

DOING THE RIGHT THING

for our people, our planet and our partners



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Welcome to our world

Since our founding in 2010, Velo has been driven by one guiding principle: **do the right thing.**

It might sound simple, even clichéd, but this report shows how we genuinely live this value. ‘Doing the right thing’ means recognising our impact on the wider world and taking responsibility. As a B2B agency, we believe that businesses like ours play an essential role in fostering positive change—and we’re committed to playing our part.

Transparency is key to progress, so we’re sharing our ambitions and the actions we’re already taking to support our people, partners, and planet. Our work goes beyond marketing; it’s about creating impact in ways that truly matter.

This isn’t greenwashing, nor a box-ticking exercise. Our journey reflects the authentic values that drive our company forward. Our ESG strategy is extensive, harnessing the expertise and commitment of our team to make a difference—for ourselves, for our clients, and for the world.

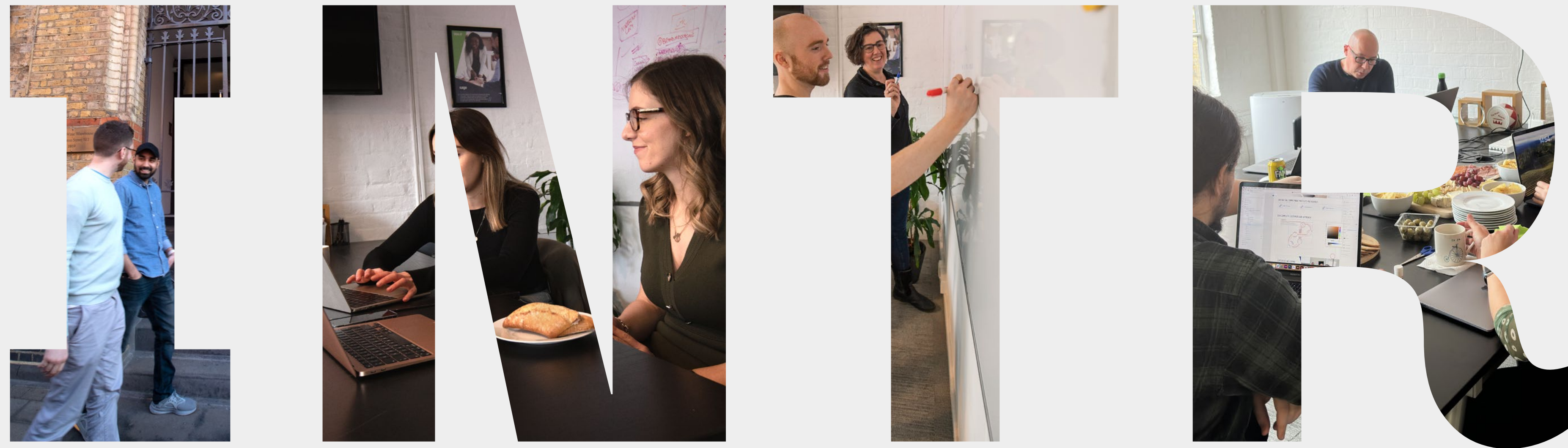
We hope that by sharing our story, we’ll encourage others to act. We know the most significant impact we can make is by empowering others to do the same. So, if you’re a technology, professional services, or industrial company with a niche focus and looking to shape your own ESG initiatives, we’re here to help.

Please don’t hesitate to get in touch.



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With the importance of ESG—especially around sustainability—growing every year, finding the right path forward can be daunting.

Thanks to the guidance, mentorship, and expertise of our partners, navigating this journey has become significantly more achievable.

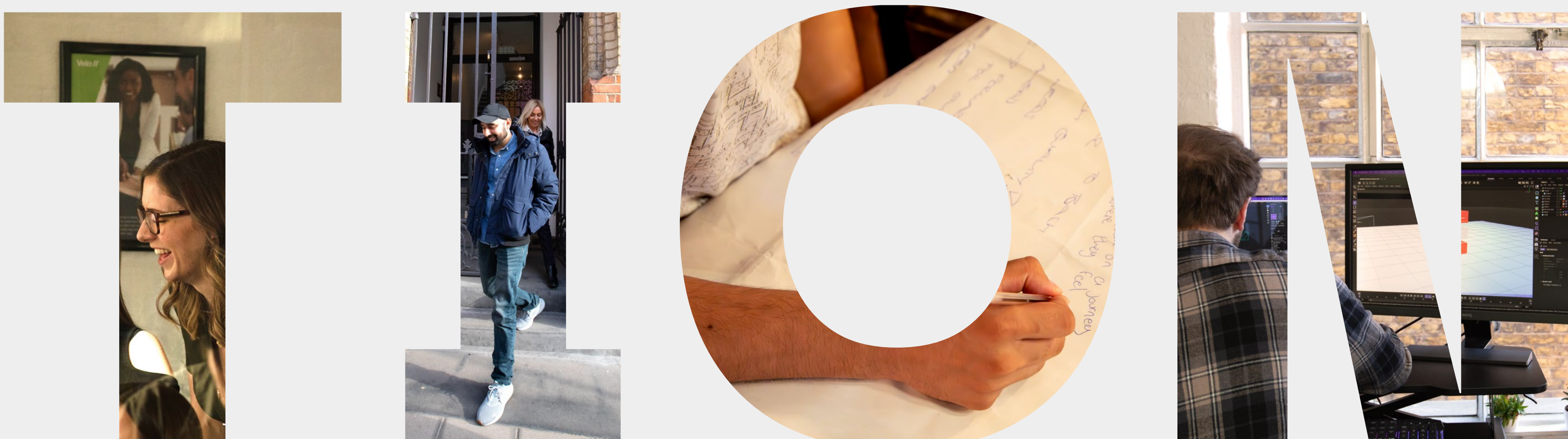
The reality is that doing the right thing requires more than one company. It involves setting a strong example and sharing insights to help others make better choices. We're committed to this ethos ourselves and want to acknowledge some of the influential voices who have helped us shape our approach and build our expertise. Their guidance has been invaluable in advancing our ESG journey.

Our first thank you goes to Peter Anderson, Managing Partner at TB+A LLP, and his team. Their example, dedication, and generous time with Velo's leadership team over the years have been instrumental in setting us on a productive path.

With our Net Zero ambitions driving our work in carbon accountancy, the expertise of Duncan Oswald and Saara Benfield, both formerly at Spherics, has played a crucial role in developing impact models and understanding the actions needed to achieve our goals.

Since Spherics' acquisition by Sage to become Sage Earth, we've had the privilege of working with Conrad Langridge, Marketing Manager, who has provided platforms for us to share our journey with a wider audience. This collaboration has included contributions to thought leadership at COP28 alongside Sage CEO, Steve Hare. We're also grateful to Craig Wentworth, Principal Analyst at TechMarketView LLP, for his guidance on ESG accreditation pathways.

Most importantly, we thank the Velo team for their commitment to shaping and delivering our ESG strategy. Our journey starts with our people—and they remain at the heart of everything we do.



Company overview

At Velo, we focus on reaching niche audiences and crafting impactful marketing that our clients in the technology, industrial, and professional services sectors can be proud of.

Headquartered in London, our dynamic team of specialists is dedicated to living our company motto, ‘do the right thing’—not only for our people but also for our planet and our partners.

As we continue to evolve, we’re positioning ourselves as a strategic extension of our clients’ teams, guiding campaigns from conception through to conversion. This approach enables us to deliver not just marketing support, but a full, end-to-end strategy that drives measurable outcomes and long-term value.

