Impact Report

Pearlfisher.
2023

Introduction 03

01 People 07

02 Progress 13

03 Planet 16

04 Potential 19

A wish for the future.

We talk a lot about Impact in this industry. Disrupting categories with our game changing design. Influencing the future of new and iconic brands. But if we are to be true agents of change, we need to think more critically about the impact we so quickly tout and applaud.

Of course sales matter. They keep clients in business, which in turn keeps us in business. And we can't underestimate the value of helping the wheels of our economy to keep turning. But what good is a healthy economy if its people and planet are not?

At Pearlfisher, impact means a lot more to us. It means catalyzing change for the better in a much more holistic way. It means empowering people, clients, and communities to be more empathetic and thoughtful about the role they play in the world. It means doing everything in our power to design a better future that we all want to live in, together.

With this philosophy driving us, we're launching our first ever Impact Report to hold ourselves not only to a higher standard, but accountable for our impact. Because we aren't fans of empty promises. We want this report to become a public testament to the efforts we're doing day in and day out, learning more about what we're doing right and what we can do better. After all, measurement is the only true way to demonstrate progress.

While the goal of this report is to serve as a celebration of our effort, more importantly, it's a reminder of how much farther we still have to go. Because impact doesn't happen overnight. It's the result of continuous improvement, and small, concerted efforts that coalesce and combine to create incredible change—the kind we can all be proud of.

We're thinking beyond today or even tomorrow. It's our wish for a better future—a better life—that we will never stop working towards.

And we only hope you'll join us.

Pearlfisher.

Admin

What this is

As part of our efforts to become a B Corp certified organization, we wanted to create a report that allows us to be more transparent about our impact and hold ourselves accountable for our actions on a larger stage.

That's why this report is a comprehensive recounting of all the efforts Pearlfisher has made in 2023 to improve our company's impact, as well as a plan for how we can continue to improve next year and into the future.

How we compiled it

We strived to measure how well we're currently performing against economic, social and environmental KPIs. These covered (among others):

- Benefits. Governance structures
- DE&I, Staff satisfaction, Policies, Hiring Practices
- GHG Emissions (including Scope 3), Waste generation

We followed the B Corp methodology and also went beyond its requirements in order to continue to push ourselves to be the best place of work.

Our Philosophy

Pearlfisher is an independent brand design and creative agency that

Designs for life.

Our Framework

There are many different frameworks out there used to understand and measure sustainability, from B Lab's 5 Impact Categories, to the UN's 17 Sustainable Development Goals, and many more. All are useful and familiar to us here at Pearlfisher, but for the purpose of this report, we've crafted our own. The goal of this framework is to help synthesize our impact to key areas as well as represent our agency's way of thinking; moving from a siloed, disconnected approach to a much more integrated and holistic one.

With this framework, we're demonstrating how our impact begins with people, planet, and progress, extends and grows through the potential we plan for, and ultimately becomes more powerful than the sum of its parts.

01 People

The engine of this change machine, we're measuring our impact through the lens of our workers, our customers, and our community.

02 Planet

The crux of any sustainability report, we're looking critically at our direct and indirect effects on our environment.

03 Progress

Considering our impact from a governance standpoint, including employee, leadership, and community engagement.

03 Progress

Setting clear goals for the future across People, Planet, and Progress. Because we can't bring about change if we don't plan for it.

People give us purpose.

01

For Pearlfisher, the individuals in our team, the people we work with, and the communities we serve are everything, which is why we first shine a light on what we're doing on a human level.

By and for our team.

Without our employees and coworkers, we could never produce the enormous impact we've achieved these last 32 years. That's why we're dedicated to protecting and promoting both their mental and physical health—essential values of our agency.

A Mental Stretch

Our Head of Resourcing, Kara Adnopoz, is also an incredibly talented Registered Yoga Teacher. We're lucky to have her give free yoga classes to Pearlfisher employees on a regular basis at our studio.

Friday Feels

Federal holiday weekends are important for recharging our batteries. That's why we ensure every month has one, giving every last Friday off in months without 3-day weekends. We also implemented Summer Fridays—1/2 days between Memorial Day and Labor Day—to give people more opportunities to reset with sunshine.

Speechcraft Sessions

In an effort to keep our skills sharp and always improving, we brought in presentation training experts quarterly who worked closely with each team on their unique strengths.

