



2025

summer friday sustainability report

January 1–December 31, 2025 | GHG Protocol Corporate Standard, location-based





a few words

As members of the Summer Friday Green Team, we are proud to present our 2025 Sustainability Report. Over the past year, we've continued to advance our company's holistic commitment to environmental responsibility, building on the strong foundation we established in 2023.

Our journey began after the 2023 Employee Retreat, where a renewed sense of collaboration and alignment with our founding values inspired several employees to officially launch the "Green Team." Since then, we have been focused on ensuring that our work and our operations rise to meet the demands of the climate crisis.

Following months of research, outreach, and stakeholder engagement, Summer Friday took a pivotal step in October 2023 by joining the SME Climate Hub—a coalition of small and medium-sized businesses committed to the United Nations Race to Zero campaign. Through this membership, we pledged to halve emissions by 2030, reach net zero by 2050, and publish annual progress reports. We remain ambitious, with a clear target of achieving net zero even earlier, by 2035.

Our 2023 report marked our first year of emissions reporting. As a fully remote agency, we faced the unique challenge of measuring emissions across a globally distributed workforce. To ensure accuracy, we partnered with Compare Your Footprint, gathering detailed data based on employees' work setups and geographic locations. This initial report established a crucial baseline, helping us refine our approach and better understand the sources and distribution of our emissions.

This 2025 report reflects both progress and promise. We are actively reducing emissions while exploring innovative ways to offset and remove carbon from our footprint. Beyond our internal efforts, we are expanding our impact outward—developing processes to help our partners measure the environmental impact of their marketing efforts, improve their sustainability messaging, and build credibility with their audiences. We are also working on educational resources to share knowledge and spark dialogue about sustainability across our industry. More on these initiatives can be found on our website.

We know that each step, no matter how small, brings us closer to a more sustainable future. We are deeply grateful for the continued support of our community and partners as we move forward on this journey together.

Sincerely,

Sarah Rineer and Sarah Roberts
"The Green Team"

BY THE NUMBERS

emissions



metric tons of CO2e

2025 emissions total,
including a 5% contingency



of inventory emissions

Business services accounted
for the largest share of
emissions



metric tons of CO2e

Emissions generated by
employees working from home



The share of Summer Friday's
inventory emissions generated
from travel.



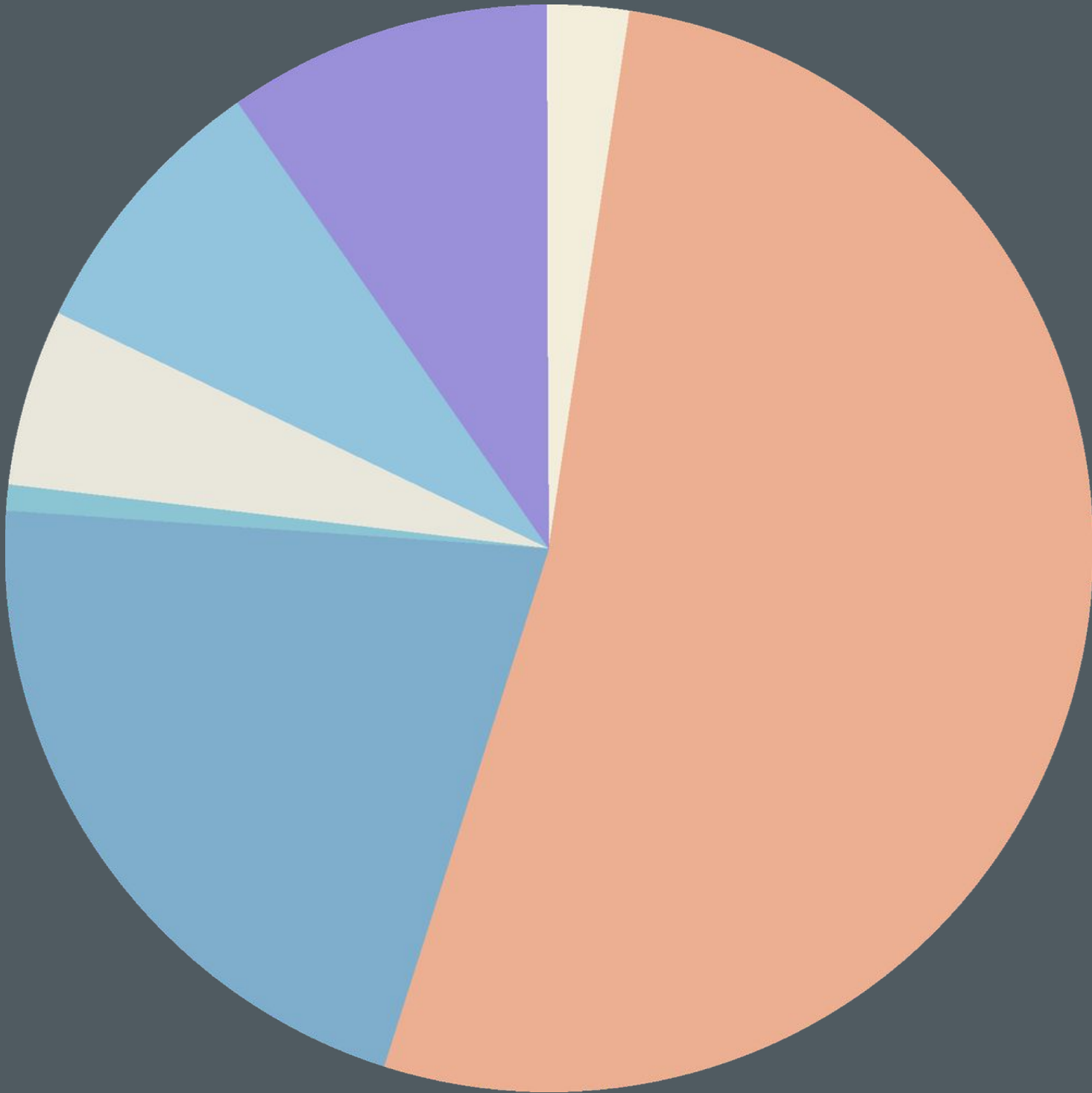
The share of Summer Friday's
reported emissions classified as
Scope 3.

