

BROAD
SWORD.

Annual Impact Report 2025

www.wearebroadsword.com

EVENTS ARE A CATALYST FOR CHANGE

Hello! We're Broadsword.

Founded in 2006, we're an event agency and B Corp certified business, driven by the belief that events have the power to inspire audiences, drive conversations, and spark a new way of thinking. We help our clients - from financial brands to charity organisations - spark the change our planet needs through impactful design, creativity, strategy, and storytelling that connects.

OUR MISSION To empower the right to speak and be heard, creating events and experiences that inspire positive change.

OUR VALUES Authentic: We stay true to ourselves
Brave: We challenge the status quo
Committed: We go the extra mile

OUR MANIFETSO B. The Edge: With a clear purpose and a forward-thinking approach, we move forward by carving a unique path in our industry and using our business as a force for good, driving lasting, positive change.

trust
conference

WOMEN
OF THE
FUTURE
Programme

MOODY'S

 informa

HSBC



Quinn McKew
ARTICLE 19



Sigrid van Aken
Postcode Lottery Group



Tobias Jung
University of St Andrews,
Centre for the Study of
Philanthropy & Public Good



Melanie Hui
Luminate



Moderated by:
Rebecca Vincent
Big Brother Watch





Message from MD

As I reflect on 2025, what stands out most is our evolution as a B Corp, how our ethics-led approach has not only shaped our strategy, but strengthened our sense of responsibility to our team, our clients and the communities we serve.

We've made decisions that weren't always easy, but they reflect who we are: authentic, brave and genuinely committed to making events better for people and for the planet. That commitment has guided us, even when the path required more thought, more challenge and more resolve.

In events, impact isn't an abstract idea - it lives in the details: the venues we propose, the materials we specify, the partners we collaborate with, and the conversations we lead with our clients about sustainability and standards. This year, we've made those decisions with intention, care and quiet confidence.

I am incredibly grateful to the Broadsword team, and to our clients and partners, for being part of this journey. Your challenge, curiosity and collaboration continue to push us forward.

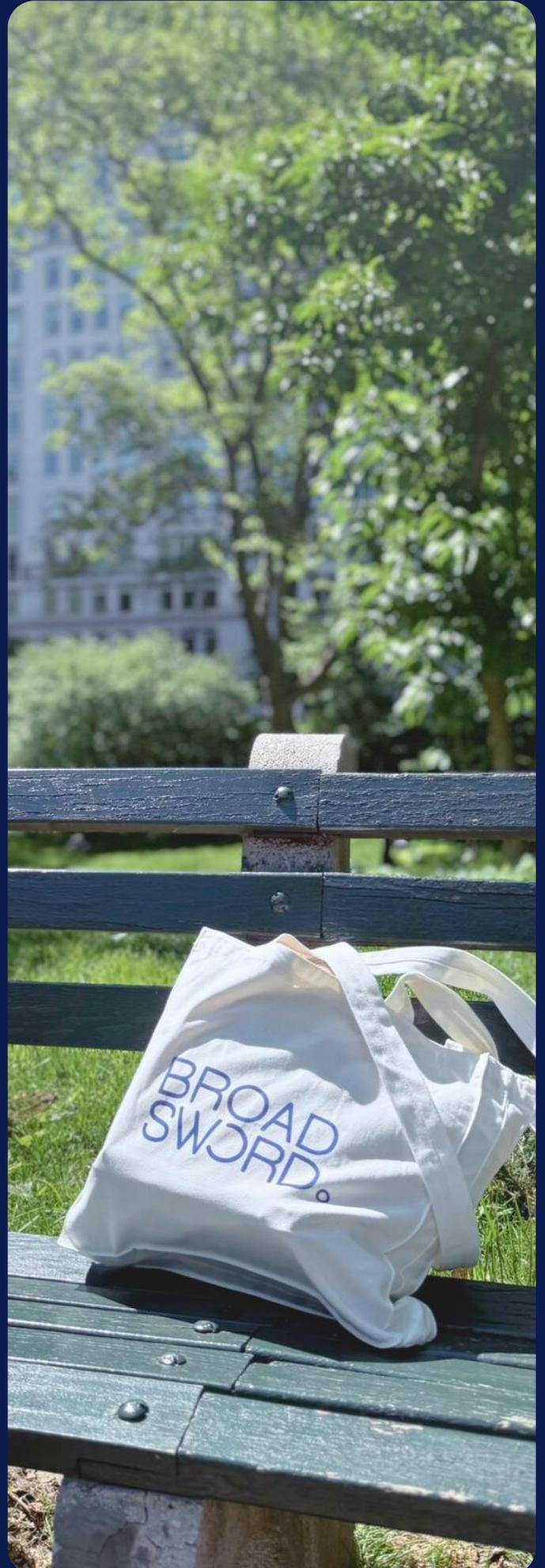
The world keeps changing and so do we. Our second impact report reflects where we are now, what we've learned, and where we are determined to go in 2026. Being a B Corp isn't a statement we make once; it's a commitment we live, question, refine and recommit to, year after year.

Thank you for being part of what we're building.

Anna Green

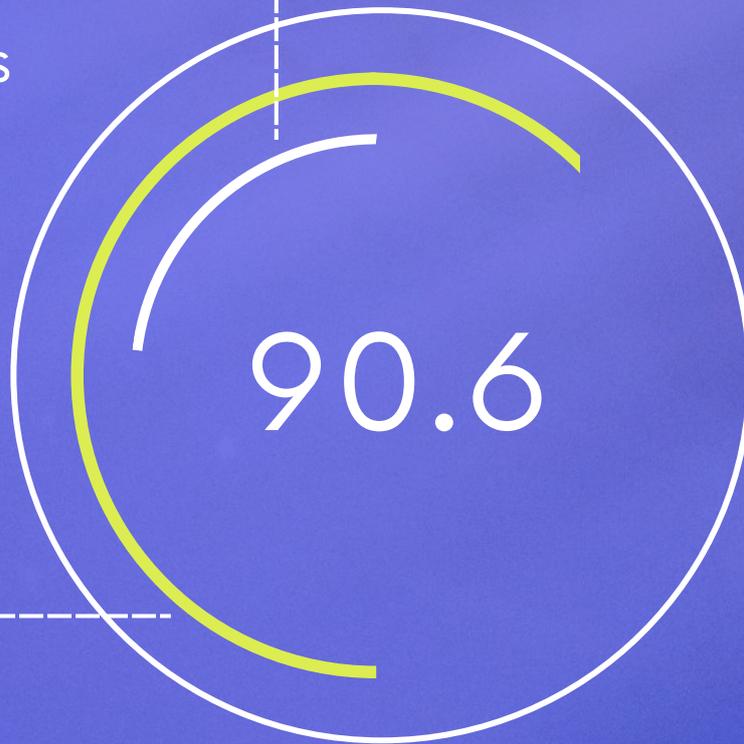
Managing Director

LinkedIn



Overall B Impact Score

50.9 is the
median
score for
ordinary
businesses



80 qualifies for
B Corp
certification

Broadword officially became a certified B Corporation in June 2024. With an overall impact score of 90.6, making us one of the highest scoring B Corp event agencies

Impact Areas

The B Corp certification holds us accountable to having a positive impact across 5 pillars; environment, workers, community, governance, and customers.

