

# Camino for good

Impact report 2025



A note from our exec team

# Who are Camino?

Camino was founded in 2023 with the principles of hiring brilliant people, giving them the right environment and access to the latest technologies, and pushing the boundaries of what's possible for our clients.

We wanted to build something ambitious, adventurous and genuinely enjoyable to be part of – a place where talented people felt trusted and supported to do cool work.



## Mission statement



*At Camino, our mission is to help our people and clients reach new milestones on their journeys through life and work. We have the best people and give them the best tools for success.*

*For our clients, Camino illuminates the path to personal triumphs – recognition, promotions and awards – and to the greater victories of educating and empowering their teams, HCPs and patients.*

*Ultimately, we aim to make the world a wee bit healthier through what we do in medical communications – **one adventure at a time.***



We summarised this intention in our Camino values, which we always keep at the forefront of our work and business decisions:



## LEARN every day

We explore new opportunities and technologies and share what we learn with anyone who could benefit



## CHANGE something

We challenge the status quo with a positive, solution-focused mindset to go beyond the expected



## GROW together

We bring passion, ambition and fun to everything we do to get the best results AND enjoy the journey

...and always seek adventures



We think we've done a good job maintaining these values, as we've done award-winning work, have excellent staff retention, and we've had a lot of fun along the way.



A note from our exec team

# Why we're publishing this report



**James Turnbull**  
Founder

We've grown quickly since 2023, and we've come a long way in that short time. But rapid growth needs to be done sustainably – for ourselves and the team, but also for the wider ecosystem.



**Jess Blackwell**  
Executive Director

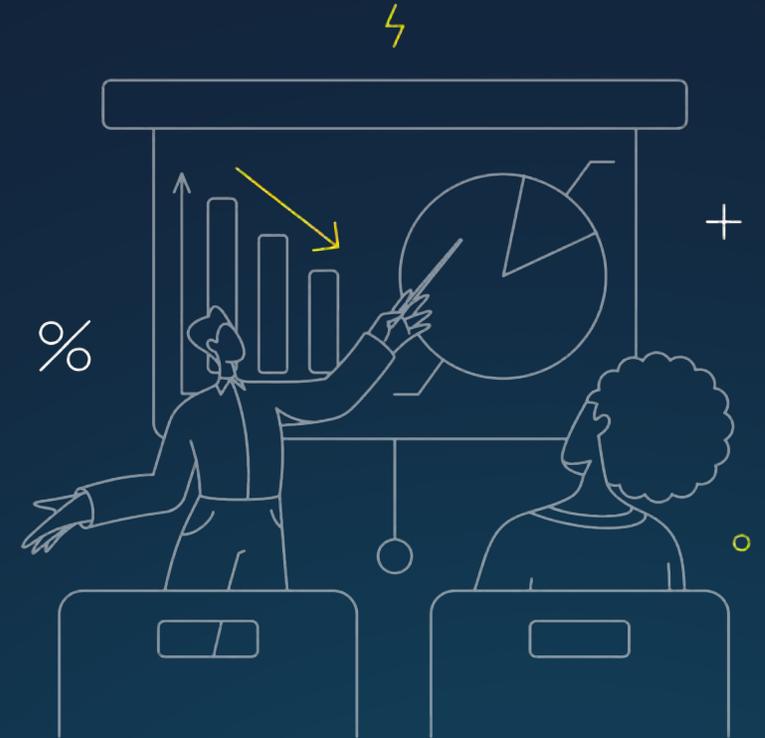
We've really admired other agencies who are open about how they operate, and it made us reflect on how we could do the same – sharing not just the good stuff, but also where we're still figuring things out.

So this is our first Camino for Good report, covering 2025. It's a snapshot of what we've been working towards, the impact we're starting to have, and where we know we can do better.



**Ellie Thomas**  
Director

We set ourselves some clear impact goals and have tracked how we're doing against them – not because we expect to get everything right first time, but because we want to learn, improve, and hold ourselves accountable as we grow.



