

AG Communicating
with purpose for
people & planet



We are committed to providing accessible content for all.
You can access a [full text version of our Impact Report here](#)

AG Impact 2022-2023

This is our second impact report. It's designed to give you an overview of what we are doing to make a positive impact on society and our environment. We do this by helping purpose-driven leaders communicate and using our business as a force for good.

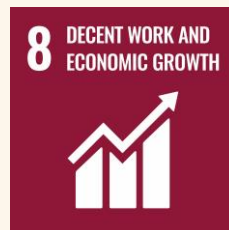
Our vision is **'to create a better world with equality, equity and climate action at the core of everything we do'**.



We track our impact against three United Nations' Sustainable Development Goals (UN SDGs)



SDG 5
Equality for
Women and Girls



SDG 8
Decent Work and
Economic Growth



SDG 13
Climate
Action

Our impact is tracked against the United Nations' Sustainable Development Goals (UN SDGs)

5

GENDER
EQUALITY



SDG 5
Equality
for
Women
& Girls

We have directly supported
135 women and girls



100% Women employees (5)

have flexible, virtual roles.
All received a bonus, pay rise
and private medical insurance,

38 days

annual leave, external
professional development and

4 days

each for paid volunteering
supporting women and girls



We take
employees on
an annual 3-day
wellbeing retreat.
This was us bare-
foot hiking



Sarah works
around the
tide-times to
swim in the sea
on workdays

100%

of projects offer
**flexible and
virtual** working



18 AG Members (77%) are women
owned
suppliers



44%

Women in our delivery
teams (employees and AG
Members) reported they are
**struggling with menopause
symptoms** and need flexibility



20

Young women
had mentoring
and work
experience



63

Clients

(60%)
are women who
we supported
with **strategic
communications
and impact**

32 Local business women

had Social and
Environmental advice,
impact improvement
support and mentoring

Our Social and Environmental Goals for next year

Support **10% more Women and Girls**
(target of 151)

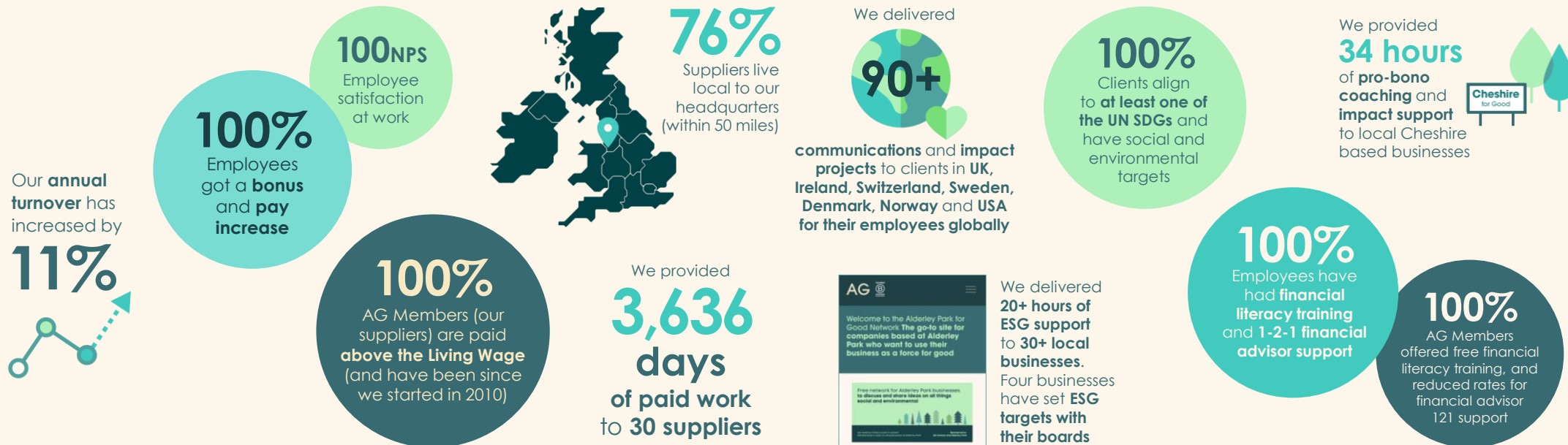
- Mentoring
- Training
- Coaching



Support **2 activations** to
lobby for **Women's equality**
in UK and Globally

50% employees to attend
professional development
impact training

Our impact is tracked against the United Nations' Sustainable Development Goals (UN SDGs)



