

Impact Report

Our operational and catalytic impact

Ecologi Impact Report 2025



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Foreword

At Ecologi we are driven by one question: *Where can we have the greatest impact on the climate and nature crisis, at the speed and pace that science demands?*

We believe enabling businesses to act is one of the most effective ways to accelerate change. Through our platform and services, we help organisations measure their emissions, reduce them, and contribute to high-integrity climate solutions beyond their value chains. Embedding climate action into business decisions, our clients can cut emissions while directing finance towards restoring ecosystems we - and our businesses - depend on.

Ecologi launched in 2019 with a focus on voluntary carbon markets and nature restoration. Since then, more than 40,000 customers have supported a carefully curated portfolio of restoration and carbon projects, helping fund the planting of almost 100 million trees, as well as the funding of over 4 million tonnes of carbon dioxide avoidance and removal.

Recognising that restoration alone is not enough, we began building our Ecologi Zero emissions measurement platform in 2022, and in 2025 we expanded our services to support businesses across their full climate journey through our 3Rs Framework: Reduce, Restore and Report.

This reflects best practice in emissions measurement, science-based target setting and the responsible use of carbon finance. Today, we support more than 1.98 million tonnes of emissions under management with our hybrid platform and expert consultancy - helping businesses measure, reduce and report their emissions while taking responsibility for those they cannot yet avoid.

This Impact Report brings together the two aspects of our impact: how we manage and reduce our own operational footprint, and how we enable thousands of organisations to accelerate emissions reductions, mobilise climate finance and restore nature at scale.

We do not claim to have all the answers, but we are clear on the role we can play. By combining scientific rigour, transparency and practical action, we help businesses understand and act on sustainability best practice.

The planetary crisis demands both immediate action and long-term transformation, and we remain committed to helping drive both.

Ecologi



Smychan

Sam Jackson

Director of Climate
Science and Impact

01.

About Ecologi

Our approach

Ecologi's mission is to **inspire and empower businesses to accelerate global climate action**. This means our approach is grounded in a twofold understanding of our role in our industry:

01

We aim to understand, reduce and take responsibility for our own environmental impact. We want to lead by example, and show businesses how it can be done. We call this our **operational impact**.

02

We aim to maximise the positive impact we can enable through our clients, helping them accelerate climate action at a scale far beyond our own operational capabilities. We call this our **catalytic impact**.

Leading by example means holding ourselves to the same standards we encourage others to adopt. We are committed to transparently measuring our own emissions, setting ambitious reduction targets and reporting openly on our progress. By embedding these principles within our own organisation, we aim to demonstrate credible climate leadership in practice.

Our wider impact comes through the businesses we inspire and empower. Through Ecologi's platform and consulting services, we help businesses become climate leaders. And as part of this, we are actively supporting our clients to reduce their emissions, as well as to fund millions of pounds of nature restoration and carbon projects every year.

Our approach

Ecologi's approach is grounded in the idea that meaningful climate action requires a combination of reducing emissions, restoring nature, and reporting progress transparently - articulated and represented in our 3Rs Framework: Reduce, Restore and Report.

Together, the three pillars create a reinforcing cycle, where action drives impact, transparency builds credibility, and credibility inspires wider participation, accelerating progress toward a net-zero, nature-positive future. In pursuit of producing both operational and catalytic, we frame our work under these three 'R's.



Our values

We carefully selected our company values to help drive forward our mission whilst retaining the soul and beating heart of Ecologi. Our values are a reflection of our team: both who we are, and who we'd like to be, as we approach our work.



Planet first

**We are science-led
and impact-driven**

We hold ourselves to the highest scientific standards and collaborate with the best global partners. We provide leading-edge solutions for our planet that customers love.



Always accountable

**We gain trust
through transparency**

We do our due diligence and seek out the best possible data to inform our decisions. We value authenticity, openness, honesty and operate with integrity and autonomy.



Change-makers

We drive meaningful change

We are agents of change. We're progress driven, setting ambitious goals even when faced with uncertainty and ambiguity. We test, we learn, we move forwards. We're brave, optimistic, resilient and enjoy the challenge that change brings.



