



+ Impact

REPORT 2022

+ASSEMBLY



Table of Contents

03	A Message From Our Global CEO
05	The Sustainable Development Goals
06	Impact Highlights
07	Planet Highlights Climate Power Case Study
10	People Highlights Imagine Campaign Case Study
13	Community Highlights APAC Case Study
16	Clients Highlights
18	Vision 2023
24	Words of Thanks



Finding the Change that Fuels Impact

2022 has been a turbulent year, against the backdrop of war, the highest temperatures we've seen on record, and now, navigating a challenging economy. But these times of uncertainty are the most critical moments for us to reflect on the role that our business must play in making an Impact.

We have many reasons to believe that we have played a part in creating positive Impact within the regions and communities we work in. Being awarded 'Purpose-Led Agency of the Year' by Ad Age was an important recognition of the strides we're making, as we strive to carve a path in this industry that sees us contributing meaningfully to areas such as sustainable media innovation and BIE&D. There is much more to come in our bright future, as we focus on developing a roadmap for scalable positive impact on people and planet.

This year, we met and surpassed our goal of 2,000 Moves for Impact around the world. We delivered over 4,000 hot meals to people in need across APAC, MENA, and India. We donated over 100 days of time globally to take part in community investment programs and provide pro bono expertise. We also continued our efforts to become a B Corp accredited agency.

In 2022, we increasingly worked alongside our clients, as partners and collaborators, creating impactful work that drove historic climate legislation forward, launched new products, and built more inclusive brand platforms. We joined forces again with Fashion Avengers, the Phluid Project, and others who are leading scalable and sustainable change.

But celebrating our efforts isn't about self-recognition – it's about realizing the potential of what we can accomplish in the world, thanks to the dedication and passion of our people.

It's clear that we are in a unique and privileged position as an agency, having the skillsets that can be utilized for innovative solutions within key impact areas and a workforce that can be mobilized for change.

The pages that follow are a celebration of our positive impact in 2022. Thank you to everyone who gave their time to contribute.

As we look ahead, we know that there is so much more to be done, and next year, we will push further with our investments and commitment. We have the wheels in motion for assessing our carbon footprint as a global agency, and we will be launching a new sustainability strategy that is in line with our values and our people, bringing us closer to finding the change that fuels Impact.

- James Townsend, Global CEO

Assembly & the Brand Performance Network

WE FIND THE



We Find the Change

THAT FUELS GROWTH



Assembly and The Sustainable Development Goals

In 2015, The UN released the Sustainable Development Goals, a universal call to action to end poverty, protect the planet, and ensure peace and prosperity for all people. This global framework consists of 17 goals that have been set to be achieved by 2030 – uniting nations around the world through a common vision and blueprint for change. Assembly has been and will continue to be committed to contributing towards the Goals through our Impact work. This year, we have contributed to 10 of the goals through a variety of actions.



SUSTAINABLE DEVELOPMENT GOALS

<p>We provided meals to children in India through our Feedr partnership.</p>	<p>2 ZERO HUNGER</p> 	<p>10 REDUCED INEQUALITIES</p> 	<p>We hosted fundraisers and events to celebrate Pride.</p>
<p>We ran initiatives that benefit our people's mental health and wellbeing.</p>	<p>3 GOOD HEALTH AND WELL-BEING</p> 	<p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 	<p>We are a member of the Conscious Ad Network.</p>
<p>We hosted high school students to teach them about the SDGs.</p>	<p>4 QUALITY EDUCATION</p> 	<p>13 CLIMATE ACTION</p> 	<p>We provided expertise to organizations who improve our environment and pushed historic climate legislation in the US.</p>
<p>We hosted events for International Women's Day and participated in the #Imagine campaign.</p>	<p>5 GENDER EQUALITY</p> 	<p>15 LIFE ON LAND</p> 	<p>We cleaned local beaches through organizations like GreenPeace.</p>
<p>We sat on feedback panels for budding social enterprises.</p>	<p>8 DECENT WORK AND ECONOMIC GROWTH</p> 	<p>17 PARTNERSHIPS FOR THE GOALS</p> 	<p>We worked with our clients and organizations to contribute towards the goals.</p>

Our Impact in Numbers

2022 has been a big year for Impact at Assembly. We've volunteered, donated, fundraised, mentored, litter picked, composted... and much, much more! To give you a snapshot, here are some highlights from all our Impact work from across the year.

4,000+ hot meals

delivered across India, APAC and MENA through impact initiatives.



133 days

worth of time contributed towards community investment and pro bono work (that's over 1000 hours!)



36 charitable organizations

received our time, money or expertise this year.



2,000 Moves Completed



10 Sustainable Development Goals Met



37 Impact Champions
Globally

AdAge

PURPOSE-LED AGENCY OF THE YEAR

So , what are Moves anyway?

