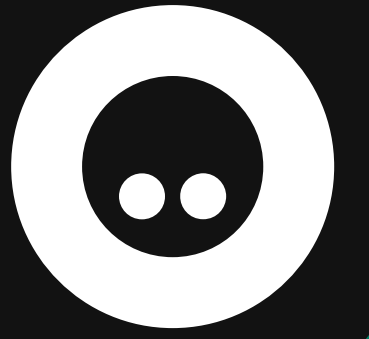


The background of the entire page is a dark navy blue. Overlaid on this background are numerous thin, teal-colored lines that flow in a wavy, organic pattern, resembling water ripples or topographical contour lines. These lines are more densely packed in some areas and more spread out in others, creating a sense of movement and depth.

Impact Report

2023



Beyond profit.

Welcome to our second Impact Report, which covers NOSY's business performance between January and December 2023.

Our commitment to transparency has continued in 2023. But this journey isn't easy, especially for a small business with limited resources. We have learned a lot since our first [Impact Report](#), and challenged ourselves to improve in the areas we can influence.

This report is designed to provide an honest account of our progress. We hope that our efforts not only contribute to tangible change, but also inspire others to join us in doing good through business.

If you have any questions or would like to discuss specifics further, reach out to us on impact@nosy.agency.

Let's jump in.



NOSY

Contents

This document was designed to be viewed digitally. Please do not print it. If you experience any accessibility-related issues with this report, please email us at impact@nosy.agency, and we'll be happy to assist.

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This impact report is divided into three core sections:

People

Planet

Prosperity

You may be familiar with the 3Ps, often referred to as the triple bottom line. In our case, we've replaced "Profit" with "Prosperity." While this change of a single word may appear subtle, it signifies a shift in focus from numbers to value, creating prosperity for multiple stakeholders.

We have also integrated the [17 SDGs](#) as a guide for impact evaluation, you'll see the icons referenced throughout this report. Our key aim is accountability for systemic impact, ensuring our decisions don't benefit one area of society, while causing harm elsewhere.



[Learn more
about the SDGs](#)

People
Planet
Prosperity

Impact on people.

Every company's success depends on the people who are involved in the journey. We understand this deeply, and hence work hard to nurture a culture and work environment that benefits our entire team.



