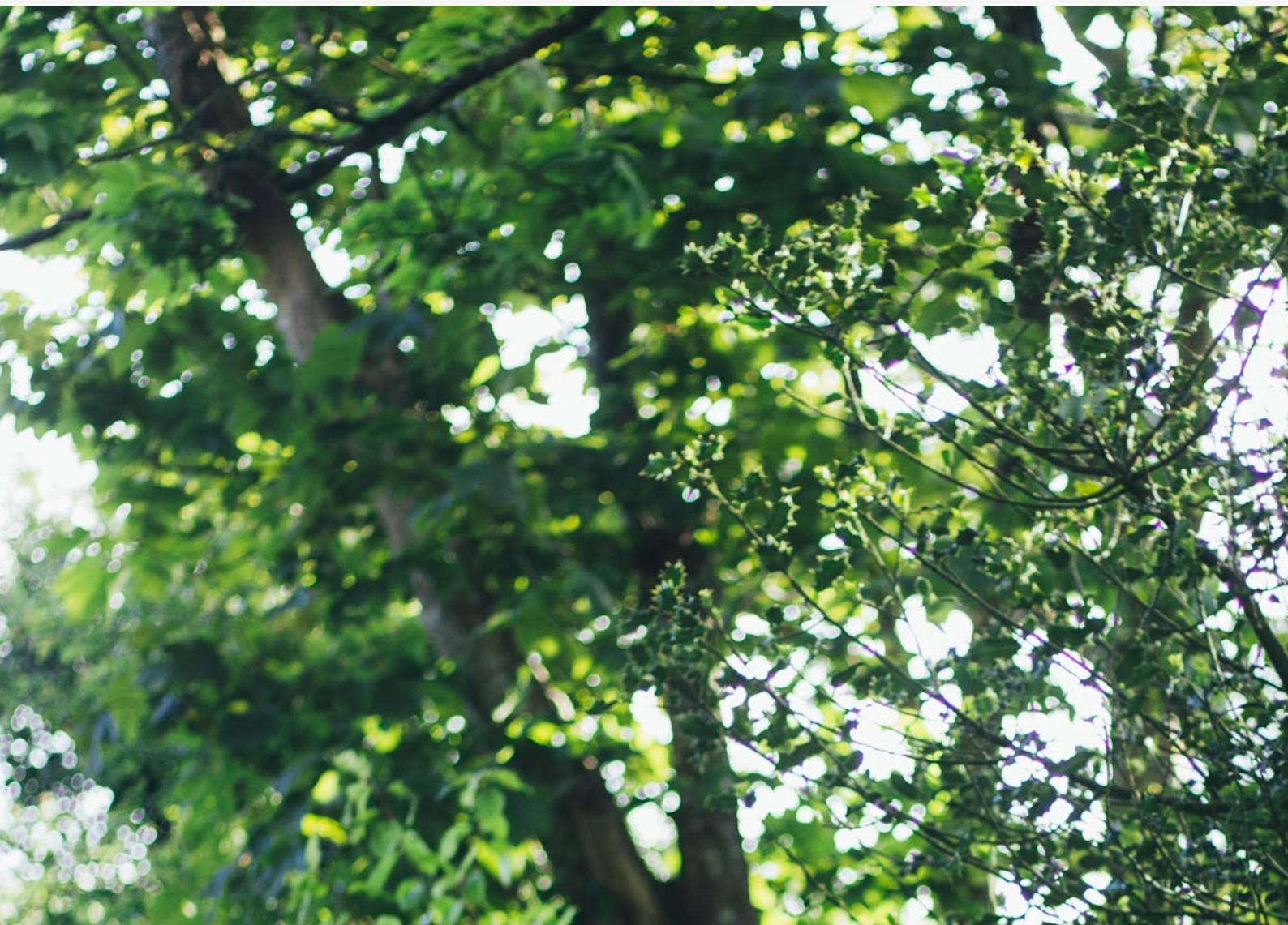
