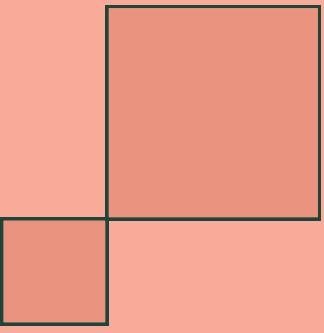


pixelfridge



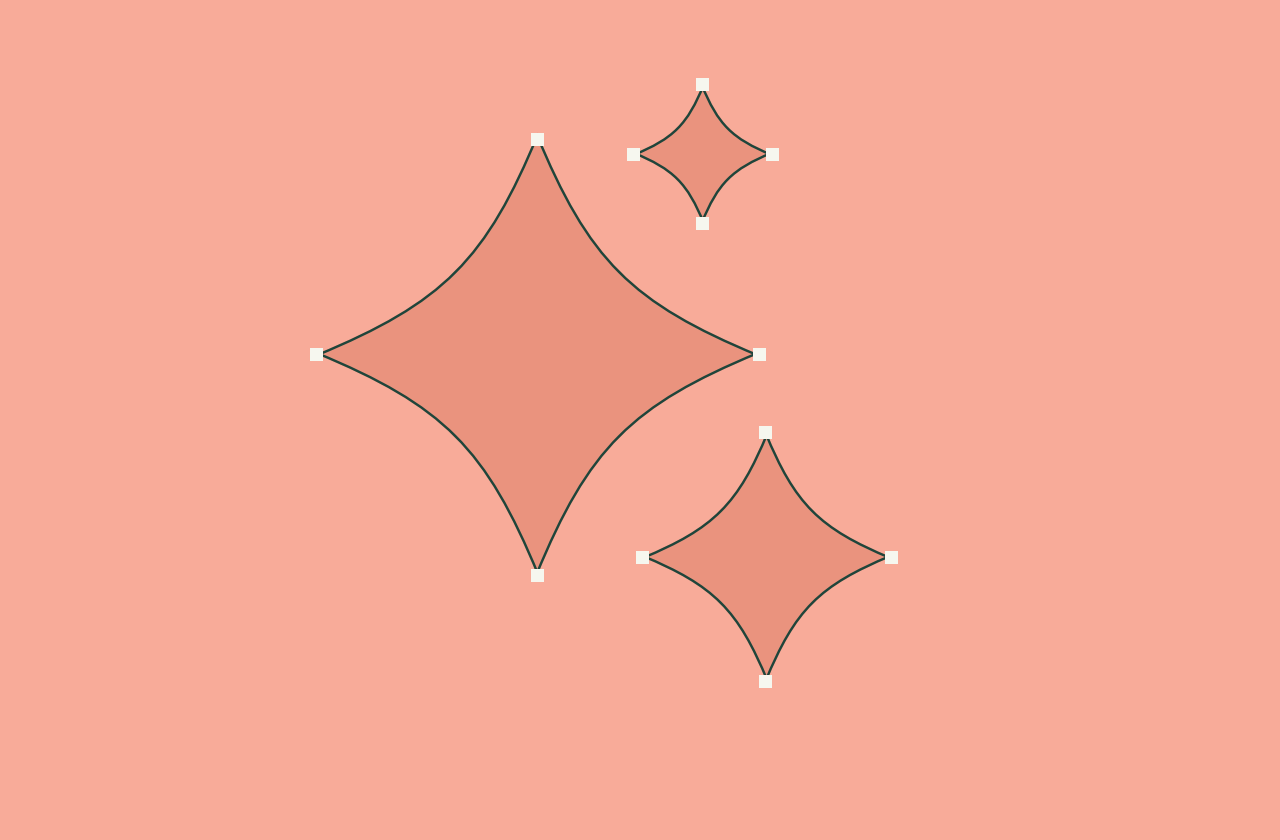
Reviewing 2024

Our Impact Report

April 2025

A year in review





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Introduction

Welcome to our Impact Report covering 2024, a snapshot of another very busy year at Pixelfridge

2024 was a big year for Pixelfridge. We turned 5 years old in February, and unveiled an exciting rebrand which you can see in this report.

We spent a lot of last year doing some fundamental strategic thinking about who we are as an agency, and what makes us stand out. This has led to our new brand identity which hopefully conveys our desire to work with organisations looking to do good in the world. This was a huge undertaking and we're so proud of the end result - so a big thank you to the whole team!

As well as our new brand, we have fine tuned a lot of our internal ways of working, worked a lot on our external facing communications and most importantly helped clients deliver impact through digital experiences.

Whilst 2023 was a year of change, 2024 was a year for that change to settle in to our organisation. We continue to offer our team all of the wonderful policies that we introduced in the previous years, we've added some brilliant new people to the team, and we dealt with our first leaver of the organisation - some things can't be avoided!

This is our third impact report and as a result, we can now start to see themes appearing. From a leadership point of view, this is more than just a report, this is an opportunity to check in on how we're doing and strive to further improve our company for both people and planet.

On a personal level, 2024 was a fascinating (stressful and enjoyable in equal measures!) year and one that has shifted the dial for Pixelfridge. We have gone from being that smaller agency that designs and builds websites, to being a true digital experience partner, stepping into new services and hiring in these new spaces too. Watch this space for Pixelfridge in 2025 and I'm already looking forward to next year's impact report.

Nick Murray, Co-founder

Highlights of 2024

It's been a busy year for Pixelfridge with so much going on behind the scenes. Here are some of our highlights.



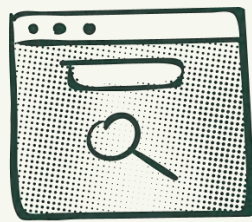
We celebrated **Pixelfridge’s 5th birthday** with an all company trip to Jersey.



Grew our team and revenue. 2024 saw us add three new team members (Ross, Maddie and Charlotte) and grow our revenue.



Refined our value proposition and visual identity to reflect our desire to be the **digital experience partner for purposeful organisations**.



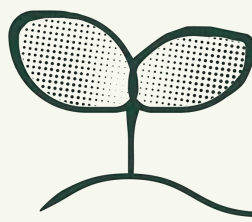
Developed our **digital strategy and SEO offering** with the help of new joiner Charlotte.



Continued to **give money to charity**. We’ve upped our donation of profits to 0.8%.



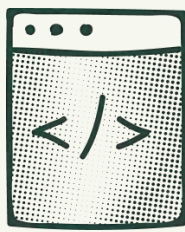
More Purposeful Experiences . We **increased the % of charity clients** we worked with.



Offering **sustainability reviews** for clients, helping them reduce the carbon emissions for their websites.



Volunteered for various organisations including Foodcycle in London and Surfers against Sewage in Devon.



Launched new **purposeful websites** including The Freedom Fund, City of Trees, The King Charles III Charitable Fund and Thalamos.