Connection is key

Known for the company culture we've worked hard to build, the team takes great pride and effort in creating unity and connection beyond simply the incredible work we deliver to clients.

Culture Dishing

Few things are quite as enriching as sharing culture. In celebration of the rich diversity at our studio, we sponsor culture-centric events where Pearlfisher employees volunteer to host an educational evening of teaching about their culture thorugh food (and drinks!)..

The Weekly Wave

To keep our Pearlfisher community engaged and up-to-speed, we share a weekly newsletter—The Weekly Wave—which covers studio and industry news.

The Circular

Similarly, we started an internal monthly newsletter that sheds light on the intersection of brand, design and sustainability—The Circular.

It takes a village

Beyond our walls, Pearlfisher is highly dedicated to fostering community engagement and contributing to the social well-being of the communities we're part of.

Queens Country Farm Museum

Living in a city can often make you forget the importance of nature. So it was a privilege to volunteer at Queens County Farm Museum where we helped de-weed, catch chickens and clear roots.

D&AD Shift

We've been working with D&AD for about 3 years, and always take great pride in enabling the next generation of creatives to break into our industry. This year, we hosted a workshop in our studio to help Shifters strengthen their portfolios and become more competitive in their respective pursuits.

New York Housing Association

Our New York DEI team was honored to host a branding workshop in partnership with NYCHA's Resident Economic Empowerment & Sustainability (REES) division, which gives residents education, guidance and resources to reach their dreams of starting or growing their own business. In this workshop, our PFNY team advised five graduates of the program, guiding these inspiring and eager entrepreneurs in laying the strategic and visual foundations of their brands.

