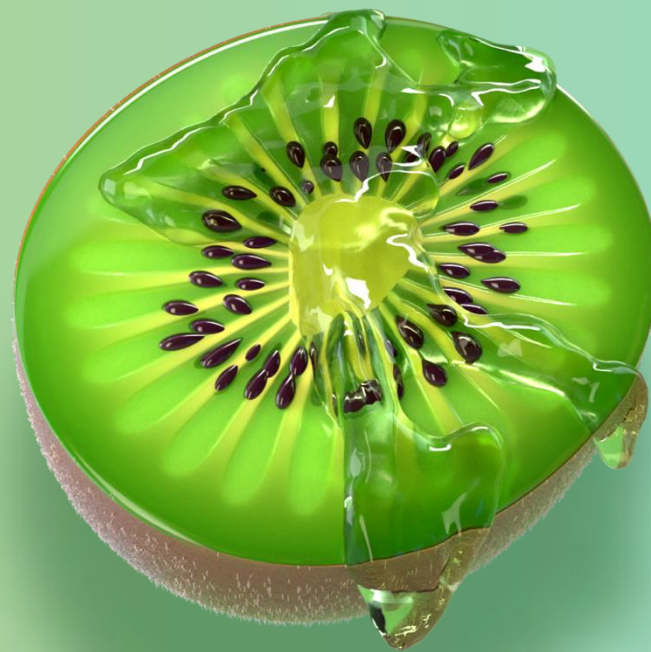


IMPACT REPORT

2025



·JUICE.
MAKE THINGS JUICY

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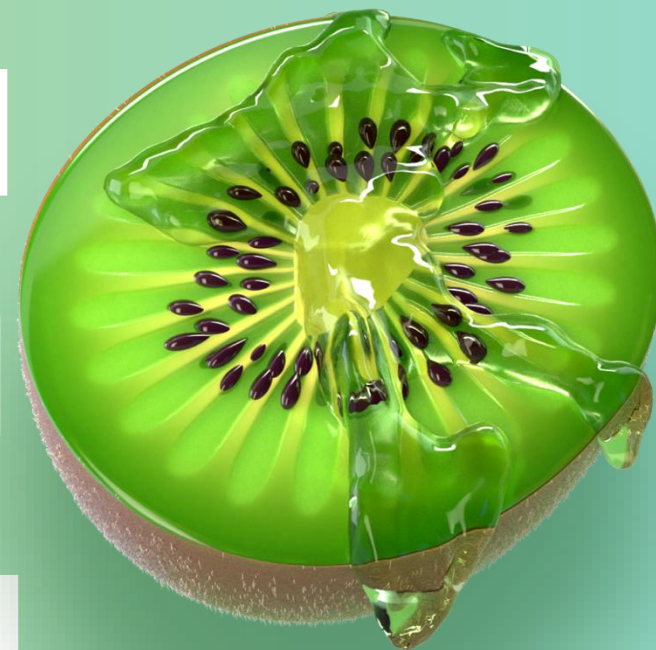
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HELLO WE'RE JUICE

A CREATIVE AGENCY THAT SAYS NO TO THE BLAND

THE AGENCY THAT WILL JUICE UP
BRANDS, CONTENT AND DIGITAL.
WE BLEND INSIGHT, IMAGINATION AND INTELLIGENCE TO DELIVER
THE RESULTS ORGANISATIONS NEED TO SUCCEED FOR THE PLANET,
PEOPLE, AND THEIR BOTTOM LINE.



·JUICE.

A vibrant photograph of a sunflower field. The sunflowers are in full bloom, with bright yellow petals and dark brown centers. They are set against a clear blue sky filled with fluffy white clouds. The perspective is from a low angle, looking up at the flowers and the sky.

OUR VISION

**TO GIVE THE STATUS QUO A SHAKE AND
MOVE PEOPLE TO ACTION FOR GOOD.**

OUR MISSION

Our mission is to bring the flavour, the boost and creative juice to move people, business and the planet boldly forward.



FROM THE TOP

Juice has always been 'good'. Focused on team development and welfare, treating suppliers like an extended part of the gang, considering planet impact, we knew we could create awesome stuff, something to be proud of that would challenge others, attract talented people and global brands that cared.

Now, as we approach our 25th year, we are well aware that 'good' is not enough. While we've always been mindful of our environmental impact, valued our workplace culture, and have had awareness of our role in the wider world - it's time to push further, and work towards becoming a measurable B Corp. In a sector obsessed with awards, this is one we would be proud to put on the wall.

