

blurred

Impact Report 2025

Certified



Corporation



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Introduction

To call 2025 ‘disruptive’ feels like an understatement. It was a year that heightened and brought into focus the challenges the world is facing: economically, socially, geopolitically, environmentally.

In 2025’s volatile business environment, distinctions between audiences continue to blur, and predictability is seemingly a thing of the past. Many companies are facing a legion of challenges and risks, and battenning down the hatches.

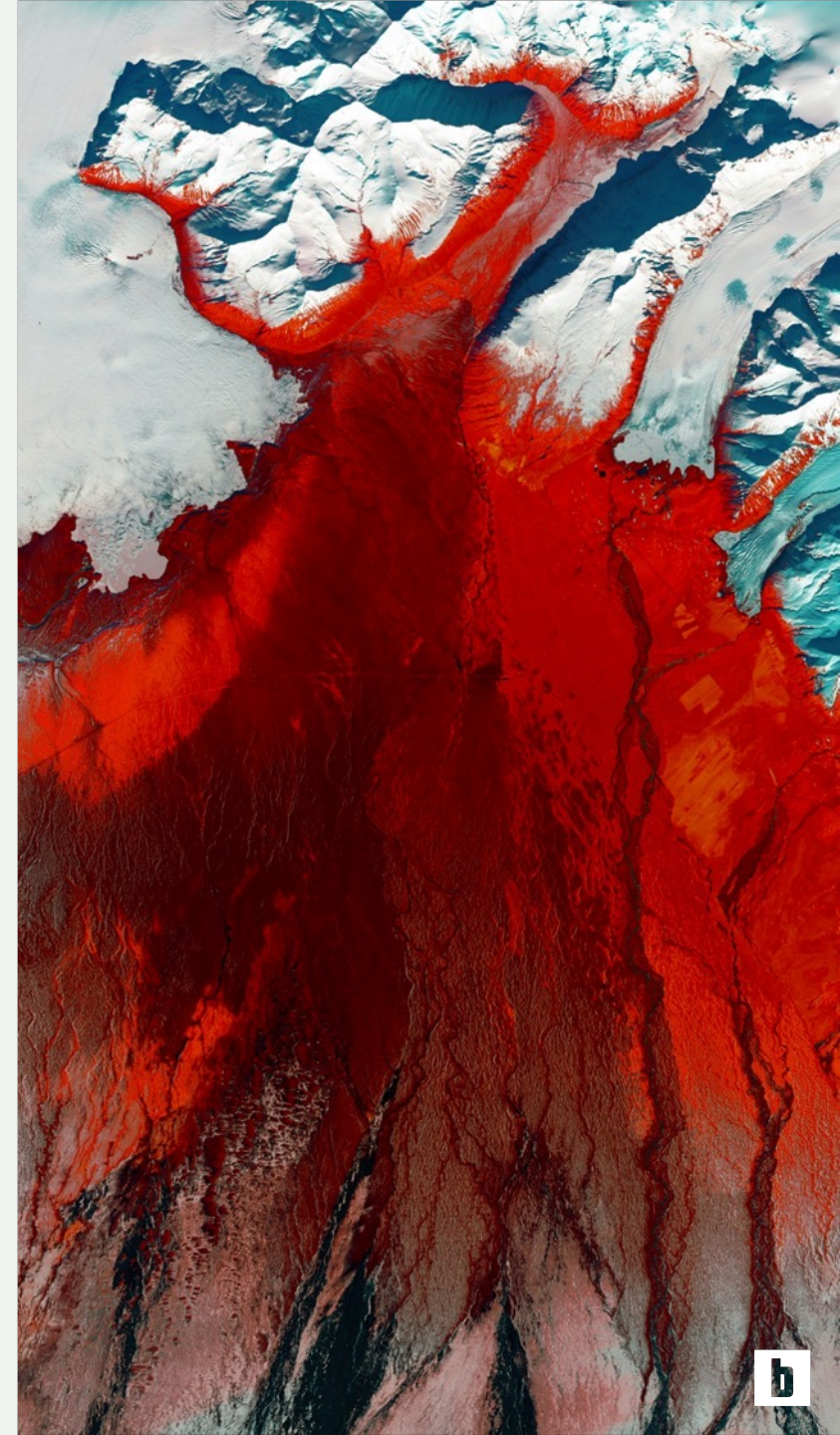
No shortage of media coverage has been devoted to the topic of corporate sustainability’s backsliding and the demotion of DEI – in the retrenchment of targets and softening of ambition that has taken place across industries.

And yet, there are businesses who continue to commit, to lean into challenging subjects and bring to life their purpose in engaging and creative ways.

We’ve counselled clients on the inflection point we are living through and the emergence of what we dub Sustainability 3.0, a distinct new phase defined by clear-eyed pragmatism and alignment with non-contentious Board and government priorities.

An approach that is logical, not ideological. Less moralising, and more action – framed around resilience, business performance and ambition to be (and do) better.

Purposeful and committed businesses do well, even and perhaps especially during tumultuous times, when taking these issues more seriously and operating with authenticity matters more than ever - **for people, for planet, and for profit.**



Winner



urred

A word from our Managing Director



Rachel Minty

Our economic and political reality is shaping the way we as individuals act, but is also impacting collective consumer trends and corporate decision-making.

2025 was a challenging year for many, but it is in these times when it's more important than ever to lean into your values. Blurred is not a business that has ever – or ever will – take the path of least resistance. Whether that be in the nature of the work we take on, how we partner with and push our clients to deliver meaningful impact, or how we build and evolve our workplace.

Building an organisation that strives to put people at its core and create an environment where everyone can thrive is one of the most intentional things a company can do. We were delighted to have taken home awards in every category at the PR Week People & Places Awards in 2025 – among which including awards for sustainability and DEI through to learning & development and reward & benefit. But it also translates to the work we deliver.

The challenging landscape reinforces why it is important for us to be open and transparent on the clients we work with and the impact we create. Accountability is key, and it is the reason we publish this annual report. The work is ongoing - and being able to demonstrate our impact and where we still have work to do leads to better outcomes for our business, for the industry and for our clients.



Accreditations and commitments

Accreditations

2025 saw us continue to be recognised for our commitments to positive impact. We are proud that in 2025, our Disability Confident status was upgraded to the highest grade – Leader – in recognition of our work to create and maintain an inclusive workplace.

