

# WE'RE ON A MISSION, TOGETHER.

Certified



Corporation

four

**Four is an independent media, communications and marketing agency with offices in London, Cardiff, Aberystwyth, Sheffield, Abu Dhabi, Dubai and Riyadh.**

**Together we make a difference.**

We are passionate, independent spirits who believe that working together makes wonderful things happen.

It's how we create excellent work and solve problems for our clients. It's how our sector specialists and service experts combine to deliver campaigns with impact.

But it's not only about the incredible work we deliver. At Four we strive for much more than that. We create rewarding careers for our team, promote equality and diversity and deliver a meaningful contribution to our community and the planet.

**That's why we're proud to have become one of the first 1,000 companies in the UK to be awarded with B Corp accreditation.**

**#1000xUKBCorps  
#1000xBetter**

Certified



Corporation

This company meets the highest standards of social and environmental impact

four

# WE ARE A B CORP!

Over the past 20 years, Four has delivered campaigns with positive social impact.

## Being a force for good is our lifeblood.

So, we're proud to say that we're now a B Corporation – having passed the rigorous certification that measures how we support, protect and nurture our staff and the work we do for clients, partners, stakeholders and community.

As a B Corp we are a business balancing purpose and profit, considering impacts on workers, customers, suppliers, community and environment.

As we join a global movement of people, we are proud to be a company that is helping to make positive change happen.

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# AT A GLANCE . . .



Our recruitment programme includes blind CV reviews and a version of the Rooney Rule

We have four staff groups, Four Race Equality, Four Gender Equality, Four LGBT+ and Four Earth along with staff elected reps



Our COVID-19 recovery scheme involved working with the government's Kickstart scheme. We welcomed 26 local young people from London for six month internships, eight staff are now employed at Four

Our 2020 Four Race Equality Pledge helped us set ethnic diversity targets and new recruitment practices

We recently signed up as a Disability Confident employer – Level 1



Our volunteering programmes and local community partnerships work with charities, cultural hubs, local schools and colleges

We are committed to positively influencing suppliers, customers and communities to tackle inequality and injustice



We're fighting climate change with an annual review of activities and operations



We've already achieved zero to landfill

Our training programme includes neuro diversity training and unconscious bias training



We carry out an annual self-identification survey across gender, sexuality, race, disability and socio economic factors

We have raised awareness of LGBT+ issues internally with a gender identity campaign with the optional use of pronouns added to staff emails and profiles

Our flexible working policy was informed by staff consultation



We offer robust health and wellbeing support for all staff alongside Mental Health First Aid England and a variety of provisions to help with physical and mental health



Our plastics audit, action and local supplier policy are well underway

# FOUR RACE EQUALITY PLEDGE

Our Race Equality Pledge is a key policy and commitment.

We were the first agency to set public targets for ethnically diverse staff.

The pledge outlines key commitments for recruitment, including blind CV reviews and a version of the Rooney Rule - one ethnic minority candidate to be interviewed if possible.

The Race Equality Pledge UK target by 2023 is 25% and 30% in London and includes commitments for recruitment, training and creative output.



# WHO WE ARE

|   |  |  |
|---|--|--|
| <div>56%</div> <div>of our staff worldwide are women</div>  |  | <div>12%</div> <div>of our staff identify as LGBT+</div>           |
| <div>Ethnically diverse staff at Four:</div> <div>33%</div> <div>worldwide</div>                                      | <div>21%</div> <div>of our operating board are from ethnically diverse backgrounds</div> | <div>Our operating board is</div> <div>55%</div> <div>female</div> |
| <div>22.5%</div> <div>in the UK</div> <div>25%</div> <div>in London and</div> <div>21%</div> <div>client facing</div> | <div>10%</div> <div>of staff consider themselves to have a disability</div>              |  |

# FOUR RACE EQUALITY

**Since 2018 our Race Equality staff group has been creating campaigns that showcase ethnic diversity and tackle equality and diversity issues.**

They have created a Ramadan campaign with award winning poet Rakaya, launching our charity association with Whitechapel Mission, created a Windrush commemorative live installation and have worked with a number of black owned businesses.