# Our impact goals are shaped by our values



**Industry impact**  
*Work to be proud of*



**Governance**  
*Keeping Camino on track*



**People**  
*Our incredible team*



**Community**  
*Giving back*



**Environment**  
*Treading lightly*



**LEARN**  
every day



**CHANGE**  
something



**GROW**  
together

<p><b>1.1</b></p> <p>Drive innovation and elevate industry standards</p>	<p><b>2.1</b></p> <p>Continuously raise our standards as we grow</p>	<p><b>3.1</b></p> <p>Give our team the opportunities and tools to grow</p>	<p><b>4.1</b></p> <p>Find new ways to raise awareness and drive change for causes that matter</p>	<p><b>5.1</b></p> <p>Embrace sustainability and build it into working practice</p>
<p><b>1.2</b></p> <p>Challenge our clients to embrace new technologies</p>	<p><b>2.2</b></p> <p>Respond to evolving needs and make transparent decisions</p>	<p><b>3.2</b></p> <p>Build a culture based on trust, flexibility and fun</p>	<p><b>4.2</b></p> <p>Use our resources to make a positive impact</p>	<p><b>5.2</b></p> <p>Turn good intentions into measurable change</p>
<p><b>1.3</b></p> <p>Share our expertise with the wider industry</p>	<p><b>2.3</b></p> <p>Grow sustainably with long-term goals in mind</p>	<p><b>3.3</b></p> <p>Retain great people while attracting diverse new talent</p>	<p><b>4.3</b></p> <p>Build partnerships that go beyond one-offs</p>	<p><b>5.3</b></p> <p>Grow the business without growing our footprint</p>





# Industry impact

Work to be proud of



## Drive innovation and elevate industry standards

# Our work

In 2025, we continued to grow our work with pharma and healthcare organisations, expanding our client base and broadening the scope of our projects. This growth allowed us to support a wider range of medical affairs and commercial teams, helping them find innovative ways to communicate science and achieve their goals.

Much of our work involves the core med comms activities that keep the industry moving – events, training, materials and strategy. But even within these ‘bread and butter’ projects, we look for opportunities to push ideas further and bring creativity, technology and fresh thinking to the table, like we did with the VELOCITY training programme.

We also take that creativity a step further, and thrive in creating new, technology-based solutions that solve old problems, like our AI avatar, EVA, and congress intelligence platform, Project Goldfish.

This focus on innovation is reflected in the fact that Camino was the **most awarded agency at the PMi Awards in 2025:**



2 gold + 1 bronze award

AI-powered avatar chatbot for compliant HCP engagement. Natural language with **200+ approved responses.**



1 silver award

AI-personalised launch training adapting content to role, location and learner progress. Alignment scores increased from **3.28 to 4.69 over 6 months.**



1 bronze award

AI-powered congress intelligence platform, automating abstract analysis and prioritisation. **74% time reduction with 99% accuracy.**

In 2025 we expanded from:

**9 to 19 companies**



**22 to 35 accounts**



**102 to 175 projects**



**7 to 10 therapy areas**



Challenge our clients to embrace new technologies

# Lúmina workshops

We don't believe in gatekeeping the expertise we've gained, and we also don't believe in leaving clients to figure things out alone. Through our Lúmina workshops, we actively challenge pharma teams to explore how emerging technologies, particularly AI, can be used in their day-to-day work. By combining practical experience with real-world examples, we help teams move from curiosity to confident adoption.

Lúmina workshops are designed to help medical affairs teams:

See real-world examples applied to med affairs workflows

Start using AI for creative problem-solving

Build practical knowledge of AI tools



Gain the confidence to test and adopt AI responsibly

Champion new ways of working within their teams

In 2025:



We delivered **18** workshops across **12** pharma companies in **9** different countries



Average confidence using AI increased from **3.2** to **4.1** (out of 5)



Our net promoter score was **78%**



Share our expertise with the wider industry

# Adventures in Pharma

While we love running bespoke workshops and presentations, we realised we could probably do more to share what we've been learning about AI with the wider industry. So we decided to do something a little adventurous and host our own 1-day conference dedicated to AI in pharma.



1.3



120 attendees...

Including 3 free student tickets



...and **96%**  said they would attend again

...so guess what we're doing in 2026!

Rated their experience **4.6/5**



**REGISTER NOW**



JOIN US ON A COSMIC JOURNEY  
**ADVENTURES  
IN PHARMA**

Adventures in Pharma was a chance to bring together the things we love doing at Camino: exploring new technologies, sharing knowledge openly, and creating engaging experiences.

The agenda covered the building blocks of AI, award-winning case studies of AI in action, expert panel discussions on its impact, and hands-on workshops exploring its potential applications – all brought to life with beautiful branding from our in-house design team.

The result was a conference focused not just on what AI might do in the future, but how pharma teams can start using it responsibly and practically right now.





Share our expertise with the wider industry

# Thought leadership

As part of our campaign to not keep expertise behind closed doors, we encourage team members across Camino to share their insights, experiences and lessons learned with the wider industry through thought-leadership articles.

These pieces cover topics ranging from emerging technologies to communication strategy and industry practice, reflecting the curiosity and specialist knowledge across the team. Six new articles were published in 2025, with more in development.



James Turnbull

AI

### Creating an AI photobooth with soul

Inside our journey to build an AI photobooth that makes people laugh, wonder, and connect - not just pose.