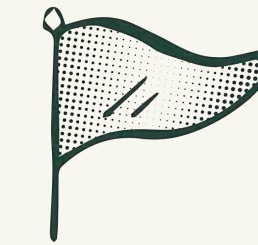
Reflecting on our goals from our 2023 Impact Report

These are the aims and goals we set for ourselves last year. The following slides take a closer look at how we did and whether we achieved them.



Goals we set for ourselves

- 1. Purpose driven client focus.** Further increase our time spent working with purpose driven clients.
- 2. New policies.** Encourage our employees to make full use of our mentoring and volunteering policies.
- 3. Donation of profits.** Continue to increase our donation of profits to charity.
- 4. Emissions and carbon impact.** Continue to monitor and aim to reduce our Scope 1, 2, and 3 emissions.
- 5. Sustainability.** Further encourage our clients to take their environmental impact into consideration.



Long terms objective we set for ourselves

- 1. Carbon reduction.** Ensure average page of all our new websites is less than 0.5g carbon
- 2. Net zero.** Develop a roadmap for working towards Net Zero (or not, for reasons we'll cover!)



Goals we set for ourselves: Did we achieve them?

1	Purpose driven client focus. Further increase our time spent working with purpose driven clients	We did manage to increase the % of charity clients we work with from 20.8% of our client base to 25%. However, the % of purposeful clients we worked with (charity, non-profits and purpose-led clients) remained the same at 50%.
2	New policies. Encourage our employees to make full use of our mentoring and volunteering policies	Most of our team did manage to volunteer for a number of charities, including Foodcycle in London, beach cleaning for Surfers Against Sewage and helping get young people out in the water with Adventure Therapy. A couple of team members managed to fit in some mentoring too although there is still room for improvement here!
3	Donation of profits. Continue to increase our donation of profits to charity	We have increased our profit donation again this previous year, and we are now very close to our desired target of 1% of our profits.
4	Emissions and carbon impact. Continue to monitor and aim to reduce our Scope 1, 2, and 3 emissions	In 2024 we took on 3 new team members, so on the surface it looks like our emissions have slightly increased. However, if we calculate this figure per head, they have actually remained consistent.
5	Sustainability. Further encourage our clients to take their environmental impact into consideration	We have made digital sustainability a much more significant part of our process. We talk about it in our proposals, and we now offer clients digital sustainability audits and recommendations.

Our thoughts on reaching Net Zero

We spent some time researching what our path to Net Zero would look like. One of the key requirements is for businesses to reduce their emissions by 90% and for us this is harder than it sounds.

As a small, low-carbon company, we have already done a lot of work to keep our emissions as low as possible. And this means that reducing them by a further 90% just isn't feasible. So for now we're stepping away from formally chasing Net Zero and instead focusing on some other changes we feel are impactful but achievable.



What have we already done to reduce our impact?

- Green hosting (Google Cloud in renewable regions)
- Low-carbon digital design (lightweight websites, performance focus)
- Small team size; we're already a low-footprint org by nature
- Green energy used in offices
- Volunteering for charitable organisations
- Offset more than our existing emissions using a verified supply (Ecologi is well regarded and invests in projects certified by reputable standard like the Verified Carbon Standard and the Gold Standard)

What can we still do?

- Keep doing what we're doing! We are already a low-carbon company so we need to continue working along this trajectory
- Become a no-flying (unless absolutely essential) business
- Commuting - encourage or provide incentives for people to commute in a more environmentally friendly way
- Continue to optimise our processes to reduce our carbon footprint per website



B Corp

We're proud to be entering our third year as a certified B Corp at Pixelfridge. It's a milestone that reflects our ongoing commitment to using business as a force for good.

With our recertification due next year, we'll be assessed against the updated B Corp standards, which are set to be more rigorous than ever. Fortunately, we're in a strong position: our emissions are already low, we're transparent about our practices, and we continuously measure our impact. While we know the bar is being raised, we're confident that much of what we already do aligns closely with the new requirements.

We're excited to share how we continue to grow and evolve on this journey.





A closer look at

Environment

How we manage our environmental impact
as a business



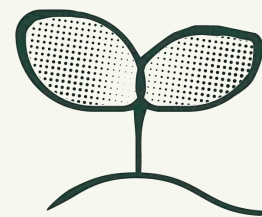


Hosting and digital sustainability

Hosting is one of the ways that we can significantly decrease the carbon footprint of our websites. We reviewed whether our approach is still the best one in an ever-changing landscape.

Google Cloud

We currently host our sites on Google Cloud having conducted research on sustainable hosting options a few years ago. At the time we did the research, Google was carbon neutral and had been since 2007. It seemed the best solution for us, marrying powerful infrastructure and power with progressive sustainability credentials.

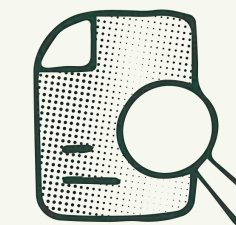


Carbon Neutrality

After 17 years of maintaining a carbon-neutral stance, Google has announced a shift in its environmental goals due to a significant increase in emissions linked to its AI investments.

According to Google's latest environmental report, the tech giant has ceased its operational carbon neutrality since 2023. However, it does still aim to run on 24/7 carbon-free energy on every grid where they operate by 2030.

We wanted to think further about whether hosting on Google was still the best approach for us.



Digging deeper

After more research we understand that the data centre in London which is where our servers are based are labelled 'low carbon' meaning that they have the lowest carbon impact, running on 92% clean energy.

Google also use Power Purchase agreements; long-term contracts that buy renewable energy directly from clean energy producers rather than just offsetting their emissions. These agreements ensure that new renewable energy is added to the grid, not just credits being shuffled around. Which is more effective and the risk of greenwashing is much lower.