Act together

**We believe in the power
of collective action**

We inspire and empower our people and businesses to make a positive difference. Together, we challenge, we communicate, we collaborate. We celebrate and champion diversity and inclusion.

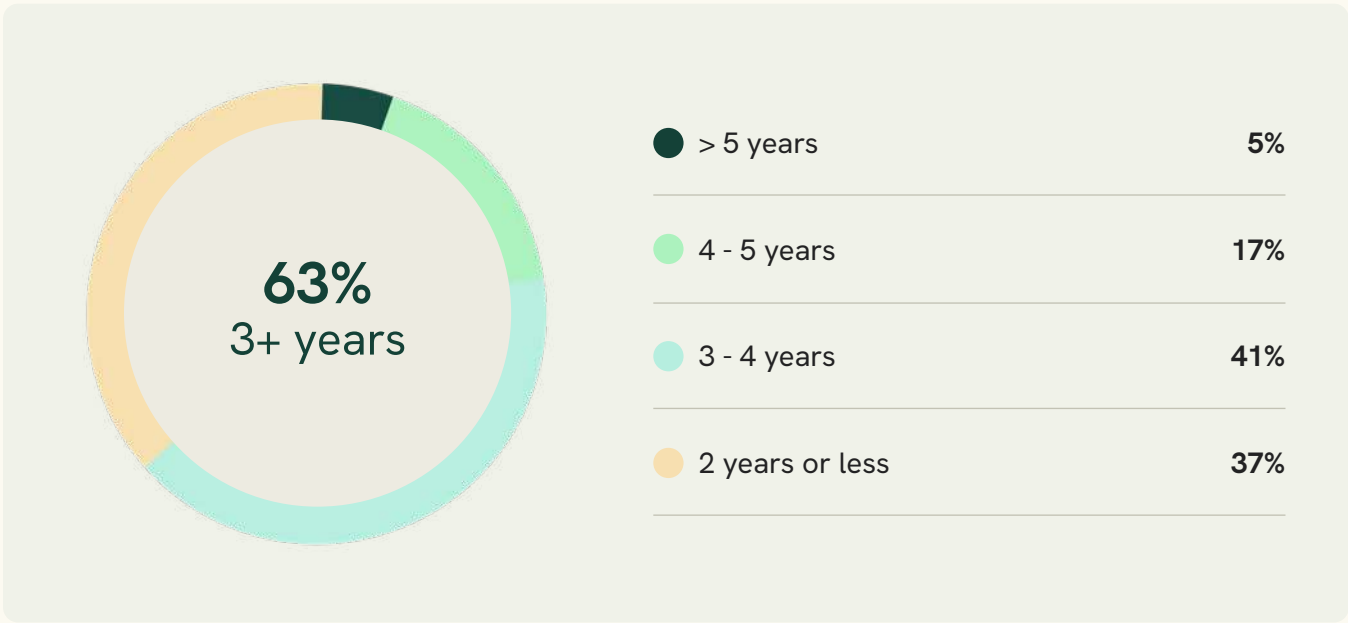
Our people

Creating impact for the planet starts with creating a supportive, inclusive and sustainable work environment. We aim to build a culture where our people feel valued and trusted, and supported in their wellbeing, development and sense of belonging.



When it comes to **staff tenure**, Ecologi is an outlier in the startup world, with many of our staff staying with us for long tenures.

The chart below shows how 63% of Ecologi staff members in 2025 had been working for Ecologi for 3 years or more. 22% of staff members have been with us for 4 or more years.



Our people

Recognition awards

At each biannual team gathering, 2-3 staff members are recognised for awards under each of our company values. This programme reinforces the culture that underpins our work, ensuring team member contributions are appreciated and celebrated across the organisation. Each award is thoughtfully designed to shine a spotlight on the amazing individuals and teams who live these principles every day:



Mangrove Award

Planet first | Celebrating impactful planet-first innovations



Calliandra Award

Always accountable | Honouring those creating growth opportunities



Polylepis Award

Change-makers | Recognising efforts that drive transformative change



Oak Award

Act together | Rewarding exceptional collaboration and teamwork

Our staff awards programme also receives strong uptake - during the most recent awards cycle 21% of employees were nominated by their managers. In 2025, we expanded the programme to enable peer-to-peer nominations, ensuring recognition is more inclusive and allowing employees to acknowledge one another for outstanding contributions.