Jess Blackwell

Business

### Perfecting the art of "getting on with it"

A fresh take on balancing strategic clarity with action, evolving the 'get on with it' mindset into something even more powerful.



Ellie Thomas & Iona MacKillop

AI

### AI-powered patient comms

AI transforms patient comms by simplifying science, speeding delivery, and personalising content - especially in rare disease contexts.



We also launched 'Friday Nutshells', a series from our Senior Scientific Director, Ellie Hughes. Each week she takes an interesting research paper and breaks it down into a short, accessible summary - helping busy readers stay up to date with important science without needing to read the full paper.

**Together, these contributions helped grow our LinkedIn audience and start new conversations across the industry.**

In 2025:



**6** thought-leadership articles from across the team



**6** Friday Nutshells from our resident science guru, Ellie H



**55%** increase in LinkedIn followers



**378,599** impressions and **2,936** reactions





# Governance

Keeping Camino on track



Continuously raise our standards as we grow

# Innovating with integrity

Building a company like Camino is exciting, but flexibility, freedom and pushing boundaries only work when they're underpinned by responsibility, whether that be to our industry, people or wider environment.



Working in healthcare and with emerging technologies means innovation has to be handled with care. Challenging the status quo and experimenting with new tools is part of who we are, but it must be underpinned by high standards in ethics, data and AI – and a commitment to raising the bar as expectations evolve.



It isn't enough to create a business that feels adventurous and enjoyable to be part of – it needs to be sustainable. The commercial model has to work. Growth has to be deliberate rather than reactive. And the people who are building Camino need to feel recognised and rewarded for the value they create.



And as the team grows and decisions become more complex, the culture won't scale on its own. Trust, flexibility and transparency need to be actively maintained, not assumed.

That's why we've put real thought into how the business is led. We've invested in strong leadership structures and oversight to make sure Camino is resilient, commercially sound and ethically responsible – without layering in unnecessary hierarchy or red tape. We want decisions to be considered, transparent and aligned with our values, so that ambition is always matched with accountability. And we're committed to continually reviewing and raising these standards as we grow.



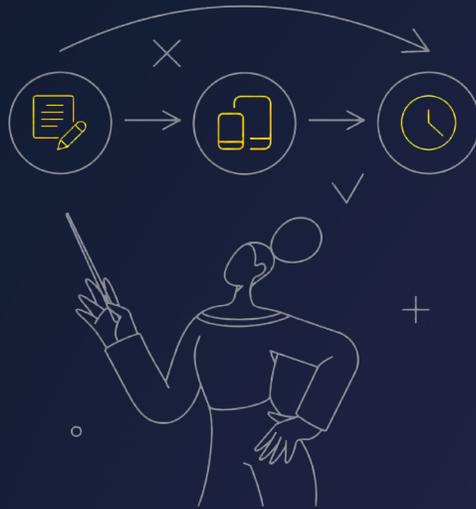


Respond to evolving needs and make transparent decisions

# Evolving our governance

Growth changes what a business needs. What feels intuitive with ten people becomes more complex at thirty, and so we've been deliberate about strengthening our structures to match that shift. As the business scales, clarity of communication remains essential, and previously informal processes need firming up.

We also regularly step back and ask whether our policies, structures and safeguards are still fit for purpose, and whether they reflect the standards we want to hold ourselves to.



That's why in 2025 we've reviewed and updated key policies, invested in specialist HR support and sought external expertise where appropriate. It's also why we've continued refining our approach to ethics, compliance and responsible AI use as both regulation and technology evolve.

In 2025 we:

## People

- Reviewed all our people policies to ensure clarity and completeness
- Conducted a full benefits benchmarking review and improved our offering
- Rewrote our Employee Handbook to improve accessibility and usability

## Support and wellbeing

- Partnered with an external HR consultant to strengthen leadership support
- Delivered whole-team Fairness at Work training, increasing awareness around anti-harassment and bullying policies

## Ethics and compliance

- Became a member of UKAI, recognised for ethical AI implementation
- Reviewed our AI policy and made it more user-friendly
- Were finalists for Code Clarity UK's Best Practice in Compliance Award





