# IMPACT REPORT

## 2024-2025

lilcreativestudio

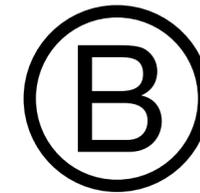Certified B Corporation

# Contents

**Design:** Lil Creative Studio,
**Illustration:** Elena Drew This
**Print:** Cerberus Printing

# Designing for Impact:

## our 2024-2025 Impact Report

This Impact Report is not just about looking back on our year or how we are reducing our footprint. It is a practical guide for purpose-led organisations and businesses who wish to work with people and planet in mind.

**Certified**

**B Corporation**

# Introduction:

## becoming a certified B Corporation

In October 2024, Lil Creative Studio achieved B Corporation (B Corp) certification with a focus on 'Resource Conservation'. It was a long and somewhat convoluted journey, but it confirmed our commitment to low-impact design – and we are proud of this achievement.

**Find out more about our journey:**

www.lilcreativestudio.co.uk/
lil-creative-studio-journey-
to-become-a-b-corporation

Our B Corp certification is not just a badge or tick in a box, it demonstrates our plan for action: how we work with clients, choose suppliers, and design for sustainability.

This is our second impact report and it details what has changed in the last 12 months, and where we are heading next:

1. **The actions we have taken** at Lil Creative Studio
2. **The measurable impact** of those actions
3. **Practical guidance and helpful advice** for anyone who wants to do the same.

# Our studio operations:

## People, Place, and Purpose

**Through our B Corp journey, we reviewed a few different areas:**

### Clients:

We prioritise working with charities, and purpose led businesses and organisations. We love working with and supporting local (Cumbria based) micro-businesses too – especially those with purpose-led missions.

### Suppliers:

We actively work with local suppliers wherever possible, prioritising those with strong environmental commitments or businesses that put community at the heart of what they do. This can be challenging, particularly when industry-specific suppliers leave us with limited sustainable options, but we continue to seek out better choices whenever we can.

## #designtip: what you can do

- **Review your client base and identify how many genuinely align with your mission and values.** Are you happy with the balance? If not, actively seek out clients who share your vision. Track the numbers so you can measure progress over time.

- **Set out a clear framework for your suppliers, outlining the priorities you expect them to meet.** For example, responsible sourcing of materials, diversity and inclusion within their team, waste reduction or circular economy practices.
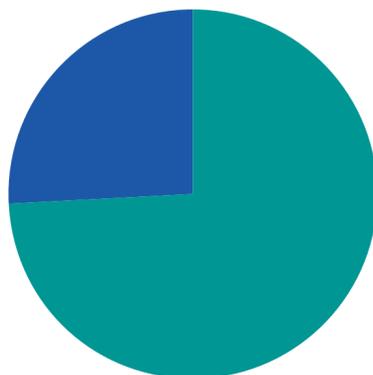


MICRO BUSINESSES

CIRCULAR

WELCOME TO CUMBRIA

LOCAL

COMMUNITY

# clients
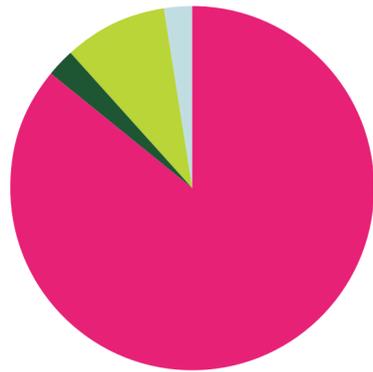
## Location



- **86%** Cumbria
- **2.3%** North West
- **9.3%** Rest of UK
- **2.3%** USA

## Business structure



- **39.5%** Limited Company
- **20%** Charity
- **14%** Community Organisation
- **11.6%** Micro Business
- **9.3%** Public Sector Organisation
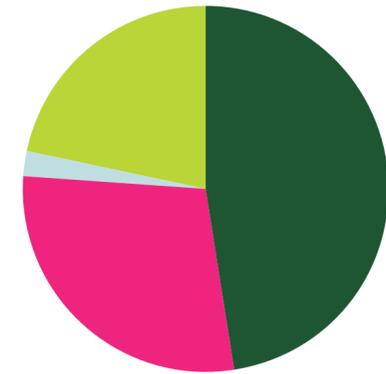- **4.7%** CIC

