



ENVIRONMENTAL IMPACT REPORT 2024

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We create

BIG POSITIVE IMPACTS





Making a Big Positive Impact.

→ krow is an integrated creative agency that helps its clients create Big Positive Impacts with creative ideas that people talk about.

In 2024, krow expanded its industry offering with the arrival of two new specialist teams. Working with more clients offers an exciting opportunity for our agency but also brings with it environmental challenges as we are asked to produce more campaigns, travel more, and increase our staff headcount.

→ As a result of all of this, we introduced more measures to help minimise our environmental impact in 2024: first, carbon ballparking on all productions budgeted above £50k *before* the final work is presented and selected; second, more training for our creative teams on developing ideas with a lower carbon impact and featuring positive behaviours; and third, developing a new online supplier matrix that enables us to identify external partners with the same sustainability ambitions as us.

We remain committed to reducing our environmental impact through a continuous cycle of monitoring and active management of the risks associated with the way we work and the work we do. This commitment has been made by our senior leaders and the wider agency team in our efforts to not only make a Big Positive Impact on our clients' businesses, but also on the world around us.

Krow Group Carbon Reduction Plan Declaration

Krow Group is committed to supporting the UK Government's net zero ambition by 2050 through full compliance with PPN 006 for major public sector contracts. We have developed and published this Carbon Reduction Plan (CRP) which confirms our commitment to reducing our greenhouse gas emissions, includes details of our baseline and latest emissions (Scopes 1, 2 and relevant Scope 3), and sets out specific environmental management measures that will be in effect during contract performance. This plan has been approved by our Executive Board and is reviewed and updated annually.



UNDERSTANDING CARBON

A carbon footprint is the total quantity of greenhouse gases (GHGs) produced by an organisation, project or place over a given time (usually a year).

- A carbon footprint is measured in tonnes of GHG emissions.
- GHGs are those which have a global warming potential (GWP).
- The main three GHGs are carbon dioxide, methane and nitrous oxide.
- Emissions are converted into CO₂e, or carbon dioxide equivalent, a standard unit for measuring carbon footprints.
- CO₂e expresses the carbon footprint as a single number with the same global warming potential as the sum of all the different GHGs measured.



→ Scope 1

Direct emissions from owned or controlled sources, including gas for heating, fuel for transport or air conditioning and refrigeration.



→ Scope 2

Indirect emissions from the generation of purchased electricity.



→ Scope 3

Indirect emissions that occur in the value chain. This covers several categories including water, waste, working-from-home emissions, commuting, business travel and paper use.

A COMMITMENT FROM MISSION TO REDUCE TOTAL EMISSIONS BY 44% BY END OF 2029

krow is part of MISSION Group which began monitoring and measuring its Greenhouse Gas Emissions in 2021 (the global pandemic impacted how we used our offices and the way people worked, for this reason, we use 2019 as our baseline for our carbon commitments). We have set goals for carbon reduction aligned to the Science-Based Targets initiative which provides the most robust framework of its kind supported by the latest climate science. We have followed this 1.5°C pathway since the very beginning with each Agency laddering up and supporting our broader Group targets. In alignment with the Paris Agreement and the latest climate science, MISSION Group has set science-based targets calculated through the absolute contraction approach. Due to the significant strides the Group has made in recent years, MISSION's original target of a 42% reduction in Scope 1 and 2 emissions between 2019 and 2029 has now been increased to a target of 52% reduction and Net-Zero capped by 2050 across the three scopes of carbon emission - Scope 1 (direct emissions), Scope 2 (indirect emissions) and Scope 3 (indirect emission that occur in the value chain).

MISSION science-based targets are set according to each scope outlined in the previous section.

SCOPE	2019 (BASE)	TARGET (2024)	REDUCTION	TARGET (2029)	REDUCTION
SCOPE 1+2 (tCO ₂ e)	997	860	14%	477	52%
SCOPE 3 (tCO ₂ e)	3,472	3,052	29%	2,241	42%
TOTAL (tCO ₂ e)	4,860	3,789	22%	2,718	44%

MISSION is on course to reduce its total emissions by 22% by 2024 and 44% by 2029, which is above the target needed to align with the 1.5°C increase limit subscribed to by governments worldwide.



KROW'S 2024 PERFORMANCE

→ 2023 marked a significant reset for krow as we saw a return to the 'new normal' in our industry following a protracted dip in marketing activity after the COVID-19 pandemic. This, coupled with more comprehensive reporting and a significant growth in our client base led to an increase in headcount and productions which drove up our Scope 2 emissions.

