



CSR Charter



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CEO's message



Corporate Social Responsibility is essential for the success of any business along with its people and its community. Whether it's donating a prize to the local fete; running a work experience programme or mentoring scheme with a school; or being environmentally aware the impact your business has on the wider world, embracing a sustainable culture will ensure longevity for the business and its people.

We are proud to have had that sustainability culture ingrained in the company for the past 40 years and to actively play a part in our communities. Up until around 12 years ago, we really didn't think about why we were doing this; it just seemed the right thing to do. Then a chance meeting with Sam Wilson, one of the UK's foremost experts on sustainability in our sector, opened my eyes to how much more we could be doing and why CSR is so important.

We started the process to obtain the BS8901 certification and were the first agency in the UK to gain the accolade. Following the 2012 Olympics, a new international standard was created ISO 20121, this time we were the first in the world to gain the certification along with ISO 14001.



These standards are great to have something we can measure our success by – we are audited annually and each year we come out top for the work we do. However, for us, it's not enough – systems and processes can lead to a tick-box exercise with no real tangible outcomes. So, over the years we have worked hard with Sam to ensure the red tape is reduced and we measure real impacts.

Throughout this journey the team have been on-board, each year creating objectives to reduce waste, resource better or be involved in one of the hundreds of community projects we have delivered. It's all about 'small actions make a big difference.'

In our 40th year we took the decision to completely review everything we do, the impacts we have both positive and negative, and understand where we could take our CSR programme. Over 12 months, we've reviewed and redesigned the way we do things – simplifying systems and creating new processes to help our global team continue to make a difference internally, and importantly, externally with our 1,200 plus projects we deliver each year for our clients, putting sustainability at the heart of our project management cycle.

Whether you are a client, team member, supplier, media or even a competitor, please embrace what we are doing and together we can all make a difference as an industry.

Dale Parmenter
Chief Executive Officer

1.

Our vision



To be the
company
of choice

Our purpose



“With extraordinary determination, skill and knowledge, we create brilliant solutions that inspire, influence and motivate everyone for sustainable success - socially, environmentally, and economically”

We achieve this by continually making ‘anything possible’



Our values



At DRPG, we don't just choose people for their skills; we bring people on board who live our five values which are also our set of guiding principles:



Trust in yourself every time

Be reliable, honest, committed, safe, outstanding and dependable.



Passion for everything you do

Fun, fearless, loving, determined, proud and talented.



Effective actions that make a difference

United, valuable, creative, respectable, communicative and responsible.



Understand the needs of everyone

Professional, appreciative, motivated, versatile, flexible and appropriate.



Belief in everything you do

Courageous, focused, ingenious, ambitious, confident and excellent.

Established in 1980 as the corporate film company 'DRP FILMS', we have gone from strength to strength to become one of the leading creative communications agencies, renowned for making 'anything possible'. By staying true to our values and expanding organically through unrivalled service and industry leading quality, we have grown from a team of one, to over 350 across multiple locations in the UK and in 2019, we expanded globally, welcoming a portfolio of brands and partners to the **DRPG** family.



Our values underpin our team culture and approach to communications solutions required by our clients in a challenging and complex world. We work together as one team to truly deliver on our promise that 'anything's possible'.

We are measured annually on four governing principles of sustainable development as set out by ISO 20121. These can be found in 'Procedures' (page 22).

2.

Our impact



'The smallest actions make the biggest difference'

This has been the mantra across the team since our sustainability journey began.

We've consistently engaged and supported teams to break down the bigger objectives into smaller, workable tasks that everyone can contribute towards and make an impact. These small, yet accountable actions, truly make a difference and we've seen positive change across all our departments, here are just 3 simple examples:



Print

We have substantially reduced print material wastage by manually overriding the way material is drawn through the printers. We also use biodegradable ink and are eliminating material such as vinyl which ends up in land fill. By investing in the latest machines, we have increased our in-house capabilities while reducing our footprint by not having to outsource projects.



Batteries

10 years ago, our technical team introduced a process for extending the life of batteries. Batteries for radio microphones cannot be allowed to run to zero and have to be changed regularly. All these partially used batteries are retained and distributed in our offices for other equipment where they can be run to zero, such as remote controls.



