

Our impact and ethical approach

In the pages ahead, we share how our values shape our work and the choices we make for people, communities, and the planet. From the partners we collaborate with to the charities we support, we are guided by an ethos that places ethics, sustainability, and social good at the heart of everything we do.

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Mission statement

Our mission has always been to spark change through meaningful work and to contribute to making a positive difference in the world. We do this through excellent web design and development services with green web hosting provision.

From the way we approach business through to how we design, who we work with and what we give, we aim to do it all consciously and with purpose.



Ethics and excellent service go hand-in-hand

We believe it isn't possible to run an ethical business without excellent customer care and high quality services. We have a particular interest in this for our clients because we share the same values and a common purpose to do good for people and the planet.

- Long term business relationships are important to us and today we are still working with clients from our earliest years.
- We have partnered with charities, non-profits and voluntary organisations since 2004, which has given us experience in understanding the specific priorities and challenges they face.
- We take a human-centred approach in our communication and our designs. Lifting the technical load and making sure our clients feel respected, heard and understood provides the best results all round.
- Web design has environmental and social concerns and that is built into each project.
- In web development we use open-source tech rather than proprietary software, supporting freedom, flexibility, collaboration and security.
- Our hosting servers consistently provide 99.9% uptime, are fast and secure, delivered alongside truly responsive and approachable support.

Environmentally and socially conscious design

Our role as web developers is to shape digital spaces that are sustainable, accessible, and inclusive.



The issues

- Information and Communication Technology is estimated to use between 4-6% of global energy. Data centres alone use 1%.
- Data centres are responsible for 1% of energy related global carbon emissions. That's more emissions than the United Kingdom itself.
- A study of 1 million top websites showed that **96.3% did not meet** (WCAG2) accessibility standards. This is a real problem for disabled users.
- 13-19 million people in the UK live in digital poverty. This includes people with limited access to devices, slower connection speeds and reduced data allowances.



What we're doing

- Host all of ours and our clients' websites on servers powered by 100% renewable energy.
- Ensure every redesign delivers a cleaner, more energy-efficient website.
- Provide guidance, information and tools to support our clients to maintain energy-efficient websites.
- Test all new websites for speed and accessibility.
- Teach clients about accessibility, providing guidance on how to create and manage accessible content for their new website.
- Constantly assessing and adapting our approach to continually improve.

Our promise to ourselves and our clients

We have no interest in undermining our own or our clients' aims by making money from negative or exploitative activities. That's how it's been for 20+ years.

At the heart of our business, since day one, has been our [ethical policy](#). This is fuelled by the drive to work with those who are a force for good.

Our ethical policy outlines the kinds of activities we love to support via our services and those we do not wish to profit from. We implemented this policy from the inception of our business back in 2004 and it continues to stand today.

This isn't a judgemental thing, it's about concentrating our efforts to facilitate the success of those who are making a positive impact. Everyone is on a journey, including ourselves. We are all continually making choices based on what we currently know.

However, you won't find us knowingly taking part in greenwashing or social washing activities. We will not support unethical brands to improve their website or campaigns, whilst they do environmental and social damage in other areas of their company.



100%
of our clients align
with our ethical
policy

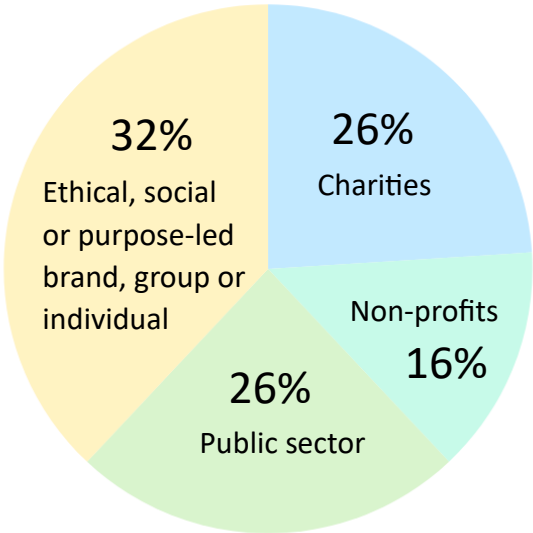
100%
of our clients'
websites run on
renewable
energy.

