

2025



NICE — LIST

Created in
partnership with
Clean Creatives

A jobseekers
guide to the
planet-friendly UK
PR & Comms
agencies.

LATTE.

DEAR READER, WE'RE (REALLY) GLAD YOU'RE HERE.



DUNCAN MEISEL
EXECUTIVE DIRECTOR
CLEAN CREATIVES

In 2024 the movement to clean up the ad and PR industry made huge steps forward. Now more than 1200 agencies have pledged not to work with fossil fuels, and our call to action has been endorsed by the UN Secretary-General and countless others.

The question for the coming year is whether we can keep growing our movement fast enough to match the drastic changes happening in our climate and weather systems. As weather disasters grow bigger, we need more agencies like the ones on the Nice List to help lead the global conversation about stopping fossil fuels, and investing in the clean energy future we all need.

**JOIN THE MOVEMENT,
SIGN THE PLEDGE TODAY.**

VISIT [CLEAN CREATIVES.ORG](https://CLEANCREATIVES.ORG)

Heading into 2025, I'm optimistic about the PR industry's future. This year, Clean Creatives hit major milestones as climate issues dominated headlines. Change is happening.

Our 2024 talent survey shows that 64% of UK PR professionals would be concerned if their agency worked with fossil fuel clients. Where you work—and who you work with—matters.

That's why we created The Nice List: a resource celebrating PR agencies committed to positive change by pledging not to work with fossil fuels. Clean Creatives has called out those working with fossil fuels; The Nice List shines a light on those doing better.

At Latte, we're proud to be a Clean Creatives-approved recruitment agency since 2022, connecting talent with roles that make a real impact. Because where you work is a choice to drive change.



DEAN CONNELLY
FOUNDER
LATTE RECRUITMENT

WHAT COUNTS AS 'NICE'?

The Nice List has been created in partnership with Clean Creatives, based on their database of agency pledgers.

The Nice List includes PR & Comms agencies in the UK that have signed the Clean Creatives pledge as of November 2024. This means they have pledged to not work with fossil fuel clients.



**WITHOUT
FURTHER ADO
WE PRESENT:**

**THE 2025 NICE
LIST.**

**AG
COMMUNICATIONS
/CHESHIRE**

AGCOMMUNICATIONS.CO.UK



**AUBERGINE
COMMUNICATIONS
/LEEDS**

WEAREAUBERGINE.COM



**BLOXSPRING
/LONDON**

WEAREBLOXSPRING.COM



BLOXSPRING

**BOLDSPACE
/LONDON**

BOLDSPACE.COM



BOLDSPACE

LATTE.

33SECONDS /LONDON

33SECONDS.CO



"33Seconds believes that agencies and brands have a significant role to play in building a better future for people and the planet.

From working with forward-thinking companies and innovative climate-focused startups; to creating our own social eco community - Earthtopia - our work is driving real-world impact.

We're not just elevating companies through PR and social media, but creating a ripple effect of awareness, inspiring the next generation to take meaningful action."



DOMINIC COOK

CO-FOUNDER AND CO-CEO, 33SECONDS

89UP /LONDON

89UP.ORG



"Everything 89up does is dedicated to promoting climate, social and economic justice. We work with communities on the front line, activists exposing the fossil fuel industry, and economists and politicians changing policy. We vet potential clients to ensure we know where their money comes from.

As an industry, we all have a duty to create a better, cleaner future, that's why we are proud to be part of the Clean Creatives initiative."



MIKE HARRIS

CEO, 89UP

LATTE.

**BOUND TO PROSPER
/LONDON**

BOUNDTOPROSPER.COM



**CLAREMONT
/LONDON**

COLDR.LONDON



**COLDR
/LONDON**

WEAREBLOXSPRING.COM



**EATMOREFRUIT
COMMUNICATIONS
/LONDON**

EATMOREFRUIT.COM



LATTE.

ALFRED /LONDON

ALFREDLONDON.COM

The Alfred logo, featuring the word "Alfred." in a black, serif typeface.

“We’ve always been committed to working with brands who match our values, and have the potential to deliver meaningful and positive work. It’s important to stand by our values, and that includes refusing to work with fossil fuel companies.

Clean Creatives are holding a mirror up to the industry and driving change, and we are pleased to play a small part in that.”



LUCY NEWSON
DEPUTY MD, ALFRED

CIRKLE /LONDON

CIRKLE.COM

The Cirkle logo, featuring the word "CIRKLE" in a bold, black, sans-serif font centered within a solid green square.

