



Our **Pinstone promise** for  
**people, planet and purpose**

2025 B Corp impact report

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## Welcome!

**As Pinstone enters its third year as a B Corp accredited business, our founder and MD, Catherine Linch, reflects on the journey so far.**

B-Corp status is often considered an environmental accolade, but it's much, much more than that.

Attaining this accreditation has infiltrated every aspect of our company. How we interact internally, with our clients, the local community and the wider world.

It's become part of the fabric of who we are and the standards we hold ourselves to and the stimulus of B Corp has changed our team mindset.

As result, we're focused on 'doing the right thing' and pick up on the opportunities to represent the B Corp values, where they may have passed us by in earlier times.

From our commitment to nature, to farming communities and those whose voices are under-represented; we're also continually striving to develop our skills and power to better deliver our PR services, day-in, day-out.

**Thank you for taking the time to read our Impact Report.**



# What B Corp means

B Corp Certification is an internationally recognised accreditation for businesses that meet B Lab's verified standards for social and environmental performance, transparency and accountability.

In practice, it signals that a company has been assessed not only on profit, but on how it treats its people, communities, customers, suppliers and the planet. B Lab describes Certified B Corps as businesses meeting verified social, environmental and governance standards, working towards a more inclusive, equitable and fair economic system.

The movement has grown rapidly over the past three years. In 2022, there were **6,000+ B Corps** globally; by the end of 2023, this had risen to **nearly 8,000**, employing **700,000+ workers** across **93 countries**.

In 2025, B Lab reported **10,000 B Corps** across **160 industries**, employing **1 million+ people**. The latest B Lab figures now show **10,806 companies**, **1,100,210 workers**, **162 industries** and **104 countries**.

*"B Corp relates to how a business treats its people, communities, customers, suppliers and the 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



Pinstone 2023 score / Total available score





## The Pinstone Promise

The promise sits side-by-side with our long-standing vision, mission and values that set out our company purpose for delivering communications as a force for good and influencing those who shape a living and breathing rural landscape.

It's what we do every day, and our mission 'to be the best we can be', underpins that.

The way we approach our work, with ambition and integrity and with a results-orientated focus sums up our ethos.



### Bee Brilliant

Professional development of everyone in our team



### Bee Together

Nurturing a cohesive and outward looking team



### Bee Empowered

Developing and celebrating our best practices in all our work



### Bee Sustainable

Looking after our people and communities for today and tomorrow

## The Pinstone Promise

The Pinstone Promise encompasses our team's commitments and directs the focus for our people. The promise develops our 'Bee's Knees' theme and comprises:

# Sustainable development goals

The UN Sustainable Development Goals provide a shared global framework for tackling society's biggest challenges.

Through our work, we support four goals where we can make a meaningful contribution, using our expertise, influence and partnerships to help create positive impact for people, communities and the wider environment.



- **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                      |  |
|         | Engage and directly support a farming community charity | Engage and directly support an overseas farming community charity           |  |

## Bee good for pollination

**Our 40 acre orchard in north Herefordshire is a former commercial cider apple enterprise, and over the past year we have focused on protecting its value and habitat for bees and a wealth of other flora and fauna.**

Beyond maintaining the bee hives and harvesting their honey, activity has included managing a woodland copse, continuing our programme of tree planting and reseedling the land put over to wildflower meadows, spanning 7 acres.

The aim is to support biodiversity, improving habitat quality and helping the orchard to continue to thrive over the long term.

The hedgerows, early summer blossom, grassland, meadows and deadwood provide habitat for a wide range of wildlife, from pollinators, birds, invertebrates and small mammals that are thriving in our low-intervention, nature-led approach.

A home for deer and muntjacks, birds of prey spotted include red kites, kestrels and buzzards, with badgers, foxes, voles and rabbits also living side-by-side.

The orchard gives us a tangible way to connect environmental responsibility with action. It supports our wider focus on biodiversity, climate awareness and responsible land management, while giving us a direct connection to the natural environment in our local community.

