



Stranger
Collective

a smack of
instincts

Impact Update 2024

December 2025

Introduction

We're well into 2025 now, in fact it's almost over, but this update is all about last year.

We first attempted to record our environmental impact in 2021 and published a full impact report and policy outline in 2022. Each year we provide an update.

In 2023, we worked with Finnish consultants deidei and creative duo ATAÁ to take stock of our social impact – and create an informed action plan on equity, diversity and inclusion. That's because every business – no matter how small – can have a more positive impact on the world when it goes to work. Here, we outline the progress we've made on that since then.

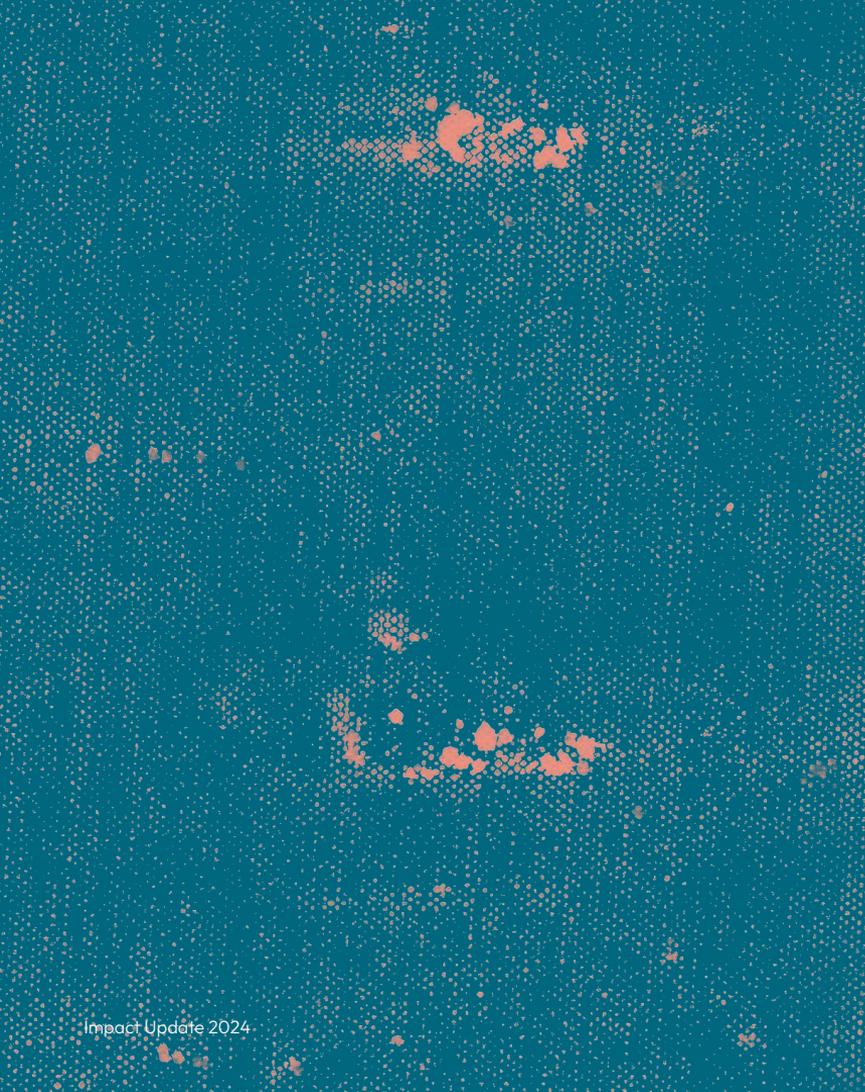


Targeting emissions

Firstly, this: “Since the 1980s, the UK has been warming at a rate of approximately 0.25°C per decade. The most recent decade 2015–2024 has been 0.41°C warmer than 1991–2020 and 1.24°C warmer than 1961–1990.” In July 2025, [The Met Office](#) issued one of its clearest data pictures yet of the impact climate change is having here – not on the other side of the world.