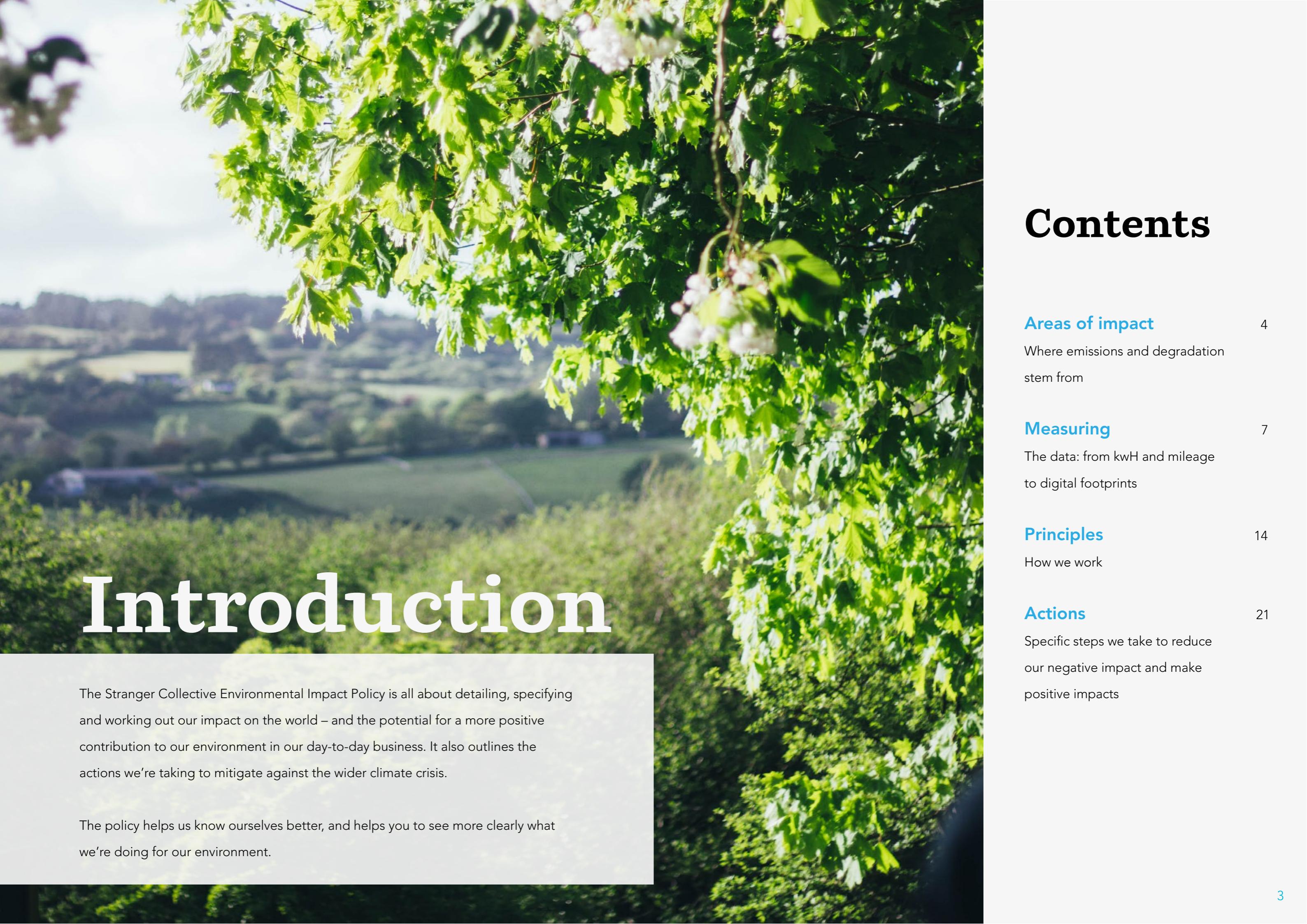


