

AWARD WINNING

waf.

EXPERIENCE AGENCY

Our Impact Report.

REPORTING YEAR: 2025-2026



CERTIFICATION DATE: 29TH AUGUST 2023



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CREATIVITY WITH A CONSCIENCE.

We believe
creativity can be
a force for change.

At We Are Family London, we exist to tell stories that matter, stories that connect people, shape culture and inspire action- human connection by design.

And while we're busy making work that looks good, we think it should do good too.

**WE PUT PEOPLE AND THE PLANET
AT THE HEART OF EVERY DECISION.**

Since becoming a B Corp, we've kept asking more questions.

Do we need to make it? Can we reuse it? Hire it?
Give it another life? Can we make it more inclusive?
And can we do the whole thing a little better next time?

Turns out, lots of small decisions add up.

We've made progress. We've learned plenty.
We've changed a few things. And we're definitely not done yet.

Because being a B Corp isn't about having all the answers.

**IT'S ABOUT KEEPING ON ASKING THE
RIGHT QUESTIONS.**

And then doing something about them.

We are *more* than an *agency*.

We are a family of designers, producers, thinkers, makers and doers.

Together, we're finding smarter, more responsible ways to make extraordinary things happen.

Because creativity, people and planet shouldn't have to compete.

THE BEST WORK MAKES ROOM FOR ALL THREE.

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Introduction.

REPORTING YEAR: 2025-2026



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WE ARE FAMILY LONDON

Is a Purpose Driven *Creative Agency.*

Built on the belief that brands can, and should,
be a force for good.

Founded and led by a *Woman*.

We are proud to be a woman-owned business with 80% of our team identifying as women. This inclusivity shapes our creativity and ensures that our work is not only culturally relevant but also deeply rooted in values of equity, representation, and purpose.

Since our founding in 2016, our mission has been to craft stories that matter, stories rooted in ethical branding, sustainability, and cultural impact. For us, creativity is more than craft; it is a responsibility.

88.6

OVERALL IMPACT
SCORE

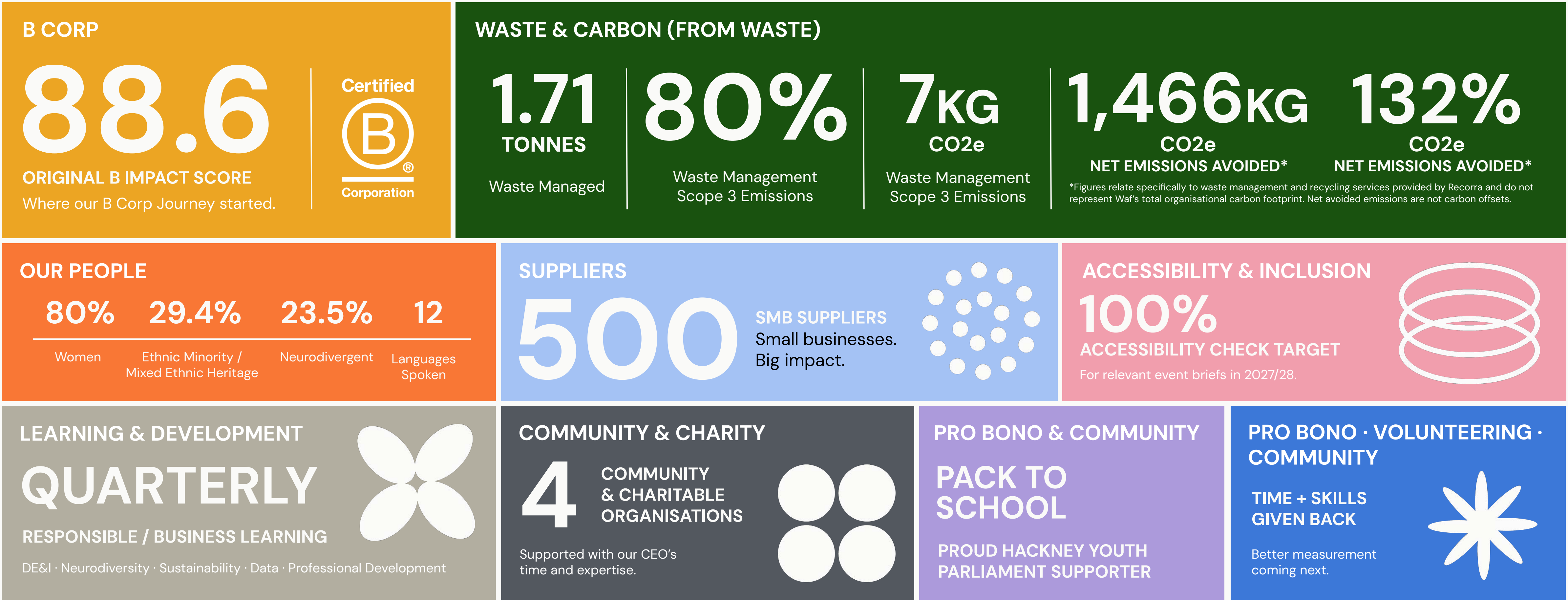
80%

OF OUR TEAM
IDENTIFY AS WOMEN

8.9

DIVERSITY, EQUITY,
& INCLUSION SCORE

Two Years, *At a Glance.*



Big Ideas. Smaller Footprint. Better Business.

From our *Founder*.



“ **Well, quite a lot has happened.**

For starters, the world’s top independent agencies have been revealed and there we are on the list. **The Drum — World’s Top Independent Agencies.** It’s a proper high five moment. Seems doing things independently with great people and great clients takes you places.

Things like this don’t just happen. They happen because of an extraordinarily talented bunch of grafters who care about the ideas, the details, our clients, each other and the work we put out into the world.

And what a year of work it’s been.

We’ve gone bigger, braver and pushed ourselves creatively. Along the way, we picked up two Drum Awards, Gold for Best Launch of a Brand/Product and Silver for Best In-Person (<1000) Experience.

Then came another Gold, this time for something particularly close to our B Corp hearts. Waf was named London Gold Winner of the Recycling Excellence Award for an Individual Business. Now that one made us smile.

Creative recognition is brilliant and we’re never going to pretend we don’t enjoy winning awards but being recognised for the way we’re changing how we operate means an enormous amount too.

