

# OUR IMPACT REPORT 2025

Our approach to impact starts with recognising where our influence really sits.

**Clockwise**  
Marketing.





# A MESSAGE FROM OUR FOUNDER

2025 was a significant year for Clockwise. We celebrated 30 years in business, a milestone that has given me the opportunity to reflect on how much our industry, and our business, has evolved.

From traditional marketing to digital and now to AI-driven change, it's been an incredible (and at times challenging) journey. This year in particular has brought some of the most rapid transformation we've seen, especially through the rise of AI, and we're adapting our model to stay ahead: becoming even more strategy-led, senior-marketer driven and omni-channel in our approach, using the right tools in the right way to better serve our clients.

Our team continues to be our greatest strength. This year we've seen some change, saying goodbye to valued colleagues who have been part of Clockwise for many years and welcoming new team members who have already made a real impact. I'm incredibly proud of the culture, care and capability within the team.

I'm also deeply grateful to our clients. Together we've achieved so much this year, and we truly appreciate the trust placed in us by both our long-standing partners and those who have joined us more recently. 2025 has also been a pivotal year in leaning into our values. As a certified B Corp, we've focused our efforts on working with impact-driven organisations and creating work that contributes positively to both society and the environment. Alongside our sister agency, 4Change, we've had the privilege of supporting businesses that are genuinely working to make a difference.

At Clockwise, our mantra remains "For the Love of Good", a commitment to quality, integrity and doing business in the right way. Thank you to everyone who continues to be part of our journey.

Simon Ellis, Managing Director





# OUR APPROACH TO IMPACT

**At Clockwise, impact isn't just a side project. It's shaped by the choices we make every single day.**

We recognise that marketing is a powerful tool. Used without thought, it can drive overconsumption, waste and short-term growth at any cost. But used with intent, it can help organisations operate more efficiently, communicate more honestly and scale solutions that genuinely improve how people live and work. And that's the world we want to live in.

Our approach to impact starts with recognising where our influence really sits.

As a digital agency, our direct environmental footprint is relatively small and our real impact comes from who we work with, how we work, and what we choose to amplify through our campaigns, platforms and advice. Many of the organisations we work with are solving practical, real-world problems across healthcare, energy, infrastructure and the built environment. Improving safety, efficiency, access and resilience may not always reduce emissions directly, but it still changes outcomes for people and systems that matter.

We're selective about the clients we partner with, setting clear boundaries on the sectors we will and won't support, and being honest with clients. These choices aren't neutral. Saying no to certain work limits revenue and being honest can slow momentum. Prioritising long-term value over short-term gain doesn't always look impressive on paper but these trade offs are part of taking responsibility for the influence marketing holds.

It also means looking inward. By building a business where people are treated fairly, trusted to work flexibly, supported in their wellbeing and encouraged to contribute beyond their job description.

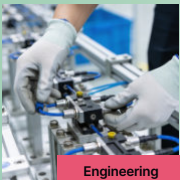
In this report, we aren't claiming perfection. We want to be clear on our responsibilities, transparent about our influence, and accountable for the outcomes we shape through our marketing.





MARKETING  
HAS  
**HELPED  
CREATE THIS  
PROBLEM.  
WE REFUSE  
TO ADD  
TO IT.**





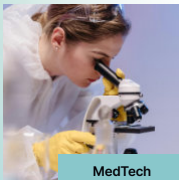
Engineering



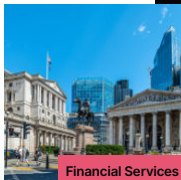
Clean Energy



Consulting



MedTech



Financial Services



Climate Tech

WE WORK  
WITH  
CLIENTS TO  
**DRIVE  
CHANGE &  
TACKLE REAL  
WORLD  
CHALLENGES**

We don't just win clients. We keep them. Our longest-standing client has been with us for over 15 years, and we're proud of every single one of them.





**OUR WORK**

# SOME IMPRESSIVE 2025 NUMBERS



30  
CLIENTS

served between  
Clockwise and 4Change



ALMOST  
£3,000

donated to charity



OVER  
370

hours of volunteering  
by our team

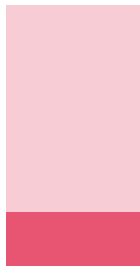


# A CLOSER LOOK AT OUR CLIENTS

A breakdown of sectors we served in 2025.

