

B CORP IMPACT REPORT

2025

80 DAYS
HOTEL & TRAVEL MARKETING



LEADERSHIP INTRODUCTION

When 80 DAYS became a Certified B Corporation in July 2024, we made a public commitment: to balance profit with purpose and hold ourselves accountable for the impact we have on people and the planet. This inaugural Impact Report signals the start of our journey, providing an opportunity to consider our achievements, address challenges, and outline our aspirations for the future.

Over the past year, our business has evolved amid an ever-changing global landscape. While the travel and hospitality sectors faced uncertainty, we remained true to our people-first principles. Despite a setback in our turnover and profitability earlier this year, we made a conscious decision to protect our team and invest in stability. There were no redundancies, and we successfully reduced employee turnover, reinforcing our belief that sustainable growth begins with trust, consistency, and care. I am pleased to report that, as a direct result, our business outlook is positive as we return to growth with our team and foundations intact.

We have also enhanced the workplace experience for our teams. Our refurbished office spaces have been designed to encourage collaboration and creativity while improving wellbeing and work life balance. Alongside this, we introduced an enhanced parental and breastfeeding support package, reaffirming our commitment to inclusion and family wellbeing.

Sustainability continues to guide every part of our business. Through our Environmental Management System and Sustainable Travel Policy, we have made measurable progress in reducing waste, improving energy efficiency, and embedding sustainable procurement. We are proud to have partnered with The Edinburgh Remakery that recycles and repurposes IT equipment, ensuring valuable resources find a second life in our community.

Our environmental goals remain clear:

- Reduce waste generation by 15% by 2030
- Improve energy efficiency by 5% by 2030
- Cut scope 2 and 3 carbon emissions by 5% by 2030

LEADERSHIP INTRODUCTION

Internally, we continue to nurture the culture that earned us Investors in People Gold Accreditation. Our approach to leadership development, wellbeing, and flexibility reflects our value of 'freedom within a framework'. By embedding human rights, antislavery, anticorruption, and whistleblowing principles into our governance, we are ensuring integrity remains central to every decision.

Looking ahead, our focus is on progress with purpose:

- Increase our B Impact Score by 5 to 10% by our 2027 recertification
- Expand local hiring and deepen community partnerships
- Support clients in developing their own sustainability strategies
- Assess and manage AI's role in responsible digital marketing

We believe true sustainability is achieved through consistent, measurable action, not perfection. As we continue to evolve, we remain committed to transparency, accountability, and the belief that business can and should be a force for good.

Thank you for being part of our journey.



A stylized, handwritten signature in black ink.

Chris McGuire

Managing Partner, 80 DAYS



A stylized, handwritten signature in black ink.

Douglas Hunter

Sustainability Director, 80 DAYS

Date of Publication: November 2025



OUR JOURNEY TO B CORP CERTIFICATION

Why we pursued certification

Becoming a Certified B Corporation felt like the natural next step for 80 DAYS. We've been working to run the business in a way that puts ethics, community and the environment at its centre for a long time, and B Corp gave us a credible external benchmark to test ourselves against.

We were clear from the start that certification wasn't the end goal. The real value is the structure it gives us to keep improving—especially around transparency, accountability, and making sure we balance purpose with profit as we grow.

OUR JOURNEY TO B CORP CERTIFICATION

Where we started (what was already in place)

We kicked off the formal process in October 2023 with a full review of existing policies, culture and operational practices.

A big chunk of B Lab's expectations were already baked into how we work, particularly:

- Environmental Management System (EMS): ongoing measurement and reduction of our impact across energy, waste, water and emissions.
- CSR and Code of Ethics frameworks: clear standards for fairness, equality and transparency across the business.

Because of that foundation, the work wasn't about reinventing who we are. It was about tightening what existed, filling the gaps, and making sure we could evidence it properly.

What we had to build or formalise

To align fully with B Lab standards, we strengthened and documented a set of integrated policies covering:

- Human Rights
- Anti-Slavery
- Sustainable Travel
- Environmental Purchasing
- Equal Opportunities
- Health & Wellbeing

What changed in practice: this stage was less about introducing new values and more about ensuring our governance and culture were consistently documented and audit ready.

Owners: the management team coordinated this work, with input and support from Brand and Marketing.

