



2025
**IMPACT
REPORT**

A MESSAGE FROM OUR CEO, TOM FREYNE

I am proud to introduce our 2025 IMPACT Report - a reflection of the purpose and progress that continues to define Scope. Each year, this report gives us the chance to pause, look back, and acknowledge the work our people have delivered for our communities, our partners, our patients and the planet. It is also a reminder of the responsibility we carry as a family-run business with patient care at its core. We always have our mission in mind, "to become a leading force in eyecare with people at our core."

2024 was a year of meaningful progress. We strengthened our focus on responsible business practices, further aligned our work with the United Nations Sustainable Development Goals, and continued to invest where we can create the greatest impact: our people, our patients, our partners and our planet. Across every department and geography, our teams worked with energy, compassion and an unwavering belief in the value of what we do.

Culture remains at the heart of it. Scope has always been more than a workplace - it is a community of individuals who energise each other, united by a shared commitment to making a difference in people's quality of life. In 2024 alone, our people volunteered 528 hours in their communities, raised and matched £55,000 for children living with sight loss, delivered over 6,400 CPD points to clinicians, supported more than 780 optometry students through Classroom to Clinic, and welcomed over 1,600 patients into our global Dry Eye Well-Being Seminar. Each of those numbers represents people: colleagues, clinicians, patients and communities, whose lives we are fortunate to touch.



We have also taken important steps to strengthen our internal culture. From enhancing gender representation - with women now making up 48% of management, up from 33% in 2021 - to deepening our work on wellbeing, psychological safety and allyship, we remain committed to creating an environment where every person feels valued, respected and empowered to thrive.

Real impact extends beyond our organisation. Our sustainability journey continues to evolve, and while we recognise there is more to do, we are laying strong foundations for long-term change. The appointment of a dedicated Sustainability Lead in 2026, alongside our work on product circularity, carbon management and environmental responsibility, reflects our determination to be a company that not only delivers exceptional products, but does so with care for the world we share.

Looking ahead, our ambition is unchanged: to be a leading force in eyecare by focusing on people. We will continue to innovate, to deepen our understanding of patient needs, and to support the people and partners who place their trust in us, guided by our values, united by purpose, and inspired by the difference we can make.

To our people, thank you. Your passion and commitment are what make Scope extraordinary. To our partners and patients, thank you for your continued trust. Together, we will build on this year's progress and keep moving forward.

With gratitude and determination,
Tom Freyne, Chief Executive Officer, SCOPE

SCOPE VALUES



AUTHENITC

We act with integrity, are inclusive, respectful and encouraged to be ourselves.



CREATIVE

We are focused, passionate and tenacious about what we can achieve.



DRIVEN

We dream big, explore and innovate with curiosity and courage.



THE CRAIC

We find the fun!

Our vision is to become a leading force in Eyecare, with people at our core. This is what we aspire to achieve together: inspiring each other to make a difference. Deepening our legacy. What we do matters.



Founded in
2009

Founded in 2009, Scope is a family run business with a strong healthcare heritage. Our family has been working within the healthcare sector in Ireland & UK for over 80 years.

3
Locations

Located in 3 offices, Scope offers a wide array of products to Irish, UK and US markets.

184
Employees

Scope employs over 180 employees across Ireland, UK & USA.

60
Products

Scope markets over ~60 products across 13 brands in Eyecare & Healthcare markets.

HEAD OF PEOPLE & CULTURE, ALISON HUMBLE

SCOPE strives to align company success with responsible business practices, recognising that sustainability and profitability go hand in hand. By focusing on environmental and social materiality, we aim to strengthen the long-term resilience of our business while contributing positively to the global community.

Responsible business continues to evolve. To make a meaningful difference for our people, collaborators, patients and the planet, we must remain adaptable. We have identified a number of social and environmental priorities where we believe we can drive real progress. Each area aligns with the United Nations Sustainable Development Goals and reflects the issues that matter most to our stakeholders

These include:

- Giving back within our sector by reducing inequalities for young people with vision impairment
- Meeting critical needs across communities through volunteering
- Bridging the gap between diagnosis and disease management through education
- Accelerating health management by supporting existing efforts
- Continuously improving our product circularity
- Investing in our long-term environmental sustainability strategy



Sustainable Development Goals

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. These goals provide a framework for Scope to structure and measure our impact.

As a company, we focus on the following Sustainable Development Goals through our projects and initiatives:

- SDG 1: No Poverty
- SDG 2: Zero Hunger
- SDG 3: Good Health and Wellbeing
- SDG 4: Quality Education
- SDG 10: Reduced Inequalities
- SDG 12: Responsible Consumption and Production

While these remain our priority areas, we do welcome opportunities to support the remaining SDGs when opportunities arise.





PEOPLE

£55,000 donated to children's sight loss agencies.

528 working hours volunteered across local communities.

£6,700 donated to causes close to our people's hearts.

£10,000 donated to UNICEF UK for humanitarian aid .



INCLUSIVENESS & WELL-BEING

70 employees trained as active bystanders.

48% representation of females in management.

16 million steps in SCOPE Steps Challenge.

£2,000 to ShoutOut to provide LGBTQ+ education and support.



TRUSTED PARTNER

6,400 CPD points awarded by Scope.

780 undergraduate optometry students participated in Classroom to Clinic.

93.2% Customer Satisfaction Score (CSAT).

43,000 customer Inquiries resolved in 12 months.



PATIENTS

1,600 patients registered for our annual patient wellbeing seminar.

270 patient questions answered live

£1,000 donated to patient-led organisations

40+ Patient interviews carried out to date



People

£55,000 donated to children's sight loss agencies.

528 working hours gifted for volunteering across local communities.

£6,700 donated to causes close to our people's hearts.

£10,000 donated to UNICEF UK for humanitarian aid.

PEOPLE

Giving back to good causes, in our sector and close to our people's hearts has been an integral part of Scope since we were founded in 2009. We do this in four main ways: Charities of Choice, Volunteering, the Scope Community Fund and the Compassionate Relief Fund.

CHARITIES OF CHOICE

We are committed to supporting children with vision loss and their families through our Charities of Choice; Vision Ireland in Ireland, RSBC in the UK, and Perkins School for the Blind in the USA. In 2024, this commitment was reflected in meaningful action across our organisation through #ScopeMovesforMore. In addition to this, we donated £55,000 to children's sight loss agencies, helping to provide specialist services and empower young people with vision loss.

Our people dedicated 528 working hours to volunteering in their local communities, using their time and skills to make a real difference.

Through the Scope Community Fund, we gave £6,700 to causes close to our people's hearts, reinforcing our belief in supporting what matters most to our teams.

In response to urgent global needs, we also donated £10,000 to UNICEF UK to support humanitarian aid. "Together, these contributions reflect our ongoing mission to build a more inclusive and compassionate world." Asiya Mu'azzam, Social Impact Specialist.



#SCOPEMOVESFORMORE

In 2024, Scope employees around the world came together to take part in #ScopeMovesForMore. In a continuation of our previous work, this four-month campaign turned movement into meaningful support for Scope's Charities of Choice: Vision Ireland, the Royal Society for Blind Children (RSBC), and Perkins School for the Blind.

The campaign began with a climb of Croagh Patrick in Ireland, where 14 Scopers and guests took on the 7km pilgrimage in support of Vision Ireland. Guided by Nature Therapy Ireland, the group tackled steep inclines and loose scree with determination, fuelled by stories of guiding vision-impaired climbers to the summit.