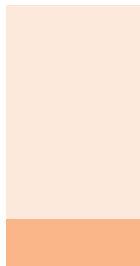
Climate Tech &  
Sustainability

21%



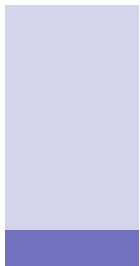
Energy

18%



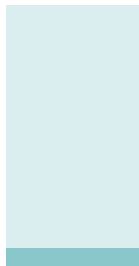
Engineering

14%



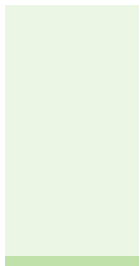
Financial Services

7%



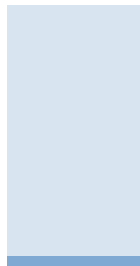
Food & Hospitality

4%



Media &  
Entertainment

4%



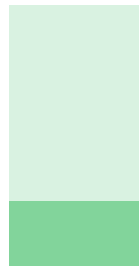
MedTech

7%



Procurement &  
Consulting

25%



# NO

It might seem like it goes without saying, but to reflect our commitment to a fairer industry, we choose not to work with clients in the following sectors. Drawing clear boundaries means accepting limitations. There are sectors we could work with, and revenue we could pursue, but choose not to. These decisions are part of how we define impact, and how we see our responsibility.

## **TOBACCO & NICOTINE**

Due to the health risks associated with Tobacco and Nicotine consumption.

## **OIL & GAS**

Fossil fuel or finite energy companies.

## **GAMBLING & BETTING**

Industries that may lead to addiction and financial harm.

## **FIREARMS & WEAPONS**

Companies involved in the manufacturing or sale of firearms and weapons.

## **ADULT ENTERTAINMENT**

Businesses that function through pornographic services or products.

## **UNREGULATED SUPPLEMENTS & PHARMACEUTICALS**

Companies promoting unregulated or potentially harmful health supplements and pharmaceuticals.

## **UNETHICAL FINANCE**

Businesses involved in predatory lending, exploitative financial practices, or fraudulent investment schemes.

## **EXPLOITATIVE LABOUR PRACTICES**

Violation of workers' rights and unfair treatment of employees.

## **ZOOS & ANIMAL PARKS**

Organisations or parks holding caged animals.

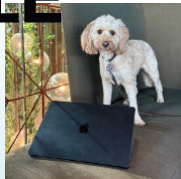




**SOCIAL IMPACT**



# SOCIAL IMPACT STARTS WITH HOW WE TREAT PEOPLE



For us, that begins inside the business. With fair pay, trust, flexibility and a culture that recognises people as humans. We believe that good work comes from teams who feel supported, valued and able to show up as themselves. The way we work with each other shapes how we work with our clients; openly, honestly and with care.

But social impact doesn't stop with our own team.

As a business, we're part of wider communities: local, professional and global. We see it as our responsibility to show up in those spaces, not just as a company, but as individuals. That means contributing time as well as money, sharing skills as well as platforms, and supporting causes that matter beyond our day-to-day work.

Volunteering is a big part of that. Through individual fundraising efforts, skills based support for charities, and time spent working with organisations like the YMCA, our team contributes in practical, hands-on ways. From running and cycling events to board-level support, these aren't just one-off gestures, they're ongoing commitments made by people across the business.

We also recognise that impact looks different for different people. That's why we're continuing to expand how we support wellbeing, from dedicated wellbeing days to team-wide volunteering opportunities that allow everyone to contribute in a way that works for them.

The numbers that follow tell part of this story. The rest lives in the relationships we build, the causes we stand behind, and the time we're willing to give.



# OUR PEOPLE, IN PRACTICE

Full-time employees  
received a pay rise

100%



Employees and contractors  
were paid above the  
London living wage

100%



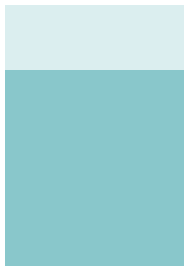
Full-time employees  
identify as female

77%



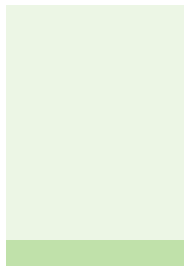
Managers identify  
as female

75%



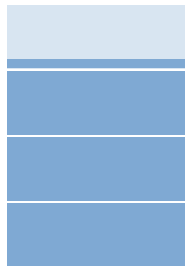
Employees from an ethnic  
minority background

10%



Average employment  
tenure (including our  
MD increases to 5.75)

3.14



# CLOCKWISE AND PROUD

# 100%

employees are proud to tell people  
where they work because of our impact.

"I'm so proud to work at an agency where I can witness a positive impact first-hand. The Marketing industry is full of lots of noise about CSR and companies claiming they're making a difference, but seeing it on a fundamental level is amazing. We're grounded in our morals and working collectively to continuously improve."

— Marketing team

"For me, being part of an impact-focussed agency isn't just about the work we do externally — it's about how we look after our own people too. Knowing that we genuinely care about creating a supportive, empowering, and inclusive environment makes a huge difference."

