

Certified



Corporation

The Ad  
Plain

The Ad Plain  
**IMPACT REPORT**

2023-2024

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# Introduction



# IT'S HARD TO BE GOOD

The world economy has taken a real knock recently and the natural reaction in business has been to withdraw non-essential investment and in many cases “restructure”. After all, you have to keep delivering value to the shareholders, don't you?

The bigger question when things are tough is; what exactly is essential investment - especially relevant when focussing on people and place won't positively impact the bottom line this year? The truth: policies around purpose and changing for the better, are probably costing you money. So how does a company justify expenditure in these areas, especially if “restructuring”?

The answer is we have no choice. Improved business practices are a vital part of today's commercial landscape; and we must all embrace that, regardless of any investment challenges. This is the attitude we've taken at The Ad Plain: it's the attitude that will also be expected by our customers.

Changing for the greater good is a long-term plan, and can't be paused or rescinded when trading gets tougher. It has to be recognised as an essential part of the infrastructure; a cornerstone of company working practice; a value that is more important than returns to investors and shareholders.

B Corp is an investment; and a commitment that we don't take lightly. But it is the beacon for how sustainable economies need to be shaped for the future. How we work really can make a difference. We hope reading our Impact Report will show you how.



*Duncan Murray-Clarke, Group  
Managing Director, The Ad Plain (TAP)*



# WHO WE ▲ ARE

The Ad Plain (TAP) is a specialist communications agency immersed in the world of agriculture, food production, and the environment. We create digital experiences that set our clients apart, with inciteful and captivating campaigns that cut through the noise in today's busy world.

We're in the business of reaching people; of first attracting their attention, and then sparking the curiosity that makes our chosen audiences receptive to messages, and inspired to take action.

We believe this gives us a unique standpoint; which is why we count ourselves among the businesses who are positioned to help drive change. The sectors we work in are switched on and climate aware. Many of our customers are at the sharp end of food production and are helping to provide the sustainable solutions that will ensure food security, now and in the future.

We're not like the cliché agency; and we're hugely proud of who we are. With offices in the UK and Spain, and a diverse workforce, it's tight bonds and team spirit that produce our unique company culture.

We believe in mutual support, kindness and respect; and we never forget that life is for living. Our world is a brighter place if we look up, help one another, smile and have some fun.





# WHAT IS B CORP?

A B Corp (Benefit Corporation) is a type of business that balances purpose and profit, by committing to higher standards of social and environmental performance, accountability, and transparency. B Corps are focused on making positive impacts on society; their employees, customers, communities, and the environment.

B Corp certification is granted by B Lab, a nonprofit organisation that evaluates companies based on their impact in areas like environmental sustainability, employee experience, customer engagement, community involvement, and governance.

To become a certified B Corp, companies must complete the B Impact Assessment and score a minimum of 80 points out of a possible 200; and meet legal requirements by embedding commitments to stakeholders into their corporate governance.

There are over **8,000 certified B Corporations**, across 162 industries, in 96 countries; who are collectively part of a global movement to shift the focus of business towards more ethical and sustainable practices. The number of companies continues to grow; and there's now over 2,300 certified B Corps in the UK.





# OUR JOURNEY

## Purpose, opportunities and bigger goals

This is the second year of our B Corp certification. Being a B Corp is a journey - one of continuous learning, analysing possibilities, and finding new ways to instil positive change.

We've been inspired by sharing our experiences with other B Corp businesses local to our offices in the UK and Spain, and have harnessed momentum from across our team; sharing the workload and amplifying what we can achieve when we work together.

By identifying goals and engaging in actions both in and out of the office, we've tuned into more ways to make B Corp work for us as a business - helping the communities we work in and supporting projects in the wider world. The opportunities inspired by the B Corp philosophy are truly endless; and going forward we plan to harness these more to promote our own business, and to further support the wider B Corp community as a force for good.





# OUR IMPACT

The B Impact Assessment Tool is what generates our overall B Corp score, it's the benchmark for progress and our baseline for continuous improvement. We use the Assessment Tool to review and reset our goals, and to highlight what we've already achieved.

For B Corp assessment we're evaluated across five impact areas: Governance, Workers, Customers, Community and Environment. Each category has a set of questions and is assigned a number of points. The maximum points a company can earn is 200, and a minimum score of 80 points is required for certification.

The assessment is detailed and comprehensive and covers a wide range of topics, from our HR practices, environmental policies, community engagement, and corporate governance. By scoring well on the assessment, we demonstrate a strong commitment to sustainability and social responsibility.

The B Corp assessment occurs every 3 years and we're due our next one in 2026. In the meantime, we're using the B Corp tool to create our goals and identify the areas where we can continually improve.

