



CPM



Driving Change, Creating Impact

CPM Corporate Social Responsibility
Review 2024/25

Driving Change, Creating Impact

We believe that responsible business is not just about meeting expectations. It's about driving change and creating impact where it matters most. We're committed to making a meaningful difference for our people, communities, and the environment by taking thoughtful, measurable actions that power progress.

At the core of our approach is our philosophy of balancing profit with purpose. We focus on creating value not just for our clients' and shareholders but for society as a whole. Every decision we make balances financial success with responsible actions. Every step we take today helps build a better world for future generations.

This 2024/25 CSR Report highlights the strides we've made in key areas. Over the past year, we have deepened our community engagement, invested in our people's growth, advanced our environmental initiatives, and strengthened our governance practices.

At CPM, collaboration is at the heart of everything we do and central to our very DNA: We care, we're curious, we achieve together! By working together, we're shaping a sustainable legacy.

Let's take a look at some of the actions we have taken over the last 12 months...



Responsible business is about driving change and creating impact where it matters most

Community

We actively connect with the communities where we live and work, making a real, hands-on impact. We're passionate about giving back and using our global reach to create positive change for everyone.

We went the extra mile for charity

Teams across the company came together to run, walk, and hike for charity. In the UK, CPM marked 30 years as the title sponsor of the CPM Thame 10k. In Bratislava, we took on the Telekom Night Run to support paediatric surgery and animal rescue. In Ireland, colleagues raised over €4,000 for the Irish Cancer Society and Action Cancer through 5k runs and also supported the Irish Grocers Benevolent Fund.



But we didn't stop there. UK employees also tackled gruelling 20-mile hikes, raising £6,000 for Florence Nightingale Charity, Marlow Opportunity Playgroup, and Leeds North and West Foodbank. It's

all about stepping up and making a difference.

We gave our time to the community

Giving back to our local communities is a key part of our CSR strategy at CPM. As part of our Give and Gain scheme, senior management in the UK volunteered at Tiggywinkles Animal Hospital, helping refresh the hedgehog sanctuary. In Bratislava, colleagues visited a dog shelter, taking the dogs for walks and donating food and supplies.

The entire Benelux team volunteered at the Sterksaam Foundation in Lisse, tackling both indoor and outdoor tasks to support their housing initiative.

CPM Benelux also sponsors youth teams at the local PVCV football club, promoting health and active living. We're proud to dedicate our time to our local communities.

We donated food, supplies and toys

After the devastating floods in Valencia at the end of 2024, CPM Barcelona rallied to collect essential supplies and food for relief efforts. Closer to home, they also gathered four large food boxes for the local food bank. In Bratislava, colleagues donated over 100kg of long-term food to their local food bank.



Food donations from CPM Barcelona and notices used around the office to support participation

CPM France is proud to support the "Un jouet pour un sourire" initiative, in partnership with Les Restos du Coeur. This initiative collects toys and books for children of all ages, spreading smiles and joy during the holiday season. Together, we're creating a positive impact by supporting those who need it most.

We supported young futures

CPM Germany teamed up with Arche Frankfurt, a charity dedicated to improving the lives of disadvantaged

children and families. It helps children and young people unlock their potential and lead independent lives. Over six months, our 13 trainees poured their hearts into organising projects that got our employees actively involved - strengthening both our team spirit and the children's everyday lives.

From homework help to fun activities, summer parties to Christmas celebrations, our trainees made a real impact together. Plus, for the second year running, the CPM team donated their savings from not sending Christmas gifts and cards to support Arche's incredible work. When we work together, we can create meaningful change.



Impact, Inclusion and Innovation

At CPM, we're building an inclusive and impactful workplace where every single individual feels comfortable, confident and fully supported. This year, we earned Omnicom's Speciality Marketing Group, gold status, recognising the powerful impact of our initiatives. Because when different perspectives come together, great and innovative things happen.

We celebrated Pride 2024

Pride 2024 was a cause for celebration in every CPM office. In Milan, we proudly joined the Milan Pride parade, demonstrating our unwavering commitment to celebrating our workforce and an inclusive work environment. CPM Slovakia marked its second year as a sponsor of Duhový Pride, with over 50 colleagues proudly marching in Bratislava's Rainbow Pride.



Meanwhile, CPM Spain brought the party to Barcelona Pride, celebrating our sixth year of participation with a vibrant float that turned heads. Across our network, we embraced the spirit of Pride. We stood together, supported change and

celebrated the inclusivity that makes us stronger.

We launched mental health and wellbeing initiatives

At CPM, supporting our team's wellbeing is a top priority. CPM Italy launched a monthly Mental Health initiative to share tips on improving physical and mental health while promoting a healthy work-life balance. It covered key topics like anxiety management, mindful eating, and conflict resolution. For World Mental Health Day, we focused on managing time, energy, and priorities.

In France, we hosted a Quality of Life and Working Conditions Week, starting with a self-massage workshop. Daily e-learning on posture, visual fatigue, nutrition, and sleep followed, along with DNA workshops to improve communication and teamwork.

