



WE ARE EPOCH



IMPACT REPORT 2026

# A MESSAGE FROM THE BOARD

As a team, we have active oversight of our People First strategy, helping make sure every decision results in long-term benefits for our people, communities and stakeholders.

With a B Corp score of 84.9%, we've built a strong foundation that reflects the values at the heart of everything we do. From how we support our people to how we collaborate with clients, B Corp has given us a framework to measure, celebrate, and continuously improve the positive impact we have on our team, our community, and the wider world. It's not just a badge - it's a reflection of our purpose-led culture in action.

Now, as we move towards recertification, our focus is shifting from numbers to meaningful impact. We're embedding the latest B Corp standards across every part of the agency, ensuring that every decision - from client strategy to internal processes - helps put people and planet first. By doing so, we're creating a stronger, more responsible agency and helping the brands we work with do the same, proving that business can be a force for good, always.



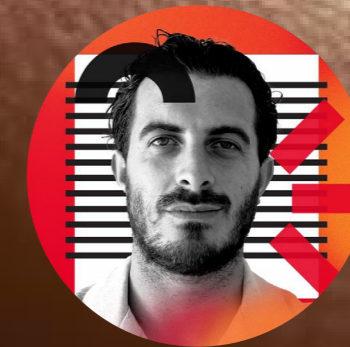
**NIKESH VYAS**  
Chief Operating  
Officer



**VIX HANSHARD**  
Creative  
Director



**ALEX MURRELL**  
Strategy  
Director



**BENNY BROWN**  
Client Services  
Director



**THERON BIGLAND**  
Chief Executive  
Officer

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# 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**



