

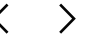


WE ARE EPOCH



IMPACT REPORT 2024





INTRODUCTION  
B CORP & US  
SCORE  
PEOPLE  
COMMUNITY  
ENVIRONMENT  
CLIENTS  
GOVERNANCE  
WHAT'S NEXT?

# Introduction



# WE ARE EPOCH

We are a brand agency specialising in brand strategy, identity and communications for the world's biggest FMCG brands. We believe most people ignore brands because most brands ignore people. We are different.

**We put people first.**

They decide whether to buy you or your competitor. Whether to stick or switch. Whether you succeed or fail. So we put them first. We put them above our clients and we put them above ourselves. Because the best way to change behaviour is to understand it.



We believe

**MOST PEOPLE  
IGNORE BRANDS  
BECAUSE  
MOST BRANDS  
IGNORE PEOPLE**



Epoch  
Impact Report

VISION



We build brands that build bonds



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- ENVIRONMENT
- CLIENTS
- GOVERNANCE
- WHAT'S NEXT?

# B Corp and us



Epoch  
Impact Report

**B CORP SCORE**

**B CORP IMPACT SCORE**

84.90%



We strive towards sustainable, profitable growth for shareholders and staff while being uncompromising on our five tenets of responsibility.

# Statement

- People:** We will help employees thrive personally and professionally.
- Community:** We will support local, charitable and ethical brands.
- Environment:** We will have a big impact by minimising ours.
- Clients:** We will help our clients achieve results while acting responsibly.
- Governance:** We will value ethics, transparency and honesty.





# 01 | PEOPLE

**Employee value proposition:** In November 2023, we reviewed our employee value proposition (“People First”) and enhanced it with three new cultural principles (‘ambition without ego’, ‘challenging because we care’ and ‘seriously playful’) and a revised benefits package structured around five pillars (we are flexible, committed, fair, progressive and social).

**Training:** We continued to offer all staff members a £100 per year inspiration budget (which can be spent on anything that sparks their creativity) and we maintained our £10,000 annual agency-wide training budget (which Epochians can use to help reach their objectives).

**Employee profit share scheme:** 13% of the company’s net profits are shared with staff through our employee profit share scheme (EPSS) every quarter.

**Staff survey:** In July 2024, we ran our staff survey, and received a score of 9.3 on “I would recommend Epoch as a place to work”, 9.2 on “I enjoy working at Epoch” and 9.2 on “I feel respected by my colleagues”.

**Work from anywhere:** As a hybrid organisation, employees can work from their homes, a client’s office or our offices on Queen Square in Bristol. On top of this, each year we offer all employees the ability to work from anywhere for two weeks.

**Family-friendly policies:** In 2024, we improved our maternity and adoption leave policy to provide 6 weeks leave at full pay and 6 weeks more at 50%. After 5 years of service, this increases to 10 weeks at full pay and 10 more weeks at 50% pay.

**Counselling:** Since 2020 we have run an Employee Assistance Programme offering each of our staff, as well as anyone that they live with, up to 6 free professional counselling sessions per year.

**Financial wellbeing:** We introduced a partnership with AAG Financial Education to provide a range of resources and useful services to help Epoch employees navigate their personal finances with confidence and clarity.







## 02 | COMMUNITY

**Charity:** We donate £5,000 per year across four charities (The MAZI Project, Bristol Local Food Fund, Caring in Bristol and Sleep Pod). Since 2018 we have donated £31,000 to 11 different charities who provide sustenance, shelter, safety and support for those who are homeless or experiencing poorer living conditions.

**University liaisons:** In 2024, we conducted in-person visits with students from four universities: University of Gloucester, Norwich University of Arts, Falmouth University and Birmingham City University. During these liaisons we present to students, brief them on projects and provide feedback on their portfolios.

**Diversity:** As we progress towards our goal of being nationally representative by the end of 2025, we currently have a gender split of 54% female, 45% male and 1% non-binary, ethnicity representation of 7% non-white and LGBTQIA+ representation of 11%.

**Volunteering days:** Every year, every Epoch employee receives one paid volunteering day to use for a charity of their choice. In 2024, volunteering days were used to support the Ronald McDonald House Charities, Bristol Local Food Fund, Sleep Pod and The Mazi Project among others.

