



doing the right thing for our people, our planet and our partners



welcome to our world

Since our inception in 2010, Velo has been guided by our company motto – 'do the right thing'.

Sound like a cliché? **Our ESG report shows** how we live it.

We believe that 'doing the right thing' means recognising the influence we have on the wider world and B2B companies must play their part. And that means us.

Visibility ensures accountability, which is why we're sharing our ambitions and the actions we have already taken for the good of our people, our partners and our planet.

As an agency we craft B2B marketing to be proud of for those targeting a niche, and there is nothing to be more proud of than doing so in better ways.

This is far from greenwashing, and devoid of cliché. Our story is real and one that is true to our company values.

Our plan is wide-ranging and uses the experience and skills of our team to make a meaningful difference for ourselves and our clients.

We hope that by sharing our story, we'll inspire others to take action, too. Together, we will create an even larger impact.



Introduction

welcome to our world foreword from Peter Anderson company overview doing the right thing setting our strategy ownership headline achievements

We know that the largest impact we can have is by helping others. So, if you target a niche and are a technology, professional services or industrial company and need support shaping your own ESG initiatives we are on hand.

If you have any questions, please don't hesitate to get in touch.



PAUL CRABTREE managing director

paul.crabtree@velo-b2b.com +44 (0) 208 144 1574

For our people

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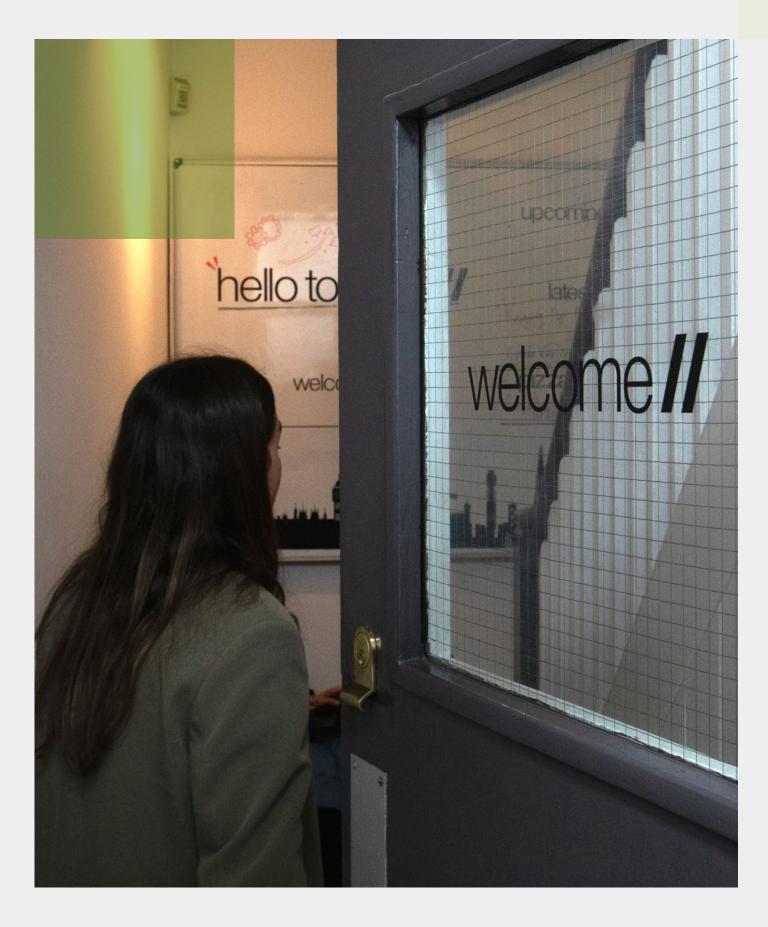


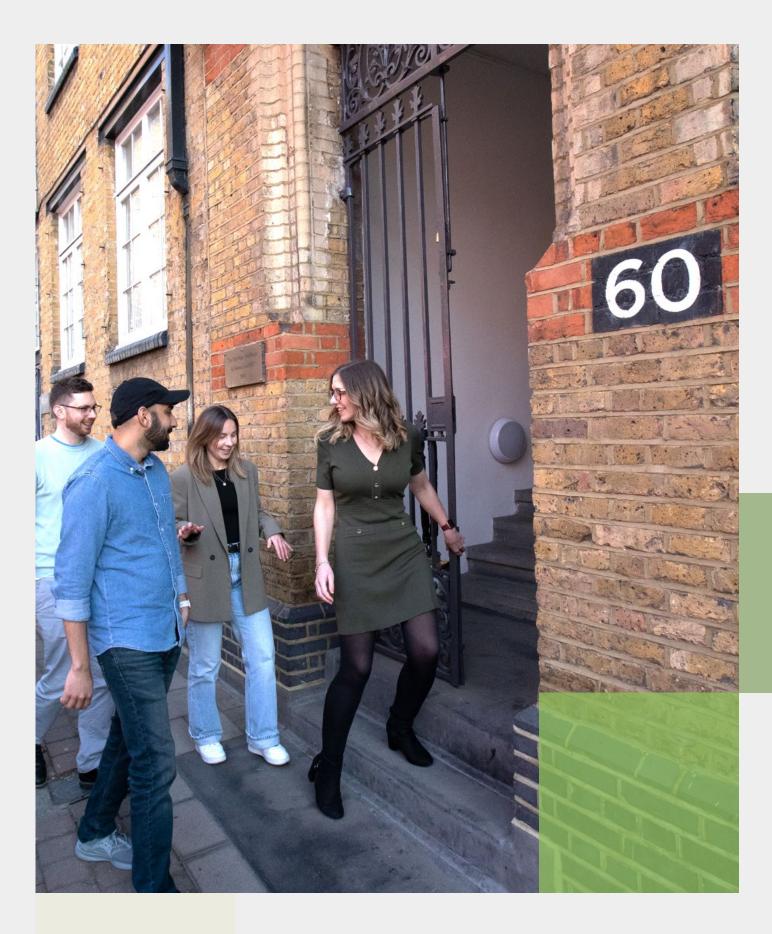
For our planet

taking responsibility for our footprint Science-Based Targets Initiative embedding sustainability

For our partners

responsible partnerships advocating for our chosen carbon accounting software eliminating waste in pitches making a difference through our work -TB+A, Tokio Marine HCC, Nuvonic and Anaplan





Where will we go next?

what are our ambitions? could you get involved?

foreword from Peter Anderson

Managing Partner of TB+A, Board member of the Camden Climate Alliance and judge for Sustainability Awards. Peter leads a purpose-driven business looking to create positive social impact, and is an advocate for change contributing to initiatives by the UK-GBC, CCCA and World Green Building Council.

As a socially responsible and ethical partnership, we are acutely aware of our place in the world and the positive impact we can have through our actions, knowledge sharing and support to our clients, communities and our people. We know first-hand how powerful a strong sustainability strategy is and we have set a goal to share our story and our experiences to help others move forward, too.

We have been working with Velo since 2018 and they have been instrumental in shaping our journey — we are proud of our achievements but there is so much more to do. We are proud of our progress which is reflected in comments from the judge's feedback from the International Quality Awards 2022: "TB+A have demonstrated a sustained focus on ESG, signifying its enduring and genuine commitment to address the impacts of the construction industry."



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The built environment accounts for around 38% of all carbon emissions so it is vital we harness sustainable design and nature-based thinking to respond to this challenge.

There is an impressive list of accolades and achievements, but underpinning this is a very real and authentic passion to 'bring nature' into the construction industry'. We detail our own experiences in our own ESG report, produced by Velo on our site: www.tbanda.co.uk

This is only possible by working with our partners to support them with their sustainability efforts. I've really enjoyed sharing my knowledge, experience and guidance with Paul and his team and feel as proud as they are of the progress they have made to date.

It shows the power of true partnership.



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PETER ANDERSON managing partner, TB+A

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Where will we go next?

what are our ambitions? could you get involved?

company overview

Velo is an specialist B2B marketing agency that's built on recommendation.

Focusing on reaching niche audiences, we craft marketing to be proud of for clients in the technology, industrial and professional services sectors.

> We want to lead by example and help others. This report provides an update on our progress.



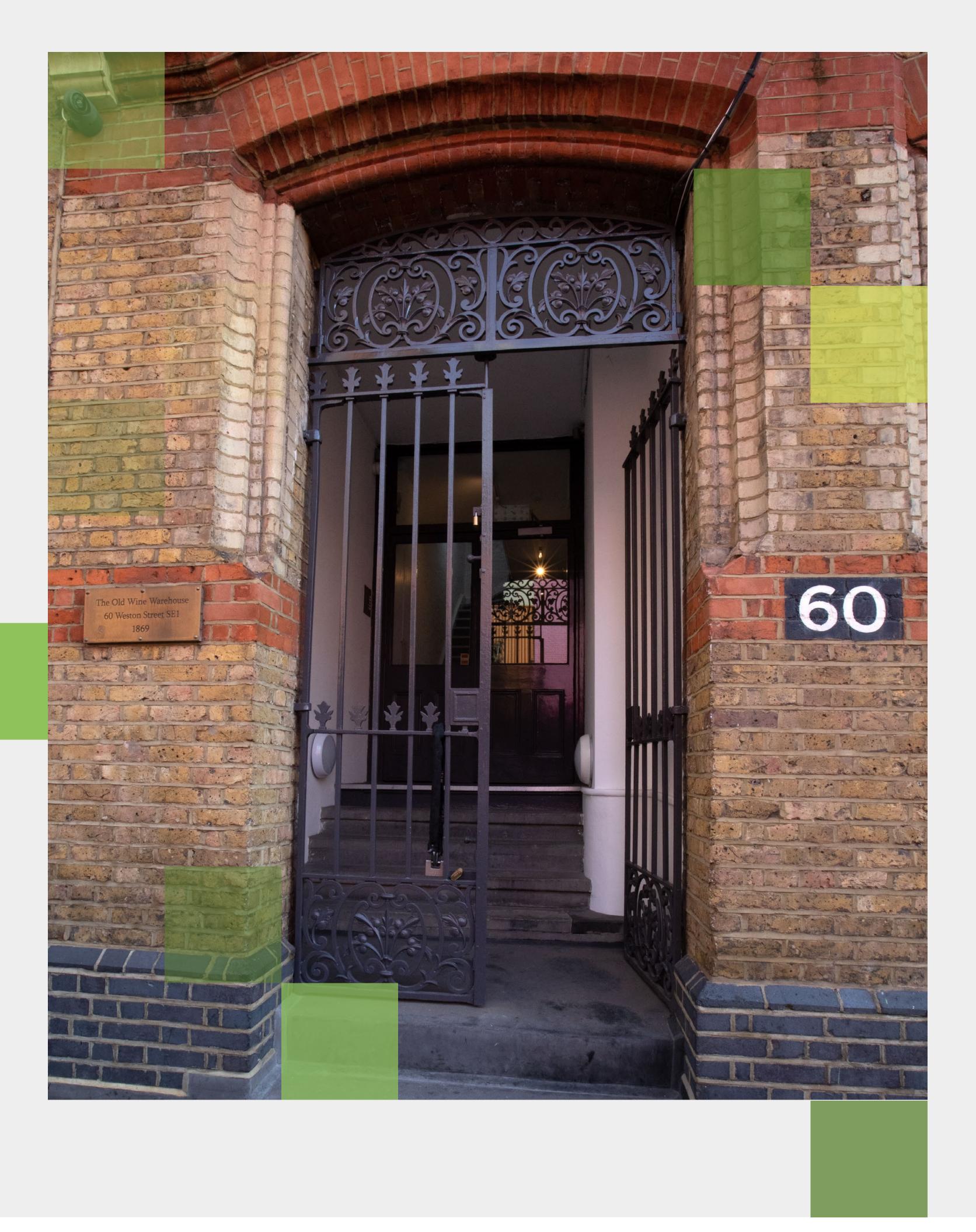
Introduction

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Headquartered in London, our team of 30 are united in a desire to live our company motto, which is to 'do the right thing' for our people, our planet and our partners.

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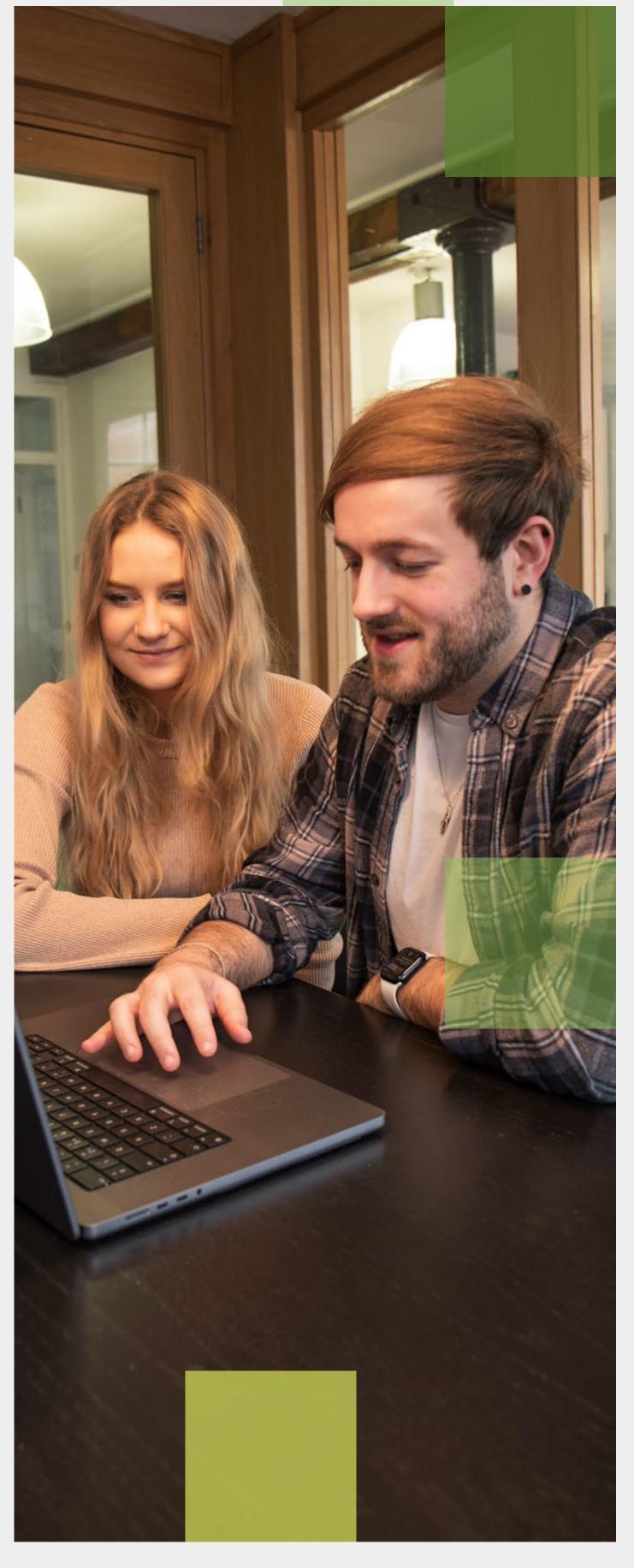


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Where will we go next?

doing the right thing

To live our motto, we must charter a course that is true for our people, our partners and our planet. We know that our largest impact will come from helping others.

Most of the niche companies we partner with have thousands of employees and we are, by comparison, on a much smaller scale.

While we wanted our path to sustainability to match our clients' ambition, we also knew we had to be realistic about the scale we would be able to achieve ourselves. And then we realised – we needed to make sure we helped others. And we needed a plan.

This is that plan.



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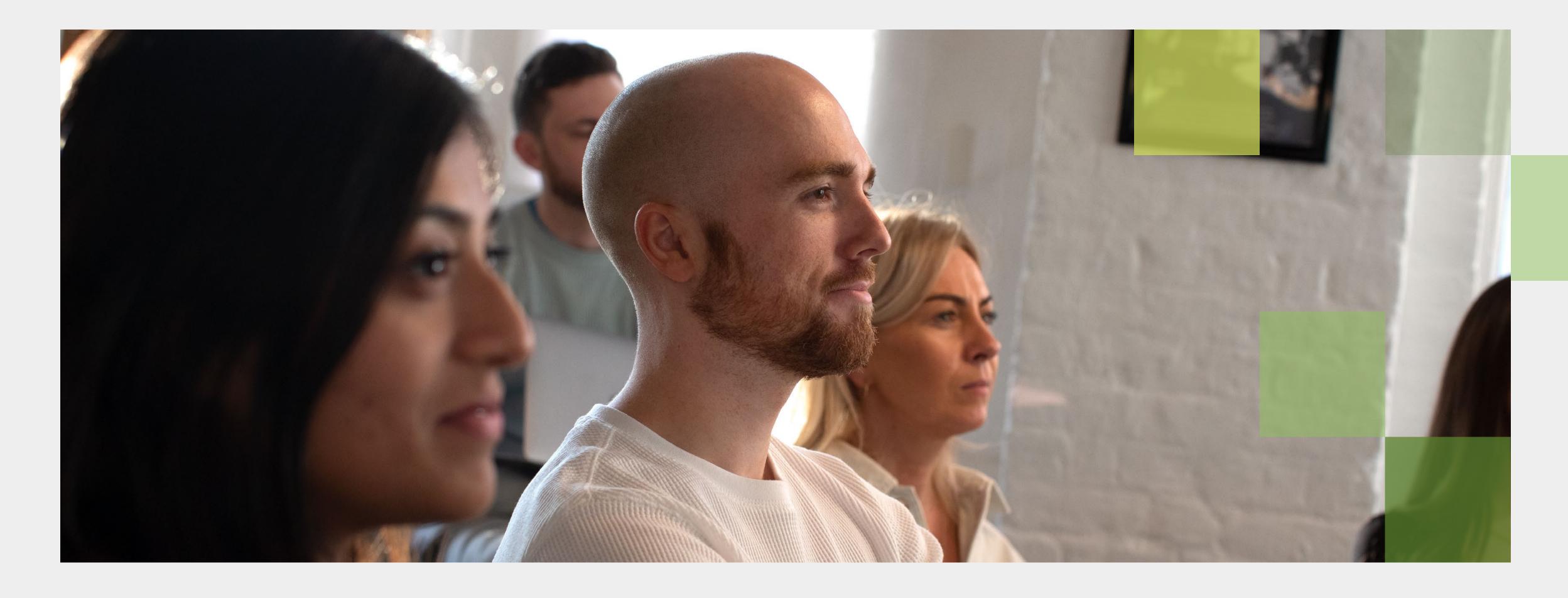
I'm a Dad of two and can see the damage being done to our planet. Sadly, I know that it will be in my children's lifetimes that the biggest problems will appear.

