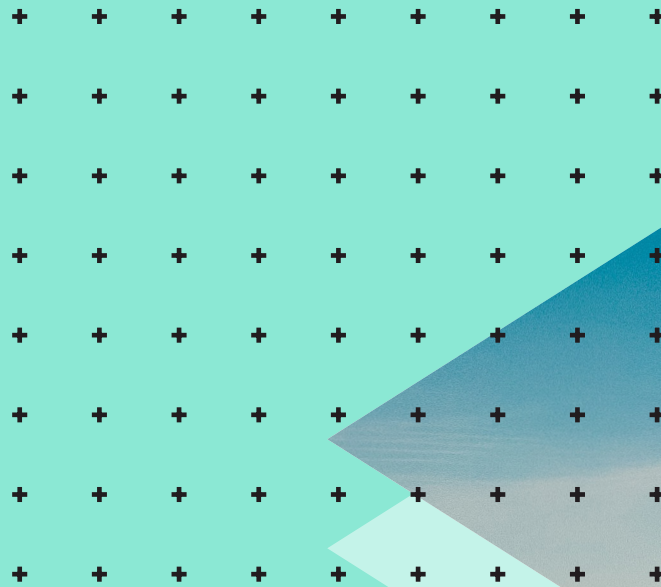




PURPOSE, PLANET & PEOPLE

2025



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A message from **SPEED'S MD**

At Speed, our commitment to ESG isn't an initiative or a standalone programme - it's part of who we are. Sustainability sits at the heart of our values, the decisions we make, and the work we deliver for clients every day. In a year defined by economic uncertainty, political shifts and rising costs, I'm appreciative of the fact that it has made it difficult for some sectors to fully commit to their ESG goals. So, I am incredibly proud of the progress we have made and the way our team continues to drive forward our Purpose, Planet and People agenda.

Our ESG framework is built on strong governance and clear accountability, but the success of our impact belongs to every Speedster. From reducing our carbon footprint, to giving back to our community, to creating a workplace where everyone can thrive - our achievements reflect the passion and dedication of the team at Speed.

In looking to our environmental impact, 2024 marked another important step in our journey. While our footprint as a service-led PR Agency is smaller than many other sectors, we recognise our responsibility to continually reduce our impact. A key step has been the strengthening of our environmental monitoring, allowing us to track emissions more accurately and identify hotspots where change is most needed. Our partnerships with Ecovadis and 51toCarbonZero also continues to provide essential external validation and guidance on how we can progress further and faster in reducing our carbon footprint year-on-year.

Despite some increases driven by greater office use and commuting patterns, our emissions remain 39% lower than

our 2019 baseline, keeping us on track to help meet our parent company MISSION's Science Based Targets by 2029.

Purpose is also a key driver in shaping the work we do - both for our clients and within our communities. This year we were privileged to support 1625 Independent People as our company charity, contributing our time, expertise and fundraising efforts to help young people facing homelessness. I am also extremely proud of the Sanctuary Care "See Me" campaign which demonstrated the power of communications to change perceptions and create meaningful impact, earning industry recognition and - more importantly - reshaping the conversation around later-life living.

This impactful work would not be possible without the commitment of our Speed team; they are the foundation of our success. We have continued to invest significantly in training, development and wellbeing, refreshed our Room to Grow programme, and strengthened flexible working and family policies to support our team at every life stage. With the appointment of our first Head of Culture, we have embedded a more inclusive, supportive and values-led approach to how we work every day.

Looking ahead, we will continue to challenge ourselves, to measure transparently, to learn from our partners and clients, and to collaborate across the MISSION Group to drive progress. ESG isn't a destination - it's a continual journey of improvement. And at Speed, it's a journey we are proud to lead together.

Kelly Pepworth, *Managing Director*



Our approach TO ESG

At Speed, sustainability is more than a commitment. It's built into the way we work, grow, and engage with the world around us.

Our approach is guided by three core pillars: Purpose, Planet, and People. Each is championed by a member of our leadership team and supported by Speedsters across the agency, giving everyone the chance to contribute to the causes they care most about.

These pillars are underpinned by clear action plans and measurable targets, which connect directly into both our Sustainability Plan and wider Agency Business Plan. This ensures that our growth ambitions go hand-in-hand with our responsibility to society and the environment.

Strong organisational governance runs through every part of this framework - from policies and working practices, to the way we collaborate with clients, suppliers, and stakeholders, including our parent company, MISSION. As part of MISSION's network of 17 agencies, we benefit from shared expertise, resources, and a collective drive to create meaningful impact in both the work we deliver and the footprint we leave behind.



