



Stranger
Collective

a smack of
instincts

Impact Update 2025

April 2026

Introduction

Last year was a pivotal moment in our approach to impact. Three years of incrementally broader data collection to measure our impact has led to a near complete picture of our environmental footprint.

But this picture is compromised by low confidence in the accuracy of emissions from our digital activity (most of our work), as well as the relatively significant time and cost for measuring these.

So, from 2025, we're shifting to a more practical approach that accounts for our whole impact, measuring accurately what we are able to, and estimating everything else, while focusing more on the positive impact we can create.

It was also a pivotal year for our DEI work, with three creative interns joining us for placements to support their learning and development.

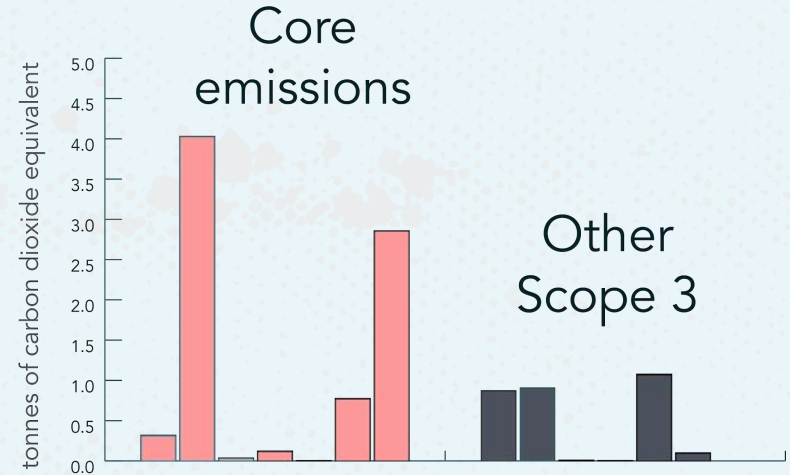


From data to impact

We're a very small business in terms of footprint, with low levels of emissions. But action on climate change depends on collective action from businesses of every size. It's also a widely held principle in sustainability that you can't change what you don't measure.

For us, that's meant exploring what we can measure – and how – to get a clearer sense of our impact and where we can make positive changes.

From 2025, we'll measure Core Emissions, Scope 2 (direct energy use) and some Scope 3 (travel, supply chain etc.) and estimate 'Other Scope 3' where accurate measurement would require disproportionate time and effort. We still have a 9% annual reduction target for our Core Emissions and a general target to reduce Other Scope 3, but will measure these differently – taking a more proportionate approach that allows us to put more into impact.

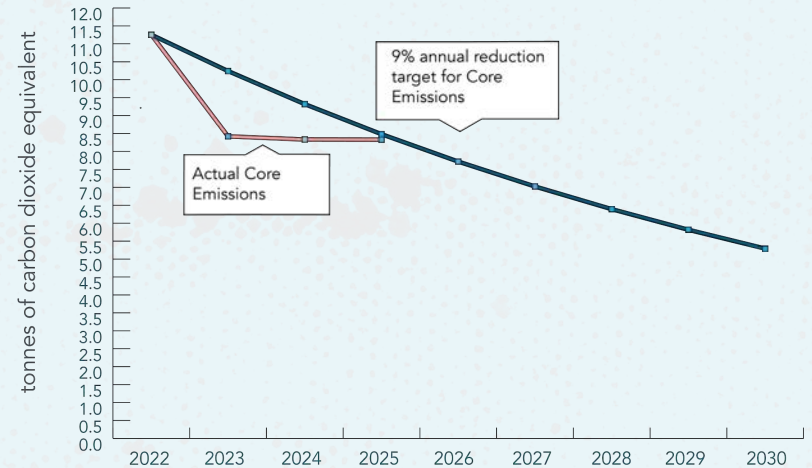


Change for climate change

Our Core Emissions – measured as carbon dioxide equivalent CO₂e – reduced slightly in 2025. We travelled more, but with lower impact, and made few other changes. In some areas, our measurement approach may over-estimate impact, and changes to emissions factors can also result in CO₂e numbers.

For 2026, a number of organisational changes will reduce energy use and travel emissions, so we expect core emissions to fall.

For our Other Scope 3 emissions, which include Stranger events and a large part of our digital footprint, we're making a number of changes to reduce impact, including a redesigned, lighter website and more transparency around our occasional use of Generative AI.



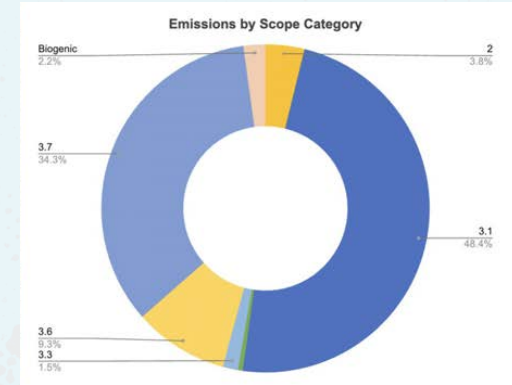
Core emissions breakdown

These are Stranger Collective's Core Emissions.

