STINK STUDIOS

IMPACT REPORT

2024

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Introduction

Welcome to our Annual Impact Report.

This report builds on the foundation laid in our previous two reports. Now more than ever, we share our commitment to cultivating a diverse and inclusive workplace for our people and our efforts to minimise our environmental and social footprint in the world. The report follows the established format and delves into three key areas: **Diversity Data, Social Responsibility, and Climate Impact.**

This year's report remains transparent in its data presentation, outlining our goals, actionable initiatives and ongoing progress.

The first section shares the results of our global diversity survey, highlighting trends that emerged between 2022 and 2023. It also references our baseline year, 2021, to emphasise significant changes in certain areas. The social responsibility section details the work we are doing to contribute positively to the industry and local communities globally. Finally, the climate section outlines the initiatives we are progressing to improve our measurement and address/reduce our burden on the planet.

As a business committed to contributing positively to the 2030 Agenda for Sustainable Development, we continue to align our initiatives and work to reflect the corresponding Sustainable Development Goals (SDGs) and badges important to our business and the industry.

As "the work" continues to evolve, so does our commitment to ethical and sustainable practices. We firmly believe that "the work" encompasses not just the creative output but also the manner in which we achieve it. This report reflects our ongoing commitment to balancing our creative ambitions and global business goals with a focus on environmental and social good. It is a challenging balance, but we believe it’s our moral duty to keep trying.

— Dan Forman, COO



DIVERSITY DATA










































H765 ELC

Our global diversity data

"Diversity is the wellspring of creativity." - Maya Angelou. This quote emphasises the importance of having a variety of perspectives in media, which is often achieved through increased access. It also speaks volumes about the task the creative industry is working towards.

The industry's composition is evolving slowly, and it will only change when we, as a collective, actively promote diversity and inclusion in the workplace and beyond.

As a company, we continue to hold ourselves responsible year after year by releasing our annual report on diversity data on or around Juneteenth. This report highlights protected characteristics like Gender, Ethnicity, and sexual orientation. Our overall goal is to improve our numbers across all categories, including disability and age by 2026.

What follows is our diversity data for 2024, highlighting the challenges and progress we made towards achieving our goals.

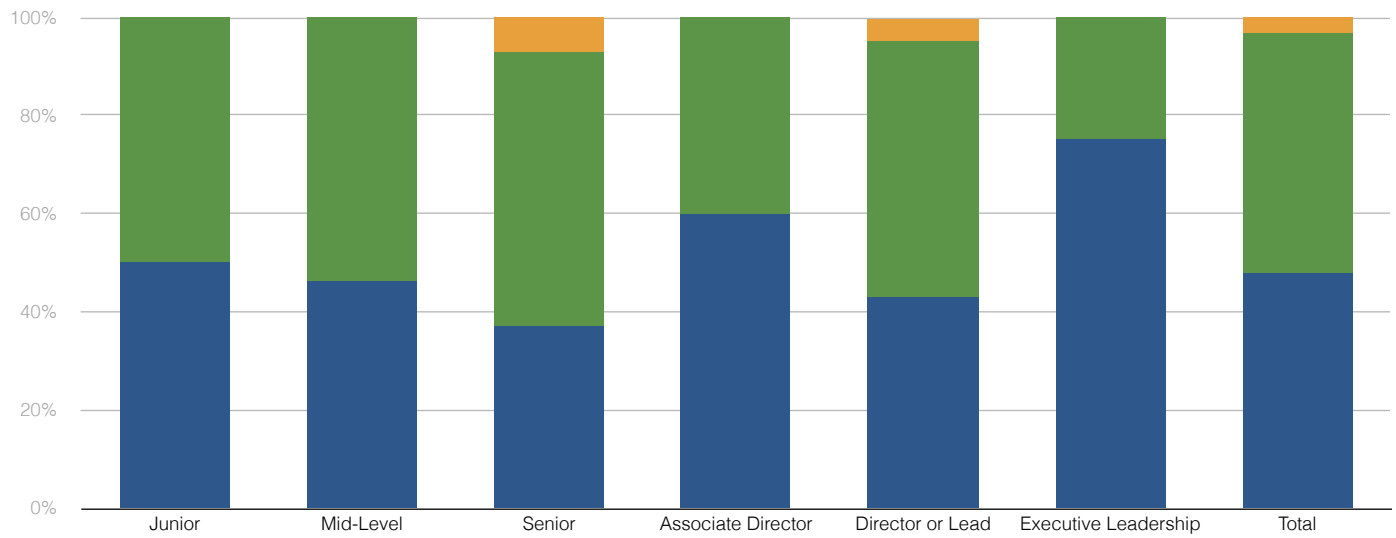
Learn more about our core values by scanning the QR code below.