We seek to join those at the forefront of responsible business, pushing beyond the benchmarks for best practices. We recognise the urgency of this agenda and our future role in driving change. Our mission statement now includes a rock-solid commitment to making a net positive impact on society and the environment. We are all in on actions not words.



ALAN POOLE
CHIEF EXECUTIVE OFFICER



NICOLE HARGRAVE
CHIEF ECOMMERCIAL OFFICER



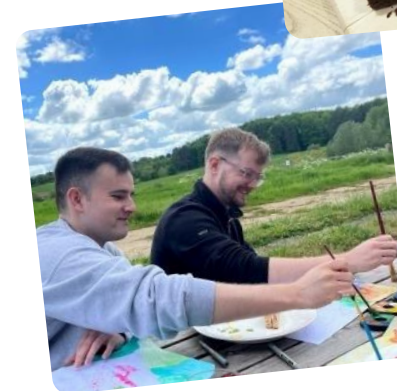
Of course it all starts with the people. We are proud to be a gender balanced, diverse team. We were 'family friendly' long before it became a thing. Our Leadership Team is heavily weighted female, we have a high leading staff retention on top of a high number of team 'returners' - a testament to the relentless efforts we put into caring for and developing our people.

We actively aspire to high standards of social and environmental performance – all the while maintaining accountability and transparency. We have a strong ethos of using business as a force for good. By balancing profit with purpose, we ensure that every supplier, client, and project we work with reflects our core values of integrity, creativity, and sustainability. It's tough at times, but easy is pointless.

There's always more to do. We know B Corp certification is an (environmentally responsible) journey not a destination. Our restlessness is a superpower we can apply equally to the creative processes we work on every day, to how we treat our awesome people, and how we all impact the only planet we have.

Becoming a B Corp is more than a certification; it's a statement. It's announcing to the world that we stand for something greater - that we're committed to shaking up the status quo and making a lasting, measurable difference - nurturing a business that's not just successful but significant.

We know that good is no longer good enough and it's a commitment to future generations.



OUR VALUES

NO NONSENSE.

We tell it how it is. We're not into agency jargon, it can mask shallow thinking – we prefer a more human approach. We will often constructively challenge our clients, delivering value rather than being the 'yes men'.

SIMPLICITY IS KEY.

Your issue may be complex. The solution shouldn't be. We aim to develop simple ideas and products that resonate in the hearts and minds of your audience.

CREATIVITY CAN SOLVE EVERYTHING.

We don't just think that creativity should be reserved for campaign delivery and ads. We approach every business challenge with fresh eyes and fresh perspective.

PUTTING PEOPLE FIRST.

We care about people. Our people, your people, the people. What and how customers experience is paramount to us, we never forget the human who uses the product or consumes the information.



JUICE.

B-CORP

JOURNEY

TAKE A WALK WITH US

juice.

FIRST STEPS

It was early in 2024 that we embarked on our B Corp journey – a journey which has turned out to be equally challenging and exciting. Like many we knew something of B Corp before we started out, but the level of detail and change required has surprised and inspired us.

Never seen as a ‘tick-box’, we committed from the start to deeply embed responsible business practices into our mission and actively engage our stakeholders. Whilst we’ve always taken conscious steps – some of the usual stuff you would hope everyone does —recycling, avoiding unnecessary plastic, promoting cycle-to-work schemes, installing EV chargers, and supporting charities. Through this process we have realised there was so much more we could do.

Is there ever a good time for such change? Despite a challenging economy and a drop in revenue, our commitment to people, the planet, and maintaining an ethical, forward-thinking mindset remains unwavering.