When we became a B Corp, we made an oath. Not the ceremonial, hand-on-heart kind, but a commitment to use business as a force for good and to keep challenging ourselves to do better. And our team has properly run with it.

Sustainability is part of the creative conversation from the very beginning. Before we make something, we ask: *Do we actually need to make this? What have we already got? Can we hire it? Adapt it? Reuse it? Repurpose it? And where on earth is it going after everyone goes home?*

Those questions are integral to the way we work.

We’re using existing venue infrastructure and furniture where we can. We’re hiring rather than manufacturing. We’re adapting off-the-shelf components instead of always creating bespoke builds.

And we’re thinking about a material’s next life before its first one has even begun, from working with seasonal blooms that naturally lend themselves to being repurposed or dried, to considering how the things we create can continue a second life.

Big ideas don’t have to mean more stuff. In fact, we think it gives us a more interesting creative challenge.

CONTINUED...

From our *Founder*.

“ *How can we make something feel bigger without building more? How can we transform what’s already there? How can we create an experience people remember without leaving behind a mountain of things they won’t?*

And sustainability isn’t only about materials and recycling.

Our B Corp commitment is about people too, the kind of business we want to be and the ecosystem we want to help build around us.

We’re thinking more consciously about who we bring into our projects, supporting independent businesses and creating opportunities for a more diverse supplier network.

Recent projects have included actively sourcing women-owned small businesses and working with female suppliers as part of the production.

What makes us all proudest is that none of this belongs to one person or one policy. It’s the team. It’s a producer asking another question of a supplier.

A designer finding a smarter solution. A creative challenge whether we need to build something at all. A project team finding another use for something after the lights go down.

It’s hundreds of small decisions made by people who genuinely care about making things better.

It’s owning the responsibility we all have in the live events industry to act accordingly, and care.

That Recycling Excellence Gold feels like a lovely bit of proof that those small decisions add up.

Are we perfect? Absolutely not.

We’re an experiential agency. We make things, move things and bring people together in physical spaces. There’s an impact attached to that, and pretending otherwise would be daft. But our B Corp oath means owning that impact and continually finding ways to reduce it.

So where do we go next?

We keep questioning. We keep learning. We keep backing brilliant people and brilliant businesses. We keep finding smarter ways to make extraordinary experiences. And we keep proving that responsible work and creatively ambitious work aren’t two different things.

The challenge is simple: make the environmental impact smaller and the creative impact bigger. Three awards. A place amongst the world’s top independent agencies. A team I couldn’t be prouder of. And plenty more we want to change.

Not bad. But we’re only getting started. ”



P. Reeve-Tucker

Poppy Reeve-Tucker
FOUNDER & EXECUTIVE CREATIVE DIRECTOR

OUR B CORP LEAD

A word from
Sabina...



“ What makes me proudest about our B Corp journey is how much the whole team has embraced it.

It’s become part of the way we think and work, from recycling and reusing materials to choosing better suppliers, supporting our communities and finding more inclusive ways to create experiences.

Everyone brings something different to it. People share ideas, question how we do things and genuinely want to make a difference.

That’s what makes it work. Lots of small actions, from lots of people, creating a much bigger impact together. ”

S Begum

Sabina Begum
HR & OPERATIONAL COMPLIANCE MANAGER

Our B Corp Progress.

OUR B CORP IMPACT

88.6 Score

We became a certified B Corp with a score of 88.6. Since then, we've continued using the previous B Impact Assessment framework to identify where we could improve and turn those gaps into action. Now that the new B Corp standards have been released, our focus has shifted to working towards the new framework and preparing for our recertification in August 2027.

88.6 was the start. *Not the finish.*

WHAT IMPROVED

We’ve strengthened our approach across environmental measurement, waste and recycling, DE&I and employee support, responsible purchasing, supplier data and community impact. We’re also getting better at turning good intentions into things we can actually measure.

WHERE WE STILL NEED WORK

There’s more to do. Our priorities include reducing and better understanding our carbon impact, improving office energy efficiency, strengthening impact data, tracking responsible supplier spend, and measuring pro bono, volunteering and community contributions more consistently.

PROGRESS TOWARDS RECERTIFICATION

The standard has moved on and so have we.

We’re now working towards the new B Corp standards, reviewing what they mean for Waf and building the evidence, policies and actions we’ll need ahead of our recertification in August 2027.



Last report we said we would..

Reduce our *impact*.

We said we'd move towards carbon neutrality. Since then, we've improved how we measure carbon, waste and office energy. **Still work to do.**

Make inclusion *everyday*.

We committed to expanding DE&I. We now run quarterly training, including DE&I and neurodiversity awareness. **Ongoing.**

Give *more* back.

We wanted to deepen our community contribution. From Hackney Youth Parliament and pro bono work to employee-led projects, we've grown how we give our time, skills and support. **Growing.**

Buy *better*.

We promised to champion sustainable suppliers and SMBs. Today, around 500 SMBs sit within our supplier database, alongside more responsible purchasing choices. **Keep going.**

Waste *less*.

We committed to more reuse and recycling. Event materials are reused, recycled or donated to local charities wherever possible. **Second life.**

Create more *responsibly*.

We said sustainability and inclusion should be built into our events. Reuse, accessibility, sustainable materials and smarter production are increasingly part of how we plan from the start. **Built in.**

These commitments reflect the priorities set out in the previous report around carbon, DE&I, community contribution, suppliers and continuous learning. **Promises made. Progress made. More to do.**

Our Planet.

PLANET / ENVIRONMENT

Smaller footprint. *Bigger creative impact.*

We're an experiential agency. We make physical things, move people around and bring ideas to life in the real world. That comes with an environmental impact.

So our job is simple: **measure it, question it and keep making it smaller.**

Less carbon. *More circular.*

CARBON FOOTPRINT

We're measuring our footprint year-on-year so we can see where we're improving, where the impact sits and where we need to work harder.

We're getting better at what happens after the bin. Our waste management Scope 3 emissions dropped by 80%, while the amount of waste we managed increased. At the same time, our net avoided emissions more than doubled through recycling and better end-of-life treatment.

MORE SORTING. MORE RECYCLING. LESS IMPACT.
MEASURE IT → UNDERSTAND IT → REDUCE IT.