"Climbing Croagh Patrick was a real challenge - especially for someone like me who isn't exactly outdoorsy, but I'm so glad I did it. Reaching the summit, with the support of a colleague who encouraged me the whole way, was an unforgettable moment and a reminder of what we can achieve together for a great cause." - Sheree Andrews, Customer Care Assistant.

The following weekend, eight Scopers in London completed the 10K Along the Thames for RSBC, joined by volunteers, friends and family. The scenic route along the riverbank was matched by a warm welcome at RSBC's Life Without Limits Centre.

"Running the 10K along the Thames for RSBC has been one of my favourite Scope Memories so far. It felt so special to be doing it for such a great cause, even if it got a bit difficult towards the end, the fact it was for RSBC, and I was sharing the experience with my colleagues, made it all the more meaningful." Emilia Belligero, Business Development Manager - Optics UK.





In early October, the campaign reached the United States, where Scopers joined the Everybody In! Walk/Move for Perkins School for the Blind in Boston. Participants followed the Braille Trail beside the Charles River, then engaged visitors at Scope's busy booth on campus.

"Everybody In! is a wonderful opportunity to connect with some of our patients. These visually impaired patient customers tend to have more significant issues than simply OSD (dry eye), so it is a great chance to help them with something they are aware of, but not necessarily focused on. Seeing and supporting their attendees is such a rewarding experience." - Christopher Whitehurst, Business Development Manager, USA.

The campaign also embraced movement in all forms, including a high-energy Zumba and Mindfulness session energised by Olivia Kobylarczyk Regional Development Manager, which raised £300 through ticket sales and donations.

#ScopeMovesForMore ended on a high with 16 Scope runners taking part in the New York City Marathon, raising funds for all three charities. What started as a spontaneous idea at SIM 2024 became an extraordinary team effort where all 16 marathoners successfully completed the 26.2 miles.

Upon our arrival at base camp, we all huddled together in preparation for the big race,” reflected Stephen O’Sullivan, UK Regional Development Manager. “There was definitely a sense of anticipation in the air. The atmosphere was incredible, almost like a carnival, and the weather was perfect for running. Training wasn’t easy - balancing long runs with everyday life and fundraising for RSBC was a real test of discipline. Knowing it was for such a meaningful cause kept us going. What made it even more special was seeing how incredible the whole Scope team was; from the runners pushing through every mile, to those who supported us along the way, and everyone behind the scenes who planned the experience. Crossing that finish line felt like a team achievement, not just a personal one.”

Together, the campaign raised £20,000, which was matched by Scope to reach £40,000 in total. This contributed to the overall £55,000 donated in 2024 to support children with vision loss through Scope’s Charities of Choice.

£20,000 was raised through all of these challenges throughout the year. In line with SCOPE’s commitment to our Charities of Choice, SCOPE matched this donation, resulting in a £40,000 donation from this initiative alone. #ScopeMovesForMore wasn’t just about fitness - it was about purpose, community and shared impact. Thanks to the creativity, energy and generosity of Scope’s people, every kilometre moved the world closer to a more inclusive future for all.

VOLUNTEERING

As part of our global initiative #VolunteeringatScope, every employee receives a paid day off annually to support a cause that matters to them.

In 2024, Scope employees donated over 500 hours of their time to more than 15 charitable organisations across Ireland, the UK, and the US. From sorting donations in Vision Ireland warehouses to supporting families at Ronald McDonald Houses, and from packing food parcels to helping children with vision loss experience a racetrack for the first time - our teams showed up with care and purpose.

This contribution represents an in-kind donation of over £16,000, reinforcing our belief that time is one of the most meaningful things we can give. Since launching the programme, Scope employees have contributed over 1,650 hours to their local communities.

MY LOVELY HORSE RESCUE

"My team and I, spent a snowy, wet, cold day at My Lovely Horse Rescue shovelling... well everything and cleaning the yard.

Our fantastic host introduced us to Elvis the pig, Blue the puppy, Donal the horse, amongst others and told us some really upsetting stories on how these animals required rescuing. The physical and psychological scars were evident, but Clare and her colleagues gave us our faith in humanity back when we saw the effort, hard work and genuine love these people put in to rehabilitating and healing these animals.

They make room and funding available where they have none. Hard work, heart breaking, and cold as today was it was a fantastic experience." - John O'Brien, Director of Operations.



NATIONAL MATERNITY HOSPITAL FOUNDATION

In September 2024, a team of Scope employees swapped their desks for high-vis vests and muddy fields as they volunteered at the National Maternity Hospital Foundation's Ireland's Fittest Company challenge. This event was a fun and fast-paced obstacle course designed to raise vital funds for women's and neonatal health.

Held on the grounds of the Killruddery Estate in Wicklow, the event saw teams from across Ireland take on physical and mental challenges that tested endurance, agility, and teamwork. Behind the scenes, our Scope volunteers helped power the day; from setting up the course and managing registrations, to greeting participants, coordinating logistics, and keeping the energy high from start to finish.

Far more than just a fitness challenge, the event raises awareness and much-needed funds to support the National Maternity Hospital Foundation's mission: advancing maternal and neonatal care through innovation, research, and excellence in service delivery. To allow babies to arrive, survive and thrive.

This volunteering experience forms part of #VolunteeringatScope, our global programme that gives every employee a paid day each year to volunteer for a cause that matters to them. Whether supporting local charities or large-scale fundraising events like this, our people are empowered to make a difference where it counts.

We're proud to support the incredible work of the National Maternity Hospital Foundation and stand alongside their efforts to ensure women and newborns across Ireland receive the best possible care.



