

A detailed terrarium scene featuring a variety of green plants, including ferns, moss, and small white and yellow flowers, growing on a dark, textured, layered rock-like structure. The background is a soft, out-of-focus grey.

# TURNING INTENT INTO ACTION



# About this Report

In 2024, Qindle took the first real steps in **shaping its sustainability approach**. That was never the end goal. It marked the beginning of a broader shift: from understanding and measuring our impact to embedding sustainability more deeply into **the way we think, work and create**.

As a creative agency working at the intersection of brand, innovation, and technology, **we believe sustainability is not a separate initiative**. It should be part of how organizations make decisions, shape ideas, and bring solutions into the world.

At Qindle, this means **integrating sustainable thinking into our Creative Intelligence approach**:

combining creativity, strategy, design, and logic to turn complex human and business challenges into tangible, real-world impact.

In 2025, that ambition became more concrete. We continued refining the way we measure our footprint, identifying the main drivers of our emissions, and **making more conscious choices** in the partners, tools, and practices we work with. At the same time, this year became equally about building consciousness across the company, creating space for open conversations, and improving our program model so **sustainability can become a more meaningful part of our culture, collaborations, and client work**.

This report captures that next step. Not just how we reduce what we can, or offset what we cannot, but how sustainability is gradually becoming part of our culture, our conversations, our collaborations, and our way of working.

# What we've done so far

We first focused on **understanding and reducing our footprint** through concrete steps across the business. At the same time, we started building the foundation to **embed sustainability more strongly** into our culture, client work, and reporting.



## Increasing Impact

Built carbon footprint measurement tool and mapped company-wide footprint categories.



## Client & Project Practice

Made sustainability part of our project journey, so it is part of every stage within a project such as scoping and kick-off.



## Office & Operations

Moved to sustainable alternatives within daily operations such as food, printing, paper and hardware.



## Travel & Offsetting

Developed a travel policy and actively promoted trains over planes. Deliberate offsetting combined with footprint reduction first.



## Knowledge & Strategy

Initiated strategy shares and later Q Green Takes to embed sustainability into Qindle culture.



## Brand & Reporting

Prepared a report structure to openly and transparently report on our carbon emissions and actionable sustainable program model.

# Key Steps in Our Sustainability Approach



## UNDERSTANDING

2023

### **Kick-off & green team**

Sustainability becomes a Qindle focus. A green team is formed and the first cases for action are defined.

2024

### **Baseline & mapping**

Main emissions sources are mapped across office, cloud, food, commuting, flights, travel and utilities.

## SENSEMAKING

2024

### **Manifesto & program model**

Sustainability is turned into a clearer program built around reduction, offsetting and empowerment

2024

### **Owners & roll-out**

Qindle shares the story internally: ambition, footprint, program structure and next steps.

## NET ZERO

2024

### **Reached net zero**

Cut the emissions Qindle could reduce and offset the emissions that remained.

## CONSCIOUSNESS

2025

### **Q Green Takes**

Strategy starts a structured learning format to explore sustainability opportunities and connect them to client work.

Late 2025

### **Internal Awareness Sessions**

Having internal awareness discussions to build shared understanding and embedding the topics across teams and decisions better.

# Our Approach

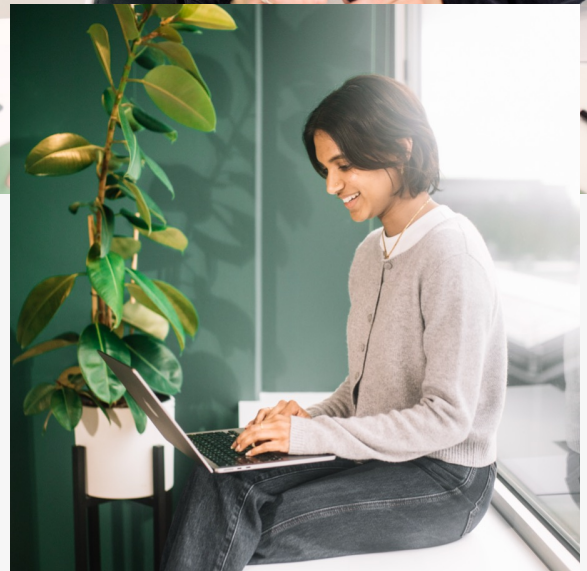


*“Reaching net zero does not end the work”*

It changes the question. Not whether sustainability matters, but how it is carried through in practice.