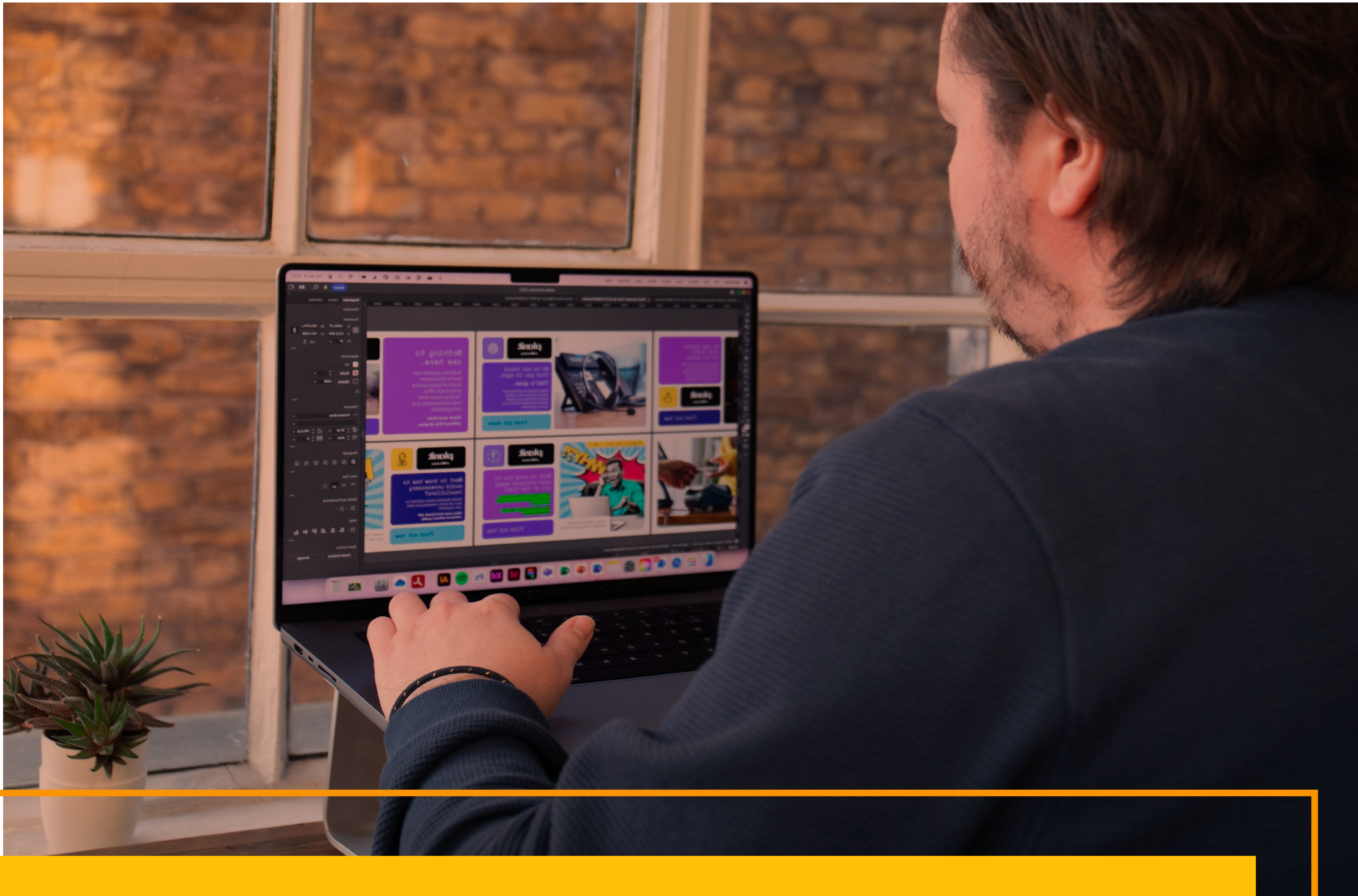
This report highlights the progress we’ve made in our ESG journey, as we lead by example and work to inspire others.

Doing the right thing

To truly live our motto, we need to chart a course that aligns with our commitment to **our people, our partners, and our planet.** We recognise that our greatest impact comes from supporting others in their sustainability journeys.

Many of the clients we partner with are large organisations with thousands of employees, while we operate on a much smaller scale. We were determined to set a sustainability path that matches our clients' ambitions, but we also understood the need to be realistic about the scale of change we could influence at our level. This led us to focus strategically on helping others amplify their impact, ensuring our efforts ripple outward.

This approach required a clear, actionable plan—one that positions us not only as a service provider but as a strategic partner, guiding our clients toward sustainable success.



As a business owner, I believe it's essential to take responsibility for the impact we have—not just because it's expected, but because it's the right thing to do. This is our third year voluntarily compiling an ESG report, a step that many agencies in our space haven't yet taken. For Velo, 'doing the right thing' means continuously pushing ourselves to set higher standards, supporting our people, reducing our environmental footprint, and helping our clients navigate their own paths to sustainability. By being transparent about our journey, I hope we can inspire others to do the same and be a positive force for change.

PAUL CRABTREE
Managing Director



Delivering on our strategy

Our strategy is built around three core commitments:

Do the
right thing
for our
people

We strive to be a workplace where talented individuals feel valued, empowered, and inspired to grow.

Do the
right
thing for
our planet

We consider the environment in everything we do, making responsible choices that support a more sustainable future.

Do the
right thing
for our
partners

By leading with integrity and setting an example, we hope to influence our partners to embrace their own ESG ambitions.

Our strategy is not static; it's a living framework that evolves as we continue to learn, adapt, and grow. With each step, we're moving closer to our vision of being a force for positive change—not only for ourselves but for everyone we work with.

We began with a clear need to understand where we stood and establish a vision for where we wanted to go. This foundation was essential to ensure that every action we take aligns with our commitment to make a genuine impact and not just tick boxes.

Our 'discovery' process started with listening to our clients and learning from their own journeys in sustainability. As a trusted partner to many, we recognise the opportunity to embed ESG principles into our clients' brand strategies, positioning ESG not just as a requirement but as a competitive advantage. One of our longest-standing partners, TB+A, has been an invaluable guide in this regard. Led by Peter Anderson, Managing Partner and a passionate advocate for CSR, TB+A exemplifies how sustainability can be woven into the fabric of a business. Peter's insights and support have been instrumental in helping us shape our own approach.

Following this initial discovery phase, we undertook a comprehensive analysis of the B2B marketing industry to identify key trends, opportunities, and challenges related to ESG. This was further strengthened by gathering feedback from our team and evaluating our internal practices, including investments in financial, HR, and operational tools. With this data-driven foundation, we established a baseline and set realistic, impactful targets to guide our actions.

Ownership

Targets without accountability mean drift.

This is why our Agency Leadership Group (ALG) owns this strategy, cascading aspects into individual team members’ SMART targets while also leading project groups to support the development of future leaders.

The Agency Leadership Group (ALG)
Sets the overall strategy
Owns initiatives as part of our ‘growing leaders’ programme
Divided into working groups for specific initiatives
Individual projects owned by team specialists ensure rapid progress and adoption

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
Progress and results published on our blog and LinkedIn

PAUL CRABTREE
Managing Director



YENI OLUBAMOWO
Financial Director



MATT SCUTT
Executive Creative Director



LIBBY REYNOLDS-HORNE
Account Director

Headline achievements



For our people	Target	Performance
Team satisfaction	> 80%	83%*
eNPS	> 50	55**
Have the highest Glassdoor rating of any UK-based B2B agency	Higher than peer group of B2B agencies	4.8/5 Glassdoor rating Highest rating of peers
Team development	100%	76*%
Be more diverse and inclusive than the UK average	> 19% - ethnic minority representation	21% - ethnic minority representation
Have a smaller gender gap than industry average	> 17.8%	0.9%
Introduce new early talent to the industry every year	1 position created	1 position created

For our planet	Target	Performance
Net zero	Scope 1 & 2 by end of 2022	Scope 1 and 2 achieved
	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 17% of Velo's core clients
Support charity partners through fundraising and pro bono activity	120 hours per annum	167 hours £1,524 raised

Sources:
*Feb 24 Campaign Best Places to Work Survey
**Aug 23-Internal Staff Survey
Otherwise all data at 1st April 2024.

For our people

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 DE and inclusion, well-being, training and development, and our charity ethos and activities.

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





“ The agency culture is fast-paced, fun and people-oriented, with good training and investment opportunities for skills-based learning. The work and client base are diverse, niche and interesting; there are always new opportunities to learn and grow. Velo management has always taken time to understand my career objectives and provided progression opportunities and support to help me achieve them. Agency leaders and senior management genuinely care and hold themselves accountable to the company values. This translates across the wider teams, creating a work culture that is supportive, proactive, appreciative, optimistic and conscientious. The social and charity committees set up a range of fun events and initiatives throughout the year, providing great collaboration and social opportunities!

GLASSDOOR REVIEW

glassdoor
4.8 | ★★★★★

”

Doing the right thing
for our people is all well
and good on a poster or a report,
but it can only be measured one way:
through the happiness and fulfilment of everyone
who walks through Velo’s doors. Whether plying their trade
in the office, at home, or wherever they need, we’re proud that Velo’s
people so vocally enjoy their time working and developing at this agency.

We were overjoyed to be recognised as one of the top 100 ‘Best Places to Work’ scheme by Campaign Magazine, a publication described as ‘the Bible of British adland’, but it’s the feedback from our own people that is the true measure of success in this regard.