SCOPE COMMUNITY FUND

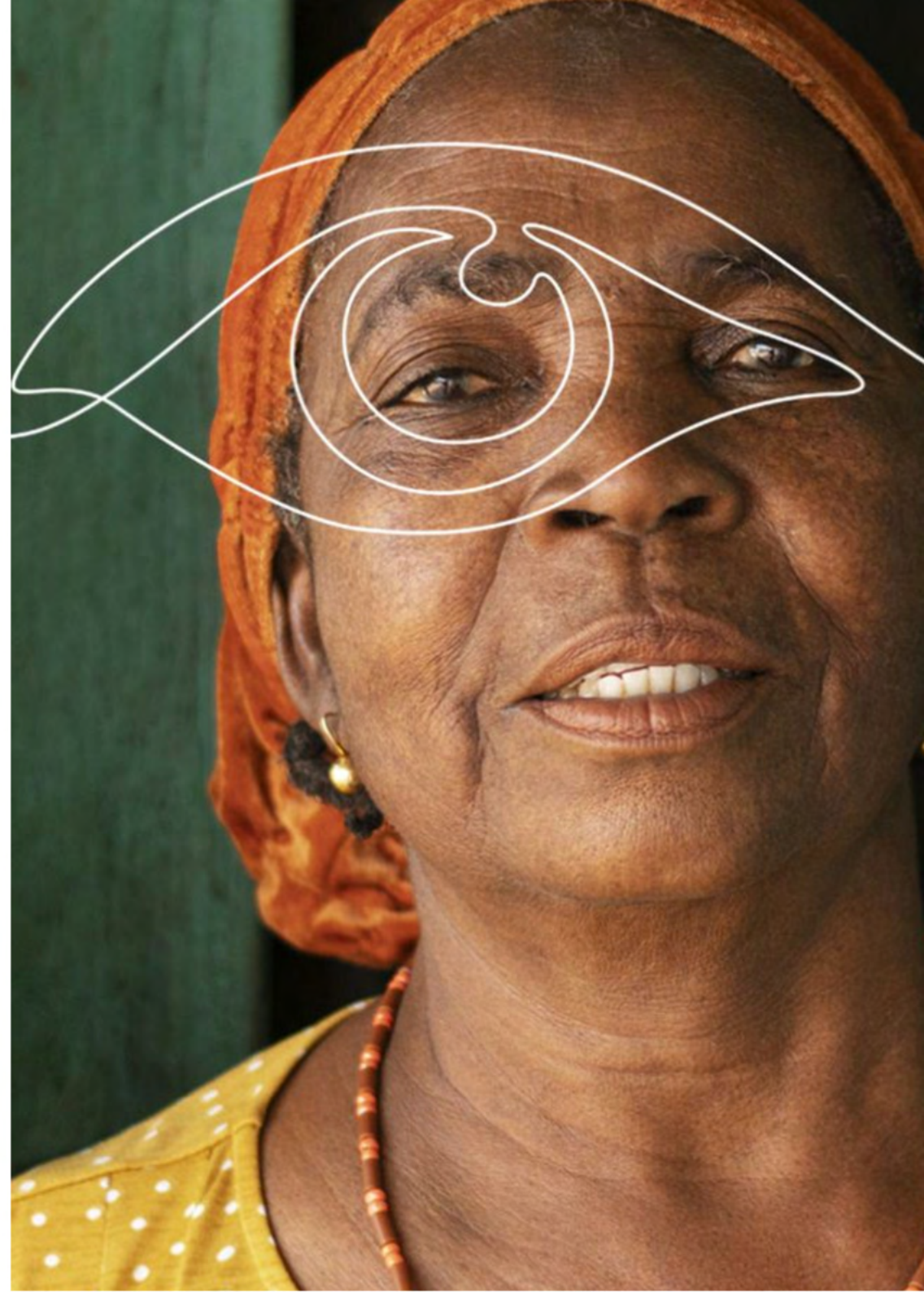
We are always looking for new and innovative ways to support causes close to our people's hearts. The Scope Community Fund is a Social Impact investment fund where every quarter, our people can nominate a charity to receive funding from Scope. Up to 2,000 Euro, Pound or Dollar can be donated to the cause which is decided by our internal Charity Committee.

We donated over £6,700 to support projects run by the following charities in 2024 through the SCOPE Community Fund: Aware, Sutton Vision, Little Blue Heroes, Foundation for Prader-Willi Research, Optometry Giving Sight, Eye Care For Zambia and BUMBLEance.

EYE CARE FOR ZAMBIA

Eyecare for Zambia is a non-profit organisation that is committed to improving the eye health of Zambians and Africa at large. We are passionate about providing accessible and affordable eye care services, developmental aid and education to those who need them the most, particularly in rural areas where access to quality care is limited.

Zambia has one of the highest rates of blindness in the world, and many of these cases are preventable or treatable with proper care. Unfortunately, due to a lack of resources, trained personnel, and infrastructure, many Zambians do not receive the eye care they need.



Eyecare for Zambia was founded in 2015 by a group of passionate eye care professionals in the UK, namely Rev. Simon Nkole and Eye Surgeon Tristan Reuser who saw a critical need for eye care services in Zambia. The organisation was established to provide accessible and affordable eye care to underserved communities in Zambia, particularly in rural areas where access to quality care is limited. The team took the first trip in 2016 and by 2017, the charity was registered with UK Charity commission.

In Zambia, eye care is crucial for the well-being and productivity of individuals, families, and communities. Unfortunately, many Zambians do not receive the care they need due to a lack of resources, trained personnel, and infrastructure. As a result, preventable blindness and visual impairment are prevalent in the country.

Eye care is particularly important in Zambia because many people rely on their sight for their livelihood. For instance, farmers need their vision to cultivate crops and livestock, while artisans need their sight to create handicrafts. Additionally, children need their vision to succeed in school and build a brighter future for themselves and their families. Furthermore, the consequences of blindness and visual impairment extend beyond physical health. They can also have a significant impact on a person's mental health, social well-being, and economic opportunities. For instance, individuals with visual impairments may experience social isolation, decreased job opportunities, and reduced access to education and healthcare.

At Eyecare for Zambia, they believe that everyone deserves access to quality eye care services. We are committed to reducing the incidence of preventable blindness and improving the overall eye health of Zambians. Through our work, we hope to create a brighter future for individuals and communities across the country. "Your Vision, is our Mission" - Simon Nkole, Eye Care for Zambia.

Mandy Johal, SCOPE BDM – Secondary Care, acted as the internal sponsor for Eye Care for Zambia and worked with charity lead Simon Nkole on their application to the Scope Community Fund in Q3 2024. The charity provides free eye care, education, and training to people in rural Zambia, particularly those who cannot afford treatment and are at risk of losing their sight. Their annual trip mobilises volunteers to deliver screenings, treatments, and support to communities that would otherwise go without care.

They were awarded £2,750, which helped cover the costs of flights, volunteer accommodation, and the transport of medical equipment. This contribution eased the logistical challenges of the trip and allowed the team to focus resources on delivering patient care.

As a result, Eye Care for Zambia successfully expanded its impact during the 2024 trip. Volunteers screened and treated individuals at risk of preventable blindness, trained local health workers, and strengthened community awareness of eye health. The funding enabled the delivery of sight-saving care to more people in rural communities, helping many retain their vision and independence.

AWARE

Aware is a national organisation providing free Support, Therapy, Education and Information services to people impacted by depression, bipolar and anxiety. Founded in 1985 by Dr. Patrick McKeon and a small but dedicated team of volunteers, many of whom had their own personal experience with depression or bipolar. The organisation developed in response to the clear need for information, understanding and support, both for the individual's experiencing depression or bipolar as well as family members supporting a loved one.

The charity organisation offers compassionate Support Services to include Support & Self Care Groups, a Support Line and Support Mail, along with a range of positive mental health programmes designed to empower adults with the knowledge, skills and tools to manage their mental health and live well. In 2025, Aware is set to introduce an evidence-based therapeutic counselling service.

"I put Aware forward for the Scope Community Fund as I have been a user of their services in the past and the support that they provide for free to the general public is nothing short of amazing. Their services, reaching approximately 40,000 people each year, include support lines, email support service, self-care groups, educational programs and more." Lisa Collum, Recognition and Wellbeing Lead.

The Aware Support Line is a vital, free service accessible to all individuals over 18 in Ireland, offering immediate support and information on anxiety, depression, or bipolar whether for themselves or a loved one, every day of the year. SCOPE's donation of €1100 will enable Aware to handle approximately 70 calls from people in need of support as it costs Aware approximately €15-18 for each call handled on the Support Line. To learn more, visit aware.ie.



COMPASSIONATE RELIEF FUND

Humanitarian crises such as war, famine, natural disasters and other unforeseen devastations compel us to act. As a global organisation, SCOPE is committed to giving back and providing relief for people and families who are suffering during these emergencies.

Through the Compassionate Relief Fund, we donate a minimum of £10,000 annually to a reputable humanitarian relief organisation. Each year, we benchmark against internationally recognised charities, select a trusted organisation, and ensure transparent reporting on how funds have directly supported people in crisis. This accountability is captured through the annual Impact Report.