“Stewardship of positive, action-oriented environmental and social governance is intrinsic to how we operate as a business at Cirkle, so signing the Clean Creatives pledge was a no-brainer for us. As a B Corp business, we recognise that we are undoubtedly stronger when we work together and are naturally supportive of any initiative which promotes accountability and helps drive collective industry action.”



ALEXA STEWART
CULTURE & ENGAGEMENT DIRECTOR, CIRKLE

LATTE.

DI:GA /LONDON

DIGACOMMUNICATIONS.COM



"As an employee-owned agency, it is and always has been important to di:ga to work for causes we believe in, with the potential to drive positive change in the world. We are deeply committed to contributing to the fight against climate change, and for greater equity and inclusion. We're not into spin, or greenwashing, or helping companies delay much-needed action. That's why we signed the Clean Creatives Pledge."



AMY BARRY
CEO & FOUNDER, DI:GA

ETHICAL TEAM PR /LONDON

ETHICALTEAM.COM



"By signing the Clean Creatives pledge, Ethical Team PR are taking a clear stand: our boutique comms consultancy will not support greenwashing or PR campaigns that delay climate action. Our work must align with science-based climate solutions, not fossil fuel industry deception. We believe communication agencies have a moral obligation to accelerate the transition to a sustainable future."



IAIN PATTON
MD, ETHICAL TEAM PR

LATTE.

**ELECTRIC
/LONDON**

ELECTRICCOMMS.COM

The logo for ELECTRIC features the word "ELECTRIC" in a bold, blue, sans-serif font. The letter "I" is replaced by a stylized blue lightning bolt.

**FINN PARTNERS
/LONDON**

FINNPARTNERS.COM

The logo for FINN PARTNERS features the word "FINN" in a bold, sans-serif font, with the first "F" and the second "N" in red and the "I" and "N" in black. Below "FINN" is the word "PARTNERS" in a smaller, grey, sans-serif font.

**FOR.TOMORROW
/LONDON**

FORTOMORROW.BIZ

The logo for For.Tomorrow features a white stylized flower or leaf icon on a black square background, followed by the text "For.Tomorrow" in a white, sans-serif font.

**FRANSES GLOBAL
/LONDON**

FRANSES.CO

The logo for FRANSES features the word "FRANSES" in a bold, sans-serif font. The letter "A" is replaced by a stylized orange and brown graphic element.

LATTE.

FANCLUB
/LONDON
FANCLUBPR.COM



“Recent devastating weather-related events is a stark reminder of the pressing need for the world at large to wake up and embrace an alternative to fossil fuels. Signing the Clean Creatives Pledge was a no brainer for us. Collectively the communications industry has the power to educate and advocate a different way forward.”



PAUL LUCAS
PARTNER, FANCLUB

FINESSE GROUP
/LONDON
BYFINESSEGROUP.COM



“We get it: finding like-minded partners isn’t always easy. But for brands like us that are driven by purpose over profit, shared values aren’t optional; they’re essential. At Finesse Group PR, we’re experts at putting our clients in the spotlight - so why would we do that for companies we fundamentally disagree with? Bottom line: we’re done making money for twat wombles who destroy instead of build.

Signing the Clean Creatives Pledge was a no-brainer for our joyful team, and we’re excited to help more mission-driven brands get the PR they deserve.”



JO CARUANA
FOUNDER & CEO, FINESSE GROUP

LATTE.

**FRESH
COMMUNICATION
/CORNWALL**

FRESHCOMMUNICATION.CO.UK



**GINGERCOMMS
/LONDON**

GINGERCOMMS.COM



**GREENHOUSE
COMMUNICATIONS
/LONDON
/BRISTOL
/DORSET**

GREENHOUSE.AGENCY



**HATCH
/LONDON
/LEEDS**

HATCH.GROUP



LATTE.

FORSTER COMMUNICATIONS /LONDON

FORSTER.CO.UK

The logo for Forster Communications, featuring the word "FORSTER" in a large, bold, sans-serif font, with "COMMUNICATIONS" in a smaller, all-caps, sans-serif font directly below it.

"We have always been a purpose-led business, using the power of communications to protect and improve lives. Setting bold targets and standing up for what we believe in, including refusing to work with the fossil fuel industry from day 1. We believe that people must sit at the heart of climate action and Clean Creatives demonstrates this collective power – we are all needed to create the behaviour and system changes necessary to secure our future."