OUR JOURNEY TO B CORP CERTIFICATION

Governance and legal requirements

As part of certification, we adopted the B Corp Legal Requirement, which formally embeds stakeholder governance into our company structure and decision-making. In other words, we're now legally committed to considering the impact of decisions on stakeholders—not just shareholders.

We also signed the Declaration of Interdependence, which is our public commitment to being part of the wider B Corp community and to using business as a force for good.

Using the B Impact Assessment (BIA)

We used the B Impact Assessment (BIA) as more than a compliance checklist: it became the practical roadmap for where to focus effort and what good looks like in measurable terms.

The BIA assesses performance across five areas:

- Governance
- Workers
- Community
- Environment
- Customers

Working through the assessment helped us be concrete about:

Where we were already strong, and

Where we needed to close gaps or push further.

Key output: our certification score was 88.2.
Our strongest area was Workers, and our biggest improvement opportunity is Customers.



WHAT WE'VE PUT IN PLACE POST- CERTIFICATION

We didn't want the BIA to sit on a shelf until re-certification. Instead, we've built it into our continuous improvement cycle, linking it directly with our Investors in People Gold accreditation and wider long-term action plan.

Each year we:

- Reassess progress against BIA metrics,
- Feed insights into departmental goals,
- Connect outcomes into leadership development, and
- Include impact updates in employee engagement reviews.

That approach keeps impact work part of normal operations rather than a separate sustainability stream.

Where this shows up in practice: local hiring decisions, our hybrid work approach, supplier partnerships, and community outreach planning.

WHAT WE'RE FOCUSING ON NEXT

Our priority now is to keep the spirit of certification alive: ongoing reflection, accountability, and steady progress rather than “doing B Corp once.”

The BIA is now our live roadmap. It gives us a shared reference point as a business and keeps pressure on us to:

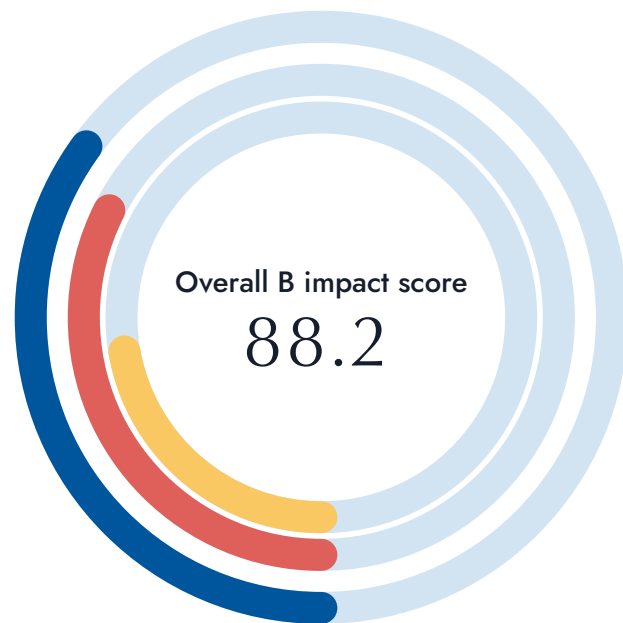
- Innovate where we need to improve,
- Listen to feedback from staff, clients and the community, and
- Lead responsibly as we scale.

BOTTOM LINE

B Corp certification confirms the direction we've been moving in for years. More importantly, it gives us a structured way to keep getting better. We'll continue using the BIA as our compass for sustainable transformation so that our people, clients and communities benefit from a business that genuinely balances purpose and profit.

B CORP SCORE AND GOALS FOR RECERTIFICATION

B Corp score and improvement goals provide essential context for stakeholders, showcasing our journey, progress, and strategic focus areas. They help explain how quickly change can occur, highlight identified opportunities, and outline where resources will be allocated to reduce negative impacts and enhance positive ones.



- Overall B impact score 88.2
- Qualifies for B Corp certification
- Median score for ordinary businesses: 50.9

Breakdown by impact area:

- Governance: 17.1
- Workers: 38.2
- Community: 20.7
- Environment: 9.9
- Customers: 2.2

Goals for recertification (2027):

- Increase overall B Impact Score by 5 to 10%.
- Target improvement in Environment and Customers, currently lowest scoring areas.
- Continue strengthening Governance through transparency, ethics, and stakeholder engagement.
- Expand community initiatives and local hiring to enhance the Community score.
- Advance employee development and wellbeing programmes to deepen performance in Workers.