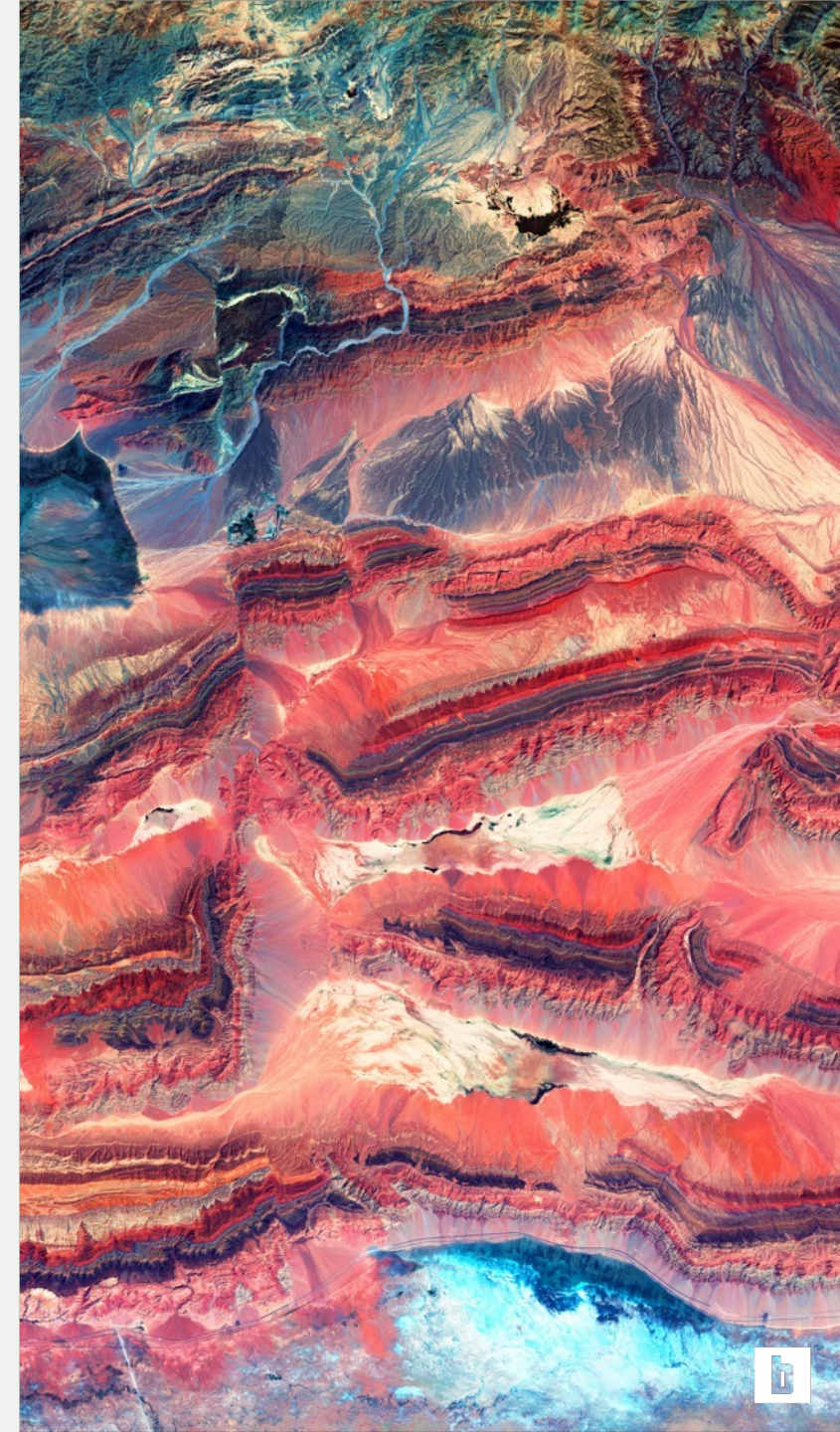
We are also an industry-leading 4-years Blueprinted organisation, and are B Corp certified with a standout score of **120**, far outperforming the pass grade of 80, and the average score of 50.9.

Along with this year's haul of industry awards including a clean sweep at the PRWeek Best Places to Work awards (see next page for full list), we are encouraged that our efforts to stay true to our values has been recognised by a number of organisations.



Commitments

1. To support those from disadvantaged backgrounds including low-income socio-economic groups
2. To foster an inclusive culture
3. To set challenging DEI KPIs, published in 2020 and updated every six months, and to report our pay gap data annually
4. To conduct our own due diligence in terms of only working with businesses actively working towards the UN SDGs
5. To undertake a six-monthly employee survey, making sure that, as we grow, bad behaviours don't creep in



Awards

Recognising our business

PRWeek
best places
to work

Winner: Diversity & Inclusion 2025

PRWeek
best places
to work

Winner: Best Internship Scheme 2025

PRWeek
best places
to work

Winner: Training & Development 2025

PRWeek
best places
to work

Winner: Best Small Consultancy 2025

PRWeek
best places
to work

Winner: Mental Health Champion 2025

PRWeek
best places
to work

Winner: Sustainability 2025

PRWeek
best places
to work

Winner: Rewards & Benefits 2025

PRWeek

Winner: Diversity, Equity & Inclusion Champions 2025

edie awards

Finalist: Consultancy of the Year 2026

PRovoke

Best 50 Agencies in the UK 2025

PRovoke

Best 100 Agencies in the World 2025

Recognising our people and our work

PRWeek

Finalist: Young Changemaker of the Year x2

inComms
Corporate Affairs Awards
IN PARTNERSHIP WITH PRWeek

Shortlist: Best Public Health Awareness Campaign (Result TBD)

bme pr pros
THE PROs AWARDS

Winner: Technology Campaign 2025

bme pr pros
THE PROs AWARDS

Winner: B2C Campaign 2025

bme pr pros
THE PROs AWARDS

Winner: Not For Profit Campaign 2025

PURPOSE
AWARDS

Shortlist: Best Equality & Inclusion Cause Campaign (Result TBD)



Our People

Our People

We've long maintained that our industry has a deep-running representation problem; there is a lack of accessible opportunities for those from disadvantaged groups.

Diversity is a strength, not a box ticking exercise, and it is through our team's diversity that we are able to consistently produce brilliant work.

We strive to make Blurred the best place to work, regardless of background, disability, life stage or personal circumstance.

This is codified in The Deal, which we introduced last year and which lays out clearly what our team can expect from Blurred as an employer, and equally what we expect from our people.