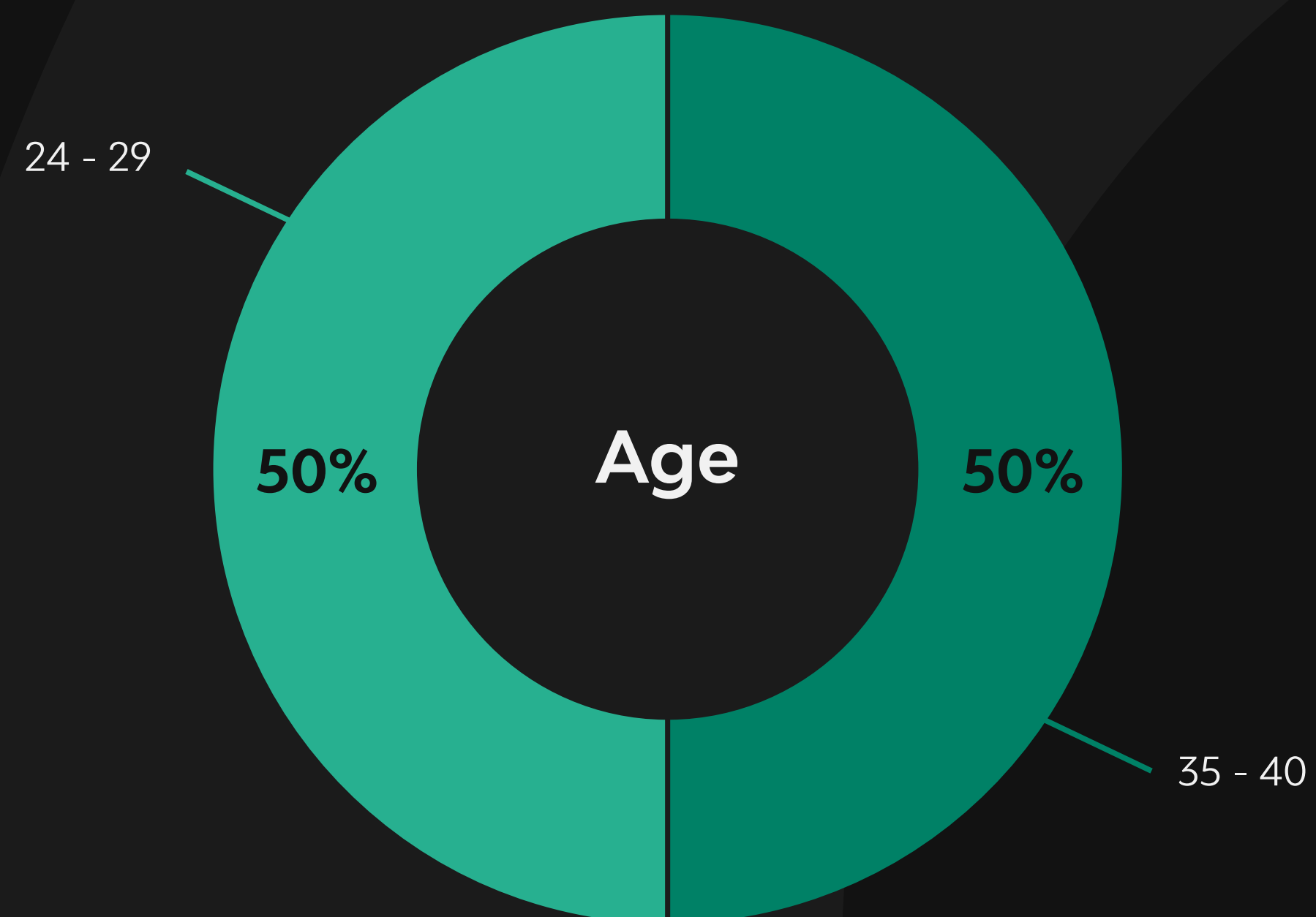
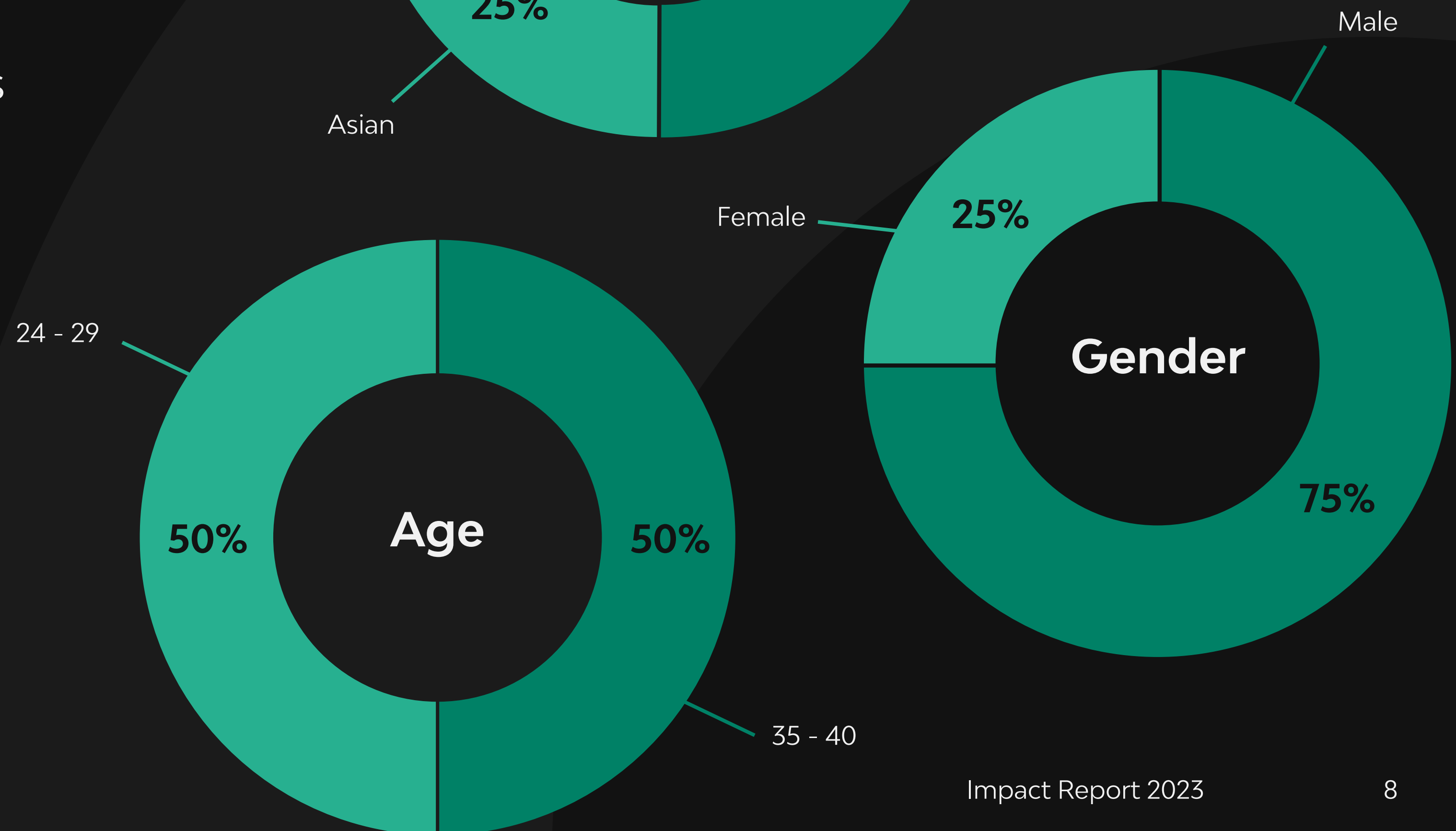
