

IMPACT REPORT

2025



JUICE.



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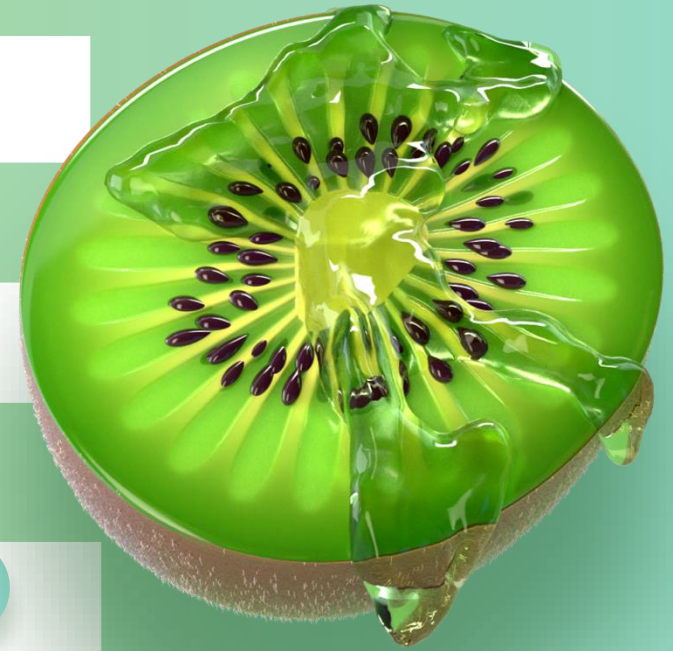
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HELLO WE'RE JUICE

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.



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, and considering our impact on the planet we've always believed in creating work we're proud of. Work that challenges others, attracts talented people, and connects us with global brands that care.

Now, as we celebrate our 25th year, we know that being 'good' isn't enough. That's why we've gone further and become a **certified B Corp** a measurable commitment to doing business as a force for good. In a sector obsessed with awards, this is one we're truly proud to put on the wall.

As part of the global B Corp community, we're joining those at the forefront of responsible business, pushing beyond the benchmarks for best practice. We recognise the urgency of this agenda and our role in driving change. Our mission now includes a rock-solid commitment to making a **net positive impact** on society and the environment. We're all in on actions, not words.



ALAN POOLE
CHIEF EXECUTIVE OFFICER



NICOLE HARGRAVE
CHIEF COMMERCIAL OFFICER



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

As a **certified B Corp**, we actively uphold high standards of social and environmental performance, accountability, and transparency. Our commitment to using business as a force for good balancing profit with purpose ensures that every supplier, every client, and every project we take on aligns closely with our 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, one we apply to our creative processes, to how we treat our brilliant people, and to how we impact the only planet we have.

Becoming a B Corp isn't just 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. We're nurturing a business that's not just successful, but significant.

We know that good is no longer good enough and that our commitment is 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.



B-CORP

JOURNEY

TAKE A WALK WITH US

juice.