# BONDS

We build brands that build bonds



84.90%

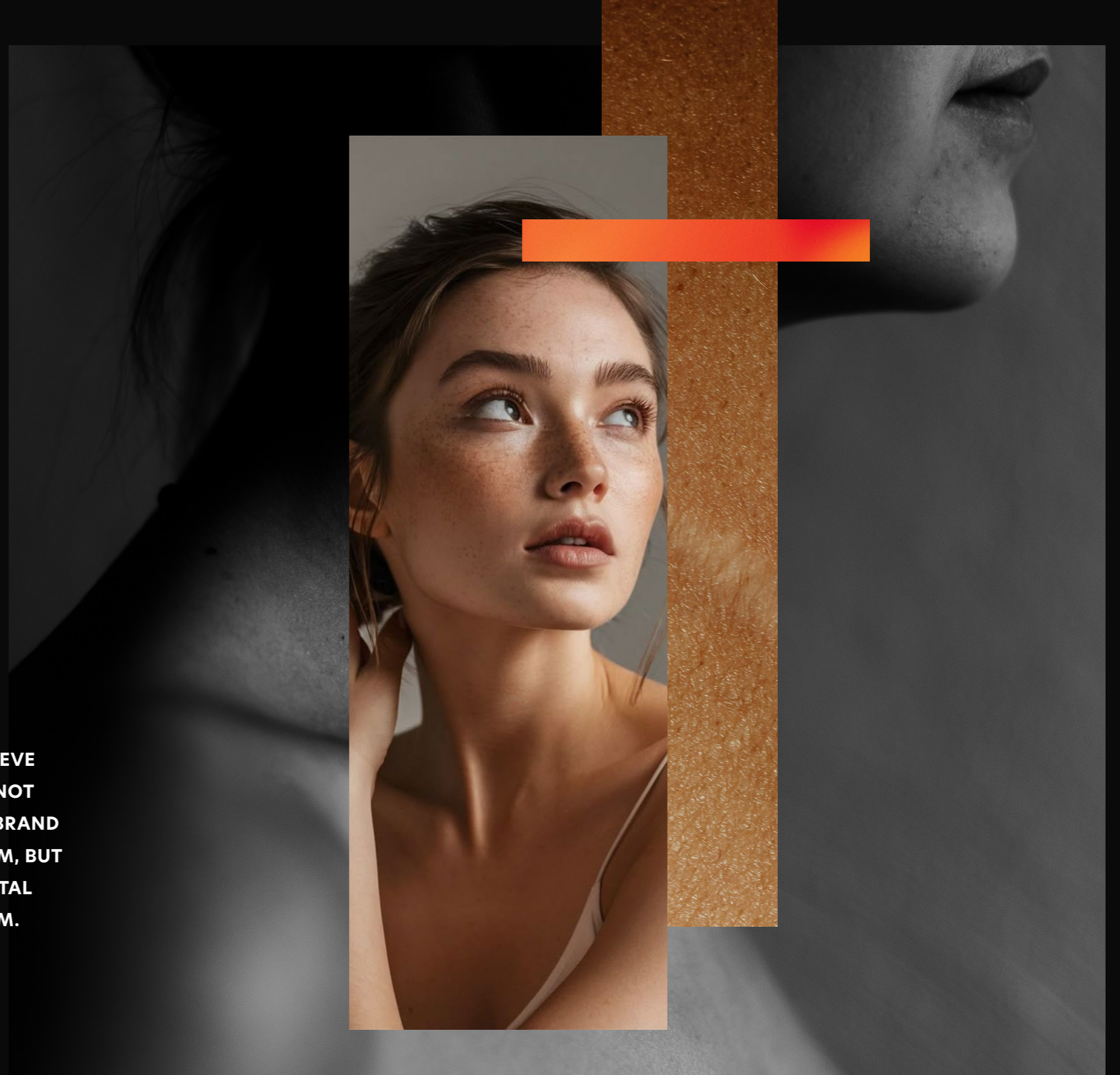
**B CORP IMPACT SCORE**

# THE SOCIETAL PROBLEM WE SOLVE

Modern Marketing often prioritises short-term sales over the long-term nurturing of deeply human connections. As a result many brands are built to sell, not to serve. This can result in brands not truly putting people first:

- Reinforcing exclusionary practices
- Eroding people health and wellbeing
- Conducting unsustainable activities
- Weakening a sense of community

**WE BELIEVE  
THIS IS NOT  
JUST A BRAND  
PROBLEM, BUT  
A SOCIETAL  
PROBLEM.**



## OUR RESPONSIBILITY STATEMENT

**As B Corp standards continue to evolve, so do we. In response to the changing expectations of businesses and the realities of our industry, we have refined our purpose to reflect the responsibility we carry as an agency shaping brands at scale.**

Our purpose is to help brands be as 'People First' as they possibly can. People First brands have evolved from purely transactional entities to forces that truly understand, value and respect people and their needs.

More specifically, these brands strive to reduce their environmental impact, fairly represent their audiences, promote health and wellbeing, and foster a sense of connection with the communities they serve. Our role is not only to amplify messages, but to influence direction. We challenge where necessary. We design responsibly. We build brands that serve people as well as profit.

This commitment is embedded into our governance, vision and strategic priorities to ensure positive impact for all stakeholders. We're equally as committed to contributing to a number of the UN Sustainable Development Goals (SDGs) most relevant to our agency and impact areas.



# 02 | TRAINING

## Investing in Learning & Responsible Growth

We're committed to building a future-fit agency through continuous learning and responsible innovation. This year, we shared industry guidance on large language models via LinkedIn - promoting ethical, inclusive adoption while reinforcing our internal training approach.