Our people

Inclusion and wellbeing

Since 2022, we have maintained a **Diversity, Equity and Inclusion (DEI) Committee** made up of staff from across the business who are committed to embedding inclusive practices across Ecologi. Supported by our **Mental Health Support Team**, the committee helps ensure diverse perspectives are heard and represented by identifying priorities, shaping initiatives and fostering a culture of inclusion, wellbeing and belonging across the organisation

Initiative led by our Mental Health Support Team in 2025:



Movement Challenge

In 2025, we introduced the Movement Challenge, a chance for all team members to step away from their desks, get moving and share what they’ve been up to. From running, walking, swimming, hiking and cycling, our members shared how they took time out to move to better support their mental and physical health.



Our people

We are committed to building a team that reflects a broad range of backgrounds and lived experiences, and are developing appropriate monitoring to evaluate our progress on this front.

Representation at the leadership level is also an important focus.

In 2025:



29%

Of our executive leadership team
identified as women



29%

Identified as being from an ethnic
minority background



Our people

Listening to our people

We want everyone at Ecologi to feel motivated, supported and engaged. To support this, we run an annual, fully anonymous **Employee Satisfaction Survey** focused on employee wellbeing, engagement and sense of belonging. The survey provides a safe space for honest feedback and helps inform improvements to how we support our team.

In 2025 we achieved a 76.47% response rate for the Survey. One of our ongoing aims is to increase participation in future surveys by making them quicker and easier to complete, helping ensure we capture a broad and representative range of employee perspectives.

From the results of our 2025 survey, we received results we are very proud of:



100%

Proud to work for Ecologi



94.9%

Identify with the company's values



74.4%

Would recommend Ecologi as a place to work

Our partners

Ecologi acts to bring people and organisations together, and as such, we wouldn't be able to achieve anything without our partners. These are the people and organisations on the ground, who make climate action happen.

Human rights and due diligence

In 2025, we strengthened the way we uphold human rights across our operations and partner network. We refreshed our partner and developer onboarding processes to ensure human rights considerations are consistently embedded into project selection and ongoing engagement.

This included tightening due diligence requirements, standardising the questions we ask of all partners, and improving how social and labour risks are identified and assessed at an early stage. All prospective partners are now required to:

- Demonstrate compliance with local employment laws and safeguards against child labour
- Evidence of how local communities benefit from project activities and revenue
- Disclose how potential negative social impacts are identified and mitigated
- Share information on workforce composition, including gender balance
- Provide their own human rights and modern slavery statements



All partners **must** also **sign our Code of Conduct** and be open to on-site spot checks where appropriate. These steps reflect our ongoing commitment to ensuring that the projects we fund deliver positive outcomes for people as well as the planet.

Our partners

Visiting our supported projects on the ground

While remote monitoring and partner reporting remain important tools, field visits play a critical role in accountability and transparency. They allow us to verify project progress first-hand, assess delivery against expectations, and better understand environmental and social outcomes that cannot be fully captured through data alone. Site visits also provide valuable opportunities to engage directly with delivery partners and local communities, strengthening relationships and improving long-term project governance.

In 2025, we undertook two field trips:

- **Kenya and Uganda** in May 2025, visiting seven projects across five partners.
- **Brazil** (in conjunction with COP30) in November 2025

As well as providing ground truth for our remote assessments, these visits were an opportunity to meet partner organisations and local community members, witness ecological recovery, and see how restoration activities are improving local wellbeing.



Take a look at our videos to find out more



Kenya Dunderi site visit



Uganda Busoga 2 site visit



Brazil Manoa site visit

02.

Our operational impact

As the first component of our approach to producing impact, our **operational impact** demonstrates how Ecologi is taking accountability for its own impact on the world.