BREAKDOWN

emissions

Here, you will find a full breakdown of our measured emissions data from 2025. Business services were the largest category at 52.5% of inventory emissions, reflecting the significant role external vendors and professional support play in our operations. Business travel was the second-largest category at 21.2%.

The category values below sum to the measured inventory of 144.138 metric tons of CO2e. The reported total of 151.35 metric tons includes a 5% contingency that is not allocated across categories.



○ Advertising	3.427
● Business Services	75.707
● Business Travel	30.569
● Computer	1.113
● Employee Commuting	0.000
● Food & Drink	7.569
● Home Working	11.798
● Information Technology	13.895
● Materials	0.061

CALCULATION

methods

Summer Friday is a remote service-driven agency that does not produce Scope 1 or 2 emissions. With that being the case, we needed the best understanding of our Scope 3 emissions. Utilizing the extensive carbon calculator offered by Compare Your Footprint, we collected emission data from all areas of our business. We also partnered with Compare Your Footprint to create a Work From Home survey that allowed us to calculate our employees' energy footprint based on their specific region and working setup.

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Compare your
FOOTPRINT

Compare Your Footprint is a comprehensive software platform designed for companies of all sizes to measure their carbon impact. They are a Certified B Corporation and a member of the Carbon Accounting Alliance.

AIMING HIGH

commitments & targets

As part of our commitment to the SME Climate Hub, we’re committed to halving our emissions by 2030 and reaching net zero by 2050. We’ve adjusted our net zero goal to 2035 based on our current emission profile and expectations of progress in our industry.

Our emissions goals are calculated based on the intensity of scope. At Summer Friday, this means the reduction of our emissions is proportional to the number of employees at the company. Hitting our target goal will be a combination of reduction and offsetting.

Net emissions per employee projections
(tCO2e)



KEY CHALLENGES

2026 priorities

Engage our highest-impact vendors

Review the suppliers responsible for the largest share of our footprint, incorporate sustainability criteria into purchasing decisions, and improve access to supplier-specific emissions data.

Reduce the impact of business travel

Adopt virtual-first planning, consolidate trips, select lower-emission travel options, and establish a measurable reduction target based on emissions per employee.

Strengthen our data and accountability

Improve the quality of supplier, travel, technology, and home-working data; assign clear ownership; and review progress throughout the year.

Optimize our digital and remote operations

Consolidate software tools, extend the useful life of equipment, prioritize responsible technology providers, and help employees reduce home-working energy use.

MEET THE

green team



Sarah Rineer
Art Director



Sarah Roberts
Partner/Head of Finance
and Operations

**Governance &
Management**

..... Sarah Roberts, sits on the 'Green Team' and oversees the calculation of our carbon footprint.

Our Summer Friday Sustainability Committee represents a wide range of knowledge across all areas of our business.

thank
you