

BakerWilcox

IMPACT REPORT 2025

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LETTER FROM OUR FOUNDERS

When we started BakerWilcox, we didn't set out to build a "sustainable brand". We set out to do good work, with good people, in a way that felt responsible and honest.

Over the past 20 years, we've helped organisations shape their identities and tell their stories through brand strategy, design, and thoughtful communication. At our core, we help clients clarify who they are and how they show up in the world. Over time, we realised we needed to do the same for BakerWilcox.

Sustainability has always been fundamental to our operations. Whether it's our remote-first work environment or our client partnerships, we've always considered long-term impact over short-term gain.

That's why we're pursuing a B Corp certification. For us, B Corp is more than a certification; it's a model for innovative, future-oriented organisations committed to doing business better.

We believe creative businesses have a role to play in shaping a more thoughtful, sustainable future. Pursuing a B Corp certification is our way of putting that belief into action. As a B Corp, we can make sure our values are as visible as our work, enabling us to build a business we continue to be proud of for the long-term.

Thanks for being a part of our journey.

Richard Baker and Kelly Wilcox
Founders

WHO WE ARE

BakerWilcox is an independent design agency with more than 20 years' experience in the world of creative thinking. We work with international clients regardless of size and sector and deliver superior results for businesses and not-for-profit organisations worldwide.

As a company born out of a spare bedroom in 2005, we know with certainty that working from home doesn't impair creativity. We've embraced flexible working from the beginning, and it's shaped our approach to business. From championing family-friendly benefits to minimising our transport emissions, we continuously strive to deliver a business model for social and environmental good.



Our goal has always been to deliver superior design that represents itself through bespoke platforms where communication, strategy, functionality and end-user experience remain at the forefront through the creative process.

Our work encompasses a multitude of projects and services. All projects are completed in-house and our clients deal directly with their designated designer. This allows for transparent dialogues where new ideas can be explored in an open forum and enable our team to deliver superior results while providing sound reasoning behind their approach. We are passionate about design and always aim to exceed our clients' expectations.

Nothing is impossible, the impossible is just another challenge and for us, every challenge has a creative solution.

WHAT WE'RE DOING

We became a Certified B Corporation.

Sustainability is ingrained in our DNA. For the past 20 years, we've consciously minimised our environmental footprint through our ways of working, elevated local entrepreneurs and businesses, and partnered with brands that are tackling environmental problems. We decided it's time to formalise our commitments and gain recognition for our achievements.

We partnered with **transformacy**, a leading corporate sustainability consultancy, to guide us through our B Corp journey. Together, transformacy and BakerWilcox worked hand-in-hand to take a deep dive into our operations and enhance our processes to deliver long-lasting, positive impacts for our people, clients, communities, and the environment.

We're capturing our progress through this **Impact Report**.

Our 2025 Impact Report captures our community partnerships, social advocacy, and environmental impact. We're also creating more transparency into our ways of working, as we work with transformacy to refine our procedures to meet the highest industry standards.

Our report leverages B Lab's model and is organised to highlight BakerWilcox's commitments to our People, Clients, Communities, and the Environment. We're mapping our actions and commitments against the UN Sustainable Development Goals to amplify our impact and fulfil our role in transforming the economy and leading the way to a fairer society.

UN Sustainable Development Goals



OUR 2025 IMPACT HIGHLIGHTS



100%

Renewable Electricity

Our agency uses 100% low-impact, renewable energy.

735 hours

Training

Training is a fundamental part of how we continuously grow and develop as a business. We also believe learning is a crucial aspect of self-development – whether that's learning Norwegian or learning about carbon literacy!

£11,951

Fundraising

We joined forces to compete in the Bewl Dragon Boat racing helping raise **£11,951** for Taylor-Made Dreams, a vital local charity dedicated to supporting families during their most challenging times.

67 hours

Volunteering

We're huge believers in the power of community and giving back, which is why we offer volunteering leave to all our employees to support local charities and projects.

OUR TEAM



Richard Baker
Director



Kelly Wilcox
Director



Marcus Zanona
Digital



Nancy Gallup
Designer

Security and Wellness officers...