Workers	01
Community	02
Environment	03
Customers	04
Governance	05

2025

A year of change, challenge, and achievement at a glance

5 Employees enrolled on apprenticeship courses

3 B. Inspired events hosted for our clients & community

15 Days spent with work experience students



7 AWARD WINS



Including

- Best Agency
- Grand Prix
- Employer of The Year

POWER

30 Awarded to 30 sustainable agencies.

and Broadsword recognised as Highest Climbing Sustainable Agency



B Score on CDP (Carbon Disclosure) - the highest score for SMEs



WE LAUNCHED A REBRAND

100% annual carbon footprint offset

90% Average client feedback score

52 Trees planted via the YuLife app

122 events delivered in 17 countries

1% of profits donated to good causes

5 new clients won in EMEA and APAC

30 days total spent volunteering

100% client retention rate

ONE YEAR

of being a B Corp and our second impact report

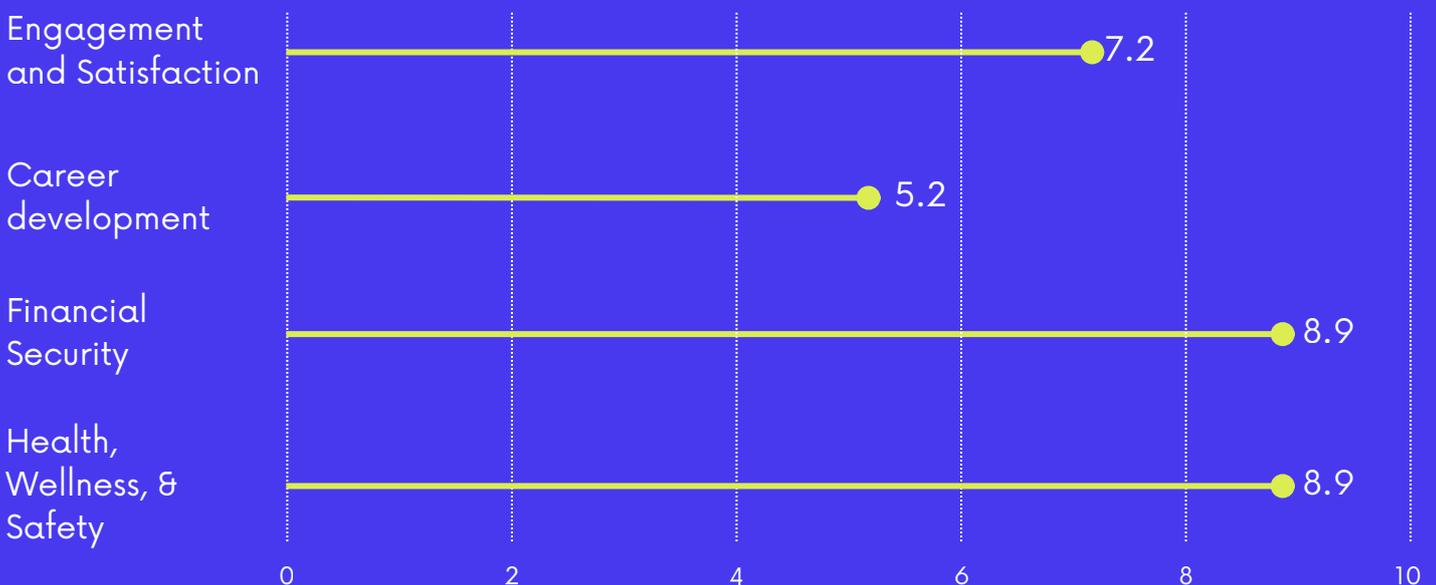




Workers

Broadsword is made up of a team of 25 with Broadsword Asia Pacific based in Hong Kong

Impact score: 32.3



Employee satisfaction survey

Questions

I am proud to tell others I work for Broadsword

2025 Results

96% agree / strongly agree

I feel a sense of belonging at Broadsword

88% agree / strongly agree

My manager makes me feel supported and listened to

100% agree / strongly agree

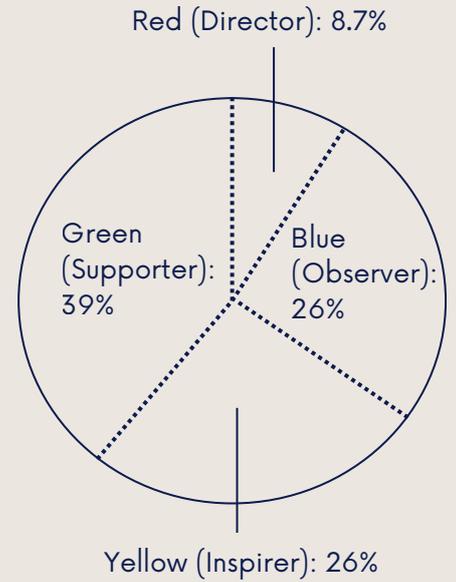
Average wellbeing score

3.8 / 5

*Results taken from two surveys sent to employees in 2025 as well as newly introduced pulse check ratings in 1-2-1s to measure an average wellbeing score

Insights Profiles

Dominant energies in our team



*Taken from Insights Profiles to understand every team members' unique working style





Our APAC team travelled to London over the festive season to celebrate the year and a UK based team member also had the opportunity to work with the APAC team in Kong Kong.



We saw team members utilise birthday leave for wellness in 2025, sharing experiences such as hiking, visiting waterfalls and spending time with family on their birthdays.

100%

of the team completed Insights Profiles to understand everyone's unique communication styles, preferences, strengths and what energises them to enable productive relationships and the space for everyone to be themselves.



17 (68%) members of staff were enrolled onto our BUPA healthcare offering in 2025 while 59% actively used the YuLife wellbeing app monthly. We appointed a team member as Wellbeing Chair.



We shared an internal newsletter in every month of 2025 with a round up of achievements, news, and resources to promote sustainability and creativity.

0.2%

While absence rate remained at 0.2% for 2025, we did record an increased attrition rate at 20% due to a company restructure.

