

Influencing positive change

Our 2025 impact report

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This report sets out how we create impact across people, planet and prosperity, and how we measure our progress. It reflects what we've achieved this year, where we're learning and what we're committing to next.

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Our year

The world keeps changing
and so do we.

Over the past year, our business has evolved in how we work, where we work and who we work alongside.

We've navigated periods of transition, welcomed new people, said goodbye to others, and learned a lot along the way. Not every decision landed as intended, but that's part of our story.

We believe businesses have a responsibility to understand and reduce the impact they have on people, the planet and the systems they operate within. NOSY exists to support organisations that are genuinely trying to create positive change, and we hold ourselves to the same standard. That means questioning our own decisions and focusing on progress we can evidence, rather than promises we can't.

This impact report reflects a year of continued learning and renewed focus. We don't claim to have everything figured out but we're committed to doing the work.

Because being part of the solution requires honesty and continued progress.

NOSY

Purposeful creatives,
led by curiosity.

To give you some context, NOSY is a creative agency providing strategy, branding, digital and content services.

We work with organisations tackling complex challenges across sustainability, technology, infrastructure, education and public services. Our role is to help them communicate clearly, build trust and engage the audiences that matter most.

As a business, we believe creativity carries responsibility. The organisations we choose to work with, the decisions we make and the way we operate all have an impact. This report outlines the steps we've taken over the last year to better understand, measure and improve that impact.

Report framework

This impact report is divided into three core sections:



People

We care about the wellbeing, development and inclusion for everyone in our business and community.



Planet

We take responsibility for the environmental impact of our actions, aiming to reduce harm and protect nature.



Prosperity

We focus on creating value that goes beyond financial profit, benefiting our team, clients and communities.

We have also integrated the 17 SDGs as a guide for impact evaluation, you'll see the icons referenced throughout this report.

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS





Our key aim is accountability for systemic impact, ensuring our decisions don't benefit one area of society, while causing harm elsewhere.



This year we changed how we measure and report our carbon impact.



Moving from Ecologi Zero (free plan) to **Seedling**, a platform designed for carbon accounting and Net Zero planning. We wanted to find a platform which goes beyond averages, to give us a more transparent view of our footprint. Seedling aligns with the GHG Protocol Corporate Standard and supports full scope reporting across Scopes 1, 2 and 3.

Seedling uses both activity data (such as energy use, commuting and working-from-home patterns), and spend data via Xero integration. This combination allows us to measure our footprint more accurately and understand where reductions will have the most impact.

“Emissions factors have been sourced from a wide range of governmental and academic sources. These include DBEIS, DEFRA, EcoInvent, EcoAct, Exiobase, Carbonfootprint.com and the GHG Protocol. Where assumptions and averages have been used, these are based on data from similarly authoritative governmental or academic sources”

With our new office, we can now directly track energy usage and Seedling helps turn that data into actionable insights, create reductions plans and shape a credible Net Zero strategy. This upgrade reflects our commitment to transparent, accurate impact reporting and ensuring our climate work is verifiable.

Impact on people

Change has been our constant this year, new ways of working, new faces and new perspectives. Through it all, we've focused on creating a team culture where people can thrive, learn and grow together.



Our team

Our team is made up of people with different experiences, backgrounds, and ways of thinking.

We celebrate the unique perspectives each person brings and aim to create a space where everyone feels valued and able to do their best work.

White British
57.1%

Ethnicity

White Other
28.6%

Asian
14.3%

41 - 46
28.6%

30 - 35
14.3%

Age

35 - 40
28.6%

24 - 29
28.6%

Gender

Female
28.6%

Male
71.4%

Our new office

This year has been a year of change for how we work. Our previous office wasn't quite right for the team, so we listened and adapted.

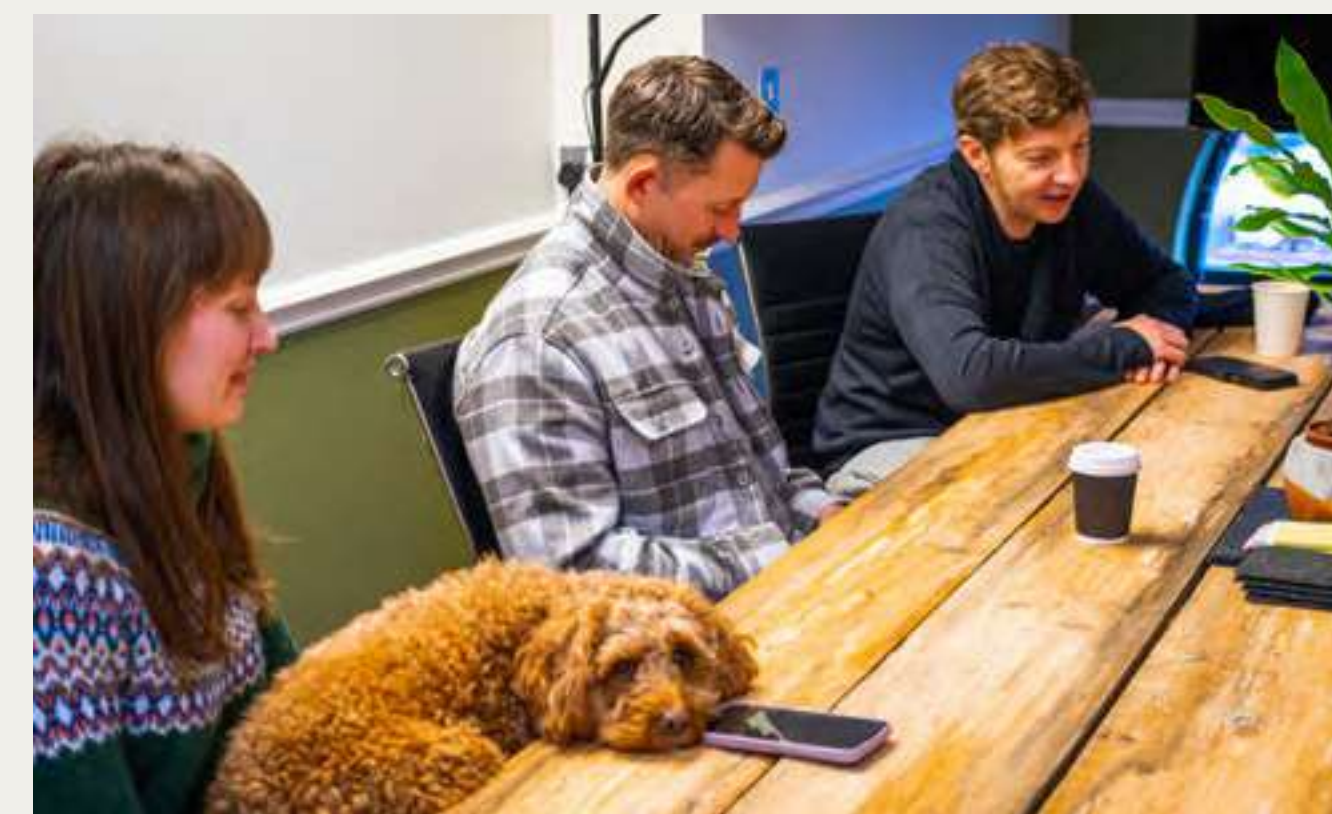
Over the summer, we moved to fully remote working, supported by co-working memberships. While this worked well for some, it wasn't the right fit for everyone.

