SIGNATORIES

At Cirkle we are proud of the many accreditations, partnerships and signatories that we have achieved and remain committed to upholding the highest standards expected of us.

ACCREDITATIONS



PARTNERSHIPS



United Nations
Global Compact

SIGNATORIES



INITIATIVES AND PROGRESS

We have summarised the initiatives and progress we have made against each of the 17 UN Global Sustainable Development Goals:

SUSTAINABLE DEVELOPMENT GOALS



END POVERTY IN ALL ITS FORMS EVERYWHERE

- In April 2024 we made a commitment to pay London Living Wage minimum to entry level staff (offering starting salaries of £25,500 per annum)
- Cirkle holds a long-standing partnership with High Wycombe Food Bank, One Can Trust, including financial contribution to the charity's fundraising efforts – in December 2023, we donated £5,500 to the charity, in lieu of sending Christmas cards.
- Cirkle has made a commitment to paying all interns a fair London Living Wage, and restricts unpaid work experience placements to one week, whilst also committing to covering travel expenses.
- We are committed to the financial wellbeing of our staff and work with an independent money coach who runs agency-wide regular workshops and talks, as well as offering staff quarterly 1:1 confidential financial coaching clinics



END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

- Cirkle holds a long-standing partnership with High Wycombe, Food Bank, One Can Trust. As well as financial contributions, Cirkle donates food to the warehouse and runs volunteering afternoons in the warehouse to make up food parcels for the local community
- We offer free healthy breakfasts and snacks to staff in the Holborn Gate office, as well as offering sessions with nutrition and fitness experts
- The internal Cirkle Sustainability Champions team launched the Wild Champions initiative in 2023, in a move to regenerate the outdoor roof terrace space. As well as planting programs to improve the biodiversity of the space, the team have also built and planted a kitchen-garden space, giving employees of Holborn Gate free access to home-grown local produce, including herbs and fruits.



ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

- In 2018, Cirkle created the Wellbeing Warriors Employee Resource Group, who are responsible for delivering an annual Wellbeing programme which includes:
 - Regular staff engagement events – office massages by trained masseuses, puppy therapy through charity, Paws in Work, and line manager training with the Mental Health Foundation.
 - Initiatives, programmes and benefits throughout the year for staff to invest in wellbeing – e.g. the Joy Day, and the monthly 'joy' programme, which gives team members 19 hours throughout the year as paid time off to focus on their wellbeing
- Cirkle works with a third-party occupational health practitioner to provide specialist support when appropriate
- In 2023 the Cirkle Wellbeing Warriors launched the Working Well Manifesto – a set of principles to improve wellbeing & work-life balance. The principles include protected lunchtimes, encouragement of walk & talk meetings and designated focus time for critical thinking
- Cirkle offers enhanced tenure-linked holiday – for those above 3 years service – 33 days of paid leave per year are offered
- Time off in lieu policy to reduce working beyond contracted hours in key campaign periods running over weekends



ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

- Cirkle offers an annual work experience placement programme – giving a cohort of individuals access to work experience within the creative comms sector. The week-long placement gives students access to the CEO and wider SLT and hands-on experience of the key competencies required within the PR sector
- We hold a long-standing partnership with social mobility charity, Career Ready, inviting students to the Holborn Gate office to run career masterclasses and workshops
- There is a comprehensive staff training calendar which is available to all staff, including a mix of internal leaders, as well as external specialists
- Cirkle offers designated financial funding towards relevant industry under-represented networking groups including WACL and the Black Comms Network
- We offer 20% of the cost (up to £500 per year) contribution towards employees' own professional development interests outside of Cirkle
- We run an annual partnership with Powered by Diversity and are members of their Culture Calendar club, offering monthly webinars to our staff, covering a wider variety of cultural awareness topics





ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

- Commitment to a zero female pay gap at Cirkle – Cirkle has been proudly, publicly reporting its gender and ethnic pay gap data through PR Week since 2023
- The business is a founding signatory of PR Mums, a community-led platform offering pathways into the industry for parents
- Annual focus on International Women’s Day including representation within a global speaker event
- In January 2024, we renewed and enhanced our benefits and policies to include:
 - Reproductive health policy – up to 5 days paid leave for Menstruation and Menopause support
 - Fertility Journey policy – a gender inclusive policy, offering up to 5 days of paid leave to support journeys to parenthood
 - Carers leave – 2 days paid per year, which covers those with any caring responsibilities, including children, elderly relatives and pets
- We launched a new family friendly policy (covering maternity, adoption & surrogacy leave) in 2024 which gives those with over 2 year’s service, 16 weeks full pay, plus 6 weeks at 50% pay, and those with over 5 year’s service, 25 weeks full pay. For Cirkle’s dads, for those with over 2 year’s service – Cirkle offers 4 weeks full pay, plus 2 weeks at 50% pay.
- For those going into family leave, we also fund and provide a year long subscription of parenting app, Louenna – which gives support to new parents in a range of areas including sleep and feeding
- Cirkle offers a return to work transition programme for working parents – including specialist transition coaching with an external expert, and reduced hours on return, with no impact to their salary
- Cirkle supports Wycombe’s Women’s Aid with homeware donations, an organisation which provides specialist services to women and children experiencing the effect of domestic violence

ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

- Freely available water re-fill stations at Holborn Gate
- Outdoor water butt at Holborn Gate to collect rainfall to water our office plants
- Choice of gendered or gender-neutral toilet facilities at Holborn Gate
- Free period products are available to all staff in Holborn Gate, which are replenished daily

ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL

- A new renewable energy supplier was appointed at Holborn Gate in March 2024, adhering to Cirkle's commitments to transition to renewable energy supply by the end of 2024



PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

- Cirkle runs an annual internship partnership with Creative Access, an organisation which provides jobs, opportunities and career-long support to people from under-represented communities – the agency offers a minimum of one paid internship per year
- In January 2024, Cirkle launched a partnership with social impact app, OnHand, giving paid time off (1 day per year) to all Cirkle staff to volunteer
- A 'work from anywhere' policy was launched in October 2023, allowing team members to work abroad for a minimum of 2 weeks per year – this has seen team members work from across the globe, including America, South Africa, Portugal and Ireland
- Sustainability, Wellbeing and DEI are all metrics that have been built into Cirkle's bi-annual performance management assessment to ensure the team remain committed and accountable for delivering against the agency's ESG ambitions



BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALISATION AND FOSTER INNOVATION

- In March 2024, the agency built an AI task-force, supported by a 6 week intensive AI training programme to review and improve processes across the client teams to help enable innovation in the business
- Cirkle has a long-standing flexible working policy to mitigate unnecessary travel – employees continue to choose where to work (choice of home, London office, or one of our sister agency regional offices), and hours in which they work (within parameters of 7.30am and 6.30pm)
- In 2024, Cirkle introduced a partnership with Navan, a travel booking platform which tracks travel related carbon footprint impact
- We are signatories of the Clean Creatives movement, pledging to never work with a fossil fuels polluter and have committed to decline any contract opportunities



10. REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

- Global mobility opportunities at Group level – in October 2023 a global mobility policy was launched giving team members access to global secondment placements across our Group (which operates in 30 countries globally)
- Flexible working policy with remote contracts available to those who live beyond reasonable London commuter distances to avoid London-centric bias in recruitment

MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

- Cirkle supports and promotes the timeTo movement, which was developed to end sexual harassment in the advertising and marketing industry



ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

- A sustainable procurement policy and preferred supplier programme was developed in 2023, giving preference to local and independent suppliers throughout agency procurement

TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS

- Cirkle has committed to net zero carbon emissions in operations by 2030
- The business launched a new supply partnership with Accora in 2023, to improve the management and reporting of waste disposal. This includes the weight measurement and tracking of any material leaving the Holborn Gate site
- Cirkle moved to 100% renewable energy supply in March 2024
- The agency has launched a number of sustainably-oriented benefits to help combat climate change including a Cycle to Work scheme and an electric car salary sacrifice scheme through Octopus Energy