AMANDA POWELL-SMITH
CHIEF EXECUTIVE, FORSTER COMMUNICATIONS

FOX AGENCY /LONDON

FOX.AGENCY

The logo for Fox Agency, featuring the word "FOX" in a stylized, light blue font. The letter "O" is replaced by a solid light blue circle.

"Signing the Clean Creatives pledge underpins our commitment to doing good for people and planet. We are a proud B Corp, and sustainability is at the heart of our values, with more than 10% of our team having undergone carbon literacy training, and logging 700 volunteer hours in the last six months alone. Over this time frame we have also seen our carbon footprint reduced by at least 5%, and we have planted over 700 trees."



LOTTIE WEST
HEAD OF GLOBAL PR, FOX AGENCY

LATTE.

FULL FAT /LONDON

WEAREFULLFAT.COM

The logo for Full Fat, with the words "Full Fat" in a bold, sans-serif font. "Full" is in pink and "Fat" is in orange.

“Full Fat is built on a belief that its people are the foundations of its success. With this belief comes a behaviour that commits to not working with fossil fuel companies that directly harm the planet. Now more than ever the comms industry must support this commitment and ensure we stand against putting profit before our planet.”



ELLA MCWILLIAM
CO-FOUNDER & CEO, FULL FAT

HOPE&GLORY PR /LONDON

HOPEANDGLORYPR.COM

The logo for Hope & Glory, featuring a stylized black lion's head above the words "Hope & Glory" in a bold, serif font.

“We strive to make a positive impact with our campaigns and believe that working for a fossil fuel client would undo all of that at a stroke.”



JAMES GORDON-MACINTOSH
CO-FOUNDER & CHIEF CREATIVE OFFICER,
HOPE&GLORY PR

LATTE.

**HUNT & GATHER
/LONDON**

HUNT-GATHER.COM



**INTENT HEALTH
/LONDON**

INTENTHEALTH.CO.UK



**KINDRED
/LONDON**

KINDREDAGENCY.COM



**KLAXONN
/LONDON**

KLAXONN.CO.UK



LATTE.

JACK & GRACE /LONDON

JACKANDGRACE.CO.UK

The logo for Jack & Grace, featuring the words "Jack" and "Grace" in a bold, pink, sans-serif font, with a smaller "&" symbol between them.

"Jack & Grace was founded to use comms as a force for good. After all, good comms is a powerful tool - used right, it drives positive change but in the wrong hands, it can do damage.

We proudly stand with the Clean Creatives community and wholeheartedly support their mission to encourage agencies to cut ties with fossil fuel brands."



LAURA CHAMBERS
CO-FOUNDER, JACK & GRACE

KIBBO KIFT AGENCY /LONDON

KIBBOKIFTAGENCY.COM



"Kibbo Kift Agency is the PR agency of record for Clean Creatives. We exclusively work with clients aligned with the UN Sustainable Development Goals; therefore, holding the industry accountable for its direct ties to the highest-polluting industry on planet Earth and pledging to refuse work from it comes naturally. The pledge is the least any responsible agency can do in response to the climate crisis."



SAM NARR
CEO & FOUNDER, KIBBO KIFT AGENCY

LATTE.

**LEMONGRASS
MARKETING
/OXFORDSHIRE**

LEMONGRASSMARKETING.COM

Lemongrass 

**LITTLE RED ROOSTER
/READING**

LITTLEREDROOSTER.CO.UK

LITTLE
RED 

**LOUD LLAMA
/SOUTH WALES**

LOUDLLAMAPR.COM

LOUD
LLAMA 

**MANIFEST
/LONDON
/MANCHESTER**

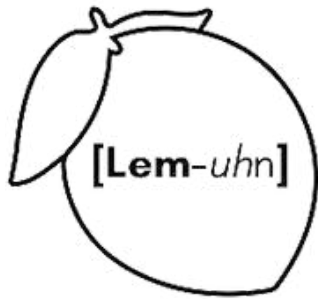
MANIFEST.GROUP

MANIFEST 

LATTE.

LEM-UHN /REMOTE

LEM-UHN.COM



“Lem-uhn was born out of a need for a more positive type of PR agency. Signing up to the Clean Creatives pledge was a no brainer. The PR industry gets a bad wrap due to a history of supporting harmful clients. We're on a journey to change perceptions. Whether it's creating a happy work environment for employees, or working with brands that care, we want the future of PR to be a better one.”