## Do they see themselves as Purpose Led



- **74.4%** Yes
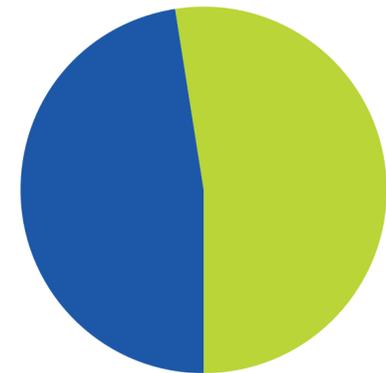- **25.6%** No

# suppliers

## Location



- **47.6%** Rest of World
- **28.6%** Cumbria
- **2.4%** North West
- **21.4%** Rest of UK

## Community commitment



- **20** Yes
- **22** No

## Environmental commitment



- **20** Yes
- **22** No
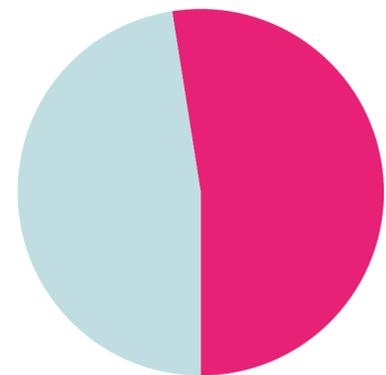
# Sustainable Print:
## our Green Print Guide

Sustainable print is about more than just using recycled paper. At Lil Creative Studio we consider the whole lifecycle of every printed product, and take action at every step. We have created a set of guidelines called the Green Print Guide. Using this framework we can assess the impact of every print job.

**Read our Green Print Guide here**:

www.lilcreativestudio.co.uk/greenprint-guide/

## The areas we look at are:

| | |
|---|---|
| Environmental Accreditations | Printing Process |
| Carbon Reduction Strategies | Product Lifecycle |
| Material Sourcing | Printer Location |

## Print stats for 2024-25

Each project is scored out of 6, giving us a clear picture of the project's footprint. **We printed 6 projects in 2045-2025.**

Green Print Score:

| 1 | 2 | 3 | 4 | 5 | 6 |
|---|---|---|---|---|---|
| 6/6 | 6/6 | 6/6 | 6/6 | 4/6 | 2/6 |

## #designtip: what you can do

- **Ask your print suppliers about their operations** and what they are doing to reduce their carbon footprint

- **Always think about the materials you are using**: are they from a renewable source? What is the carbon footprint of their production?

- **Consider the lifecycle of the product.** What happens when the print project is no longer needed. Can it be recycled? Or reused?
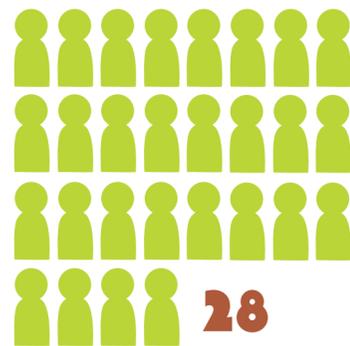
# Low Impact websites:
## designing for digital efficiency

**We take two key steps to achieve low carbon digital footprints with our websites:**

## Green Hosting

We host all the websites we build with Kualo, a UK-based provider verified by The Green Web Foundation. Their hosting is fast, secure and powered by renewable energy. With so many hosting options now available, The Green Web Foundation is a brilliant resource for identifying genuinely green providers.

Clients Hosting with LCS Green Hosting

**28**

Clients using another Green Hosting Supplier

**7**

Clients not using Green Hosting

**2**

## Low Impact Website Design

This is where we feel we are having the biggest impact and also forms our biggest learning curve. Where we have been working with sustainable print since 2007, focusing on low impact website design is relatively new to us. In 2020 a chance conversation led us down the rabbit hole of low carbon websites. First it was understanding what that meant, and what we could do to improve our design and build. Over the last couple of years we have been able to monitor the carbon footprint of every web page allowing us to continue our improvement.

**Every web project is different, but when we work on a project we:**

**1** Conduct a before and after assessment of every web page on a site – looking at page weight and carbon consumption per page.

**2** Produce a performance report for our clients which they can use to show their impact improvement.

We have a framework that we use to help us actively work towards reducing size and emissions. **Our goals to benchmark against are:**