The fund also reflects our commitment to the United Nations Sustainable Development Goals. Specifically, it supports Goal 1: ending poverty in all its forms everywhere, and Goal 2: ending hunger and ensuring access to safe, nutritious and sufficient food for all. In particular, we contribute to building resilience for people in vulnerable situations, reducing their exposure to climate-related disasters, conflict, and displacement.

From 2023 to 2025, the Compassionate Relief Fund is committed to supporting UNICEF UK's Children's Emergency Fund, a global mechanism that enables rapid response within 48 hours when disaster strikes. Through this support, children caught in conflict, displacement or natural catastrophe receive urgent care, from safe water and nutrition to medical assistance, shelter and psychosocial support. At the end of this three-year commitment, SCOPE will review the supporter to ensure our funding continues to meet the world's most urgent humanitarian needs.



UNICEF UK'S CHILDREN'S EMERGENCY FUND

Spotlight on Lebanon

The escalation of conflict since September 2023 has left Lebanon facing its worst humanitarian crisis in decades. More than 1.5 million people are displaced, with families struggling to access food, clean water and health services. With the support of donors like SCOPE, UNICEF UK has provided safe water, sanitation, hygiene kits and psychosocial care to thousands of children and families, helping to restore stability and dignity in the most difficult of times.

Spotlight on Sudan

Conflict in Sudan has forced millions from their homes. Children face severe malnutrition, outbreaks of cholera, and disruption to education. UNICEF UK is working to provide therapeutic food, emergency vaccinations, safe water and temporary learning spaces to protect children's futures. Contributions from the Children's Emergency Fund are critical in enabling these rapid, life-saving interventions.

Spotlight on the State of Palestine

The crisis in the State of Palestine has left children bearing the heaviest burden of conflict. Hundreds of thousands have been displaced and are in urgent need of safe water, shelter and health care. UNICEF UK has mobilised emergency supplies, mobile health services and psychosocial support to ensure children and families receive the essentials they need to survive and begin to rebuild.

Together with UNICEF UK, SCOPE continues to stand with communities in crisis, ensuring that children everywhere have the chance not only to survive, but to move forward with hope.

The Compassionate Relief Fund has become a vital expression of SCOPE's values, enabling us to stand alongside those facing the most devastating crises. Our commitment to UNICEF UK's Children's Emergency Fund reflects both urgency and accountability, ensuring that aid reaches children and families when it is needed most. By capturing these contributions in the Impact Report each year, we remain transparent in how we respond to global emergencies and in the difference our support makes.

Looking ahead, we recognise that humanitarian needs are increasing in scale and complexity. Climate change, conflict and economic instability continue to place millions at risk. Through the Compassionate Relief Fund, SCOPE will continue to act decisively, ensuring our resources are directed where they can have the greatest impact. Our ongoing commitment to review and strengthen this fund every three years reflects our determination to remain responsive, responsible and compassionate in a changing world.

"2024 challenged all of us. But it also reaffirmed the power of solidarity, and the difference we can make together. Going forward, we must remain focused on the road ahead, and the belief that every child deserves a fair chance, no matter where they are or what they face." - Paul Connolly, UNICEF Chairman.

THE PEOPLE PILLAR - LOOKING AHEAD

In 2024, SCOPE continued to deliver meaningful impact through the People pillar, driven by our three core programmes: Charities of Choice, Volunteering, and the Scope Community Fund, supported by our Compassionate Relief Fund. Together, these initiatives strengthened wellbeing, inclusion, and community resilience in alignment with the United Nations Sustainable Development Goals (SDGs).

Charities of Choice

Through our Charities of Choice partnerships, SCOPE donated £55,000 to Vision Ireland, RSBC, and Perkins School for the Blind, helping children and young people living with sight loss access the specialised services and supports they need. Employees raised £20,000 of that through the #ScopeMovesForMore challenge, which Scope matched to £40,000. These actions contributed to the SDGs such as SDG 10.2, by promoting the social inclusion of children with disabilities.

Volunteering

SCOPE employees volunteered 528 hours across more than 15 organisations, including My Lovely Horse Rescue and the National Maternity Hospital Foundation. These activities strengthened community wellbeing and promoted social participation, supporting SDG 3.4 and SDG 10.2, while also contributing to SDG 12.8, by raising awareness and encouraging more responsible, informed community engagement.

Scope Community Fund

Through employee-nominated charities, SCOPE donated more than £8,500 to causes such as Eye Care for Zambia and Aware. These contributions helped essential health and well-being services, supporting SDG 3.7 by improving access to vital healthcare and SDG 10.3 by helping reduce inequalities for underserved communities.

Compassionate Relief Fund

SCOPE donated £10,000 to UNICEF UK's Children's Emergency Fund, helping deliver rapid aid to children and families in emergencies in Lebanon, Sudan, and Palestine. This supported SDG 1.5, by strengthening resilience against conflict and crisis, SDG 2.1, by improving access to nutritious food, and SDG 3.8, by supporting essential health services for vulnerable children.

Looking to 2025

In 2025, we will build on these achievements by using employee and partner feedback to guide our next steps. This insight will help shape future fundraising for our Charities of Choice, inform new volunteering opportunities, and strengthen the next cycle of the Scope Community Fund. By continuing to listen and engage, we will ensure our People pillar remains focused, responsive, and capable of delivering meaningful, measurable impact for the communities we support.



Inclusiveness & Well-being

70 employees
trained as active
bystanders.

48% representation of
females in
management.

16 million steps in
SCOPE Steps
Challenge.

£2,000 to ShoutOut to
provide LGBTQ+
education and support.

INCLUSIVENESS AND WELL-BEING

At Scope, inclusion drives our success, and our commitment is clear: to create a workplace where every individual feels valued, supported and empowered to thrive.

Gender Representation

Scope continues to champion a workplace defined by equitable gender representation and fair compensation at every organisational tier. As of December 2024, Scope's workforce has grown by 43% over three years, with female colleagues now making up 57% of the population – up from 51% in 2021. Female representation in management has risen from 33% in 2021 to 48% in 2024, nearly reaching parity.

At the Professional/Senior Specialist and Sales Professional A levels, women comprise 62% and 58% respectively and 67% of participants in our Aspiring Leaders Programme are female. Male representation at the Specialist/Admin level has also improved, tripling from 8% to 23% since 2021. Salary decisions are regularly reviewed to ensure fairness and transparency, with ongoing monitoring to prevent any gender pay gap.



Plans and Commitments for 2025

Looking ahead, Scope is investing in inclusiveness and wellbeing through several strategic initiatives:

- Ongoing and Planned Investments: Scope will continue to develop programmes that support gender equity, mental health and overall employee wellbeing. This includes expanding leadership development opportunities for women and increasing male representation in sales and admin roles.
- Strategic Focus: The organisation is committed to transparent reporting, regular salary reviews and maintaining a balanced pay structure. Monitoring and addressing gaps at higher management levels remains a priority.
- Long-Term Commitment: Scope's leadership emphasises a long-term vision for diversity, equity and inclusion, ensuring these values are embedded in every aspect of organisational management.

Scope's commitment to these initiatives is rooted in the belief that diversity drives innovation, wellbeing and organisational success.