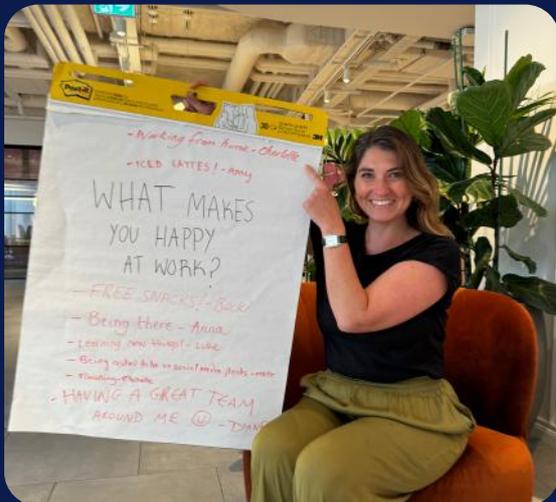
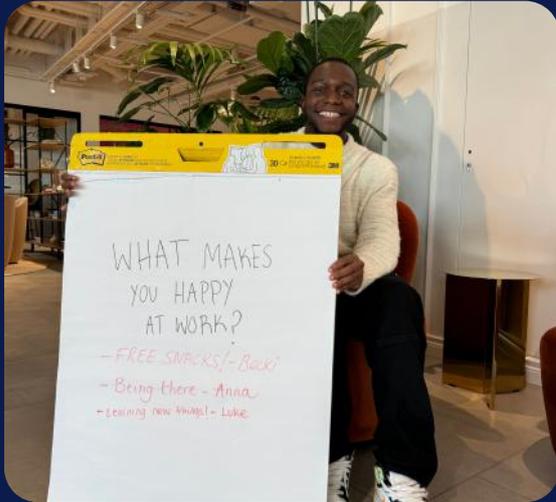
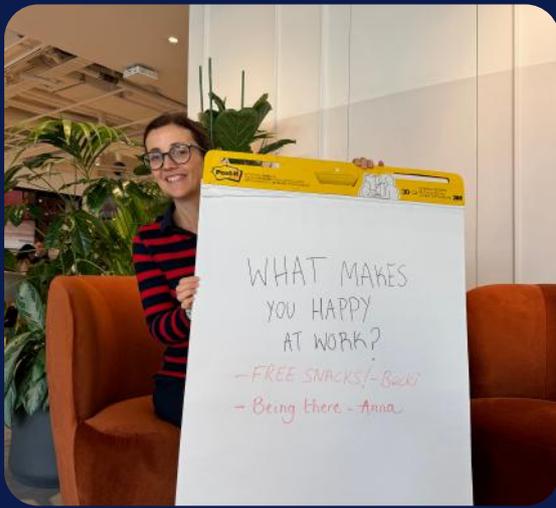


We brought our remote team together in unique ways including creative field trips, annual volunteering projects, a cooking class, the second edition of Family Day, and a book club!



We won Conference News Awards' Employer of The Year 2025 and are shortlisted as a finalist for 2026 in this category.





Here's what our team had to say

"Broadsword's company culture is a safe environment for me"

"The company's culture feels like a true family - supportive, inclusive, and built on trust. Everyone looks out for one another, celebrates each other's successes, and works together toward shared goals"

"It is unique in lots of ways, and does reflect the many different personalities which is shaped by everyone's thoughts, words and actions. I do believe it is very collaborative, as teams work very hard together to achieve the end goals"

"The Broadsword culture is very open and transparent, which is refreshing in this industry"

"Great team ethic, great company ethic & remote working is very productive and encourages work / life balance"

"I like the trust Broadsword has in people without micromanaging them. It is a real motivator. I appreciate that Broadsword treats people with care"

"I really enjoy working with such a creative and supportive team. Each event is a new challenge that lets me learn and grow, and I love how we all collaborate to create something special for our clients. The positive and down-to-earth culture here makes it a great place to be every day"

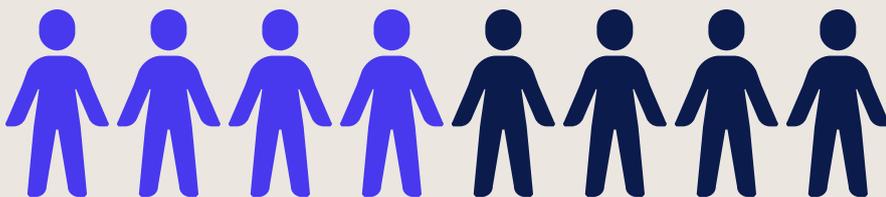
"I have never felt more trusted and appreciated by my employer. It gives me confidence in my abilities and encourages me to share ideas and collaborate"

"I think it's excellent to have a managing director that truly cares and supports everyone in the company. Broadsword invest into career development, wellbeing and their people"

"The business is always moving forward and change happening, I am proud to work for an organisation that continues to raise standards and is working towards becoming both more profitable and having positive impact - summed up by B Corp"

Diversity, Equity, and Inclusion

- We have a Diversity, Equity and Inclusion working group who research and champion best practice and updates in the industry to keep up to date on advancing practices in events management ranging from digital content guidelines to attendee journey planning.
- Digital accessibility was a key consideration when launching a new website and we have a dedicated page and blogs to share updates on our DEI initiatives and tips, with a downloadable guide to accessible event planning available.
- In 2025 we dedicated a day to Accessibility training day at a social enterprise venue, hosting workshops with consultants that focused on developing our team's knowledge on this key industry gap.
- We annually attend an International Women's Day event - in 2025 a team member spoke on a panel discussing generations in the workplace, while our MD facilitated a session on pathways to leadership. We also hosted virtual team chats on both IWD and menopause.
- In celebration of black history month, we hired a local, black-owned caterer to serve up a buffet of Nigerian cuisine for our team.
- We are certified as a Disability confident committed employer, committing as the first step of a scheme to improve inclusive recruitment and employment.



50% of our senior leadership team are women and women make up 56% of our team which is led by a female Managing Director. 20% of our team is ethnically diverse.





Talent & Development opportunities

- Five team members were enrolled on apprenticeship courses across departments with partnerships with LSBU, QA, and Pearson - allowing us to offer two degree apprenticeships. Our apprentices spend 20% of their working hours training, in line with course requirements.
- 100% of employees have a personal development plan with an environmental or societal goal. In 2025 training hours completed by the team increased by 108% across online courses, apprenticeships, mentoring, and time spent at industry events including exclusive events thanks to new memberships with Agency Hackers and ICE HUB.
- Multiple members of the team got involved with mentoring and joined the industry initiative, Elevate, both as mentors and mentees.
- Broadsword's MD sits on the board for Events Apprenticeships and regularly promotes apprenticeships through webinars, industry events, and advisory meetings with other business leaders. This year she was invited to represent Events Apprenticeships at The Creative Industry Summit as well as an SME round table with the Chair of the Apprenticeship Ambassadors Network.
- 15 days in 2025 were spent with work experience students through our 2025 partnership with Future First.
- A junior team member joined micebook's Next Gen Shadow Board - a collective of rising event professionals, nominated by agency leaders, coming together to shape the future of the events sector.



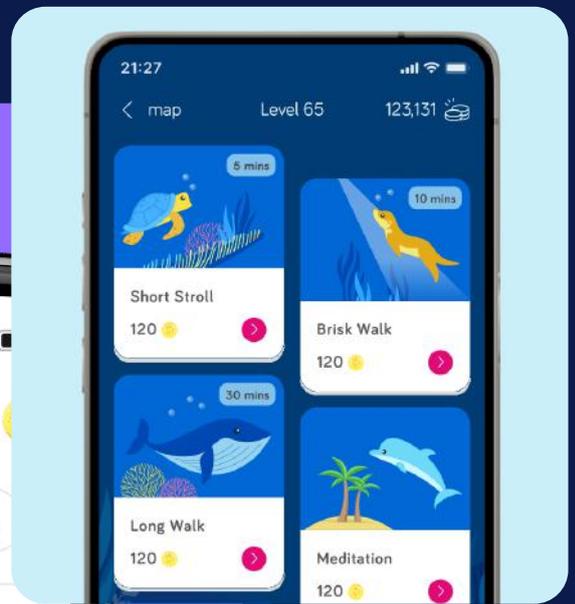
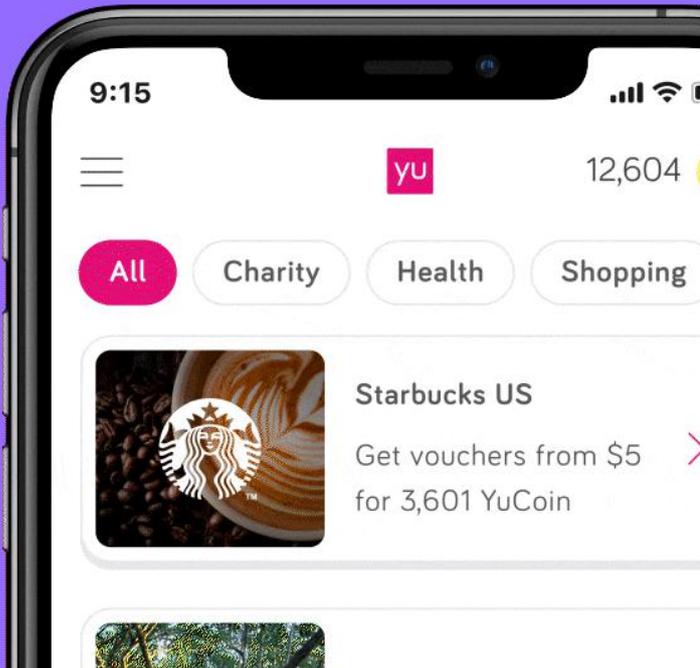
2025 KICK OFF

