



# 2024 IMPACT REPORT

JANUARY 2025

[ENJOY-DIGITAL.CO.UK](https://enjoy-digital.co.uk)



This document is the property of Enjoy Digital and is tendered to you on the copyright and that any ideas, proposals and techniques expressed in it are the intellectual property of Enjoy Digital. It is Enjoy Digital's policy to take steps to protect its intellectual property in the event of imitation should Enjoy Digital's proposals not be accepted. Any information provided by the client will be treated as confidential whether or not Enjoy Digital's proposals are adopted.

## CONTENTS

ONE	INTRODUCTION	3
TWO	MESSAGE FROM OUR CEO	3
THREE	STEP 1 – MEASURING OUR CARBON FOOTPRINT	4
FOUR	STEP 2 – REDUCE AND OFFSET	8
FIVE	STEP 3 – TARGETS AND GOALS	9
SIX	OFFSETTING PROJECTS	10
SEVEN	OUR FUTURE IMPACT	12
EIGHT	DEFINITIONS AND LINKS	12

## Introduction

2024 was an exciting and busy year for Enjoy's impact journey. It has involved a lot of discovery work as we strive to build sustainability into our digital projects and implement better environmental practices into our operations.

Following the first measurements of our emissions for 2023 we have undertaken efficiency audits and investigations into our business operations. The year very quickly became about learning, our 2023 findings have become our base year and our calculations for 2024 have developed from there.

Once again we have used recognised methodology from both Ecologi and West Yorkshire Combined Authority, to identify our business emissions and measure our carbon footprint. We are supporting local and international projects to offset the emissions we can account for and continue to develop our Environmental Management System (EMS) to reduce these emissions and lower our impact on the planet.

## Message from our CEO

Sustainability is baked into our mission, culture, and fundamental to our way of working.

Our impact journey is determined by three key pillars underpinning our sustainability strategy; the impact we have as a business on our environment, the influence we can have on our clients' digital footprint and the impact we have on our community.

Enjoy recognises that the digital industry must take responsibility for its emissions and actively work to reduce the impact created, therefore climate change is a key initiative.

We are proud to be actively supporting local and international projects to offset our carbon footprint, but we are even prouder of the progress we are making into being able to reduce our impact and emissions from our business operations, in building environmentally friendly digital solutions, and in our wider work of supporting the community. We are striving to build effective digital solutions that are driven by sustainable digital experiences and creating performance marketing campaigns that make a difference.

Like many businesses, we are in the early stages of our journey. We have analysed our business, investigated areas to improve, and researched the latest sustainable technologies. Our strategy going forward continues to be reducing our own emissions and those of our suppliers. I am looking forward to the journey ahead – being carbon neutral, working towards Net Zero, and creating more sustainable digital projects to be proud of.







Chris Jackson

Enjoy Digital, CEO

## Step 1 – Measuring our Carbon Footprint

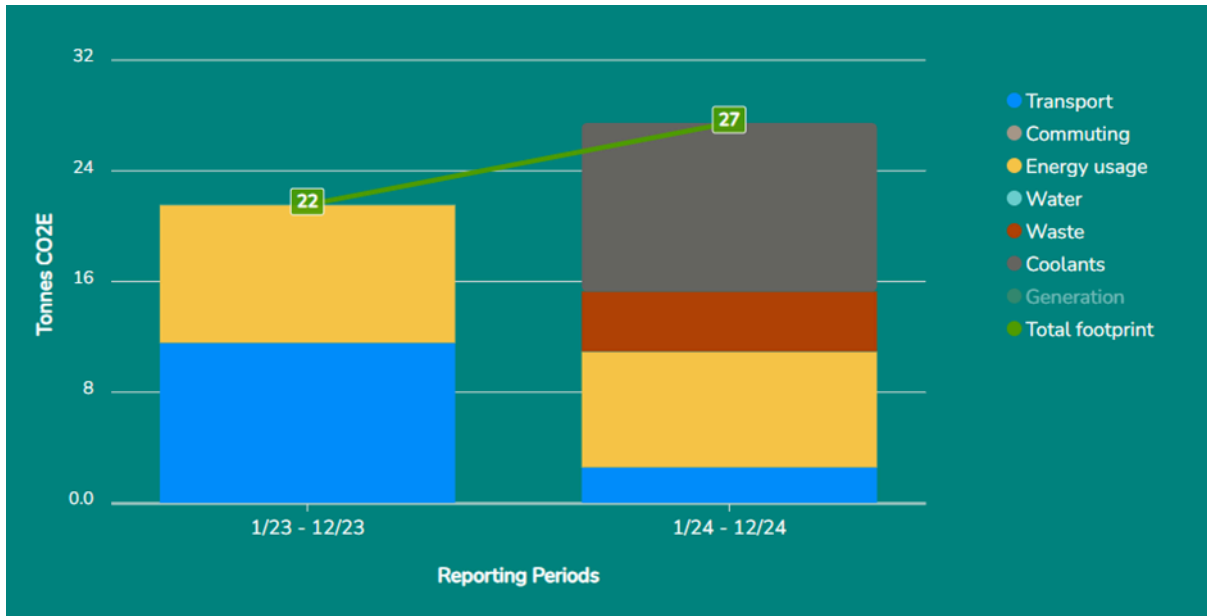
### Enjoy Digital operational emissions 2024