I'm also a business owner and know that I'm part of the problem. I needed to understand the impact our business activities were having.

PAUL CRABTREE managing director

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Where will we go next?

what are our ambitions? could you get involved?

setting our strategy

The first step was to understand where we were starting from and from that, build a vision of where should go.

Our 'discovery' process started with our clients. As well as satisfying procurement questionnaires, we've been working with some clients to make ESG a differentiating factor in their brand strategy. Some are more established than others, none more so than award-winning engineering consultancy TB+A, who has placed sustainability at the heart of their business. We're particularly grateful for the time spent with Peter Anderson, Managing Partner, a strong advocate for CSR initiatives, which



Do the right thing for our people

Be a place where the best people want to work and grow



Do the right thing for our planet

Crafting B2B marketing to be proud of



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has been invaluable in shaping our approach.

From this essential recon, we moved to a deep-dive analysis of the B2B marketing industry to dissect trends. This was supplemented by canvassing our team's opinions alongside analysing our investments in financial, HR and operations software to establish a solid data foundation. We had defined ground zero and were ready to set some targets.

Three areas of focus were identified:



Do the right thing for our partners

Lead by example and influence others

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Where will we go next?

what are our ambitions? could you get involved?

ownership

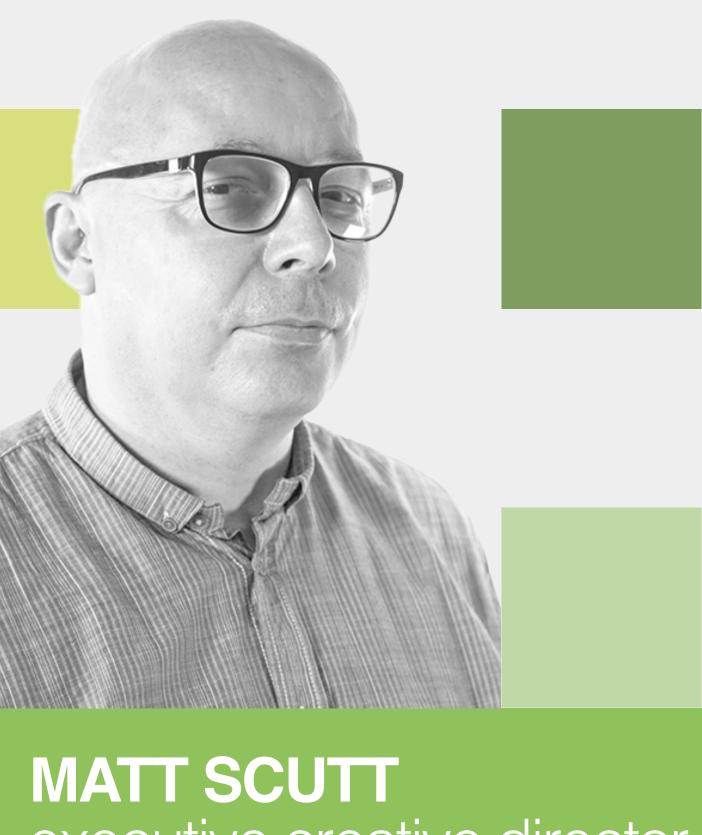
Targets without accountability means drift.

This is why our senior team owns this strategy and cascade aspects into individual team member's own SMART targets as well as leading project groups to support the development of future leaders.

Our Agency Leadership Group (ALG) owns this strategy.



PAUL CRABTREE managing director





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executive creative director

YENI OLUBAMOWO financial director

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The Agency Leadership Group (ALG)

Sets the overall strategy // Owns initiatives as part of our 'growing leaders' program Divided into working groups for specific initiatives Individual projects owned by team specialists

Approach

Sustainability initiatives aligned to corporate priorities and three-year vision // Data-led actions to be published in high-profile forums Mini-working groups tasked with sharing remit

LIBBY REYNOLDS-HORNE account director

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- ensure rapid progress and adoption
- Progress and results published on our blog and LinkedIn

Where will we go next?

what are our ambitions? could you get involved?

headline achievements







glassdoor 4.7 **EEEEE**

For our people	Target	P
Team satisfaction	> 80%	84
eNPS	> 50	71
Have the highest Glassdoor rating of any UK-based B2B agency	Higher than peer group of B2B agencies	4.7 Hiç
Team development	100%	10
Be more diverse and inclusive than the UK average	> 19% - ethnic minority representation	34 rep
Have a smaller gender gap than industry average	> 15.3%	3.3
Introduce new early talent to the industry every year	1 position created	2 p



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For our planet	Target	Performance
Net zero	Scope 1 and 2 by end of 2022	Scope 1 and 2 by end of 2022
	Scope 1,2 & 3 by end of 2023	Due end of 2023

Performance

5 Glassdoor rating est rating of peers

6 - ethnic minority sentation

sitions created

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For our partners

Only partner with companie who share our values

Number of clients named as of unacceptable levels of stre

Be compliant with ESG requirements of clients

Manage ESG-related projects

Support charity partners throu fundraising and pro bono acti

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	Target	Performance
	Audit to be completed	Complete
Sources SS	0%	0%
	100% compliance with all clients	100% compliance with all clients
	For 20% of Velo's core clients	For 33% of Velo's core clients
ıgh vity	120 hours per annum	85.1 hours £1,924.67 raised



Where will we go next?

For our people what have we done for our people?

We have always put our people at the centre of everything we do.



the best talent wants to work and grow.



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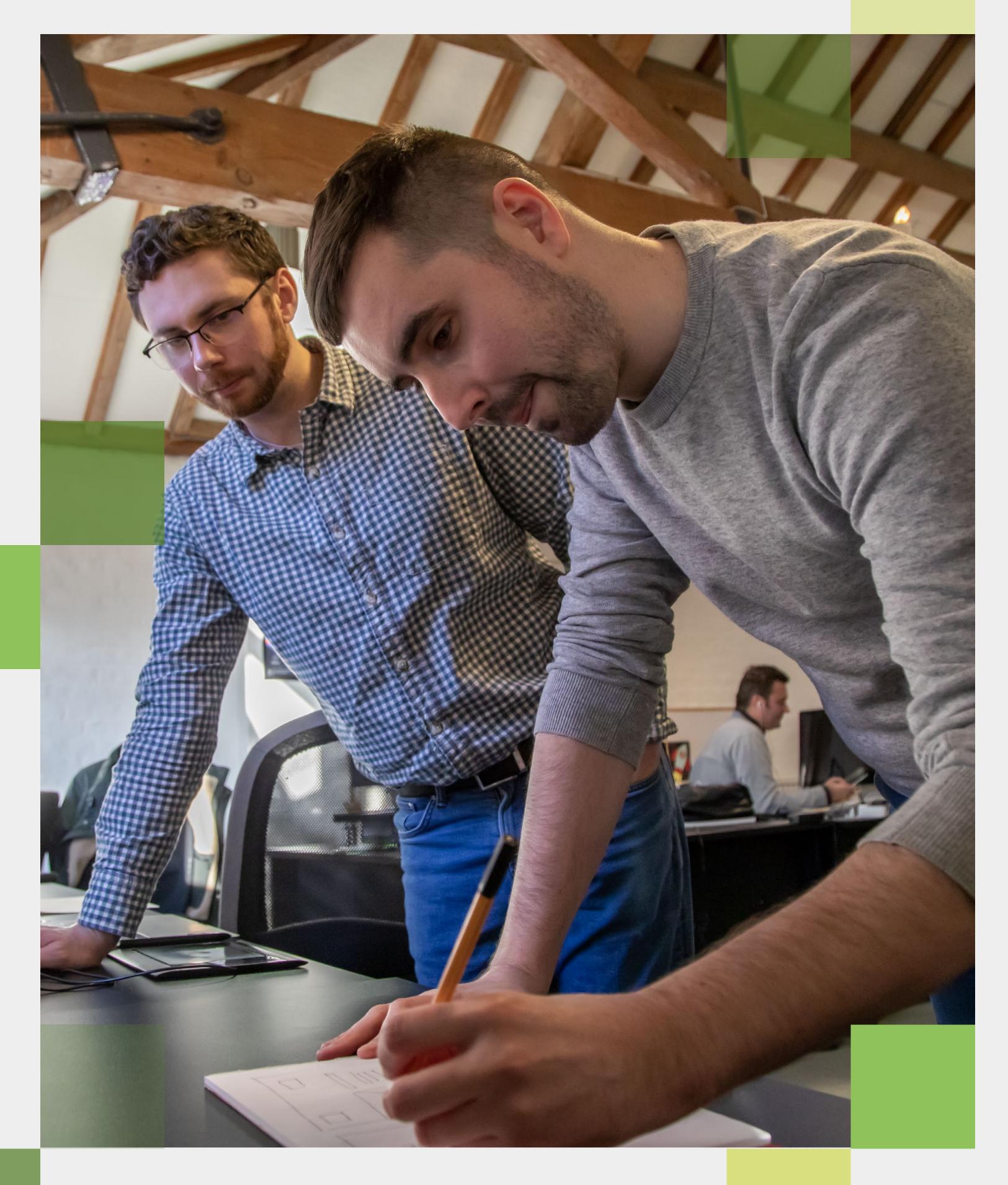
When we say 'for our people', we mean...

- Making our work environment a place where
- Promoting a healthy balance between home and the office.
- Being a place where ability is recognised and rewarded irrespective of background.
- Read on to dig deeper into our work on DEI and inclusion, well-being, training and development and our charity activities and ethos.



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Where will we go next?

diversity, equality, inclusion

Where we are today

Our efforts have focused heavily on understanding our organisation and our team, comparing them to industry averages. This has seen investments in technology, culture, policies and education, particularly around wellbeing.

DE&I



New HRIS system

We have invested in a human resources information system to track and monitor our employee demographics, including gender, geographic and ethnic diversity.



Home versus office

Hybrid working is, for us, here to stay. It achieves so much, so easily – our team has the choice to work where they are happiest and most productive (even if that changes day by day) and it enables us to encourage sustainable travelling practices.



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Where we want to be

We are constantly monitoring progress and goals for:

Team satisfaction

Employee net promoter score (eNPS) DE&I metrics compared to the industry Input and feedback via our staff survey

Wellbeing



Live Well at Velo

We have integrated well-being metrics into a twice-a-year staff survey so that we can proactively monitor the issues that matter, such as stress levels, work-life balance and overall satisfaction.

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y averages		
V		



Deeper dive

We share these results with the whole agency, while management go through results in detail to craft initiatives to improve wellbeing and better manage teams.



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Where will we go next?

For our people diversity, equality, inclusion





Velo average

15.3%

Sector average

Leading the industry

Source: www.gender-pay-gap.service.gov.uk - all "Advertising agency - 73110 SIC codes)

Age profile

7.7%

24 years old and under

61.5% 25 - 35 years old

21.3% 35 - 45 years old







34.6%

Percentage of employees at Velo

19% England & Wales average

Leading the industry Source: ONS

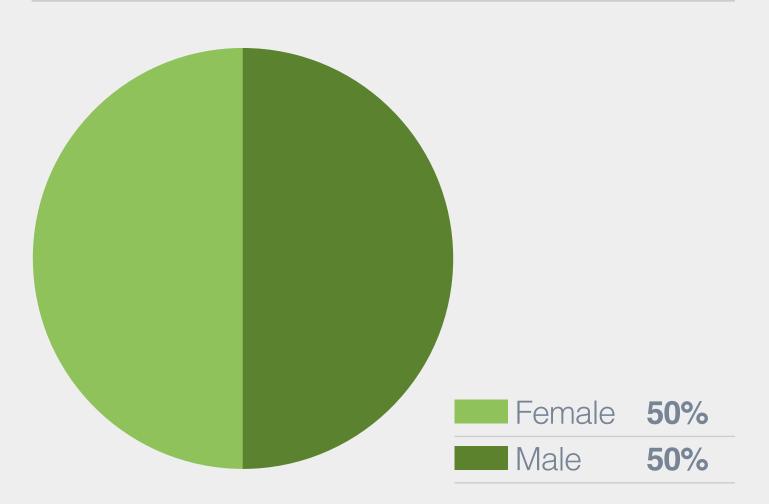
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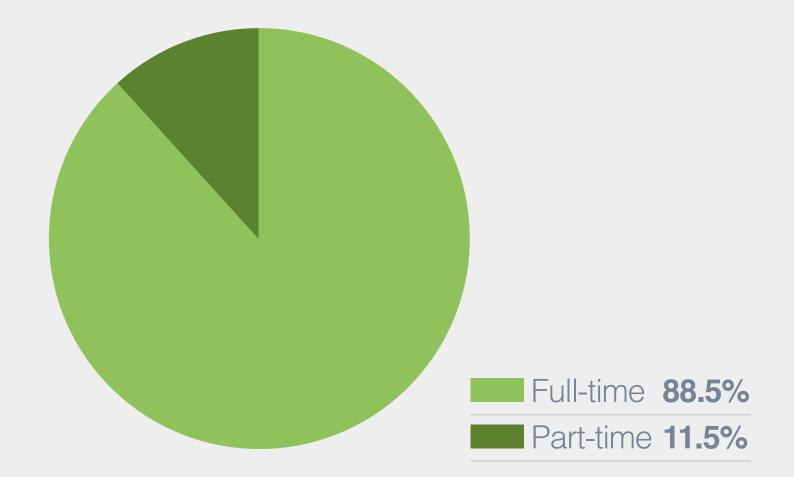




Gender diversity



Working patterns



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Where will we go next?

Live Well at Velo — team wellbeing



Covid-19 impacted both physical and emotional wellbeing. Once fully out of lockdown, it was important to bring the team together for some much needed in-person interaction. From this, "Live Well at Velo", the first of a series of events in our wellbeing support program, was born.

Amazing! I had no idea how much my daily routine was impacting my sleep. I made changes right away.

Who knew making mindful cocktails could be so fun – and tasty? Definitely adding them to my repertoire.



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The first event brought external expert speakers to talk about avoiding burnout, the importance of nutrition and good sleep, followed by mindful cocktail making to provide alternatives to alcohol. Bringing the team together in a fun and informal environment meant each session was interactive, actionable and easy to understand, as well as packed with tips for the team to take away and action both in work and at home.



We work so hard at Velo and there are days I struggle to leave my desk. To have the leadership team advocating that we ensure we take breaks – especially outside during the day so we can get air and Vitamin D – was so refreshing and validating to hear.



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Where will we go next?

what are our ambitions? could you get involved?

For our people a fair and inclusive workplace



Inclusive vocab in job adverts

Inclusivity matters. So do the words we use. That's why we craft our job adverts to speak to our ethos and values. There isn't a gender or race that has a monopoly on marketing talent and we want our workforce to reflect this.



Mental health ambassador

It's not enough to have a sporadic focus on mental health and wellbeing. That's why we've invested for members of our team to be qualified St John's Ambulance mental health responders.



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Living wage accreditation

We're committed to paying a living wage and only working with suppliers who do the same.

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Parents

Encouraging parents back to the workplace with flexible working options across full and part-time as well as opportunities to pop out during the day to cover pick-ups.



Enhanced parental leave

Better deal for new parents with enhanced parental leave policies and support when returning to work.



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Where will we go next?

early talent development

Since the very start of my internship, I realised that Velo was a very nice and friendly place to work. From what I noticed, even introverted people felt comfortable and happy here. Velo is a judgement-free zone where everyone wants everyone to succeed.

MAX DE MONCLIN agency assistant internship

Sometimes the greatest talent lacks experience. This is why we actively work with some of the UK's top universities to bring emerging and evolving talent into Velo, where our experienced team members provide mentorship and direction.