### Target page size
Under 500KB per page

### Target carbon
Under 0.2g CO2e per page

# Low impact stats for 2024-25

## Clientone

**Ecograder Score**
96.47 After
85.08 Before
13.39% improvement

**Emissions Per Load**
0.24 g of $CO_2$ Before
0.07 g of $CO_2$ After
70.83% improvement

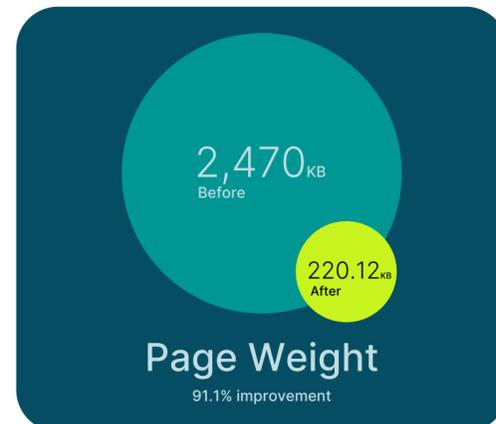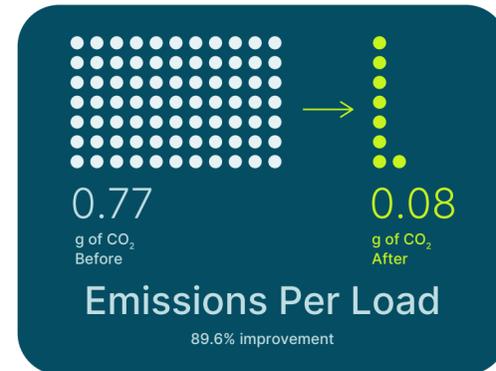**Page Weight**
606.51 KB Before
211.39 KB After
65.15% improvement

**This website already had a lower than average carbon footprint.**

We improved this further while reviewing the user experience, to ensure every step of the journey was clear and simple, with efficient navigation.
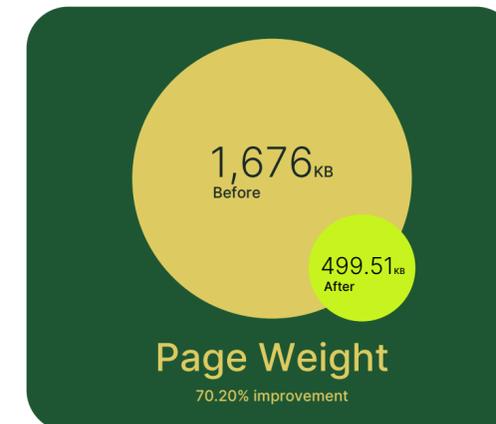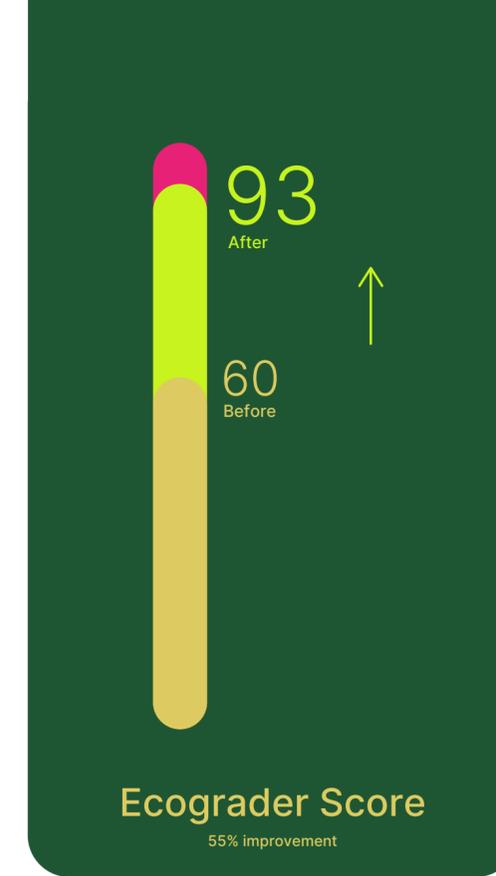
# Clienttwo

