



Impact Report

Oxygen

2025

How we got here...

Our story is rooted in a simple yet powerful belief: design and communication can change the world for the better.

As a small agency, we partner with businesses, nonprofits, and organisations around the world that are committed to making a positive impact. From day one, we've been driven by our core pillars of sustainability, inclusion, and accessibility; principles that guide every project we take on and every decision we make.

Founded under the umbrella of Oxford HR, a BCorp leadership consultancy, being "for good" has always been central to our identity. At Oxford HR, we learned the power of purpose-driven work, and we've carried that philosophy with us as we've grown. Our mission is to amplify the voices of those who are shaping a better future, whether through impactful branding, sustainable websites, or transparent, results-driven impact reports.

We're a female owned and led agency, and we're proud to work with BCorp-certified organisations, charities, and purpose-led brands that share our commitment to a more sustainable, equitable, and inclusive world. We understand the importance of telling a story that resonates, and we are dedicated to helping our clients communicate their efforts and achievements in a way that is clear, compelling, and authentic.

Every design, every strategy, and every project is an opportunity to make a difference, big or small. Our work is about creating lasting change, not just for our clients but for the world. Together, we're building a future where doing good is at the heart of everything we do.

...and where we're headed

Our biggest goal for the year ahead is becoming a certified B Corp.

This will mark a significant milestone for Oxygen as an agency working in the purpose-led space. Becoming a BCorp not only aligns with our core values but also serves as a way to demonstrate our dedication to positive social and environmental impact, both to our clients and ourselves.

In 2024, we attended the inaugural B-Corp festival in Oxford, which reinforced our belief that BCorp is not just a certification, but a movement. The event was a powerful reminder that optimism and collective action are essential in navigating critical global issues.

While there has been some skepticism surrounding the BCorp certification, we fully support the changes B Lab has made to address these concerns. The updated standards, set to take effect in 2026, will require

organisations like us to meet specific, balanced criteria across core sustainability topics, ensuring that certification is accessible and meaningful for both large businesses and SMEs like Oxygen, who have sustainability ingrained in our operations.

One of the most valuable aspects of the process, for us, is its framework for setting transparent, measurable standards that reflect our commitments. The requirement for re-certification every three years ensures that we'll remain accountable and continue to push forward on our sustainability journey. For Oxygen, this represents an opportunity to further cement our role in making a positive impact on both people and the planet. We are proud to be on this path and are eager to live by the values of BCorp once we achieve it.



Our Goals

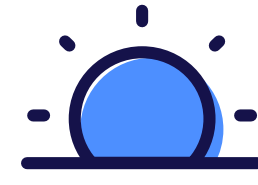
- Become BCorp certified (Year One)
- One pro bono project per year (Year One)
- Join 1% for the planet (Year Two)
- Calculate our footprint (Year Two)
- Become Employee Owned (Year Three)

Our Values



Integrity

We act with honesty and transparency, ensuring that every decision and design practice upholds ethical standards. We are committed to doing what's right for our clients and the world around us, even when no one is watching.



Optimism

We hold a positive outlook on the future and believe in the potential for sustainable design to transform communities and the planet. We embrace challenges as opportunities and stay hopeful that each step forward contributes to a better world.



Curiosity

We have an eagerness to explore new ideas, trends, and innovative solutions that challenge the status quo. We are constantly looking to broaden our knowledge of emerging sustainable practices and striving to improve design through learning and experimentation.



Rooted

Our dedication to our core values is unwavering, with a firm focus on sustainability, social responsibility, and environmental consciousness. Our beliefs are aligned with the values and missions of the clients we work with, forming a strong foundation for collaboration that truly reflects their organisation.



Ambition

We pursue excellence in every project, aiming to make a meaningful impact on both the design industry and the environment. We try to positively push boundaries, lead by example, and continually raise the bar for sustainability in design.



Oxygen helped us rebrand our organisation and demonstrate our impact and work on our website in a user friendly and visually appealing way.