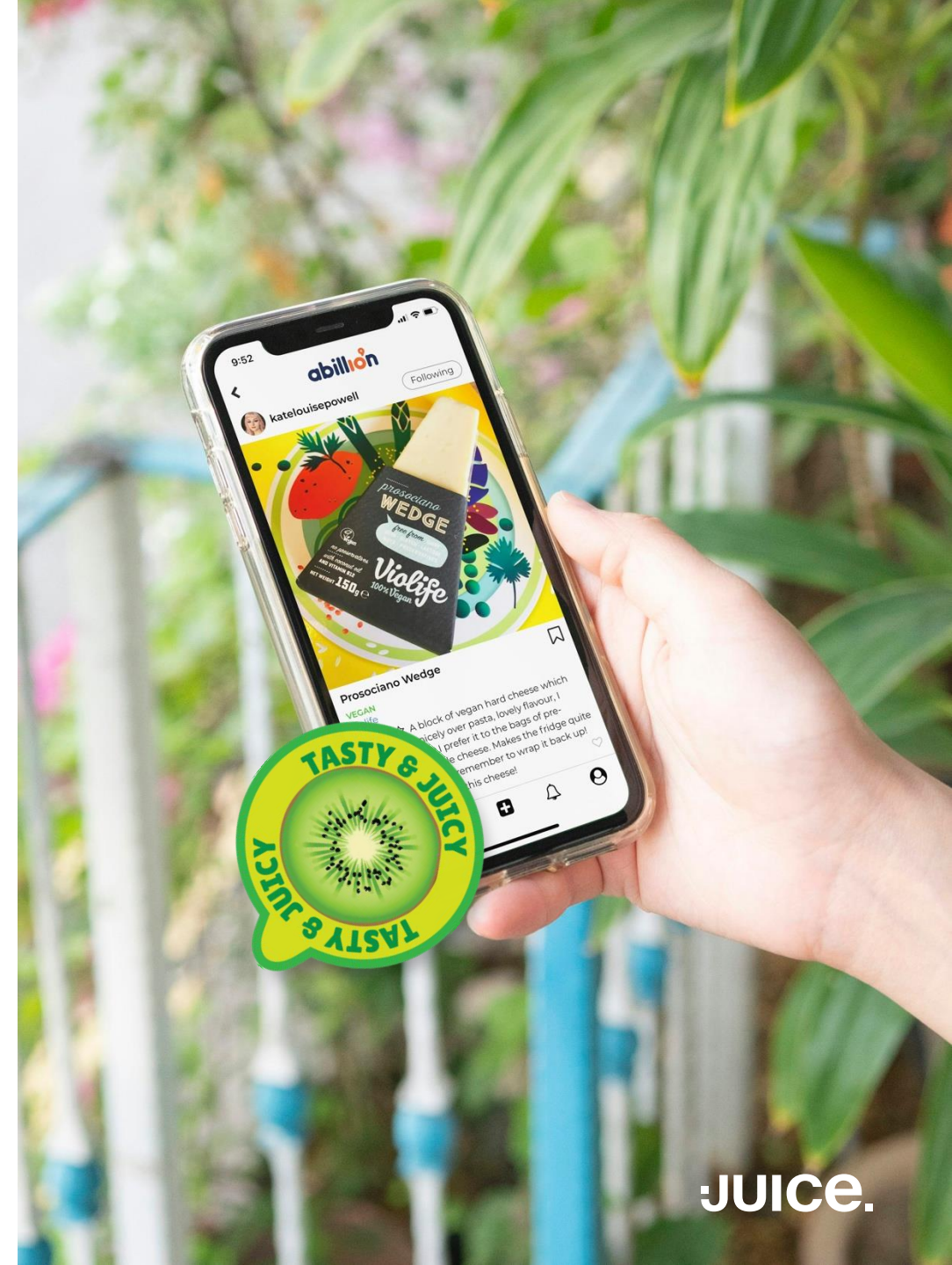
To ensure we were making meaningful and engaged progress, we surveyed our Juicers along with our suppliers and our stakeholders. This allowed us to use their insights to establish what is now our ESG KPI Dashboard—our tool for measuring impact and setting targets.

Many things have changed and will continue to do so. For the first time, we’ve conducted a comprehensive carbon footprint assessment with an external company, accounting for everything we touch—from client-related purchases to our pension investments.

We have changed our Articles to ensure our social and environmental performance is considered as a part of our decision making, as well as all of our stakeholders.

And we have brought the team along with us.

And now, March 2025, we have submitted and are awaiting our audit. Fingers crossed!



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STEPS TO CHANGE

IMPACT ON THE BUSINESS

The response has been overwhelmingly positive. The team has been actively engaged in the process and supportive, with enthusiasm growing for more pro bono work and offsite collaborations with charities.

Feedback has been encouraging, with both clients and team members expressing strong support. In fact our BMW clients scored sustainability higher in our survey than some of our team. Our goal is to foster partnerships with more like-minded businesses—both as suppliers and clients—who share our values and vision.