With that in mind, our next step was to create a space that worked for everyone. We found a new office and spent nearly two months transforming it into a place where people actually want to be. Every choice, from the layout to the furnishings, was made with our team in mind.

With the new office, we now have the ability to manage our energy use. We transitioned to renewable electricity (Octopus Energy), with no gas or A/C to impact our footprint. Now the team has moved in, our next steps will be to improve our energy efficiency.



NOSY CREATIVE AGENCY



Team benefits



Profit share

At the end of the financial year, our team receives a share of 20% of our profits.

Flexible working

We champion full work flexibility, with no rigid schedule, ensuring employees can balance their personal and professional lives.



Living wage

We are Living Wage Accredited, ensuring all employees receive a salary that reflects the true cost of living.

Weekly training allowance

Two paid hours per week for industry-specific, sustainability or self-improvement courses.



Health plans

Employees and their children (up to age 18) receive coverage for dental, optical, therapy, counselling and DoctorLine access.



Breakfast club

In the summer we ventured out to local businesses to enjoy a breakfast as a team once a week to prepare for the week ahead. Each week, the team meets at a different café or restaurant across the Isle of Wight. It's a simple way to start the week together. Good food, local produce, and the occasional sea view. Many of the places we've visited source ingredients from nearby farms and suppliers. That connection to the Island, its people, its food, its pace has made each breakfast feel meaningful.



IW Chamber membership

Bringing discounted gym membership, ferry discounts and other benefits to our team.



Volunteer days

Our team gets two extra paid days yearly for volunteer work, on top of their holiday entitlement.



Team activities

This year's team day took us back to Sibbecks Farm (again!), where we got hands-on with foraging, crafting, scavenger hunts, and pizza making.

We also took an inspiring rewilding tour with the Hampshire and Isle of Wight Wildlife Trust, enjoyed bowling and lunch at Quarr Abbey, and caught up over a fantastic team lunch at Dan's.





Our environmental responsibility

We know every decision we make has an impact. We don't have all the answers, but we are committed to learning, improving and making choices that reduce our environmental footprint.

This section explores how we measure our carbon impact, set targets, build partnerships, and support biodiversity, showing how our actions align with our values and contribute to meaningful change.



Our emissions

This year we saw a decrease in emissions from 23.6 tco2e to 18.46 tco2e.

We've made progress in reducing our carbon footprint, decreasing it by over 5 tCO2e through a combination of actions. We've reduced business travel, lowered spending on capital goods, helped most of our team to transition towards renewable energy when working from home.

Moving to **Seedling** has also given us more accurate, activity-based data, helping us better understand our emissions and identify where further reductions are possible rather than just spend data/averages.



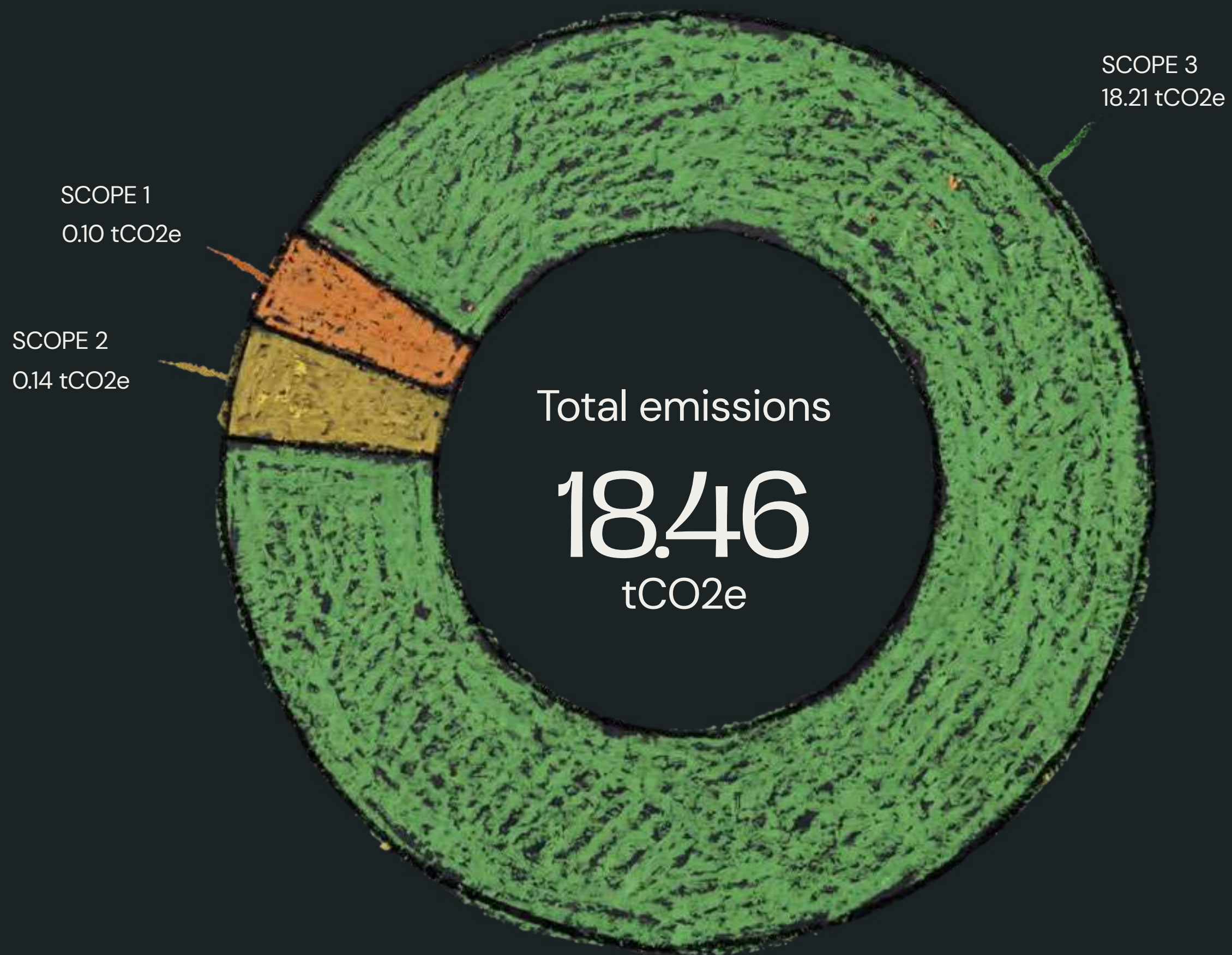
Total emissions in 2025:

18.46 tCO2e

(TONNES OF CARBON DIOXIDE EQUIVALENT EMISSIONS)

5.14 tCO2e lower than 2024





Per Employee	TOTAL EMISSIONS: 2.64 tCO2e
Per £m revenue	TOTAL EMISSIONS: 39.28 tCO2e

SCOPE 1
0.10 tCO2e

Company Facilities	TOTAL EMISSIONS: 0.10 tCO2e
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SCOPE 2
0.14 tCO2e

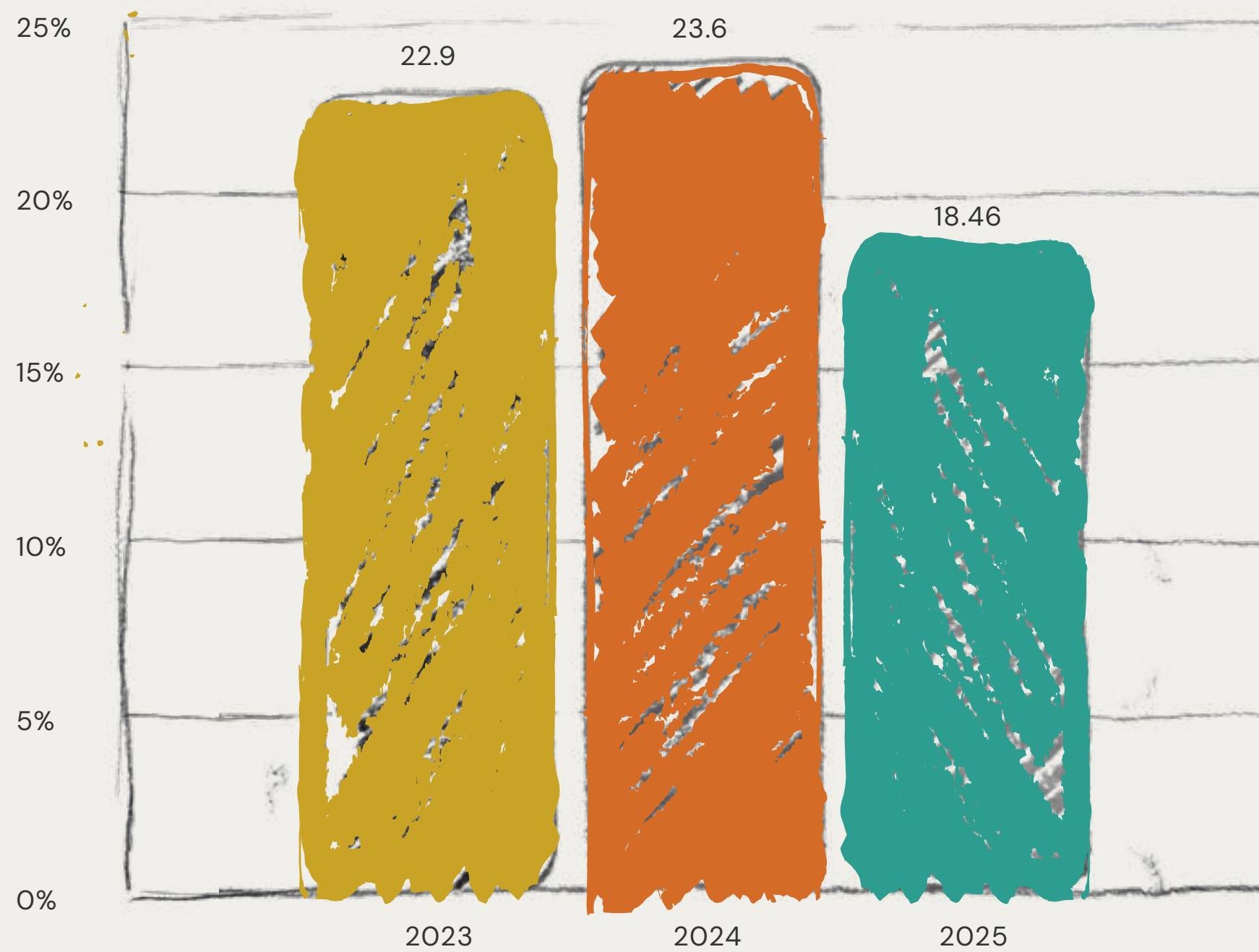
Purchased Energy	TOTAL EMISSIONS: 0.14 tCO2e
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SCOPE 3
18.21 tCO2e

Purchased Good and Services	TOTAL EMISSIONS: 11.22 tCO2e
Capital Goods	3.75 tCO2e
Team Commuting & Home Working	1.8 tCO2e
Business Travel	1.27 tCO2e
Waste Generate in operations	0.14 tCO2e
Fuel & Energy activities	0.04 tCO2e

Comparison

This page shows our emissions over time, allowing us to see trends and track our progress. Comparing year by year helps us understand changes in our footprint and guides our ongoing efforts to reduce impact.



TOP REDUCTIONS

4.06 tCO2e

	TOTAL REDUCED:
Home Working	1.56 tCO2e
Business Travel	1.36 tCO2e
Capital Goods	1.14 tCO2e

TOP EMISSIONS

10.98 tCO2e

	TOTAL REDUCED:
Computer Equipment	3.62 tCO2e
Vehicle leasing	2.72 tCO2e
Software	11.88 tCO2e
Paper Products	1.56 tCO2e
Digital Ads	1.2 tCO2e

Environmental target progress

In our 2024 Impact Report, we set several goals to reduce emissions and support the team with environmental training.