**At certification, in 2023, we proudly achieved an overall B Corp score of 81.7 - exceeding the average score of ordinary companies which stands at 50.9.**



## Benchmarking

- 81.7 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

## Scoring Breakdown

Governance	16.1 / 25
Workers	26.7 / 50
Community	20.7 / 50
Environment	13.9 / 20
Customers	4.1 / 5





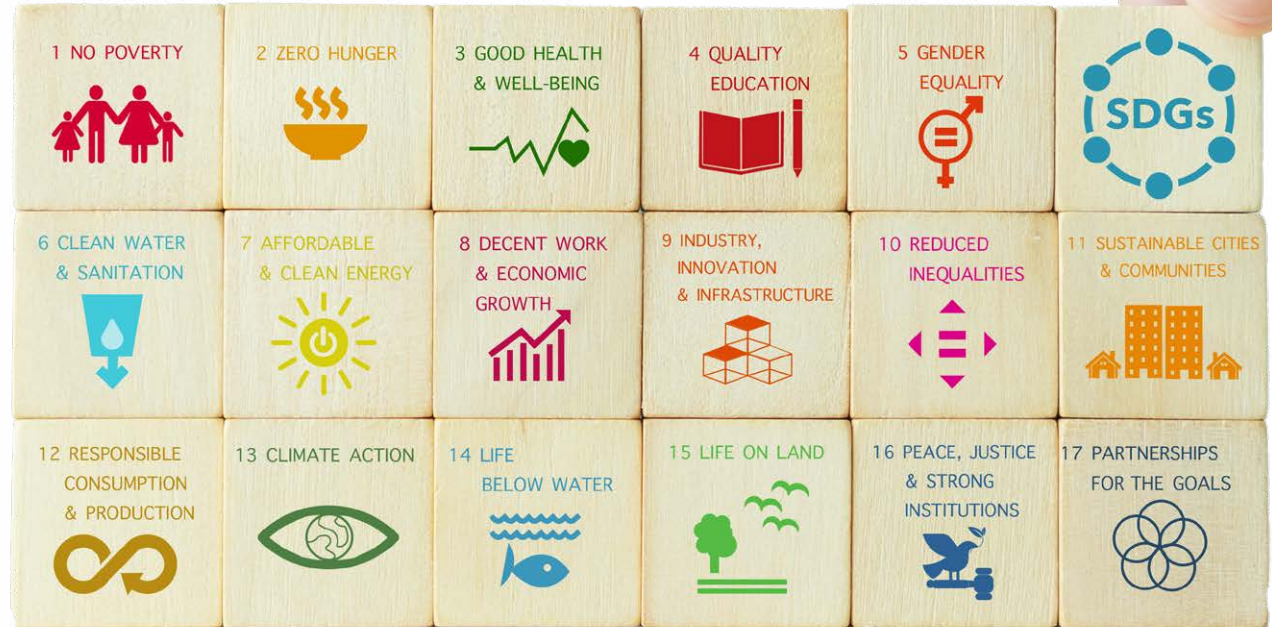
# WHY B CORP MATTERS

Certified B Corps are businesses who are focused on making a positive contribution to the United Nations (UN) Sustainable Development Goals (SDGs).

The SDGs were adopted by the UN in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030 all people enjoy peace and prosperity.

There are **17 SDGs in total**; developed to reflect how progress in one area will affect outcomes in others; and that development must balance social, economic and environmental sustainability.

This report highlights how we impact the SDGs, reflecting our dedication to create a positive impact on our communities, our planet, and our future.



# Our Business

“Our mission is to try and ensure that the economic system itself is inclusive, equitable, and regenerative.

The principle is that B Corps are showing what good looks like, and that’s what unlocks our ability to influence others for wider change.”

Chris Turner, Executive Director of B Lab UK

# A SNAPSHOT OF THE LAST 12 MONTHS...



**46**  
Days in the Field



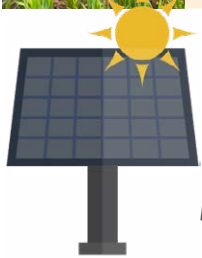
Customers in more than  
**45**  
countries



**8**  
Regular *Freelance*  
Suppliers



**35**  
hours dedicated to  
team building for  
every *employee*  
this year



**30**  
percent of our electricity  
is *solar powered*



**29**  
Days for good  
causes



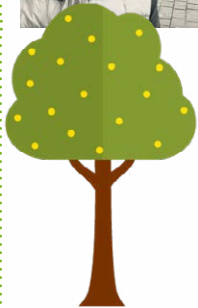
Over  
**120**  
hours skills training



Over  
**62**  
percent of our team  
are women



**6**  
Environmental  
Projects Supported



**13**  
Trees planted (one  
for every employee)



Offices in  
**2**  
countries



**3**  
qualified Drone Pilots

# OUR VALUES

*"Now that we are into our second year of B Corp, you can really see the impact it has had on the team. We genuinely care for each other's welfare, and have each really stepped up to help out with all the ups and downs that come with being a close working group. I think that having updated processes and protocols got the ball rolling, but the awareness that we are a united team under the B Corp umbrella is what I have truly noticed."*

► Liz Tomkinson, Director

*"I feel part of a team and network of businesses that are continually making positive change for people and the environment."*

► Deb Laird, Account Manager



*"Working for a B Corp means being part of a company dedicated to positive social, environmental, and ethical impact."*

► Kerry Buttriss, Account Manager

*"I enjoy working for a B Corp company because it goes beyond just being eco-friendly. It's about being eco-forward, actively striving to make a positive impact on the environment."*

