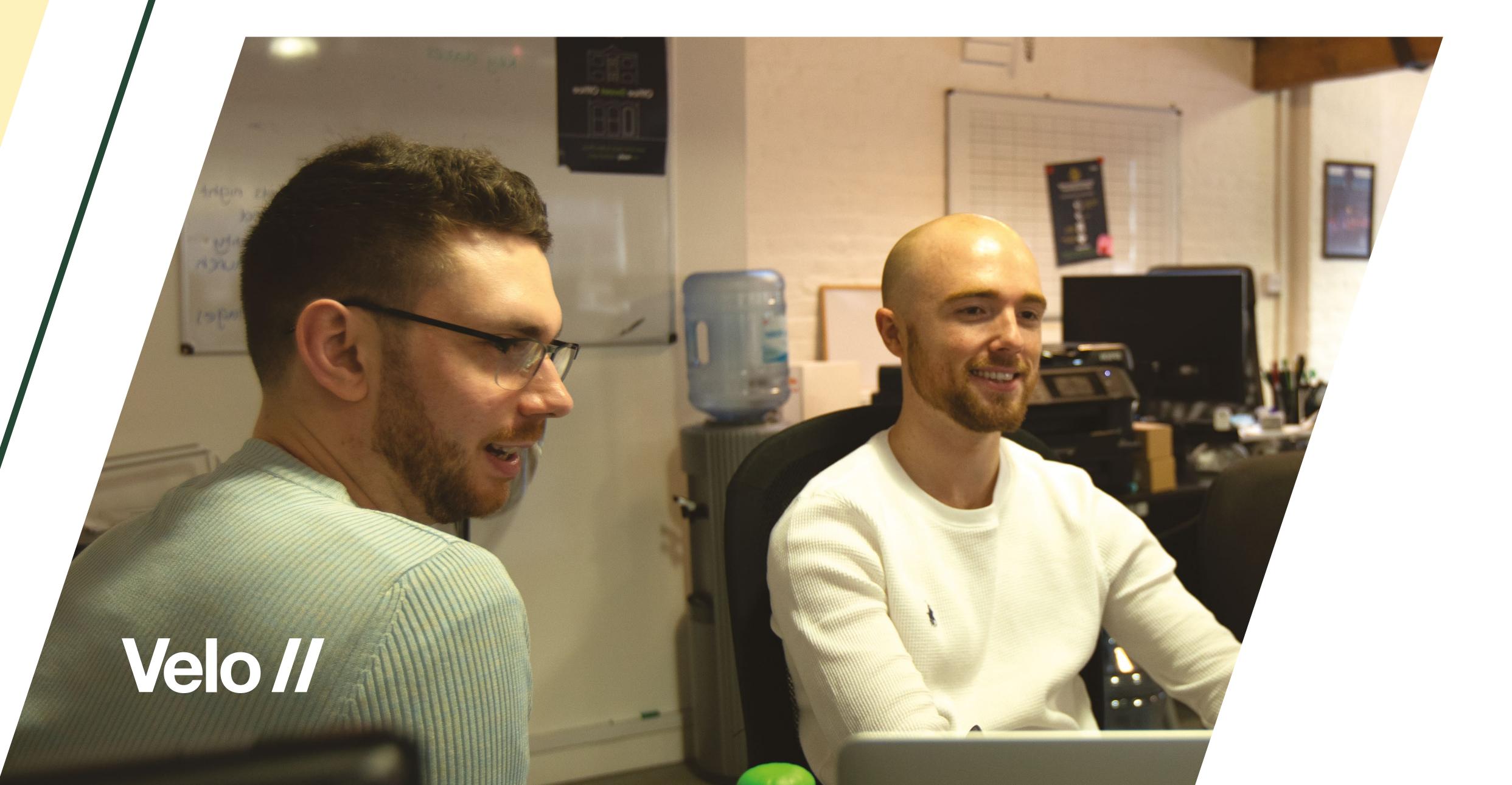
Velo//

# DOING THE RIGHT THING

for our people, our planet and our partners







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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, too.

Visibility creates
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.

We know that the largest impact we can have is by helping others.

So, if you are a technology professional services or industrial company targeting a niche and need support shaping your own ESG initiatives, we are on hand to help.

Please don't hesitate to get in touch.

paul.crabtree@velo-b2b.com

+44 (0) 208 144 1574



### Introduction

There are many sources of information around ESG – particularly when it comes to sustainability. Researching the right approach and plotting the right way forward has felt significantly more achievable thanks to the time, guidance and – in some cases – mentorship from others.

The reality is that to do the right thing takes more than one company. It comes from setting the right example and spreading the word to help others make better decisions, too. We're following this mantra ourselves, but we wanted to acknowledge some particularly salient voices who have helped us shape our approach and build our expertise. It's their counsel that has enabled us to progress with doing the right thing.

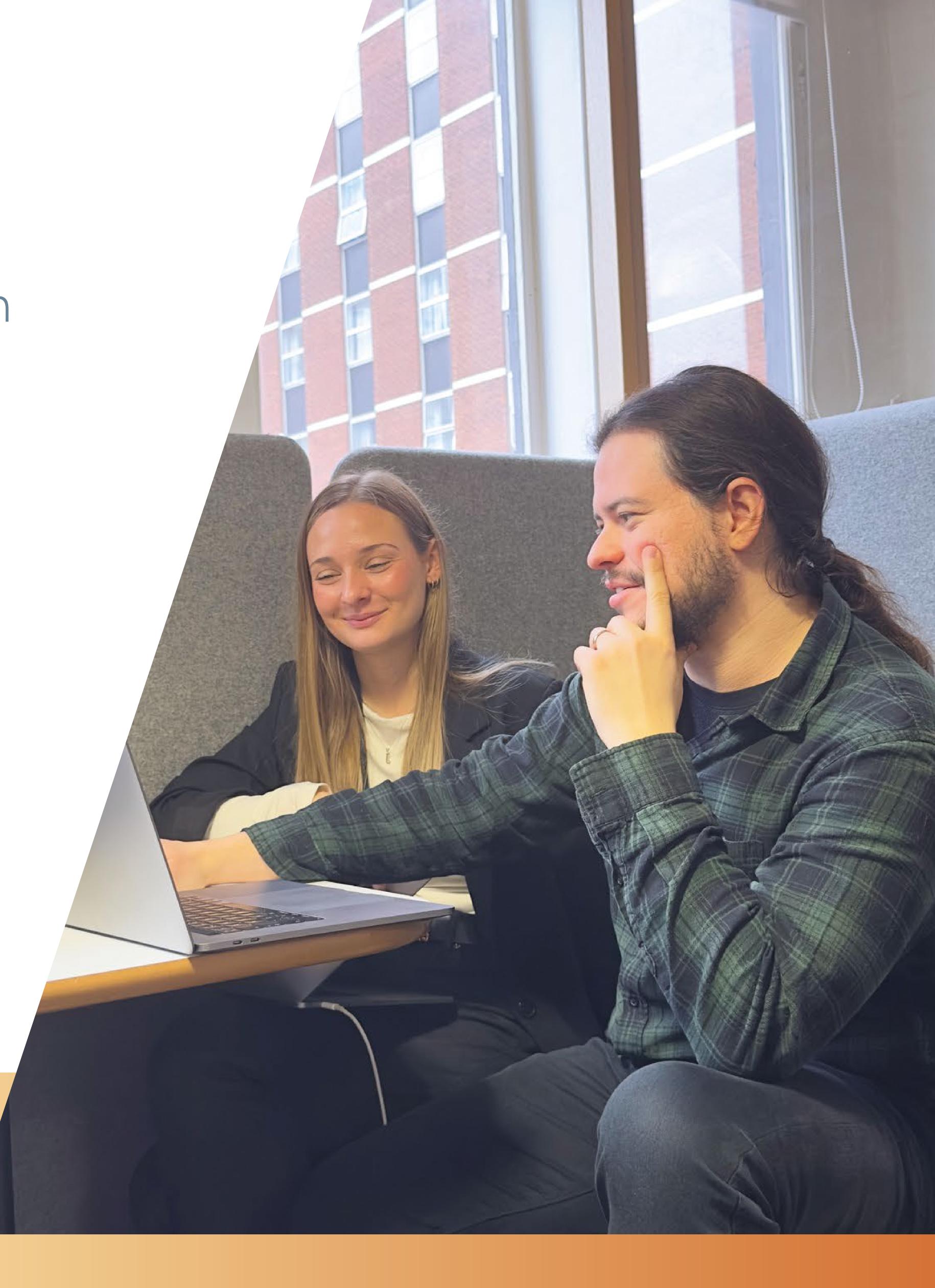
The first thank you goes to Peter Anderson, Managing Partner at TB+A LLP, and his team. Leading by example with their own actions and selfless time given to Velo's leadership team over the course of our partnership has – and continues to – help set us on a productive path.