# FOUR LGBT+

**Our LGBT+ staff group creates activities and collaborations to honour and highlight gay, lesbian and trans communities and issues.**

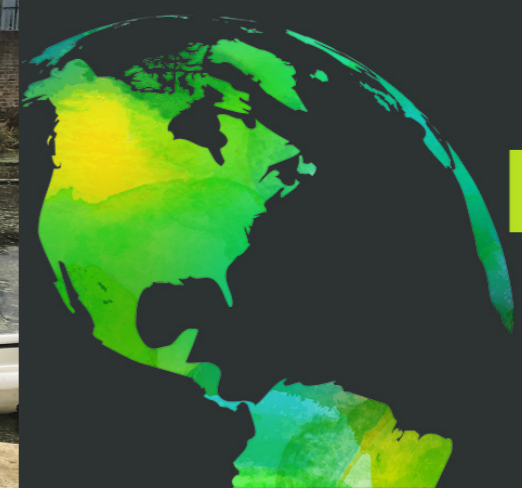
They have held training courses and discussion groups to help educate everyone about mental health issues and inclusivity within the LGBT+ community as well as film evenings, social media campaigns and showcases.



# FOUR EARTH

Since July 2019, Four Earth has been working to reduce our environmental impact as an organisation to help individuals to reduce their own footprint.

They work hand in hand with our operations team on specific initiatives such as a plastic audit and action plan, which has already been implemented. The group has also created task forces for litter and community garden drives.





# FOUR GENDER EQUALITY

**Founded in 2018 on the 100th anniversary of women getting the vote, Four Gender Equality's mission is to create an inclusive workplace, in which men and women have equal opportunity to contribute and flourish.**

Everyone is invited to have their say to celebrate the achievements of women and other marginalised genders. They have been involved in creating events and campaigns to celebrate events like International Women's Day.



# OUR RECRUITMENT

## Our recruitment programme is second to none.

Our work has been particularly enhanced by working with organisations to attract more diverse candidates, like The Taylor Bennett Foundation, Black Professionals Network and Spark!

We have worked with many interns who have come from The Taylor Bennett Foundation – some of whom are now leading teams towards the future.

We also hold a grad recruitment day twice a year to introduce fresh, new talent.

# THE FOUR LIFE



## DOWN TIME

25 days holiday increased to 28 after 3 years in service



## WELFARE

Annual free eye tests and flu jabs for all employees



## FUTURE THINKING

Auto Enrolment pension



## OPPORTUNITY KNOCKS

An impressive staff recruitment incentive scheme



## EXTRA TIME

Opportunities to earn up to 4 additional holiday days a year including your birthday



## COMMUTING

A popular ride to work scheme in association with Green Commute



## POWER UP

Breakfast on us – we supply fruit and cereal



## SUPPORTING YOU

Enhanced maternity and paternity schemes



## FITNESS

A competitive subsidised gym membership scheme and access to a range of competitive sports teams



## MENTAL HEALTH

Access to 24-hour assistance to our confidential Employee Helpline and eight fully trained Mental Health First Aiders



## WINNING MOVES

An annual EPIC awards ceremony celebrating success with £££ prizes



## PERKS

We offer Asana project management, free and unlimited access to LinkedIn Learning, hot desking, free newspapers and magazine apps

# OUR FLEXIBLE WORKING POLICY

**We've introduced a fully flexible working policy across all locations and offices.**


That means that staff can work from home as much or as little as they like – unless they have face-to-face commitments.

We introduced our flexible working policy after carrying out an extensive consultation exercise with staff to find out how they wanted to work and how they worked best.

Asking our staff for their views is really important to us because we are committed to ensuring that we are able to give the optimum amount of support to each and every member of the team, which in turn helps our clients and our community.