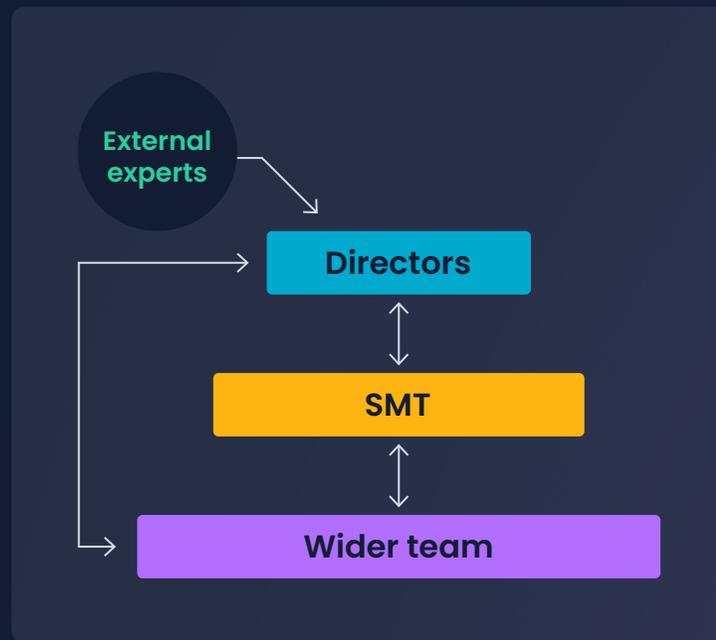
## Respond to evolving needs and make transparent decisions

# Being transparent and team-led

Honesty and clear communication are fundamental to how we operate. We've found that when people understand the 'why' behind a decision, not just the 'what', they're better placed to engage with the direction of the business and contribute to it.

We also trust our people with the context. That means sharing information even when decisions are complex or difficult, because understanding is almost always better than speculation. We don't believe in keeping people at arm's length from the things that affect them. Plus, they often have valuable insights or opinions that add to the conversation!

This doesn't necessarily mean every decision is made by committee. It means decisions are explained, contextualised, and open to challenge.



Our senior management team is made up of the three directors and seven team leads. They meet regularly to discuss business goals, company initiatives and feedback from across the team.



Agendas are open and anyone can contribute, helping ensure conversations reflect what's actually happening across the business.



When decisions affect how we work day-to-day, we actively seek team input through Slack polls, surveys and open discussion. The people delivering the work should have a voice in shaping how we operate.

We keep structured feedback loops in place. Monthly anonymous surveys and regular 1:1s ensure that ideas, concerns and suggestions don't get lost. They move up the chain and are reviewed by the leadership team.





Grow sustainably with long-term goals in mind

# Growing sustainably

We of course want Camino to grow – but not at the cost of our culture, standards or team’s wellbeing.

We’re proud that in our first 3 years the business has been financially successful and consistently profitable. For us, though, profit isn’t the destination; it’s what gives us stability, allows us to reward our team properly and means we can invest confidently in the future.



Sustainable growth means balancing ambition with realism.

We set revenue goals that stretch us, but we sense-check them against capacity, workload and the kind of experience we want the team to have.



We monitor performance closely throughout the year, with regular capacity and account reviews to ensure our forecasts are accurate.

In 2025, we built a bespoke long-term resourcing tool called SuperARTs, which gives us a clear, objective view of how revenue changes affect the team’s capacity and ensures we are resourcing responsibly.



Alongside this, the exec team holds an annual business planning session with a panel of external experts. Inviting challenge and outside perspective helps us pressure-test our assumptions and make sure long-term strategy is grounded, not just optimistic.

As we scale, financial oversight and strategic planning become more important. For us, sustainable growth is about expanding in a way that allows us to keep learning, innovating and delivering high-quality work without compromising the foundations and culture we’ve built.





# People

Our incredible team



Give our team the opportunities and tools to grow

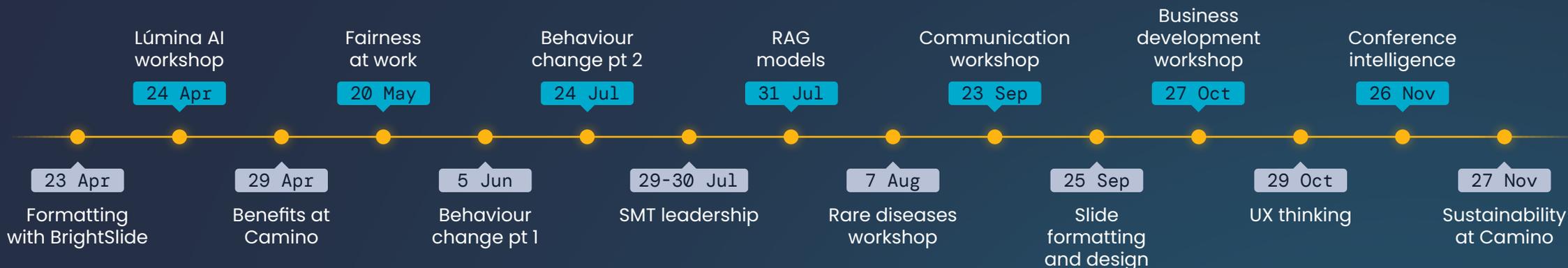
# Learning and development

Being a small and adventurous med comms company means our roles aren't rigid. We work closely across disciplines, take on projects without a clear playbook, and regularly step into new territory – especially when it comes to AI and emerging tech. That means we're constantly learning and evolving together.

