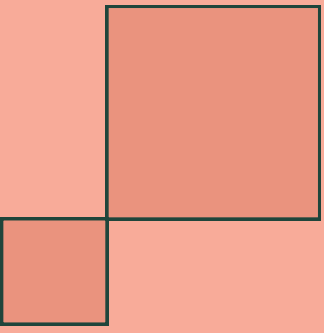


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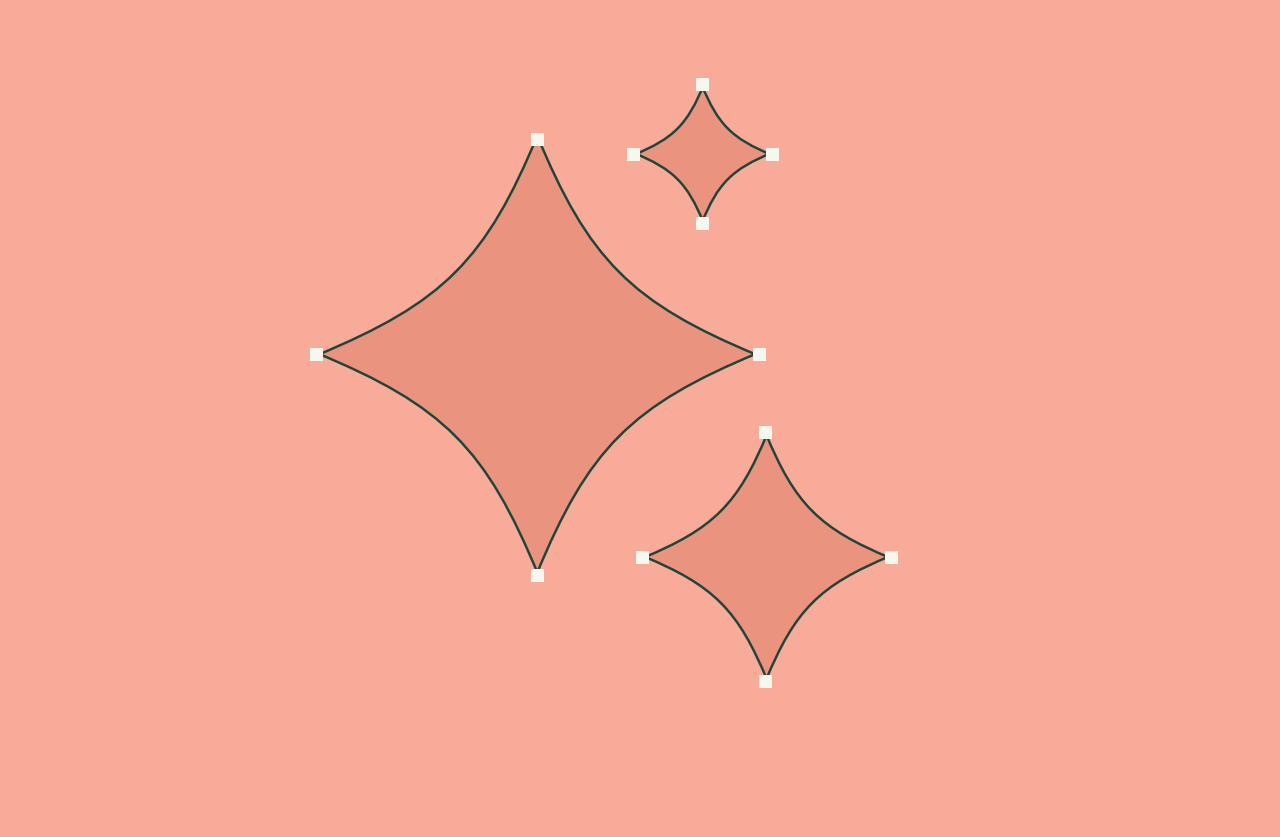
Reviewing 2025

Our Impact Report

June 2026

A year in review





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Introduction

Welcome to our Impact Report covering 2025, a snapshot of another very busy year at Pixelfridge.

2025 was a year of challenge and change, but I'm proud to say that throughout the tricky times we remained true to our values. This year's annual impact report is a chance to celebrate the progress we've made, and the success we've had in smashing last year's impact goals. It also gives us an opportunity to reflect on where we need to adapt to changing times, and continue to run a sustainable business that is committed to people, planet and community.

In 2023, we began the journey to become a certified B Corporation. We saw it as a way to hold ourselves accountable to high ethical and sustainability standards, and also to show our clients what matters to us as a business. We achieved certification in January 2024, and two years on we're still proud to be part of a movement that creates positive change across our industry.

Next year, we'll begin the recertification process. With this is an important opportunity to reflect, refocus and make sure that we're still doing the right things to run a responsible and sustainable business. This year's report highlights achievements we're genuinely proud of, but it also shines a light on areas where we know we can do better.

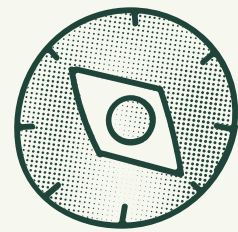
It's fair to say that 2025 was a difficult year. Not just for us, but for the wider services economy. Political and economic uncertainty slowed investment across many sectors, particularly within charities and non-profits; who were our main target for growth in 2025. Funding pressures led many organisations to focus on caution and continuity, rather than investing in new digital products. Alongside this, the rapid mainstream adoption of AI has significantly shifted expectations around how agencies work, and what clients expect us to deliver. Unfortunately, the dust has yet to settle on this one - with many decision makers still not savvy to the environmental and quality cost to using AI tools as a means to 'shortcut' proper process and due diligence.

As we look ahead, we'll be sharpening our services, refining our positioning and continuing to think carefully about how we embrace AI responsibly. It's not always easy running a values-led company in uncertain times, but we're optimistic about what lies ahead. We hope to finish 2026 with renewed focus, and recognised as the digital partner for clients who want to do things the right way. We're excited for the next chapter, and deeply grateful to everyone joining us on the journey.

Chris Myhill, Co-founder

Highlights of 2025

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



Rambled in the Stroud valley taking some quality time away from screens.



Grew our team. Zuzanna was a welcome addition to the PF project management team.



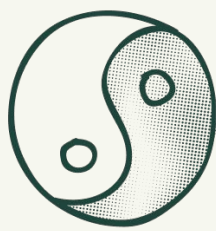
Launched our rebrand. We rebranded in line with our company positioning.



Represented Pixelfridge at the 'Engaging Digital Comms conference'.



Continued to **give money to charity.** We've upped our donation of profits to 1.6%.



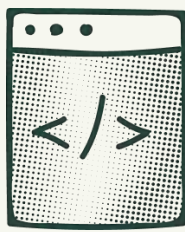
More Purposeful Experiences . We **increased the % of charity clients** we worked with.



We introduced **Sustainability and inclusivity reviews** as part of our offering.



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



Launched new **purposeful websites** including Heritage Funding Directory and Pro Bono project Jo in the Water.

Reflecting on our goals from our 2024 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 focus.** We want to further increase our time spent working with purpose driven clients and 2025 will be a year to focus on this.
- 2. 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.
- 3. Upskilling employees.** Provide opportunities for professional development particularly aligned with our new strategy and value proposition. Also aim to encourage knowledge sharing among employees through regular show and tell sessions and other ad hoc events.