WHY THESE METRICS MATTER

These score areas illustrate where 80 DAYS excels and where improvement is strategically focused. Sharing these transparently helps educate stakeholders on our progress, challenges, and long-term sustainability commitments.

GOVERNANCE: (INITIAL SCORE: 17.1)

What we said we'd do

Although financial transparency was already achieved, the required education around company finance was missing.¹

Embed mission into core management accountability.

Update mission to reference measurable social/environmental outcomes.

Create a Stakeholder Engagement Policy.

What we did

Company finance education delivered as a presentation to employees.

Job description updates communicated to managers.

Updated mission published internally/externally also communicated during team meetings onboarding.

Policy created and scheduled to be published on 80 DAYS website.

PLANS FOR THE NEXT 12 MONTHS

1

Ensure whole-company alignment to S&E goals. This includes delivery of updated emplates, manager guidance pack, training for line managers.

2

Meet best practice (aligned to ESRS, GRI) by performing a materiality assessment with employees, clients and suppliers.

3

Strengthen the credibility of our monitoring system by undergoing an external review of anti-corruption program.

4

Strengthen mission alignment with measurable impact areas.

WORKERS (INITIAL SCORE: 38.2)

What we said we'd do

Explore access to free/low-cost banking tools if relevant.

Increase paid professional days.

Enhance Parental Leave.

Reduce attrition rate.

What we did

Engaged with Capital Credit Union, a member owned, community based financial organisation.

Increased additional training opportunities on our Breathe platform for internal courses and self-directed learning time, also greater access to conferences and external training opportunities.

We now offer an enhanced maternity and paternity leave above the statutory minimum.

The initiatives we have introduced are starting to show a reduction in employee turnover.

PLANS FOR THE NEXT 12 MONTHS

1

Review our enhanced
parental leave.

2

Offer cheaper access
to EV cars.

3

Provide EAP/mental health
support to families.

4

Increase paid
professional days.

COMMUNITY (INITIAL SCORE: 20.7)

What we said we'd do

Perform gender and ethnicity pay equity analysis.

Formalise a local purchasing target.

Introduce paid volunteer time.

Prioritise suppliers with strong sustainability credentials.

What we did

Corrected individual salaries where people are underpaid compared to peers.

Maintained a 60% local supplier spend annually.

This was planned but not implemented, it will be planned in for the next 12 months.

All suppliers are required to meet a minimum standard of compliance.

PLANS FOR THE NEXT 12 MONTHS

1

Introduce paid
volunteer time.

2

Participate in industry
forums, panels, or research
on sustainability.

3

Set an annual
giving target.

4

Increase pro
bono work.

ENVIRONMENT (INITIAL SCORE: 9.9)

What we said we'd do

Create guidance for responsible IT purchasing, refurbishment and e-waste recovery.

Work with the landlord and utilities to obtain reliable water consumption data for the Edinburgh office.

Increase incentives for low-carbon commuting.

Create guidance for responsible IT purchasing.

What we did

Partnered with a local charity to refurbish and recycle all IT equipment.

Water data requested from supplier, baseline now established.

Introduced formal policy on sustainable travel first.

Where possible, refurbished laptops and company mobile phones are purchased.

PLANS FOR THE NEXT 12 MONTHS

1

Expand circular purchasing
and responsible materials
management.

2

Strengthen green building
performance and collaboration
with the landlord.

3

Build on formal water and
waste monitoring with
reduction goals.

4

Capture all office energy use
in a single tracking sheet.

CUSTOMERS (INITIAL SCORE: 2.2)

What we said we'd do

Explore industry-recognised quality accreditations.

Strengthen Data Privacy Practices.

Document a formal data incident response plan.

What we did

Began implementing cyber essentials practices.

Expanded privacy by design principles.

Policy created and shared with key stakeholders.

PLANS FOR THE NEXT 12 MONTHS

1

Achieve Cyber
Essentials certification.

2

Implement simulated phishing
or cyber-awareness testing
for employees.

3

Commit to responsible use of
AI in content and campaigns.

THANK YOU

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