Total carbon footprint – 27.47 tonnes CO<sub>2</sub>e\*

Total Carbon Equivalent (tonnes)		
	Energy	8.36
	Transport	2.56
	Water	0.02
	Waste	4.34
	Coolants	12.19
Total CO <sub>2</sub> e 		<b>27.47</b>

These account for our Scope 1 (direct emissions, from sources our business owns or controls. For example – heating, fuel for cars, air conditioning), and Scope 2 emissions (indirect emissions, emissions related to our company’s activities that are generated on our behalf. For example – electricity generated by our supplier providing our energy).

## 2023 vs 2024 Comparisons

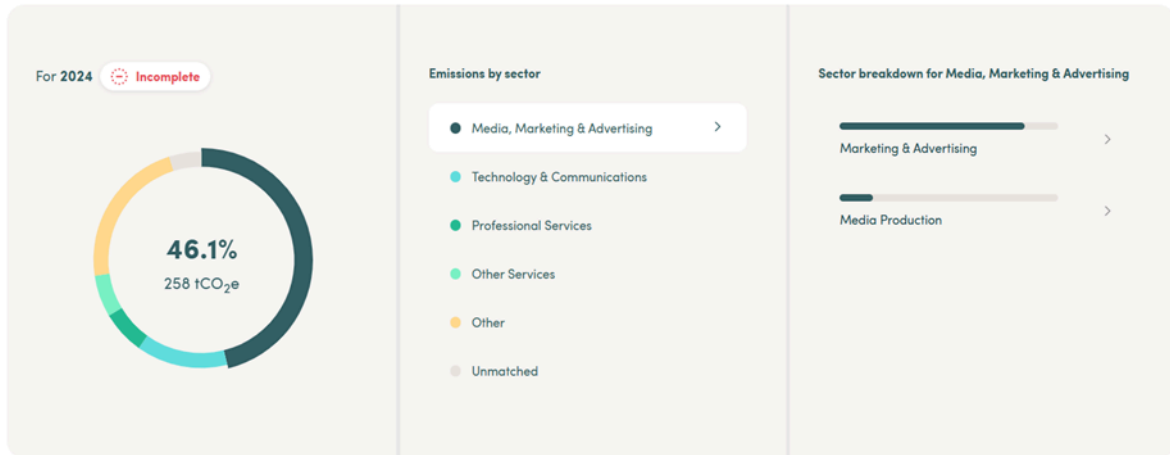


Working from our base year measurements (2023) this shows an increase of Scope 1 and 2 emissions of 5.92 tonnes. However, for our 2024 measurements we have been able to measure in more detail and include waste and coolants in the calculations, these weren't accounted for in 2023. Together these two categories amount to 16.53 tonnes CO2e. Comparing what we measured from 2023 to 2024 we were able to decrease those emissions by 10.61 tonnes CO2e through reduced energy and transport usage. Now we have more in-depth measuring we must work to reduce all these emissions going forward.