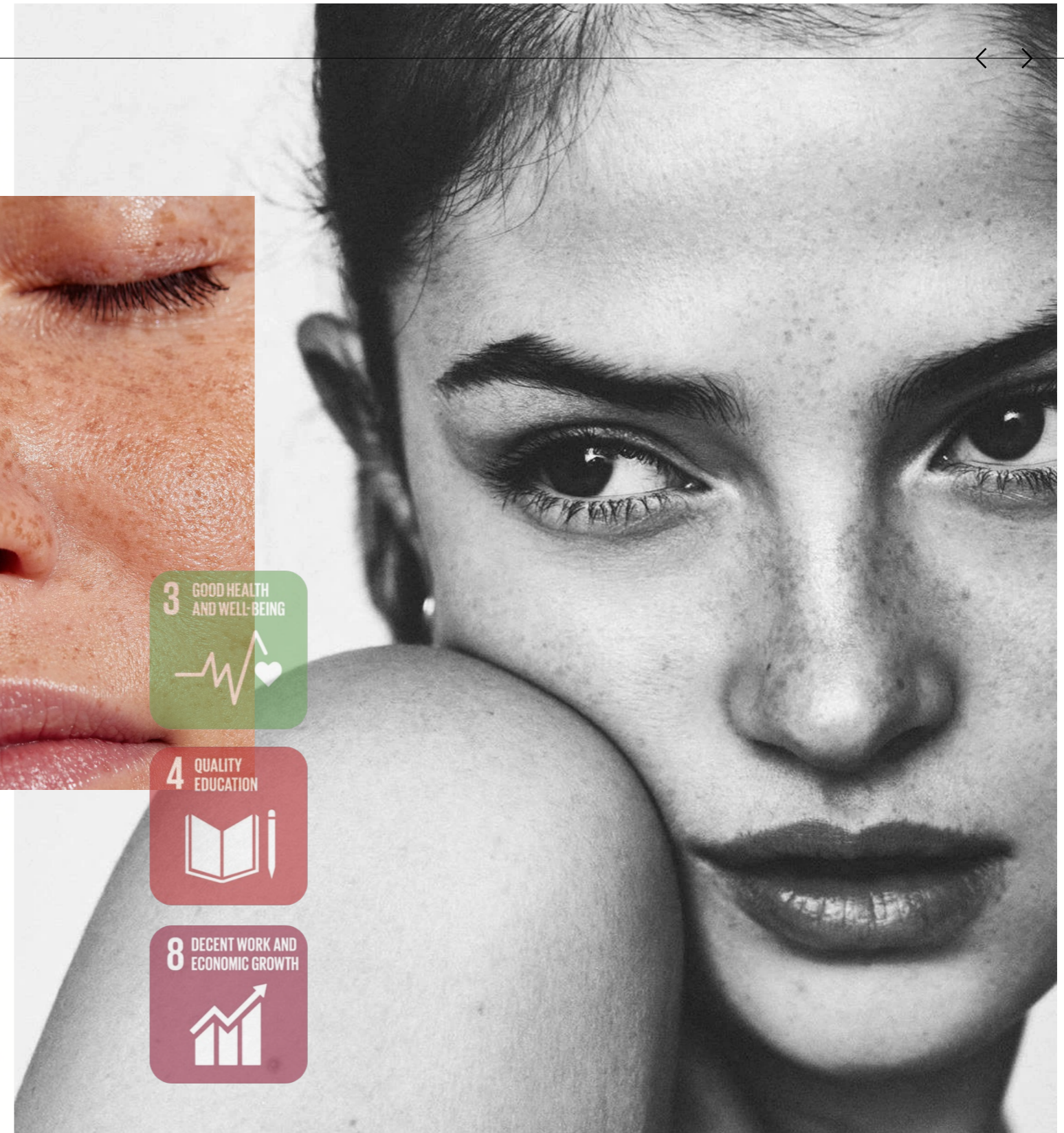
In partnership with SparkAI, we introduced AI training focused on responsible use. By equipping our team with the right knowledge and guardrails, we're ensuring AI enhances, not replaces, human creativity, while improving efficiency and reducing unnecessary production waste.

Our Client Services team also completed a two-day workshop with Aaron Hutchinson, based on principles from Blair Enns. This strengthened our approach to client partnerships - focusing on transparency, long-term value and responsible growth.

## Creating a Safe & Supportive Culture

We rolled out mandatory Active Bystander training across the agency, giving our people the confidence and tools to challenge inappropriate or harmful behaviour.

This reinforces our commitment to psychological safety and a culture of accountability - ensuring our workplace, client environments and social settings remain safe, inclusive and respectful for all.



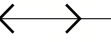
# 03 | COMMUNITY

**Local community support:** There's no denying we work in an exciting industry. And for that, we're very lucky. But we're also in the fortunate position of being able to give back – something everyone at Epoch feels strongly about.

