

DRPGroup.

Creative Communications Worldwide

**PEOPLE.
PLANET.
PROFIT.**



2026 CHARTER



- 04.**
GLOSSARY
- 05.**
OUR PROPOSITION
- 06.**
DALE'S INTRO



- 10.**
IMPACT BEYOND BUSINESS
- 16.**
BCORP AND ISO
- 18.**
STRATEGIC TRENDS AND DRIVERS



CONTENTS



- 22.**
LEGISLATION AND RISK
- 26.**
MANAGEMENT OF RISKS
- 30.**
DIGITAL GOVERNANCE
- 32.**
AI AND TRUST



- 34.**
OPPORTUNITIES
- 38.**
ACCESSIBILITY WITHIN TECH
- 42.**
OUR ROLE IN CRAFTING THE FUTURE
- 46.**
CLOSING THOUGHTS



GLOSSARY OF KEY TERMS

B CORP

A business that has been independently certified by B Lab as meeting high standards of social and environmental performance, accountability and transparency. B Corp status signals that a company balances profit with purpose and is committed to continuous sustainable improvement.

EDI

Equality, Diversity and Inclusion refers to policies and practices that ensure fair treatment, equal opportunity and a culture where different backgrounds, identities and perspectives are respected and valued. It focuses on removing barriers and addressing discrimination so everyone can contribute and thrive.

IBMS

DRPG's Integrated Business Management System is the unified framework that brings together the organisation's key management systems, including sustainability (ISO 14001 and ISO 20121), information security (ISO 27001), quality, and health and safety, into one coherent structure.

DMA

Double Materiality Assessment identifies which sustainability issues matter most to a business by examining both how ESG factors affect the company financially and how the company affects people and the environment. The outcome guides priorities across strategy, risk management and reporting.

ESG

Environmental, Social and Governance is a framework used to understand how responsibly and sustainably an organisation operates. It looks at how a business impacts the environment, how it treats people and how well it is governed through ethical leadership, transparency and effective controls.

OUR IDENTITY & PROPOSITION

Our vision

TO BE THE AGENCY OF CHOICE.

Our purpose

TO DRIVE POSITIVE CHANGE HELPING TO CREATE A SUSTAINABLE FUTURE FOR OUR CLIENTS, COLLEAGUES AND COMMUNITY.

DRPG is a global, full-service creative communications group bringing together events, exhibitions, film, digital, design, print and strategic communications under one roof. In simple terms, we help organisations tell their stories in compelling ways that people actually feel and remember, creating immersive experiences that don't just look good, but deliver results.

Our work connects with a wide mix of people, from clients and their teams to suppliers, partners, regulators and the community around us. Everyone sees sustainability a little differently, so our focus is on what matters most to them, making sure what we do is both responsible and genuinely useful.

Looking ahead, our ambition is to be known not just for what we do, but how we do it. A place where people want to work, a partner people can trust across the globe, and an international business that keeps pushing forward through innovation and strong relationships with clients and suppliers. Over the next decade, that direction stays the same, but we'll be shaping clearer, practical goals over the next three to five years, turning good intentions into tangible action.

RECOGNISING OUR IMPACT

The work we do shapes how organisations connect with their people and audiences, and that carries weight. Every project leaves a mark, environmentally, socially and economically. This charter is about recognising that, and taking responsibility for the role we play.

UNDERSTANDING OUR RESPONSIBILITY

With a global client base and a long-standing presence in the industry, our choices matter. They influence resources, communities and ecosystems in ways both big and small. As a leader within the creative communications industry, owning that responsibility is essential.

DEFINING OUR COMMITMENT

This charter sets out how we've done better, reducing the negatives and strengthening the positives. It's about being open and honest about our progress, making measurable improvements so the decisions we make today still stand up tomorrow. Guided by evidence and grounded in what works.

DALE'S INTRO

In 2025, we celebrated our 45th anniversary here at DRPG. I thought it would be a brilliant opportunity to look around and say, "wow, look at what we've built together," not just client work but the people, partnerships and community that have shaped us along the way.

To celebrate, we set ourselves a challenge of completing 45 community projects, and to say our team made it possible is an understatement. We also brought everyone together, team, clients, suppliers and friends, for a day and evening that felt more like a reunion than a formal celebration.



“BRILLIANT COMMUNICATION, EFFECTIVE COLLABORATION AND ROBUST LEADERSHIP IS THE ONLY WAY WE CAN CREATE A SUSTAINABLE FUTURE FOR US ALL. DOING NOTHING IS NOT AN OPTION. WE WON'T GET EVERYTHING RIGHT, WE WILL FAIL. HOWEVER WE WILL LEARN AND CONTINUALLY IMPROVE AS WE STRIVE FOR THE BEST OVERALL SUSTAINABLE SOLUTION (BOSS).”

One thing I've learned over those 45 years is that the best ideas don't sit at the top, they come from listening and listening properly. You can't move forward on sustainability, or anything meaningful really, without your people behind it. And while it used to be driven more by good intentions, today it's backed by something stronger: data, evidence and accountability. It's about showing the difference we're making, not just talking about it, and setting goals we can actually stand by.

Over the past 12 months, we've also been looking ahead to what the next chapter of the DRPG Legacy looks like. We've been investing in our people, our spaces and the way we work, making sure we're set up for whatever comes next.

Our 2026 charter is, at its heart, about people. In these pages you'll hear directly from the team, from leaders to those on the front line. They all have one thing in common: they are passionate about the success of the business, and all recognise the importance of creating a sustainable future.

Dale Parmenter
Group CEO & Founder

TOMORROW'S WORLD



FOR PEOPLE

It's about creating an environment where innovative ideas are welcomed, feedback flows both ways, and people feel like they belong. When people feel valued, they get involved, they care and they push things forward.

FOR PLANET

It's doing the right thing. Reducing our impact on the environment where we can, and thinking long-term so the next generation thrives.