In addition to the emissions we emit during operations, we have also measured indirect sources of emissions from our supply chain (Scope 3). This is an estimated total of 520 tonnes, a reduction of 72 tonnes from 2023. Within our Scope 3 emissions we can identify our emission by sector and break these down for further detail.

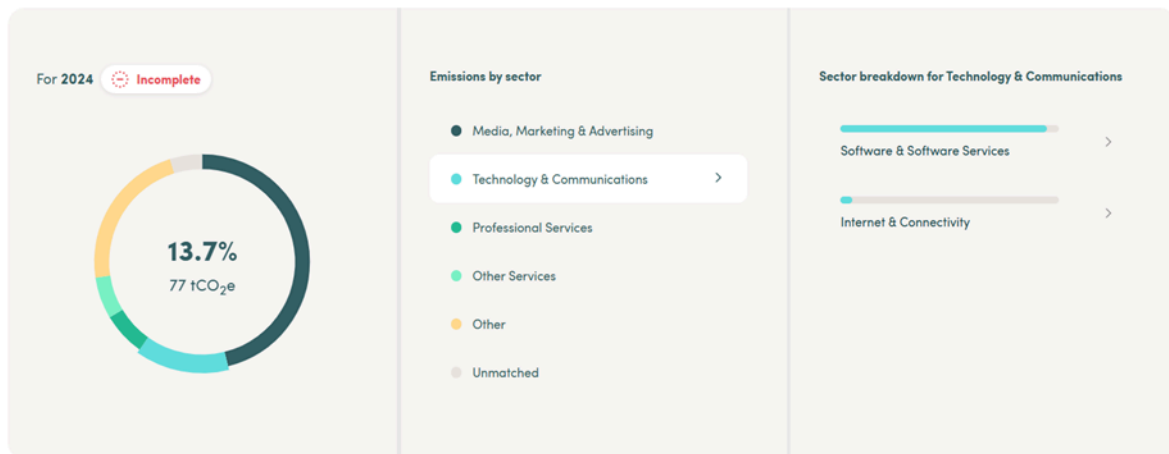
## Emissions by Sector

By GHG category **By sector**



Our biggest emission sector (46.1%) from our supply chain is within the marketing and advertising sector, with a small proportion of this being media production.

By GHG category **By sector**

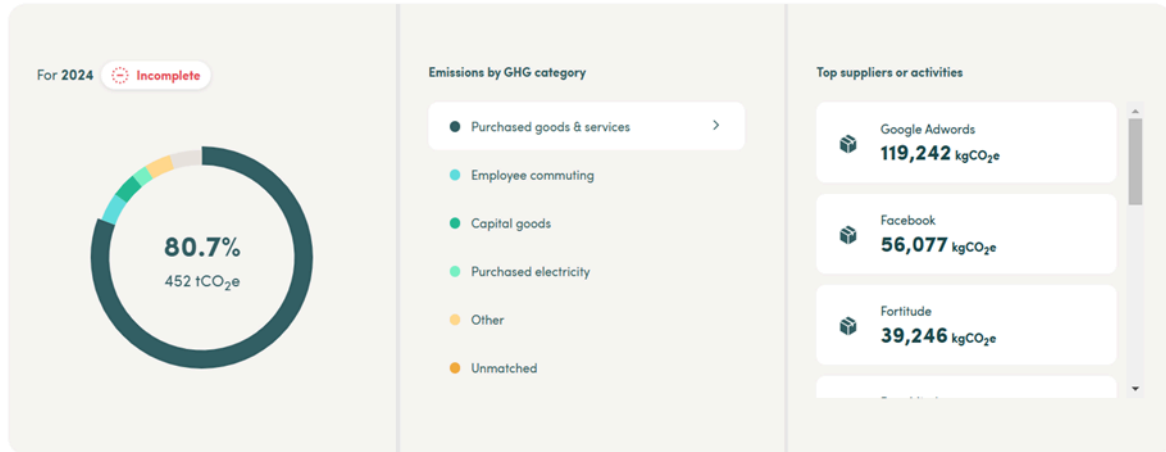


The next emission sector (13.7%) from our supply chain is within the technology and communication sector, primarily software and software services. These 2 sectors account for 59.8% of our indirect, supply chain emissions.

