



Our Pinstone promise for people, planet and purpose

2024 B Corp impact report



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Welcome!

A few words from our founder and managing director, Catherine Linch.

Since achieving our B Corp accreditation, the status had gained an enormous following, with a wealth of other organisations, in our sector and well beyond, stepping up to the mark.

It's amazing how quickly the business ethos of B Corp has been adopted, embraced and become part of the fabric of what we do.

Pinstone continues to lead the charge of PR and marketing agencies in the farming, food and environment sectors – helping organisations to cut through the noise and get their voices heard, across the wealth of channels.

We are proud to present our second B Corp impact report. It builds on our promises and provides an update on our progress in the delivering for people, planet and purpose.

Thank you for taking the time to learn more about Pinstone and what goes on beyond our core business activity.

The journey continues!



The B Corp community

Certified B Corps, are independently verified companies that meet the established high standards for social and environmental performance, transparency, and accountability.

The UK now boasts the largest B Corp community worldwide, with over 2,400 certified businesses and representing a 40% increase year-on-year. This amounts to 150,000 workers in the UK alone.

The wider community is made up of 9,500 businesses employing 900,000 workers across 102 countries and 160 industries.

The standards are intentionally set high and are meant to recognise leading companies. They are developed independently and are verified by B Lab UK and cover a company's impact in key areas, including Governance, Workers, Community, Environment, and Customers.

B Corps commit to positively impact all stakeholders – workers, communities, customers, and our planet.

The B Corp world



Our journey so far

This is how B Corp scored us on officially granting Pinstone B Corp status. This accreditation takes us to 2026 when the accreditation process begins again. Scoring is out of a total of 200 with a minimum score of 80 to become B Corp accredited.



In holding this accolade, we are legally bound by our company articles of association to consider the impact of our decisions on our workers, customers, suppliers, our communities and the environment.

Our B impact score





The Bees' Knees

Being 'the bees' knees' is a reputation we are keen to live up to with the promise 'to be the best we can be'. This is reflected in our vision, mission and values.

◆ Our vision

Harness the power of communications as a force for good to influence people who shape a living landscape.

A living landscape, to us, means a thriving rural economy populated by inclusive communities; being places where innovation in farming, the environment and the food chain is embraced; and where climate positive opportunities deliver for all.

◆ Our mission

We promise to be the very best we can be as we strive to be the Bees' Knees.

◆ Our values

Ambition: Whether related to a personal motivation or to deliver and go beyond client expectations, our team takes an ambitious mindset to make our goals our realities.

Integrity: An open and honest approach leads to trust and that's vital, both for our team and our clients. The reward is that integrity generates trust in return and leads to lasting relationships.

Results: PR can be difficult to put an ROI against, but at Pinstone we look to ensure our work is always underpinned by recognisable value and results.

Supporting UN goals

In 2015, the UN created the 2030 Agenda, which lists 17 Sustainable Development Goals (SDGs) aimed at ending poverty, protecting the planet and ensuring that all people enjoy peace and prosperity. We are supporting four goals that we feel we can add the most impact.



SDG8 – DECENT WORK AND ECONOMIC GROWTH – Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



SDG15 – LIFE ON LAND – Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.



SDG2 – ZERO HUNGER – End hunger, achieve food security and improved nutrition and promote sustainable agriculture.



SDG5 – GENDER EQUALITY – Achieve gender equality and empower all women and girls.

Our Pinstone promises

Our Pinstone promises keep us focused on doing business the right way – ethically and sustainably.

On gaining B Corp accreditation, we set out eight promises to work on over our initial three year period. Here's how we are progressing.

Star
complete

Smiley face
on target

Flat face
more progress needed

Sad face
goal not met

Progress on promises so far

| | Promise | | Progress |
|---------|--------------------------|---|----------|
| PLANET | Bee good for pollination | Dedicate seven acres of our 40-acre orchard to pollination with wildflowers | |
| | Bee purchase smart | Source only from responsible suppliers who give back to the planet | |
| | Bee carbon smart | Achieve net zero by 2030 | |
| PEOPLE | Bee different | Evidence inclusivity initiatives and a people-first culture | |
| | Bee brilliant | 52 hours of training a year for each and every employee | |
| | Bee heard | Gain external recognition for being a great place to work | |
| PURPOSE | Bee a force for good | Deliver 1% of gross profit to pro-bono causes annually | |
| | Bee charitable | Engage and directly support an overseas farming community charity | |

Bee good for pollination

The bees in our orchard are still going strong and have enjoyed an extended apple blossom season during a warm Spring.