**Stranger
Collective**

Environmental **Impact 2022**





Introduction

The Stranger Collective Environmental Impact Policy is all about detailing, specifying and working out our impact on the world – and the potential for a more positive contribution to our environment in our day-to-day business. It also outlines the actions we're taking to mitigate against the wider climate crisis.

The policy helps us know ourselves better, and helps you to see more clearly what we're doing for our environment.

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Areas of impact

Scope 1 emissions

These are the emissions we create from facilities and activities we control, and can be seen as direct emissions.

As Stranger Collective only has a small studio facility containing no gas boiler for energy, our scope 1 emissions derive from gas boilers used at our home working locations.

We actively encourage the core team to use renewable energy providers at home to reduce the impact of these emissions (see below). But as these are direct emissions from combustion, we include them in the calculations for the emissions that we look to offset – through donations to projects that restore environments with the potential to sequester, rather than release, carbon. Home working emissions are calculated using Compare Your Footprint.

Gas utility providers

- Ecotricity
- Octopus Energy
- EDF

Scope 2 emissions

These are emissions from purchased energy. At Stranger Collective this includes the energy we source from utility providers to power our studio space and the energy that powers the hours of home working.

Electricity providers

- Good Energy – 100% renewable fuel mix
- Ecotricity – 100% renewable fuel mix
- Octopus – 100% renewable fuel mix
- EDF – zero-carbon emissions energy fuel mix

Scope 3 emissions

These are emissions created by suppliers and procurement, from travel to waste disposal, among other areas. This is the biggest and most diverse source of emissions at Stranger Collective. See the Measuring section (p7) for the latest emissions data for Scopes 1 to 3.

Environmental degradation

While Stranger's day-to-day business (writing) does not directly impact the natural environment, our business activities, and how we go about them, can indirectly do this.

For example, the products we buy for the studio and the clients we work with can all potentially be causes of environmental degradation, generating climate-changing emissions. We consider this when it comes to what we buy and who we work with.

See the Measuring (p7) and Actions (p21) sections to see how this works for us.



Measuring

We complete an annual measure of operational emissions and impact. This was used to complete a Carbon Disclosure Project (CDP) submission in 2021 and 2022.

Like many companies, we've used this as a basis to fully understand our emissions and explore more ways we can reduce our impact.

Actions taken following the first CDP submissions include:

- Using the Compare Your Footprint online carbon calculator service to better measure and understand our emissions
- Requesting emissions and impact information from event partners
- Reviewing and requesting emissions information from suppliers
- Reviewing our company pensions investments and encouraging all members of the team to consider the option of moving to a more ethical pension portfolio that only invests in companies that meet a number of ESG criteria
- Making a calculation of Stranger Collective's total carbon emissions annually and donating a proportional amount to carbon sequestration projects that are restoring UK peatlands or marine environments, with more sequestration potential than the emissions produced (see Offsetting, p21).

Compare Your Footprint

Compare Your Footprint was used to measure our emissions from 1 July 2021 to 30 June 2022. Below are the total emissions levels measured as tCO2e:

Scope 1 2.404

Scope 2 0.694

Scope 3 3.719

All scopes 6.817

Suppliers

We have reviewed the environmental approaches of all of our suppliers – primarily digital and software service providers – and ranked suppliers based on published or supplied information. This included information on energy sourcing, waste management and supply chain approach. We've given all of our large service providers a carbon emissions sustainability level of positive, neutral, negative. We'll use this level as we review and change suppliers.

For example, the majority of our digital service providers either have 100% renewable energy or have a target to achieve this by 2025 or 2035. Many also have strategies working towards limiting global temperature rises to 1.5 °C.

To build on this work in 2023, we will develop a balanced scorecard approach to actively review, engage with, and potentially change suppliers.