We also recognise that time needs to be protected for learning, so that it doesn't get squeezed out by deadlines.



That's why we ran **14 whole-team training sessions** in 2025, covering everything from formatting and design to AI and tech, behaviour change and communication, rare diseases, and internal policies on fairness and sustainability.



We've built a strong culture of learning together, but going forward we want to complement that with more structured personal growth. In 2026, we'll be encouraging clearer development goals, mentoring relationships and formal CPD, so everyone feels supported to stretch in ways that matter to them.



Build a culture based on trust, flexibility and fun

# Our culture

Culture doesn't happen by accident – especially in a growing, hybrid business. We've deliberately designed ours around trust, flexibility and connection, because we believe people do their best work when they have autonomy (and fun!).

We are remote-first by design, but also have office options for people who like a change of scenery.

People are trusted to manage their time in ways that suit them – as long as the work is getting done, we don't mind if your lunchtime Pilates class runs over or you need to dip out to pick up your kids.

We also encourage people to bring their whole selves to work. Our days include plenty of laughter and silliness, but underneath that is a culture of mutual respect, support and psychological safety – where people feel comfortable speaking up and being themselves.



We are remote-first, providing team members with the equipment they need to successfully work from home



Team members can book coworking desks at offices across the country, whenever suits them



For those who value regular office days, we have a part-time office in Farringdon for 2 days a week (complete with snacks and the occasional after-work pub trip...)



3.2



Build a culture based on trust, flexibility and fun

# Staying connected

But we didn't want the cost of flexibility to be connection, or the sense of belonging to one team.



- To make sure people working from home feel included, we have regular whole-team catch-ups, including shout-outs to highlight the week's superstars
- We have a camera-on, 'drop call' policy, meaning the team are encouraged to call people casually. We want to keep calls informal and regular so we stay connected – we don't care about your laundry/housemates/cats running riot in the background
- Slack channels dedicated to hobbies across the team range from book club to crochet, fitness, gardening and even wedding planning, helping remote team members stay involved with the fun stuff
- When we have a new starter, we all come together in person to welcome them to the team, celebrating with an after-work social
- We have whole-team get togethers in the spring/summer and at Christmas, making sure anyone who would otherwise be clock-watching for the last train has somewhere to stay for the night

3.2



In 2025 we had **11 in-person, whole-team socials**





Retain great people while attracting diverse new talent

# Team growth and retention

Across 2025, our headcount grew from 18 to 27 – a **50% increase** – and every new joiner has brought something special to the team.

As well as expanding our existing roles across Scientific Services, Client Services and Design and Technology teams, we also diversified our skillset by hiring:



A new **Director**, bringing fresh perspective and experience to the exec team



A **Technology Specialist** and a **Product Engineer**, harnessing tech to streamline internal processes and improve our client AI product offering



A **Senior Finance Manager**, strengthening our financial reporting and ensuring all our business decisions are robust



A **Med Comms Associate**, our most junior role and the first intake of our internal med comms training programme, **COMPASS**



While hiring new people and growing the team is great, we also recognise the importance of retaining our valuable existing team members. That's why there were **10 promotions in 2025**, as well as performance-based bonuses as standard across the team.



Camino team members

93%

staff retention rate from foundation in January 2023 to December 2025

9

new starters

10

Promotions





Retain great people while attracting diverse new talent

# The COMPASS programme



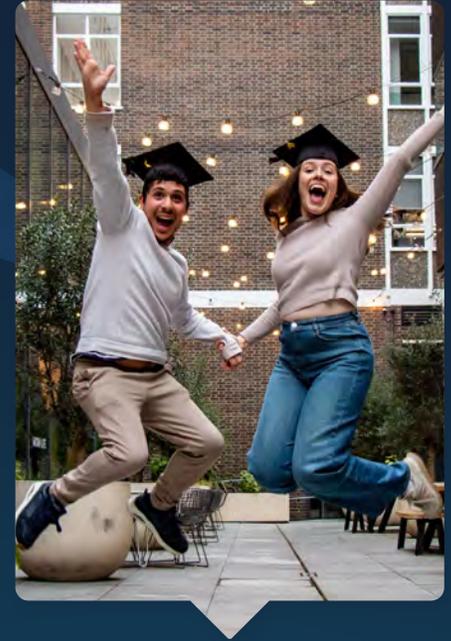
## COMPASS

We created COMPASS because we believe early-career roles matter, especially in a world where AI is often framed as replacing junior talent. Instead of reducing entry points, we wanted to invest in them.