HOLDING OURSELVES ACCOUNTABLE

We want to be at the forefront of responsible business, setting a benchmark for best practices. We recognize the urgency of this agenda and our role in driving change. That's why we've updated our mission to include a commitment to making a **net positive impact on society and the environment**—not just in words, but in action.



**FOR OUR FIRST B CORP
APPLICATION WE ARE AIMING,
AND HOPING, FOR A LEADERSHIP
SCORE OF AT LEAST 25% ABOVE
THE PASS MARK OF 80**

- 50.9 – Median score for ordinary businesses
- 80.0 – Qualifies for B Corp Certification

HIGHLIGHTS 2024

- We amended our Articles of Association to now legally ensure our social and environmental performance is part of our decision making.
- Our leadership team/board members continued to be 66% female
- Sent out our supplier guiding principles policy to all our suppliers
- We encouraged employees to ask challenging and difficult questions by introducing staff feedback forms and a bi-monthly Ask us Anything session
- Brought a Senior Manager into the monthly Leadership meetings to voice the teams challenges and suggestions

- Continued to provide more than a living wage for all
- Maintained good employee health and well-being through private health scheme (fully paid by Juice) and having 2 mental health first aiders
- Continued our training budget, which is allocated to every member of staff
- Continued with free travel insurance and eye tests
- Introduced the Juice gym – on-site fitness room with equipment
- All the team had a group training session in Sustainability
- Provided a free lunch once a week to all the team (as well as fresh bread baked daily, fresh coffee, homemade marmalade and a pic n mic)

- Worked with a local social enterprise, providing 84 hours of agency time
- Donated monthly to the Halo trust
- Ensured as many as possible suppliers are based within a 50 mile radius of the office
- We were guided by our sustainable sourcing policy and our supplier guiding principles.
- We calculated our Carbon footprint and offset our impact.
- We changed our electricity to a renewable energy supplier
- Environmental policy / strategy and belief in the need to do something about climate change. Included where we are now and targets.

Pics from 'sports day'



JUICE.

Goals for 2025

- We will aim to reduce our client and company purchase impacts.
- Pensions are our second largest impact. We will aim to give all staff sustainable pension fund options and look to get data from our pension provider for our actual carbon footprint (vs. generic emissions figure).
- We will encourage renewable home energy contracts by staff and contractors, as well as electric vehicles.
- We will develop a Net Zero target and strategy covering all Scopes and impacts.

- We will have all staff spend a day volunteering
- Ensure every employee has the best onboarding experience
- Encourage the team to have external professional development training
- Give senior team ability to organise socials and wellness days
- We will provide 100 hours of pro bono agency time
- Match donations of up to £50 per person for all charitable fundraising
- To onboard at least one B Corp certified company
- Have a positive impact on all our suppliers to help them do 'better' and connect with their stakeholders
- To work with clients to support their sustainability engagement plans

Client Quotes:

Such energetic and positive, reliable people at Juice always make it a pleasure to do business with. No challenge is ever too big, Juice pull out all the stops and make it happen.

Juice are a valued partner - easy to work with and output is always high quality.

Team days



THANK YOU

Juice has always been about more than just doing the work — we've built something worth being proud of. We've looked after our team, treated our stakeholders like family, and made choices with the planet in mind. That's how we've attracted people and brands who share our values and want to do things the right way.

As we head towards 25 years, we know “good” isn't enough. We want to prove that creativity can be a force for change. That's why we're going all in to become a measurable B Corp — not for the badge, but for the challenge. It's about pushing beyond what's expected, setting the bar higher, and showing that great work and responsible business can be the same thing. To everyone who's been with us on this journey — thank you. Stick with us. The best work (and the biggest impact) is still to come.



