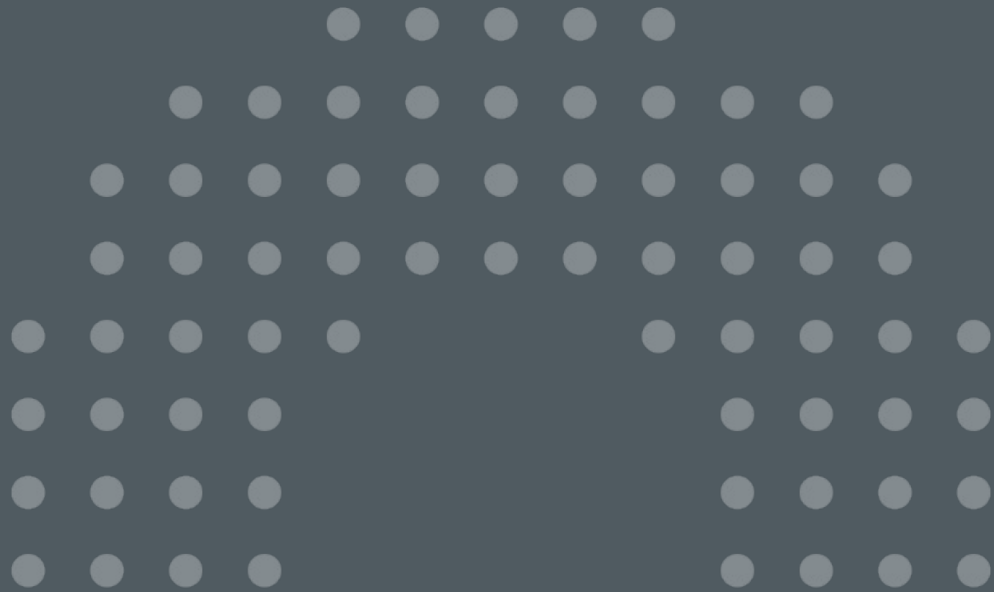




2023

summer friday sustainability report

SUMMERFRIDAY





a few words

As Summer Friday Green Team members, we are proud to present our 2023 Sustainability Report. This past year saw a major leap forward in our company's holistic dedication to environmental responsibility.

After our 2023 Employee Retreat, envirograted by a sense of collaboration and commitment to our founding values, several Summer Friday employees founded the "Green Team" to make our company and our work meet the demands of the climate crisis.

Following months of research, outreach, and discussions with stakeholders within and outside our company, Summer Friday took a significant stride in October 2023. We joined the SME Climate Hub, a coalition of small and medium-sized businesses dedicated to the United Nations Race to Zero campaign. Our membership requires a pledge to halve emissions by 2030, achieve net zero by 2050, and report our progress annually. We are confident in reaching net zero even earlier, by 2035.

2023 marked our inaugural year of emissions reporting. As a remote agency, we encountered a distinctive challenge in tracking data. With our workforce dispersed globally, it was imperative for us to account for the emissions generated by remote work. To ensure accuracy, we partnered with Compare Your Footprint to gather precise emission statistics based on our employees' unique setups and locations. As detailed in the report below, we've begun to refine our methods and gain a deeper understanding of how our emissions are distributed across the company. This first-year emission report serves as a crucial baseline for our journey toward zero emissions.

Looking ahead to our 2024 report, we're enthusiastic about the progress already underway. We're making headway in cutting emissions while exploring ways to offset and remove parts of our carbon footprint. Even more exciting, our plans extend beyond our footprint. We're creating processes to help our partners measure their marketing footprints and improve their messaging around sustainability. We're also developing educational resources to explore all aspects of sustainability across our industry. You can learn more at [our website](#).

We recognize that every step, regardless of its size, brings us closer to a better world, both now and in the future. We are deeply grateful for your support on this journey.

Sincerely,

Derrick Owens, Sarah Rineer, and Sarah Roberts
"The Green Team"

BY THE NUMBERS

emissions



metric tons of CO2e

Total emissions generated by Summer Friday in 2023



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.