With our Net Zero ambitions having seen us take a lead role in carbon accountancy, time with Duncan Oswald and Saara Benfield, both formerly at Spherics, has been vital in building impact models and understanding the drivers to shape this.

Following Spherics's acquisition by Sage to become Sage Earth, we're grateful for having been introduced to Conrad Langridge, Marketing Manager, who has provided platforms to share our experiences with others to help inspire them – including appearing with Sage CEO, Steve Hare, in international thought leadership videos and case studies as part of COP28. Further still, guidance from Craig Wentworth, Principal Analyst at TechMarketView LLP, has been appreciated around accreditation pathways.

Most of all, we're grateful for the Velo team for embracing, shaping and delivering the strategy we set out together.

SG starts with and for our team – and it always will.





### Company overview

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



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.

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



### 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, in comparison, we operate 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. As part of this, we recognised that we needed to make sure we helped others.

To do this, we needed a plan.

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



### Delivering on 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 - but none more so than award-winning engineering consultancy, TB+A, that has placed sustainability at the heart of its business. We're particularly grateful for the time spent with Peter Anderson, Managing Partner at TB+A, who is a strong advocate for CSR initiatives. His counsel has been invaluable in shaping our approach.

Following this initial 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.







### 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

### Do the right thing for our partners

Lead by example and influence others



### Ownership

### Targets without accountability means drift.

This is why our Agency Leadership Group (ALG) owns this strategy and cascade aspects into individual team members' own SMART targets as well as leading project groups to support the development of future leaders.

#### The Agency Leadership Group (ALG) Approach Sustainability initiatives aligned to corporate Sets the overall strategy priorities and three-year vision Owns initiatives as part of our 'growing leaders' program Data-led actions to be published in high-profile forums Divided into working groups for specific initiatives Mini-working groups tasked with sharing remit Individual projects owned by team specialists Progress and results published on our blog and LinkedIn ensure rapid progress and adoption

### PAUL CRABTREE Managing Director



YENI OLUBAMOWO

Financial Director



MATT SCUTT

Executive Creative Director



LIBBY REYNOLDS-HORNE

Account Director



### Headline achievements



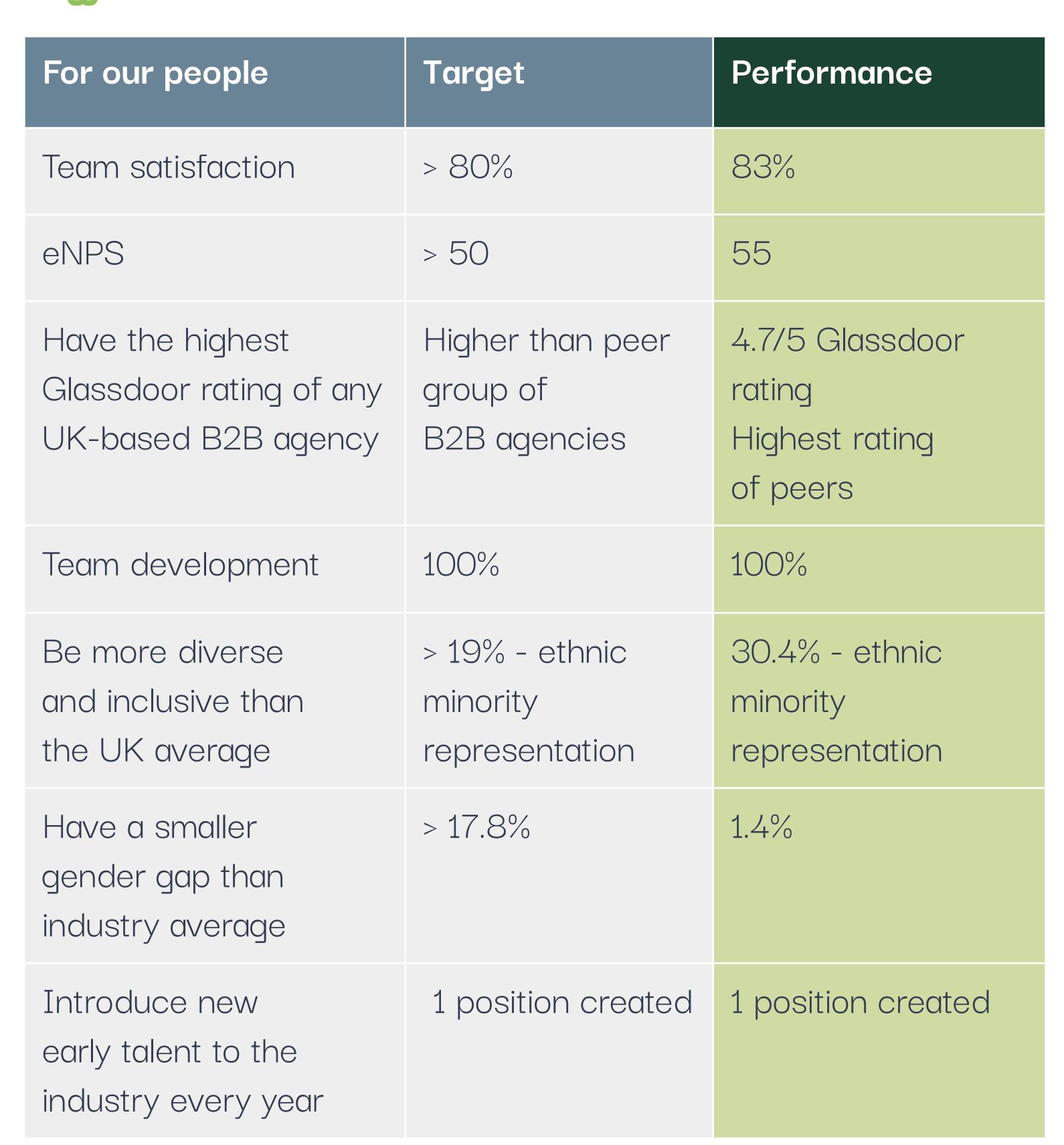




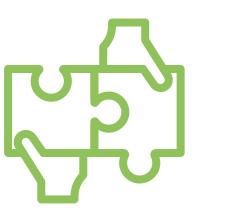








For our planet	Target	Performance
Net zero	Scope 1 and 2 by end of 2022	Scope 1 and 2 achieved by end of 2022
	Scope 1,2 & 3 by end of 2023	Achieved using carbon credits



For our partners	Target	Performance
Only partner with companies that share our values	Audit to be completed	Complete
Number of clients named as sources of unacceptable levels of stress	0%	0%
Be compliant with ESG requirements of clients	100% compliance with all clients	100% compliance with all clients
Manage ESG- related projects	For 20% of Velo's core clients	For 25% of Velo's core clients
Support charity partners through fundraising and pro bono activity	120 hours per annum	85.5 hours £1,600 raised



# What have we done for our people?

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

Making our work environment a place where the best talent wants to work and grow.