FOR PROFIT

It's not always the most comfortable of words, but it's an essential one. Without it, there is no business to sustain. The key is doing it responsibly by reinvesting in the future and finding smarter, more efficient ways to work. Sustainable thinking and commercial thinking should go hand in hand.

There's a lot of noise around sustainability. So much so, that it can feel over complicated. But, at its core, it's quite simple: it's how you choose to do things every day.

It's not about creating extra work. It's about working in ways that genuinely make a difference across the things that matter most in business otherwise known as The Triple Bottom Line: People, Planet and Profit.

And when you strip it all back, it comes down to one thing: communication. The kind that is brilliant for your team, customers, suppliers and the wider community. Without it, organisations unravel. Time gets lost, effort gets wasted, and uncertainty creeps in. In a world that already has plenty of that thanks to poor leadership, good communication matters even more.

IMPACT BEYOND BUSINESS



In 2025, DRPG delivered 45 CSR projects, supporting communities, sustainability initiatives, education, and charitable organisations. The projects highlight the company's ongoing commitment to creating positive impact beyond the workplace.

WOLFING DOWN THE MILES FOR A MIGHTY CAUSE

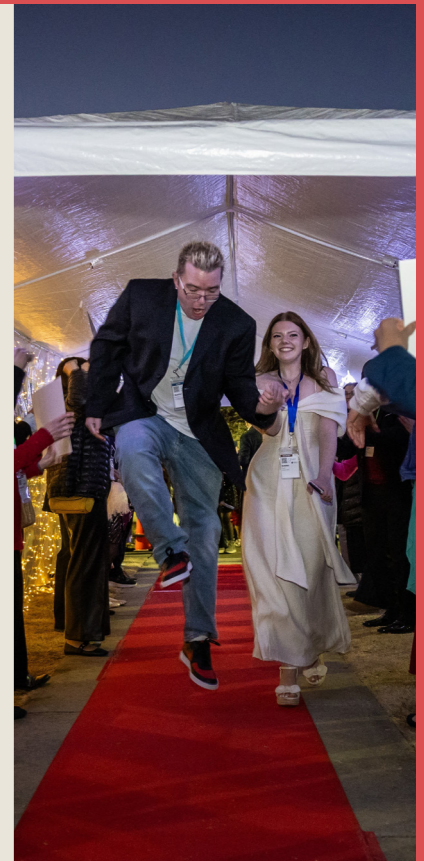
Our fearless NEXTGEN Board traded office chairs for muddy chaos as they tackled The Wolf Run—a wild, off-road obstacle course that isn't for the faint-hearted or lovers of crisp white socks.

They took on the challenge to show support for our very own Anna Bale and everyone affected by cancer. Every soggy sprint, freezing plunge and ungraceful tumble is dedicated to raising money for Young Lives vs Cancer, helping young people and their families navigate one of life's toughest journeys.



TSEC BRINGING THE PARTY TO THE PROM

Our TSEC team brought the sparkle to this year's Night to Shine. This event is a global prom night like no other, created by the Tim Tebow Foundation to honour individuals with special needs. Held in over 800 locations across 62 countries, it's a night where every guest is made to feel like royalty, and this year, TSEC were at the heart of it all.



REDUCE, REUSE AND REUSE... AGAIN!

Our Construction team donated over 200kg of waste timber and 30kg of cardboard for the year 11 final GCSE project at King Charles School.