**94.91**
After

**75**
Before ↑

## Ecograder Score
26.55% improvement

0.77
g of $CO_2$
Before

→

0.08
g of $CO_2$
After

## Emissions Per Load
89.6% improvement

**2,470**KB
Before

**220.12**KB
After
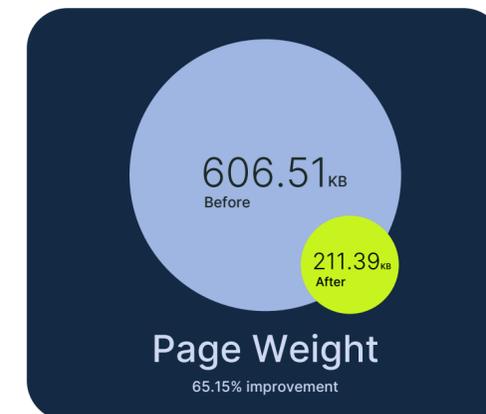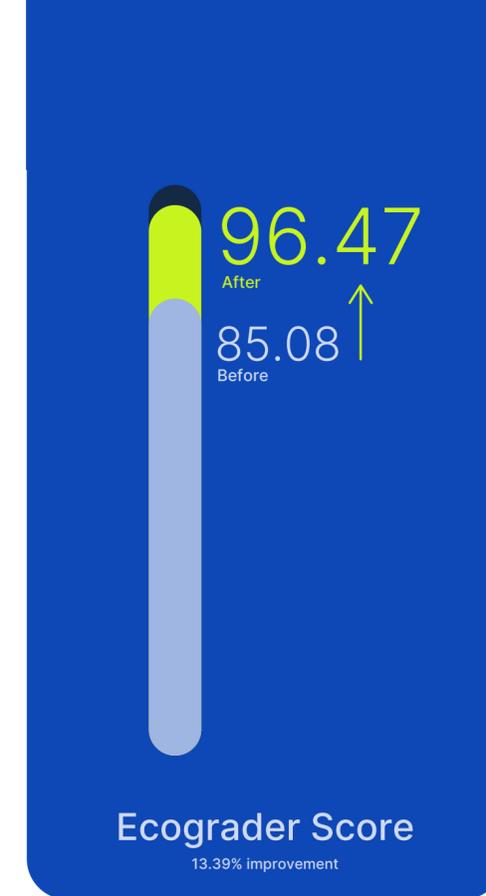
## Page Weight
91.1% improvement

**This website made significant improvements.**

We switched hosting to a green provider and optimised the design and images, reducing page weight and improving speed.

# Clientthree

**93**
After

**60**
Before ↑

## Ecograder Score
55% improvement

0.52
g of $CO_2$
Before

→

0.16
g of $CO_2$
After

## Emissions Per Load
69.23% improvement

**1,676**KB
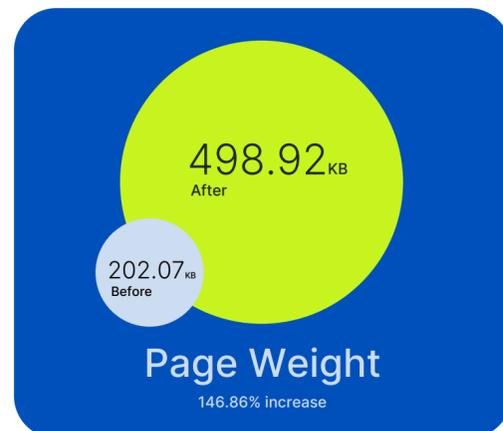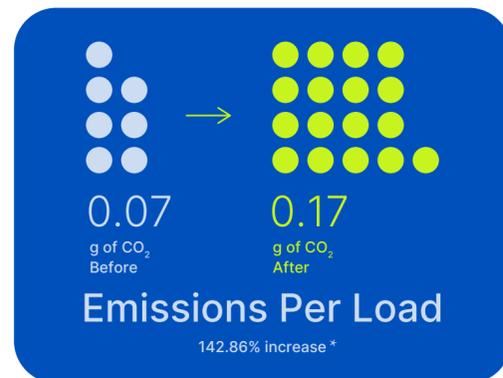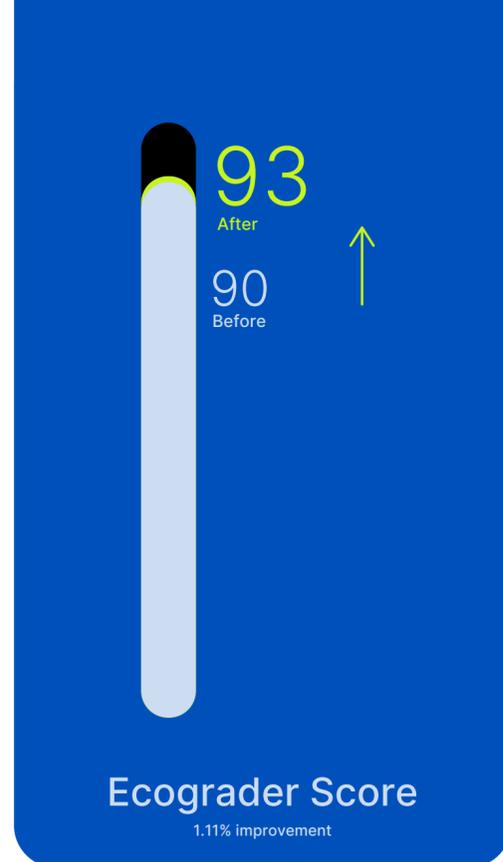Before

