



2025 Impact Report

Offering insight into our progress, challenges,
and ongoing commitment to delivering
meaningful change



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About ZOOZLY

Guided by principles that prioritise social good, environmental stewardship, and economic resilience, at ZOOZLY, we're unlike any other creative agency. We exist to demonstrate that innovation and commercial success can thrive alongside integrity, responsibility, and lasting impact.

With our ethos at the heart of everything we do, we've supported organisations within the public, private, and charitable sector, to grow responsibly, communicate with purpose, and embed sustainability into the heart of their strategy, and storytelling.

Through our work, we've always done what's best for people, best for the planet, and best for economic prosperity, and we always will, as we continuously strive to deliver on the triple bottom line.

[Why we're different ↗](#)

[View our services ↗](#)



From The Founder

Having founded ZOOZLY in 2023, I feel that each year has brought meaningful progress, but none more so than these passing 12 months. In many ways, the business is now almost unrecognisable from where we were just a year ago, not only in commercial terms, but in how we operate, the standards we hold ourselves to, and the confidence and clarity of our long term direction.

By further embedding sustainability into our day to day operations, strengthening our governance, and focusing our efforts on building more resilient partnerships, we have been able to deliver greater value for our clients, give back to the communities we support, and lessen our environmental impact as a whole.

I hope that this report demonstrates not only the progress we've achieved in 2025, but also the wealth of our ambitions for 2026, as we aim to deepen our impact, whilst remaining accountable to the people, partners, and planet at the heart of our work.

Ryan Robert Johnson
ZOOZLY Founder





Policies

Our policies define the principles behind our work, along with our approach to delivering lasting value, for the partners and communities we serve globally.

Within 2025, we strengthened our comprehensive suite of policies, each designed to ensure responsible decision making, fairness, transparency, and positive environmental impact across everything we do.

All publicly available on our website, our policies are reviewed and updated annually to reflect emerging trends, evolving best practice, and the changing needs of our stakeholders, ensuring they remain relevant, robust, and aligned with our long term commitments.

[View our policies ↗](#)



1% Pledge

Forming part of our ongoing pledge, we continue to donate one percent of our annual revenue to environmental and social causes.

As part of that commitment, this year we were proud to support Sea Shepherd, an international non-profit organisation whose work focuses on protecting ocean ecosystems and defending marine wildlife through direct-action campaigns, such as combating illegal fishing, safeguarding endangered species, and preserving vital marine habitats.

At ZOOZLY, we truly recognise the vital role Sea Shepherd plays in preserving the health of our oceans, and are proud to stand behind their mission by supporting such a valuable cause.



Memberships

Alongside our 1% for the Planet commitment, we have maintained our status with a number of internationally recognised movements, including The SME Climate Hub, Design Declares, and Sustainability West Midlands.

These partnerships support our continued efforts to learn, improve, and contribute meaningfully to the collective transition towards a fairer, more sustainable future, by creating opportunities for constructive collaboration between commercial organisations, regulators, and industry partners.





Projects

Delivering real world impact for clients across multiple industries, within 2025 we continued to not only measure the commercial impact of our work, but also benchmark against the 17 UN Sustainable Development Goals (SDGs).

Partnering with organisations within fashion, logistics, events, FMCG, veterinary, and energy, to name but a few, in 2025 we proudly contributed to all 17 SDGs, the details of which are available on our website.

[View all projects ↗](#)



Workspace

Recognising the importance of virtual workspaces and their environmental implications, at ZOOZLY, we have always embraced a remote first culture, in order to reduce the need for physical office space, lower energy consumption, and minimise travel related emissions.

For 2025, we saw a slight reduction in total energy consumed, however due to a recomposition of our energy provider's fuel mix, the proportion of renewable energy within our supply decreased by 1.9%, which resulted in a 10.3% reduction in renewable energy usage overall.

Addressing this shift is a clear priority for the year ahead, and we will actively review our energy arrangements, including switching providers where necessary, to realign with our renewable energy commitments.

Calendar Year	Electricity Consumed (kWh)	Energy - Gas Utilised (kWh)	Combined Energy Usage (kWh)	Renewable Energy	Non-Renewable Energy	Energy Consumed (Gigajoules)	Renewable Energy (Gigajoules)
2024	195.36	491	686.36	20.1%	79.9%	2.471	0.497
2025	200.15	480.4	680.55	18.2%	81.8%	2.45	0.446



Waste

From day one, we've proudly operated whilst contributing zero waste to landfill, and we're thrilled to announce that in 2025 we were able to maintain that status, with 100% of the waste ZOOZLY generated being recyclable.

Further to this, we were also able to make significant reductions in our paper waste, achieving a 93.5% decrease across the year.



Travel

One of our biggest environmental KPIs at ZOOZLY for 2025 was to restrict travel to essential purposes only, and prioritise low emission options wherever travel was required.

In line with this objective, we fully eliminated air travel during the year and took deliberate steps to shift journeys away from personal car use in favour of public transport. As a result, despite increasing operational activity as the business continued to scale, we achieved a 34.1% reduction in car based travel.

