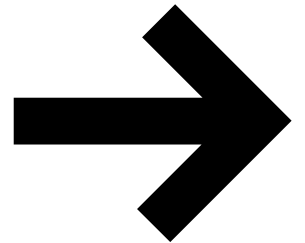


StudioXAG Impact Report

2023/24



Hello!

StudioXAG is growing—working with amazing clients, tackling some of our biggest projects yet, moving into a brand new studio and workshop (that's four times the size!), and turning blue-sky thinking into reality.

With this growth comes a bigger impact. As we celebrate a **second year as a B Corp**, we remind ourselves of three key performance indicators: Progress, Planet and People.

This year has brought many achievements, from setting our strategy to reach **Net Zero by 2035** and launching our upgraded carbon measurement tool, **XAGzero**, to collaborating with organisations like **Choose Love** and **The Good Plastic Company**.

We're continuing to push our purpose and **reimagine retail for the better, making a real positive impact in the world.**

Read on to find out how.👁👁



Year at a glance



Set our Net Zero Strategy

We believe in taking meaningful action in the face of the climate emergency. Not just setting goals, but leading by example. That's why we've committed to reaching Net Zero by 2035.



New + Improved XAGzero

Designed to demystify the data with personalised carbon intelligence, we took XAGzero to the next level, with more insights to help brands reduce the impact of our projects and make better choices for the planet.



Collaborating with The Good Plastic Company

Joining forces with The Good Plastic Company, we set an example for creatives at Milan Design Week, inviting visitors to make better decisions for our planet.



Partnered with Choose Love

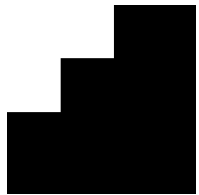
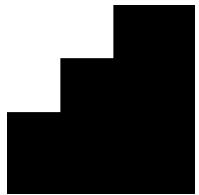
A charity close to our hearts, we gifted our time and resources to Choose Love for a second year to help make a tangible difference to the lives of those seeking refuge.



Launched a fundraising Xmas campaign

We teamed up with Cool Earth to support a people-first approach to fighting climate change, starting with the rainforest.

Progress



In our second year as a B Corp, we have continued to champion business as a force for good.

Certified



Corporation

This year, we've been busy creating a better future for our business and wider industry;

■ introducing a Profit Share Scheme 

■ collaborating with fellow B Corps 

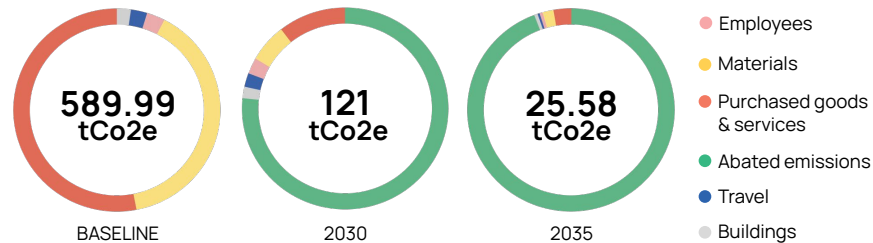
■ and increasing our financial transparency 

Our Journey Towards A Carbon-free Future

Over the next 10 years, we'll take ambitious steps to reduce our carbon footprint and achieve net zero.

Starting this year, we've introduced a sustainable procurement policy to **cut supply chain emissions by 95%** by 2035. We'll work closely with our suppliers, transitioning from voluntary carbon pledges to **mandatory commitments** by 2030.

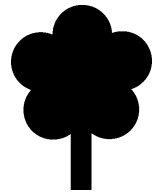
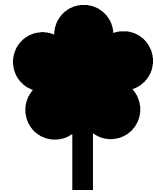
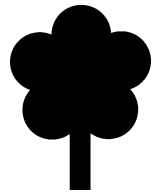
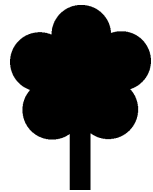
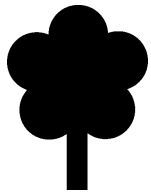
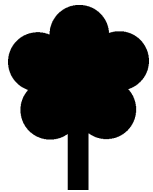
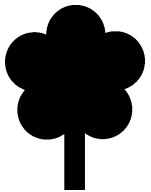
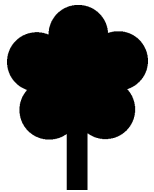
Plus, we'll roll out XAGzero across most of our projects to **guide material choices and reduce carbon impact**, while also **switching to 100% renewable energy** and **improving office energy efficiency**.



"I'm excited to lead StudioXAG on our journey to Net Zero. It's a commitment to transforming the way we work, pushing boundaries, and discovering new, sustainable approaches that could shape the future of our industry."