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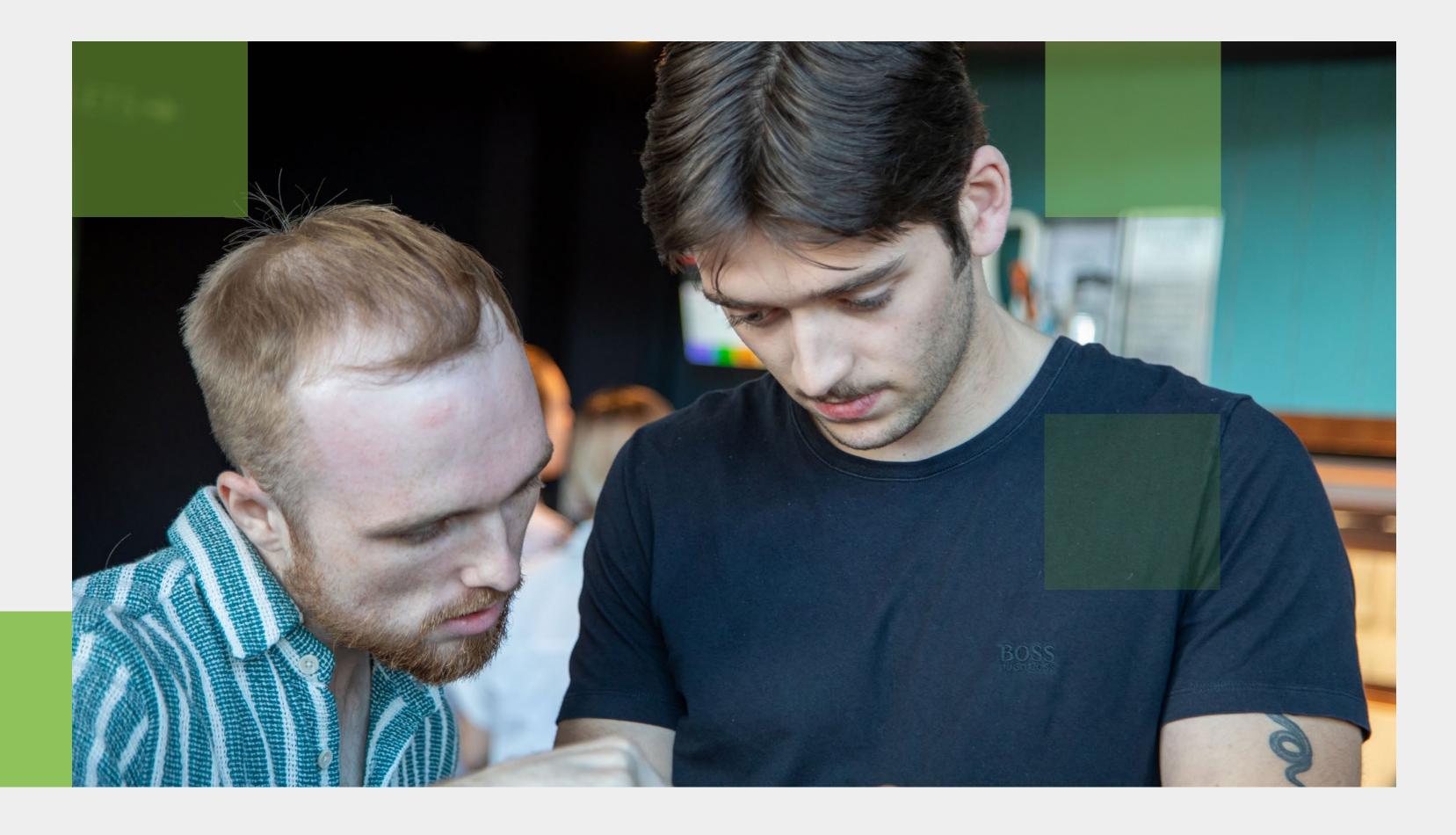


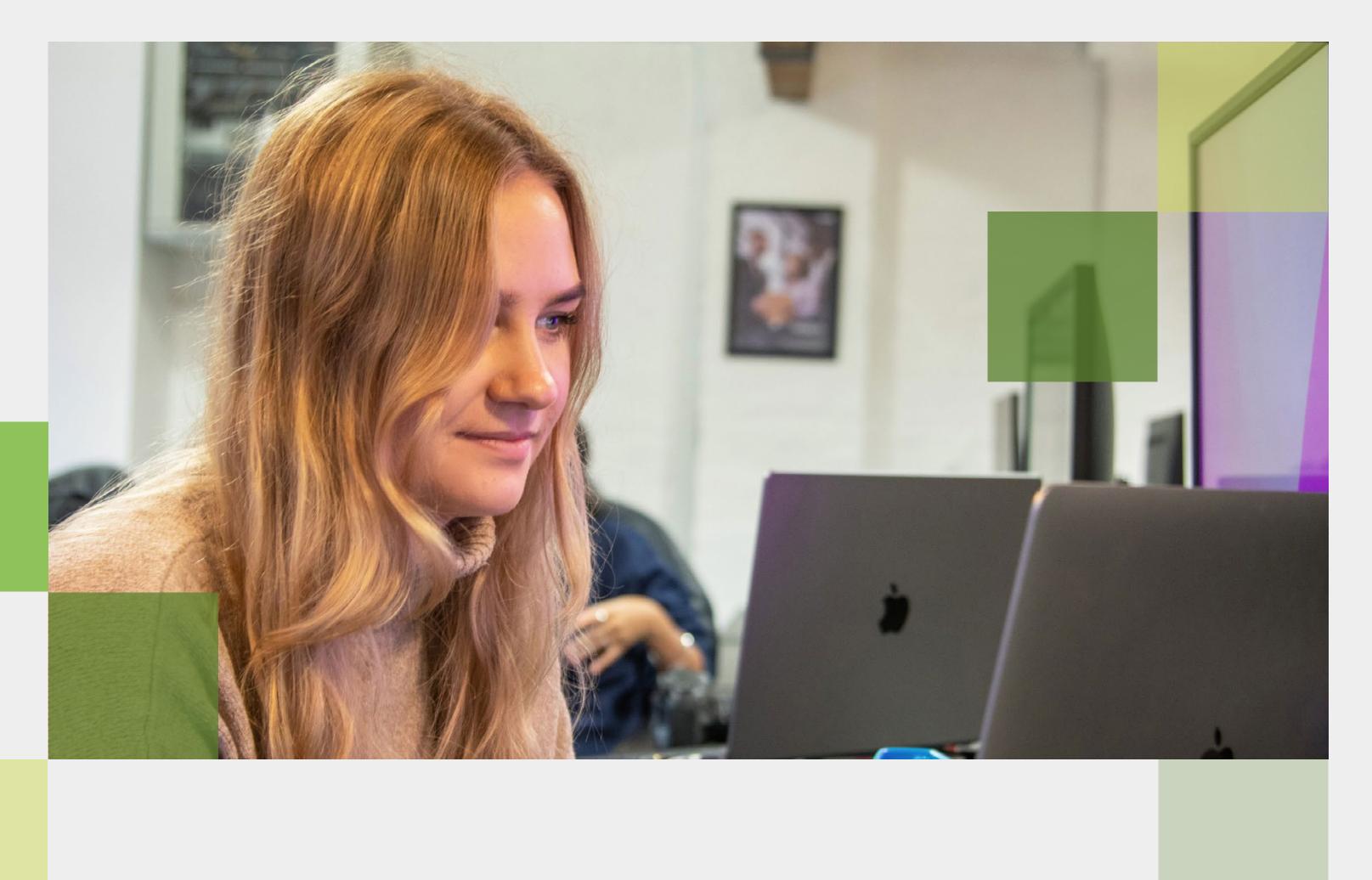
I was an intern at Velo while at university. That was almost three years ago. Now I'm managing the design team while still growing my portfolio. It's been amazing journey for me here so far.

SARAH ROWNTREE design manager

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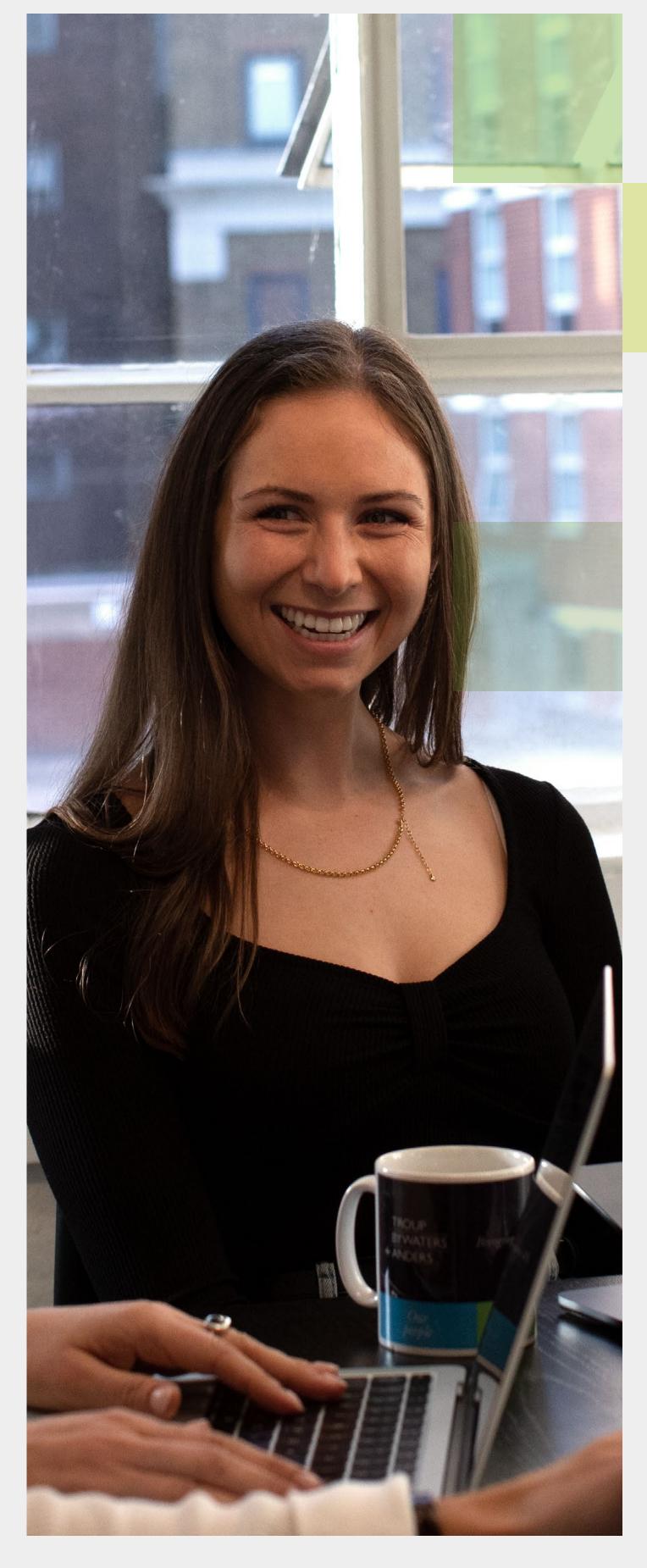


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Where will we go next?

training and development

We are lucky to work in an ever-evolving industry. Our aim is to evolve with it.



Velocity training program

We run monthly deep-dive sessions for the entire agency on the hot subjects of the day. This is alongside workshops within each team to share knowledge.



SMART targets for all

Everyone has SMART targets to nurture their development and growth all aligned to Velo's wider commercial goals.



I have developed in my time at Velo.



I have attended an internal deep-dive session in the last 6 months.



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Personal Development Plans

Our team is encouraged to be proactive to drive their own development with a generous and flexible training budget made available within their own Personal Development Plan (PDP). Coaching and mentoring from senior staff is available to all.





I am happy with the rate of my development in Velo.

For our people

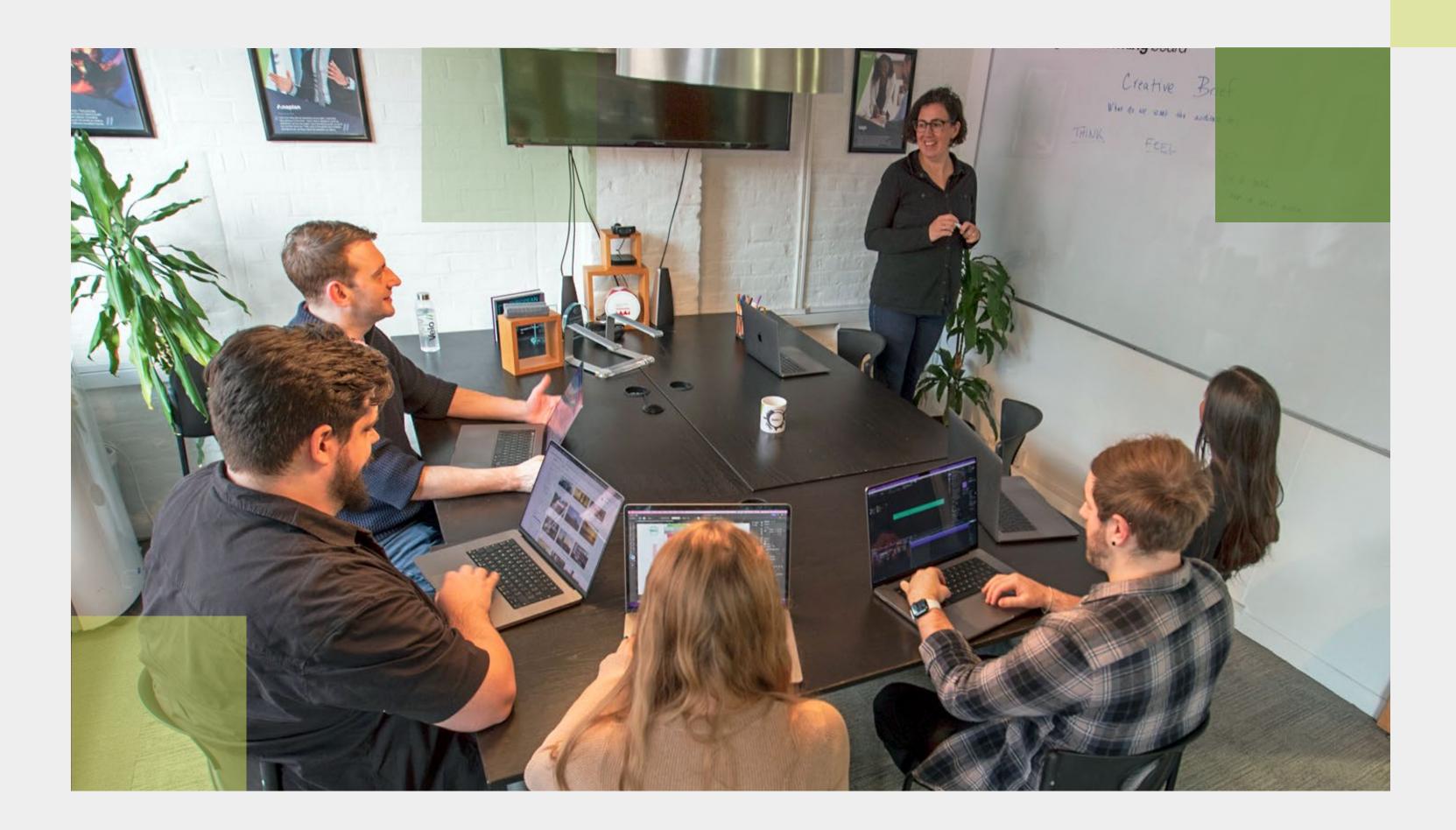
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Internal promotions in line with growth

If an employee is ready to progress, we will make it happen.



Results from our team survey – Aug 2022

I have been coache learnt from someone

I have attended an e

I have had time to d

I have read a book/

I am happy with the

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ed, mentored or e at Velo	71%
external course/workshop/event to learn	21%
o some self-development	67%
report provided by Velo	25%
rate of my development in Velo	71%

Where will we go next?

what are our ambitions?

could you get involved?

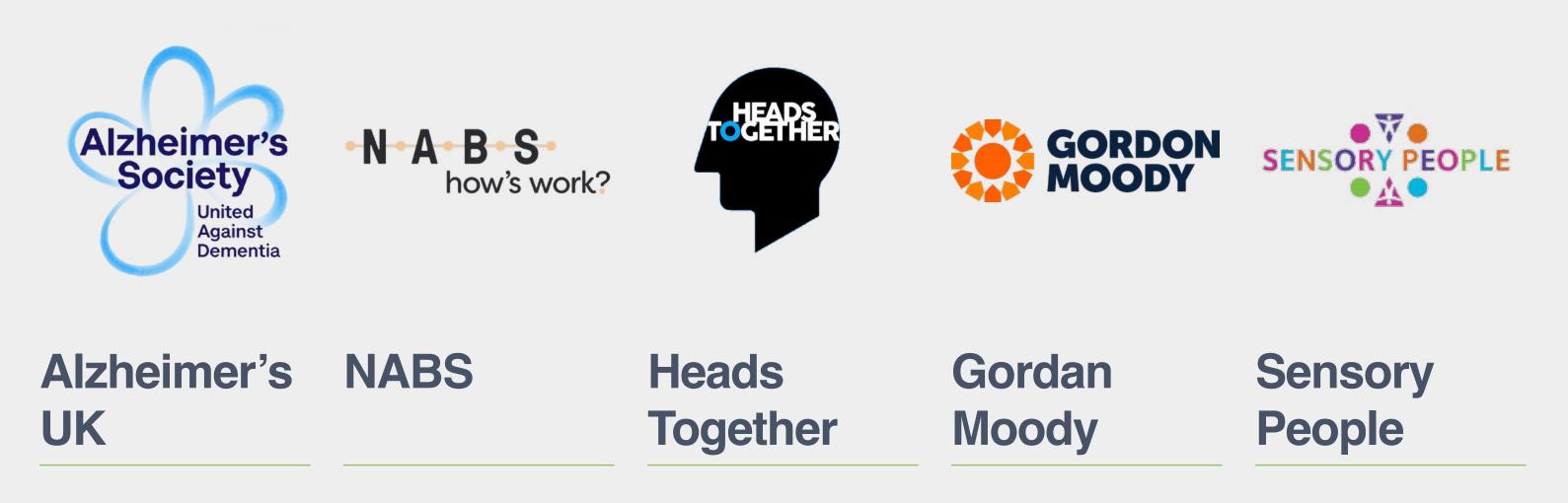
Viles for Smiles

Our yearly charity challenge hit new heights this year.

The Miles for Smiles premise is simple: walk, run, cycle and just move as much as you can throughout the month of August, all in aid of charity.

Tracking our activity on Strava, we aim to meet milestones (or more accurately – kilometre-stones!). Each kilometre we cover raises £1 for our chosen charities. This past year, we're proud to say we have raised a whopping £1,924.67.

This year, our earnings were distributed between causes that had a personal connection to someone in our team:





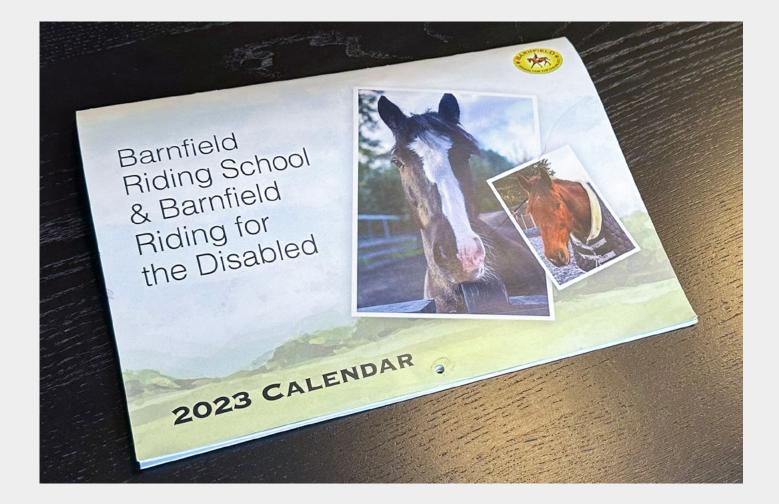
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At Velo, we genuinely love to give.

