

FROM

AWARENESS

TO RESPONSIBILITY

SUSTAINABILITY REPORT 2024

↘ 2024 NET ZERO

OUR MISSION

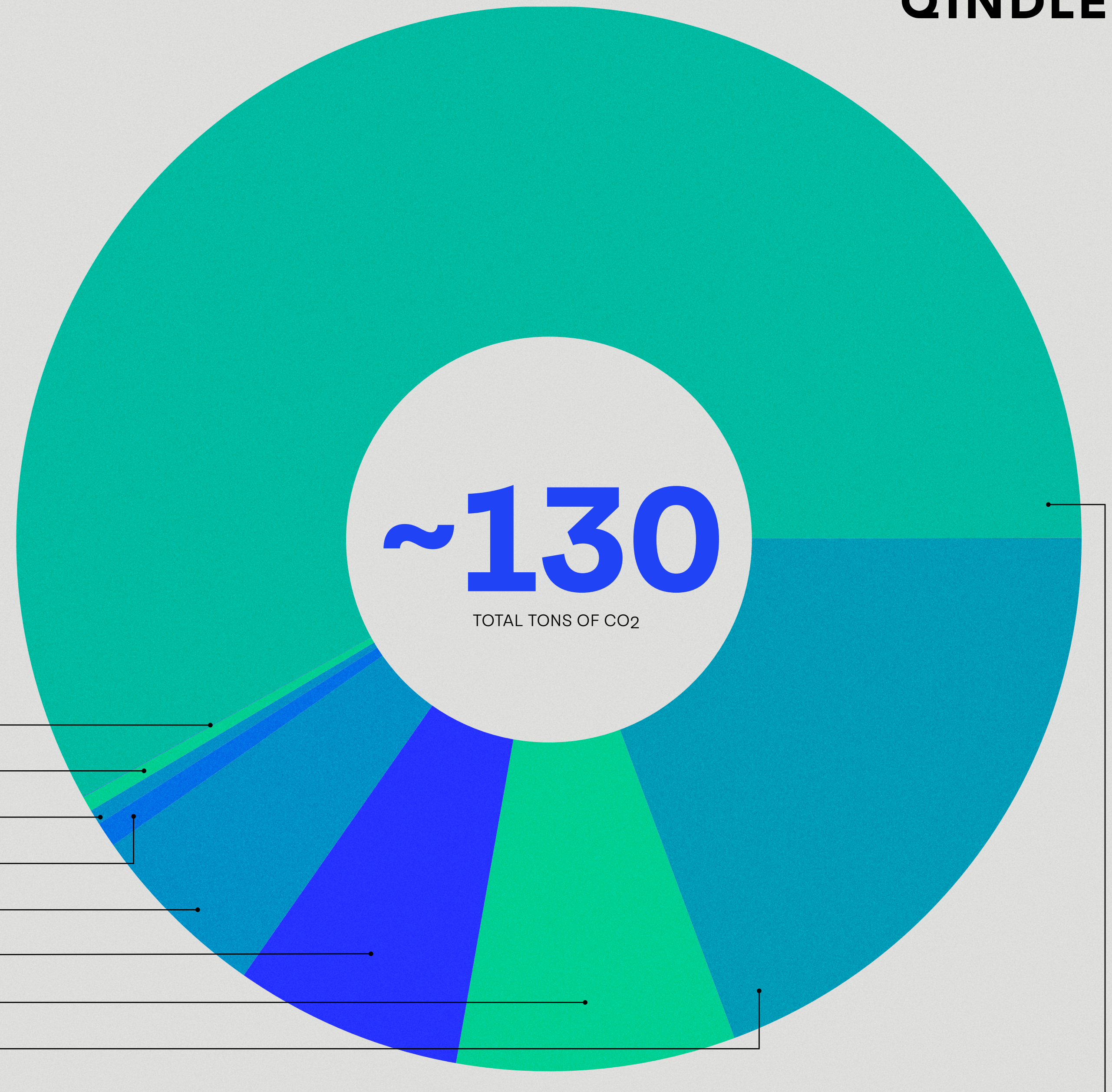
Be a carbon neutral company as of 2024.

We will do this by minimizing our environmental impact while maximizing our creative impact.

At Qindle, we work at the intersection of Brand, Innovation, and Technology. Transforming business challenges into compelling real-world solutions. We believe creativity and design are essential tools for leading global transformation towards a sustainable future.

UNDERSTANDING OUR 2024 FOOTPRINT

We understand the impact of our emissions and use this assessment to identify responsibilities and take action to reduce them.



TONS OF CO2

0,0	ELECTRICITY*
0,0	INTERNET PROVIDER*
0,01	AI
0,6	CLOUD & BACKUP
0,6	Q WEBSITE
1,0	OFFSITE & CELEBRATION
7,2	STUDIO CLIMATE
9,0	FOOD
11,0	COMMUTE
25,2	BUSINESS DEVELOPMENT TRAVEL
75,5	CLIENT TRAVEL

* WE USE CARBON-NEUTRAL PARTNERS

NET ZERO HOW ↘

QINDLE

In 2024, we began our journey towards net zero by defining clear key initiatives to integrate sustainability in our studio.

While reducing emissions remains a priority, our ambition extends further – integrate sustainability knowledge into everything we do.

KEY INITIATIVES

01

Cutting our Emissions

02

Embedding sustainable consciousness into our work

03

Offsetting what we can't eliminate

01

KEY INITIATIVE

CUTTING OUR EMISSIONS

↘ WHAT WE'VE ACHIEVED IN 2024

WORKSPACE REDUCTION

Reducing emissions created from day-to-day business, while opting for sustainable alternatives. Continuing to work with carbon neutral partners that take their own responsibility in limiting their footprint.

Partners

VATTENFALL 

 Microsoft

Johnny River

 N-ABLE


Hutten



CULTURE AWARENESS

Choosing eco-friendly venues for off-sites and promoting a sustainable lifestyle amongst Qindlers and partners.

POLICY TRAVEL

Prioritising sustainable alternatives for business travel and commute.

02
KEY INITIATIVE

EMBEDDING SUSTAINABLE CONSCIOUSNESS

QINDLE

↘
RESHAPING OUR APPROACH

QINDLE

INCREASING IMPACT

We are integrating sustainability into the Qindle brand, business model, and pricing strategy.

Transitioning from a financially driven approach to one centred on equity means shifting our focus towards long-term value creation across financial, social, and environmental dimensions.

In 2024, we began researching the implications of this transition to transform our insights into actionable strategies for the coming years.

THOUGHT LEADERSHIP

SUSTAINABLE OPPORTUNITY

We are actively reaching out to our clients with tailored opportunities in the sustainability domain.

Our approach focuses on developing value propositions that help reduce their environmental footprint by re-assessing and optimising their product portfolio, packaging, and supply chain.

Embracing a can-do mentality, we prioritise making meaningful improvements in the next year rather than waiting a decade to achieve perfection.

03

KEY INITIATIVE

OFFSETTING WHAT WE CAN'T CUT

↓ PARTNERING WITH PURPOSE

To reach net zero we need to compensate for the emissions we can't cut. This is called **offsetting**.

Qindle invests in projects that create negative emissions via **FairClimateFund**.



We are a creative consultancy working at the intersection of Brand, Innovation and Technology. Transforming business challenges into compelling real-world solutions.

Guided by our principle of Creative Intelligence, we transform insights and context into actionable strategies and realise impact with designed initiatives for success.

Make it Real.

THANK YOU