→ 2024 was another year of business growth as we integrated our new Youth and extended CX teams. Despite this expansion in our team, client list and associated productions, our controls have enabled us to hold our total emissions at a similar level to 2023.

HEADCOUNT

+27%

CLIENT LIST

+64%

EMISSIONS

+0%



DESPITE EXPANDING OUR TEAM AND CLIENT BASE IN 2024, CARBON EMISSIONS REMAINED STABLE.

In 2024, our headcount increased by 27% and our client base by 64%. Despite this, Scope 1 emissions remained at zero, Scope 2 reduced marginally by 0.21% and Scope 3 was unchanged.

SCOPE	2023	2024	CHANGE
SCOPE 1 (tCO ₂ e)	0	0	0%
SCOPE 2 (tCO ₂ e)	5.01	4.8	-0.21%
SCOPE 3 (tCO ₂ e)	108.44	108.34	0%
TOTAL (tCO ₂ e)	113.46	113.14	0%

SCOPE 3 TRAVEL AND PRODUCTION SHOOT EMISSIONS CONTINUE TO BE OUR MAIN FOCUS FOR ONGOING IMPROVEMENT.

SCOPE	2023	2024	CHANGE	ANALYSIS	OUR COMMITMENT
SCOPE 1 (tCO ₂ e)	0	0	0%	Our office is fully electric, and we have not experienced any refrigerant leaks associated with our air conditioning across this period.	MAINTAIN
SCOPE 2 (tCO ₂ e)	5.01	4.8	-0.21%	Our ongoing efforts to educate our team on how to work sustainably both in the office and remotely continue to drive down Scope 2 emissions	MAINTAIN/ REDUCE
SCOPE 3 (tCO ₂ e)	108.44	108.34	0%	Growth in our client base and subsequent production activities has limited our Scope 3 reduction. Air travel poses our biggest challenge.	REDUCE
TOTAL (tCO ₂ e)	113.46	113.14	0%		



OFFSETTING OUR 2024 CARBON FOOTPRINT

→ We emitted a total of 113 tonnes of CO₂ between January and December 2024. To offset these emissions, we have purchased 113 carbon credits to mitigate against the impact of Landfill Gasses.

→ Landfills emit methane as organic waste decomposes. Capturing this methane and using it to generate energy prevents it from leaking into the atmosphere. This offers a twofold climate benefit: reducing harmful methane emissions and displacing the use of fossil fuels like coal, oil, or natural gas.

→ This year, we have invested in a carbon capture project in Turkey that turns waste into clean energy, helping to offset their reliance on imported electricity and fossil-fuel-based power generation.



OUR ONGOING COMMITMENT

Through the continued focus on the implementation of our environmental management system, we will monitor and take action to reduce the GHG emissions and waste associated with the way we work and the work we do.





WE ARE ISO14001 ACCREDITED

Our environmental management system has been built around our agency's goals and objectives, the risks to the environment associated with achieving these ambitions, and the controls we have put in place to actively reduce these risks.



Pillar 1:

Values and behaviours

A commitment to ensuring that reducing environmental impact is demonstrated through our behaviours and is enshrined in our company values:

→ **BETTER TOGETHER** – taking everyone at krow on this journey, ensuring they are informed and empowered to make the right choices.

→ **BE BOLD** – we recognise that only bold thinking changes the game, so collectively we'll always back it.

→ **EVERYTHING MATTERS** – we know that lots of small actions can make a big change for the better.

→ **MAKE A DIFFERENCE** – in a world of influencers, we want to make sure we're good ones.

→ **MUTUAL RESPECT** – everyone has an important contribution to make, so we want all voices to be respected and heard.



OUR ACTION PLAN:

→ Regularly delivering team training on environmental impact and encouraging positive behaviours – whether working in the office or at home – that can contribute towards a reduction in our carbon emissions.

→ Actively communicating our values and environmental policies to our clients, partners and colleagues.

Pillar 2: Carbon reduction

A commitment to measuring all environmental impacts that we have direct control over; avoiding, reusing or substituting products which are harmful.

We will put controls in place to reduce the risks of carbon emissions in the way we work and the work we do.

We will report annually on our achievements against targets, as well as continue to review targets to gauge whether they can be increased further.