Our Emissions

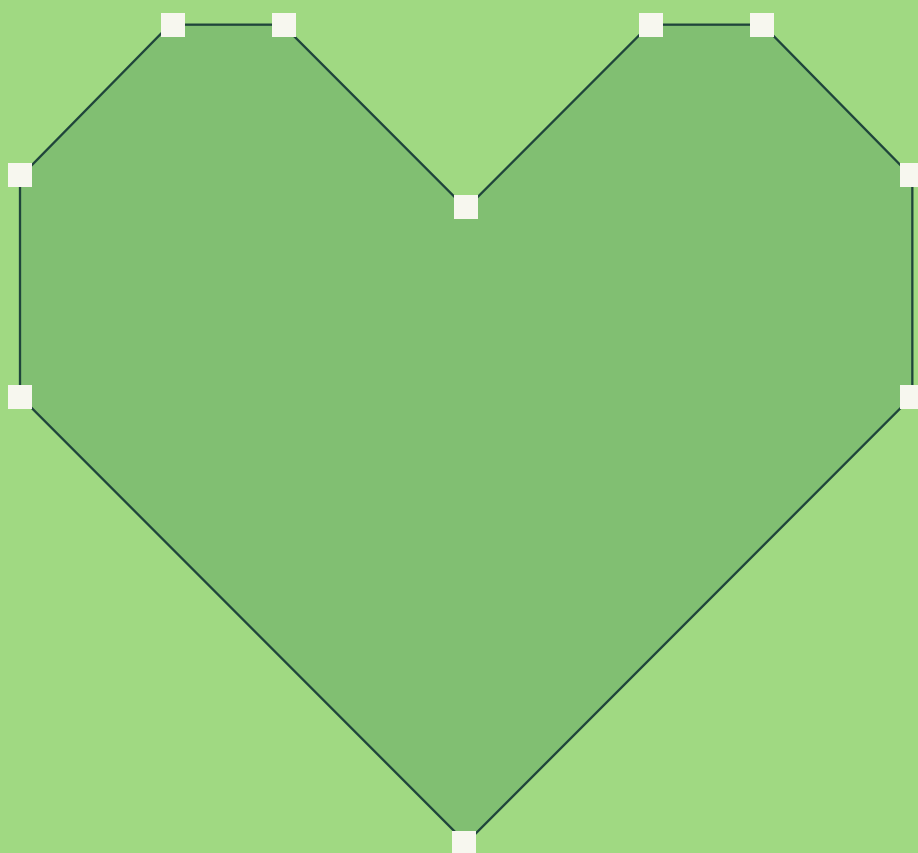
We use Ecologi Zero to measure our emissions. This allows us to track and compare our emissions over the years, with the aim of reducing where we can moving forward.

Ecologi

Total emissions for 2024

37.7

tCO₂e



We'll use this section to present our total emissions for 2024 and break this figure down by scope and industry. These emissions do not include those that result from our websites, as these depend on site traffic and content which are out of our control.

While it's definitely useful to keep an eye on how our emissions change over time, it's also worth remembering that we're an expanding business, with new employees.

In 2024 we took on 3 new team members, so on the surface it looks like our emissions have increased (they were 28.6 tCO₂e in 2023). However, if we calculate this figure per head, they have actually remained consistent.



Scopes & emissions by sector

The three sectors that carry the most emissions for us in 2024 are purchased goods and services, business travel and upstream leased assets (our offices).

Scope 1	274 kgCO ₂ e
Scope 2	0 kgCO ₂ e
Scope 3	37,443 kgCO ₂ e

Scopes provide a standardised way of categorising your emissions; breaking them down into your direct (Scope 1), indirect (Scope 2) and value chain (Scope 3) emissions.

We are a small, serviced based institution so the split between our scopes is to be expected.



- Purchased goods & services
- Business travel
- Upstream leased assets
- Employee commuting
- Fuel & energy related activities (not included in scope 1 or scope 2)
- Other



Carbon offsetting

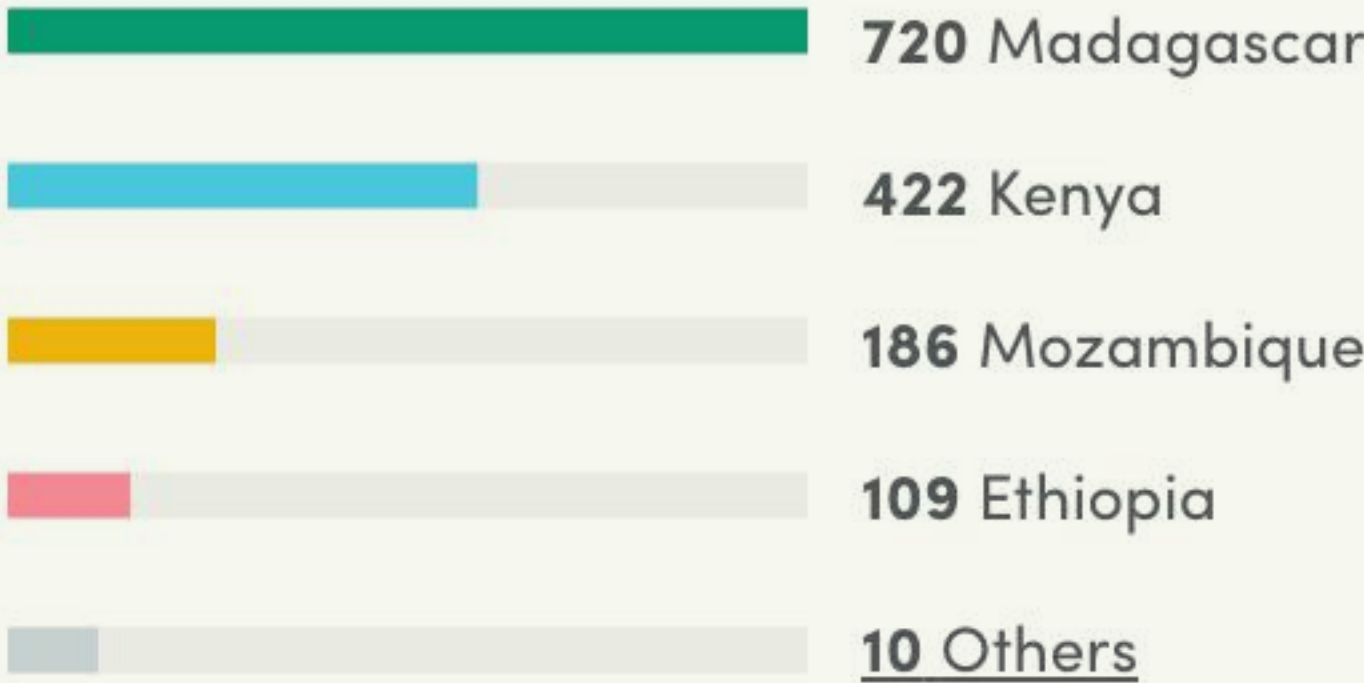
We do what we can to reduce our emissions in the first instance. But what we're unable to reduce, we aim to offset. We use Ecologi because their initiatives are certified by reputable standards such as **Gold Standard** and **Verified Carbon Standard (Verra)**.

Over the last three years we have offset **139.41 tonnes of CO₂**, and funded the planting of **1,696 trees!** In 2024 alone we planted **216 trees** offsetting **32.04 tonnes CO₂** emissions.

However, for the first time, this isn't quite enough to offset our emissions for the year. So we'll be increasing this as part of our plan for 2025 so that we can remain carbon neutral.

Total trees funded

1,696 trees funded

The Ecologi logo is in the top right corner. Below it is a circular graphic with a yellow background. Inside the circle is a stylized illustration of a wind turbine in the foreground, with another smaller one in the background. The background of the circle shows a landscape with green hills, a blue sky, and a yellow sun. The number '50' is prominently displayed in white at the bottom of the circle.