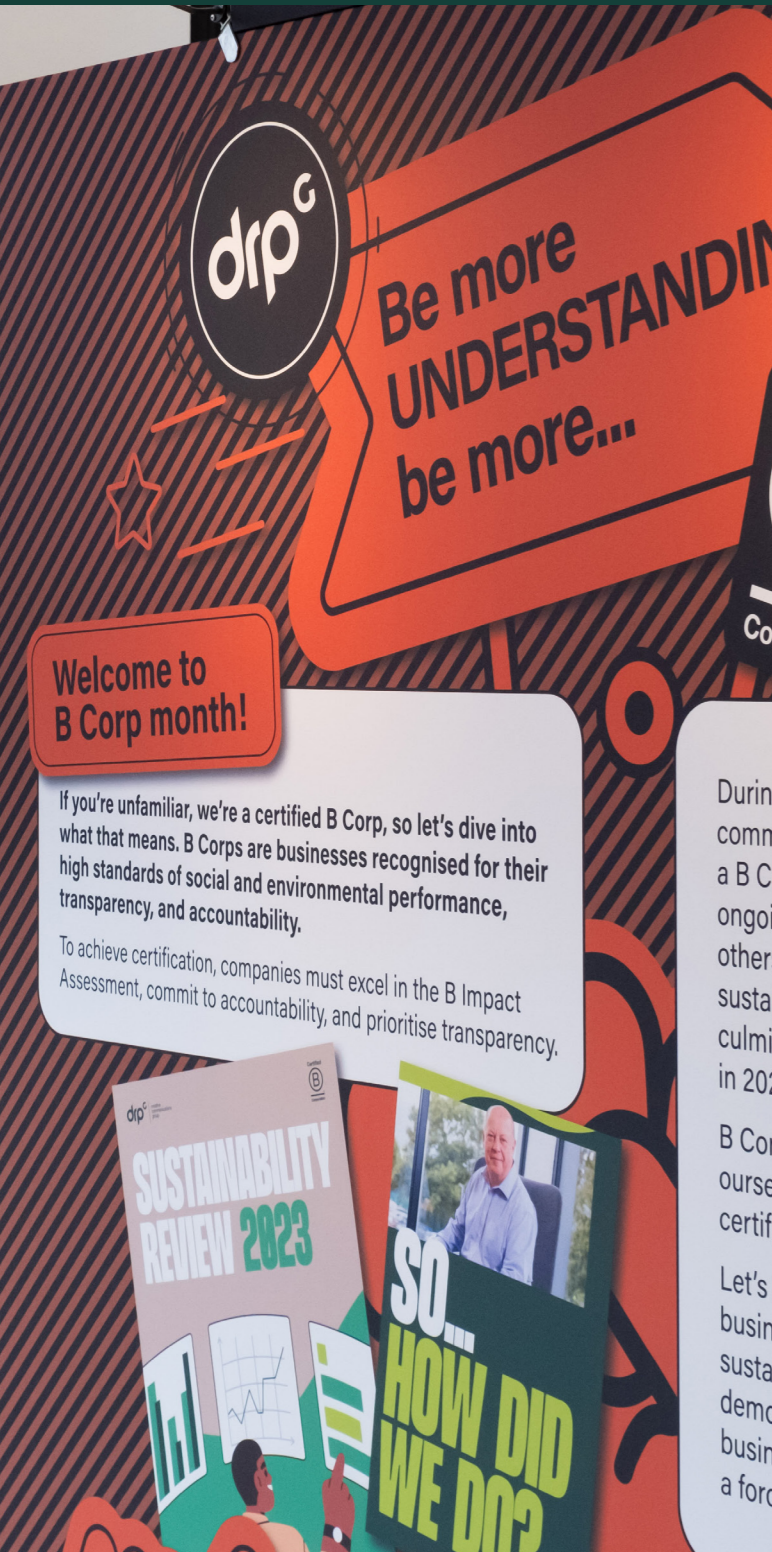
SEVERN WAYS TO EXHAUST YOURSELF: THE SOURCE TO SEA CHALLENGE

Probably one of the most ambitious, exhausting and downright silly things we've ever done, this challenge saw our CEO Dale and the DRPG Marketing team tackle a 200-mile journey along the River Severn—from source to sea—in just four days. Running, cycling and kayaking their way from the mountains of Plynlimon in Wales all the way to the Severn Bridge, the team battled terrain, plenty of blisters and the almighty British weather for a seriously worthy cause.



- Giving a hand with The Big Build
- Amy takes to the dancefloor for Rennie Grove Peace Hospice Care
- Brightening the homes of hundreds
- Reduce, reuse and reuse... Again!
- Producing an evening to remember for Alexander Devine's Children's Hospice
- We're still making moments at Christmas for local charities
- The Cotswolds Mighty Hike for Macmillan Cancer Support
- A whole lot of holes at The Belfry
- Grace Kelly Childhood Cancer Trust Ball
- Eyes on Impact Glasses collection
- Severn Ways to Exhaust Yourself: The Source to Sea Challenge
- Bringing the Party to Prom
- Racing towards the future with F1
- Coaching the future generation
- Raising the Curtain on Future Talent
- Igniting the North Carolina community at Wake Technical Community College
- Tackling hate crime, head on with a Victim Support event
- The great knit-a-long for neonatal units.
- Helping students build confidence for apprenticeship interviews
- Sparks Live event inspires the next generation of creative talent
- Supporting the Big Sleepout to raise awareness of homelessness
- Investing in future talent through apprenticeships and student placement
- Holding a Three Counties B Corp Ambassadors Event
- Sharing sustainable business insights after winning the Queen's Award
- Wolfing Down the Miles for a Mighty Cause
- Peak Purpose: Richard's Sunrise Trek for KEMP
- Raising awareness for child exploitation with Worcester University
- Dale presents to the youth of tomorrow at Worcester University
- JB33 Foundation Charity Ball
- Grace Kelly Childhood Cancer Trust Summer Family Day
- Stage & Scenic Swap Spotlights for Spades at Burlish Bike Park
- DRPG Comes Together for a Country-Themed Stand Against Cancer
- Held a community tea party in celebration of Local Carers
- OWB supports Wear It Pink Day
- Wear it green for Dwarfism Awareness
- Future creatives visit DRPG as students take on design brief
- TSEC supports local families through clothing drive
- OWB partners with Birmingham Hippodrome to deliver inclusive arts experiences
- DRPG paints 'Art Over Anger' at Hate Crime Summit
- Project Management team leads shoebox drive for Operation Christmas Child
- Foodbank appeal supports Droitwich and Kidderminster
- Christmas Jumper Day raises support for Save the Children
- Supporting future digital talent at BIMA Digital Day in Worcester
- Serving community meals with FoodCycle Worcester
- Walking for Alzheimer's Society at the Birmingham Memory Walk
- Sparking ideas at Birmingham City University

B CORP & ISO



We are proud of our status as a B Corp. More than just another badge or accreditation, it shows that we've met the highest standards of social and environmental performance, transparency and accountability, and that we live our values, every day. The B Corp community is growing fast, now over 10,000 companies worldwide. That growth is driven by a simple shift; people care more about who they work with and buy from. It's still a tough standard to meet, and in our world, only a small number of UK creative agencies have made the cut.

WHY ARE WE B CORP?

For us, B Corp isn't the finish line, it's the starting point. In the industries we work in, working sustainably shouldn't be a standout feature but the baseline. Our approach has been shaped over more than 20 years, built around a simple idea that if you look after your People, Planet, Profit in equal measure, you build something that lasts. When Dale realised the DRPG's deep commitment to sustainability, it sparked a conversation with Sam Wilson, Director of sustainability consultants, Syntiro Associates.

Since then, Sam has remained a trusted partner, helping us navigate what can sometimes feel like a moving target, and making sure we keep ourselves honest against international standards.

Alongside B Corp, we've built a strong foundation through ISO certifications and our own Integrated Business Management System. It sounds technical but at its core it's just a practical way of making sure we do what we say we'll do, using a simple cycle of Plan, Do, Check, Act.

It ties everything together, from our sustainability commitments to global frameworks like aligning with the UN Sustainable Development Goals and the principle of double materiality in the GRI Standards, and helps turn good intentions into everyday actions continuously.