Active Bystander Programme

In 2024, Scope's Active Bystander Programme reached a significant portion of the workforce, empowering employees to challenge inappropriate behaviour and support colleagues. The programme's impact is reflected in increased reporting and intervention rates, fostering a safer and more respectful workplace.

LGBTQIA+ Initiatives

Scope has expanded its engagement with LGBTQIA+ inclusion through awareness campaigns, learning sessions, and support networks. These initiatives have increased participation and visibility, creating a more inclusive environment for all employees.

Health and Wellbeing

Employee wellbeing remains a cornerstone of Scope's strategy. Programmes addressing mental health, physical wellbeing and work-life balance have seen strong uptake, with positive feedback on their impact. Scope continues to invest in resources and support systems to ensure every employee feels valued and supported.

Summary

Scope's journey towards greater gender equity and inclusion is marked by meaningful progress, ongoing investment and a clear commitment to continuous improvement. The organisation remains dedicated to fostering a diverse, inclusive and supportive workplace for all. Alison Humble, Head of People and Culture, highlights that 'at Scope, inclusion is not just a value – it is the foundation of our culture and our future. We believe that every individual, regardless of gender, background or identity, deserves to feel respected, empowered, and supported. Our progress in gender equity, wellbeing and diversity reflects our ongoing commitment to building a workplace where everyone can thrive. As we move forward, we remain dedicated to listening, learning and taking action so that inclusion is woven into every decision and every opportunity.'

GENDER EQUITY & INCLUSION

Over the past three years, SCOPE has seen real progress in gender representation and balance across the organisation. In October 2021, women made up 51% of our workforce; by December 2024, this figure had grown to 57%. This increase reflects a deliberate effort to embed equity into our hiring and development practices and to ensure that opportunities are open to all.

The most striking development has been the growth of female representation in management. In 2021, women held 33% of management positions, and by 2024 this had risen to 48%. Increasing the number of women in senior roles has been a key focus area, and this trajectory demonstrates significant momentum. Today, women are particularly well-represented in our Ireland and US teams, accounting for 68% and 61% of the workforce respectively, while the UK has achieved a 50/50 balance.

Representation across functions has also advanced. Women now make up more than 60% of Professional and Senior Specialist roles as well as Sales Professional A roles, highlighting strong pipelines of female talent for future leadership. At the Specialist and Admin level, diversity has improved to near balance, an encouraging sign for building future talent across all areas of the organisation.



Pay balance remains a central priority. Our analysis shows that, overall, salaries are equitable between men and women across almost all levels. In Ireland, women's salaries are at 95.1% compared with men at 110.4%, in the UK women are at 98.3% compared with men at 101.8%, and in the US women are at 93.9% compared with men at 110.2%. These figures demonstrate that we are broadly maintaining parity across our regions, though gaps remain at the very highest levels of leadership where there are still fewer women represented.

While the journey is not yet complete, the direction is clear. Programmes such as the Aspiring Leaders initiative are supporting the development of female leaders and strengthening the pipeline for senior roles. Since 2021, one female member has joined our senior management team, and ensuring greater balance at this level continues to be a priority.

"We celebrate our progress but recognise there is more to do – especially in senior leadership and in diversifying roles at every level." - Alison Humble, Head of People and Culture.

SCOPE remains committed to embedding fairness and equity into every decision around pay, progression, and promotion. Our record shows consistent improvement, but we are determined to go further. As we move ahead, we will continue to increase female representation at the top levels of leadership, maintain transparency and fairness in pay, and ensure that our workplace reflects the values of inclusivity and opportunity that drive our success.

LGBTQIA+

At Scope, we believe that fostering an inclusive culture is essential to empowering every individual to thrive. In 2024, Scope expanded its engagement with LGBTQ+ inclusion through awareness campaigns, learning sessions, and support networks. These initiatives have increased participation and visibility, creating a more inclusive environment for all employees.

As part of our Diversity, Equity and Inclusion commitments, we actively celebrated PRIDE month through education, engagement, and community-building activities.

We welcomed ShoutOut, an Irish charity doing incredible work with Irelands LGBTQ+ community through educational programs in schools, workplaces and service providers, to deliver a workshop in June.

The Empowered Allies workshop highlighted:

- Insight into the LGBTQ+ identity and terminology
- How we can get involved as allies
- A safe space to ask questions

This impactful and thought-provoking session was recorded and is available to all our people to watch back. Feedback from attendees highlighted the value of the session in deepening understanding and encouraging allyship across Scope.



To recognize that many of our employees are part of the LGBTQ+ community, Scope hosted a LGBTQ+ Coffee Morning/Afternoon where any employee could join and reflect on PRIDE month. It was a safe space where all members of LGBTQ+ community and allies were welcomed and heard. This informal gathering provided a meaningful opportunity for reflection, connection, and celebration, reinforcing our commitment to creating safe spaces where everyone feels seen and valued.

We remain committed to advancing LGBTQ+ inclusion and will continue to listen, learn, and grow together as a community.

ACTIVE BYSTANDER

Scope launched our Active Bystander training program in 2024 as a key initiative to promote inclusion, equity, and respectful workplace behavior. The program is designed to empower individuals across our community to step in, speak up, and take responsible action when they witness inappropriate or harmful behavior. By equipping participants with the skills to recognize and respond to such situations, we are fostering a culture where everyone feels safe, respected, and valued.

Active Bystanders play a crucial role in reinforcing the boundaries of acceptable conduct. They help challenge poor behaviors in real time and contribute to a broader cultural shift, one that prioritizes empathy, accountability, and collective responsibility.

Scope delivered a series of interactive workshops and training sessions focused on building the core competencies of an Active Bystander. These sessions guided participants through:

- Analyzing situations where harm may be occurring
- Recognizing their role as bystanders
- Evaluating the consequences of action versus inaction
- Practicing interventions that interrupt harm and encourage positive change

Scope focused on training all People Managers and support teams in 2024, with over 70 employees trained in 2024.



These sessions were interactive and scenario-based, allowing participants to practice real-world responses and build confidence in handling challenging situations.

Initial feedback and evaluation suggest that the program is making a meaningful difference. Participants reported increased awareness, greater clarity about how and when to intervene, and a deeper understanding of their role in shaping a respectful workplace culture. Kara Chan, HR Partner, observed, “As a member of the People and Culture team, and facilitator in Active Bystander program, it's been incredibly rewarding to witness the shift in mindset during each session. You can see the moment participants realize the impact they can have, not just by speaking up, but by modelling the behaviors that build a respectful and inclusive culture.”

This initiative has not only enhanced individual awareness but also strengthened our collective commitment to inclusivity and psychological safety.

Building on the success of 2024, Scope plans to expand the Active Bystander program in 2025. This includes training sales teams, and planning sessions for new employees, integrating bystander principles into our onboarding and leadership development programs. Our goal is to embed these values deeply into our everyday interactions and decision-making processes.

EMPLOYEE WELLBEING

Employee wellbeing is central to Scope's culture. Scope wants to ensure that employees feel cared for and supported by providing an environment where physical, mental and emotional wellbeing is supported through proactive initiatives, accessible services, and a commitment to continuous improvement.

The Inside Out group is a working group in Scope, dedicated to employee health, safety & wellbeing. The group run regular campaigns and initiatives aimed at improving the health and wellbeing of everyone in Scope.

