



Our Approach to Environmental, Social and Governance

We believe that all of us at 360PR+ have the opportunity, and the responsibility, to engage in the issues that matter in our world today and will impact future generations. That starts with a materiality assessment to understand the issues most important to 360's key stakeholders - our employees, clients and other partners, and communities we serve - and to inform policies and procedures that formally embed ESG into our day-to-day operations as a responsible business.

OUR PURPOSE

We endeavor to do work we are proud of that advances our clients' businesses and, in turn, the agency and our people. We prioritize representing organizations and brands that are doing something good in the world — bringing people together, helping us live better, work smarter, discover new places and perspectives, and more. We are committed to always operating with integrity and sharing our success with team members and our communities.

OUR PROCESS

Guided by an internal, multi-disciplinary, cross-office task force of agency leaders, 360PR+ conducted a benchmark ESG audit, engaging and seeking the input and commitment of key stakeholders. Findings from this three-month process included:

“We make an assumption that vendors we work with are committing to the same things we are... ESG is table stakes today.”

- 360PR+ CLIENT

Employee Survey

An agency-wide survey found diversity, equity and inclusion (DEI), environmental impact of client services, and community relations/local impact ranked as the issues most important to our employees.

Supplier Survey

While we aim to increase the diversity of our supplier network going forward, a survey of our suppliers reveals that we already have a strong foundation in place, with two-thirds of respondents having a diverse or vulnerable business certification and 78% with DEI formal policies and training.

Client Interviews

A series of in-depth, interviews with 360PR+ clients across sectors underscore that clients continue to place value on ESG, with a focus on advancing diversity, equity and inclusion at their organizations, as well as integrating more sustainable practices across supply chains. All clients said they prioritize working with partners who are aligned with their respective ESG commitments and view that as a “table stakes” as we work as an extension to their internal teams and provide counsel regarding ESG initiatives and communications.

POLICIES & PROCEDURES

At 360PR+, integrating ESG into our daily operations is crucial to driving impact. In 2023, all employees completed training on the fundamentals of ESG to reinforce its importance to our agency and our clients. Going forward the following protocols guide our business operations, drive our ESG commitments, and support our clients in achieving theirs:

A **Business Code of Conduct** policy reinforces our commitment to honest, ethical, and fair business practices.

Our **Climate Change & Sustainability Policy** outlines our approach to reducing 360's environmental impacts, both for internal operations and client initiatives.

Diversity, Equity & Inclusion Policy: This policy formalizes our approach to DE&I, internally and externally. We are committed to building diverse talent pipelines, supplier diversity, and ongoing training and development for employees.

Our **Supplier Code of Conduct** sets clear expectations and standards for suppliers. Our staff use a list of preferred suppliers in areas such as travel, food and beverage, event planning and mailings fulfillment. We survey our suppliers annually about their ESG practices.

Client Event Management and **Office Operation** procedures aim to increase the use of sustainable vendors.

Our **People Management & DEI** and **Community Relations** demonstrate our commitment to advancing equity in our own agency, as well as in the communities where we live and work.

Data Privacy and **Client Due Diligence** procedures ensure we continue to operate responsibly and ethically.

MOVING FORWARD

We are focused on the following as core areas for continual improvement:



Reducing environmental impacts of office operations, client work and employee travel



Increasing DE&I across our business activities, including recruitment, staff training, expansion of diverse suppliers, and as reflected in our work for clients



Continued contributions in our communities, with emphasis on creating opportunities for people in marginalized and under-represented communities

360PR+ is a certified women-owned business and a partner in PROI Worldwide.