Here's where we stand:

- In Progress
- Positive Progress
- Completed

Become a B Corp

We remain committed to achieving B Corp certification and are working towards the updated standards.

Green Hosting

We continue to host all client websites on green hosting as standard. In the UK, Google now sources 92%* of its energy from renewables, up from 85% in 2023. The long-term goal is to achieve 100% carbon-free operations across all hosting by 2030. However, we are investigating claims around Google's transparency in reporting these figures to ensure we align with credible and verifiable sustainability efforts. As part of our ongoing governance, we are reviewing how these claims are substantiated.

*This figure represents the average percentage of carbon-free energy consumed in a specific location on an hourly basis.

Reducing Material Use

Our printing emissions dropped from 2.01 tCO₂e to 1.56 tCO₂e as we continue working with clients to explore digital alternatives to print materials.

Sustainable Travel

The team are encouraged to opt for more sustainable modes of transport. This year we saw an increase from 62.5% to 71.5% helping to lower our travel emissions.

Reduce CO₂e emissions by 10%

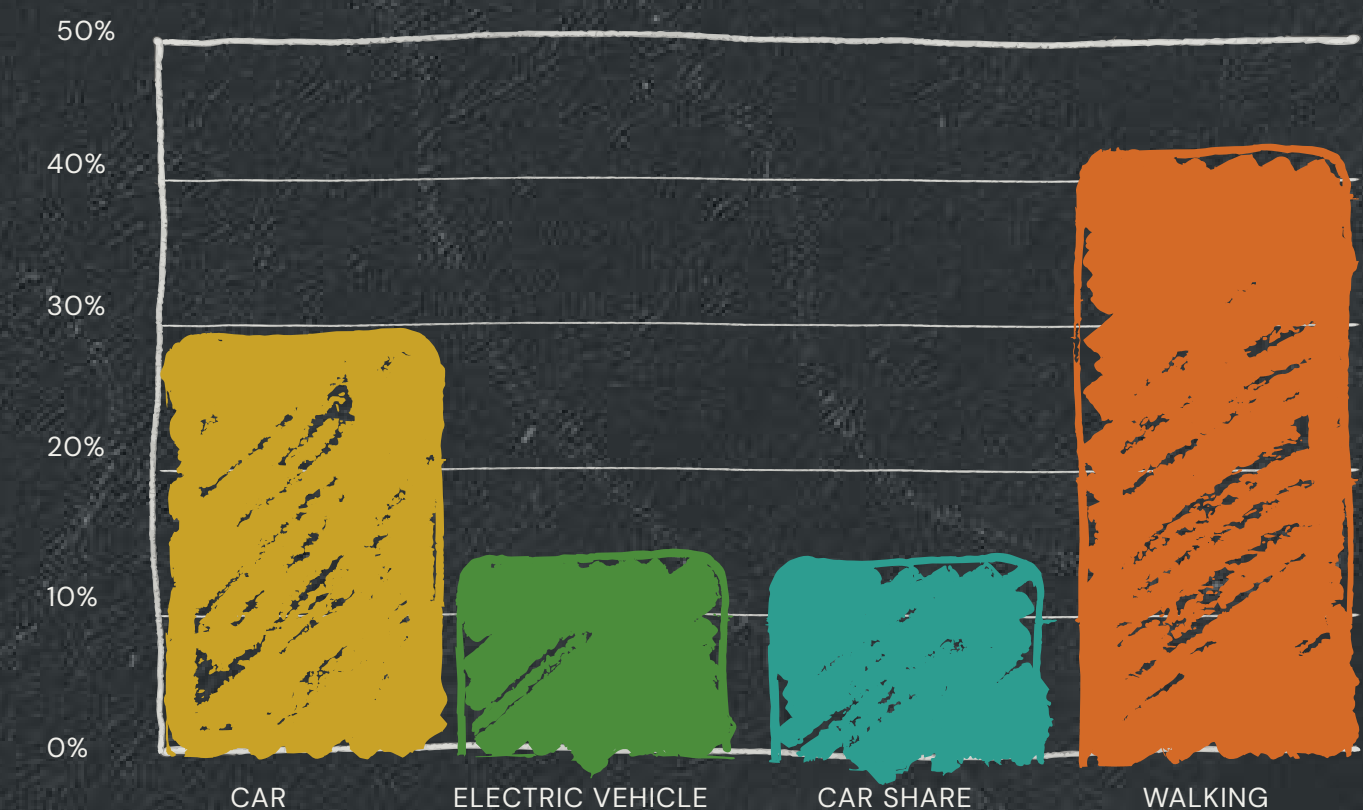
We achieved a reduction of 24%

Increase purpose-led clients to 55%

This year we have changed our methodology to a new scoring system as previous reports didn't truly reflect the positive of the "regular" businesses. (see page 26)

Creating a Net Zero Strategy

This year we have created our first Net Zero report, thanks to Seedling we've been able to create targets and review our progress (see pg 19)