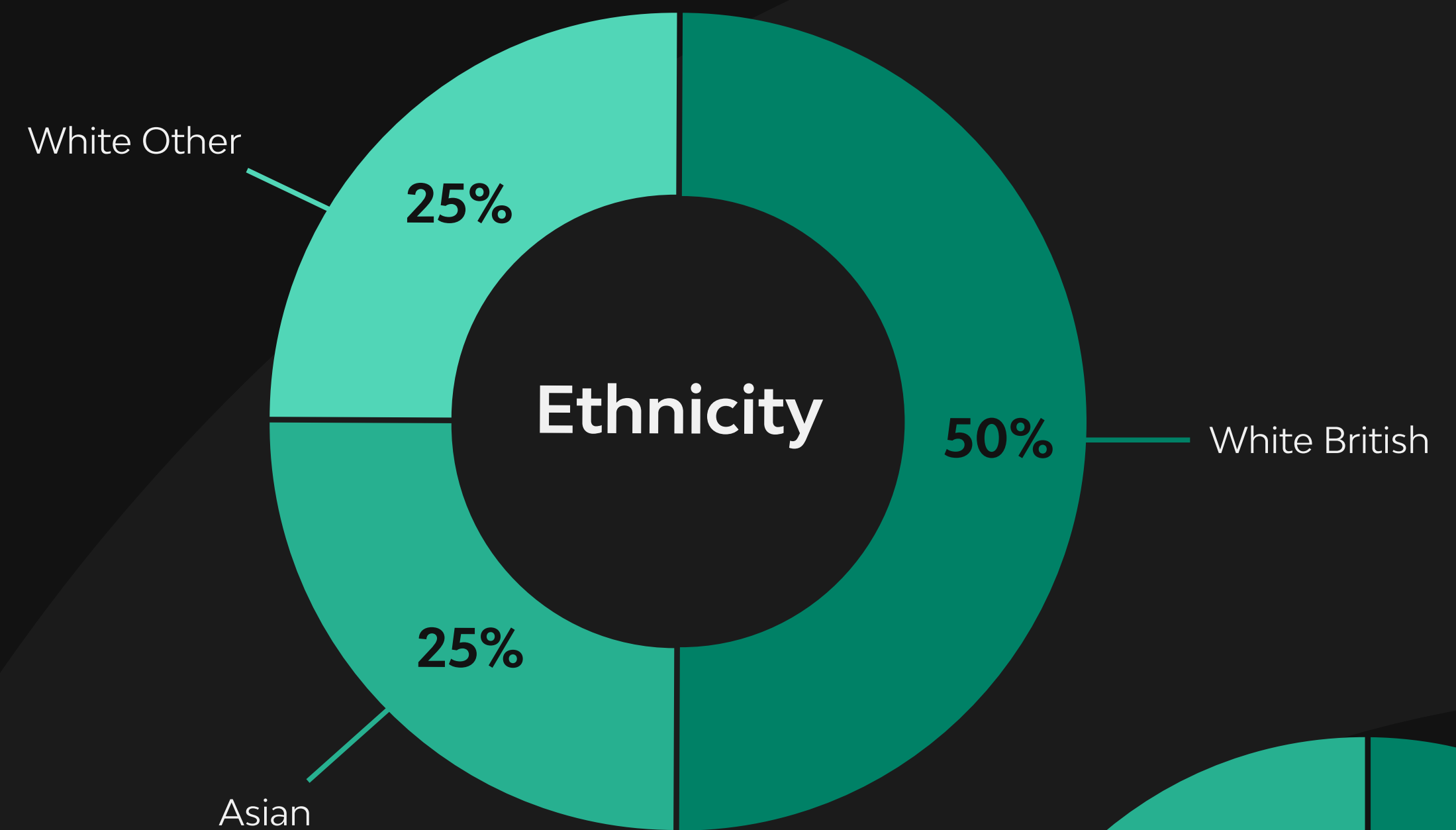