Moves are “impact in action”. These are any touchpoint our people have with an impact related area through actions they take. This can consist of expertise and pro bono media support, donating, fundraising, volunteering, mentoring, advocacy, and client work, to name a few areas. We want our people to have opportunities to make an impact in ways that are meaningful to them. Moves are then calculated by several metrics, such as number of people, hours, reach, and financial contributions.



Planet

Caring for the planet is incredibly important to us. Over the year, our people have been enabled and encouraged to positively impact the environment in whatever way they can. From cleaning up local areas, to education on composting, see some of the highlights and how we've been looking after the planet during 2022.

15 people from our London office

took the morning to work with Planet Patrol to clean up a local canal. Together, we collected over 300 pieces of litter and plastic and logged them in Planet Patrol's app where the data will be used for their annual litter report.



24 people across our Hong Kong and Taiwan offices

took the day to clean local beaches. The teams spent the days clearing up litter from the shores to help local wildlife and keep the beaches clean.



In North America,

one of our Impact Champions, Justine Jones, ran a region-wide talk on composting to educate our people on the importance of composting both at home and work, and even set up a composting bin in our NY office!



Our Europe office

supplied Community Interest Company (CIC) Citizen Zoo with both Content Marketing and Data Science expertise. We also collaborated with Citizen Zoo to enter the Ocean Outdoor competition, to help spread the message of the importance of rewilding.



Climate Power

Over the last year, Assembly has been part of a historic movement to influence climate action legislation in the United States, alongside our client, **Climate Power**. Climate Power is a group that was established to coordinate pro-climate advocacy efforts through the many iterations of what would eventually become the **Inflation Reduction Act**.

On August 16th, 2022, President Biden signed the **Inflation Reduction Act** into law. This was considered a historic moment in the US and a signal of forward momentum in the efforts to tackle the global climate crisis.

As part of an 18+ month-long campaign, the Assembly Political Team worked with Climate Power on a media strategy that covered 35 of the most competitive House and Senate campaigns in the United States. The team placed nearly **\$40 million in media** and **150 different commercials**, produced by our sister Stagwell agency, SKDK. Within our Political Insights dashboard, the team tracked \$220 million from 86 different advertisers, as well as 50 different campaigns across about 120 DMAs – all driving towards the common goal of pushing climate action forward.





People

Our people make our company, which is why we constantly strive to do our best by our people. Working both internally and externally, we're building a diverse and inclusive environment and a workplace that promotes wellbeing for all employees. See our highlights from the year.

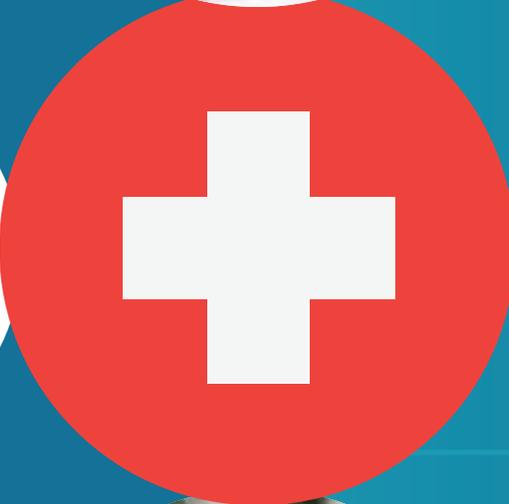


Our Team in Europe

had access to mental health and wellbeing sessions with Sanctus throughout the year. Sanctus ran over 78 sessions for our people this year.

Our North America region

started a partnership with the Phluid Collective, partnering to bring the GET Phluid gender expansive curriculum to senior leaders, employees, and clients.



Our people in our Shanghai office

all received first aid training from the American Heart Association. That's 44 people who are now fully first aid trained for when they are both in and out of the office!

Our LGBTQIA+ pillar in Europe

ran a fundraiser alongside our friends at GoodStuff for Tonic Housing and Just Like Us. We collectively raised £2,000 to split between the two charities.



PEOPLE CASE STUDY:

#Imagine Campaign

Members of our European teams partnered with colleagues at CPB London to support the launch of the Imagine campaign, alongside Goodstuff, OpenMedia, and Creative Equals – a fantastic collaboration of Brand Performance Network agencies.

Imagine shed light on a simple yet powerful concept: **Imagine a world where gender makes no difference.**

The campaign highlighted the many gender biases that still exist in society today – backed by a survey of young children and students that demonstrated their ingrained ideas of gender roles. Alongside the 2022 International Women’s Day theme, “Break the Bias”, the Imagine campaign prompted viewers to consider their own gender biases in an effort to break through them and help create a more equitable world for all genders.