One example of the commitment to physical wellbeing was through the "Scope Steps Challenge". The aim was to encourage people to walk or run the equivalent distance between Scope HQ in Dublin and the Scope office in Crawley, UK. The stats speak for themselves on the success of this initiative, with almost 16 million steps taken between all 80 participants.

Another successful wellbeing initiative came in the form of a photo competition, Mindful Moments. Encouraging Scope employees to take a moment to pause, reflect and take in the world around them. To remember to pause in the busyness of life. 45 entries were received, with the winning entry being chosen at random. "This initiative took place during July and August, which sat nicely alongside another of Scope's wellbeing initiatives, Half Day Fridays in August. Employees used their half days as the perfect opportunity to stop and take in the world around them, helping people to see the wonderful in the ordinary" says Lisa Collum, Recognition & Wellbeing Lead.





Scope also has a dedicated team of Mental Health First Aiders. The company is committed to fostering a safe and supportive workplace where people are not afraid to reach out if they are struggling, knowing that they can do so without judgement or negative repercussions to their career in Scope. "The message will always be 'its ok not to be ok', and we want people to know that their mental health and wellbeing matters" says Lisa. There are plans in motion to grow the Mental Health First Aid team, proving the continued commitment to the mental wellbeing of every person in Scope.

Pictured to the left is the winner of the competition, Victoria Kehoe's Mindful Moment. Victoria describes this picture with the caption "Watching the Sunset behind the mythical Cooley Mountains and looking for crabs with my little David Attenborough."

INCLUSIVENESS & WELL-BEING - LOOKING AHEAD

In 2024, SCOPE strengthened its commitment to building an inclusive, supportive, and empowering workplace through initiatives spanning gender equity, LGBTQIA+ inclusion, Active Bystander training, and employee wellbeing. These efforts contributed meaningfully to employee experience and organisational culture while advancing key United Nations Sustainable Development Goal (SDG) targets. In 2025, SCOPE will continue this progress by deepening its investment in programmes that promote equity, wellbeing, psychological safety, and belonging.

Gender Equity and Representation

SCOPE will continue to strengthen representation at all levels, with a particular focus on increasing the number of women in senior leadership roles and sustaining balance across Specialist and Admin functions. These commitments support SDG 10.3, ensuring equal opportunity and reducing inequalities through fair and transparent decision-making.

Regular salary reviews and transparent reporting will remain central, reinforcing Scope's commitment to fair pay and supporting SDG 8.5, which promotes equal pay for work of equal value.

LGBTQIA+ Inclusion

Building on the success of learning sessions, PRIDE activities, and allyship workshops with ShoutOut, SCOPE will continue to expand LGBTQIA+ inclusion efforts. Plans include additional awareness sessions, more opportunities for safe-space conversations, and deeper integration of LGBTQIA+ inclusion into learning programmes. These efforts support SDG 10.2, by fostering social inclusion for all regardless of identity.

Active Bystander Programme

Following the strong impact of the 2024 rollout, Scope will extend Active Bystander training to sales teams and incorporate it into onboarding and leadership development. This expansion strengthens psychological safety and accountability across the organisation and aligns with SDG 10.1 supporting safer environments, free from violence.

Employee Wellbeing

SCOPE will continue investing in mental, physical, and emotional wellbeing through programmes such as Inside Out campaigns, wellbeing challenges, and enhanced Mental Health First Aid support. These initiatives contribute to SDG 3.4, promoting mental health and wellbeing.

Looking Forward

Scope's 2025 plans reaffirm a long-term commitment to inclusiveness, fairness, and wellbeing. Through inclusive leadership, enhancing psychological safety, expanding allyship, and investing in holistic wellbeing, SCOPE will continue to create a workplace where every individual feels valued, supported, and empowered to thrive.



Trusted Partners

6,400 CPD points
awarded by Scope.

780 undergraduate
optometry students
participated in
Classroom to Clinic.

93.2% Customer
Satisfaction Score
(CSAT).

43,000 customer
Inquiries resolved in
12 months.

MEDICAL DEPARTMENT

Empowering Future Optometrists

Now in its fourth successful year, Classroom to Clinic continued to bridge academic learning with real-world practice, equipping the next generation of eye care professionals with essential clinical and communication skills. During the 2024 academic year, more than 780 undergraduate optometry students took part in the programme. They engaged in practical sessions exploring heat, cleanse and hydrate regimes, took part in interactive quizzes, and participated in discussions on ocular lubricants, lid hygiene, periocular skin health and effective communication with patients.

Feedback from participants highlighted both enthusiasm and impact. One student commented, "The interactiveness was great even for people who may be shy. I'll use what I've learnt today going forward."

Another added, "Very useful information on products and care regimes for MGD and blepharitis."

Supporting Clinical Excellence

The *Dry Eye Clinic Masterclass* series expanded its reach in 2024, offering both Level 1 and Level 2 training. The Level 1 sessions were hosted at the National Resource Centre in Birmingham, while Level 2 took place at Technological University Dublin. Each session provided optometrists with structured, skills-based learning that enhanced their ability to manage dry eye conditions effectively in practice.





Championing Professional Growth

In 2024, SCOPE continued to champion professional development at every stage of an optometrist's career. From delivering supervised practical sessions to support pre-registration trainees, running workshops that help newly qualified optometrists build clinical confidence, to guiding advanced practitioners in providing comprehensive patient care. Through initiatives such as Independent Prescribing (IP) bursaries, we further empowered clinicians to enhance their expertise and deliver even better outcomes for patients.

This structured approach reflects SCOPE's commitment to lifelong learning, ensuring that every practitioner has the knowledge and confidence to grow within an evolving healthcare landscape.

2024 Achievements

In 2024, the Medical Education team delivered 39 continuing professional development sessions, which included 22 BDM-led sessions, 17 bespoke CPD events and 13 Key Account CPD programmes.

These CPD points were in addition to the 6,400 interactive CPD points from events. Support for pre-registration trainees and newly qualified optometrists remained a key focus.

The year included the HG Stage 2 Support Day, three days of VE pre-registration training, and three training sessions for newly qualified optometrists. SCOPE also collaborated with Boots Opticians to deliver a Dry Eye Clinic Pilot across six stores, supporting clinical development within retail practice.

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Seven live webinars were hosted throughout the year, complementing a strong presence at major optical conferences. SCOPE's educational sessions featured at Eyecare Glasgow, 100% Optical, Optometry Tomorrow and two national Masterclasses, reinforcing its reputation as a leader in professional education across the sector.

Looking Ahead

The achievements of 2024 have created a strong foundation for continued educational excellence in 2025 and beyond. From classroom learning to clinical development, every initiative reflects SCOPE's mission to empower professionals, enhance patient outcomes and keep a lifetime of learning at the centre of eye care.

OPERATIONS & CUSTOMER CARE

The Operations and Customer Care (OCC) team continues to focus on delivering excellence in customer experience. The team is committed to ensuring that every interaction with customers and partners is professional, friendly and efficient, regardless of the communication channel used.

The OCC team's work is centred around the end customer, whose life we aim to improve through every product and service we deliver. This includes SCOPE's retail partners, ophthalmologists, eye specialists, opticians, major retail chains and, of course, our own people across departments.

Describing the department's goals, John O'Brien, Director of Operations, said: "We do have a continuous overall goal and that's to ensure we are giving high quality customer experience and sales support. We are striving to be industry leaders in these areas, and we have set very high standards and KPIs to ensure we meet that aspiration."