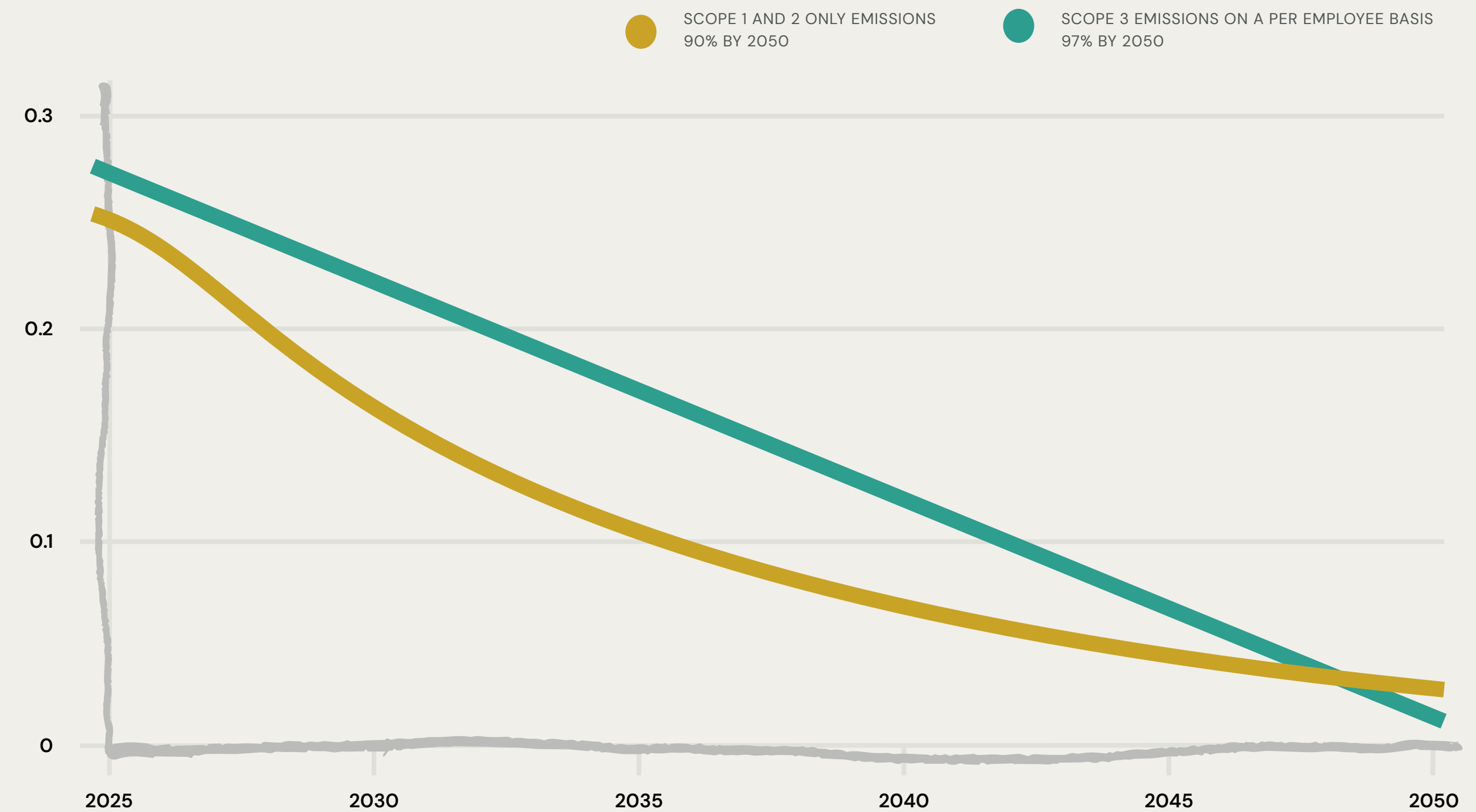


How do we achieve Net Zero?

We have developed a Climate Transition Plan that sets out how we will reduce emissions across our operations and supply chain while working towards Net Zero.

To form the basis of our transition plan, we have measured a full carbon footprint covering Scopes 1, 2 and 3 in line with the GHG Protocol. Our methodology and calculations have been verified by an independent third party (Seedling).

[View full plan](#)



Our journey with Ecologi

2025 marks four years of partnering with Ecologi.

To date, NOSY has funded the planting of 5,470 trees, supported projects that have prevented 200.44 tCO₂e from being emitted and planted 8m² of wildflower habitat. [Ecologi](#) provides certified carbon prevention and removal projects that meet high industry standards, such as Gold Standard and Verra's Verified Carbon Standard. They also offer transparent reporting, including invoice receipts from tree-planting partners, which undergo regular third-party audits.



Funded the planting of:
5,470 trees
across 17 projects.



Supported the prevention of:
200.44 tCO₂e
from being emitted.



As a team:
Planted 8m² of
Wildflowers.



Ecologi

Our funding directly supports climate projects all over the world.



Conserving the Amazon in Brazil

Implementing climate change mitigation and adaptation in the Amazon rainforest

5TCO2E AVOIDED



Wind power project in Mexico

Producing 422,076MWh of energy every year from wind power.

8.84TCO2E AVOIDED



Producing electricity from wind power in Northeast Thailand

Generating electricity using off-shore wind turbines in Thailand

13.07TCO2E AVOIDED



First Ever Wind Power Project in Honduras

Producing 345,970MWh of energy every year through Honduras' first wind power project

8.43TCO2E AVOIDED



Protection of the Matavén forest in eastern Colombia

Protecting forest from degradation and helping local communities and biodiversity to thrive

60.75TCO2E AVOIDED



Fuel-efficient cookstoves in Uganda

Distributing cleaner cookstoves to reduce emissions from domestic food preparation and support local communities

5TCO2E AVOIDED



Avoiding methane emissions from landfill in Brazil

Avoiding methane emissions and producing electricity at the Macaúbas Landfill in Brazil

25.36TCO2E AVOIDED



Another year of 1% for the Planet.

In 2025, we continued our commitment to 1% for the Planet, pledging 1% of our gross sales through monetary donations, in-kind services, and volunteering to support environmental partners.

Over the past three years, we have supported the Hampshire and Isle of Wight Wildlife Trust through this initiative. This year we started to work on a new campaign which is still in progress, to help spread awareness of the Trust and its impact.

“Raising awareness of our core objectives is more important than ever, but the charity sector is facing significant challenges. Being able to work with NOSY to create compelling video and photography has helped us elevate our messaging and storytelling, giving us a greater impact.”

said Kate Garnham, Senior Communications Officer at the charity.

We have been certified for 2025, giving a total of:

£4,315
in monetary or in-kind contributions.



Supporting biodiversity

Biodiversity matters to all of us. Healthy ecosystems support wildlife, people and the places we live, so we try to play our part in simple, practical ways.

Each year, our team is given seeds to help create wild garden spaces for pollinators and birds as well as being able to grow their own vegetables. The team is also encouraged to add bird boxes, bug houses, nests and ponds to give local species safe places to live.

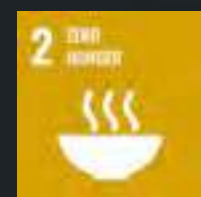
Alongside the planting, members also get involved with taking part in scientific surveys to help track and understand wildlife populations across the UK, including the [UK Pollinator Monitoring Scheme](#). These initiatives contribute valuable data to conservation efforts and help us stay engaged with the natural world.



Impact on prosperity

We're a for profit business, but we do not believe profit is the only measure of success.

Growth that ignores people or the planet isn't sustainable. There's no business on a dead planet. We focus on the impact we have on the people and communities around us. That means putting the wellbeing of our team, our clients, and the wider community at the centre of how we work and making sure that any growth we pursue delivers value beyond profit alone.



Where our income comes from

51.3% Professional & Business Services | Private sector firms offering specialised support like IT, finance and consulting.

