Social and Environmental Report Q1+Q2 2025

Revolution, a digital agency based in Ireland, has embedded sustainability and social impact into the core of its operations. Through a broad commitment to the UN Sustainable Development Goals (SDGs), the company integrates environmental responsibility with inclusive workplace practices and community engagement.

This report explores how Revolution's initiatives - ranging from renewable energy usage and carbon footprint assessments to pro bono services and diversity-focused hiring - reflect a meaningful shift toward ethical business practices. By examining these actions across both environmental and social dimensions, we gain insight into a company striving to balance digital innovation with long-term planetary and societal well-being.

Environmental Impact

1. Carbon & Energy Management

- Staff complete **SEAI General Energy Training**, promoting energy-conscious habits both at home and in the office

- Remote-first/hybrid workplace reduces commuting emissions .

- Use of platforms powered by **100% renewable energy**, with active **carbon footprint scoping surveys** following the GHG Protocol to measure and set emissions reduction targets

2. Tree-Planting & Reforestation

- In total, 120 trees were planted in 2025 as part of the environmental volunteering programme, reinforcing our partnership with **Green Spaces for Health** and contribution to local biodiversity.

- Exploring the creation of an urban **tree nursery** to deepen local ecological impact .

3. Waste Reduction & Responsible Resource Use

- Operates as a fully **paperless company**; staff segregate waste even when working remotely

- Encourages staff to **refurbish devices** and responsibly dispose of electronics

- Promotes procurement from sustainably-minded suppliers

Social Impact

1. Community Engagement & Pro Bono Support

- **Pledge 1% for Tomorrow**: dedicates 1% of company time, equity, and product to meaningful causes. As part of our Pledge 1% initiative, our team donated over 60 hours of pro bono work in 2025 to support local nonprofits, helping expand the digital presence and operational effectiveness of community-based organisations.

- Supports **Iris House Cork** (previously Cork Cancer Care Centre), a charity offering free cancer counselling and therapies.

- Team-planting days serve both environmental and team-building purposes

2. Diversity, Equality & Employee Wellbeing

- Aligns with multiple UN SDGs: **Gender Equality (SDG5)** and **Reduced Inequalities (SDG10)**. As an equal-opportunity employer, they've improved female representation and aid women returning to work with flexible contracts.

- Foster a transparent, respectful culture via a co-created **Employee Handbook**, flexible working, decent pay, and work-life balance (SDG8)

- Encourage continual professional development (SDG4), funding staff training in sustainable marketing, "Ad Net Zero" for designers, and supporting placements for emerging professionals

3. Education & Partnerships

- Forms collaborations (SDG17), e.g., with **Green Spaces for Health** for tree-planting.

- Works with clients to encourage sustainable platforms

- Advocates innovation (SDG9): in-house tools, AI use for sustainability, and products powered by renewable platforms.

Strengths

- **Holistic approach**: Environmental and social initiatives are deeply woven into operations and company culture.

- **Data-driven**: Regular carbon audits (GHG Protocol) help set measurable targets.

- **Tangible local impact**: Community plantings offer direct benefits and employee engagement, strengthening community ties.

- **Diverse SDG alignment**: Covers health, gender equality, energy, education, work growth, innovation, climate action, and partnerships.

Opportunities for Improvement

1. **Specific emissions targets**

   - We are striving to improve our emissions score that has been initially measured in 2024. We are looking to achieve tangible reduction results in 2025.

2. **Scale of environmental impact**

   - Initiatives are commendable, but stirring broader change (e.g., client-wide energy benchmarks, ecosystem restoration, or circular procurement at scale) is a potential next step.

3. **Verification & Reporting**

   - We are working towards achieving B Corp status and continuously working with external audits and sustainability consultants to support our mission.

Summary Table

Area	Achievements	Improvement Areas
Energy & Carbon	Renewable platforms, carbon scoping surveys, hybrid working	Add measurable targets and reporting transparency
Tree Planting	2023–25 community plantings, planned tree nursery	Scale plantings, track ecological outcomes
Waste & Devices	Paperless operations, e-waste care, sustainable procurement	Quantify reductions and lifecycle tracking
Social Good	Pledge 1%, Iris House and Cork Cancer Care support, pro bono projects	Expand impact, formal impact metrics
Diversity & Inclusion	Female representation, flexible working, handbook for employee rights	Report workforce metrics & cultural benchmarks
Training & Education	Staff upskilling, pro-sustainability training, placements	Track training outcome, broaden client impact
Partnerships & Innovation	Green Spaces, SDG-aligned tools, AI & sustainable platforms	Formalize external certifications, replicate projects

Conclusion

Revolution demonstrates a thoughtful and integrated commitment to sustainability and social responsibility. Its community-oriented projects and adherence to multiple UN SDGs mark it as a purpose-driven agency. To elevate further, they can:

- Define **quantifiable environmental targets** (e.g., reduce CO_2 per revenue % by year X).

- Pursue external **verification** to ensure transparency and credibility.

- Scale and **deepen impact** both within the company and among its clients.

With these steps, Revolution could transform from a mission-aligned agency into an exemplar of sustainable business practices. Revolution's approach to sustainability is grounded in purpose and progress. Their tangible efforts - from local tree planting projects to inclusive employment practices - highlight a company taking deliberate steps toward systemic change. While opportunities remain to enhance transparency, scale impact, and formalize reporting, Revolution's dedication to aligning with global sustainability goals positions it as a values-driven leader in the creative and tech sectors. With continued evolution and measurable targets, Revolution has the potential to not only amplify its own impact but also influence clients and partners to build a more sustainable future.