OUR ACHIEVEMENTS

2025 SUSTAINABILITY AWARDS

- Micebook Power Top 30 Sustainable Agencies - Listed
- New York TV & Film Awards Gold - Corporate Image: Social Good
- New York TV & Film Awards Gold - Corporate Image: Corporate Social Responsibility
- West Midlands Sustainability Awards - Large Business
- EVCOM Clarion Awards Gold - Most Sustainable Event (DRPG BigTalk)
- EVCOM Clarion Awards Gold - Most Sustainable Supplier (DRPG)
- Cannes Corporate Media & TV Awards Gold - Corporate Social Responsibility
- EVCOM Live and Film Awards - Silver - Film: Diversity & Inclusion
- EVCOM Live and Film Awards - Gold - Film: Diversity & Inclusion

AUDIT RESULTS

In February 2025, British Assessment Bureau audited DRPG to the ISO 14001 environmental management and ISO 20121 event sustainability standards. For the first time we achieved the perfect audit result, zero nonconformities and zero observations.

ISO CERTIFICATIONS

ISO 14001 – Environmental Management: Demonstrates our proactive approach to reducing environmental impact and operating to internationally recognised environmental standards.

ISO 20121 – Event Sustainability: Confirms our leadership in delivering responsible, live, virtual, and hybrid formats.

Queen's Award for Enterprise – Sustainable Development: Recognises our long-term commitment to sustainability, innovation, and positive environmental and social impact.

A few things worth noting:

- **THE NUMBER OF B CORPS GREW BY 54% BETWEEN EARLY 2023 AND EARLY 2025**
- **THE US AND CANADA MAKE UP AROUND A QUARTER OF THE GLOBAL COMMUNITY**
- **THE UK NOW HAS THE LARGEST NATIONAL GROUP, WITH OVER 2,400 BUSINESSES**
- **63% OF THE UK PUBLIC USE CERTIFICATIONS TO HELP DECIDE WHO TO WORK WITH OR BUY FROM**

NAVIGATING A RAPIDLY CHANGING BUSINESS LANDSCAPE

Sustainability has quietly moved from the ‘nice idea’ column to the ‘this is how we do things now’ category. What makes this a challenge is actually embedding this into everyday decisions, across every part of the business. This takes clarity, shared intent and a proper understanding of what success looks like, not just good intentions.

A OnePulse survey found that 77% of people think that the creative industries have a responsibility to encourage more sustainable behaviour. No pressure, but it does mean that what we create carries influence. The stories and experiences that we create and collaborate have the potential to create a ripple effect that can touch every and all industries. How scarily exciting is that?

Meanwhile, the ground beneath us all keeps shifting. Tech is evolving, ways of working are changing, and communication never sits still for long. Staying still

really isn’t an option, you either keep up or get left trying to catch up. Done well though, these shifts open the door to work smarter and more sustainably.

Then there’s legislation, which has a habit of changing just when you think you’ve got your head around it. It can feel like a maze at times, with real risks and costs attached if you take a wrong turn. Finding a clear route through it, one that keeps things compliant without slowing everything down, is part of the balancing act.

And hovering over this is the bigger picture. Climate change isn’t waiting patiently in the background, it’s already shaping decisions and opportunities. Understanding our impact, properly measuring it, and doing something about it isn’t just the responsible move, it’s what will keep businesses resilient and relevant in the long run.

“IT’S KEY TO CREATE AN ENVIRONMENT WHERE OUR TEAM MEMBERS FEEL SUPPORTED, TRUSTED AND ABLE TO GROW. WHEN PEOPLE FEEL VALUED, THEY PERFORM AT THEIR BEST, AND THAT BENEFITS EVERYONE.”

Learning, development and quality delivery sit at the centre of our people strategy, shaping both our current workforce and the teams we are building for the future. By strengthening development pathways and providing meaningful support, we help people grow in roles where they can make the greatest impact.

This focus extends to wellbeing and working culture. Flexible working helps people balance professional and personal commitments, while support such as mental health resources, access to an Employee Assistance Programme and a dedicated self-care day contributes to an environment where individuals feel valued and able to perform at their best.

Our commitment to fairness and inclusion underpins this approach. As a Level 2 Disability Confident Employer and a Living Wage Employer, we prioritise equality, accessibility and fair pay, creating a workplace where both neurotypical and neurodiverse colleagues can thrive. Alongside this, partnerships with education and community organisations help open pathways into our industry through work experience and outreach, reflecting our commitment to future talent and positive social impact.

COMMITMENT

We’re committed to helping our team keep learning and growing. By investing in training and development, we open doors for career progression and make sure DRPG remains resilient and adaptable for the future.

Alicia Wilson
Director of People and Culture

“I’M PROUD TO BE PART OF AN ORGANISATION THAT’S SO COMMITTED TO SUSTAINABILITY AND CHALLENGING THE NORM TO MAKE A DIFFERENCE IN THE FUTURE. IT’S POSSIBLE TO MAKE A BIG DIFFERENCE WITH EVEN THE SMALLEST OF CHANGES.”

Matt Franks
DRPG UK Managing Director



Sustainable growth sits at the centre of how we operate, and as we scale, we are clear that expansion must be deliberate, well managed and aligned with our long-term responsibilities. The changes introduced in 2025 strengthened our operational structure and sharpened strategic planning, which in turn allows us to take a more consistent global approach and maintain clear accountability for sustainable performance alongside financial results.

As we move into 2026, adaptability becomes increasingly important because client expectations and delivery models continue to evolve. In response, we are focused on helping our teams work more efficiently and responsibly, while protecting engagement and

wellbeing, since motivated people directly shape the quality and impact of our work.

Through the experiences and communications we create, we also have a genuine opportunity to support clients in delivering meaningful social impact. By bringing audiences closer to the real-world difference their actions can make, we help turn intention into visible change.

As we expand internationally, including into North America, we carry our standards with us, challenging assumptions where necessary and demonstrating that responsible delivery strengthens performance rather than holding it back.