To achieve these goals, the OCC team has restructured several roles to drive greater efficiency. In 2025 and 2026, Customer Care and Sales Support functions will be separated to allow for more specialised roles. A new Operations Systems Manager position has also been created to focus full-time on the development and improvement of our customer care software, Zendesk. Alongside this, the Operations Project Manager and Packaging Artwork Specialist roles continue to bring added value to both the organisation and our customers.



Zendesk provides full visibility of OCC activities and customer engagement. The team experienced growth of over 14%, from just over 37,000 customer care tickets in 2023 to almost 43,000 in 2024. Despite this increase, OCC maintained industry-leading satisfaction scores, achieving a Customer Satisfaction (CSAT) Score of 93.2%, surpassing the 2024 target of 92%.

The team is also measured on response times and continues to meet all performance metrics, ensuring customers receive the high standard of care that SCOPE aspires to deliver.

In addition to managing customer interactions, the OCC team has worked hard to improve internal processes through the Operations Project Manager and Packaging Artwork Specialist roles. James Kelly, Operations Project Manager, has supported multiple cross-departmental initiatives, managed projects and measuring outcomes to improve efficiency. Maeve Krutov, Packaging Artwork Specialist, has implemented a new packaging approval process that has already improved clarity on roles and deliverables while identifying areas of waste for future improvement.

The OCC team also contributes to SCOPE's environmental sustainability efforts. Their responsibilities extend across sales support, sample distribution, travel management and equipment handling, with a focus on "fit for purpose" solutions that minimise environmental impact.

Efforts to align SCOPE's car fleet with sustainability goals have continued. In the UK, all 51 vehicles in the fleet are now hybrid, and work is ongoing to expand hybrid options across other regions. "Sustainability is something we consider at all points – we need to take into consideration the infrastructure in each of our geographies and look for options that help us become a more environmentally responsible company," said John O'Brien.

The OCC team is actively engaged in ongoing discussions with partners across all regions to ensure that the fleet continues to align with sustainability goals. While there are still limitations around the use of electric cars for field teams, progress continues, and there are efforts underway to enhance sustainability within the US and Ireland fleets.

Efficient Equipment Management: Quality Over Quantity

SCOPE avoids the common industry practice of frequently replacing phones and equipment. Instead, we take a more sustainable approach, replacing items only when necessary. By investing in quality devices and maintaining strong relationships with providers such as Wessex, SCOPE ensures equipment longevity. This approach not only supports sustainability but also reinforces the organisation's commitment to practicality and value.



Travel and Accommodation: A Strategic Approach

The OCC team continues to take a structured and responsible approach to managing travel and accommodation. Through improved use of Zendesk, we now have better visibility of flights, train journeys and hotel bookings, allowing for more strategic decision-making. This has enabled us to plan travel further in advance, assess necessity and manage budgets more efficiently.

The emphasis on efficiency, value and continuous improvement reflects a culture committed to making a positive impact – not only for our customers but also for our planet. As SCOPE continues to embed sustainable practices within its operations, the future holds promise for even greater progress in environmental responsibility.



Patients

1,600 patients registered for our annual patient wellbeing seminar.

270 patient questions answered live

£1,000 donated to patient-led organisations

40+ Patient interviews carried out to date

PATIENTS

We are deeply committed to our patients. This commitment is not only part of our strategy - it is what fuels our company.

We are incredibly proud of our portfolio of preservative-free products, and we firmly believe we can go even further in supporting those who rely on us. Ensuring positive patient outcomes underpins every decision we make. We are dedicated to helping our teams better understand patients' real-world experiences, recognising that this insight is essential for meaningful impact.

By strengthening this understanding, we can continue to bridge the gap between diagnosis and disease management and ensure we are meeting patients' needs with empathy, clarity and purpose.

“Meeting patients face to face or online is essential to understanding their experiences. These conversations help me set meaningful goals that strengthen patient education and can ultimately, improve their quality of life. Hearing directly from patients after our annual webinar was incredibly special. It reminded me just how meaningful our work can be. Their stories motivate me to keep deepening our understanding of their experiences and to provide valuable, diverse educational opportunities that support people newly diagnosed, those beginning to experience symptoms and those further along in their dry eye journey.”
Asiya Mu'azzam, Social Impact Specialist



PATIENT EDUCATION

In 2024, we proudly hosted our fourth annual Dry Eye Well-Being Seminar, marking another significant milestone in our commitment to improving the lives of patients living with dry eye disease. Each year, this event grows in scale, reach and impact – and this year was no exception. While there is still more work ahead, our focus remains clear: to innovate, improve and continue enhancing the quality of life for patients globally.

More than 1,600 patients registered for the seminar, submitting over 100 disease-specific questions and more than 200 personal tips in advance. Our team answered over 270 questions in real time, both from the studio and our behind-the-scenes tech team. These figures reflect the increasing global demand for accessible, patient-centred education that empowers individuals to better understand and manage dry eye disease.

Delivering an event of this scale requires months of preparation and a dedicated, cross-functional team. Colleagues across the business supported both in person and virtually to ensure a smooth, engaging and informative experience for all attendees.

Feedback from attendees highlighted just how valuable the seminar was in helping them understand their condition and feel more confident in managing it:



ACCELERATING IMPACT

By combining real patient insights with practical, accessible resources, we aim to empower individuals to better understand and manage their eye health with confidence.

Patient organisations play a vital role in this work. Their deep understanding of the lived experiences, concerns and needs of patients makes them invaluable collaborators in our mission to create meaningful, lasting impact. This includes deepening our collaboration with the Dry Eye Foundation in the United States and the Dry Eye Association in the United Kingdom. Both organisations are leaders in patient advocacy, education and community support, and together we can amplify our collective reach and impact. We donated £1,000 to the Dry Eye Association Patient Education Day that took place in January 2025 to support access to eye health information and SCOPE continues to work to identify suitable collaborations with patient organisations.

By aligning our expertise and resources, we can empower patient communities, expand access to quality education and ultimately help improve the lives of people living with eye conditions. Through collaboration, shared insights and a commitment to patient-centred care, we aim to create a stronger, more informed community for all. In 2025, SCOPE will further strengthen its patient support efforts by working more closely with these organisations and championing the important work they do every day.



INTERNAL AWARENESS

Creating meaningful impact begins with understanding. We work to deeply understand the challenges and experiences patients face so that our strategies, products and research lead to outcomes that genuinely improve lives. One important source of these insights is our International Dry Eye Well-Being Seminar for Patients, where participants can opt in to share their personal experiences of living with dry eye. These stories help shape our thinking and ensure our work reflects real patient needs.

Bringing the Patient Voice Into Everyday Decision-Making

Recognising the impact that diseases, symptoms and treatments have on daily life motivates us to aim for real, sustained change. By consistently considering patient impact in our decisions and communications, we move closer to becoming a truly patient-centric organisation. Every choice we make should contribute to improved outcomes and help address the challenges patients face. A key Social Impact initiative supporting this goal is the Staying Connected Podcast, designed to centre the patient voice in our everyday roles. As part of this internal series, we interviewed more than 40 patients to date across a wide range of conditions, experiences and perspectives. Their stories provide invaluable insight into what matters most to patients and remind us why our work is so important.

Working Together for Meaningful Change

We all share the opportunity to make a real difference in the lives of the patients we serve. By continuing to listen, learn and act with patient impact at the forefront, we ensure their needs and experiences guide us in all we do.