The impact of digital on our planet

We're facing challenges that no generation before us has had to deal with, whether it's the growing climate crisis, rising inequality, or increasing pressure on resources.

These challenges are complex, interconnected, and require immediate action. But while they seem daunting, businesses, especially small and medium-sized ones like us, can play an important role in turning the tide.

Working in the digital space, we know first-hand that this industry isn't as "green" as some might think. The carbon footprint of digital technologies is huge and only set to get bigger. According to a report by the Shift Project, the global carbon footprint of digital technologies is responsible for around 4% of global greenhouse gas emissions, a figure expected to double by 2025. This includes everything from data centres and cloud storage to the energy consumed by the devices we use daily.

For an agency like ours, this presents a challenge. Every website we design, every time we use social media, and every email we send uses energy, often generated from non-

renewable sources. Data centres, which power much of the internet, are major contributors to this footprint. The data centres supporting cloud services alone consume about 1% of the world's electricity, according to the International Energy Agency (IEA).

The good news is - we have the power to make a difference. The beauty of SMEs is our agility. We can pivot quickly, implement sustainable practices, and influence change in ways that larger companies may struggle to.

For us, this looks like designing websites with longevity in mind, making sure they're optimised for energy efficiency and built to be easily updated rather than replaced. It also means working with likeminded organisations and charities, helping them shout about the good things they're doing and raising their brand awareness through graphic design and brand strategy.



We are a 100% remote business

A study by researchers at Cornell University and sponsored by Microsoft found that fully remote workers can lower their greenhouse gas (GHG) emissions by up to 54% compared to those working entirely in-office. Our teams' home offices are 100% powered by renewable providers.



We adopt a Coral with Coralku for every client we work with

We understand the importance of ecosystem restoration in tackling climate action and our corals are nurtured in Lang Tengah by Coralku's team of marine scientists, who actively restore reefs and work to address regional knowledge gaps in coral reef science.



We use Ecosend as our mailing platform

It's infrastructure is optimised to use minimal energy and is powered by renewable energy.



We build our websites sustainably

Over the last 12 months our website design projects have 77% lower emissions than the global average.

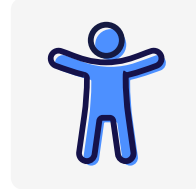
Our pillars

The power behind our work



Sustainability

We're committed to reducing the carbon footprint of digital communications by building low-carbon websites that are green and built to last. From compressing images to prioritising green hosting and removing outdated content, we make mindful choices every step of the way.



Accessibility

Great digital work should be for everyone. From choosing colours with enough contrast to making sure our websites are navigable by screen readers, everything we do is focused on WCAG standards and undergoes rigorous testing. We partner with an Oxfordshire vision loss charity who run a bespoke user testing program with users experiencing vision loss, to help further improve the accessibility of our web projects. We believe the best user experience is one that leaves no one behind and looks good doing it.



Inclusion

We believe the best ideas come from diverse perspectives, so we make collaboration central to everything we do. Whether we're co-creating with clients or designing content that reflects real people and communities, we're committed to making space for everyone.

“You helped us us in our internal journey to really understand where the majority of our impact is, and how best to frame this externally.”

The road to better

What we're doing

100%

of our team feel our values align with their personal values

100%

of our team feels valued at work

100%

of our team feel supported in their work environment

100%

of our team feel motivated to work their best every day

Volunteering

Our team gets three days per year to volunteer for a cause of their choice, allowing them to give back. Some of the causes we've supported so far are:



Flexible working

Flexible working is a core part of how we support our team to do their best work - we trust our people to manage their time in a way that works for them. Whether it's school runs, quiet mornings, or working from somewhere inspiring, flexibility helps us stay energised, balanced, and more connected to what matters.

Living wage employer

We're proud to be an accredited Living Wage Employer, because everyone deserves to be paid fairly for the work they do. It's a simple but powerful commitment that reflects our values: respecting people, supporting wellbeing and doing business responsibly.

