



# Our Pinstone promise for people, planet and purpose

2023 B Corp impact report





## Contents

Welcome!.....	3
Why B Corp .....	4
Pinstone's B Corp journey so far.....	5
Bees' knees .....	6
Pinstone in numbers .....	7
Supporting UN goals .....	8
Our Pinstone promises.....	9
Progress on promises so far .....	9
Bee good for pollination .....	10
Bee purchase smart.....	11
Bee carbon smart.....	12
Bee different .....	13
Bee brilliant.....	14
Bee heard.....	15
Bee a force for good .....	16
Bee charitable .....	17
Looking to the future.....	18
A team mission .....	19

## Welcome!

### A note from Catherine Lynch, founder and managing director

We're super proud to be a B Corporation accredited business and join this global movement that's promoting businesses as a force for good in the world.

Pinstone leads the charge of PR and marketing agencies in the farming, environment and food supply chain sectors – helping organisations of all shapes and sizes to cut through the noise and get their voices heard.

This is our **Pinstone People, Planet** and **Purpose** report.

Here, you'll find out what we've been up to to instil our people-first culture and our commitment to our clients and communities, promoting sustainable practices and supporting an inclusive industry.

It's a mission that we've summed up as striving to be 'The Bees' Knees' - in every sense.

The promises we've made fall into 'people', 'planet' and 'purpose'.

**The journey continues!**



# Why B Corp

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

They are companies that have voluntarily met the highest standards for social and environmental business performance. These standards are intentionally set high and are meant to recognise leading companies.

The standards are developed independently, verified by B Lab UK and cover a company's impact in key areas, including Governance, Workers, Community, Environment, and Customers.

Through our investment in our B Corp journey, we have engaged all parts of the business to ensure we are having a positive impact on our employees, the community, our customers, suppliers, and the environment.

"B Lab UK's strategy is aiming to redefine the role of business within our economic system so that every business is a force for good."

## The B Corp world



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

# Pinstone's B Corp journey so far



**This is how B Corp scored us on officially granting Pinstone B Corp status in August 2023. 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



We'll be working hard on our promises to elevate our scores when our next assessment comes around in 2026. **The B Corp journey continues!**





# The Bees' Knees

## Being the best we can bee

We promise 'to be the very best we can be'. We are never ones to settle for 'average' or 'ok' and will always look to go that extra mile. This is encapsulated in our values of being a team that's energised by ambition, integrity and results.

Being **'the bees' knees'** is a reputation we are keen to live up to.

### 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.

This year, we've made eight promises to achieve by 2026 to make meaningful changes that deliver for people, purpose and planet.

- ★ **Star** complete
- 😊 **Smiley face** on target
- 😐 **Flat face** more progress needed
- 😞 **Sad face** goal not met in 2023

# 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

**One third of crops globally are pollinated by insects and bees, they are fundamental to growing the food we eat daily.**

That's why we've made the commitment to champion the humble bee.

We have dedicated seven acres of our 40-acre orchard to pollination. It's land located only five miles from our office, and we have planted wildflower meadows and installed 10 beehives.

Not only that, but we are also pledging 10% of the honey that our bees produce to our local foodbank. That's around 90 jars!

It's helping nature, creating habitats and benefiting the local community during a cost-of-living crisis. We're also supporting our beekeeper's local micro business that will benefit from the other 90% of honey production to retail within his business.

Supporting  
SDG's

15  
LIFE  
ON LAND

2  
ZERO  
HUNGER



40 acre  
orchard



90 jars  
to food bank



10 bee  
hives



1  
beekeeping  
enterprise



## Bee purchase smart

**We've committed to using our purchase power to work with and source only from responsible suppliers who give back to the planet.**

It's a small but powerful commitment to do our bit and inspire our team to follow suit at home.

This means our office only sources eco-friendly products using environmentally friendly packaging, questioning every purchase from stationery to our office lighting. We've committed to recycling or composting whatever we can.

We will reduce printing year-on-year by 25% and only use 100% recycled paper.

We've also reviewed our energy supply and have set a target of sourcing 50% of our needs from renewables by 2030 (currently at 38%).