► Emily McCaver, Senior Account Executive



*"Working on our Impact Reports has shown me that B Corps are where making a difference can really happen. It's about so much more than tick-box certification; it's a new working philosophy for the world - like next level ESG! I'm proud to be part of a B Corp - leading the way to this much-needed change."*

► Karen Saunders, Account Manager

*"I deeply believe that we must design a sustainable system in which companies play a key role in generating a positive impact on society and the environment. That's why working at a B Corp agency is such a rewarding experience - I feel part of this movement that is paving the way. I'm sure that, although it may seem innovative today, the day will come when we all ask ourselves, "Why didn't we do this before?" Being part of this movement is inspiring and, above all, necessary."*

► Mila Navarro, Account Manager

*"It's been a lovely change moving from large governmental organisations, to a small but caring B Corp business. You can really feel the difference in the company supporting each other and working towards core ethical values."*

► Lizzie Wall, Project & Office Support

*"I'm really proud to work with Team TAP; we are completely supportive of each other; each one of us bringing unique skills to the team, serving to use business as a force for good."*

► Michelle Coupar, Accounts Manager



# OUR MISSION

Being a B Corp, means we consider the impact of our decisions on all of our stakeholders - workers, communities, customers, suppliers, and the environment - not just our shareholders. We do this by focusing on our mission and sharing our aspirations for the business across our teams.

*Whilst growing responsibly, The Ad Plain aims to align the company's ambitions with the needs of employees and stakeholders, while making environmental improvement.*



*TAP Directors: Duncan Murray-Clarke,  
Liz Tomkinson and Emma Craigie*



# OUR GOVERNANCE

Our B Corp Governance score evaluates our overall mission; and our engagement with social and environmental impact, ethics, and transparency. Through governance we work to consider all our stakeholders in decision making; via our corporate structure, policies and governing documents; and in our overall philosophy for the way we work.



## How we're doing this...

- We prioritise **bringing our teams together** in person at least once a quarter – to focus on direction, new ideas and reflect on project outcomes. These meetings also reinforce the strong bonds and unity across our team.
- Setting aside the time and focus to initiate actions for the greater good remains on our management agendas; from our **monthly Board meetings**, to communicating targets, and sharing our 'to do' lists across the team.
- We've increased knowledge of B Corp among our stakeholders; with a **dedicated section on our website**, focused social media posts, and by featuring B Corp in our new business and existing customer engagements.
- Changes to how we operate our IT and data management systems have been instigated, as well as regularly reviewing our policies and practices to **reflect our B Corp goals**.
- We're increasing the focus on outcomes for our customers, with enhanced reporting at the end of campaigns; and internal systems to better **monitor the quality** and length of **customer relationships**.
- We **plan to take this further in 2025** with a client survey to monitor satisfaction and identify how we can do even better for our customers.



# OUR 'GREEN TEAMS'

We've moved our B Corp focus forward by **establishing dedicated Green Teams** for suppliers, customers and the environment.



**The Customer Green Team:**  
(L-R - Kerry Buttriss and Liz Tomkinson)



**The Supplier Green Team:**  
(L-R - Lizzie Wall and Michelle Coupar)



**The Environment Green Team:**  
(L-R - Deb Laird and Emily McCaver)

Michelle is our Queen of B Corp – she crunches the numbers, constantly reviews our progress in the Assessment Tool and highlights the areas where we can make the most impact.



Our governance and working practices are the backbone for everything we do as a B Corp business; and Michelle is the one who drills down into the detail to keep us on track.

Thank you Michelle



# OUR B CORP COMMUNITY

Being a B Corp means we're part of the wider community of like-minded businesses - at home and abroad.

This year we have collaborated with our B Corp colleagues at events in Oxford and Madrid - increasing our awareness of the impact we can make as businesses in both our office locations.

In Spain, we joined over 45 representatives from more than 30 of Madrid's B Corps to explore how to collectively push the boundaries of what it means to be a responsible business. And in Oxford, Liz Tomkinson and Michelle Coupar joined the celebrations in the run up to 'Louder Than Words' the B Lab UK festival that was the largest ever gathering of B Corp businesses.



## Did you know?

More than **75%** of B Corps are companies with **fewer than 50 employees**. It's SMEs, like us, who are the beating heart of the B Corp community.





# OUR CUSTOMERS

The customers' B Corp assessment score evaluates our stewardship of customers through the quality of the products and services we provide.

This year we've analysed the impact we are having on businesses, with research into our customer reach and retention.



- UK
- International



- Customers for over 7 years
- Customers for over 3 years
- Customers other



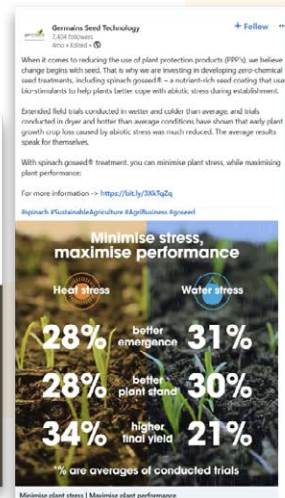
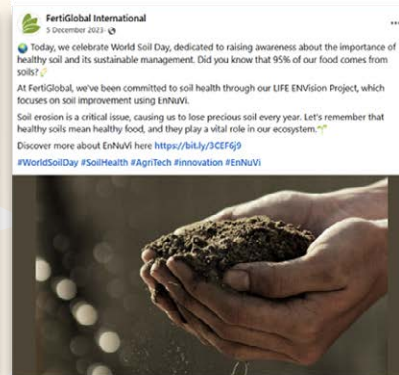
# OUR CLIENTS - WORKING FROM THE GROUND UP..