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



Goals we set for ourselves: Did we achieve them?

1	Purpose driven client focus. We want to further increase our time spent working with purpose driven clients and 2025 will be a year to focus on this.	We managed to increase the amount of purposeful clients we worked with in the year from 50% to 60%.
2	Emissions. Increase offsetting to ensure we're offsetting our emissions where we can't reduce them.	We increased our offsetting 45.34 tonnes CO ₂ which more than offsets our emissions this year.
3	Emissions and carbon impact. Continue to monitor and aim to reduce our Scope 1, 2, and 3 emissions.	We have reduced our emissions from 37 tonnes CO ₂ to 25 tonnes CO ₂ . Although this is excellent news, we have had to use a different tool which means that this comparison isn't like-for-like. We have provided more detail about this later this in report.
4	Sustainability. Carry out sustainability reviews on high-carbon websites and make recommendations to clients on how to reduce them.	We started to implement our AIR ethos which shaped the way we reported back for clients. Each report took Audience, Impact and Responsibility into account. Sustainability reporting is now baked into our process.
5	Webpage Carbon. Ensure average page of all our new websites is less than 0.5g carbon.	In 2025 we saw all our new websites site below 0.5g carbon with a new average of 0.23g which is 0.57g less than 2024 meaning we have soared past our target.



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.

A few years ago, we reviewed our hosting setup and identified that our previous hosting partner wasn't offering an environmentally responsible solution. After researching alternatives, we chose to migrate all our sites to Google Cloud. At the time, Google Cloud had been carbon neutral for many years and was publicly committed to running its data centres on 100% renewable energy by 2030 across the globe. It also had the powerful and flexible infrastructure that we needed to look after sites for our clients.

More recently, we've had to reassess. While Google continues to invest in clean energy and efficiency, there have been notable shifts in how their sustainability targets are presented publicly. Because minimising our environmental impact remains a core priority, and sustainable hosting is one of the most effective ways we can reduce our footprint, we wanted to explore other hosting options.

After careful research, we have decided to partner with **Krystal Hosting Ltd**. They provide infrastructure with performance and flexibility comparable to major cloud platforms, and they also align more closely with our sustainability goals. Krystal is **Certified B Corporation**, UK-based, and runs its data centres on **100% renewable energy** from sources such as solar, wind, and sea. They also integrate environmental purpose into their business model through initiatives like carbon offsetting and tree planting.

Our use of AI

We don't want to use AI for the sake of using AI. We want to use AI where it is a value add to our organisation and as a result, our clients.

We are very aware of the impact of AI on our planet from an environmental point of view, not to mention societal. As we embrace the technological advances, we're constantly reviewing and assessing their impact on the planet and the role these tools play within our process and workflows.

As a digital agency, we want to ensure we are at the forefront of efficiency savings to allow us to add further value to our clients. However, as an agency we still truly believe in the human value we add.

Our Emissions

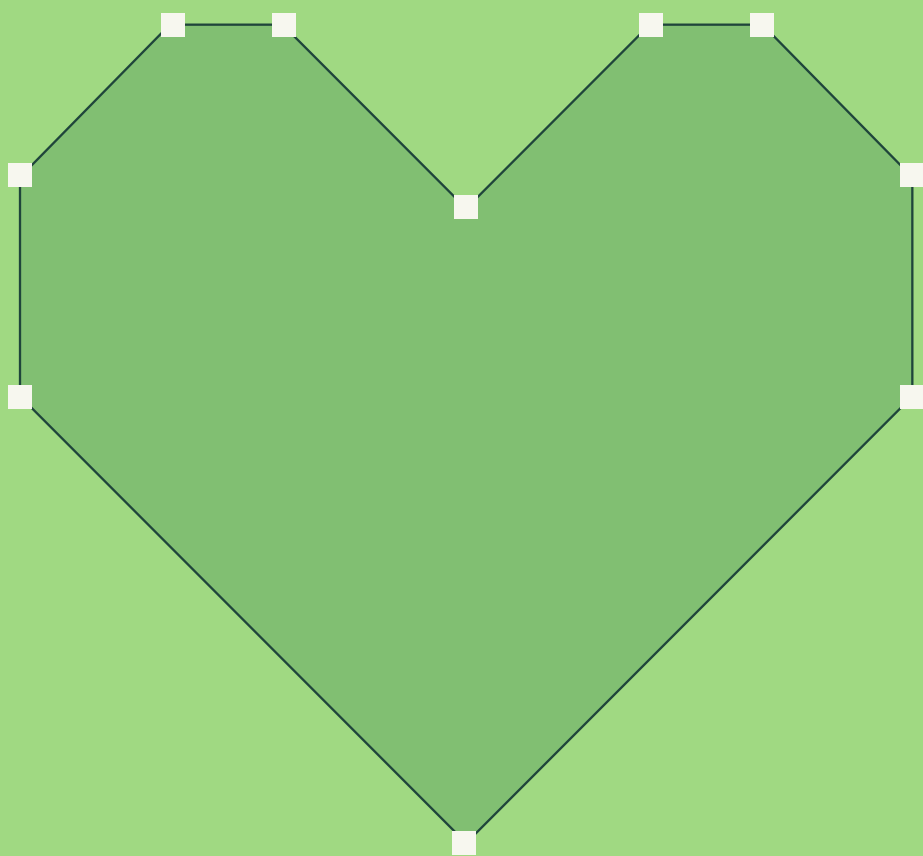
For the past several years, we have partnered with Ecologi Zero to track our environmental impact. Due to changes in service availability, we transitioned this year to the SME Climate Hub to measure our Scope 1, 2, and 3 emissions.



Total emissions for 2025

25.00

tCO₂e



While we are pleased to report a decrease in our overall emissions (from 37 tonnes to 25 tonnes) , it is slightly more than expected. Therefore it is important to note that the SME Climate Hub utilises a different calculation methodology than our previous provider. Consequently, this year's data is not a direct "like-for-like" comparison with prior reports. We believe this shift provides a robust foundation for our future goals, though some of the observed reduction may be attributed to these updated calculation methods.

We look forward to reviewing our data next year, which will allow for a more consistent year-on-year comparison using this new methodology. Regardless of the transition, both reporting frameworks affirm our standing as a low-emissions organisation and highlight our continued progress.



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	0 tCO ₂ e
Scope 2	0.75 tCO ₂ e
Scope 3	24.25 tCO 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
- Upstream leased assets
- Employee commuting & Homeworking
- Business travel
- Waste generated in operations
- Fuel & energy related activities
(not included in scope 1 or scope 2)
- Capital goods & services



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 four years we have offset **184.75** tonnes of CO₂, and funded the planting of **1,992** trees! In 2025 alone we planted **296** trees offsetting **45.34** tonnes CO₂ emissions.

In 2025 we increased the number of trees we planted which allowed us to ensure we planted enough trees to offset our emissions.