**“THE FUTURE WILL NOT BE DECIDED
BY THOSE WHO RESIST TECHNOLOGY,
BUT BY THOSE WHO UNDERSTAND IT,
RESPECT IT AND GOVERN IT WISELY.”**

Rich Parmenter
Chief Legal Officer

LEGISLATION & RISK

As an international business, we recognise that protecting personal and client data across borders is fundamental to maintaining trust. That trust underpins our licence to operate, which is why our ISO certifications form part of a governance framework designed to strengthen resilience and accountability as cyber threats and technological change continue to evolve. In this environment, data security and business continuity are core to operating responsibly.

At the same time, we are navigating a major technological shift. Artificial intelligence presents significant opportunity, yet it demands careful handling. For us, AI is a strategic capability that must be properly risk assessed and always subject to human oversight. Ignoring its development would create vulnerability, so we are investing in the skills and confidence our people need to understand and govern these tools effectively.

Clear governance allows innovation to move forward safely. Through structured accountability and tools such as Data Protection Impact Assessments, we ensure emerging technologies align with privacy and ethical standards from the outset. Even amid geopolitical and economic uncertainty, sustainability remains embedded in our long-term thinking, and technological progress must strengthen that commitment rather than dilute it.



EXTERNALLY IDENTIFIED RISKS

Legislation across the UK and EU is becoming ever more stringent. From manufacturing to waste reduction and even heightened scrutiny of ‘green’ claims, every business faces an increasingly demanding double-edged challenge for compliance and ethical demands from both governments and consumers.

As leaders in our field, we understand the complexities of compliance and the risks associated with misunderstandings or misinterpretations of complex legal frameworks. Our creative works always begins with meeting our clients’ obligations before exploring wider context and value.

DATA SECURITY AND DATA PRIVACY

Failures in data security and GDPR compliance can result in significant regulatory fines, legal costs, client loss, and reputational damage, directly impacting revenue and increasing operational and remediation cost.

PROMOTING UNSUSTAINABLE SERVICES

Offering or promoting unsustainable services may reduce competitiveness as clients increasingly prioritise low-impact solutions, leading to lost business opportunities, reduced revenue, and potential repositioning costs.

ADAPTING TO CLIMATE CHANGE

Failure to adapt to climate-related risks can result in increased operational disruption, higher insurance and energy costs, and potential damage to assets and supply chains, impacting financial performance and resilience.

COMMUNICATIONS – GREENWASHING

Misleading sustainability claims can lead to regulatory penalties, legal action, and loss of client trust, resulting in financial liabilities, contract loss, and reputational damage affecting future revenue.

HEALTH & SAFETY OF EVENT DELEGATES

Inadequate health and safety management can result in accidents leading to legal claims, fines, event disruption, increased insurance premiums, and reputational harm, all of which carry direct financial consequences.

COMPLIANCE

Failure to comply with legal and regulatory requirements can result in fines, sanctions, operational restrictions, and loss of certifications, leading to financial penalties, increased costs, and potential loss of business.

MANAGEMENT OF RISK

**“WE’RE HERE TO DO WHAT’S RIGHT:
PROTECT OUR PLANET, SUPPORT OUR TEAM,
INVOLVE THE COMMUNITY AND CHAMPION
THE UN SDGS WITH INTEGRITY
AND AMBITION.”**

Andrew Davies
*Sustainable Development and
Compliance Manager*



Protecting the environment sits at the centre of how we operate because every decision we make carries impact for our planet and the communities we are part of. We strengthen our environmental stewardship through recognised standards and transparent reporting, embedding sustainable thinking into everyday operations. Maintaining ISO 14001 and ISO 20121 gives us a robust framework that keeps best practice front and centre and demonstrates that we hold ourselves properly accountable.

In 2025, we took a further step by having our carbon inventory independently verified by Syntiro Associates in line with the GHG Protocol. This gives us a clear and credible baseline from which to track progress and refine our Carbon Reduction Plan as we move towards net zero. By combining the findings from our Double Materiality Assessment with the environmental aspects identified through our ISO 14001 management system, we have focused our efforts on the areas where our impact is greatest and where environmental change most affects our operations.

That focus starts at home. At our Hartlebury headquarters, our on-site solar PV array generates renewable energy and reduces reliance on grid electricity, while our use of 100% renewable power supports the wider decarbonisation of the UK grid. These actions reflect a practical commitment to measurable progress, strengthened year after year through evidence and accountability, alongside continual improvement.

COMMITMENT

Continue to meet, and where possible exceed, our Carbon Reduction Plan (CRP) targets by embedding robust, data-driven emissions management across all business operations. This includes sustained reductions across Scopes 1, 2 and 3, supported by transparent reporting and continuous improvement.