Employee wellbeing

Employee wellbeing is something we actively nurture. From encouraging walking meetings and supporting learning and development, to getting together in person a few times a year, we create space for connection, growth and a bit of fresh air. As a remote and flexible team, we trust each other to work in ways that support balance, creativity, and good mental health.

Sharing knowledge

We believe in sharing what we know to help others do good, too. Whether it's hosting a Masterclass with the NGO Whisperer, chatting conscious marketing on podcasts, or creating free resources like our guides to [accessible](#) and [sustainable communications](#), we're big on open knowledge.

Footprint

Carbon footprint

As a newly independent agency, we don't yet have the capacity to work out our full carbon footprint. However, we have estimated our baseline figures based on hours worked and average energy consumption for remote workers, and we know that all of our team have renewable energy providers at home. In the future, we hope to be able to more accurately record this data.

Sustainable printing

We try to avoid printing whenever possible, but when that's not possible, we opt for sustainable solutions. For example, we recently printed event collateral with The Sustainable Printworks.

Pensions

Our pensions are currently with Penfold, and we've encouraged our team to switch to their Socially and Environmentally Responsible option. However, we are actively looking at more climate friendly solutions, with the aim of moving these over in the next couple of years.

Eco-friendly email

654 kg of CO2 reduced by switching to a sustainable email platform.

Green hosting

We use green hosting suppliers and encourage our clients to do the same. Greengeeks has been recognised by the United States Environmental Protection Agency since 2009 as a Green Power Partner, and Siteground moved their infrastructure to Google Cloud Platform and match 100% of the energy consumed by their global operations with renewable energy and maintain a commitment to carbon neutrality.