2025's CO₂ **usage**

25.00

tCO₂e

2025's CO₂ offset

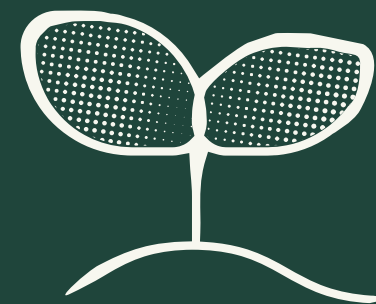
45.34

tCO₂e

Net CO₂ offset

+ 25.00

tCO₂e

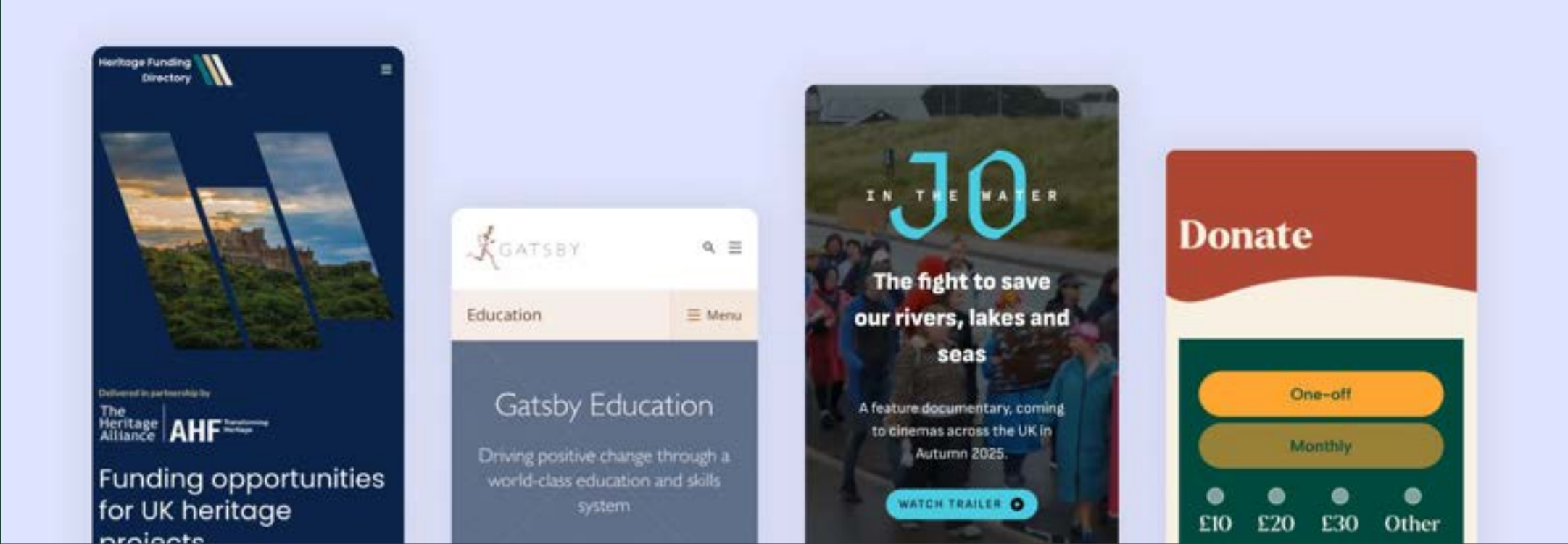


296

Trees funded (26 per month)

Website emissions

From 2024 to 2025, we have managed to reduce average carbon emissions produced by our websites.

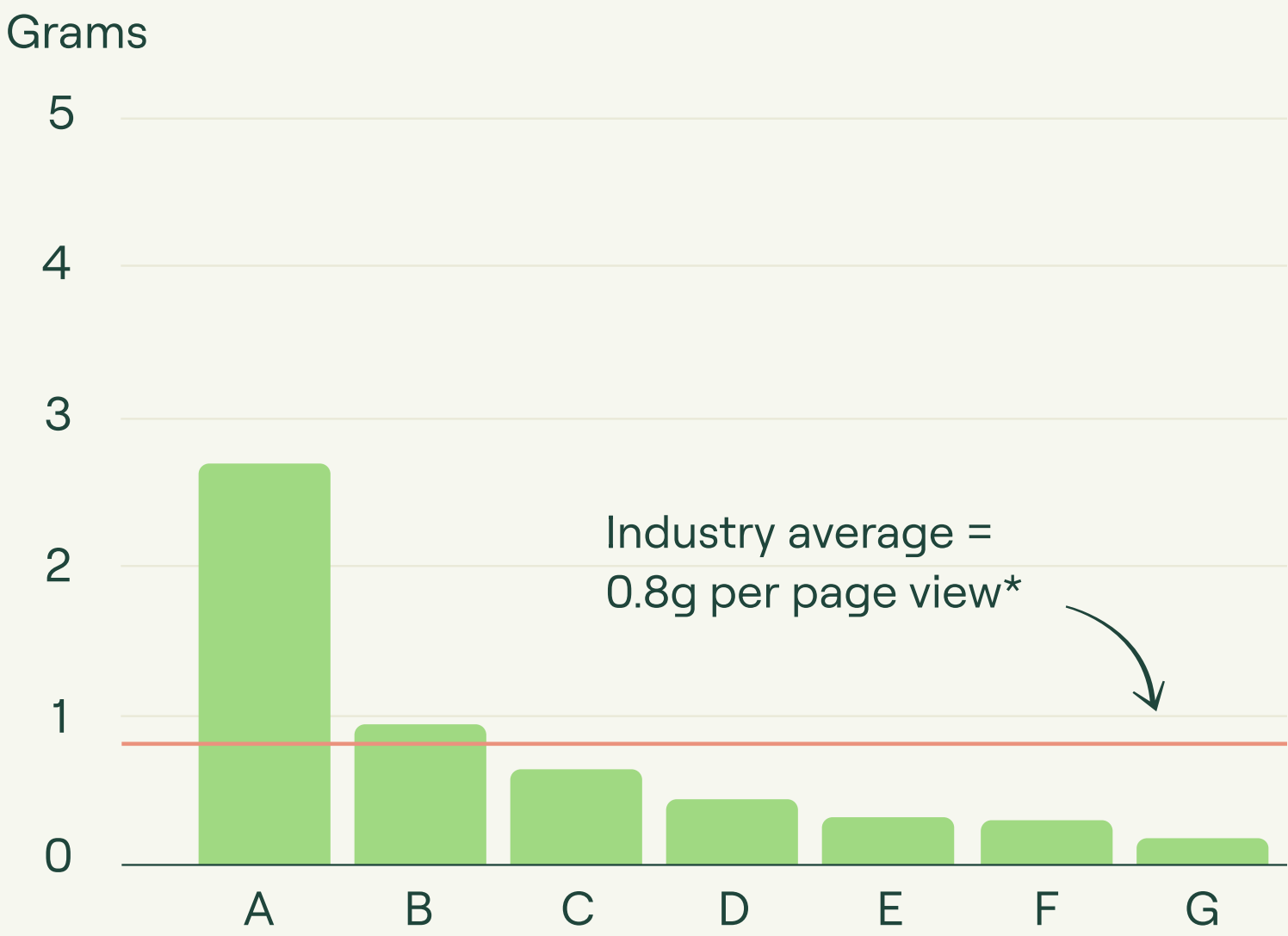


Last year we recorded our average carbon emissions for website homepages at **0.8g**. This figure has since dropped to an average of **0.23g** in 2025. Even if we removed the anomaly from last year (one particular website that drove up our average) we can still see a drop in the average carbon emissions created from our sites.