Our aim is to show how we are holding ourselves to the same standards we endorse for others, and how we are leading by example in a world fraught with uncertainty.

Operational impact

Operational impact is about more than measuring emissions. It is about demonstrating that the principles we encourage others to adopt can be embedded into the day-to-day reality of running a business.

As our understanding of climate science, reporting standards and best practice continues to evolve, so too does our own approach. This means continually refining how we measure our impact, identifying new opportunities to reduce emissions, and being transparent about the challenges we encounter along the way. By applying the same frameworks, methodologies and expectations to ourselves that we apply to our customers, we aim to ensure that our actions remain credible, practical and grounded in the realities of organisational change.

In many respects, Ecologi serves as its own first customer, applying the same tools, frameworks and scrutiny internally that we provide to the organisations we support.

The following pages provide an overview of our operational impact in 2025 and the steps we are taking to reduce our carbon footprint, take responsibility for our ongoing emissions and contribute to wider climate and nature restoration efforts.

In brief

Our emissions in 2025

Scopes 1 and 2	0 tCO ₂ e
Scope 3 (operational)	354 tCO ₂ e
Scope 3 (projects)	29,361* tCO ₂ e

Our targets

Near-term target	Ecologi commits to maintain zero Scope 1 and 2 emissions through 2030 and to measure and reduce its scope 3 emissions from a 2025 base year (validated by the SBTi in June 2026 - see their Target Dashboard).
Net-zero target	Pending SBTi validation at the time of writing.

Taking responsibility for our ongoing emissions

Carbon price	£25 per tCO ₂ e
Applied to	Operational emissions (354 tCO ₂ e)
Total budget	£8,850 (25 x 354)
Deployed to	Oxford Principles-aligned carbon credit portfolio, plus nature restoration for the remainder.

*In 2025 we updated the methodology we used to calculate our project emissions - leading to a significantly higher estimate of carbon emissions from the restoration projects we support than in previous years.



Reducing our emissions

Measurement

Scope and boundaries

The organisational boundary of this report includes all Ecologi offices and operations during the reporting period, as well as the upstream emissions of suppliers and partner projects for delivering the climate action projects that we fund. Emissions are categorised into scopes, as prescribed by the [Greenhouse Gas Protocol Corporate Standard](#).

[Ecologi acquired Net Zero Now Ltd on 4 February 2025](#), and the Net Zero Now business emissions for the full year from 1 January to 31 December have been included.



Our operational impact

Our greenhouse gas inventory

Scope	Emissions	1 Jan - 31 Dec '25 (tCO ₂ e)
Scope 1	Stationary combustion	0
	Mobile combustion	0
	Process emissions	0
	Fugitive emissions	0
	Total - Scope 1	0
Scope 2	Purchased electricity (market-based)	0
	Purchased electricity (location-based)	0
	Purchased steam, heating and cooling	0
	Total - Scope 2 (location-based)	0
Scope 3	Purchased goods and services (operational)	276.68
	Purchased goods and services (carbon and nature projects)	29,361.47
	Capital goods	2.33
	Fuel and energy related activities	0
	Upstream transportation and distribution	Assessed not relevant
	Waste generated in operations	0.048
	Business travel	51.284
	Employee commuting (inc homeworking)	21.691
	Upstream leased assets	1.730
	Downstream sources (Category 9-15)	Assessed not relevant
	Total - Scope 3	29,715.23
Gross emissions (all scopes)		29,715.23

Emissions intensities

For small and growing businesses like ours in particular, emissions intensity figures can provide a particularly useful metric: demonstrating (in addition to disclosing the absolute emissions value in the inventory) the emissions which are produced ‘per unit’ of a key business metric. Given this, we’ve calculated 2025 emissions intensity values both per £1 GBP revenue and per employee.