This is Aaron Augustus, our media accountant – showing how flexible we can be! Aaron teaches dance in his spare time in the local community.





# ENVIRONMENTAL IMPACT

We moved to The Hickman Building in Whitechapel in 2020.

**It is the first building in the world to achieve a platinum rating from SmartScore, the certification scheme for smart buildings.**

Everything about our workplace is smart.

sesame™ is an award winning app and allows staff to book desks and check the building's air quality as well as what the transport system around the area is looking like for the day. It also enables hands free access to the building and staff can pre-book a coffee or lunch at our Maker's café on the ground floor.

The app also connects with local offerings and amenities allowing everyone to get to know the neighbourhood and really become part of the action.

# ENVIRONMENTAL IMPACT

**We are committed to fighting climate change with an annual review of activities and operations and their effect on the environment**

We're already achieved zero to landfill when it comes to waste and our plastics audit and action plan has been implemented.

We are also working with our local suppliers to ensure that they are as sustainable and environmentally friendly as possible.

Our aim is to reduce consumption year-on-year with everything we do and this includes purchased materials, waste, energy and transport.

We are also significantly cutting down on non-essential travel.



# COMMUNITY AND VOLUNTEERING

**We have a great track record of getting involved wherever we operate. From literacy and numeracy work in schools to homelessness initiatives.**

Our recent works includes

- A partnership with Rich Mix, a community arts hub in Bethnal Green
- Mentoring local young people from disadvantaged backgrounds via Future Frontiers - we have mentored 35 young people so far
- Volunteering at The Whitechapel Mission – helping them help people who are sleeping rough and meeting the specific needs of each man and woman who walks through their doors

# VOLUNTEERING DAY

Many of our staff already volunteer in their spare time. They are trustees of community foundations and cultural organisations, peer supporters and mental health volunteers. They volunteer for organisations like the RNLI, The Rugby Football Union and work with rehabilitating prisoners.

For 2023, we've created a volunteering day when each and every member of staff can create a virtuous circle by giving back to a charity or community of their choice.

We have a group of some of the most passionate people around who are committed to giving back to charities and their communities in their spare time and we honour and support their work.



**We work with a range of organisations on a pro bono basis to support charities, good causes and deliver social value through training, mentoring or other services.**

**FUNDING FOCUS** the fight for fairer funding

ESTÉE LAUDER COMPANIES  
BREAST CANCER CAMPAIGN



# A HEALTHY OUTLOOK

We have a wide range of offerings to support both mental and physical health

- A group of trained mental health first aiders on site
- Access to a 24/7 helpline offering confidential advice on mental health issues
- An online GP service
- Specific campaigns to highlight mental health issues
- A wellbeing activities programme - from sports teams to Fitbit challenges; yoga to kickboxing classes
- A subsidised cycle to work offering and subsidised gym memberships



**Together we make a difference**

four



# OUR WORK

A huge number of our clients make a positive impact, from governments to universities to NGOs, charities and social enterprises.

We've made it our mission to deliver work for them that makes a difference and solves the problems or challenges they face.

Public sector is a huge part of the work we do – across everything from travel and transport to law enforcement and education. In the UK the Social Value Act 2012 means that public sector work now requires social value to be delivered, as part of the work procured. B Corp, as an independent evaluation, helps us to do this. We couldn't be more prouder.



**HIV prevention**  
Do It London  
campaign

**Beyond Now**  
Sustainable shopping  
campaign for Oxford  
Street



"I really wanted to inspire people the way I was inspired when I was a child, by key teachers I can still remember now."

Johanna



"Teaching is about more than academic learning - it is the nurturing of a child."

Allison



"There's not a day goes by when I don't learn something new."