They are also grateful beneficiaries of our seven acres of wildflower meadows and 33 acres of apple orchards. The result has been over 90lbs of Pinstone's 'The Bees' Knees Honey' and the opportunity to support Richard, our beekeeper, and his local micro business.

Keen to continue maximising the planetary impact of our 40-acre orchard, we planted 31 oak tree saplings along the hedgerow boundaries this year. Each tree planted was in lieu of client Christmas gifts, along with a jar of our Herefordshire honey. It was one of our most popular gifts yet!

Maintaining the orchard involves 42 hours of mowing – expertly executed by Henry Linch – son of Catherine and Robin. The Linch family also spent a Spring day installing simple wire cages around the young trees to protect them from damage by the deer who make their home on the land.

Supporting
SDG's

15
LIFE
ON LAND

2
ZERO
HUNGER



"Thank you so much for the honey, I am so made up because I'm just about to run out of last year's and I will not have my roasted carrots any other way than with The Bees' Knees!"

Pinstone client

”

31
oak trees
planted

7
acres of
wildflower
meadows

90lb
of honey gifted

Bee purchase smart

Our team is fully invested in making our office environment as eco-friendly as possible.

Our Bokashi bin is a daily recipient of compostable tea bags, coffee granules and lunchtime leftovers. It eventually makes it into the gardens of those who are most green-fingered in the team to ensure our food waste supports carbon-absorbing plant life in our locality – with zero additional food miles.

We also ensure the packaging from our office sweet treats doesn't go into landfill by taking part in the Terracycle recycling scheme. And we're mindful to reduce waste by using recycled paper and milk from glass

bottles, that also supports the local milk round business. We use refillable hand soap and eco-friendly dishwasher tablets. We also buy bamboo toilet roll that's 100% renewable and sustainable. We source from fellow B Corp certified organisations when we can.

We estimate that, in the last year, we've composted around 1,950 tea bags alone, with 117 plastic milk bottles saved from landfill and six large bin loads of chocolate wrappers recycled.

PINSTONE



6
bin loads of
chocolate
wrappers
recycled

117
plastic milk
bottles saved
from landfill

1,950
tea bags
composted

Bee carbon smart

Our efforts to reduce our carbon footprint have succeeded, with our most recent results showing a massive **30% reduction** on the year prior!

Working from home, taking public transport where possible, and even biking to work have seen our emissions drop.

But we still have a carbon footprint of around 1.2 tonnes per employee that's difficult to reasonably avoid, given our rural location. So, while we reduce as much as we can, we now off-set what we can't.

Using the accredited environmental management consultancy, Blue Marble, we support the supply of biomass cooking stoves in Uganda. This reduces the reliance on carbon-emitting open-fires and charcoal in one of the world's poorest and least developed countries.

Pinstone is officially a net zero accredited business.



Supporting
SDG's

15
LIFE
ON LAND

30%
carbon
reduction on
year prior

26
tonnes of
carbon off-set

1
carbon neutral
accreditation



Bee different

Supporting
SDG's

8
DECENT WORK AND
ECONOMIC GROWTH

5
GENDER
EQUALITY

Since our last report, Pinstone has formally partnered with the professional networking group, Meat Business Women. This is an organisation in the food and farming supply chain, that's been recognised by the United Nations for its contribution to their Sustainable Development Goals (SDGs) through empowering women – an under-represented group in its sector.

Hosting masterclasses in areas of Pinstone's expertise, ranging from AI in communications, to hosting a LinkedIn clinic at the annual conference; Pinstone is also a signatory to the Food Business Charter that

has the goal of 40% female representation in the global food industry, by 2035.

We also sponsored a Women in Food and Farming event that was set up to advocate for gender balance and mental well-being in this industry.

Pinstone's inclusive culture is further evidenced by our Empower Forum initiative that creates an open, conversational setting for a small team of workplace peers to share, celebrate different perspectives and to welcome contributions, active participation and a sense of team belonging.

"We have come to depend on Pinstone's fantastic team for strategic communications expertise, whilst also supporting their employees' career development through our partnership. We're delighted to expand how we work with them this year."

Laura Ryan, global chair and founder of Meat Business Women

36
Empower
forums

2%
Of gross profit
delivered as
pro bono

94%
of team
recognise
inclusivity



INSPIRE · NETWORK · GROW



Pinstone continues to deliver an exceptionally high level of team training, that equates to 52 hours per employee over the course of a year.

Key initiatives under the 'Target 52' goal have included the enrolment of two of our Board directors in the PR Moments Leadership programme, to support ongoing advancement of our business. The wider senior team has also embarked on a series of Digital Masterclass sessions, led by our digital consultant to support the development of these important agency services.