80% ↓

WASTE-MANAGEMENT
SCOPE 3 EMISSIONS

132% ↑

NET EMISSIONS AVOIDED

1.71 Tonnes

WASTE MANAGED

*Figures relate specifically to waste management and recycling services provided by Recorra and do not represent Waf's total company Scope 3 emissions. Net avoided emissions are reported for information and should not be treated as carbon offsets.

Powering waf.

Like many businesses, we’ve seen energy costs rise, prompting us to look more closely at how efficiently our office operates.

We’re now exploring alternative office spaces with better energy efficiency, supporting our wider ambition to reduce our environmental impact.



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Waste & Recycling.

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Meet Ava.



B Corp Ambassador. Recycling enthusiast. Binfluencer.
At Waf, being a B Corp isn't about a badge on the website.

It's about actually doing something with it
(and knowing which bin to put it in).

Ava Simcock, our B Corp Ambassador and the person on a mission to make 'doing better', feel less like corporate homework and more like something we all just... do!

BIN THERE. DONE THAT.

Ava has taken on one of office life's greatest mysteries: **WHAT. GOES. WHERE?** Green bags? **Sorted.** Food waste? **Sorted.** Glass? **Sorted.** Cardboard? **STACKED.**

She's even introduced the **box & stack method**, one cardboard box, lots of other boxes packed inside it. Less mess. Less tape. More recycling.

Easier for you. Easier for the cleaning operative. Easier for the recycling collector.

CRISP PACKETS HAVE A HOME NOW TOO.

Ava's also championed our Circular Box, giving all those annoyingly hard-to-recycle things somewhere useful to go.

Coffee pods. Crisp packets. Snack wrappers. PPE. Stationery. Cup lids. Plastic film. Print cartridges. Corks.

Get. In. The. Box.

Those materials can then be transformed into Stormboard, a plywood-like material used for things including construction hoarding, furniture and even Christmas trees.

BIG B ENERGY.

That's what being a B Corp Ambassador looks like at waf. Questioning the way we do things. Finding a better way.

Getting everyone involved. And occasionally becoming extremely passionate about cardboard.

Because making a positive impact doesn't always start with some enormous initiative.

Sometimes it starts with one person, one idea and a determination to do things better.

Nice one, Ava.

Small swaps. *Everyday impact.*

Sustainability isn't only about the big stuff.
It's also about what's under the sink, next to the loo and keeping us caffeinated.

Delphis Eco.

We use Delphis Eco, a fellow certified B Corp, for our office cleaning products made in Britain with plant-based, readily biodegradable ingredients and recycled-plastic packaging.

Because sustainability isn't only about the big event builds.



Who Gives A Crap.

Our loo-roll choice supports a business helping fund non-profit partners working to improve access to clean water and sanitation.



Grind Coffee.

We order our office coffee beans from Grind, a fellow B Corp that sources coffee from small-scale farms using regenerative agricultural practices designed to support biodiversity and resource efficiency. Its whole-bean coffee packaging is also industrially compostable.



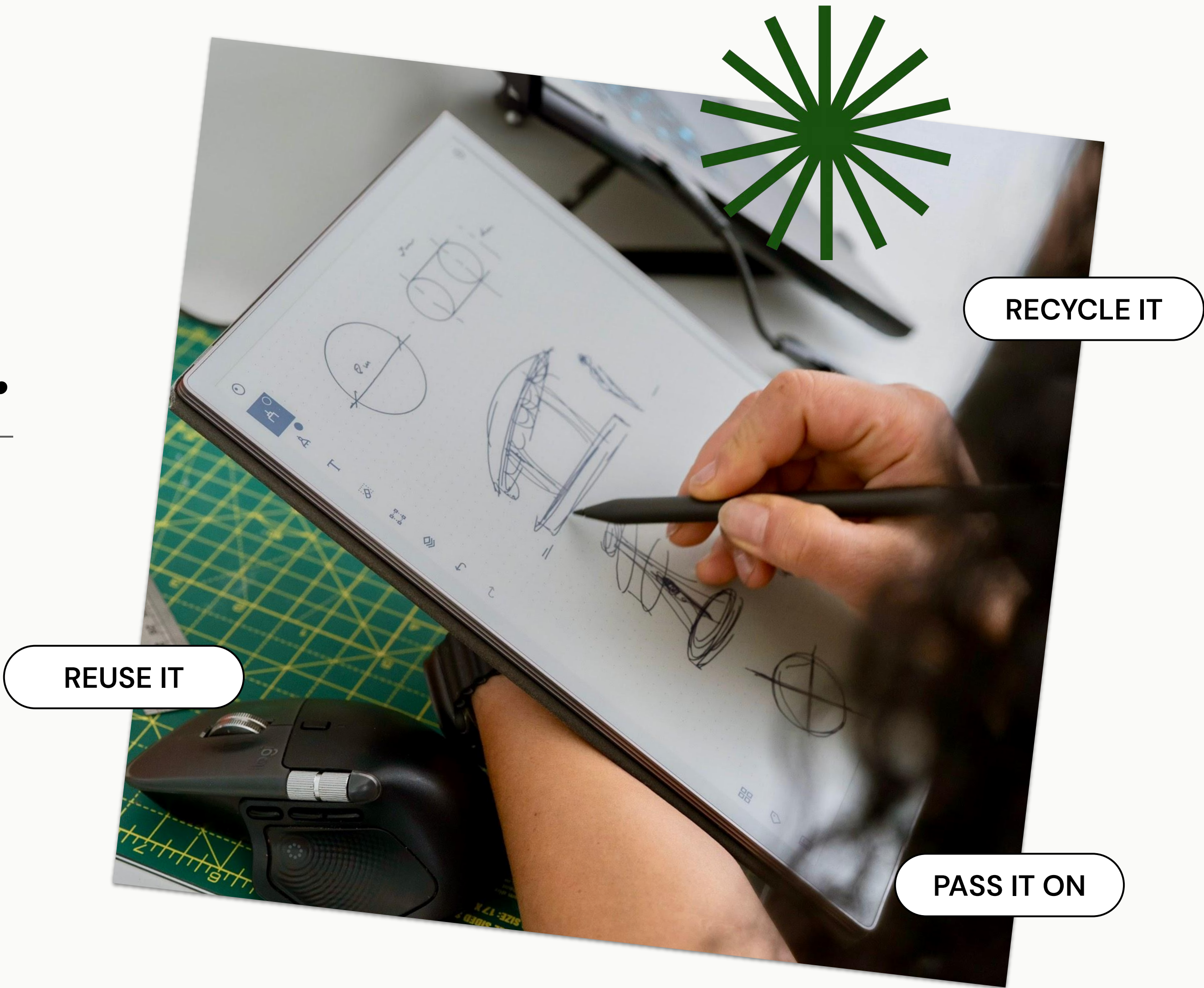
CLEANER CLEANING · BETTER BOG ROLL · GOOD COFFEE · MORE CONSIDERED CHOICES
Little choices. Made every day.

