

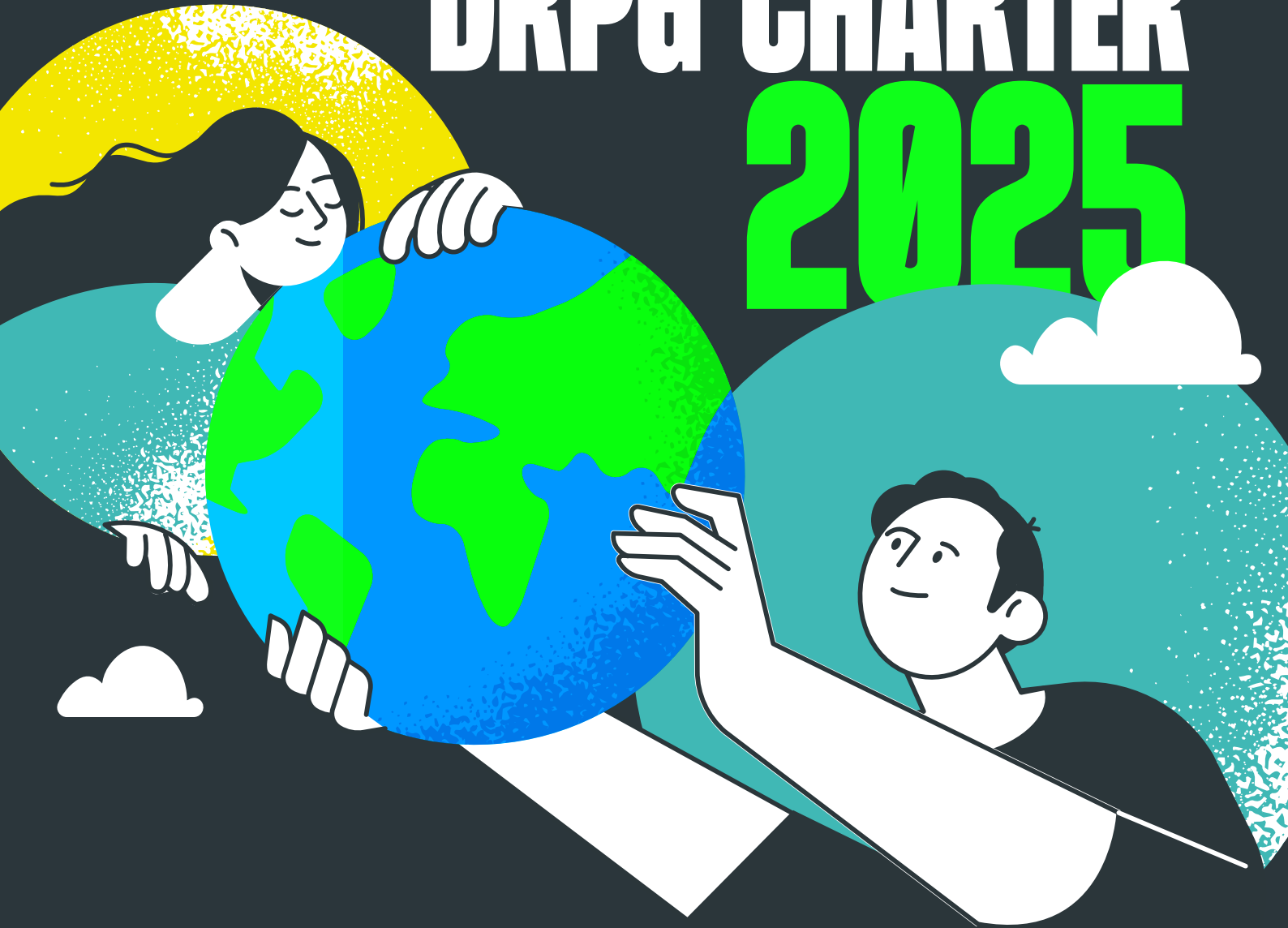


45  
YEARS OF MAKING  
ANYTHING POSSIBLE

creative  
communications  
group

45th Anniversary special

# DRPG CHARTER 2025



Featuring the output of our  
**Double Materiality Assessment**

Certified



Corporation



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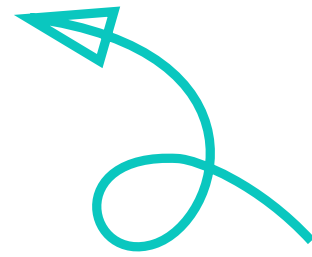
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**52.**

Celebrating 45 years

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# DALE'S INTRODUCTION



**This is our fourth charter. When I look back from the very first we produced in 2020, I'm proud of how far the team at DRPG has come; the steady improvement and the cultural embedding of sustainability into the day to day working life.**

**I**n our 45th anniversary year we have structured this charter in a slightly different way. With our sustainability partners Syntiro, we are looking at a range of issues affecting the way we approach sustainability, from measurement to new regulations, greenwashing and leadership.

As an organisation, we have achieved many milestones across the three principles of People, Planet and Profit, in equal measures. From our active community programme supporting a range of good causes, to our educational support, mentoring, talks and work experience, through to tackling issues around waste, energy, the supply chain and continually looking at innovative ways to promote employee engagement and wellbeing for our own teams and our clients.

While we are only a grain of sand in the vast beach of the world we live in, more than ever we all need to be committing to greater focus on sustainability, as the threats to our planet, security and prosperity have never been so great. And yet we are still faced with a lack of leadership, increasing conflict and financial instability. The world seems to be a crazy place, so it would be easy to sit back and assume our actions are insignificant.

For 20 years we have focused on People, Planet, Profit, putting the three Ps at the heart of our business to help create a sustainable future for our stakeholders. It's important to focus on action, so we constantly strive to produce the Best Overall Sustainable Solution (BOSS) in everything we do. We won't always get it right, and that's OK, as having a go rather than dithering, is vital.

I get dismayed when I see rafts of red tape and regulation from governments, or confusing tick-box exercises from procurement departments, or just fear and misunderstanding which leads to sustainability-paralysis. Sustainability is about taking action, having a go, challenging your teams and being creative and innovative, living and working in what we call the 'messy middle'. That's what I've instilled into my team, just do it, have some fun and look for continual improvement by measuring your successes and learning from the mistakes.

Sustainability is not about having a separate area in your organisation or a bolt-on to the day-to-day operation, it should be a part of your culture and DNA. It's about it becoming habit-forming, 'this is the way we do things around here'.



Sustainability is about changing the way you operate, not creating more work or costing more money. In fact, in many cases costs should be lower, it has to be a WIN-WIN scenario and however you do it, your plan and your actions are personal to your organisation and culture.

While the accreditations are important, they are not the core driver behind behaviour or change; they simply tell you if you're on the right track by measuring your success or failure. That can be daunting, with enough reams of paperwork and red tape to destroy a rainforest! You do as much as you can, or your organisation can afford. You find out what works for you and put simple measures in place or use technologies like BOSS app to help you. Accreditations help you to adopt international best practice, and they can be used as a business enabler.

It's not the place of governments, the UN or organisations like ISOs to tell us exactly what to do and how to act as a business. In some cases, accreditations and frameworks like ISO in isolation can disillusion a

team and make the drive towards sustainability more confusing and daunting. We as business leaders need to take responsibility and drive the agenda and with the help of our teams make a positive impact and sustainable future for us all and future generations, aligned to our own ambitions, our own purpose and values. Only once you've got your team on board, you can then look to industry bodies and expert help to inform your sustainability strategy.

I hope this Charter will give you insight and inspiration you can take and use in your own organisation. One of our sustainability objectives is to share knowledge, and we hope in a small way our experiences will help make a positive difference.

Dale Parmenter, DRPG Group CEO

# GLOSSARY OF KEY TERMS

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## CSRD

**(Corporate Sustainability Reporting Directive)**

The CSRD enhances ESG reporting requirements across Europe, pushing businesses to integrate sustainability into their strategies. For DRPG, it's an opportunity to demonstrate our positive contributions to clients' sustainability goals through transparent practices.

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## B CORP

B Corp Certification is a globally recognised accreditation for businesses that meet high standards of social and environmental performance, transparency, and accountability. It assesses a company's impact on workers, customers, community, and the planet.

## DMA

**(Double Materiality Assessment)**

This approach evaluates both impact materiality (how our actions affect society and the environment) and financial materiality (how sustainability impacts our business). Our DMA process ensures we prioritise what matters most to our stakeholders and clients.

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## ISO 20121, ISO 14001 & 27001

ISO 20121 (Sustainable Event Management) is the international standard for planning and delivering events that minimise environmental impact, promote social responsibility, and create economic value.

ISO 14001 (Environmental Management) provides a framework for businesses to reduce their environmental footprint, improve resource efficiency, and ensure regulatory compliance.

ISO 27001 (Information Security Management) sets the standard for managing sensitive data securely, protecting against cyber threats, and ensuring compliance with data protection regulations.

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## SDR & SRS

**(Sustainability Disclosure Reporting framework) & (Sustainability Reporting Standards)**

The UK government is currently developing its sustainability reporting framework and standards based largely upon the work of the ISSB (International Sustainability Standards Board). At the time of writing the government is planning to publish exposure drafts in Q1 2025. We look forward to further developments and adopting the SDR approach to strengthen our commitment to transparency, authenticity, and accountability.

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## SDS

**(Sustainability Disclosure Standards)**

SDS provide clear guidelines for measuring and reporting ESG performance. By adopting these standards, DRPG reinforces its commitment to transparency, authenticity, and accountability.