Case study:

Shopify

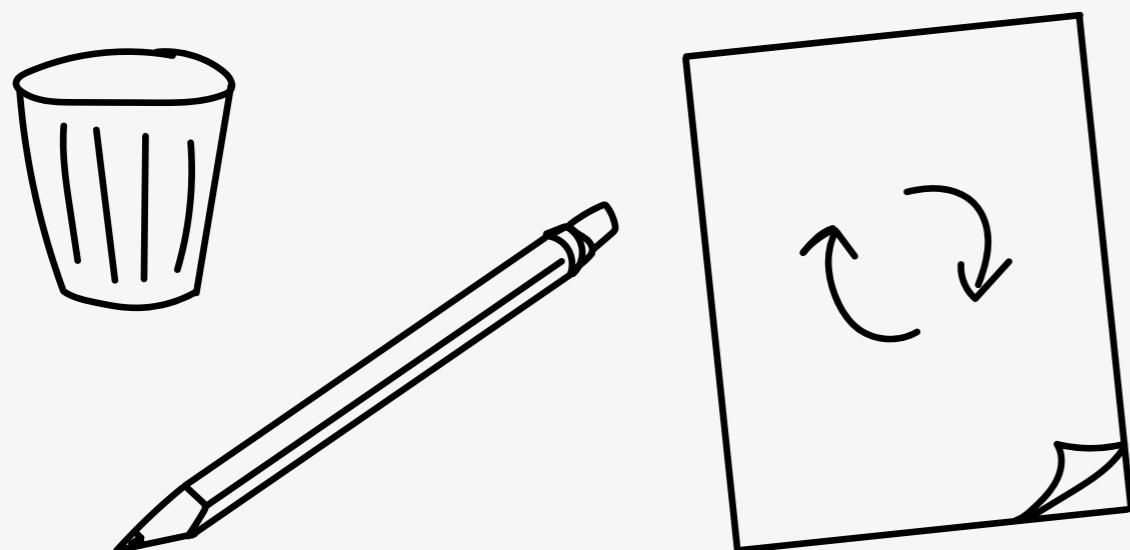
In 2022, our review of publicly available and supplied information about different service providers led us to focus all of our retail and ticket sales activity through Shopify as a main provider. Shopify has signed a power purchase agreement to power 100% of employee home offices across North America with wind energy and uses its Sustainability Fund to invest in carbon removal research and projects.

Procurement and supply chain

Stranger Collective has a limited supply chain and procurement activity. We avoid unnecessary purchases and attempt to repair, and extend the life of, ailing equipment. We also aim to buy sustainable products, avoiding single-use items and items that cannot be recycled or that won't break down at the end of use. This year we've started a procurement checklist and record, that includes sustainability consideration and engagement on sustainability. This will help drive more sustainable procurement by formalising the consideration of sustainability in buying decisions.

This includes:

- Sourcing secondhand drinking glasses (from charity shops) for events
- Using pencils, rather than plastic pens
- Buying recycled and recyclable notebooks for note-taking
- Using recycled paper for studio printing, and printing double-sided (we also reuse paper, printing on the other side, where possible).



For projects that involve print, we choose sustainable printers, printing methods and paper (e.g. 100% recycled or FSC certified paper). One project that went to print during the reporting period for our 2022 CDP submission was printed using a risograph press and soy-based inks.

