

Stranger  
Collective

# Impact Update 2023



# Intro

A year on from our inaugural 2022 Environmental Impact Policy, this is the state of action at the end of 2023. We've collated and crunched a new set of numbers with the help of carbon emissions calculator [Compare Your Footprint](#). We've worked through more data, giving us the fullest picture yet of our carbon emissions, from the energy we use to heat and light the Stanger studio to an estimated level of emissions from all of our suppliers and our digital publishing activities. It's small, but everything we can do to lower our environmental impact is worth doing.

## Page 2

Carbon emissions 2022 to 2023

## Page 3

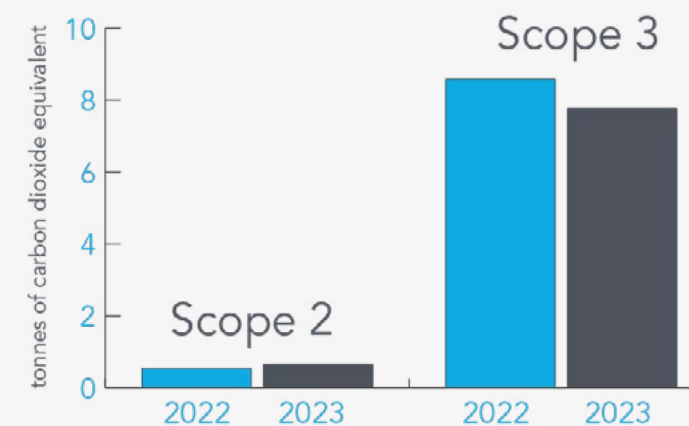
Creating a carbon emissions target and reaching it

## Page 4

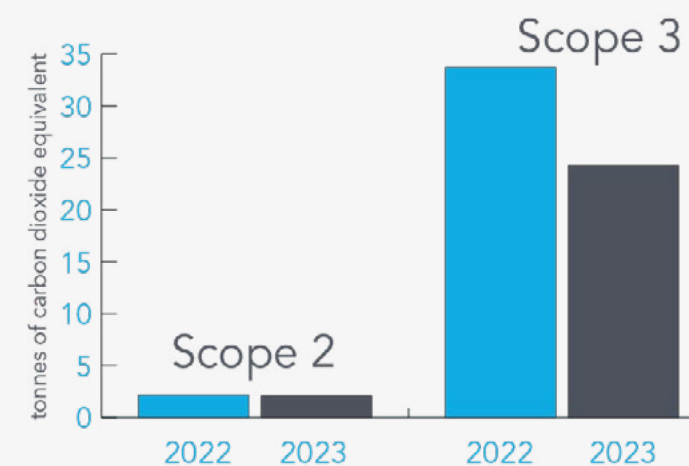
Actions in 2023

# In scope

Change in absolute carbon emissions



Change in carbon intensity by revenue



## Emissions 2022 to 2023

As we don't directly use fossil fuels in our business we have no Scope 1 emissions. We do buy and use energy directly which creates Scope 2 emissions and everything else – from homeworking to suppliers to website hosting – is Scope 3, our biggest emissions area.