Our diversity.

Our team comprises a range of personalities, representing various ages, genders, and ethnicities. We take great pride in their rich perspectives and insights.

Looking ahead, we remain dedicated to providing equal opportunities, attracting a wide array of candidates, and pursuing diverse approaches to our projects.

Because it matters.



Creating a good workplace.

This year, we introduced, expanded, or continued various employee benefits:

Living wage:

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

Health plans:

Coverage for employees and their children, including dental, optical, therapy, counselling, and DoctorLine access.

Flexible working:

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

Time to reset:

Including 30 days annual leave, additional day off on birthdays and enhanced sick pay.

Weekly training allowance:

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

Paid volunteer days:

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



Culture Advisor partnership:

[Joe Redston](#) aids in developing our workplace culture via team workshops and one-on-one sessions.

IW Chamber membership:

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

Team activities:

For our team day, we ventured to Tapnell Farm and engaged in a separate beekeeping experience, along with various other team-building activities.

Building 41:

Our new workspace is modern and versatile, encompassing our main office with various informal meeting spaces, comfortable seating areas, desks, and private booths. It's also equipped with EV charging points and cyclist-friendly facilities, including showers, bike storage, and lockers.

NOSY



Understanding our impact on the environment.

There's no business on a dead planet. Every decision we make should consider its impact on the environment. We don't have all the answers and must continue improving, welcoming challenge along the way. This section delves into the performance of our operations, examining all aspects from carbon emissions and targets, to partnerships and biodiversity.

People
Planet
Prosperity





Our emissions.

This year, we observed an increase in our reported carbon emissions, rising from 15.7 to 22.9 tonnes.

The significant change is attributed to enhanced measurement accuracy. We upgraded to [Ecologi Zero](#) for our emissions tracking, integrating it with our accounting software for detailed analysis of every transaction. This upgrade has enabled us to capture more accurate data, including previously overlooked factors such as emissions from working from home. Consequently, we now have a clearer and more accurate picture of our carbon footprint.



Total emissions in **2023**:

22.9 tCO₂e

(tonnes of carbon dioxide equivalent emissions)

Home Working

1.57 tCO₂e

Travel

2.31 tCO₂e

Total emissions

22.9
tCO₂e

Suppliers

19.07 tCO₂e

Suppliers

19.07 tCO₂e

Professional Services	5.55 tCO ₂ e
Media, Marketing, and Advertising	4.41 tCO ₂ e
Retail Goods	4.06 tCO ₂ e
Other services*	2.85 tCO ₂ e
Technology and Communications	2.2 tCO ₂ e

Travel

2.31 tCO₂e

Car

Total car distance:
1,946 miles

Total emissions:
0.5 tCO₂e

Rail

Total emissions:
0.52 tCO₂e

Sea

Total emissions:
1.29 tCO₂e

Home working

1.57 tCO₂e

January - March252 kgCO₂e /month

April - September9.2 kgCO₂e /month

October - December252 kgCO₂e /month

*Banking & Financial, Capital Goods, Food and Hospitality, Logistics & Distribution.
** Based on average energy consumption

In our 2022 Impact Report, we set a 20% emission reduction target.

Due to changing our measurement method, we cannot accurately assess whether this was achieved. However, we have made progress in various areas:

- 1. Equipment Efficiency:** In 2022 we recognised that our IT equipment, some up to 10 years old, takes more time to carry out tasks. To address this, we invested £27,000 in modernising it. This upgrade enhanced performance across the whole team.
- 2. Hybrid Working:** Through conducting team surveys and monitoring office attendance, we've gained valuable insights into our team's work-from-home emissions — data we previously lacked. With this knowledge, we are now positioned to review our practices and develop strategies to promote energy-saving habits for remote work.
- 3. Reducing Material Use:** Our printing emissions have reduced from 4.52 tCO₂e to 3.6 tCO₂e. We actively work with clients to reduce, reuse and recycle.
- 4. Sustainable Travel:** We continue to use public transport for our travel (primarily trains). Given our island location, sea travel (a notable contributor to our travel emissions), remains an unavoidable aspect of our operations. However, our office relocation now offers access to two electric vehicle charging points. In the future, we plan to support our team in a transition to EVs where possible.
- 5. Lowering Digital Emissions:** As of the end of 2022, we host all our client websites on [green hosting](#) as standard. This has helped to make our website projects more sustainable. Currently, Google uses 85% of renewable energy for its hosting in the UK. The goal is completely carbon-free operations, across all hosting, by 2030.



Our journey with Ecologi.

In 2022, we began working with Ecologi, who use our funds to plant trees and develop various climate projects. Our approach is to reduce emissions first, and only offset as a last resort.

Ecologi provides certificates indicating the prevention of CO2 emissions and adheres to high industry standards (such as Gold Standard or the Verified Carbon Standard). They also enable reviews of invoice receipts from global tree-planting partners, which are audited regularly by third parties. Because of this, we concluded that Ecologi effectively helps us mitigate some of our impact.

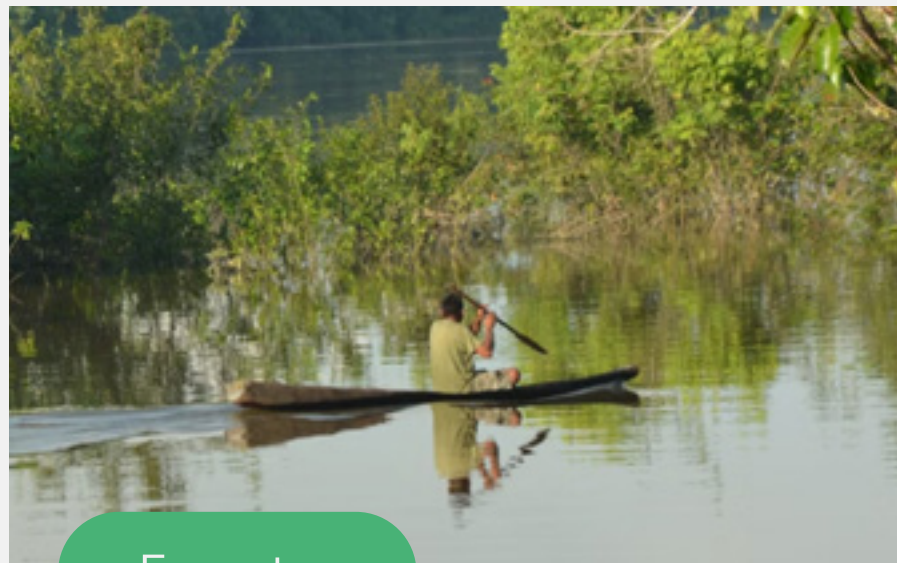
We will continue to work with Ecologi to support green projects around the world. We aim to increase our budget to offset our emissions as well as planting wildflowers.