While it was valuable to the candidates, it was also a great learning opportunity for the team; building the learner journey challenged us to articulate what great looks like, sharpen our own skills, and collaborate more closely across disciplines.

The scheme also gave our team the opportunity to step into mentoring, recruitment and outreach roles. They attended careers events, leading panels and connecting directly with students considering a future in med comms.

To be transparent, one of our COMPASS grads decided that med comms wasn't for her and has since left the industry. But we are proud that we provided her with an environment in which she could give it a go!



**11 people** across the team went to 6 careers events, handing out 400 leaflets

**3 team members** participated in career panels or external interviews

**15 team members** led first-stage interviews, gaining valuable experience

**129 people** applied to the programme

**2 successful candidates** graduated from the 6-month programme



Retain great people while attracting diverse new talent

# Ensuring recognition

As well as top-down recognition through pay rises and promotions, we believe it's important that team members feel appreciated for their everyday work. That's why we've built recognition into our culture:



In 2025 we introduced The Sparkle Awards – giving colleagues a formal way to celebrate their peers for smashing a project, saving the day or just generally being lovely to work with



All nominations are read by line managers and the senior leadership team, ensuring great feedback is visible across the whole business as we grow



Recognition is also built into our day to day, with a dedicated Slack channel for positive client feedback and peer appreciation, and weekly shout-outs in our whole-team call. We want to keep small wins and big successes visible across the business



Managers are also empowered and encouraged to send team members ad hoc gifts when they have gone above and beyond – especially after busy congresses or project deadlines – letting them know their efforts are appreciated and haven't gone unnoticed

**99** nominations and **5** Sparkle Award winners in 2025

**11** thank-you gifts sent to the team

“

*She's been super productive and dedicated, and presented so well to our client today – really putting the client needs at the heart of her delivery.*  
NAILED IT

”



Plus our most recent winner...



“

*Since joining, he has taught me so much, helping me fill in some skill gaps but also helping me become more confident in my own work. He is extremely supportive & provides mega helpful feedback, which I really appreciate. I feel very lucky to have him as my manager*

”

“

*She's been so on top of timelines and making sure everything goes as smoothly as possible, even when we've hit some road bumps along the way. It's great knowing we've got each other's backs and can work through problems and solutions together*

”



“

*Not only is he just SUCH a sunshiney human that is an absolute joy to work with, he is super organised, great at briefs & eager to help wherever he can. I can't imagine Camino without him!!*

”





Retain great people while attracting diverse new talent

# Team wellbeing

As a healthcare communications agency, we spend our days talking about wellbeing, prevention and long-term outcomes. It would feel inconsistent not to take that responsibility seriously internally too.

We want our team to feel supported, healthy and secure, as well as appreciated. So we have tried to remove some of the practical barriers to looking after themselves, building financial stability, and giving back.

Investing in our team's wellbeing is also part of managing the business responsibly. Burnout, financial stress and poor health aren't just personal issues – they affect the resilience of the company as a whole.



✦  
✦  
✦  
The most recent winner of our Camino step challenge



Health



Financial



ESG/CSR

## We have always had:

- Comprehensive private medical insurance, with exercise-based rewards
- Discounted and free health screenings
- Discounts for gyms, exercise classes and sportswear
- A generous pension scheme

## But in 2025 we also introduced:

- A health cash plan, to remove the financial barrier to everyday healthcare
- Group life assurance, to reduce potential financial worries
- Railcard reimbursement, to encourage people to take public transport
- A cycle to work scheme, to encourage an active lifestyle and to reduce emissions
- Paid volunteer days, so people have dedicated time to give back to their community





# Community

Giving back



Find new ways to raise awareness and drive change for causes that matter

# Supporting causes that matter

Each year we make a donation to a charity that is close to the team's hearts. In 2025, we donated £20,000 to Pancreatic Cancer UK, to support a team member who was fundraising for the charity in memory of his father.

This money will go towards vital research into developing a simple breath test that can offer much earlier detection of this devastating disease, helping to drive meaningful change for patients and their families.

But for us, impact goes beyond financial support. As a med comms business, we believe we have a responsibility to use our skills and creativity to raise awareness of important causes and help drive change at scale.



If you'd like to support our colleague's fundraising efforts, his page can be found [here](#).

Platform	EI socials engagement under Camino
Meta	+26.9%
Instagram	+70.9%
Facebook	+70.9%

That's why throughout 2025, we supported our charity partner, **Encephalitis International**, with awareness campaigns and social media to help them reach wider audiences.