4.7M+
Impressions

10.28%
Organic
Engagement

250k+
Engagement
on Social Media





Community

As a global company, we have a responsibility to positively impact our local communities. Our people have done some amazing community work this year, volunteering their time to give back. See some of our main highlights from the year.

Our team in Baltimore

has continued their ongoing partnership with BARCS, where they support the shelter with volunteering and animal fostering through quarterly events.



Team members in Europe

gave their mornings to volunteering at a local community farm, which helps connect the local area to nature and the outdoors.

Our MENA region

ran a fundraiser across the holy month of Ramadan, where our people across the region donated 1011.65 AED to 1 Billion Meals, a food drive that works across the UAE, and distributed 150 meals, biscuits, and phone credits to people based in a local workers camp.



In London,

we took part in the Routes Mentoring Programme this year, Routes help women currently experiencing the UK asylum system to help them navigate employment and experience.

COMMUNITY CASE STUDY:

Giving Back In APAC

Our APAC region is the gold standard when it comes to giving back to their communities. Each of our office invests significant time, effort, and employee power into the volunteering programs that are run by our Impact Champions in the region.

From providing hot meals to those experiencing homelessness, to cleaning local beaches, we wanted to celebrate all the amazing community work that has happened in APAC this year.

77%

of people in the region engaged in Impact

30+

Events/Initiatives

335

Mooncakes distributed to communities during Autumn Festival

7

SDGs worked across



Our Tokyo office collected food on a weekly basis for the Shibuya food bank.



Our Hong Kong office joined charity Runners Foods to help distribute meals to those experiencing homelessness in the area.



Clients

We take impact into all areas of our business, even our relationships with our clients. Impact is as important to a lot of our clients as it is to us, and we support in what we do best. Here are some highlights from some exciting projects and campaigns we have run with clients over 2022.

Love All Your Hair Days

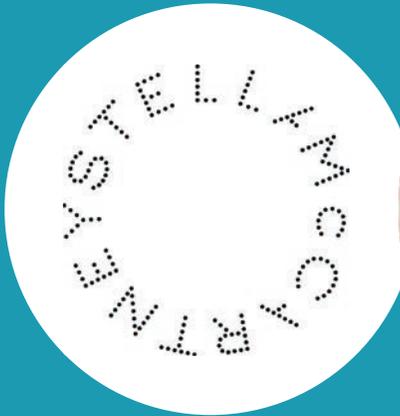
In our Media Agency of Record relationship with amika, we supported the brand's "Love All Your Hair Days" campaign, emphasizing individuality, self-expression, inclusivity, and diversity. We are proud to partner with amika on their journey to make haircare radically inclusive.



amika:

STELLA

Our sister agency Grason launched STELLA by Stella McCartney, the iconic designer's (and environmental champion) sustainable skincare line.



All For Farmers

We were proud to support our client Tillamook in amplifying their All For Farmers initiative, benefitting the American Farmland Trust and the "Brighter Future Fund". All For Farmers was created to help build more equitable practices in farming and to support farmers facing financial hardship.



Tillamook



The Future

OF IMPACT AT ASSEMBLY



Our Vision



Being impactful has been fundamental to Assembly's identity. We are so proud of the work we've done to date and to have been an agency at the forefront of delivering real impact to the communities we live and work alongside.

An evolution of Impact at Assembly is coming... with an even stronger, more defined focus on sustainability and the environment, as well as people and communities. This new vision and strategic focus will enable us to elevate and scale our Impact.

In 2023, we will continue to ensure that community investment lies at the heart of what we do, and we have plans to launch a new global program that ensures our employees can continue to contribute positively to the causes they care about the most, as well as use their expertise to focus on the areas that fall into our new strategy. We will also continue to have a focus on Belonging, Inclusion, Equity, & Diversity and are looking to build out our internal expertise in this space to ensure we are developing impactful and meaningful initiatives that truly help move the needle on representation and nurture a culture of belonging throughout the agency.

Our focus on the climate crisis means that we will invest time and resources into reducing the carbon impact of our own operations and developing new products and services that enable our clients to also consider and reduce the environmental impact of their media campaigns.

To celebrate this new direction, we aim to launch a new global sustainability strategy in early 2023 that will outline our vision, our pillars, and importantly, our goals. We look forward to sharing this strategy in the new year and reporting back on our progress in our 2023 impact report.

Shaping our Future Purpose Pillar with our Employees

Towards the end of 2022, we shared a global sustainability survey with the whole agency to inform our Purpose pillar for 2023 and beyond. We wanted to understand how important certain sustainability issues are to people working at Assembly, and to gather insights into the sustainability issues facing marketing, media, and tech industries, as well as Assembly itself – and how we can best address them. The intention of the survey was to understand the issues most material to our people, and then in relation to the long-term success of the agency. We also wanted to get insight into the top priorities for the agency – according to our people – for next year. Their input helps shape the future direction for Impact and Purpose at Assembly.