Funded the planting of:
4,849 trees
across 17 projects.



Supported the prevention of
120.1 tCO₂e
from being emitted.



Forestry

**Protection of the
Matavén forest in
eastern Colombia**

Impact (tCO₂e avoided): **7.38**



Capture

**Turning local organic
waste into electricity
in India**

Impact (tCO₂e avoided): **3.0**



Renewables

**Solar power project
in Morocco**

Impact (tCO₂e avoided): **2.94**



Renewables

**First ever wind power
project in Honduras**

Impact (tCO₂e avoided): **8.43**





**FOR THE
PLANET®**
— MEMBER —

First year of 1% for the Planet.

In early 2023, we joined the 1% for the Planet initiative, pledging to contribute 1% of our gross sales annually through monetary donations, in-kind services, or volunteering, directly to environmental partners.

1% for the Planet is a global alliance of businesses, individuals, and nonprofits addressing urgent environmental challenges. This movement focuses on supporting essential work in six core issue areas: climate, food, land, pollution, water and wildlife.

Our team came together to suggest partners that resonate with them, we all decided to work with the Hampshire and Isle of Wight Wildlife Trust. Not only did they do incredible work for conservation but by being local, our team is able to have a hands-on approach with supporting them in their mission.

We have been certified for
2023, giving a total of:

£6,250

in monetary or in-kind
contributions.

Transitioning to a modern and energy efficient office.



After reviewing our energy, water, gas usage and facilities at our previous office, it became clear that change was necessary. The old office was excessively large, making it difficult to efficiently heat or cool, and featured toilets with large water tanks requiring extensive flushes. Prompted by these insights, we moved to a more efficient workspace that aligns with our business needs, without sacrificing our commitment to the planet.

In early 2023, we relocated to Building 41, this allowed us to reduce costs and save energy. The new space boasts energy-efficient lighting (equipped with timers and motion sensors), water-saving facilities including modern toilets and instant hot water taps, and a biophilic design promoting natural airflow throughout the building, eliminating the need for air conditioning.

Additionally, the new office offers an EV charging station, secure bike storage complete with lockers and showers, and is conveniently located on a direct bus route, enhancing public transport accessibility.

This move drastically reduced our dedicated office space from 197m² to just 21m². Whilst the remaining facilities at Building 41 are shared with other tenants and the community.

One trade-off is the lack of direct control over our energy usage, as utilities are included in our lease, leaving us without precise data. However, given the upgrades in lighting, water efficiency, and the elimination of air conditioning, we are confident in the positive environmental impact of our new office compared to the previous one.



Key environmental achievements in 2023.

1% for the Planet Contribution:

We proudly contributed a total of £6,250 in monetary and in-kind contributions to 1% for the Planet, surpassing our £5,000 goal outlined in the 2022 Impact Report.

Growth in Purpose-Driven Client Revenue:

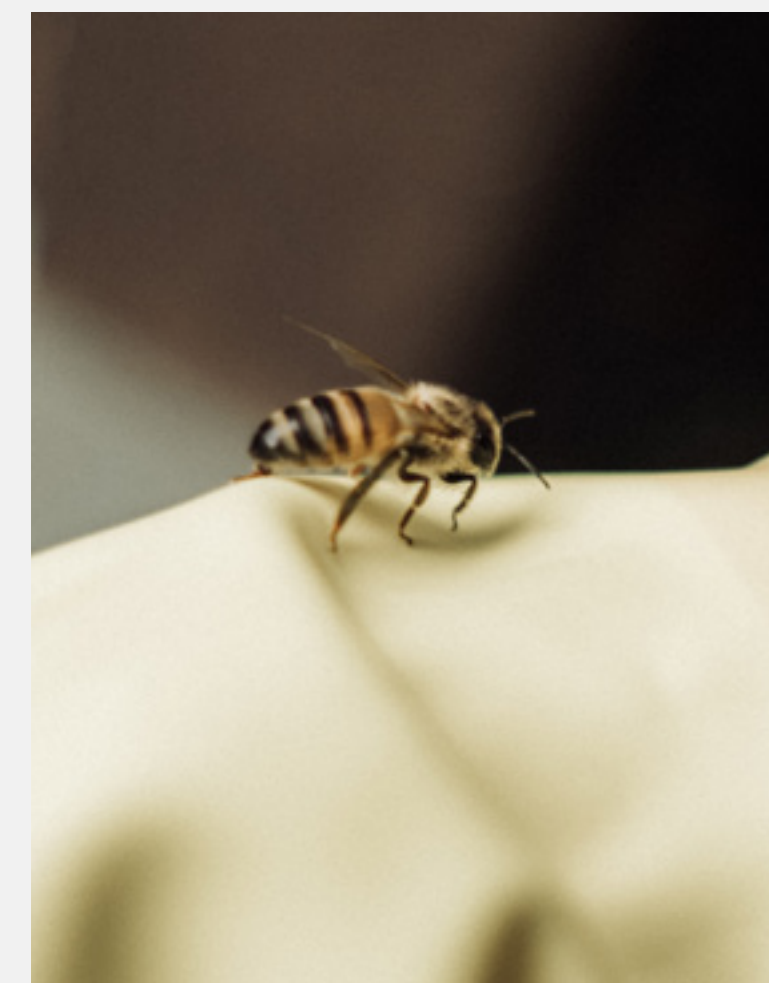
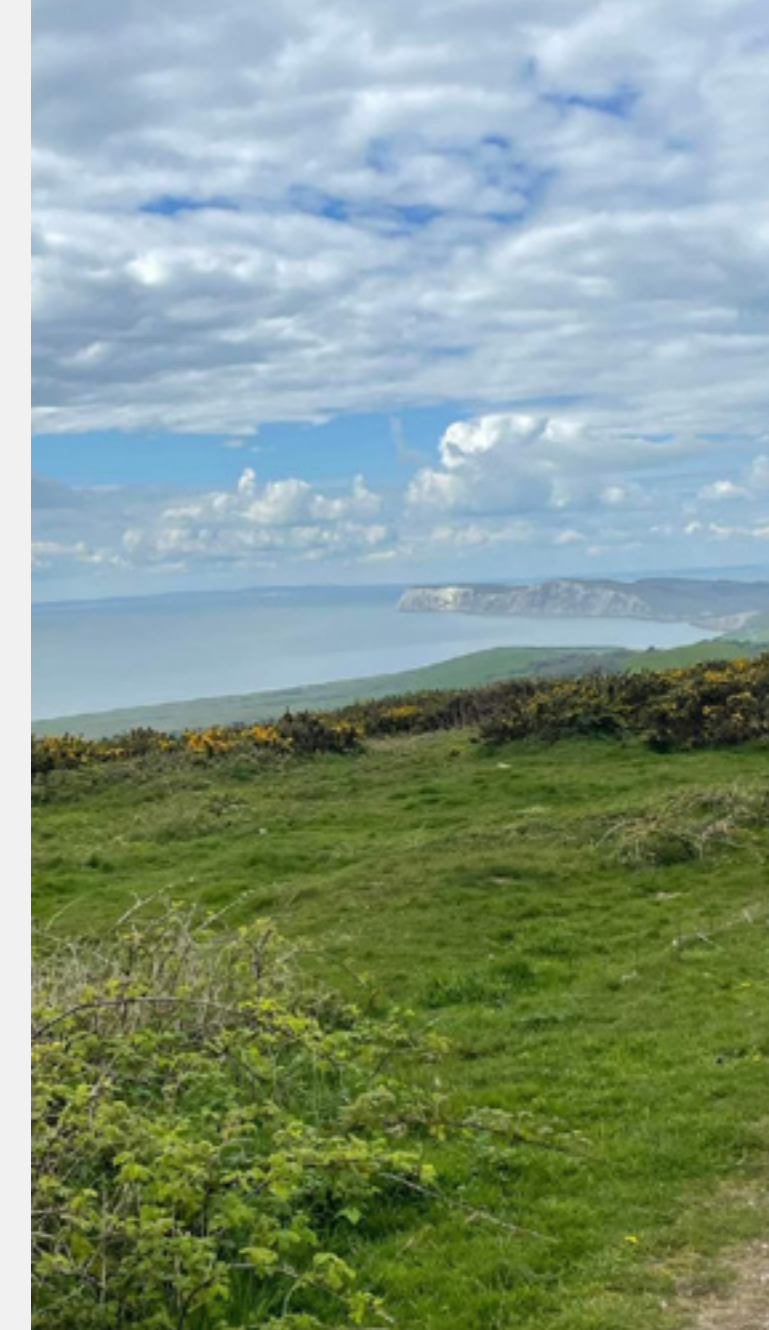
We significantly increased our revenue from purpose-driven clients, jumping from 22.7% in 2022 to 42.1% in 2023.

2023 Green Impact Award:

We secured the gold award for the second year running in the local Green Impact scheme, along with special recognition through the Community Impact award.

Promoting Biodiversity:

We distributed flower, herb, and vegetable seeds to our team, fostering biodiversity in their own gardens.





Wilder Business of the Year:

We were honoured with the Highly Commended Business of the Year award by the Wildlife Trust, recognising our efforts in fostering community engagement in conservation.

Rubbish Networking Events:

We hosted two litter-picking events, helping clean up local areas and encouraging community participation.

Working with Ecologi:

Through our funds, Ecologi has now planted 4,849 trees and contributed to preventing 120 tCO₂e from being emitted.

Sustainability Articles:

We contributed 6 articles on sustainability to the Island Business Magazine, sparking discussions on the topic within the local business community.

Office Move:

By relocating to Building 41, we have reduced our dedicated office space from 197m² to 21m², which is a lot more energy-efficient.