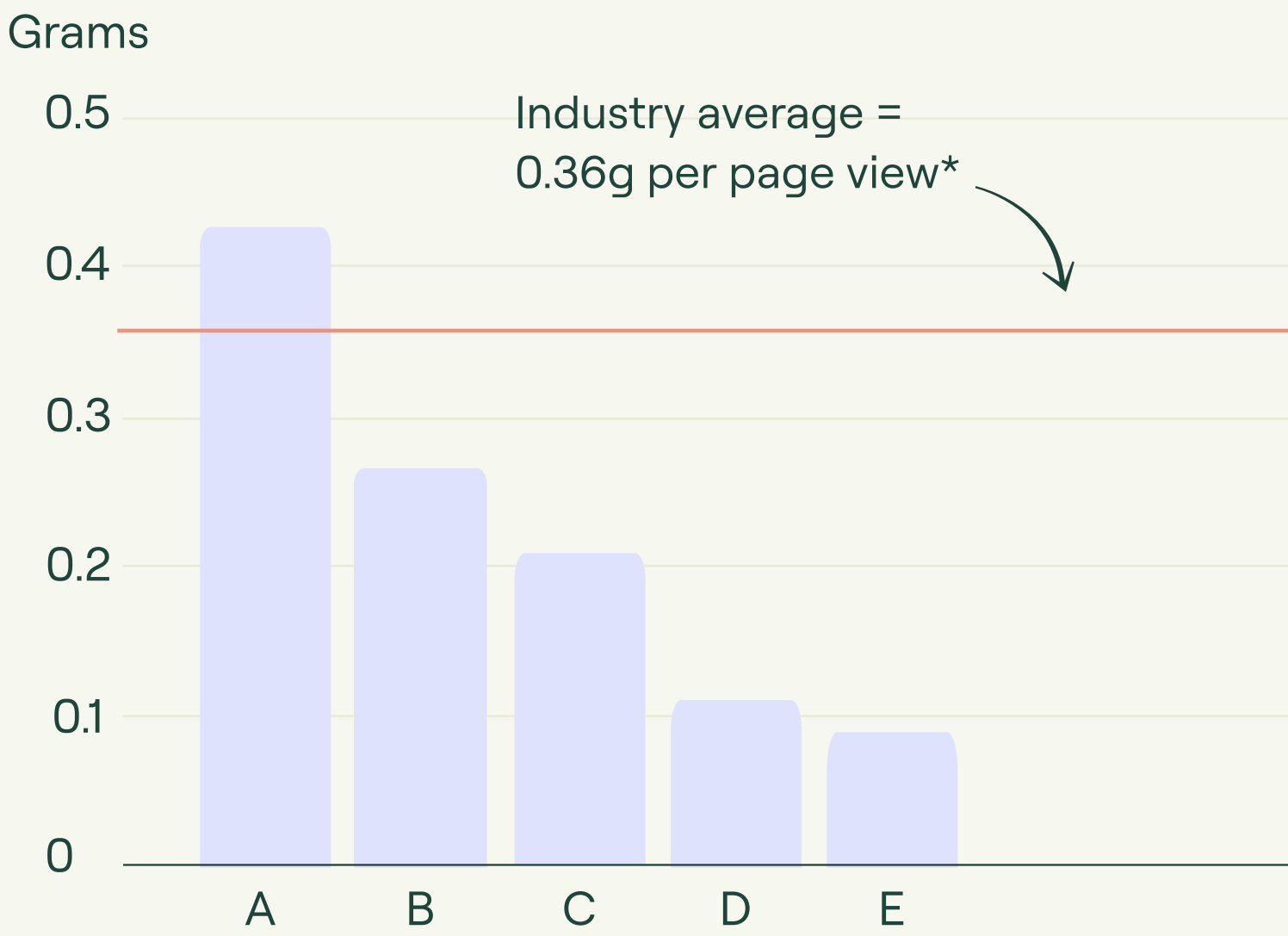
We are pleased to see this decrease in website carbon emissions and excited to say we soared past our target to get our average site down to below 0.5. Even our heaviest site emissions from last year only reach 0.44 which was below our target average.

In 2025 we had a much stronger drive and focus towards our site sustainability and are pleased with the outcome of our website emissions reflecting the practices we put into place this year with the sites we launched. Going into 2026 we hope to build upon this success.

2024
Homepage carbon emissions



2025
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.

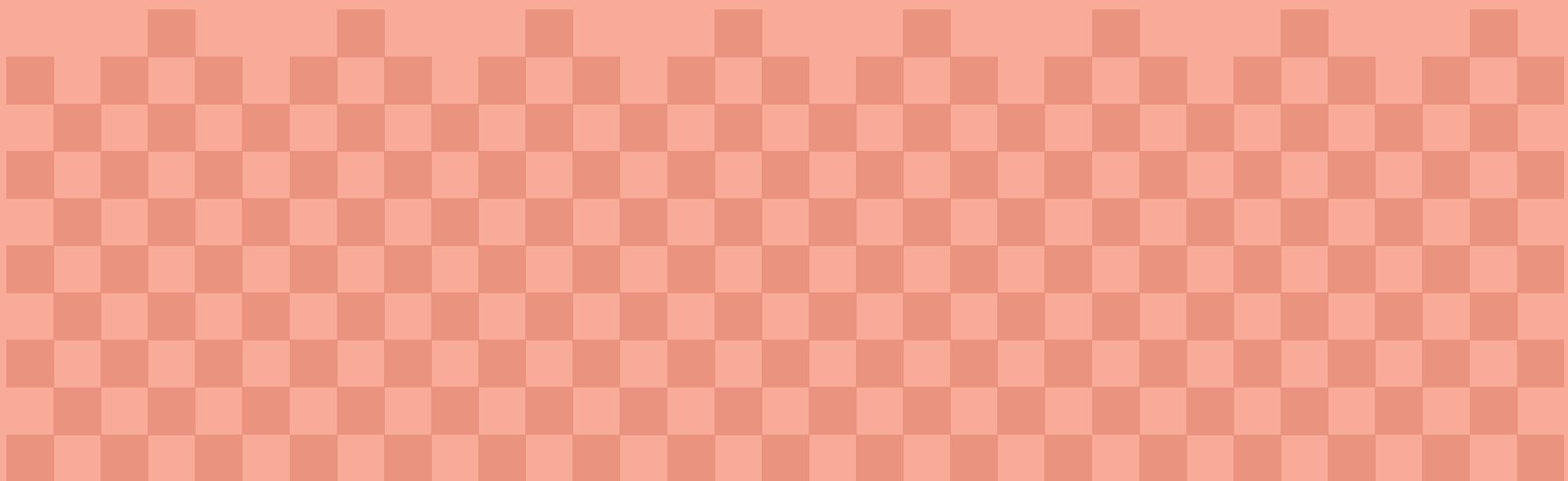
*Source = <https://www.websitecarbon.com/>