While our industry has a lighter footprint than many others, we believe there is always more we can do to reduce our environmental impact.

Our Planet pillar focuses on:

- Measuring our environmental performance annually and setting ambitious targets to accelerate reductions.
- Partnering with external organisations such as EcoVadis to validate our progress and learn how we can go further, faster.
- Empowering our team with training and resources to increase environmental awareness and inspire change in day-to-day practices.



For us, Purpose is about making every action count. The work we do, the way we treat one another, and how we engage with our communities should all create a positive impact.

Through our Purpose pillar, we:

- Partner with charities and social causes, contributing both our expertise and time to initiatives that deliver meaningful change.
- Collaborate with clients to help bring their values and purpose to life, while regularly reviewing our partnerships to ensure they align with our own principles.
- Share our values and impact - whether environmental or social - through ongoing communication with clients, stakeholders, and the wider public.



People are at the heart of Speed. We are committed to creating a workplace where everyone feels supported, valued, and able to thrive - regardless of background, experience, or perspective.

Our People pillar means we:

- Prioritise wellbeing through programmes like **Balance**, which helps our team achieve the right blend of work and home life.
- Take active steps to advance **diversity and inclusion** across our agency and within the wider PR and marketing industry.
- Invest in **skills, knowledge, and careers** through apprenticeships, internships, and continuous professional development.



PLANET



How we measure our ENVIRONMENTAL IMPACT

Our commitment to measuring and reporting on our environmental impact began in 2021, with the publication of our first Environmental Impact Report. We understand that measurement is key to understanding where our carbon emissions come from and where we can take meaningful action to help reduce them.

We use 2019 as our baseline for our carbon commitments due to the impact of the global pandemic on how we use our offices and the way our people work.



HOW IS A CARBON FOOTPRINT CATEGORISED?

Our carbon emissions are tracked against three scopes (or categories), which are:



Scope 1

Direct emissions from owned or controlled sources, including **gas** for heating, fuel for **transport**, or **air conditioning** and **refrigeration**.



Scope 2

Indirect emissions from the generation of purchased **electricity**.



Scope 3

Indirect emissions that occur in the value chain. This covers several categories including **water**, **waste**, **working from home emissions**, **commuting**, **business travel** or **paper use**.

What is our CARBON FOOTPRINT?

Our calculations are based on market-based emissions, which reflect the emissions from the specific electricity Speed has chosen to purchase, including renewable energy contracts and certificates.

	Scope 1 (tCO ₂ e)	Scope 2 (tCO ₂ e)	Scope 3 (tCO ₂ e)	Total (tCO ₂ e)
2019	4.17	18.36	53.32	75.85
2020	3.98	12.29	22.65	38.92
2021	5.03	0	20.69	25.72
2022	4.27	0	32.26	36.53
2023	4.59	0	40.64	45.23
2024	4.63	0	41.41	46.04

ANALYSIS AND OBSERVATIONS

Speed's Scope 1 emissions remained fairly flat, with only a 0.8% increase from 2023 to 2024. Scope 2 emissions remain at zero, reflecting Speed's move to 100% renewable electricity in 2021. Our Scope 3 emissions have increased by 1.97% - a small increase primarily impacted by an increase in employees commuting to the office by road due to relocation out of the Bristol area. We will continue to advocate for our employees to travel via public transport where possible but acknowledge the need for our people to travel to the office via other means where necessary.

**Electric, gas and water are calculated as a proportion of Speed's occupancy of Kendal House (our HQ which we share with other building users). Due to this, we're unable to isolate increases or decreases in these amenities based on Speed's environmental efforts alone.*

POSITIVELY IMPACTING OUR MISSION GROUP TARGETS

Our Carbon Reduction targets

Our parent company, MISSION, has benchmarked and set its emissions reduction targets in line with the Paris Climate Agreement and validated these targets via the Science-Based Targets initiative (SBTi) Net-Zero Standard. We have a near-term (2029) target of reducing all emissions from our baseline of 2019 by 44%. Although we have seen an increase in emissions by 13% from 2023 to 2024, due to an increase in office presence and travel combined with enhanced accuracy in our carbon reporting, we are on track to meet our near-term targets with an overall 32% reduction on 2019 emissions recorded as at the end of 2024.

MISSION Targets

	2019	2020	2021
Scope 1&2	997	477	-52%
Scope 3	3863	2241	-42%
All Scopes	4860	2718	-44%

MISSION Emissions Data

SBTi emission inventory from 2019 to 2024

	2019	2020	2021	2022	2023	2024	% Change (2019 to 2023)
Scope 1	475	3024	416	332	467	439	-8%
Scope 2	522	390	311	264	281	368	-30%
Scope 3*	3,863	1,424	1,793	2,194	2,158	2,477	-36%
Total Emission (tCO2e)	4,860	2,138	2,520	2,796	2,906	3,284	-32%
Total Emission per Employee	4.7	2.4	2.8	2.9	3.1	3.1	-32%

*Scope 3 emissions exclude accommodation and employee home working

WHERE CAN WE REDUCE?