We have targets for gender and ethnic representation to ensure our workplace is equitable. For us, this ongoing commitment is not about underrepresentation in absolute terms but about material representation at all levels of the business.

It's about equity of compensation and of seniority and responsibility, not just numerical representation.

Currently our targets are focused on gender and ethnicity, but we additionally track and report, six monthly, on other DEI factors (see below). We set them in November 2020 and our progress against these targets is detailed below.

Ethnicity

% of core team roles held by people belonging to an ethnic minority group



% of senior roles held by people belonging to an ethnic minority group



Gender

% of core team roles held by those who identify as women



% of senior roles held by those who identify as women



Our People

Leadership and Pay

Blurred has reached gender pay parity, which is maintained by regular compensation check-ups and governance at board level. We report to PRWeek’s Pay Gaps Report annually.

Women account for the majority of the talent pool in the global communications sector. We think of our core team gender target as a minimum baseline to ensure the composition of our team accurately reflects the wider world. However, women are under-represented in senior roles across all sectors, including communications and sustainability. We’re therefore particularly focused on ensuring that at least half of our senior leaders are female.

By seniority we have no ethnicity gap outside Board/ownership level – but company-wide figures are weighted by Blurred only having one Board member from an ethnic minority background.

3/5 directorship seats held by women

5/6 owners are women

DEI

DEI is embedded into governance and career development processes at all levels, to ensure we maintain our high standards. Our DEI Working Group has representation from employees across all levels and meets quarterly to review our priorities and assess gaps in training.

We do not look at one single characteristic (such as ethnicity) in isolation. People’s life chances and access to opportunity are determined by multiple overlapping factors, including gender, disability and parental socio-economic status.

Taking intersectionality into account is a vital part of building and nurturing a truly diverse team and ensuring that everyone has opportunity – regardless of background, life stage or personal circumstance.

We continue to measure and report on a number of characteristics across our team on a bi-annual basis.

Anonymous employee survey H2 2025:

100% agreement that Blurred has an inclusive culture

100% agreement that ‘I can be my true self at work’

100% agreement that ‘as a team we live our value of Diverse’

Core team	Senior roles
44% identify as belonging to an ethnic minority group*	36% ISR (in senior roles)
83% identify as female	82% ISR
22% identify as a practising member of a UK religious minority	11% ISR
0% identify as LBGTQIA+	0% ISR
6% have a disability (excluding neurodivergence)	0% ISR
28% are disclosed neurodivergent	18% ISR
39% were the first member of their family to stay in full-time education beyond secondary school	28% ISR
67% went to non-fee-paying schools	44% ISR
11% weren’t university educated	6% ISR
11% are aged 50+; 28% are aged -30	

Our People

Recruitment

This approach is reflected in recruitment practices, where we take steps to counter biases. These steps include not listing experience required in terms of years, interviewing all who meet clearly defined minimum criteria, and promoting inclusivity including relating to neurodiversity.

Where possible in the interview process, we include a colleague from an ethnic minority group to insure against unconscious biases. The only occasion where we might not actively be able to do this is due to absence/availability or if it's not appropriate in terms of the seniority of interviewee.

50% of hires in 2025 were from ethnic minority backgrounds.

Wellbeing (physical and mental)

To support the physical and mental wellbeing of all our team, we have created a culture and benefits package that recognises everyone as individuals, prioritises prevention over cure, and offers a suite of flexible support mechanisms for employees to choose from.

Everyone has access to:

- Fully funded talking therapies, via online platform Spill
- Access to in-house mental health first-aiders
- Adjusted working patterns/ greater flexibility
- Additional time off
- Health and wellbeing benefits
- Public holiday swaps for identity festivals/ celebrations (e.g. Diwali, or Pride)

We also co-create support plans for all new joiners, to ensure specific individual needs are met, through our DisAbility Passport scheme.