To kick off the year we invited the entire team to The Hoxton in Shoreditch to hear key business updates, strategies and goals for the year.

We invited Chloe Combi, a Futurist, to deliver a keynote on the current landscape and what it means for the future of work. She talked about generational trends as well as exploring cross-generational challenges, emphasising the need for diverse perspectives and the importance of living and absorbing values amidst business changes. She also highlighted the power of authentic, meaningful, and human experiences aligned with our mission as an agency.

The main purpose of the day was to launch our rebrand internally - specifically ensuring every team member understood and connected to our mission, values, and manifesto. We invited a B Corp certified consultancy to take the team through a Lego Serious Play workshop where team members built LEGO models to interpret and communicate the messages from the day, prompting participants to really explore and understand them.





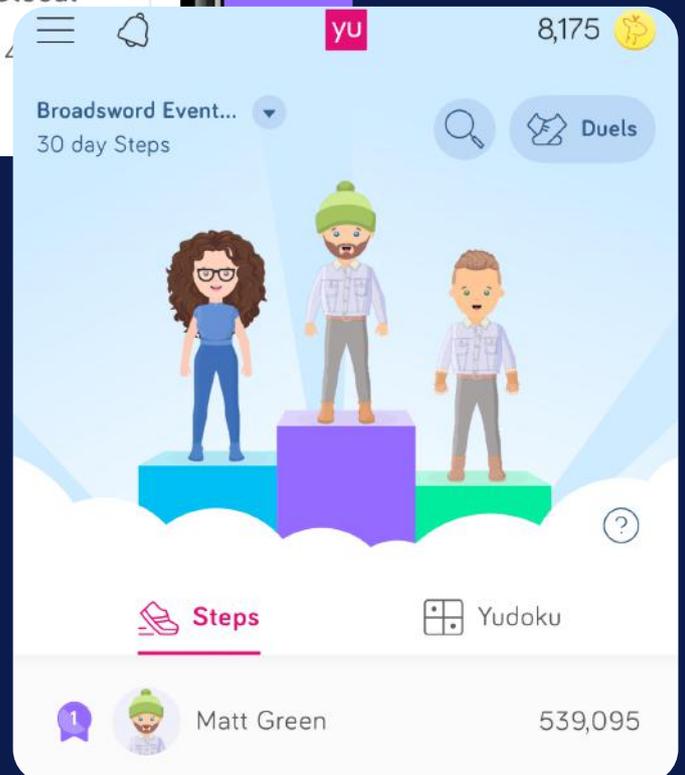
THE YULIFE APP

YuLife is an employee benefits app integrated with BUPA that rewards employees for healthy habits and wellbeing through rewards.

Employees can earn YuCoin for completing wellness activities like step challenges, meditation, and Sudoku which can then be redeemed for vouchers or used to make donations.

In one year of having the app 59% of team members were active every month on the app - logging 49 million steps, 401 hours meditation and 1,700 Sudokus completed in total!

Team members also used their YuCoin to plant 52 trees, remove 6.8kg of plastic from the ocean, donate 46 meals, and 10,000 litres of clean drinking water.



EARTH DAY VOLUNTEERING

We volunteered for The Friends of Tower Hamlets Cemetery Park on Earth Day.

The local heritage site, nature reserve, and community park in Tower Hamlets has been around for over 180 years, with a year round team of volunteers working to protect nature in the heart of London.

We have arranged a group nature conservation volunteering day here for two years, getting the team out in nature to plant wildflowers, weed, and litter pick.

The Friends of Tower Hamlets Cemetery Park offer opportunities to explore history, improve mental and physical wellbeing, and preserving and protecting the monuments and nature that make the Cemetery Park such a beautiful place.





CHRISTMAS AT THE CHILDREN'S BOOK PROJECT

One in three disadvantaged children across the UK has fewer than ten books of their own at home. And one in ten has none. By age eleven, there is a 12-month language development gap between children from book rich homes and those with fewer than ten books.

The Children's Book Project aims to tackle book poverty, giving every child the gift of reading and the opportunity to own their own book.

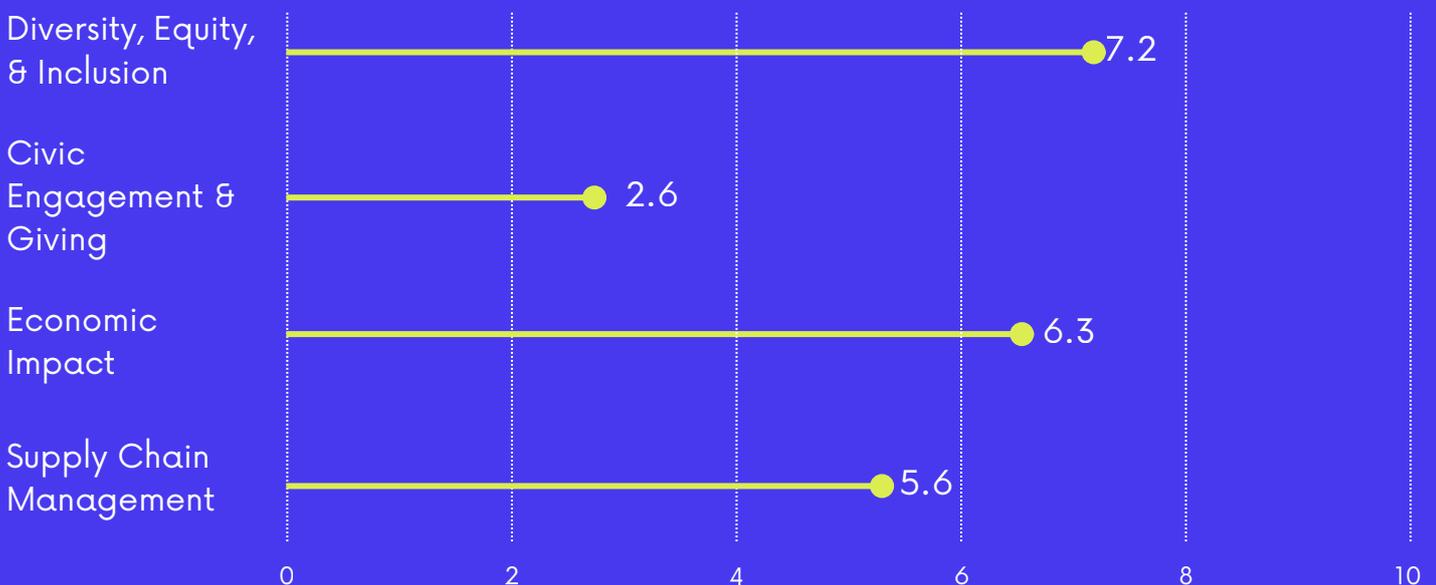
We annually volunteer at Christmas time for the charity - joining an army of volunteers who, across the year helped to gift over 550,000 books to children via their schools and settings. It's a joyful day where the team helps to sort and pack the books donations to be sent to schools, breakfast clubs, and gifting events. The project partner with many schools across the country, targeting communities presenting a high level of socioeconomic disadvantage, and continue to gift books every term.