77% of people have never heard of encephalitis, despite a case being diagnosed every 20 seconds worldwide.<sup>1</sup>

Encephalitis International's mission is to increase awareness of this life-threatening condition globally – and we wanted to help them.

We refreshed their branding and took over their socials, leading to increased engagement across all platforms.

1. Encephalitis International. <https://www.encephalitis.info/world-encephalitis-day/> (accessed March 2026).





Use our resources to make a positive impact

# Getting the team involved

As well as partnering with charities as a business, we want everyone at Camino to feel empowered to support causes that matter to them personally. So we've tried to make that as easy and practical as possible:

## Paid volunteer days

Every team member has one paid day a year to volunteer for a cause of their choice, giving them time back in their busy lives to contribute to their community.

Potential opportunities include community kitchens, litter picking, conservation and rewilding, education, spending time with the elderly, helping to sort donations... whatever team members see as valuable!



Some of the Camino team using their volunteer day to plant trees as part of a Woodland Trust initiative.

## EasyFundraising

We have also encouraged the team to set up EasyFundraising accounts – a browser plug-in that donates a percentage of eligible purchases to their chosen charity at no extra cost. It can be used for Camino, client or personal purchases, and in the past 4 months alone the team has raised £185 for good causes.



At the end of 2025, we also launched an ESG/CSR working group, aiming to widen the conversation and get input from the team on what initiatives they want to support.



Build partnerships that go beyond one-offs

# Our charity partnership

In 2024, we entered the Charity Challenge at the PharmaTimes Communications Awards, tasked with creating a campaign for Encephalitis International. We developed a Wordle-inspired concept that not only won us second place, but sparked a connection with the charity and their team.

Brain disease is a cause close to our team's hearts, and the concept felt too good to go to waste. So building on the original idea, we supported EI's World Encephalitis Day campaign, 'Red for WED', as a pro bono project.

We then began thinking about how we could contribute more meaningfully going forward. They wanted support with their social media and brand management, so in 2025 we took this on at a reduced rate, helping them raise awareness and drive engagement with their content.

This is what partnership looks like for us – not just delivering a campaign, but staying involved wherever we can add value.

We're also proud to be part of their 22 Club business network, working alongside other organisations to increase awareness of encephalitis and support long-term impact.



4.3



## Encephalitis Conference 2025

Helped market the 2025 EI annual conference, including social content and an EOY video. On the day, we also ran our AI photobooth to drive attendee engagement

## Your legacy. Your light.

Created content for the 'Your legacy' campaign, encouraging gifts in wills to support future brain research

## Adventures in Pharma

Provided EI with a free booth in our exhibition hall and invited them to join our expert panel, providing the charity perspective in AI

## The Great South Run

Three team members ran the Great South Run in October 2025, raising £360 for the charity





# Environment

Treading lightly

Embrace sustainability and build it into working practice

# Sustainability at Camino

As a remote-first, digitally led and relatively small team, our operational footprint is naturally smaller than most companies. But we wanted to be intentional and accountable about our impact.

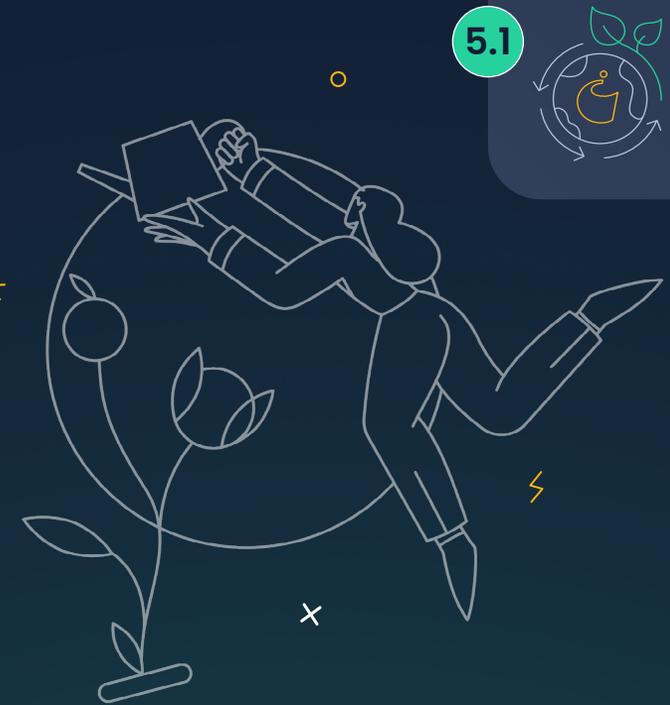
Our first environmental policy in 2023 reflected where we were at the time – a small, fast-growing business setting out broad intentions. In 2025, we wanted to review and update this policy to make it more specific to our business and our team, making sure sustainability was built into our everyday processes.



