



MCA 

ESG Impact

Report

2024

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A Message From Our Founder & CEO

Dear Colleagues, Clients, Investors, and Partners,

"Making better" continues to be the philosophy that drives MurphyCobb forward. Throughout 2024, we didn't lose our focus. In contrast, we continued with the same passion and drive for making a positive impact on our industry.

The results have been rewarding. Sustainability is a value of MurphyCobb that our clients and our people take pride in. The "MurphyCobb Green" service was validated as a valuable and scalable new product in the market. We created the processes and the tools to help clients committed to net zero, to not only track their activity-based emissions in advertising production but also improve, through data and education-driven advice. "MurphyCobb Green" complements the core production consultancy product of MurphyCobb, like Tech and Data do. It is another proof that taking a holistic approach in advertising production is absolutely possible, and it is needed.

As a Virtual First entity, our fully remote workforce continued to operate successfully in 2024, maintaining our Scope 1 and 2 emissions at zero. Running a staff satisfaction survey among our people helped us to understand more about how our people feel with remote working. Feedback gave us a big push to continue. It also helped us to identify areas about how we can make our structures and internal communication channels better as we continue in a growth mode and we become bigger as a company. Surveying for feedback in terms of our Diversity & Inclusion and Environmental Sustainability efforts was also an important first step that we also did for a first time as a company. In 2024, we accounted for the Scope 3 business travel and work-from-home emissions from all our entities. We are also proud that we did offset the emissions that we didn't manage to reduce, for a second year in a row.

2025 is the year that we will start preparing ourselves for more granular Scope 3 accounting. We acknowledge that SBTi near-term and long-term targets set up is increasingly requested from suppliers. Having already started preparing ourselves for it is important, while, in parallel, we continue focusing on our clients' own targets.

MurphyCobb is committed to Net zero by 2040. Most of our partners and clients are committed to Net Zero, too. This is not going to change. Sustainability, technology, and data-driven insights are key to building resilient and future-ready businesses. By embedding these principles into everything we do, we are not only creating value for our clients but also contributing to a more sustainable advertising industry.

Thank you for your continued support as we work together to make a lasting impact.

At MCA, we believe that sustainability, creativity and technology should unite.

Pat Murphy
FOUNDER & CEO
MURPHYCOBB



Who We Are

We Are Global Production Investment Experts

We are a global content production consultancy with strategic production and subject matter experts. We create effective & sustainable content production ecosystems and help clients produce marketing content in the most efficient way possible.

We are driven by a passion for bringing creative ideas to life, with the right commercial outcomes, all underpinned by our proprietary technology, data & insights.



We Enable Creativity, We Deliver Commercially, And We Lead The Way Into Sustainability

MurphyCobb is a Campaign Ad Net Zero award-winning company dedicated to advancing sustainability in advertising.

In 2023, we won the Best Practice in Sustainable Ad Production award with our client Reckitt. MurphyCobb was shortlisted for a second year in a row in 2024, with our client Mars and their creative agency Revolt, in the Campaign Ad Net zero Awards 2024. Another great team work project. By reusing assets and additional sustainable best practices we contributed to client's ambition to maintain low level emissions for the production of their global campaign. We are also proud to have earned the AdGreen badge, with all new employees completing the Sustainable Ad Production training in 2024.

By working closely with clients and partners, we aim to continue setting new standards in the market for more responsible, sustainable ad productions.

Who We Are

Our Values

At MCA, we're a global family that supports one another through three essential qualities: intelligence, integrity and innovation.

Our values are clear:

- Show mutual respect
- Be relentless about innovation
- Challenge received wisdom
- Earn trust
- Take ownership

This is our simple and honest way of doing business.



We Believe That Creativity, Sustainability And Technology Should Unite.

Control Room is MurphyCobb's proprietary platform. It helps manage our client's advertising and production spend more effectively.

The new advancements of Control Room launched back in 2023, enabled cost and CO2e data transparency and efficiency in all areas. Diversity & Inclusion data is also tracked.

CO2e data from emission calculators like AdGreen is key for driving informed decisions and reducing emissions.

By supporting and encouraging the capture of this data, we enable a more holistic approach to advertising production for our clients and partners to track, manage and control.

About this report

This 2024 MurphyCobb's Environmental, Social, and Governance (ESG) Impact Report is our second ESG report. Even though much of this work isn't new, we're still just getting started building our ESG infrastructure. To develop this report, MurphyCobb consulted with a broad range of internal and external stakeholders, including MurphyCobb employees and executives, and clients. It summarises some of MurphyCobb's key environmental, social, and governance (ESG) programs and issues, with updates on our ESG progress and achievements from 2024. We plan to publish a full impact report every year.