Resources

For 30 years we have donated equipment and stage set materials that we no longer need or can use for projects to local organisations, such as schools, drama groups and charities like Worcestershire Resource Exchange, reducing and eventually eliminating the amount sent to landfill.

Our part in our Community

Over the last 40 years, we have supported hundreds of diverse causes and community projects close to our hearts.

Over the last 40 years, we have supported hundreds of diverse causes and community projects close to our hearts. Living our five core values, we motivate teams to meaningfully contribute to our local communities and wider society, from fundraising and volunteering, to in-kind giving, using our expertise in a variety of ways to help charities or causes attain their goals, here's just a few highlights:



Rickshaw Rally

Our events team completed a gruelling challenge of cycling 130 miles from our Covent Garden office in London, to our global Head Quarters in Hartlebury in a Rickshaw. The relay between the team raised money for industry charity Meeting Needs.



Give a Hand

Taking advantage of having the whole team together at our Summer Conference, we partnered with David Meade and Lightbulb Teams to build prosthetic hands for their Give a Hand programme, donating them to those in need in India. All 45 hands were personalised by the team and within 5 weeks were distributed and fitted to their recipients.



West Midlands Ambulance Service

We produced "Pull Through", a short documentary for the West Midlands Ambulance Service that recreated the moment when one of our colleagues suffered a cardiac arrest during a boat club regatta, emphasising how the presence of a defibrillator on-site had saved his life. The film is used by the NHS to promote the lifesaving use of defibrillators in sport.

Supporting the next Generation



We regularly work and collaborate with charities and educational establishments to promote talent in our immediate industry and skillset.

Supporting education is a big passion for the group and we've run a very active work experience scheme for over 35 years - three of our board members started as work experience placements.



The Prince's Trust West Midlands

Each year we partner with The Prince's Trust West Midlands to promote their 'Get Into' programme, encouraging young people to explore careers in stage crewing. Working with Birmingham-based Crewsaders, we host the programme at our Hartlebury studio, training candidates alongside our own inhouse technical team.



Birmingham Hippodrome Education Network

We are supporting 15 young people with Bursaries to be part of the Hippodrome Young Companies – an initiative which provides world-class professional platforms for talented young performers from Birmingham and the wider region to nurture their artistic talent.



DRPG SPARKS

In response to the overwhelming positive feedback and ongoing support nurturing the next generation of talent, we recently launched our own SPARKS careers programme to provide toolkits and creative resource for use in local Worcestershire schools. We are aiming to roll this out nationally mid-2021.

3.

Our commitments & responsibilities

DRPG has been on a 12-year sustainability journey. As the world's first creative experience agency to achieve certification for ISO 20121 and ISO 14001, we have high standards to maintain. We take a leading role in looking after the environment and our communities with a range of sustainability methods that can have a real impact on the ROI for our clients.

We have been working with EcoEvents for the past decade, developing and implementing a robust sustainability management system, a framework for integrating sustainability practices into our daily operations. Activities range from traditional recycling, reducing single-use plastic on-site and improving carbon neutrality, to rigorous health and safety inspections of our warehouse operations, contributing to the circular economy through the use of recycled input materials and managing our suppliers and diverting waste from landfill. All of this we report against as part of our annual auditing process.

We have policies in place to ensure we operate as a responsible business and employer, covering health and safety, information security, sustainability and anti-slavery. These are freely available on our website.

Our commitment to sustainability and responsible business practices are woven into our everyday operations. It is important for us to use opportunities like our bi-annual company conferences to promote social good, and demonstrate our commitment to helping communities and wider society by taking a lead to publicise our efforts and also support local organisations through best practice and careful consideration of the partners we align ourselves with.

As a people-led business, we take pride in being an equal opportunities employer. Our recruitment process is based on talent, skill and cultural fit, regardless of gender, age, race or disability. Our ethos is to attract, hire and retain talented candidates that are not only capable of doing the job, but share our company values to ensure a good cultural fit. We take an active role in supporting our people in their roles and nurturing their careers. As such, we have invested heavily in our learning and development programme to ensure all employees continue to progress within the company. Our employee retention rate has been 90 per cent over the past four years, and satisfaction of our induction of new hires is 99 per cent.