RIANNON PALMER
FOUNDER & MD, LEM-UHN

MALLORY GROUP /LONDON

MALLORY-GROUP.COM



“At Mallory Group we thrive on using our expertise in sports sponsorship and marketing - honed in PR, communications, content production, and activation strategies - to contribute towards creating a positive impact on people and planet. It's a privilege, it's a passion, and also a necessity to be part of the solution for change. We are really proud to be part of the global Clean Creatives community.”



EMILY CAROE
DIRECTOR, MALLORY GROUP

LATTE.

MILK & HONEY PR /LONDON

MILKANDHONEYPR.COM



"Milk & Honey is proud to be the highest scoring B Corp communications agency in the world. We made a commitment from the outset to partner with clients who do no harm to people or planet. We have never worked with high carbon clients and, as a business looking to do good, we are proud signatories of Clean Creatives."



KIRSTY LEIGHTON
FOUNDER & GROUP CEO, MILK & HONEY PR

MUCKLE MEDIA /EDINBURGH

MUCKLEMEDIA.CO.UK



"Becoming B-Corp certified was a significant step for us as an agency, we strive to ensure that our work goes beyond just delivering profit and makes a positive impact on our team and the communities which we serve."

One of our core values is to leave the world a better place, which runs as a golden thread throughout our communications and is achieved through our green champions, volunteering and support for important pledges like Clean Creatives. This ensures we hold ourselves and others around us accountable to make much needed changes happen."



JEN MCILROY
SENIOR ACCOUNT MANAGER, MUCKLE MEDIA

LATTE.

MULTITUDE MEDIA /LONDON

MULTITUDEMEDIA.CO.UK



"Clean Creatives is a fantastic initiative calling out companies actively damaging our planet in pursuit of profit whilst greenwashing and concealing their work, and too many agencies are willing to help them if they line their own pockets. Multitude Media is a proud signatory of the Clean Creatives pledge."



WILL WOOD
FOUNDER & CEO, MULTITUDE MEDIA

NAME PR /LONDON

NAMEMUSIC.NET



"As a music PR agency, we are committed to supporting the ethos of Clean Creatives. This means improving our environmental efficiency, applying our skills to promote sustainability and encouraging it among those around us."



SAM SHEMTOB
MD, NAME PR

LATTE.

**NOTCH
COMMUNICATIONS
/MANCHESTER**

NOTCHCOMMUNICATIONS.CO.UK

The logo for Notch Communications features the word "notch" in a lowercase, sans-serif font. The letter "o" is replaced by a yellow circle with a black keyhole shape in the center.

**ROARING MOUSE PR
/DERBYSHIRE**

ROARINGMOUSEPR.COM



**ROCH PR
/KENT**

ROCHPR.COM



**SOURCECODE
COMMUNICATIONS
/LONDON**

SOURCECODECOMMUNICATIONS.COM



LATTE.

OXYGEN /OXFORD

DESIGNEDBYOXYGEN.COM



“From the beginning, Oxygen has only ever worked with mission-driven organisations and the people behind them. We strongly believe in using design as a force for good. With all our work centred around the pillars of sustainability, inclusivity and accessibility, signing the Clean Creatives pledge reinforces our continued commitment to support organisations doing good for our planet.”



SUZIE MILLS
MD, OXYGEN COMMUNICATIONS

PRETTYGREEN /LONDON/MANCHESTER/LEEDS

ITSPRETTYGREEN.COM



“At PrettyGreen we’re on a Less Ordinary Mission to deliver creative communications that positively impact People, Planet and Performance. We were founded 15 years ago on three principles that help us achieve our mission: We want communications to help drive serious commercial growth. We have curious minds and want to learn and push boundaries. We care about the impact our work has on our planet and people.”



JESSICA HARGREAVES PACZEK
CEO, PRETTYGREEN

LATTE.

ROOSTER /LONDON/BRISTOL

ROOSTER.CO.UK

The logo for Rooster, featuring the word "Rooster" in a bold, black, sans-serif font, followed by a small yellow dot.

"At our core, Rooster believes in good people doing good work for good clients. So, signing the Clean Creatives pledge really is a no-brainer! Founded in November 1999, some 25 years ago, we've never worked with fossil fuel clients, and never will. Planet before profit, it's a simple, easy choice to make."



JAMES BROOKE
MD, ROOSTER

SHAPEHISTORY /LONDON

SHAPEHISTORY.COM

The logo for Shape History, featuring the word "SHAPE" in large, white, bold, sans-serif capital letters inside a black rectangular box, with the word "HISTORY" in smaller, black, sans-serif capital letters below it.