Our clients by sector



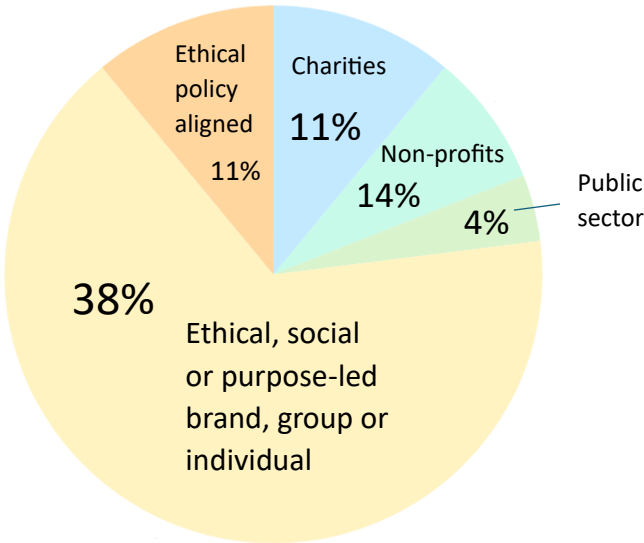
Our web design client base is made up of:

Charities	26%
Non-profits	16%
Public sector	26%
Ethical, social or purpose-led business, brand, group or individual	32%



Our green web hosting client base is made up of:

Charities	11%
Non-profits	8%
Public sector	4%
Ethical, social or purpose-led business, brand, group or individual	66%
None of the above but align with our ethical policy	11%



Reducing carbon emissions with renewable energy powered websites

The London based data centre which houses our Green Hosting servers, routers and cooling systems runs entirely on renewable energy purchased directly from wind, sun and sea sources.

With energy efficiency incorporated into the design and build of the data centre it has in fact achieved a Power Usage Effectiveness (PUE) of 1.09 and runs at an average of 1.10, making it one of the most efficient data centres in the world.

100%

Renewable energy powered data centre

1.10

Power Usage Effectiveness

246

Websites powered by Green Hosting
(as of 30/09/24)

[More about this remarkable data centre](#)





Supporting charities through our income and services

Charity Partner (Global) – Renewable World

Renewable World is a charity which enables people to tackle poverty and climate change through off-grid, renewable energy solutions in remote places. Individuals are empowered to change theirs and their communities' lives with sustainable solutions that build long-term resilience.

Each year, since October 2020 we have donated 1-2% of our monthly Green Hosting sales income to Renewable World.

£1,746
Donated to Renewable World

year ending 30/09/24



Andrea Esposito Diaz, Corporate Partnerships Manager at Renewable World says of our donations

"...[unrestricted funding] is the lifeblood of any charity. It gives us the flexibility and stability we need to operate effectively, to properly manage all the different parts of the organisation, to develop strategies, to innovate and develop new projects. So what I can say is your funding is vital to everything we do at Renewable World. Without it, we wouldn't be able to deliver on any of the projects we have completed or currently running. It helps us to develop and design those projects in the first instance – which have enabled us reach 220,000 people since 2007 and transform their lives through access to clean energy."

Charity Partner (Local) – Green’s Windmill

Green’s Windmill is a restored and working 19th century tower windmill, museum and science learning centre in Nottingham. And it is so much more than these things too. Green’s Mill offers free and low-cost activities for local children and families. They provide fun and education in a beautiful location which is also one of Nottingham’s most important landmarks. They do it all with a very small staff team and wonderful volunteers.

We provide free Green Hosting services and pro bono web design and support to Green’s Windmill.

£8,400

Donated to Green’s Windmill

Since 2020, equivalent in free hosting services and pro bono work – year ending 30/09/24



Other donations

Since 2020 we have donated free website hosting and support to other small organisations, including animal rescue and community gardening.

£10,833
Donated

Total donations

Since 2020 to year ending 30/09/24
monetary donations and equivalent in
free hosting services and pro bono work.