We have set our objectives and honed our efforts towards the Sustainable Development Goals where we as a business can contribute most - **see table overleaf.**



Topic	No.	Objective	No.	Measuring progress
Supporting Team Members & Wellbeing	1	Attract and retain talent by offering career progression opportunities, leadership and development programmes	1.1	Number and percentage of Team Members receiving training
			1.2	Number of training hours delivered
	2	Develop and implement initiatives that promote mental wellbeing, prevent mental disorders, and provide access to quality mental health services	2.1	Turnover rate (%)
Promoting Responsible Procurement	4	Integrate CSR clauses in suppliers' contracts and CSR criteria in invitations to tender (including venues)	2.2	Absenteeism (%)
			3.1	Number of initiatives supported
			4.1	Number and percentage of supplier contracts with a CSR clause on environmental and/or social practices
Collaborate for Positive Change	5	Work in partnership with suppliers to improve CSR performance (including venues)	4.2	Number and percentage of suppliers sourced within 50 miles of the office location
			4.3	Number and percentage of suppliers sourced within 50 miles of the event location
			5.1	Number and percentage of suppliers engaged in CSR performance improvement initiatives and the results
Promoting Values and Ethics	6	Create a database of responsible suppliers and develop a mechanism to enable centralised procurement of services and products	6.1	Number and percentage of suppliers integrated into database
			7.1	Number of certifications achieved and maintained by DRPG
			8.1	Number and percentage of team members that have implemented a CSR objective and results achieved
Reducing our Environmental Footprint	7	Maintain our responsible supplier conduct to clients and other stakeholders	9.1	Monitoring of initiatives dedicated to positive change in social and / or environmental behaviours
			9.2	Number and percentage of clients engaged in sustainable development issues
			10.1	Number of projects related to CSR issues
Achieving Sustainable Growth	8	Promote team engagement through leadership initiation of a self-managed CSR programme	11.1	Number of industry-wide CSR initiatives supported and their results
			11.2	Number of CSR awards entered and won
			11.3	Number of external communications initiatives with a CSR theme
Supporting Team Members & Wellbeing	9	Implement tools and collaborative techniques to engage clients and team members in sustainable development issues	12.1	Number and percentage of employees that have received training in sustainable development issues and responsible communications
			13.1	Maintenance of certification to ISO 27001
			13.2	Number and percentage of training courses offered on data and information security
Promoting Values and Ethics	10	Utilise our creative communications skills to mobilise and amplify positive change	14.1	CO2e emissions in total and per person as measured against science-based targets from target base-year
			15.1	Tonnes of paper consumed and kg of paper consumption per person
			16.1	Percentage of use of 100% recycled paper
Promoting Values and Ethics	11	Become a leader in sustainable development and work in partnership with the wider industry to mobilise positive change	17.1	Percentage of use of 100% chain-of-custody certified timber
			18.1	Tonnes of waste generated and kg of waste per person
			18.2	Percentage of waste diverted from landfill
Promoting Values and Ethics	12	Train our team on sustainable development issues and responsible communications	19.1	Number of items of single-use plastic used in our offices and on our events
			20.1	Number of DRPG entities included within CSR Charter reporting
			20.2	Number of DRPG entities who have achieved Certification



Key to the SDGs



While we continue to monitor and improve on our most material areas, we are constantly looking to work and collaborate with like-minded, values-driven companies and increase support to our local communities by providing opportunities to thrive and prosper as we believe 'anything's possible'

4.

Our future



DRPG is committed to looking after the environment which we inhabit; the people we work with (clients and team members alike); and positively contributing to society through responsible business practices and operating a sustainable business model that ensures long-term prosperity for a better future.

2020 is our milestone 40th Anniversary where we challenge ourselves to complete 40 CSR projects throughout the year. This is an initiative we have done for every milestone anniversary since 1980. But it doesn't stop there. Annually, we complete around 30 CSR projects, whether it be fundraising; volunteering; donations or in-kind giving of resources – our team are always keen to be involved with causes close to our hearts, no matter how big or small.