Many of our customers work in markets that are at the sharp end of food production – immersed in finding the technologies and solutions that support sustainable agriculture and the communities who depend on it.

With climate change, extreme weather and global warming – new problems will be remedied with innovation, ground breaking technologies, and changes in the way we live and work.

We help companies who are championing the cause; tackling the problems that jeopardise food production and our environment; educating farmers and growers, and inspiring conversations about the pests and diseases that threaten people, communities, business sectors and the livelihoods of those who grow our food.

We're writing about these solutions, educating audiences about sustainable technologies, and telling the stories of the transition to a more sustainable world.



## Telling the stories of sustainability

*“As a die-hard creative I have an unending belief in big ideas, and bravely executed work; and as a specialist content agency we excel in the way those ideas are presented. My agenda, and that of our clients; is that people, society, and environment all matter in the same breath. Delve into our clients values and you will see they are all working incredibly hard - like us - to exemplify a positive and progressive mindset. The TAP team is authentic, intelligent and considerate, and I'm entirely dependent on them and vice versa to deliver for our clients.”*

► David Comiskey - Art Director, The Ad Plain



# WHAT OUR CUSTOMERS SAY...

*'TAP are always happy to adapt to the way we work and be flexible with our needs. They bring a 'can do' attitude and creative mindset to any challenge or opportunity - which is so refreshing.'*



*'TAP have been fantastic integrating with all of our team even the social media skeptics..😊, their industry knowledge and understanding of our customers is essential for the success of our content.'*

*'Their fresh perspective and proactive pitches - help us achieve more than we anticipated!'*

**'With TAP,  
we're in  
safe hands.'**

*'TAP truly brings our brand to life in fun, creative ways; and they do all this without losing sight of the detail.'*

*'Working with TAP is like working with a trusted partner. It is very easy and the involvement they have in projects goes beyond what is expected.'*



*'They have a high level of follow up from the beginning, being on top of us, which allows us to be always on time.'*



# HOW OUR BUSINESS GOVERNANCE IMPACTS THE SDGs



**SDG 5:** We are committed to fostering a fair, respectful workplace; where all employees are treated with dignity and can reach their full potential. Our focus remains on cultivating an inclusive, discrimination-free environment. We have increased female representation on our teams and established Green Teams to support our sustainability goals in collaboration with our core B Corp Team.

We consistently seek opportunities to support team members' professional growth, remuneration, and development; including our freelance suppliers across the world. Our goal is to empower all team members, from junior staff to freelance collaborators.



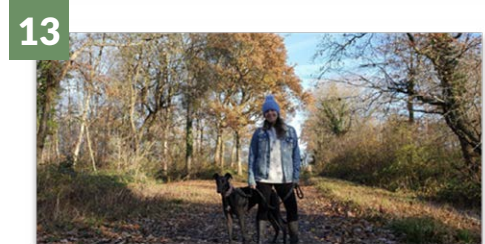
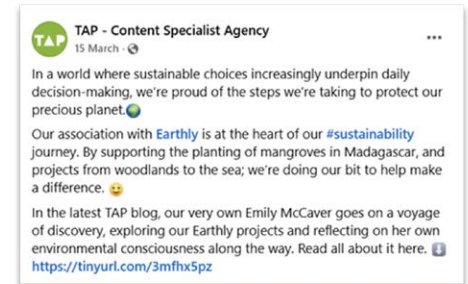
**SDG 9:** We have implemented a sustainable, resilient infrastructure that prioritises environmentally sound technologies and a low carbon economy. Through technology and innovation, we promote equal access to information and knowledge across our teams. The head office facility is located in a climate resilient facility, focused on reducing CO2 emissions, pollution, and waste, while enhancing energy efficiency.



**SDG 13:** Climate change has been woven into our corporate culture and company strategy. We're making climate positive decisions like offsetting CO2 emissions through reforestation projects and reducing the use of fossil fuels. By initiating communication of our actions and results, through Impact Reports and other media, we aim to increase awareness of our achievements among employees, suppliers and other stakeholders.



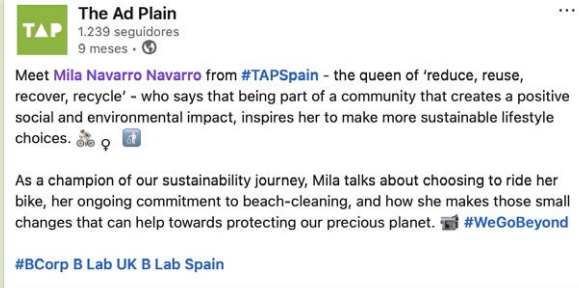
**SDG 16:** We've developed a Code of Ethics: promoting transparency and good governance. This covers expectations for ethical behaviour, human rights, equality, security and dignity; and offers our people protection against all forms of corruption and prejudice.



