



2025 impact report

Did we do what we said, and can we prove it?

Reporting period	1 Jan - 31 Dec 2025
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B Impact score	81.5 - certified June 2025
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Summary

In June 2025 we became a Certified B Corporation, with a verified score of 81.5 against a median of 50.9.

81.5 Verified B Impact score, against a median of 50.9	14 T-Level students hosted on placement
£2,550 Donated to environmental causes in 2025	1.97 t Total CO₂e — small, but up on last year

This report is organised around the question we think an impact report should answer: not "how good are we?" but "did we do what we said, and can we prove it?"

01
From the team

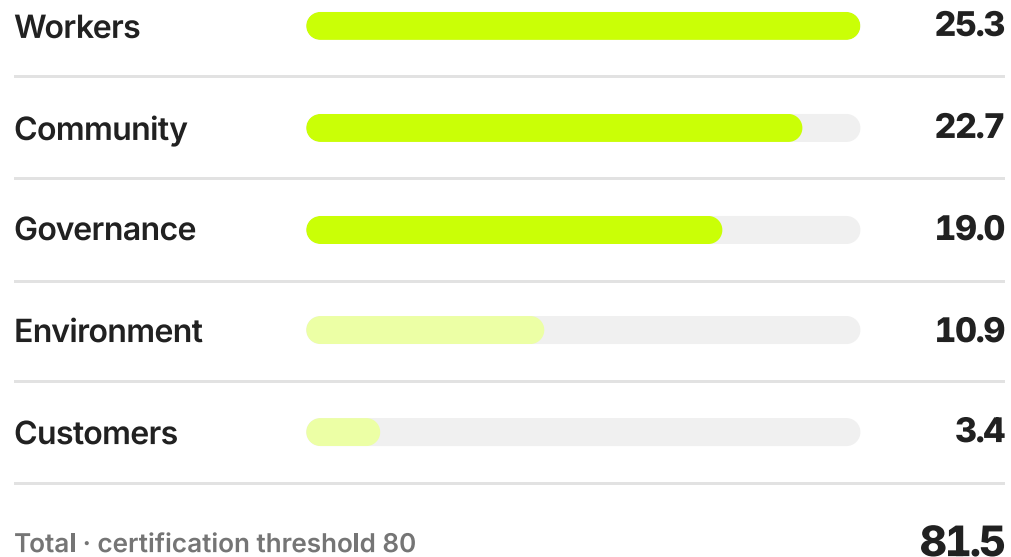


Twelve years in, Fluo is a small studio building digital products for purpose-led organisations. Becoming a Certified B Corp in June 2025 was the clearest external signal yet that how we work matters to us, as much as what we ship.

The team changed over the year. Some people moved on to family commitments abroad, to a new career after completing an apprenticeship, to another company. When you are a handful of people, a couple of moves reshapes the whole studio. We are not claiming a year of growth, because it was not one, but it was a year of doing fewer things more deliberately, and of building the scaffolding (policies, certification, measurement) underneath values we had previously only stated.

Our B Corp certification

Verified by B Lab and published on their directory. We treat it as a floor to build on, not a finish line.



Strengths and gaps, plainly

Our strengths are our people and our community. Environment and customers are where we have the most room to grow, and we would rather say so than round it up.

Recertification by 2028

We certified under V6 standards. The next round replaces a single score with minimum requirements across seven impact topics. We have begun mapping that gap now.

Memberships and commitments

1% for the Planet

Better Business Network

Better Business Act signatory

Disability Confident Committed

Living Wage Employer since 2018

Mission-locked articles

What we said, and what we did

The commitments below were made in our two previous reports. Here is where each one landed, including the two we cannot claim.

5 Met

2 Partly met

1 Deferred

1 Unverified

Train the team on sustainability

Met

Every team member completed accredited Carbon Literacy training, through the Better Business Network.

Keep tools & services near 20 kgCO₂e per person

Met

Purchased goods & services came in at 20.3 kgCO₂e for the year, within target.

Join 1% for the Planet

Met

Joined in 2024; £2,550 donated to environmental causes in 2025.

Strengthen inclusivity policies

Partly met

DE&I, inclusive-language, equal-opportunities and freedom-of-association commitments formalised. Embedding them in daily culture is ongoing.

Deepen work with social enterprises

Met

Launched Clothes for Action with Big Creative Education; ran placements for 14 T-Level students.