Whether it's paying the entrance fee for charity sporting events and challenges or providing pro bono support for those charities particularly close to our team's hearts, our support has been as wide as it has been appreciated.



Pro bono support

This year our designers created a calendar for Barnfield Riding for the Disabled.

For our people

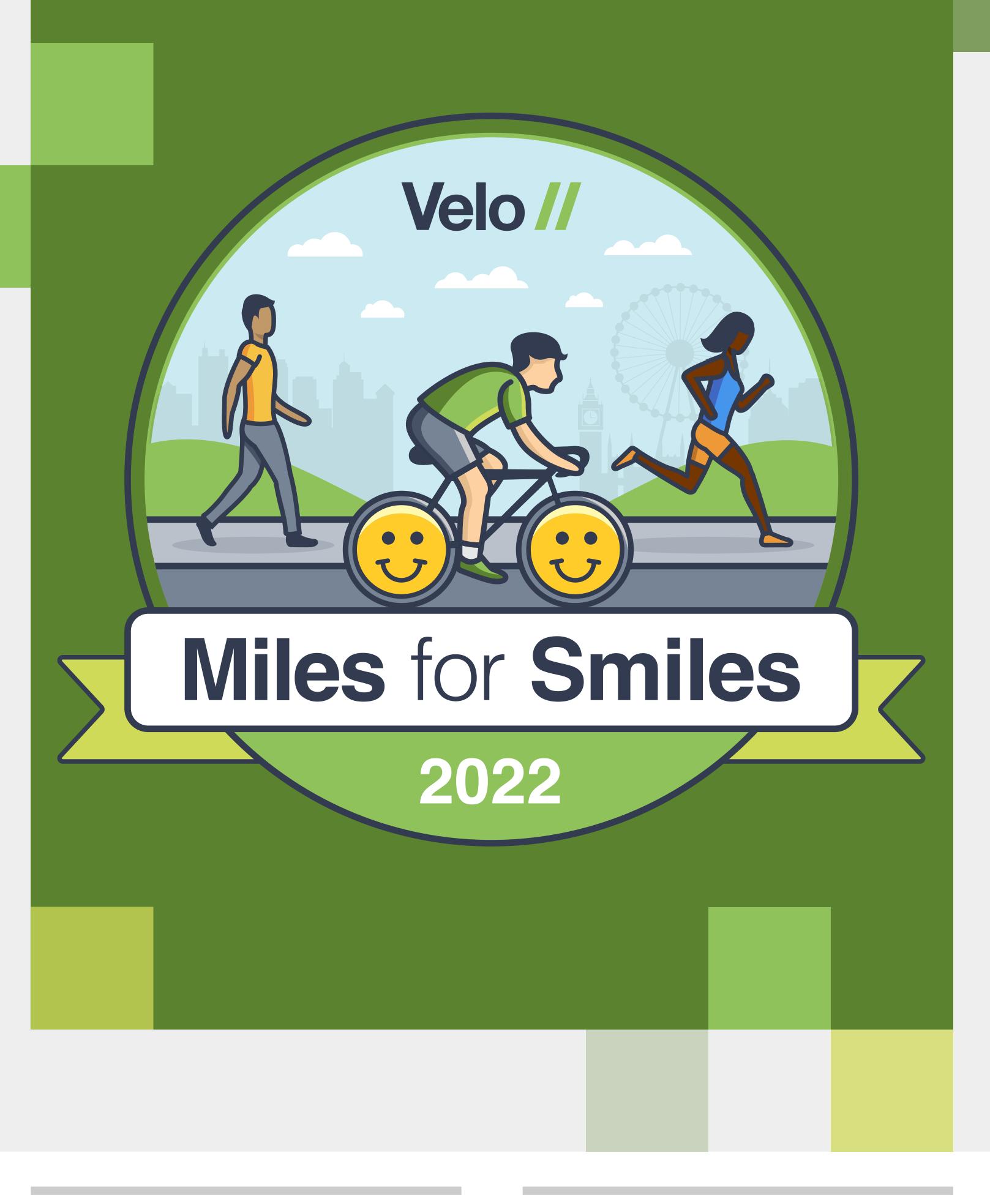
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Two halves make a whole

Our account managers, Lottie and Joanne, ran a half marathon in aid of Alzheimer's Society.



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Where will we go next?

good enough to recommend



What is it like to work at Velo and what do our team members value most?

Don't just take our word for it – here is just a small sampling of comments on our 4.7 star rating on Glassdoor.

A fun and friendly culture.

A great client base and opportunities to work on a variety of projects.

Plenty of opportunities for quick progression.

Good salary and regular pay reviews.

Open communication and transparency throughout the agency.

Huge focus on employee wellbeing.



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Very good training budgets and resources.

Great work/life balance.

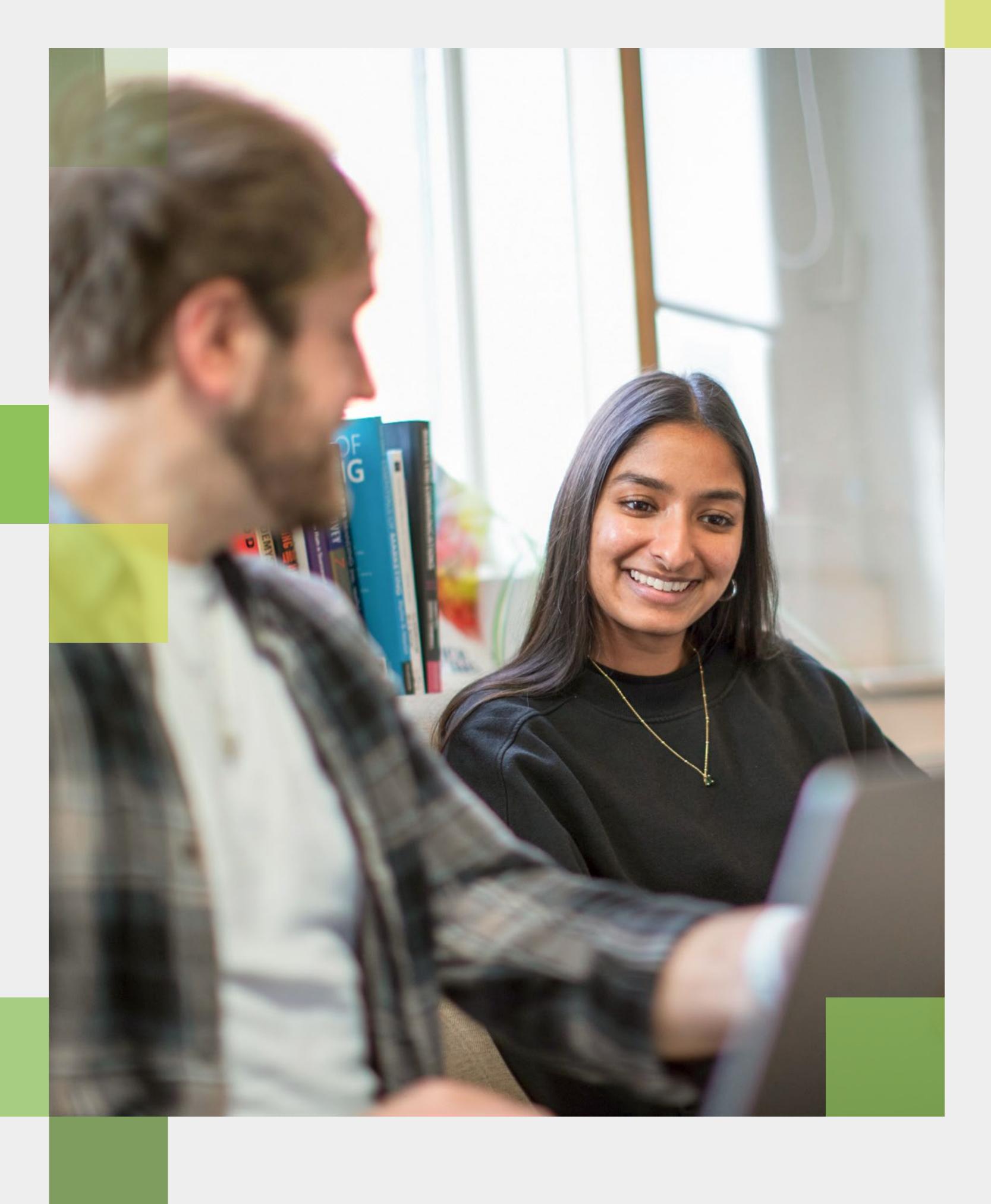
Very flexible with hybrid working.

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- Friendly team, willing to support each other.
- **Upper management** are strong leaders.
- The socials are fun.



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Where will we go next?

what we have done for our planet?

All the work we do has an impact.



When we say 'for our planet', we mean...

Read on to dig deeper into our work to consider our impact on the planet.

You'll also find real feedback from our employees on what working here means to them.



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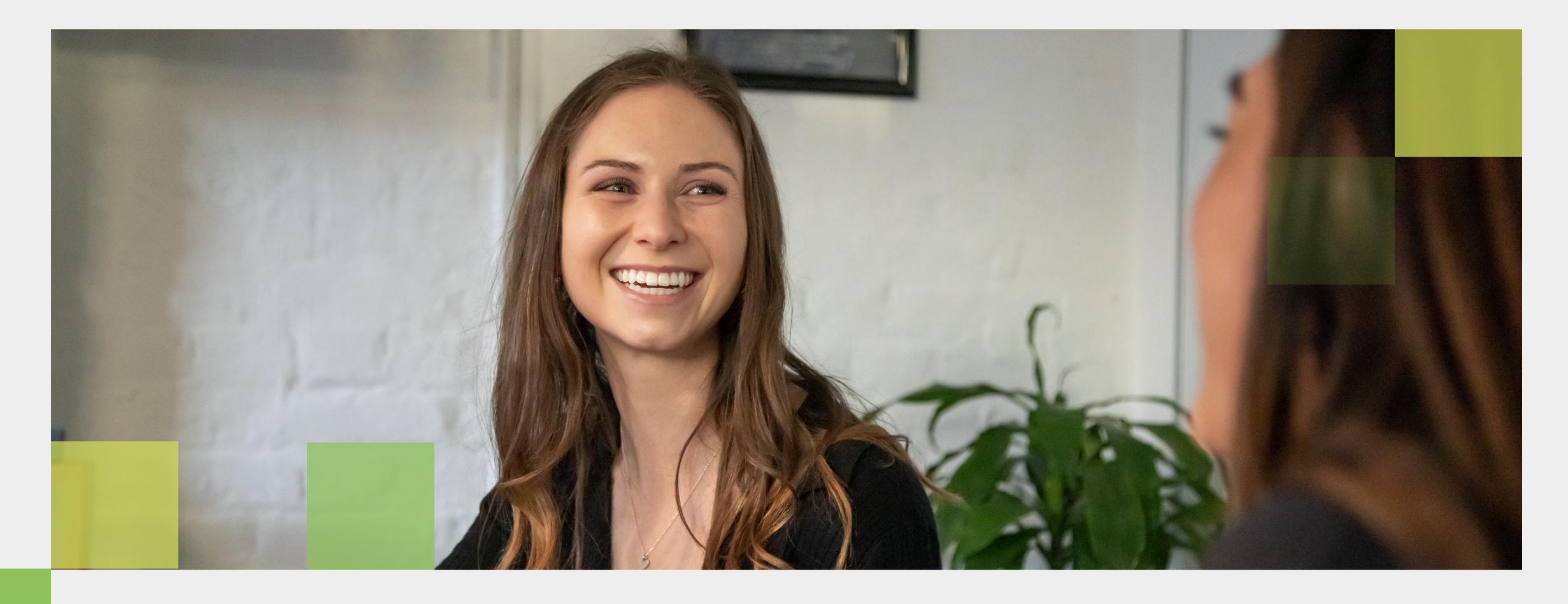
Making sure we take responsibility for our impact on the environment.

Making better decisions that consider our impact.

Using an accredited tool to track impact.

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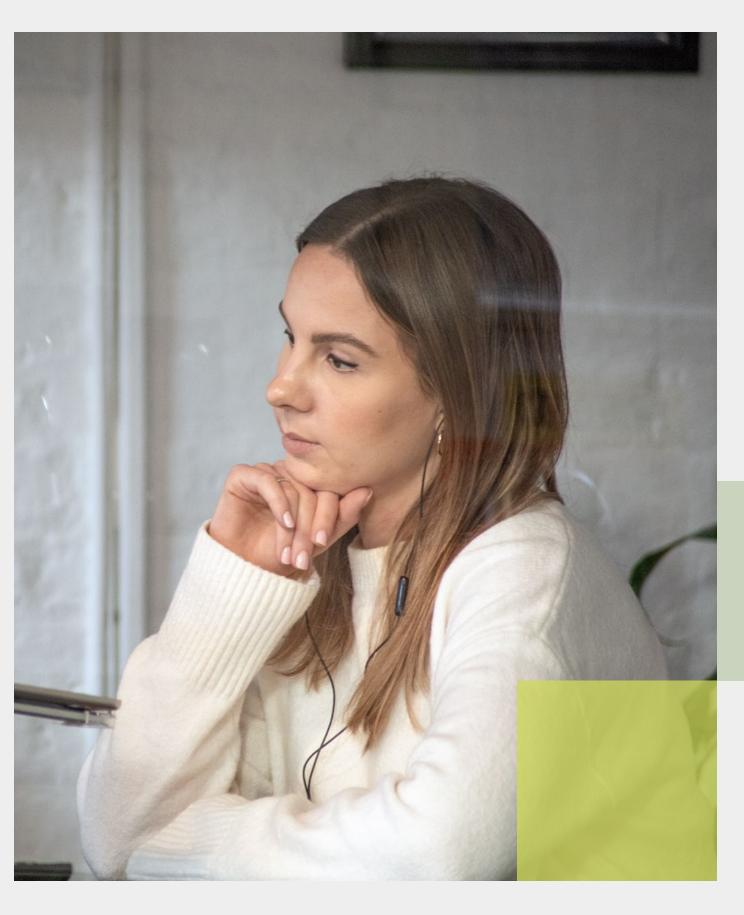


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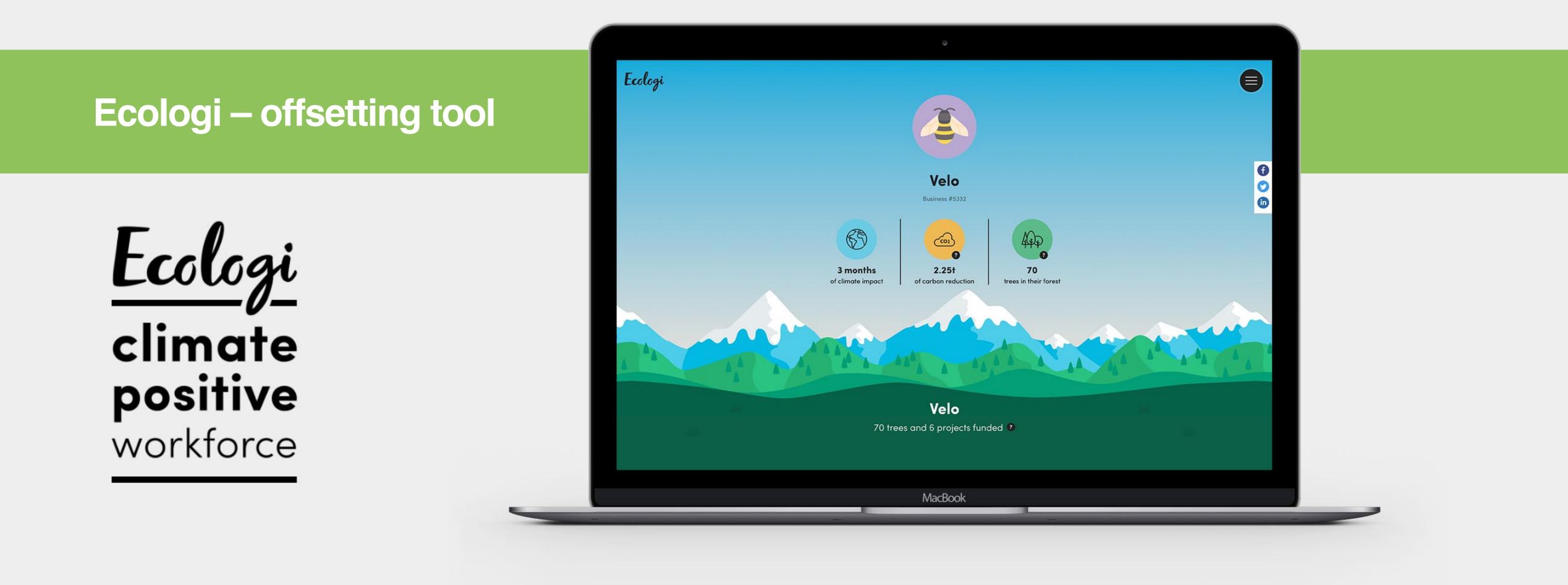


Where will we go next?

taking responsibility for our footprint

Our first step was to measure our impact using a recognised tool that aligned with Greenhouse Gas Protocol Standards. We settled on Spherics, now Sage Earth, due to its integration with Xero, our chosen accountancy system.