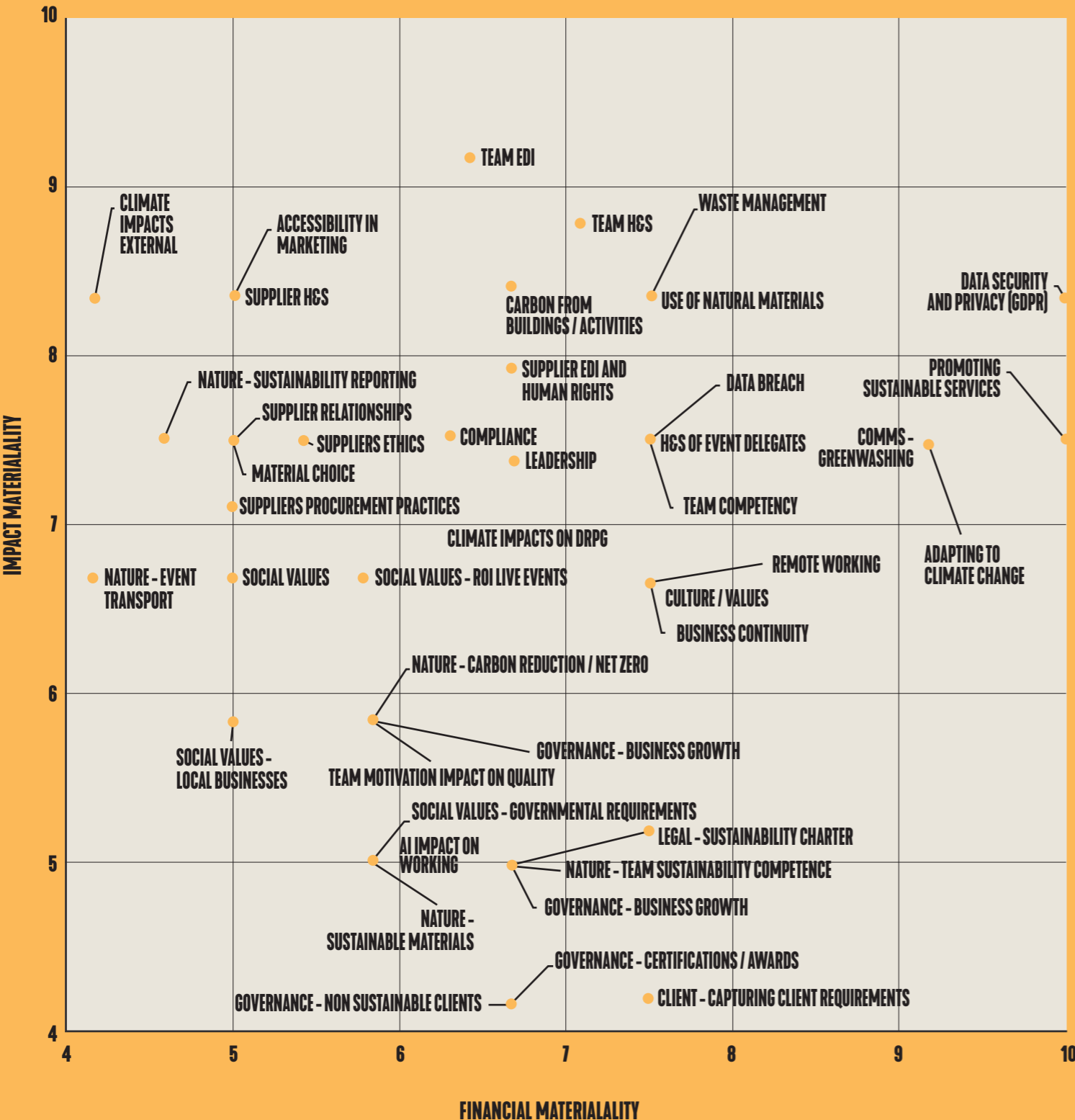
Scope 1, 124 tCO₂e
Scope 2, 100.9 tCO₂e
Scope 3, 411 tCO₂e
Total = 635.9 tCO₂e

2.3% reduction in carbon emission in 2025 compared to 2024

tCO₂e is tonnes of carbon dioxide equivalent.

FINANCE & IMPACT MATERIALITY

NAVIGATING THE JOURNEY TO NET-ZERO



As we navigate our collective journey towards net-zero, many opportunities have arisen in the ‘green economy’ with many lessons learned.

Among the blind alleys that arose from a lack of understanding there were some questionable easy fixes and false hopes, but as our education and awareness matures, we are able to build better systems.

Methods to measure and reduce carbon are now much more transparent and robust, founded on well researched data and have greater chances of success. Only data that is comprehensively and accurately measured can be effectively managed.

DIGITAL GOVERNANCE

Within IT, sustainability is closely linked to strong governance and resilience, alongside protecting both our people and our clients. As the business grows, maintaining industry accreditations and keeping pace with evolving reporting standards remains a priority, helping us operate responsibly and with transparency while staying aligned to recognised best practice.

Cyber security sits at the heart of this approach, ensuring data is protected while strengthening supply chain security through continuous review of how information is shared, stored, and accessed across internal teams and external partners. We also support colleagues across the business to understand and manage data securely, helping embed compliance into everyday working practices.

As a global organisation, we remain aligned with regional data protection regulations across the UK, EU, and US. By investing in secure, reliable technology that enables global collaboration, we safeguard business continuity while supporting sustainable, long-term growth.

COMMITMENT

We are committed to understanding and mitigating the impact of AI across the business, ensuring it is used responsibly and in line with emerging standards such as ISO/IEC 42001. This means assessing how AI is adopted across the team, identifying the risks linked to its use and putting safeguards in place to prevent misuse or harmful application.

Our focus is to enable safe, beneficial adoption while reducing the potential for unintended harm in every area of our work.

“SUSTAINABLE PROGRESS COMES FROM THOUGHTFUL DECISIONS, CONTINUOUS IMPROVEMENT, AND TECHNOLOGY THAT RESPECTS BOTH OUR PEOPLE AND OUR PLANET. MY AIM IS TO ENSURE ALL THAT WE BUILD IS ROBUST, RESPONSIBLE AND READY FOR THE FUTURE.”





RIGHT NOW, YOU CAN'T MOVE WITHOUT BUMPING INTO TWO CAPITALISED VOWELS 'AI.' IT'S EVERYWHERE. TALKED ABOUT, DEBATED, OCCASIONALLY FEARED.

Nick Fagan
Head of Innovation

The truth is, no one fully knows the long-term impact it'll have on People, Planet and Profit. However we do know that AI isn't going anywhere. The real question is how we choose to use it.

Because at its core, AI is just a tool. A powerful one, yes, but still a tool. It should be there to support us, to make things easier and faster. It isn't there to replace judgement, creativity or human connection.

That's where trust in AI starts to wobble.