50 tonnes of CO₂ sequestered

Website emissions

From 2023 to 2024, we have maintained the average web page carbon emissions of the sites we built.



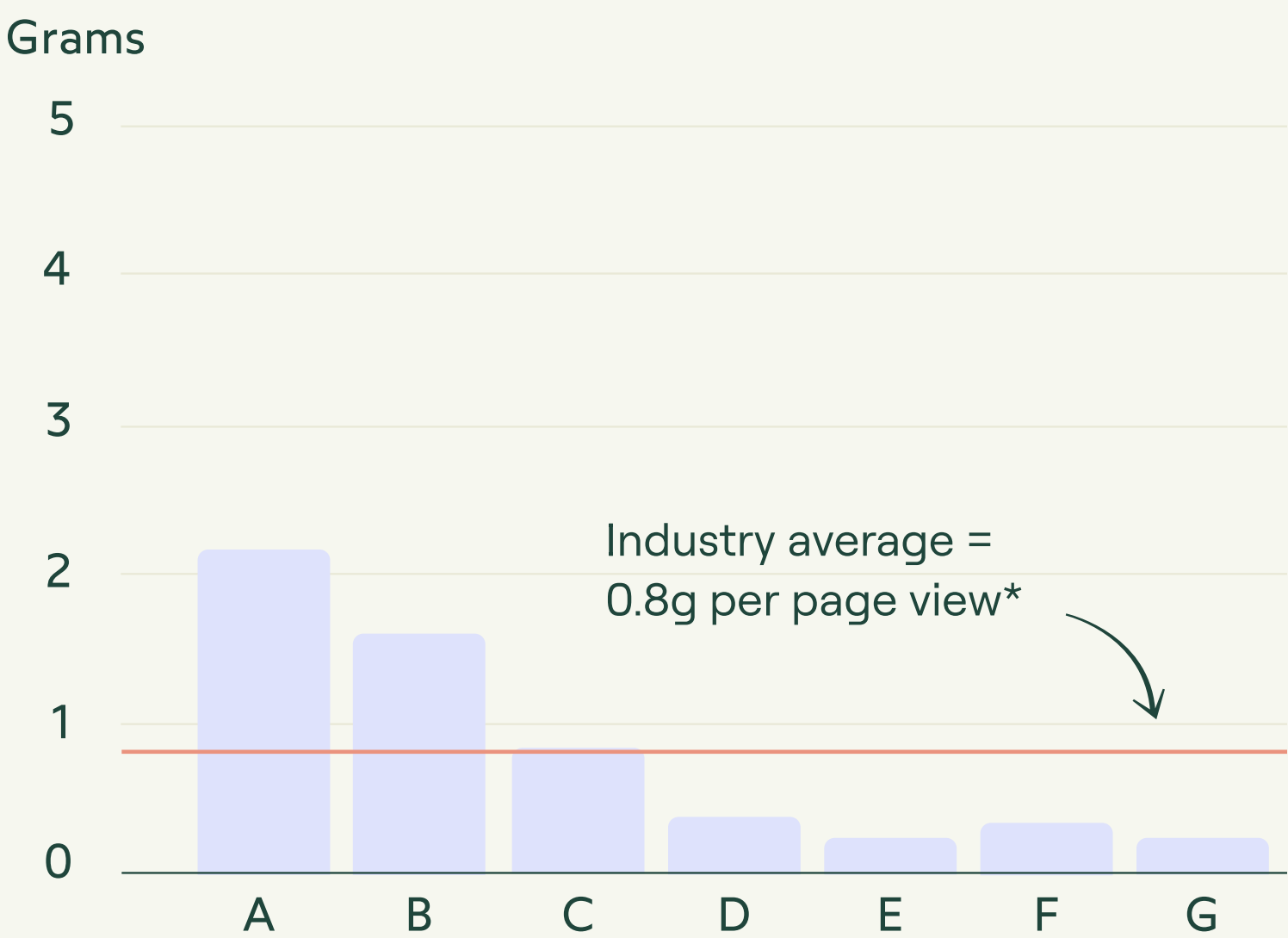
In 2023 we recorded our average carbon emissions for website homepages at 0.8g. This figure remained consistent in 2024, with one website driving up this average quite significantly (in a similar way to last year).

We are pleased these emissions haven’t increased but our aim for next year is to bring this down to our target of 0.5g.

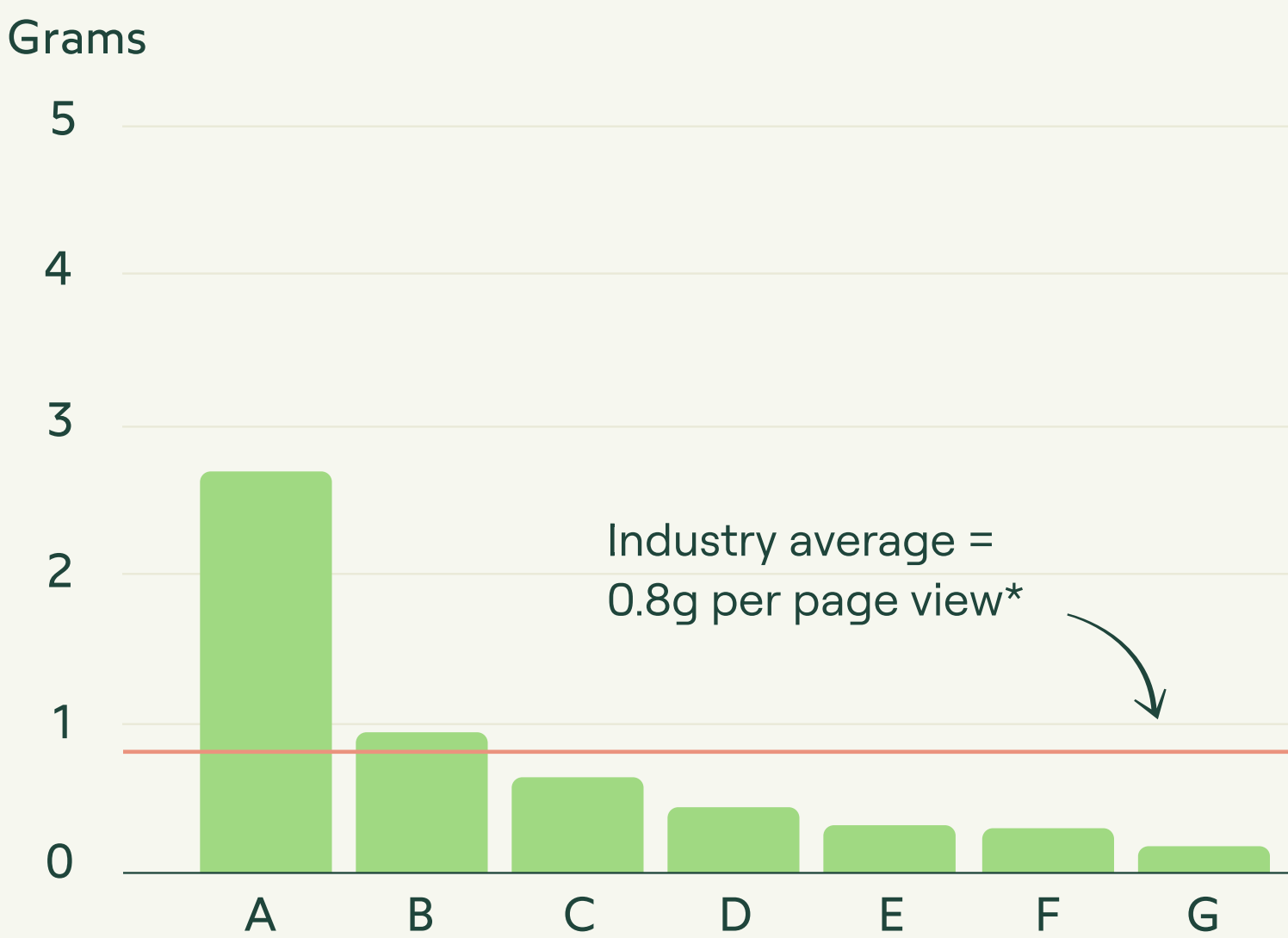
Working with more and more purposeful organisations should help with this as they often push for low carbon websites and client buy-in makes it far more achievable for us.