Seniority by Gender

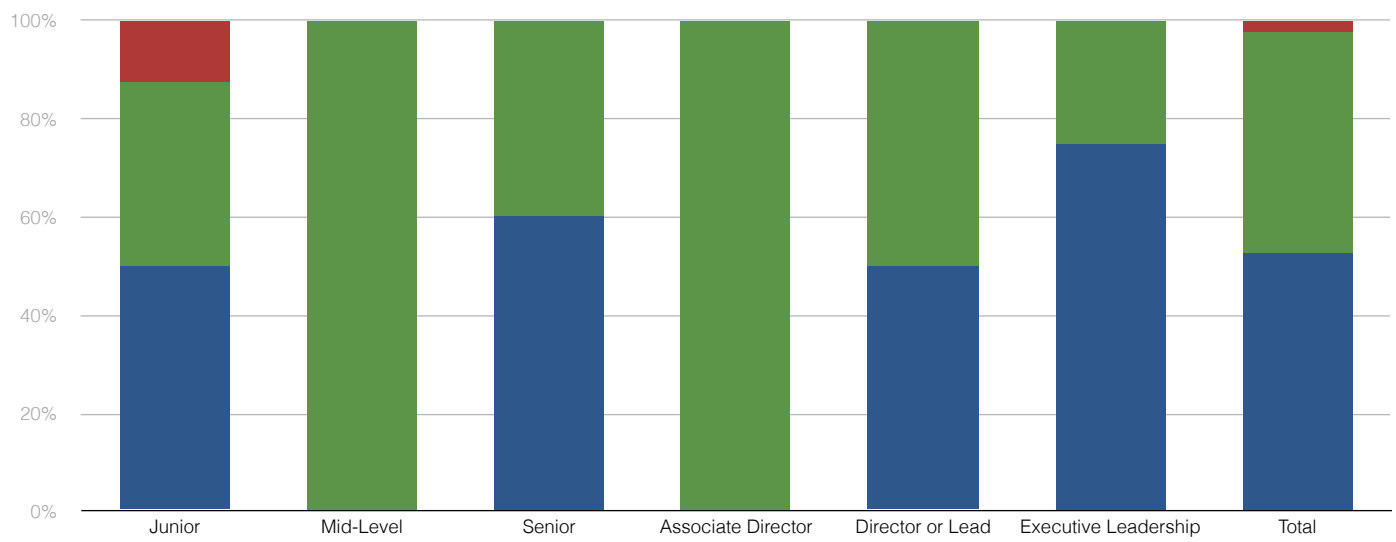
Seniority by Gender

Man-identifying | Woman-identifying | Gender Non-conforming | Prefer not to say

2023



2024



Stink Studios Global 2023-2024

Diversity Data

Seniority by Gender

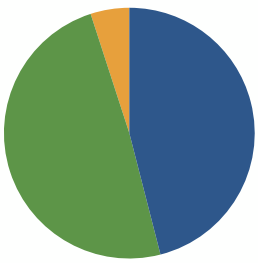
Overall, the number of global staff identifying as women is up across the organisation, with women making up over 50% of total staff and also holding over 50% of senior leadership roles

Seniority by Gender

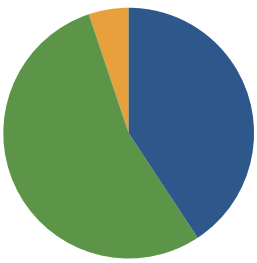
Man-identifying | Woman-identifying | Gender Non-conforming | Prefer not to say

Global Staff

In 2024, **53%** of the reporting global staff were woman-identifying, up from **49%** in 2023 and closer to the numbers we had in 2022 at **54%**.



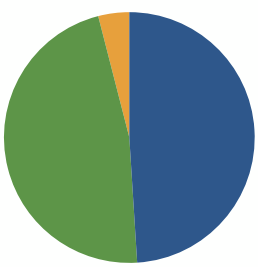
2023



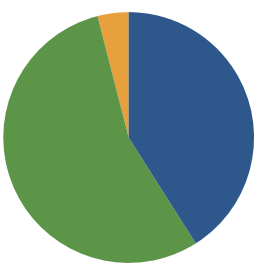
2024

Director or Leadership

In 2024, **55%** of the reporting staff in Director or Leadership positions were women-identifying, up from **47%** in 2023 and **50%** in 2022.



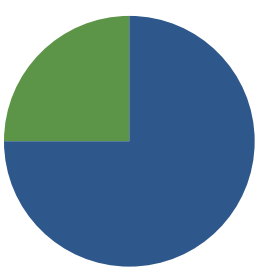
2023



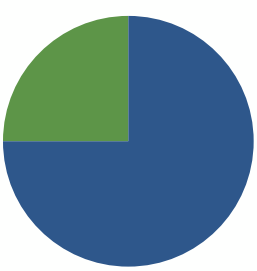
2024

Executive Leadership

In 2024, **25%** of the reporting staff in Executive positions were women-identifying, the same as numbers in 2023 but down from **33%** in 2022.