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MAKE THINGS JUICY

APPENDIX

Carbon Footprint stats
- by category
- in detail

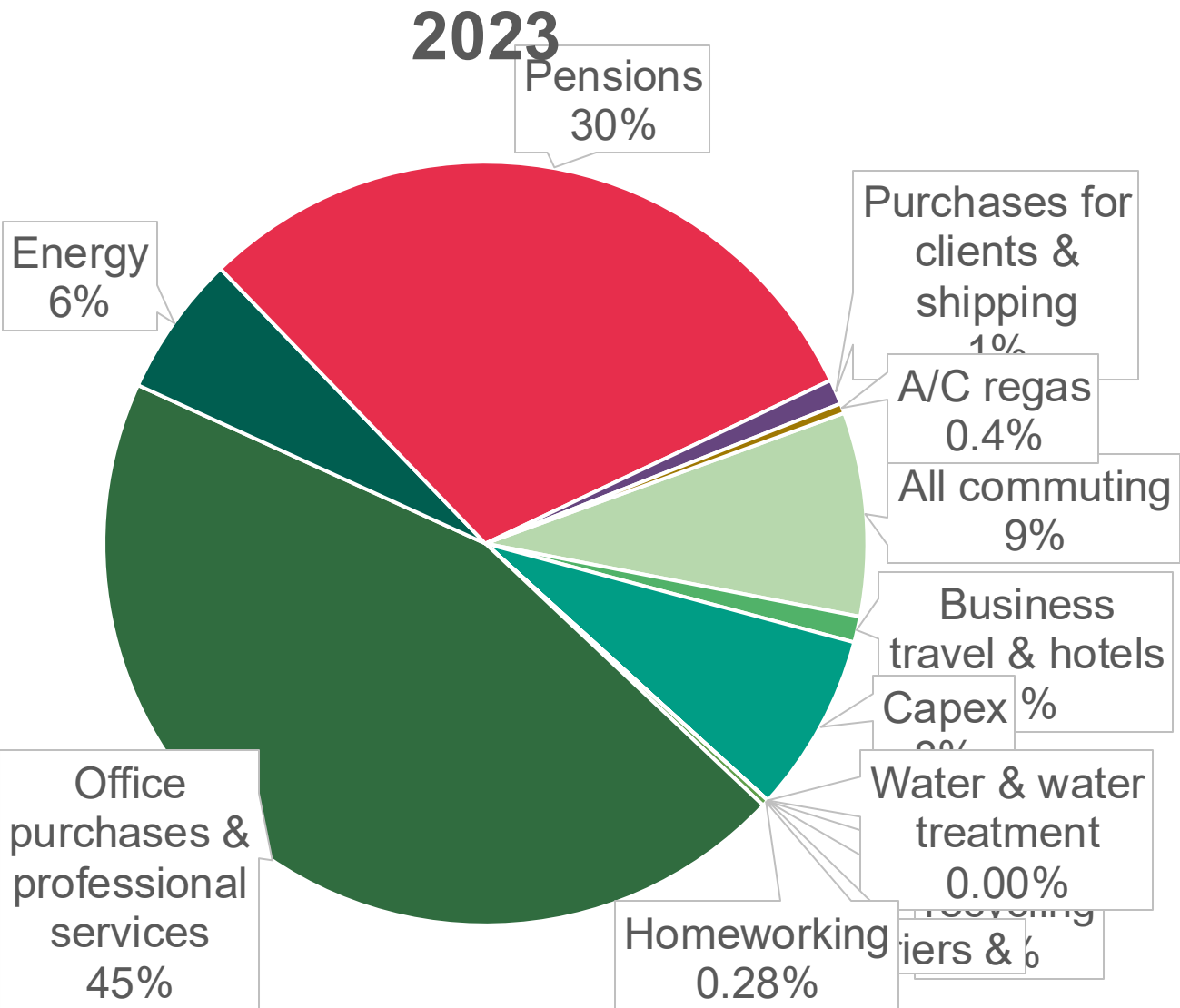


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2023 carbon impacts by category

	Tonnes CO2e	
Scope 1	13.3	4.8%
Scope 2	0.0	0.0%
Scope 3	260.8	95.2%
Total	274.1	100.0%