We used an emissions measurement tool created by [Equipoise](#) for the [SME Climate Hub](#) to measure our core emissions.

This uses standard measures and emissions factors, such as a flat emissions factor for homeworking and a spend-based measure of supply chains.

It also uses a location-based measure for Scope 2 emissions. In 2024 and 2025 Scope 2 energy came from renewable sources and in 2024 we used a market-based measure which resulted in no Scope 2 emissions that year. To compare the same data between 2024 and 2025, we've used a location-based measure for Scope 2 energy use across both years.



| Scope | Scope category | Category name | kgCO2e |
|--------------|----------------|--|--------------|
| Scope 1 | 1.1 | Fuel | 0 |
| Scope 1 | 1.2 | Company Transport | 0 |
| Scope 1 | 1.3 | Fugitive GHGs | 0 |
| Scope 2 | 2 | Electricity / Heat & Steam | 319 |
| Scope 3 | 3.1 | Purchased Goods & Services | 4,030 |
| Scope 3 | 3.2 | Capital Goods & Services | 37 |
| Scope 3 | 3.3 | Fuel- and energy-related activities | 123 |
| Scope 3 | 3.4 | Upstream transportation and distribution | 0 |
| Scope 3 | 3.5 | Waste generated in operations / water used in operations | 4 |
| Scope 3 | 3.6 | Business travel | 776 |
| Scope 3 | 3.7 | Employee commuting & remote working | 2,858 |
| Scope 3 | 3.8 | Upstream leased assets | 0 |
| Scope 3 | 3.9 | Downstream transportation and distribution | 0 |
| Biogenic | Biogenic | Outside of scopes (biogenic emissions) | 180 |
| Scope 1 | | | 0 |
| Scope 2 | | | 319 |
| Scope 3 | | | 7,829 |
| Biogenic | | | 180 |
| Total | | | 8,328 |

Scoping out the supply chain

The best way to think about SME emissions is as being part of the problem or part of the solution.

We look at our small emissions impact and reducing it as contributing to the right kind of business activity, economic growth and global action to reduce emissions.

Who and what is in our supply chain is part of that and who we supply is the other part.

In 2026, we'll take further steps to reduce the supply chain element of our core emissions, by removing any duplication and streamlining.

The projects we work on – who we supply services to – can also have a positive impact on the world.



Stranger
Collective

a kindle of relationships



Net positive

We use our impact measurement to inform direct support for local nature restoration that has the potential to keep carbon out of the atmosphere.

Following our support for [Plant One](#) in 2024, we've donated over £600 for 2025 to help the team expand Cornwall's temperate rainforest through new planting and woodland management.

New research published last year found a strong link between tree health and sea health, reviewing the available evidence for the important role trees play in improving water quality and fish stocks.

A new documentary film exploring this is being released in April 2026. [No Trees No Seas](#).



Net positive

Our donation to Plant One turns the small impact of a Stranger event into positive change for the natural world.

Stranger events are unplugged and inspiring, mostly good for the world. Outdoors, with vegetarian or vegan food on the menu, we keep negative impacts low. Most of the emissions created come from travel. In 2025, we put an accurate estimate on those emissions and that's part of our Other Scope 3 emissions.

We make that small environmental impact positive by supporting environmental change with Plant One.



Net positive

We created a three-month Creative Internship opportunity so we could offer an entry-level, accessible and fairly-paid opportunity to people looking to work in the creative industry.

In 2025, three interns joined us and worked across a number of projects, getting the opportunity to experience agency life, content creation and strategic planning.

All of our interns had the chance to write or produce a piece of work on a topic of interest for our online magazine Strike.

Stranger Collective interns in Strike magazine:

- [Vermin's Power](#)
- [Bonding Through BookTok](#)
- [What happens when you remove the human from the voice?](#)



Net positive

By supporting positive change in our work, we help prevent possible emissions and avoid emissions being released.

Pitch Up!

A farmer-led movement connecting sustainable businesses with forward-thinking farms across the UK, we've led its strategy, activation and growth from a single-location campaign to a growing national initiative from Cornwall to Scotland.

Pitch Up! contributes to more sustainable use of land and resources – reducing the climate impact of both – by making the most of shared resources, raw ingredients, waste, and by-products.



Further reading

- [Impact Update 2024](#)
- [Impact Update 2023](#)
- [Compare Your Footprint emissions report 2023](#)
- [Environmental Policy and Impact Report 2022](#)

Thanks for reading

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of ideas