2023



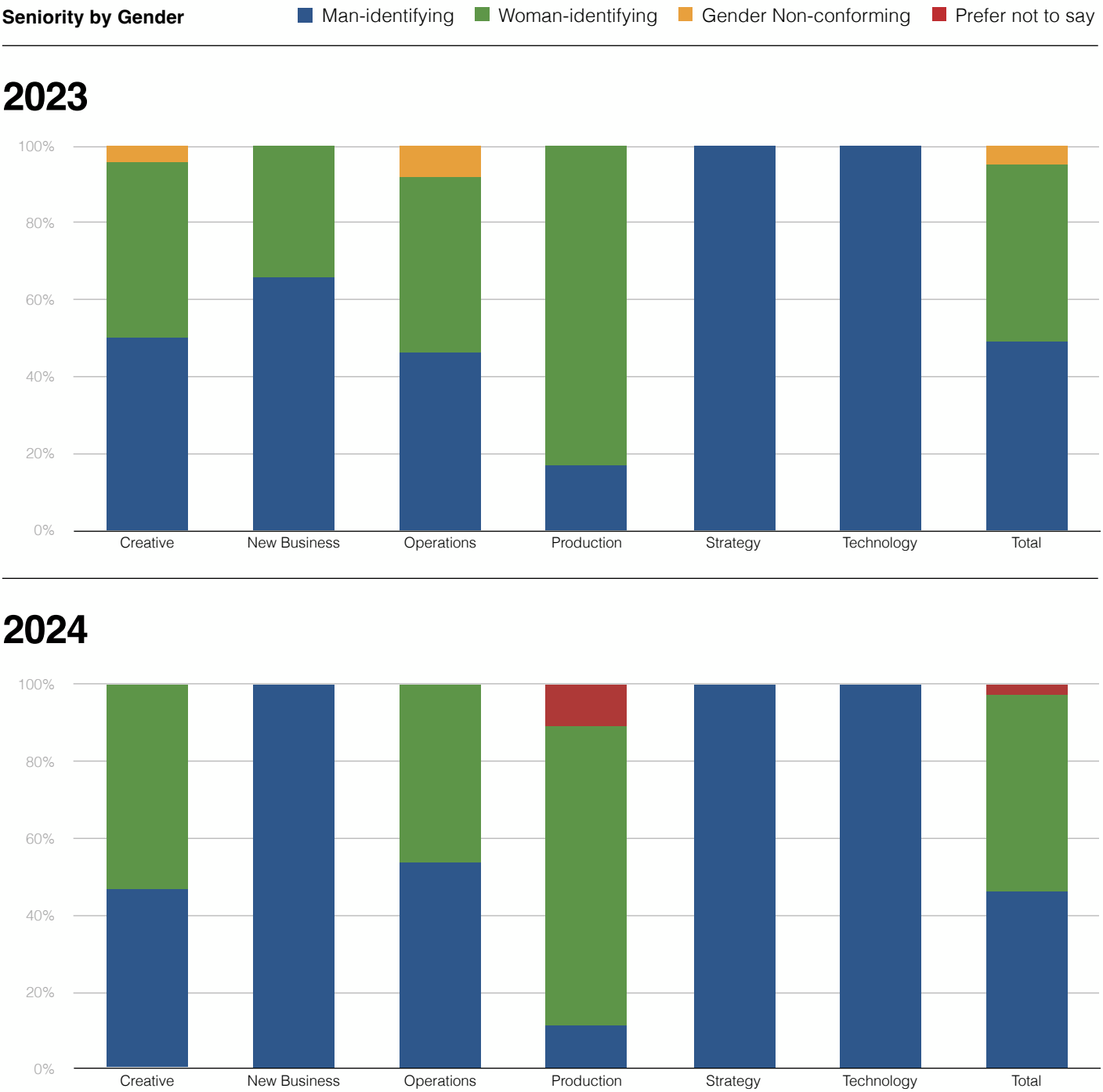
2024

Stink Studios Global 2023-2024

Diversity Data

Departments by Gender

Seniority by Gender



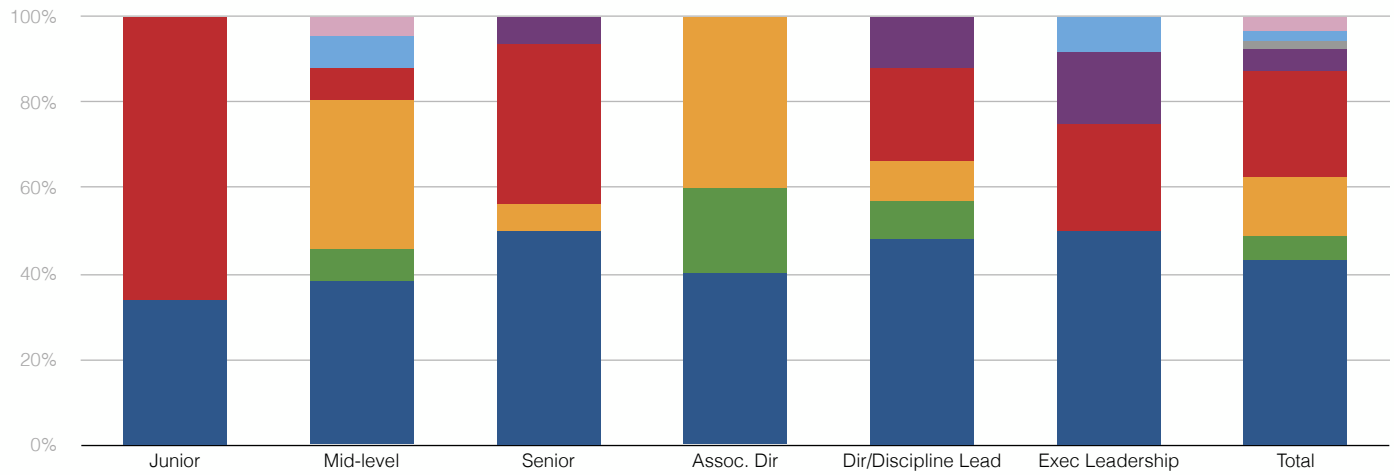
Stink Studios Global 2023-2024

Seniority by Race/Ethnicity

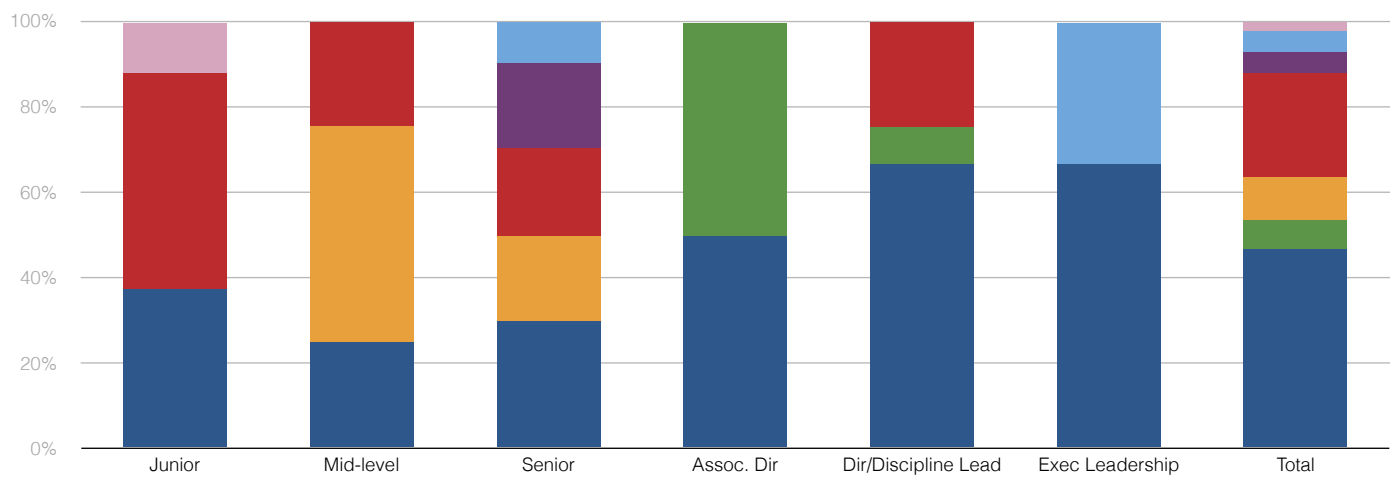
Seniority by Race/Ethnicity

White
Asian
Black
Multi-racial
Latinx/Hispanic
Middle Eastern
Jewish
Prefer not to say