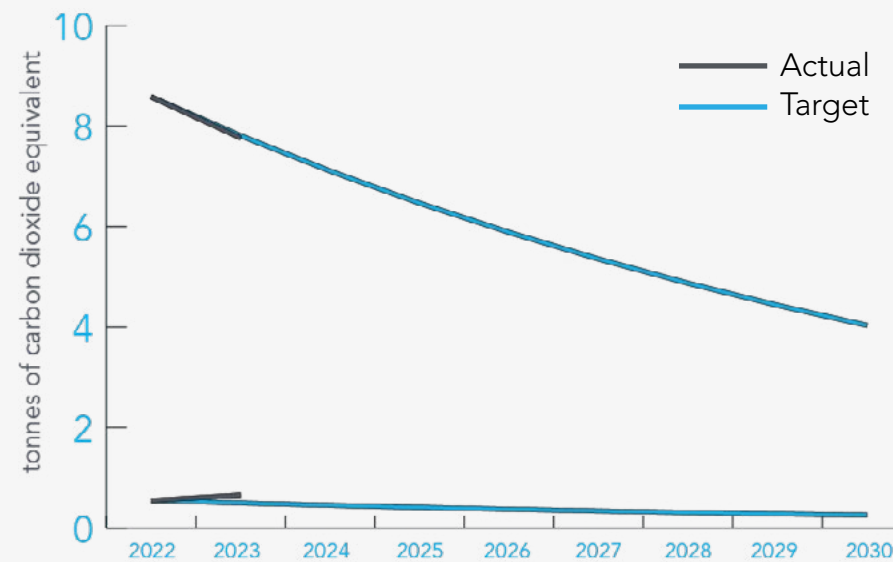
Our total emissions reduced by 7% in 2023 compared to 2022. Scope 2 emissions went up slightly due to a reporting change – we now lease an electric car that is used for a large number of travel miles – previously recorded as Scope 3 emissions. Our Scope 3 emissions have decreased by more than this, but at the same time we have increased the data we can use for this calculation – a more complete Scope 3 picture.

Using a carbon intensity measure – a ratio of carbon emissions in relation to million £ revenue (or percentage of) – our reported emissions reduced by more.

# In target

## 9% a year

That's our target. We're aiming to reduce our total carbon emissions by 9% each year. We set this target using the Carbon Law concept, a principle and roadmap for achieving decarbonisation that could limit global temperature increase to a maximum of 1.5°C.



## A factor of 3

We can reduce our Scope 2 emissions primarily by reducing the energy we use in the Stranger Studio. However, we can't accurately measure this as we only have access to one meter reading for the whole building where our studio is based and we calculate a proportion of this for the energy used in our studio space. We've worked with our managing landlord on ways to make the whole building use less energy: a more efficient use of heaters in our studio and adding an insulating panel to single-pane windows.

The biggest reductions can come in Scope 3; we can reduce travel-associated emissions, we do this by using bikes to get around where possible and practical, opting for train travel on the same basis, and using a car – often electric – when neither two wheels or train tracks will work. And flying as transportation of last resort. We can also reduce our business services emissions, by being more efficient and only working with suppliers that are acting to reduce their environmental impact.

# In 2023 we...

## Diligent digital

We're primarily a digital business. From the content we create to the way we work with each other, we rely on a multi-strand digital network of apps and service providers. If we can be efficient with our digital activity, we can reduce any emissions associated with them. At the end of 2023, we embarked on a digital culture change, bringing decluttering, de-duplicating and, well, deleting to our working culture. By the end of 2024, we will have knocked multiple GBs off our cloud storage and further supported a push to make the internet greener. Our website is hosted by a provider using renewable energy and our website is 83% greener than other pages tested by Website Carbon. Our default search engine is Ecosia – a search provider that puts its profits into global tree planting.

## Getting active

We've always been focused on action, rather than reporting, while fully accepting you can't change what you don't measure. In 2023, actions have included a review of core digital service providers and contributing to the initial stages of a Sustainability Action Plan for the creative sector in Cornwall.

## Verisimilitude

We don't currently verify our emissions reporting with an independent third-party, nor have we set a science-based emissions target that is verified by an independent organisation. Instead, we gather data and make estimates internally, and use an independent carbon calculator service. We have set our own target that would halve our emissions by 2030.

A summary of our Compare Your Footprint report is published on [Our Ethics](#) page, as is a link to our Carbon Disclosure Project rating.



# In Reference

- [Compare Your Footprint](#) – a carbon emissions data recording and measuring platform
- [Digital Declutter](#) by Wholegrain Digital
- [Website Carbon](#) also by Wholegrain Digital
- [A roadmap for rapid decarbonization](#) by Rockström, J; Gaffney, O; Rogelj, J; Meinshausen; Nakicenovic, N; Schellenhuber, H
- [The 1.5°C Business Playbook](#) by Exponential Roadmap Initiative
- [Carbon Disclosure Project](#) – a global system for carbon emissions reporting by companies and cities