

Community Spotlight



Bethany Skinnard

PR & Content Strategist
at [UP, There Everywhere \(UP\)](#)

UP is a cloud-based global multi-disciplinary, brand, marketing and digital agency with clients from a range of sectors, primarily within life sciences and healthcare. UP operates a membership model and team members form part of our unique UP community.

We were delighted to achieve the prestigious Gold Medal from EcoVadis in August 2025. Only the top 5% of companies (95+ percentile) that undertake the EcoVadis assessment secure Gold. This accolade is yet more recognition for UP's best practice sustainability commitments (for example UP received a score of 91/100 for the Ethics theme).

Our unique remote-first operating model and our unwavering commitment to sustainable, transparent and ethical business practices have been embedded in our DNA since our inception in 2011.



For Companies on the Same Journey

Continually monitor your reporting metrics (relevant to your company's size and industry), this will make the assessment process more efficient than trying to retrospectively gather data when starting the questionnaire in the future.

Invite everyone from your company (or a representative from each business area) including junior team members to share their ideas both when preparing for your EcoVadis assessment and when honing your organisation's sustainability strategy. Everyone at UP contributes to our sustainability strategy from our talented interns through to our CEO.

In 2025, UP introduced a sustainability-focused quarterly newsletter 'UP Impact' and an annual CSR survey to enhance the effectiveness of our sustainability strategy.

Invite teams to participate in the EcoVadis Academy as part of their learning and development and CPD. The modules helped our team members' to gain a deeper understanding of sustainability management practices and ultimately helped to collectively improve our performance.



Challenges to Achieving Gold

UP has a vast portfolio of clients both for retained and ad-hoc projects. We were mindful to give our client-facing team members sufficient timeframes when requesting their input to ensure that our requests didn't add to their busy schedules. We're fortunate to have a community who are passionate about sustainability. Our team members were highly engaged in the process and even asked what else they could do to help enhance UP's sustainability agenda.

One Impactful Resource

My team has a personal interest in sustainability, so we often share knowledge. We register for e-newsletters such as those offered by [EDIE](#) and [Bloomberg Green](#). We find these helpful for staying informed about the latest happenings relating to sustainable innovation and the green news agenda.



Read more about our journey to Gold in our [blog](#). Please [drop us a line](#) if you'd like any further information. We'd love to hear from you!