This outcome reflects a considered approach to growth, demonstrating that operational expansion can be achieved while reducing travel related environmental impact through careful planning, behavioural change, and ongoing commitment to more sustainable mobility choices.

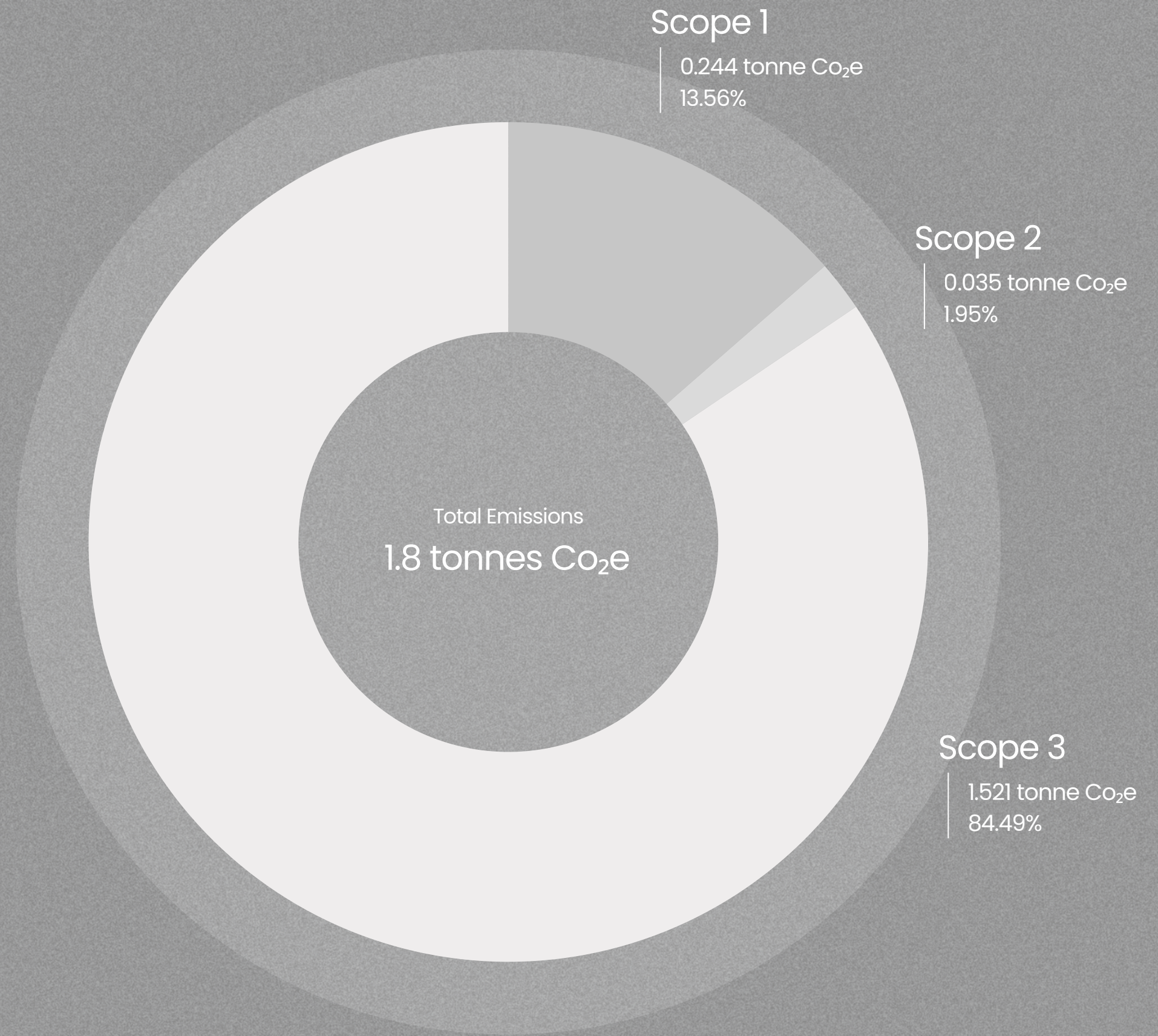
Calendar Year	Car Travel (Miles)	Train Travel (Miles)	Air Travel (Miles)
2024	105.9	464	756
2025	69.73	653	0



Emissions

With a strong carbon baseline established in 2024, across 2025 ZOOZLY achieved a meaningful reduction in total emissions, with an 11.8% decrease.

Reflecting deliberate action and ongoing operational improvements, we realised reductions across Scope 1, Scope 2, and Scope 3 emissions, demonstrating a continued commitment to reducing our environmental impact across the full value chain.



Calendar Year	Scope 1 Emissions	Scope 1 Emissions	Scope 1 Emissions	Total Emissions	Carbon Intensity
2024	0.32	0.04	1.674	2.034	6.47
2025	0.244	0.035	1.517	1.8	3.48



Moving Forward

For 2026, our ambition is to continue to partner with organisations around the world to help bring their visions to life in a way that is thoughtful, responsible, and future focused.

Shaped by collaboration and care, if your organisation requires support, work with us to not only meet your goals, but deliver lasting value for your team, your stakeholders, and the wider world.

[Speak with our Founder ↗](#)