Community Impact

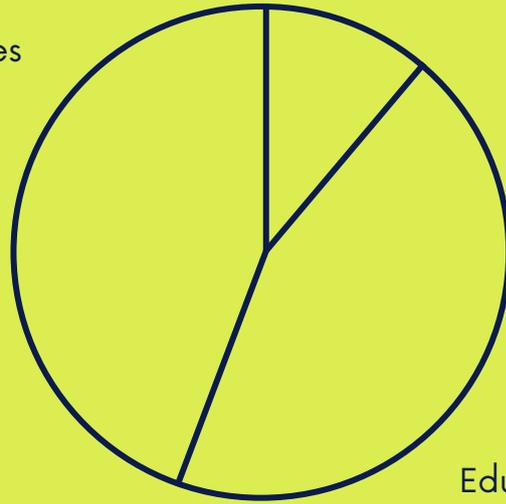
Impact score: 21.9



In 2025 we were proud to support and give back to a number of charities and initiatives across sectors including The Tower Hamlets Cemetery Park, The Children's Book Project, Future First, and Charity Begins at Home.

Social services
44%

Environment 11%



Education 44%



In addition of group volunteering opportunities, we provide two paid volunteering days for every team member to give back to a charity of their choice. In 2025 the team used 58% of these days and 72% of the team participated in volunteering and community initiatives - an increase from 2024.



We selected Shelter as our nominated charity, directing donations and fundraising towards this cause.

100%

100% of suppliers and freelancers said they find it easy to work with us in a survey and 92% agree Broadsword encourages feedback and considers wellbeing.



Throughout our first year as a B Corp, we collaborated within the community - inviting B Corps to speak or host workshops at our events and purchasing from fellow B Corps. We collaborated on a B. Inspired event on the topic of employee engagement with Something Big, joined the B Corp Agency Alliance, and planned an event for B Corp Month.



We are part of the conversation in our industry, with staff sitting on the EVCOM board, and leaders from our business representing the industry, speaking, and judging categories at events such as The ICE HUB Awards, The Creative Industry Summit, CVENT Connect, Confex, and CN Agency Leader's Summit.

In 2025 our team members had the opportunity to explore community and culture on a number of international industry trips. We explored Tenerife at micebook X, Rio at Invoyage, and Frankfurt as a hosted buyer at IMEX.

B Listening



MENTORING

Throughout 2025, multiple people within our organisation volunteered as mentors, through several schemes including the Elevate Programme, designed for people within the events industry.

Anna said mentoring for an industry newcomer went "far beyond career development. It's about recognising strengths, building self-belief, and taking time to reflect on the positives, skills that matter just as much outside of work as they do within it."

Matt supported one mentee to develop an event sustainability consultancy which inspired him to join the Creative Mentor Network - a non-profit organisation which supports young people aged 16-25 from lower socioeconomic backgrounds to help them build their skills, networks and confidence and to create more accessible spaces in the creative industry.

Matt also is a Trustee at The Guildhall School Trust working with Guildhall School of Music & Drama to raise and steward financial and in-kind support. This support means that nearly half of the School's students receive some kind of scholarship support.





DEI DAY

Our DEI group organised access and inclusion training for the team with an entire day of insightful and practical workshops that dived into accessibility in events.

Consultant, Rachel Belliere-Wilson delivered the session, supported by Feel Hear Deaf Awareness. The sessions were very hands on, with interactive workshops that allowed everyone to experience the impact of physical access challenges including navigating a venue with wheelchairs, vision impairment glasses, and earplugs as well as neurodivergent headset simulation – imagining how it might feel for those experiencing processing differences.

We also used the opportunity to support two inspiring women's charities, first hosting the workshop at Clean Break Theatre Company - a women's theatre company using the power of theatre to transform the lives of women who have experienced the criminal justice system or have been identified as at risk of entering it. The team then had the chance to take part in a cooking class at Luminary Bakery. This social enterprise provides opportunities for employment and creates a safe space for women who have experienced homelessness, abuse, and exploitation.



