



Environment

Our impact.

At Made we're committed to minimising our impact on the environment, through both our own activity and the work we deliver on behalf of our clients. We've committed to being carbon neutral by the end of 2022, with science-based targets in place to reduce direct emissions, and verifiable offsets to mitigate unavoidable emissions such as air travel.

Environmental impact.



We have undertaken a comprehensive audit of our business; reviewing our processes, policies, and procedures to make sure we are doing all we can to be a force for good. This is something we are dedicated to reviewing regularly.

Client Websites

Internet use is responsible for roughly 1.6 billion tons of greenhouse gas emissions, representing around 4% of total global emissions. We all have a responsibility to help bring that number down. This can be done by creating lighter, more performance websites that require less processing power from users' devices and by switching to green hosting.

Our clients' websites are often complex business applications — it's harder to make an e-commerce site green than it is a static brochure site. But our most recent sites, for example for the [Toronto Symphony Orchestra](#), use less carbon than 90% of other sites on the internet (according to the [Website Carbon Calculator](#)).

For our clients in the EU, our web hosting in AWS is all powered by renewable energy, and for clients outside of the EU, AWS have committed to transitioning totally to renewable energy by 2025. Until AWS reaches that milestone, we will include hosting for clients outside of Europe in our unavoidable emissions calculations (see below).

Direct Emissions

We also generate greenhouse gas emissions as a business, through the day-to-day activities of our employees. We minimise these as much as possible by working from home, encouraging our team to use public transport for all domestic travel and reduce the number of in person meetings. We're looking at ways to reduce these more, including through incentive schemes for our team to access green energy and technology in their homes.



Environmental impact.



Unavoidable Emissions

Sometimes we are responsible for unavoidable emissions. As an international business, this includes emissions generated by air travel. At present we use information available to calculate all of our unavoidable greenhouse gas emissions from activities such as travel, and we then use Ecologi to purchase carbon offsets to mitigate the impact of these emissions.

Carbon Neutral Target

To reach the target of carbon neutrality by the end of 2022, we have calculated our business carbon footprint for our financial year 2021/2022 and we offset this CO2E with ecologi who plant trees and fund climate projects to reduce the carbon impact. Offsetting alone is not enough so we will continue to review our emissions to see where we can reduce and have a lower impact.

Other Environmental Impacts

As a digital company, we generate very few physical byproducts, but where we do we always source responsibly and sustainably, and recycle/reuse any items that are no longer needed such as electronic equipment.

Category	Emissions KgCO2E	Source
Home working of 24 Staff	22,000	
Hosting	12,600	AWS
Travel	4,000	Flight receipt, travel calculations, train travel, hotel-related emissions.
Total Business 2021/2022	38,600	