# OUR BUSINESS – WHAT'S NEXT?

## CONTINUE

- Ongoing review and improvement of our IT and data management systems.
- Continue to record progress on our objectives at monthly Board meetings.
- Keep sharing our B Corp stories with our stakeholders and on social media – with posts like the one below featuring Mila Navarro.



## ACTION

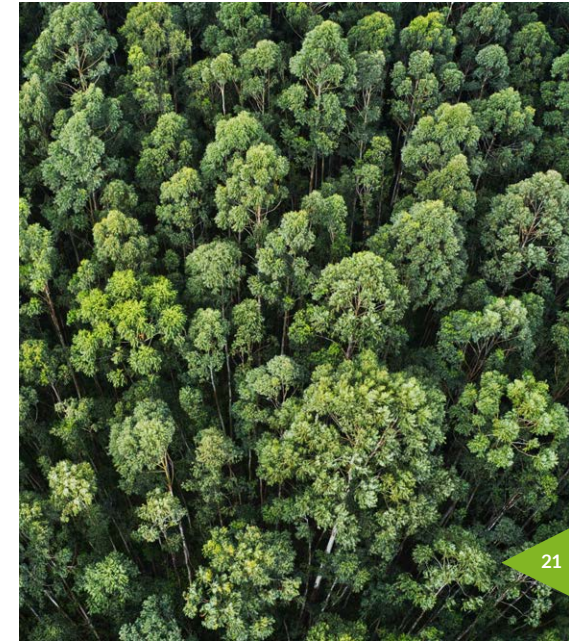
- Plan how we can share our targets and progress towards our social and environmental objectives more effectively with the team.
- Use the information on the Earthly dashboard to help formalise our action.
- Share information more widely about our targets and environmental performance.

- Conduct a survey to obtain more information; so we can further improve our service to our customers.

Click here  
to watch!

## ASPIRE

- Make a plan that will help drive us towards becoming net zero / carbon neutral.



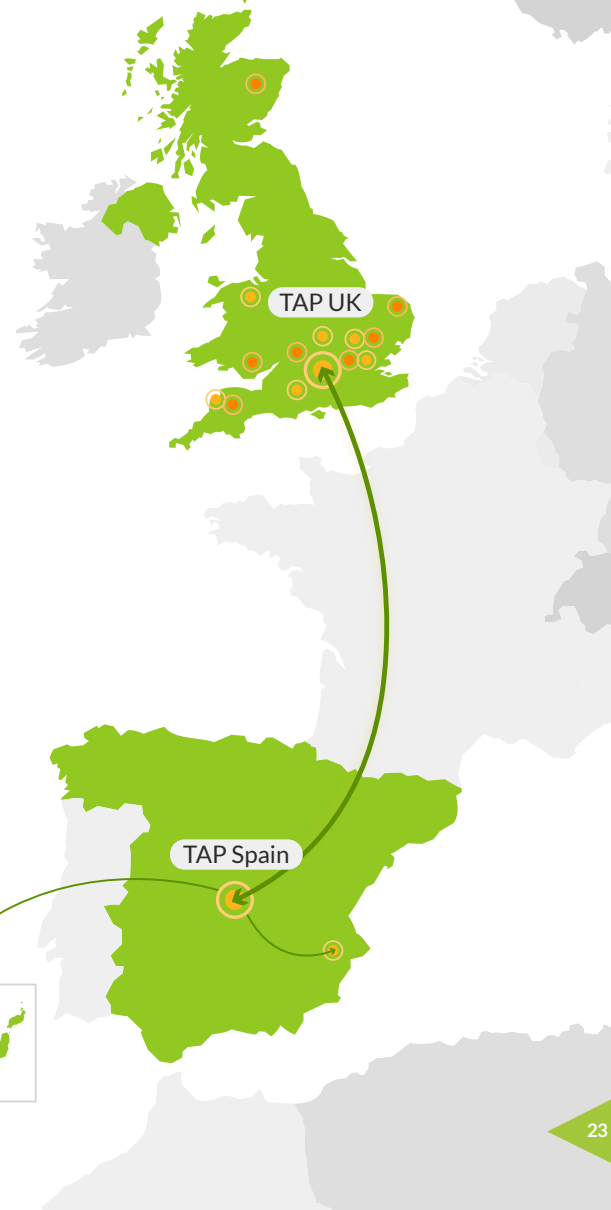
# Our People & Communities

The B Corp assessment for 'Workers', is all about our people; and covers the contribution we make to our team's financial security, health and safety, wellness, career development, engagement and satisfaction.

The Community score assesses our engagement; and impact, on the communities in which we operate. Community also encompasses diversity, equity and inclusion, our economic impact, civic engagement, charitable giving, and supply chain management.



# OUR TEAM



Canary Islands, Spain

# OUR WORKING CULTURE



Staff training both on line and in person – helps our business and our people.

Liz Tomkinson and Emily McCaver are **both engaged in BASIS training.**



We prioritise positive connections among our team and freelance suppliers, with **regular check-ins and meeting in person** at least four times a year.



We actively encourage a **work-life balance** and **offer flexibility** for working from home.