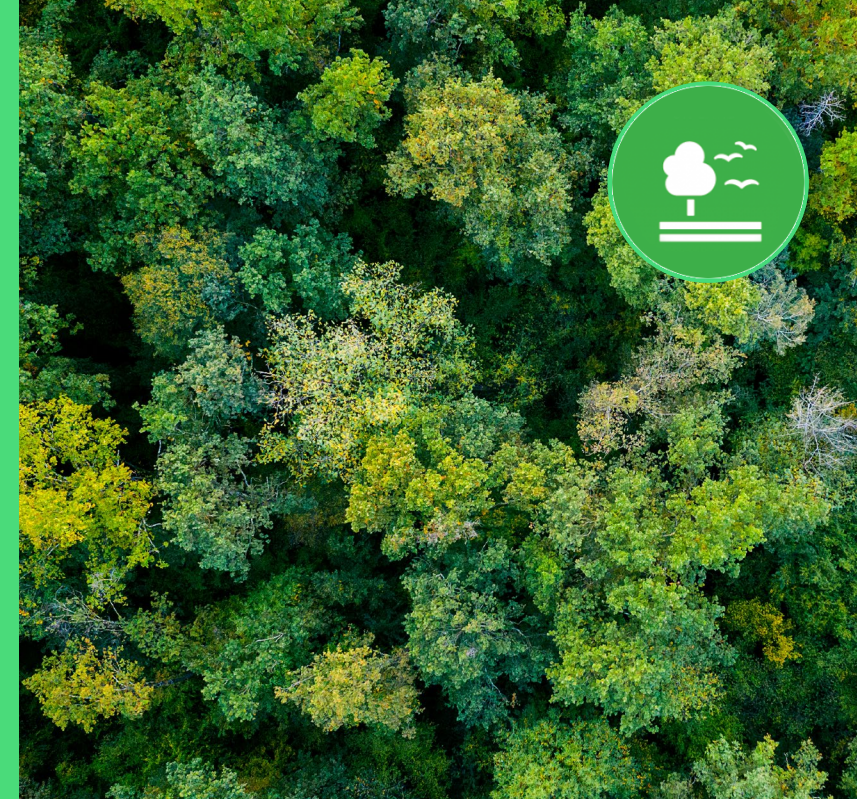


CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT

- As part of an employee engagement initiative to support Plastic Free July, in July 2024, the agency closed the office for a day and took the team off-site for a beach clean up in partnership with Brighton & Hove Council

PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS

- In 2023, Cirkle developed a partnership with The Rainforest Trust UK, offering the charity free use of our meeting rooms, and pro-bono consultancy to support the charity's marketing efforts to save endangered wildlife and protect our planet by creating rainforest reserves
- Cirkle's Wild Champions project aims to regenerate the terrace space in Holborn Gate, including wild-flower, fruit, vegetable and herb planting and initiatives to promote local insect wildlife





PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

- Cirkle created and launched an internal DEI Employee Resource Group in 2020, who are responsible for running a series of employee initiatives throughout the year to promote DEI efforts – this includes marking key calendar events and celebrating the cultural diversity of our team at Cirkle.
- The agency runs annual DEI reporting and surveys to understand demographic make-up of the agency, as well as employee attitudes around inclusion and belonging. Our agency includes:
 - Black, Asian and Minority Ethnic Group (BAME) representation of 15% (versus 3% in 2020) – spanning a number of levels across assistant, executive, manager and associate director level.
 - 36% of the agency identifies with a social mobility characteristic
 - 19% consider themselves to have a disability
 - 26% have caring responsibilities
 - Cirkle’s annual ED&I survey also revealed 92% of the team believe that regardless of their background, their views are valued and listened to, 92% feel respected by their colleagues and 87% feel they have a sense of belonging at Cirkle.
- As part of Cirkle’s Blueprint accreditation, Cirkle has signed up to 23 commitments which help encourage diversity from entry-level to boardroom through areas such as recruitment, retention, processes, operations and culture.
- Force for Good bonus programme – Cirkle launched a new programme in January 2024 which financially rewards those who go above and beyond in categories including Wellbeing, ESG & EDI

STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

- Cirkle is part of the global Accordience Group – with its CEO and Culture & Engagement Director sitting as part of the global sustainability champions network Group. Since joining the Group in 2022, the group has collectively promoted the work of the UN Global Partnership for Sustainable Development and is proud that Cirkle, Citigate Dewe Rogerson UK and Red Consultancy are now all part of the UN Global Compact





We are proud of the progress we have made across 2023 and 2024 and remain committed to updating our progress on an annual basis. For any questions, please don't hesitate to contact our Culture & Engagement Director, Alexa Stewart: alexa.stewart@circle.com

CIRKLE