Build. Use. Reuse. *Sustainable Materials.*

Before we make something new, we ask whether we actually need to.

- Can we reuse it?
- Hire it?
- Adapt it?
- Repurpose it?
- Give it another life?

Where possible, event materials are reused, recycled or donated to local charities rather than becoming waste.





WASTE & RECYCLING

Sustainable Event Delivery.

BIG EXPERIENCES. LIGHTER FOOTPRINTS.

From using existing venue infrastructure and hired furniture to choosing off-the-shelf materials and planning what happens after an event, sustainability is considered from the start, not added at the end.

GETTING THERE MATTERS TOO.

We’re improving how we capture and understand business travel so we can make more informed, lower-impact choices wherever practical.

MEASURING THE WORK.

CLIENT PROJECTS.

We’re building carbon thinking into our client work too, helping us understand where the biggest impacts sit and where creative decisions can make a difference.

AND WE’RE NOT DONE.

We’ll keep measuring. Keep questioning.
Keep finding better ways.

**MAKING THE ENVIRONMENTAL IMPACT SMALLER.
MAKES THE CREATIVE IMPACT BIGGER.**

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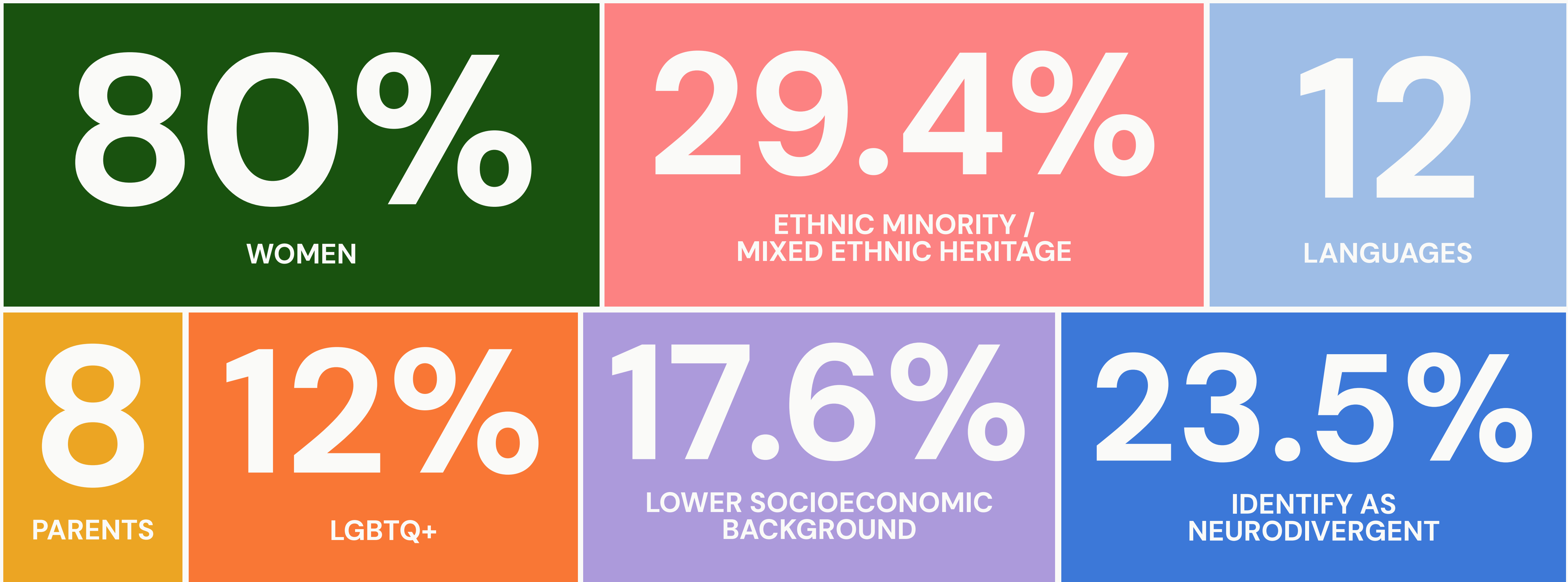
Our People.

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The *people* behind the ideas.



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People make *the magic.*

Great creative work starts with people who feel valued, supported and free to be themselves.

We're building a workplace where different perspectives are welcomed, ideas can come from anywhere, and our people have the flexibility, tools and support they need to do their best work.

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Fair pay. Full stop.

We're a Living Wage accredited employer because great work deserves fair pay.

For us, responsible business starts with looking after the people behind the work and making sure fair employment isn't just something we talk about.



Always learning. *Always evolving.*

DE&I.

Different perspectives make stronger teams.

Planet.

Building environmental awareness into the way we work.

Professional Development.

Growing skills, knowledge and responsible business practices.

Neurodiversity.

Understanding different ways of thinking, communicating and working.

Data & Privacy.

Being responsible with information and protecting what matters.

Creativity thrives on curiosity, so learning doesn't stop after the induction, when someone joins the team. Every quarter, we make space to get together, learn, challenge our thinking and keep getting better, together.

Work hard. *Celebrate* harder.

Our Agency Days are a chance to step away from the day-to-day, bring everyone together, share what we've learned and celebrate the wins, big and small.

Because great culture isn't just about doing brilliant work. It's about recognising the people behind it.

GOOD PEOPLE. GOOD WORK. GOOD TIMES.