Professional Development:

Our Operations Director, April, became Carbon Literate, completed the Help to Grow Management Course, and achieved Level 2 in Climate Change and Environment from Basingstoke College of Technology. Our Founder, Matt, completed the Skills for the Green Transition course with the University of Cambridge. Other team members enhanced their industry knowledge and skills with new tools and techniques relevant to their roles.

Progress on environmental targets.

Last year, we established three core environmental targets. Here's an update on our progress:

Shift 35% of our revenue to purpose-led clients:

We successfully achieved our goal of 35% of our income from purpose-led clients, in 2023 we went beyond and hit 42%.

Donate £5,000 to environmental causes:

We successfully met this target as well, contributing £7,140 through monetary donations and in-kind services. Our main beneficiary was the Hampshire and Isle of Wight Wildlife Trust, facilitated by our partnership with 1% for the Planet. Additionally, we engaged with Ecologi and sponsored a beehive.

Launch Mission Zero Business Hub:

We have not fully achieved this target, although we made significant progress. We've formed a committee comprising local businesses and consultants, engaged in numerous events to raise awareness, and developed an in-depth strategy document for the Hub. We anticipate the official launch of the Hub in the second quarter of 2024.

Our other targets included:

Net zero audit and accreditation:

Unfortunately we're behind schedule and hope to get on track with creating our first Net Zero Strategy in 2024.

1% for the Planet membership:

Successfully achieved and verified.

Green Impact Award:

Successfully achieved a Gold award.

Our 2024 environmental targets.

Banking Transition

Our current banking services are with Barclays, identified as Europe's top financier of oil and gas projects. We're committed to changing this, acknowledging the process will take time and effort. We are also reviewing our pension funds to better align with our environmental goals.

Carbon Literacy Training

In 2024, we aim to ensure every team member achieves a Carbon Literacy certification, equipping each colleague with the knowledge and skills to understand and address carbon emissions effectively. This will enable us to have a more environmentally conscious workplace throughout all departments.

Create a Net Zero Strategy

Alongside the environmental management system (EMS), we're committed to creating a Net Zero strategy and improving our processes, which will help us to further reduce our emissions.

Impact on prosperity.

Prosperity encompasses not only material wealth but also factors such as health, happiness, education, and quality of life.

In a broader context, prosperity can refer to the overall well-being of a community, region, or nation, considering both financial stability and social progress. Rather than being compartmentalised, prosperity embodies a holistic approach, ensuring that the positive impact resonates beyond the boundaries of our organisation and encompasses all stakeholders we engage with.





Prosperity of our people.

Numerous factors continue to make the UK's economic circumstances difficult.



This has placed significant strain on many households - particularly those with children, which includes the majority of our team. In response, we have committed to the Living Wage initiative, choosing to voluntarily provide salaries that reflect the real cost of living.

Our company's average gross pay is 24.1% higher* than the Isle of Wight's average and 13% higher than the UK average.

We will continue to regularly review how much our employees are paid. Additionally, we support the team's prosperity through:

Time to Prosper:

We've enhanced our holiday policy, offer a day off for birthdays, provide two days each year for volunteer work of their choosing, allocate two hours weekly for training, and embrace fully flexible working hours.

Increased Benefits:

As outlined earlier in this report, our benefits package has been significantly improved, encompassing health plans, improved sick pay, service discounts, and a Cycle to Work scheme.

*According to the [Office for National Statistics](#)

Prosperity of our community.

Supporting local communities boosts both the economy and social unity.

We champion this by choosing local suppliers, engaging in cleanup initiatives, and offering our time to volunteer. These actions enable us to build strong connections and promote mutual prosperity.



Beyond activities already highlighted in this report, our team also participated in the following initiatives throughout 2023:

Bunbury Bees:

Our ongoing support for Bunbury Bees includes financial sponsorship and producing a video series at no cost, raising community awareness about the vital role of bees.

Balsam Pulling Volunteering:

We joined the Hampshire and Isle of Wight Wildlife Trust for a day, tackling the invasive Himalayan balsam to protect native flora, wildlife, and prevent soil erosion.

Summer Fun Day:

Laurence, our videographer, volunteered his skills to produce a video for the 'Summer Fun Day' charity event, raising £2,000 for Breast Cancer Now.

The £20k StartUp Competition:

We provided £10,000 in pro bono services for a start-up competition organised by StartUp Disruptors, who are on a mission to create more equity and inclusion in business.

Mission Zero Business Hub:

Matt, our Founder, dedicated substantial effort in 2023 to the upcoming launch of the Mission Zero Business Hub, aiding local businesses in their net zero transitions.

Wildlife Trust Video:

We produced a video for the Trust's second rewilding site, Wilder Nunwell, aiming to boost engagement and support for a wilder Hampshire and Isle of Wight.

Southern Sustainability Partnership:

We sponsored an award category, 'Communicating Your Sustainability Project' at the Big Sustainability Awards, highlighting excellence in sustainability communication.

Prosperity created by our clients.