For Qindle, that approach takes shape through the program model we work with. It helps us **translate ambition into action** across three connected areas: how sustainability is embedded into the way we work, how we reduce emissions where possible, and how we take responsibility for what remains.

Together, these areas show how we are building our approach **beyond net zero**.



## SUSTAINABILITY PROGRAMS

- 1 Embedding sustainable awareness into our work
- 2 Offsetting what we can't eliminate
- 3 Cutting our emissions

# 01

## Embedding Sustainable Awareness into our Work

# Increasing impact in our Projects



## CLIENT

### Increasing Impact

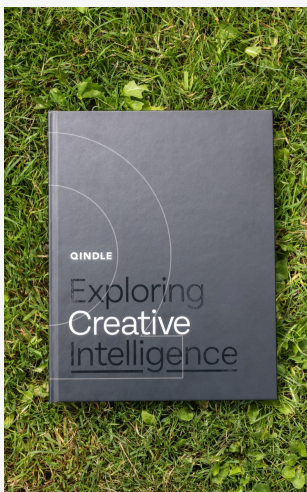
Embedding sustainability into early client conversations to identify opportunities that create sustainable for our clients. We proactively advise, challenge, and collaborate with partners to help reduce their footprint.



## VISIBILITY

### Measuring What Matters

We calculate our footprint every year to track what has changed and build a clearer understanding of our carbon impact over time.

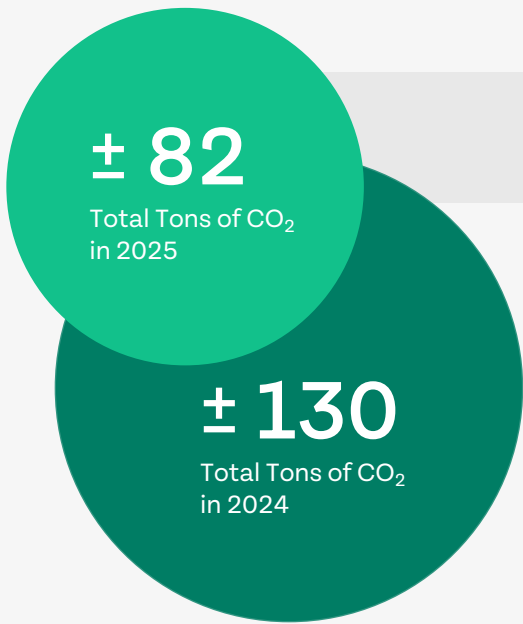


## THOUGHT LEADERSHIP

### Sustainable Brand

Integrating our sustainable mindset into our proposition, to position ourselves as conversation leaders in the topic.

# Carbon Footprint 2025



## How to read this year's footprint

We first focused this year's footprint builds on a **more refined calculation approach**. In 2025, we updated parts of our methodology to align more closely with **GHG Protocol Standards** and improved several data inputs and category definitions.

As a result, some figures differ not only because our footprint changed, but also because the way we measure it improved. This is especially true for travel, where categories are grouped differently than in 2024.

This means the 2024 and 2025 results should not be read as a direct like-for-like comparison.

FOOTPRINT 2024		FOOTPRINT 2025
75,5	CLIENT TRAVEL	35,76
25,2	BUSINESS DEVELOPMENT TRAVEL	11,92
9,0	FOOD AVERAGES	11,45
11,0	COMMUTE	11,39
7,2	HEATING & COOLING	7,70
0,00	ELECTRICITY	1,70
1,0	OFFSITE & CELEBRATIONS	1,68
0,6	WEBSITE	0,63
0,01	ARTIFICIAL INTELLIGENCE	0,47
0,0	INTERNET PROVIDER	0,23
0,6	CLOUD & BACKUP	0,0

# Why Our Footprint Changed in 2025

In 2025, our footprint changed due to both business growth and better measurement. These updates are reflected in the Footprint calculations of this year.