Stand-up desks

At Velo, we believe a healthy workspace fuels creativity and productivity. One way we actively support our team's well-being is by integrating stand-up desks throughout our office.

These desks encourage movement, allowing our team the flexibility to switch between sitting and standing, making long workdays more comfortable and reducing the strain of sitting for prolonged periods.

Adding stand-up desks is part of our broader commitment to creating an environment where people can do their best work. By providing options that prioritise comfort and health, we're reinforcing our belief that a thriving team is the foundation of our success.

Our facilities will continue to evolve in line with team feedback and best practices, as we remain committed to doing the right thing for our people.



For our people

Burnout tracking

Supporting our team’s mental health and well-being is one of our core priorities. To proactively address the risk of burnout, we’ve introduced regular burnout tracking, using anonymous surveys to understand how our team feels and if they’re at risk of feeling overwhelmed.

By identifying trends and potential challenges early on, we can provide support where it’s needed most. Our approach includes tailored resources, mental health days, and ensuring an open-door policy so everyone has access to the support they need. We believe that a healthy team is a productive one, and we’re committed to ensuring our people thrive—not just survive—in their roles.

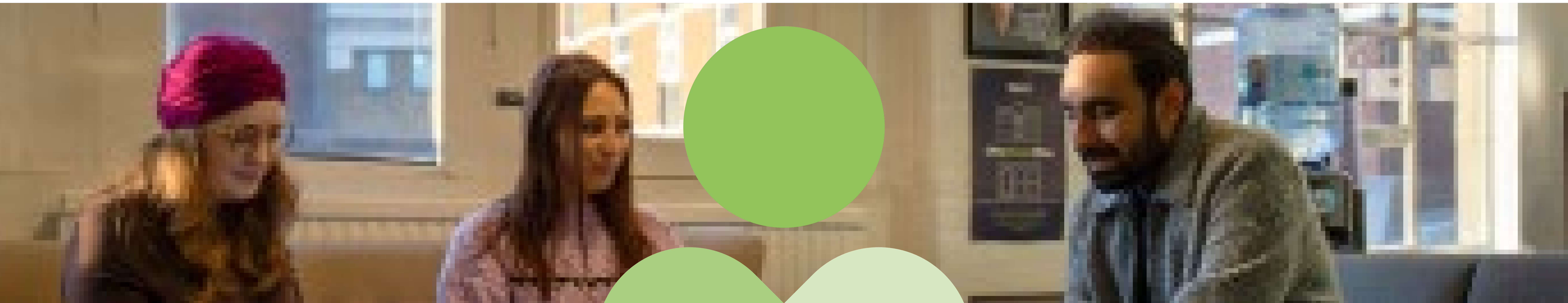
“ Burnout isn’t always obvious, which is why we keep an eye on it. If we can spot the signs early, we can support each other before it becomes a problem.

PAUL CRABTREE
Managing Director

”



For our people



‘Live Well at Velo’ is our holistic wellness ethos and programme designed to support our team’s physical, mental, and emotional well-being.

From access to fitness programmes and healthy snacks in the office to resources focused on mental health, we aim to create a balanced environment that empowers everyone to live well.

This programme continues to grow based on team feedback and new ideas, ensuring that our wellness initiatives evolve as our team’s needs do.

At Velo, we’re committed to fostering a workplace that champions well-being at every level, knowing it leads to a stronger, more resilient team.

Live Well at Velo //



Flexible working



Flexible working is at the heart of our approach to work-life balance. At Velo, we trust our team to manage their time effectively, whether that’s in the office, from home, or a combination of both. Our flexible working policy is designed to support our team’s diverse needs, making it easier for everyone to balance their professional responsibilities with their personal lives.

We’ve seen the benefits first-hand: feedback from anonymous surveys shows that this flexibility has led to higher job satisfaction, improved well-being, and increased productivity. By embracing flexibility, we support our team in finding a work routine that best suits their personal and professional lives.

Out-of-hours contact

Respecting personal time is essential to maintaining a healthy work-life balance, which is why we limit out-of-hours contact. At Velo, we encourage our team to disconnect after the workday, prioritising rest and personal time.

Our policy ensures that urgent matters are handled responsibly, with on-call systems in place when needed, but that our team isn't expected to be available around the clock. We believe this approach not only respects personal time but leads to more focused and effective work during business hours.



For our people

Sexual harassment

We maintain a zero-tolerance policy towards any form of sexual harassment. At Velo, we foster a culture of respect and inclusivity, where everyone feels safe and supported. Our policy outlines clear reporting channels and support resources, ensuring that all reports are taken seriously and handled with confidentiality and care.

We provide regular training to reinforce this commitment, promoting a culture of respect, inclusivity, and accountability. Our policy is supported by feedback mechanisms to ensure that our team feels empowered to report issues in confidence.

As the Worker Protection (Amendment of Equality Act 2010) Act 2023 came into force in October 2024, Velo conducted a thorough audit to form a risk assessment on which the ALG and SMM have both been consulted and have fed into. As a result of this audit, we are assured that all members of staff have provisions and resources to feel safe and supported in the workplace.

For our people

Women in tech

Despite recent progress, women still account for only 35% of the global tech workforce, with even fewer in senior leadership roles. In the US, for instance, only 25% of C-level leaders in tech are women, and a mere 5% are women of colour.

The rise of Generative AI offers both potential and challenges. While 68% of women in tech report using GenAI tools regularly, only 38% of junior women in technical roles feel that re-skilling in AI is critical for their future success, compared to 53% of their male peers. Many women lack access to the networks and resources needed to build AI skills, underlining the need for targeted support to ensure true equity in this emerging field.

The annual Women in Tech Festival is a crucial platform, bringing together women from across the tech sector to tackle the ongoing issues of representation, advancement, and equality.

Our Content Lead, Sara Driscoll, who has over 20 years of experience in tech, attended this year's Women in Tech Festival to represent our commitment to a more diverse and inclusive industry. Sara also contributed her expertise to a mentorship programme designed to connect women who can inspire young girls to consider careers in technology.

We work consciously with companies and within spaces that are actively championing a shift for the better in this regard and it's always our priority to help them increase the number of women working in tech.

Through initiatives like these, we aim to empower the next generation of women in tech and ensure that our policies and strategies genuinely reflect our commitment to diversity, equity, and inclusion.





For our people

Charity time

Our commitment to supporting charitable causes is something we're incredibly proud of.

This year, Velo team members collectively contributed over 120 hours to various charitable initiatives, including food bank support and community outreach, in line with our value of giving back.

Each year, we encourage our team to dedicate time to causes they're passionate about, supporting both fundraising and volunteer activities. These efforts reflect our mission to make a positive impact, not only for our clients but also in the communities we care about.

Charity runs and marathons

While we're immensely proud of the charitable efforts we organise in-house at Velo, we encourage, promote, and celebrate the individual efforts that showcase the character of our people. A number of our staff push themselves to the limit for charitable causes during organised runs and marathons. Notably, in 2024, our Head of Brand Strategy, Lottie O'Donoghue, raised £2,025 for Cancer Research UK by running the Paris Marathon.

Training and development

Proactivity is a core value at Velo, and it drives our approach to learning. By investing in continuous development, we empower our team to deliver exceptional work and grow within their roles.

We’ve provided over 1,000 hours of training for our team, focusing on areas that matter most:



Leadership resilience

To better equip our managers for change, we offer mental health training and a strengthened mentoring programme, supporting them to lead with confidence and empathy.



AI

As an agency, we never shy away from the future of tech, so training in AI tools helps our team work smarter and in line with our AI policy, keeping us at the forefront of marketing innovation.



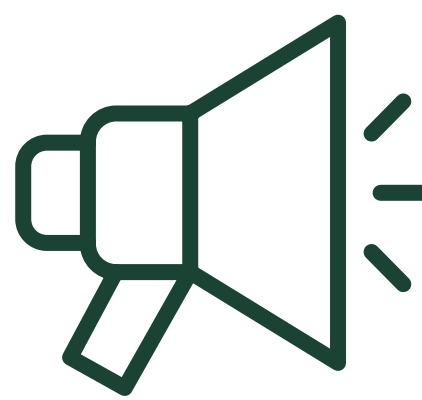
Coaching

One-to-one coaching sessions help our team members develop both technical and commercial skills, tailored to their individual growth journeys.