For more information, please visit www.murphycobb.com/sustainability.

Reporting frameworks

The contents of this report are informed by leading sustainability reporting standards and frameworks. We would like to acknowledge the Compare your footprint software that we used for all 2024 data as reported with greater detail in Appendix. This tool adheres to the greenhouse gas accounting standard (GHGP) developed by WRI and WBCSD.

Reporting period and boundary

This report includes information from January 1, 2024, through December 31, 2024, unless otherwise indicated. If otherwise indicated, please refer to previous ESG Impact Reports, as stated and easily accessible in our corporate website. Data in this fact sheet reflects the activities of MurphyCobb and its wholly owned subsidiaries.



2024 Highlights

Environmental Highlights



EcoVadis Assessment Gave Us A Bronze

EcoVadis – leading rating company of corporate sustainability – validated the ESG performance of MurphyCobb, submitted for evaluation for the first time in January 2024. Our rating placed us in the top 35% among all companies rated in the past year, earning us a Bronze Metal!. #sustainability



We Made It Up To The Shortlist, Again

MurphyCobb was shortlisted for a second year in a row in 2024, with our client Mars and their creative agency Revolt, in the Campaign Ad Net zero Awards 2024 - Category: Best Practices in Sustainable Ad Production Award.

Our very own Glykeria Antonaki was nominated and shortlisted as a Rising Star of the Year in SMEs category at the Women in Green Business Awards 2024, representing MurphyCobb. This category celebrates women who have been in the green sector for less than 5 years, but their contributions are already remarkable.

#productionnetzero #awards

Proud To Have Won In Uk Business Awards 2024

Extremely proud to win in 3 important categories in the UK Business Awards 2024, highlighting MurphyCobb's commitment to innovation, sustainability, and delivering exceptional value.

- 🏆 Best Growing Business - Gold
- 🏆 Change & Transformation - Gold
- 🏆 Best Use of Technology - Silver

#sustainability #innovation #growth



Environmental Highlights

Sponsoring For Good Cause

“SUSTAINABILITY – AT WHAT COST?” was the first of two key MurphyCobb discussion panels at the Cannes Festival - and the LBB Restaurant & Beach.

Moderated by our very own, Cath Cimei, MurphyCobb's Global Client Leader, the panel were a cross section from the world of production from industry bodies, agency creatives and the brands.
#sustainability #thoughtleadership



Training Ourselves In Sustainable Practices

We earned the AdGreen badge again. MurphyCobb had all new employees completing the Sustainable Ad Production training in 2024, while continuing new internal training sessions about #sustainable ad production & #climate action.

Tree-Planting For Every Project We Got With Clients

We did it again. In 2024 we continued the initiative of planting a tree for every project we had with clients! #givingback #treeplantinginitiatives



Accounting For Our Internal Emissions And Voluntarily Offsetting For 2024

Compare Your Footprint was used as the platform to help us continue tracking our internal emissions in 2024.
#sustainability #CO2e#accounting

2024 Scope 1, Scope 2, and Scope 3 business-travel emissions and work-from-home (WFH) were accounted for. We are proud to have contributed to the Forest Management project in Cambodia.
#sustainability #CO2e#offsetting



Other ESG Highlights

Our Sustainability Internal Portal Launched

MurphyCobb continued the internal newsletters and training staff around sustainability. The new updated operations site was launched, too. This is MurphyCobb's internal portal with all governance highlights and processes. It offers access to Sustainability and DE&I FAQ, training sessions, reports, other educational material or news. #sustainability#DEI#educationportal



Giving Back Initiatives Continued

2023 was the start year of tapping into the transformative power of mentorship. Our Founder and CEO, Pat Murphy, admires and respects Victoria Ijeh-Allen, the CEO of Iconic Steps, for the work she is doing. #productionconsulting #advertisingproduction #mentoring #givingback

Thought- Leadership

The MCA's internal monthly group sunshine meetings and the introduction of a new series for the MCA Prodcast (<https://theprodcast.com/>) worked as great initiatives that drove conversations internally and externally regarding innovation in advertising production. #advertisingproduction #innovation #communicationportal

THE MCA 
**PROD
 CAST**
 with Pat Murphy



Our ESG priority assessment

Impact Areas for 2024 onwards

To inform our ESG strategy and reporting, we conducted a priority assessment in 2024 to identify the most important ESG topics for our business, based on the insights and the feedback from our people and the market. The process was led by the Chief of Staff Officer, the Purpose & Product Lead and our CEO.

MurphyCobb's first ever survey on topics staff engagement, satisfaction, sustainability and D&I was run this year.