Offset the emissions we cannot cut

Partly met

2023 offset and certified. Offsetting for 2024–25 (4 tonnes) is underway; certificates to follow.

Launch our vehicle-tracker product

Deferred

Pulse did not launch; development is paused pending funding.

Reduce paper use by 50%

Unverified

The office printer failed twice and the usage logs were lost; we have no reliable basis to claim a reduction, and will not assume one.



Our people

Workers is our highest B Corp score and the part of the assessment we are proudest of. In a creative studio, how we treat people is not a policy abstraction; it is the daily reality of a hybrid work environment.

25.3 Workers score

Apprenticeships that lead somewhere

Our partnership with Big Creative Education continued. One apprentice completed their programme and moved into a career elsewhere; another completed theirs and stayed, converting to a permanent role.

The scaffolding under our values

Through certification, we formalised our policy framework: a staff handbook, codes of conduct for our team and suppliers, and policies on data protection, IT security, remote working, appraisal, and hiring. Not new intentions; the written, reviewable version of how we already try to work.

Fair by default

A Living Wage Employer since 2018. Everyone is enrolled in a workplace pension, works a flexible and largely remote pattern, and has structured quarterly appraisals built around a two-way conversation. Our handbook sets out equal-opportunities, anti-discrimination and freedom-of-association commitments in full.

05

Our work

One client engagement we are proud to name, and two products of our own — one paused, one in development. We build the whole stack: product ownership, architecture, front-end, back-end, and firmware when it is called for.

Alveo for Toyota Motor Europe

Client

We supported Alveo with product ownership and solution architecture to roll out the new after-sales module to dealer networks in Italy and Spain, migrating from a legacy system without disruptions.

300+

dealers

600+

branches

~19,000

registered users

Pulse

Paused

Our vehicle-tracking platform, monitoring location, engine performance and driving patterns to extend a vehicle's life and reduce its emissions. Mobile app, web portal, IoT back-end and embedded firmware, all built in-house. Development is paused while we raise the funding needed for the certification required to sell hardware.

What we learned

The regulatory path is not a final step; it is a cost and a timeline that belongs in the plan from day one.

Wayable

In development

An accessibility map for iOS, Android and web, with community-contributed venue ratings moderated before publication. We built the full platform during 2025.

What we learned

Contributor supply is the product — getting people into the field to submit ratings, reliably and repeatedly, is a harder design problem than the app itself.

Community and collective action

Most of our reach comes through who we work with and who we bring in.

22.7 Community score

Clothes for Action

Launched in partnership with Big Creative Education: a clothing-reuse initiative that raises money for charity while keeping wearable clothes out of the waste stream.

clothesforaction.com

Opening doors into digital

We hosted and managed a placement programme for 14 T-Level digital-skills students, giving young people early, real exposure to a working studio. With our apprenticeships, skills and access are where a small agency can make an outsized difference.

Giving, honestly counted

£2,000 **£550**

charity:water

SolarAid

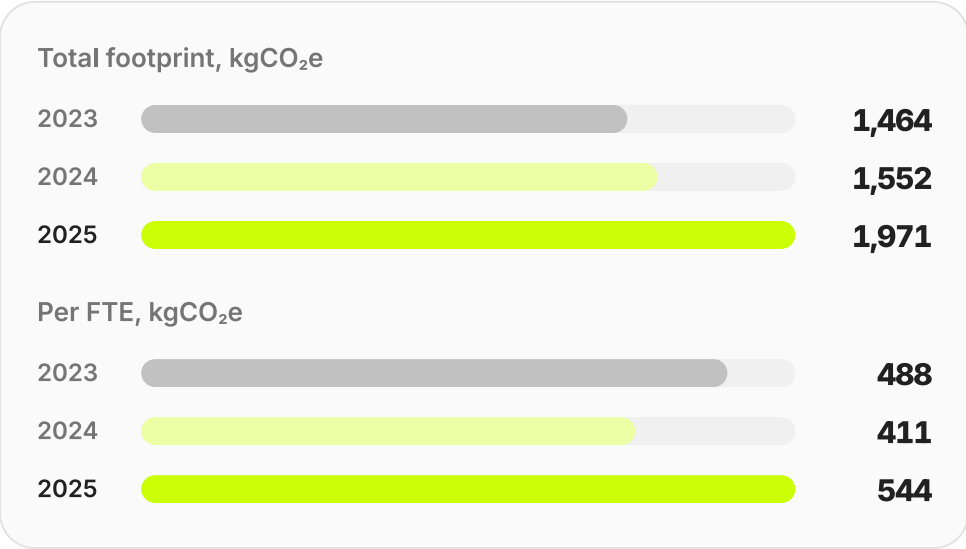
We count only genuine donations. Fees we pay for our own B Corp certification are a cost of membership, not charity, and we do not present them as giving.