**Epoch Academy Workshop:** We hosted 29 students in our 2024 Epoch Academy Workshop which has two primary goals: to find the best up-and-coming talent, and to support people from under-represented backgrounds. 38% of attendees were non-white. Our goal for 2025 is 50%.







# 03 | ENVIRONMENT

**Clean energy:** The work we do in the office uses zero fossil fuels and creates zero emissions. To be specific, our electricity comes from 76% renewable energy sources and 24% nuclear.

**Reduction in energy consumption:** The agency's gas usage has reduced by 23% since 2022 and our electricity usage has reduced by 7% over the same period.

**Carbon offsetting:** We partnered with Ecologi to offset 50,000kg of CO2 emissions through the Fazenda São Paulo Agroforestry project in Brazil. The initiative is an afforestation project that aims to plant more than 286 hectares of degraded grassland with the species eucalyptus urograndis.

**EcoVadis Silver Award:** We were audited by EcoVadis and received a Silver certification with a score that puts us in the top 15% of all companies!

**Environmentally friendly products:** We have introduced environmentally friendly cleaning products throughout our offices and ensure all appliances used across the business are Ecostar rated.

**Cycle storage improvements:** We upgraded our ground bike racks to full-size racks to increase capacity by 50%, ensuring the majority of spaces are now sheltered.

**Office recycling:** In 2024, a little over 1/3 of all our office waste was recycled rather than sent to landfill.







# 04 | CLIENTS

**Client survey:** In our annual client survey, we received an overall client satisfaction score of 9 out of 10. Beyond this, we scored 9.50 on “They are reliable and get things done”, 9.79 on “They are collaborative”, 9.71 on “They care about me and my brand” and 9.75 on “They are personable”.

**Clean Creatives pledge:** We signed the Clean Creatives pledge, which means we have committed to declining any future contracts with fossil fuel companies, their trade associations, or their front groups.

**Pro bono:** We committed to budgeting £20,000 of pro bono work in 2025. This fund will be used for brand strategy and/or brand identity work for businesses that do good. These might be local companies, B Corp certified businesses or charities.

**Client base:** Over the course of 2024, we have worked with three B Corp certified clients, one charity, and two community organisations.







# 05 | GOVERNANCE

**Sharepoint:** We have ambitions to build an intranet. We have started by developing a finance training site to help our team build their knowledge and an HR Hub where employees can easily access our company handbook, policies and benefits.

**Policy updates:** We have simplified and modernised a selection of policies (including guidance on anti-corruption, anti-bribery, whistleblowing, etc.) to help our team know when and how to report important matters.

**GDPR:** We have reviewed and updated our information security related policies and procedures to ensure we keep our employee and client data safe.

**Updated job specs:** We have reviewed, updated and published all job specifications for our team to ensure everyone understands the purpose of their role and where they can make a positive impact.

**Formalise PADR form:** We have simplified our employee development and review form to ensure our job specs are kept alive and to support our teams' objectives.

**Updated mission statement:** We have evolved our mission statement to expand beyond sustainability, diversity and wellness, including areas such as community, customers and governance.

**ISO 270001:** We have reviewed and updated our information security related policies and procedures to ensure we uphold the highest security standards as part of our journey to becoming an ISO accredited business.

**Generative AI policy:** We are committed to ensuring we use generative AI tools in a secure and responsible way. As such, we launched a policy that provides all Epochians with guidance and guardrails on using these new technologies safely.





# WHAT'S NEXT?

**£20,000 pro bono** brand identity work for good causes

**Transparent salary brackets**

Sharepoint training hub

Scope 2 for **full carbon offsetting**

Grad scheme

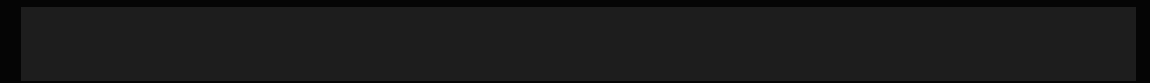
Internal recruitment process

**Formal TOIL** policy for staff wellbeing

ISO27001

**Active Bystander training** for all staff.





Corporation

We're listening



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