Giving back

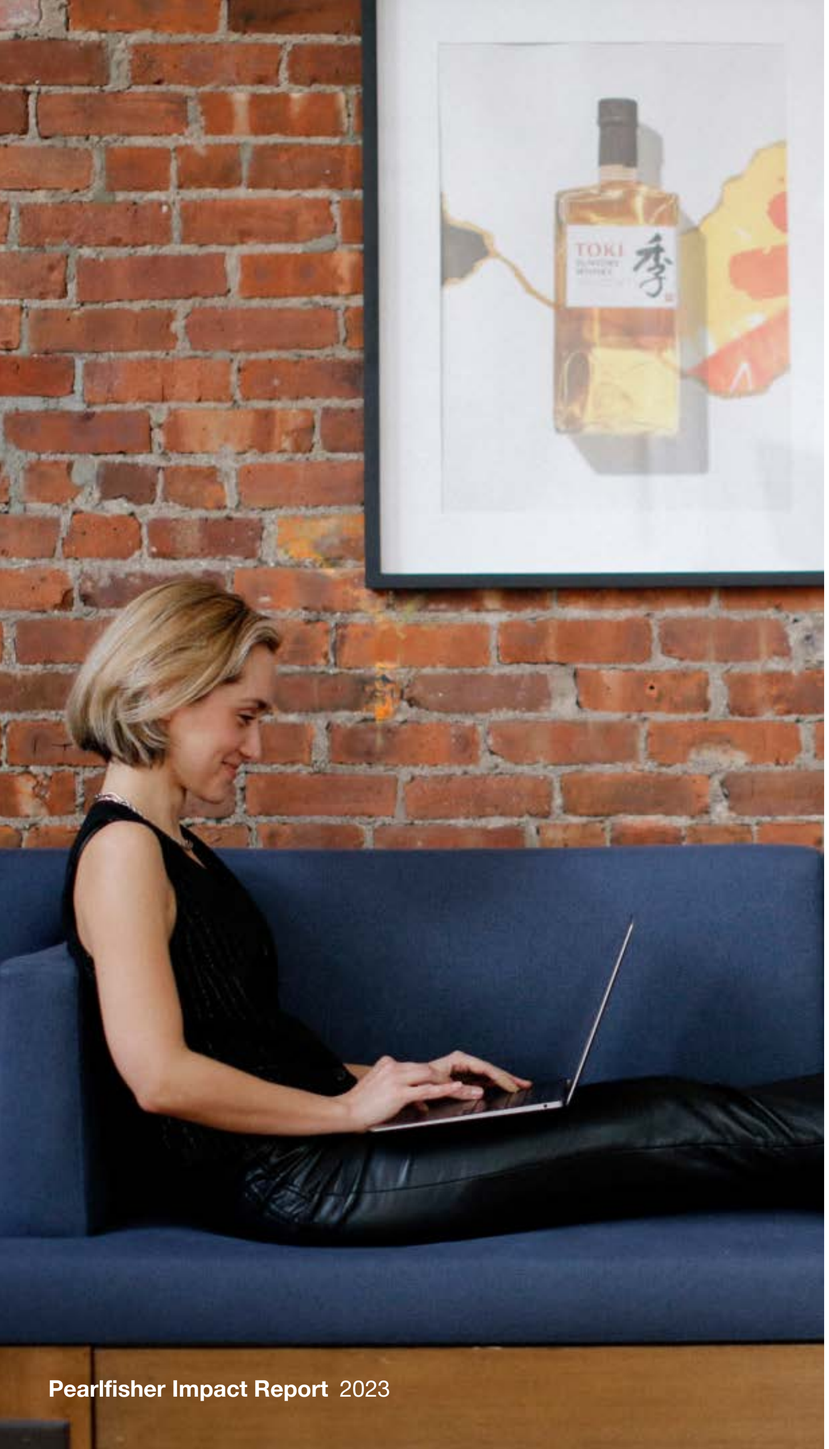
Pearls of Purpose

The creative industry can be a difficult one to break into, and even more so for people from historically overlooked communities. There are also many initiatives, groups and organizations that employ creativity and design but don't have access to a level of skills or expertise to do more good.

That's why we're excited to introduce our annual Pearls of Purpose 'give back' initiative. Each year, we will donate a share of our profits to a deserving organization in our local community.

The only requirement is that design and creativity play a major role in their mission.

Our team will work together to decide the recipient, ensuring our philanthropic efforts are led from the ground up and represent the diverse group of people we are. After all, our people know this city and where Pearlfisher can make a contribution that fits our ethos and matters to our communities.



Creating powerful partnerships

General Mills: Gushers

As part of our brand refresh, we helped Gushers create more inclusive & diverse initiatives with Black Voice Create.

Thistle

As we revamped the brand, we worked closely with Thistle to make sustainable plant-based living irresistibly delicious.

GoMacro

Recognized by their compostable tray pack material, we helped GoMacro bring this same sustainable equity to the redesign of their multipacks.

Driscoll's

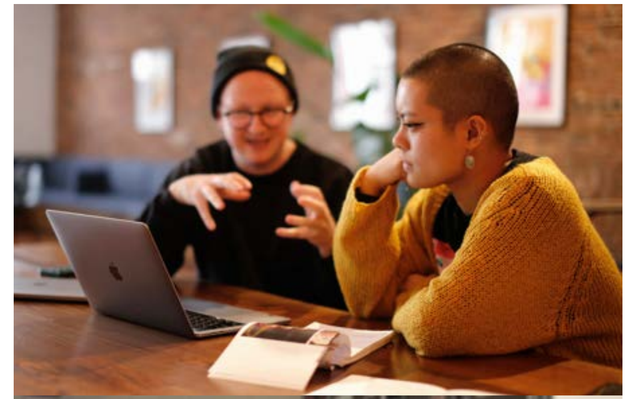
Introduced a branded Strawberry Paper Tray for Driscoll's in a family size pack that aims to reduce plastic packaging.

Progress drives real change

Change is a constant pursuit. That's why we continuously explore new ways to run our organization in order to foster participation, development, and transparency as much as we possibly can.

02

Leading from within



To foster better practices both for our planet and its people, we have dedicated teams within Pearlfisher comprised of people who are passionate about these important causes and initiatives.

Diversity, Equity & Inclusion Team

Our DE&I team ensures diverse representation, fair treatment, and encourages equitable growth within Pearlfisher, with our clients, and in our broader communities. Raising our consciousness, the team works on initiatives that engage all and foster impact within and outside of our walls.

Green Team

Committed to our continuous improvement, the Green Team encourages opportunities for more sustainable choices. This year, they implemented a kitchen waste composting system in our studio, hosted plant potting nights, and pushed for more eco conscious Christmas decor, among other things!

Studio Council

Ensuring lines of communication to company leadership are always open, our Studio Council fields questions, requests, and concerns from studio members and represents these interests in regular meetings with leadership. As part of this initiative, we are working better at providing regular forums to hear every voice in a more formal capacity.