This powered an audit of the drivers of our impact and brought us to a swift conclusion. First off, the ramifications of Covid-19 meant that our office remained closed two days a week and business travel, particularly international, was at a minimum. We concluded that to be realistic, we needed to take responsibility for our impact through an appropriate offsetting solution. We found this with carbon credits available via Ecologi. This is our first year of accounting for carbon and we intend to drive our footprint down, for the meantime however we have sought meaningful offsetting schemes.





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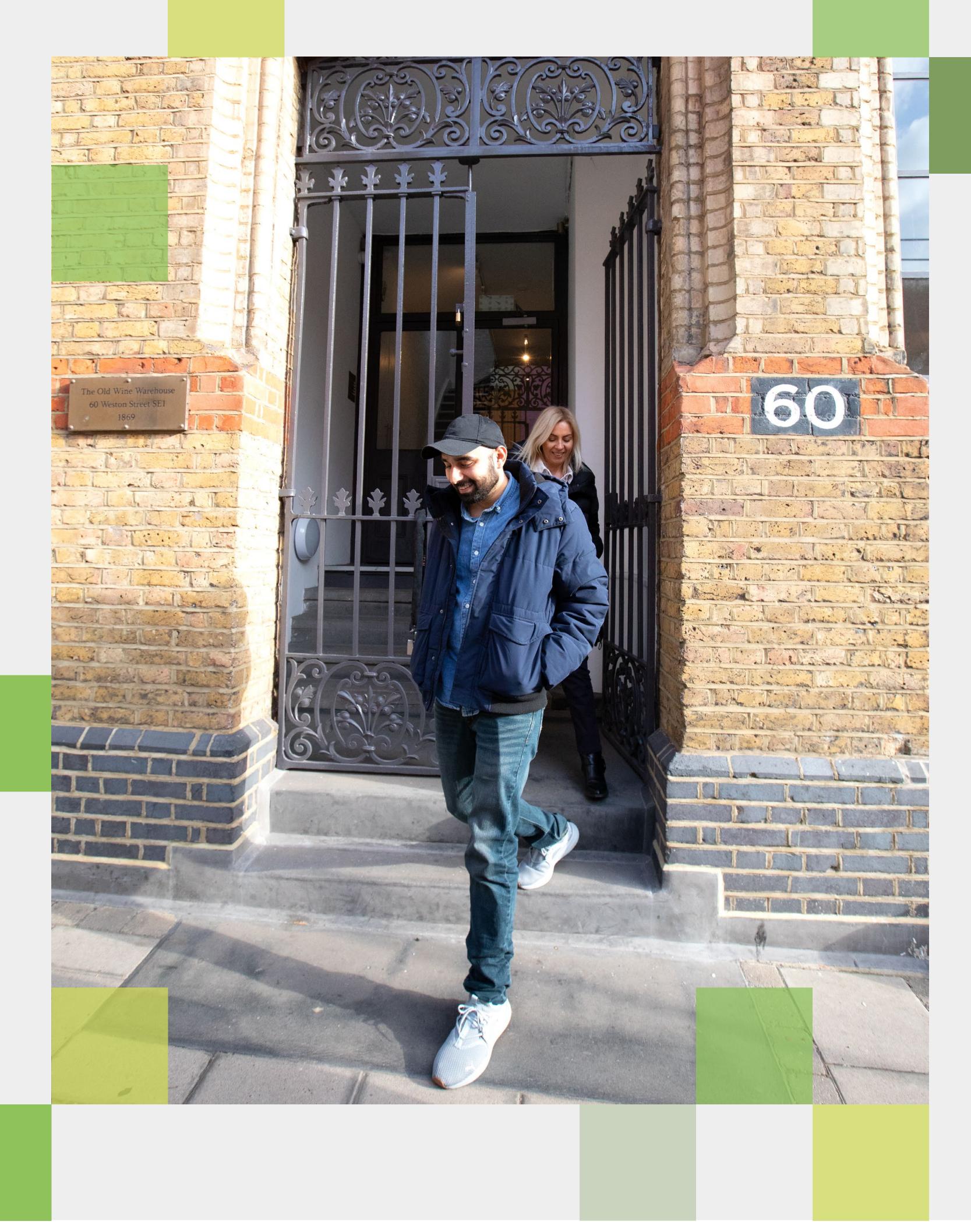
2021/2022 emissions:

Scope 1	0.5 Tonnes
Scope 2	10.2 Tonnes
Scope 3	41.1 Tonnes
Total emissions	51.8 Tonnes

Source: Sage Earth carbon accounting tool

Office review

We have completed an audit of our London headquarters to identify all opportunities to reduce energy usage.



For our planet

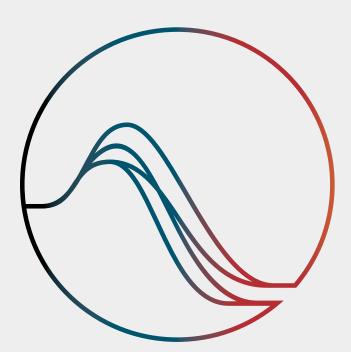
taking responsibility for our footprint Science-Based Targets Initiative embedding sustainability

For our partners

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Where will we go next?

Science Based Targets initiative



SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

We believe that the private sector must play an active role in reducing greenhouse gases and we are proud to publicly commit to tracking and disclosing our progress towards a 'Paris proof' 1.5 degrees Celsius target.



Introduction

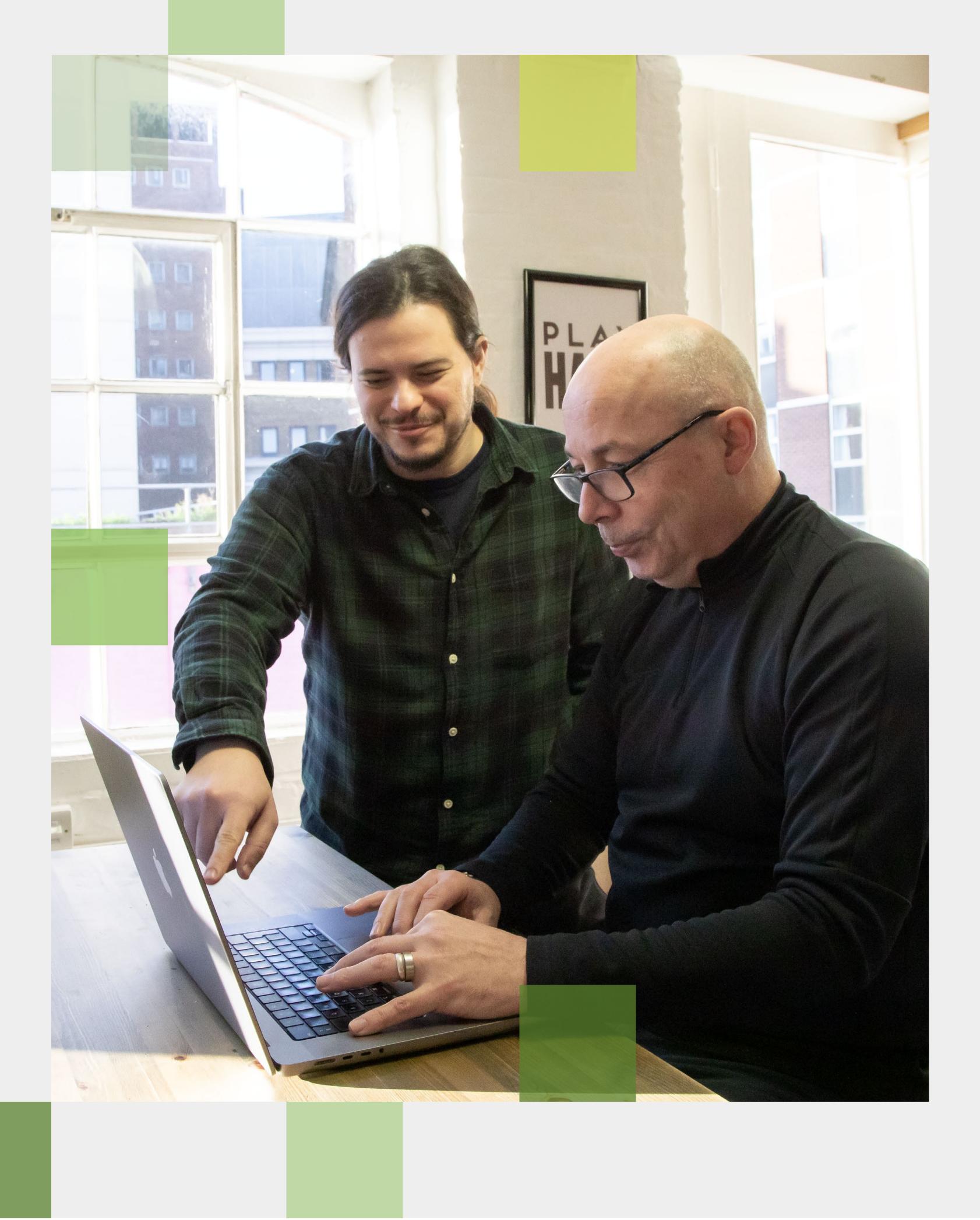
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We are committed to being one of more than 4,000 businesses around the world that have applied to the Science Based Targets initiative (SBTi), which provides companies with a clearly-defined path to reduce emissions in line with the Paris Agreement goals.

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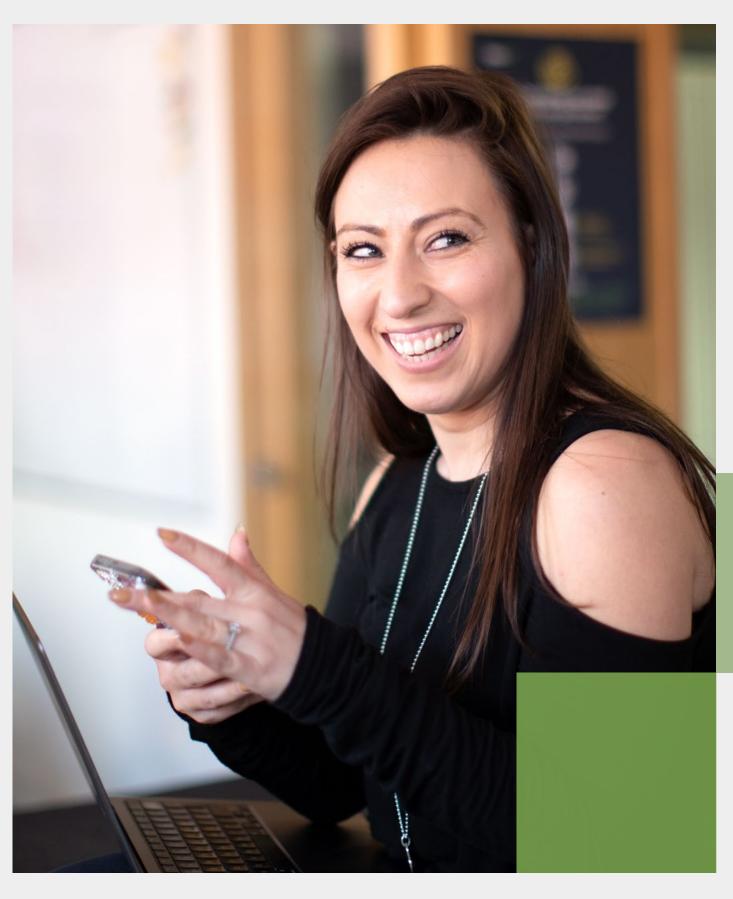
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Where will we go next?

embedding sustainability

Putting impact into spending decisions

We've enhanced our financial reporting to use much more granular nominal coding to provide feedback to managers on the impact of their spend choices and make sure our carbon footprint analysis is as precise as it can be.

The reality is that marketing production processes have an impact. Every advert that is seen, email that is sent and file that is stored or downloaded needs energy.

We are in the process of investigating how to minimise the impact of the assets we produce and the campaigns we run with an operational working group. This team are looking at workflow and methodology, marketing approaches and making sure that the carbon impact of assets such as a web site are considered when choices are being made.







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This is a new initiative for the entire industry, so we're looking forward to taking a leadership stance as we believe all marketing agencies must take responsibility for what they produce and how they produce it.

Beyond this, the nature of our work is changing too. We're investigating more sustainable marketing production practices to cut the carbon footprint of delivering marketing communications and working with some clients to test whether audiences respond better to messaging with a sustainability angle.

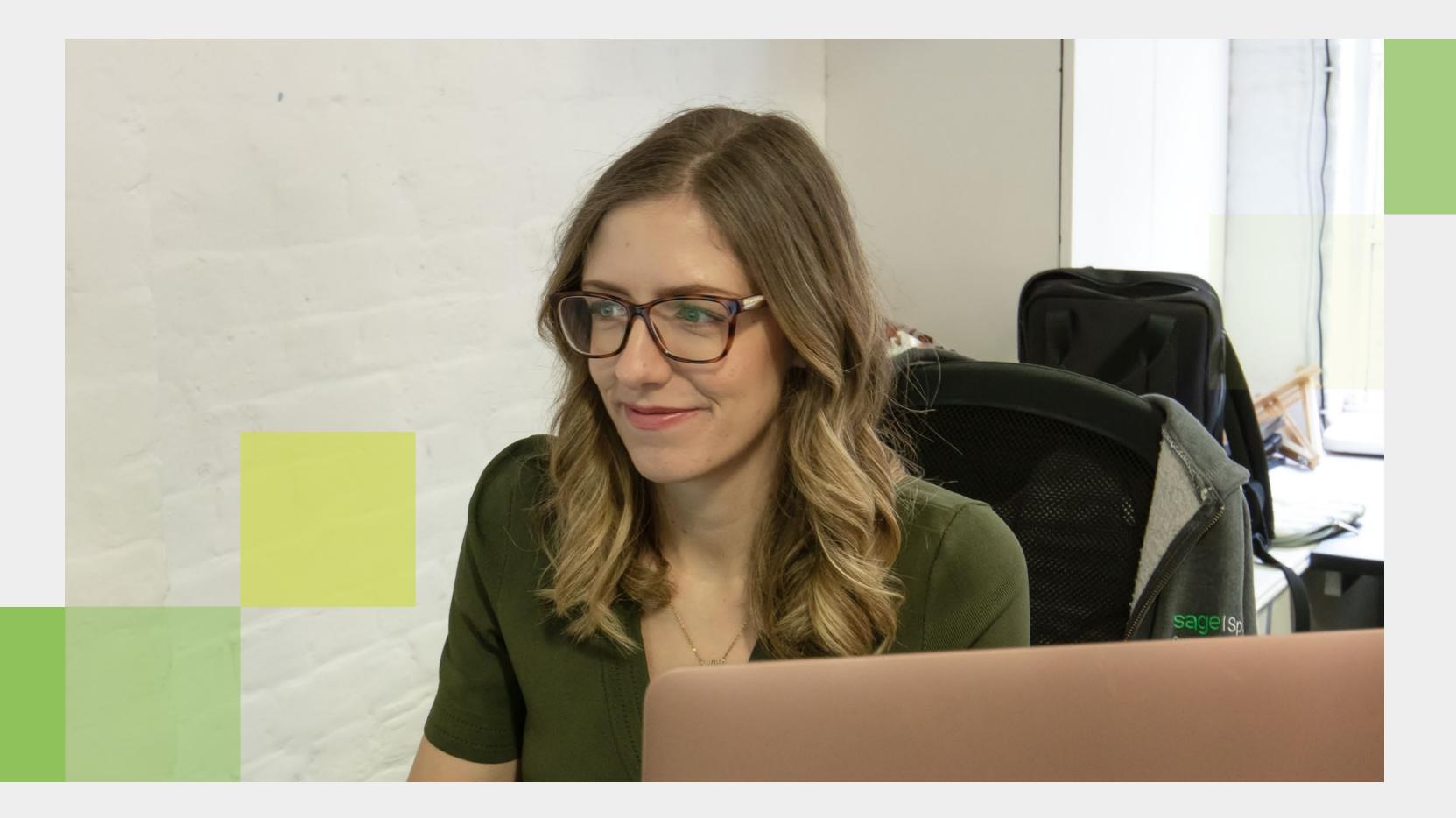
LIBBY REYNOLDS-HORNE account director

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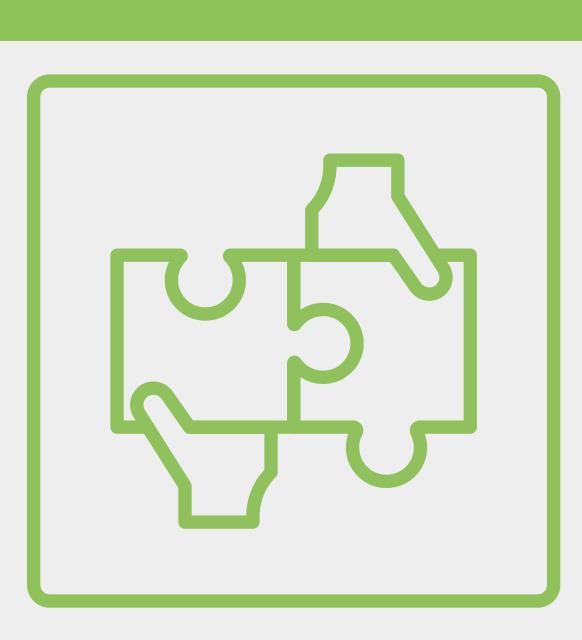
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Where will we go next?

what are our ambitions? could you get involved?

what we have done with our partners?

All the work we do has an impact.



When we say 'with our partners', we mean...



Introductio

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- Leading by example and sharing our experiences through advocacy for ESG initiatives.
- Proactively supporting our clients on their ESG journeys to amplify the impact they can have.
- Working only with others who share our values.
- Read on to dig deeper into our work with our clients and our suppliers.

on	
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Where will we go next?

responsible partnerships

Partnerships are exactly that – partnerships – but they are also where the majority of the impact we can have takes place.

Beyond scope 3 emissions (all the emissions associated, not Velo itself, but those we're indirectly responsible for, up and down our value chain), we know this provides a massive opportunity to spread the word, so we are committed to acts of advocacy wherever we can identify them.