Sector knowledge

Through “a problem solved” workshops, we dive into the unique challenges facing our clients’ sectors, from marketing to different generations to industry-specific challenges and opportunities.



B2B marketing expertise

Using our bespoke branding, campaign planning, and creative frameworks, we ensure our team consistently delivers B2B marketing we’re proud of.



Mentorship

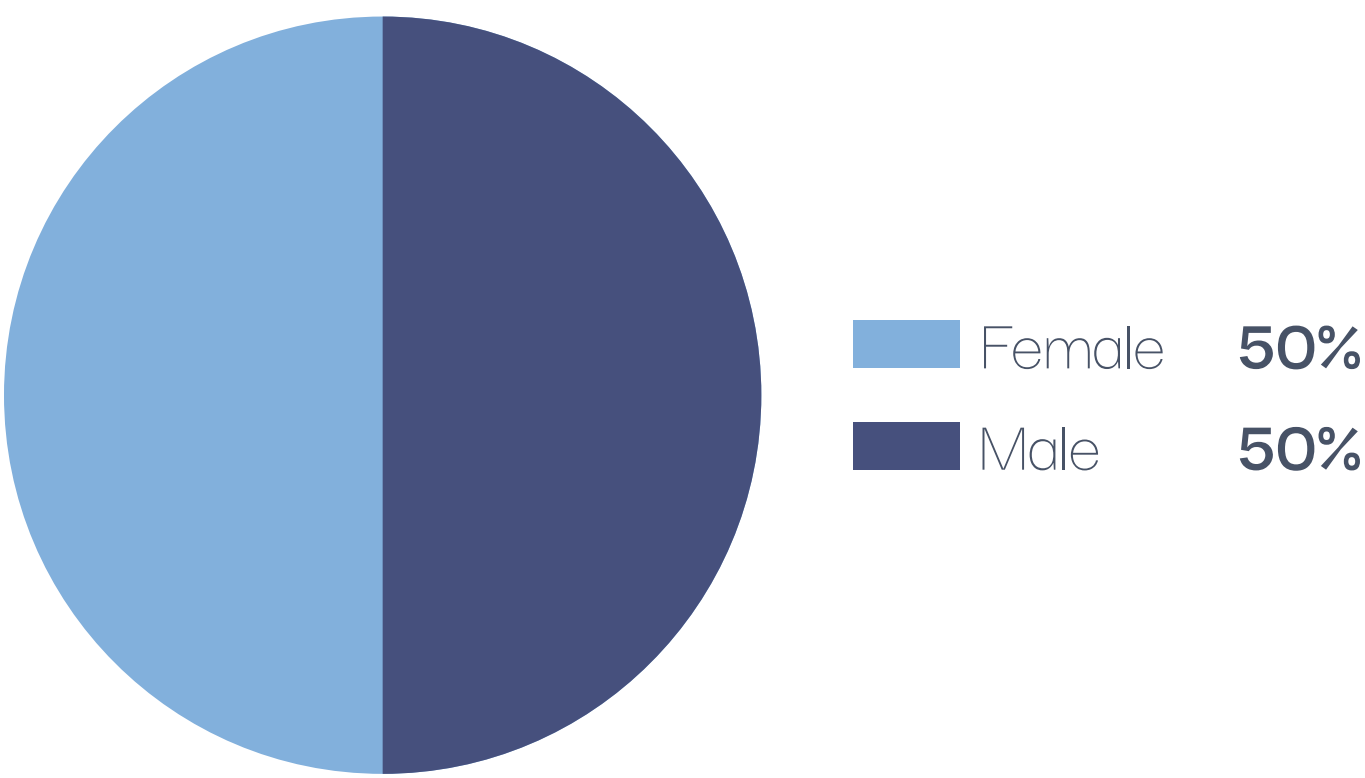
Mentorship is central to life at Velo, with everyone—from management to team members with specialised skill sets—actively sharing their knowledge to ensure we’re constantly learning, growing, and improving together.