Supporting our community is just one way we put this into action. During 2025, we donated £5,000 to four incredible local charities tackling food insecurity and homelessness – contributing in a practical way to SDG 1: No Poverty. Anti Banquet, The MAZI Project, BOSH: Bristol Outreach Services for the Homeless, and Feed The Homeless Bristol are each doing vital work across our home city of Bristol.

Beyond financial support, our team volunteered their time and skills – from serving 700 guests at Anti Banquet's flagship event, to co-packing meals and helping brighten up the office with The MAZI Project, alongside supporting frontline outreach across Bristol.

In 2025, we also conducted in-person visits with students from four universities: University of Gloucester, University of South Wales, Falmouth University and Birmingham City University. During these liaisons., we presented to students, briefed them on projects and provided feedback on their portfolios



**FOR US,  
COMMUNITY  
IMPACT ISN'T A  
SIDE INITIATIVE –  
IT'S PART OF HOW  
WE DO BUSINESS.**



# 03 | ENVIRONMENT

**Clean energy:** Our main office uses zero fossil fuels and creates zero emissions from lighting or heating. Its electricity comes 100% from wind and we use 100% RGGO certified biogas for heating.

Reduction in energy consumption: The agency's gas usage has reduced by 29% since 2022 and our electricity usage has reduced by 47% over the same period.

**Carbon offsetting:** We have partnered with Ecologi since 2022 to offset 150 tonnes of CO2 emissions. Projects supported include the Fazenda São Paulo afforestation project, generating electricity from landfill gas in Brazil and replacing cookstoves with cleaner alternatives in Kenya. We offset all emissions from our office operations, as well as those from staff homeworking

**EcoVadis Silver Award:** We were reassessed by EcoVadis in 2025 and retained our Silver certification. Our rating improved from the 87th to the 90th percentile of companies. We resubmitted in Spring 2026 and are targeting a Gold Award.

**B Corp Certification:** We were certified as a B Corp in 2023 and will be resubmitting under the new assessment framework in 2027.

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

**Office recycling:** In 2025, over 45% of all our office waste was recycled rather than sent to landfill and unrecycled waste was reduced by 29%.

**Policies & Engagement:** Our Climate Action Plan was published in 2025. It commits Epoch to pursuing specific, measurable targets as part of our commitment to tackle climate change. The commitments include ongoing reductions to our operating emissions, improvements to procurement systems, environmental awareness training for all staff, enhanced transparency/public reporting and a commitment to reach full carbon neutrality (including all Scope 3 emissions) by 2027.

We also published a Lobbying Policy in 2025. It guarantees Epoch operates ethically by not seeking inappropriate influence over legislation, while encouraging advocacy work and collaboration.

Our Supplier Code of Conduct and Supplier Review Processes ensure compliance with our labour, social and environmental requirements. They now assess the impact and suitability of 100% of the organisations we work with more comprehensively.

All buyers within Epoch receive Sustainable Procurement Training from BSI to ensure they make informed and considered choices.

Epoch supports a Cycle to Work scheme and provides secure storage at our offices.

Printing Reduction Initiatives have reduced the total volume produced by 19% over the last two years.



# 03 | ENVIRONMENT

## ENERGY CONSUMPTION DATA: (KWH)

YEAR	GAS	ELECTRICITY	TOTAL	CHANGE	NOTES
2022	66,405	50,774	117,179	-	
2023	47,644	56,541	104,185	-11.1%	
2024	42,278	44,815	87,093	-16.4%	1
2025	44,995	28,354	73,349	-15.8%	2

1. From 2023, gas usage has been declining due to a reduction in office space

2. Electricity usage reduced in late 2024 due to removal of on-site servers and associated cooling systems certified biogas for heating.

