



**CPM**

# Driving Change, Creating Impact

CPM Corporate Social Responsibility  
Review 2025/26

# Driving Change, Creating Impact

CPM are part of Omnicom, whose approach to corporate responsibility is built upon a long-standing and persistent commitment to employee development, environmental stewardship, a culture of ethics and firm corporate governance. It supports 3 key pillars of corporate responsibility to: Empower Popole, Protect our Planet and Lead Responsibly.

Throughout 2025, our teams delivered on this approach by continuing to support their communities, champion wellbeing and culture, and advance our environmental commitments, all while upholding strong governance practices that earn the trust of our clients and partners.

At CPM, we believe that how we act today shapes the world of tomorrow. Our people continue to show that collective action, care and conscious choices can deliver meaningful progress, every day, across our business.

In this review we share the stories and achievements that defined the past 12 months, led by our people, delivered through consistent practice and grounded in the belief that progress is a shared responsibility.

You may also read Omnicom's last [Corporate Responsibility Report](#) that provides a high-level overview of its corporate responsibility commitments, activities and progress.



Meaningful change begins with the choices we make and the actions we take together. At CPM, we believe **there is a better way** to create progress, through collective responsibility, consistent action and people-led delivery.

## Community

Our people once again dedicated their time, energy and creativity to support causes that matter. Whether raising funds for health charities, participating in physical challenges, or volunteering with local organisations, teams consistently stepped forward to make a difference.

### Local actions, real outcomes

Across our network, colleagues focused on actions that create value closest to home, working in ways that are globally consistent while remaining locally relevant to the communities in which they live and work. Initiatives ranged from hosting an on-site blood drive with the French Blood Establishment (EFS), to participating in municipal clean-up efforts, to volunteering in community spaces that benefit from additional care and support.



CPM France colleagues giving blood

These initiatives addressed real, immediate needs and strengthened our relationship with local partners, demonstrating CPM's commitment to being visible and active contributor within our communities we serve.

### Mobilising generosity, and measuring impact

Colleagues continued to amplify their generosity through endurance hikes, annual runs, raffles and seasonal appeals, directing support to causes including the British Heart Foundation, 21st Century Thame, the Irish Cancer Society, and Action Cancer.



Irish Grocers Benevolent Fund

In Ireland alone, our teams raised €4,000 through collective fundraising, while UK teams exceeded their targets across two major hiking routes, with CPM matching the total to double its impact.



CPM UK hiking for impact: Raising funds for the community

Our long-standing sponsorship of the Thame 10K also reached a major milestone year, bringing more than 1,000 runners together and reinforcing our commitment to community health and wellbeing.



Milestone moments: The CPM UK Thame 10K 2025

## Small acts that scale

Alongside large-scale fundraising and volunteering initiatives, colleagues focused on “small, consistent actions” that collectively strengthen the organisations and people around us.



CPM Ireland celebrating the TWIG ((Tactical Women in Grocery) Person of the Year

Food and meal support for families, seasonal care packages, blood donations and charitable event staffing, including support for TWIG, contributed to a culture of everyday generosity.



Providing food to children and families in the Philippines

These actions may be modest individually, but over time they build trust, stability and genuine connection with local communities.



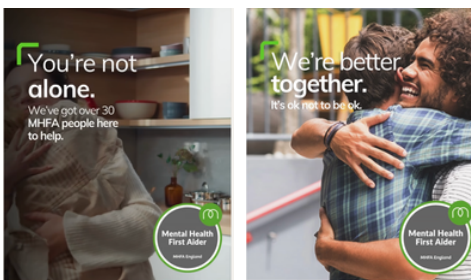
CPM in Slovakia providing gift boxes for Seniors

## Impact and Inclusion

Across CPM, supporting our people means investing in wellbeing, accessibility, culture and leadership so that colleagues can thrive, wherever and however they work. Our approach this year built on proven programmes while evolving to meet the needs of field teams, office-based colleagues and managers navigating increasingly complex environments.

### Wellbeing that makes a difference

Teams benefitted from a broad range of practical, accessible well-being initiatives designed to support healthier routines and better balance. Monthly Mental Health Tips provided actionable suggestions and curated resources, while regional roadshows offered opportunities to reconnect, reflect and learn from experts,



Mental Health First Aider

including national health organisations delivering early detection awareness sessions. Online activities such as morning coffees and Pilates continued to

foster connection for colleagues working remotely or in the field, reinforcing CPM's commitment to holistic wellbeing.

### Accessibility and allyship in everyday practice

We deepened our focus on accessibility through dedicated learning sessions, including a digital accessibility webinar hosted by a senior leader at Microsoft France. Partnerships with organisations such as Recruiting contributed to socially responsible practices, while frameworks such as the Handéo label recognised our ongoing support for colleagues with caregiving responsibilities.



A digital accessibility webinar by CPM France hosted by Microsoft France

Awareness activities, from interactive workshops to campaign-based learning, helped embed empathy, understanding and accessibility into daily working culture, ensuring colleagues feel supported at every stage.

## Leadership that cultivates psychological safety, trust and growth

Strong, people centred leadership continues to shape the experience of working at CPM. Manager development programmes emphasised psychological safety, growth mindset and accountability, equipping leaders to guide resilient, engaged teams.