## Green House Gas (GHG) Emissions\*

### Total emissions breakdown

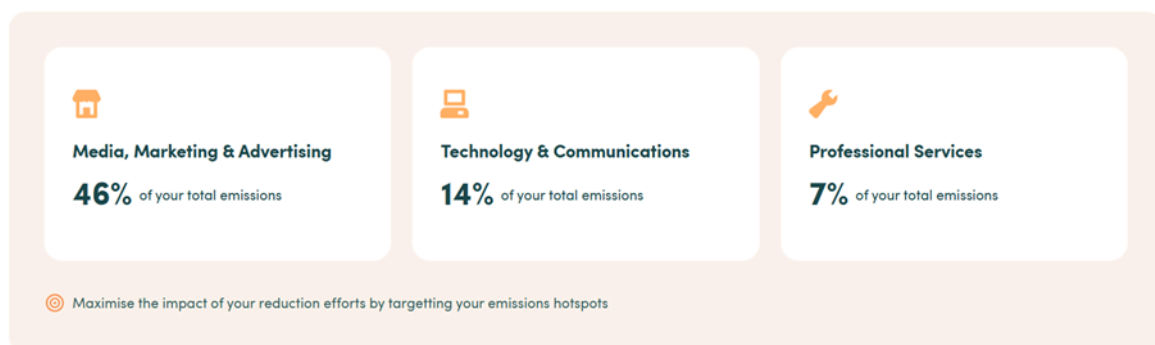
By GHG category By sector



GHG Emissions look at the 15 categories of Scope 3 emissions and help companies to understand the full climate change impact of their business. Our emissions by Green House Gas (GHG) category clearly identifies our purchased goods and services being our main contributors. Identifying these in detail helps us to bring objectives for reducing these emissions into our Environmental Management System, along with looking at our services and suppliers for more sustainable practices.

## Emission Hotspots

### Your hotspots



Our measurements and analysis have helped us to identify key emission hotspots from our operations and business processes. These are key areas for us to focus on for reducing emissions.

## Step 2 – Reduce and Offset

During 2024 we invested in a Sustainability Diagnostic Audit and a Resource Efficiency Audit, these have produced reports to help us improve our operational efficiency, decrease appliance usage, and investigate energy saving opportunities. The findings from these reports have been built into our Environmental Management System which will be implemented in 2025, helping us to reduce our carbon footprint.

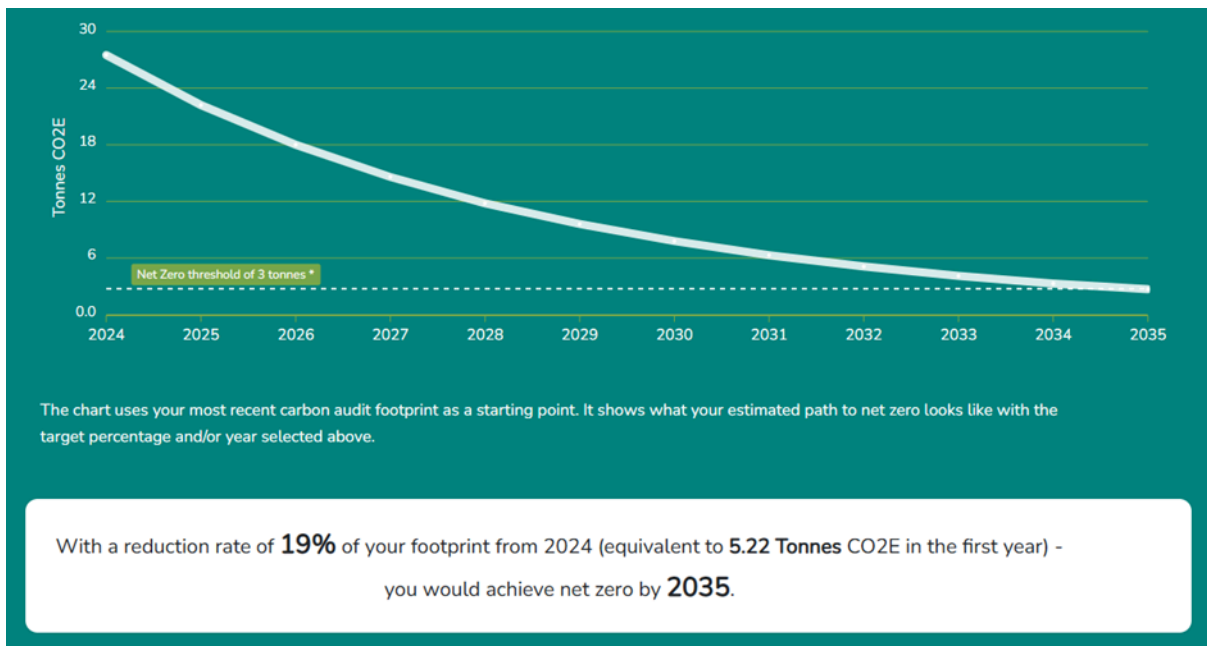
In addition to reducing our operational carbon footprint we are also looking at reducing the footprint from our digital projects. We are creating environmentally friendly solutions which are not only high-performing but also environmentally responsible. Our work is subject to sustainability methodologies including following W3C Sustainability Guidelines and working with the Umbraco Community Sustainability Team. We also recognise Ad Net Zero methods around digital build, utilise green hosting and are an Umbraco.Net Gold Partner, a green web solution which helps to reduce dark usage and increase website speed.