<0.3g

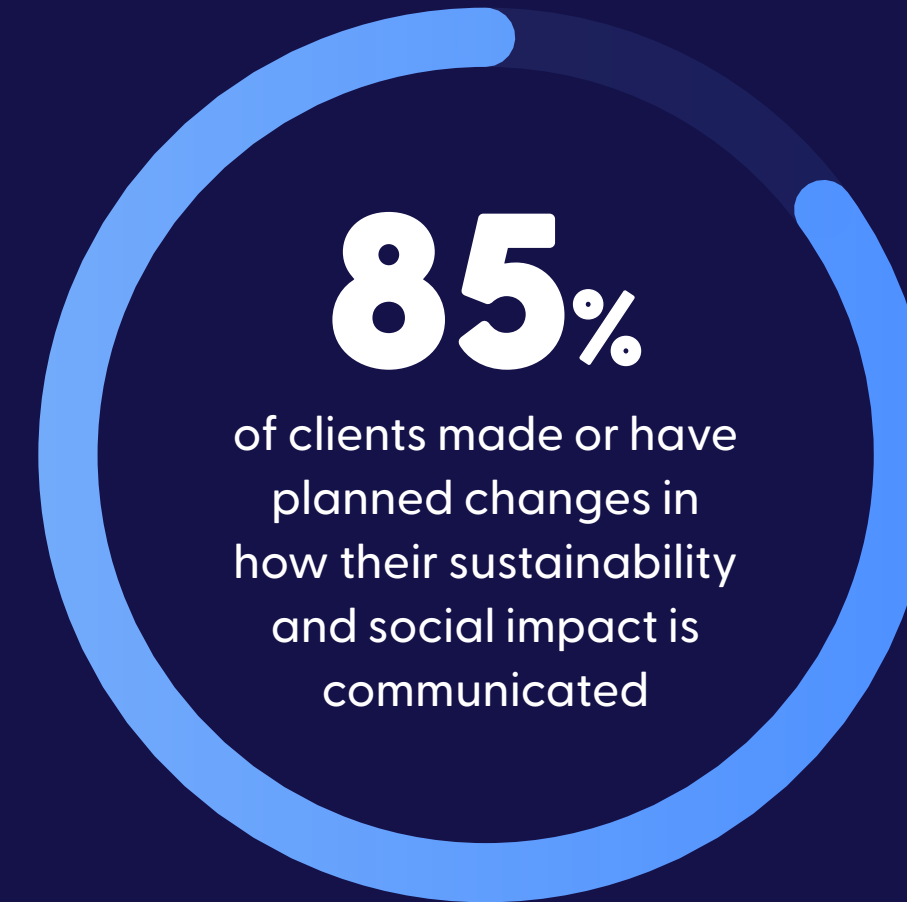
