



Impact Report

2024



Content

- Founders Note
- Our Purpose
- B Corp Certification
- Impact Highlights
- Client Disclosure Report
- Top 5 Clients by Income
- Stripe Climate Member
- Environmental Impact
- Emissions Report
- Production Impact
- Investments in Nature
- Our Commitments



Founders Note

WELCOME TO OUR IMPACT REPORT

It's been two years since the idea of Floom Creative came about, and it's been an incredible journey so far. We were Incorporated on 11 March 2022 and are grateful for the learnings and clients we have worked with so far.

We are so proud of the work and the impact it is having on people, both for business and charity organisations. We are looking to focus more on video content, which has the power to influence people's decisions and perceptions on one of the most significant issues society is facing: currency. We are also pushing our social & environmental targets and ensuring we can engage with our clients and stakeholders to help them do better wherever they can.





Our Purpose

OUR COMMITMENT TO THE ENVIRONMENT IS INTEGRAL TO OUR MISSION

We understand that the impact businesses have on our planet is significant, and we are dedicated to helping companies and consumers comprehend the broader environmental landscape, reduce their environmental footprint, and craft purpose-driven, ethical narratives that drive change and combat environmental degradation.

In addition to our mission, we are proud to work collaboratively with ethical brands and charities. We understand the critical role these organisations play in driving positive change and social impact. Our commitment extends to partnering with like-minded ethical brands and charitable institutions, further amplifying our shared vision of a more sustainable and equitable world.

Through these partnerships, we aim to create powerful narratives that inspire action and amplify the voices of organisations making a difference in their communities and beyond. Together, we are dedicated to making a positive impact on the environment, society, and the world at large.



B Corp Certification

OUR JOURNEY TOWARDS CERTIFICATION

We are embarking on our B Corp Journey. B Corps are a movement of businesses building an inclusive, equitable and regenerative economic system for all people.

Our pursuit of B Corp Certification involves a rigorous evaluation of our agency, ensuring that we uphold the most stringent standards of verified social and environmental performance, public transparency, and legal accountability. This journey aligns profit with purpose, obligating us to consider the consequences of our decisions on our team, customers, suppliers, community, and the environment.

Certified



Corporation

Coming Soon...