Our data shows us that our biggest carbon hotspots, and therefore the areas where we can move the dial the most, are:

BUSINESS TRAVEL

The nature of our business means that some business travel is essential. But we have enhanced policies in place in order to cut out unnecessary travel, sourcing more environmentally friendly travel options and adopting virtual meetings where these can replace face-to-face meetings.

HOME WORKING

Like many businesses, we now work in a hybrid capacity meaning many of our employees work from home two or three days per week. While we have no direct control over the energy consumption at an individual's property, we can actively encourage our employees to make the most sustainable choices possible when it comes to electricity and gas providers and provide advice on energy and water saving methods.

ENERGY CONSUMPTION

We use 100% renewable electricity in our building, but there is scope to reduce how much electricity and gas we use. Measures including heating controls, greater automation, and ongoing staff education over working sustainably in the office and at home are aimed at achieving this.

How will we **CONTINUE TO IMPROVE?**



OUR COMMITMENTS

Living our company values and behaviours

Ensuring that reducing environmental impact is demonstrated through our behaviours and enshrined in our company values which influence how we interact with clients, stakeholders, our industry and each other.

OUR ACTION PLAN

Continuing to deliver regular staff training on environmental impact and where positive behaviours - whether working in the office or at home - can contribute towards our sustainability.

Actively communicating our values and specific policies internally and externally.





OUR COMMITMENTS

Reducing our direct carbon footprint

Measuring all environmental impacts that we have direct control over and reducing these wherever possible.

These reductions are in line with targets which are at a pace and scale required by climate science and in line with the Paris Climate Agreement.



OUR ACTION PLAN

Maintaining and enhancing our Environmental Monitoring System for ongoing data capture and maintaining or improving our EcoVadis silver rating.

Reducing emissions (all scopes) through:

- Using 100% renewable energy within our office, a switch made in 2021
- Enforcing new policies over business travel, including the need for specific permissions over journeys of a certain length, and over any air travel.
- Conducting a bi-annual staff survey on working from home practices to gauge how we can support the team in making green choices over energy use and travel.

Increasing energy efficiency through:

- Employing heating controls and ensuring staff are trained to use units to avoid dramatic temperature swings.
- Exploring automation across our building, including motion sensors for lighting in non-communal spaces.
- Delivering training to all staff over energy consumption awareness in order to curb unnecessary use.

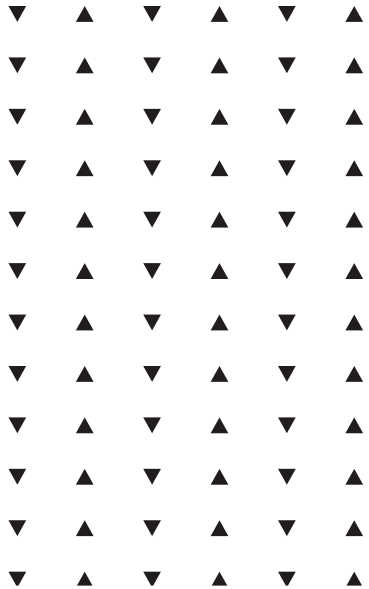
While we may carry out and support carbon offsetting measures, including tree planting, these actions will only ever be used to offset out emissions by a maximum of 10% in line with Science Based Targets.



OUR COMMITMENTS

Creating a sustainable supply chain

Assessing the environmental impact of our suppliers and wider value chain and seeking to work with those that are committed to making a positive impact.



OUR ACTION PLAN

Introducing supplier screening to include information on environmental impact and carbon reduction policy. All suppliers to be approved by senior management based on a review of this information.

Reviewing our purchases of consumables to ensure all products meet high sustainability standards.

Aligning ourselves with central purchasing where it supports our policies, such as Group-wide procurement of 100% renewable energy and carbon-neutral gas.





OUR COMMITMENTS

Engaging with our clients

A commitment to making our environmental policies and action plan clear to our clients, engaging with them positively over action they can take, and sharing our own ideas and processes with them.

OUR ACTION PLAN

Communicating this report – and each annual report thereafter
- to all of our clients and suppliers.