100%  
eco-friendly  
cleaning products



50%  
renewables  
by 2030



25% ↓  
printing annually



who  
gives a  
crap

who  
gives a  
crap

Who Gives a Crap donate 50% of profits to ensure clean water and a toilet for all within our lifetime





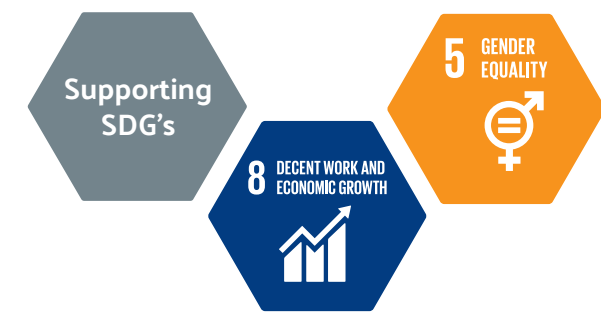
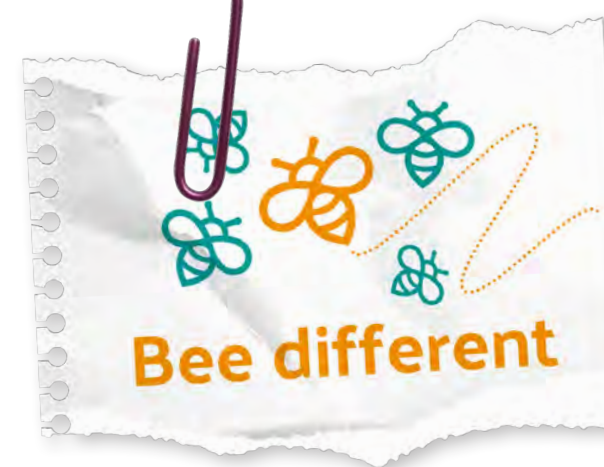
## We have committed to becoming net zero!

Partnering with environmental management consultants, Blue Marble, we have begun the project with a benchmarking exercise as the first step.

We know that as a consultancy with a single office, the services we offer aren't as polluting as some enterprises. But we still have a footprint and want to understand what steps can be taken to improve ours.

By benchmarking, we'll have the metrics to build a plan and to inform the measures we need to take; to lay down our milestones for carbon reduction targets and set out our roadmap to achieve net zero by 2030 or sooner.

Meanwhile, we've started making a difference in our own, small way by recycling office confectionary packaging through Terracycle and composting our food waste from the office using Bokashi. With the majority of the team hybrid working and office based for two days a week, mileage commuting is minimised.



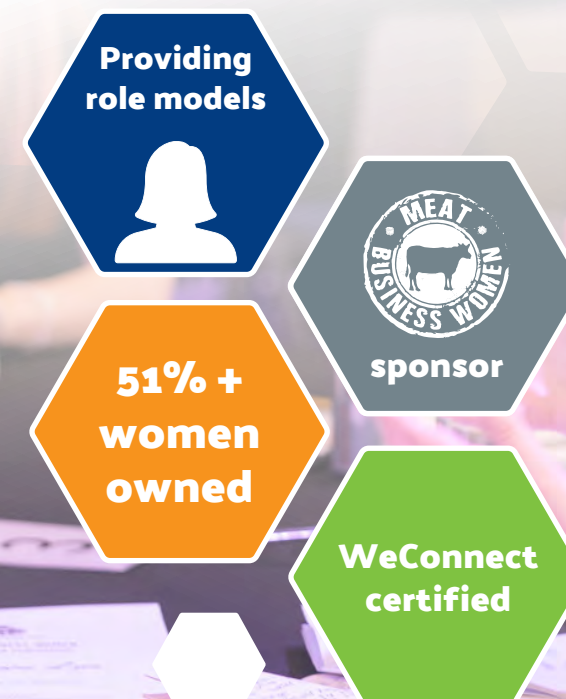
## We have committed to instilling inclusivity within the fabric of our business.

Unconscious bias mentoring is being rolled out this year, starting with our senior team in partnership with the IGD (Institute of Groceries Distribution).

We're supporting the professional networking group Meat Business Women (MBW), through our sponsorship, in support of female empowerment in this sector. MBW has been formally recognised by the United Nations for its contribution to their Sustainable Development Goals (SDGs).

Engaging the 'Taylor Bennett Foundation', a charity that exists to encourage people from a black, Asian and minority ethnic background to pursue a career in communications, is another avenue we are exploring to meaningfully make a difference.

It's also become apparent that a woman majority owned business is a comparatively rare thing - as is a Board comprised of a majority of women. We're proud to be bucking that trend, evidenced by being a certified 'Women Owned Enterprise' that's proof we are 51%+ female owned.







## We've promised to deliver the equivalent of an hour of training per week for each and every employee.

It's an initiative we've branded 'Target 52', representing the goal of 52 hours of training per person for the full year.

It reflects the breadth of professional skills our team delivers, from media relations prowess to dominating search engine rankings and applying strategic insights that deliver the cut through in the ever noisier communications arena.