We support our **freelance suppliers** ensuring access to policies, monitoring welfare and regularly meeting on line **to strengthen connections.**

This year Emily McCaver was promoted to **Senior Account Executive.**



We remain aware of **staff potential** – with regular reviews for our people and opportunities for career progression within the business.



# OUR SOCIAL IMPACT

We actively encourage our staff to volunteer. Supporting good causes is part of our DNA – and we salute our people who have participated in **charity, community and volunteer projects over the last 12 months.**



Check out our [Strava group](#) and join our [Plogging community](#)...



Kerry Buttriss (and daughter Darcie) made a difference at the Grand East Anglia Run - **supporting the Jane Tomlinson Appeal** along the way.

**thank you  
thank you  
thank you**

Everyone who attended the Service Dealer Awards and raised £3,302.50

Your support means we can keep helping people with cancer, offering them all the support they need.

At an awards event organised by TAP, we collected over **£3,000 for Macmillan.**



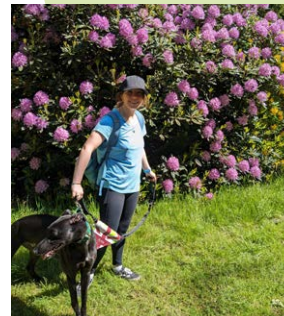
Michelle Coupar volunteers every week, **supporting young people in Oxfordshire.**



Karen Saunders is a volunteer member at a **community garden in Wiltshire.**



We even have a volunteer DJ in the house! Having Iain Robinson on the decks at a charity night helped raise funds for the Alexandra Divine Charity - who **support families and friends** through the loss of their children.



Emily McCaver and Sushie stepping up for **Hearing Dogs for Deaf People.**



# COMMUNITY PROJECTS & MENTORING

## ADDINGTON FUND

In our last Impact Report we showcased the volunteering of our Director, Emma Craigie who volunteers as a trustee of Addington Fund – helping the charity with marketing strategy, planning, social media and PR.

Addington Fund supports farming communities in times of crisis – by providing housing, and disaster relief in the form of animal feed or services to farmers in need across England and Wales.



We have supported Addington Fund further as an agency this year, with our design team creating literature and banners for the charity to help further their mission.

**AddingtonFund**  
&  
**FORAGE AID**  
Supporting Our Rural Communities

- Retirement & Affordable Homes
- Disaster Relief
- Farmworker Grants
- Supporting Young Entrants

FR Registered with FUNDRAISING REGULATOR  
www.addingtonfund.org.uk  
01926 620135

Registered with Fundraising Regulator  
Charity Registration Number: 1007092

**Widespread**  
Supporting farmers across England & Wales

£12m  
Aid distributed to UK farmers

19 yrs  
93 yrs  
Tenants age range

45,000  
Donations to date

25,000  
Requests for help

256  
People provided homes



# COMMUNITY PROJECTS

## EDUCATION FOR DAVID AND ADMIRE

Meet David and Admire the two children from Harare, Zimbabwe who we have sponsored since 2021.

We have made a long term commitment to supporting the education of these two boys, so they have the opportunity to maximise their potential in the world.

*“Education contributes to many of the SDGs. It reduces poverty, drives sustainable economic growth, prevents inequality and injustice, leads to better health – particularly for women and children – and it helps to protect the planet.”*

- ▶ United Nations Children’s Fund (UNICEF)  
Education Strategy 2019-2030



David



Admire





# OUR SUPPLIERS

Making an impact throughout our supply chain is an ongoing focus for us as a B Corp. Our Local Purchasing and Customer Policy has given us direction and we are educating ourselves to explore sustainability policies when selecting new suppliers.

We aim to prioritise choosing B Corp businesses where we can, and were proud to partner with Fluid Branding – a B Corp who supplied multipurpose branded pencils for a conference event we organised this year.

We're committed to buying local, where possible, to minimise product delivery and travel miles; and are utilising our connection with Earthly to help reduce carbon generated from activities that are difficult to reduce because of the nature of our business.

By maximising the potential of good connections, we keep everyone on board with our mission; this year one of our projects with Earthly saw us plant a tree for every member of The Ad Plain team.



Harnessing the power of our extended team of freelance suppliers is a key area that's contributed to our overall success as a B Corp; engaging them in our journey and recognising the initiatives they have taken to help make a difference in the world. **Check out the inspiring stories in this report from our Spanish colleagues Mila (p21) and María (below) – two of our freelancers who are wholly committed to the cause.**

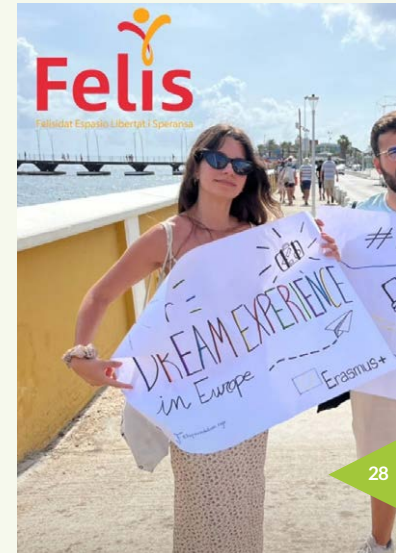
## María – selected for international climate change initiative

We're proud of our freelance supplier María Ángeles Pérez – a committed volunteer who last year was involved in the Earth Wise Curaçao 2023 programme.

