

DH — PR

IMPACT REPORT

**2023** 



## ABOUT

DH-PR was launched in 2013 by Daisy Hoppen. Having previously worked with a number of London based Luxury PR Agencies, Hoppen founded DH-PR to provide representation within the Art World, Fashion, Luxury and Design Creative.

DH-PR provides a bespoke consultancy and approach across our work, collaborating with a global network of Creatives, Editors, Talent, Influencers and Industry Figures. Projects ranging in activity include creative press strategy and consultation, event curation and conception, community building, seeding, red carpet dressing, and event attendance in both domestic and global capacities.

DH-PR is a certified B Corp and is committed to uphold the values of inclusivity, environmental responsibility and consideration in all that we do.

We commit to an inclusive and representative mix of participants without our projects and to being an equal opportunity employer.

We recognise that we have a responsibility to the environment beyond legal and regulatory requirements. We are committed to reducing our environmental impact and continually improving our environmental performance as an integral part of our business strategy and operating methods. We will encourage clients, suppliers and other stakeholders to do the same.

## SERVICES

- Communications & Media Relations
- Event and Fashion Week Projects
  - Brand & Creative Strategy
- Talent Engagement & VIP Dressing
  - Influencer Strategy
- Partnerships & Retail Strategy
  - Talent Representation
    - Campaigns
- Special Projects



## MISSION AND VALUES

### VALUES STATEMENT

To always be kind, conscious and inclusive

### MISSION STATEMENT

To strive to always better ourselves and the industry we contribute to, and apply a bespoke and considered approach to all that we do.

## LEADERSHIP LETTER

2023 saw a turbulent year for anyone in creative industries, projects constantly shifted around - budgets fell and moved into new quarters. That said our aim for the year was to maintain our company and brand presence. Whilst ensuring the team remained confident about their job security and salaries, and clients happy with the level of service we were providing. In addition, on a personal note I found out I was pregnant at the start of the year and this meant that I would be personally trilling our new maternity policy.

Despite these challenges and new hurdles, I am so proud that we maintained our B Corp commitments to the highest levels. We continued our pro-bono work with charities, created many opportunities for the team in terms of personal and professional development and were delighted that a number of our clients also become B Corporations. We ensured that the environment was a positive and nurturing place to work, ensuring that each week we provided lunch and fresh fruit for the entire company – often made from local companies working with seasonal and organic ingredients. In addition we became London Living Wage accredited – which felt very important given the economic climate and cost of living crisis. We know this has really supported staff in their personal living situations – which has been so challenging for so many people.

As a small company of under 25 staff, the B Corp requirements for the whole team's buy into our commitments has been critical – and it's been rewarding to see so many of the team step up to the bar from returning to their universities to give lectures or volunteering at shelters. Looking ahead to 2024, my maternity journey has come to an end but I am now looking to utilise further some of the package

we support mothers within the company, by extra financial support on childcare (which other members of the team already make use of). We will continue in our efforts to carefully advise clients to look at their environmental impact through moments like Fashion Month, always consider diversity and inclusivity within their creative outputs and be mindful in their collaborations.

We look forward to continuing to challenge ourselves to always strive to improve and learn from the hurdles we face to hopefully create an even more positive and forward thinking company.