There's a growing sense of scepticism, and a lot of it is tied to how AI is used. As communications professionals, that puts a bit of responsibility on our shoulders. What we put out into the world needs to be real and accurate whilst still being engaging. Not just noise or content for the sake of it.

And there's no shortage of places to put that content, what with channels everywhere all vying for attention. However, when it comes to trust in communications, some things haven't changed at all.

Face-to-face communications still leads the way. Events are up to 95% more trusted and 34 times more effective than digital channels, including email. And it's not hard to see why. According to research, 87% of consumers say live experiences create a stronger emotional connection than advertising.

There's something about being in a room; the handshake, the eye contact; that can't be replicated through a screen. That's not to say digital communications aren't important and don't have a place - quite the opposite. It's all a big balancing act.

So, where does that leave us? We're in a moment where change is speeding up, and the tools at our disposal are evolving just as quickly. The challenge isn't to resist this but to thoughtfully embrace it. Use what works, question what doesn't, and hold onto things that retain your values. Because whatever the tech looks like, the goal of communicating in a way that people can trust and support the Triple Bottom Line is still the same.

“SUSTAINABILITY CHALLENGES US TO THINK SMARTER, DESIGN BETTER AND CREATE WORK THAT STANDS OUT NOT JUST FOR HOW IT LOOKS OR FEELS, BUT FOR WHAT IT STANDS FOR.”

OPPORTUNITIES

As a creative agency, we recognise the powerful role our industry plays in shaping perception and influencing behaviour. Every project is an opportunity to champion sustainability in ways that are meaningful, visible and impactful.





Sustainability achievements are driven by collaboration across the entire company, with Sales and Marketing playing a key role in ensuring messaging is accurate, transparent, and responsible. A major focus has been strengthening sustainability communications by identifying and removing elements of greenwashing in client copy. This then led to reviewing archived legacy content of our own, updating language to align with the Green Claims Code, and embedding these standards into all future communications to maintain consistency and credibility.

Our 45th anniversary year also saw the launch of the 'I'm Possible' campaign, celebrating the people behind DRPG. Through authentic storytelling, the campaign highlighted individual journeys and achievements, boosting internal engagement while strengthening external brand perception and supporting recruitment activity.

During 2025, 47 CSR projects were delivered across the business, exceeding our original target. Marketing led the communication and tracking of these initiatives, ensuring progress was visible at every level, from smaller fundraising efforts to larger challenges, and reinforcing CSR as a shared and measurable business commitment.

Zac Goodman
Head of PR & Marketing

COMMITMENT

Continue to champion diversity across our workforce by actively encouraging and supporting team members to participate in public-facing opportunities, helping to strengthen long-term representation and inclusion.

“I WANT DRPG’S STORY TO FEEL POSITIVE AND PROUD, BUT ALWAYS GROUNDED IN WHAT WE’RE DOING AND IMPROVING.”

From embedding responsible thinking into the design process, to sourcing innovative and lower-impact materials for physical experiences, we believe even small, thoughtful choices can spark wider conversations. Those choices not only enhance the work itself, but help extend the impact of sustainable thinking far beyond the lifespan of a single project.

Our approach starts at the very beginning of the creative journey. We take time to understand each client’s sustainability ambitions and ensure our ideas align with, and where possible, strengthen those goals. Whether we’re producing live experiences, building studio sets, or developing integrated

campaigns, sustainability is a consideration in every creative and production decision we make.

We are committed to continually defining and raising best practice across our work. By anticipating evolving standards and legislation, we ensure our projects are not only compliant, but forward-thinking. This proactive mindset positions us as a trusted partner in delivering responsible, innovative and future-ready creative solutions.

Richard Hingley
Chief Creative Officer





ACCESSIBILITY WITHIN TECHNOLOGY

**“LASTING POSITIVE IMPACT BEGINS
WITH OUR PEOPLE, WHOSE PASSION AND
POTENTIAL ARE THE FOUNDATION OF OUR
SUSTAINABILITY JOURNEY.”**

Emma Stanley
Director of Live Operations

Sustainability shapes how we plan and deliver every project, starting with supplier onboarding where we assess sustainability credentials and prioritise local partners to reduce travel-related emissions while supporting regional economies. That approach continues through venue selection and event design, where we guide clients toward choices that balance experience with environmental responsibility and long-term value across the full event lifecycle.

Inclusivity and accessibility are equally central to delivery. We recommend measures such as accessible staging, hearing loop technology and awareness of hidden disabilities so events are welcoming to all attendees as standard. At the same time, we consider the wellbeing of teams delivering events by supporting fair working hours, appropriate rest and access to quality meals in what can be a demanding environment.

Our internal teams reinforce this approach through accessible content solutions, and at recent large-scale public events we have ensured inclusive measures were in place for attendees whether or not specific needs had been formally disclosed.



COMMITMENT

We are committed to embedding sustainability, accessibility, and responsible planning into every stage of our events, working with suppliers, venues, and partners to minimise environmental impact, support local communities, and ensure every experience is inclusive and socially responsible.



Sustainable thinking has shaped my approach from the very start of my career. Studying sustainability at university gave me a strong foundation, and working at DRPG allows me to apply that knowledge in a practical way across a diverse range of projects.

Starting as a Project Coordinator straight from university, the variety of clients and colleagues I've worked with has accelerated my growth, enabling me to flourish and progress into a Project Manager role while continuing to deliver thoughtful, responsible work.

Connie Arnold
Project Manager

COMMITMENT

I am committed to embedding sustainable thinking at every stage of our projects, both in my own work and by supporting the wider team to integrate responsible practices throughout delivery.

“SUSTAINABILITY SITS AT THE FOREFRONT OF EVERY PROJECT I DELIVER, DRIVEN BY A GENUINE PASSION FOR CONTINUOUSLY EMBEDDING IT MEANINGFULLY THROUGHOUT MY CAREER.”