An additional plan for 2025 is to work with any clients whose average web pages exceed 0.8g. Via sustainability reviews and recommendations we hope to help them bring down their higher emission web pages over the coming months.

2023
Homepage carbon emissions



2024
Homepage carbon emissions



Note: The Homepage is a particularly relevant page to review because most people are likely to visit it, but they are often more carbon heavy than other webpages.

*Source = <https://www.websitecarbon.com/>

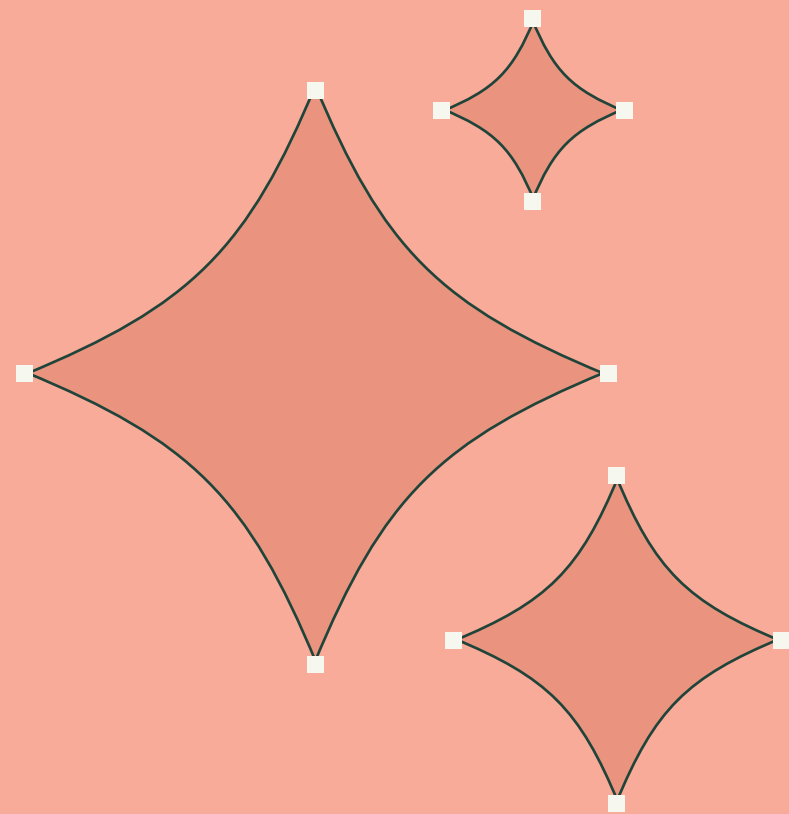


A closer look at

Clients

How we work with clients to reduce our impact as a business

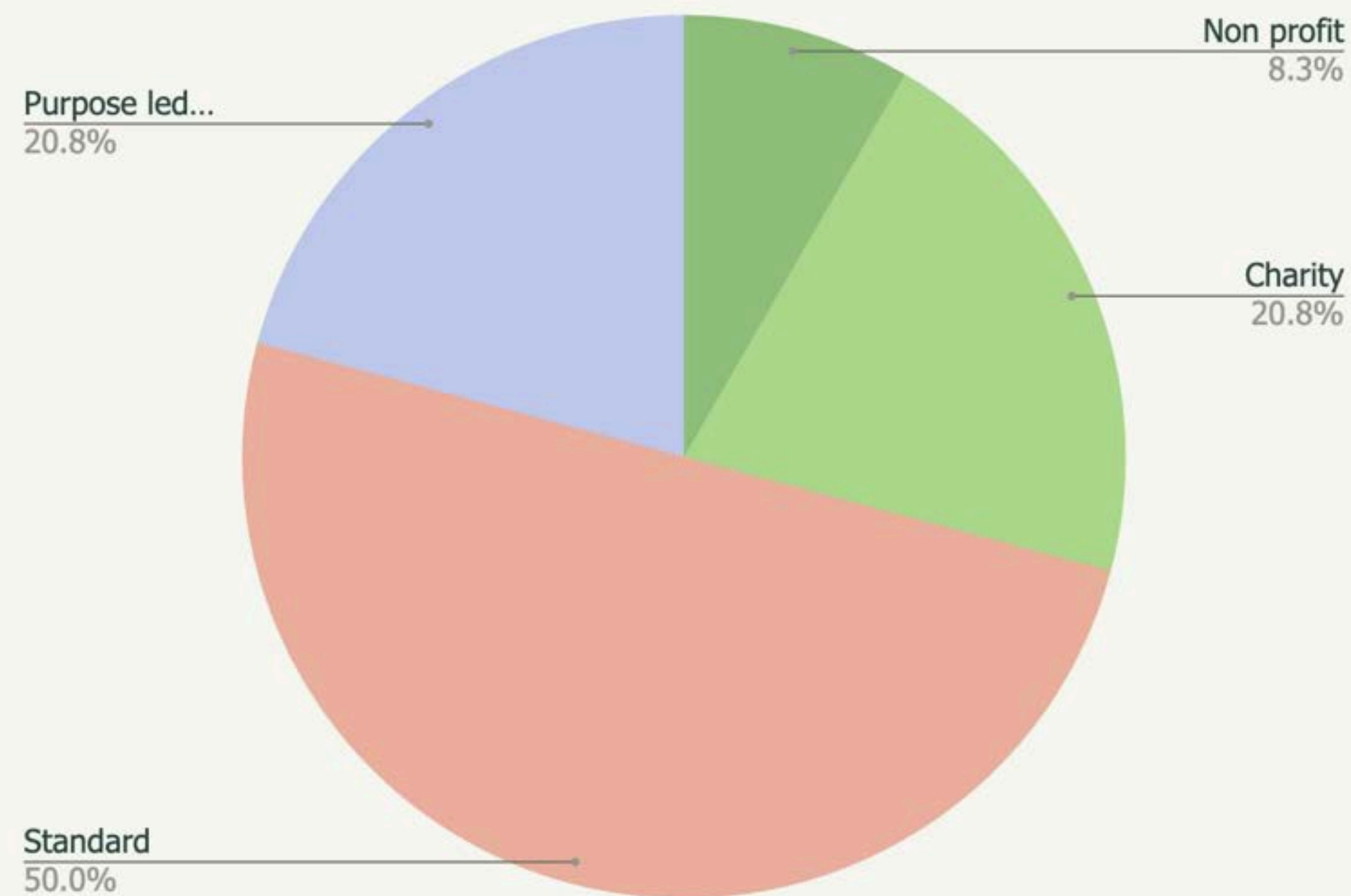




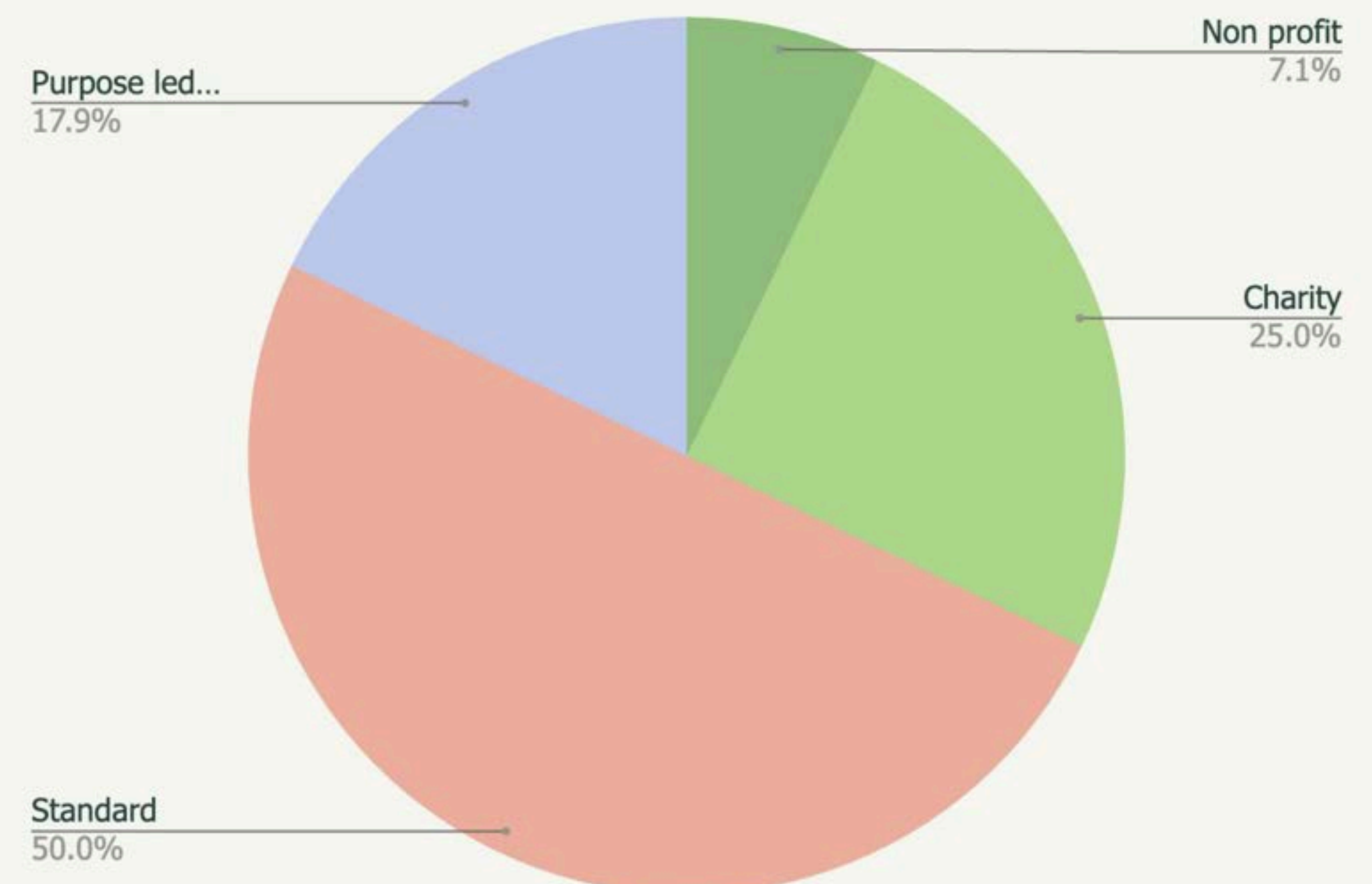
Purpose driven clients

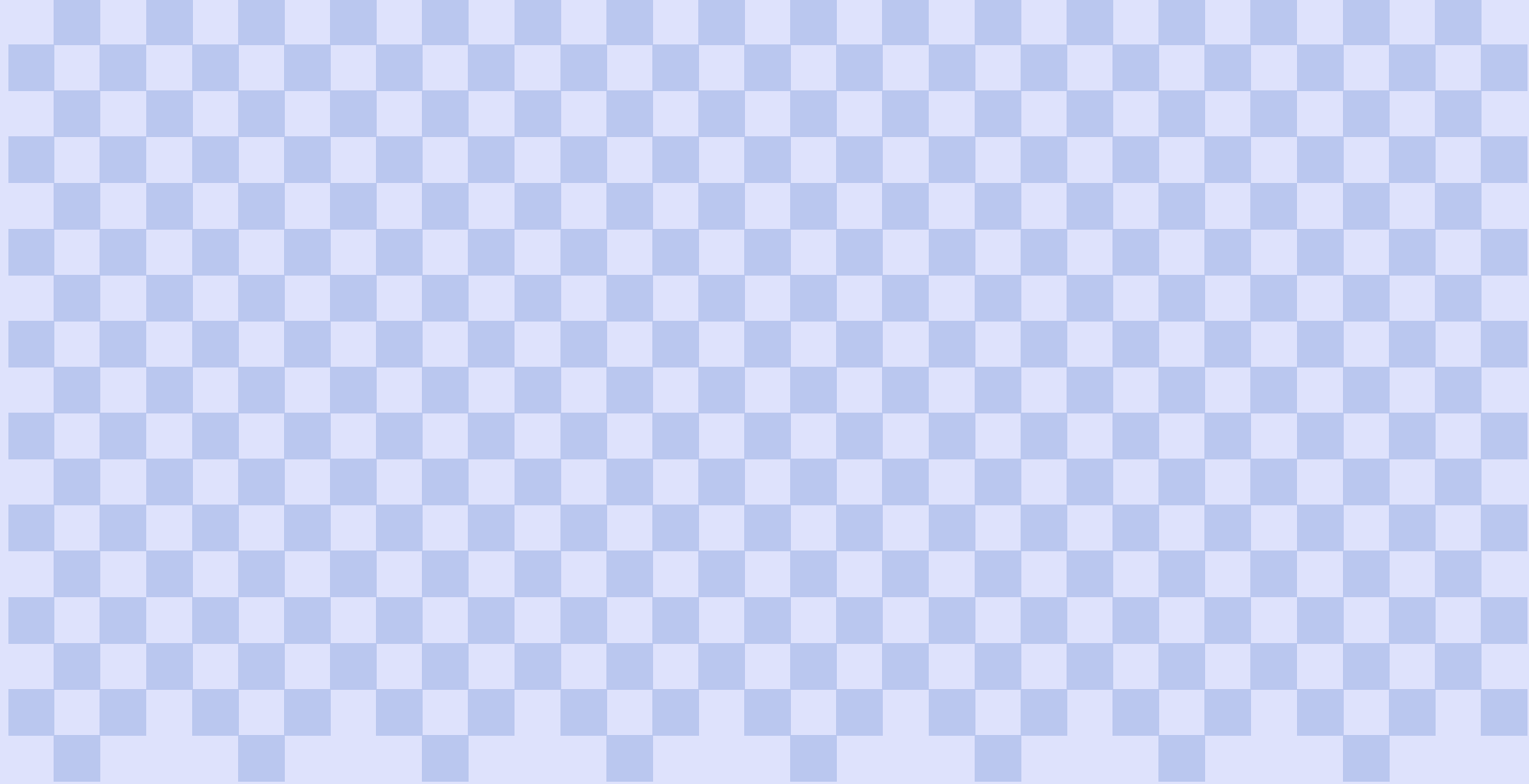