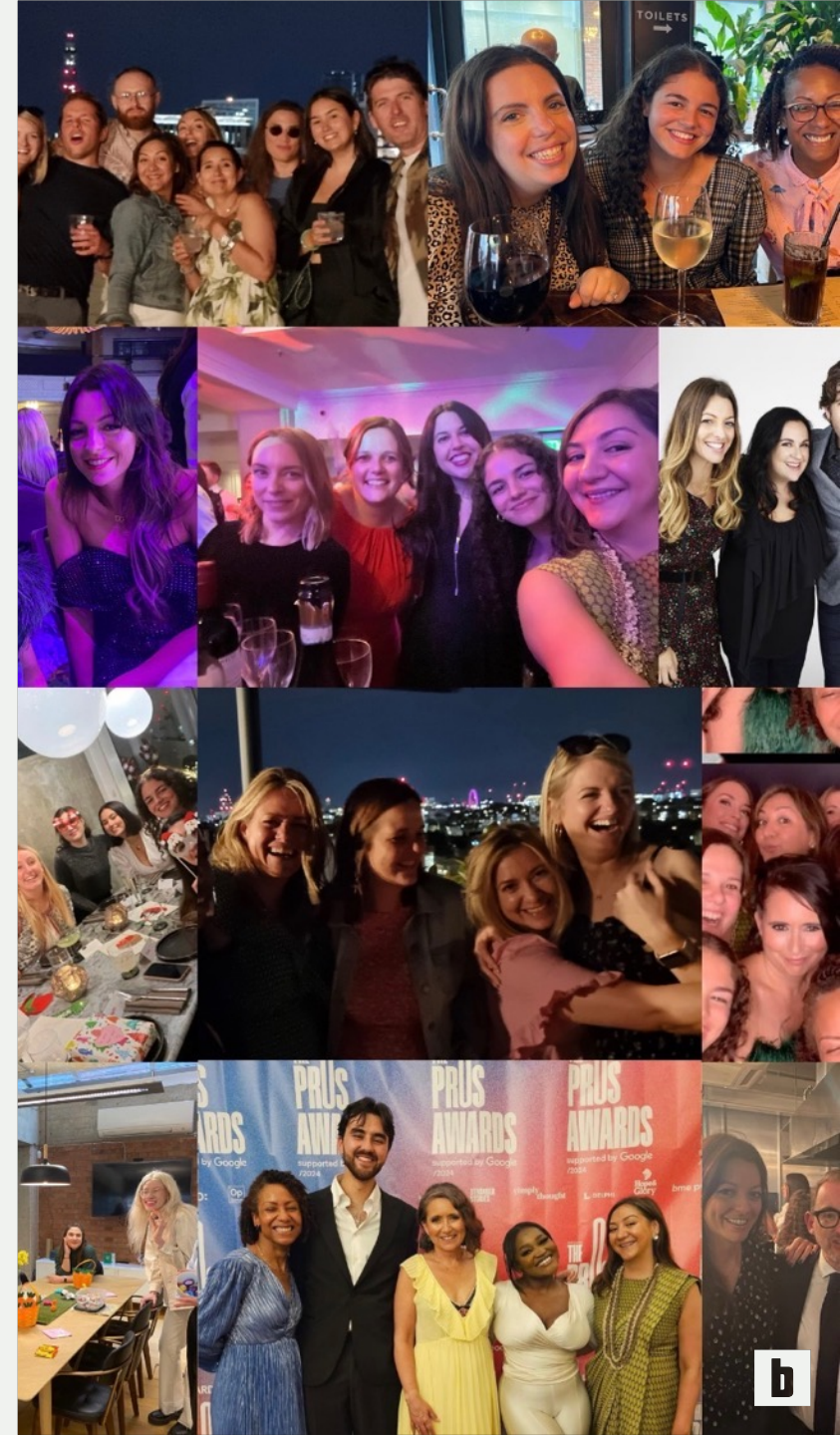
4 Mental health first aiders

100% of our team have access to coaching

60 Spill sessions

5% disclosed mental health issues

86% retention of disabled/neurodiverse employees



Our People

Anonymous employee survey H2 2025

96% approval rating

100% feel happy at work

100% feel Blurred cares about their physical and mental wellbeing

Learning and development

Continued learning and development remains a central – and well-funded – focus at Blurred to ensure we deliver for our clients, and to empower our team to explore their passions and build their expertise.

Every team member has a day per month factored into resourcing to focus on learning and development. In 2025 we logged on average **35.5** hours per person of formal training and coaching, in addition to independent learning.

Learning and development is also an opportunity to embed our values around DEI.

2025 saw **100%** staff engagement in diversity-related training for every team member, including coaching from external experts on topics including:

- Ethnic & racial diversity in the workplace,
- Embracing neurodiversity,
- Developing empathy & compassion,
- Social mobility in the workplace.

Workplace benefits

In the interest of transparency, we have included a list of our employee benefits in full in the appendix to this report.





Photo taken on our press trip to Romania with WWF-CEE and The Coca-Cola Company

Our Planet

Our Planet

Blurred was founded with a commitment to our planet and the people who live on it. That still holds today, and feels as important as ever as we enter a critical juncture for climate action, and the final phase of the UN Decade of Action towards the 2030 Sustainable Development Goals.

As part of this commitment as outlined in our [environmental policy](#), we recognise the impact we have on the environment, both directly and indirectly. We began publicly reporting on our impact in 2023 and will continue to do so each year, using these insights to hold ourselves accountable and find ways to continuously improve.

2025 marked our fifth year as a certified B Corp, reflecting our continued commitment to meeting high standards of environmental responsibility in our own operations.

We aim to hold ourselves, our suppliers and our clients to strong environmental standards. No business is perfect, but every business has a responsibility to do its part.

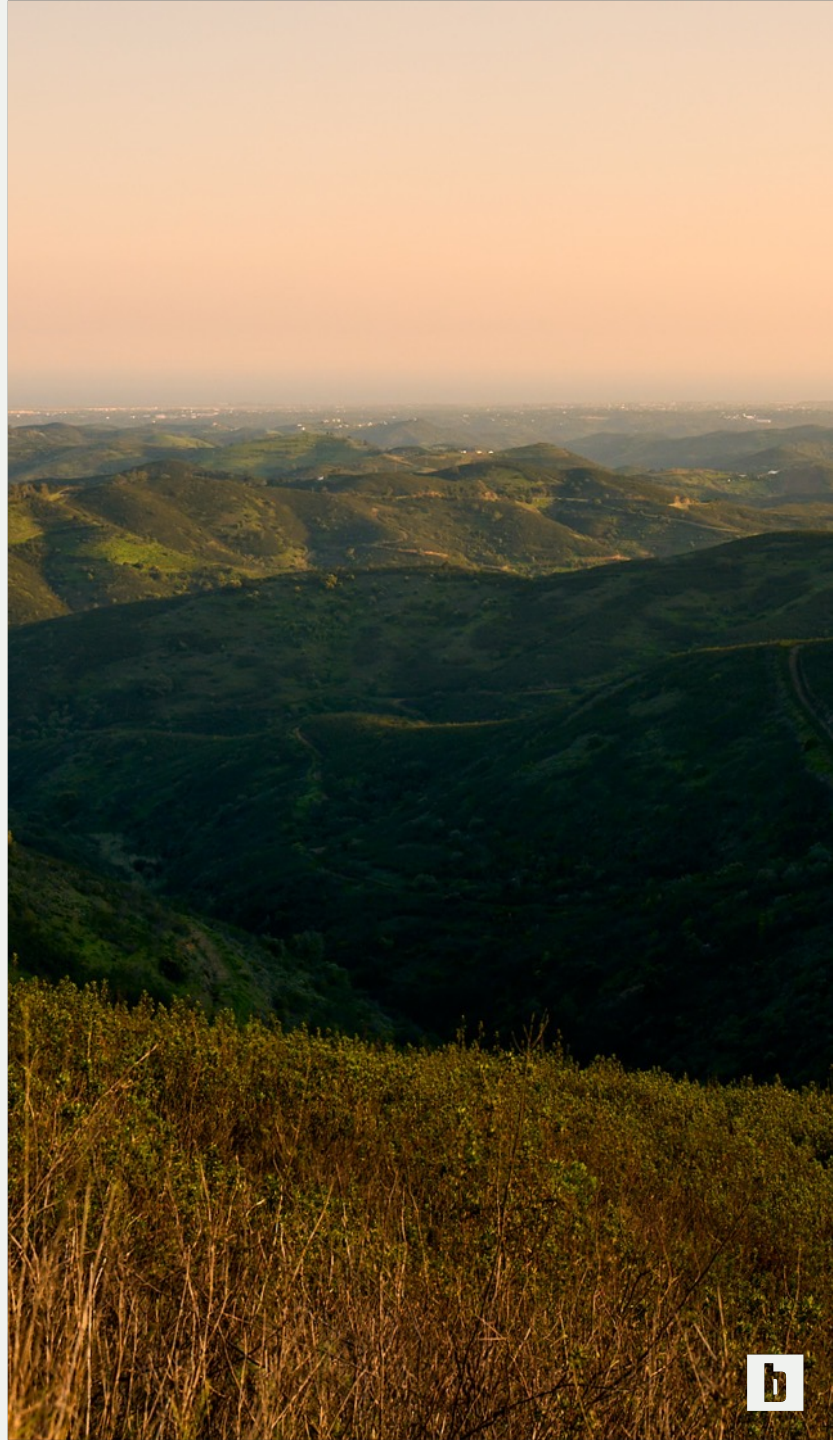
That means working with suppliers with sound sustainability credentials, and encouraging more sustainable approaches to creative activations through our sustainability policy.

