



# 2023 Impact Report

October 2024



# Positive Impact, People and Planet



## 2023 Focus

1. Talent
2. Sustainability
3. Trust in Media



## People

1. Corporate Citizenship
2. Health and Wellness
3. Inclusivity
4. Training and Development



## Planet

1. Building
2. Purchasing
3. Recycling
4. Carbon Footprint



24 Oct 2022 | Omar Oakes

We will champion talent, sustainability and trust in media



Opinion: 100% Media 0% Nonsense

We expect some tough conversations ahead as we champion three important issues in 2023 to bring about a better media industry.

<https://uk.themedialeader.com/editor-we-will-champion-talent-sustainability-and-trust-in-media/>

## Making a Positive Impact

After engaging with our stakeholders, Adwanted UK committed to focusing on the following three values in 2023

1. **Talent Crisis:** The industry faces hiring and retention problems due to the economic shock from the Covid-19 lockdown in 2020 and burnout from remote work.
2. **Sustainability:** Highlighted by future leaders, this issue focuses on reducing the carbon footprint of media production and advertising to prevent environmental damage.
3. **Trust in Media:** Both senior and future leaders emphasised the importance of trust in media to ensure reliable and credible information.



# Making a Positive Impact: **Talent**

- **Adwanted UK's Media Leader** has launched Career Leaders, a channel dedicated to providing content related to media jobs, training, development, inclusion, and well-being.
- During **Adwanted UK's** events season, we hosted 14 panels discussing the industry's commitment to mental health, DE&I, and talent development. These panels emphasised the importance of inclusivity and continuous upskilling to create a supportive and equitable work environment.
- We welcomed 84 individuals from various organisations, such as the **Brixton Finishing School** and **MEFA**, to attend our events free of charge.
- **Adwanted UK** has invested in training and now has five qualified mental health first aiders within the company.







# Making a Positive Impact: **Sustainability**

- **Adwanted UK's Media Leader** Launched a **dedicated channel** focusing on sustainability and related topics.
- We promoted sustainability through a **variety of content**, including articles, videos, live events, and podcasts.
- Our **environment team** drove sustainability initiatives within the organisation and committed to work towards becoming **carbon neutral**.
- We put processes in place to **increase spending** with **local and independent** suppliers.



# Making a Positive Impact: Trust

- **The Media Leader** launched a dedicated channel: **Trust** to encourage debate around public trust in advertising, media, and the importance of ethical standards.
- **Adwanted Events** hosted nine panels at our events discussing issues related to trust in media and the importance of transparency in the supply chain.

Clients\* who agree that Adwanted UK is trying to make a **positive impact** on the advertising industry

96%

\*Respondents to 2023 Adwanted UK Customer Survey

The **words** our clients freely associate with us\*\*



\*\*Open question in 2023 Customer Survey: "What one word do you think best describes the Adwanted UK brand?", includes all words mentioned 3x or more



# Our 2023 Charity Partners

Name	Purpose	Amount
Brixton Finishing School	Developing untapped talent from under-represented communities.	£25,273
MEFA	Supporting ethnic minority talent thrive in the media and advertising industry.	£23,250
CRUK	Funding scientists, doctors, and nurses to help beat cancer sooner and provide cancer information to the public.	£7,085
The Connection	Working with people who are rough sleeping in London to help them move away from the streets and into shelter.	£3,993
Bibic	Bibic works with children and young people with brain injuries and a range of other disabilities.	£2,093
British Red Cross	The British Red Cross helps people in crisis, whoever and wherever they are.	£545
NABS	Dedicated to advancing mental wellness in the advertising, marketing, and media community.	£529
Lollipop Mentoring	Lollipop Mentoring aims to nurture and promote Black female talent by connecting them with mentors.	£275
Plan International	Plan International UK is a global children's charity striving for an equal world.	£234
NHSBT	Encouraging people to register as organ donors and provides information about the organ donation process.	£130
Total		£63,407

**A** [Follow this link for further details](#)



# People

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# PEOPLE - Corporate Citizenship

## Volunteering

- Volunteering policy
- Charity partner
- Blood donations

## Charity

- Audio ad deliveries
- Events tickets and entry fees
- £ to £ matching

## Advocacy

- City University placement
- The Media Leader Campaigns
- Sustainability Channel

# Corporate Citizenship highlights

- A 2-day annual VTO policy is introduced, with **45% of employees volunteering**
- Formed a partnership with **The Connection at St-Martin-in-the-Fields**, with Advanted UK matching staff donations
- Nine staff members **donate blood**
- Entries for the **Adrian Edwards AMRA** raise **£2,093** for **Bibic**
- **Audiotrack** deliver audio files on behalf of charities worth **£7,760**
- **Free events tickets** given to **MEFA; Brixton Finishing School; NABs; Lollipop Mentoring** and **The Connection**
- **The Media Leader** launches its **Sustainability channel**
- A **City University** student is placed with us to understand the challenges and benefits which **SMEs** face on their journey towards becoming more **socially responsible**