1

A great employee experience

is critical to our people and the success of the agency.

The survey results confirmed that a focus on employee wellbeing, satisfaction, and engagement is of utmost importance to the people who work here, as well as to the long-term growth and success of the agency.

In 2023, we have plans to elevate our People strategy to ensure we're creating a place where everyone can do their best work, realize their potential, and grow.

2

Defining our sustainability goals + strategy

will be important to us in 2023.

Our people also told us that they felt Assembly would benefit from having a clear sustainability strategy with defined goals. We are currently working on this strategy, and the results from our sustainability survey will feed into what we choose to focus on for 2023 and beyond. We will continue to work closely with the communities we live and work in and are also looking to have a stronger commitment relating to the environment and diversity, equity and inclusion.

3

We need to focus on creating solutions and strategic partnerships

to support sustainable impact.

Our people told us that they believe one of the biggest ways we can make an impact is by developing new solutions to support our clients' sustainability strategies.

This will be a key focus for us next year as we strengthen our approach to strategic partnerships. We are currently exploring industry-wide initiatives as well as work on creative campaigns that elevate the causes we're most passionate about.

4

Our people are motivated by working for an agency where there's values alignment.

All the evidence shows that people increasingly want to work for companies that are committed to driving change. 84% of people said they were more likely to work with businesses that demonstrate a commitment to creating positive social and environmental impacts. 81% of people say they agreed that social and environmental impact was important to Assembly.

Certified



®

Corporation

We are currently working towards becoming a B Corp in Europe, looking to be rolled out globally. B Corp makes us take a hard look at ourselves, and improve, implement, and inspire new ways of working. We aim to become a certified B Corp in Europe by the end of 2023, and will continue our journey to achieve the certification in the rest of our regions in the years to come. You can see our plan to get there below.

STEP 1

Create Improvement plan from base score

We have assessed our current score, based on current practices, and assessed areas we can gain points next year by implementing new processes and policies.

STEP 2

Becoming B Corp certified in Europe and 50% improvement in other regions

We will focus on implementing new processes and policies with the support of relevant teams in Europe. We will reassess ourselves to ensure we make the 85-point minimum before submitting. We will also be aiming for NA, MENA, APAC and India to gain a 50% improvement on their base scores.

STEP 3

Becoming B Corp certified globally

After certifying in Europe, we will then focus on certifying in every other region, one by one, finishing with North America. Once all Regions are certified, we will then be certified at a global level.

®

Carbon Footprinting

One of our big plans for 2023 that is already underway is our global carbon footprinting project. We will be working with **global sustainability agency Anthesis**, who will be helping us calculate our current emissions based on scopes 1, 2, and 3. Once we have a picture of our current emissions, we will be looking to implement a reduction strategy to help us reduce our impact and set targets to keep us on track.

5 Stages to Net Zero

COMMUNICATION & REPORTING

CHANGE MANAGEMENT

GOVERNANCE

ANALYTICS

SOLUTION

IMPLEMENTATION

1

Understand your **climate risk**

2

Understand your **current & future footprint**

Assembly's current stage

3

Develop **Net Zero strategies**

4

Implement **value chain reductions**

5

Balance your carbon budget through **removals**



**We Look
Forward
To Finding
The Change
The Fuels
Our Impact.
Together.**

+ASSEMBLY

THANKS

We are all a part of the work that has been achieved in Impact this year. So firstly, thank you! However, we would like to thank our Impact champs for all the support they've provided us this year.

Alongside our champs, we would also like to thank the other teams at Assembly that we work with. These include our People, Marketing, Facilities, and Finance teams.

APAC

Angeline Ang
Chloe Tang
Christine Liu
Gladys Hou
Helen Liu
Irene Lee
Pearl Rahmat
Saya Umezaki
Seonyoung Park
Tiffany Hsu
Wanlun Wu
Miyoung Hwang
Penny Luan

EUROPE

Andrea Coccini
Aroa Perez
Brendan Tomney
Elizabeth Petra
Alex Bugle
Grace Davies
Hattie Whiting
Kate Allanson Conlon
Moulati Zanine
Neil Middlemass
Paul-Vincent
Raymond
Giselle Fernandes
Sarah Flannery
Amy Elliot
Lauren Clementson

MENA

Claire Romano
Lisa Volcere
Vincent Eguico
Nazimuddin Khwaja
Mohamed Siddique
Khairunnisa Siddique
Jonna Arniaz
Faisal Dean

NA

Alexandra Daniel
David McDowell
Callie Brossman
Jeannine Buxbaum
Lamont Carolina
Kathryn Lally
Michael Rochmes
Mickey Gomez
Justine Jones
Sara Pollack
Taylor Malloy
Andrea Bredau
Valerie Davis