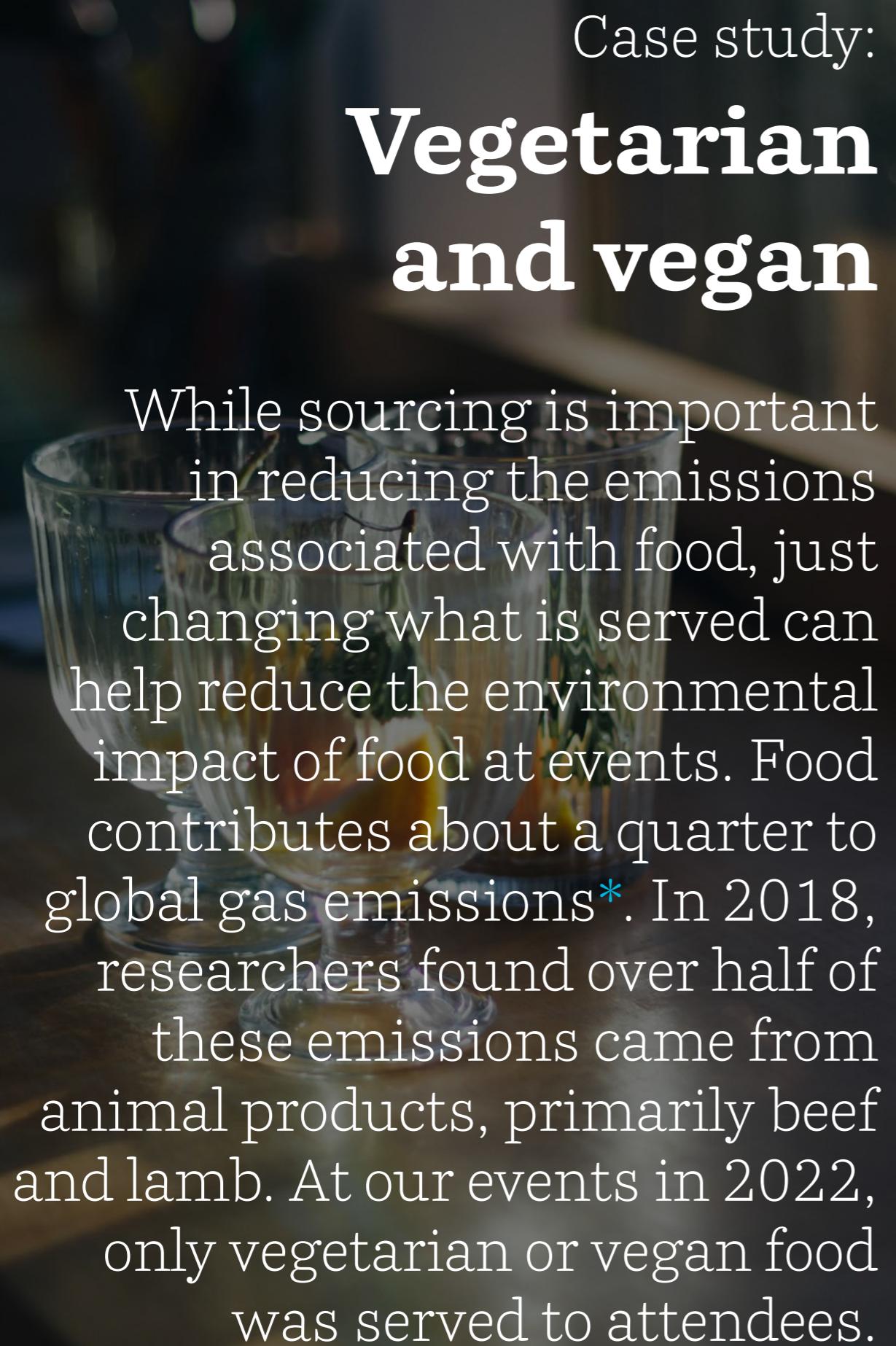
Risograph printing reduces waste and saves energy compared to other printing methods; it also emits 0% emissions during the imaging process.

Hardware procurement

The majority of hardware purchases made in the last 12 months have been included in the Compare Your Footprint emissions measurement. An exception is a refurbished IT product that was not included as emissions figures were only available for primary production of items.

Studio procurement

Plants, top soil and a watering can for a micro-rewilding project just outside our studio were all sourced from a local garden centre and nursery. Found and recycled items were also used in this project, including a recycled hanging basket bracket (for a bird feeder) and compost produced from composting kitchen and domestic garden waste.