Emission intensity	1 Jan - 31 Dec '25	Unit
Emissions per £1 revenue	2.59	kgCO ₂ e per £1
Emissions per employee	487.13	tCO ₂ e per FTE

Methodology

The internal management controls governing the collection, entry, and processing of data were managed by Ecologi’s internal carbon accounting specialists, utilising Ecologi’s proprietary emissions calculator platform, **Ecologi Zero®**. The methodology and all calculations were conducted in accordance with the **Greenhouse Gas (GHG) Protocol Corporate Standard** and supplementary **Corporate Value Chain (Scope 3) Standard**.

A hybrid approach was adopted, combining modelling of both “bottom-up” primary activity (consumption) data and “top-down” spend data to provide a complete estimate of emissions resulting from business operations across the entire value chain. Where possible, primary data was collected and used in the calculations to optimise accuracy. In the absence of activity data, spend-based data relating to financial transactions was gathered to ensure completeness and capture value chain emissions that would otherwise likely be omitted due to data availability.

Methodology

Ecologi's inventory was prepared assuming an "operational control" approach. The operational boundary of emissions included in the GHG inventory is extended beyond the mandatory quantification of Scopes 1 and 2, to include Scope 3 categories most materially relevant to Ecologi's operations. Emissions have been calculated using the emission conversion factors from a variety of sources including:

- The UK Government's **Department for Energy Security and Net Zero** (used for waste, employee commuting, business travel and upstream leased assets).
- **Small World Consulting's** environmentally extended MRIO dataset (spend-based emissions calculations for operational spend within Scope 3 Category 1).
- **Apple product environmental report** for Macbook Air (within Scope 3 Category 2, Capital goods – for company laptops purchased).
- **Project Design Documents, Monitoring Reports and project LCAs** (used for the unit-based calculations for projects funded).
- **Supplier carbon footprint data** and total units of trees planted (used for the unit-based calculations for some reforestation projects).

Reported emissions figures are expressed as tonnes of carbon dioxide equivalent (tCO₂e) and include GHG emissions from all seven GHGs named by the Kyoto Protocol: CO₂, N₂O, CH₄, HFCs, PFCs, SF₆ and NF₃.



Detailed breakdown
of what's included

The following energy and GHG sources are included and quantified in the inventory, following an operational control approach. In each scope, we’ve detailed how the values were calculated.

Scope 1

Stationary combustion	N/A
Mobile combustion	N/A
Fugitive emissions	N/A

No company vehicles are operated.

Ecologi does not have a direct relationship with the utilities provider, nor does it operate operational control for any of the office spaces it leases across Bristol and London. As such, emissions associated with onsite energy consumption and fugitive emissions in these spaces are captured in Scope 3 Category 8 (Upstream leased assets).

Scope 2

Purchased electricity data was provided for the two offices within which Ecologi operates and is accounted for within Scope 3 Category 8 (Upstream leased assets).

Ecologi does not have a direct relationship with the utilities provider for any of the office spaces it leases across Bristol and London. Instead, utilities are bundled within rent payments.

Detailed breakdown
of what's included

Scope 3

Category 1 Purchased goods and services
(excluding projects)



This category includes all spend by the business that is not better or more accurately captured elsewhere and is calculated from a categorised chart of accounts covering the calendar year provided by the finance team, combined with the most appropriate emissions factors from the Small World Consulting spend-based dataset.

Category 2 Capital goods



Within our spend data was a record of purchases of MacBooks. Although a spend-based emissions factor could have been used for these, more accurate data is available from the Apple website, specifically related to the product carbon footprint. Care was taken to exclude the product-use phase from this report and to use only the production, transportation, and end-of-life processing data.

Laptops are recorded as Category 2 (Capital goods), as they are recorded in the accounts as capitalised assets and depreciate over several years.

Category 3 Fuel and energy related activities



There are no Fuel and Energy-related activities (FERA), as only FERA related to Scopes 1 and 2 emissions should be recorded in the Scope 3 Category 3. The transmission and distribution losses and well-to-tank emissions for electricity consumed in leased offices, business transport, and employee commuting are included in the emissions reported in Scope 3 Categories 6, 7 and 8.