This promise cements our 'people first' culture and our mantra; 'be the best you can be'. It's a continually evolving target, with a mentoring programme and online training platform in the pipeline.



## Our team say....



## We'll be advancing the way we engage and listen to feedback from our team and will be benchmarking ourselves against others in our industry and sectors going forward.

It's a step on from what we've always done – asking our people to score us on how we're doing and providing forums to encourage dialogue between all of us in our team.

We are introducing anonymous team feedback, celebrating great work by rewarding and sharing learnings and we'll be seeking external recognition for being a great place to work.

With 2023 survey results revealing that 100% of the team feel supported in their professional development and the top words to describe our culture coming out as 'ambitious' and 'supportive', we are proud to be starting from a high baseline!





## Bee a force for good

**Our pro-bono commitment is the equivalent of one of our team of PR professionals working for zero fees for a period of six weeks during the year. That's 1% of our gross profit.**

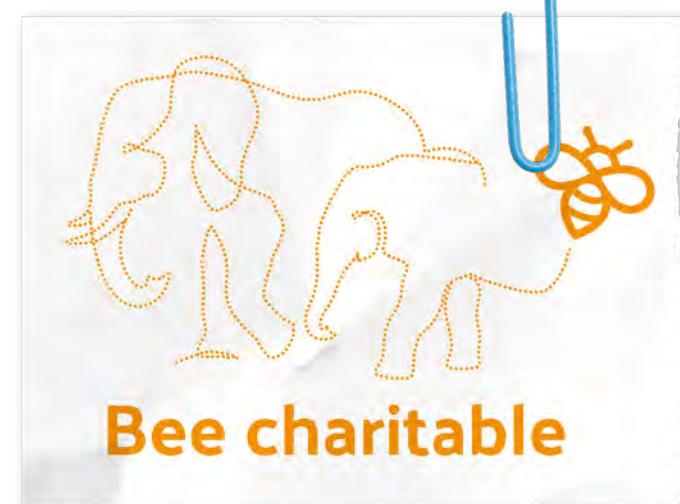
It is offering our professional services for free, to charitable or non-profit organisations who align with our values, who give back to their industry and who we're proud to work alongside as their PR agency partner.

Farming charity RABI has been a beneficiary as have the National Sheep Association and the Institute of Agricultural Management and we are actively seeking additional organisations operating in the farming, environment and food sectors to align to.

Support has ranged from garnering media attendance and journalist engagement at industry-critical events, to top level consultancy and raising awareness of the issue of mental health in the UK farming sector.

**Publicity for big issues**

**1% of GP time equivalent 6 weeks a year**



Supporting  
SDG's

**2** ZERO HUNGER

**15** LIFE ON LAND

**In 2023 we are extending our UK-focused support to give directly to farming communities suffering from conflict with wildlife in the South Rift Valley in Kenya.**

We'll be working directly with a farming group who face crop devastation from elephants trampling their crops to the point of destruction.

Donating a 'bee fence', we are delighted to have found a creative solution that works with farmers to protect both farming livelihoods and native elephants – a globally endangered species.

The 'bee fence' is effective, simply because elephants instinctively hate bees with a passion.

By hanging beehives on fences surrounding crops, elephants approaching crops knock into them, causing the bees to swarm and the elephants to flee in the opposite direction. It's a win-win.

**Additional enterprise from the honey produced**

**An endangered species protected**

**Charitable donation**

**A farming community protected**



## Looking to the future

**There's always room for improvement and the very essence of being B Corp accredited is that you're never done!**

An ambitious mindset is in our Pinstone's team DNA – we're always striving to 'be the best we can be'.

So, we'll continue challenging ourselves and seeking even more ways to deliver for people, planet and purpose.

You'll see how we continue to evolve as an agency and work on our commitments in next year's report.

One thing we can promise is that our values and commitment to supporting organisations in reaching, influencing and benefiting those working and living in the rural environment by harnessing the power of communication as a force for good, will always be at the heart of what we do.

## A team mission

**Pinstone was founded by Catherine Lynch in 2005. We're proud to be an independent PR and marketing business employing a team of 26 professionals, operating from our base in rural Herefordshire.**

### **We would love to hear from you!**

We're fully committed to being The Bees' Knees and we know we will face lots of challenges on our journey to 2026. We really want to collaborate with everyone in our community to deliver our promises and have the most positive impact we can.

If you have any questions or feedback, or if you think you can help us in some way, we'd love to hear from you!

Please pop us an email: [info@pinstone.co.uk](mailto:info@pinstone.co.uk)

**Thanks for reading our impact report.**







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