# BEFORE WE GET STARTED...

**AS** sustainability moves further into the spotlight, new regulations and standards are shaping the way businesses operate, communicate, and report their impact. For DRPG, being a forerunner in this evolving landscape means not only embracing these changes but leading by example.

This year, we're taking bold strides by informing and aligning our sustainability approach with the Corporate Sustainability Reporting Directive (CSRD) and a focus on Double Materiality Assessment (DMA), which will feed into the certified management system to ensure a fully integrated company-wide approach. We've also recertified our ISO 20121 and ISO 14001 certification, integrating the rigorous principles of B Corp standards, particularly as we celebrate B Corp Month in March this year.

We'll be presenting the findings of our Double Materiality Assessment, supported by our sustainability partner, **Syntiro**.

## WHO WE ARE

DRPG is a global, full-service creative communications group specialising in events, film, digital, design, print, and strategic communications. We partner with brands, businesses, and organisations to craft compelling storytelling and immersive experiences that drive engagement, inspire change, and deliver measurable impact.

## WHO WE SERVE

DRPG serves a diverse range of stakeholders, each with distinct sustainability concerns and expectations. Our work spans corporate clients, employees, suppliers, regulators, and the wider community, and our sustainability efforts are shaped by the key issues which impact them.





# OUR VISION

**‘To be the agency of choice’**

This is our vision statement. We want to be the employer of choice, a market leader with a customer-centric approach, known for innovation and adaptability, trusted by clients and suppliers globally.

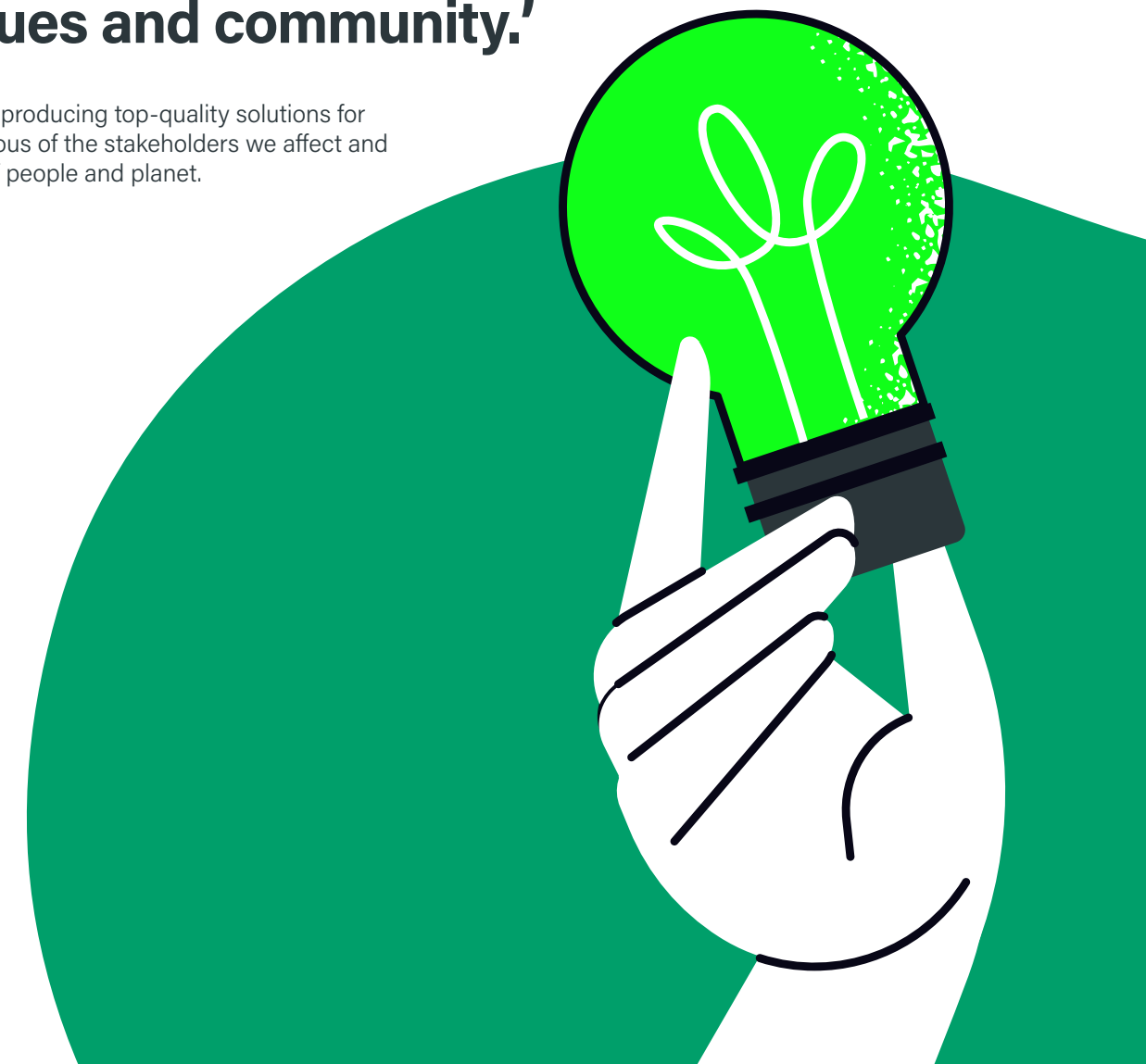
Our vision is where we want to be going long term, a 10-year leading light in our strategic approach. As we review the output of our DMA, we will set three to five year ‘ambitions’, which will break down our vision further into achievable objectives.



# OUR PURPOSE

**‘Drive positive change and create a sustainable future for our clients, colleagues and community.’**

To be consistently producing top-quality solutions for our clients, conscious of the stakeholders we affect and our stewardship of people and planet.



# OUR STAKEHOLDERS & THEIR PRIORITIES

## CLIENTS

Our clients increasingly require more sustainable solutions in events, media, and communications. They expect carbon reduction commitments, transparency in ESG reporting, and support in authentic storytelling to align with their own sustainability goals.

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## OUR TEAM

Our people value a responsible workplace, focusing on Diversity, Equity & Inclusion (DEI), fair pay, flexible working, well-being, and career development.

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## SUPPLIERS & PARTNERS

As part of a complex supply chain, we work with vendors who face increasing regulatory requirements and cost pressures. Ethical procurement, supply chain DEI, fair payment, and reducing greenwashing risks are critical considerations.

## REGULATORS

We operate in an evolving compliance landscape, with climate reporting (CSRD), anti-greenwashing regulations, and financial disclosure requirements becoming more stringent. Maintaining our ISOs and aligning with B Corp principles ensures we stay ahead.

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## COMMUNITIES & NGOS

We engage with local communities, sustainability organisations, and advocacy groups that expect businesses to act responsibly. Reducing environmental impact, promoting ethical advertising, and contributing to social good are central to our role in the wider ecosystem.

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## MEDIA & PUBLIC PERCEPTION

As a communications agency, we must ensure that our sustainability messaging is transparent, evidence-backed, and free from greenwashing. The media plays a crucial role in holding businesses accountable, making authenticity in our ESG commitments essential.

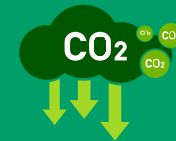
# STRATEGIC TRENDS & DRIVERS

**FOR** us, there are company-specific drivers and trends we need to focus on to hit our targets. These have been highlighted as key hotspots that we, as a business plus all our stakeholders, must be keenly aware of so that we are comprehensive in our strategic response to the challenges that lie ahead.

There are certain regulations like the CSRD which will have a major impact on how businesses operate in Europe and beyond; we have aligned our drivers with those impact areas.



## ENVIRONMENTAL & SOCIAL



### Climate change & resilience

Climate risks, such as supply chain disruptions and extreme weather events, are increasingly shaping global business operations. There is a growing emphasis on climate adaptation and mitigation. As a business which relies heavily on its supply chain and a trusted network of suppliers, this is a key focus for us as is helping our clients pursue their sustainability objectives, which is where we can influence and enable significant impact.



### Circular economy & waste management

A large proportion of our work comes from live events, making responsible resource management a key priority. Our approach goes beyond waste reduction - we focus on the entire lifecycle of materials, prioritising sustainable sourcing, reusability, and hiring over single-use options. By embedding circular economy principles, we ensure that materials are optimised, repurposed, or responsibly disposed of, all while delivering exceptional experiences for our clients.



### Technological advances

Emerging technologies, renewable energy technology, artificial intelligence and the accompanying energy use of data centres present opportunities and challenges for business. While some of these new technologies may help to reduce environmental footprints, they can also present other risks to social and economic systems and the wider environment.



### Global lack of trust

As global challenges heighten, public trust in big corporations is put to the test. Issues like climate inaction, social inequality, misinformation, and political instability have increased expectations for action and intensified scepticism. Businesses need to be clear and open in their communication to retain the loyalty of their stakeholders.