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 ethos and activities.





# Best places to work

Established in the 1960s, Campaign Magazine has been described as "the Bible of British adland".

A highlight of its coverage is the annual "Best places to work" scheme, recognising the top 100 employers in its entire sector. With over 16,000 agencies operating in the UK (source: IBIS World), being listed is a real accolade.

The rigorous process includes surveying all employees, with questions spanning progressive working environments that nurture team development, competitive remuneration and overall employee satisfaction. Being recognised relies on the highest team satisfaction scores consistently across the organisation. A high bar.

And, this year, Velo was recognised as one of them.





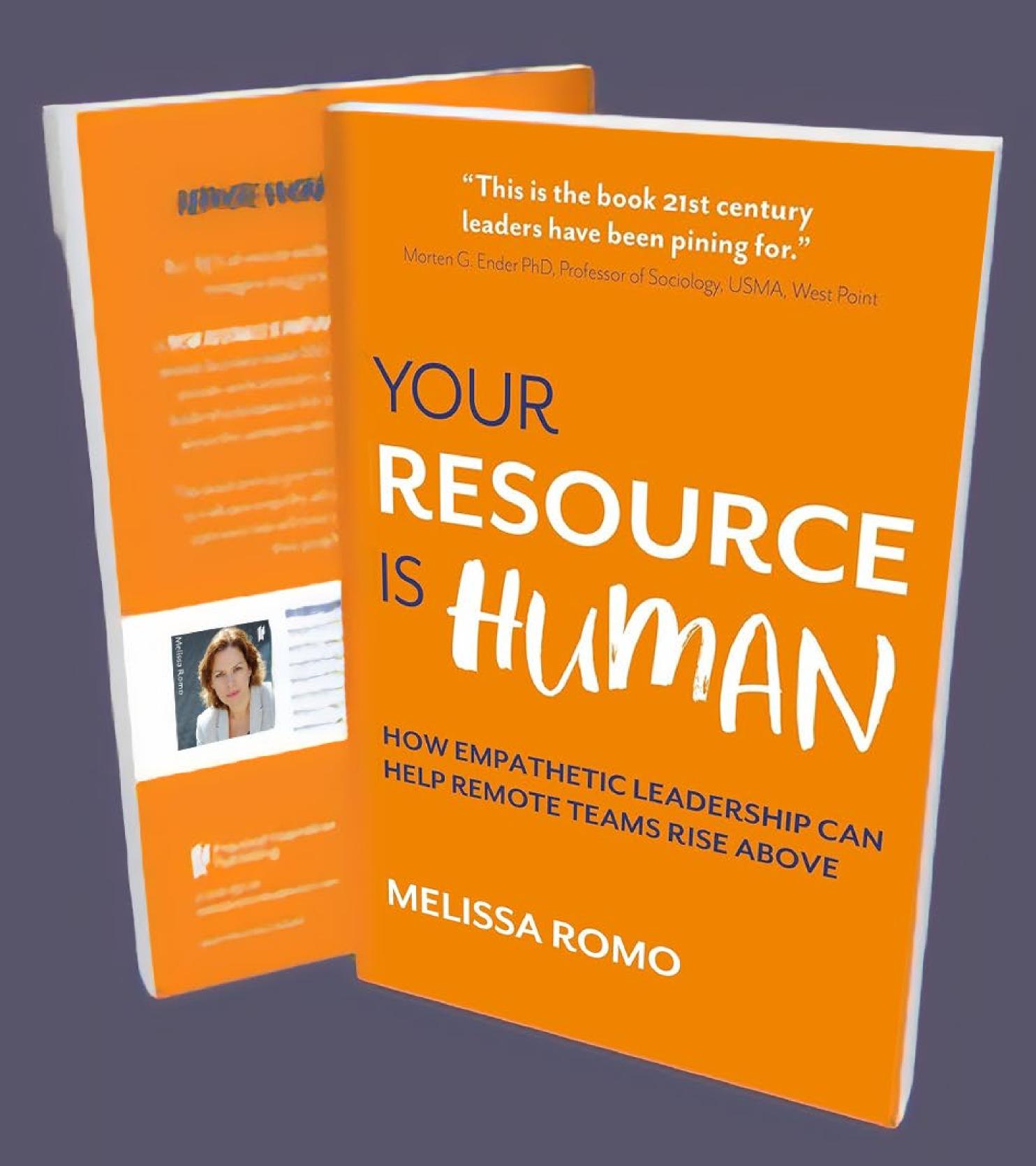
### Flexible working study

Taking inspiration from Melissa Romo's <u>"Your Resource is Human"</u> book, we've conducted a study into our hybrid working set-up.

The study explores five areas to make sure the team feel safe, supported and motivated to do great work collaboratively - wherever they are. These areas are boredom, depression, guilt, paranoia and loneliness.

The results were encouraging, showing that we are "doing remote working well."

Doing remote well	Doing remote less well
2.75	
Boredom	
2.1	
Depression	
2.45	
Guilt	
2.3	
Paranoia	
2.95	



We're delighted to have been working with Melissa's team since 2020 and know her to be an effective remote manager. We would recommend to all managers that they pick up a copy of her book.



Loneliness

### New office layout

### With hybrid working comes different working preferences.

Our team works on different types of work. Some conduct many online meetings, others need to collaborate, many need to concentrate with a unique desk set-up and all want to be both comfortable and productive.

As a result, we knew it was time to rethink our office layout to provide more flexible options. Many of the team enjoy breaks from formal desks to more relaxed surroundings, such as sofas and benches.







The right working environment is important for wellbeing and productivity. As working practices change, we're determined to provide an office location that moves with the times.

#### SIMON WATSON

Studio & Operations Manager





### Onboarding

As an organisation, our culture and our values are very important to us. We screen for the right personalities and characteristics in our recruitment process, and we have introduced a number of new steps in our onboarding process to help new joiners feel settled and ready to get up to speed, quickly.

This onboarding process also introduces new people to important policies and initiatives. This year, we've introduced a full overview of our sustainability strategy to help align everyone with our goal.

Alongside this, we've produced a series of briefings on mental health support available to all so that the team know how we can help and – importantly – how to access the support we can provide, reducing the stigma around mental health.







# Mental health policy and training

As part of our commitment to mental health, we've made further investments in the support we provide the team.

This includes "Mental Health for Managers" – all our senior team are now St John Ambulance qualified to identify mental health issues.

An expanded and clearer mental health policy is now part of our staff handbook, giving managers and the team clarity on processes and support available. This is accompanied by articles on our VeloNet intranet system.



## For our people Menopause policy

### We're a diverse and inclusive team.

This means we look to evolve and establish policies in areas as our understanding grows. This year, we've completed a study into menopause at work to create a menopause policy to provide guidance and support for anyone affected by it.

Shining a light on this important area is another example of where we're determined to be an inclusive employer.

#### PAUL CRABTREE

Managing Director









# For our people Enhanced parental leave

Sadly, not a viable recruitment strategy just yet, but a number of our team has started or – or expanded – their families and, as a consequence, we wanted to provide an enhanced parental leave policy. This includes:

Enhanced payments for new parents based on how long they've been with us.

Additional holiday for those returning to work to help with any settling in days to childcare settings.

A return to work bonus for those parents returning to provide a financial boost with all the costs that come with parenthood.



### For our people Junior recruitment

Providing pathways into the industry for those who are at the start of their career is something we are passionate about. Our scheme has been open all year and, to date, we've been able to provide new opportunities in our client services function.