**499.51**KB
After

## Page Weight
70.20% improvement

**The biggest change for this website was switching to a green hosting provider.**

The new site uses larger, glossier images, but with careful optimisation we kept the overall carbon footprint low.
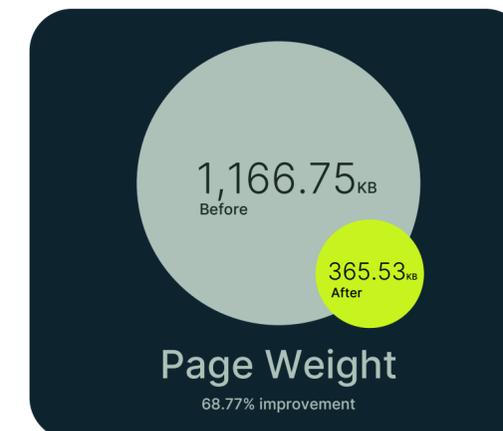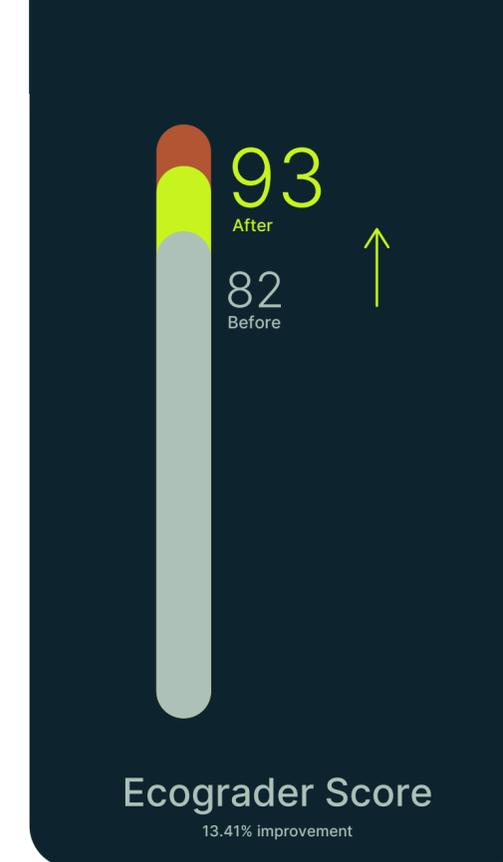
# Client four

**93**
After

**90**
Before

↑

## Ecograder Score
1.11% improvement

**0.07**
g of CO$_2$
Before

**0.17**
g of CO$_2$
After

## Emissions Per Load
142.86% increase *

**498.92** KB
After

**202.07** KB
Before

## Page Weight
146.86% increase

**Emissions and page weight have risen due to two factors:**

1. Modernising the 15-year-old site with a secure, responsive theme added weight

2. Better caching and optimisations with the current hosting (not with us) could lower both emissions and page weight.

# Client five

**93**
After

**82**
Before

↑

## Ecograder Score
13.41% improvement

**0.36**
g of CO$_2$
Before

**0.12**
g of CO$_2$
After

## Emissions Per Load
66.67% improvement

**1,166.75** KB
Before

**365.53** KB
After

## Page Weight
68.77% improvement

**This website is very media heavy, so we were pleased with its overall carbon footprint.**

Whilst a couple of pages exceeded our carbon budget, the site as a whole came in well below our target.

# What makes a difference and contributes to
# low impact website design?

## 1  Website Hosting
- Company ethos
- Servers run on green energy
- Location close to your audience

## 2  Colour
- Energy efficient colours
- Dark themes use less energy on OLED screens
- Dark/light mode

## 3  Typography
- Fonts used: system fonts v hosted fonts v self hosted fonts

## 4  Media
**(this is where the biggest impact can be made)**
- Images at the correct size and resolution
- Video at the correct size and resolution, and hosted with an optimised host
- Animation kept to a minimum
- Image and video compression (use Squoosh for images)

## 5  User experience
- Keep navigation simple:
  Less clicks = less page load = less energy required

## 6  Caching & CDN
- Always use a page cache
- Always use a CDN

## 7  Continuous Maintenance
- Clear out old posts, pages, and media files that are not needed.

## #designtip: what you can do

The two biggest improvements you can make to your site are:

- **Switch to a green host:** this immediately lowers the carbon footprint of every visit.

- **Optimise your images:** size them correctly for their space, compress them with Squoosh before uploading, and use page caching and a CDN to keep things running efficiently.

## Further reading
www.lilcreativestudio.co.uk/
energy-efficient-website-design

This report captures where we are now, but not where we stop. Our work will continue to evolve as tools, technology and understanding improve. What won't change is our commitment to designing with care, reducing harm, and helping purpose-led organisations do the same **– one considered decision at a time.**

lilcreativestudio

Certified B Corporation