— People team

"In a time when the Earth is increasingly showing the consequences of human consumption and destruction. Being part of an effort that truly reflects on its impact and seeks ways to improve brings me a renewed sense of hope. Saying no to practices and individuals that contribute to this harm may seem like a small step, but it can create a ripple effect of meaningful change, especially as more people choose to follow suit."

— Marketing Team

"Being part of a B Corp company offers me an opportunity to align my skills with our values, create meaningful work, and be part of a larger movement toward sustainability and social good. It also combines professional growth with the chance to make a positive impact."

— Design Team





# ENVIRONMENTAL IMPACT

# A LOOK AT OUR IMPACT

Certified



Corporation

When we think of environmental impact, we tend to picture factories, flights and delivery fleets. Physical activity with visible emissions. But impact isn't always visible, and as a digital agency, our footprint travels a different route.

That means our Scope 1 emissions, those produced directly by assets we own or control, and Scope 2 emissions, like the energy used to power our homes or offices, are relatively small. Our real responsibility sits in Scope 3, the indirect emissions shaped by how we work, where we work, and who we choose to support.

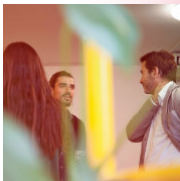
That includes the suppliers and platforms we rely on, and the digital infrastructure powering every campaign we launch. But our biggest source of impact sits beyond our own operations. It comes from the clients we help grow, and just as importantly, the clients we choose not to work with.

For us, environmental impact is ultimately a question of influence. Marketing amplifies outcomes and we can either scale waste and overproduction, or we can help organisations operate more efficiently, responsibly and at scale. Optimising instead of maximising rarely produces dramatic headlines, but over time, these choices shape how organisations operate, scale and use resources, which is where our influence becomes impact.

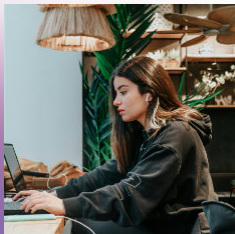
We're not claiming our footprint is zero, but we want to be transparent about where our impact really sits, why it matters, and how we choose to reduce it over time, through everyday decisions about how we work, who we partner with, and the kind of growth we enable.

This report is an honest look at where our environmental impact comes from, focusing on our energy and our movement, and the steps we're taking to reduce it.





# WHERE WE WORK



We don't just talk about work-life balance, we build it in. Our hybrid model means 2 days in the office, 3 days from home: less commuting, lower emissions, and a team that actually has a life outside of work. And when we are in the office, we're in B Corp certified spaces.

Working From Home

Co-working spaces

60%

40%

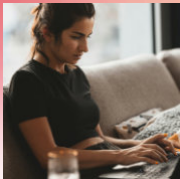
Renewable electricity used across co-working spaces and home offices within our control

Renewable energy powered website hosting for ourselves and our clients.

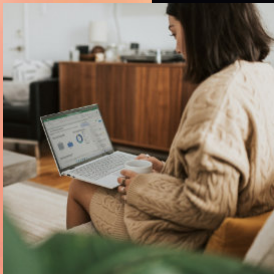
100%

40%





HOW WE USE  
ENERGY WHEN  
**WORKING**  
**FROM**  
**HOME**



Energy used  
(KWh)

January	1080
February	970
March	772
April	472
May	349
June	246
July	200
August	213
September	386
October	345
November	796
December	850





# WHAT IS DIGITAL CARBON?

Just because something is digital,  
doesn't make it impact free.



We often talk about the cloud as if it's something weightless, floating above us. It's a nice metaphor, but it hides the reality. Every email sent, website loaded, video streamed and campaign launched has a physical cost somewhere in the world.

Digital carbon is the CO<sub>2</sub>e produced by the energy required to power this activity, and for a digital agency like ours, this is where our footprint matters most.

The good news is, it's also where we have the most influence.

From the weight of the images we upload, to the efficiency of the platforms we use to reach audiences, our digital choices have real-world consequences. Small decisions, repeated at scale, add up quickly.