# 03 | ENVIRONMENT

## EMISSIONS DATA: (ALL TONNES CO<sub>2</sub>e)

YEAR	SCOPE 1	SCOPE 2	S1 & 2	SCOPE 3	OFFSETTING	S1-2 NET EMISSIONS	S1-3 NET EMISSIONS	NOTES
2022	11.9	9.8	21.7	26.0	50.0	-28.3	-2.3	1
2023	8.7	11.6	20.3	25.6	50.0	-29.7	-4.1	1
2024	7.7	9.3	17.0	128.7	50.0	-33.0	95.7	2
2025	4.4	5.0	9.4	124.5	140.0	-130.6	-6.1	3/4

1. Scope 3 figures for 2022 and 2023 only included homeworking, fuel distribution, water supply/treatment, material use, waste and freighting.
2. From 2024, business travel (flights, road, rail and hotel stays) was included in Scope 3 figures – providing a full assessment of all reportable emissions.
3. Scope 1 down 42% in 2025 due to switch to biogas at main office.
4. Scope 2 down 46% in 2025 due to efficiency upgrades and lower usage.

Offsetting projects can be confirmed here: <https://ecologi.com/epochdesignltd>

# 03 | ENVIRONMENT

## WATER USAGE AND WASTE PRODUCTION:

YEAR	WATER USAGE (M3)	GENERAL WASTE (T)	RECYCLING (T)	TOTAL WASTE (T)	RECYCLED
2023	321	2.4	1.5	3.8	39%
2024	394	3.1	1.9	5.0	38%
2025	312	2.3	1.9	4.1	45%

Water usage in 2025 was down 21% from 2024. Total waste production was down 18% in 2025 with non-recyclable general waste down 29%. Our general waste is also processed to produce refuse-derived fuel, saving a further 10% from landfill.

**Hazardous Waste:** Epoch's hazardous waste production is very low. In 2025, it was limited to 0.2 tonnes of electronic equipment that was passed to a WEEE processing company for appropriate disposal and recycling. Much of this WEEE waste was the result of decommissioning our in-house server and its backup power systems, so hazardous waste volumes are expected to reduce further.

# 05 | GOVERNANCE

**Strengthening Governance:** During 2025, we achieved ISO 27001 certification, strengthening our governance framework and formalising our approach to information security. By implementing a robust, independently audited information security management system, we have enhanced how we protect data, manage organisational risk and ensure accountability across the agency. This milestone reflects our commitment to continuous improvement and reinforces the trust placed in us by our clients and stakeholders – a core part of operating as a responsible, sustainable B Corp. We've also complemented this framework with purpose-selected tools, such as usecure and Box, to make secure information management and governance more seamless.



WHAT'S NEXT?

# WHAT'S NEXT?

# CONTINUOUS IMPROVEMENT

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## STAKEHOLDER ENGAGEMENT

- We plan to revise our website to ensure public-facing documents, policies and guidelines are available for stakeholders
- We'll continue to embrace our internal focus groups - focussing on JEDI awareness, our action plan and progress
- We will share further informative thought-leadership pieces with the wider industry

## TEAM INVESTMENT

- We are investing in a dedicated marketing role for 2026, to amplify knowledge sharing, elevate ethical standards, and actively contribute to shaping a more responsible industry, reflecting how our B Corp journey continues to evolve and deepen our impact.
- We plan to review and relaunch of our mentoring practices within the agency and community.

## SOFTWARE INVESTMENT

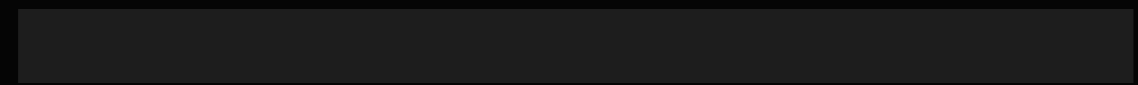
- We are implementing ew performance and development platform during 2026 to improve transparency, consistency and fairness across the agency
- Selected in partnership with employees, it will strengthen goal setting, development planning and progression pathways - supporting a more equitable, people-first approach

## SUSTAINABILITY

- We will continue to deliver carbon neutral operations whilst reducing emissions across all scopes, therefore, reducing the need for commercial carbon offsetting
- We plan to deliver carbon literacy awareness training for all staff



®



Corporation

We're listening



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