To find out more about our open roles across the organisation, please visit <a href="https://www.velo-b2b.com/joinus">www.velo-b2b.com/joinus</a>







### For our people Women in tech

The annual Women in Tech Festival brings together hundreds of women from the tech sector to discuss ways in which we can help boost female representation in the industry.

Currently, women make up just 26% of the tech sector, and more than half of them leave before they are 35. While girls are studying STEM subjects in school, only 27% graduate in these fields at university. There's a noticeable gap that needs addressing.

One of the primary objectives of the Women in Tech Festival is to connect women who can inspire young girls to consider careers in technology. This initiative ranges from visiting primary schools to discuss the benefits of the technology sector to

ensuring organisations' branding, marketing and company ethos has inclusivity front and centre.

Our Content Lead, Sara Driscoll, has worked in the tech sector for more than 20 years and understands the challenges faced by women in the industry. She represented Velo at the event not only to ensure that our policies and strategies at Velo prioritise inclusivity, but also to offer her skills and knowledge as part of a female mentorship programme.

### Training and development

Always being proactive is one of our company values and shows itself most in our approach to learning.

We have provided over 1,000 hours of training for our team, including:



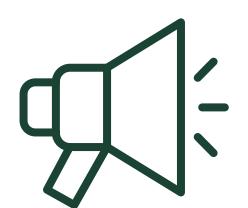
### Leadership resilience

To better support our managers in times of change. This includes mental health training and an enhanced mentoring program.



#### Coaching

A renewed emphasis on one-on-one coaching to develop specific members of the team, spanning technical and commercial skills.



#### **B2B Marketing expertise**

Using our branding, campaign planning and creative frameworks to always craft B2B marketing to be proud of.



#### AI

Using AI tools appropriately and effectively in line with our AI policy.



#### Sector knowledge

Regular "a problem solved" workshops across the entire agency exploring specific issues facing our sectors, including marketing to Gen Z.



#### Account development

Partnering with Account
Management podcaster,
Jenny Plant, to build our
team's strategic skills to
better service our clients.



100%

of the Velo team says:

I have developed in my time at Velo.



of the Velo team says:

My skills have improved 'a lot'



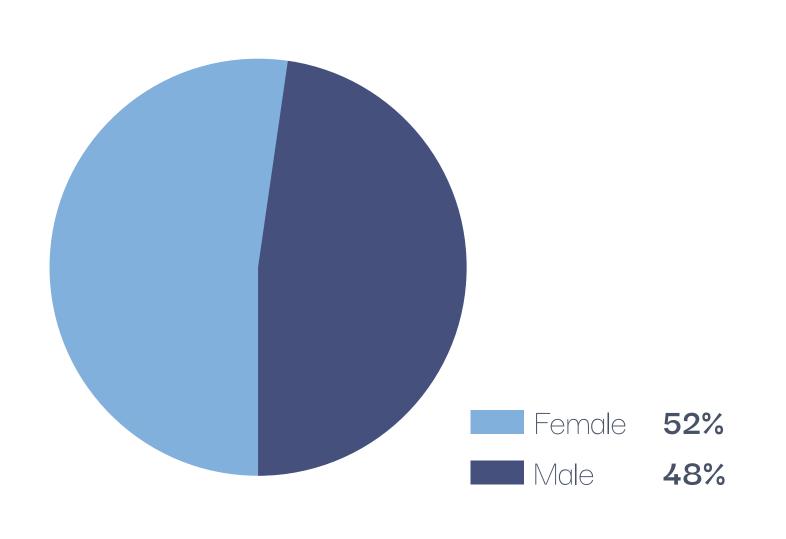




### Diversity, equality, inclusion

As at December 2023

#### Gender diversity



#### Gender pay gap

#### 17.8%

Sector average

### 1.4%

Velo average

Velo has a smaller gender pay gap than the industry average.

Source: www.gender-pay-gap.
service.gov.uk - 46 companies
were analysed - all "Advertising
agency - 73110 SIC codes"

#### **Ethnic minorities**

#### 18.3%

England & Wales average

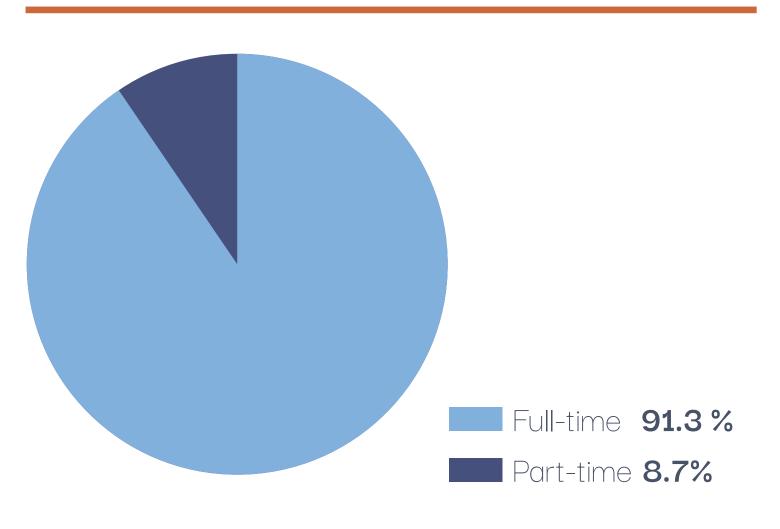
#### 30.4%

Percentage of employees at Velo

Velo has a more diverse workforce than the industry average.

Source: ONS

#### Working patterns



#### Age profile

### 4%

24 years old and under

#### 61%

25 - 35 years old

### 26%

35 - 45 years old

### 9%

46 years old +





### Miles for Smiles

### Our yearly charity challenge hit new heights this year.

The Miles for Smiles premise is simple: walk, run, cycle

– or any other kind of movement – 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 that we have raised a whopping £1,600. In addition, the team has undertaken a range of activities for charities that are important to them, including volunteering, pro bono work and fundraising.

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









Alzheimer's UK

NABS

Cancer Research UK Riding for the Disabled Association





### 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 from our 4.7 star rating on Glassdoor.

In their own words:



A fun and friendly culture.



Plenty of opportunities for quick progression.



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



Great work/life balance.



Good salary and regular pay reviews.



Open communication and transparency throughout the agency.



Very flexible with hybrid working.



Huge focus on employee wellbeing.



Very good training budgets and resources.



The socials are fun.



Friendly team, willing to support each other.



Upper management are strong leaders.



As at 31st

December 2023

Amazing team with great support for career development and growth.





### Science Based Targets initiative

The next stop is the Science
Based Targets initiative, which
is one of more than 4,000
businesses around the world
committing to a clearly defined
path to reduce emissions in line
with the Paris Agreement goals.

We're looking at the SBTi's Streamlined Validation Route for SMEs for near-term targets covering Scope 1 and 2 only. Scope 3 emissions are not immediately covered by its validation procedures but this is not stopping us from having measurement and reduction strategies in place for them.





# Carbon footprint of campaigns study

### Campaigning for sustainability.

The largest source of our emissions is from the work that we do. The reality here is that this is unavoidable, so our challenge was: could we evolve the services we provide?

An internal working group was formed, looking into:

### Can we reduce the carbon footprint of our digital campaigns?

You put digital ads out, then you emit carbon. As a consequence, we've doubled down on being smart with our targeting to reduce waste.

There are no low-carbon ad networks that are appropriate when you target B2B niches. We've experimented with those that push their credentials, but their reach and effectiveness were compromised.

Just like website design, our focus is to introduce further optimisation to minimise the file size of individual ad assets. Even just dropping the file size of an ad by 5% has a considerable impact when it is shown to 10,000 people!