In 2024 we continued to do more of the work we love - purposeful digital experiences with clients who are charities, purpose-led, or non-profits. The % of charities we worked with increased from 20.8% to 25% although the % of all 'purposeful' clients remained at the same at 50%. We are really keen to carry on improving this figure throughout 2025.

2023's client count



2024's client count

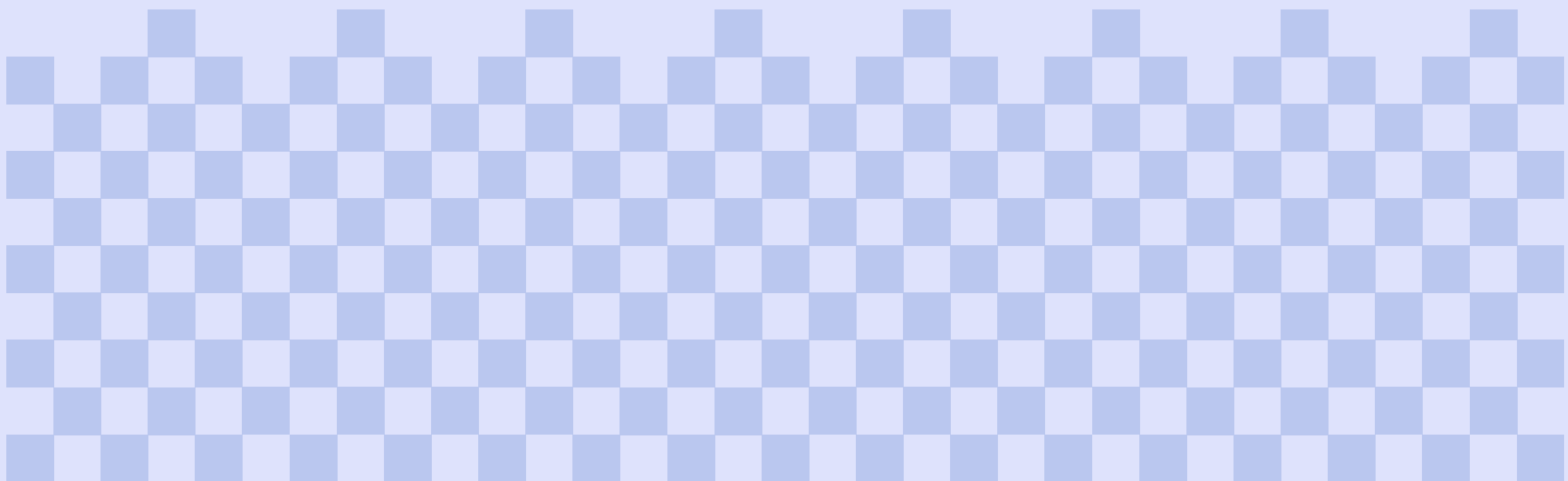




A closer look at

Employees

How we look after our employees



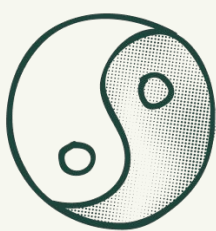
2024

Team & Culture

Our team means a lot to us, and we try really hard to create a great environment for them.



Increased our team from 10 to 12 employees.



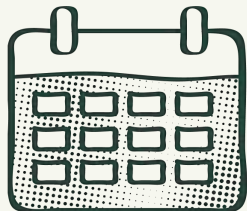
Lost our very first Pixelfridge employee! Very sad to lose the inimitable Connie Gillies who left her role in order to pursue a Masters degree and career in politics and social research.



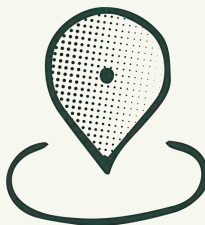
Took part in volunteering after we introduced this as a policy last year. Most of the team volunteered with Foodcycle in London or Beach cleaning in Devon. Another couple of employees also undertook some mentoring.



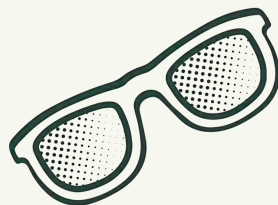
Employees continued to enjoy the benefits of Vitality healthcare, increased paternity leave etc., that we introduced last year.



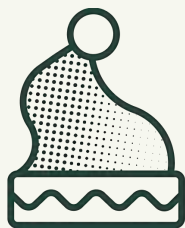
We offer a flexible work schedule, which means we provide office spaces for our team, but also allow for frequent opportunities to work from home.