Daniel Wigham, Sustainability + Strategy Lead

Planet



Setting new standards for sustainability.

There's a shift in retail. A shift from

superficial sustainability talk → **more tangible action.**

Yet the

throwaway

nature

of our industry remains a challenge.

We are committed to being the change we want to see for our industry,

→ → → **pushing the boundaries of sustainable strategy, design and production** within the world of retail and beyond.

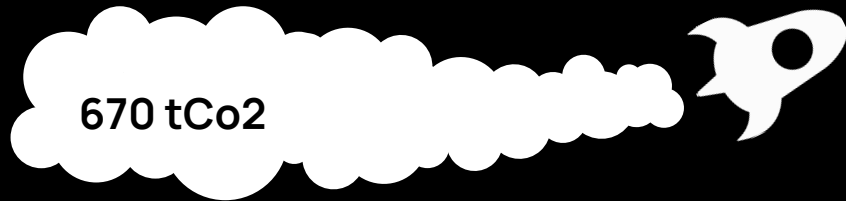
 **Sustainability is at the core** of all decisions we make at StudioXAG, from the energy efficiency of our London and Amsterdam studios to collaborating with clients to make better material choices, **we take a 360-degree approach.** 

Our carbon impact

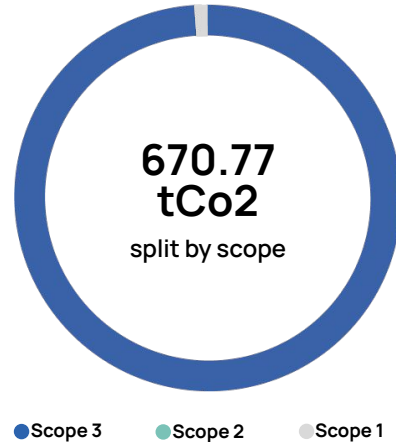
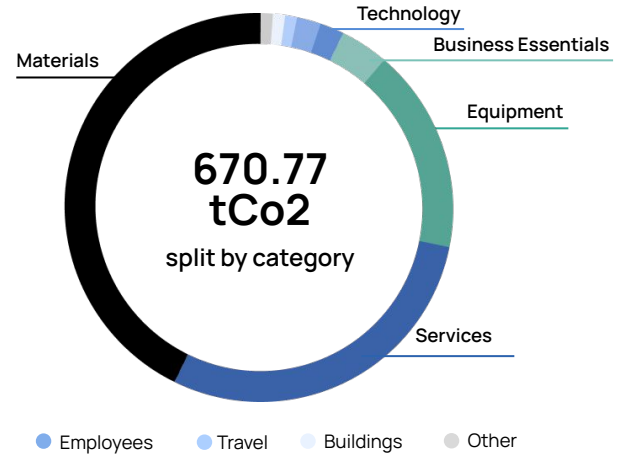
We've been measuring and offsetting our carbon footprint since 2018.

After many years of working to calculate and reduce our footprint, the **Science Based Targets Initiative** certified our target to lower global emissions well below 2°C in line with the goals of the Paris Agreement.

In 2023-4 our impact is...



That's equivalent to one SpaceX flight to the International Space Station



- Scope 1**
Direct emissions resulting from our own machinery, facilities, and vehicles.
- Scope 2**
Indirect emissions associated with the generation of energy for us, like electricity purchased from a provider.
- Scope 3**
Indirect emissions from all other activities up and down our value chain. From employee commuting to the products from our suppliers and the client use of our products.

New + Improved

XAGZERO

We've updated our carbon tracking and insights tool, XAGzero, to ensure that it can efficiently:

- Compare the carbon footprint of your material choices
- Offer benchmarking as well as industry comparisons
- Inform your next steps with bespoke insights

This year, we've been able to measure and offset the carbon footprint of projects for brands like **Liberty**, **adidas** and **Mulberry**.

XAGZERO

STUDIO
xag

Client Name - Project Name

Total Project Carbon:

3,310.9 kgCO₂e

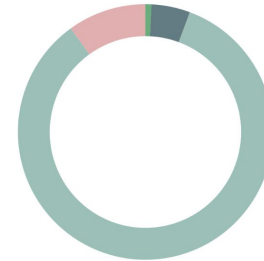
The emissions as a result of this project is equal to:

- Example
- Example
- Example

Project Carbon Intensity:

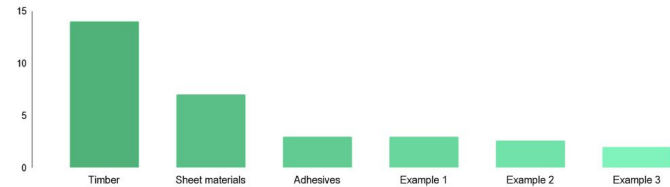


Emissions by Project Phase



- Delivery: **2,793.65** kgCO₂e / **84.38%**
- Installation: **329.67** kgCO₂e / **9.96%**
- Production: **162.81** kgCO₂e / **4.92%**
- Materials: **24.78** kgCO₂e / **0.75%**

Emissions by Material Types (kgCO₂e)



Find out more about XAGzero www.studioxag.com/zero

A conversation with Earth at Milan Design Week 2024

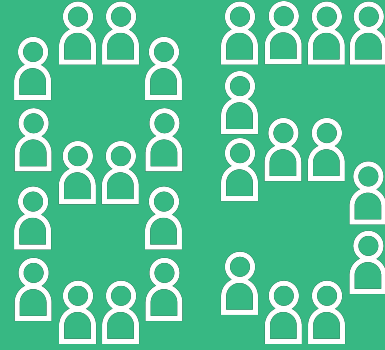
We joined forces with The Good Plastic Company to create a circular experience with a positive impact on our planet and our future as creatives

It's important to us to collaborate with disruptive, forward-thinkers, so naturally working with the incredible team at The Good Plastic Company was a perfect opportunity to showcase our concept and design skills to bring the visitors at Milan Design Week a chance to come face-to-face with our planet and consider how our actions as designers can change Earth's story for the better.

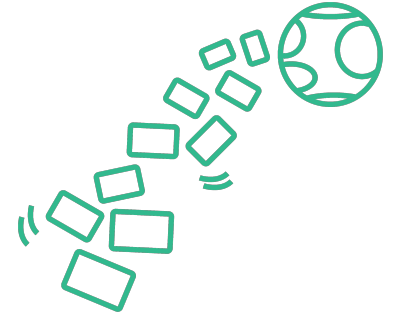




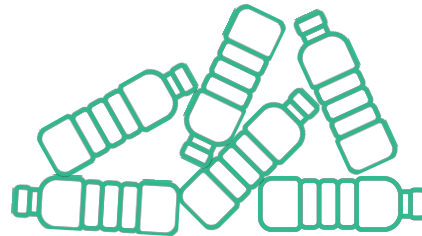
85,000 visitors



100+ postcards sent to Earth



6,000 kg of plastic recycled

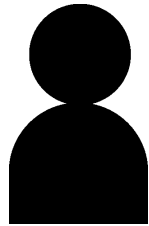
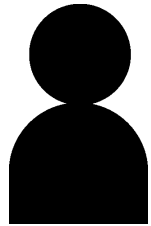
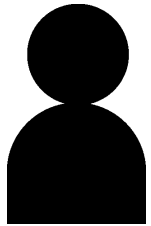


Built with Polygood,



a 100% recycled and recyclable material

People



This year, we teamed up with Cool Earth * * *

to support a people-first approach to fighting climate change, starting with the rainforest. By preserving the landscape, we are protecting and growing the best carbon vacuum on the planet, keeping things cool.

We ran a *Stay Cool* social campaign to raise awareness for Cool Earth and get our audience involved in sharing an AR filter. For every share, we donated to Cool Earth.

As a holiday gift to our clients, we bought Cool Earth's education package for communities in the rainforest on their behalf.

The **campaign raised over £2,000.**






We want to use our business as a force for good, ♥

so gifting our skills and expertise, pro bono, to Choose Love to design and build their annual Christmas store along London's Carnaby Street for the second year in a row felt like the perfect way to put **purpose at the heart of a project.**

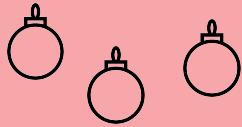


"StudioXAG deliver such a high quality design and finished store but also, they really share our values and care about our work. We feel very lucky to get to work with the best and loveliest in the business!"

Philli Boyle, Director of Partnerships at Choose Love

**In a new partnership for
StudioXAG, we collaborated
with the team at Shelter** 

using our skills and expertise to design and
build a Christmas pop-up at Somerset House.

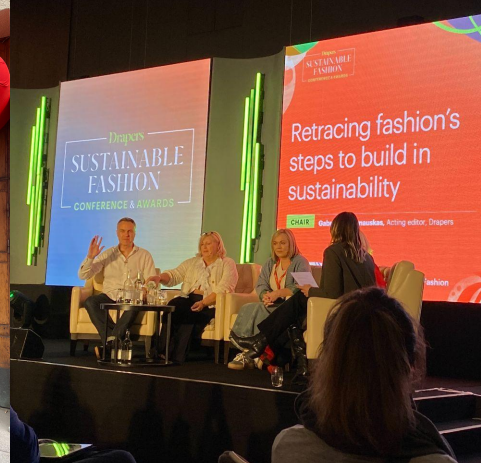


We transformed the space into a festive
boutique, designed to house a range of
products and donated items as well as props
such as Christmas trees and interactive
stations where customers could design their
own baubles.