As a result, MurphyCobb identified 6 ESG priority topics that we decided to continue to focus on and enhance in 2024 onwards (listed below).

Putting people first

Priority topics:

Employee health, safety, and well-being
Diversity, equity, and inclusion
Talent engagement and personal growth

Owning our impact

Priority topics:

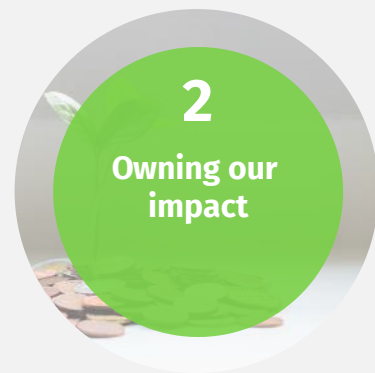
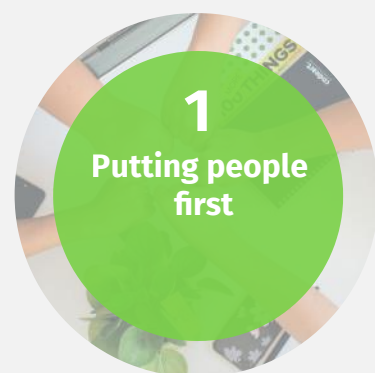
Energy, emissions, and climate

Influencing positive impact

Priority topics:

Energy, emissions, and climate
Diversity, equity, and inclusion

Based on these 6 priority topics, we established three key impact areas for 2024: putting people first, owning our impact, and influencing positive impact. These priority topics were subsequently approved by internal leadership and discussed with our board.



Sustainability & DEI goals

We have set the following sustainability goals to be completed by 2040 and we have already taken important actions towards these goals. However, we realise that we still have a long ride ahead of us to make each of our operations and products the most sustainable possible.

1. Reduce emissions & Promote D&I in advertising production (EXTERNAL)

- Raise awareness about environmental sustainability and D&I in advertising and Develop tools and processes by 2025 that will offer our clients the options they need for tracking and reducing their emissions in advertising production, with respect to their goals and plans towards a Net Zero future

2. Reduce emissions in MurphyCobb's internal operations and products & Capture D&I progress (INTERNAL)

- Maintain our own scope 1 and 2 emissions to stay zero at 2050
- Achieve net zero emissions by 2040

1. Reduce emissions & Promote D&I in advertising

MurphyCobb remains a partner with The Reef Company as part of our mission to raise awareness and influence positive impact. MurphyCobb remains a partner with Ad Net Zero too, the cross-industry coalition on a mission to reduce the carbon impact of developing, producing and running advertising to real net zero (productionnetzero.org).

As a partner of Ad Net Zero in the US and in the UK, we commit to net zero, learn, educate, raise awareness and exchange insights with the aim to drive positive climate action across the industry for a sustainable future.

We envision the role of MurphyCobb as the orchestrator between production houses, advertising agencies and clients helping our industry to shape a sustainable future for advertising and act now (not later).

- MurphyCobb had all their employees taken the Sustainable Production Training of AdGreen.
- MurphyCobb also initiated the MurphyCobb Green service with all the Processes and Tools that clients need in order to start measuring CO₂e data and reducing emissions in production. CO₂e data from emission calculators like AdGreen is key for driving informed decisions and reducing emissions. MurphyCobb can also analyse or recommend suppliers based on sustainability and D&I criteria and initiatives, too, as part of the new service.

MurphyCobb Green is embedded smoothly in the current production processes and norms, for all clients who are interested in raising awareness and adopting recommended best practices in sustainable ad production.

Sustainability & DEI goals

2. Reduce emissions & capture D&I progress internally

2024 marked our fourth year as a Virtual First company. Since our employees' work experience is primarily remote, we now measure work-from-home (WFH) emissions, and we're proud that we have achieved carbon neutrality for our Scope 1, 2 and 3 business travel emissions, as well as our WFH emissions, for 2024. The move to Virtual First (since 2021) means that emissions associated with offices in certain locations that are owned and managed by third parties fall under Scope 3 of the GHG Protocol Corporate Accounting and Reporting Standard. We do not currently report emissions from offices locations that are owned and managed by third parties. Data about the frequency of usage of such offices and the emissions associated with employee commuting were collected and tracked for 2024 and we will do the same for 2025, with the aim to become better prepared for a more granular scope 3 analysis report in 2025 onwards.