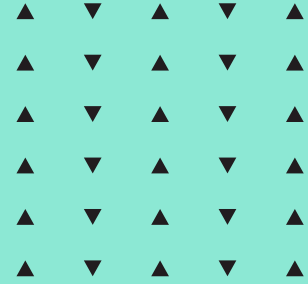
Initiating conversations with all of our clients over their own sustainability policies, and ways in which we can use learning from our own approach to support clients in creating their own action plans.

Challenging clients on the carbon impact of our work with them and highlighting greener options when commercially viable.



Sustainability IN ACTION

We encourage our staff to live our commitment to sustainability. We organise events throughout the year which encourage sustainable thinking and action whether it's inside or outside of work. In 2024, we continued our efforts to support our community, educate our people, and raise awareness of sustainable initiatives with our clients and beyond.



Keeping Bristol Tidy

Our Speedsters love a litter-picking session and took on two in 2024, teaming up with fellow volunteers from Bristol-based MISSION agencies to increase the impact. Working in some of the city's more deprived areas, the team collected waste and recycling to improve the condition of the streets for everyone to enjoy.



Understanding Biodiversity Loss

To mark World Environment Day, we invited Speedsters to join a talk about biodiversity loss & nature recovery with Nick Allport, founder & CEO of Wilderkind, which is on a mission to reverse biodiversity loss by making nature-positive business simple.

Nick talked passionately about the natural world and his work with businesses to fund critical rewilding projects in their local area, which improve biodiversity, filter our water systems, improve soil health and build resilience into our ecosystems.



Let It Grow

No Mow May is a campaign that encourages people to leave their lawns to grow wild for a month in an effort to combat the effects of climate change. The hope is to give plants a head start and encourage important insects and bugs back into our gardens.

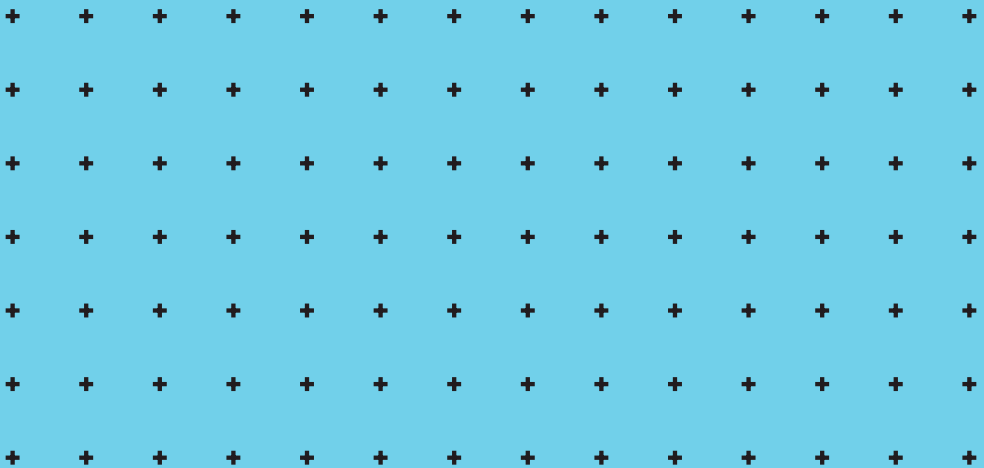
Several Speedsters took part, leaving their lawns to grow even beyond the end of May to see the difference it made and discover which creatures and plants might venture back into their gardens.



Second-hand Superstars

To raise awareness of Oxfam's Second Hand September campaign, we asked Speedsters to share their best second-hand find in the hope of encouraging others to follow suit. From a dressing table to a wedding dress, the team showcased their best buys along with top tips on making thoughtful choices that benefit both the environment and your budget.

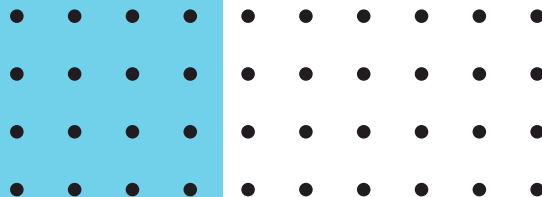
PURPOSE



What we **STAND FOR**

We believe our work should create lasting positive impact - whether for our people, wider society, or the planet. As a communications agency, we're in the unique position of helping brands and businesses bring their values to life and drive meaningful change across social, cultural, and environmental issues.

At the heart of Speed are our values: Ambitious, Curious, and Supportive. These aren't just words on a page, they guide how we work together, how we partner with clients, and how we approach every challenge and opportunity as a business.



AMBITIOUS

We are ambitious for ourselves and for our clients. We speak plainly, dream boldly, and have the courage to take risks, paving the way for great things to happen. Our ambition extends to our industry - we will work to highlight its power to reach, engage and motivate audiences, showcasing the value it deserves.