The starting point has been creating a framework for the kind of partnerships we want to enjoy, based on the values we hold dear. This has been applied to all our existing clients and suppliers, and has enhanced how we approach new business invitations.

What has been achieved?



Implemented an anonymous feedback loop for our team to identify any clients or suppliers that consistently harm wellbeing.



Working with our clients to satisfy visibility into their scope 3 ecosystem of suppliers for both enterprise and forwardthinking companies.



Introduction

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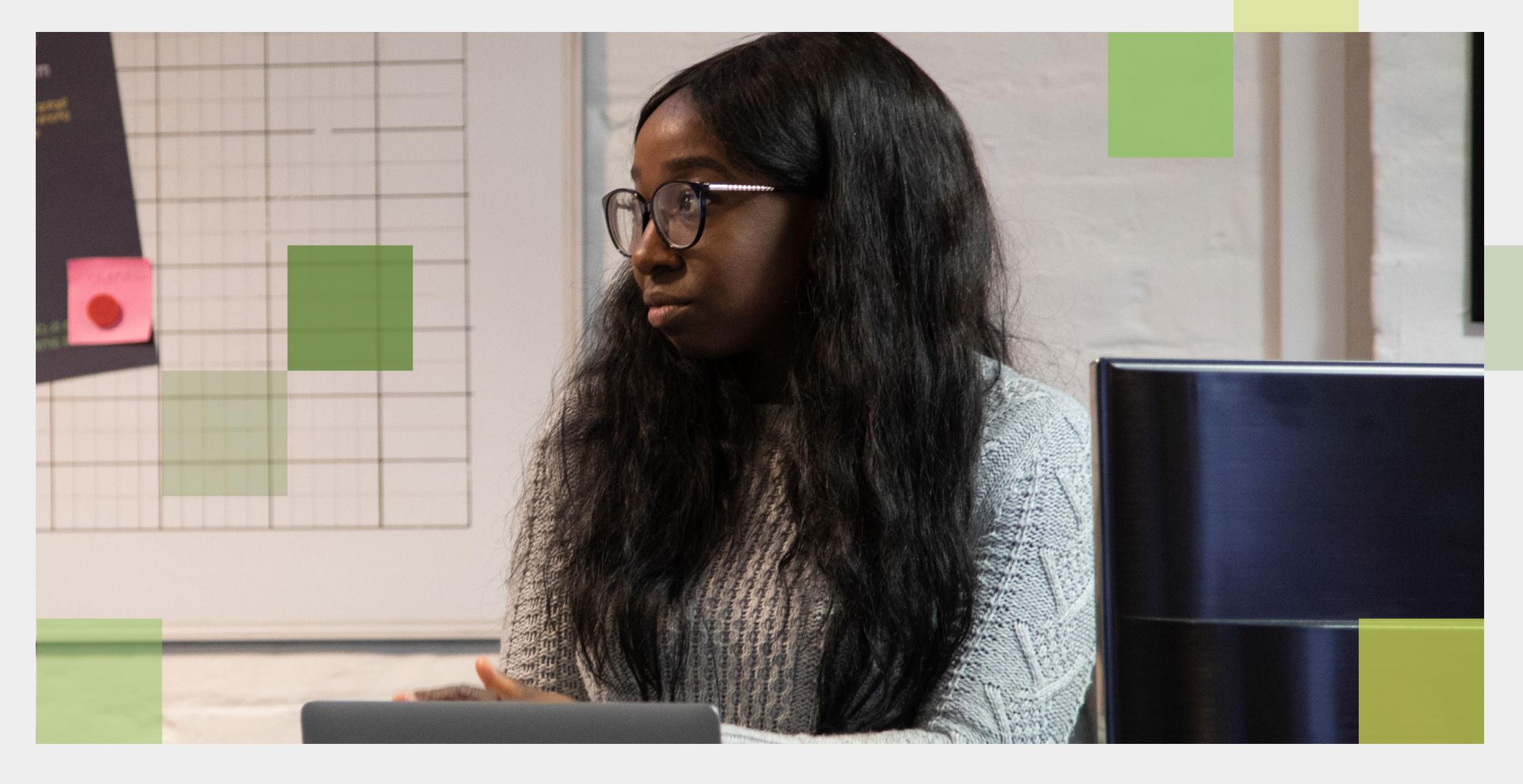




Overhauled our new business pitch process to be ruthlessly focused on working with the right companies and limiting the number of new business pitches we conduct per annum to minimise waste.

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We're favouring local suppliers, evaluating travel choices in different ways and have doubled down on flexible working practices so our team can do their bit, too. All members of the team echo that they want to work in an agency that lives its values and has a wider purpose, which means better staff retention. We're finding it easier to recruit, too.

YENI OLUBAMOWO financial director

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Where will we go next?

advocating for our chosen carbon accounting software

We were one of carbon accountancy platform Sage Earth's first partners, using its data and insight as the foundation of our strategy.

Since then, we've been invited to act as an advocate for Sage Earth, appearing in its first ever customer success story and providing vital beta testing feedback on new product development initiatives.

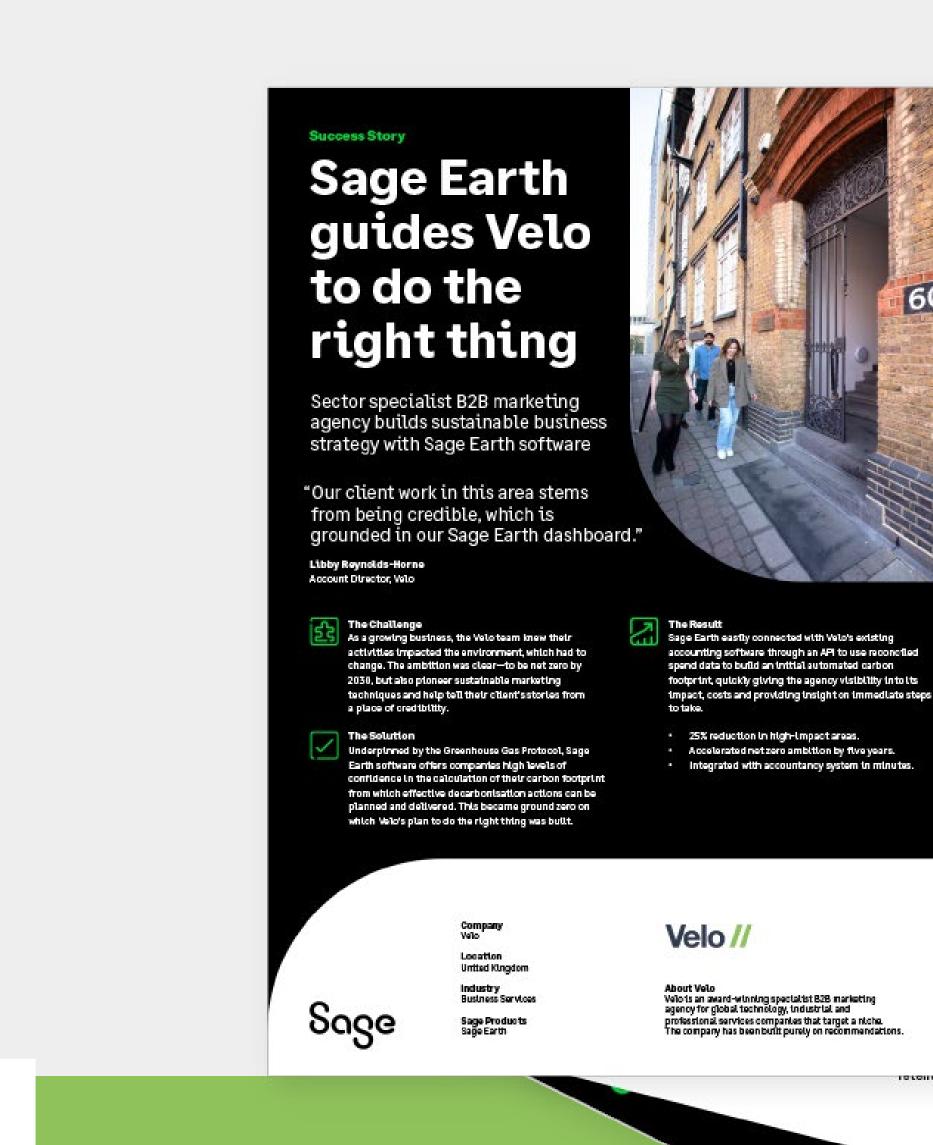
We believe that carbon accountancy is an increasingly important part of running a responsible organisation. Velo is at the forefront of this and we were delighted when they agreed to tell their story to others about how Sage Earth has shown the right approach to take.

SAARA BENFIELD customer success, Sage



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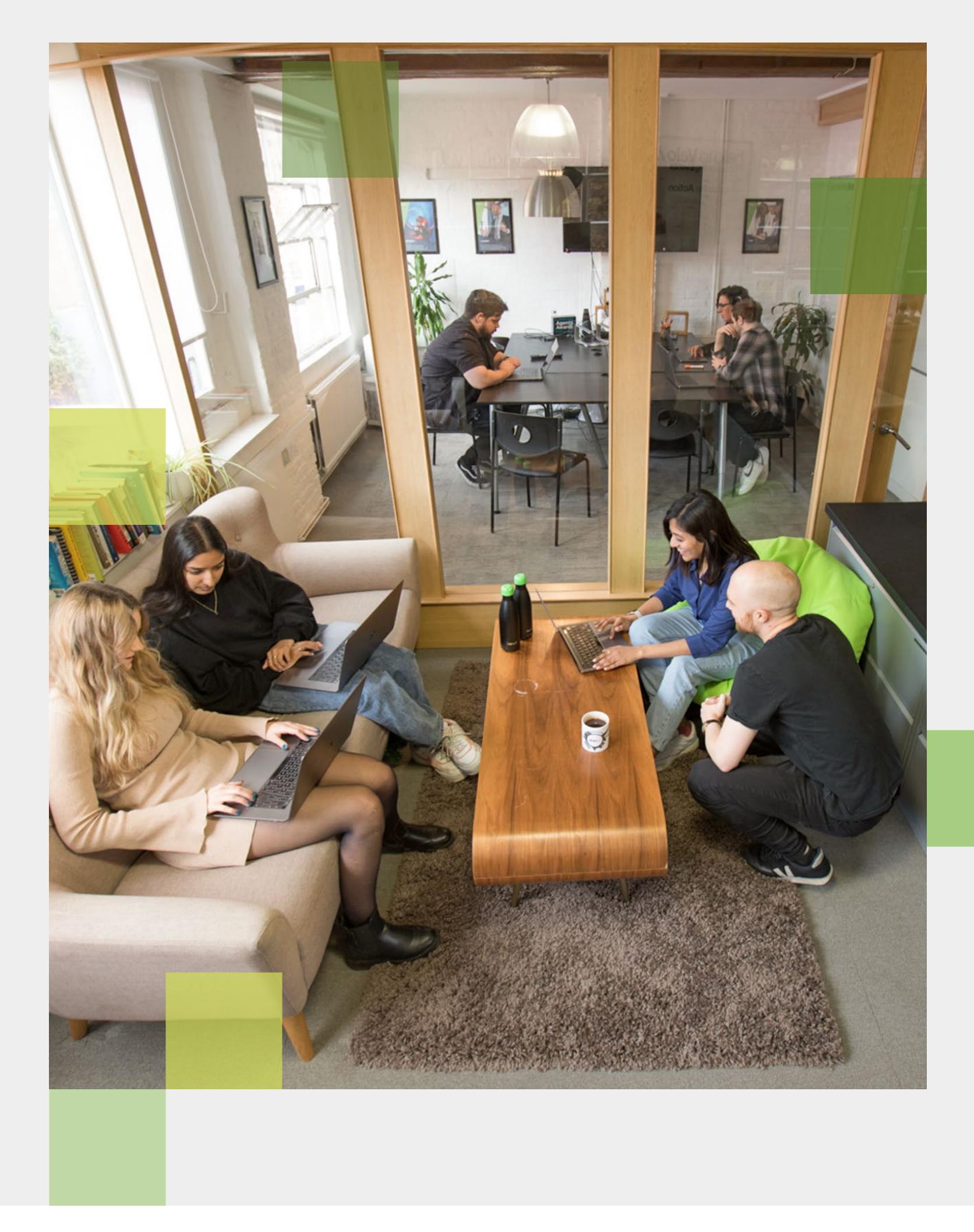
this, as it is guiding the action p act," she adds.

time, Yent has used the insig re accountable for the impa ing new spending categoria es. Quarter-on-quarter spe as fallen 25% as a result

at they want to work in a ias a wilder purpose, wh

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Where will we go next?

For our partners eliminating waste in pitches



For us, pitches are a necessary evil. When we do pitch, we ask that it is conducted in a fair, open and sensible way, which is why we fully endorse the IPA and **ISBA's Pitch Positive Pledge** initiative.

We recommend all client-side B2B marketers dump pitches.

Ask for recommendations from your networks instead.

Read more:

We believe that B2B businesses should favour recommendations over pitches, every time.

Find out why at **www.velo-b2b.com**



Introduction

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Pitches are exciting, but rarely work for clients and agencies. Short turnarounds, limited information and stress, alongside work that often never gets used, creates discomfort at every stage.

No one recommends an agency they do not trust.

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Where will we go next?

making a difference through our work

As a marketing agency, we know that the largest impact we can have is by helping others.

We're committed to spreading the word by telling ESG-led brand stories, devising creative campaigns that change perspectives and behaviour and making sure that we creatively introduce techniques such as wellbeing support into our offering.

Recent work includes:





TOKIO MARINE HCC

Target:



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Manage ESG-related projects for 20% of Velo's core clients.

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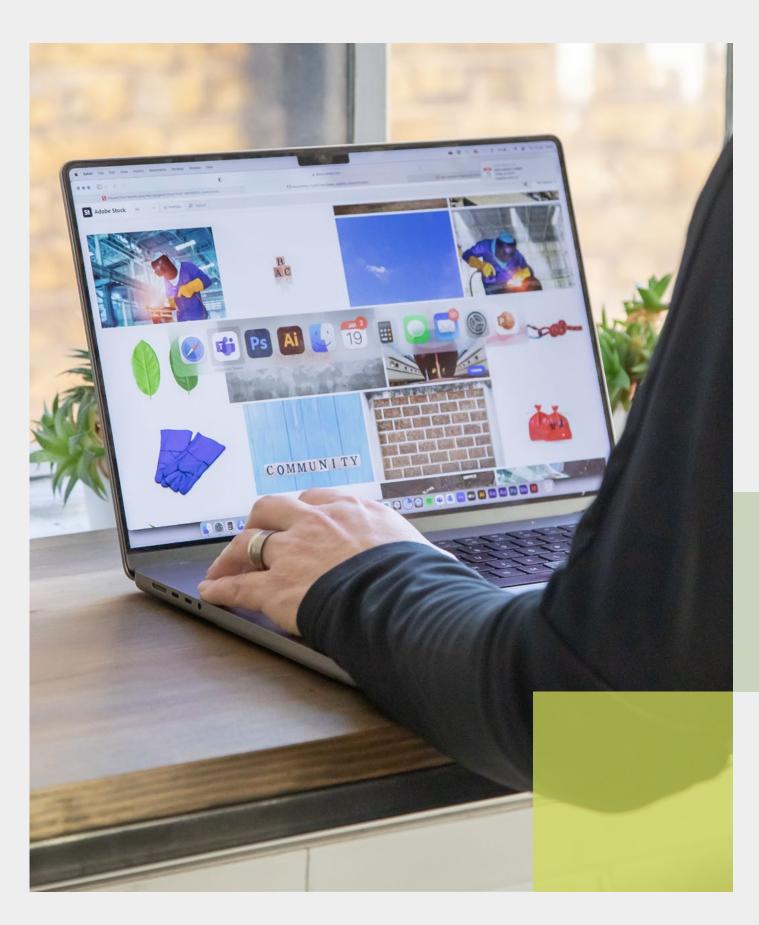


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Where will we go next?

featured project 🖏

TB+A is an award-winning engineering and design consultancy that has worked on some of the UK's iconic buildings, including The Shard.

The construction industry is at the forefront of sustainability and TB+A wanted to lead in this category. Embedding "sustainability at heart" as a strategic pillar in a "whole-life" commercial proposition that spans all their services, the challenge was to tell the story in a credible, non-clichéd and relevant way.

Velo developed a new brand story to elevate tender responses and engage their people in the embedded messaging. We were at the centre of the development of TB+A's annual ESG report that published its progress in meeting sustainability targets. In tandem, we crafted a thought leadership strategy to advocate for new standards in sustainable buildings.

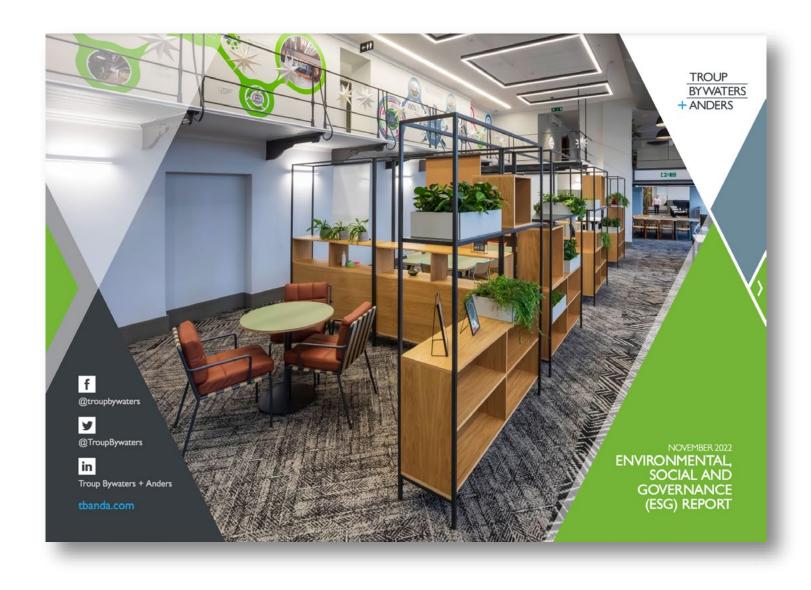
Highlight: launching events around COP26 to lead and advocate a new industry approach for sustainability in construction.