Our emissions reduction is aimed at helping turn the dial on ever increasing temperature change. We’ve set a 9% annual reduction target from 2022 levels. The chart shows what that looks like. Our actual emissions initially tracked lower than this trend line but then picked up in 2024.





Month to month the nature of our work can change, and it's driven by our commitment to clients and projects – that can make emissions levels fluctuate over time. As a micro, service-led business with relatively low emissions, single emissions-intensive activities – like a major event or a flight – can push our emissions up in a single year, unless we make significant reductions at the same time elsewhere.

Starting from a low emissions base, there are challenges finding ways to drive significant reductions, while balancing the finances and service levels needed to run any business.

In 2024, the business took a couple of flights for projects and this was the main driver of the emissions increase. Flying is our transport of last resort. High cost train travel and time constraints meant flying was the only viable option for a few journeys in 2024 – so we could deliver projects to their timelines.

Decarbonising data

We worked with the Green Futures team at University of Exeter on our emissions calculations in 2024. Their analysis is informing our decarbonisation actions:

We're a digital business. We track the impact of our digital activities and know where we can make reductions to reduce what is a rapidly growing environmental impact.

One of our main digital suppliers is Google. The company's roll out of AI services means its emissions have "increased 11% year-on-year". The development of AI is transforming how technology firms operate – and the impact those operations have. That's increasingly true for all businesses. We've developed an AI policy to guide how we use this technology in our business – constantly balancing the high environmental and social cost generative AI has.



Decarbonising data

We can be digitally lean and clean, and remain competitive, competent and conscious.

As you can see, all of our emissions now reside in the Scope 3 basket (we've had no Scope 1 emissions – carbon that comes from direct energy generation or burning fuel, e.g. gas – since 2022).

Scope 3 emissions come from supply chains, travel, use of sold products, distribution and more. Our focus for the rest of this year is how we can keep this down to get our emissions performance back on track. Oh, and no more flights, if we can help it.



Stranger
Collective

a kindle of
relationships



Acting for impact

What we got up to in 2024 and early 2025 to act on our impact aspirations.

Plant positive

To help regenerate the much depleted natural world and increase the earth's potential to take carbon out of the atmosphere, we supported local tree planters and guardians [Plant One](#) in 2025. We helped plant hundreds of tree saplings at Clowance Farm in February 2025 and have so far donated more than £300 to help the team get trees in the ground.



Acting for impact

Unwavering on equity

This year may be remembered as a major step backwards in society becoming more equal and inclusive, and in organisations being as diverse as the people they serve. We're unwavering on that – however hard it may be to hear that inequality exists, to accept the need to be inclusive and the need to act to be more representative.

Our diversity, equity and inclusion project in 2023 looked at where we are and what we could do to be better. The action plan we formed from it included steps to make the company more inclusive and supportive, as well as looking outward to improve access to opportunity.

- We made an Employee Handbook with new wellbeing and volunteering provisions
- And started a rolling Creative Internship – an entry-level, accessible and fairly paid three-month opportunity to work in the creative industries

Last year – and this – confirms what we knew all along. Impact calls for a dynamic approach. New challenges emerge that derail emissions reductions plans and new opportunities appear, to be explored. We're regularly reviewing what we're doing and what else we could do – from our post-internship survey to digging in to our emissions reports for where to take action.

We'll share how we're doing on that in early 2026.

Further reading

- [Impact Update 2023](#)
- [Compare Your Footprint emissions report 2023](#)
- [Environmental Policy and Impact Report 2022](#)
- [Carbon Disclosure Project Score 2023](#)
- [Carbon Disclosure Project Supplier Engagement Rating 2023](#)

Thanks for reading

Stranger
Collective

And Studios,
59-61 Killigrew Street
Falmouth, TR11 3PF
Registered No. 06689746

IG: @strangercollective
hello@stranger-collective.com
stranger-collective.com

a shiver
of ideas