All our activities are balanced with avoiding compromise on impact and effectiveness.

### What is the carbon footprint of a website, and what could be done to improve it?

Our study concluded that the choice of hosting provider is important, and favouring those using green energy sources is a small but significant step.

Secondly, it is possible to calculate the "grams of CO2e per page view" using the file size of a page with the ambition being for an average of under 1g. The route to small file sizes is the same as many SEO best practices (such as small images, minified code etc.). At the time of writing, there are no accredited frameworks – but we're watching the activities of the Green Web Foundation (https://www.thegreenwebfoundation.org) with interest. We're offering this optimisation service to clients.







# Office refurbishment including air quality

In November 2023, Velo client BSRIA invited us to attend a briefing on air quality management which included lessons from the Covid-19 outbreak, shared by Sir Jonathan Van-Tam.

As a consequence, we've developed a policy to encourage best practices at home and in the office – including the importance of taking breaks outside and regular opening of windows to aid ventilation within our office. This has been balanced by the reality that the London Bridge area is undergoing significant redevelopment, so construction noise and building material particles are heightened. A balanced, sensible and realistic policy is being pursued.

In December 2023, our office underwent a significant transformation by introducing new working facilities for the team. Following our preference to reuse and recycle, the new furniture including a quiet meeting booth and new sofas were bought from other businesses.

# 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 Sage Earth, due to its integration with Xero, our chosen accountancy system.

Across the year, we've been looking at the drivers of carbon within the business to make better decisions. This increased visibility through new financial reporting has seen a drop in mileage and more sustainable suppliers being favoured. 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.

Year	2021/22	2022/23
Scope 1	0.5 Tonnes	2 Tonnes
Scope 2	10.2 Tonnes	3.3 Tonnes
Scope 3	41.1 Tonnes	56.4 Tonnes
Total emissions	51.8 Tonnes	61.7 Tonnes

Source: Sage Earth carbon accounting tool.







# What have we done with our partners?

All the work we do has an impact.

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

Leading by example and sharing our experiences through advocacy for ESG initiatives.

Pro-actively supporting our clients on their ESG journeys to amplify the impact they can have.

Working only with those that share our values.

Read on to dig deeper into our work with our clients and our suppliers.

# Responsible partnerships

Partnerships are exactly that — partnerships — but they are also where we know we can make a difference by improving our scope 3 emissions. That's not Velo itself, but all the emissions associated with us — including those we're indirectly responsible for up and down our value chain.

Much of the impact we can have is by spreading the word, such as via this document, so we are committed to acts of advocacy where we can – including sharing our story to inspire others.

#### What has been achieved?

We're consulted by the Bank of England, the CBI, the ONS and HMRC and contribute to their research to guide government policy.

Working with our enterprise companies who are exploring the sustainability impact they have through their supply chain.

Supporting the London Bridge BID initiative looking to improve SE1 as a place to live and work.

Pro bono work and fundraising activities for those charities close to our team's hearts.





# The power of advocacy

### Sustainability Week

We were invited by Troup Bywaters + Anders to present our story to its entire company as part of its sustainability week. We were happy to get involved as we've appreciated its team's counsel on helping us shape our approach.



#### **TechMarketView**

We were interviewed by this analyst & advisory firm to feature as a case study in future research notes about how a sustainability strategy can shape a business's growth. We were delighted to help and provide a real-life perspective.



### Sage COP28

As part of raising awareness of sustainability,
Sage CEO Steve Hare produced a personal video
providing a call to arms for small businesses looking
to tackle its footprint, with carbon accountancy.
It was part of Sage's Path for growth: Making
sustainability reporting work for SMEs guidance.
We were honoured to be invited to share our story
in the video – even if we realised that our MD is
probably better behimd the camera than in front!



### Eliminating waste in pitches

Pitches are not the only way to find an agency partner, but they are a source of stress for a client and the agency. There is too much pressure on the client's initial brief. Any misdirection and the process will be compromised for everyone.

The conditions, too, are challenging – often working with short turnarounds, limited information and the work needs to be completed alongside work that often never gets used. It creates discomfort at every stage.

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.

There are alternative options to a pitch that work just as well. Our MD has been campaigning to change people's opinions on this subject:

<a href="https://voice.velo-b2b.com/b2b-expertise/">https://voice.velo-b2b.com/b2b-expertise/</a>

<a href="mailto:b2b-marketing-agency-selection/">b2b-marketing-agency-selection/</a>







### Making a difference through our work

### TROUP BYWATERS + ANDERS

#### A whole-life approach to buildings.

Working with this building services leader as its lead agency to celebrate its ESG credentials, showcase case studies of pioneering projects and act as a thought leader to share best practices with others in the industry.

### coursera for business

#### Learning changes everything.

We love working with Coursera to tell the stories of individual learners, companies, universities and even whole countries. Each one shows the impact of life choices, company performance and society as a whole that comes from learning.



#### Why buy when you can rent?

This was the question we tackled with test and measurement equipment supplier, Electro Rent.

Our mission was to challenge buyers to "look again" and choose renting over buying to reduce the number of instruments left unused – literally on the shelf.



#### Greener heating and plumbing.

Working with BSS to launch a digital intelligence solution to identify, map and manage all the mechanical assets in a plant room to minimise disruption with proactive maintenance and accelerate the introduction of energy-efficient equipment.



### Featured project

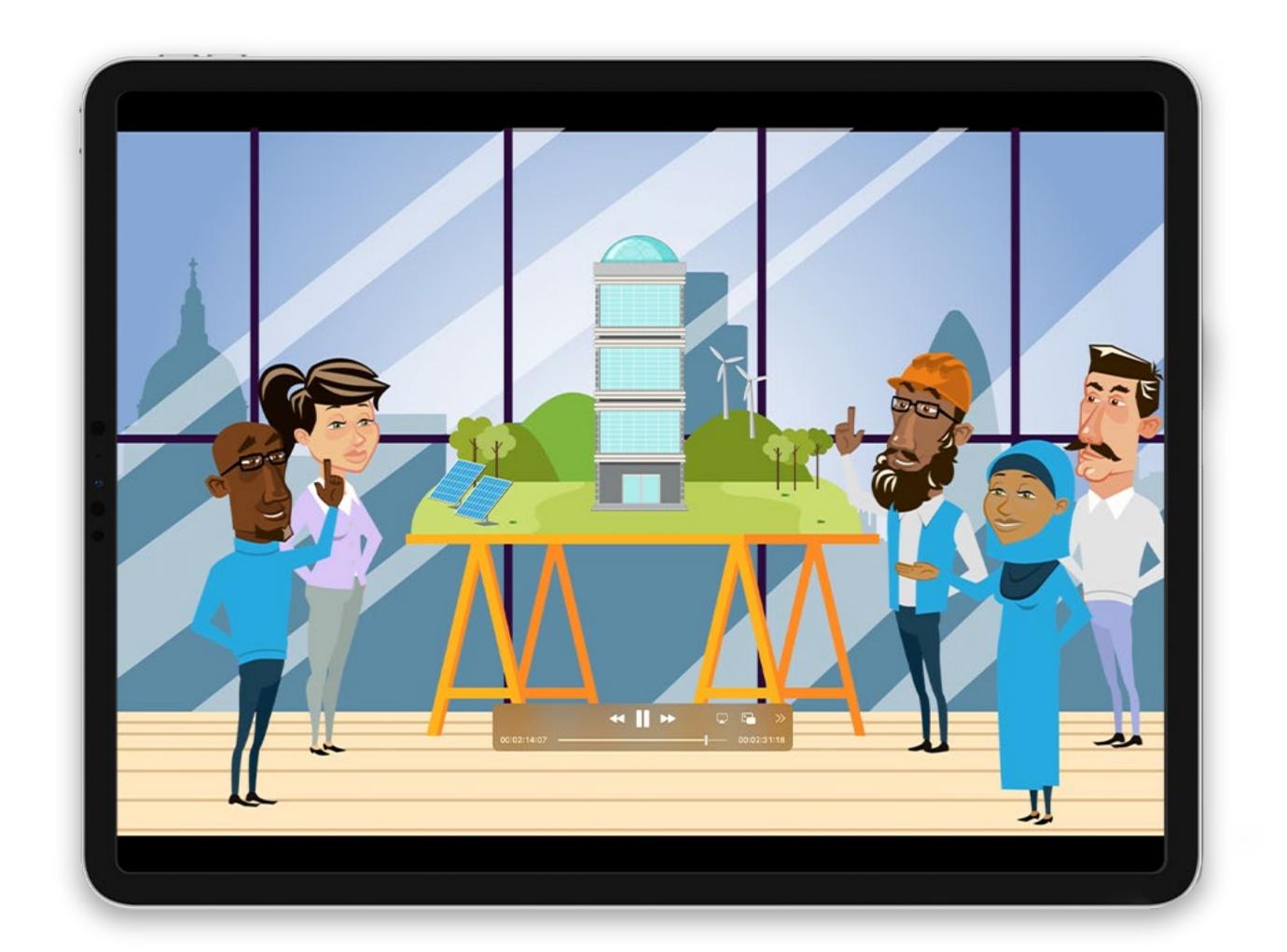
TB+A is a high-performing engineering partnership, placing sustainability at the heart of the business.