“NO MATTER THE CLIENT, AUDIENCE, OR LOCATION, WE STRIVE TO LEAVE A POSITIVE LEGACY AT THE LOCATION AND WITHIN THE COMMUNITIES THAT WE DELIVER.”



Event technology plays a vital role in reducing environmental impact while improving efficiency and production quality. Advances such as LED lighting, energy-efficient projection, and smaller, lower-power equipment significantly reduce energy consumption. At large-scale events, using LED lights saves up to 75% energy consumption, compared to conventional tungsten lamps. Continued investment in modular staging and reusable scenic elements ensures creative solutions are designed with longevity and reusability in mind.

Our investment in lower impact large format print technology through low-ink production methods and the transition to recyclable materials such as 100% recyclable Swedboard. Additionally, surplus scenic materials are repurposed through partnerships with local theatres, schools, and community organisations, extending their lifecycle and supporting social value initiatives. We have also expanded our broadcast and virtual event capabilities, enabling clients to deliver

high-quality experiences without the need for large-scale travel. By combining advanced production technology with a preference for local suppliers where possible, we help clients reduce event-related emissions while maintaining engagement, accessibility, and production excellence.

Richard Davies
Director of Live Operations

COMMITMENT

We commit to prioritising energy-efficient technology, reusable and recyclable materials, and low-carbon production approaches in every project we deliver, helping to reduce environmental impact while maintaining the highest standards of creative and production excellence.

OUR ROLE IN CRAFTING THE FUTURE

“WE DON’T BELIEVE SUSTAINABILITY CAN BE COPY AND PASTED, SO OUR APPROACH FLEXES TO EACH CLIENT, TREATING EVERY BRIEF AS A BESPOKE COMMISSION, NOT A TEMPLATE.”

Sara Lyddy
Managing Director of OWB



Our brand craft philosophy shapes how we approach sustainability. Every brief is carefully considered and purposefully shaped, guided by our Every Detail. Every Time. mindset so the work reflects each client's operations and sustainability ambitions while delivering communications that are built to last.

This focus on longevity means campaigns are designed so messaging and creative assets can evolve and be reused over time. By thinking ahead in this way, we help clients avoid unnecessary duplication and reduce reprint requirements while maintaining consistency and quality across channels.

Alongside this, our Sustainability activity supports the communities and industries around us, from donating our services to local businesses and charities that need support to visiting and working with schools and universities to help inspire and guide future talent entering the sector. Working closely with different organisations in this way continually reinforces that sustainability looks different for every business, which is why our approach adapts to each client's context so environmental responsibility and commercial objectives progress together.

Sara Lyddy
Managing Director of OWB



“BEING PART OF THE BUSINESS THROUGH A YOUNGER BOARD AND BEING TRUSTED TO CREATE AN EVENT FOCUSED ON INSPIRING THE NEXT GENERATION OF TALENT HAS SHOWN ME THAT ANYTHING IS POSSIBLE.”

Being part of Sparks last year through Next Gen was a defining experience for me. Hosting and creating an event for future talent gave me the opportunity not only to showcase our culture, but to actively shape how the next generation sees our business.

Sparks truly represents who we are as a company. Through Next Gen, I've grown in confidence, developed my skillset, and found a stronger platform to share my ideas. It's helped others understand who I am and how I work, and that visibility has strengthened both my role and my place within the team.

Chris Vizard,
Finance Assistant



COMMITMENT

I am committed to using my skills and experience to mentor, support, and develop colleagues across the business, championing growth and opportunity regardless of role or age.

HELPING BRANDS REACH NEW HEIGHTS:

While media coverage of ethical and sustainable subjects may rise and fall, our principles and responsibilities remain steadfast, and our passion is for us to leave a legacy that we can all be proud of. We can do this by leveraging strategic opportunities, where it's a win for us and a win for our clients.

We can help guide clients' marketing strategies around their sustainability policies while also ensuring compliance with all relevant legislation. We can also shape the goals themselves, helping companies formulate or enhance sustainability strategies and guidance.

WHAT'S POWERING US?

There's a real sense of clarity about who DRPG are and where we're heading. Our latest brand campaign taps into that which showcases how we think and how we solve. We've always been problem solvers at heart, turning something complex into something that works.

But progress isn't always held back by big, obvious barriers. More often than not, it's the quiet assumptions. The 'that's just how it's done' mindset. The idea that something can't be changed. Once you start to question that, things open up. What looked like a blocker becomes something you can work with. And that's usually where the interesting stuff starts to happen with clients and the work we collaborate in producing.

SUSTAINABLE FUTURE

We're already a quarter of the way through 2026, which feels slightly ridiculous. The year's moving quickly, but the bigger picture can sometimes feel like it's standing still. In parts of the globe, building a sustainable world seems a long way off. And in moments like that, it's easy to wonder what any difference any of it really makes.

But standing still isn't really our style, and if you're reading this then we can only assume and hope you feel the same.

We all have a responsibility to do something, however big or small. For us, that means setting clear, measurable goals and actually sticking to them, from the smallest day-to-day changes to the bigger, more visible community projects.

We're not asking people to do more for the sake of it. We're asking them to think differently. To find smarter ways of working. To save time, reduce waste, be more inclusive, and make decisions that are kinder to the planet.

The 2026 KPIs are already in place, with every part of the business setting its own sustainability objectives. We're also learning as we go, through partnerships like The Valuable 500, through sharing ideas across the industry, and through constantly asking ourselves; is this the Best Overall Sustainable Solution?



WHAT'S STOPPING YOU?

When you mix problem-solving with imagination, you get creative thinking, and that's what we live and breathe at DRPGroup. That's what we bring to our clients every day, and we're in a strong and unique position where we can use this creative thinking to help organisations figure out what the future could look like, and more importantly, how to get there without overcomplicating it. The next chapter between us isn't written yet. How would you like it to unfold?

**PEOPLE.
PLANET.
PROFIT.**

DRPGroup.

Creative Communications Worldwide