Lynsey

Ugysdwrth Cymru  
Welsh Government

**NOW IS YOUR TIME**  
Teach in Wales. Full and part time courses available.

ADDYSG CYMRU  
EDUCATION WALES  
cyswlltuath yn ianwadi - our national mission



**FUNDING  
FOCUS**

the fight for  
fairer funding



**Wales**  
Driving teacher recruitment

**Abu Dhabi**  
Sustainable Week

**Funding Focus**  
Fighting for fairer funding for female and ethnic minority entrepreneurs

**Innovate UK**  
Promoting Women in Innovation

**WOMEN IN INNOVATION**

Changing the world  
The entrepreneurs tackling society's challenges

Innovate UK is part of UK Research and Innovation

Innovate UK

**Sketching the future**

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Daniela Paredes Fuentes is the creator of Gravity Sketch, software that allows designers to sketch in a 3D space using augmented reality.

# DID YOU GET A PAY RISE?



**The National Living and Minimum Wage** increased on 1st April.

By law, you must be paid this amount by your employer.

Check your pay at [gov.uk/checkyourpay](https://gov.uk/checkyourpay)



## #BecauseICan

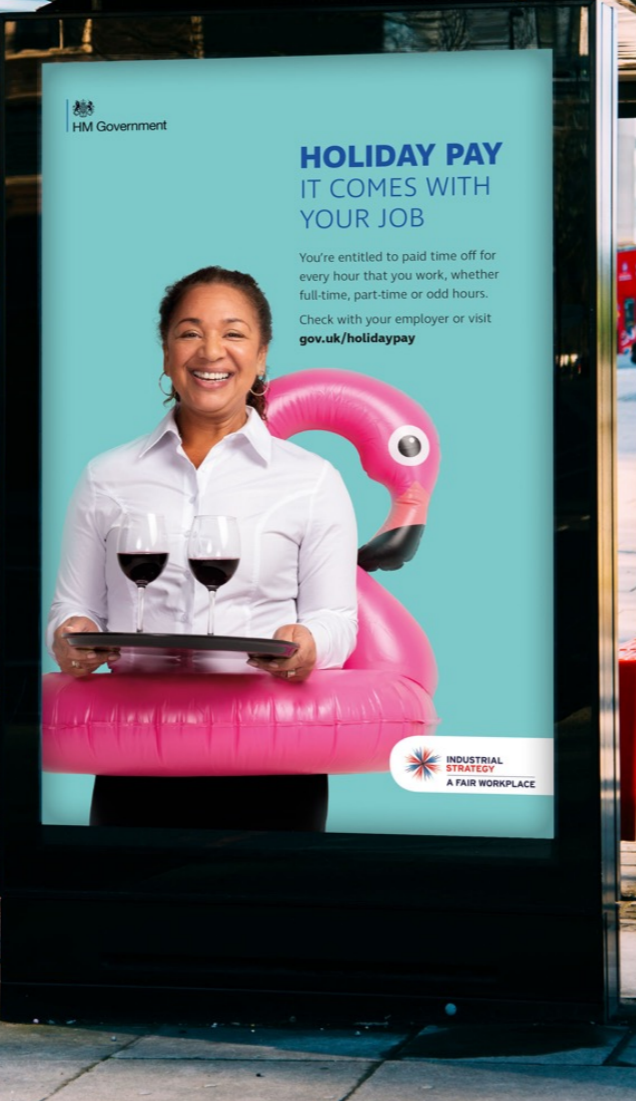
“Everybody has their own opinion, and so it’s important to express this opinion by voting in your local elections.”

**Steffan, Prestatyn.**

**BE A VOTER. REGISTER NOW.**



Llywodraeth Cymru  
Welsh Government



# KEY RESULTS FOUR GLOBAL STAFF SURVEY 2022



# 78%

of staff are happy with the culture at Four

# 83%

say Four operates in a socially responsible way

# 91%

say we treat each other with respect



# 93%

are happy with our flexible working policies

# 87%

believe Four is dedicated to diversity and inclusivity

**Highlighting** workers' rights for BEIS

**Promoting** voter registration to harder to reach groups in Wales

To find out more information  
please visit [bcorporation.net](http://bcorporation.net)

Or email  
[bcorp@four.agency](mailto:bcorp@four.agency)

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