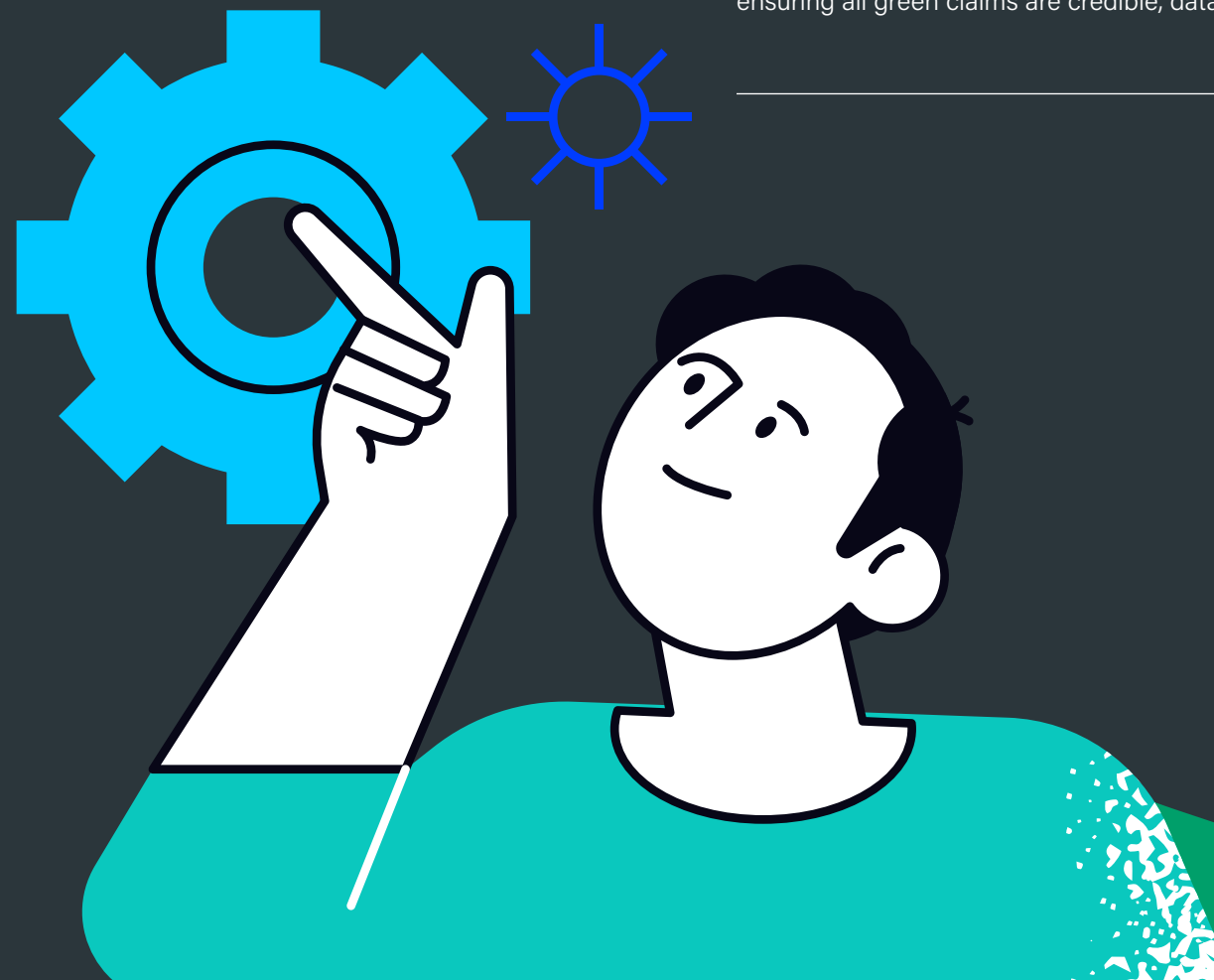
### Employee wellbeing & engagement

There is a demand for purpose-driven brands; employees prioritise social and environmental impact directly alongside profitability. This is reflected in the benefits offered, fostering an inclusive, open workplace.



# DOUBLE MATERIALITY ASSESSMENT

# GLOSSARY OF KEY TERMS



## Net Zero

Achieving Net Zero means balancing greenhouse gas emissions with removal or reduction efforts. For DRPG, this involves cutting emissions across our operations and value chain while investing in sustainable solutions.

## Greenwashing

Greenwashing occurs when companies make misleading claims about their environmental efforts. DRPG is committed to transparency, ensuring all sustainability claims are backed by data, third-party verification, and clear reporting – in line with the Green Claims Code.

## Green Claims Code

The Green Claims Code is guidance from the UK's Competition and Markets Authority (CMA) to prevent misleading environmental claims in marketing and advertising. For DRPG, this reinforces our commitment to transparency, ensuring all green claims are credible, data-backed, and compliant with regulatory standards.

# FOCUS ON RISK & OPPORTUNITY



**FOR** DRPG, it's always been paramount to focus on what's important in sustainability – even if that can often be uncomfortable or difficult. 'Materiality' (identifying what's relevant and significant) has been central to a serious approach to sustainability best practice and management and a focus on Double Materiality Assessment (DMA) has been brought to the fore by the EU's CSRD (Corporate Sustainability Responsibility Directive).

As part of our ongoing commitment to reviewing and improving, DRPG recently worked with specialist sustainability consultancy Syntiro Associates to conduct a materiality assessment informed by DMA approaches. This included assessing the operating context of our company to identify our hotspot activities, operations, related dependencies and thereby our IROs (impacts, risks and opportunities).

We also reviewed stakeholder interests and conducted an employee survey on a wide range of issues. Finally, we ran an in-depth assessment workshop with a range of team members to consider these issues and assess their possible impacts on stakeholders and the company financially.

There are **two stages** to the DMA, reviewing the IROs:

Stage  
**1**

## Initial desk-based assessment

Utilising Syntiro's systems and expertise to conduct a detailed assessment of impact materiality.

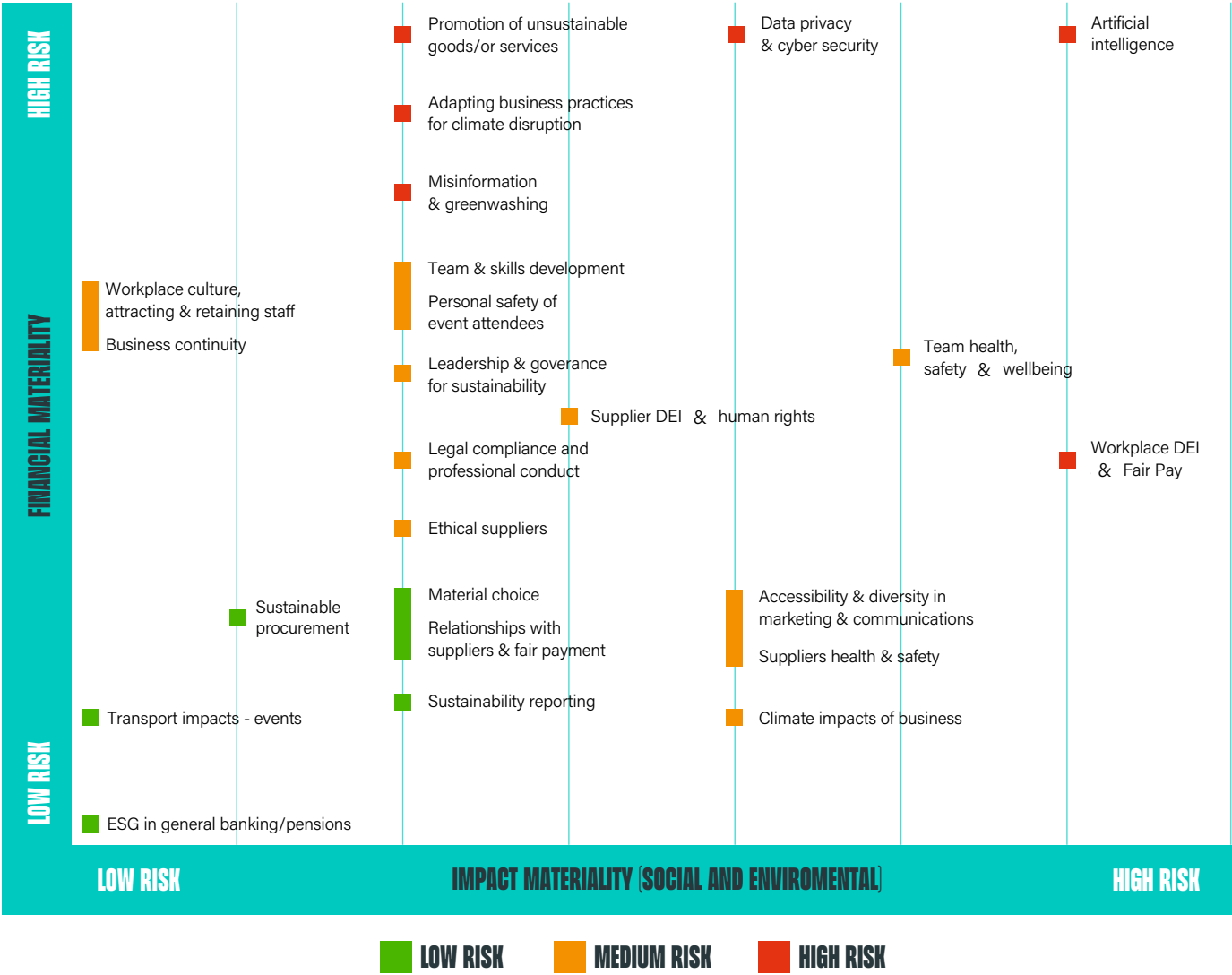
Stage  
**2**

## Leadership scoring workshop

Leaders from across DRPG and over a range of disciplines are questioned on the IROs, further reviewing and rescoring the initial impact materiality assessment conducted in stage 1 and reviewing the financial materiality assessment.

# OUR MATERIAL ISSUES

**THE** materiality matrix below is presented with issues grouped by common themes. We’ve also highlighted the top 24 IROs that have the largest impact on our business out of the 66 IROs that are measured across the business. In the coming months, we will use this analysis as a key input for our senior leadership in establishing targets for the next five years.