18.5% Charity | Non-profit organisations dedicated to social, environmental or humanitarian causes.

13.2% Construction & Infrastructure | Companies developing and maintaining buildings, transport and utilities.

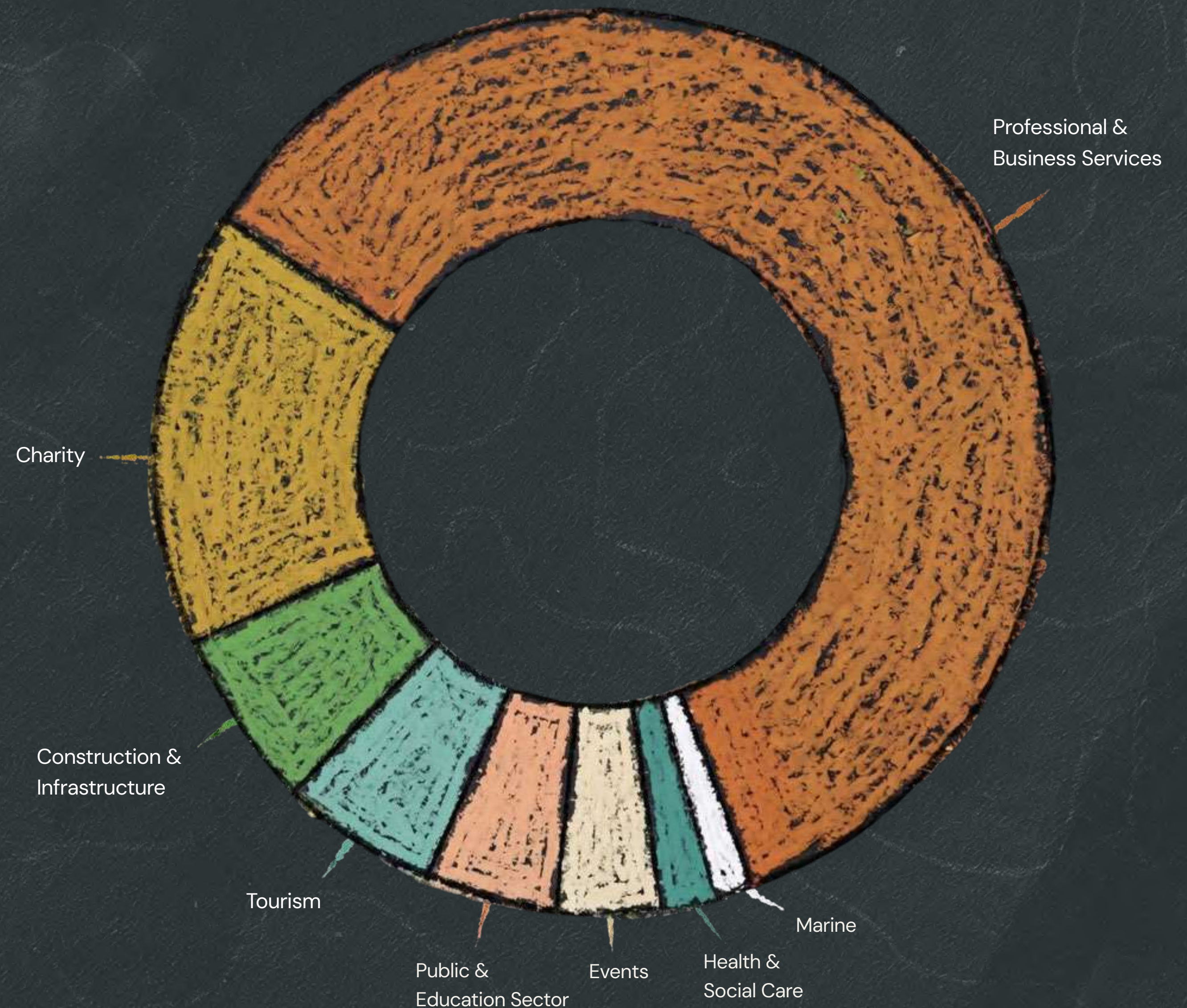
6.0% Tourism | Businesses and organisations supporting tourism, hospitality, travel and visitor experiences.

5.0% Public & Education Sector | Government-owned organisations, local councils and educational institutions.

3.6% Events | Organised activities that bring people together, including community events, exhibitions, festivals, conferences and conventions.

1% Health & Social Care | Public and private services supporting physical, mental and social well-being; including healthcare, elderly care, mental health services, social work and family support.

1% Marine | Businesses and organisations operating across marine industries, maritime services and coastal infrastructure.



Client impact methodology

We set a goal of 50% purpose-led clients in 2024.

This year we have changed our methodology to a new scoring system as previous reports didn't truly reflect the positive of the "regular" businesses.

To better reflect the range of impact created by the clients we work with, we introduced a new scoring methodology designed to be clear, consistent and transparent. This approach helps us understand and communicate client impact beyond sector labels or business models.



Clients are assessed and scored across five areas:

Intent + Values

Action + Operations

Impact + Measurement

Accountability + Governance

Transparency + Communication

This allows us to recognise meaningful contribution in a structured and balanced way.

The maximum score is 25, not all questions may be relevant as this covers both environmental and social impact.