OUR ACTION PLAN:

→ **DATA** - Establishing and maintaining an environmental monitoring system for ongoing data capture that can inform our future strategy.

→ **ENERGY** - Using 100% renewable energy within our office. Time- and sensor-activated lighting, water and temperature controls.

→ **TRAVEL** - Minimising the impact of car, rail and air travel, supported by increased use of video conferencing, provision of a cycle-to-work and electric car scheme, and championing the use of electric or hybrid taxi fleets.

Supporting our employees with a hybrid working policy to reduce emissions associated with commuting to the office.

→ **CREATIVE** - Carbon ballparking of productions with a budget above £50k to we can make informed decisions on the ideas we propose for our clients.

→ **PRODUCTION** - Carbon calculator on high value shoots.

→ **TRAINING** - Delivering training to all staff on carbon risks and the behavioural changes they need to make to minimise them.

Pillar 3: Sustainable supply chain

A commitment to assessing the environmental impact of those that supply critical consumables and services to support our operations and productions. Reviewing suppliers based on their environmental risk- with a focus on both carbon footprint and waste reduction.

OUR ACTION PLAN:

→ **POLICY** - Our sustainable procurement policy lays out our ambitions to ensure the services we procure meet high sustainability standards.

→ **MONITORING** - All our critical and high-volume suppliers are logged and given an environmental risk rating so we can make informed decisions on how we work with them.

→ **CONTRACTUAL COMMITMENTS** - The suppliers of all our high value productions are subject to contractual environmental commitments.

→ **SUSTAINABILITY PARTNERS** - We continue to work with new suppliers to enable us to reduce our own impact, including AvISO, Green Element, Green Shoot and AdGreen.

Pillar 4:

Raising Awareness

A commitment to making our environmental policies and action plan clear to our clients, engaging with them positively over action they can take, and sharing our own ideas and processes with them.

In addition, we will take an active role in the development of new thinking, monitoring tools and ways of working for the wider advertising industry.

OUR ACTION PLAN:

→ **TRANSPARENCY ON OUR PERFORMANCE** - Communicating this report – and each annual report thereafter – to all our clients and suppliers.

→ **INFLUENCING OUR CLIENTS** – Initiating conversations with our clients around how we can help them create a positive environmental impact, whether that be including the AdGreen Levy on their production budgets (to support the industry's shift to net zero), featuring environmentally responsible behaviours in our work or simply advising them on how they can be more effective in the way they manage their communications work.

→ **SHARING OUR LEARNINGS** – Actively sharing our environmental work with other agencies and adding our voice to industry steering groups.



Pillar 5: Production Best Practise

Creating an end-to-end origination process that ensures our ideas, and the production of them, are as sustainable as they can be. This starts at creative ideation, continues through to pre-production planning and is realised, monitored and measured at the final shoot.



OUR ACTION PLAN:

→ **ADGREEN** – Continuing to use the AdGreen Carbon Calculator on all our productions budgeted above £50k, which will allow us to more accurately monitor and reduce emissions on our shoots in the four main areas of transport, spaces, materials and disposal.

→ **TRAINING** – We offer AdGreen training to all our producers, creatives and account handlers. We also work on continuous upskilling of our creative teams on how to develop communication ideas that can be produced sustainable – specifically considering seasonal planning, representing green behaviours in our work and avoiding large set builds.

→ **EXPERTS ON SHOOT** – Attendance of independent auditor, Green Shoot, on larger production projects, who provide a post-shoot sustainability report to help us on our journey of continuous improvement.

→ **ACTIVE MANAGEMENT** – Actively and consciously pre-planning production projects to minimise the impact of the transportation of product, shoot travel and accommodation, on-set catering and waste and energy and water use.



OUR ONGOING COMMITMENT

We recognise that we will only be successful in managing our emissions if we build a culture of continuous improvement.

While there are instant and positive changes we can make, we have committed to delivering against these three pillars to ensure our focus never strays.

1

Continuing to measure all environmental impacts, including carbon impacts in Scopes 1-3.

2

Reporting our carbon emissions annually, highlighting our progress against targets and offsetting all our emissions by investing in sustainable projects around the world.

3

Maintaining our ISO14001 accreditation. Using the feedback and recommendations made as part of these audits to continue to update our processes and policies.



“What you do makes a difference, and you have to decide what kind of difference you want to make.”

Dr Jane Goodall, scientist and activist