Case study:

Vegetarian and vegan

While sourcing is important in reducing the emissions associated with food, just changing what is served can help reduce the environmental impact of food at events. Food contributes about a quarter to global gas emissions*. In 2018, researchers found over half of these emissions came from animal products, primarily beef and lamb. At our events in 2022, only vegetarian or vegan food was served to attendees.

Events

We work with event partners who work hard to operate sustainably. This includes venue and catering partners that use renewable power and have both local and seasonal food sourcing practices. Using ticket sales data, we estimate the total transport emissions from car travel to events and add that to our overall emissions.

We also encourage car sharing wherever possible, and in 2022 started a cycling peloton for events where members of the Stranger team offer to lead a cycle back to Falmouth from events happening in the local area around the town.

As you might have guessed, at our Firelight events we have a camp fire burning where we gather to hear our speakers. 100% of the wood we burn is offcuts from a local timber-framing business, [Trengayor Woodworks](#), which only sources wood (predominantly oak) from sustainable timber mills in the UK and France.

Burning wood releases a neutral level of carbon – the carbon that was taken up by the tree when it was growing. However, fires release other emissions and particulates, contributing to global warming.

*

<https://myemissions.green>

Principles

As a creative services agency, who we work with has a direct effect on our impact as a business. So, we seek out briefs and projects with businesses and organisations we know are working on their own impact, or are making a positive contribution through their core products/ services/ activities.

We don't respond to tenders or accept briefs from clients whose industry contravenes or directly conflicts with the principles we work to.

These are the Stranger Collective values that guide our work:

BOLD **FERVENT** **AWARE**
PLAYFUL **VOLTAIC**



BOLD

We take considered risks, constantly pushing ourselves – and our clients – creatively and challenging the expected way of doing things, to produce brilliant and original work.

AWARE

We always know the latest things that are happening in our industry, as well as wider trends that might inform our work. We care about the society and environment our business exists in, and make an active, positive contribution.

FERVENT

We go the extra mile because we're passionate about what we do and want everyone to have the best possible experience of working with us. Our enthusiasm is infectious and we openly share ideas/ best practice so everyone can benefit.

PLAYFUL

We take real pleasure in language, infusing our writing with creativity, wordplay and individuality, embracing constraints because they make us find more creative ways of getting around them. And we have a wry, self-knowing sense of humour.

VOLTAIC

We make connections and send volts of inspiration; our energy is never lost – just transferred. The work we do is the start of something great for everyone involved, having a real impact that lives on long after the end of a project.

These principles inform a matrix approach to deciding who we work with.

Our matrix considers the following areas:

Creativity, connections, environment and sustainability, social and community, portfolio, business development/progression, and profitability

The different sections of the matrix are considered together to come up with a total score for projects. For example, a project that adds something new and creative to our portfolio, or a project that's supporting work to mitigate climate change or restore natural environments, would score highly on the matrix – even if profitability or connections were lower scoring.

The potential clients we could work with is broad and changing so we cannot specify all of the parameters and considerations under 'environmental' and 'social'. Positive actions that would inform this decision-making could be where a client is looking to improving diverse representation in ad campaigns, or is changing its business model to reduce waste.



We're also signed-up to the Sustainable Creative Charter



01

Create clean

- Define what value means for your work, find or create a relevant framework, get yourself a support network or quizzical friend
- Be conscious of who you work with – interrogate and educate your supply chain, clients and partners
- Focus on fit for purpose design, keep it simple, buy only what you need and think circular
- Reduce energy consumption and switch to green energy/ hosting
- Make your money matter – banks, pensions etc

02

Declare & share

- Publicise your short-term and longer-term sustainability goals, reflect them in every meeting and project
- Be transparent about your progress and the process with your sector, your community and beyond
- Use your creativity to engage people emotionally with your narrative as it develops
- Track deeds, not words, celebrate improvements rather than perfection!