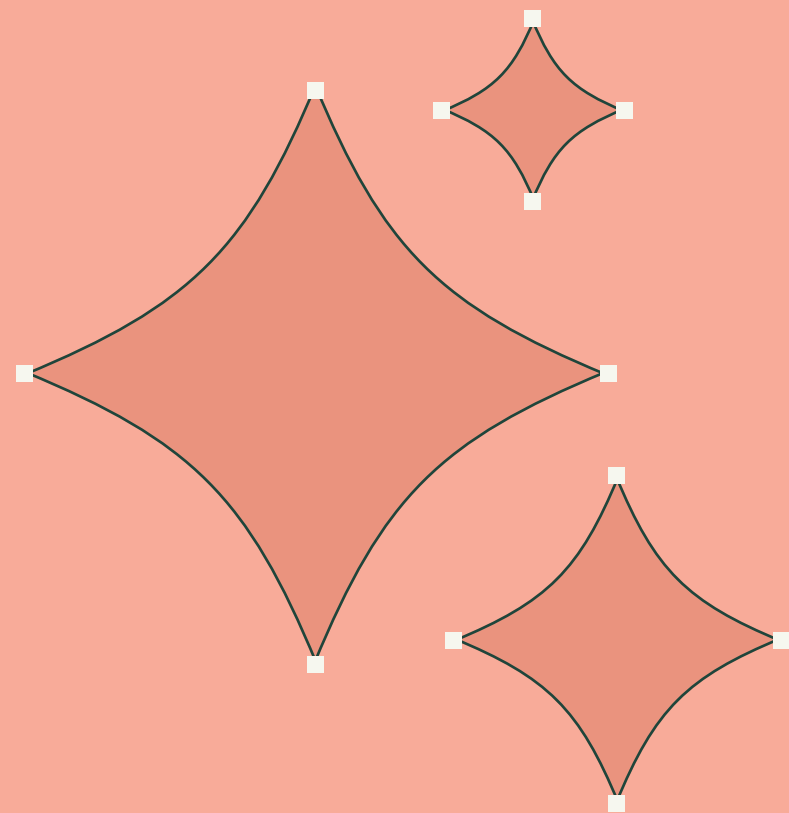


A closer look at

Clients

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

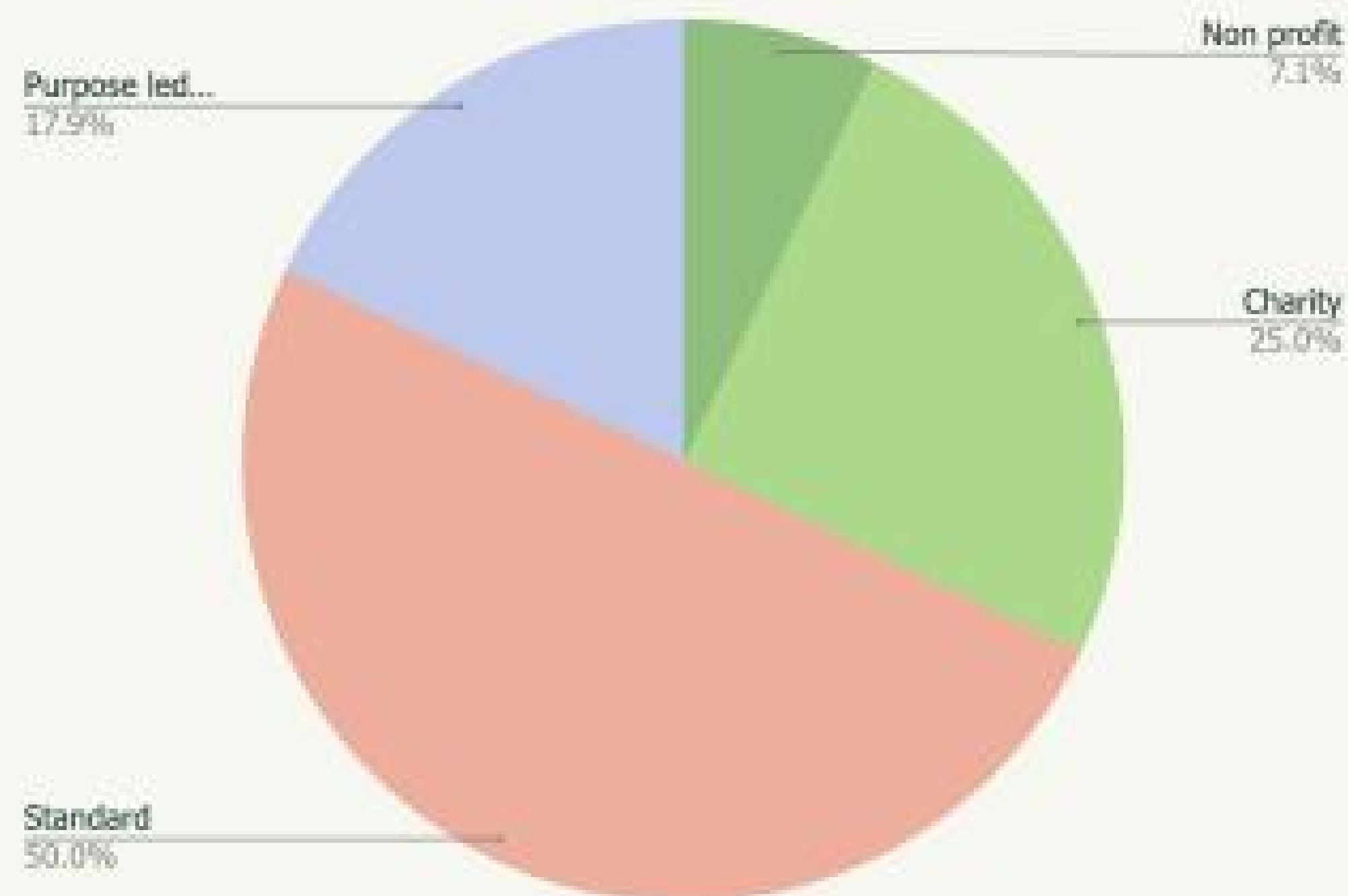




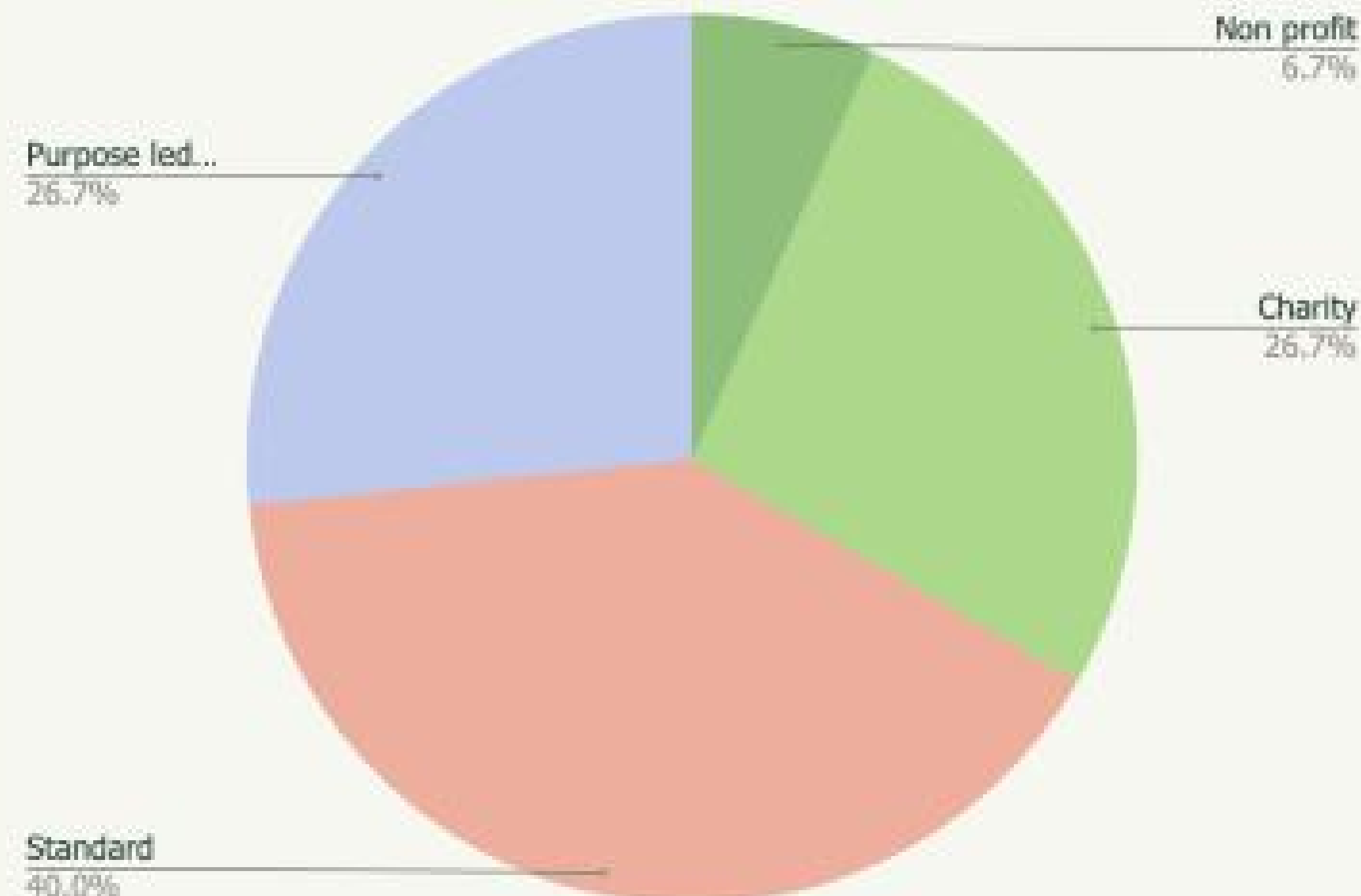
Purpose driven clients

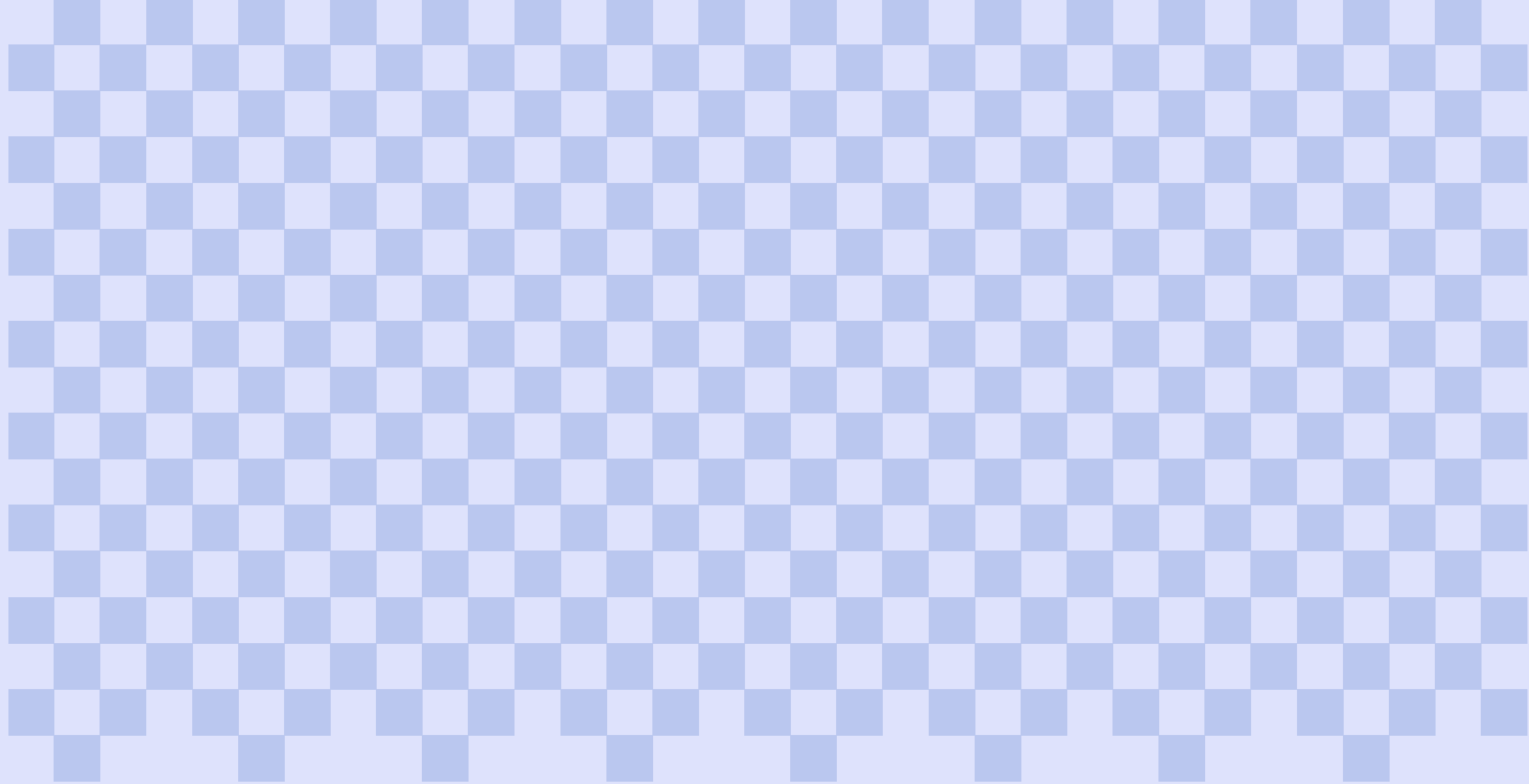
Throughout 2025, we deepened our commitment to the sectors we're most passionate about: crafting purposeful digital experiences for charities, non-profits, and purpose-led organisations. We're thrilled to share that these partnerships accounted for 60% of our total work this year - a significant increase from 50% in 2024.