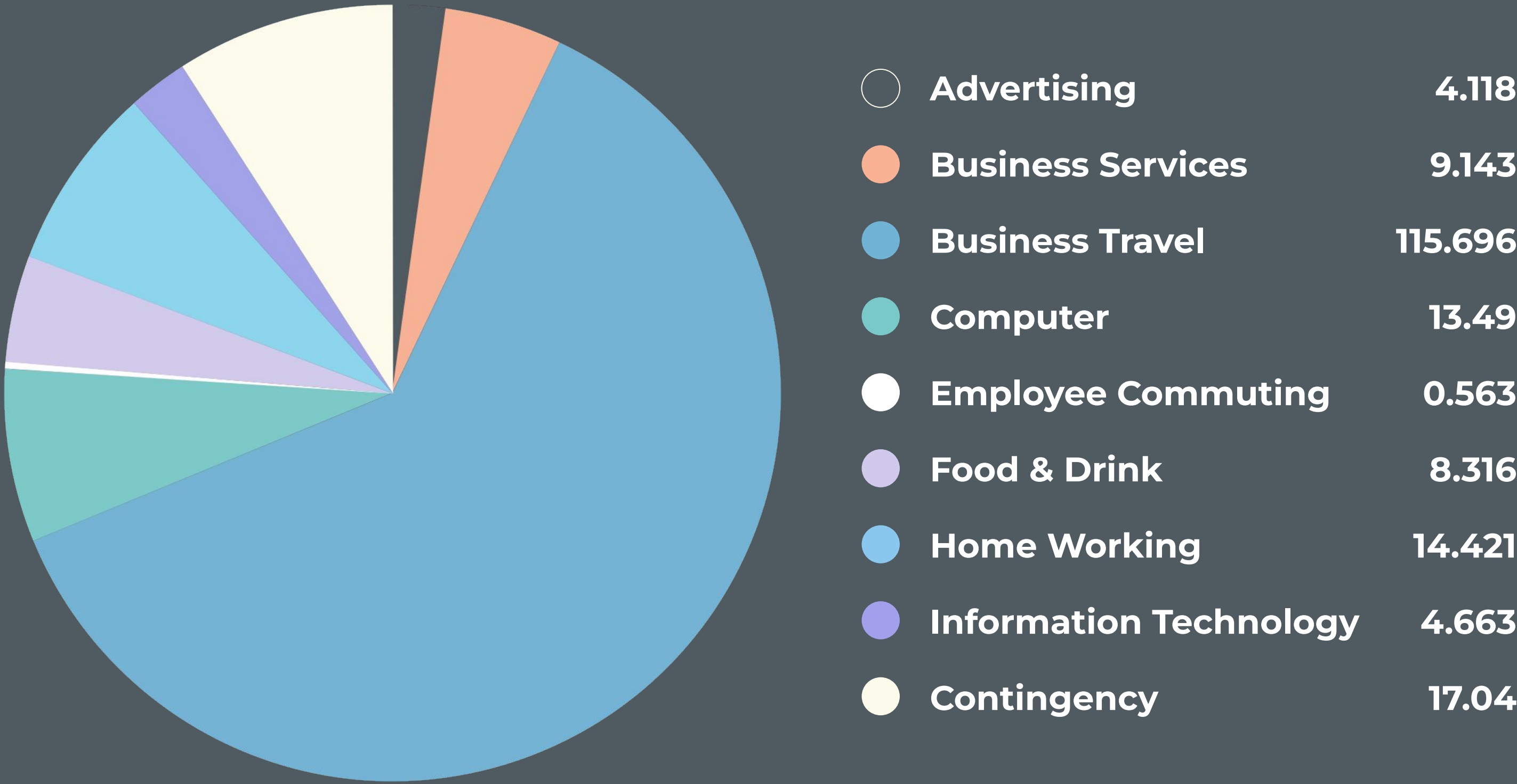
The average amount of CO2e saved by each employee from working from home each year.*

[*Source](#)

BREAKDOWN

emissions

Here, you will find a full breakdown of our emissions data from 2023. On par with the rest of the advertising industry, most of our emissions were from business travel, including flights, trains, and hotels. Other major emission factors include our equipment (computers) and emissions from our employees working from home on their local power grid. Because of the evolving nature of emissions data, we include a ten percent contingency as part of our reporting.



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

2024 outlook

As we compiled our 2023 emissions, we identified key challenges in reducing emissions and achieving our net zero emissions goal.

- Reducing emissions from business travel
- 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 2024 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.
- Our [Sustainability Series](#) — a comprehensive educational resource that delves deep into the relationship between marketing and sustainability.
- Investment in Offsets & Removal — our partnership with [Native](#) has begun our investment in carbon offsets and removal in 2024.

MEET THE

green team

Our Summer Friday Sustainability Committee represents a wide range of knowledge across all areas of our business.



Sarah Rineer
Art Director



Derrick Owens
Producer



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.

thank
you