GOOD WORK STARTS WITH FEELING GOOD

Deadlines matter. *People matter more.*

We want our team to have the support they need both inside and outside work.

Our Employee Assistance Programme gives our creatives access to confidential support when they need it, while our family suppers and team get togethers give us the chance to switch off, connect and spend time together beyond the project plan. Because sometimes the best team building happens around a dinner table.

Your voice. *Our assumptions.*

We don't want to guess how our people feel. We ask.

Our online employee engagement and satisfaction surveys give everyone an opportunity to tell us what's working, what isn't and what we could do differently.

We use that feedback to shape our priorities and continue improving the employee experience.

Different brains. *Brilliant ideas.*

There isn't one right way to think.

We provide neurodiversity awareness and inclusion training across our team, helping create greater understanding of different ways of thinking, communicating and working.

And inclusion needs to be practical, not just a policy.

Where someone needs additional support, we provide software, technology and workplace tools tailored to individual needs, helping remove barriers and enabling people to work in the way that works best for them.



OUR PEOPLE

Neurodivergent.
23.5% of our workforce.

Different minds bring different perspectives and in a creative business, that's something we value.

Flexibility works.

Life doesn't always fit neatly between 9 and 5.

That's why we support flexible and hybrid working, giving our people greater freedom to balance work with family, caring responsibilities, wellbeing and life outside the agency.

It's about trusting people to deliver great work without prescribing exactly where that work has to happen.



HYBRID WORKING

TRUSTING PEOPLE

FLEXIBLE HOURS

Community.

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Good ideas should do some good.

For us, community impact isn't just about writing a cheque. It's about giving our time, sharing our skills, supporting communities, opening doors for smaller businesses and getting behind the causes our people care about.

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Hackney youth Parliament.

We're proud to support and donate to the Hackney Youth Parliament Pack to School Appeal, helping young people from families experiencing financial hardship across Hackney start secondary school feeling prepared, confident and ready to learn.

BAGS PACKED. BARRIERS DOWN.



Leadership in the community.

Our CEO, Mark Hewitt, gives his time and expertise to four charitable and community organisations, supporting education, the performing arts, people facing financial, medical or social difficulties, charitable grant making and community life.

His roles include Chair of Tring Park School Trust, Chair of Hyde Park Place Estate Charity, Patronage Committee member of the Worshipful Company of Innholders, and Church Warden & Parish Treasurer at St George's, Hanover Square.

TIME. EXPERIENCE. ENERGY. GIVEN BACK.

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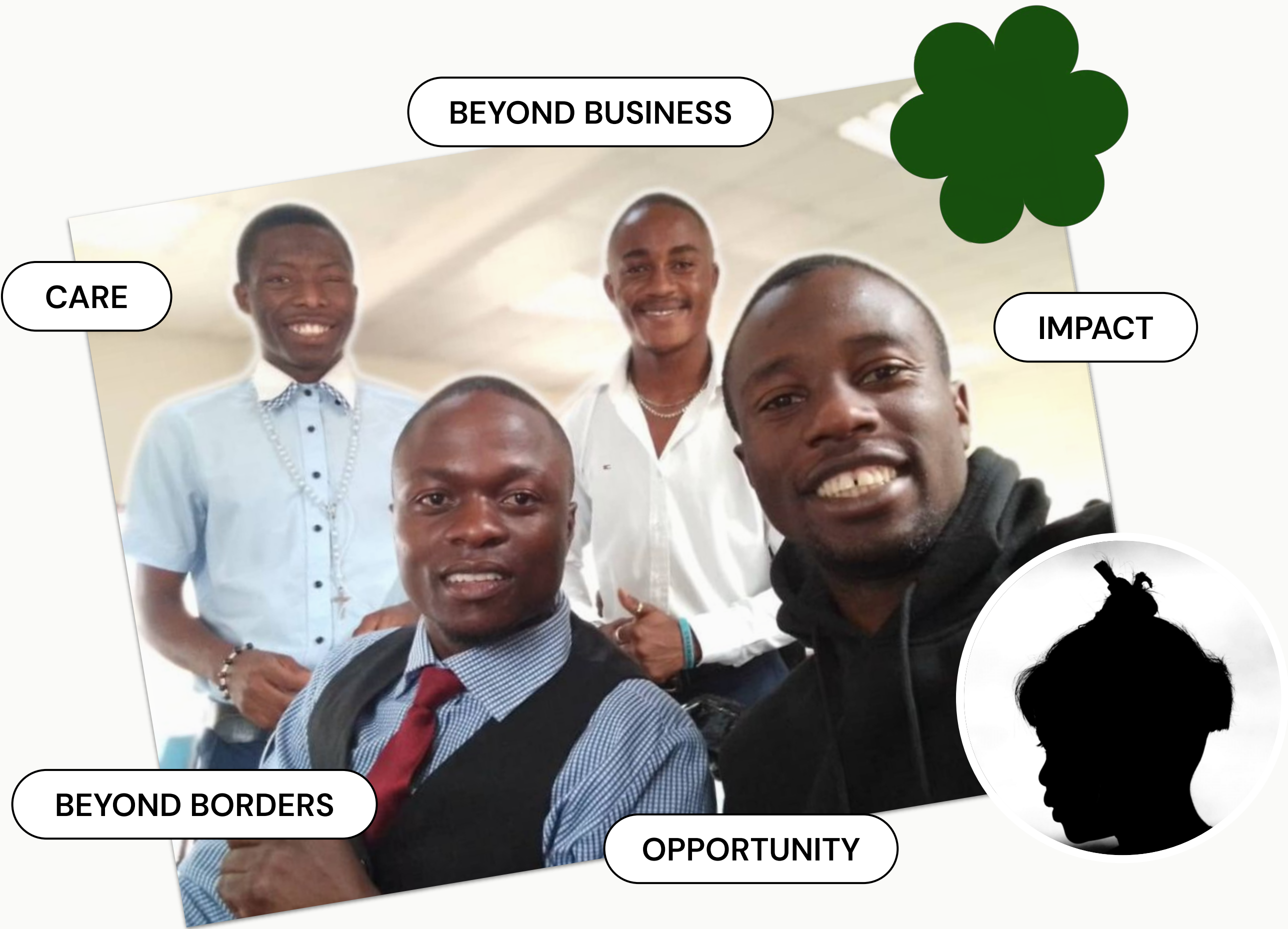
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A commitment to giving back.