Holding ourselves accountable

Looking beyond our passionate and essential internal teams, Pearlfisher also sets and maintains essential standards, creating pathways for accountability that allow us to stay true to our promises.

Staff Satisification Survey

Ensuring continuous improvement requires keeping a pulse on employee sentiment. With our inaugural Staff Survey, we asked about a wide range of topics to capture a holistic picture of where we're at and where we can go. The results are in, and we're proud to say that over 90% of Pearlfisher employees say they feel they're in good hands. We hope to get that number to 100% in the future.

Sustainability 101 Training

This year, we implemented Sustainability Training and created specific guidance for our Design and Realization teams. We're keeping our feet on ground in a world where sustainability can seem daunting, building practical, evolving, and science-based resources for every team.

Developing an Environmental & Social Management System

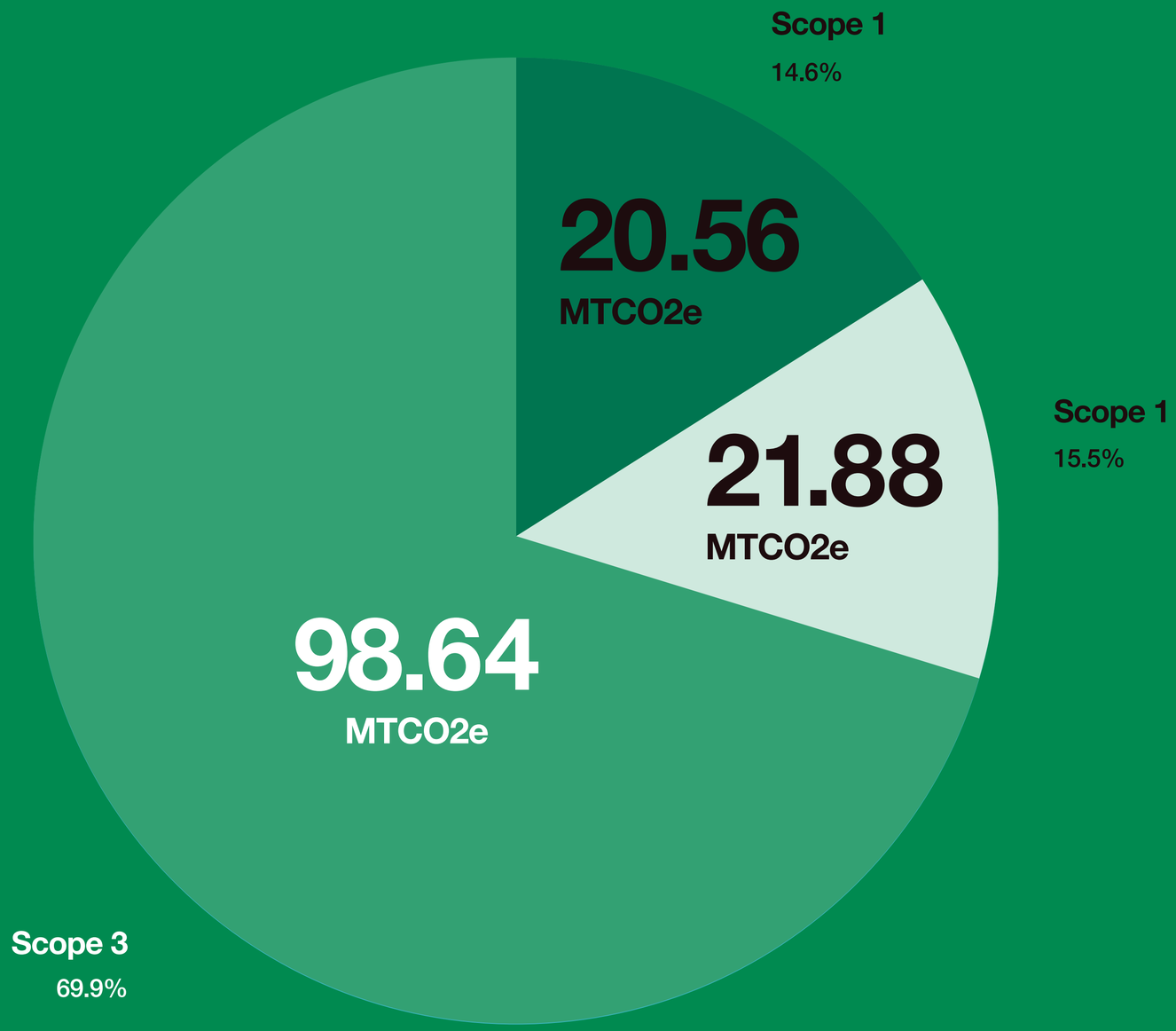
Though it lacks a sexy title, our new ESMS is doing a lot of heavy lifting to make sure becoming more sustainable in our operations and work becomes truly second nature. It also helps us focus, bring in the right partners and plan sensibly for the future.