# PEOPLE - Health & Wellness

## Get moving!

- Steps challenge
- Vitality health insurance
- Cycle 2 work
- Sports Day

## General Health

- Air quality
- Free fruit

## Mental Health

- Employee Assistance Programme
- Mental Health First Aiders





# Health & Wellness highlights

- Our international Steps Challenge reached **40% UK participation**
  - **24** people in the UK
  - **12** people in the US
  - **10** people in France
- **Vitality health insurance** available for all employees after 2 years. Package includes:
  - Reduced gym fees
  - Reductions on fitness products
- We have 5 x mental health first aiders in the office
- An Employee Assistance Programme is available to all, including family members
- Adwanted runs Mental Health Webinars in April
- During Mental Health Awareness Week in May, healthy breakfasts provided & resources shared
- Air is continually monitored and is good in all aspects measured

# PEOPLE - Inclusivity

## Hiring

- Statement
- Resources

## Work Environment

- TimeTo
- Facilities

## Management

- HR system
- DE&I Group
- Pay equity analysis

## Supply Chain

- Policy
- Screening

# Inclusivity highlights

- We have a designated group explicitly responsible for diversity, equity, and inclusion
- As a result of a timeTo workshop, we are reviewing
  - the induction process
  - the reporting process
- We introduced a HR System to help us:
  - track diversity
  - analyse pay and position against demographic
  - set targets
- We post a commitment to diversity, equity, and inclusion included in all job postings
- Our facilities are designed to meet accessibility requirements for individuals with physical disabilities
- We have been recognised as a WACL (Women in Advertising and Communications Leadership) **Flexible First Leadership Organisation**



WE ARE A WACL 2022/23  
**Flexible First**  
LEADERSHIP ORGANISATION

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# Training & Development highlights

- We provide all employees with a LinkedIn Learning allowance
- We provided Happy Management Training to improve employee engagement in November
- We offer French lessons to all employees
- All employees can attend Finance De-Mystified seminars
- All employees can attend Advanted Events conferences
- The HR System allows us to
  - track training
  - social & environmental job descriptions
  - social & environmental targets
- We have high internal promotion rates and changes in job roles

