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.

Contents

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.

Since day one, we have regarded ourselves as part of a movement of change in the world. We work alongside clients who are committed to doing good in their field, as we are in ours.

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 our best 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 as well and brand-new clients who have found us more recently.

- 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. See page 3 for more details.

- In our web development we use open-source technologies 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 and website hosting providers is to shape digital spaces to become more sustainable, accessible, and inclusive.

The issues

- Information and Communication Technology (ICT) is estimated to use between 4-6% of global energy. Data centres alone use 1 – 1.5% . This is predicted to double or even triple in the next 5 years due to expansion of data centres for AI.

- Data centres are currently responsible for 1% of energy related global carbon emissions. That's more emissions than the United Kingdom itself. This is also set to rise but not as dramatically as energy use, due to energy efficiency improvements and the increase in renewable energy provision.

- A study of 1 million top websites showed that **94.8% 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**. The more use of renewable energy by consumers the more demand is demonstrated.

- 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 21+ 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 harm in other areas of their company.

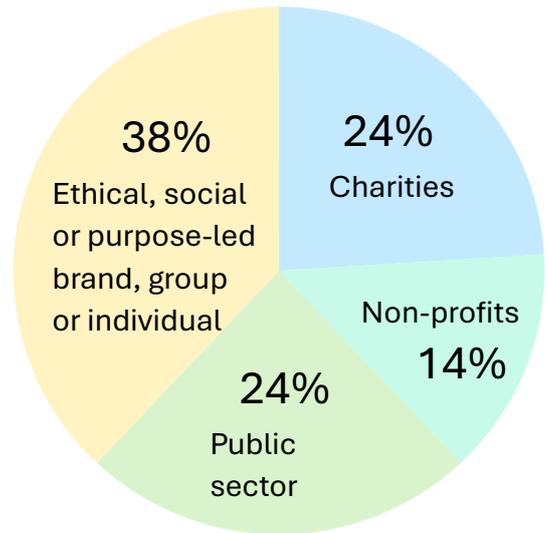**100%** of our clients align with our ethical policy
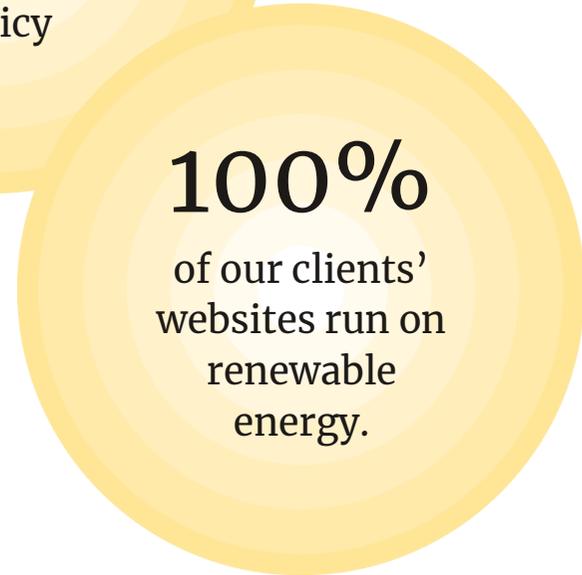
**100%** of our clients' websites run on renewable energy.

Our clients by sector

Our web design client base is made up of:

Charities	24%
Non-profits	14%
Public sector	24%
Ethical, social or purpose-led business, brand, group or individual	38%

Our green web hosting client base is made up of:

Charities	10%
Non-profits	9%
Public sector	4%
Ethical, social or purpose-led business, brand, group or individual	64%
Align with our ethical policy	13%

Clients by sector data above as of 30/09/2025
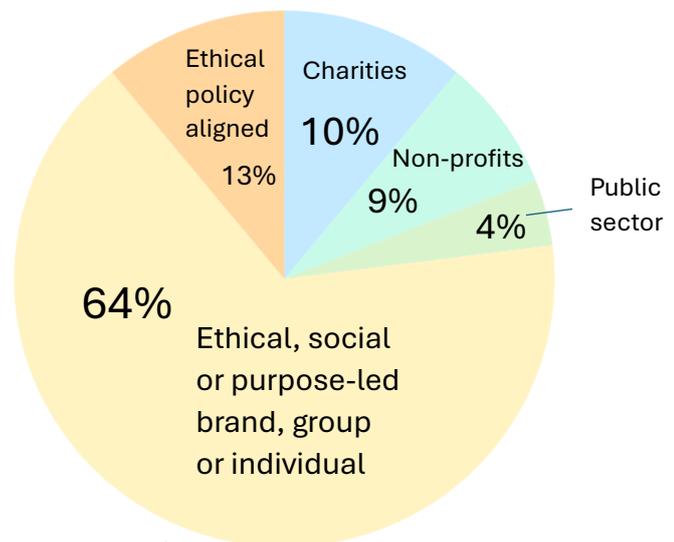
Reducing carbon emissions with renewable energy powered websites

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

More about this remarkable data centre

Over 200 Websites powered by Green Hosting
(as of 01/10/2024 - 30/09/25)

Website hosting powered by renewable energy

Green Hosting

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.