Within our own operations, we monitor our impact through the SME Climate Hub and Equipoise's [Advanced Business Carbon Calculator](#).

Though we endeavour to accurately monitor and report our emissions, there are areas we simply don't have the scale, data or resourcing to measure.

We're working to better understand our impact on the planet, strengthening how we measure it and evaluating how we can improve it over time.

Photo taken on a recent trip to measure freshwater biodiversity for an upcoming project



Our Planet

Energy and emissions

Energy use remains the primary source of our environmental impact. We power our office on an entirely renewable tariff through Octopus Energy, and look closely at how our team works, and the technologies we rely on.

Blurred has always operated a hybrid working model, with many employees working remotely during the week and the office closed on Mondays and Fridays. This means our environmental footprint is shaped not only by office energy use, but also by how energy is sourced in our team's homes. In 2025, 65% of our team's home energy was sourced fully or partially from renewable energy.

Our environmental impact is also increasingly shaped by the technologies we use, particularly artificial intelligence. As AI tools become more embedded in everyday work, we remain mindful of the technology's resource intensity, especially in relation to energy and water consumption.

In 2025 we implemented an AI policy and introduced compulsory training for the team to help address some of the ethical and environmental risks associated with the rapid expansion of AI-based services. As the landscape evolves, we will continue monitoring the environmental and social impacts of the platforms we use and reviewing the boundaries of our AI use accordingly.

11,265 kWh estimated annual office energy consumption (from 100% renewable sources)

1,994 kgCO₂e in associated averted emissions*

Household energy mix

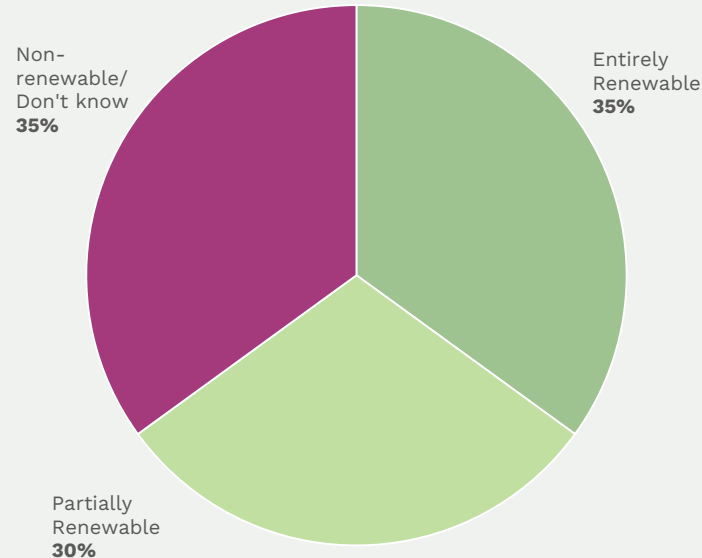


Photo taken on a recent trip to measure freshwater biodiversity for an upcoming project

Our Planet

Business travel and commuting

Travel – whether for business or commuting – continues to be a significant part of our environmental footprint.

Flights, in particular, remain the largest contributor to business travel emissions. Compared with last year, our number of flights taken has increased, reflecting both growing client demand and the limitations of fully replacing travel with virtual alternatives.

Our policy since 2021 has been to reserve flights for genuinely critical business purposes, and when travel is unavoidable, we double offset the carbon impact through the German non-profit atmosfair. Offsetting is an imperfect solution, but we deem it the most appropriate available to us in the circumstances.

In 2025, we purchased **14 business flights**, all essential and not substitutable with virtual meetings.

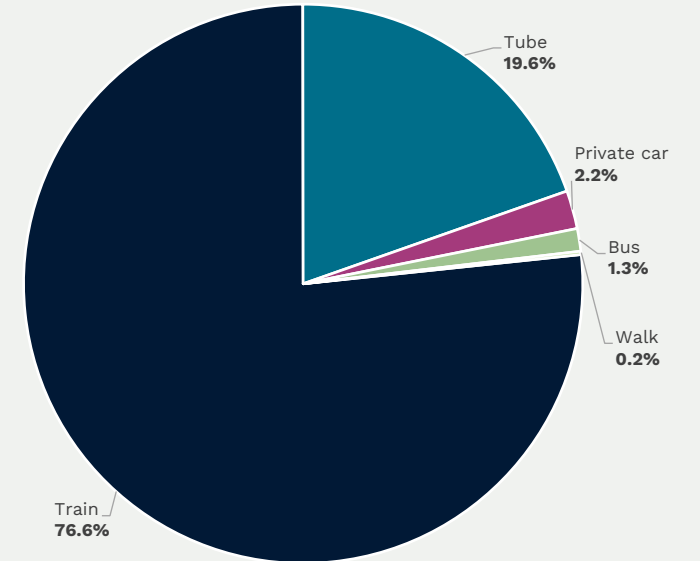
Commuting represents another major component of travel emissions. Our policy prioritises public transport, and when taxis are necessary, staff are encouraged to use electric taxi providers. By monitoring commuting patterns, we aim to better understand and reduce our Scope 3 emissions, which are often the most challenging to measure and manage.

We are committed to improving the measurement of indirect emissions and provide commuting data below to offer insight into this important part of our carbon footprint.