Working in partnership with TB+A we have seen how this strategy has been hugely successful and see them become a leading advocate in their industry with new opportunities including *joining committees, speaking at* events and consulting on initiatives, including the Climate Emergency Design Guide produced by the London Energy Transformation Initiative (LETI). TB+A has won new contracts off its sustainability credentials, including The Onyx Building, Glasgow and PwC Merchant Square in Belfast.





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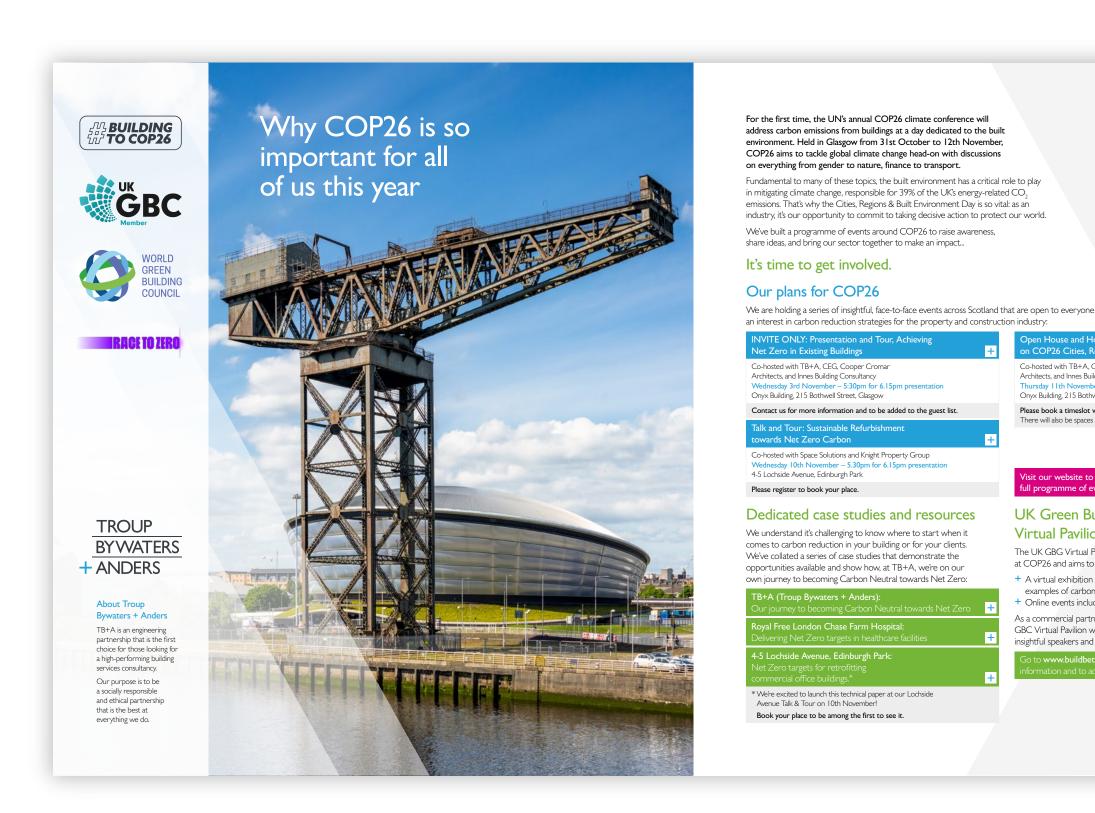






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// Flyer



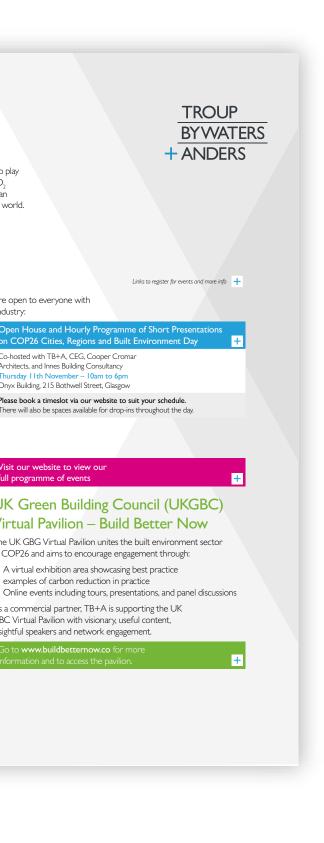
Powerpoint slides

For our planet

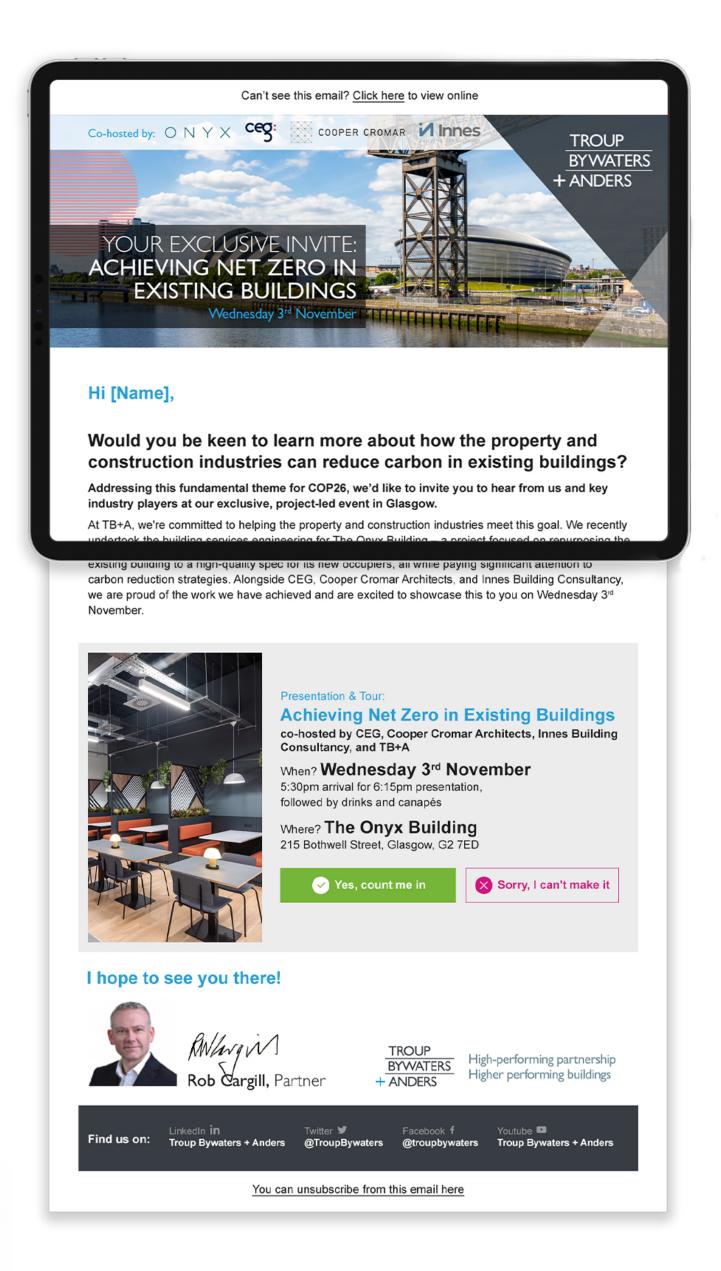
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TROUP BYWATERS + ANDERS



Email

Where will we go next?

featured project 당치

Tokio Marine HCC is a leading specialty insurance group with offices in the United States, Mexico, the United Kingdom and continental Europe, transacting business in approximately 180 countries and underwriting more than 100 classes of specialty insurance.

TMHCC continuously evolves its ESG approach to meet new and emerging challenges. It approached Velo for support in developing a far-reaching communication strategy for its ongoing ESG efforts. Velo leveraged its past experience in these kinds of ambitious multichannel campaigns to deliver the approach TMHCC sought.

Velo began by translating TMHCC's goals into a value proposition, then crafted a distinctive narrative to articulate the value. New brand guidelines gave it visual credence. In addition, we devised a creative and ongoing social campaign rollout on LinkedIn, engaging new prospects and customers with an array of messaging around TMHCC's ESG activities and ambitions.

Sharing on external channels, TMHCC saw an increase in internal engagement and support for its ESG efforts, bolstering employee satisfaction and engagement. In addition, the team received positive feedback from clients, heightening its reputation.



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Creative

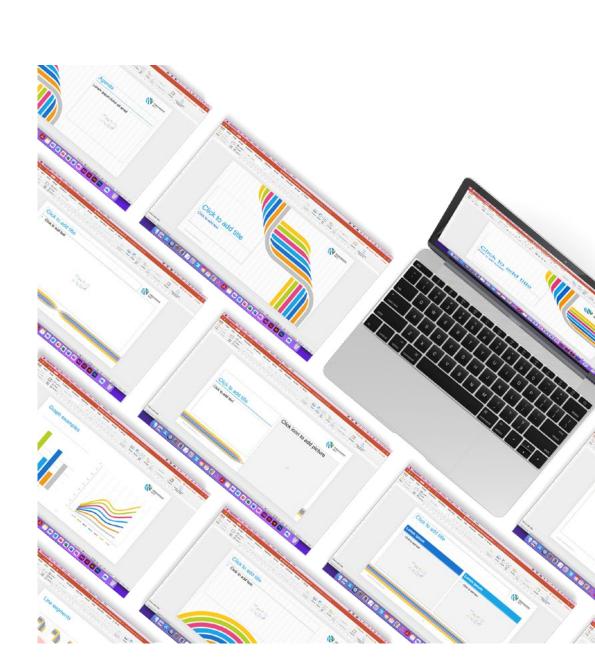




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// Powerpoint deck

Events

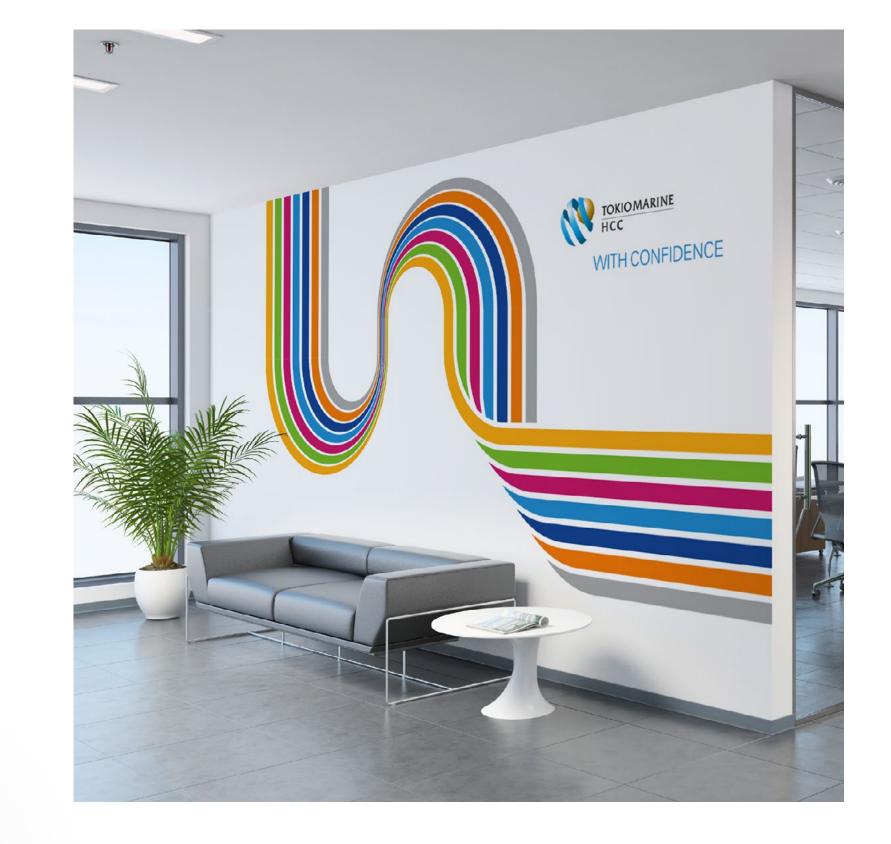
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// Interior branding

Where will we go next?

featured project

Nuvonic harnesses the power of UV technology to provide full-facility, chemicalfree disinfection for water, surface and air.

The company is comprised of four UV innovators and Velo's remit was to craft a new name, brand story and visual identity for the newly combined entity. We are now accelerating its global rollout, educating the market on the benefits to facility and planet of replacing chemical disinfection with UV technology.

Sustainability is at the centre of Nuvonic's work and offering and we ensured that this message was integrated to the wider brand promise. The company's core business activity is sustainable by nature as it reduces the use of chemicals across a number of environments, including industrial and municipal.



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Visual identity and branding guidelines





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Video



Where will we go next?

featured project (炎

Anaplan is a business planning software company used by over 1,000 organisations globally.

Anaplan needed to quickly create a global awards event from scratch that focused not only the year ahead, but on the wellbeing of attendees.

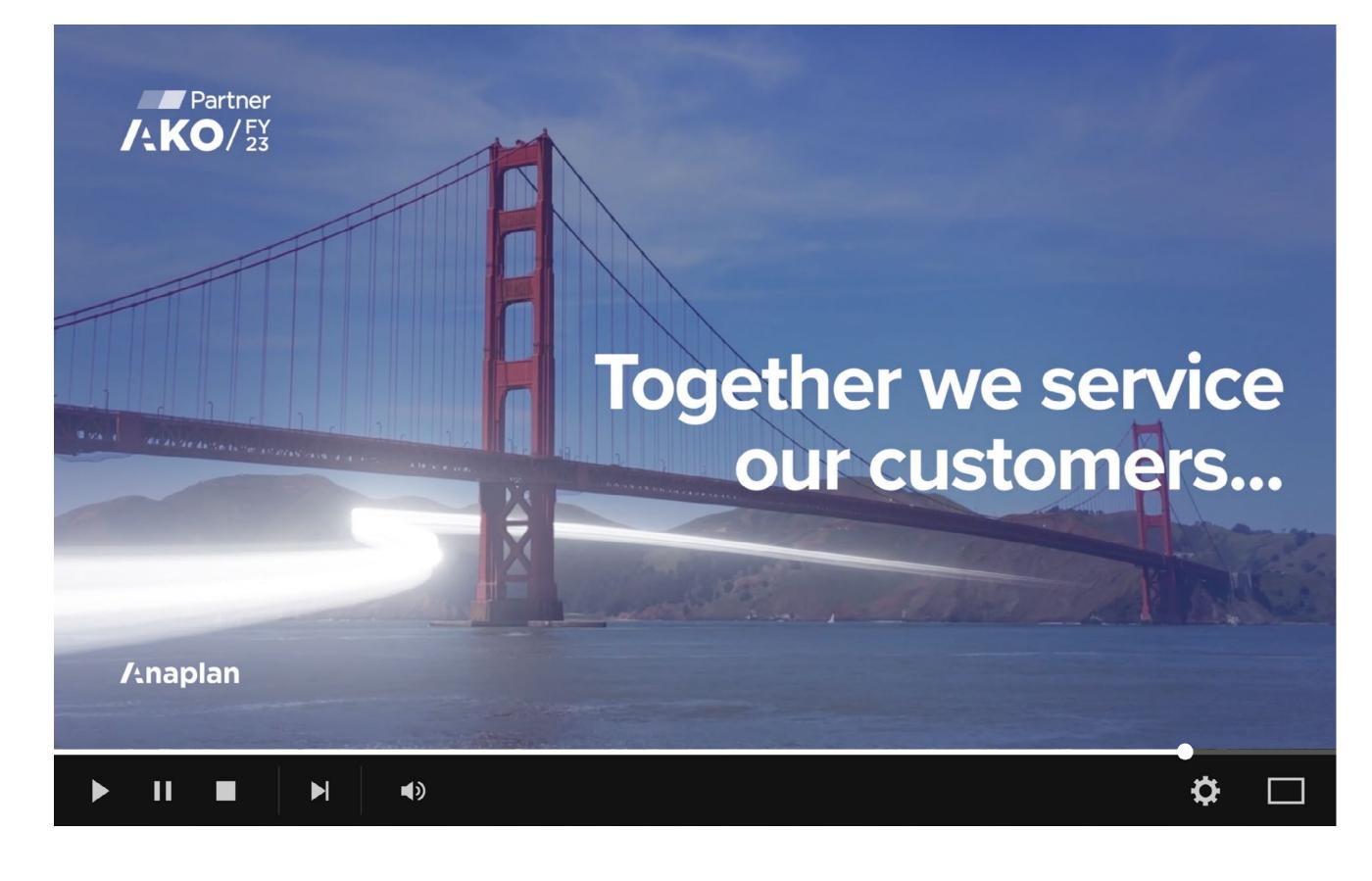
Velo's 'do the right thing' ethos became an integral part of the overall project. When we began designing and aligning a visual identity and a brand storytelling theme, we ensured that wellbeing remained a thread through each session. Our organising of the event included scheduled breaks and an online yoga session. The event itself required 300 hours of video to be condensed into four events over three hours, alongside 17 executive videos, 52 partners and countless customer thank you videos. In tandem, we crafted a series of communications to generate excitement amongst attendees, which included Anaplan partners and employees.

With over 490 people watching across three regions, Anaplan has declared the event a huge success. There was a record attendance of 490 people for the virtual AKO event, as well as fantastic feedback from partners and Anaplanners alike – the yoga session in particular was rated a huge hit. In addition, the revenue target has grown 30% YoY every year since 2019. Anaplan expects this event to be a catalyst for their growth ambitions this fiscal year.