For our people

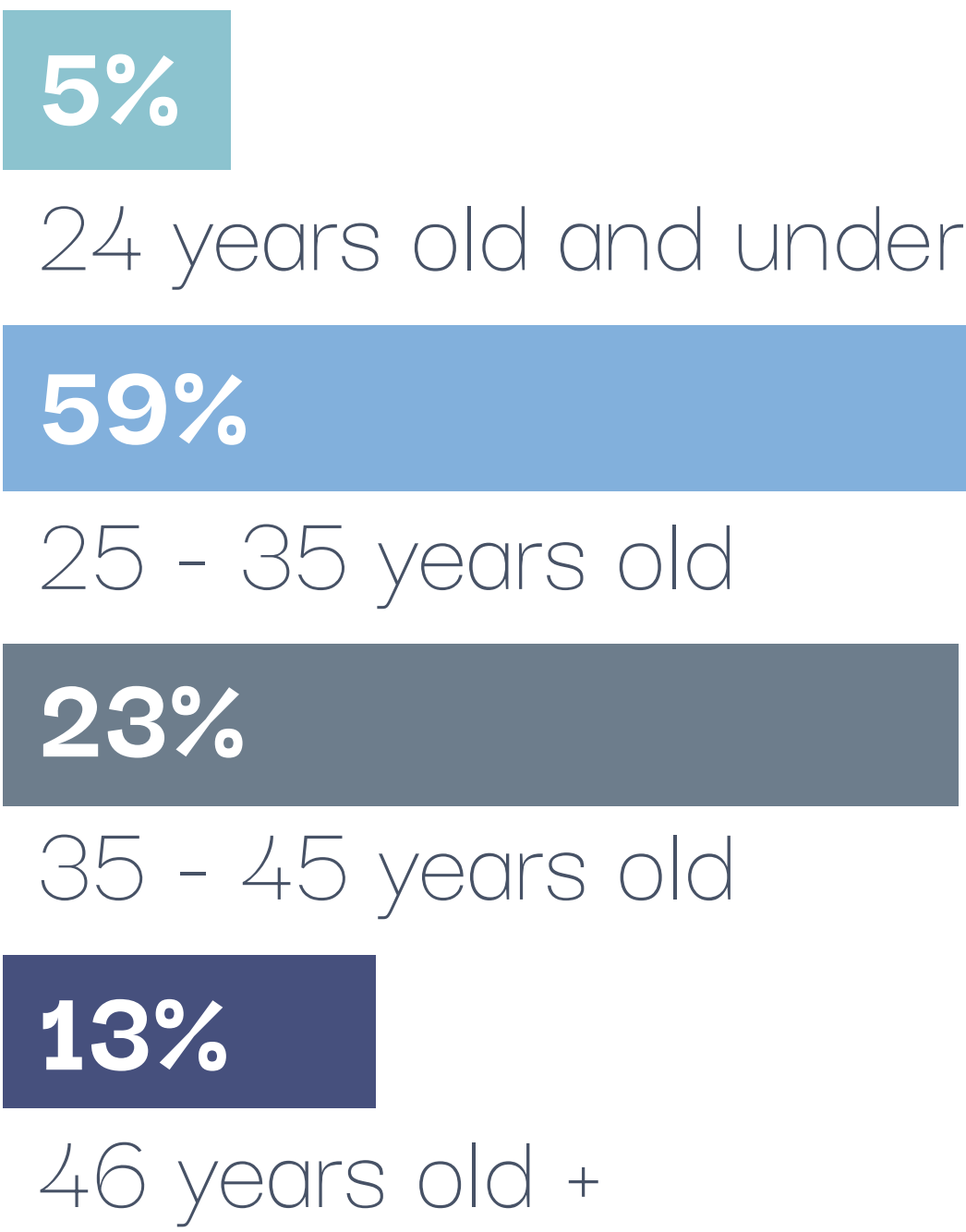
Diversity, equality, inclusion

As at 1st April 2024

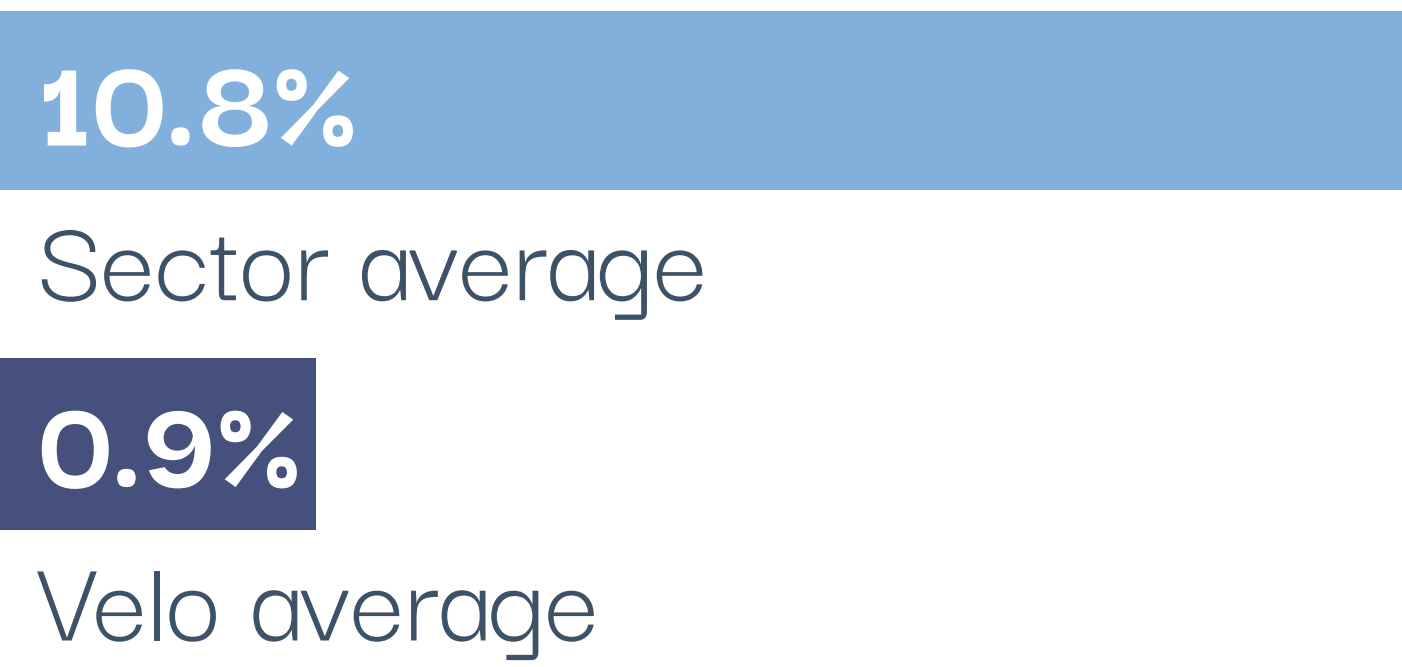
Gender diversity



Age profile



Gender pay gap



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

Source: www.gender-pay-gap.service.gov.uk -55 companies were analysed-all “Advertising agency-73110 SIC codes”

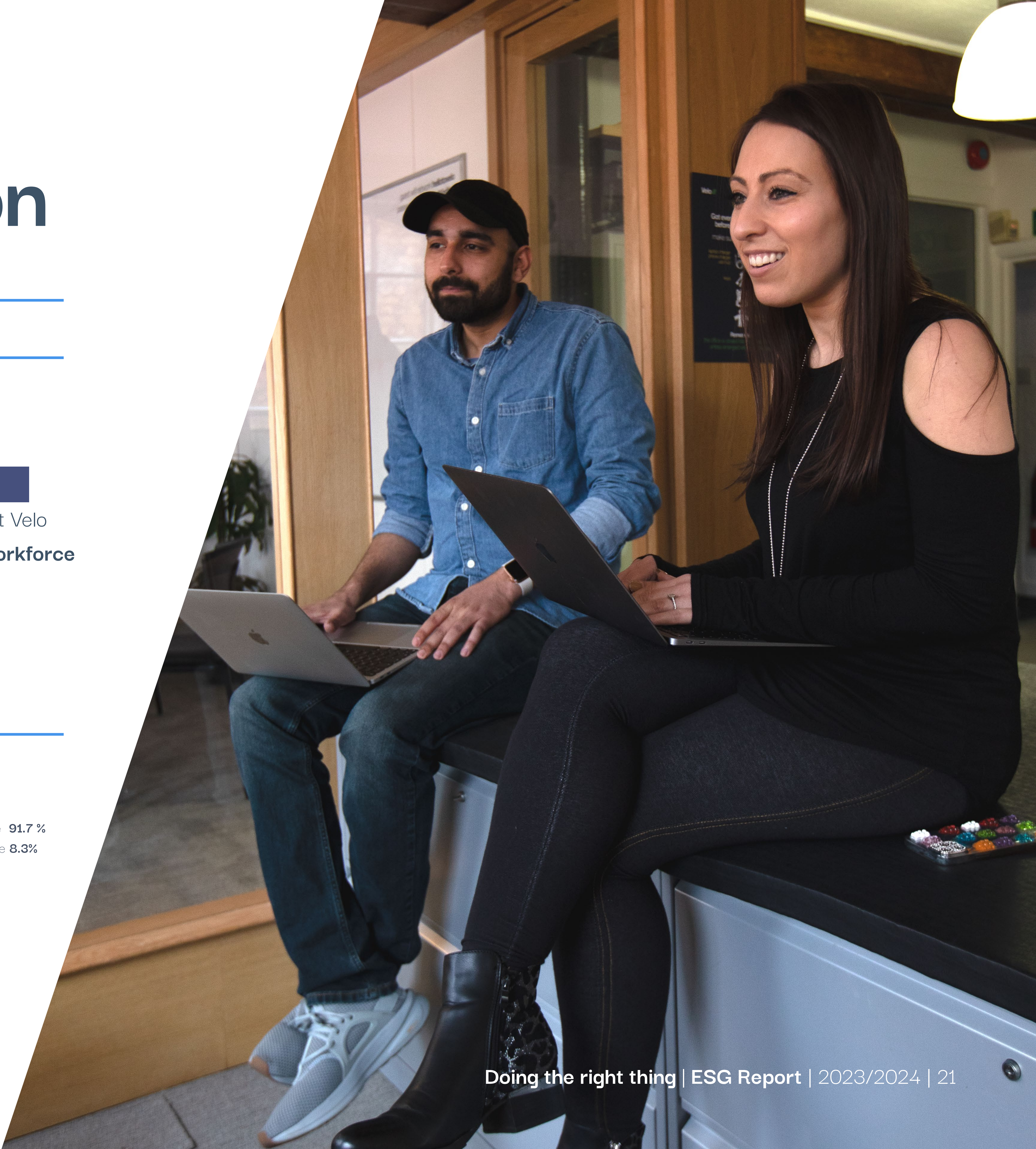
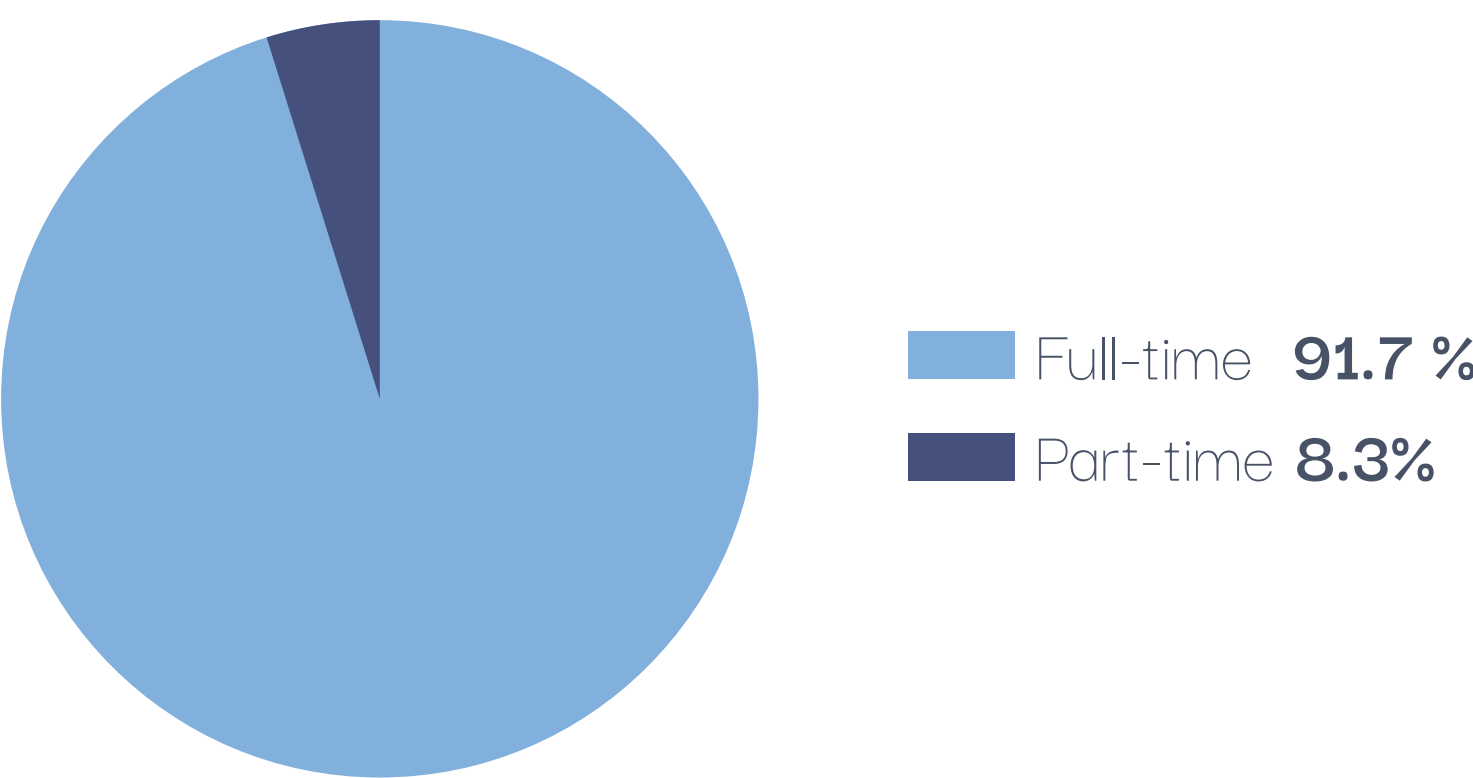
Minority ethnic group