We embraced different cultures

Our team love celebrating different cultures. CPM Netherlands held a special Iftar gathering during Ramadan, where the team came together to learn about this important Muslim tradition. Lawa, our Account Executive, gave an insightful presentation on Ramadan and her family's customs, showcasing traditional clothing. We then enjoyed a delicious meal from Le Delice, where everyone shared their stories and dishes.



In the UK, we hosted our Annual Culture and Engagement Day, focusing on the theme of 'Belonging.' It was a day to celebrate inclusivity, with each ERG offering resources and fostering a supportive, open work environment.



We equipped managers with neurodiversity training

At CPM, we invest in inclusive leadership. We're not just training managers; we're shaping a workplace where everyone belongs. That's why the new leadership development programme at CPM Barcelona isn't just about management skills. It's about fostering an inclusive workplace. Designed for team members ready to take their first step into management, this programme equips them with the tools to grow. A key part of the journey? Neurodiversity training through Skyward, helping future leaders support, engage, and empower neurodiverse colleagues. Because true leadership means understanding and valuing different ways of thinking.



Environment

We're on a mission to shrink our carbon footprint and make a positive impact on the environment. By empowering our people, we're driving far-reaching sustainability initiatives to protect the planet and give back more than we take.

We switched to electric vehicles

Across CPM, we're making the switch to electric vehicles, reducing our carbon footprint one charge at a time. CPM France is greening their fleet and has provided head office employees with access to EV charging points, making sustainable commuting easier than ever. Over in Ireland, we now have 22 electric and 13 hybrid vehicles on the road, with charging stations installed at our Kildare warehouse and head office.



In Benelux, some sales teams have gone fully electric, cutting emissions and improving air quality. Meanwhile, CPM

Germany has committed to an all-electric fleet, installing workplace and home charging points to support employees. The future is electric, and we're charging ahead.

We championed the sustainability agenda

At CPM UK, sustainability isn't just a goal, it's a movement. That's why our ROOT (Reducing CO₂ Together) Team proudly re-launched this year, reinforcing our commitment to sustainability and community action. With a focus on awareness, local engagement, responsible consumption, and clean energy, the team set out to make a real difference.



In 2024, they embraced sustainable fashion with the Winter Warmer Swap, where employees refreshed their wardrobes while reducing textile waste. We also got hands-on with hedgehog house building, helping local wildlife and spreading biodiversity awareness. To round off the year, the Reverse Advent Calendar saw employees donate food and essentials throughout December, supporting local food banks and strengthening community spirit.

We took recycling seriously

At CPM, we're committed to responsible waste management across our offices. CPM France recycled several tonnes of equipment and furniture in 2024. And thanks to their partnership with Dipli, they helped recondition 334 phones and tablets, saving a huge 13,909 kg of CO2 emissions.

Over in Slovakia, our Bratislava office is making waste separation fun. Employees can drop off bottles and cans in special vending machines, earning vouchers worth 15 cents. These vouchers are then used to buy snacks, which are shared with the team.

Meanwhile, in Barcelona, their smart fridges are stocked with local, nutritious food in 100% recyclable packaging. They also switched to an eco-friendly coffee supplier with fully recyclable materials.

We reduced our carbon footprint

Sustainability is at the heart of what we do, and our teams across Europe are making a real difference. In 2024, CPM Ireland offset 1,573.68 tonnes of CO2e through a renewable wind power project. And over in the UK, we've been teaming up with Carbon Footprint Ltd since 2020 to assess our emissions and invest in verified offshore projects.

Meanwhile, CPM Germany is on a mission to reduce its carbon footprint even further. While they've been using green electricity for over 15 years, they're proud to share that employee awareness has helped cut electricity consumption per person by 66% since 2017. We're all in it together when it comes to sustainability.



Governance

We believe responsible business practices make a positive impact on the world around us. We're committed to ethical standards, strong governance, and creating shared value through strategies that align with our purpose and commitments.

We set the standard for trust and security

At CPM, trust forms the foundation of everything we do. We believe that responsible business practices are essential, not only to our work, but also to building enduring relationships with our stakeholders and creating a positive impact on the world. Our unwavering commitment to maintaining the highest ethical standards ensures that we earn and sustain the trust of those we serve.

We are proud to announce that we have successfully expanded the scope of our ISO 27001 certification to our agencies in Benelux, France, Ireland, Italy, Slovakia, Spain, and the UK. This milestone reflects our unwavering commitment to safeguarding sensitive information while optimising operational efficiency to meet the demands of a rapidly evolving digital landscape. We achieve this through our full alignment with a globally recognised gold standard for information security management systems.

ISO 27001 provides a rigorous framework for identifying, managing, and mitigating information security risks, which ensures the confidentiality, integrity, and availability of data. By achieving this certification, we demonstrate our ability to operate with precision and care in an era where data and AI-powered insights and outputs are critical drivers of innovation and value.

Our commitment extends beyond the operational benefits of ISO 27001. It is also a testament to our dedication to transparency, accountability, and ethical conduct. This achievement reinforces the trust our clients, partners, and stakeholders place in us, ensuring that their information is managed securely, and their privacy remains a top priority.

Get in touch

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