	GOVERNANCE AND ETHICS	PEOPLE	PLANET	CLIENTS AND SUPPLIERS
HIGH RISK	Use of Artificial Intelligence	Team health, safety & wellbeing	Adapting business practices for climate disruption	Data privacy & cyber security
	Misinformation & greenwashing	Workplace DEI & fair pay	Climate impacts of business	Promotion of unsustainable goods/or services
	Leadership & governance for sustainability	Team & skills development	Materials choice	Personal safety of event attendees
	Business continuity	Workplace culture, attracting & retaining staff	Sustainability reporting	Supplier DEI & human rights
LOW RISK	Legal compliance & professional conduct	Accessibility & diversity in marketing & communications	Transport impacts - events	Suppliers health & Safety
	Relationships with suppliers & fair payment			Ethical suppliers
	ESG in general banking/pensions			Sustainable procurement

Text box in order of combined financial and impact materiality, first being highest risk.

# OUR MATERIAL ISSUES

## PLANET

In our organisation, sustainability isn't an afterthought, it's a responsibility we take seriously. We're transforming our business practices to adapt to the changing climate, making bold decisions to future-proof our operations. We're actively choosing lower-impact materials, reducing waste in event production, and rethinking transport to minimise the environmental impact of our projects.

Our sustainability reporting ensures that we're not just setting targets, we're measuring progress and holding ourselves accountable. Climate resilience means more than reducing emissions; it's about preparing for the unexpected and ensuring we can continue to deliver for clients without compromising the environment. By embedding sustainability into our core business model, we're not just meeting current needs, we're creating a legacy.

## CLIENTS & SUPPLIERS

Our suppliers are an integral part of our sustainability journey, and we expect them to help contribute to our vision for positive change which helps us meet and exceed the sustainability ambitions of our clients. Data privacy and cybersecurity are non-negotiables, and we have strong frameworks in place like ISO 27001 to protect sensitive information.

When working with suppliers, we prioritise those who uphold human rights, champion equity and diversity, and follow sustainable procurement standards. We actively monitor supplier performance to ensure they meet these expectations. Additionally, we're committed to event safety, taking proactive steps to ensure that delegates feel secure and valued at every stage of the experience. Through these efforts, we're building a responsible supply chain and client network that aligns with our values.

Our ESG journey is about more than meeting targets, it's about setting new standards, leading by example, and ensuring that our actions today contribute towards a sustainable tomorrow. Through this we provide solutions to sustainability challenges for our clients, helping them meet their targets, and enhancing sustainable value.

## GOVERNANCE & ETHICS

Governance and ethics are not just about ticking boxes, they're about embedding accountability, innovation, and integrity at every level. We're integrating artificial intelligence (AI) into our group, but we're doing so with responsibility and purpose.

With a 'human in the middle' approach, we ensure that AI enhances decision-making rather than blindly driving it, avoiding risks like bias and misuse. We understand that technology without ethics can create problems, so we monitor its application carefully and train employees to manage its risks responsibly. To counter misinformation and avoid greenwashing, we've built internal checks that ensure our sustainability claims are backed by data, not just ambition. Our leadership team champions this ethical approach, embedding sustainable practices into governance frameworks and ensuring long-term business continuity through ethical supplier partnerships and fair payment standards.

## PEOPLE

At DRPG, our people are our most valuable resource, and we're committed to creating an environment where they can thrive. We're not just looking after their well-being, we're actively designing a workplace that encourages creativity, diversity, and growth. Our health and wellbeing programmes aren't generic; they're tailored to individual needs, with flexible work options, mental health support, and wellness initiatives.

We also ensure fairness is embedded in everything we do, from conducting regular pay audits to promoting equity, diversity, and inclusion across the business. But we don't stop at inclusion, we drive development. Our ongoing skills programmes provide our teams with the tools to stay at the forefront of innovation, keeping us competitive while fostering a culture of continuous improvement. By creating a workplace where people want to stay, we can attract top talent and maintain the dynamic, creative energy that sets us apart.

# OUR MANAGEMENT APPROACH



AS

a B Corp, we must have multiple approaches to our management principles. These cover how we evidence our work and hold ourselves accountable to the high standards we set.

## EVIDENCE-BASED APPROACH

Our sustainability strategy is rooted in measurable data and verifiable impact. We don't just make commitments—we track, analyse, and report on our progress using:

- Robust data measurement through our Integrated Business Management System (IBMS), ensuring that decisions are based on facts, not assumptions
- Expert oversight, working with Syntiro to ensure our methods align with the latest best practices
- Team accountability, with sustainability objectives set individually at a departmental level and across the board. We also integrate the metrics tracked through **BOSS** (our amazing, all-encompassing sustainability tracking tool for those in the creative industries... more on that later!)

## STANDARDS-BASED COMMITMENT

We align with recognised international standards to validate our efforts and ensure credibility. Our approach is shaped by:

- ISO 20121, ISO 14001 and ISO 27001 certification, ensuring best practices in sustainable event management, environmental management and information security management.
- B Corp accreditation, holding us to high social and environmental performance standards
- ESRS (European Sustainability Reporting Standards) & CSRD (Corporate Sustainability Reporting Directive) guidance, positioning us ahead of regulatory requirements

## TRANSPARENCY & ACCOUNTABILITY

We believe open, honest reporting is essential to building trust with stakeholders —clients, employees, regulators, and the wider community. We demonstrate this through:

- Regular public reporting, disclosing progress against our sustainability goals (like this charter)
- Clear, credible communication, avoiding greenwashing, adhering to the Green Claims Code, and ensuring claims are backed by data
- Third-party verification, with external assessments reinforcing our commitments
- Internal governance, with leadership accountability and sustainability embedded in decision-making

For full transparency, the comprehensive list of all of our objectives can be seen on our website, or by **clicking here**

**We recognise that we're in the middle of the process now, and our IROs may continue to change as our business strategy develops and the needs of the business change. Having the rigidity of multiple management approaches allows us to review the targets set and amend them if needed, all informed by our materiality assessment.**



# THE CORPORATE SUSTAINABILITY REPORTING DIRECTIVE

As the global landscape for business sustainability continues to develop, so do the regulations surrounding the way businesses should operate. The aim of the CSRD is to substantially increase transparency across environmental, social and governance (ESG) matters.

As a global company, DRPG must adhere to the new standards for the following reasons:

## 1 Supply chain responsibility and client requirements

Many of our clients are large EU-based companies subject to the CSRD regulations. These companies must report on their entire supply chain's environmental, social, and governance (ESG) impact. As a supplier, we may be required to provide ESG data to support our clients' sustainability disclosures, particularly regarding event production, content creation, and operational sustainability.

## 2 Competitive positioning

Many businesses are prioritising sustainable suppliers to meet their own ESG commitments – we may be left off the tender process if we do not engage with the CSRD. A lack of compliance could lead to losing contracts with EU-based companies that require sustainability data from us.

## 3 Increased transparency and reporting demands

Clients may request specific data points aligned with European Sustainability Reporting Standards (ESRS) for example: carbon footprint, social impact initiatives, and governance policies.

## 4 Reputational and strategic benefits

Proactively aligning with the CSRD will only help to solidify our reputation as a responsible and forward-thinking company.

Being CSRD-compliant will attract talent and clients who prioritise sustainability-driven businesses.

# WHAT THIS MEANS FOR OUR CLIENTS

Many of our clients will be directly impacted by the CSRD and will need to integrate sustainability reporting into their business strategies. As a global agency, we are well-placed to support them by:

- Helping them develop clear, transparent, and compelling communications, without greenwashing
- Advising where possible on how they embed sustainability through the services we provide
- Ensuring that their messaging aligns with the stringent disclosure requirements of the CSRD while remaining authentic and impactful

## SUPPLY CHAIN CONSIDERATIONS

As we expand internationally, our supply chain will also grow, encompassing a wider network of partners, venues, and suppliers. Since the CSRD includes supply chain emissions (Scope 3) and sustainability practices in its reporting framework, we will need to ensure that our suppliers uphold sustainable practices. This may involve:

- Working with suppliers to improve their sustainability data collection and reporting processes
- Selecting partners who share our commitment to responsible business practices
- Encouraging and supporting suppliers in adopting CSRD-aligned reporting, ensuring they remain competitive and compliant when working with EU-based businesses

# BUT DON'T JUST TRUST OUR WORD FOR IT...

For DRPG Germany alone, we know that around 15,000 companies will need to report on the CSRD. Take a look at the info below, collated by our long-time management and organisational consultant, Dr. Guido Wolf.

## THE CORPORATE SUSTAINABILITY REPORTING DIRECTIVE (CSRD) AND IT'S IMPACT

The Corporate Sustainability Reporting Directive (CSRD) is a key component of the EU's Green Deal, aimed at achieving net-zero emissions by 2050. Adopted in December 2022, it significantly expands sustainability reporting obligations for businesses, ensuring transparency in environmental, social, and governance (ESG) matters while eliminating greenwashing.