Our Social and Environmental Goals for next year

Pay increase for all employees and **rate increase** for all AG Members



Develop our **DEI, neurodiversity and environmental policies** and bring best practices into our client projects



Offer work experience to **2 young people** (18-25 years old)

Our impact is tracked against the United Nations' Sustainable Development Goals (UN SDGs)



Our Social and Environmental Goals for next year



Become a **carbon literate organisation** and support **40% of our suppliers** to be Carbon Literate

Support **2 activations** to lobby for legislative changes to support **climate action**

Since 2021,
AG has donated

£91,162

to **non-profits** to help
further progress **Equality
for Women and Girls
and Climate Action**

Our donations have funded two roles for women in the North of England and in Kenya to support, develop and communicate with women and girls from underprivileged communities. It has also helped environmental teams scale their impact to lobby for change to help the climate crisis.

This is how AG is powered by purpose.



Total £91,162

2023 – **£32,692**

2022 – **£28,470**

2021 – **£30,000**



A message from our CEO, Lynne Griffiths

I am so proud of our impact progress this last 12 months. We smashed our targets, thanks to our employees, AG Members (our consultant suppliers), customers and local business community. I am so grateful to every one of you as we strive to **be a brilliant business to work with**. This report shows all the impact we have created – together.

Being authentic and doing what we say we will do is hugely important to me – getting the independent verifications, certifications and accreditations this year has given me the confidence to know that we are doing the right things and **supporting our stakeholders' purpose**. Our clients expect more from their supply chains, and we are proud to have met the social and environmental targets to renew our master service agreements with global clients.

We are changing how we communicate. We piloted a conscious comms project and measured the before and after carbon footprint of a client's global project. By creatively using Microsoft 365 features, we reduced the carbon footprint by 99.4%. We are now rolling this out across future projects. Check out our case studies on our website to learn more.

Nobody can tackle the global goals (UN SDGs) alone.

So, I have set AG another goal in helping more business leaders learn how to use their **business as a force for good**. I will step up my mentoring efforts alongside the goals highlighted in this report and look to inspire others to join me as we grow AG's impact offering with our stakeholders.

A new way of reporting. Last year was our first year of producing an Impact Report and to be honest, it was huge! I asked our stakeholders what they thought about it and got mixed reviews. It was overwhelming to take so much information in and a summary is preferred. This year, I've flipped it and taken it high level to show how we support the three UN SDGs we align to. I hope you like it; I'd love to know what you think.

If you want any deeper context or to find out our latest impacts, go to our website Impact timeline or let me know at hello@agcommunications.co.uk and the best expert in our team can get in touch. It will be Melissa for environment, Emily for EDI and comms, Nicola for operations and supply chain, and me for impact, strategy and partnerships.

Here's to smashing another year of impact.



Best wishes
and impact,
Lynne

Messages from the non-profits we support through **1% for the Planet**

“AG Comms are an active and supportive partner for SHE Changes Climate. Not only have they provided services and funding, but they have been a moral support as SHE Changes Climate trod the path from a young shaky somewhat naïve organisation coping with rapid expansion and bigger responsibilities to a mature, organised and feminine-goals driven organisation. We are so grateful to have had both visible and invisible helping hands from AG Comms.”

Antoinette Vermilye, Co-Founder
SHE Changes Climate,
Switzerland



“With AG we’ve supported more rewilding innovation fund projects, supported Scotland on its journey to becoming a Rewilding Nation, reached more purpose-driven businesses and even marched alongside each other. But they are much more than a financial partner, and we are really proud to work with Lynne and her team across various transformational initiatives that address our climate and biodiversity crisis. Excited to see what we can achieve in the next couple of years together!”

Kate Barclay, Head of Fundraising & Partnerships, **Rewilding Britain**,
Scotland



“Business Declares is delighted to have AG Comms as a valued member of our network. We very much admire their ethos of being action oriented, deeply accountable and their genuine and open approach to tackling the climate, ecological and social emergency.