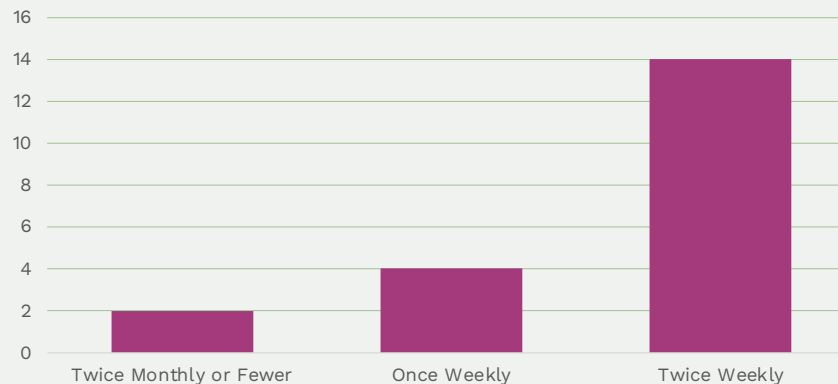
14 business flights taken in 2025

7,372 kgCO₂e in offset emissions*

Commuter miles by mode of transport



Frequency of commute days

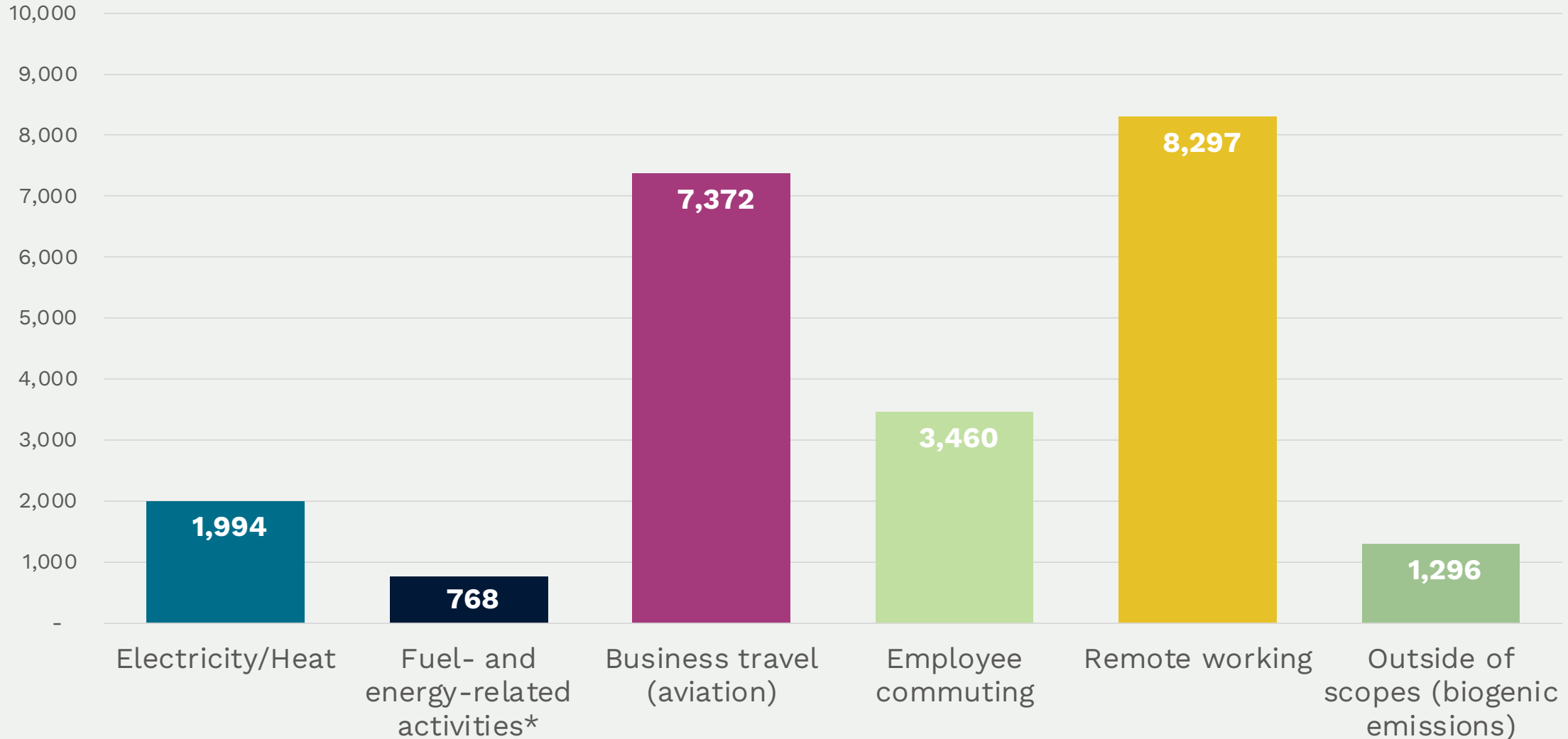


Business aviation destinations



Our Planet

Total emissions by source (KG CO₂e)





Launching the Small Healthy Book for Oatly – to combat the spread of online nutritional misinformation about oat drink

Our Clients

Our Clients

Client disclosure

We are under no illusions that our greatest impact as a consultancy providing intellectual services is accrued not in the energy our office uses, but in the clients we choose to work with, and the work we do for them.

We work with our clients as partners, and as equals. This means being courageous to push them to be better, and to monitor values alignment with the clients we work with. Our philosophy is one of encouraging change: it is often the most impactful businesses where a marginal shift can mean a vast difference for people and planet.

Due diligence

Though it is our policy not to rule out individual industries or briefs for this reason, over 2025 we formalised our due diligence process to further add clarity. This process is open to input from all members of our team, to make sure all voices are heard and considered.

In practice, our due diligence process involves assessing briefs against a number of factors including the industry, the country of domicile, and the prospective client against a number of environmental, social and human rights-related criteria, including alignment with the UN SDGs.

We encourage our team to be open about clients, industries and briefs and welcome honest discussions. In 2025, we turned down a number of opportunities on the grounds that the brief, client, or industry failed to pass our due diligence process.



Photo taken on our trip to Romania with WWF-CEE and The Coca-Cola Company



Our Clients

Client disclosure

Being transparent with what sectors our clients represent, is how we can make good on our engagement and due diligence process.

We annually disclose the sectors from which Blurred's revenue is derived; in 2025, just over **2/3** of revenue came from food and beverages (F&B), fast-moving consumer goods (FMCG), and financial services.

It is worth noting that a significant proportion of our F&B revenue is from alcohol companies: we recognise that this is an industry that poses several notable risks to public health, but reassure readers that all of the projects we worked on in this space in 2025 were related to reducing alcohol's negative harms, through behaviour change, awareness, and social impact campaigns.

The **0.2%** of our 2025 revenue registered in energy and mining was for a Direct Lithium Extraction business.