Velo has a more diverse workforce than the industry average.

Source: ONS

Working patterns



For our people



Miles for Smiles

Our annual charity challenge, **Miles for Smiles**, continues to gain momentum, reaching new heights in 2024.



The concept is simple:

Throughout August, our team is encouraged to walk, run, cycle, or move in any way they choose—all in support of charity. Tracking our activity on Strava, we collectively aim to hit milestones (or, more accurately, kilometre-stones!), with each kilometre raising £1 for our chosen causes.

This year, we're proud to report that we raised an impressive £2,530. In addition to the funds raised through Miles for Smiles, our team dedicated time to a range of charitable activities, from volunteering and pro bono work to personal fundraising efforts.

Our 2024 donations were shared among causes that hold special meaning for our team, reflecting our commitment to supporting the charities closest to us. Through Miles for Smiles, we're not just covering distance—we're making a meaningful difference, one step at a time.



For our people

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 4.8 star rating on Glassdoor.

In their own words:



A fun and friendly culture.



Great work/life balance.



Very flexible with hybrid working.



The socials are fun.



Plenty of opportunities for quick progression.



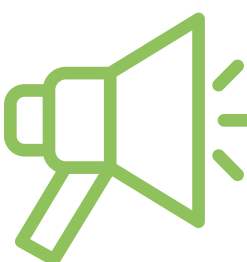
Good salary and regular pay reviews.



Huge focus on employee wellbeing.



Friendly team, willing to support each other.



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



Open communication and transparency throughout the agency.



Very good training budgets and resources.



Upper management are strong leaders.

glassdoor

4.8 | ★★★★★

As at 31st December 2024

Amazing team with great support for career development and growth.



For our planet

What we have done for our planet

Sustainability is central to our operations at Velo, and we're committed to reducing our environmental footprint through concrete actions.

Our partnership with the Southwark Climate Collective and our involvement in the Science Based Targets initiative (SBTi) drive our efforts to reduce emissions in line with the Paris Agreement.

By holding ourselves accountable and setting clear sustainability targets, we are on a continuous journey to improve our practices and contribute meaningfully to a healthier planet.



Science Based Targets initiative

As part of our commitment to sustainability, we're aligning with the Science Based Targets initiative (SBTi), a global effort uniting over 5,000 businesses in setting emissions reduction targets grounded in climate science.

We're pursuing the SBTi's streamlined validation route for SMEs, focusing on near-term targets for Scope 1 and 2 emissions. While Scope 3 emissions aren't currently included in this validation process, we're proactively implementing measurement and reduction strategies to address them. This approach ensures we're contributing to the global goal of limiting temperature rise to 1.5°C above pre-industrial levels, as outlined in the Paris Agreement.

By integrating SBTi's frameworks into our operations, we're taking concrete steps towards a sustainable future, demonstrating our dedication to responsible business practices and environmental stewardship.

For our planet

Website analysis and study

We conducted a full carbon impact analysis of our website, a vital part of our digital footprint.

By optimising image sizes, improving code efficiency, and reducing data transfers, we have significantly lowered our site's energy usage.

As we move into the future, we're incorporating all of these driving factors to develop an entirely new web presence. We will take the learnings from audits, along with our technical expertise, to create a site that's even leaner, cleaner, and greener than ever before.

This is just one example of our commitment to sustainability, demonstrating that even small, incremental changes can make a substantial difference when it comes to reducing environmental impact.



Office recycling

Our recycling programme is designed to reduce waste and make sustainable choices part of everyday life at Velo.

With clearly marked bins, composting options, and periodic waste audits, we're creating a culture of responsibility that encourages everyone to think twice about their waste habits.

Our recent audit with the Southwark Climate Collective has provided valuable insights, showing both our strengths and opportunities for improvement in waste management.

Currently, 74% of our general waste materials are correctly sorted, with 26% having the potential for recycling—a great opportunity to further refine our disposal practices.

On the mixed recycling front, we're achieving an impressive 99% accuracy, with just 1% requiring alternative disposal routes. Our recycling efforts are already making a meaningful impact, helping us avoid an estimated -3,282 kg CO²e per tonne of waste. With further improvements in sorting and recycling, we could potentially increase our avoided emissions to -3,793 kg CO²e per tonne, enhancing our contribution to a lower-carbon future.

These findings are driving our next steps, which include clearer bin labelling, staff training, and even more regular audits to build a culture of mindful waste management.

We're committed to continuously improving our recycling practices to reduce our environmental footprint and set a positive example for sustainable office practices.

Taking responsibility for our footprint

Our journey began with understanding our impact, using a tool aligned with Greenhouse Gas Protocol Standards. We chose Sage Earth for its seamless integration with Xero, our accounting system.

Throughout the year, we’ve closely examined the factors driving our carbon footprint to make more informed decisions. This enhanced visibility through new financial reporting has led to reduced mileage and a shift towards more sustainable suppliers.

Recognising the need to take responsibility for our remaining emissions, we implemented a carbon offsetting solution through Ecologi’s verified carbon credits.

Our focus is on transparency and accountability, ensuring we’re making meaningful strides toward reducing our impact.

Year	2021/22	2022/23	2023/24
Scope 1	0.5 Tonnes	2 Tonnes	4.4 Tonnes
Scope 2	10.2 Tonnes	3.3 Tonnes	1.1 Tonnes
Scope 3	41.1 Tonnes	56.4 Tonnes	49.5 Tonnes
Total emissions	51.8 Tonnes	61.7 Tonnes	55.0 Tonnes

Source: Sage Earth carbon accounting tool.



For our partners

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.

For our partners

Responsible partnerships

For us, partnerships are more than collaborations—they’re an opportunity to make a real difference in our Scope 3 emissions. While these aren’t emissions we produce directly, they’re linked to us through our value chain, encompassing everything we’re indirectly responsible for up and down the line.

One of the most impactful roles we can play is through advocacy. By sharing our journey, including through this report, we hope to inspire others to take action and drive change in their own networks.

What has been achieved?

We’re consulted by the Bank of England, the CBI, the ONS, and HMRC, contributing to research that shapes government policy.

We collaborate with enterprise clients to help them explore and address the sustainability impact of their supply chains.

We support the London Bridge BID initiative, working to enhance SE1 as a sustainable and vibrant place to live and work.

We engage in pro bono work and fundraising for charities close to our team’s hearts, reinforcing our commitment to positive social impact.

Through these partnerships, we’re pushing beyond our immediate responsibilities to drive meaningful change in the wider community and across our industry.