### Who needs to comply?

Companies meeting two of these criteria:

€20m+ balance sheet total, €40m+ revenue or 250+ employees

### Key requirements

Compliance with European Sustainability Reporting Standards (ESRS)

Up to 1,200 ESG data points assessed across the CSRD

Double materiality analysis covering both corporate impact and stakeholder expectations and audited sustainability reporting integrated into management reports

# Impact on European business

- Companies must implement robust ESG data collection and analysis, creating financial and operational strain, especially for SMEs
- Businesses must increase their reporting transparency, and disclose sustainability data, including greenhouse gas emissions, waste management, diversity, human rights, and governance structures
- ESG compliance will affect capital access, credit ratings, investor interest, and corporate reputation
- Sustainable businesses will have an advantage in securing investment, while non-compliant companies may face higher financing costs or reduced funding

# Global implications: how non-EU companies are affected

While the CSRD is an EU directive, it has implications for UK and non-EU businesses. Companies within EU supply chains must report Scope 3 emissions, including indirect environmental impacts from energy production, product usage, and disposal. This means British businesses working with EU clients will need to align with the CSRD standards to maintain partnerships.

# The role of corporate communications

- Close collaboration between sustainability and communication teams is required to ensure clear and transparent verifiable ESG disclosures. Companies must adapt and integrate ESG messaging into PR, social media, and investor relations
- External audits make misleading sustainability claims riskier, reinforcing the need for accurate and data-driven reporting and the avoidance of greenwashing
- Reports will be publicly accessible via an EU-wide digital register, with businesses expected to leverage online platforms for transparency
- Companies must proactively engage with stakeholders including investors, customers, NGOs, employees, and suppliers, ensuring alignment and credibility

# THE FUTURE OF THE CSRD

Despite delays in national implementation and calls for simplification, the CSRD is here to stay. Large corporations are already aligning their sustainability strategies to gain competitive advantages, improve credit ratings, and enhance employer branding. As sustainability becomes a core business driver, proactive compliance with the CSRD will be essential for long-term success.

[Read the full article here](#)

# PRIV.-DOZ. DR. GUIDO WOLF



Dr. Guido Wolf has been working as a management consultant, moderator, speaker, trainer and coach in strategy and organisational development for large global companies since 1990. In 1998 he founded Conex. Institute for Consulting, Training and Management Support, based in Bonn. His projects focus on sustainability, change management, the management of internal communication and issues relating to quality and business excellence.

[Visit his website](#)

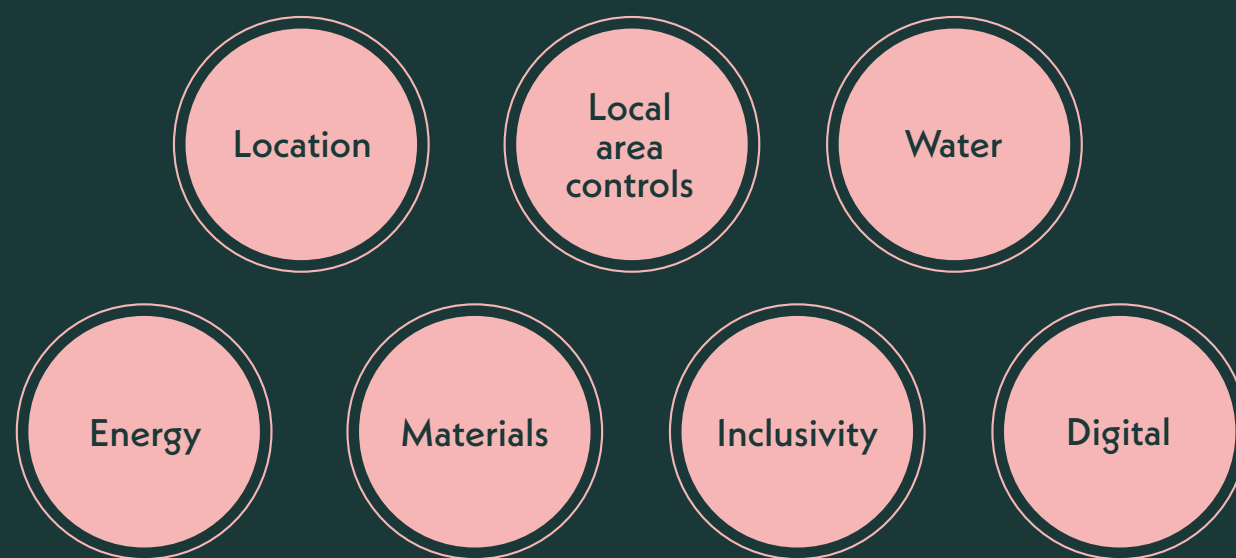
[Speak to Guido](#)



## BOSS your sustainability goals

**One of the tools we use to measure our client's projects is BOSS. We've been supporting Syntiro in the cohort testing and feedback cycle for BOSS and we're excited to launch it to market alongside them!**

BOSS, or Best Overall Sustainable Solution, is a strategic sustainability planning and performance tool for creative industries that helps to mitigate risk, reduce impact and drive purposeful change across people, planet and prosperity. The tool covers the following impact areas:



BOSS has been developed by experts in a range of International Standards including ISO 14001 (Environmental Management), ISO 20121 (Event Sustainability), GRI Standards and B Corp. The tool has been informed by these to ensure the output of the tool is in line with developing industry standards.

It incorporates materiality, enables you to substantiate your corporate reporting and reduces your risk of contravening the Green Claims Code – all of the great things we've been talking about!

### Optimise value

No creative project is the same. You can adapt BOSS to take into account project-specific variances and to report against your own and your client's sustainability strategy. BOSS also allows you to measure how you have used your value as a creative to incentivise positive change.

### Maximise time

With the key aspects of sustainability across people, planet and prosperity in one place, this is your turn-key strategic planning and performance tool. No gaps and no overlaps, BOSS maximises efficiency and enables flexibility across teams, suppliers and clients.

### Increase efficiency

BOSS designs out waste in all its forms, leading not only to increased efficiencies but increased profit margins. BOSS can help you win new business by measuring how you have brought brand values to life and built brand equity by inspiring people to think, feel and act differently.



Easy to use



Powerful sustainability scoring



Helps evidence performance



Real time reporting



Data security



Grows with you







# drp<sup>G</sup> 45

YEARS OF MAKING  
ANYTHING POSSIBLE

**In the following pages, we'll be reviewing what we've been up to for the past 45 years, key milestones and looking to the future for our clients, colleagues and community.**

## **Our sustainability journey**

Since our founding 45 years ago, our philosophy has been that business should be an integral part of the community, actively contributing to its growth and well-being. From the very beginning, we used our skills to support local events and fundraising efforts, reinforcing our commitment to giving back. Today, this philosophy remains strong, if not stronger, guiding everything we do.

About two decades ago, Dale had a chance meeting with Sam Wilson, then director of Eco Events. When another panellist for an event ran by an industry publication failed to show up, Sam volunteered and persuaded the organisers to let her step in for the absentee. Discussing sustainability in the events industry, Sam had a lot of expertise to offer and certainly did not disappoint.

The talk around sustainability was new and growing, and Dale was intrigued by what Sam had to say, particularly that agencies and production companies which failed to embrace sustainability would, in the future, not be invited to tender. However sceptical the audience was, Dale made a beeline for Sam and she was fascinated by what DRPG was doing.

The rest is history. Sam now runs Syntiro, which helps agencies and businesses develop and grow their sustainability strategies and is still DRPG's expert consultant.

After that first meeting, Sam recommended that DRPG should have a sustainability management system and go for BS8901, which was the little-known sustainability accreditation for live events. In 2008, DRPG was the first agency to gain this accreditation. The international standard of ISO 14001 was the next to be gained at Sam's suggestion. In 2012, Sam had just worked on making the London 2012 Olympics the most sustainable ever. ISO 20121 was born out of that, specifically for the events industry.

With Sam's hard work, DRPG was the first agency globally to be awarded with the certification in 2013. In those early days of ISO 20121, the system was clunky and in many ways a tick-box exercise which frustrated many agencies. DRPG played a small part in making the ISO more user-friendly and relevant to the events industry.

DRPG has retained ISOs 20121 and 14001 ever since, even the recently updated and more stringent versions.

In 2018, DRPG submitted for the Queen's Award for Sustainable Development. This was a different kind of recognition as it focused more on leadership and how an organisation's people are at the heart of what they do. After years of retaining ISOs, it seemed like this would be easy. It wasn't. After failing on the first and second attempts, DRPG had success in gaining the Queen's Award in 2022.

In 2019, Dale, along with a small group of UK agencies, collaborated to create a UK body to bring together the events industry and develop training and awareness. From that first meeting, **ISLA** was formed. It was the first time industry players had pushed aside their competitive nature to establish the new body, which today is seen as a driving force for sustainability in the events industry.

When COP26 was held in Glasgow, Dale was invited to take part in the debate on the creation of a Net Zero initiative for the global events industry. What became apparent at that conference was how far ahead the UK was. Dale asked the question why it would take until 2050 to achieve Net Zero, something which frustrated him. DRPG was one of the first global agencies to sign up to the 'Net Zero Carbon Events Pledge' with a focus on achieving Net Zero greenhouse gas emissions from all live events by 2050. We're aiming for 2030!

The next logical step for DRPG was to obtain B Corp certification - a relatively new accreditation that has quickly gained global recognition and respect. Like ISOs, success is based on providing evidence which demonstrates actions align with commitments. However, what sets B Corp apart is its focus on an organisation's culture, assessing how it embodies the principles of people, planet, and profit, and ensuring that everyone within the company is engaged and committed to positive change. Achieving this rigorous accreditation took DRPG 18 months, culminating in its certification as a B Corp organisation in October 2023.