2024's client count



2025's client count

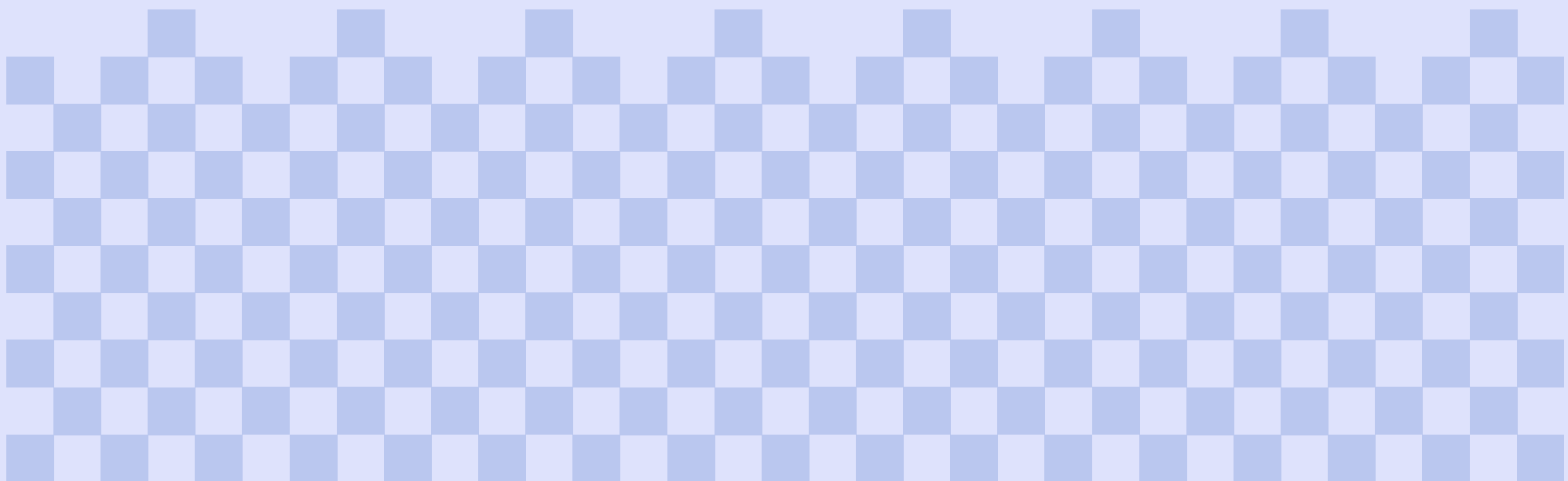




A closer look at

Employees

How we look after our employees



2025

Team & Culture

Our team means a lot to us all, and we all work hard to create a great environment to work.



Increased our team from 12 to 13 employees.



Volunteered with various charities including Cards for Bravery in London or Beach cleaning in Devon.



Employees continued to enjoy the benefits of Vitality healthcare.



More policies were formalised including the ‘Work from anywhere’ policy which allows Pixelfridge employees to work from anywhere for up to 20 days.



Enjoyed our annual company ramble and Christmas party. Our ramble this time took us to Stroud and our Christmas party saw us venture to Wiltshire for a few days of fun and the Christmas lights and Longleat!



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 Years, meaning our employees enjoyed an extra 4 days off in addition to their annual leave.



Staff survey results

We sent out our annual staff survey to find out how our employees feel about working at Pixelfridge and whether there's anything we can do better. Here are some of the results:



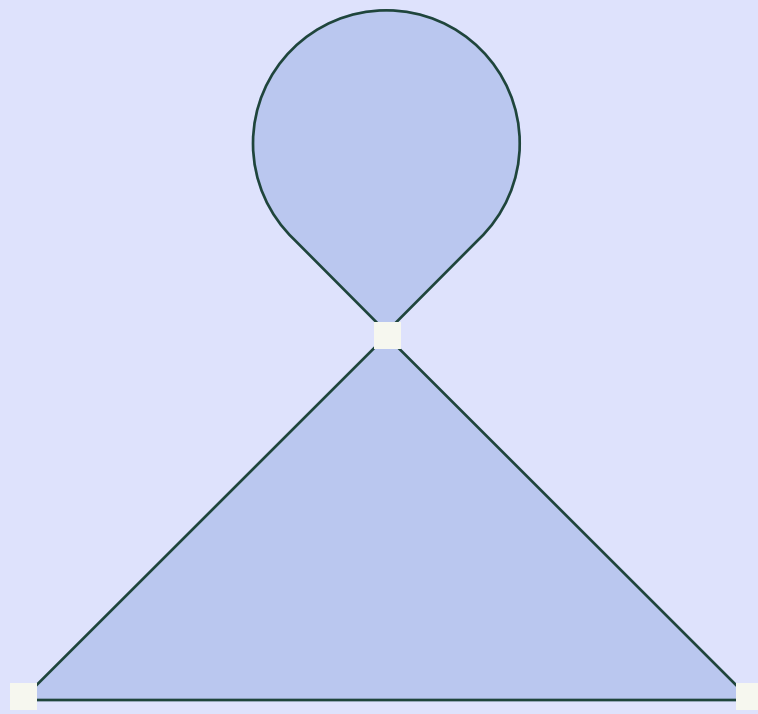
Positive feedback from employees

- Feel engaged and happy at work
- Enjoy the company culture
- Feel that the management team are transparent
- Are connected to most of their co-workers
- Feel that their feedback is valued
- Feel that their job utilises their skills and abilities



Where we can improve

- Some colleagues felt that their suggestions and feedback were valued but not always implemented
- Some colleagues felt that due to the less hierarchical nature of the company and the small team size it was a bit harder to progress and the pathways to promotion weren't always clear
- Some colleagues felt that some people on their team took on too much work



2025

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!



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



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.



I've worked at several digital agencies over the years and Pixelfridge is the first where I genuinely feel like I'm working with friends and that I'm truly valued as an individual. It's very easy in an agency to feel like just a cog in a machine, but that's not the case at Pixelfridge.



Feedback is regularly asked for at Pixelfridge, whether it's about upcoming projects, the way we work, our offices or our culture. That makes a huge difference, because it genuinely feels like my opinion is valued within the business.



Pixelfridge has a healthy balance of work and fun, creating an environment that's professional yet approachable. That balance encourages consistently high-quality work while fostering a culture where people feel supported and motivated. It's the kind of workplace where I genuinely look forward to the week ahead, even on a Sunday evening.



As a relatively small company, we don't have a traditional hierarchical structure like some of our larger competitors, which means conventional promotions are less common. However, I do really like how Pixelfridge pushes career growth in other meaningful ways. We offer valuable opportunities for learning via a budget towards courses etc.



Town Hall 2025

As part of our commitment to giving our employees a say in the company's direction, we hold an annual Town Hall meeting.

These meetings are a great opportunity for all of us to get together in one place and review our year as a company. Our 2025 Town Hall took place in Clockwise coworking space, Devon, where we discussed our 2024 performance, reviewed our goals, and set targets for the coming year.

It was also a chance for our design, development, and project management teams to get together separately and reflect on their aims and achievements.





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 2024 we donated

0.8%*

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

In 2025, we increased this to

1.6%

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

*this was quite a significant jump, although for transparency, profits declined!