Reducing our own CO2e emissions and those of our suppliers remains our primary goal. Whilst we work on implementing our Environmental Management System to help us achieve this, Enjoy is committed to offsetting all of the business emissions we can account for. For 2024 we have offset a total of 30 tonnes of CO2e, supporting local and international projects through our partners Ecologi and Make it Wild. Not only are we working to offset our emissions, but we are also contributing to national reforestation projects on behalf of clients and employees, and pledge to be climate neutral.

The logo for Ecologi, featuring the word "Ecologi" in a large, black, cursive script font.

## Step 3 – Targets and Goals

We can see from comparing our calculations that we did manage to reduce our energy and transport emissions from 2023 to 2024, exceeding the goals which we set ourselves. However, now that we have more detailed reporting, we are able to look at emissions from other categories and bring in different targets. With this in mind our goal will be to reach Net Zero by 2035, this enables us to form a 10-year plan where we can reduce our business emissions and consider our Green House Gas categories.



Implementing our Environmental Management System across the business gives us a structured approach to reach these goals, including renewable energy sources, greater recycling, employee awareness, and continuing our progress in producing environmentally friendly solutions. From our reporting we can see that our purchased goods and services play a key role in our emissions, so we need to work with our partners and the industry to reduce the level of these emissions. Reviewing our suppliers based on their impact and emissions will be key to us for 2025.

Employee awareness is essential; to reach our goals we need everyone to get on board. Along with internal training we will also be looking at industry training including AdGreen Sustainability Production and Ad Net Zero Essentials – best practice in sustainability for advertising professionals.

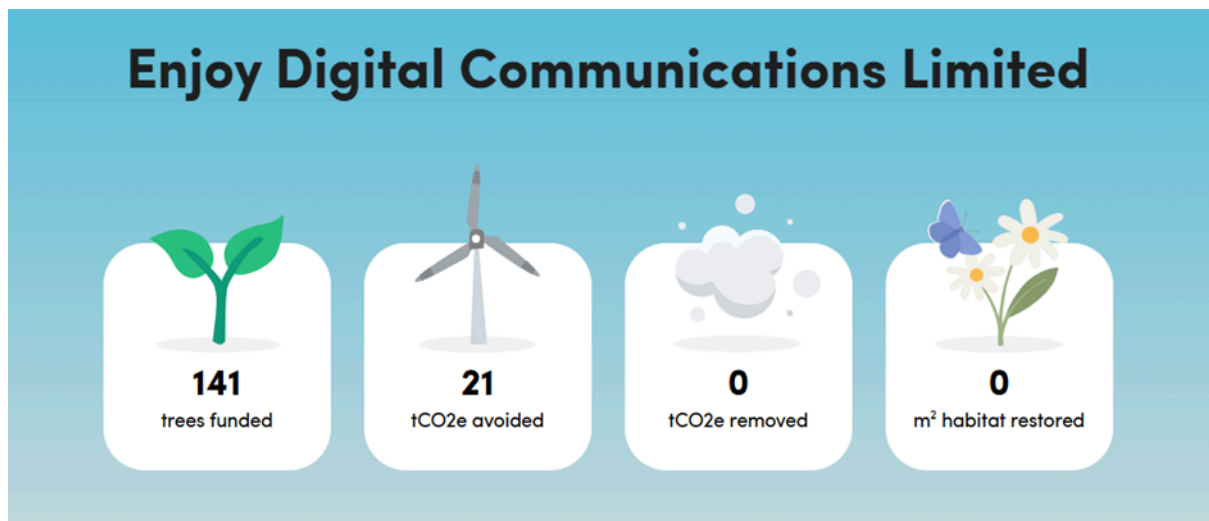
Throughout Enjoy we have always been proud to support numerous community, sport, and charity initiatives. Life at Enjoy is our dedicated team helping our employees to gain the most from their opportunities with us. This team will be instrumental in implementing our Environmental Management System into everyday business practice, ensuring everyone at Enjoy is onboard with our sustainability strategy and plays a part in our impact journey.