Ben and Holly



Duggee and Bluey



Luna and Cookie (with Marcus)



Bluey (with Nancy)

PEOPLE

Our people's dedication and passion for pushing the boundaries of what is creatively possible powers BakerWilcox.

BY THE NUMBERS

Impact Area		2025
Development	Training hours / person	183.75
Fair Pay	% earning at least Living Wage	100%
Diversity	% of team who are female	100%
	% of board who are female	50%
	% of owners who are female	50%



OUR COMMITMENT

We're committed to fostering an inclusive, supportive work environment where people can grow and thrive.

- Every year, we set individual goals and discuss ways we can grow our careers and the business. We also have regular check-ins to ensure we're on track to achieve our ambitions for the year.
- We encourage our employees to grow in their careers and promote opportunities to upskill through webinars, conferences, and certifications.
- Our benefits are designed to support our people in all the moments that matter, whether it's growing their family or caring for loved ones.
- We integrate diversity, equity, and inclusion in everything we do, from recruitment and hiring all the way to employee training and supplier selection.

People (cont.)

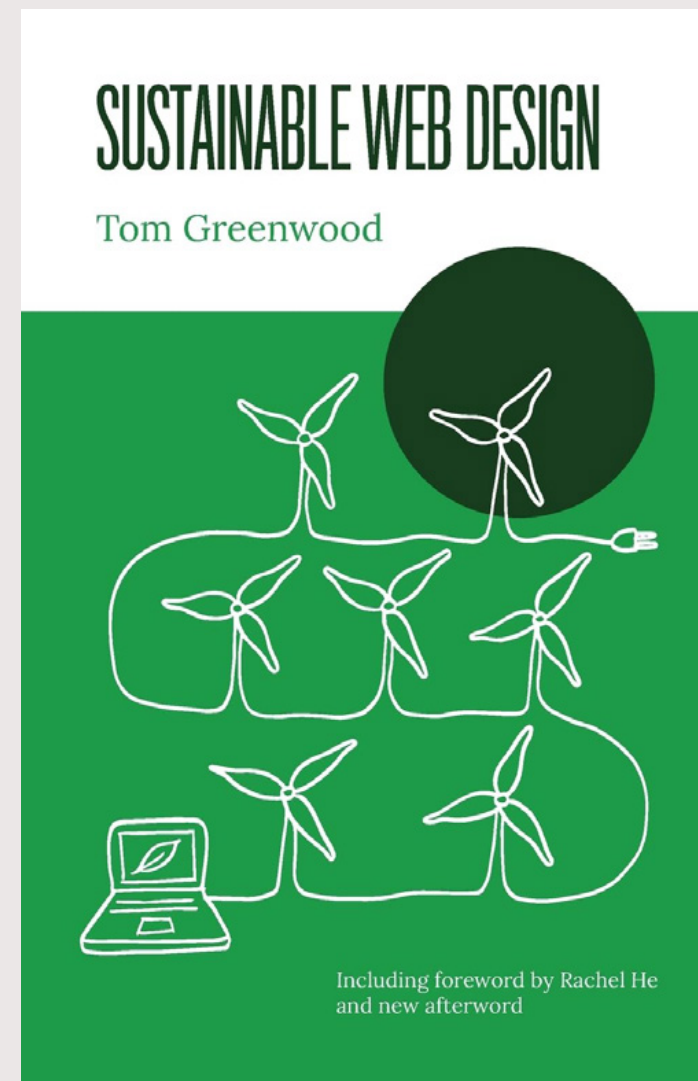
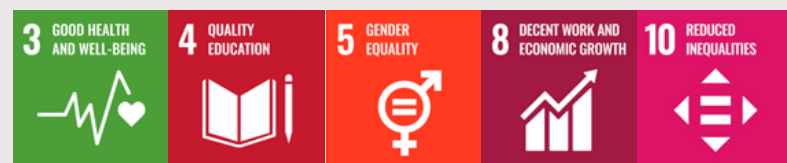
OUR HIGHLIGHTS FROM 2025

In 2025, we learned new ways to incorporate sustainability into our ways of working.