CURIOUS

We love exploring new ideas, challenging the status quo, and embracing creativity to fuel PR with real power. We are plugged into culture, seeking inspiration from what we see online, in the world around us, and the media. Our passion for learning and discover pushes us to go beyond the ordinary, always aiming to create real, meaningful impact.



SUPPORTIVE

Trust, support and mutual respect form the cornerstones of our culture. No one person is more important than another. At Speed there is space for every voice to be heard. We work together to meet both opportunities and challenges head-on. Inspiring and encouraging one another, creating an environment that allows us to be the best we can be.

Making our WORK MATTER

At Speed, we strive to cultivate a client base which has a positive impact on the world around us, while still offering rewarding work for our team. We want to work with clients that contribute positively to society and the environment and enable us – through our work to communicate and engage – to play a role in this.



SHIFTING PERCEPTIONS FOR SANCTUARY CARE



Background

The care sector has faced funding shortages, recruitment challenges and reputational damage since the Covid-19 pandemic. Yet care homes remain vital – providing not only support but vibrant communities. Sanctuary Care wanted to shift public perceptions and highlight its people-centred, empathetic approach.

The Challenge

We were tasked with reframing what life in care looks like, positioning Sanctuary Care as a trusted provider while challenging stereotypes. Our in-house production team created a docu-series inspired by Sanctuary Care's Enriching Lives framework – capturing the voice of a resident reflecting on life before and after moving into a Sanctuary home.



The Solution

The 'See Me' campaign combined emotionally powerful storytelling with data-driven PR. A survey of 1,300 UK adults over 60 revealed anxieties around losing independence and passions later in life. We used these insights to craft compelling news hooks, paired with myth-busting testimonials from residents and families to showcase how Sanctuary Care restores independence and enriches lives.

The Results

- Media reach: 786+ million
- 1.3 million Facebook impressions
- 130k Facebook video views
- 300+ new users driven to website in first month of campaign
- Winner of the PRCA Not for Profit award 2024

“By putting real people and their stories at the heart, Sanctuary Care’s campaign not only cut through a crowded news agenda but reshaped the conversation around later-life living.”

Giving back to the **LOCAL COMMUNITY**

It's really important to us to support the community in which we are based. We carry out a range of charity and pro bono work, as well as supporting local institutions through ongoing partnerships and schemes to ensure we remain connected with what's happening around us. These strategic partnerships allow us to be active in our local community and also support accessibility to our industry.

1625 INDEPENDENT PEOPLE

At the start of 2024 we appointed a new company charity, 1625 Independent People. 1625 IP is a Bristol-based charity that seek to prevent homelessness in young people, keep young people safe and support them in their development; be that through education, employment, mental health and more. Through this partnership we have supported the charity with pro-bono marcomms activity, volunteering and fundraising.

VOLUNTEERING TIME

We encourage employees to take the opportunity to get involved in volunteering projects and take an active part in the local community, by gifting two days of paid volunteering leave each year to every Speedster. This provides them with the chance to build connections and give back to society while working on issues they are really passionate about. Employees have used this for a variety of causes that are close to their heart, as well as supporting our charity partner, 1625IP.

In 2024 six team members took part in painting doors of 1625 buildings, to support the charity in upkeeping the accommodation for young people.

FUNDRAISING

Every year 1625 organises a Sleep Out event, where individuals and businesses give up their bed for one night and sleep on the streets of Bristol to help raise awareness of youth homelessness. Six Speed team members took part in the 2024 challenge and raised over £1,100.



MENTORING

Discover! Creative Industries Careers Week
In 2024 we took part in Discover! Creative Industries Careers Week, hosting 30 students at Bristol's Brunel Academy, to give them an introduction to PR and workshop a creative challenge about knife crime in the city.



SECONDARY SCHOOL CAREER MENTORING

For the third year running, we hosted a class of year 10 students, across two half day sessions, to give an insight into the world of work and help coach them in exploring their own future ambitions and introduce them to education and career paths that might be unknown, or less, known, to them.



GLOUCESTER UNI

To support students at a local university, we invited them into our agency to give them 121 presentations from our team on their path from education to employment, example days in the life and Q&A sessions.



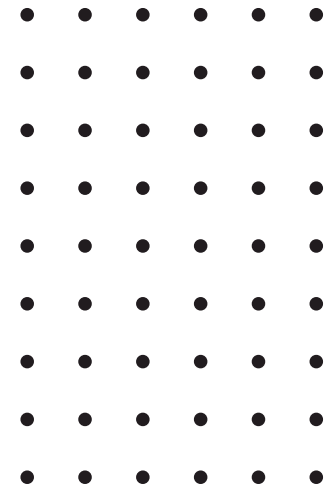
INTERNSHIPS & WORK EXPERIENCE

We manage a selection of internship and work experience placements throughout the year, to nurture the young talent heading into our industry and support young people in making the tough decisions about their future.