Supporting  
SDG's

15  
LIFE  
ON LAND

2  
ZERO  
HUNGER

**The orchard supports our wider focus on biodiversity, climate awareness and responsible land management**

31

**oak trees  
planted**

7

**acres plus field  
margins**

90lb

**of honey gifted**

## Bee purchase smart

**The introduction of the office potato oven has proved a massive hit.**

And we consider it an all-round win for the environment, team morale and as another way to pay homage to UK farmers. It also reduces car journeys into town and plastic packaging waste.

The 'potato round' is now a daily ritual where orders are placed for a lunchtime baked potato, with the team getting together to eat and catch up with each other over the break.

As previously reported, we've also made big gains in recycling, composting our tea bags and coffee granules and cutting plastic waste by sourcing office milk supplies in bottles instead of the supermarket, while also supporting the local milk-round business.

**Our  
office eats  
approximately  
1,690 potatoes  
every year.**

468  
glass bottles  
reused

468  
bottle tops  
recycled

We've permanently reduced our print copies of magazine and newspaper subscriptions over the course of the year, with the day-to-day office now established as a paperless environment – other than for the accounts team.

We can't claim to be 100% in only buying from the most eco-friendly suppliers as convenience matters too, but we've made great progress that we've proven to be sustainable over our 3 years as a B Corp business.



## Bee carbon smart

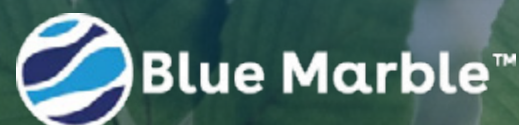
*In 2025, Pinstone received confirmation of off-setting its emissions, to the level of 26 tonnes of carbon dioxide, that have been saved from being emitted into the atmosphere.*

This was conducted under a verified scheme using the environmental management consultancy Blue Marble.

While our options were limited to officially off-set from our own orchard or to get involved in schemes more local to home, we have given support to a community overseas, in one of the world's poorest and least developed countries.

We have again funded the supply of biomass fuelled cooking stoves to Uganda through the Up Energy Improved Cookstoves programme that can prove carbon emitting open-fires and charcoal use have been successfully substituted for a more eco-friendly approach.

**Pinstone is officially a carbon neutral accredited business.**



Supporting  
SDG's

15  
LIFE  
ON LAND

7.4  
years of clean  
cooking for a  
household

26  
tonnes of  
carbon off-set

1  
carbon neutral  
accreditation



## Bee different

Supporting  
SDG's

8  
DECENT WORK AND  
ECONOMIC GROWTH

5  
GENDER  
EQUALITY

Pinstone's involvement with Meat Business Women, as their official PR partner, has seen significant pro-bono investment and the team championing gender equity in the food supply chain where women are markedly under-represented.

Getting behind the landmark 'Food Business Charter' was a key milestone. Working in close conjunction with the MBW team, Pinstone was a founding signatory to the Charter that also received backing from major global and European food manufacturers, retailers, and foodservice businesses.

It demonstrated the industry's collective determination to

remove barriers and create meaningful opportunities for women at all levels.

Our media engagement saw editors and reporters from 6 of the key industry trade titles attend the launch, with coverage spanning food, farming and retail media. As a team, 5 days of uncharged time has been dedicated to the partnership.

We also continued to support in elevating their media profile in relation to their annual conference and through the delivery of masterclasses and our LinkedIn clinic hosted at the event.

Closer to home, we continue to nurture an inclusive team

*"It demonstrated the industry's collective determination to remove barriers and create meaningful opportunities for women at all levels."*

**Laura Ryan**, Meat Business Women Founder.

culture. Team bonding activities got everyone involved in our annual inspire day away-day at outdoor activity centre Oakerwood. We also take time to meet as a full team and in peer-to-peer groups every month to build understanding and promote an inclusive culture.