DRPG strives to maintain a culture of corporate and social responsibility in everything we do. With clear objectives aligned to the SDGs, and baseline targets that we can report on, mapping our progress year on year will help us work towards becoming a net zero carbon company by 2030, 20 years ahead of UK Government targets, and carbon negative by 2050.

5.

Procedures



DRPG has robust governance and processes in place to identify and manage sustainability risks, issues and opportunities, which are audited annually as part of our third-party certification to ISO 14001 (International Standard for Environmental Management) and ISO 20121 (International Standard for Event Sustainability).

A materiality analysis is used to identify, select and prioritise key sustainability risks, issues and opportunities for the Group.

Materiality is assessed at two levels:

Strategic analysis of internal and external issues and interested party needs and expectations. Interested parties include our staff; clients; suppliers; regulatory bodies; non-governmental organisations and the local community. Information is collated via several methods including workshops; open letters; meetings; supplier questionnaires, events and tenders.

Operational analysis of our activities, products and services and their associated sustainability impacts, including those aspects we can influence in addition to those under our direct control. To ensure transparency and completeness, we adopt a lifecycle approach to identifying significant impacts, including those incurred through our supply chains.

EcoEvents support the undertaking of our materiality assessment and the charting of our progress. We monitor and measure our performance regularly to ensure we stay on track and continually improve.

This includes assessing where we are currently performing on our four governing principles of sustainable development:

Inclusivity

Everyone affected or whom could be affected by our actions, are considered

Integrity

Doing the right thing at all times

Transparency

Being honest in our approach

Stewardship

Motivating everyone on, and to be part of, our journey

We are currently benchmarked at the level of 'fully engaged' across all principles, however, we understand that sustainability is a journey and our charter commitments will enable us to further improve and share learnings. Working collaboratively with our staff, clients and the wider industry is a central part of our plans. We must all work together to find solutions to the pressing problems our planet is facing.

Authors

ABC

We would like to recognise three people who have been integral in producing this Charter and will be instrumental in monitoring progress over the coming years as we strive to achieve and go beyond our sustainability goals.



Samantha Wilson
Managing Director
EcoEvents

Sam has worked for over 20 years in the events industry in an operational and directorial capacity, and for 15 years as a sustainability specialist. She is a Practitioner Member of

IEMA (Institute of Environmental Management and Assessment), a trained and experienced internal auditor, sustainability workshop facilitator, and has an academic background in environmental management; psychology; social biology; interpersonal communications; statistics and research methods. Sam is recognised as one of the UK's leading experts on sustainability practices and the application of ISO 20121 (International Standard for Sustainability Management System for Events).

Her clients include leading events companies and landmark venues in addition to international media agencies and publishing houses. She also supported the sustainability management of over 70 sites for the London 2012 Olympic and Paralympic Games, and presented the China CSR Awards in Beijing in 2014.

Along with **DRPG**, Sam developed SAVE (Sustainability Action for Venues and Events), an innovative event sustainability programme that is currently being used in several universities to engage students and teach them how to apply best-in-class sustainability processes and practices.

As **DRPG's** sustainability consultant, we leverage her expertise to ensure that sustainability is woven into the event management journey so it delivers maximum ROO and ROI for clients, including minimising and offsetting carbon, reducing waste and ensuring sustainability values are 'brought to life' in the live event environment.



Cecilia Law
CSR Charter Lead
DRPG

Cecilia has been with **DRPG** for just over 12 months, she is passionate about how business should take a responsible stance when it comes to the environment and being a part

of the community. Cecilia had the idea for the Charter to be the public-facing manifesto that would bring together all the great external things the team take part in, along with the systems that are in already place.

Cecilia's aim for the Charter is to create trust and transparency to all stakeholders involved on how **DRPG** is doing good business, responsibly and sustainably.



Andrew Davies
Integrity Manager
DRPG

Andrew recently joined **DRPG** as Integrity Manager, he has vast experience around compliance, audit and regulation. Andrew will use his skills to ensure we remain

on track with our systems and processes. Recording and monitoring how we perform to the kpi's. Supporting the team to continually improve and find new ways to support our CSR journey.

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communications
group

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