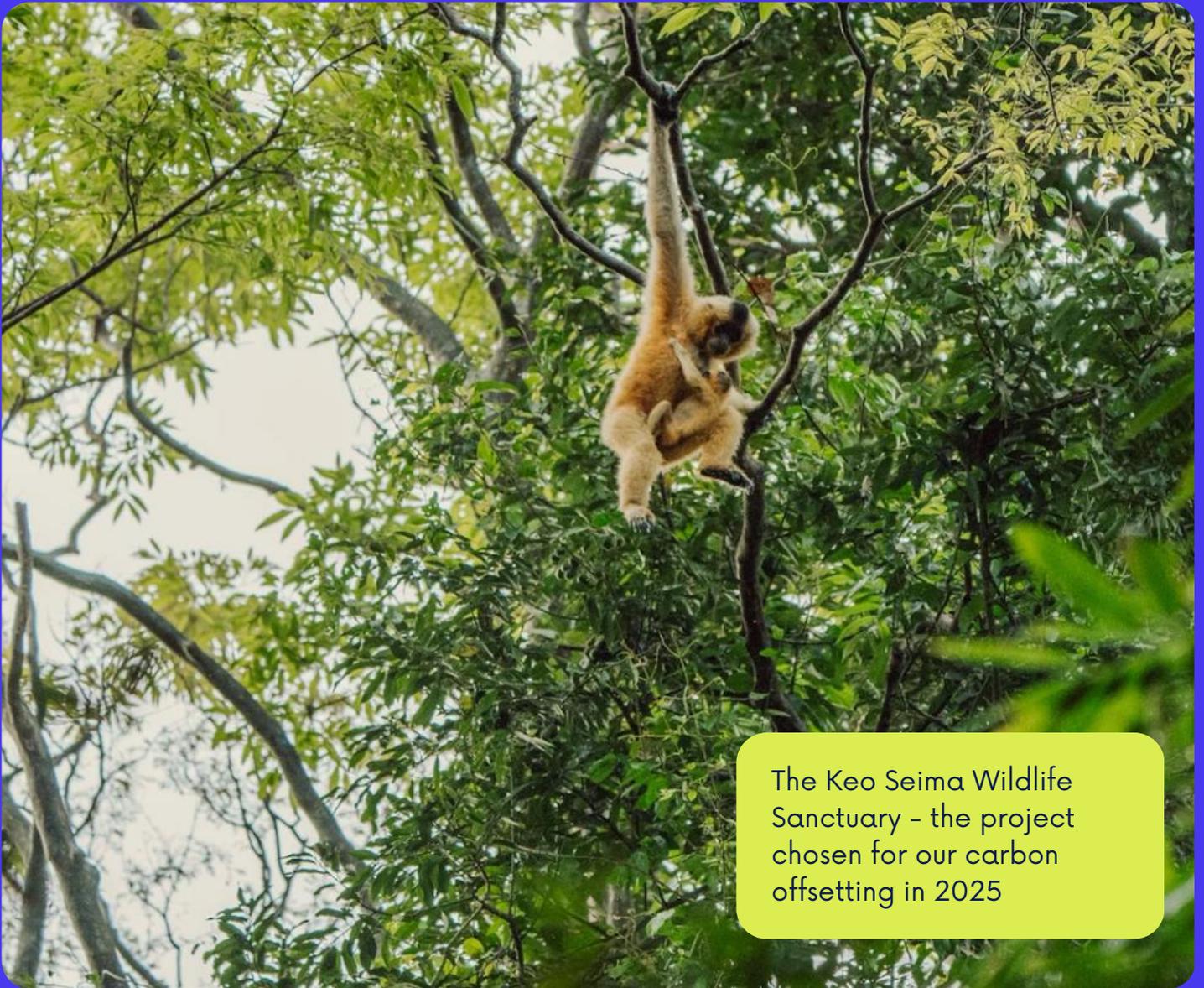
FUTURE FIRST

We selected Future First as our focus charity for 2025. Future First, is a social mobility charity working with UK state schools and colleges to build thriving and supportive communities of alumni and employee volunteers founded on the belief that relatable role models can show young people first-hand what they can become, and what 'someone like me' can achieve.

They paired us up with a local partner school and throughout the year we had opportunities to support talent development, including an interview practice day and a career's morning where we were able to talk about roles in the events industry and we joined their alumni hub where students could look at our team's careers paths.

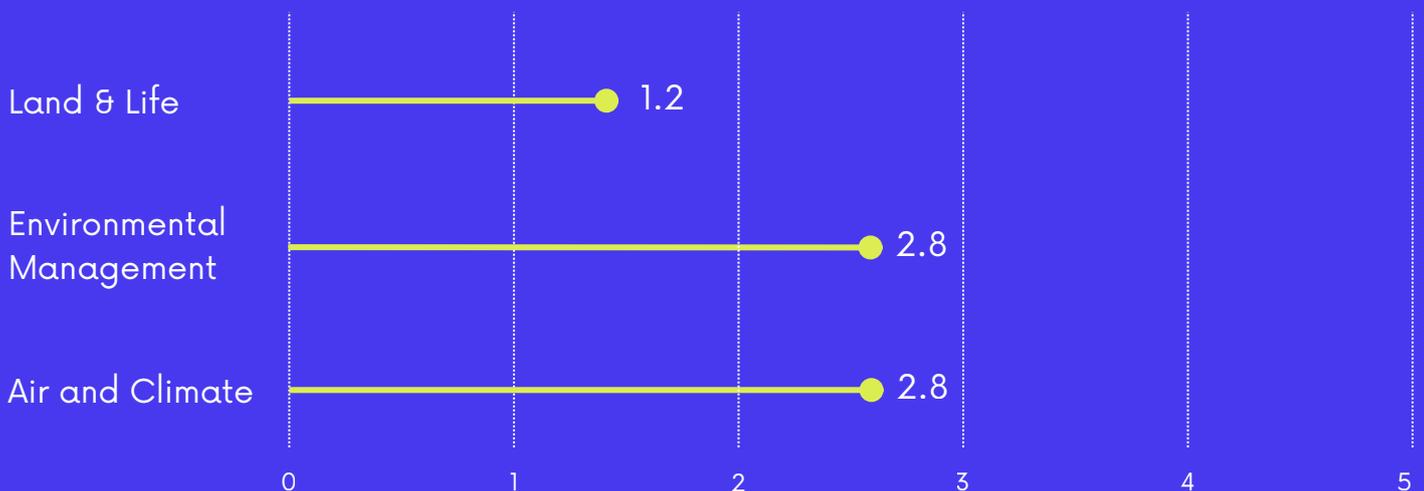
We also welcomed a number of students to work experience with us, with learning opportunities across different departments in our agency and shadowing on site.





Environment

Impact score: 11.7



B

We achieved CDP (Carbon Disclosure) Score of B - recognising a strong rating on environmental performance.

Ranked as one of the top 30 most sustainable agencies in the UK market by event:decision and micebook for a 2nd year and awarded highest climber based on pre-published credentials.

We are working on reducing our overall data storage impact, looking at everywhere that we store data, how we can reduce this and how we can better manage data minimisation - reducing retention times, reducing backup size and streamlining archive management. In 2025 this included a company wide IT recycling month and data deletion day.

We are a remote first company and began the process of closing down our physical premises in 2025, purchasing an electric van to support the recycling of company assets. When travelling, we encourage employees to take public transport, cycle or walk to in person meetings and offer the Bike to Work and electric car scheme.



To reduce waste through sending unwanted presents, all staff Christmas gifts are given as either a charity donation or an item from a B Corp brand and a charity donation is made on behalf of all clients at Christmas in lieu of a gift. Team members can also use their YuLife rewards to make environmental donations and in 2025 planted 52 trees via the app.

We aim to build sustainable thinking into our concepts and proposals for events, creating a compelling narrative for clients to encourage their buy-in and in 2025 we came up with solutions for clients including digital name badges with built in agendas, a solar powered event, and using print suppliers who recycle 100% of event assets.

We host regular sustainability team meetings, working to best practice sustainable policies, minimising the impact of our events and aiming to eliminate single use assets.

We are working with new suppliers to reduce food waste, utilising ethically sourced food for internal events, sustainable caterers, and B Corp certified companies wherever possible.



SUPPLIER CLASSIFICATION

We aim to work exclusively with local, relevant, capable, and sustainably driven suppliers and hold our suppliers accountable to best practice. We classified 100% of our EMEA suppliers in 2025 by asking a series of questions across the themes of Environment, Community, People & Governance and rated each based on their responses.

35% of new suppliers in 2025 were rated gold or platinum based on our criteria and we onboarded four new B Corps. Average supplier spend on platinum and gold suppliers was 61%.

Connection Crew made up 22% of our total spend on local crew. As a social enterprise, they support people who have been affected by homelessness by providing training, mentoring and living wage work. Since 2005, they've worked with 499 people who have been affected by homelessness.

COFFEE WITH IMPACT

COFFEE

VISION PRINT

In our 2024 Impact Report, we introduced the goal of eliminating print related waste at the events we produce with an employee led project - Vision Print. This began with locating print suppliers whose sustainability goals and credentials align with Broadsword's.

We identified Seacourt as a preferred supplier as they are the world's highest scoring B Corp print business and have sent zero waste to landfill since 2009. We spent the day with Seacourt to explore the efforts they've made to drive sustainability and tour their printing facilities. We were impressed with initiatives such as their use of 100% renewable energy, their net negative carbon output, and their proprietary method of printing which uses no water and 100% VOC free ink. This relationship provides us with a benchmark to compare print suppliers and we aim to work with Seacourt across more projects in 2026.