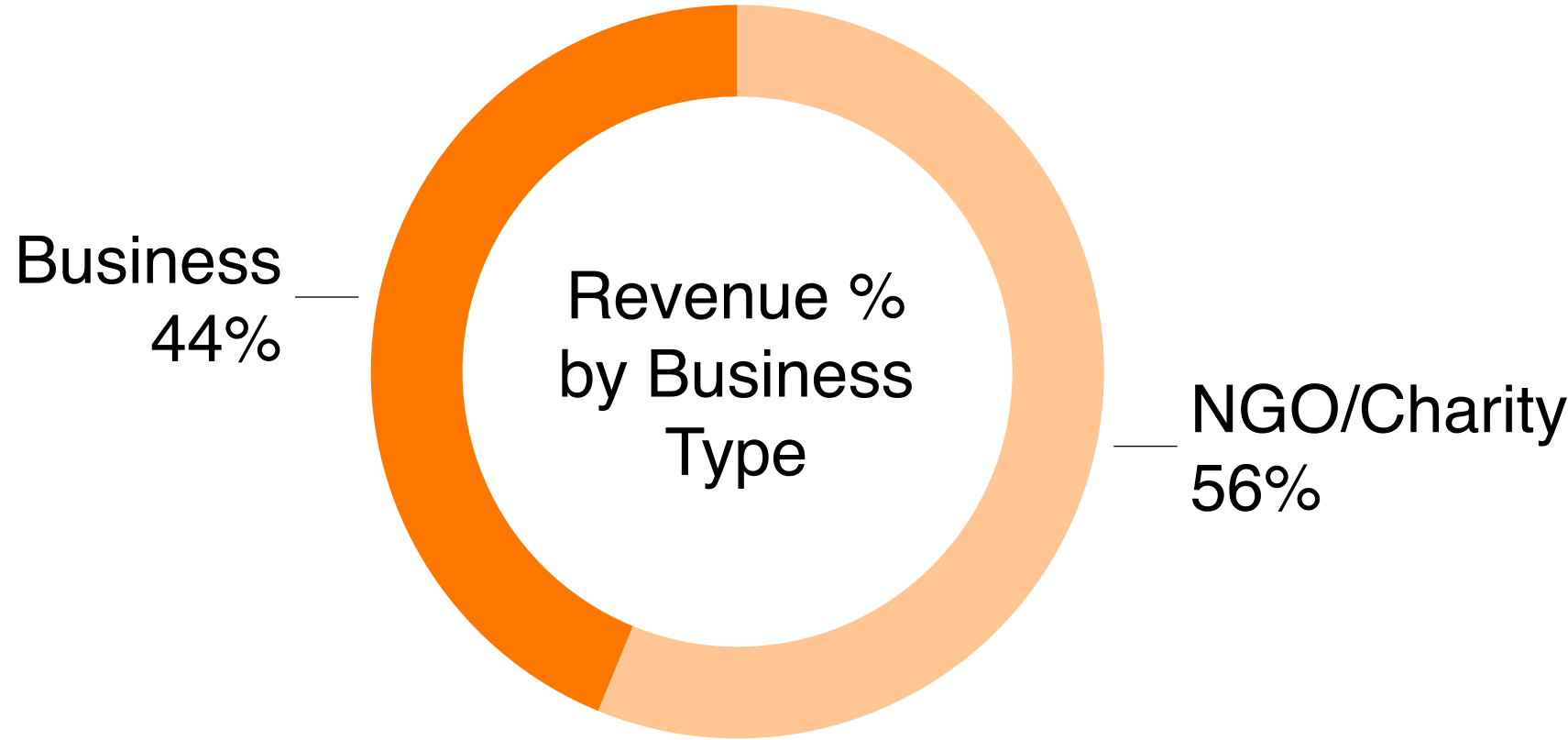


Client Disclosure Report



ALIGNING OUR VALUES WITH OUR WORK

We are proud that our values of supporting purpose-driven organisations, charities and non-profits are reflected in our 2023 Client Disclosure Report. We believe all agencies should be transparent about who they are working with.



INDUSTRY	% OF REVENUE
Charity	56.2
Health	25.5
Automotive	4.5
Consumer Products	3.8
Consultancy	3.7
Renewable Energy	3.4
Built Environment	1.7
Hotels	1.2



Top 5 Clients

WE ASSESSED OUR FIVE LARGEST CLIENTS BY INCOME

1. We created a dynamic and captivating media campaign that showcased and education charity's vibrant learning environment, modern facilities, and commitment to educational excellence.
2. We delivered a new brand, website, and digital marketing for an EV charging installation company.
3. We delivered a new brand for a wastewater and purification company.
4. We partnered with a children's health coaching brand to drive customers through online advertising channels.
5. We helped a health wellness product brand increase e-commerce sales through their website and advertising.



Educating & Empowering Clients

EMPOWERING SUSTAINABLE BUSINESS PRACTICES

At Floom Creative, we believe in the power of communication to drive positive environmental change. Our services extend beyond traditional brand marketing, offering a multi-pronged approach that educates, quantifies, and provides strategic advice to help businesses address environmental problems.

By combining education through our blog, quantification of environmental impact, and strategic advice, Floom Creative empowers businesses to become active participants in solving environmental problems. We believe that effective communication, coupled with demonstrably sustainable practices, can create a positive ripple effect, benefiting both businesses and the environment.

WE HELP OUR CLIENTS IN A NUMBER OF WAYS

- Education: Consumer Awareness
- Education: The Floom Blog
- Quantification: Reduced Server Footprint
- Quantification: SEO Efficiency
- Strategic Advice: Greenwashing Avoidance



Stripe Climate Member

FLOOM IS A STRIPE CLIMATE MEMBER

Removing CO₂ from the atmosphere is critical to counteract climate change, but it needs to be happening more widely and quickly. A fraction of every purchase from Floom Creative helps new carbon removal technologies scale up.

At Floom Creative, we believe businesses can play a critically important role in helping fight climate change. We're proud to fund next-generation carbon removal. Early Customers Can Help New Technologies Reduce The Cost Curve And Scale Up.

Most new technology is expensive at first. Early adopters help promising new carbon removal technologies lower their costs and scale up quickly.





Environmental Impact



S U S T A I N A B L E D E V E L O P M E N T G O A L 1 3 , C L I M A T E A C T I O N

Most of the measurable goals that we are always working to meet, if not surpass, relate to Sustainable Development Goal 13, Climate Action. Although our small digital-only business has an overall low environmental impact, this year we began to understand our impact more and how we can have a positive impact beyond our operational emissions.