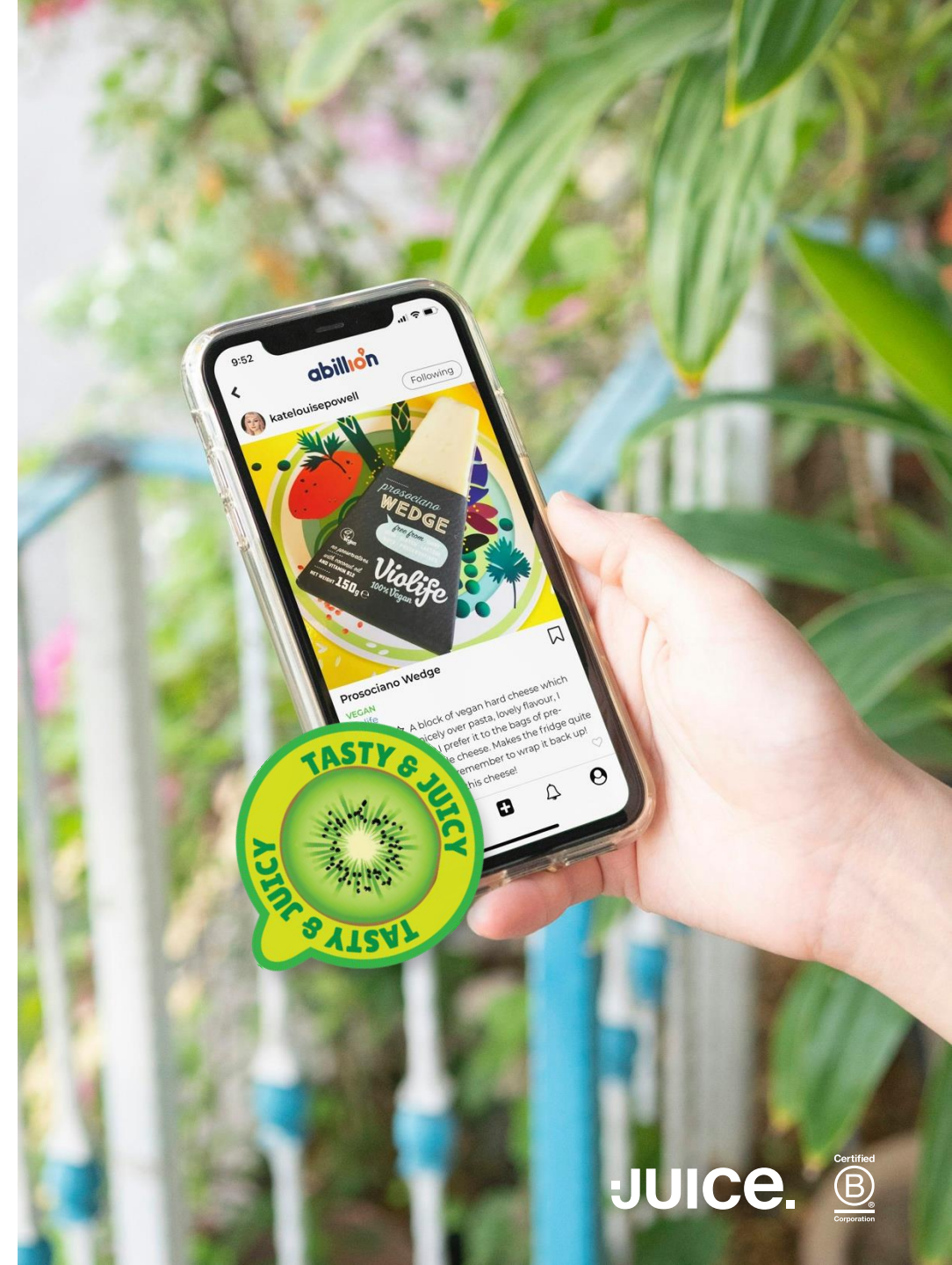
FIRST STEPS

We began our B Corp journey in early 2024 a process that's been as challenging as it's inspiring. Like many, we knew something of B Corp before we started, but the level of detail and change required pushed us to think and act differently in all the best ways.

From the start, this was never a tick-box exercise. We set out to embed responsible business practices deeply into our mission and engage our stakeholders at every step. While we've always taken conscious actions recycling, reducing plastic, promoting cycle-to-work schemes, installing EV chargers, and supporting charities this process showed us just how much more we could do.

Despite a tough economic climate and a dip in revenue, our responsibility to people and planet has never wavered. Guided by feedback from our Juicers, suppliers, and clients, we created our **ESG KPI Dashboard** to measure impact and set meaningful targets.

We've since completed our first **comprehensive carbon footprint assessment**, covering everything from client purchases to pension investments, and updated our **Articles of Association** to ensure social and environmental impact is considered in every decision we make. Most importantly, we've brought the team with us because this has always been a shared journey.



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.



RESULTS ARE IN... OUR SCORE

And now, as of September 2025, we're proud to be a **certified B Corp**, achieving a **score of 103.3**! It's a milestone we're incredibly proud of and just the beginning of our ongoing commitment to using business as a force for good.



- Overall B Impact Score
- Qualifies For B Corp Certification
- Median Score For Ordinary Business

Highlight 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 team's challenges and suggestions
- Continued to provide more than a living wage for all
 - Maintaining 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
 - Continue 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
 - Provide 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 50mile radius of the office
 - We are guided by our sustainable sourcing policy and our supplier guiding principles.
 - We did 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. Include where you are now and targets.

Goals for 2025-6

- 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.

- To 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
- To 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 TIME



Lunchtime Painting



CEO Grill Master



Lunchtime Painting



Juice Sports Day



Winter BBQ



Comedy Training



Xmas Dinner



Juice Sports Day

JUICE.



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.