Marcus and Nancy completed training through The Carbon Literacy Project, an initiative designed to raise awareness of the carbon costs and impacts of everyday activities. Now, we're using our new knowledge and skills to reduce our carbon footprint and promote sustainability in our workforce and beyond.

Kelly and Marcus attended webinars on "Digital Sustainability: Cutting Carbon Emissions Through Conscious Tech Practices" and "Getting Your Suppliers on Board with Sustainability", hosted by Amplifi. We're eager to incorporate learnings from the webinars to revamp our internal training on environmentally friendly ways of working and supplier selection.

Richard, Kelly and Marcus hosted a BakerWilcox Book Club session for Tom Greenwood's "Sustainable Web Design". More than anything, Greenwood's work reinforced our belief that thoughtful design, user experience, and sustainability can, and should, go hand in hand. Now, we're keen to infuse takeaways on the environmental impact of the digital world to refine and innovate our approach to future projects.



CUSTOMERS

We believe that exceptional quality is a key driver of growth and a cornerstone of our success.

We strive to push creative boundaries across all engagements. Collectively, our team brings 96 years of experience and the drive to remain at the forefront of our industry. But what sets us apart is our ability to fuse our expertise and drive with a client-first mentality.

OUR HIGHLIGHTS FROM 2025

From brand identity to film & motion, we helped clients bring their mission and vision to life in 2025.

Tulipop Studios

Tulipop is an international phenomenon from Icelandic producers Signý Kolbeinsdóttir and Helga Árnadóttir. A sophisticated, beautiful, and fun world where children can learn about adventures, the importance of friendship and diversity, and promote curiosity and creativity.

We were asked to create the concept for the movie poster, brief the animation studio and create the finished theatrical artwork which will be used to promote the movie through theatres and digital distribution channels across the globe.



Customers (cont.)

CLIENT TESTIMONIALS

Our clients can tell you first-hand what it's like to work with our team, and we're delighted to share that we achieved our target of 80%+ client satisfaction, with a 5-star average rating.

"We're very happy with the movie poster BakerWilcox have designed for us. They helped us bring to life our vision of a more cinematographic look for our very first longer format production. We're very excited to see this beautiful poster framed in theatres!"

Production Manager,
Tulipop Studios

"Truly passionate about what they do...these guys work hard with us to get what is often just an idea on paper positioned into the market...their solutions have been absolutely first class for everything they have produced for our businesses."

CEO,
Sports Media Gaming

"Finally a company that cares...great innovative design, the whole team has an extraordinary eye of detail, are very responsible and reliable. It is a pleasure working with the team...thank you to all."

CEO,
Ella's World



COMMUNITY

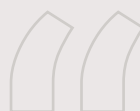
Community service and giving are core to our values.

BY THE NUMBERS

Impact Area		2025
Community	Volunteering hours / person	16.75

Raising Awareness with Chain of Hope

BakerWilcox partnered with Chain of Hope for an inspiring art auction, "Share Your Heart". The event, hosted at the Saatchi Gallery, was dedicated to raising vital funds for children battling heart disease in developing and war-torn countries. We were excited to feature our artwork at the iconic Saatchi Gallery and support an amazing cause!



"It was an incredible night filled with energy and anticipation! The atmosphere was electric as everyone eagerly sought to purchase pieces of art that truly have heart. When the live auction kicked off, the excitement soared, and the generosity of the attendees was heartwarming. The artwork being auctioned has been created and donated by a dazzling array of celebrities, including David Jason, Dame Judi Dench, Ronnie Wood, the Osbournes, the Kems, Stephen Fry, Idris Elba, Kate Moss, and renowned artists like Anthony Gormley, Inkie, Pandemonia, Philip Colbert, and so many more!"



We continued our momentum and volunteered at Chain of Hope's annual Gala Ball at the Natural History Museum in London. The Gala drew leaders and changemakers to raise over £2 million for children with heart disease. We're honoured to be a part of this monumental evening.

Community (cont.)

Supporting Children and Families with Taylor-Made Dreams

This year, we joined forces to compete in the Bewl Dragon Boat Race and raise money for Taylor-Made Dreams, a vital local charity dedicated to supporting families during their most challenging times. BakerWilcox raised a total of £11,951 to support Taylor-Made Dreams in realising unique wish lists of children with life-limiting illnesses.