2023



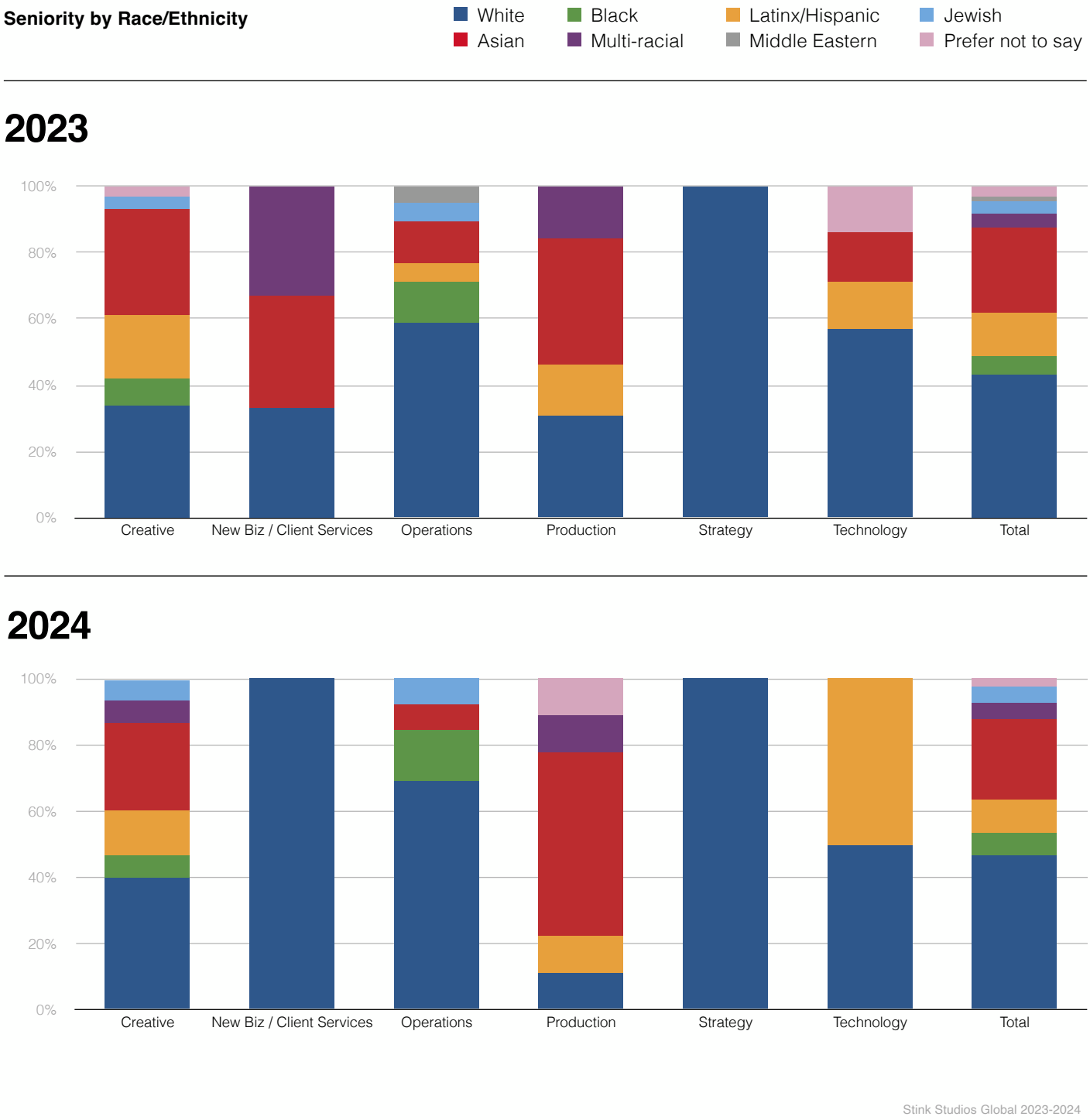
2024



Stink Studios Global 2023-2024

Departments by Race/Ethnicity

Seniority by Race/Ethnicity



Stink Studios Global 2023-2024

Diversity Data

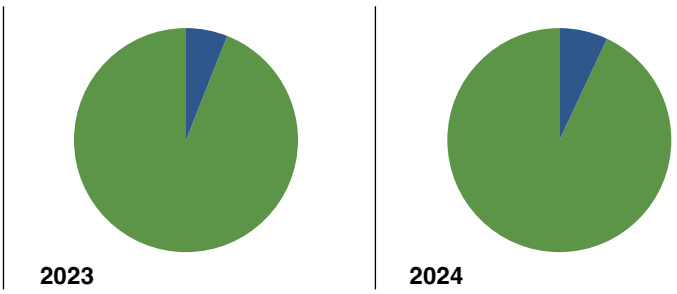
All Staff by Race/Ethnicity

Our numbers continue to move in the right direction, with improvements seen across most ethnicities, with Asian, Black, Multi-racial, Jewish and Hispanic/Latinx staff, making up **51%** of our global workforce.

Global Staff

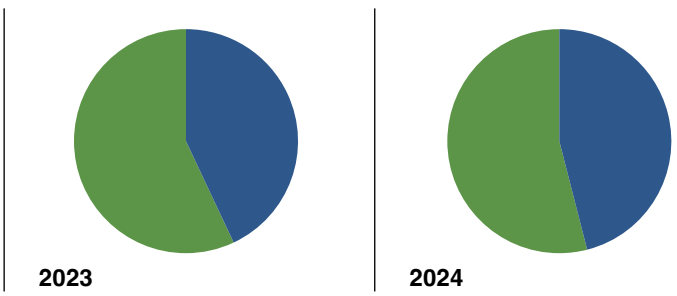
Black

In 2024, a **1%** increase in global reporting staff identifying as Black was noted, a **7%** representation compared to **6%** last year.



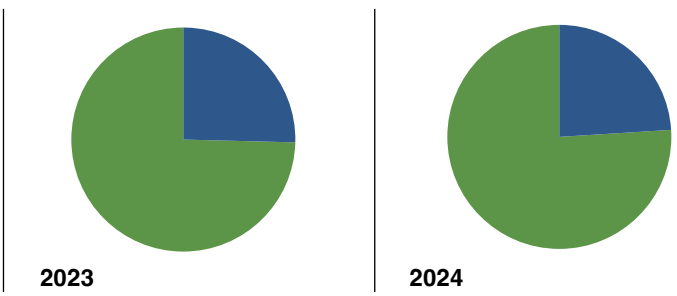
White

In 2024, a **3%** increase in global reporting staff identifying as White was noted, a **46%** representation compared to **43%** last year.



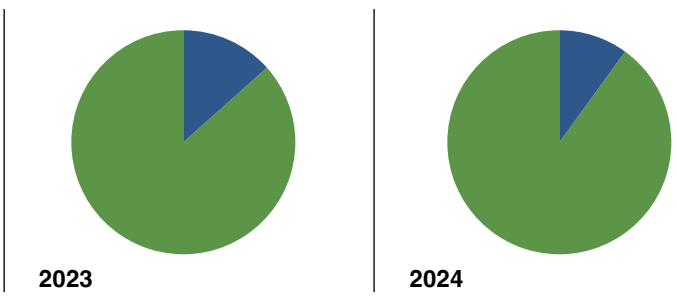
Asian

In 2024, a **1%** decrease in global reporting staff identifying as Asian was noted, a **24%** representation compared to **25%** last year.



Hispanic or Latinx

In 2024, a **3 %** decrease in global reporting staff identifying as Hispanic or Latinx was noted, a **10%** representation compared to **13%** last year.



Stink Studios Global 2023-2024

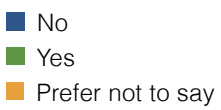
Diversity Data

LGBTQIA+ Community

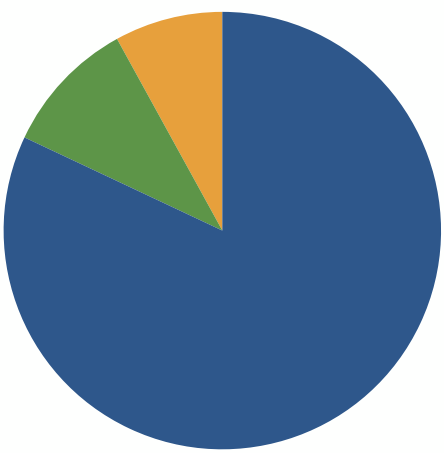
The number of individuals within the LGBTQIA+ community has remained consistent with last year's numbers, despite fluctuations in the overall headcount of our global offices. Although it may appear that the figures have decreased, this is due to changes in business structure and departments. However, we remain dedicated to promoting diversity and inclusivity, ensuring all team members feel respected and valued.