The company we keep

Our approved suppliers list prioritises B Corps, social enterprises, charities, and fellow network members (from ethical banking to refurbished IT and low-waste stationery), and our supplier code of conduct sets out the labour, human rights, and environmental standards we expect from anyone we work with.

Climate and environment

As a digital studio in a coworking space with a largely remote team, we have no Scope 1 emissions and negligible Scope 2. Effectively all of our footprint is Scope 3, and the great majority of it is how we get to work. We measure it on the same basis each year so the trend means something.



The honest read

Our footprint is small (under two tonnes) but it rose in 2025, and per person it is up on our baseline.

Nearly all of the movement is commuting; every other category is flat or down. Commuting is our material impact, and it is where any real reduction must come from.

Category — kgCO ₂ e	2023	2024	2025
Employee commuting	891.92	1,346.67	1,848.10
Business travel	465.60	11.60	23.20
Fuel & energy (office electricity)	76.06	93.15	75.94
Upstream leased assets (office)	3.21	3.21	3.21
Purchased goods & services	97.95	97.75 +	20.30 +
Total	1,464.54 *	1,552.38	1,970.75

+ **Purchased goods & services.** Held at approximately the 2023 estimate for 2024 where supplier data is unavailable; the 2025 figure reflects the data we could obtain on the same supplier scope. We continue to push vendors for better reporting.

* **The 2023 total.** The figure published in our first report. Its original category lines sum to 1,534.74 kgCO₂e; we have retained the published 1,464.54 as our baseline for year-on-year consistency, and flag the difference here rather than quietly restate it.

Method. Per-person figures use average FTE headcount. 2023 assumes full-time office attendance; from 2025, commuting reflects the actual average number of days in the office. Contractors working on client projects are excluded across all years.

Offsetting

We offset our 2023 emissions with certified Gold Standard credits. We are offsetting 2024 and 2025 emissions (four tonnes total), and we will publish the retirement certificates once the credits are confirmed. Offsetting is the last step after reducing what we can, not a substitute for it.

Goals for 2026

Specific enough to be held to, and honest about what depends on things outside our control.

1

Complete and publish our 2024–25 carbon offsets: retire the four tonnes of Gold Standard credits and put the certificates on record.

2

Measure commuting well enough to set a real reduction target, since that is where our footprint lives.

3

Move inclusivity from policy to visible daily practice, and report what actually changed.

4

Grow our purpose-aligned client work. In early 2026 we began new engagements with 1% for the Planet, supporting their membership platform, and with RASR, an agri-tech startup.

5

Resume Pulse if funding lands — via Innovate UK or improved cashflow. A conditional ambition, not a promise.

6

Complete a fresh EcoVadis assessment, as our previous one has lapsed, and report the result.

Methodology and scope

Reporting period

1 January to 31 December 2025, consistent with our two previous reports. From 2026 we will align impact reporting to our financial year (April–March); we flag that now so the change is expected rather than confusing.

Headcount

Per-person figures use average full-time-equivalent headcount, because our team size changed during the year. We do not make growth claims we cannot support.

Carbon boundary

Greenhouse Gas Protocol, Scope 3. No Scope 1; negligible Scope 2, as we work from a coworking space with a largely remote team. Contractors working on client projects are excluded across all years to keep comparisons like-for-like.

Giving

Charitable giving counts genuine donations to charities only; certification and membership fees are recorded as operating costs, not philanthropy.

Estimates and gaps

Where suppliers do not publish emissions data, we estimate and say so. Where we lost data — 2025 paper use — we make no claim. Assumptions are noted next to the figures they affect.

Verification

Our B Impact score is third-party verified by B Lab and public on their directory. Carbon figures are self-calculated; offset certificates are held on file.

**If this report tells you the kind of studio we are,
and it is the kind you want to build with, we
would like to hear from you.**

hello@fluo.tech