03

Lead by example

- Challenge the brief, encourage action and call out greenwashing or misinformation
- Collaborate inclusively, take one step beyond your current echo chamber
- Creating change will no doubt be uncomfortable at times, what are you willing to give up?

04

Be human

- Be open, honest and truthful to your values, make time for others' perspectives
- Take time to look outward beyond your day to day life and build in periods of reflection

05

Start now, be bold!

- Action, action, action
- The best time to plant a tree was 20 years ago, the second best time is now. This applies to creativity, there is no time like now



Actions

As well as the actions we have mentioned above, other actions we're taking to reduce negative environmental impacts and make positive changes include:

Operations

The Stranger studio is powered by a 100% renewable power mix. The core team members, working from home for some of the week, also source 100% renewable power where they have control over the electricity and gas provider.

Digital

We seek to be economical and efficient with our digital activity, and choose suppliers sourcing energy sustainably, where possible. That's from the apps we use through to our hosting services.

Of the digital service providers we use, 52% are powered by 100% renewable power and have a range of sustainability programmes in place, including reducing waste and wider impact.

32% are powering over half of their operations by renewable power and have targets to be carbon neutral by 2030 or 2050.

We optimise web image size and use renewable energy-powered hosting, reducing the impact of our website. This link provides a carbon score for www.stranger-collective.com: Website Carbon

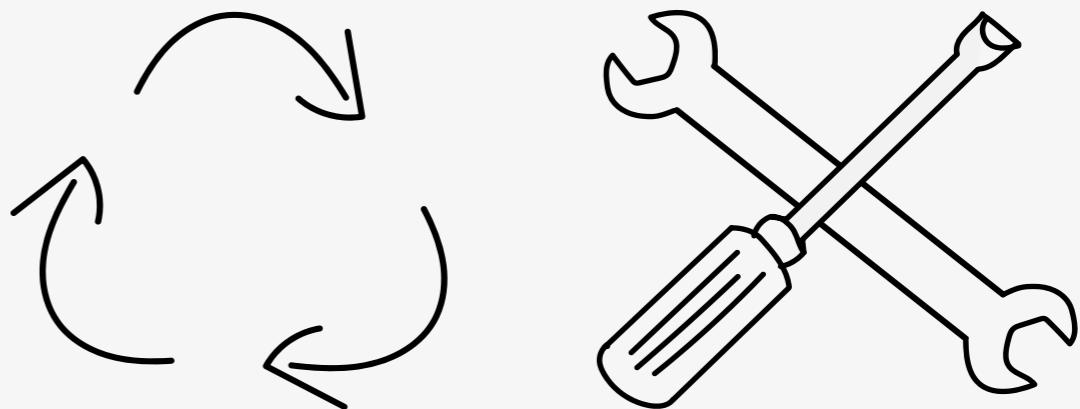
Our website is cleaner than 86% of websites covered by this service. Just 0.15g of CO₂ is produced for every website visit.

Going circular

Society has a long way to go for there to be a widely available and effective circular approach to products. But every business and individual can attempt to think in this way when an item comes to the end of its life and before buying new equipment.

Two laptops and the company's main data storing server (over 8 years old) were deemed to be end of life during the reporting period; these items were sold for use and repurposing, rather than sent to landfill.

We sourced second-hand drinking glasses for our Firelight event in May 2022 from charity shops in Falmouth and Penryn, rather than use disposable cups or buy new.