<p><b>Strong increase in use of AI</b></p> <p>This year, we measured a strong increase in AI use. Based on an internal questionnaire, <b>we mapped usage</b> across tools and found AI usage has grown significantly.</p>	<p><b>CLIENT TRAVEL</b></p>	<p>35,76</p>
<p><b>Growth in team size</b></p> <p>Growth in team size had a direct effect on categories such as <b>food, commuting, offsites, celebrations, and AI usage.</b></p>	<p><b>BUSINESS DEVELOPMENT TRAVEL</b></p>	<p>11,92</p>
<p><b>A more detailed view of energy emissions</b></p> <p>In 2025, <b>we refined the way we measure energy use.</b> While we use green electricity, this does not mean our energy-related emissions are zero. This is updated in footprint.</p>	<p><b>FOOD AVERAGES</b></p>	<p>11,45</p>
<p><b>Improved Travel Data</b></p> <p>Travel emissions are now based on actual data provided by our travel agency, giving us a <b>more accurate basis for measurement.</b></p>	<p><b>COMMUTE</b></p>	<p>11,39</p>
<p><b>Refine calculation method</b></p> <p>In 2025, we introduced a calculation method more closely aligned with GHG Standards, <b>improving how categories are measured.</b></p>	<p><b>HEATING &amp; COOLING</b></p>	<p>7,70</p>
<p><b>Internal survey input</b></p> <p><b>Internal questionnaires</b> helped us make estimates for food, commuting, and AI usage more specific.</p>	<p><b>ELECTRICITY</b></p>	<p>1,70</p>
	<p><b>OFFSITE &amp; CELEBRATIONS</b></p>	<p>1,68</p>
	<p><b>WEBSITE</b></p>	<p>0,63</p>
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	<p><b>INTERNET PROVIDER</b></p>	<p>0,23</p>
	<p><b>CLOUD &amp; BACKUP</b></p>	<p>0,0</p>

# User-Centred Thinking To Build Sustainability Awareness



## Refreshing the Jumbo Group's Educational Games Portfolio

Jumbo Group partnered with Qindle to refresh its educational games portfolio for younger kids.

The innovation team centralized **the user perspective** to challenge category conventions, uncover new opportunity spaces, and shape concepts that make learning through play more engaging, distinctive, and relevant for today's families.

RAISING AWARENESS

## QINDLE TREND CARDS

Our Trend Cards are a design tool for ideation that helps make emerging cultural, societal, and behavioural shifts tangible.

By bringing these broader developments into innovation sessions, they help clients challenge default thinking, uncover new opportunity spaces, and build more future-relevant and responsible ideas.