UNIVERSITY OF WEST OF ENGLAND

We work with students in the English Literature department to offer one-week placements that showcase agency life and a taste of working in PR. We also take part in the two-month equity internship programme. Equity is a positive action programme aimed at providing personal and professional development opportunities for Global Majority students. Each year, we host at least one student over the summer.



PEOPLE



Our focus on OUR PEOPLE

We're proud to be home to around 40 talented individuals across our Bristol and London locations. We are committed to making all of our people feel valued, whatever their individual journey. It's critical to us that we nurture, challenge and support our team to be the best they can be.



NEW APPOINTMENT

In 2024, we appointed Nicola Carroll as Head of Culture, to ensure that our values are embedded into agency culture, every day. In this role, Nicola has defined the strategy for our inclusive culture at Speed, bringing together programmes in training, recruitment, wellbeing and ED&I.

ALL ABOUT BALANCE

Staff health and happiness is a Speed priority. Our industry-leading Balance programme helps staff achieve balance between work and home life. Every year we plan a programme of activity designed to support team wellbeing throughout the year, from education tools and inspirational talks to socials and celebrations, we plan a variety of activity to ensure there is something for everyone and plenty of opportunity to bring us together.

Investing in the development of our people is also top of the agenda. A yearly learning plan is created for the agency, reflecting individual needs and emerging trends that need to be addressed. This includes training from leading industry bodies like the PRCA, internal training delivered by our senior team, coaching from our

parent company, MISSION Group - totalling a training investment of just under £30,000 each year.

Our bespoke professional development programme is called 'Room to Grow' and was refreshed in 2024, to ensure it was more closely aligned to individuals' development programmes, working on their specific needs in the timeframe that best supported their growth. Room to Grow is based on a model of continual feedback with regular check ins and an annual formal review of objectives which are aligned to the growth ambition of the agency. Within regular check ins, we discuss wellbeing needs and support, learning needs and longer-term ambitions.

OF OUR 37 STAFF in 2024:

 **100%** Permanent

 **85%** Female

 **24%** Part-Time

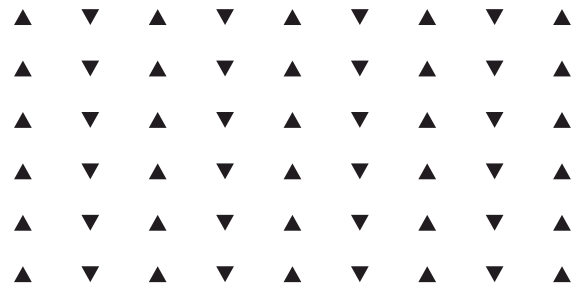
*3.9 years
average tenure
across team*

A focus on **WELLBEING**

Our dedicated People Team always has a focus on ways to support the team in finding their own healthy equilibrium. Wellbeing is weaved into the fabric of our company culture, making sure it is always a consideration in the decisions we make.

All Speed team members have access to BHSF, a medical and wellbeing cash plan where you can claim back expenses for appointments and costs, as well as access a 24/7 helpline and counselling support. We have a Speed Wellbeing Charter that all Speedsters are committed to upholding, which includes commitments such as no meetings over lunchtime and no contact when employees are away from work for holiday or illness.

Every year we share an agency wide events calendar, with different activities plotted in designed to support, educate or inspire our team. Within this, we celebrate mental and physical wellness with monthly team walks and meditations, invite in guests to share advice and experience from a range of voices and raise awareness of support including our external health cash plan and 40+ mental health first aiders across our group.



“We know wellbeing means something different to everyone, so our approach is about offering flexibility within our culture and benefits, so that our people can support their physical and mental health in a way that’s right for them.”

Nic Carroll, Speed’s Head of Culture



Our flexible working

BENEFITS AND POLICIES

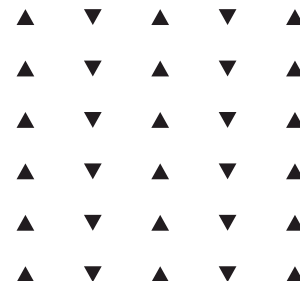
We continue to offer flexible working, with a 40/60 ratio of office and home working, to support our staff with bringing their best self to work and home life. As well as this, we have core working hours between 10am and 4pm, but staff are welcome to work flexibly around these times to support other life commitments, whatever they may be.