María was selected as one of only seven participants from the Canary Islands to take part in an international event on non-formal education and climate change, in Curaçao - the Caribbean Island belonging to the Netherlands.

Organised within the framework of the EU's Erasmus program, the initiative addressed environment and sustainability issues through workshops, exercises, drama, simulations, voluntary work and outdoor activities.

Well done María!



# HOW OUR PEOPLE AND COMMUNITIES IMPACT THE SDGs



**SDG 1:** We encourage our staff to take part in community initiatives by offering paid days off for volunteering – helping those in need, or at risk of poverty. We will continue to support any of our staff who may need additional help in times of need.



**SDG 2:** We pay for food and beverages from our on site café for remote workers when they visit head office – ensuring access to healthy and nutritious food.



**SDG 4:** Our ongoing commitment to the education of David and Admire in Zimbabwe, will continue. We support the principle of quality education for all.



**SDG 5:** We have enlisted a HR company; and ensure our staff have access to our staff handbook, and policies that promote gender equality and integration.



**SDG 8:** We support inclusive and sustainable economic growth for our employees and freelance suppliers; and where possible, prioritise local and other B Corp businesses in our purchasing.



**SDG 11:** We provide fair working conditions and wages for employees and suppliers, helping ensure that these people can access adequate, safe, and affordable housing and basic services; while working to reduce pollution in our facilities with efficiencies and renewable energy.



**SDG 13:** We're introducing climate actions into company strategies; improving responses, and helping educate and increase awareness across the reach of our business. For example, with our Plogging campaign.





# OUR PEOPLE & COMMUNITIES – WHAT'S NEXT?

## CONTINUE

- Encouraging our staff to volunteer and fundraise for good causes.
- Supporting our people by offering paid days off for charity work and volunteering.
- Our commitment to education for David and Admire.
- Seeking out further opportunities for mentoring in our community.
- Finding more opportunities for fundraising.
- Prioritising B Corps and local businesses in purchasing decisions.

## ACTION

- Explore the potential for a staff satisfaction survey.
- Find out more about including B Corp businesses in our purchasing decisions.
- Continue to seek community projects where we can provide mentoring on skills or provide support with marketing services; like we have with Addington Fund.
- Establish a staff suggestion box, to collate suggestions for community projects we could assist with.
- Increase awareness among the team about considering other companies sustainability, environmental and social policies in decision making.

## ASPIRE

- Explore the potential for a link to a dedicated charity.
- Increase the 'local' theme to include staff's working from home locations.



# Our Planet

B Lab's Environment assessment evaluates our environmental management practices, including our impact on the air, climate, water, land, and biodiversity.

This includes the direct impact of our operations and, when applicable, our supply chain and distribution channels.



# OUR ENVIRONMENT

Our head office at Howbery Park is situated in acres of mature parkland in a natural environment that's carefully managed under a dedicated biodiversity scheme.

As the UK's first solar powered business park, Howbery has accommodated 3,000 solar panels connected to the National Grid, alongside its natural riverside setting that's a haven for wildlife, native trees and flowers.

**Howbery has a zero waste policy;** which means that none of the plastic waste generated at the site goes to landfill.





# OUR WORK WITH EARTHLY

Earthly is a company that helps businesses align their sustainability targets with solutions that offer substantial benefits for the environment.

By investing in nature based solutions with Earthly we're helping to sequester carbon with projects that enhance biodiversity and improve the livelihoods of local people.

Earthly projects are handpicked by a team of experts for their carbon potential and for their power to place people and nature on the path to recovery. They include initiatives that protect and regenerate precious ecosystems like tropical forests, coastal mangroves and peatlands. Take a look at the projects we're supporting this year in the pages that follow.

## Did you know?

Nature based solutions can fight climate change, reverse diversity loss and help local people across the world thrive. With these solutions we can remove 1/3 of the CO2 needed to avoid climate breakdown by 2030.

# EARTHLY



EARTHLY

Impact to date





# PEATLAND PROTECTION

## RIMBA RAYA, INDONESIAN BORNEO

This project protects one of the most highly endangered ecosystems in the world; the carbon-rich Rimba Raya Biodiversity Reserve that spans over 640 square kilometres (250 square miles). This High Conservation Value tropical peat forest, stores over 350 million tonnes of carbon in its peat domes.

Without this initiative, the peatland forest of Rimba Raya would have been turned into palm oil estates, emitting over 100 million tonnes of carbon into the atmosphere.

The Reserve is the critical buffer zone between palm oil and one of the last populations of wild orangutans on Earth. By collaborating with the Orangutan Foundation International, the project also actively conserves this endangered species.

With our help, the Rimba Raya Biodiversity Reserve project is protecting this precious land and working with local communities to achieve all 17 of the Sustainable Development Goals.

The measurable contribution to emission avoidance from this project is the equivalent of removing one million cars from the world's roads every year for the next 30 years.