# Our sustainability timeline

## Early 2000s

Dale meets Sam Wilson at an Event Magazine panel on sustainability in the events industry

## 2010

DRPG attains **ISO 14001**

## 2013



DRPG becomes the first agency globally to be awarded **ISO 20121** certification

## 2008

DRPG becomes the first agency to gain **BS8901 accreditation** for sustainable live events

## 2012

Following London 2012 Olympics, ISO launches the **ISO 20121** standard



## 2018

DRPG submits its first application for the **Queen's Award for Sustainable Development**, which was unsuccessful.

## 2019 isla.

Dale and other UK agencies form **ISLA**, a sustainability body for the events industry

## 2022 (February)

DRPG start their **B Corp** application

## 2023 (October)

DRPG completes an 18-month process to become a **certified B Corp organisation**



## 2021

Dale participates in COP26 discussions on a Net Zero Initiative for the global events industry and signs the '**Net Zero Carbon Events Pledge**'

## 2022

After multiple attempts, DRPG successfully achieves the **Queen's Award for Sustainable Development**



## 2025

DRPG celebrates its second year as a **B Corp**, **re-certifies its ISO 20121** and completes its first **Double Materiality Assessment**



# Changing the landscape of sustainability

Wind the clock back to the 1980s, and sustainability was barely a blip on the corporate radar. Fast forward to today, and it's so much more than a buzzword. Sustainability is now a crucial driver in reshaping every industry.

Back when our business first started up, DRPG stood out for taking environmental concerns seriously. Now though, those same issues we were starting to address 45 years ago are considered in every decision we make around how we work, create, and communicate. Our industry stands at a fascinating crossroads where creativity meets responsibility, and we're the ones who need to find a way forward that satisfies people, planet, and profit.

We're always setting ourselves ambitious goals, right across the whole team. Our Sales & Marketing team, for example, has set itself the aim of ensuring all content produced is accessible across all channels. Over in IT, we're trying to increase the average lifespan of computer hardware by 20%, while our Finance team is reducing paper waste by 20%. In Digital, we're actively trying to reduce the carbon output of the websites we build. We've switched to AWS, which provides reports on carbon usage, and we can compare this to our legacy carbon footprint reports. Across the business, we're always looking for ways to innovate and use tech to our advantage. Now tools like AI are becoming part of our sustainability toolkit.

Like other ICT, AI must be used responsibly to minimise negative environmental impacts. It is also essential to consider the operational, ethical, and social implications that may arise from its use. However, AI has enormous potential to enhance productivity and solve complex problems efficiently. Our teams continually assess how new technologies can help us better serve our clients and achieve our business objectives. As with everything we do, we approach this thoughtfully, ensuring alignment with our ethical and sustainability values.

The landscape of sustainability is no longer static, and as creatives, we're not just observers of this change; we're its architects. Every project is an opportunity, and every challenge is a chance to redesign our relationship with the planet. We're proving that sustainability isn't a constraint, but the most exciting frontier of creative expression.

The future isn't something that happens to us. It's something we design, moment by moment, choice by choice. And we're here to make those choices count.

20%

In IT, we're increasing the average lifespan of computer hardware by 20%

20%

In Finance, we're reducing paper usage by 20%

AWS

In Digital, we've moved over to AWS, for greater report detail on carbon usage of our digital platforms

Our creative team have designed what our Studio 212 complex could look like in 50 years...



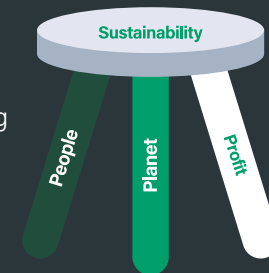
# Changing perceptions

## Dale's top tips for a sustainable business



### Balance your three Ps

The three Ps are People, Planet and Profit. Think of it as a three-legged stool; with each leg being of equal length, the stool is stable. As soon as you neglect one of your 3 Ps, the mix becomes unbalanced. And don't be afraid of Profit, without it, you cannot support People and Planet!



### Involve your team

Sustainability should not sit in isolation at the top of an organisation. Similarly, you cannot have the team pushing the sustainability agenda without buy-in from senior stakeholders. Everyone in a business should be encouraged to have ideas about how they can make their role more sustainable.



### Commercial sense

The simple fact of the matter is, with new standards including the CSRD coming into effect in Europe, you can't afford to NOT consider sustainability. There will be a time when your company may be excluded from the tender process, kicked off rosters and be in breach of legislation if you do not have a clear strategy surrounding sustainability.



### Get a system

Don't let emotions drive your actions, you must act on the facts. Find ways of measuring your action, whether it's a simple Excel document or some of the systems we have in place, you must monitor and update your goals for continuous improvement. Accreditations and systems lead to discipline.



### Decision tree

As your business becomes more sustainable, you'll need a decision matrix to help you make the harder decisions, such as reviewing a possible client who is of higher risk to your IROs. This will help you do your due diligence to ensure you're applying the 'BOSS' principle.

Dale's top tips:

# Changing perceptions



## Supply Chain

Keep the supply chain as short as possible, where possible. You must question the claims made by your suppliers to ensure they're not pulling the wool over your eyes. All of our suppliers make a 'supplier commitment' before they're added to our systems, aligning them with our commitments to sustainability. It is also our responsibility as a B Corp to help educate those suppliers who want to do good but don't have the resources or knowledge to make their business practices more sustainable.



## Track your carbon

One of the more obvious ones: you need to have a system for tracking carbon. For DRPG, we undertake a corporate carbon footprint and use BOSS to drive emissions reductions in our projects. BOSS provides us with a carbon indicator for our projects and gives us suggestions on ways to improve our carbon scoring. The Carbon Action Indicator gives you a red/amber/green rating for the project based on actions taken that have a demonstrable impact on carbon. Don't just go with the first thing the client suggests – challenge the norm and come up with a solution that answers the 'why' from the client brief but also aligns with your carbon targets. Tracking your carbon will also demonstrate continuous improvement for your clients, resulting in higher retention.



## Offsetting

This is always the last resort, not the first. You should always prioritise reduction in carbon before offsetting. Typically, if you're working on a Net Zero strategy, carbon removal is capped at 10% of total emissions. Ensure you do your research into companies offering offsetting services.



## Remember the following

Balance your 3 Ps

Always lead with facts,  
not emotions

Get a system!  
Set achievable  
targets, and  
review them often

Understand your  
supply chain

Record and evidence  
for your clients

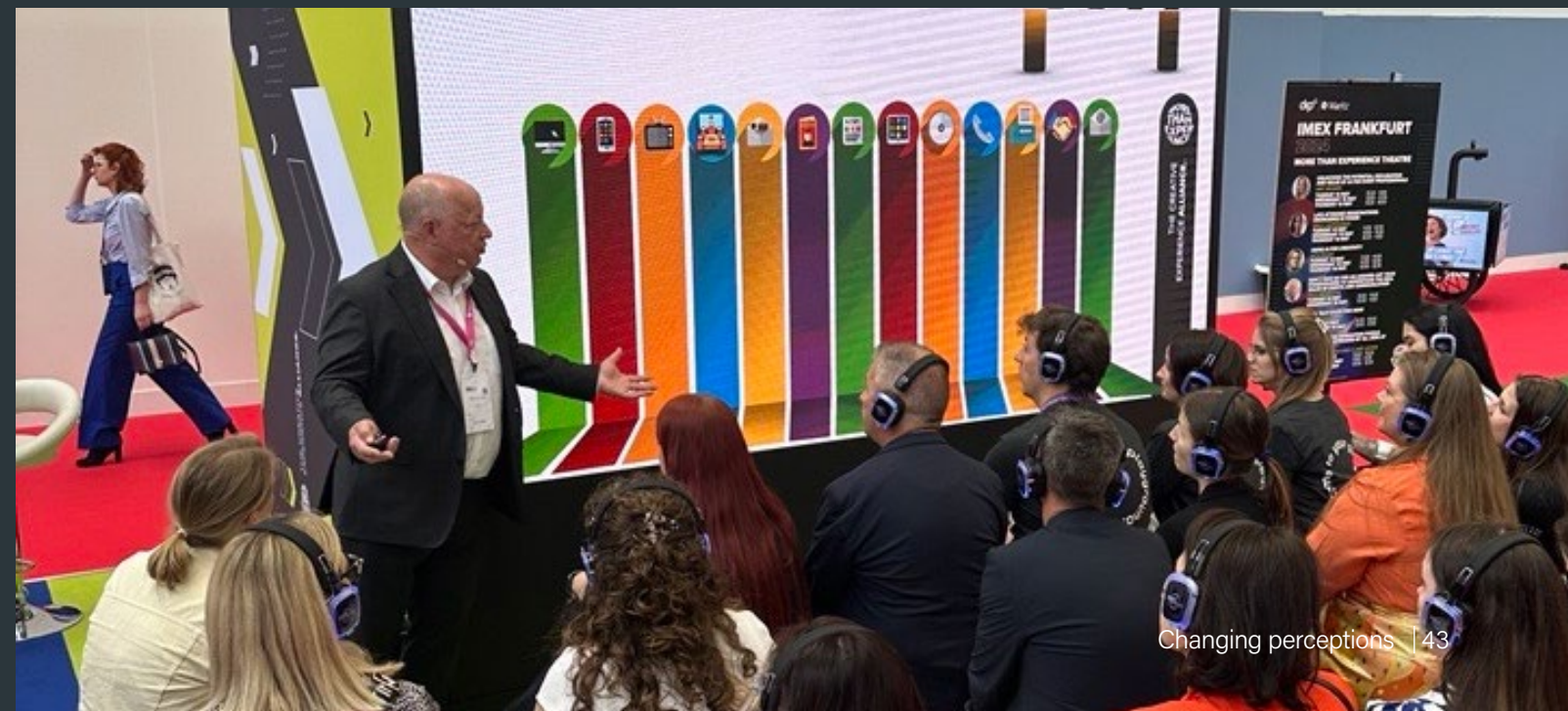
Make it fun

BOSS everything!