Whilst the race to zero and The Paris Agreement has acted as a catalyst for sustainable strategies across all industries, this isn't a new agenda for TB+A. The organisation has been at the forefront of championing sustainability within the built environment sector, reflected by award recognition and truly living by one of its three core business pillars: "sustainability at heart."

For the third year in a row, we worked in partnership with TB+A's sustainability team to tell the story in a credible and authentic way – and last year's report received finalist status at the UK Content Awards 2023.

Highlights from this year's activities included redeveloping the website with considerations around carbon emissions, creating collateral to support the message at external events and distilling what can be a complex – and even scary – topic of climate change into something that was engaging and appropriate for primary school children as part of TB+A's community outreach program.

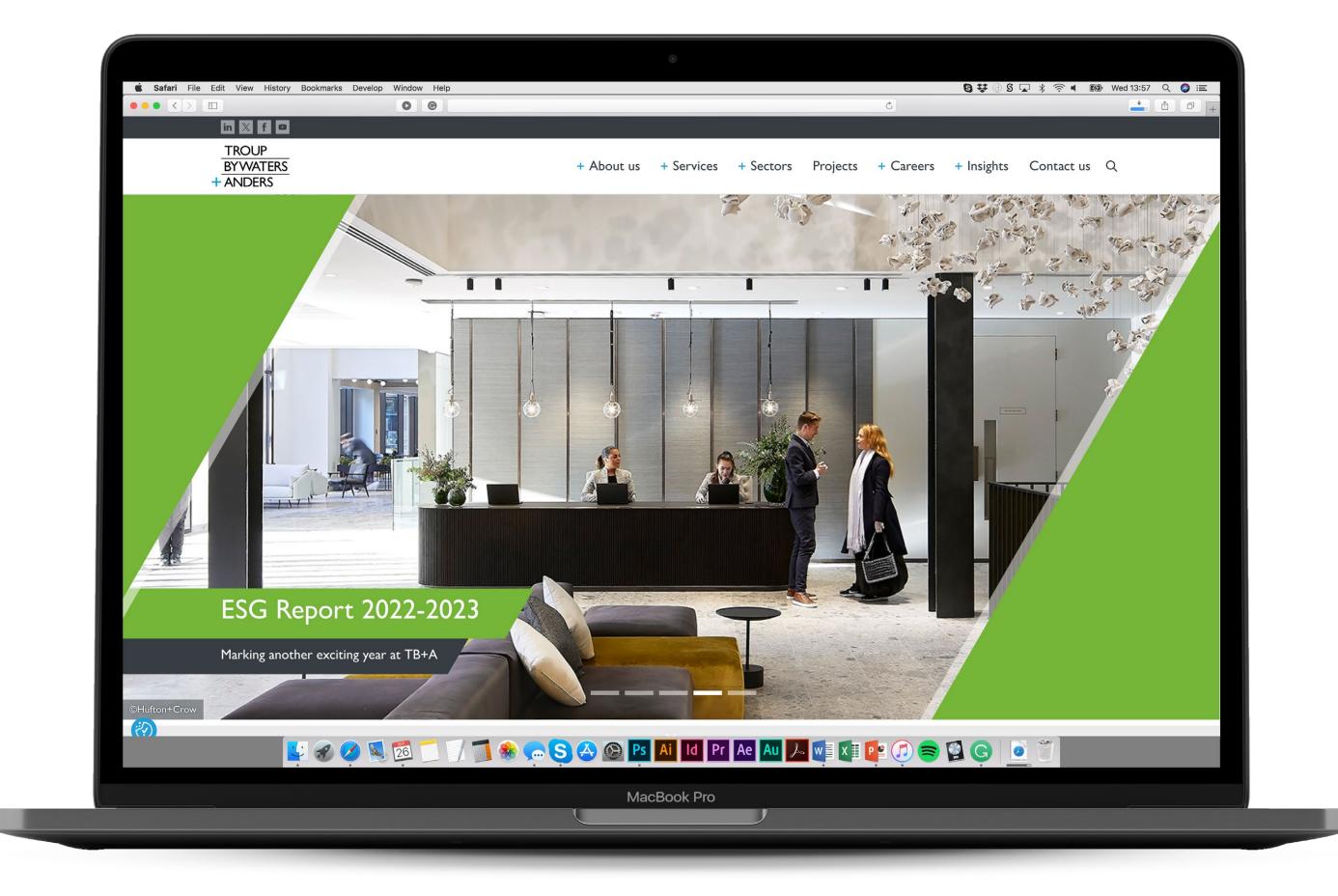
The feedback was overwhelmingly positive and has resulted in TB+A considering expanding the roadshow across the UK.













### Featured project

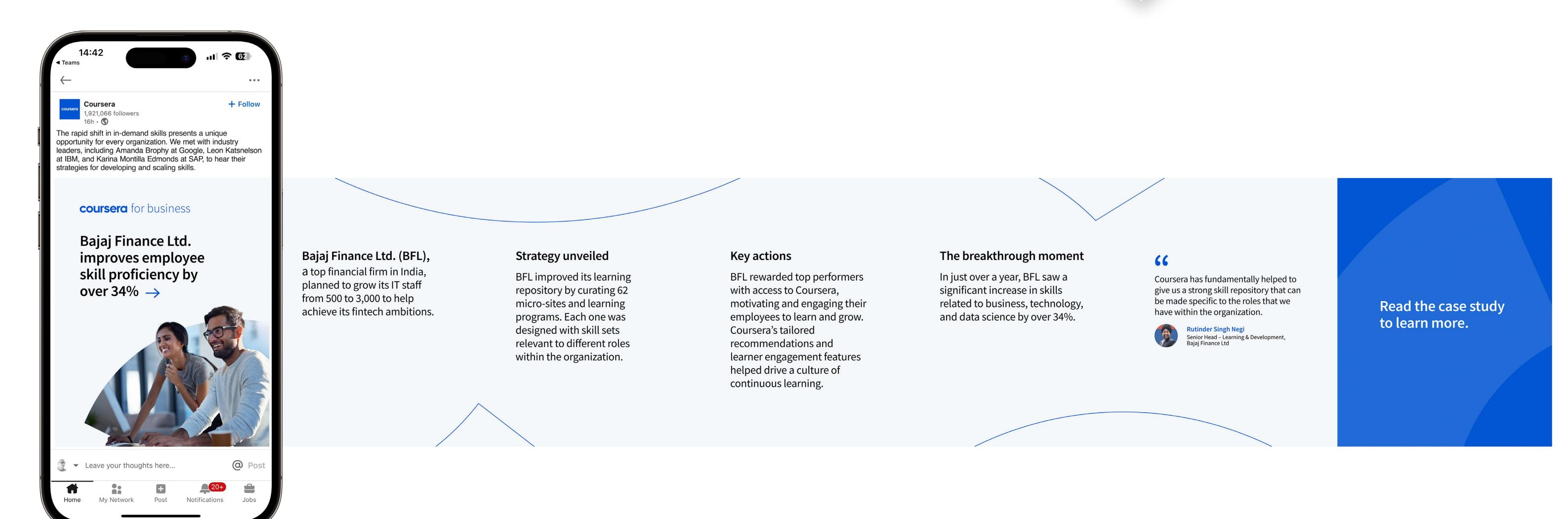
Coursera is an online learning giant, listed on the NYSE. With over 113 million learners globally, more than 7,000 campuses, businesses and governments have trusted Coursera to access world-class learning anytime, anywhere.