Our ECD & Founder, Poppy Reeve-Tucker, has a genuine commitment to giving back and supporting charitable causes that create opportunity for others.

Beyond London, Poppy continues to fund a Law student in Zambia into his fourth year, investing in an education with the potential to transform families and communities for generations. For the past eight years, she has also sponsored a young girl in Myanmar, supporting her upbringing and education. Now 14, the girl has discovered a remarkable talent for embroidery, opening doors to employment and a promising future career.

It’s part of a wider belief that if you do well, you have a duty to give back, and in using what we have, our time, energy and resources to make a positive difference wherever we can.





OUR COMMUNITY

From *tin shelters* to *safer homes*.

EMPLOYEE-LED IMPACT

Our HR & Operational Compliance Manager, Sabina Begum, has helped families in Bangladesh living in severe financial hardship replace basic tin housing with safer, insulated brick homes, with bathrooms and access to clean water.

Sabina also organises food pack distributions for families in need. Waf is proud to support her efforts by contributing to the funding of house building projects, food pack distributions and winter blanket donations, helping to make a meaningful difference to families facing hardship.

**FAMILIES · SAFER HOMES · CLEAN WATER ·
FOOD PACKS · WINTER WARMTH**

FIXING OUR BROKEN PLANET.

Our Pitch & Event Strategy Lead, Aoife van Linden Tol, led a workshop for children in Hastings in collaboration with Hastings Museum and Natural History Programme.

Called *Fixing Our Broken Planet*, the session explored materials, natural resources, mining, e-waste and more sustainable alternatives, helping young people think differently about where the things we use come from, where they go, and what we could do better.

BIG QUESTIONS. YOUNG MINDS. BETTER IDEAS.

Giving more than money.

TIME · SKILLS · SUPPORT

Alongside our charitable giving, our people contribute their time, professional skills and experience through volunteering, community involvement, education and pro bono support.

We're improving how we measure this so we can report pro bono hours and value, charitable donations and volunteering hours more consistently.

BECAUSE IMPACT ISN'T JUST WHAT YOU GIVE. IT'S WHAT HAPPENS NEXT.

TOO GOOD TO THROW AWAY

Materials. *With a next life.*

Where possible, event materials are reused, recycled or donated to local charities, extending their life beyond the event and reducing unnecessary waste.

REUSE IT. RECYCLE IT. PASS IT ON.

Tea trolley Tuesdays.

Our Tea Trolley gives small businesses and partners a platform to roll into the studio, share what they do, tell their sustainability stories and meet the team.

And sometimes we use the trolley to talk about things that deserve more airtime too, including a session dedicated to perimenopause awareness.

COME FOR THE CUPPA. STAY FOR THE IDEAS.



Responsible Supply Chain.



SUSTAINABLE SPEND

Good spend *energy.*

Where our money goes matters. We're getting smarter about tracking our spend with sustainable, purpose-led and certified suppliers, giving us a clearer picture of our impact and where we can do even better.

SMALL BUSINESS, BIG IMPACT

Around 500 suppliers in our database are SMBs. From independent makers to creative businesses and growing companies, we're proud that our purchasing power helps support businesses of all shapes and sizes.

MORE VOICES AT THE TABLE

A diverse supply chain makes for a better one. We work with some brilliant women-founded and women-led businesses including Stems Wilder, Salsa Rose and Plant Sit, alongside other diverse and independent suppliers. We're also improving how we capture this data so we can understand and grow our impact.

BETTER BUSINESS WORKING TOGETHER

We already buy from Certified B Corps and other purpose-led businesses that share our belief that business can be a force for good. We're building better tracking so we can see exactly how much of our spend supports them.

OUR SUPPLIER VIBE CHECK

We've strengthened our supplier onboarding to make people, planet and purpose part of how we choose who we work with. Our New Supplier Form now captures SME and independent business status, diverse ownership and leadership, environmental policies, carbon measurement and reduction targets, fair working practices, real Living Wage commitments and certifications including B Corp.

This gives us better data to understand where our money goes, who it supports and the impact our supply chain creates, while helping us make more responsible purchasing decisions from the start.

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Responsible & Inclusive Events.

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Better events. Built in.

We're working to make responsibility part of every event from the start, reducing food waste, reusing and recycling materials, and cutting out single-use plastics wherever possible.

Inclusion matters just as much. We consider physical and digital accessibility, diverse speakers, neurodiversity and sensory needs, creating experiences designed to welcome more people.



Designed for more people.

We build accessibility and inclusion into our event planning, considering physical access, neurodiversity and different sensory needs alongside responsible production.

From accessible routes to dedicated calm and sensory spaces, we look for practical ways to make experiences more welcoming.

INCLUSION IS PART OF THE DESIGN.

A little space to *escape the noise.*

For one client experience, we created a dedicated calm and sensory space with neurodivergent children in mind.

With soft lighting, low music, headphones, bean bags, calming activities and sensory toys, children had somewhere to step away and decompress when they needed to.

DESIGNING FOR DIFFERENCE MAKES A DIFFERENCE.



Accessibility. *Live & on demand.*

For our hybrid and virtual events, we provide live captions on broadcasts and video-on-demand content, helping make our experiences accessible to a wider audience.

Our live captions go beyond the spoken script, capturing relevant audio cues such as laughter, music, sighs and sound effects so more of the experience is communicated.

MORE WAYS TO WATCH. FEWER BARRIERS.

Big set. *Lighter footprint.*

For one of our client’s hybrid events, we designed the full set using ReBoard, a lightweight, recyclable alternative to more traditional set-build materials.

Its lighter construction meant less weight to transport, while the set was designed with its end-of-life in mind, reducing reliance on harder-to-recycle materials.

It’s part of a wider shift in how we approach set builds: thinking about materials, transport and what happens afterwards from the very beginning.

BUILT TO IMPRESS. NOT TO LAST FOREVER.



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Impact through our Client Work.

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IMPACT THROUGH OUR CLIENT WORK

Use it. Love it.
Use it again.

CHALLENGE

Experiential work can create a lot of stuff. We want to create memorable spaces without automatically creating everything from scratch.