## Keep it simple

Individual, targeted actions lead to big change. We've been on our sustainability journey for over 20 years, and we'll never be perfect. It's all about living in the 'messy middle', accepting the world isn't a perfect place, but also understanding the stewardship you have over your people and your environment.

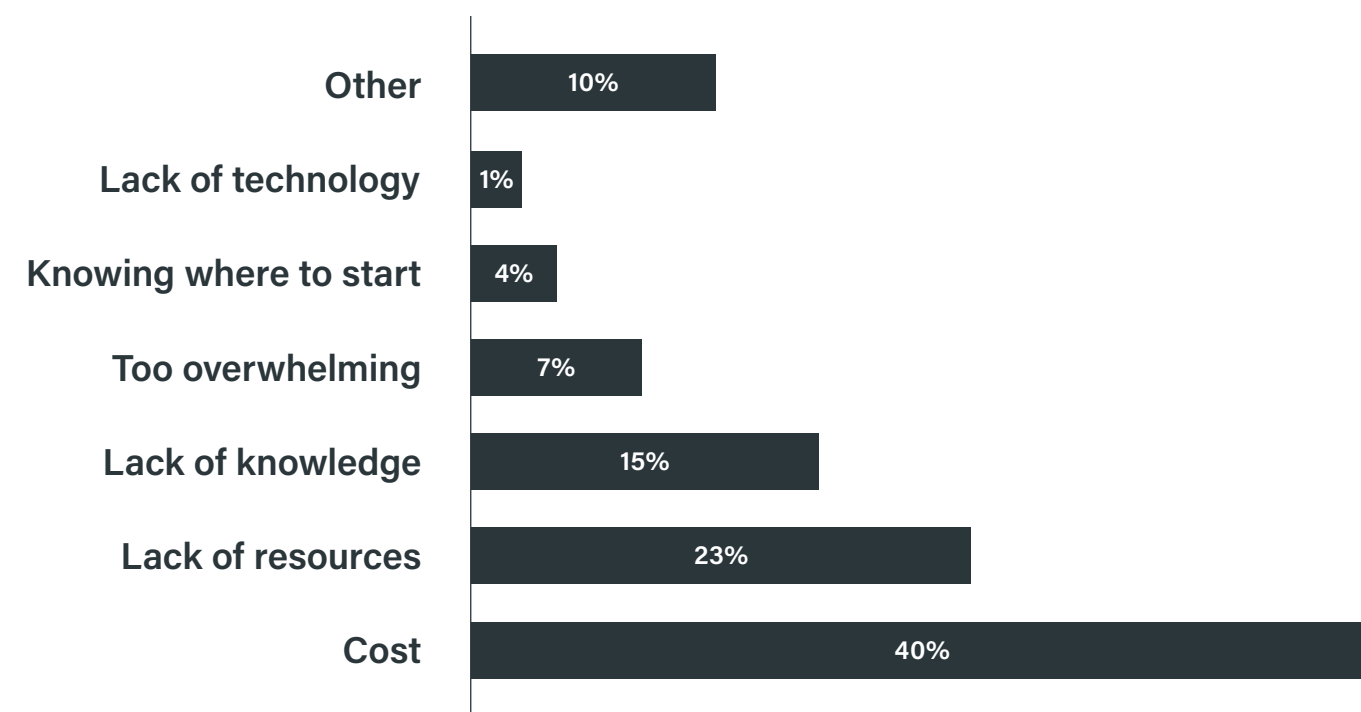




# What's stopping us?

## "Our events can't afford to be sustainable"

In a recent report from **CVENT**, it was reported that cost was one of the major drivers as to why a lot of clients are reluctant to choose the '**sustainable option**'.



It's apparent to us that the majority of clients think that the sustainable option is the more expensive one. It's up to you as a business to do the work in communicating that sustainability doesn't always mean higher cost, and it definitely doesn't mean a reduction in quality either.

**Let's challenge that perception...**

## Reputational damage

Audiences, clients and your supply chain are increasingly expecting events to be sustainable. Negative press surrounding waste, emissions or environmental harm can lead to brand damage and loss of credibility – this is something that isn't easy to come back from! In the image to the right, you can see an event (we didn't do!) where there was a lack of communication between the organisers and the waste management company. The resulting mess made it to press, and their brand was all over the news, for the wrong reasons.



## Security and risk management

With an increased risk of weather-related disruptions, sustainability planning is more prevalent, you and your supply chain must be more resilient, sourcing from ethical, local vendors. Cyber security also ties into the topic, coming up with digital solutions like e-tickets and virtual events means a reduced impact on carbon and a possible reduced investment for clients.

## Safety and health

Events that do not consider sustainability have poor waste management, air pollution or excessive energy use which can create hazardous working environments. Not considering health and safety procedures will increase the risk of accidents and injuries.

## Inclusion and accessibility

In the UK, roughly 20% of the population has a hidden or visible disability. Imagine creating a solution that doesn't cater to your diverse audience? Considering accessible venues, digital participation and solutions that speak to your entire audience not only makes your output more sustainable but also more effective.

## Regulatory and financial impact

Governments are introducing stricter environmental laws (e.g., waste reduction policies, and carbon reporting requirements). Events and projects failing to comply risk fines, permit issues, or even cancellation. Whilst there may be an upfront cost to aligning yourself with accreditations, having those systems in place will reduce investment long term.



# How we think outside the box for our clients

Here are a few examples of how we work smarter, not harder, to make our projects more sustainable.

## Waste disposal

For years, at the end of big events, we'd pay for a company to come along and take our food waste. We were then approached by 'Fare Share', a charity that specialises in the re-distribution of surplus food from the food industry to local charities.

Since their involvement, we save on average £4,000 per event on waste disposal as they pick up the food for free, and we give back to the community at the same time, WIN-WIN!



## Every millimetre matters

Our print team realised that, when using their printer, it pushed out an extra 1sqm at the beginning of each run. By manually adjusting the print roll back that 30 cm, we've made a massive saving:

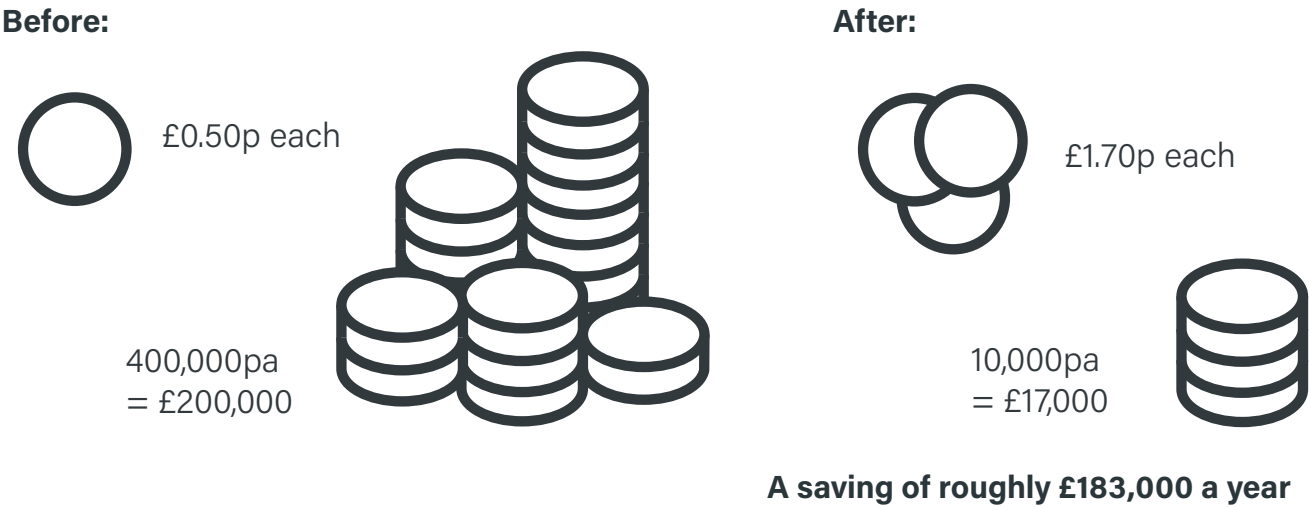
£3.81 per 1sqm x 11,500sqm used per year = **£43,815 saving per year**

## Regional hubs

Why have one large event when you can have five smaller regional events? Saving on transport for the delegates and allowing a more intimate event, and one that would be more accessible to those who need it. We'll work with clients to ensure we're always challenge the 'why' behind what they're doing. It's our responsibility to find the Best Overall Sustainable Solution.