## Offsetting Projects

**Enjoy has avoided 10 more tonnes of CO<sub>2</sub>e through nature-based carbon avoidance projects with Ecologi.**

These nature-based carbon avoidance projects prevent precious natural habitats from being degraded. Not only does this keep carbon locked away in plants and soils, but it also preserves the homes of threatened species. Managing natural habitats in a sustainable way can benefit livelihoods too, providing sustainable sources of income. <https://ecologi.com/impact-shop/support-nature-projects>

Supporting this project appears on our Virtual Profile page, alongside our ongoing funded trees for reforestation and previous funding of renewable energy projects.



**Enjoy has offset 20 tonnes of CO<sub>2</sub>e through planting trees with Make it Wild.**

Atmospheric carbon dioxide is a potent greenhouse gas, making it a major contributor to climate change. Since the Industrial Revolution, the concentration of carbon dioxide in the atmosphere has increased by 40%. It is time to do whatever we can to limit the increase in carbon dioxide.

One way we can do this is by planting trees. And that is how Make it Wild can help!

As they grow, trees absorb carbon dioxide from the atmosphere, meaning it cannot enter the atmosphere. It has been calculated that one tree can typically sequester 3.7 tonnes of carbon dioxide during the first 40 years of its life. Enough trees need to be planted to allow for natural losses and ensure enough trees reach maturity.

Make it Wild have locations across the UK, but importantly they are a Yorkshire company with many sites across North Yorkshire which is where Enjoy has chosen for the trees to be planted. These trees absorb carbon, produce oxygen, and support insects, birds, and small mammals – and will do so for decades to come.

<https://www.makeitwild.co.uk/product/trees-for-carbon-offsetting-business>



## Our Future Impact

As our impact journey progresses, we will continue to focus on our three pillar sustainability strategy; the impact we have as a business on our environment, the influence we can have on our clients' digital footprint and the impact we have on our community. This means improving our own operations and those of our suppliers, building effective digital projects with sustainable web development, and supporting community initiatives to help us make a difference to climate change. We will continue to support and work towards the UN Sustainable Development Goals to help make a positive impact within the digital industry.

## Definitions and links

\* **CO2e** – Carbon dioxide equivalent is a unit used to compare the climatic effect of various greenhouse gases to that of carbon dioxide. It gives the mass (kg or tonnes) of CO2 that would have the same climatic effect. For example, nitrous oxide is 200 to 300 times more effective at trapping heat than CO2 and CO2e takes this difference into account.

\* **GHG Emissions** – Green House Gas categories of Scope 3 emissions

**Ecologi** - <https://ecologi.com/enjoy-digital>

**West Yorkshire CA** -

<https://www.wybusiness-skills.com/business-support/sustainability/business-carbon-footprint-calculator/>

**Make it Wild** - <https://www.makeitwild.co.uk/>

**Ad Net Zero** - <https://adnetzero.com/>

**W3C Sustainability Guidelines** - <https://www.w3.org/blog/2023/introducing-web-sustainability-guidelines/>

**Umbraco Community Sustainability Team** -

<https://umbraco.com/blog/meet-the-new-community-sustainability-team/>