Advocacy and customer stories is vital as part of helping learners and their institutions decide whether to take a course. Real case studies and social proof are key – and this is where we come in.

We have worked with the global Coursera team to define the advocacy strategy, telling and sharing stories to articulate the benefits of learning for individuals, institutions, commercial organisations – and even countries.

Inspiring others to adopt online learning means we're making a difference to each new learner's life.







### Featured project

Electro Rent has over 50 years of experience in providing comprehensive global test equipment solutions as part of its innovative approach to reduce the cost of buying and using test equipment. Beyond the cost saving benefits, adopting the rental model is also a more sustainable approach compared to continued consumption.

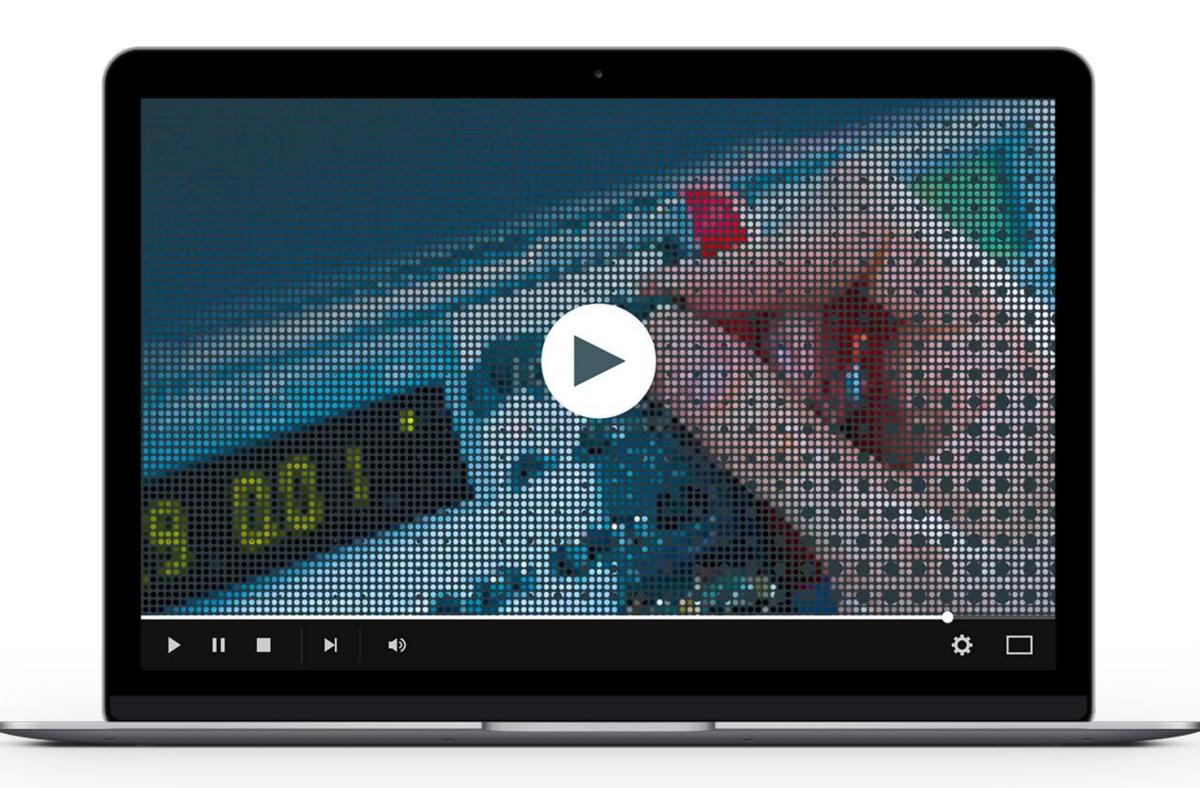
The team approached us to support them with a campaign with the objective of changing buyers's preferences from purchasing test and measurement equipment to renting it.

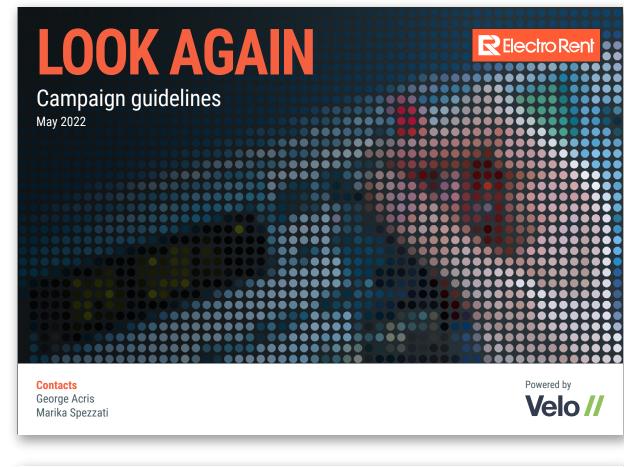
This change of buying habit needed a radical approach and a creative theme. We used the line 'Look again' with a pixilated, perspective-perplexing visual device to play with focus, literally making audiences look again.

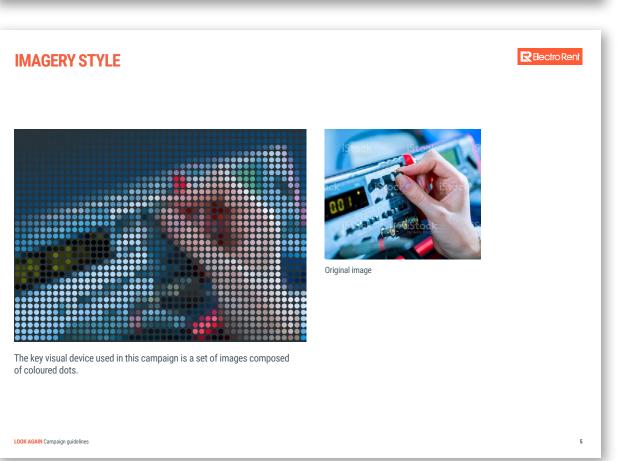
The campaigns were activated across Europe, translated in different local languages, lifting enquiries, orders and sales for the Electro Rent team.