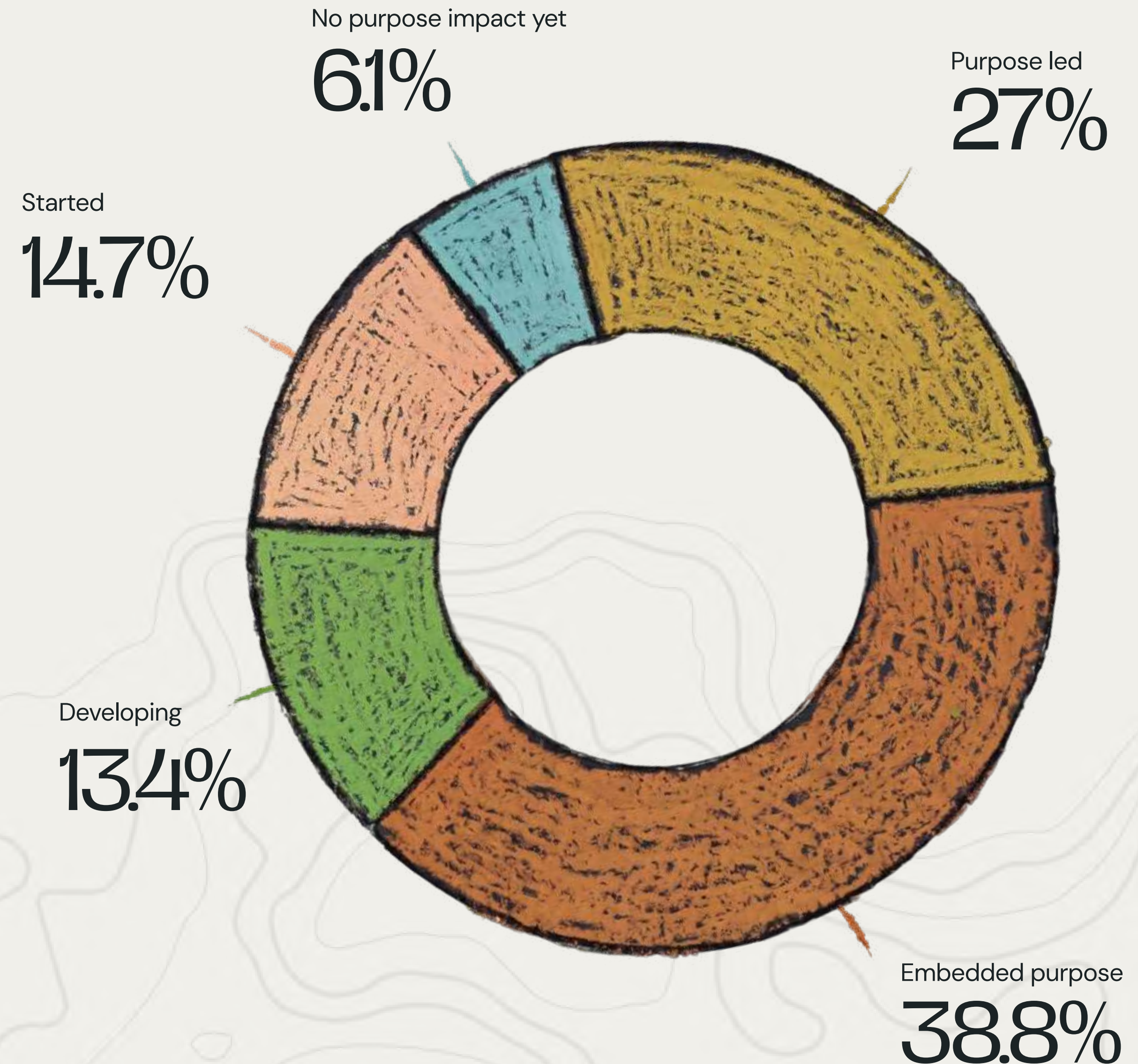
Purpose led (20+points) | The organisation's products and services actively create positive impact. Purpose is central to strategy and decision making, and outcomes for people and/or the planet are clear and measurable.

Embedded purpose (13+ points) | The organisation isn't directly creating impact through its products or services, but its day to day operations, policies and CSR activities are contributing to positive outcomes for people and/or the planet.

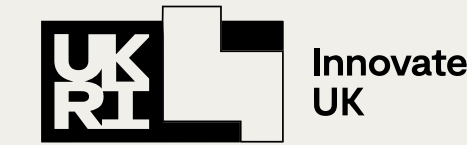
Developing (6+ points) | The organisation is taking steps toward purpose-driven impact. Some actions are underway and early evidence shows potential for positive outcomes, but impact is not yet consistent.

Started (1+points) | A few initial steps have been taken to create a positive impact, but activity is still limited and not yet embedded in day-to-day operations.

No purpose impact yet | The organisation has not yet taken meaningful actions toward creating a positive impact for people or the planet.



Purpose led client spotlight



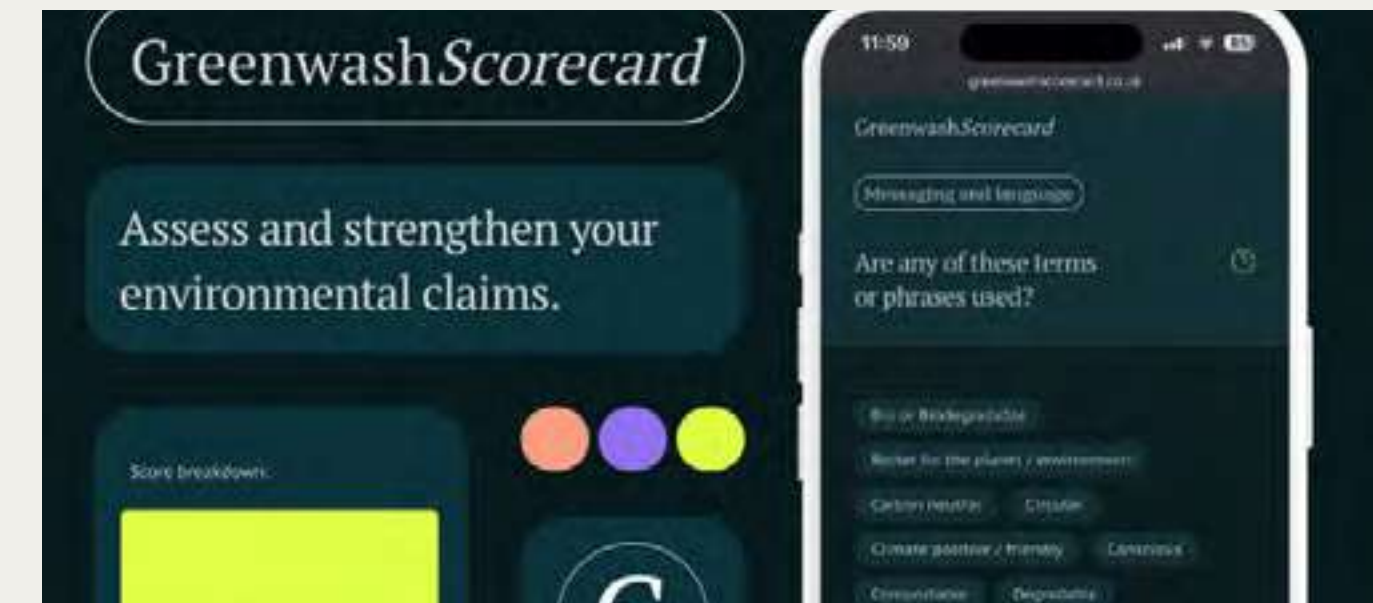
These organisation's products and services actively create positive impact.