"We're on a mission to build a fairer world, faster, and that starts with accountability. Signing the Clean Creatives pledge was a natural step for us to demonstrate our commitment to sustainability and advocate for the changes we want to see in the industry. Super proud to be on the Nice List, alongside others who are paving the way for a more sustainable and purposeful sector."



ED FLETCHER
CO-MD, SHAPE HISTORY

LATTE.

**SPLENDID
COMMUNICATIONS
/LONDON**

SPLENDIDCOMMS.COM



**STATION RD.
/CARDIFF**

STATIONRD.CO.UK

The logo for Station Rd., featuring the text "STN RD" in black, uppercase, sans-serif font, centered within a yellow square. The text is flanked by two horizontal black lines, one above and one below.

**SUSTAINABLE
CHANGE STUDIO
/MANCHESTER**

SUSTAINABLECHANGE.STUDIO



**WARROR AGENCY
/BOURNEMOUTH**

WARRIORAGENCY.CO.UK

Warrior Agency.

LATTE.

SHOOK /LONDON

WELCOMETOSHOOK.COM



"We set SHOOK up to make creative ideas with impact. Creativity's a superpower, so we use that power for brands we believe help the world's health, wealth or happiness."



GEMMA MORONEY
CO-FOUNDER, SHOOK

SUNNY SIDE UP /LONDON

SUNNYSIDEUPCOMMS.CO.UK



"Optimism is at the heart our business – even our name evokes it. This positivity infects everything we do: our clients, the work we do for them, our supplier network, our team, the opportunities we provide and our belief in the future. We think working for a fossil fuel organisation is incompatible with our progressive, hopeful, world view. That's why we're a happy Clean Creative agency."



NICK WOODS,
FOUNDER, SUNNY SIDE UP

LATTE.

THREESIXTY /LONDON

THREESIXTY.UK



"As reputation management experts who advise on sustainability communications, it would be wrong of us to work with any fossil fuel companies, and we have proudly committed not to do so. As an agency representing global businesses, we are serious about making an impact and leading by example, which is why we are focussed on delivering our own net-zero plan, which saw a 44% reduction in emissions last year. We are grateful to the Clean Creatives network for welcoming us to their global community passionate about making a difference."



ALEX ROWE

**COMMUNICATIONS DIRECTOR & SUSTAINABILITY
OFFICER, THREESIXTY**

HATTRICK /MANCHESTER

WEAREHATTRICK.COM



"At Hattrick, we're all about balancing people, planet, and profit - grounded in progressive Scandi values. Being a certified B Corp means we're serious about accountability, which is why we proudly support Clean Creatives."

We're excited about the opportunities in the green economy, but also very concerned about climate change. That's why we're fully committed to helping our clients see the bigger picture and share their progress transparently. Together, we can make a real difference."



MALIN CUNNINGHAM

FOUNDER, HATTRICK

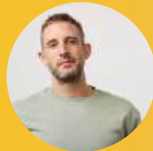
LATTE.

WORDS + PIXELS /LONDON

WORDSANDPIXELS.CO

Words
+Pixels

"At Words + Pixels, we help grow the world's most innovative brands and businesses - those shaping the future, not harming it. Our own success as an agency is built on looking after our people and partnering with businesses that share our vision for progress. We want to leave the world better than we found it, which is why we don't work with fossil fuel companies, and we never will."



OLI BRADLEY
MD, WORDS + PIXELS

WORK & CLASS /LONDON

WORKANDCLASS.AGENCY

WORK & CLASS

"Like all the world's biggest issues, the effects of climate change will disproportionately impact the least privileged people in society. So as an agency whose mission it is to support, connect to and empower working class communities, signing the Clean Creatives pledge to never work with fossil fuel companies was a no-brainer."



LAURA BURCH
FOUNDER, WORK & CLASS

LATTE.

FIND PLANET-FRIENDLY PR JOBS WITH LATTE.

Latte Recruitment is one of the UK's only Clean Creatives-approved PR & Comms recruitment agency. We're proud to support the Clean Creatives mission by matching talent with planet-friendly roles where you won't be working on fossil-fuel briefs.

CONTACT:
DEAN@WEARELATTE.COM



SINCE 2022

A solid yellow circle containing the word "LATTE." in a bold, black, sans-serif font.

LATTE.