2025 Revenue by Sector

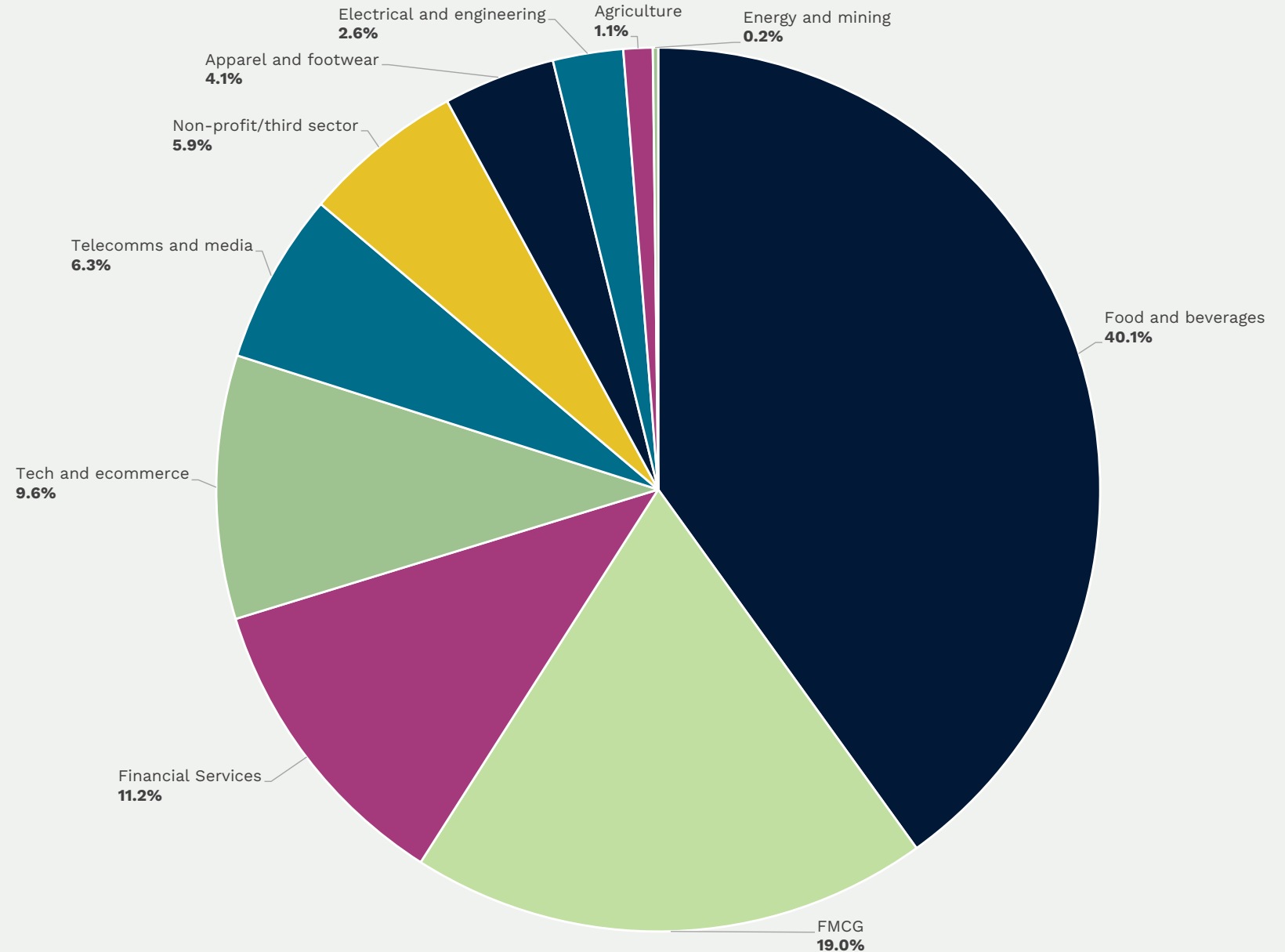




Photo taken from an activation for Mielle at Notting Hill Carnival.

Our Communities

Our Communities

A defining part of our impact is what we put back into the communities and industry around us, exemplified in our pro bono self-initiated campaign [I Am Not A Typo](#), which seeks to make our tech devices more inclusive by encouraging Big Tech to ‘correct autocorrect’.

We also work with organisations across the communications and PR industry that are pushing for meaningful change, particularly where there are barriers to access and progression. We contribute time, funding and expertise where we can to create positive impact, because it is our responsibility to help shape a better, more representative industry.

Volunteering time and experience

We support several local and industry organisations with time, experience or donations, including:

- **The Pros Collective** – sponsoring and judging the annual Pros Awards, celebrating BME talent in the comms industry.
- **The Xec leadership scheme** – hosting a training day for the year’s cohort, to share advice and expertise to nurture the next generation of BME comms leaders.

- **whataboutisms** – speaking at events to support the next generation of industry professionals.
- **Kisharon Langdon** – partnering with a non-profit that provides opportunities to children and adults with learning difficulties or autism.
- **UK Black Comms Network** – chairing the Senior Leaders at the Black Comms Network is our very own Veronica Patton-Cemm, building on years of personal commitment to increasing visibility, accessibility and opportunity for Black senior leaders.

Suppliers

Our business model is collaborative, and we take a bespoke approach to assembling the right teams for the work. Where we require further or more specialist expertise from outside our core team, we operate a cohort model, where we work with professionals of varying disciplines on a freelance or contract basis to meet the needs of individual projects.

With such a wide cohort of creatives, sustainability professionals, videographers, public affairs consultants and so on, we take care to ensure that we work with a diverse range of suppliers and collaborators, including female and minority-run businesses, as well as suppliers with commitments to environmental sustainability.



In 2025, we launched 100 Incorrect Baby Names, to continue to push Big Tech to correct autocorrect



Case Studies

Correcting autocorrect with I Am Not A Typo – campaigning for inclusive tech

I Am Not A Typo is a voluntary collective and pro-bono campaign we initiated in 2023 - with a simple mission: to correct autocorrect.

Millions of people in the UK are told their names look like mistakes every day when devices flag them as typos. Through this self-initiated campaign, we set out to challenge the systems behind spellcheck and autocorrect that fail to recognise the diversity of modern Britain.

With no paying client, just donated time and media assets, we determined that the power of earned awareness and debate, organic online shares and cultural relevance would be key to the breakthrough.