In terms of other initiatives in 2024, we planted a tree for every project we got for the year, through the TreeApp partner. 2023 was also the first year that EcoVadis – leading rating company of corporate sustainability – requested an evaluation of the MurphyCobb's ESG performance. The results of the 2023 assessment were shared in 2024. We earned a Bronze Medal. As part of our our preparation for the 2024 assessments, we are currently working on updating our vendor code of conduct that will be soon made available through our website.

With regards to capturing D&I progress internally, our first ever staff management and satisfaction survey was sent to everyone in 2024. As part of this survey, we also collected valuable demographic data and feedback on diversity and inclusion themes. This is data will be used as a baseline so that we can start tracking progress.

We commit to regularly review our sustainability goals and our progress towards those goals, so we may update our sustainability goals in the future to reflect developments in our ESG program and strategy.

Detailed Analysis

Energy Efficiency And Ghg Emissions

MurphyCobb does not own data centres to run our tech products or business. 2024 was the first year for us to request data details from some of our suppliers about our usage and their progress with renewable energy infrastructure.

In terms of facilities, in April 2021, we transitioned to a Virtual First operating model in which remote work is the primary mode for employees. We also believe in-person connection with teammates is incredibly important, so we keep a membership with Regus offices to use their co-working spaces when a team or an employee decides so. Overall, the shift to Virtual First has allowed us to eliminate office space and commute, as we claimed publicly in our ESG Impact Report for 2023.

Other measures taken included the travel ban policy announced by our CEO and the all-staff training sessions.

2019--> 92.500 tons CO₂e (UK and US)

2023--> 31.561 tons CO₂e (UK and US)

2024--> 50,297 tons CO₂e (all entities)

Comparison includes scope 1,2 (location-based) and scope 3 commute, work from home and business travel categories in the UK and the US entities between 2019 and 2023. 2024 data considers other entities globally too.

*The AdGreen calculator was used as a complimentary calculator (along with the Compare Your Footprint calculator) to complete calculations for 2019 scope 2 & scope 3 US WFH emissions. Link to the AdGreen methodology doc can be found [here](#).

**In March 2021, we transitioned from full-time office spaces in the UK and US to a Virtual First working model in which remote work is the primary mode of working for employees. The move to Virtual First means that emissions associated with offices in certain locations that are owned and managed by third parties fall under Scope 3 of the GHG Protocol Corporate Accounting and Reporting Standard. We currently only report emissions from our offices locations that fall under Scope 1 and Scope 2 for 2019 when we had offices. We do not currently report emissions from offices locations that are owned and managed by third parties, as these fall under Scope 3.

Additional Actions

Carbon-Offset Project

MurphyCobb reviewed different carbon-offset projects based on the following guidelines:

1. **CERTIFICATION:** We only select offset projects that undergo certification or verification to ensure that they genuinely offset GHG emissions as they claim.
2. **LOCATION:** We're a global company, so we aim for contributing to outside UK too if the project is trustworthy and matches our values.

We are proud to announce that we neutralised our Scope 3 business travel and WFH emissions using carbon offsets for 2024!

The Cambodia Forestry Project in Colombia is the project that we selected to contribute to.

MurphyCobb contributed to the Forestry Project in Cambodia which is supporting the following 4 of the Sustainable Development Goals

- No Poverty
- Clean water and sanitation
- Climate action
- Life on land



Electronic Waste And Waste Management

It's critical that we do our best to dispose of decommissioned hardware responsibly and eliminate waste.

Waste is currently not being accounted as part of the emissions comparison of the previous pages, between 2019 (baseline year) and 2023. It is notable though that over 1,000 prints were consumed (and therefore wasted) on average per month in 2019 according to the UK office printer machine usage bills. This printer has not been in use since 2021. In 2024, we continued educating our employees more about good practices and providing them with a list of suppliers that they could work with in terms of repurposing and recycling electronic equipment or managing waste at home. All policies and advice exists in the internal portal for easy reference to all.



We also launched: The schedule of the “Monthly Tidy UP Hour” as a recommendation to the staff to spend some time each month for cleaning-up inboxes and folders - keeping only files & attachments/emails that are needed. Tracking data storage before and after has now started and will play pivotal, educational role.



*While we're proud of our achievements, we still have work to do. We'll continue to emphasise reducing overall emissions through memos to our employees and favouring carbon reductions over offsets.

Our People

At MurphyCobb, we believe the strength of our workforce is one of the most significant contributors to our success. In 2024 we invested in our people, through new and enhanced channels of communication.

Measuring employee engagement, internal training session, newsletter and the internal portal launch

Once a month, we conduct an employee engagement call called "Sunshine meeting" which provides employees and company leaders with one channel for submitting feedback and ideas and listening to inspiring case studies and industry mentors.

