



FOURTH DAY

PUBLIC RELATIONS

# Fourth Day UK ESG Strategy 2025





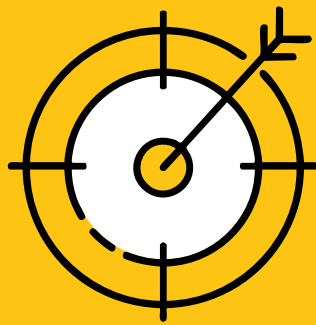
**Fourth Day is an international PR agency, with UK offices in London and Manchester. Specialists in tech PR, we provide communications services that are effective on a national and international level. Operating across Europe, Africa, Australia and North America, our campaigns enhance reputations and enable organisations to grow. We are driven by our ethos:**



## **To communicate the work of organisations that are improving the world around us.**

We are proud of our history spanning more than 20 years, but we are also looking to the future. We want to ensure that Fourth Day is sustainable in every sense of the word, and that we have a positive impact on the communities around us. With this in mind, we are publishing our first ESG strategy, outlining where we are now and setting goals for where we would like to be.

To inform this strategy, we conducted a materiality assessment to identify the issues that are most relevant to our clients, employees, partners and stakeholders. This document outlines the key findings and our four subsequent pledges on issues linked to ESG (environmental, social and governance) pillars.



Pledge 1

**Deliver PR with purpose**

We strive to work with businesses that are purpose-driven and with women and minorities in leadership positions. Our materiality assessment concluded that these areas were of high importance to all stakeholders, and to our founders. The assessment also ranked pro bono PR support as one of the most important priorities among stakeholders.

## We do

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Work with at least one charity every year, providing them with PR support worth more than £13,000

Offer a reduced rate to at least one charity or purpose-led organisation every year

In the last five years we have worked with 11 charities on our low rate, across sectors including workers' rights, the care sector, arts and technology

In the last five years we have provided free-of-charge PR support to eight charities, supporting causes such as education, employment for disadvantaged young people and technology

## We will

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**Secure at least one new client in 2025 that is led by a woman or minority, &/or is purpose-driven**

**Continue to offer pro bono PR support to at least one charity every year**

**Ensure that the charities in receipt of pro bono support align with our ESG strategy**

## Technology for good

There are a number of ethical and environmental concerns regarding technology. As this is our core industry we will take steps to address this. We believe that technology itself could provide the answer to some of the most pressing issues and, by choosing to work with ethical businesses and raising their profile through our services, we hope to be part of the solution.

## We do

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Conduct daily research into the latest news and developments in the technology sector

Attend relevant events to educate ourselves on industry developments

## We will

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**Create a company-wide Slack channel dedicated to sharing new research and educating employees**

**Attend specific events in 2025 aimed at increasing our knowledge relating to technology for good**

**Undertake employee training across three key areas:**

- AI
- Data centres / environmental impact
- Disinformation and trust

## The arts

We believe that the arts play a vital role in creating a healthy, happy society and we have supported the industry as an agency, both through our services and via our pro bono commitment.

### We do

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In the last five years we have worked with 10 arts organisations, including:

- The Bach Choir
- Ruby Tingle (artist)
- 53Two theatre company

### We will

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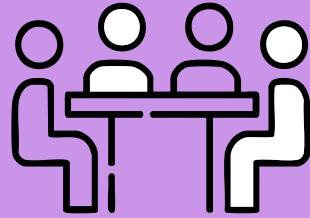
**Continue to support the arts industry through our services and via our pro bono / low rate commitment. We welcome enquiries from organisations in this sector**

## Our ESG service

We want to have a positive influence beyond our own immediate actions. We are therefore launching an ESG service to all clients, helping them to set and communicate their own goals to become a more ethical, sustainable business. This will include:

- Designing, building and launching a materiality assessment
- Stakeholder mapping and engagement
- ESG strategy – research and writing
- Integrating ESG communications into PR and content strategies





Pledge 2

**Be a positive and active  
member of society**

Our materiality assessment found that the following societal issues were of high importance to our stakeholders, with each scoring above 8 out of 10:

- Equal pay for men and women
- Reducing poverty and hunger
- Tackling homelessness

We can have a direct impact on the first of these issues through our role as an employer. As well as ensuring we promote equal pay, we want our employees to have a good work-life balance and we know that flexible working is key to achieving this. We aim to have a positive impact on the other issues through the charities that we choose to support.

The following section outlines how we will demonstrate our pledge to be a positive and active member of society, as an employer.