We also appreciate the fantastic support they have shown for Business Declares which means so much to the board and our team of volunteers.”

Ben Tolhurst, Director
Business Declares,
United Kingdom



“AG Comms are leading the way in actively seeking out and supporting organised and effective climate action. Their support for our mass public engagement campaigning has been fundamental in allowing us to do more outreach that has, in turn, led to thousands of people advocating to their MPs and, ultimately, more action from government to enable community-led renewable energy generation.”

Steve Shaw, Director
Power for People,
United Kingdom





Messages from our Customers

“As in previous years – massive thanks to all at AG Communications for your excellent support!!! I am very happy with the service that you are providing. It is really helpful to know that we can fully rely on you for all the activities around communications. The team were all keen to learn and hit the ground running immediately. They were flexible and keen to complete the work to the highest possible standard, so huge thanks to all – Joanne, Mike, Emily, Katherine and Katie.”

Programme Leader, UK

“Heather and Angela have been extremely helpful, collaborative and provided great comms strategic advice. They collaborate very well together and cover for each other seamlessly.”

Commercial Business Unit Lead, USA

“Esther has been fantastic on the project, she supported the roll out of our new system through clear comms, interactive feedback sessions with end users, continued updates, and coordinated the extra activities needed with SharePoint and video creation. Recently she has reduced her time to 1 day a week and still manages to deliver everything the project needs. Really great value for money.”

R&D Team Leader, UK

“It’s been great working with AG Comms this year – very responsive and always delivering high quality work on time.

AI Biotec Business Lead, USA

“Lucy is extraordinary, the incredible success of my team is a direct result of Lucy working with us. Comms is incredibly critical, for internal and external success. She is a key member of our team and we feel really grateful to have her working with us.

R&D Leader, USA

“Heather D has gone above and beyond on the programme, she is not only the programme comms lead but is a rock setting strategic direction on the programme and is a highly valued member of the programme senior leadership team on the programme which is one of the largest and most complex business transformation programmes we are running in 2023 and beyond.

Global IT Lead, UK



2023 Goal Tracking

Goal	Goal Achieved	Outcome
Make a plan to become Net Zero by 2025		Became Green Small Business certified, measured and reduced scopes 1-3. On track to remove all scopes 1-2 by 2024 and reach SBTi target of 45% reduction by 2030. Developed environment reduction plan
Measure and reduce the carbon impact of communications projects		Conscious Communications Pilot saw 99.4% reduction in project communications. This is now being applied to projects
Work with more businesses aligned to SDGs		We started tracking all clients and projects against the UN SDGs = 100% align
Understand the role of employee activism and develop a policy		Created and launched policy to employees and attended 1 st business activism march with Business Declares at The Big One in London
Help more businesses become a force for good		Supported 30 local businesses with S&E improvement ideas. Four have board agreed S&E targets and 10 have made environmental pledges and donated to environmental charities
Improve processes for employees and AG Members		Streamlined invoicing, project tracking, sharing info and best practice across the AG Member community. Launched new SharePoint site with code of conduct and all policies in one place
Mentor more women and girls		5 young women had mentoring from our team and 15 attended a day work experience at our offices in Alderley Park in partnership with The Girls Network
Offer decent work and career opportunities to a young person		Poppy (6 th Former) spent 1 week work experience and learned about agency life



2024 Goal Tracking

Goal	Goal Achieved	Outcome
Support 151 women and girls through mentoring, training, coaching		
Support 2 activations to lobby for women's equality in UK and globally		
50% employees to attend professional development impact training		
Pay increase for all employees and rate increase for all AG Members		
Develop our DEI, neurodiversity and environmental policies and bring best practices into our client projects		
Offer work experience to two young people (18-25)		
Reduce our total carbon emissions by 9%		
Become a Carbon Literate Organisation and support 40% suppliers to be Carbon Literate		
Support 5 x businesses with their impact improvement journey		

Our 3rd impact report will be published in 2025. Check out our Impact Timeline for quarterly updates



A collage of photos showing our time with stakeholders in 2022 and 2023

This has been designed for online viewing – **please do not print**

Thank you to our Partners for supporting our vision to create a better world with equality, equity and climate action at the core of everything we do.

