Doing business the right way is – and always has been – part of our core ethos at redthread. Our values reflect our purpose as a business. Delivering extraordinary work. Prioritising people. And taking responsibility for a sustainable future for our planet.

But making a difference is about more than bland social media pronouncements on one day each year. We’re committed to deeds, not words. And our 2021 impact report shows how we measured up against our commitment.

### Climate positive

2,870 trees

We’re proud of our climate-positive workforce, and that our redthread forest continues to thrive.

We plant 10 trees for each employee every month, as well as planting 500 trees every time someone joins the team. We also celebrate new client wins by planting more.

### Carbon negative

We’re slowly working towards offsetting the lifetime carbon emissions for all redthread employees. We do this by offsetting more than our monthly carbon emissions. We’re in the process of calculating our lifetime carbon emissions so we can track our progress.

- **79.3 t**

In 2021, we offset the equivalent of the average yearly emissions of around eight people in the UK.

That’s equivalent to around 40 London-to-New York flights, or around 260,000 miles driven in a car.

To offset our carbon emissions, we partner with Ecologi. Though we offset more than we emit, offsetting is not a perfect solution, so we avoid emissions where possible and offset what we can’t avoid.

- **520 mi**

The team took rail journeys in preference to plane or car for 520 miles of travel.

Through Ecologi, we funded projects in 2021 that directly impacted atmospheric CO₂ levels:

- Protecting and restoring the Pacific Coast of Colombia
- Producing wind energy in Bulgaria
- Protecting lowland peat forest in Indonesia
- Producing electricity from solar energy in Vietnam

*www.carbonindependent.org
In 2021, we donated £5,000 to causes we care about

Giving back is part of our core values. We have committed to donating at least 1% of our sales – and up to 10% of our profits – to good causes. Forever.

**The Trussell Trust**
£1,500
We selected the Trussell Trust due to their impact in supporting the people who need it the most.
The Trussell Trust operates with the immediate goal of helping people in food poverty through their network of food banks. They ultimately aim to end food bank use by eradicating food poverty. Although much of their spending supports food banks directly, some also funds research and advocacy. Poverty and lack of access to a healthy diet have no place in our society, and we selected the Trussell Trust for our donation due to their impact in supporting the people who need it the most.

**Renewable World**
£1,500
The twin achievements of sustainability and improved human health align with our values.
Renewable World tackles poverty by enabling access to renewable energy. Donations fund their projects in Kenya and Nepal, which provide communities with clean, reliable, affordable energy, improving health by cutting pollution and increasing food security by sustainably powering agriculture. The twin achievements of sustainability and improved human health align with our values, making the charity an obvious choice.

**Sobell House Hospice Charity**
£1,750
We believe that how people are treated in their final months is as important as the care and attention that goes into trying to treat their disease.
Many cancers aren’t curable, and – as a team – we believe that how people are treated in their final months is as important as the care and attention that goes into trying to treat their disease. Sobell House is an Oxfordshire-based hospice that provides palliative care for patients, and support to their families. In total, they care for around 3,000 patients and their families each year.

**Tyneside Women’s Health**
£250
We valued their commitment to improving mental health, often for women who may struggle to access support elsewhere.
Tyneside Women’s Health provides mental health support to women in the North-East in a women-only environment. Funding enables them to provide support through counselling and therapeutic activities, to help women progress through education, training, or employment. Not only is their work vitally important for helping women escape abusive situations, we valued their commitment to improving mental health, often for women who may struggle to access support elsewhere.