APPENDIX

- Carbon Footprint stats
- By category
- In detail



2023 CARBON IMPACTS

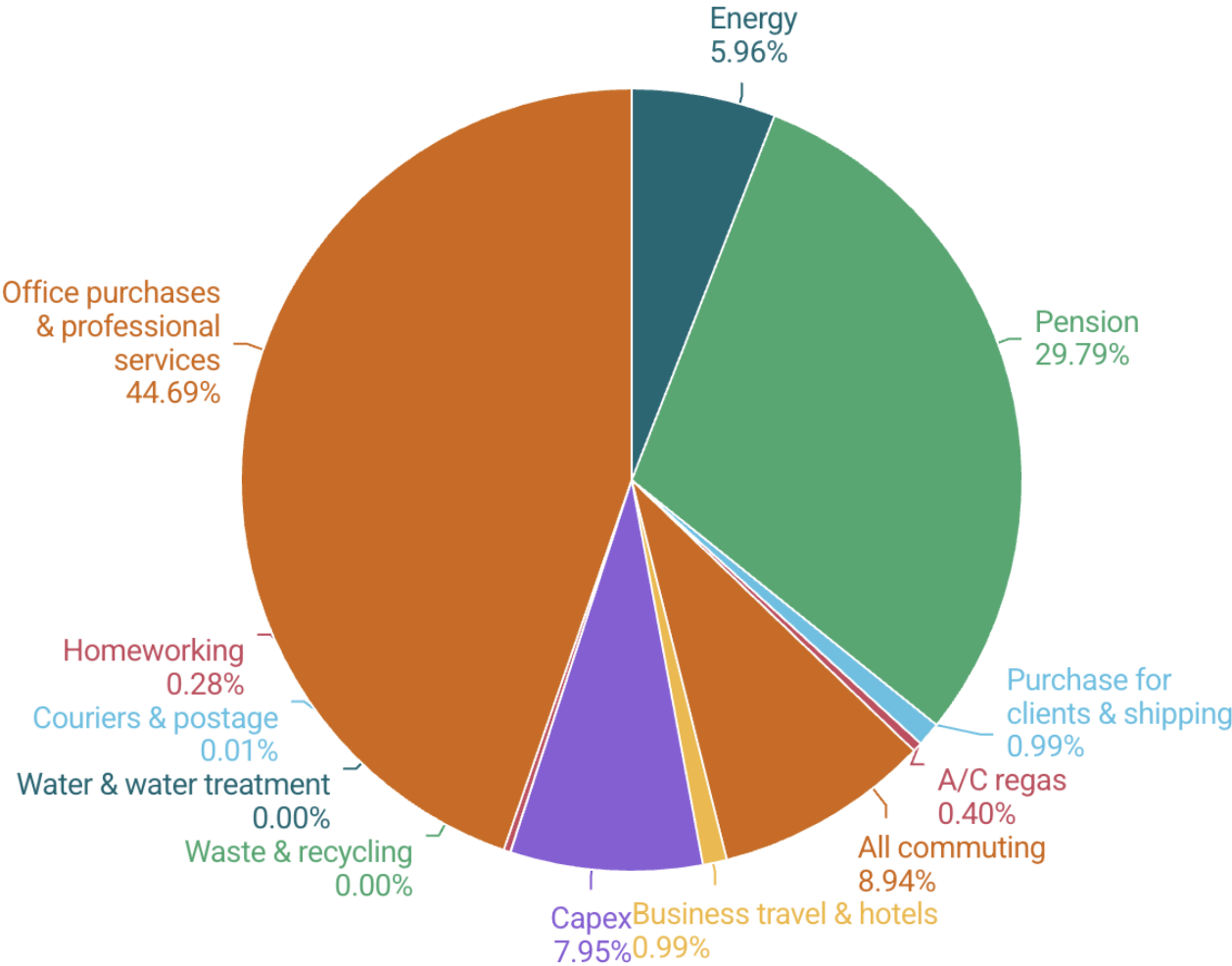
BY CATEGORY

Tonnes CO2e

Scope 1:	13.3	4.8%
Scope 2:	0.0	0.0%
Scope 3:	260.8	95.2%
Total:	274.1	100%

Tonnes CO2e

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	Market CO2e	Location CO2e
Category	Emission source category (aligned to the GHG Protocol Corporate Standard)				Required	Yes	13.3	13.3
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	-	-
Scope 2	Location-based emissions from the generation of purchased electricity, heat, steam or cooling				Required	Yes		5.4
Scope 3	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
	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		
	5	Waste generated in operations	Water & wastewater		Recommended	Yes	0.01	0.01
			Other waste & recycling		Required	Yes	0.02	0.02
	6	Business travel	All transport by air, public transport, rented/leased vehicle, and taxi		Required	Yes	2.6	2.6
			Emissions arising from hotel accommodation associated with business travel		Recommended	Yes	0.3	0.3
	7	Employee commuting and homeworking	Employee transport between home and places of work		Recommended	Yes	17.6	17.6
			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

This footprint includes purchases made on behalf of clients and pensions.

Total274.1279.4

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 calcualted using "Services of head offices; management consulting services" emissions factor.
For unatribbuted 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 tavel 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 insignficant.
(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. Swich to web services which do?

To Discuss

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