The main aim of the project is to achieve zero landfill for all print outputs from our agency. We've encouraged the entire team to prioritise this when sourcing and costing print, asking all of our large format print suppliers to complete a costing exercise and share predicted quotes to be stored with sustainability credentials, allowing our team to make informed decisions even while planning under time pressure.

We've also recently added lines to our formal documents across brief and debrief stages to help our team ask clients, suppliers, and venues to explain what is possible in terms of managing waste including print from the beginning of the project and post event. Additional efforts are also encouraged through liaison with clients to ensure items such as badges are recycled post-event. In 2025 we used both digital badges as well as badge recycling stations numerous events.



Customers

4.2 Customer
stewardship score

REBRAND

In 2025 we launched our new brand with the goal of aligning our brand identity with how far we have evolved, who we are today, and who we want to be going forward. The rebrand was carefully planned before launch, shaped by interviews with stakeholders on their perception of Broadsword and what makes us, us. Consistent themes emerged from these conversations highlighting the company's value from those that know it best.

Both internally and reflected in client feedback was a strong sense of us being collaborative, bold, thoughtful, and human. We wanted our brand to express that balance: confident but approachable, knowledgeable but curious.

Three words kept coming up, and it was clear that our values needed to change to better reflect our actions. These words would develop as Broadsword's A, B, C – Authentic, Brave, Committed. Along with a new visual identity, we introduced new values and a manifesto at our 2025 company day.

Redefining our core values brought to life a bold manifesto: B. The Edge: With a clear purpose and a bold, forward-thinking approach we're carving a unique path in our industry, using our business as a force for good and driving lasting, positive change. It is with this mantra that we move forward as an organisation. We ask our team to bring The Edge to every project they work on, and challenge all who interact within the Broadsword sphere to do the same.





In 2025 we worked with five new clients across EMEA and APAC, entering new spaces including the FinTech sector.

For every project we ask our clients to rate our approach. We received an average feedback score of 4.5/ 5 or 90% over the year.

We delivered tailored workshops for our clients in 2025 including an interactive workshop with Moody's to develop a brand playbook for their events. The session brought together key stakeholders to align on brand principles, clarify event identity, and establish a consistent framework that can be applied and adapted across markets for cohesive event branding. Our creative team also delivered a practical workshop for HSBC focused on creating impactful moving image content. The session was designed to strengthen the team's understanding of how to brief video and animation more effectively for improved creative outcomes that drive engagement and strategic objectives.

We regularly create ESG resources for our clients including blogs, thought leadership events, and downloadable resources.

We have an ethical marketing policy to ensure our marketing respects the rights of all stakeholders, and contributes to positive online communications.

We are proud to be a long term, trusted event partner to our clients and 2026 marked a ten year partnership with Moody's who said: "Together, we've managed programmes across regions and time zones, and Broadword has approached each project with professionalism and attention to detail, which has made them a trusted partner for many years".

We were also tasked to deliver milestone projects in 2025 including Moody's 40th anniversary event, Women of The Future's 20th anniversary video, HSBC 160th celebration and Nomura's 100th anniversary event in APAC.



We have a dedicated accounts team that works to exceed our client's expectations as well as meeting their ESG goals and making carbon conscious recommendations from the pitch stage to post-production.



B. INSPIRED

In 2024 we introduced B. Inspired, a thought leadership event series for events, communications, and marketing professionals to provide a forum for knowledge exchange and networking. Each quarter we have brought together small groups to connect and discuss the themes and challenges across a range of topics including gamification, behavioural science, the political landscape, B2B marketing, and unlocking future trends.

These are opportunities to engage with our clients and provide them with new ideas and insights, prompting new discussions. As a direct result from these events we have made new partnerships and gained new business.

In 2025 we hosted three events across London: The Science of Storytelling, Technology X Creativity, and Engage & Lead Through Change in partnership with fellow B Corp agency Something Big. We invited clients on to panels at these events to showcase our partnerships including an employee experience case study with RADA using a verbatim theatre workshop to improve employee communications.





In 2025 we worked with HSBC to deliver a hackathon for 240 delegates from their offices. We broadcast the hosts and judges live from the central studio we created, with participants joining via a mobile friendly platform. Mains electricity served only as backup power, with all event production equipment, including portable vMix setups running on responsibly-sourced lithium battery packs. All video editing and content preparation occurred on laptops powered by solar energy.

Carbon footprint measured and offset: Total tonnes CO2e calculated 0.22 tCO2e



Since 2019 we have produced Trust Conference - a pivotal forum dedicated to tackling critical issues at the intersection of media, the law and responsible business. It brings together experts, innovators, and activists at the forefront of shaping free and equitable societies, trustworthy institutions and inclusive and sustainable economies. Hosted by the Thomson Reuters Foundation, the annual event brings together world-class speakers and a highly informed audience from over 50 countries. The conference is held over two days at Queen Elizabeth II Conference Centre and serves as a key platform for collaboration.





2022 - 23

Broadsword APAC takes root with one member of staff in the region and delivered 37 projects, working predominantly as a production partner.

BROADSWORD ASIA PACIFIC

Founded in 2022, Broadsword APAC have grown a healthy presence in the region and focused on growing strong roots, building core capabilities, reliable processes, and deepening relationships with clients and partners. In 2025 we were proud to be trusted to deliver HSBC's 160 year celebration, Moody's 40 year celebration, and Nomura's 100 year celebration as stand out events.

2024

Broadsword APAC grew to two members of staff who used a co-working space and delivered 86 projects.



2025

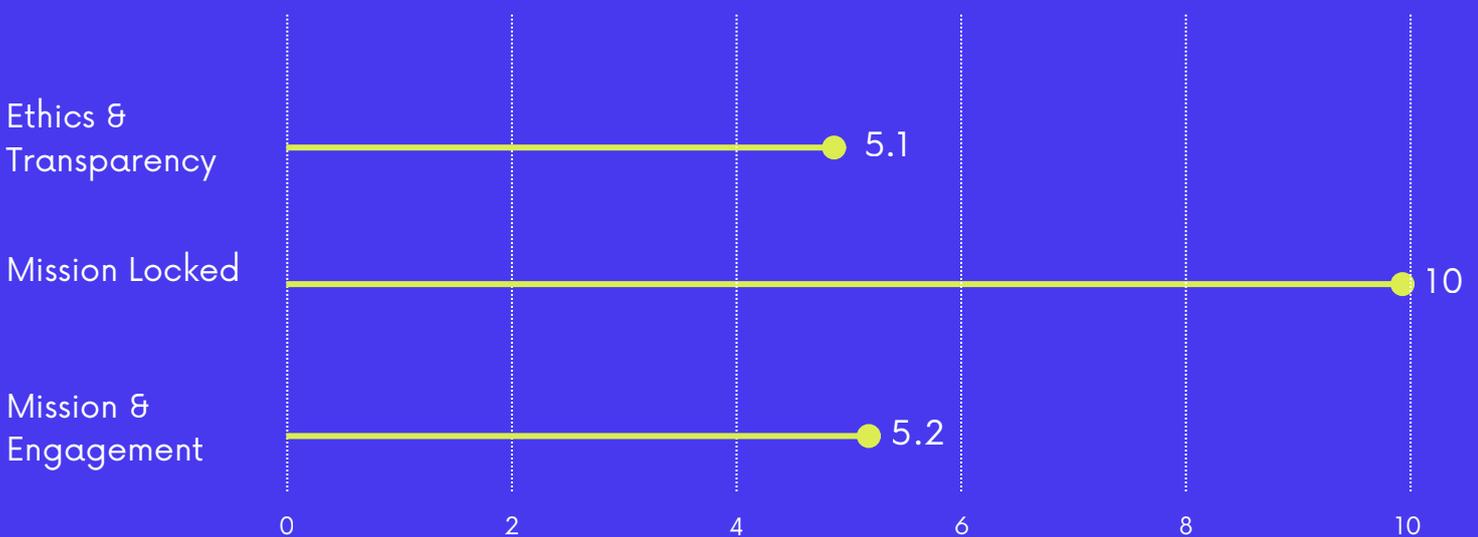
Broadsword APAC now has three team members and a dedicated office in Hong Kong. They have grown to have a presence as a full service agency in the region. Revenue has grown 83% from 2022 and one regional client ranked in Broadsword's top ten clients worldwide in terms of spend.