Our family policies offer generous family leave packages for all family set ups. Our employees are entitled to up to 52 weeks' maternity leave, six weeks at 90% of salary and 20 weeks at 30 or 50%, dependent on length of employment. Fathers are entitled to two weeks' paternity leave at 100% of salary, with extended flexible or reduced hours working. We offer shared parental leave to all staff as well as two days dependents leave annually at full pay. In addition, a pregnancy loss and parental bereavement policy provides financial and wellbeing support for anyone who loses a child, during any stage of pregnancy or up to a child's 18th birthday.

80% of our maternity leavers have returned to the business over the last five years, demonstrating our ongoing commitment to our people at all stages of life.

Our menopause policy fosters an inclusive and supportive working environment that welcomes open discussion around this significant 'life moment'. Our policy outlines the support and reasonable adjustments available to improve the experience of a Speedster suffering menopausal symptoms. Training has been made available for the whole team to ensure education, understanding and empathy.

"80% of our maternity leavers have returned to the business over the last five years, demonstrating our ongoing commitment to our people at all stages of life."

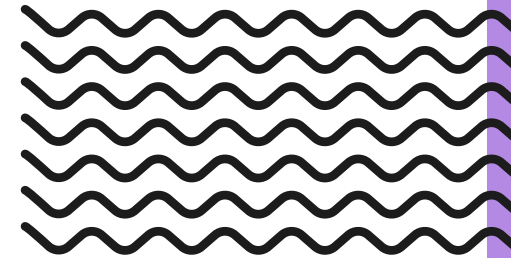


Diversity, equality **AND INCLUSION**

We have always been committed to fostering a culture that supports an inclusive workforce and encourages diversity into our industry. It is important to us that our team, and our work, reflects the diversity of our clients and the community in which we're based. We believe by listening to the widest range of voices, we will have the best range of perspectives to deliver the best work for our clients and environment for our team to succeed.

OUR ED&I PLAN HAS ALREADY SEEN US:

- ☒ Review recruitment practices, including our approach to work experience and internships
- ☒ Run unconscious bias training for full team
- ☒ Annual training course for all team to refresh awareness of importance of diversity and inclusion in our workplace
- ☒ Participate in the University of West of England's Equity Mentoring programme, working with students from Black, Asian and Minority Ethnic backgrounds



Our COMMITMENTS

SALARY BENCHMARKING

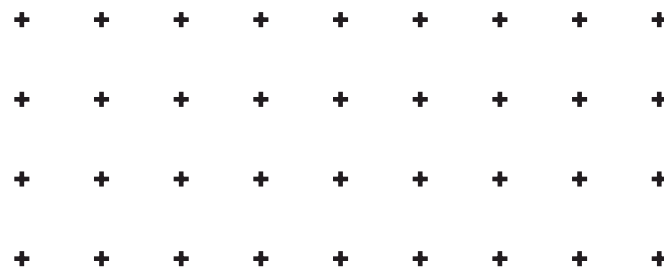
To ensure our people are fairly rewarded, we conduct a salary benchmarking exercise each year, utilising a minimum of eight external sources for each role.

MANDATORY TRAINING

Our learning platform, Mission Discovery, hosts a variety of content designed to help boost our people's knowledge and skills to support both their career and self-development. This includes thirteen mandatory modules that must be taken annually by all staff to ensure compliance with UK laws and regulatory recommendations, such as GDPR and unconscious bias.

REVIEWING OUR PEOPLE PILLAR PLANS

Speed undertakes an annual review of its People Pillar plans to assess what we've achieved against the objectives set for the year and agree the approach for the year ahead. This includes a review of all our policies to check they are still fit for purpose, assessment of our DIBs activity to ensure we're delivering against our five-year plan, and a close look at the wellbeing activity delivered through our Balance programme and collated feedback from across the team on what has worked well and what else we could do.



Corporate GOVERNANCE

Corporate governance is an integral part of our organisation, and the wider MISSION Group we operate within. It is key to how we interact with our employees, suppliers and wider stakeholders.

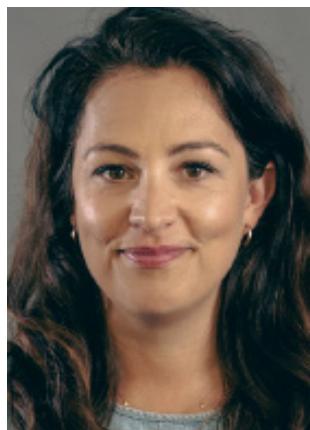
While being part of the MISSION provides us with a support and governance structure, we remain independent and set our own policies, ways of working, company ethos and management approach.