## Building Sustainability Awareness Through Trend-Led Ideation

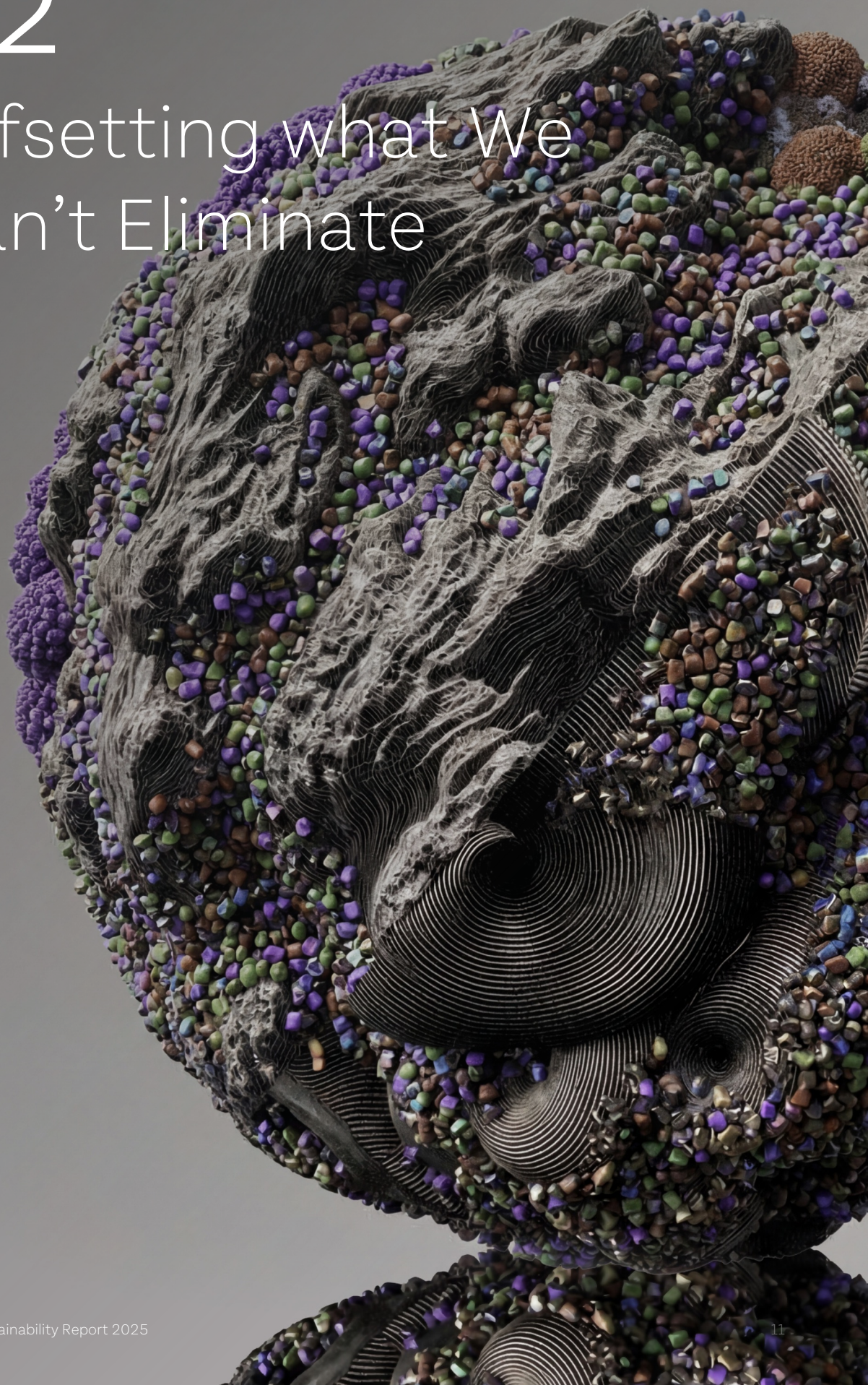
Our Generation-led Trend Cards were used to support the ideation phase enabling exploration of the wider, cultural and behavioural shifts that shape the category.

Within these trends, particular attention was given to how sustainability is perceived and experienced by this generation.

This perspective helped open up new lines of discussion, challenge default thinking, and **create space for forward-looking, future-relevant ideas.**