Governance

Impact score: 20.3



We are certified as a Living Wage Employer and in 2025 awarded bonuses company wide.

In 2025 we introduced town halls to keep employees up to date on business performance and achievement across a set of KPIs in line with our annual company targets including ethics related targets.

Our 2025 our CDP score improved from a C to a B. This indicates an average performance rating that a company is actively addressing and managing its environmental impacts.

We achieved an Ecovadis Sustainability Rating of Silver, putting us in the top 15% of businesses evaluated in 2025.

We are committed to equal opportunities for all staff and candidates going through our recruitment process. We are certified as a Disability Confident Committed Employer.



We work with an external HR professional to ensure our approach is fully compliant and up to date.

Bi-annual staff surveys are shared to gauge overall satisfaction and we have quarterly check ins and pulse checks, as well as regular 121s and performance reviews with line managers for all staff.

We achieved Cyber Essentials Plus - a higher-level, independently verified UK Government-backed cybersecurity certification.



All team members complete annual training on GDPR, Cyber Security. All employees complete health and safety training as part of their induction training and complete home risk assessments.

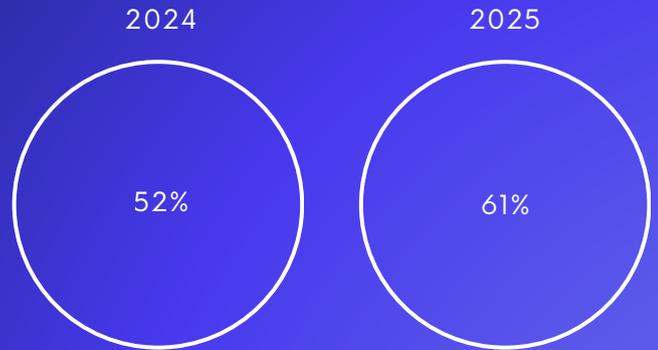
We survey our clients following every project and track our feedback score to continuously improve our service level.

The commitments we made in 2025 and what we achieved

Supply chain

We aimed to increase % of total third party vendor spend with suppliers who meet the highest levels of social and environmental performance and committed to classifying suppliers on this criteria in 2025. We aimed to conduct modern slavery audits as part of our supplier reviews but did not complete this in 2025, aiming to conduct these in 2026.

We started with a baseline of 51.9% and in 2025 spent 61% with platinum and gold rated suppliers. We are confidently on track to have increased our spend by 25% by the end of 2026.



Feedback

We aimed to implement accessibility survey questions for clients and to achieve a rating of over 80% from client feedback on our quality of knowledge and approach to sustainable thinking for events. We achieved a rating of 86% overall.



Planet

In 2025 we launch 'Vision Print' aiming to significantly reduce the volume of print waste going directly to landfill, and so far have onboarded new suppliers whose sustainability goals and credentials align with Broadsword's. We solidified our processes and formal documents to enable our team to think about managing waste from the beginning of the project. In 2025 we used both digital badges as well as badge recycling stations for our clients' events.

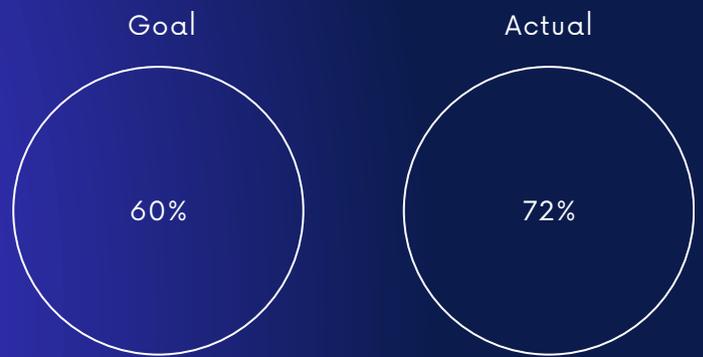
We aimed to reduce metric tons CO2e per employee working within Broadsword premises but in 2025 made the decision to move out of this premises in 2026.

Community

We aimed to partner with and purchase from more B Corps in 2025. We achieved this, sourcing Christmas gifts from exclusively B Corp companies and partnering with B Corps for a number of internal events. We also partnered with multiple social enterprises as part of event lifecycles, including the Luminary Bakery and Clean Break Theatre Company, as well as a coffee company and crewing company secured for clients event.

Volunteering

We aimed to achieve an average 60% staff participation rate in volunteering initiatives offered throughout the year, including group volunteering days and use of the two days offered to all team members. In total the team contributed 52 days, with 58% of volunteering days used, and 72% of staff participating.



Charity

We introduced an exclusive discount to registered charities on our events services but charities did not make up any of the new business won in 2025. We hope to work with more charities going forward.

We upheld our charity commitment to spend 1% of our overall profits for the year on charity donations.

We sponsored a school in our local community in 2025 as our nominated charity and hosted a number of work experience students from the school as well as hosting career talks and interview workshops. In 2026 we will be supporting Shelter.



That's 2025 wrapped

What's next?



What's next in 2026

Supply chain

Increase % of total third party vendor spend with suppliers who meet the highest levels of social and environmental performance by 25% by the end of 2026.

Waste

Reduce operational waste across the organisation by identifying, analysing, and removing non-value-adding activity in how work is planned, delivered, and managed. The programme focuses on process waste, not just physical waste, and embeds continuous improvement into day-to-day operations.

DEI

Participate in DEIBA research, taking the opportunity to join a focus group run by Diversity Alliance to effect insight on current approaches, obstacles, and ways to move the events industry forward when it comes to DEIBA in events.

Charity

As well as making financial charity donations, we aim to better engage with charities - planning to support a charity event by providing event management and creative services pro bono.

B Corp

We have made the decision to begin the process of re-certifying as a B Corp and meeting the new standards of certification, in line with B Corp requirements of re-certifying every three years. For us B Corp isn't just a badge but a way for us to live our values across our business.

Community

Collaborate with educators to plan a careers insights day for students from a Future First school - providing insight into working in the events industry.

Increase the number of team members engaging in industry mentoring programmes as a resource to both invest in our team's development, and to provide role models and opportunities for young talent.

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