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



Volunteering and mentoring

We are proud to have a policy that encourages our team to give back to their communities through volunteering for a charity of their choice or mentoring.



Volunteering

Our annual commitment to volunteering means that our team can take one day out of the office to volunteer for a charity of their choice.

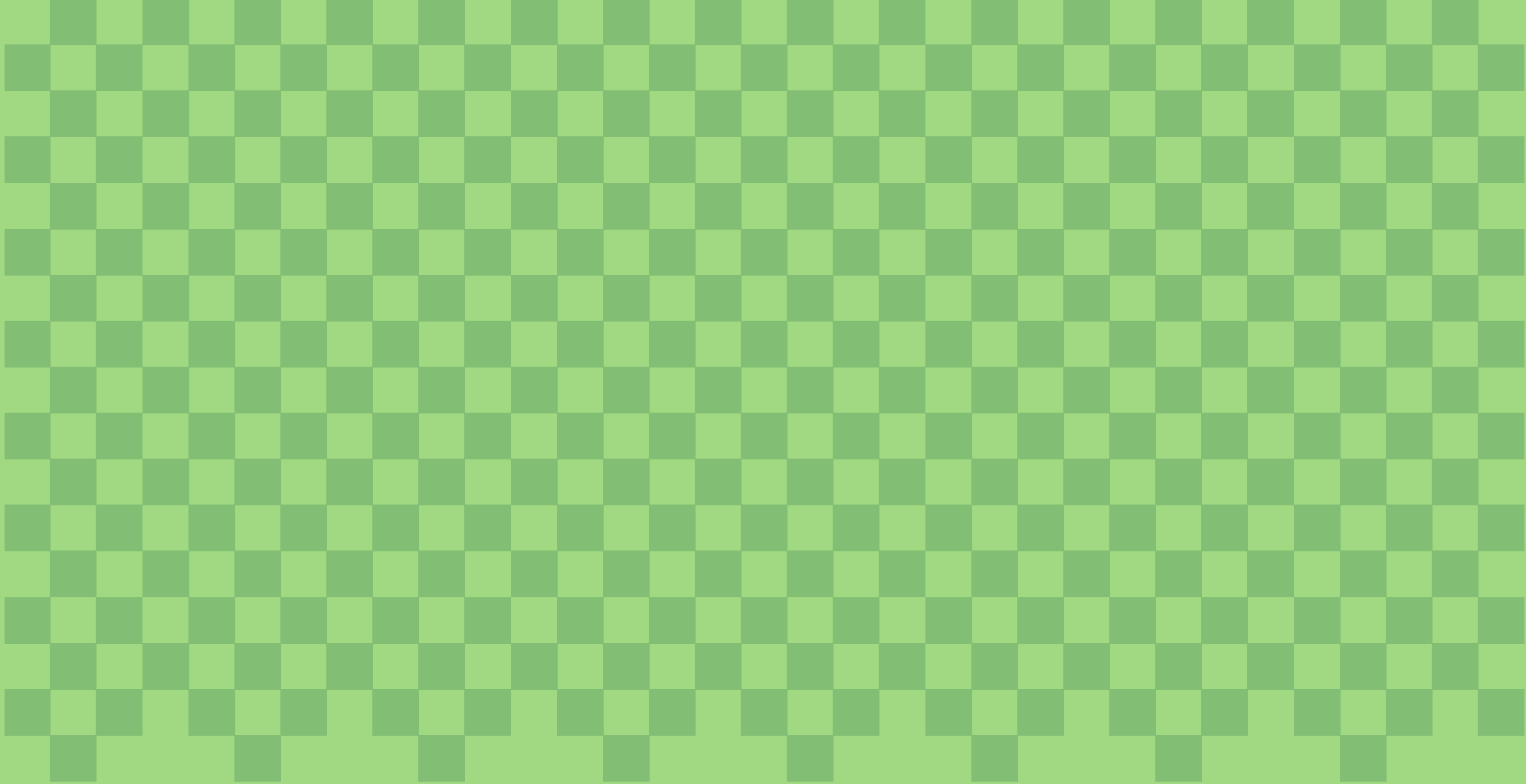
In Devon, several members of the team volunteered at a B-Corp beach clean in Exmouth with Surfers Against Sewage. Their mission is to reduce plastic pollution which poses significant threats to marine life and the environment. Another member of the team spent a day of sorting donations and working in the shop for Exmouth Friends in Need, who prevent and relieve poverty in Exmouth and the surrounding area.

In London the whole office got together and did some crafting, making greeting cards for Cards for Bravery. Cards for Bravery is a charity that sends thousands of handmade cards to children and young people in hospital or facing serious illness, helping to spread a little joy during difficult times.



Mentoring

Chris undertook some more 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.



Looking forward to

Next steps

Our focus areas for 2026





What’s next?

As part of our B Corp commitment we try to improve in key areas over the course of each year, to ensure we’re using our business as a force for good. Here are some areas we’ll be focusing on over the coming months.

Plans for
2026

We’re setting ourselves some specific targets for 2026:

Responsible AI Innovation

We aim to stay at the forefront of AI developments, integrating these tools where they provide the greatest value to our clients while ensuring they align with our ethical and sustainability standards.

Recertifying as B Corp

It’s been three years since we certified as a B Corp so this year we will need to recertify and align with the new B Corp Standards which are stricter than last time.

Collaborative Carbon Reduction

We remain dedicated to digital sustainability, working in close partnership with our clients to minimize the carbon footprint of every website we build.

Long term objectives

We’ll be maintaining some longer-term focusses:

Broadening our influence

We’ll expand our vision of what it means to be a purposeful agency. We believe we can make the greatest difference by working with a wider variety of organisations and sharing our AIR ethos with them. By broadening our focus, we open up new opportunities to do meaningful work.

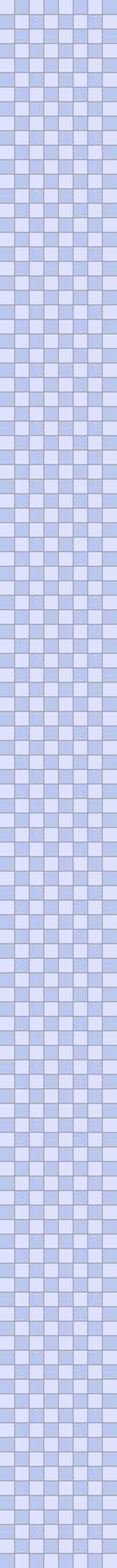
Readdressing the balance

Although we increased our proportion of charity and non-profit clients in 2025, the current economic climate and rising operating costs means that we will need to be more open to working with profit-making organisations in order to remain financially buoyant, protecting our team and culture. With this comes a commitment to continue striving to work with clients who share our ethos and values.

Our use of AI

As we embrace technological advances, we're constantly reviewing and assessing the impact they have on the planet, along with our own processes, policies and workflows.

We believe in using AI where it is a value add to our organisation and our clients, however we still truly believe in the human value we add. Evolving our use of AI policies, and being responsible with our stance on the usage of such technologies will be crucial next year.



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Thanks for reading

Have a question?

hello@pixelfridge.com

 **Audience** **Impact** **Responsibility**