In 2024, we also conducted our first employee engagement survey, to provide employees and company leaders with a more formal channel for submitting feedback on what's going well and where we need to improve. More internal training sessions about sustainability and the launch of the internal portal with information around sustainability became the reasons for great discussions to emerge and insights to get exchanged.

D&I Data

Representation of Women at MurphyCobb - Comparison data for 2023 - 2024, respectively:

Women: 55.5% - 50%

Women in the leadership team: 20% - 17%

Women in the tech team: 66.6% - 50%

Women in the non-tech teams: 86.6% - 94%

Representatives from Different age groups and ethnicities. 18-24 age group is a minority in the company. 98% of the survey respondents feel included, very included or neutral.

Everybody finds Remote Working comfortable and conducive

Appendix

Organisation	Scope	Organisation Emissions (tCO2e)		
		2023	2024	Year on Year % Change
Murphy Cobb Associates	Scope 1	0.000	0.000	
Murphy Cobb Associates	Scope 2	0.000	0.000	
Murphy Cobb Associates	Scope 3	31.561	50.297	59.364%
	All Scopes	31.561	50.297	59.364%

Category	Scope 1 (t CO2e)	Scope 2 (t CO2e)	Scope 3 (t CO2e incl. WTT*)
Business Travel: Air			
International air: Seat Class: Economy		0.000	0.000
UK Long haul air: Seat Class: Economy		0.000	0.000
UK Short haul air: Seat Class: Economy		0.000	0.000
UK Short haul air: Seat Class: Business		0.000	0.000
Business Travel: Rail			
International rail		0.000	0.000
National rail		0.000	0.000
Rail Travel: Average: Price Type: Purchase Carbon Factor Provider: SWC Purchase Location: United States		0.000	0.000
Underground: London		0.000	0.000
Business Travel: Road			
Bus: Average		0.000	0.000
Car or vehicle: Not owned by organisation: Vehicle Size: Average Fuel: Average		0.000	0.000
Regular taxi		0.000	0.000
Business Travel: Sea			
Ferry: Foot passenger		0.000	0.000
Employee Commuting: Rail			
Employee Commuting: Road			
Home Working			
Homeworking: Workstation, cooling and heating		0.000	0.000
Hotel Stay			
Hotel stay: Australia		0.000	0.000
Hotel stay: China		0.000	0.000
Hotel stay: France		0.000	0.000
Hotel stay: Malaysia		0.000	0.000
Hotel stay: Mexico		0.000	0.000
Hotel stay: Netherlands		0.000	0.000
Hotel stay: Poland		0.000	0.000
Hotel stay: Portugal		0.000	0.000
Hotel stay: Spain		0.000	0.000
Hotel stay: United States		0.000	0.000
Total By Scope		0.000	0.000





Certificate of Verified Carbon Unit (VCU) Retirement

Verra, in its capacity as administrator of the Verra Registry, does hereby certify that on 18 Jul 2024, 29 Verified Carbon Units (VCUs) were retired on behalf of:

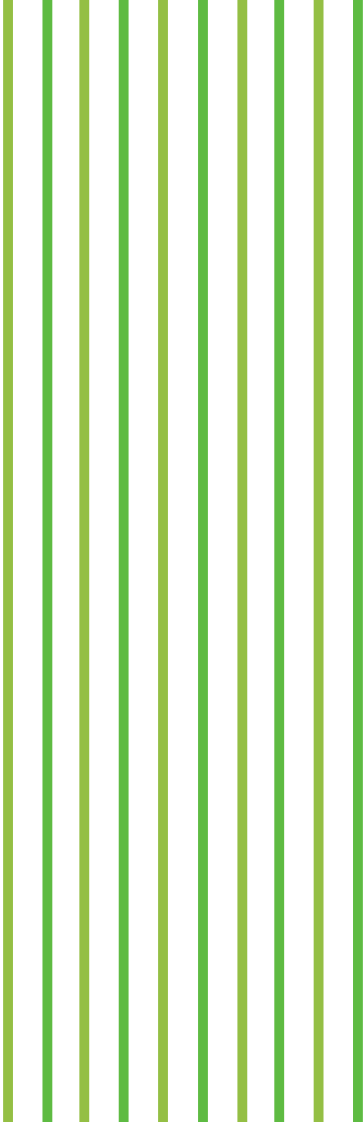
Murphy Cobb

Project Name
Forestry Project for the Basin of the Chinchina River, an Environmental and Productive Alternative for the City and the Region

VCU Serial Number
5657-254010815-254010843-VCU-019-APX-CO-14-1378-01012005-31122005-0

Additional Certifications

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