7% of reporting global staff identify as LGBTQIA+, **down from 10%** in 2023 and **20%** in 2022.

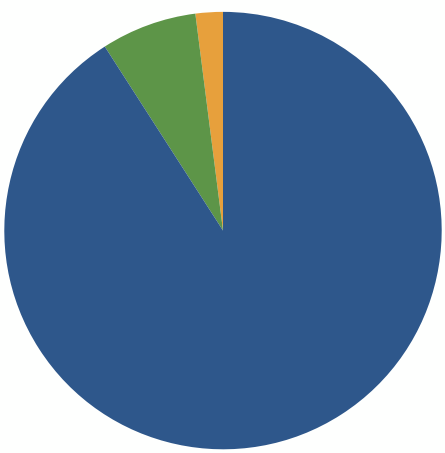
Do you consider yourself a member of the Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, and/or Asexual (LGBTQIA+) community?



2023



2024



Stink Studios Global 2023-2024

Diversity Data

Global goals for the next three years

'23

Goal Reached

- → Delivering biannual unconscious bias and anti-discrimination training and workshops.

'24

In-progress

- → Increasing diverse department hires and addressing our gender incongruities by adding women to our tech and creative departments and men to production.

'25

- → An overall 5-10% global increase in diverse hires with a focus on (gender, ethnicity, sexual orientation) across all departments.
- → A 5% increase in BAME/BIPOC talent globally
- → A 2% increase in BAME/BIPOC talent in leadership positions, i.e. EPs and above.



2024 Goals and Progress

Increasing Diverse Hires



We set ourselves a goal to improve diversity in our departmental hiring and address gender imbalances. Our aim is to increase the number of women in our tech and creative departments and the number of men in production. Although we have not achieved significant improvements within the expected timelines, there are changes in our Creative Department, and we hope that this will be the case in the other departments. This is something we're committed to achieving and redoubling our efforts to meet this target by 2025.

Delivering unconscious bias and anti-discriminatory training and workshops



We continue to raise awareness and deliver topical DEI workshops and training. Our programming this year included mandatory anti-harassment training and a session on psychological safety. our Global HR team collaborated with the leadership team to emphasise the correlation between diversity, equity, and psychological safety.

During these workshops, we explored how having a diverse team in the workplace can make employees feel more psychologically safe and empowered to speak out. And has even been shown to positively impact the organisation's bottom line

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87%

Our HR Leadership team are contributing tremendously in making sure our diversity and inclusion messaging is embedded in everything we do, from recruitment to off-boarding activities.

As a result of stressing the importance of diversity, equity and wellbeing, there has been increased engagement in employees attending training and workshops.



CreativeHuddle

SOCIAL RESPONSIBILITY

Our People

Our business revolves around people, and our employees are our most valuable assets.

Over the past year, we have continuously pushed the boundaries of our work, which has led us to win several awards. We believe that a high-performing workforce is achieved through the right balance of work, teamwork, and work-life balance.

In Q4: 2023, we successfully implemented global mental health and well-being strategies, prioritising our employees' overall well-being. We have always made every effort to listen to our employees' feedback and take actionable steps to shape the issues important to their productivity and work-life balance. As a result, we're thrilled that our employee engagement survey scores have improved from 75% to 80% over the past year.

Goals for the next three years

Our People

'23

In-progress

- → Global Pay Equity - establish regional pay bands or scales.
- → Implementing regional Health and Wellbeing strategies.
- → *Establish a global Impact Panel. (on-going)*
- → Introduce a company-wide wiki to share best practices and knowledge.
- → Ongoing use of the B Corp Impact Assessment.

'24

In-progress

- → An overall 5-10% global increase in diverse hires with a focus on (gender, ethnicity, sexual orientation) across all departments.
- → A 5% increase in BAME/BIPOC talent globally.
- → A 2% increase in BAME/BIPOC talent in leadership positions i.e. EP's and above.

'25

- → Achieve an a 90% response rate to our employee engagement survey.
- → A continued score of overall satisfaction with Stink Studios at 80% or above.
- → Participation in Mind's Workplace Wellbeing Index in the UK and equivalent in other regions.

Actions we've taken for our staff

Employee Engagement



Status: Achieved

Our employees play a vital role in creating and sustaining the culture and work environment we strive for. We value their feedback and attempt to implement all suggestions where possible.

In 2023, we noticed a decrease in our response rate from 80% to 75%, but we aimed to increase this number back to 80% in 2024, which we are pleased to have achieved.

88% of our employees expressed they felt valued as team members, and 88% felt that our leadership is consistently engaged and has their best interests at heart. Along with gathering data about demographics, understanding how our employees feel is crucial to maintaining and upholding our core values.

Wellbeing Fund



Status: Achieved

In Q4: 2023, we placed emphasis on the well-being of our employees. To achieve this goal, we introduced a well-being fund and organised several events aimed at promoting their physical and mental health.

Our staff have responded positively to three main strategies we implemented: self-care, seeking support, and open communication. Within six months, 20% of our global workforce had accessed the fund.

In addition to the wellbeing fund, we continued to facilitate wellbeing events, such as acupressure massages and care packages for Men's Mental Health Month. Our Mental Health Awareness Week and bitesize sessions had an impressive 86% attendance rate.

As a result of these efforts, our Global HR team has reported improved communication amongst staff and managers regarding health and well-being strategies, both in and outside work.

Actions we've taken for our staff

Benefits Review



Status: Achieved

Given the economic challenges and high cost of living, we have been reviewing our remuneration policies and implementing changes to support our employees. Over the past year, we have made several improvements, including enhancing our leave policy to offer incremental length of service days and giving employees the day off on their birthdays.

We have also increased our employer pension contribution and organised financial wellbeing courses to help our employees better understand the positive changes introduced by both the organisation and the government.

Impact Assessment



Status: In-progress

The Sustainable Development Goals (SDGs), continue to be a guiding framework for our commitment to operating a sustainable business. We actively track our progress towards these goals through annual evaluations. This year, we achieved a score of 80.3, just above the 80-mark required for B Corp Certification. This reflects our dedication to responsible environmental practices while balancing social and economic considerations. We aim to maintain a score above 80 and continue improving.

Professional Development



Status: In-progress

We have a professional development budget that we aim to utilise to the fullest every year.

Although we have yet to attain our goal to utilise 80% of the budget as outlined in our 2023 goals, we are proud to say that our employees are proactive about their learning. Compared to the previous year, we have seen a significant increase in the number of employees accessing the development fund, from 20% to 42%.