Working with our partners, the campaign highlighted how thousands of real UK names were incorrectly flagged by common spellcheck tools, despite appearing thousands of times in official Office for National Statistics (ONS) baby name data.

Following engagement with the campaign, Microsoft updated its English (UK) spellcheck dictionary to better reflect the names used across modern Britain.

Hundreds of previously unrecognised names have now been added to its English spellcheck dictionary, and it has improved its pattern-matching logic so many more names will be correctly recognised across Microsoft platforms.

The change has reduced the number of UK names flagged as potential typos from 41% to just 2%.

While this marks a major step forward, the campaign continues to challenge other tech companies to ensure their products reflect the societies they serve.



Creating a future-fit ESG strategy & narrative for Twinings

Global tea and wellbeing drinks brand Twinings operates within one of the world's most complex agricultural supply chains. The company recognised the need to evolve its sustainability strategy, to remain robust and future-fit in the face of changing realities in the tea and herbs sector and the growing expectations of regulators, stakeholders and consumers.

Working with Twinings' ESG leadership team, we shaped a refreshed strategy that sets out a clear ambition for the business and focuses on addressing its most critical environmental and social priorities, including improving the lives of workers and communities in its supply chains, reducing its environmental footprint, and sourcing its ingredients responsibly.

Alongside the strategy, we developed a new corporate and brand narrative that connects Twinings' sustainability ambitions with its long-standing heritage of quality, craftsmanship and wellbeing.

The refreshed ESG strategy was launched via a new sustainability website and the company's 2025 [Sustainability Report](#) in December 2025.

Aligned with emerging global and European ESG regulation, the strategy gives Twinings a clearer and more compelling sustainability story for all its audiences, while supporting its purpose to “play a leading role in helping to develop a progressive and thriving tea and herbs industry.”



Awareness and behavioural change campaign for Diageo and UK Men's Sheds Association

2025 saw the second year of the partnership we brokered between the UK Men's Sheds Association and Diageo's DRINKiQ to intervene against the harmful drinking habits often faced by older men.

The partnership is called Mission: Shoulder to Shoulder, because men often connect best side by side, rather than face to face.

This year saw the partnership shift a gear and create lasting impact. After conducting a national social experiment to find that a single public bench generates an average of 5.5 conversations a day, we mobilised 'Shedders' up and down the country to build and place buddy benches in communities across the country.

With 115 benches now committed and under construction, the campaign is on track to unlock 230,000 new conversations a year – each one an opportunity to reduce isolation, encourage peer support, and open honest, non-judgmental dialogue around alcohol.

As importantly, in 2025 we ran a series of alcohol moderation sessions at Sheds across the country, empowering older men with the skills needed to check up on friends, colleagues, and loved ones.

The campaign also generated 125 pieces of coverage, reaching millions of older men across the UK and raising awareness for the risks of harmful drinking in this particularly at-risk demographic.



Creative sustainability communications for WWF-CEE and Coca-Cola

As part of our longstanding and ongoing work amplifying water restoration for Coca-Cola and WWF-CEE, in 2025 we launched 'The Living Danube Experience'.

To tell the story of Coca-Cola's longstanding work with WWF on the 'Living Danube Partnership' – a public-private partnership to restore degraded wetlands and ecosystems along the Danube River.

We partnered with Romanian artist Nico de Transilvania – a musician, DJ, and Founder of conservation NGO Forests Without Borders. She worked with us to record and produce a song that captures the sounds of a healthier, more biodiverse freshwater ecosystem.

We brought stakeholders, media and influencers to the banks of the Danube River to see and hear progress in action, and to raise awareness for the value of nature-based solutions and public-private partnership when it comes to protecting Europe's water sources, for the benefit of nature and communities.

The trip secured international broadcast, print and online media coverage, raising awareness for the outcomes possible when cross-sector collaboration focuses on improving the health of freshwater ecosystems.

Ongoing, we're working with biodiversity specialists to further bring attention to the need for water restoration, and to demonstrate the measurable impacts these projects can have.



Appendix

Core benefits for all our team

Benefit	Detail
Flexible working	No fixed hours, office closed on Mon & Fri and WFA requests
Pension	Blurred contributes 3% capped to earnings between £833 and £4167 pcm
13 th payday	Option to receive 50% of January pay two weeks earlier to help relieve post-Christmas financial stress
Holiday allowance	27x days plus between Christmas and New Year
Flexible public holidays	Ability to switch UK public holidays to days more relevant to our team
Memberships	Memberships to all our team members for the Tate museums, and a number of subscriptions to news publications
Peer group lunches	£25pp per quarter to socialise with peers/teammates
Leadership coaching	Ongoing coaching sessions available to all
Learning fund	Apply for funding for training course or learning resources in line with career development goals
Wellbeing support	Access to Spill platform mental health support
Green energy incentive	£100 'switching bonus' for moving to sustainable energy provider Octopus Energy for home energy provision.
Season ticket loan	Interest-free loan that will be deducted monthly from employee's salary
Cycle to work	Interest-free loan for bike or cycle equipment that will be deducted monthly from employee's salary
Eye tests & flu jabs	Cost of annual eye test and flu vaccination covered
Workplace nursery scheme	Cost neutral childcare benefit allowing working parents to save money on childcare fees through provider Yellow Nest

After 1 year service

Electric car lease scheme	Partnered with Octopus EV leasing company. Monthly lease payments deducted from gross salary – tax savings
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After 2 years service

WFA	Work from anywhere in the world for a month
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After 5 years service

Choose two of the enhanced benefits below:

Enhanced lifestyle benefit – after successful completion of probation employees choose one of:

Enhanced pension	8% employer contribution
Enhanced holiday	5x additional paid holiday (taking total to 32x days per annum)
Private healthcare	Full core cover with Vitality
Sabbatical	4-week paid sabbatical (available after 3 years service)

Enhanced lifestyle benefit – after successful completion of probation employees choose one of:

Monthly wellbeing fund	£1,000 per year for employees discretionary spending
Wellbeing retreat fund	£1,000 towards a wellbeing retreat (+ 2 days unpaid leave)
Neurodiversity consultation	£1,000 towards a specialist neurodiversity consultation
Travel/accommodation fund	£1,000 per year to supplement travel and accommodation costs

Supporting life stages

Reproductive health support	Funding of a private consultation are for any support required.
Parental leave (gender neutral)	3 months full pay after 1 year's service 5 months full pay after 3 year's service Pre-leave, during and on return coaching 'returnity' flexible working arrangements



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