Internal process

The environment is a key consideration in our weekly internal project meetings:

- We run our internal remote meetings as audio only, rather than video (e.g Zoom), to reduce energy/ bandwith use.
- New asset purchases are avoided where possible – we prioritise extending the life of equipment and repair, and regularly discuss this during internal meetings.
- Buying recycled and recyclable, or zero waste, is a priority for all purchasing.
- Active travel (walking/ cycling) is promoted and considered, when relevant, during internal meetings.
- Environmental reporting and associated actions are a regular agenda item.
- From the beginning of 2023, Stranger Collective will keep a running record of all purchasing and disposal information, recording item information (materials, production process) and weight. This will also be used for events, with event partners asked to support this process through recording of food and drink information to further enhance environmental audit and scope for actions.

And Studios

Stranger's workspace is And Studios 3. This space is managed by Venn Creative:

- The building's energy is supplied by Octopus Energy with a 100% renewables fuel mix.
- Bathroom and kitchen consumables are sourced as refills (washing-up liquid and soap), reducing waste.
- Waste is primarily recycled, with 100% paper, soft plastics, tins, foil and card recycled each fortnight. The remainder of waste is general and disposed of in a weekly bin collection. In Cornwall all kerbside waste is sent to the Cornwall Energy Recovery Centre (CERC). The centre burns waste, generating electricity, rather than disposing of waste in landfill sites. The process does generate emissions, which are strictly controlled.



Who we work with

A number of our clients are actively working to improve the sustainability of their businesses and reverse environmental degradation:

Kingsclere Estates

A 2,500-acre mixed organic farm in Hampshire working towards creating a pioneering "circular community" focused on regenerative agriculture and 'enterprise stacking' of sustainable businesses.

Surfers Against Sewage

A campaigning charity working with its active community across the UK to protect the ocean and all it makes possible, from preventing sewage entering the oceans to reducing plastic pollution.

Leap

In 2022, we worked with the team at Leap on the One Blue Voice campaign building momentum behind, and attention on, protecting the ocean's legal rights at the UN General Assembly meeting in September 2023.

Other clients are making significant sustainability commitments as part of their work. For example, semiconductor architects Arm work to help deliver the UN Sustainable Development Goals with technology through their [Vision 2030](#), and using their expertise in low-power compute to decarbonise computing, improving the environmental footprint of tech.

Travel to work

All team members are encouraged to travel sustainably either to and from our studio space, or for events and meetings.

- Train travel is always preferred for long distances. When this isn't possible, we car share to reduce the number of cars making a journey.
- Cycling is the team's favourite mode of travel, and members of the team commute by bicycle to the studio, events and local meetings.
- Some team members walk to work in the studio space.
- 75% of our core team travel to the studio by foot or bike.



Offsetting

In 2021, we donated £200 to help the Yorkshire Wildlife Trust restore 200m² of peatland. This was based on the estimated amount of carbon one square metre of restored peatland can sequester (19kg per 5m thick, m²) and the amount of emissions generated by Stranger Collective in the reporting period ending in 2021. At the end of 2021, we also made donations on behalf of our clients (instead of Christmas cards or presents) to charities that are working in other areas to reduce atmospheric carbon:

- Through [Cool Earth](#), sponsoring a hectare of rainforest in the Peruvian Amazon to support local people in protecting trees from deforestation.
- Buying [Sea Trees](#) carbon tokens to sequester 10 tons of CO₂ through the Southern Cardamom REDD+ Project in Cambodia, planting 40 mangrove trees in Indonesia, which has the potential to sequester an additional 12 metric tons of CO₂, and helping restore 10 sq-ft of kelp in Palos Verdes, California.

For 2022 emissions, we revisited the concept of offsetting for a business of our size and emissions level, looking to see if there were any projects closer to home that we could transparently and directly support with a financial metric linked to emissions.

In doing so, we questioned the environmental value of offsetting as a business activity and concluded that we would increase our environmental restoration donation proportionally on 2021, from £200 to £700, supporting a UK charity that is restoring seagrass habitats.

[Project Seagrass](#) is behind several major projects that are restoring a habitat which, it says, occupies just 0.1% of the seafloor but is responsible for "11% of the organic carbon buried in the ocean."