## Re-using what we have

An idea born from our Construction team: we use a lot of batteries in our business, and on average we used to buy roughly 400,000 per year. We then realised we'd save a lot of money and a lot of waste if we bought rechargeable batteries. The stats speak for themselves:



## Considering travel, carefully

Here's a simple example of a client event we did, where they were happy to expense the 350 car journeys delegates were making to attend. With a bit of clever planning, we managed to not only reduce cost, but also carbon emissions:

Before:	After:			
				
Average 342 miles = 69.45kg CO <sub>2</sub> e	34 passengers at 0.0356kg CO <sub>2</sub> e each	389 miles at 0.0272kg CO <sub>2</sub> e each	1,300 miles at 336kg CO <sub>2</sub> e each	Average 342 miles = 69.45kg CO <sub>2</sub> e
350 journeys x 69.45kg CO <sub>2</sub> e = <b>24,309kg CO<sub>2</sub>e</b>	12,695 miles x 0.0356kg CO <sub>2</sub> e = <b>452kg CO<sub>2</sub>e</b>	151 passengers x 389 miles x 0.0272kg CO <sub>2</sub> e = <b>1,597kg CO<sub>2</sub>e</b>	3 passengers x 336kg CO <sub>2</sub> e = <b>1,008kg CO<sub>2</sub>e</b>	62 journeys x 69.45kg CO <sub>2</sub> e = <b>4,306kg CO<sub>2</sub>e</b>
	<b>Total: 7,363kg CO<sub>2</sub>e, Savings of 16,946kg CO<sub>2</sub>e</b>			
Average 342 miles x 350 journeys at £0.45p = <b>£53,865</b>	<b>£570</b>	<b>£3,980</b>	<b>£729</b>	62 journeys x 342 miles at £0.45p = <b>£9,541.80</b>
	<b>Total: £14,820.80, Savings of £39,044.20</b>			

**It's with simple considerations like this that you can start to find sustainable solutions that not only save you and your client money but also save on carbon.**

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# Supporting our clients:

embedding purpose and  
sustainability in brand culture

At DRPG, we believe that purpose isn't just a statement, it's an employee's experience. Brands today aren't defined solely by their products or services; they are judged by their values, culture, and impact. And in an era where employees, customers, and regulators are demanding more transparency and action, having a purpose that is tangible, lived, and communicated effectively isn't just important—it's essential. Often, sustainability gets lost in marketing and communications. It can sit separately as a singular 'company policy' and doesn't actually cover all aspects of their business, just their product/ service. This is where we come in, to ensure that sustainability and purpose are a consistent thread through all projects and do not just cover the areas that directly impact the environment.

We work with our clients to uncover the Best Overall Sustainable Solution—balancing business goals, environmental responsibility, and authentic communication. Whether it's embedding sustainability into live experiences, content strategies, or employee engagement programs, we take a holistic approach to help brands navigate this complex space.

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# Canon: The Whole You

Canon approached us looking for a fresh and impactful way to tell their inclusion story—one that truly reflected their commitment to diversity, equity, and belonging. At the heart of their message was the idea of 'bringing your whole self to work', and we set out to create a film that would not just communicate this concept but deeply resonate with employees and audiences alike.

We created 'The Whole You', a bold and emotive film that went beyond surface-level representation to explore the lived experiences of Canon employees. Through raw and unfiltered storytelling, we showcased what it means to feel truly included in the workplace. The film didn't just highlight diversity—it captured the essence of belonging, illustrating how individuals thrive when they can be their authentic selves.

More than just a film, 'The Whole You' became the foundation of Canon UK's Employer Brand and DEI strategy for 2023, forming a cornerstone of their 'People Vision'. To amplify its impact, we developed a wider campaign around the film, showcasing Canon's core values at the forefront of both internal and external messaging. Seamlessly integrating Canon products, we used their own cameras and lenses as a metaphor—a powerful symbol of how Canon sees the entirety of an individual.

We've since won four Cannes Dolphins and four EVCOM Film Awards, cementing its creative and strategic success. The film and following changes helped Canon climb 15 places in the UK's Inclusive Top 50 Companies list, moving from #42 to #27 in 2023.

*"You and the team have done such a great job of bringing this to life for us with such impact and emotion. It really is a powerful and authentic piece that we can utilise both internally and externally at a time when we are very ready to share more broadly what we stand for at Canon."*

— Head of HR, Canon UK & Ireland

**[Read the full case study here](#)**

# MS Amlin

## Business Services: D&I Audit

MS Amlin, a global insurer, approached us following a significant infrastructure transformation over the past three years. The newly established executive team under MS Amlin Business Services (MS ABS) commissioned DRPG to conduct an internal audit of their Diversity & Inclusion (D&I) practices. D&I remains a developing focus across the financial services sector, and while MS ABS had already made strong progress, they sought to assess their policies to ensure colleagues felt truly comfortable being their true selves at work.

DRPG's Research & Strategy team conducted a deep dive into the data, analysing company policies and values, and assessing their real-world impact through one-to-one interviews with employees. While MS ABS had established strong LGBTQ+ advocacy, our analysis identified gaps in maternity, paternity, and other protected characteristics under the Equality Act. By combining qualitative and quantitative research, we developed a GAP analysis outlining their current position and future aspirations, culminating in a comprehensive report that pinpointed key issues affecting employees across the business.

The report has driven significant positive change. MS Amlin launched the 'D&I Matters Hub', a collection of employee-led, leadership-supported networks dedicated to fostering inclusivity. Within a month, 17% of employees had joined at least one network, with engagement continuing to grow. These networks, designed to be bureaucracy-lite, ensure regular and relevant activity that resonates with employees.

In its first month alone, the networks successfully launched and celebrated:

- Genders Matter Survey & Coffee Morning
- Promotion of the Global Dive In Festival
- D&I Executive Training: Advancing Inclusive Leadership
- World Mental Health Day & Black History Month
- World Menopause Day & Diwali Festival of Light
- Period Dignity & Endometriosis Initiative (free period products for employees)
- Poppy Day – Service Personnel Visit
- Allyship Training

By embedding inclusivity into business culture, MS ABS is not only fostering a more supportive workplace but also setting new standards for diversity and belonging within the financial services sector.

**[Read the full case study here](#)**

# Diversey: IGNITE25

A high-performing sales team isn't just about hitting numbers—it's about collaboration, innovation, and shared purpose. They came to DRPG wanting to transform their UK & Ireland sales kick-off from a standard conference into an immersive, results-driven experience that would set the tone for an exceptional year ahead.

Held at DRPG's Studio 212, IGNITE25 was more than a conference—it was a live, interactive strategy in action. Instead of passively absorbing information, delegates were fully immersed in the business objectives, using creativity, teamwork, and innovation to shape the future of the organisation.

From the moment they arrived—stepping through a smoke-filled tunnel into an empty studio that transformed before their eyes—every detail was designed to ignite energy, inspire action, and instil ownership. Delegates didn't just hear about the company's strategy; they built it themselves.

The opening sequence featured a Star Wars-inspired cinematic moment, even including Diversey's own cleaning robots performing a choreographed routine—blending entertainment with the company's cutting-edge innovation. Teams collaborated to visually represent key strategic objectives, turning their artwork into a stage backdrop that remained throughout the event—a constant reminder of the collective vision. Delegates stepped into leadership roles in a 'Dragon's Vault Business Simulation', tackling real-world challenges and pitching solutions to the senior leadership 'Dragons', generating over 400 ideas, with 68 now in active development.

The event had a 4.67/5 overall rating, with standout feedback on interactivity and content flow. 98% of attendees found the event seamless, and the same number said they'd return. The 'Hall of Fame' installation from the event now sits in Diversey's HQ as a daily reminder of their commitments.

*"There is a real buzz within the business from the event, which is amazing. Our Hall of Fame plaque looks perfect in our reception. Speak soon for the planning for 2026."*

— Adam Wright, Business Development Director, Diversey

**[Read the full case study here](#)**



# Celebrating 45 years of meaningful change

Not only for our clients but for our communities. Giving back has always been part of our DNA, and we have more knowledge and passion to share than ever before. This year, we're committing to 45 CSR projects to celebrate.

As we celebrate our 45th anniversary this year, we thought it would be inspiring to look back through the history books and reflect on how we've made a difference in our community over the past 45 years.

## In the beginning...



## 10th Anniversary



## 20th Anniversary



## 30th Anniversary



## 35th Anniversary



## 40th Anniversary







We'll be shouting about our good work through an advent-calendar-style install in our Studio 212 headquarters:

**Reduce, reuse and reuse... Again!**

Our Construction team donated over 200kg of waste timber and 50kg of cardboard for the year 11 final GCSE project at King Charles School.

**Brightening the homes of hundreds**

In January, we partnered with 'Solar Build' a charity dedicated to making energy poverty a thing of the past by installing long-lasting solar-powered light bulbs in the most remote areas of the world. Our Sales & Marketing team got together and built 10+ light boxes with personal messages for the children receiving them.

**Giving a hand with The Big Build**

To launch our 45th year we partnered with Lightbulb's 'Give a hand' programme. The objective was to engage with our team and clients to contribute 45 personal tasks for individuals in need economically depressed countries. The collaboration with Lightbulb to deliver a message of our values.

The output? We completed 42 tasks and raised £18,000 for the charity... in 45 seconds!

**Amy takes to the dancefloor for Rennie Grove Hospice Care**

Amy Reed participated in 'Shed It's Come Home' a fundraising event for Rennie Grove Hospice Care. This is a particularly personal challenge for Amy as she dedicated her performance to her late Mum, who shared her love for dance and early career away from her career earlier last year.

Amy revealed her CD's lyrics, but there's still time to donate if you missed it.

The total raised on the night was over £20,000! Well done to Amy and all those involved!

**Celebrating 45 years of meaningful change.**

Not only for our clients, but for our communities. Giving back has always been part of our DNA, and we have more knowledge and passion to share than ever before.

Follow our progress this year as our teams embark on 45 impactful CSR projects. What difference will you make?

If you'd like to take a tour of our studios, have any questions about what we're doing in our 45th year, or if you have any wider questions about our sustainability policies, strategies or just our business, **please get in touch.**