In several markets, women represent more than half of the workforce and over a third of leadership roles, supported by flexible working models that facilitate smooth transitions after parental leave.

These approaches reinforce our commitment to creating the conditions for long-term progression and meaningful careers.

## Creating shared experiences that build belonging

Throughout 2025, colleagues found meaningful ways to connect and celebrate the wide range of backgrounds, perspectives and experiences within our global workforce.

Shared meals, cultural gatherings and regional events created genuine moments of connection, helping colleagues build understanding and strengthen team identity. Field and office teams alike benefited from opportunities to come together physically and virtually, creating spaces where people could be seen, heard and valued.



*Shared experiences that build belonging in France, Benelux, UK & Ireland*

In partnership with our clients, we continued to support initiatives that advance representation and accessible work experiences. This included gender balance goals within field operations, inclusion- focused roundtables and training academies designed to help colleagues better understand and support neuroinclusive approaches to work.

# Environment

This year saw continued, meaningful progress in how we reduce our environmental footprint across CPM. Building on the foundations set in previous years, teams focused on technology, behavioural change and smarter operational choices that collectively help protect the world we share. Our approach combined cleaner mobility, improved reporting and a growing culture of environmental awareness that encouraged colleagues to take ownership of sustainability in their daily work.

## Cleaner transport for a lower-impact future

Mobility remained one of the most significant levers for reducing our environmental impact and 2025 saw major advancements in how our team's travel. Several markets expanded their use of electric vehicles, with one region completing a full transition to an all-electric field service fleet, an important milestone in reducing operational emissions and accelerating the move away from traditional fuel dependency.



CPM Benelux with their new electric fleet

These steps were strengthened by the introduction of lower emission vehicle alternatives, expanding sustainable options for colleagues whose roles require frequent travel.



Driving skills program for more efficient vehicle handling

To support lasting impact, tailored training programmes helped colleagues adopt safer and more efficient driving habits. These sessions highlighted how driving style influences battery performance, vehicle longevity and overall environmental impact. By combining fleet transformation with behavioural change, teams created conditions for sustained reductions in emissions, improved efficiency and a more environmentally conscious approach to essential travel.

## Reducing emissions through smarter choices

Several markets contributed to reductions in emissions, driven by changes in behaviour, improved tracking and operational efficiencies. Enhanced insight provided clearer visibility of where emissions were generated and where the greatest improvements could be made, allowing teams to prioritise actions with the biggest impact.

One of the most significant reductions came from travel related activity. Upgraded fleets, paired with data led insights, helped colleagues make informed choices about routes, vehicle use and planning. These insights encouraged more intentional decision making and supported a culture where reducing emissions became a shared responsibility rather than a standalone objective. The results demonstrate that when colleagues understand both the rationale and the impact of their actions, lasting change becomes possible.



Reducing emissions through smarter choices

## Building everyday environmental awareness

Environmental progress also extended into daily habits, awareness and mindset. Engagement activities around World Earth Day helped colleagues understand their personal environmental impact and identify areas where small changes could make a meaningful difference. These touchpoints encouraged reflection and supported a broader shift toward more sustainable decision making.

Alongside this, teams introduced paper saving processes, digitisation initiatives and local recycling improvements that streamlined workflows while reducing waste. Some markets invested in biodiversity projects on their sites, reinforcing the idea that environmental responsibility can be practical, visible and rooted in local spaces. Through these combined efforts, environmental stewardship became part of the everyday rhythm of work, strengthening our collective commitment to reducing our impact on the planet.



Building everyday environmental awareness

## Governance

Strong governance remains the foundation of how we operate at CPM. As our organisation continues to evolve and innovate, the safeguards that protect our people, clients and partners become even more essential. This year, we strengthened the systems, controls and behaviours that ensure our operations remain secure, resilient and accountable. Our approach is rooted in demonstrating trust through action, not just in what we deliver, but in how we work every day across our global network.

### Protecting data, strengthening confidence

As organisations increasingly rely on data and AI to drive innovation and efficiency, privacy and security have become competitive imperatives, not compliance obligations. At CPM, trust is not something we claim, it's something we demonstrate through responsible action, every day across every operation.

The maintenance of our ISO 27001 certification is one of the many ways in which we ensure that our commitment to information security is embedded as a foundational practice. This certification provides the governance framework and rigorous controls, that protect the confidentiality, integrity, and availability of the data entrusted to us. But certification alone is not enough.



ISO 27001 logo

The consistent application of privacy by design across our teams, channels, and markets ensures that privacy by design isn't simply something that CPM does, it's how we operate.

Our integrated approach, combining information security rigour with privacy-conscious operations and responsible AI governance is how CPM earns and sustains trust. In an environment where data breaches continue to affect organisations across industries, responsible data stewardship is not a competitive advantage; it is a requirement. CPM meets that requirement not through rhetoric, but through demonstrated commitment, consistent practice, and continuous improvement.

CPM International  
47 Aylesbury Road, Thame,  
Oxon, OX9 3PG  
United Kingdom  
Tel: +44 (0)20 3481 1020

**Get in touch**



At CPM, trust forms the foundation, it's the standard we uphold in every decision, every action and every interaction