# Planet

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# **PLANET - Building**

**Lighting**

**Air Con**

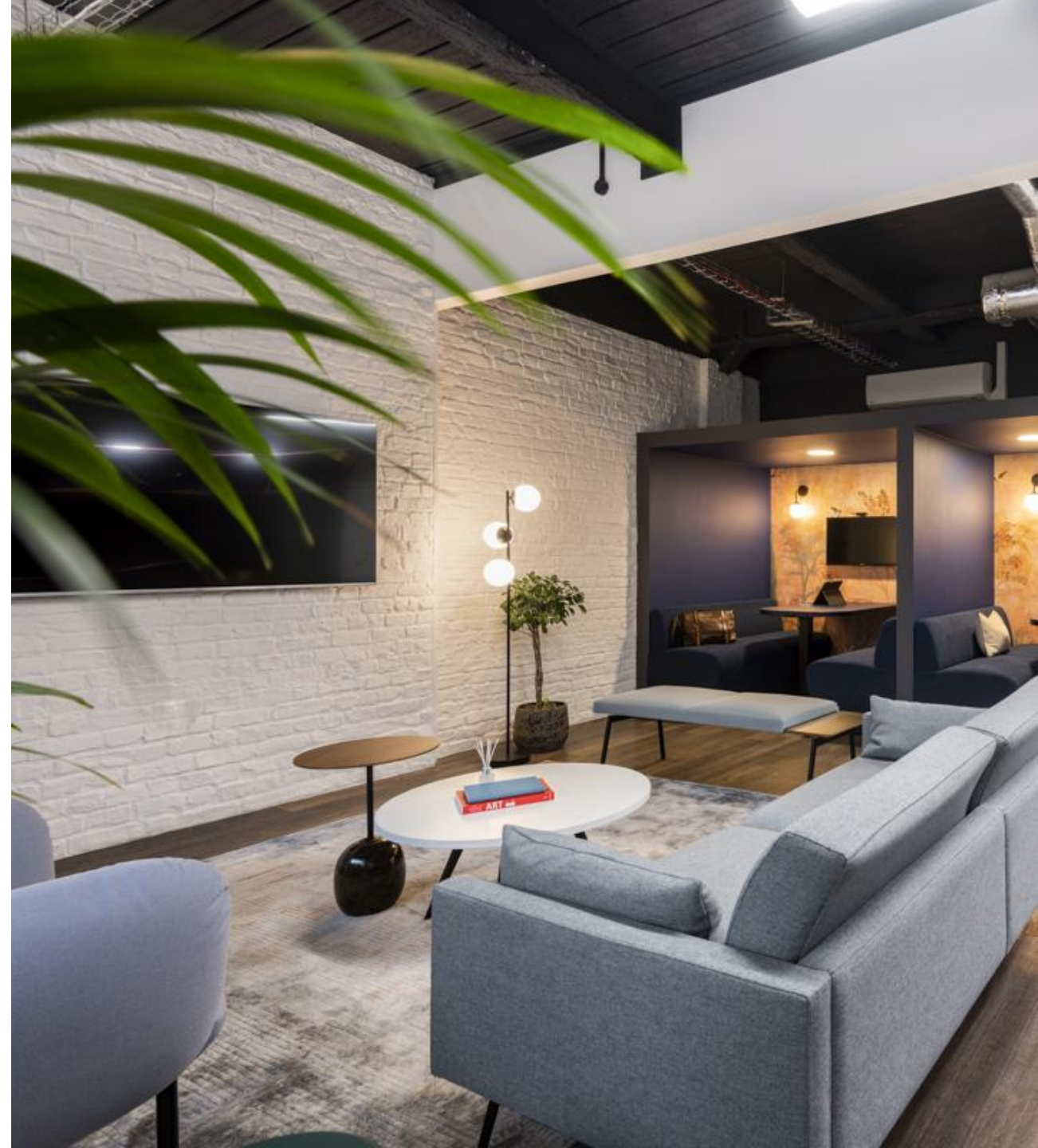
**Water Usage**

**Green  
Building  
Policy**



# Building highlights

- We monitor energy and water usage
- The office has all LED bulbs
- We have an air con system which meets all modern green standards
- All taps, toilet cisterns, flushing mechanisms etc meet current sustainability criteria
- The building has an EPC B rating which is unusual for an old building
- We are working with the Building Management to create a Memorandum of Understanding, in lieu of a green lease, until our lease is renewed





# Purchasing highlights

- We have introduced several Environmental Purchasing Policies to cover:
  - Cleaning
  - Electronics
  - Office supplies
  - Meeting and conferences
- We encourage employees to use environmentally preferred products while working from home
- We have a supplier [code of conduct](#) and survey our suppliers to ensure they meet these standards
- We encourage staff to purchase from local and independent suppliers



# Recycling highlights

- All IT equipment is recycled and disposed of responsibly
- We have a policy in place for the safe disposal of e-waste and other hazardous materials purchased for employee home offices
- We monitor waste disposed vs recycled
  - 62% of regular office waste recycled in past year
  - We have a target to reduce landfill waste to less than 35%



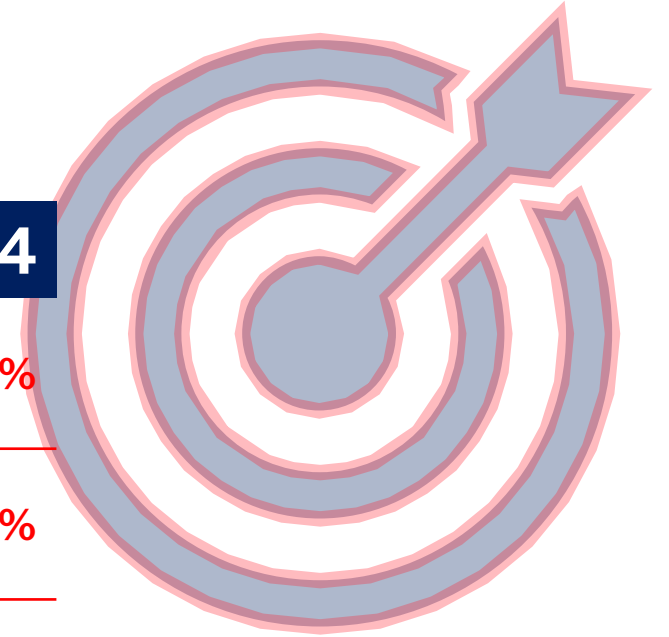




## **Carbon Footprint** **highlights**

- We have a policy statement documenting our organisation's commitment to the environment
- We use a 100% renewable energy tariff
- GHG emissions - Scope 1: 0.3, Scope 2: 6.2, Scope 3: 270.6 , Travel and Commute emissions: 40.3
- Employees are subsidized/incentivized for use of public transportation or biking to work
  - Season ticket loan
  - Cycle2work
  - Bike storage
- We use trains to travel wherever possible
- Our Project Definition Documents make considering the environmental impact part of every project
- We encourage the deletion old files and emails, and considering the usage of AI

# Adwanted UK: 2024 Targets



		2023	2024
1	Increase charity donations as a % of revenue	0.8%	1%
2	Increase the participation of employees in wellness initiatives	40%	50%
3	Maintain 50% gender split in Management and Executive roles	50%	50%
4	Increase amount of spending with local & independent suppliers	50%	55%
5	Aim to become carbon neutral	9.5 tCO2e*	0



**We Are Adwanted UK**

**Essential Today,  
Indispensable Tomorrow**