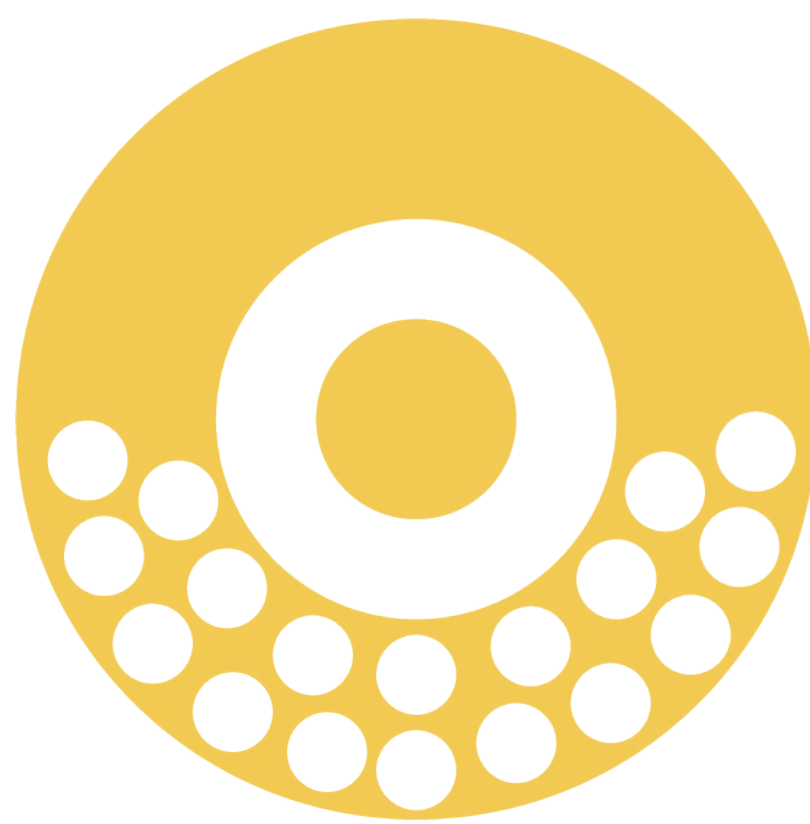
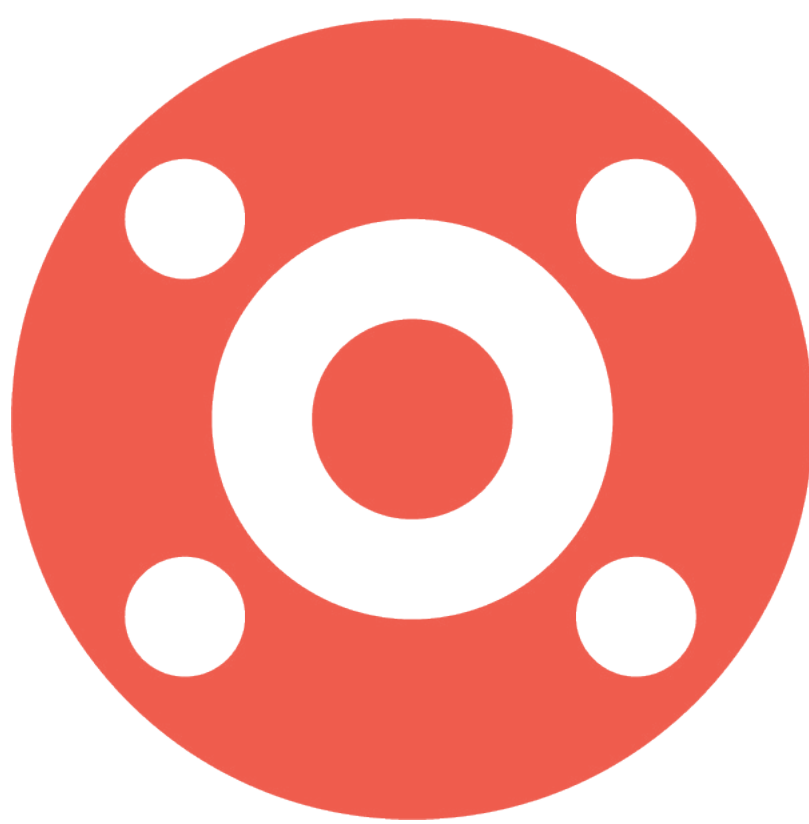


“ Through our staff survey, we continue to anonymously assess whether any of our clients, projects, or partners cause undue amounts of stress. We’re committed to take action as an agency where appropriate.

LIBBY REYNOLDS-HORNE
Account Director



For our partners



Southwark Climate Collective



As active members of the Southwark Climate Collective, we're joining forces with local businesses to drive meaningful climate action within our community.

This partnership allows us to share knowledge, resources, and ideas, collectively aiming to reduce our environmental footprint in the Southwark area.

Our involvement in this initiative reflects our commitment to being a positive force in our community and demonstrates our belief that real change happens when we work together.



For our partners

Eliminating waste in pitches

While pitches are one way to find an agency partner, they often come with unnecessary pressure and stress for both the client and the agency.

A lot hinges on the client's initial brief—any misalignment at this stage can derail the entire process, leading to challenges for everyone involved.

Pitches are typically fast-paced, working with limited information and tight deadlines. This often means creating work that may never be used, adding strain to the process at every turn. That's why we advocate for a fair, open, and sensible approach as encouraged by the IPA and ISBA's Pitch Positive Pledge initiative.

There are effective alternatives to the traditional pitch process. Our Managing Director has been actively campaigning to encourage clients to explore these options, reducing unnecessary stress and ensuring a smoother path to partnership. Learn more about our perspective here:

<https://voice.velo-b2b.com/b2b-expertise/b2b-marketing-agency-selection/>



For our partners

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, Velo celebrates its ESG credentials by showcasing case studies of pioneering projects and helps it act as a thought leader, sharing best practices with others in the industry.



clyde
travel management

Navigating sustainable journeys

Velo works with Clyde Travel Management to highlight sustainable travel solutions for the marine and energy industries. Through branding and communications, we help Clyde showcase its commitment to supporting companies at the forefront of renewable energy and efficient operations, making a positive impact across their value chain.



TMA

Powering renewable progress

Partnering with TMA, a leader in energy data solutions, Velo has delivered branding, storytelling, and communications to support the biggest shift in the energy market in decades. By enabling TMA to amplify its role in sustainable energy generation and informed decision-making, we're helping create a more sustainable future for the energy industry.



BSRIA

Amplifying sustainable building impact

Collaborating with BSRIA, Velo refreshed their brand identity to drive clarity and cut-through in the built environment sector. Supporting a mission critical to the UK Government's strategy to address the 40% of carbon emissions linked to buildings, this work empowers BSRIA to champion sustainability in both new builds and retrofits.

For our partners

Featured project: TB+A

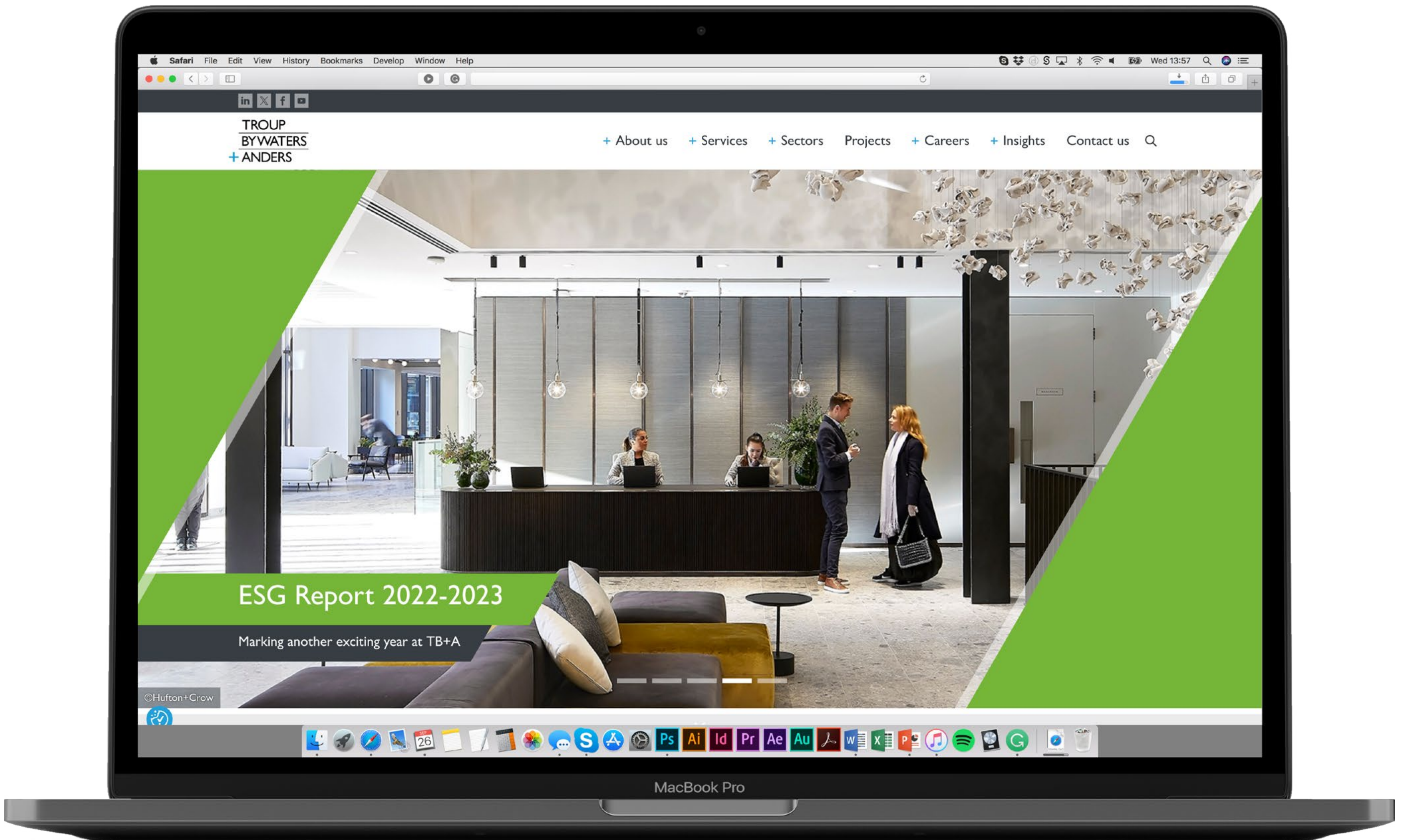
TB+A is a high-performing engineering partnership, placing sustainability at the heart of the business.