Daisy Gilbert-Hoppen: Founder



CLIENTS

  
BELMOND



Hunza  


HARRIS REED



*Milk & Honey*

EMINENTE  
Moët Hennessy

**Molly Goddard**

EMMA  
LEWISHAM

OLIVIA VON HALLE

**GANNI**

**Pleasing**

**RE/DONE**

REJINA PYO

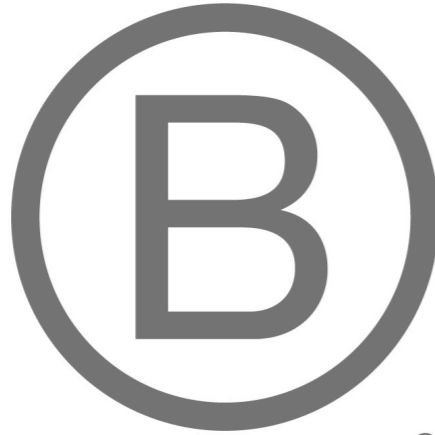


Simone Rocha

**TEKLA**

THE VAMPIRE'S WIFE

# Certified



®

# Corporation

2022



VERIFIED

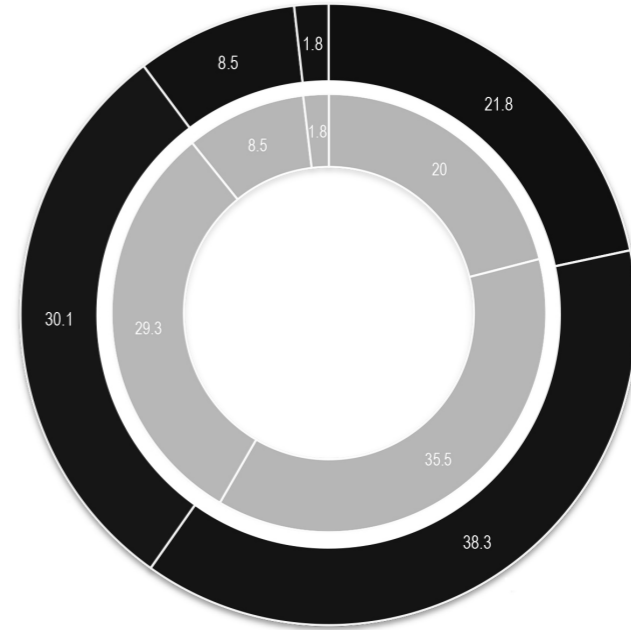
2023



UNVERIFIED

2022

GOVERNANCE	Questions answered:	27/27
Overall score:		20
WORKERS	Questions answered:	45/45
Overall score:		35.5
COMMUNITY	Questions answered:	36/36
Overall score:		29.3
ENVIRONMENT	Questions answered:	20/20
Overall score:		8.5
CUSTOMERS	Questions answered:	5/5
Overall score:		1.8



2023

GOVERNANCE	Questions answered:	27/27
Overall score:		21.8
WORKERS	Questions answered:	45/45
Overall score:		38.3
COMMUNITY	Questions answered:	36/36
Overall score:		30.1
ENVIRONMENT	Questions answered:	20/20
Overall score:		8.5
CUSTOMERS	Questions answered:	5/5
Overall score:		1.8

## GOVERNANCE

### WHAT WE SAID WE'D DO

- We certified in February 2023 and since have been implementing our commitments as a B Corporation. We set ourselves a goal to improve our B Impact Assessment Score to 100 points.

### WHAT WE DID

- Since certifying in February, we hosted our Annual Team update outlining our plans for the coming year. This annual update includes the following:
  - Financial Review of the past 12 months
  - Financial Education piece on team bonuses and profit sharing
  - Improvement to benefits
  - Impact Assessment Goals to ensure stakeholder engagement
- We regularly review our Impact Assessment Goals in our Board meeting and explore ways to improve our key pillars across: Governance, Workers, Environment & Community and are delighted to have achieved 100.7 points in our B Impact Assessment in February 2024.

### PLANS FOR THE NEXT 12 MONTHS

1. We are planning to move our office from a managed space to our own building. This will give us better control over our emissions and enable us to record and monitor them.
2. We are looking into ethical banking alternatives

**2022**

VERIFIED

200.0

+1.8 for 2023 (Unverified)

**2023**

UNVERIFIED

**GOVERNANCE**  
Questions answered: 27/27  
Overall score: **21.8**

**WORKERS**  
Questions answered: 45/45  
Overall score: **38.3**

**COMMUNITY**  
Questions answered: 36/36  
Overall score: **30.1**

**ENVIRONMENT**  
Questions answered: 20/20  
Overall score: **8.5**

**CUSTOMERS**  
Questions answered: 5/5  
Overall score: **1.8**

**2023**

UNVERIFIED

GOVERNANCE

Questions answered: 27/27

Overall score: **21.8**

WORKERS

Questions answered: 45/45

Overall score: **38.3**

COMMUNITY

Questions answered: 36/36

Overall score: **30.1**

ENVIRONMENT

Questions answered: 20/20

Overall score: **8.5**

CUSTOMERS

Questions answered: 5/5

Overall score: **1.8**

WHAT WE SAID WE'D DO

- External & Internally hosted professional development and learning opportunities for all employees- currently only managers received formal management training.
- Introduce a formal review process for our interns and document an exit interview, formal opportunity to provide feedback on experience.
- We are committed to being a London Living Wage Employer and to offer an attractive annual leave package.

WORKERS



+2.8 for 2023 (Unverified)

**2022**

VERIFIED

- We offer an Enhanced Parental leave package
- Conducting internal reviews and appraisals where standards for sustainability and social impact are encouraged, discussed and handed as personal goals

WHAT WE DID

- A key focus for us as a business is Company Culture, therefore we offer weekly staff lunches and have introduced the 'Guide to working with me'. Every two weeks a member of the team presents their guide offering us all an opportunity to get to know each other more intimately for a better understanding of how we can work together well and support one another.
- Training & Workshops:
  - We hosted a Pensions Workshop with Sutton Winson offering the team a better understanding of their future investments and how to self manage their funds. We also introduced the People's Pension Ethical Investment Fund and its benefits as their main investment fund.
  - The team also attended a Cyber Security workshop offering them a better understanding of how to keep themselves and the company safe online. Since the workshop we have introduced a password management system which has not only increased our online security but also increased productivity.
  - The senior team continues to offer regular Fashion GPS training, the main software and tool used across the company to streamline productivity and knowledge sharing
- We introduced a formal exit interview and regular check in's with our lovely interns, which has allowed us to reflect and adjust their work to offer them a rich experiences during their time with us. We have been delighted to hear how much many of

- them have enjoyed their time with us and we have been fortunate to hire a few of them in permanent positions or continue to work with them in a freelance capacity.
- The cost of living crisis has affected many of us, so we have continued to match salary reviews with inflation rates and continue to be a London Living Wage employer. We have also paid bonuses to the whole team, which made up 22% of company profits.
- We continue to perform salary benchmarking reviews to ensure we are a competitive employer and able to attract and retain talent.
- We are delighted to increase our annual leave offering to 36 days which increases at 2 & 5 years of service.
- We were delighted to support our Agency founder during her pregnancy with our enhanced parental leave package, offering four months on full pay and a nursery bonus upon her return.
- We continue to appraise all staff against personal sustainability and social impact goals as well as keeping our clients accountable through the work that we do.