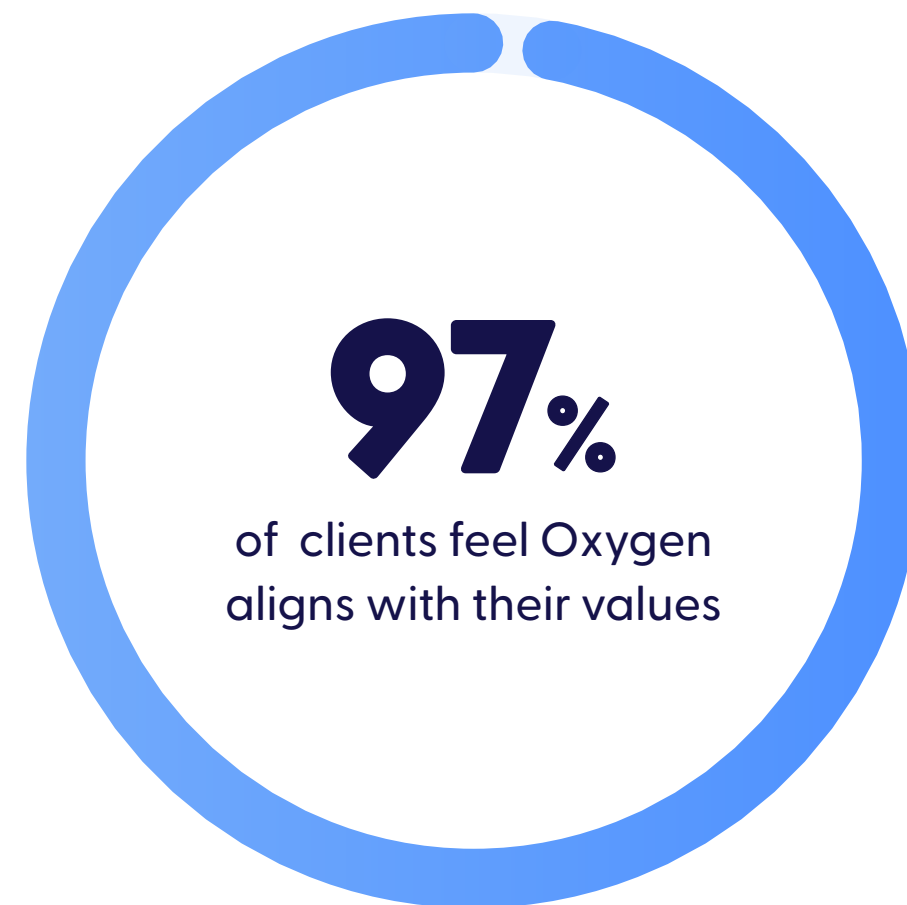
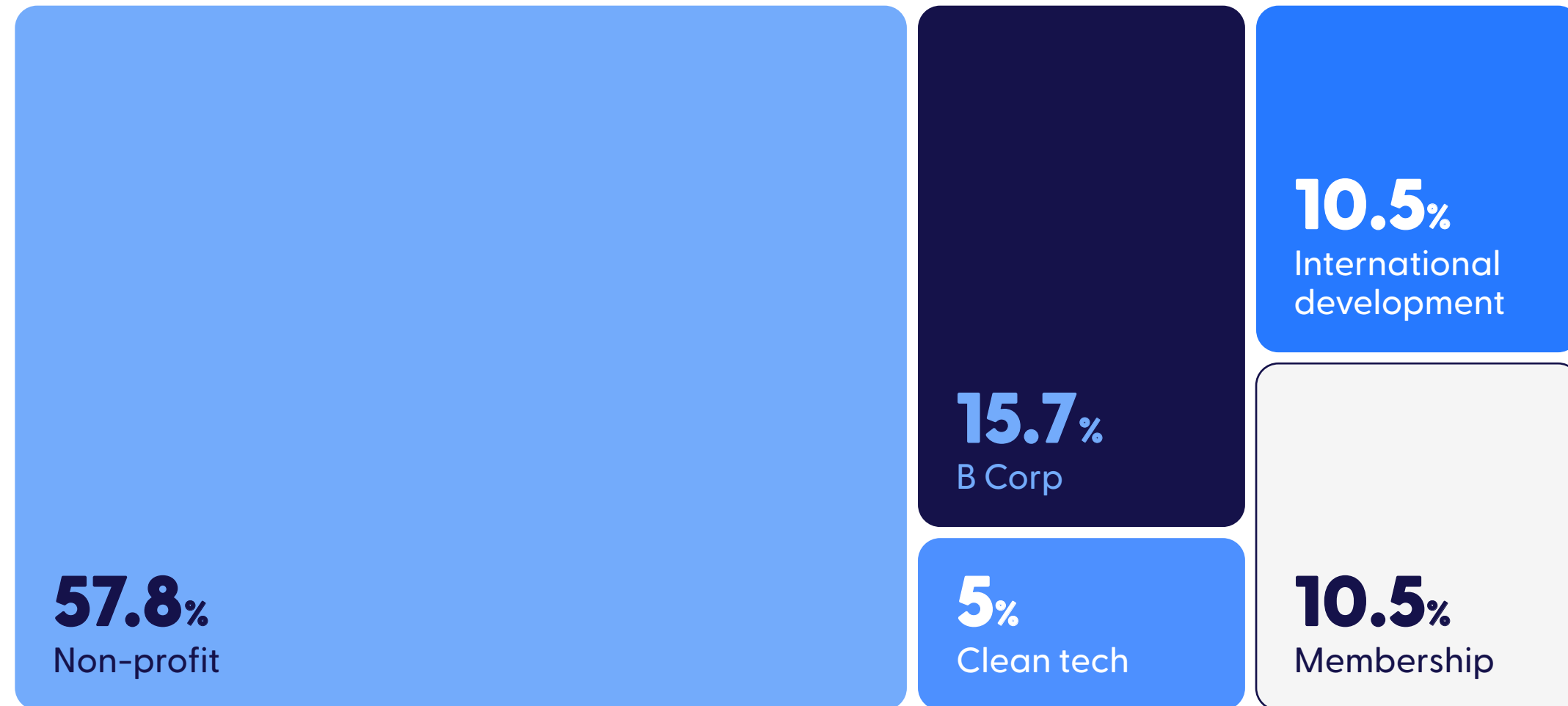