Mountbatten is an independent hospice charity providing end of life care and bereavement support across the Isle of Wight. For over six years, we've produced films that help raise awareness of their work, including **Without Mountbatten**, which won a Silver People's Choice Award and a Bronze Judges' Award at the Smiley Film Awards.



Products of Change is a purpose-driven, global organisation here to accelerate positive impact on climate change across the brand and licensing industry. We delivered a brand refresh and a new website that offered enhanced membership functionality, events, education and resources.



The Greenwash Scorecard is a new online tool designed to help businesses and consumers better understand environmental claims. Supported by Innovate UK, the first phase focused on developing the platform to provide clearer insight into greenwashing and encourage more transparent communication around sustainability.



Sydenhams Timber Engineering design, manufacture and construct innovative, net zero ready timber frame buildings. We have supported with their social media marketing and promotional videos showcasing their expertise, strengthening their brand presence and communicates the value they bring to customers across the region.



Testlands is focused on improving the wellbeing of its community, particularly children, young people, and families in Southampton. We've worked with Testlands to develop promotional assets and refresh their internal documents, ensuring their communications are clear and consistent.



The Alresford Show is a celebration of rural life and the communities. This one-day event provides a great family day out which brings farming, agriculture and the local community together. The show committee put their faith in us to update the brand and website to feel modern and accessible, without losing the history and warmth that defines the event.



The Blue Lamp Trust is a registered charity dedicated to protecting vulnerable and older residents across Hampshire and the Isle of Wight. We developed two websites for the charity, creating clear, accessible platforms that help them communicate its work and provide important information.



Green Isle of Wight is committed to helping individuals and businesses reduce their carbon footprint and tackle fuel poverty. We created a new website alongside a suite of promotional materials, including flyers, posters, social media assets and video content.

Our 2025 achievements



Professional development

Our new team member Dan became carbon literate, ensuring the whole team has the knowledge to support NOSY's sustainability journey.

April has almost completed her APM Project Fundamentals Qualification and is scheduled to take her final exam.



Curiosity Collective partnership

During 2025, we continued to be a part of the Curiosity Collective, a corporate partnership led by Wonderseekers, the charity behind Winchester Science Centre. Wonderseekers works to make science accessible, helping young people develop the knowledge and skills to tackle climate change and biodiversity loss. Through the Curiosity Collective, businesses collaborate to support science education in schools, workplaces and communities, inspiring the next generation to build a more sustainable future.



2025 Finalist Lloyds Awards – Purpose Before Profit

One of this year's highlights was being named a finalist for the Purpose Before Profit Award at the British Business Excellence Awards 2025. By saying no to projects that don't align with their values, we focus on long-term partnerships that drive genuine change. Though we didn't win, we felt proud to be in the mix amongst other great businesses.

“The British Business Excellence Awards honour businesses that are reshaping industries with integrity, and NOSY's commitment to values-driven growth is a brilliant example.”



No waste expo stand

We always see a lot of waste at business events. So, we've taken a different approach this year at the Isle of Wight Chamber of Commerce Expo.

Instead of merch, we gave away plants. We sourced them from [Care in the Garden](#), a local CIC that creates work opportunities for adults with additional needs and is funded by what they grow.

Prosperity for our community

We see our work as part of something
bigger than just the business.

By getting involved locally whether through partnerships,
volunteering or community projects, we can make a real
difference. Here's a look at some of the ways we've been
involved this year.

Rubbish Networking

We organised four litter-picking events, inviting locals and
businesses to take part to help keep our shared spaces clean.



NOSY CREATIVE AGENCY



Team volunteering

Our team receives two paid volunteer days each year, giving them the opportunity to support causes they care about.

Here are some of the projects they contributed to in 2025.



Dan running 2 marathons for charity

In 2025 Dan took on the challenge and raised money for charity by running not one, but 2 marathons.

"In April, I took on the London Marathon in support of **Wessex Cancer Support**, this was my first marathon, helping raise an incredible £50,000+ in sponsorship. Undeterred by the challenge, in October I ran the Budapest Marathon. That second run supported **WightAid**, continuing my commitment to pushing personal limits for causes that make a real difference.

Continuing that same commitment to giving back, I also joined the retained fire service in my hometown of East Cowes, serving and supporting his local community in a hands-on way."



Summer Fun Day

Laurence used his time to help promote, capture and edit content of the charity Summer Fun Day event:

“Every year, I volunteer my time to support Breast Cancer Now through an event that blends fundraising with film, cosplay and community.”

“Myself and Francis helped raise over £3,000 for the charity. It’s a cause close to my heart and a brilliant use of NOSY Creative Agency’s volunteering policy.”

In its five-year run, the event has raised over £9,000 for Breast Cancer Now.



Wed Fest

Francis recently supported the Wed Fest Showcase by capturing the day through photography. The event brought together local wedding suppliers, raising funds for Hampshire and Isle of Wight Air Ambulance, while celebrating the creativity and care that powers this community.

“I volunteered mainly to showcase my photography skills while helping local businesses promote their products. It feels great to give back to the community by supporting a charity like Hampshire and Isle of Wight Air Ambulance. A big thank you to Wed and Prosper UK and my team at Nosy for making this opportunity possible!”



Two charity bake sales

April used her volunteering hours to bake cakes for two charity fundraisers for the Community Spirited Café at Parkside Pavilion in East Cowes.

This isn’t just a café, it’s a real lifeline for many people in the community. They run the island’s first food pantry, helping families access affordable food, and host a wide range of support groups covering bereavement, self-harm and suicide prevention. Their afternoon tea and raffle raised over £700.

The Christmas fayre was also a success, raising funds for the Community Spirited Café pantry and services, raising almost £1000!

The work is never finished

Thank you for reading.

This year, we saw a decrease in our emissions, created a clear net zero plan and continued preparing for B Corp certification under the updated standards.

They are all important steps, but not endpoints. We also welcomed new faces to the team, said goodbye to others and settled into a new office that better reflects how we want to work.

Throughout all of this, our purpose has stayed the same. As we look ahead, we hope to keep growing in a way that does good: for the people we work with, the communities around us and the planet we all share.

To our team, clients and community – thank you for being part of this with us.

See you in 2026.

NOSY

Email impact@nosy.agency

Telephone +44 (0)1983 632997

Website nosy.agency

Address Top Floor, 8 Gray's Walk, Newport, PO30 1TD