Hyper aware of how much we're depleting our planet's resources, we are committed to doing our part in reducing harmful consumption and pollution wherever possible.

Our Planet is Precious.

Our Carbon Footprint

As one of the few agencies with a designated Sustainability department, it is incredibly important to us to ensure we're constantly working towards a more sustainable and regenerative planet in every way we can.



Greenhouse Gas Emissions

For the first time ever, we've taken a more critical look at our Greenhouse Gas Emissions as an agency, unearthing measurable, hard data to help us take responsibility for our choices and make sure we improve them.

Method

As this was our first time calculating our carbon footprint, we applied a mixed-methods approach. We used the EPA's official conversion factors to calculate our gas (Scope 1) and electricity (Scope 2) emissions. We also started calculating emissions in our value chain (Scope 3), namely 'Purchased Goods & Services' and 'Business Travel' using a spend-based approach, again using the EPA's official conversion factors.

Results

We've learned a lot from our emissions baseline profile (to the right). One of the main reasons why our accounting across our value chain isn't more mature yet is because we simply don't have access to data, such as how many tons of waste we're generating or how much water we're using. As tenants of an old SoHo building, we share a lot of these services with other businesses, but we're actively working with our landlord to untangle this web — watch this space.

Every bit counts

In an effort to reduce our footprint, we're prioritizing addressing our impact on land, water, and air within our internal studio practices.

Conscious Purchasing

We're putting our money where our moral code is. By buying more responsible brands for our studio, including 100% recycled toilet paper and printer paper, and Blueland's non-toxic cleaning products, we're upholding our values while setting an inspiring example for our employees and clients.

Clearing the Air

Our health heavily depends on our environment. That's why when we learned that our carbon-dioxide levels spiked and humidity dropped too easily, we quickly took swift steps to better ventilate the space. Our Airthings air quality monitoring devices can now tell us when the air is too dry or too stale for fresh ideas!

Waste

We joined The Mill this year and installed a company compost bin in order to begin diverting all our food waste away from the general waste stream. Pearlfisher employees have even started bringing in their own organic waste from home to compost in our kitchen compost bin! We've also installed low-flow devices on all our faucets to save water while still keeping ourselves and our workspace clean and healthy.

04

Our Potential is powerful

Planning ahead is equally as important (if not more) as celebrating our achievements. Like our constant quest for creative excellence, we are always looking at the horizon when it comes to our impact. Because the future is only as powerful as the actions we take to manifest it.

Actioning quick wins

Our goals for reducing our impact start right at home in our own studio practices.

Goal #1: Improving Operations

1. Carbon Emissions

Reduce carbon intensity of our studio by at least 5% in terms of revenue.

2. Waste

Consolidate waste collection around the studio and start to measure our waste generation.

3. Travel

Shift from a spend-based method to a distance-based method for business travel to more accurately calculate our emissions.

4. Diversity

Increase diverse representation in our workforce.

Doing better together

Beyond our own actions, we want to ensure our partnerships are fortified by shared values of impact reduction.

Goal #2: Produce Cleaner Work

1. Plastic Reduction

Leverage our recently started PlasticFree membership in all our structural packaging briefs.

2. Greener Relationships

Establish at least 5 new relationships with strong sustainability benefits (with clients, suppliers, copackers, etc).

3. Collaborative Efforts

Collaborate with clients to identify bottlenecks for implementing more sustainable solutions.

higher

While the greatest change starts with smaller, smarter decisions, we always have our eyes on the horizon, aiming higher to help push the entire industry in a greener & cleaner direction.

Always aiming

Goal #3: Move the industry forward

1. Industry-wide Initiatives

Join Design Declares to collaborate and support the industry's move towards more sustainable practices.

2. Supplier Relationships

Leverage our position as conduit between brands and their supply chains to help solve business sustainability challenges with next-gen innovations and partnerships.

Thank you.