OUR PARTNERSHIP DIDN'T STOP THERE.

Here are all the ways we showed up for Taylor-Made Dreams in 2025...

Community (cont.)

May 2025

BakerWilcox purchased tickets to attend Tunbridge Wells' Literary Festival through the charity, allowing us to financially support their amazing work while also engaging our local community!



June 2025

We showed up to support a clean-up of Dragonfly Woods to be used as a memorial garden, organised by Taylor-Made Dreams.



November 2025

Kelly and her daughter stepped up to represent Taylor-Made Dreams at an event hosted by a local private school within the Tunbridge Wells community. They even raised over £320 for the charity during the event!



December 2025

BakerWilcox kicked off the holiday season by volunteering at the second annual Community Carols for Taylor-Made Dreams. Together, we helped the charity raise £888.87!



Community (cont.)

Empowering Business Owners

Kelly participated at the Tunbridge Wells Business Expo in February to share insights and expertise on making visual brands stand out. The Business Expo drew over 200 attendees and supported numerous changemakers and founders in turning their dreams into reality.

Kelly joined panelists from Berry & Lamberts solicitors to deliver a seminar called, "How to prepare your business for sale and sell with confidence". The seminar brought together 30 leaders and changemakers across our client network, enabling us to engage meaningfully with all the attendees.

Promoting Digital Responsibility for Kids

BakerWilcox volunteered at St. James Primary School in Royal Tunbridge Wells' Summer Fair to spread the word on the benefits of a Smartphone Free Childhood. There, we sparked lively discussions about responsible smartphone use and child-friendly applications and reached 211 new signatories for the Parent Pact, an initiative run by the charity Smartphone Free Childhood (SFC).

We also donated £100 in support of the amazing work they're doing at SFC (which was even featured in the [BBC](#) in 2025!)

Helping Local Schools Reduce Waste

With help from Amplifi, Kelly worked alongside a Waste Audit Expert to go through each room at St. James Primary School. Together, they analysed the waste generated by the school and delivered a report on its composition, amount of waste produced, and effectiveness of their current waste systems. Through Kelly and Amplifi's contributions, the school pinpointed the largest producers of waste within their building and introduced new systems to minimise their waste.



ENVIRONMENT

Sustainability is ingrained in our DNA.



At BakerWilcox, we are proud to have embraced solar energy early on, with solar panels powering our Tunbridge Wells office since 2011. We also choose green energy suppliers for both our office and homes.

We are quite unique in the fact that we have always embraced flexible working. BakerWilcox was actually born out of a spare bedroom in 2005 and from that beginning, we know with certainty that working from home doesn't impair creativity. We love to work together and bounce ideas off one another or be at a client site finding out first-hand about their business. On days without any commute, we arrive fresh at our desks ready to work, whether they are in rural Kent, Tunbridge Wells, London or Switzerland.

When employing a new team member, we always consider their commute. Not just for environmental reasons but for mental health too. Kelly prefers to cycle now, and Richard has always been happy to take public transport or walk.

We were early adopters of the online meeting. Back in the day we used Skype but now Zoom and Teams meetings are more common. Now that the world has mastered the mute button.

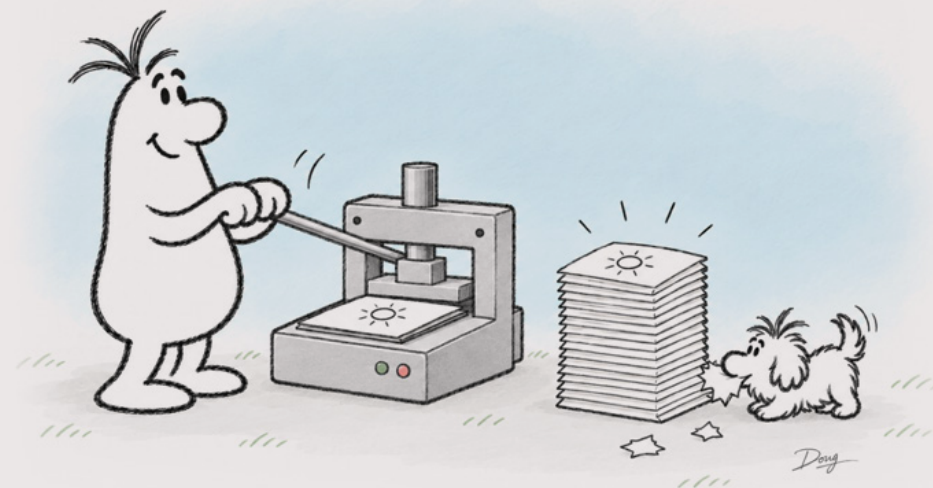
Our energy use for the year.