Enjoyed our annual company ramble and Christmas party. Our ramble took us to the island of Jersey for activities and time together. Our Christmas party saw us venture to Somerset for a few days of fun and bonding away from our laptops!



Continued to offer Flexible Fridays, where we encourage our employees to step away from their screens at lunchtime on a Friday and only return for anything urgent.



Closed the office again last year between Christmas and New Year, meaning our employees enjoyed an extra 3 days off in addition to their annual leave.



Staff survey results

We sent out a staff survey in 2024 to find out how our employees feel about our company and whether there's anything we can do better.



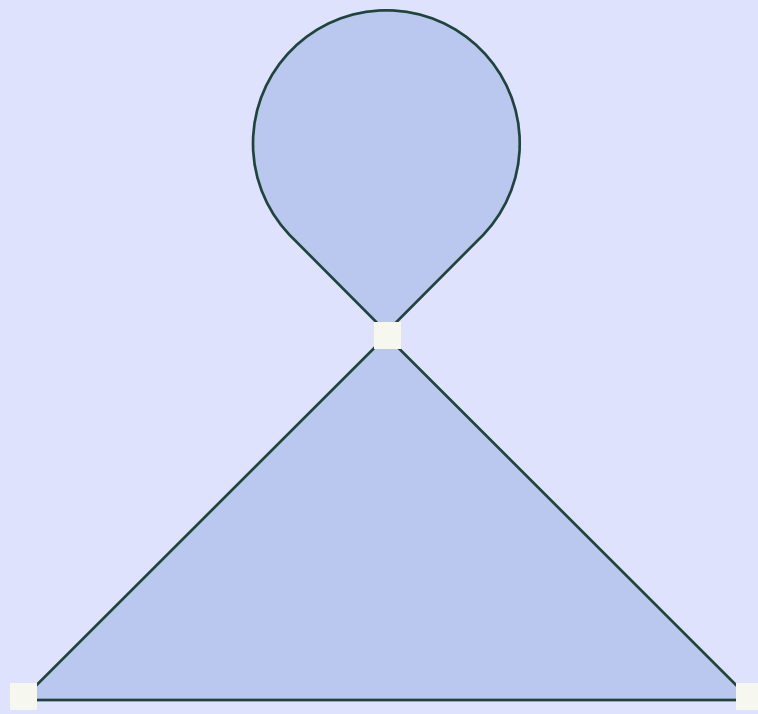
100% of our employees

- Enjoy our company's culture
- Feel that their feedback and contributions are valued
- Feel that the management is transparent
- Are happy at work
- Feel that work is distributed evenly across the team
- Feel that their skills and abilities are utilised



Where we can improve

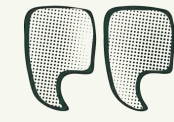
83.3% said they felt connected to their co-workers, but 17% felt that they were only connected to some co-workers. This can be trickier to achieve as we are split between geographic location, but Pixelfridge encourage employees to visit the other office on the regular basis. It's one for us to be aware of though to see if we can do this even more!



2024

Qualitative staff survey

We care a lot about what our employees have to say. Although we performed well above national averages in our annual staff survey, we wanted to give our team a proper chance to tell us how they feel, so we conducted a separate qualitative survey to generate some more in depth feedback. Here are some quotes from that survey!



I really enjoy my work, my team are always happy to share knowledge or discuss any work I'm struggling with or want to demonstrate how I did something... it's always in a good way as I know I have a great support network.



It's truly refreshing to work for an agency that not only sets high standards for the quality of the work produced but also genuinely cares about your wellbeing both inside and outside the office.



Projects are carefully distributed inline with our skillsets, additionally we are also given the opportunity to get involved in other projects with the focus of learning and advancing our skills.



Pixelfridge is such a warm and welcoming company. Proud to say I work here!



Management consistently request and listen to our suggestions and feedback, especially regarding how we work as a team.



At Pixelfridge, we have a strong culture of recognising and giving credit for contributions, whether it's on a project or for resolving an issue... making everyone feel valued and appreciated.



A closer look at

Community

How we give back to our community as a business





Charitable donations

Each year we donate a % of profits to charitable organisations of our team's choice. We will continue to try and increase this as we grow.

In 2023 we donated

0.6%

of profits to charity, non-profit and purpose driven organisations.

In 2024, we increased this to

0.8%*

of profits to charity, non-profit and purpose driven organisations.

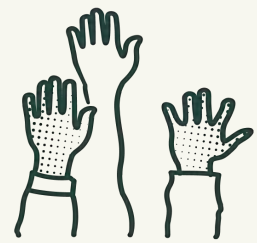
*this was quite a significant jump, given profits also rose!

Here are some of the lovely organisations our team chose to donate to...



Volunteering and mentoring

Last year we introduced a new policy that encouraged our team to give back to their communities, through volunteering for a charity of their choice or mentoring.



Volunteering

This year we encouraged the team to get out and about in their communities, volunteering for a charity of their choice.

Most of the team in Devon spent a day beach cleaning for Surfers Against Sewage. Their mission is to reduce plastic pollution which poses significant threats to marine life and the environment.

The London team volunteered for a couple of charities: Some volunteered for Foodcycle, an amazing charity which fights food waste, reduces loneliness, and helps people connect with their community. Others helped to build pathways in London parks.



Mentoring

Two employees undertook mentoring via WYK. WYK's mission is to empower young people with the skills they need to thrive in the digital world. 75% of their young people are from global majorities, over 50% have no degree and over 50% are female.

Chris and Gaelle both worked with young people from the scheme to help them find work experience in order to support them on their journey to employment.



Looking forward to

Next steps

Our focus areas for 2025





What’s next?

This is our third Impact Report. As a result, we now have solid grounding to build upon year on year.

Plans for
2025

We’re setting ourselves some specific targets for 2025:

Purpose driven focus

An ever present goal of ours, we want to further increase our time spent working with purpose driven clients and 2025 will be a year to further focus on this.

Focus on spreading the Pixelfridge word in the purposeful sector; speaking at events, volunteering with charities and using our skills to help make an impact.

Emissions and carbon impact

Increase offsetting to ensure we’re offsetting our emissions where we can’t reduce them.

Continue to monitor and aim to reduce our Scope 1, 2, and 3 emissions.

Upskilling our employees

We want to ensure that we provide opportunities for professional development, particularly those aligned with our new strategy and value proposition.

We also aim to encourage knowledge sharing among employees through regular show-and-tell sessions and other ad hoc events.

Long term objectives

We’ll be maintaining some longer-term focusses:

Carbon reduction

Ensure average page of all our new websites is less than 0.5g carbon.

People first

Do what we can as an organisation to maintain a happy workforce that enjoy working at Pixelfridge.



pixelfridge

Thanks for reading

Have a question?

hello@pixelfridge.com



Audience



Impact



Responsibility