The choices we make and the company we keep

Choosing responsible suppliers is important to us because we want to support brands who are also working hard to make positive changes in the world. The way we use products or even choosing not to buy is just as important. From the Fairtrade coffee in our kitchen to the electricity that powers our office, we aim to purchase consciously and align with likeminded organisations. Here are some examples.

The choices we make

- Energy efficient and long-lasting I.T. hardware.
- Minimal business travel (none in 2023-24), choosing remote meetings instead.
- Paperless services
- Discerning in our online marketing, conscious of digital and energy waste

The company we keep

- Co-operative Business Banking
- Naturesave Insurance
- Octopus renewable energy provider
- Ethical Consumer member
- Green Web Foundation verified

We have worked with these clients:





Emissions reporting

Calculating our emissions

Using the SME Climate Hub small business carbon calculator, our scope 1, 2 and 3 emissions are:

Scope 1

0.791 tonnes CO₂E

Scope 2

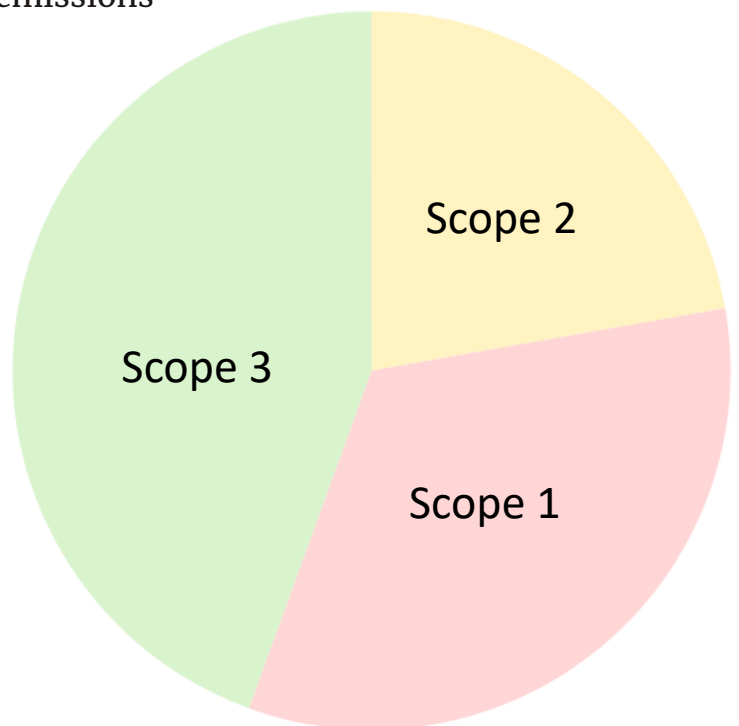
0.396 tonnes CO₂E

Scope 3

2.959 tonnes CO₂E

4.15 tonnes CO₂E

Total for financial year 2023–2024
ending 30/09/24



Meaning of scopes 1, 2 and 3 for our business:

Scope 1 – Direct emissions

Heating of buildings

Scope 2 – Indirect emissions

Purchased electricity

Scope 3 – Value chain emissions

Purchase of services such as insurance, accountancy, software etc. Purchase of goods such as I.T equipment, office equipment and products etc

- 
- ✓ Zero business travel
 - ✓ Renewable electricity powered office
 - ✓ Paperless services
 - ✓ Conscious purchasing



Goals and aims

There's no doubt that technologically and ideologically we are in rapidly changing and unpredictable times, yet we are optimistic about the challenges and opportunities ahead.

There is more scope for businesses and organisations to make further conscious choices for their online presence, and we know there is more we can do to facilitate that.

We aim to:

- **Be a more consistent voice**
for a greener and fairer web by speaking about these important issues online, in direct communication with clients and at events.
- **Increase the number of websites**
powered by renewable energy via our Green Hosting service.
- **Continue to improve the efficiency and accessibility**
of our clients and potential clients' websites as well as our own websites. Each website we make will be improved on its previous version.
- **Apply for ethical business accreditation**
to formalise the communication of our good work and help raise the profile of fellow accredited businesses.
- **Align with and pledge to causes**
that are important to us. Specifically in ethical business and environmental issues.