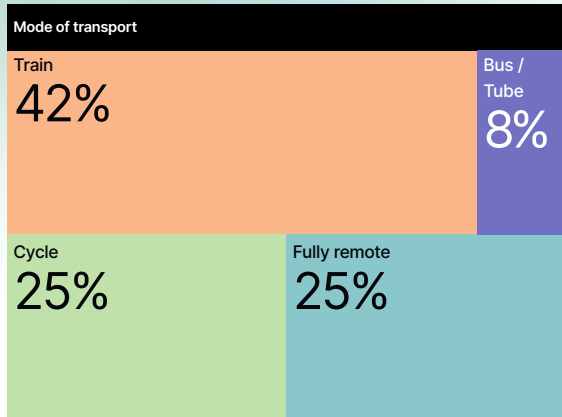
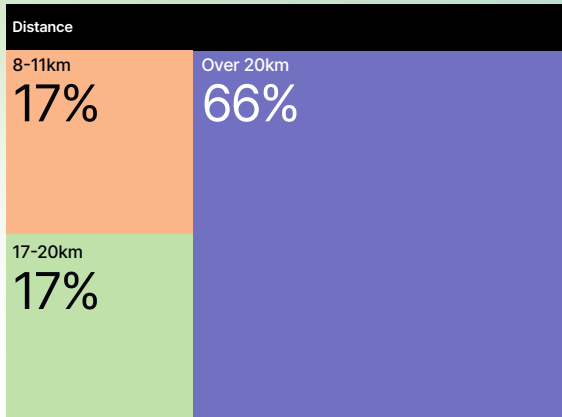
That's why we're focused on reducing unnecessary digital impact through practical, everyday choices:

- Lean web design, including optimising images and videos
- Green hosting, partnering with providers powered by 100% renewable energy
- Digital hygiene, reducing unnecessary data storage, choosing where we store our files and removing outdated or unused content
- Deleting files and emails that are no longer in use
- Cleaning email lists

For us, it's about growing alongside our clients without unnecessarily growing our impact.



# HOW WE GET TO WORK



# DIGITAL CARBON POLICY

In 2026, we're formalising our commitment to reducing the environmental impact of our digital footprint, and helping our clients do the same. As a marketing agency, our carbon impact lives largely online. So that's exactly where we're focusing.

## Our Digital Presence

We'll audit and optimise all websites for carbon efficiency, continue using green hosting powered by renewable energy, and regularly clean up our data, files, and email lists. Digital clutter has a carbon cost, we're cutting it.

## Our Client Work

We'll build carbon awareness into how we brief, create, and deliver campaigns, advocating for quality over quantity, optimised assets, and content built to last rather than churn.

## Our Operations

Our hybrid working model already reduces commuting emissions. We'll now quantify that saving, audit the sustainability credentials of our tools and suppliers, and default to digital-first across proposals, reports, and documents.

## Our Bigger Commitment

We'll use our skills to support positive-impact organisations, share our knowledge with clients about the carbon footprint of digital marketing, and publish our progress honestly every year.

For us, it's about growing alongside our clients without unnecessarily growing our impact.





**COMMITMENTS**

# 2026 COMMITMENT TARGETS

## Environmental

- Launch our Digital Carbon Policy before the end of Q2 2026 and publish it publicly on our website
- Audit our website carbon rating and achieve a grade of B or above by end of 2026
- Conduct a digital tools and supplier audit, reviewing the sustainability credentials of at least 80% of our core tools and platforms
- Quantify and publish the carbon savings from our hybrid working model for the first time in our 2026 impact report
- Reduce unnecessary data storage, conduct a full cloud, email and file audit twice a year

## Clients & Ethical Work

- Formalise our client acceptance criteria by Q2 2026, defining the sectors, values and standards we will and won't work with
- Ensure 80% of our client portfolio works in purpose-led, sustainable or ethical sectors by end of 2026
- Introduce a carbon awareness conversation into at least 50% of new client onboarding processes in 2026
- Decline or exit any client relationship that conflicts with our B Corp values
- Publish our client criteria publicly so prospective clients understand who we are and what we stand for before they approach us

## People & Community Engagement

- Introduce a learning and development budget for every team member in 2026
- Continue our quarterly wellbeing days, dedicated time away from screens and out in nature, protecting space for the team to rest, reset and reconnect with the world outside of work
- Maintain a living wage commitment for all employees and review salaries against industry benchmarks annually
- Commit to one team-wide volunteering day in 2026, giving everyone the chance to contribute collectively to a cause that matters
- Engage with at least one B Corp community initiative or local business network event per quarter

# A CHECKLIST FOR OUR **POLICIES & PROCEDURES**

Get in touch with us to ask about the policy and procedure documents listed below:

- Corporate Mission Statement
- Diversity, Equity, and Inclusion (DEI) Policy
- Health, Safety, and Wellbeing Policy
- Home Office Ergonomics Policy
- Employee Volunteering Policy
- Local Economic Development Support Policy
- Ethical Supplier Selection Policy
- Charitable Giving Policy
- Office Waste Reduction and Recycling Policy
- Electronic Waste Disposal Policy
- Sustainable Procurement Policy
- Ethical Marketing Policy
- Transparent Customer
- Communication and Reporting Policy
- Customer Data Protection and Ethical Use Policy
- Customer Feedback and Continuous Improvement Policy





THANKS  
TO OUR  
**CLIENTS,  
FRIENDS &  
PARTNERS**  
FOR  
JOINING US  
ON OUR  
JOURNEY

**Clockwise  
Marketing.**

Certified



Corporation