GENERAL PLANS FOR THE NEXT 12 MONTHS

- Training & workshops: We will look at specific training relating to job progression such as further management training and personal development.
- As part of our office move we will look at further ways to enhance company culture, staff wellbeing and collaboration across the team
- We plan to survey the team on the benefits they would appreciate and will do further research into expanding the current offering.

## COMMUNITY

### WHAT WE SAID WE'D DO

- We have formal targets to make a specific percentage of purchases from suppliers with diverse ownership and local businesses
  - Increase minority ownership supplier target to min 25% from 16%
  - Improve purchases from local suppliers from 54%
- Aim to connect & order from other B Corporations via platform: B Hive
- Continue to work on a pro bono basis with Milk Honey Bees

### WHAT WE DID

- We have increased the percentage of purchases from supplier with diverse ownership to 36% and local businesses to 74%
- Our support of the youth organisation Milk, Honey Bees continued for a third year and we were delighted to organise an event in August hosting their US sister charity 'Justice for Black Girls' in London.
- We made charitable donations to Save the Children, specifically for aid for Palestine & Israel and hosted a team lunch where all proceeds went to support aid for the Turkey and Syria earthquake.
- The team also took various volunteering shifts at Shelter from the Storm helping during their dinner service & supporting them via our instagram channel.
- We have partnered with &Dine ordering our weekly team lunches via their platform and supporting local and independent food makers
- The whole team has been set up on BHive and we actively look to purchase and work with other B Corporations.

### PLANS FOR THE NEXT 12 MONTHS

- Further increase our pro bono services offering whilst continuing to work with Milk Honey Bees
- We recognise that our team currently lacks diversity so we want to actively work on recruiting candidates and interns from a POC background as well as men. We have set our goal to a minimum of 20%.

**2022**

VERIFIED

29.3

+0.7 for 2023 (Unverified)

**2023**

UNVERIFIED

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**2022**

VERIFIED

8.5

Level with 2023 (Unverified)

ENVIRONMENT

WHAT WE SAID WE'D DO

- We wanted to work on an environmental report in order to start reporting on the carbon emissions and environmental impact of our business
- We also wanted to enforce a rule to accept no single use plastics by our clients

WHAT WE DID

- We realised that we are not yet in a position to create our environmental report and this will require some further research and investment to produce. We will be moving our office in 2024 and would like to then start to firstly record our usage to then look to reduce it in the following year. Further research is required to understand how we can best record and offset our carbon footprint across our BAU office functions as well as project and events we undertake on behalf of our clients.
- We are however delighted to we awarded Silver by the First Mile Recycling Standard 2023 for the recycling of electric goods and other office related waste.
- Many of our clients have been convinced to use evites rather than printed invitation to events and fashion week shows.

PLANS FOR THE NEXT 12 MONTHS

- Moving office will enable us to measure our emissions and choose renewable energy suppliers. We aim is to start tracking and recording our usage so that we can then then look at setting reduction targets.
- We plan to start recording our emissions with a view to set reduction targets in regards to our BAU office function as well as events & projects we undertake on behalf of our clients.
- So far we have not enforced the rule of no single use plastics by our clients and plan to set this in place for 2024.
- For our annual team volunteering day we would like to find an organisation with a focus on environmental impact.

## CUSTOMERS

### WHAT WE SAID WE'D DO

- We committed to reviewing all of our client projects with a focus to ensuring they align with the values we have set as an agency across diversity, environmental impact and social impact. We produce a Post mortem report of all our projects and feed back any concerns to our clients.

### WHAT WE DID

- We continue to work on post mortem reports and flag any concerns with our clients ahead of events and projects to ensure diversity, environmental impact and social impact are always aligned with our agency values.
- We are delighted that many of our clients have now certified as B Corporations and we have welcomed new clients to our agency roster. - TEKLA, GANNI & Emma Lewisham- who are also the only certified fully circular beauty brand and 100% natural
- Our jewellery clients use Fair Trade Gold & ethically sourced diamonds (Ana Khouri & Sophie Bille Brahe)
- We continue to decline business due to negative human rights records but are delighted that new clients make silent donations to support social impact projects.
- Our client Harris Reed continues to strive for a vision of gender fluidity and inclusivity. & worked closely with the Prince's Trust during his AW24 show.

### PLANS FOR THE NEXT 12 MONTHS

- In April we look forward to working with Client Earth on a very special project with Tekla Fabrics.
- We continue to strive to increase diversity in our client & talent roster and to vet all new business against our values as an agency.

**2022**

VERIFIED

1.8

Level with 2023 (Unverified)

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