## Equal pay

### We do

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Maintain our status as a Living Wage employer, meaning that all employees of Fourth Day receive above the National Wage, aligned with the rates set by the Real Living Wage Foundation

Audit our salaries annually to confirm that there is no pay gap between genders or ethnicities

Benchmark salaries against industry averages to ensure we are paying fairly

### We will

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**Publish a gender pay report and ethnicity pay report if we grow to 30+ employees**

**Ensure that new suppliers are also Living Wage employers, as part of our supplier onboarding checks**



## Flexible working

In our materiality assessment, fair pay and flexible working emerged as the highest priority – ranking just below 10/10.

We also conducted a company-wide survey to understand what matters most to our employees and what changes they might like to see. Again, flexible working was deemed to be important. We already had a flexible working policy in place, but we expanded this based on the feedback we received – introducing new measures within one month of conducting the assessment.

### We do

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Offer flexible working hours – each employee can set their working day for any time between 8am–7pm

Finish early every Friday, to encourage employees to maintain work–life balance and switch off for the weekend

Provide the option to work from home or a Fourth Day office, with one fixed office day per week to encourage collaboration

Hold an annual company-wide offsite trip for all employees of Fourth Day and Quatrieme Jour, so that our teams can connect with one another

Have a shorter working week. In 2024 we reduced the working week from 37.5 hours to 36 hours

### We will

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**Reconduct our company-wide survey annually among all employees. We will review the results and revise our flexible working policy accordingly**

## Tackling poverty and homelessness

### We do

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Commit to being an annual business supporter of Forever Manchester – we have supported them for eight years and have donated over £8,000 during that time. The charity believes that connected communities are stronger and happier and they have contributed £59 million towards local communities since being founded in 1989. Forever Manchester supports a number of causes that specifically aim to tackle homelessness, poverty and hunger in Manchester and the surrounding areas

Our pro-bono client for 2024/25 is the Greater Manchester Mayor's Charity, an independent charity that brings people, businesses and communities together to tackle homelessness and rough sleeping in the region

### We will

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**Continue to support Forever Manchester**

**Find an equivalent cause in London to support in 2025, which works towards the United Nation's SDG goal of zero hunger**





Pledge 3

# Minimise our impact on the environment

We asked our stakeholders to rank the environmental issues that mattered to them most on a personal level. These issues did not necessarily impact whether or not they chose to work with a business in a professional capacity, but it was important for us to understand what our stakeholders care about outside of work.

The vast majority ranked recycling, waste reduction, access to clean water and sanitation as being of high importance. We understand that everyone has a part to play in helping to safeguard the planet and we minimise our impact on the environment in the following ways:

## We do

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Recycle all waste from our offices in Manchester and London

Require our company directors to drive electric cars

Conduct all company travel via public transport wherever possible

Offer all employees the option to enrol on a cycle to work scheme

## We will

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**Enquire of our landlords in London and Manchester about their chosen energy provider and suggest that a renewable supplier is chosen where possible. We acknowledge that we do not have the ability to choose our energy suppliers**





Pledge 4

# **Demonstrate good governance**

We comply with all legal requirements across the territories that we work in and in many cases we go above and beyond to ensure we are a safe, responsible and ethical business.

Given the nature of our key sectors (technology and manufacturing), our clients are often part of vast supply chains that span a number of industries and regions. As part of our ESG strategy,

## We do

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Not work with any organisation whose core business is arms, tobacco or gambling

Assess new clients and suppliers against our purpose and goals

## We will

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**Establish a diverse advisory board in 2025**

**Ensure that our goals are aligned with Quatrieme Jour – our sister company which is headquartered in Paris and publishes its own ESG strategy**

**Introduce a checklist when we work with a new supplier to confirm they align with our values**



# What's next?

This ESG strategy is the first step on our journey, and we know that this journey is constantly evolving, with no 'finish line'. Transparency about where we are is of paramount importance. To ensure we are always responding to the world around us and adapting to meet our stakeholders' priorities, we commit to the following:

- Sharing our materiality assessment with every new client and stakeholder to complete and repeating annually
- Reviewing our goals annually and adjusting them accordingly
- Publishing an annual ESG strategy summarising our progress and goals





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# Get in touch

If you have any questions about our ESG strategy, or if you would like to discuss how our services can help you on your own sustainability journey, we'd love to hear from you.

**[www.fourthday.co.uk/get-in-touch](http://www.fourthday.co.uk/get-in-touch)**

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