Our website averages less than 0.3g per page view, and we are actively working to reduce this further

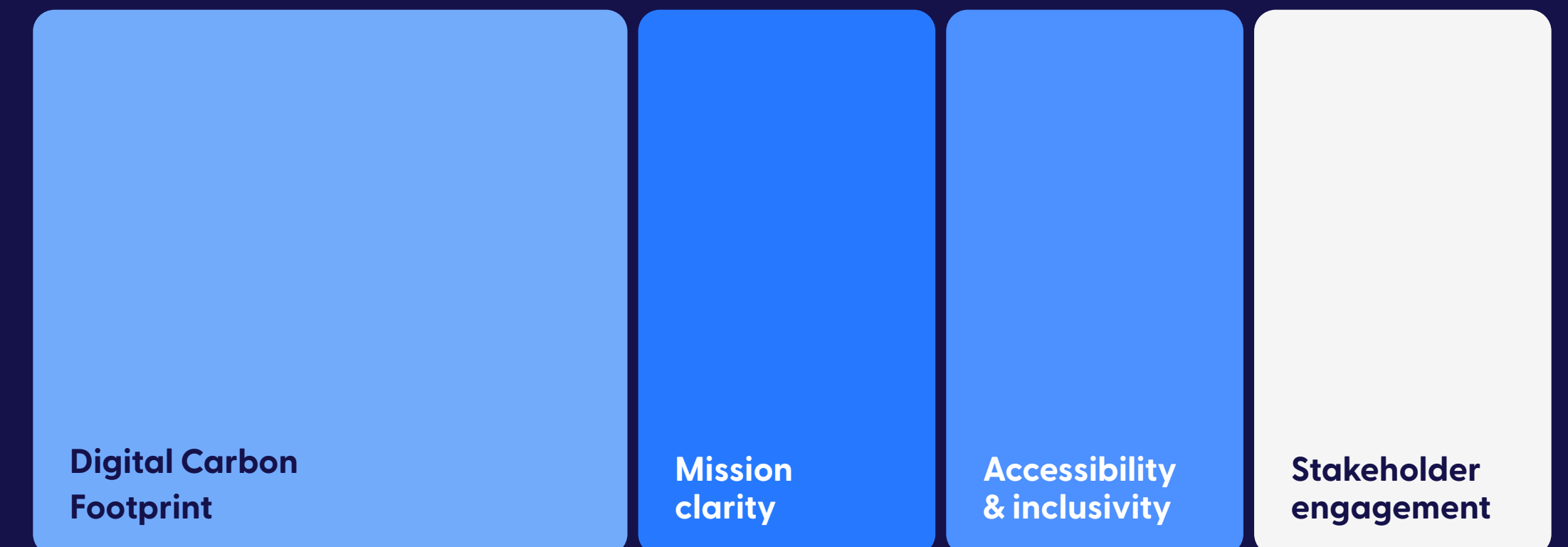
“Working with Oxygen to redesign our website was a perfect fit for a values-driven organisation like ourselves. Oxygen shared our commitment to getting the product right, it was very much a ‘we’re in this together approach’ which was really appreciated.”

Our amazing clients

**statistics as per our annual impact survey*



Areas we helped our clients improve



Our commitments

Clean Creatives

As a Clean Creative agency, we've committed to refuse any contracts with fossil fuel companies, trade associations, or front groups. We're staunchly against Greenwashing and believe that agencies have a responsibility to refuse to work with organisations that are directly contributing to the climate crisis. Our CEO, Suzie, is also an Ambassador for Clean Creatives, representing them at industry events and encouraging others to take the pledge.

Design Declares

As signatories of Design Declares, we are committed to addressing the climate and ecological emergency through design. We recognise the significant role our industry plays in shaping the future, and by endorsing this declaration, we pledge to actively work towards reducing our environmental impact. This commitment guides our decisions, ensuring that sustainability is at the heart of every project we undertake.

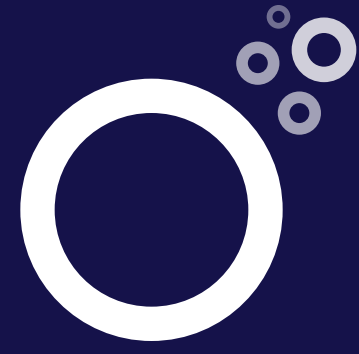
Better Business Act

By signing the Better Business Act, our company supports a shift in how businesses operate—embracing a model that prioritises people and the planet alongside profit. We believe that businesses must take responsibility for their social and environmental impact, and this act encourages a more accountable and transparent approach to decision-making. Our endorsement signals a commitment to positive change, aligning our operations with the needs of society and the environment for a more sustainable and equitable future.

Our partners



“You helped us better integrate our values into our organisational identity through our use of language and emphasis.”



**Breathe life
into your brand**