Our core values are rooted in the belief that our business practices should reflect kindness, ethical integrity, honesty, and respect for the planet and the people affected by our activities. We are driven by a deep desire to make a meaningful difference, advocating for positive behaviour change within the marketing industry to foster a cleaner, greener, and fairer future that we can all be proud of. Our commitment to environmental responsibility extends beyond legal requirements, and we continuously strive to minimise our environmental impact as an integral part of our business strategy, practices, and operations.



We have taken the Clean Creatives pledge to not work with fossil fuel companies, this will help to drive divestment from destructive industries.



Using Ecologi Zero we have been measuring our emissions and investing in high quality climate projects to achieve a climate positive workforce.



Emissions Report 2023

ECOLOGIZERO USES A SPEND-BASED APPROACH USING INDUSTRY AVERAGES

Below you can see our carbon footprint which measured scopes one to three. As our company (and industry) is reliant on energy and technology we have decided to make this a focus to reduce our emissions further and help our clients to do the same.

Our baseline year Carbon Footprint (2023)

TOTAL TCO2E	8.05
SCOPE 1	1.56
SCOPE 2	0.0
SCOPE 3	6.49

Greening the Web

RENEWABLE ENERGY HOSTING

If the internet was a country, it would be the world’s 7th biggest polluter. As a sustainability-focused company, we are passionate about sharing this knowledge with others in our industry so we can all do better. We ensure our website hosting is provided by renewable energy, and we host all our clients on renewable energy too.

We avoided **147.2 kgCO2e** by hosting our clients site on renewable energy servers.



Production Impact

ADDRESSING THE ENVIRONMENTAL IMPACT OF VIDEO, TV & FILM PRODUCTION

Our team has undertaken Albert's Sustainable Production Training in order for our productions to align with our sustainability commitments. From powering equipment to production of props and costumes, the screen industries have a vital role to play in reducing carbon emissions. Albert was founded in 2011 and supports the global film and TV industry to reduce the environmental impacts of production and to create content that supports a vision for a sustainable future.

As the makers of visual content for our clients here at Floom Creative we take this seriously and so we are partnering with Albert, utilising their tools and training to ensure we are ahead of the curve when it comes to sustainable production and what we can do to reduce our environmental impact.





Social & Environmental Investments

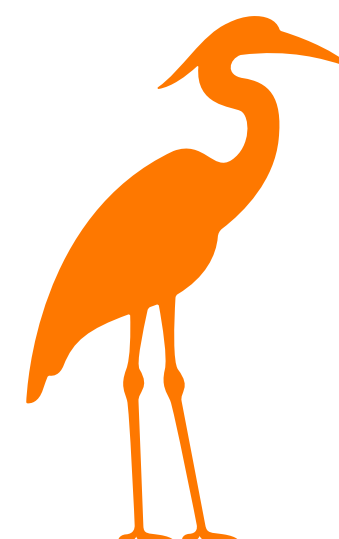
MAY 22 - MARCH 23 WE AVOIDED 8.25 TONNES OF CO₂ BY INVESTING IN NATURE

At Floom we work with ecologi.com who reduce greenhouse gas emissions through tree planting, investing in carbon reduction technologies and in renewable sources. We love Ecologi because of their transparency and responsible approach to tree planting. They do this by working with local governments and communities to plant and maintain the trees (and pay them fairly!). A minimum of 10% of their trees are 'agroforestry species' meaning that local farmers will be able to gain food security and a sustainable income. They also aim to provide local villages with alternative fuel sources so they rely less on coal. Projects we contribute to include:



WIND
POWER
Thailand

Preventing 131,883 tCO₂e



RESERVE
PROTECTION
Peru

Preventing 457,750 tCO₂e



RAINFOREST
PROTECTION
Brazil

Protecting 700,000 Hectares



Our Commitments & Targets

PARTNERING WITH CHARITIES

So far a significant amount of our work has been for charities. We want to keep this up and continue to work with organisations that have social issues and solutions at the heart of everything they do. We also are looking to partner with more charities on a funding basis.

EXPLORING ADVERTISED EMISSIONS

The purpose distributor's latest report calculates in 2022, the industry will be responsible for 208 million tonnes of CO2 emissions. We are looking to see if we can measure our impact on emissions which we contribute to through our advertising campaigns.

EDUCATING & ENGAGING OUR CLIENTS

As experts in environmental policy and sustainable communication, we have a responsibility as marketers to ensure people's sustainable communications are as solid and transparent as possible. Therefore we will continue to educate and challenge clients and organisations that can do a lot more to ensure honest claims.



Doing Business Responsibly

SINCE 2022