We've removed 46 tonnes of carbon with this project this year!





# DEGRADED FOREST RESTORATION MIJARES, SPAIN

The Mijares municipality suffered intensive forest fires in 2013. This resulted in the destabilisation of the natural ecosystems and critical risk to biodiversity and local wildlife; like the imperial eagle, the black stork and the Iberian lynx – a species that’s already reduced to only 600 animals in the world today.

Forests across Spain are increasingly vulnerable to the risk of droughts and wildfires due to climate change. Managing forests to prevent degradation is essential; however, over 80% of forests in Spain have no management plan.

Supported by 30 years of environmental management experience at Bosques Sostenibles, this project includes special measures to reduce the risks of fire and recreate natural habitat. By restoring 200 hectares of burned forest lands with a carbon removal target of 30,000 tCO<sub>2</sub> within the 40 year period, the project is attempting to mount a defence against increasing climate impacts. The initiative is also expected to improve the local groundwater table, decrease erosion, cool the surrounding region and improve air quality.

By generating employment for local people and opportunities for disabled and disadvantaged people to volunteer and connect with nature, the project will also bring value to those living in communities across the region.



A tree has been planted in Mijares for every employee at The Ad Plain!





# OUR ACTIONS

## PLOGGING

Supporting Plogging was the brainchild of our MD, Duncan Murray-Clarke and is a big win all round. It's all about looking after the local environment, keeping fit and feeling great about what you're doing!

What is plogging?

Picking Up Litter + Jogging = Plogging

Plogging is a practice that's caught on across our team, and our wider business and local communities. We already have a regular cohort of committed Ploggers recording their contribution in the TAP Plogging Strava Group; and Duncan estimates that to date his 300+ plogging excursions alone have collected over a skip-full of rubbish.

Plogging is fully inclusive; open to anyone, at any time. Just grab a bag and go. Whether you walk, shuffle, or run is immaterial – what matters is doing your bit to look after the environment wherever you are; keeping it tidy and removing the potential harm that rubbish poses for people, the countryside, our waterways and wildlife.



*'When I heard TAP team say they wanted to get behind plogging as part of B Corp Month I was delighted.*

*I would urge anyone who runs or walks to have a go and join our Plogging Strava Group.*

*Share a picture and feel good about what you're doing!'*

<https://www.strava.com/> 





# HOW OUR ENVIRONMENT INITIATIVES IMPACT THE SDGs

We are so proud, that by working with Earthly, we've been able to make an impact on ALL 17 of the United Nation's Sustainable Development Goals this year, with our environmental work.

01  
NO POVERTY

We still want to do more...

02  
ZERO HUNGER

06  
CLEAN WATER AND SANITATION

Next year we will continue our focus on projects that support ecosystems on land, and in our waterways and oceans.

03  
GOOD HEALTH AND WELL-BEING

07  
AFFORDABLE AND CLEAN ENERGY

10  
REDUCED INEQUALITIES

We'll engage our team to support the United Nation's calls for action, by supporting at least one UN world day that drives action for the environment – like World Water Day and Earth Day.

04  
QUALITY EDUCATION

08  
DECENT WORK AND ECONOMIC GROWTH

11  
SUSTAINABLE CITIES AND COMMUNITIES

13  
CLIMATE ACTION

By focusing on the environment we can inspire our team to make impactful changes at work and at home.

05  
GENDER EQUALITY

09  
INDUSTRY, INNOVATION AND INFRASTRUCTURE

12  
RESPONSIBLE CONSUMPTION AND PRODUCTION

14  
LIFE BELOW WATER

15  
LIFE ON LAND

16  
PEACE, JUSTICE AND STRONG INSTITUTIONS

17  
PARTNERSHIPS FOR THE GOALS

We believe that the shared motivation to protect our planet is an meaningful way to bring people and communities together, as we have shown throughout this report.



# OUR PLANET - WHAT'S NEXT?

## CONTINUE

- Continue to be transparent about the carbon we produce, and how we aim to reduce our impact.
- Continue working to our Local Purchasing and Customer Policy, and our commitment to reduce supply chain miles.
- Be proud of our achievements – keep mentioning B Corp across TAP social media, and also in presentations and pitches.
- Maximise the potential of working closely with Earthly. Continue the dialogue about potential projects we can support.

## ACTION

- Consider a carbon literacy program for all staff, to promote understanding of Scope 1,2 and 3 and how carbon outputs can be reduced at work and at home.
- Encourage the team to participate in another relevant world day – communicate initiatives and personal pledges.
- Develop the work of our Green Teams and encourage the wider sharing of ideas across the whole team.

## ASPIRE

- Work together to set company-wide targets to reduce carbon.
- Formalise our environmental aspirations as a business and work towards a 5 year action plan.





Until **Next Time...**

# FINAL THOUGHTS

*'I am always amazed by big trees (bear with me). Trees in large stately homes that were planted many hundreds of years ago by someone who would never see their magnificence. There purely for the benefit of future generations - selfless. That is precisely what we have to do now. It is our time and business can lead the way.*

*I am lucky. I do genuinely have an amazing team who care and see the value in our B Corp journey and their dedication and creative input keep us all on track. Thank you.'*

Duncan





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