WHAT WE CHANGED

Across our projects, we look for opportunities to reuse plants, cushions, furniture, props and existing event materials, as well as hiring or adapting items instead of buying or building new.

THE IMPACT

Fewer new items need to be produced, while existing materials get another life across future projects rather than becoming waste after one event.

NEXT STEP

We’re improving how we track reuse so future reports can put hard numbers behind the materials and spend avoided.

**NEW EVENT. SAME CUSHIONS.
AND FRED THE PLANT’S BACK.**

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Our Next Steps.

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WHAT DIDN'T GO TO PLAN

Progress isn't *always*
a straight line.

We've made progress, but we haven't ticked every box we set ourselves.

CARBON NEUTRALITY IS STILL A WORK IN PROGRESS.

We're getting better at measuring our impact, but we're not where we want to be yet. Better data is helping us understand where to focus next.

OUR OFFICE COULD WORK HARDER.

Energy efficiency remains an area for improvement. We're now exploring alternative office spaces that could better support our environmental ambitions.

CARBON REPORTING ISN'T ALWAYS POSSIBLE.

We want to build carbon footprinting into more client projects, but budgets don't always allow for dedicated measurement and reporting. Where full reporting isn't possible, we still look for lower-impact choices throughout the project, from materials and production to reuse and waste.

NOT EVERYTHING IS MEASURED — YET.

We give time, skills and support through pro bono work, volunteering and community initiatives, but we haven't consistently captured all the hours and value behind it. We're changing that.

OUR SUPPLIER DATA CAN BE BETTER.

We've strengthened supplier onboarding, but we're still improving how we track spend with sustainable, diverse, independent and B Corp suppliers.

NO PERFECT STORY. JUST HONEST PROGRESS.

We'd rather be clear about where there's more to and keep doing it.

Less Talk. More Targets – 2027/28

CARBON

Establish a stronger company carbon baseline and set a measurable reduction target for the following reporting period.

ENERGY

Complete our review of more energy-efficient office options and use energy performance as part of our decision-making.

WASTE

Maintain 100% diversion from landfill through recycling and energy recovery, while continuing to prioritise reuse and donation before disposal.

GIVING BACK

Start recording 100% of Waf supported pro bono hours, volunteering and charitable contributions, giving us a proper baseline to grow from.

RESPONSIBLE SPEND

Measure the percentage of supplier spend going to SMBs, diverse suppliers, sustainable businesses and certified B Corps then use that baseline to set future purchasing targets.

ACCESSIBILITY

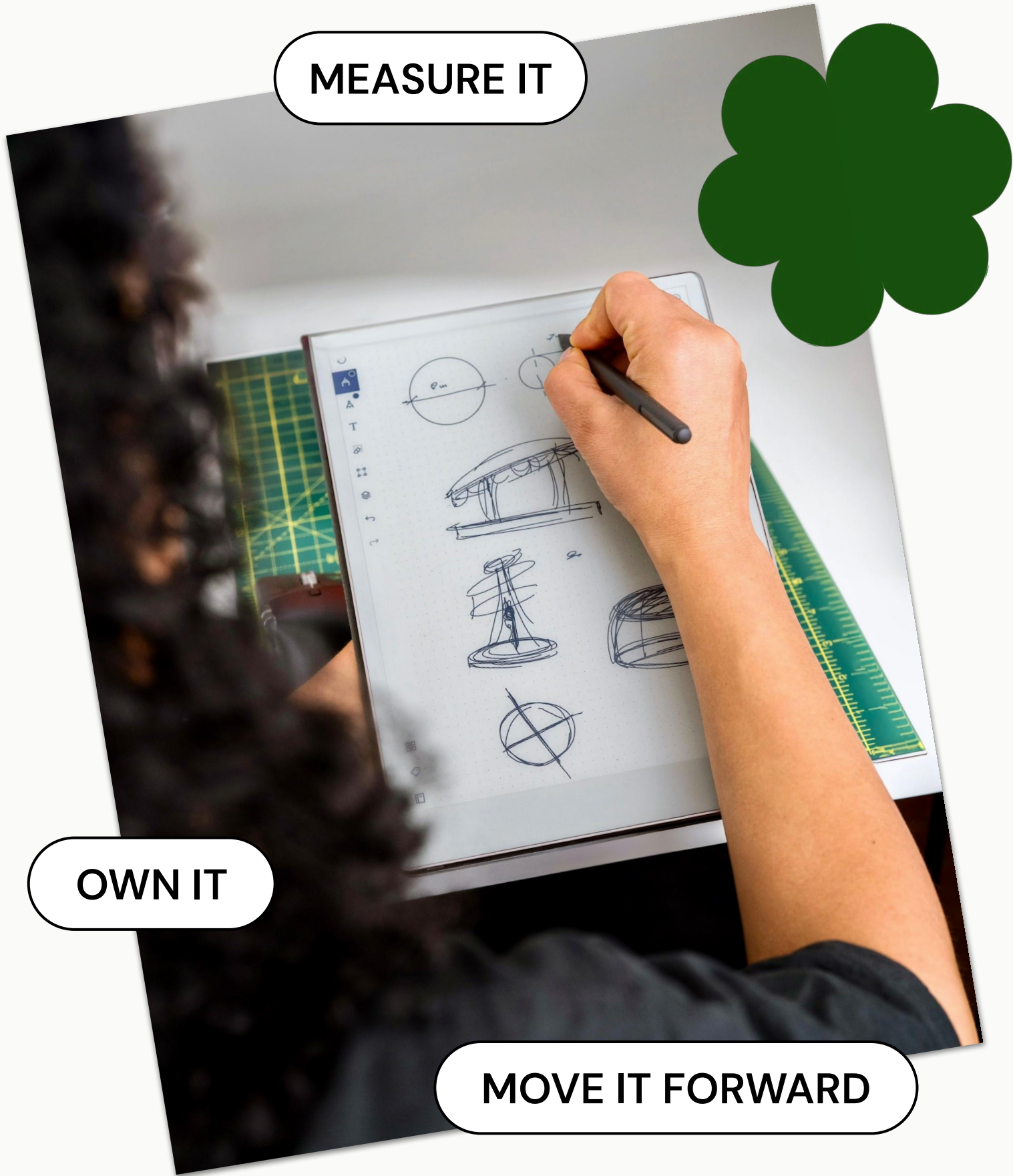
Introduce an accessibility check on 100% of relevant event briefs, covering considerations such as physical access, neurodiversity and accessible communications.