In our employee engagement survey, 88% of our employees expressed that they have the opportunity to develop new skills and pursue training specific to their roles. To further enhance their personal development, we have expanded our professional development programs to include personal development that aligns with their roles.

Our Community

As a company, we believe in social corporate responsibility and understand that it involves way more than just words.

We are actively involved in the community, and engage community leaders and organisations to help us to better understand where we can make valuable contributions.

Our primary focus is to support underrepresented groups within the organisation and industry. And aim to achieve this through grassroots activities. Despite encountering challenges due to limited resources and time to implement the initiatives in the pipeline. We are committed to leading the change we want to see by supporting our existing partnerships with organisations such as Creative Lives in Progress and A New Direction offering work experience or internships opportunities whenever possible.

Goals for the next three years

Our Community

'23

Goal Reached

- → Strengthen our partnerships and mentoring commitments by tracking our existing commitments vs delivery.
- → Deliver 2x pro-bono projects annually for organisations that are aligned with our core company values.

'24

In-progress

- → *Introduce regional donor matching and automatic charity donation programs promoting charities aligned with our DEI and ESG initiatives.*
- → Support social mobility initiatives/projects centered around improving access into the industry.

'25

- → Partner or co-create a program designed to educate the youth at a grassroots level about access to the industry.
- → Deliver 3-4x pro-bono projects annually for organisations that are aligned with our core company values.

University Talk

Our Head of Design, Viv Greywoode, and Business Director, Ben Ingle, delivered a presentation at Norwich University to a cohort of design students. Their talk aimed to provide students with an in-depth understanding of how the creative process works to help develop their skills for the professional world.

The duo led the students through each stage of a recent design project, from receiving the brief to delivering the final work. The presentation touched on the following topics:

→ Understanding and deconstructing the client's requirements.

→ Working an a multi-disciplinary team.

→ Assigning tasks and responsibilities based on the brief.

→ The creative process

→ Delivery and launch

The students gave positive feedback mentioning that the session was comprehensive and went beyond the basics.



NORWICH UNIVERSITY OF THE ARTS

Actions we've taken for our community

Do Good Days

We encouraged our staff to contribute to the community by using their two volunteering days, either individually or as teams. As a business, we have challenged ourselves to proactively engage with our community.

Through 2023/24 since allocating our staff the above benefit, they have volunteered over 500 hours. We participated in a soup kitchens and mobile outreach programmes hosted by local charities. The activities included smaller teams distributing meals, toiletries, and clothing around the city.

We wanted to actively support this cause as certain communities are being affected by the economic changes we are currently experiencing. Survival packs can be a lifeline for people experiencing homelessness, rough sleepers, refugees, and impoverished members of our community. Being able to help people in such a personal and instant way by handing these out was really fulfilling to a lot of the team.

Learn More







Goods and Funds Donated

In the 2023/24 period, we participated in initiatives to help those who may have struggled to afford winter necessities. We collected coats and new and pre-loved clothes from our employees to distribute over the festive period.

In addition, we donated funds to a mental health charity that provides activities aimed at rebuilding confidence, reconnecting with the community, and rediscovering a sense of purpose. We also looked to support charities promoting sustainable practices while aiding vulnerable members of the community and, therefore, donated to a food charity that works to eliminate food poverty, waste and loneliness in every community.

Creative Lives in Progress

We are proud to continue our partnership with Creative Lives in Progress (CLIP) supporting underrepresented and emerging talent in the industry. Throughout the 2023/24 period, our Executive Producer, Vicki Banwell, led our commitment by volunteering her time and expertise to several CLIP events.

We participated in five portfolio reviews, reaching 150 creatives and providing valuable feedback and industry insight. In addition, our involvement in the "What Is …..?" sessions, which explore various advertising disciplines like Project Management and Design, empowered over 200 individuals to make informed career choices within advertising.

We are passionate about seeing a diverse talent pool, and our active membership with CLIP allows us to keep working towards our SDG goal of creating impactful initiatives that provide decent work and economic growth for all.



CLIMATE IMPACT

Our impact on the environment

As a business, we are committed to reviewing our impact on the environment through business activities and interactions with stakeholders, including clients, employees, and suppliers. We aim to reduce our carbon emissions each year, aligned with the targets we have set for ourselves and the United Nations' 2030 Agenda for Sustainable Development.

Over the past two years, we have implemented several strategies to address our scope 1, 2, and 3 emissions, focusing on achieving immediate short-term reductions across all scopes. With the assistance of Zevero, we have begun working on achieving our goals for 2025.

The following section outlines our Greenhouse Gas Report, showing the strides we have made towards our goals, the challenges we have encountered, and our plans for the future.

In alignment with the Science-Based Targets initiative*, we continue to partner with Zevero to measure our carbon emissions and compensate our carbon footprint with a portfolio of carbon neutrality investments with Klimate.

Our impact on our environment

A detailed report of our annual CO2e emissions following a third-party audit by Zevero shows a 34% increase in our global CO2e emissions for 2023 compared to 2022. We are committed to transparency and addressing areas of concern in line with our environmental goals for 2030.

Business travel is a significant driver of this increase, a factor we will explore further in the report, highlighting our actions to reduce emissions in this category.

Despite the overall rise, a closer analysis of our emissions data reveals positive developments in specific areas. When comparing emissions from 2022 and 2023, we have achieved additional reductions in the purchased electricity category and seen improvements in our employee commutes.