Throughout the year, the StudioXAG team organised and participated in several culture and community events, including:

- Attending **B Corp community events** in both London and Amsterdam to network with like-minded brands
- Hosting our own **clothes swap**
- Running a **lino cutting workshop** to decorate our new studio
- Organising a **wax wrap making workshop**
- Exploring **Design Weeks** and conferences across the globe



Looking ahead...

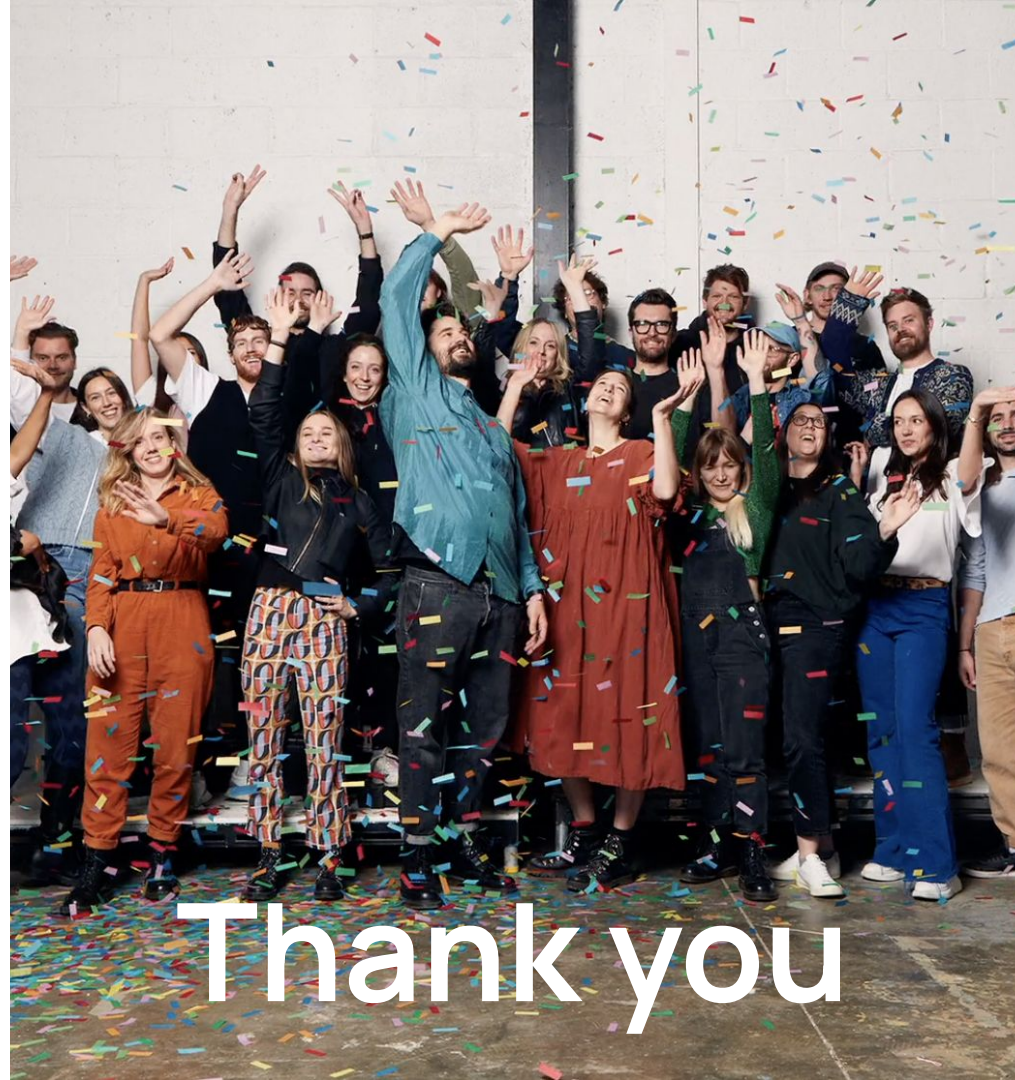
As we continue to grow, we have a responsibility to reduce our carbon emissions, help our clients make more sustainable choices, look after each of our team and have **a positive impact on both people and planet.**

Heading towards our third year as a B Corp, this landmark moment will see us go through the recertification process, pushing us to keep improving our results and being the best B Corp we can be.

We will continue to bring more purpose to all that we do.

Together we'll create **WOW** 
moments for brands of the future.

Get in touch! _____ hello@studioxag.com



Thank you