	TCO2e
Market based	274.1
Location based	279.4



Juice carbon footprint in detail GHG protocol

GHG assessment emission sources						Required or recommended	Included in assessment (Yes/No/N.A.)	Market tCO ₂ e	Location tCO ₂ e	
Category	Emission source category (aligned to the GHG Protocol Corporate Standard)									
Scope 1	Direct emissions from owned, leased or directly controlled stationary sources that use fossil fuels and/or emit fugitive emissions (e.g. refrigerant gases)					Required	Yes	13.3	13.3	
	Direct emissions from owned, leased or directly controlled mobile sources					Required	Yes	-	-	
	Location-based emissions from the generation of purchased electricity, heat, steam or cooling					Required	Yes		5.4	
Scope 2	Market-based emissions from the generation of purchased electricity, heat, steam or cooling					Required	Yes	-		
	1	Purchased goods and services				Recommended	Yes	122.7	122.7	
Scope 3	2	Capital goods				Recommended	Yes	20.8	20.8	
	3	Fuel & energy related activities (not included in Scope 1 and 2)	3a	Upstream emissions of purchased fuels		Recommended	Yes	8.3	8.3	
			3b	Upstream emissions of purchased electricity		Recommended	Yes	1.2	1.2	
			3c	Transmission and distribution losses (T&D)		Required	Yes	0.9	0.9	
	4	Upstream transportation and distribution	Outbound courier deliveries of packages			Recommended	Yes	0.02	0.02	
			Third-party transportation and storage of inbound production related goods			Recommended	No			
			Water & wastewater			Recommended	Yes	0.01	0.01	
	5	Waste generated in operations	Other waste & recycling			Required	Yes	0.02	0.02	
			All transport by air, public transport, rented/leased vehicle, and taxi			Required	Yes	2.6	2.6	
	6	Business travel	Emissions arising from hotel accommodation associated with business travel			Recommended	Yes	0.3	0.3	
			Employee transport between home and places of work			Recommended	Yes	17.6	17.6	
	7	Employee commuting and homeworking	Emissions arising from employee homeworking and remote work			Required	Yes	0.8	0.8	
	9	Downstream transportation and distribution	Third party transportation and storage of sold products			Required (For prod manfs)	N/A			
	12	End of life treatment of Sold Products						N/A		
	OOS	Pensions						Yes	82.7	82.7
OOS	Purchases made for clients						Yes	2.9	2.9	

TOTAL 274.1 279.4

CARBON FOOTPRINT ASSESSMENT JANUARY 2023 – DECEMBER 2023

Company name: Juice Moving Images Ltd

Calculations done by: Empathy Sustainability Ltd

Date finalised: October 2024

There are no company vehicles.

Excluded

Rates and tax, since there are no accessible emissions factors.

Supplier freight and shipping to clients -insignificant

Commission -considered to be pay / salary, and there is no emission factor.

A few people who left the company during the year have not been included for commuting.

Included

Pensions

Rent

Assumptions

DEFRA emissions for a legal company used for agency that manages contractors.

Freelancers have been given the same emissions factor as legal services.

Software purchases or use has been calculated using "Services of head offices; management consulting services" emissions factor.

For unattributed purchases, e.g. Amazon spend, an emission factor for "Stuff" has been applied of 0.25Kg/CO2e per £1 spend.

Google cloud uses 100% renewable energy. Consequently, both Market based and Location based emissions are assumed to be zero.

Likewise, AWS cloud services.

London underground travel distance was assumed to be 15 miles.

Juice share of waste & recycling, water and sewerage assumed to be 23% of the total business park. Also assumed that 2023 will be very similar to 2022, and besides, the impact is insignificant.

(Water is provided by the neighbouring farm to The Byres and is not mains, it isn't metered. Sewerage is also managed on site. The charges are split across all the users.)

Protocol

The Climate Impact Partners Carbon Neutral Protocol 2024, based on the UN GHG Protocol.

Boundaries

The carbon footprint is for the design and marketing agency Juice Moving Images, and includes Scopes 1, 2 and 3 as well as purchases made on behalf of clients.

End of life was not included for client purchases since those will be in the footprint of the client.

Although it is not strictly required, we have included pensions.

Emissions sources:

- 1) <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2023>
 - 2) DEFRA "Table 13" 2019 Indirect emissions from the supply chain
 - 3) Pensions use data supplied by Royal London from their carbon footprint (across their whole portfolio)
- UK emission factors were used in the majority of cases except where there was nothing available, in which case DEFRA Table 13 factors based on spend were used.
- DEFRA has ceased to support Table 13. However, the factors are likely to now be on the high side and consequently will report higher than likely emissions.

GHGs to be measured

CO2e was used in all instances, being a summary emission factor for all GHGs.

Exclusions

Business rates -cannot find an emissions factor

Shipping for small purchases, considered to be insignificant.

End of life for client purchases

Improvements

Show "things" and services separately.

Group all office entertainment, subsistence, restaurants and food and drink related elements together.

From "All Spending", show separately, Flights, Hotels, Travel, Fuel, Pensions, Aircon regassing, Energy, Water & Wastewater, Recycling.

Essentially show all suppliers and their description next to them to ease sorting.

Heroku UK appear not to use 100% renewable energy. Switch to web services which do?

To Discuss

Contractors and copywriters changing to homeworking and day rates vs legal fees emissions factor.