Total Emissions 2022

298 tCO2e

Total Emissions 2023

430 tCO2e

Carbon Intensity per Employee 2022

2.9 tCO2e

Carbon Intensity per Employee 2023

6.0 tCO2e

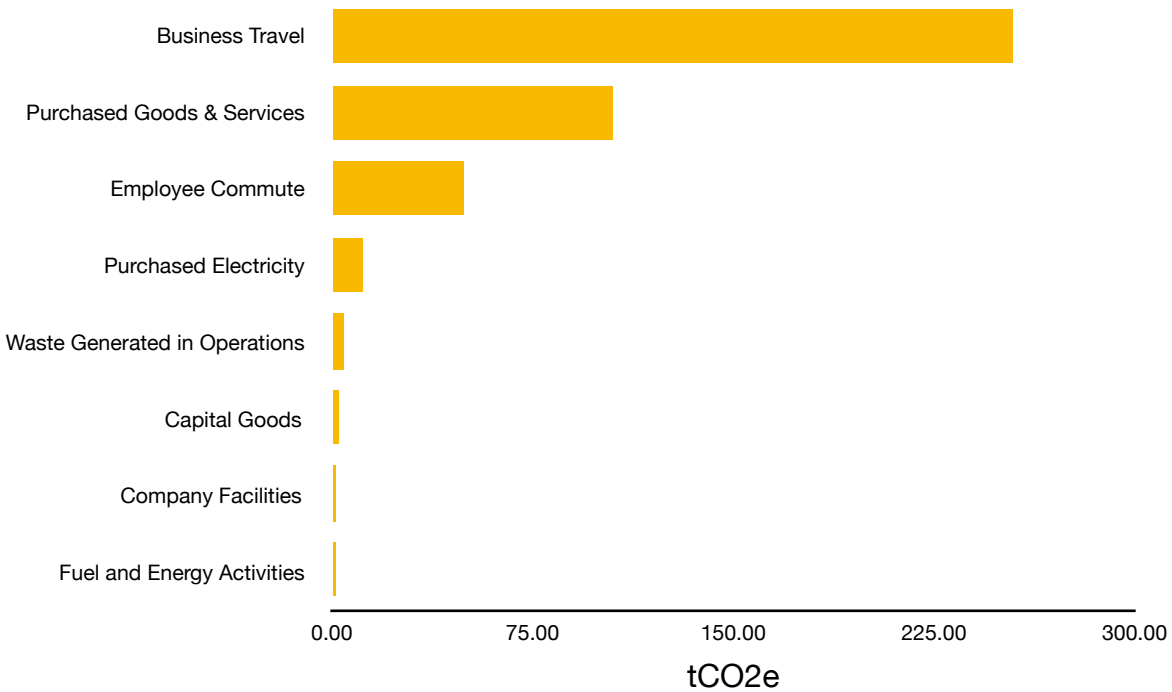
Top Emission Sources 2022

Purchased Goods	(102 tCO2e)
Employee Commutes	(79.24 tCO2e)
Business Travel	(65.32 tCO2e)

Top Emission Sources 2023

Business Travel	(254.50 tCO2e)
Purchased Goods	(104.99 tCO2e)
Employee Commutes	(49.51 tCO2e)

Group GHG emission map



A detailed report of our annual CO2e emissions is available here.

Business Travel

Business travel was our most significant source of emissions in 2023, representing 54% of our total emissions and a 34% increase compared to 2022.

There were two main factors that drove this:

- → Four television commercial shoots required frequent travel from London to the US west coast. While efforts were made to minimise travel numbers through collaboration with our teams, the total distance travelled significantly increased our footprint, nearly doubling our emissions compared to 2022.
- → Our "business-as-usual" travel emissions in 2023 increased by a moderate 10% compared to 2022. This is due to improved tracking and potential adjustments in emission factors. The numbers this year provide a more accurate and balanced picture of our travel and environmental impact.

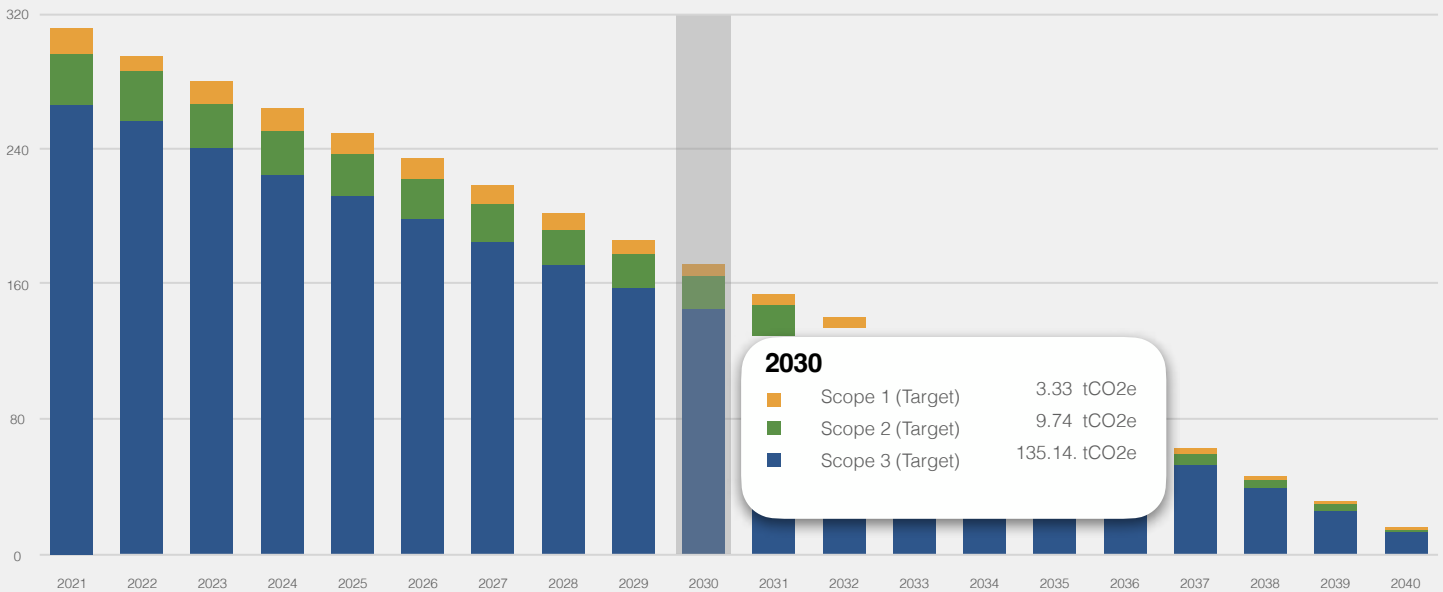
Looking ahead, as we now tracking the majority of our footprint, we believe that it's unlikely any further increase will arise from improvement in measurement. We have also introduced a sustainable travel policy that addresses travel methods and optimises journeys.

We're confident that by integrating these changes, management and employees will contribute to a significant downward trend in emissions. Our commitment remains firm: a 10% year-on-year reduction in international air travel emissions.

Environmental responsibility goals for the next seven years

We remain committed to reducing our emissions and have taken significant steps towards this goal. With the help of Zevero, we are making progress on the targets set to reduce our **Scope 1 and 2 emissions by 60%** compared to a 2021 baseline year, exceeding the standards set by the Science Based Targets Initiative. For our **Scope 3 emissions**, we aim to reduce our impact by **40%** by 2030 compared to 2021.

With Zevero's help, we continue to take steps towards achieving our goals and have started working towards our targets for 2025.



Environmental responsibility goals for the next seven years

2023

- → We've committed to maintain and publish a report of global annual GHG emissions.
- → Implement Sustainable Travel Policy including a carbon budget to effectively plan and manage annual business travel.
- → Reduce International Air Travel by at least 10% year-on-year
- → Continuing to work with landlords to implement and maintain improvements in water efficiency, waste reduction, and recycling.
- → Prioritising the purchase of refurbished computer equipment (at least 10% of total)

2025

- → Reduce total Scope 3 emissions by 10% compared to baseline year (2021).
- → Purchase 100% Renewable Electricity Contracts for all offices
- → Minimise work from home emissions promote (and subsidise) renewable tariffs for all employees, for both gas and electricity where possible.
- → By this date we will have made environmental performance a core criteria for procurement with at least 75% of suppliers having a disclosed net-zero target.