LEARNING

Continue quarterly responsible-business training, covering areas including DE&I, neurodiversity, sustainability, data and professional development.

B CORP

Complete the work required against the new B Corp standards ahead of our planned August 2027 recertification.



GETTING INVOLVED

Small Actions. *Bigger Ripple Effects.*

Impact works better when more people get involved. So whether you're a client, supplier, partner, small business or future Waffer, there's room at the table.

GOT AN IDEA THAT COULD DO SOME GOOD? PULL UP A CHAIR. WE'LL PUT THE KETTLE ON.

How you can get *involved*.

Make it circular.

Got materials, props or event kit that could have another life? Reuse it. Recycle it. Donate it. Pass it on.

Join the Tea Trolley.

Are you a small business, sustainable supplier or someone doing something brilliant? Come in. Have a cuppa. Tell us about it.

Back a local cause.

Join us in supporting initiatives like Hackney Youth Parliament’s Pack to School Appeal, or introduce us to a community project where our time, skills or resources could help.

Bring us a better idea.

Found a smarter material, lower impact production method or more inclusive way of doing things? We want to hear it.

Work with us.

We’re always looking for independent, diverse, responsible and purpose-led suppliers to add to our network. Come join us.

Challenge us.

Clients, partners and our own team included. Ask the awkward questions. Challenge the brief. Help us do better.

Appendix.

- 1. FULL B IMPACT SCORE BREAKDOWN [↗](#)
- 2. ISO 27001 CERTIFICATION [↗](#)
- 3. ISO 14001 CERTIFICATION [↗](#)
- 4. ENVIRONMENTAL POLICY [↗](#)
- 5. DE&I POLICY [↗](#)
- 6. SUPPLIER CODE OF CONDUCT [↗](#)

Methodology & data appendix.

THE DETAIL BEHIND THE HEADLINES

We believe impact reporting should be **clear, honest and evidence-led**. This appendix explains what we measured, where the information came from and where there are limitations.

REPORTING PERIOD

Unless otherwise stated, data covers **September 2025–August 2026**. Where information relates to a different period, this is identified alongside the relevant measure.

PEOPLE & DIVERSITY

People data comes from a combination of **workforce records and voluntary employee survey responses**. Response rates and denominators vary by measure. Demographic information is self-reported, and participation is voluntary.

CARBON & DIGITAL IMPACT

Google Workspace emissions are reported using Google's **location-based estimated** carbon footprint for Waf's Workspace usage. These figures represent this specific area of digital activity and **are not Waf's complete organisational carbon footprint**.

WASTE & RECYCLING

Waste data is provided by **Recorra**. During the reporting period, **1,710 kg of waste was managed**, with **7 kg CO₂e of Scope 3 waste management emissions** and **1,466 kg CO₂e of net avoided emissions reported**.

Net avoided emissions are reported for information and should not be interpreted as carbon offsets or as Waf's total carbon reduction.

COMMUNITY IMPACT

Community reporting includes Waf supported charitable giving, community initiatives, employee-led projects, volunteering, pro bono activity and materials donated or reused. **Only activity that can be evidenced is included**.

SUPPLY CHAIN

Supplier information is drawn from our supplier database and onboarding process. Our New Supplier Form captures information including business size, ownership and leadership, environmental policies, carbon commitments, fair working practices, Living Wage commitments and B Corp status.

OUR APPROACH

Where exact data isn't yet available, we say so rather than estimate it. Improving the quality and consistency of our impact data is part of the work itself.

**BETTER DATA.
BETTER DECISIONS.
BETTER IMPACT.**

AWARD WINNING

waf.

EXPERIENCE AGENCY

Thank you.

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AWARD WINNING

waf.

EXPERIENCE AGENCY

People make *the magic.*

Great creative work starts with people who feel valued, supported and free to be themselves.

We're building a workplace where different perspectives are welcomed, ideas can come from anywhere, and our people have the flexibility, tools and support they need to do their best work.

REPORTING YEAR: 2025-2026



CERTIFICATION DATE: 29TH AUGUST 2023

Work hard. *Celebrate* harder.

Our Agency Days are a chance to step away from the day-to-day, bring everyone together, share what we've learned and celebrate the wins, big and small.

Because great culture isn't just about doing brilliant work. It's about recognising the people behind it.

GOOD PEOPLE. GOOD WORK. GOOD TIMES.

Your voice. *Our assumptions.*

We don't want to guess how our people feel. We ask.

Our online employee engagement and satisfaction surveys give everyone an opportunity to tell us what's working, what isn't and what we could do differently.

We use that feedback to shape our priorities and continue improving the employee experience.

AWARD WINNING

waf.

EXPERIENCE AGENCY

Good ideas should do some good.

For us, community impact isn't just about writing a cheque. It's about giving our time, sharing our skills, supporting communities, opening doors for smaller businesses and getting behind the causes our people care about.

REPORTING YEAR: 2025-2026



CERTIFICATION DATE: 29TH AUGUST 2023

Leadership in the community.

Our CEO, Mark Hewitt, gives his time and expertise to four charitable and community organisations, supporting education, the performing arts, people facing financial, medical or social difficulties, charitable grant making and community life.

His roles include Chair of Tring Park School Trust, Chair of Hyde Park Place Estate Charity, Patronage Committee member of the Worshipful Company of Innholders, and Church Warden & Parish Treasurer at St George's, Hanover Square.

TIME. EXPERIENCE. ENERGY. GIVEN BACK.

REPORTING YEAR: 2025-2026



CERTIFICATION DATE: 29TH AUGUST 2023

Giving more than money.

TIME · SKILLS · SUPPORT

Alongside our charitable giving, our people contribute their time, professional skills and experience through volunteering, community involvement, education and pro bono support.

We're improving how we measure this so we can report pro bono hours and value, charitable donations and volunteering hours more consistently.

BECAUSE IMPACT ISN'T JUST WHAT YOU GIVE. IT'S WHAT HAPPENS NEXT.