Through collaboration and a continued commitment to understanding the patient experience, we can help create a future where every decision at SCOPE contributes to better outcomes and stronger support for those who need it most.

THE PATIENT PILLAR - LOOKING AHEAD

In 2024, SCOPE strengthened its commitment to patients by delivering patient-centred education, deepening engagement, and fostering collaboration with patient organisations. Through initiatives such as the International Dry Eye Well-Being Seminar, the Staying Connected Podcast, and partnerships with the Dry Eye Foundation (US) and Dry Eye Association (UK), SCOPE ensured that patient insights informed decision-making, product development, and educational initiatives.

Patient Education and Empowerment

Over 1,600 patients participated in the 2024 Dry Eye Well-Being Seminar, submitting over 100 disease-specific questions and 200 personal tips. SCOPE's team answered more than 270 questions live, creating an interactive, patient-centred experience that strengthened understanding and confidence in managing eye conditions. This work contributed to SDG 3.4, promoting health and wellbeing by equipping individuals with the knowledge and resources to manage their conditions effectively.

Amplifying the Patient Voice

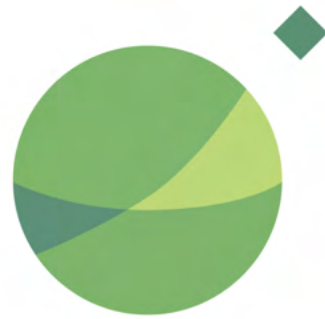
Through the Staying Connected Podcast, SCOPE has interviewed over 40 patients across diverse conditions and experiences, integrating their insights into organisational strategy and operations. These initiatives ensure that patient experiences guide decisions, product development, and educational resources, contributing to SDG 10.2, by empowering vulnerable populations and promoting inclusion in health decisions.

Collaboration with Patient Organisations

SCOPE's ongoing partnerships with patient advocacy groups have strengthened reach and impact, ensuring that education and support are accessible and meaningful. By combining expertise with the lived experiences of patients, SCOPE helps improve quality of life, promote awareness, and expand access to resources, aligning with SDG 17.17, which encourages partnerships to achieve sustainable impact.

Looking to 2025

In 2025, SCOPE will build on these achievements by expanding patient education initiatives, increasing collaboration with patient organisations, and further integrating patient insights into strategy and decision-making. Feedback from participants, internal teams, and partners will guide future engagements, including the annual seminar, educational content, and advocacy efforts. Through these actions, SCOPE aims to ensure that every decision and initiative continues to improve outcomes, support patient communities, and empower individuals to manage their eye health with confidence.



Planet

PRODUCT CIRCULARITY

In 2024, SCOPE strengthened its commitment to reducing unnecessary plastic waste through the Recycling Eye Drop Bottles Project. In April, we shifted towards more innovative and tailored engagement methods to boost uptake across primary care practices to enhance the project's impact. We moved our recycling boxes from the retail team into primary care settings where they could be more effectively utilised. Early engagement was limited as the project laid the groundwork for raising awareness about the environmental impact of single-dose units and the importance of making more sustainable choices wherever possible.

Throughout 2024, collaboration with Dr Rumina Önaç helped reinforce this message. Her advocacy within the clinical community highlighted how simple changes in prescribing and disposal behaviours can contribute to reducing plastic use. These themes supported our engagement work with practices and helped drive growing interest in the scheme.

By the end of the year, usage of the recycling boxes began steadily increasing, positioning the project for strong results in 2025.



PLANET PILLAR - LOOKING AHEAD

Looking ahead, SCOPE is building on this momentum with the creation of a dedicated Sustainability Lead role. This new position will provide strategic oversight, champion environmental initiatives, and integrate sustainability across operations, from product development and clinical engagement to travel, equipment management, and packaging. The role signals SCOPE's long-term commitment to embedding environmental responsibility at the core of business practices, ensuring sustainability is considered in every decision.

These initiatives contribute to the United Nations Sustainable Development Goals, particularly SDG 12.6, by integrating sustainability into corporate policies and practices and ensuring accountability through clear strategies and oversight. With 2024 laying a solid foundation and the Recycling Eye Drop Bottles Project gaining traction, the addition of a Sustainability Lead in 2025 positions SCOPE to accelerate its journey towards meaningful, lasting impact for the planet. Feedback from employees, partners, and practices will guide the expansion of initiatives, ensuring that SCOPE continues to innovate, measure progress, and deliver sustainable outcomes that benefit both people and the environment.

LOOKING TO 2025

As we look to 2025, SCOPE sees a year full of possibility and purpose. Our journey so far has been shaped by innovation, collaboration, and a steadfast commitment to improving lives—and these values will continue to guide us in the year ahead.

Empowering Our People

We will deepen our investment in inclusiveness and wellbeing, ensuring every colleague feels valued, supported and inspired to thrive. Leadership development for women will expand, male representation in key roles will continue to grow, and diversity will remain central to every decision. Programmes such as the Active Bystander initiative will extend to new employees and sales teams, fostering a culture of respect, accountability and empowerment. Mental health and wellbeing will remain at the heart of our strategy, with plans to grow the Mental Health First Aid network and enhance resources to support work-life balance.

Patient Centricity

Our dedication to patients remains unwavering. Building on the success of the Dry Eye Well-Being Seminar and patient education initiatives, we will deepen collaborations with advocacy organisations and expand resources that empower individuals to manage their eye health with confidence. By integrating patient insights into decision-making, we aim to bridge the gap between diagnosis and disease management, ensuring our products and services continue to create meaningful impact.

Planet

Environmental responsibility will remain a cornerstone of our growth. In 2025, SCOPE will strengthen its commitment through the creation of a Sustainability Lead role. This new position will champion environmental initiatives across the organisation, provide strategic oversight, and drive projects that embed sustainability into every aspect of our operations.

Strengthening Partnerships and Professional Development

Education and collaboration will continue to be central to our mission. We will build on 2024's achievements by delivering more CPD sessions, supporting optometry students, and expanding clinical training programmes equipping healthcare professionals with the knowledge and confidence to deliver outstanding patient care.

A Culture of Giving Back

Through the People Pillar, we will continue to make a difference beyond our business. From supporting children with vision loss to responding to global humanitarian crises, our commitment to social responsibility will remain strong, guided by purpose and compassion.

Our Vision for 2025

We see a year where inclusivity, innovation, sustainability and collaboration come together to create extraordinary outcomes for our people, patients, partners and planet. By living our values: Authentic, Driven, Innovative and The Craic, we will energise each other, make a tangible difference every day, and celebrate the progress we achieve together.

Together, let's make 2025 a year of purpose, progress and shared success.



PEOPLE

£55,000 donated to children's sight loss agencies.

528 working hours volunteered across local communities.

£6,700 donated to causes close to our people's hearts.

£10,000 donated to UNICEF UK for humanitarian aid .



INCLUSIVENESS & WELL-BEING

70 employees trained as active bystanders.

48% representation of females in management.

16 million steps in SCOPE Steps Challenge.

£2,000 to ShoutOut to provide LGBTQ+ education and support.



TRUSTED PARTNER

6,400 CPD points awarded by Scope.

780 undergraduate optometry students participated in Classroom to Clinic.

93.2% Customer Satisfaction Score (CSAT).

43,000 customer Inquiries resolved in 12 months.



PATIENTS

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