# 02

## Offsetting what We Can't Eliminate



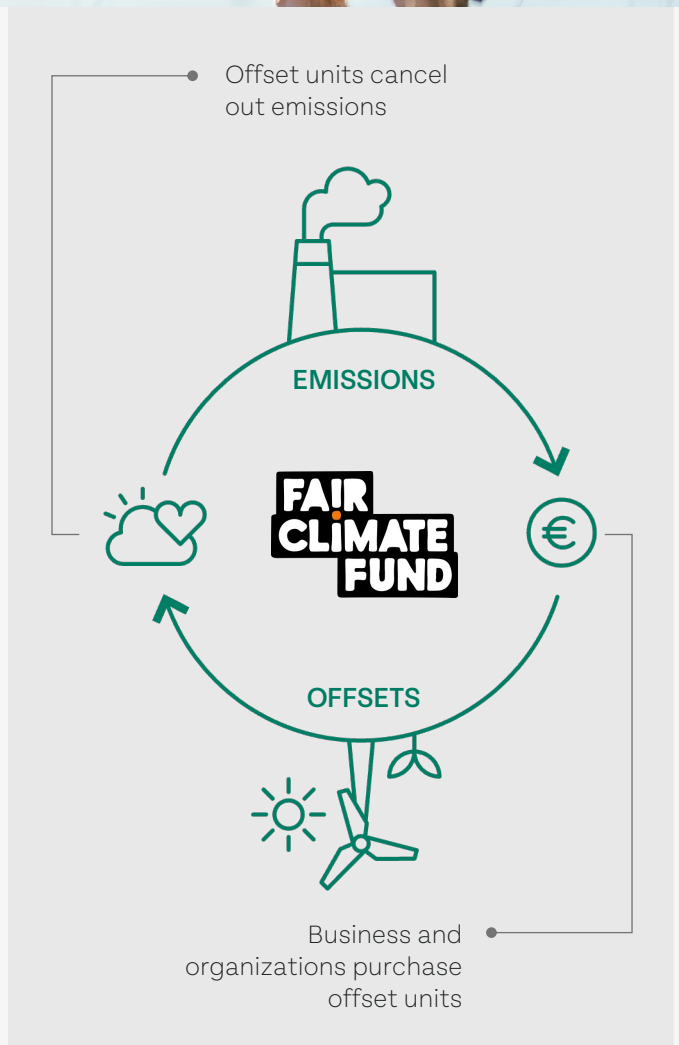
# The Offset Cycle



## How does offsetting work?

To reach zero total emissions, **we compensate for the emissions we can't eliminate.** This is called offsetting.

Qindle invest in **projects that create negative emissions** via FairClimateFund, to compensate for the emissions we have not been able to avoid.



# Supporting Safer Cooking in Chad

Qindle continues to partner with Fairclimatefund to offset the carbon emissions that we can't reduce. Fairclimatefund is a social not for profit enterprise and has been committed to fair climate action since 2009.

## In Chad cooking is a major challenge

Most of the **1.3 million refugees are living in camps in the east of Chad**, along the Sudan border. For people living in the camps cooking is a daily struggle. Firewood in this area is scarce. Woman and children often travel long distances to get wood, with all danger that come along.



Woman of Chad with improved names solar cooker

## Solar Cookers

Through Fairclimatefund we invest in solar cookers, a device that uses sunlight to heat and cook food, that are locally made in the camps. The solar cookers are assembled by women that live in the camps so besides woodless cooking **it generates local income, skill and ownership for the community**. At this moment there are more than 10.000 cookers installed and 52.000 refugees helped. Compared to the scale of the crisis this aid is just a drop in the ocean. But nonetheless very welcome and needed.