Speed's Managing Director Kelly Pepworth, along with divisional directors and a wider Senior Management Team, provides agency leadership and direction. This includes responsibility for ensuring our company policies are adhered to, and to monitor progress over environmental and social targets, and implement new measures wherever needed.



**KELLY
PEPWORTH**

Managing Director



**REBECCA
BROOMFIELD**

Consumer Director



**CLARE
COOPER**

Business Director



SARAH FIRTH

Strategy & Creative
Director

ROLES & RESPONSIBILITY

Speed's Sustainability Working Group, chaired by Kelly Pepworth, meets quarterly. This group is focused on ensuring ESG is a key factor in organisational decision-making.

EMBEDDING SUSTAINABILITY AND ETHICS INTO OUR ORGANISATION

Speed has clear policy framework which all staff and suppliers are required to comply with. This includes sustainable travel and procurement, ethics and data security.

RISK MANAGEMENT

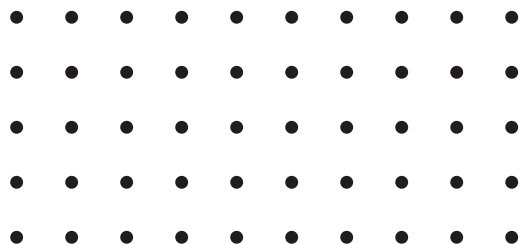
ESG risks are built into our company's risk appetite and tolerance, as well as assessment of principal risks. This includes risks related to the nature of our work and clients, staff, regulatory changes, and diversity & inclusion.

Ethical Policy and **CODE OF CONDUCT**

We are committed to ensuring that all decisions made within the organisation consider any ethical implications and that this remains a central focus of the business, our team and suppliers.

We are a member of the PRCA (leading PR industry body), and our own code of conduct is based on industry best practice as stipulated by the PCRA. We are audited annually to ensure adherence to the highest ethical standards.

Speed's Ethical Policy and Code of Conduct sets out our commitment to ensuring that all decisions made within the organisation consider ethical implications. This includes seven criteria specific to working with our suppliers, including protection of human rights, elimination of forced labour and non-discrimination.

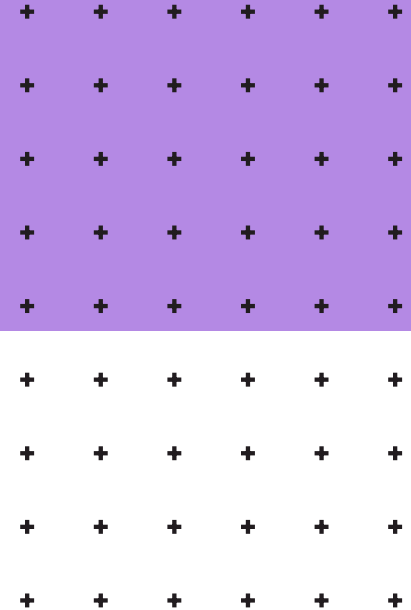


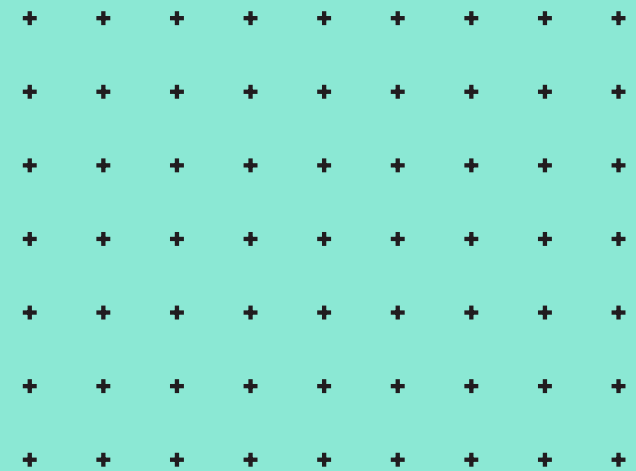
Our ongoing COMMITMENT

This document has outlined our approach to measurement and target setting, and our plan for reducing environmental impact, improving our social impact, and continue our strong governance, working closely with the MISSION Group.

Our commitments are to:

1. Continue to measure all environmental and social impacts and improve our measurement techniques where possible
2. Report our ESG performance annually to highlight progress against targets and hold ourselves accountable.
3. Secure independent, external validation and work quickly to address gaps highlighted and recommendations made.
4. Continually monitor our progress against diversity targets and take required action.
5. Build partnerships and continue to collaborate with our sister agencies and Group, in order to accelerate our sustainability journey.





Want to know more about **OUR APPROACH?**

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