£2,119
Donated to Renewable World

year ending 30/09/25

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.

£8,760
Donated to Green's Windmill

Since 2020, equivalent in free hosting services and pro bono work - year ending 30/09/25

Donations to other organisations

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

£11,539
Donated

Total donations

Since 2020 to year ending 30/09/25 monetary donations and equivalent in free hosting services and pro bono work.

The company we keep

The suppliers and clients we choose to work alongside is important to us.
We want to support responsible brands who are also working hard to make positive changes in the world.

Clients we have worked with:
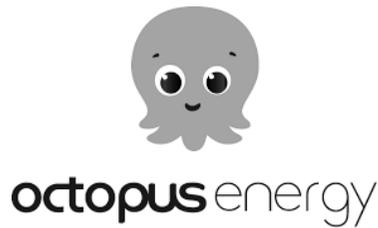
Including, but not exclusive to:

- The Wildlife Trusts
- Economic and Social Research Council
- National Children's Bureau
- Universities

- Anti-Bullying Alliance
- East Midland Councils and other local authorities
- Information, Advice & Support Services Network
- Family Action

We use the services of:

The **co-operative** bank

Natúresave
Insurance Brokers

ecotalk

octopus energy

ethical consumer

GREEN WEB FOUNDATION

THE GOOD SHOPPING GUIDE

Including, but not exclusive to:

- Co-operative Business Banking
- Naturesave Insurance
- Octopus renewable energy provider

- Ecotalk Mobile
- Ethical Consumer
- Green Web Foundation
  (we are a verified hosting provider)

The choices we make

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 run our daily operations responsibly and with the planet in mind. Here are some examples:

- Purchasing energy efficient and long-lasting I.T. hardware.

- Not upgrading our phones at each new release.

- Only purchasing new hardware and devices as needed to continue to provide a secure and high quality, reliable service.

- Minimal business travel (none in 2024-25), choosing remote meetings instead.

- Paperless services.

- Discerning in our online marketing, conscious of digital and energy waste.

Emissions reporting

Calculating our emissions

Using the SME Climate Hub small business carbon calculator, our scope 1, 2 and 3 emissions are:
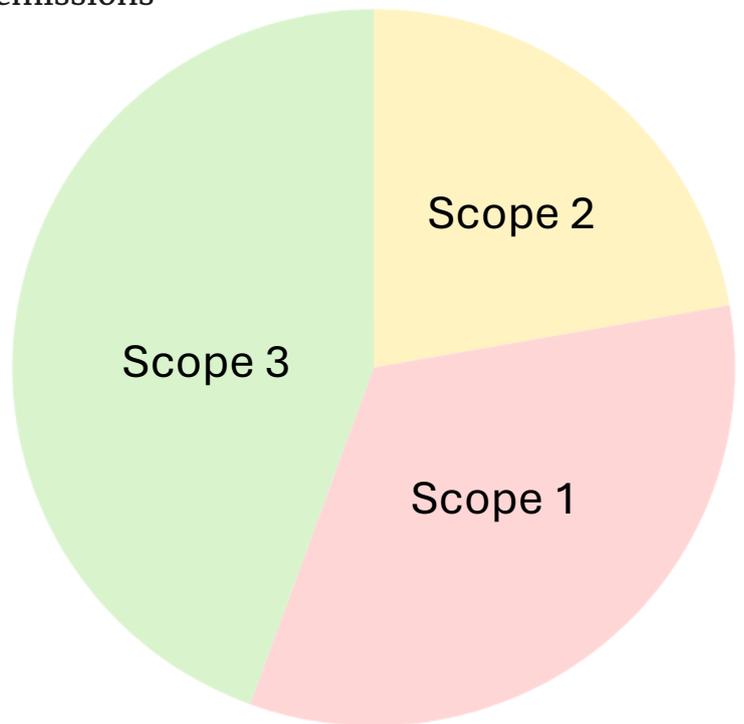
Scope 1
0.723 tonnes CO2E

Scope 2
0.381 tonnes CO2E

Scope 3
3.418 tonnes CO2E

4.52 tonnes CO2E
Total for financial year 2024-2025 ending 30/09/25

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

Accreditations, recognition and pledges

GOOD Shopping Guide

We were delighted to be awarded ethical accreditation from the GOOD Shopping Guide in 2025 and to be listed in their top 200 ethical businesses.

Folksy

We are a Folksy trusted supplier.

Hosting Advice

Listed in their 10 best green hosting platforms.

Clean Creatives

A pledge to not work with fossil fuels polluters.

The Ethical Move

A pledge for transparent, responsible and honest marketing.

Business Without Blood Sports

A guarantee that we will never support blood sports.

Better Business Act

Backing a change to UK company law.

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 more 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 more causes**
  that are important to us. Specifically in ethical business and environmental issues.