From the UK to Switzerland to Norway, we proudly choose low-emission, renewable energy sources to power our offices and homes.

- Our United Kingdom office uses solar panels to generate clean electricity for day-to-day operations. This way, BakerWilcox reduces our reliance on grid power.
- Meanwhile, our Switzerland-based team member sources renewable hydroelectric energy produced in Ticino, Switzerland. Their energy is certified naturemade by the Association for Environmentally Sound Energy (VUE) in Switzerland, to indicate that it comes from 100% renewable sources.
- BakerWilcox's Norwegian office operates on 100% renewable electricity through certified green energy tariffs. We leverage Norway's predominantly hydroelectric power mix to significantly reduce our operation's carbon emissions.

GOVERNANCE

We embed ethics, integrity, and accountability in everything we do – from delivering client solutions to selecting suppliers.



- We listen to our people and keep a pulse on workplace sentiment through surveys, feedback reports, and process reviews.
- We choose suppliers and partners with intention. As part of our selection process, we ask suppliers and partners about social and environmental performance, policies on ethics and corruption, and handling of labour issues across their supply chains.
- Every two years, we review all suppliers and partners to ensure continued compliance and commitment to BakerWilcox's principles and objectives.

This year, we implemented several governance practices to reinforce our dedication to ethical operations.

- Met with our Board of Directors to review our social and environmental performance and assess key performance indicators (KPIs) against our targets.
- Revamped our Code of Ethics to strengthen guidance on responsible conduct, integrity, and accountability across all interactions.
- Formalised our Ethical Marketing & Advertising Policy to reinforce our commitment to honesty, transparency, and purpose-driven communications.
- Strengthened our Financial Controls Policy to improve transparency, accuracy, and responsible financial stewardship.



2026-27

We're reaffirming our commitments in 2026-27 and setting targets to help guide our actions.

We remain steadfast in our belief that creative agencies play a critical role in building a more sustainable world. There's less than 5 years left to achieving the UN Sustainable Development Goals (SDGs), so we're eager to play our part and set milestones for the next 12 months.

Continue to elevate people, both at work and in our local communities

Whether it's upskilling our team members or empowering small business owners, BakerWilcox constantly strives to uplift everyone we encounter. In 2026, we aim to:

- Spend 20 hours training and upskilling our people through on-demand trainings, conferences, webinars, and certifications.
- Maintain excellent client satisfaction and ensure continuous reflection of client experience through client satisfaction surveys.
- Support causes we care about by donating a total of £250 for impactful, local organisations.
- Contribute a total of 30 volunteering hours to our local communities.

Minimise our environmental footprint through target-setting and monitoring

We revamped our Environmental Policy as part of our B Corp journey. In 2026, we're eager to put our policies into practices by:

- Setting energy and water reduction targets.
- Screen 100% of suppliers on their social and environmental performance to ensure alignment with BakerWilcox's goals to reduce emissions across our supply chain.
- Train 100% of staff on environmental stewardship practices for their home offices.



BakerWilcox

Impact Report 2025

We will share our progress in 12 months through our Annual Impact Report.

We're eager to share our progress, learnings, and milestones in the next iteration of our Annual Impact Report. We also hope to include further improvements in our processes and policies.

Sustainability is a continuous, constantly evolving journey. By focusing on these priority areas, we aim to continue leading by example and deliver meaningful outcomes for all our people and stakeholders over the next year.

THANK YOU



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