Whilst the race to Net 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 this report received finalist status at the UK Content Awards.

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 programme.

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



For our partners

Featured project: Clyde Travel Management

Travel inevitably generates emissions, but it's also an essential part of keeping people, goods, and industries moving to support society—a reality that can't be ignored. That's why we're proud to partner with Clyde Travel Management, a specialist in marine and energy travel, to help them make a positive impact in a challenging space.

Our work with Clyde spans branding, campaigns, and corporate communications, with a focus on highlighting more sustainable travel options. Beyond this, we support their efforts to ensure companies at the forefront of renewable energy, as well as those delivering low-cost freight solutions, can operate as efficiently as possible.

Clyde's commitment to sustainability and the industries they serve inspires us, and we're proud to help amplify their impact.

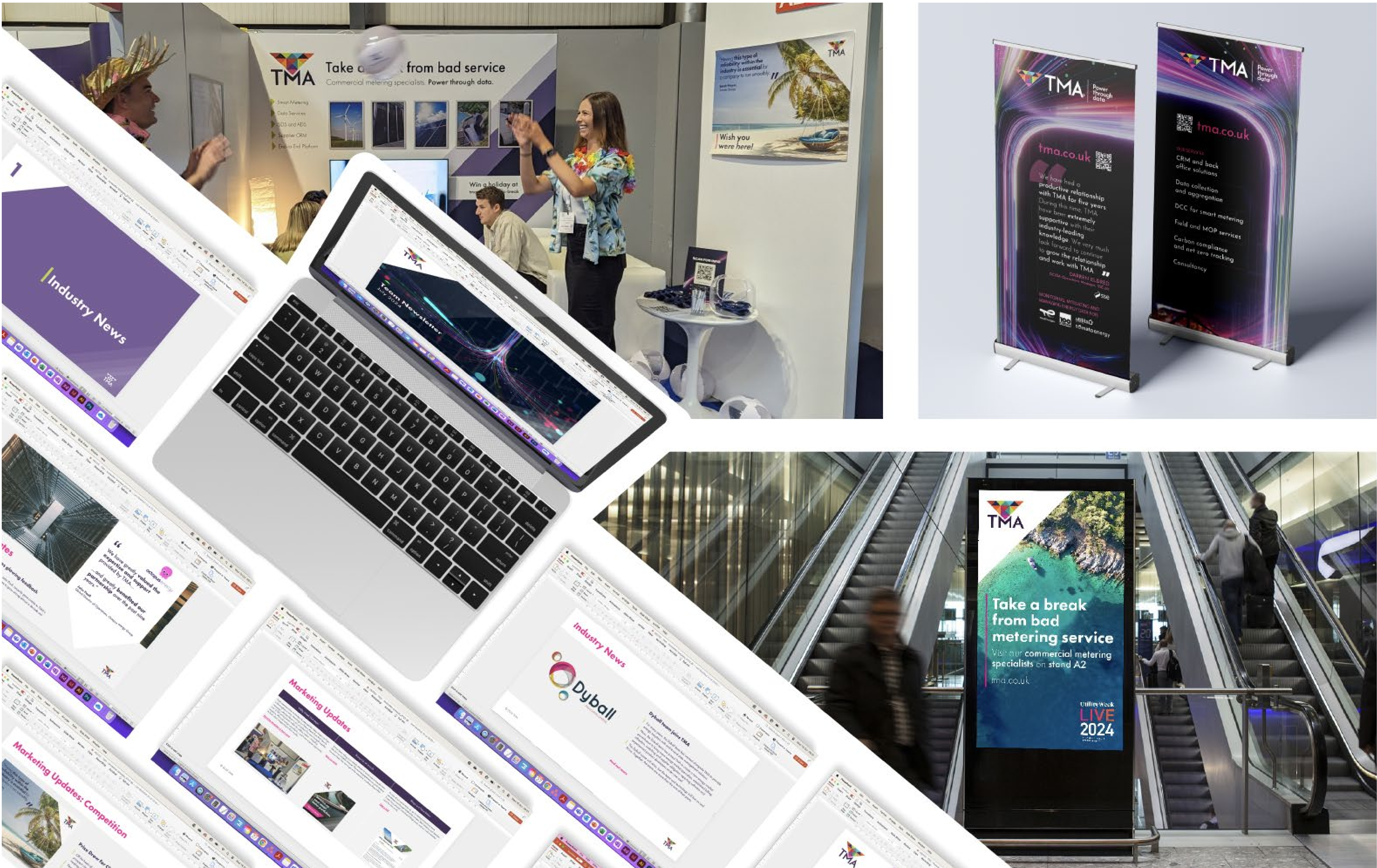


Featured project: TMA

TMA is an energy solutions provider at the heart of the transition to a more sustainable energy market.

By managing data from energy meters, their services balance energy generation and provide the insights needed for suppliers and businesses to make greener, more informed choices.

With the market undergoing a seismic shift—marked by a drastic increase in metering points and the adoption of half-hourly data collection—TMA is playing a pivotal role in driving this transformation. Our work with TMA includes branding, storytelling, and communications, enabling them to amplify their impact and position themselves as leaders in this critical evolution of the energy industry.



For our partners

Featured project: BSRIA

BSRIA is leading the charge in making buildings better for everyone—a mission that aligns closely with the UK Government’s findings that around 40% of the nation’s carbon emissions are linked to the built environment. Their work, spanning new builds and retrofitting, is critical to driving meaningful change.

Our partnership with BSRIA focused on refreshing their brand identity to provide a clear and impactful platform for their work. By simplifying their positioning, we’ve helped amplify their message and create greater cut-through in the industry, enabling them to have a larger impact on sustainability. Together, we’re supporting an essential part of the UK’s sustainability strategy and working to build a greener future.

Where will we go next?

We recognise there’s always more to do, and our commitment remains clear:

Do the right thing.

Our ambitions are to keep surpassing our targets by staying true to these guiding principles: supporting our people, protecting the planet, and strengthening our partnerships. In the year ahead, we’re committed to taking even bolder steps to ensure meaningful progress and lasting impact.



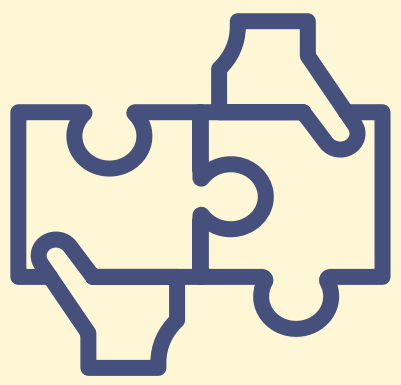


**Do you have an initiative
we can support?**

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.

■ **COULD** ■

■ **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.

■ **GET** ■



Can we tell your story?

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

■ **INVOLVED?** ■