As well as the monthly team Empower Forums, one-to-one mentoring sessions and topic-focused team learning sessions are regular features of the Pinstone calendar. These include learning around nurturing a consultancy mindset, editorial training and enhancing creativity skills; through to PR measurement practices; the role of AI, and introducing the team to a new digital analytics platform.

88% of our team agree their professional development is well supported, with line management and goal setting in place for everyone.

Pinstone's people-first culture is very much in evidence with 95% of our team proud to work here.

Helen Maiden, Head of Operations

I loved the training session interaction – it definitely didn't feel like three hours. Five star!

A member of the Pinstone team.



External recognition for being a great place to work is shown by our agency PR awards during 2024.

Pinstone was the winner of the National Women in Agriculture Awards in the 'Business of the Year' category, showcasing our people-focused approach and opportunities on offer.

We were also named as the 'Boutique Agency of the Year' in the PR Moments Awards that recognised exceptional PR agency credentials; and to make the hat-trick, we came home from the Veterinary Marketing Awards with the Sustainability Award title.

Our clients collectively scored the agency relationship at a whopping 87%, an accolade to all of our team.

Other opportunities to shout about include a visit local MP who commended Pinstone's B Corp status and the initiatives and innovations invested in to support jobs and career opportunities in our rural area.



Bee a force for good

Pinstone's vision is to harness the power of communications as a force for good, and giving our time, free of charge, forms part of our business strategy.

Additional senior level consultancy to the farm industry group, Ruminant Health and Welfare ensured vital information about the livestock disease epidemic, bluetongue, reached tens of thousands of farmers through news, social media, direct mail and the web.

Open Farm Sunday publicity also benefited from support, helping to elevate the numbers of farmers prepared to open their doors to the public and spread the word about the role of farming, both in the food chain and to the benefit of the countryside.

Our Meat Business Women communications partner was another recipient, as was Innovate UK for its Africa agrifood innovation project, making a wealth of resources more accessible in the support of overseas farming communities. Time was also provided for media relations activity, for both the National Sheep Association event and the industry's National Farm Management Conference.

1% £GP
pro-bono

+32
days of time delivered

x6
organisations benefit from pro-bono



Bee charitable

Supporting
SDG's

2
ZERO
HUNGER

15
LIFE
ON LAND

Our overseas charitable efforts are now delivering real value to farmers. Meanwhile, we've been sharing the issues affecting farming communities with school children in our local community.

Having worked with the charity Remembering Wildlife to donate a 'bee fence' to the South Rift Land Owners Association (SORALO) in Kenya, we were delighted to hear back from Guy Western, reporting on the impact.

The bee fence is now installed and helping to address the issue of human-wildlife conflict. Guy conveyed his thanks to our team on behalf of the farmers whose crops are now protected by swarming bees that deter elephants from trampling their valuable produce.

Keen to share our story, we approached primary schools in our locality and presented at assemblies – engaging over 400 children. It was a rewarding experience to open their eyes to the powerful impact of the humble bee and the challenges faced when people and 'big' wildlife live side-by-side. We presented wildflower seed bombs to the children so they can create a bee friendly patch of land.

\$10k
bee fence

x1
entire farm
community
supported

400+
Herefordshire
school children
engaged



Embracing B Corp

B Corp has been embraced by our team and has aligned incredibly well with our existing culture.

A sub-group meets regularly to talk about the initiatives we're embarking on and sparking new ideas and opportunities, keeping our commitments alive.

B Corp extends far wider than we can ever cover in this snapshot report, encompassing HR, team working practices, financial reporting, how we engage with our clients and suppliers, and much, much more.

Importantly, it's an accolade that we are all proud of and is a proven draw in attracting the best new talent to our agency.

As with any business, we still take a commercial approach, and profitability is key to our adoption of B Corp related activities. We look forward optimistically as to how we can evolve our commitments and lead the way in the farming, food and environment sectors.



Our journey

With a 20-year track record of serving the farming, food and environment sectors, we're a PR, comms and marketing agency with a passion for what we do.

We are a people-centric business and demand an extensive skillset from our team, in response to the ever more diverse communications landscape.

Delivering results stems from a collective commitment to 'being the best we can be', and the ongoing nature of the B Corp accreditation fits the 'never standing still' mentality adopted by our team.

Thank you for taking the time to read our report. Do get in touch if you'd like to know more, or want to explore what's different about working with a B Corp agency.

The PR landscape has evolved quickly and none more so than in the sectors of farming, food supply and the environment.

Catherine Lynch ”





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