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Video



Prepare to be amazed Anaplan invites you to an evening of magical entertainment

April 4, 2022 @ 5pm

/Anaplan

Social media

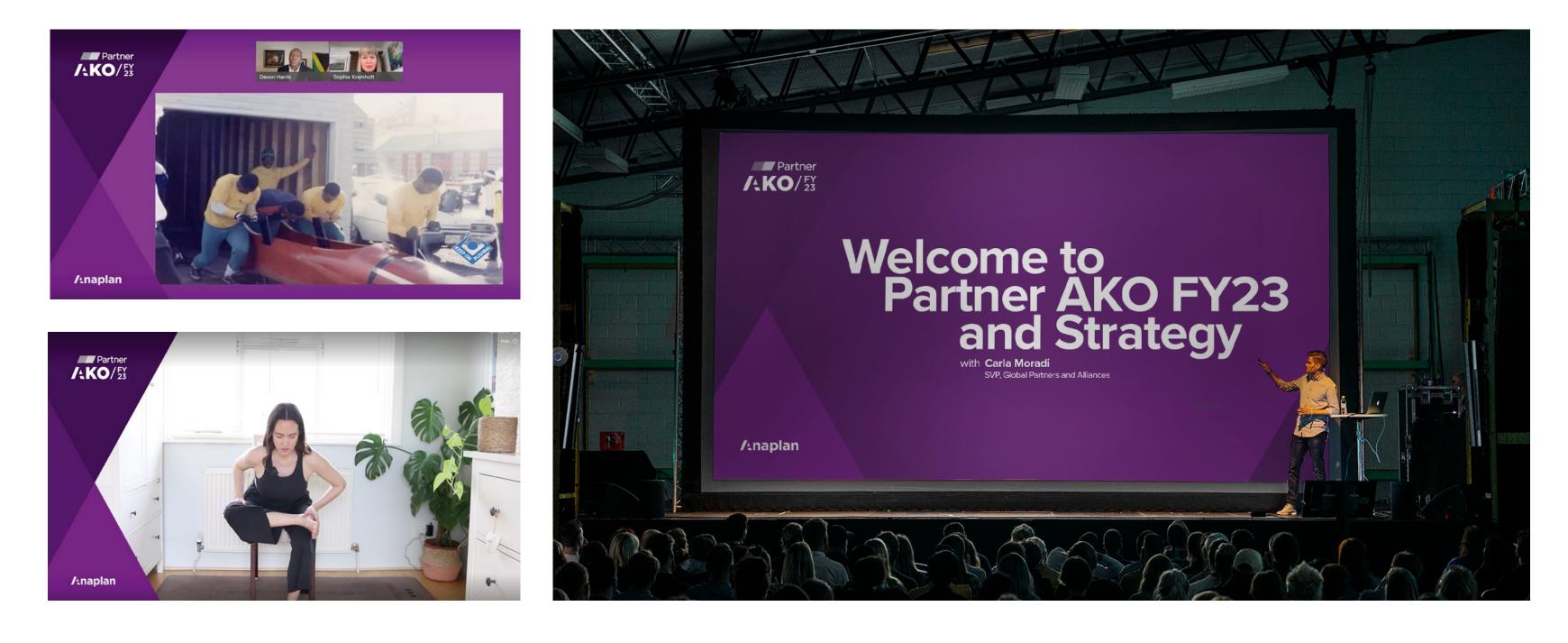
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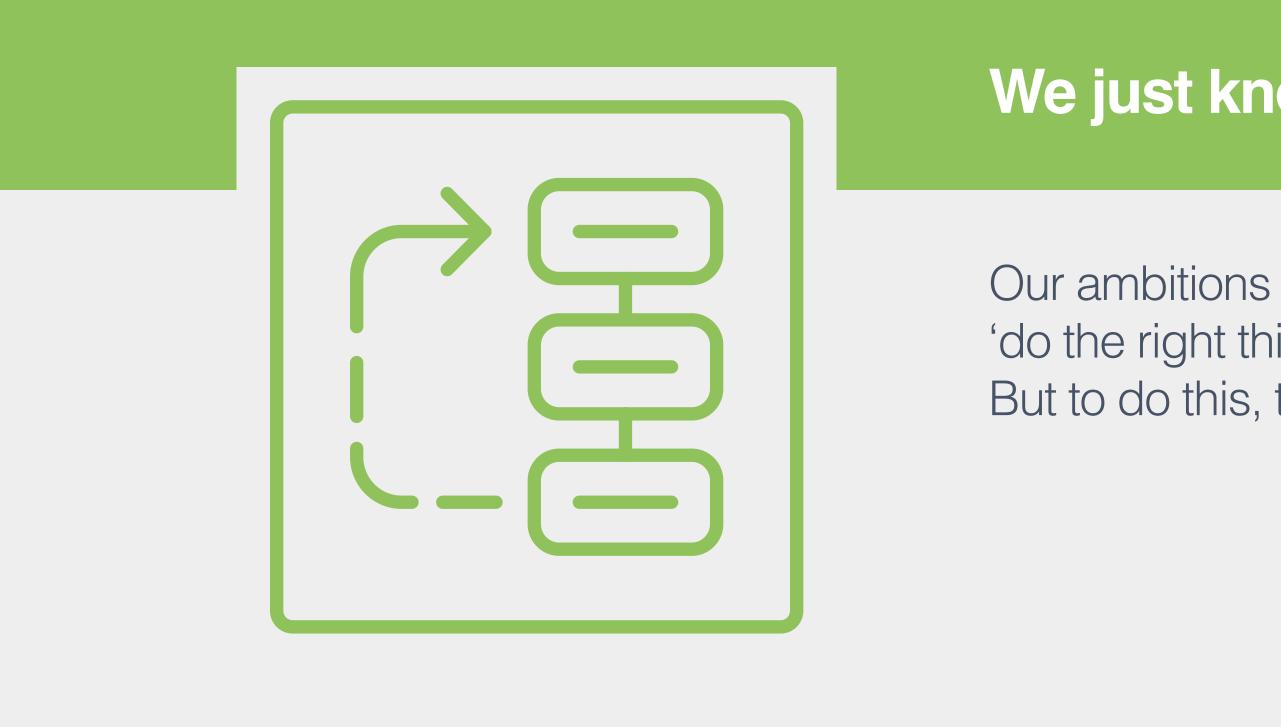
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Where will we go next?

Priorities where will we go next?

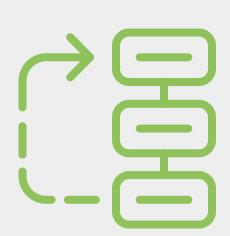
We know there is more to do.





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We just know we must 'do the right thing'.

Our ambitions are to continue to exceed our targets by continuing to 'do the right thing' with our people, for the planet and with our partners. But to do this, the year ahead will see us take even further steps.

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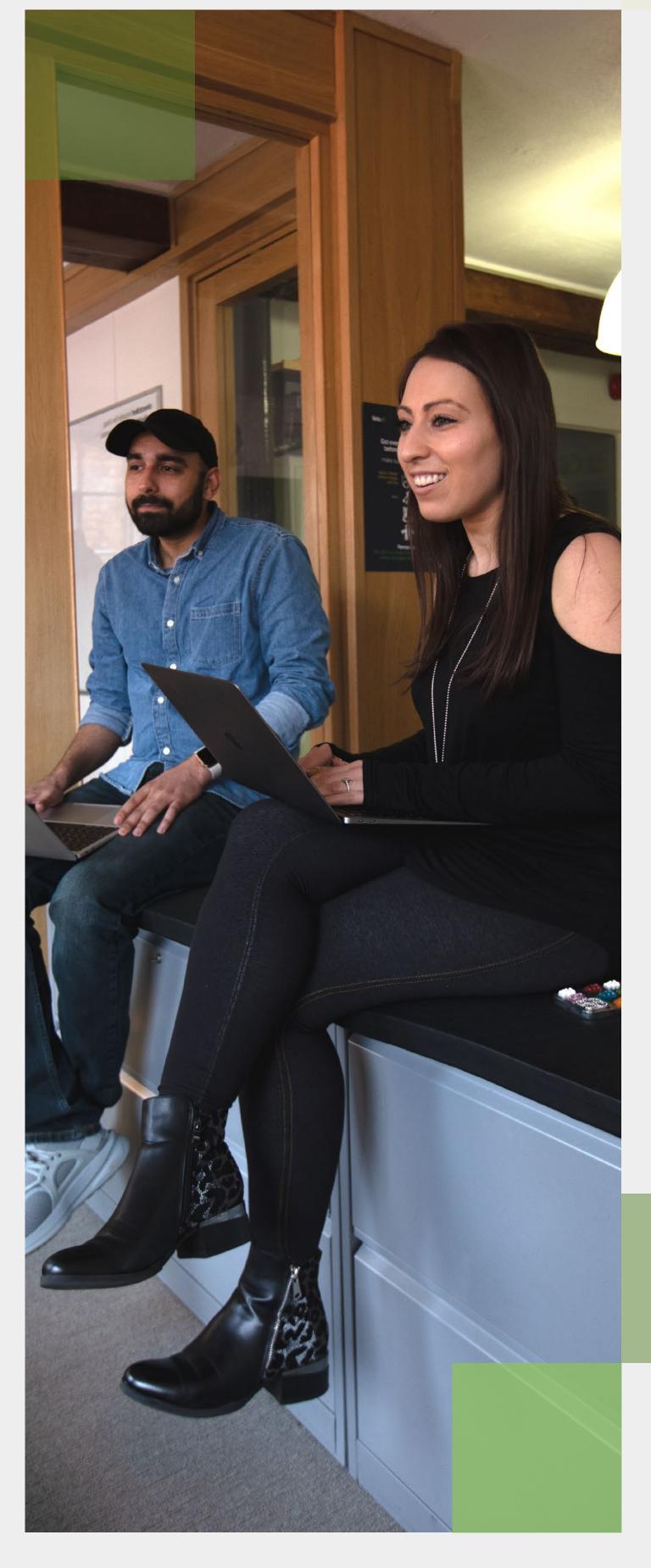


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Where will we go next?

Priorities

what are our ambitions?

000

By people

Continue to always act on the results of our staff survey Measure our performance against our targets Apply for Campaign magazine's Best Places to Work benchmarking scheme Introduce two new team members to the industry via the early talent program Go further in Miles of Smiles than ever before



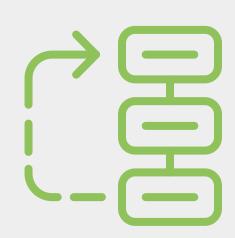
By planet

Achieve carbon neutrality for scopes 1,2 and 3 by the end of 2023 Overhaul good behaviours into the organisation's working practices through our Velo Way methodologies project Advance our application to achieve the Science Based Targets Initiative



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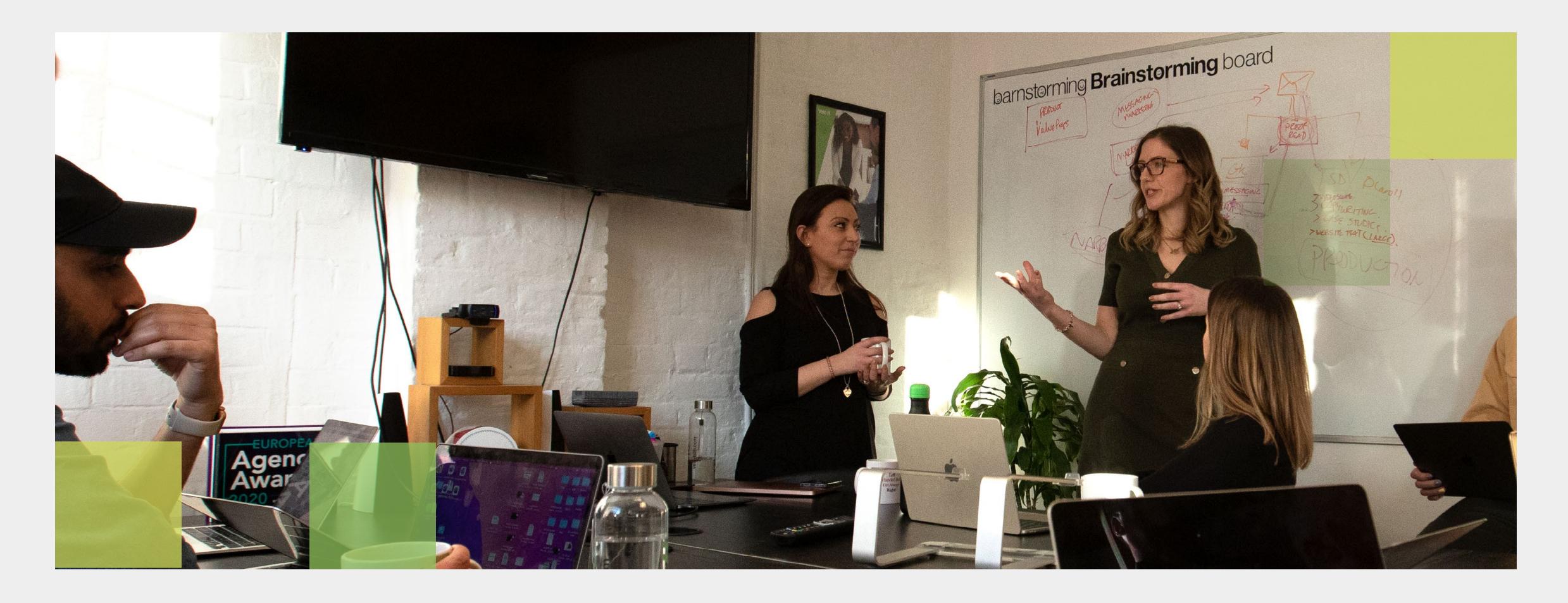


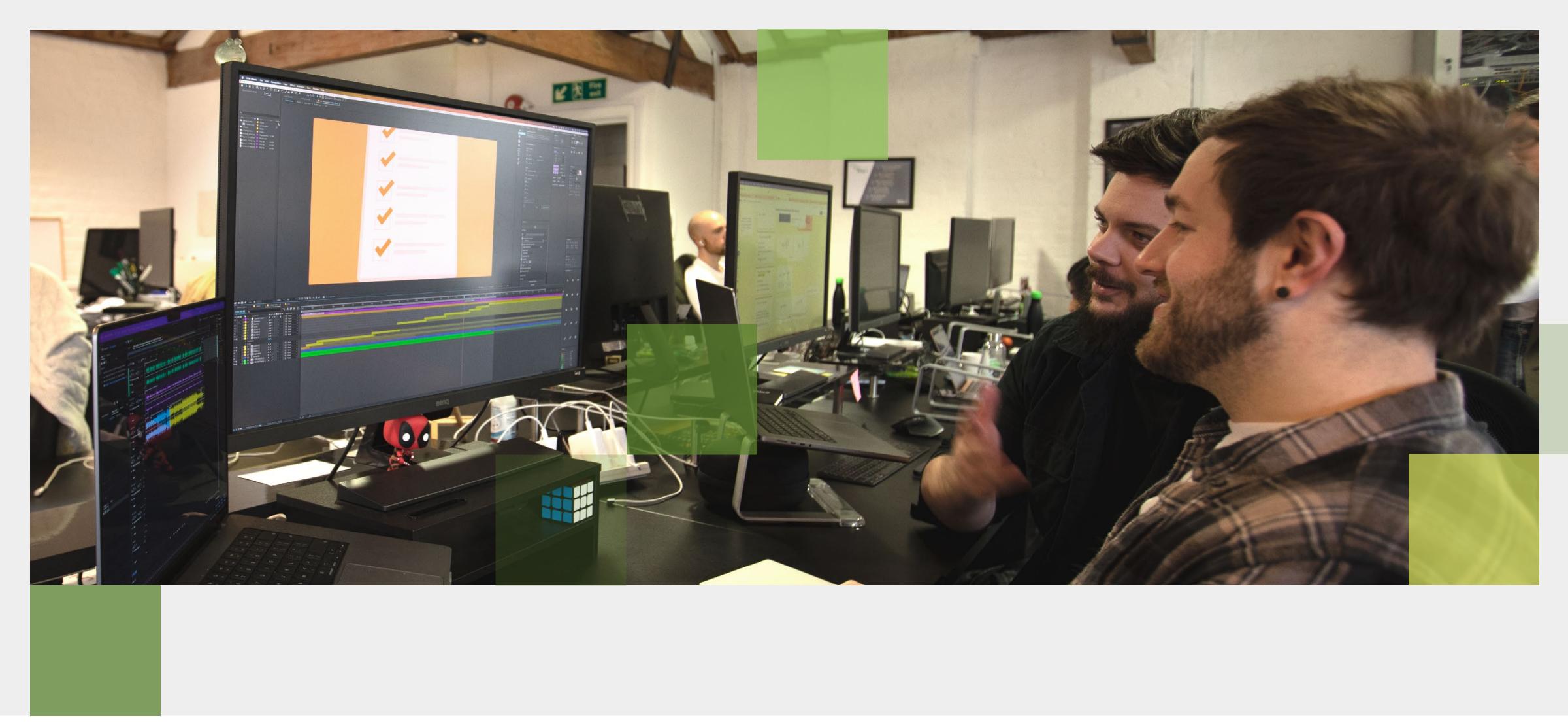
By partners

Increase the number of companies we support in their own ESG projects Act as an advocate to spread our message further and share learnings and lessons from our experiences

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Where will we go next?

Priorities

could you get involved?



Do you have an initiative we can support?

Are you a charity that aligns with our values? Are there projects we can help with? Would you like to be a Miles for Smiles recipient? We want to hear from you.



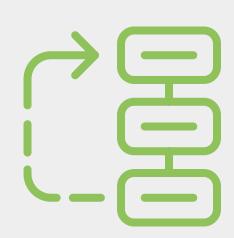
Can we tell your story?

Marketing your niche offering to a niche audience is our sweet spot. We'd love to talk to you.



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Could we partner with you?

The most successful journeys are rarely achieved alone. We'd love to hear from partners that thrive on a meeting of minds.



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Where will we go next?

what are our ambitions? could you get involved?