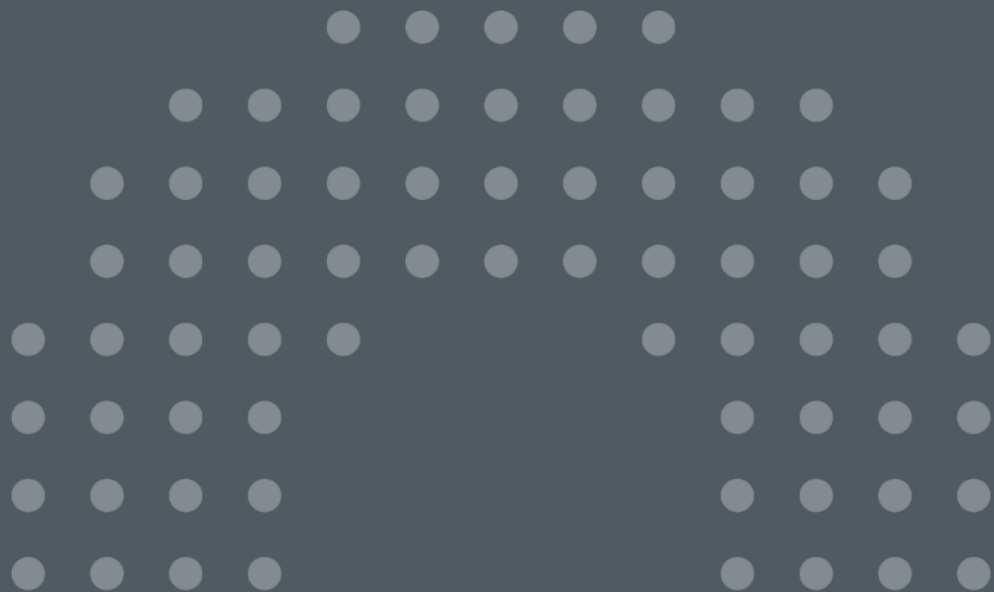




2024

summer friday sustainability report

SUMMERFRIDAY





a few words

As members of the Summer Friday Green Team, we are proud to present our 2024 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.

Last year also 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.

Looking ahead, our 2024 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

Total emissions generated by Summer Friday in 2024



metric tons of CO2e

Emissions generated per employee at Summer Friday



metric tons of CO2e

Emission generated from all employees working from home



The portion of Summer Friday emissions generated from travel.



The average amount of CO2e saved by each employee from working from home each year.*

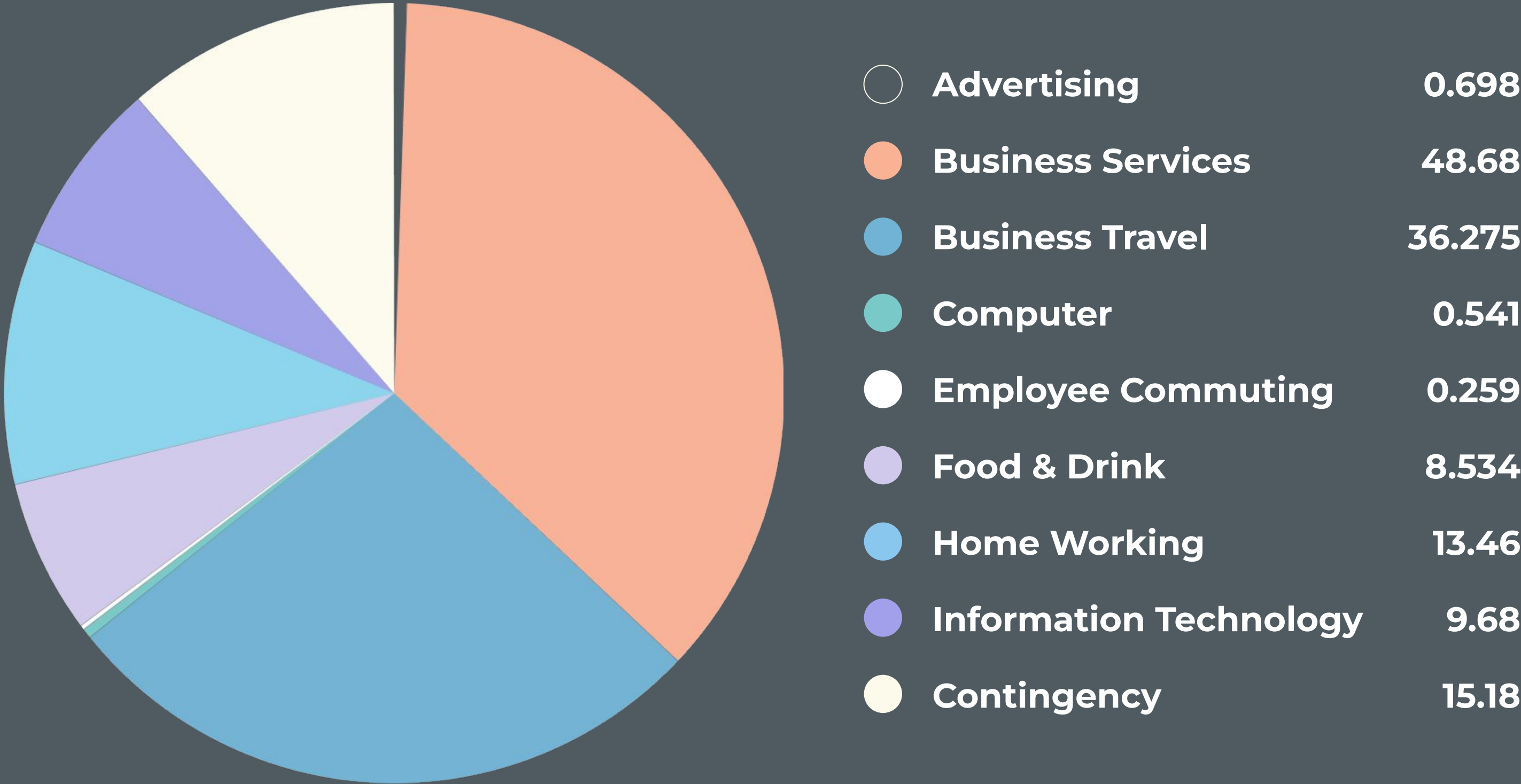
[*Source](#)

BREAKDOWN

emissions

Here, you will find a full breakdown of our emissions data from 2024. Nearly half of our emissions came from business services, reflecting the significant role that external vendors and professional support play in our operations. The second largest category was air travel, which accounted for 23.7 of total emissions.

Because emissions reporting is an evolving process, and data sources can vary by geography and system, we continue to include a 10% contingency to ensure our reporting is as accurate and transparent as possible.



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.

Emission per employee projections



KEY CHALLENGES

2025 outlook

As we compiled our 2024 emissions, we identified key challenges in reducing emissions and achieving our net zero emissions goal.

- Evaluate all tools, subscriptions and partnerships we have to ensure we are leveraging most efficiently and effectively
- Balancing emissions reduction with business growth
- Slower than needed societal and economic progress on climate action
- Insufficient policies or government incentives around emissions, specifically in the US
- The need for universally accepted reporting standards
- Limited influence over suppliers
- Identifying and utilizing suitable outlets for offset and removal projects

Our 2025 sustainability efforts have already begun to address several of these key issues. Our ongoing efforts involve expanding our services and education outreach to address our concerns and help pave the way for a greener world. These initiatives include:

- Our new [sustainable production methodology](#) — expanded services offered to our clients to measure, reduce, and offset their marketing content while honing their sustainability messaging.

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