We knew that without clear structure, sustainability risks becoming an intention rather than a practice, so we set defined goals to help embed it into our day-to-day processes. We're proud to say that we achieved the majority of them in 2025:

## By the end of 2025, we aim to:

Use refurbished laptops and phones for all employees	✓
Introduce a Cycle to Work scheme to encourage greener commuting options	✓
Reimburse staff for railcard purchases to encourage travel by public transport	✓
Partner only with suppliers that have a sustainability policy in place, ensuring our purchasing decisions align with our values	✓
Train 100% of employees on our environmental policy to ensure sustainability is embedded in our day-to-day operations	✓
Use only sustainable, recycled, or biodegradable materials for all Camino branded merchandise, packaging, and printed materials	<i>In progress</i>
Measure and offset 100% of our non-client-work, flight-related carbon emissions by investing in verified reforestation or carbon reduction programmes	✓



We made a concerted effort to only use sustainable, recycled or biodegradable materials for Camino merch and printing, but didn't feel like we could say we 100% achieved it in 2025. Tight timelines and supplier green-washing make this tricky to properly assess, but we are working towards this in 2026.





Turn good intentions into measurable change

# What we're committing to next

We want to be deliberate about how we reduce our environmental impact. In 2026, our focus will be building on the standards we set in 2025, making our progress consistent, measurable and embedded across the business.

## We will continue to build on what's working:



Use refurbished laptops and phones for all employees



Maintain our cycle to work scheme and railcard reimbursement to reduce travel by car



Partner only with suppliers who have sustainability policies aligned with our values

The ESG/CSR working group we launched at the end of 2025 will support us in driving this forward – helping track progress, widen the conversation, and keep sustainability front of mind as we grow.

## And by the end of 2026, we will go further:



Embed sustainability into onboarding, with environmental policy training for all new starters



Use only sustainable, recycled, or biodegradable materials for all Camino branded merchandise and printed materials



Measure and offset 100% of ALL our flight-related carbon emissions (client and Camino work)



Ensure that over 75% of the team use their volunteer day



Offset the AI usage of all Adventures in Pharma 2.0 attendees for a year





Grow the business without growing our footprint

# Carbon offsetting

We recognise that carbon emission avoidance is the gold standard, and so we tried to reduce our flight travel wherever possible. However, for business-essential flights, we wanted to make sure we were offsetting whatever emissions we did create.

We calculated the emissions from our non-client-work flights using the following info:

- Distance travelled (km)
- Passenger class
- Domestic/short-haul/long-haul/international flight
- Multiplier rate per passenger km for CO<sub>2</sub>e<sup>1</sup>

These are flights that we booked for the team to meet new potential clients, attend conferences relating to relevant therapy areas, or speak at charity events. It also covers any flights that we booked for speakers at our conference, Adventures.

**Camino flights generated just under 10 tonnes of CO<sub>2</sub>e in 2025**

We then looked into the best way to offset these emissions. Our research indicated that carbon removal was more effective than carbon avoidance schemes, and that it was important to check the schemes were accredited and effected long-term change. We picked two schemes that we felt met this criteria.

We removed 11 tonnes of carbon through:

## Carbon sequestration and grassland restoration in India (5 tonnes)

- Community-led project in India that transforms invasive plants into biochar, sequestering carbon
- Beyond carbon sequestration, the project:
  - Contributes to the restoration of degraded grasslands
  - Reduces harmful crop burning practices
  - Promotes the use of biochar as a soil additive, improving soil health



## Supporting mangrove restoration in Pakistan (6 tonnes)

- Blue carbon restoration project in the Indus Delta that restores mangrove forests to remove and store carbon in long-term coastal sediments
- Beyond carbon sequestration, the project:
  - Enhances biodiversity and coastal resilience
  - Supports sustainable fisheries and access to safe water
  - Creates local employment and income opportunities



1. Greenhouse gas reporting: conversion factors 2025. Department for Energy Security and Net Zero. <https://www.gov.uk/government/publications/greenhouse-gas-reporting-conversion-factors-2025> (accessed March 2026).



# Thanks for reading our impact story so far.

Contact us if you want to learn more:



**Ciara Gartshore**  
Senior Operations Manager  
[ciara.gartshore@caminocomms.com](mailto:ciara.gartshore@caminocomms.com)

Ready to start your adventure?



[info@caminocomms.com](mailto:info@caminocomms.com)



+44 7464 985 136



[caminocomms.com](http://caminocomms.com)