Our greatest opportunity to amplify the prosperity we create lies in collaborating with clients who generate a positive impact themselves. In 2023, we continued to reject work that did not align with our environmental ethos.

Below you can see our income by client, categorised into four distinct groups:

Purpose-led:

Organisations that positively impact the environment through conservation, sustainable development, and green energy; or private companies that positively impact people's lives.

Charity:

Non-profit organisations.

Public & Education Sector:

Government-owned organisations, local councils, educational institutions, and healthcare services.

Regular Companies:

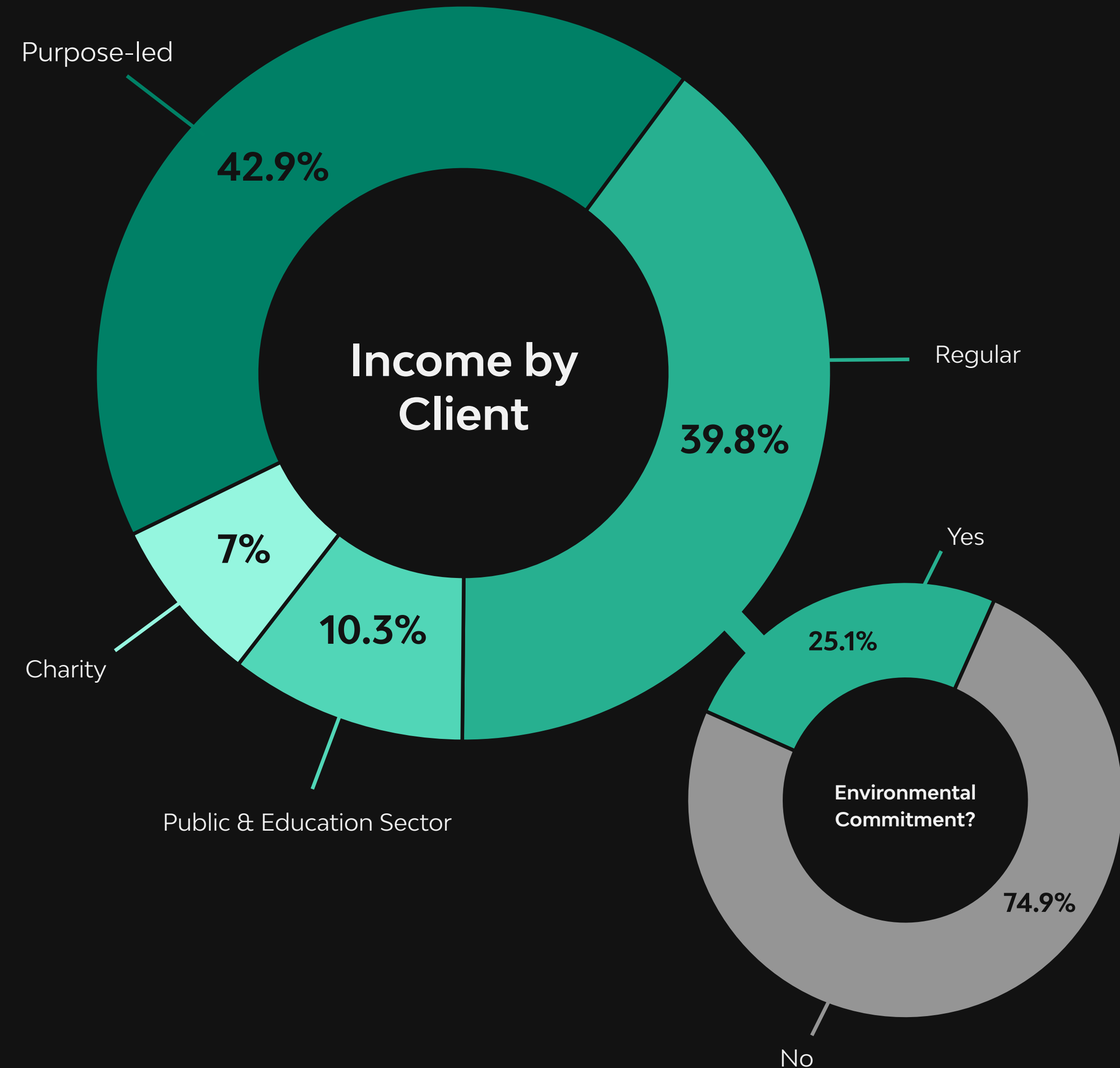
Everyone else.

This year, we have increased our purpose-led client revenue from 22.7% to 42.9%.

Of our regular clients, 25.1% have begun implementing green initiatives and policies.

This is a significant improvement from 13.5% in 2022.

Our 2024 target is to earn at least **50%** of our revenue from purpose-led clients.



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The future...

This year has brought both achievements and challenges, setting the stage for improvements in 2024.

Our journey continues with the hope of inspiring others to embark on their own paths of change. What our organisations do in the coming years really matters. There's no business on a dead planet.

A heartfelt thank you goes out to all who have supported us in 2023. Collectively, we've reached significant milestones and made considerable progress towards our objectives.

We are the first generation to experience climate change, and the last who can do something about it.

Thank you for reading.

NOSY

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