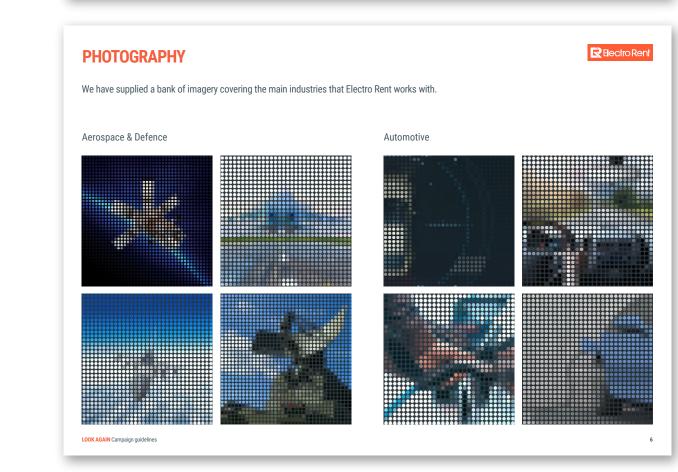


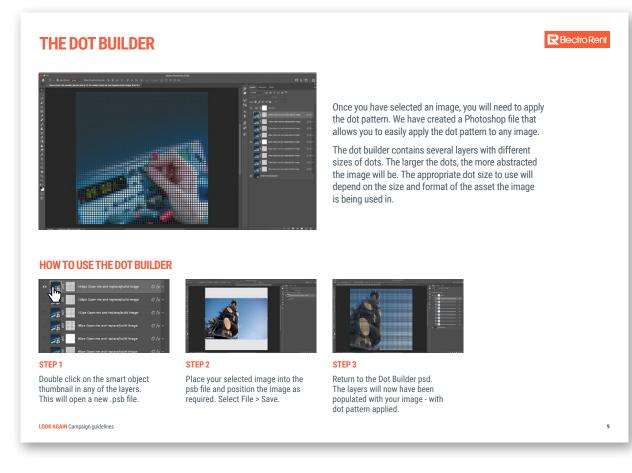












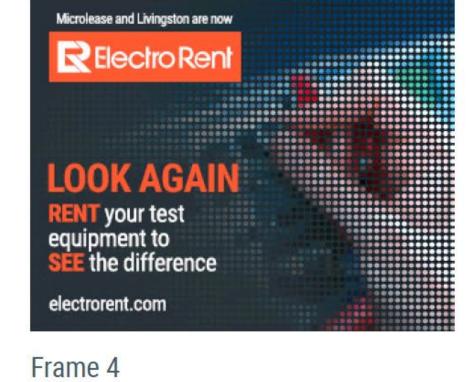


Frame 3











### Featured project

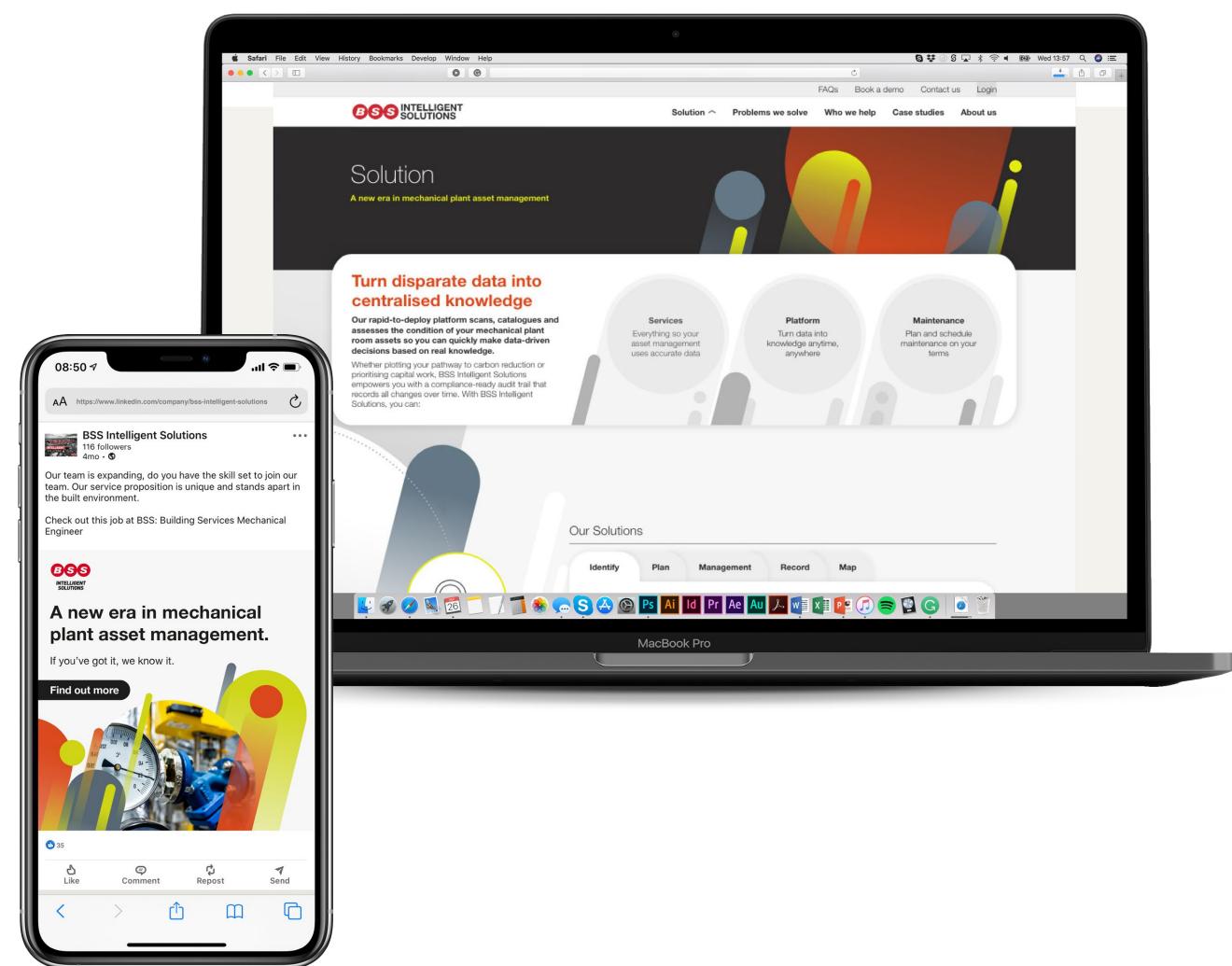
Hospitals and universities are complicated buildings with complicated heating and plumbing systems to match. The plant rooms power these critical infrastructures, but the reality is that they're packed with mechanical assets of which some are years – or even decades – old. This can prove problematic when assets give up the ghost without warning.

BSS Intelligent Solutions was the answer. It provided a digital service to map, index and support the proactive management of mechanical plant rooms by using LiCA scanning to identify individual assets, index the condition and provide a report for maintenance.

Owning the entire visual and verbal identity development and subsequent launch campaign, the Velo team worked hand-in-glove with the BSS team to bring this exciting new innovation to market.

More than just a tool for optimising mechanical plant room management, BSS Intelligent Solutions aided the retrofit movement and accelerated the transition to energy-efficient equipment for more sustainable and profitable operations.













### Priorities

### Where will we go next?

We know there is more to do.

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

Our ambitions are to maintain exceeding 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.

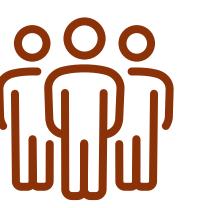






### Priorities

### What are our ambitions?



### 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 for Smiles than ever before.

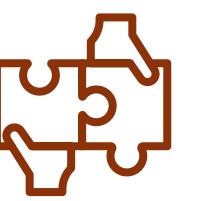


#### By planet

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.



#### 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.



### Priorities

### Could you get involved?



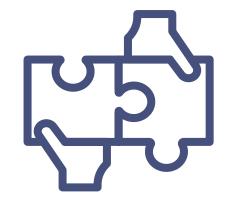
### Do you have an initiative we can support?

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.



### 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.