## COOKER CHAD PROJECT

IMPACT

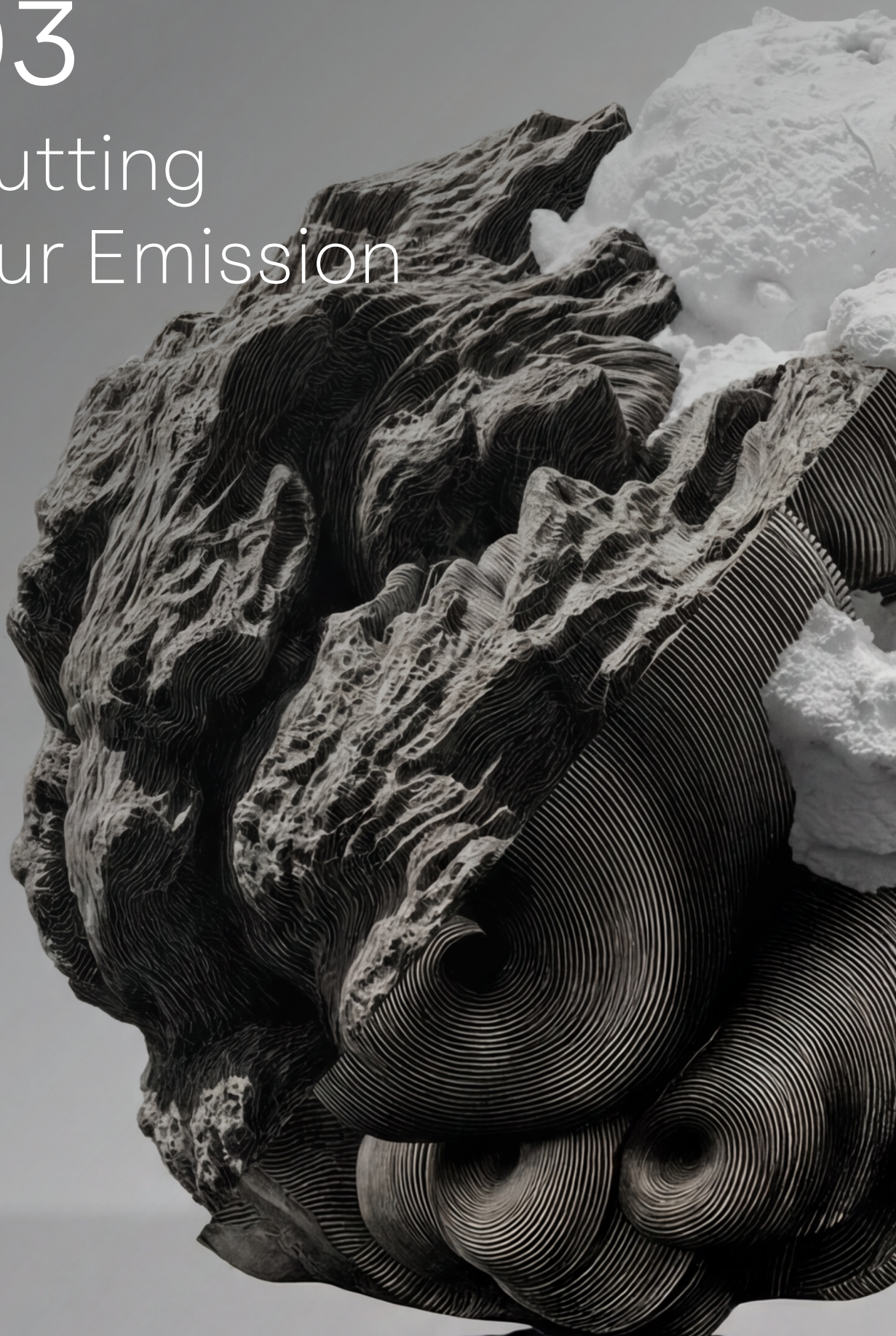
<h1 style="margin: 0;">82</h1> <p style="margin: 0;">tons CO<sub>2</sub> invested</p>	<h1 style="margin: 0;">198</h1> <p style="margin: 0;">number of people reached</p>
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SDG GOALS

<p><b>13</b> CLIMATE ACTION</p> 	<p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p> 
<p><b>5</b> GENDER EQUALITY</p> 	<p><b>3</b> GOOD HEALTH AND WELL-BEING</p> 

# 03

## Cutting Our Emission



# Our Emission Reduction Approach

At Qindle, sustainability is part of how we work every day. Through conscious choices in partnerships, travel, digital tools, and awareness, we aim to reduce our impact and build a more responsible business.



## 01 Focus on Carbon Neutral Partners

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



## 02 Sustainable Travel Policy

Prioritizing sustainable alternative for business, project, and commute travel. **Biggest opportunity:** reduce Impact of long-distance travels.



68%

of employees are commuting sustainable (bike, public transport)



1/3

of projects flights are combined with other business travel

## 03 Digital Optimization

Using digital and AI tools **consciously**, supported by standards and best practices to **work smarter and reduce waste**.

## 04 Qindle Awareness

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

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