2030

- → Reduce Scope 1 and 2 emissions by at least 60% compared to baseline year
- → Reduce total Scope 3 emissions by 40% compared to baseline year.
- → 95% employees to use renewable electricity at home



Our goals and progress for 2024

Implemented a Sustainable Travel Policy, including a carbon budget, to effectively plan and manage annual business travel



Status: Achieved

We introduced our Global Sustainable Travel Policy. The policy focuses on three key areas: Green Travel, Air Travel, and Accommodation, which are associated with most of our carbon emissions. Green Travel focuses on encouraging the use of regional public transport.

For air travel, we have assigned the type of cabin class our employees can choose from vs the time and distance to be travelled. We promote economy and premier economy travel as standard and business travel for overnight exceptions. We also recommend that our employees prioritise accommodation with sustainable practices in place.

Sustainable Supply Chain



Status: In-progress

We aim to reduce our scope 3 emissions (indirect emissions from our value chain) by 40% by 2025, compared to our 2021 baseline.

This goal requires collaboration with suppliers, as we have pledged that environmental performance will become a major factor in choosing suppliers. We aim for at least 75% of suppliers to have a public net-zero target. To achieve this we are currently mapping our environmental impact across the supply chain, which includes assessing suppliers' environmental commitments.

Our first step was to partner with a B-Corp-certified cleaning company that uses eco-friendly products; doing our bit to reduce carbon emissions and safeguard our biodiversity.

Our goals and progress for 2024

Working with landlords to implement and maintain improvements in water efficiency, waste reduction, and recycling



Status: In-progress

We are currently working with our landlords to evaluate our existing strategies for improving waste management and utility use (water and electricity).

From all our waste management efforts to date, we've seen an improvement in our recycling rates, increasing from 69% to 74%. Whilst we're really proud of these results, we're not stopping here. We're continuously exploring new ways to minimise our waste-to-landfill ratio. One key strategy is taking an innovative approach to waste management by diverting waste through responsible recycling and repurposing. We recently introduced the separation and collection of all our coffee waste via our landlords. They collaborate with third parties to upcycle this waste into sustainable bio-products such as coffee logs, cosmetic exfoliants, and fillers for plant-based polymers.

This innovative approach not only reduces the burden on landfills but also creates valuable resources, which has sparked increased interest and engagement among our employees.

Efficient Energy Consumption



Status: In-progress

We have implemented various improvements to track our energy consumption and reduce our Scope 1 and 2 emissions. This year, we achieved a 60% reduction from our 2022 usage. These results are due to the implementation of additional smart sockets, changes in behaviour, and changes in our business premises. We are pleased with the positive result leading to cost savings and reduced environmental impact.

One of our goals for the next year is to transition to using renewable energy for all our office premises. We are currently in discussions with several renewable energy service providers, now that energy prices have stabilised. We are also considering the impact of this switch on our employees, given that our hybrid working model is still in effect.

Balancing our unavoidable emissions at a fair price

We're balancing 100% of our unavoidable emissions at $100 t/CO2 following Oxford principles for net zero aligned carbon offsetting.

This results in a total investment this year of $43,000 into a portfolio of carbon removal projects. The main objective in declaring a relatively high internal carbon price is to create a disincentive, to nudge each business decision we make towards the lower carbon alternative.

Price We've Committed To Pay per tCO2

$100

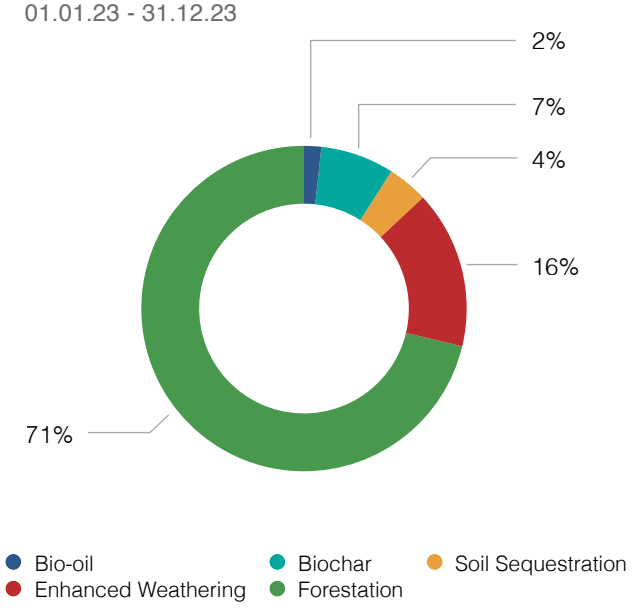
Total Investment for 2023

$43,000

Carbon Removal Portfolio

430 ton CO_2

01.01.23 - 31.12.23



In collaboration with Klimate.co, we reviewed our existing carbon removal portfolio and opted to maintain a similar portfolio to 2022 to offset our unavoidable emissions.

Our portfolio is a range of medium to highly permanent projects, well-balanced with environmental benefits.

Beyond core carbon removal, the selected projects deliver significant co-benefits for communities worldwide. For example, our participation in the Halo Verde project in Timor Leste has supported the following efforts alongside other organisations involved in the projects. (see page 35)

These positive outcomes showcase our commitment to responsible carbon removal. Furthermore, our continued investments in Soil Sequestration (Ruumi), Enhanced Weathering (InPlanet) and Biochar (Varaha-Banni) demonstrate our dedication to addressing SDG 13, Climate Action.

13 CLIMATE ACTION

A detailed report of our carbon removal is available here.

Off Setting and Co-benefits

Halo Verde (Timor-Leste)

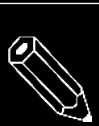
Status: In-progress

The Halo Verde project in Timor-Leste aims to address and mitigate the impacts of climate change through community reforestation activities and sustainable socioeconomic development initiatives. As of mid-2021, over 250,000 rubber trees have been planted, resulting in the removal of 18,015 metric tons of CO2 from the atmosphere. Additionally, these projects have provided the local community with the following co-benefits.

Co-Benefits Achieved



Awarding 40 scholarships annually as part of our community engagement initiative.



Renovation of three classrooms in secondary schools and provision of computers to the schools.



Involvement of over 150 households and 1 school.



Providing training and interest-free loans to rural women for small home industry.



Employment of 8 permanent local Timorese staff for over 12 years by the project.





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