5 days  
agency time hours  
invested in MBW  
partnership

40%  
goal for female  
representation  
in food supply  
chain





## We have once again delivered on our commitment to 52 hours of training per person in the past year.

It's a high bar, but is now considered part and parcel of Pinstone life and continuous professional development is a cultural mind-set we're all proud to have.

Further to gleaning team feedback, the Empower Forums have evolved to focus on a single common issue for the peer group to delve into in more depth and we've also used the sessions to workshop key development areas.

New for 2025 was the introduction of 'Elevate', a new full-team monthly bitesize session. Each division is tasked with nominating a team member to present a client campaign or new business project that relates to a 'consultative learning'.

The aim is to both expand team understanding of clients they may not work on directly, and to stimulate ideas or opportunities that may translate wider.

*It's been great to see full team engagement in our Elevate forums. As well as achieving cross-division learning, it's been an important opportunity to reflect on some brilliant campaigns.*

Helen Maiden, Board Director for HR



## External recognition from our annual client reviews cements Pinstone's commitment to being 'a great place to work'.

We've received direct feedback about team members, that have included sentiments of 'outstanding contribution', 'very creative' and possessing 'outstanding strength' in the written word.

Clients associate our team most strongly with acting 'professionally', 'collaboratively' and 'supportively' and the integrated service and team set-up rated well.

There is still progress to be made in some areas that is being addressed through an elevated focus on our social and digital expertise and we are also elevating and streamlining our reporting that will add agency-wide continuity as well.



## Bee a force for good

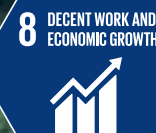
Working pro-bono has seen our team give-up time, for another consecutive year, at no charge to the organisation.

Key beneficiaries have included Ruminant Health and Welfare, Open Farm Sunday, LEAF, Meat Business Women and the Hanbury Show.

We also gave up time to support our local Food Bank, packing boxes and assisting a move to temporary premises.

And this Lent, the team came forward to volunteer to take a break from all chocolate treats. We supported the effort by donating double the equivalent of our usual chocolate fund to help this invaluable local service.

Supporting  
SDG's



1% £GP  
pro-bono

17  
days of time  
delivered

x6  
organisations  
benefit from  
pro-bono



Bee charitable

Supporting  
SDG's



## Turning our focus to supporting farmers locally, Pinstone partnered with Clee View Farmers group.

The Burwarton Show is the highlight of the rural calendar in our neck-of-the-woods and we were proud to get behind a celebration of food and farming in support of the group, hosting a stand at the event.

The stand included displays of crops and livestock and demonstrations of their connection to the milk, bread and cooking oils that form a staple of everyone's fridge and kitchen cupboards. The aim was to help educate families and make people think about how food doesn't just come from the supermarket.

We were also delighted to jump on a media enquiry in response to a sudden change in government support for the farming community. Acting as a spokesperson from

Clee View Farmers, our very own Rebecca Morgan was featured in a television appearance on BBC Midlands Today as well as across the farming trade media and on a Farmers Weekly podcast episode.

*It was quite something to be on camera, rather than behind it, but I couldn't have been prouder to represent Clee View Farmers on such an important issue.*

**Rebecca Morgan**, NFU and Clee View Farmers spokesperson and Pinstone Associate director.



Rep 60+  
farmers

Supported Clee View  
Farmers facilitation  
cluster group

700,000  
watch BBC  
Midlands  
Today

20,000  
visitors to  
Burwarton  
Show



# Embracing B Corp

Pinstone is proud to have been awarded the accreditation of B Corp certification. Over the three years of our tenure so far, there's been a tangible focus and change in mindset that's seen a company-wide commitment to doing business for the good of all.

Delivering more for our people, our clients, our industry, our communities and our environment, it's been a meaningful journey.

Here's a collective snapshot of images from our three Impact Reports delivered to date.

Thank you for reading.





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