Detailed breakdown of what's included

Scope 3

Category 4 Upstream transportation



There was no separately recorded third-party inbound delivery of goods to the Ecologi offices, and no data was available separately for the delivery of physical products. Reviewing the quantity of physical products ordered, the emissions associated with inbound delivery were considered below the materiality threshold.

Category 5 Waste



Monthly waste data from Office 1 (at Sustainable Ventures, London) and Office 2 (at Runway East, Bristol) was provided. In the case of Runway East, this was attributed to Ecologi (2,759.52kg) based on occupied space, but for Sustainable Ventures, this needed to be allocated to the Ecologi operation on a pro-rata basis:

Sustainable Ventures' total waste was 415.59 tonnes. The total floor area was 4,270m² and the Ecologi office was 50m². Ecologi's allocation of the total waste was therefore 4.86 tonnes.

Category 6 Business travel



Business travel data included spend on trains, taxis, personal vehicles expense claims, flights, hotels and subsistence. For rail and UK hotels, the business switched to booking provider Roomex during 2025, who were able to provide a report of emissions associated with bookings for part of the year.

Detailed breakdown
of what's included

Scope 3

Category 6 Business travel



The remainder were calculated based on analysis of expenditure. International hotels were based on room-nights in Kenya and Brazil (for international site visits and our time spent at COP30).

Financial accounting data was superseded by flight data that included named origin and destination and could be calculated using a distance calculator and separated by emissions factors for long-haul, international, or short-haul.

Mileage was calculated from accounts using a £0.45-per-mile claim standard, resulting in a figure of 5,455 miles, assuming an average vehicle emissions factor.

Flights: 28,056 kgCO₂e

Business travel (excl. flights): 13,719 kgCO₂e

Hotels: 9,509 kgCO₂e

Category 7 Employee commuting



As a remote-first company, employee commuting is a relatively small part of the Ecologi carbon footprint and emissions from employees working at home are more significant. A survey was conducted that recorded data on frequency, distance, and mode of transport for over 70% of the workforce, and this was scaled up to include 100% of employees.

Employee commuting: 2,404 kgCO₂e

Home working: 19,287 kgCO₂e

Detailed breakdown of what's included

Scope 3

Category 8 Upstream leased assets



Energy consumption data was provided by the landlords who operate and manage each of the office spaces utilised by Ecologi's hybrid workforce. Energy use data from Office 1 (Sustainable Ventures, London) and Office 2 (Runway East, Bristol) was provided.

- For Office 2 this was attributed to Ecologi (1,069.91 kWh) based on occupied space, but for Office 1, this needed to be allocated to Ecologi on a pro-rata basis.
- For Office 1, the total electricity use was 259,771 kWh. The total floor area was 4,270m² and the Ecologi office was 50m². The allocation to Ecologi was therefore 3,041 kWh.

Service records for office air-conditioning systems across Offices 1 and 2 indicate that no refrigerant leakages are present and that no "top-ups" were made during the reporting period. As such, reported emissions in Scope 3 Category 8 are only representative of onsite energy consumption, and no emissions related to refrigerant leakage are reported.

Category 9-15 Downstream emissions



No downstream emissions were deemed to be relevant to the operational boundary of Ecologi based on our business model and activities. As such, no downstream emissions are reported.

Project emissions

The most prominent emissions source within Ecologi’s value chain are the emissions attributed to the upstream operations of partners delivering the climate action and nature restoration projects that Ecologi funds.

Following a new approach to calculating these emissions for 2025, these project emissions represent over 99% of the updated Ecologi carbon footprint. As a climate leader, we need to acknowledge and take responsibility for these emissions, so that we can begin to collaborate with partners to reduce them.

Historically, we have estimated these emissions by multiplying our annual project spend by the most appropriate SWC emissions factor. This year, for the first time, we have aimed to improve the accuracy of the calculation by using supplier footprint, project development documents and LCA data.

This has revealed significant differences between the outputs of these two methodological approaches and demonstrated that 90% of project emissions under this calculation methodology stem from tree planting.

This is unsurprising - Ecologi funds the planting of lots of trees (we will reach the 100 million milestone this year) and anything done at scale will have a significant impact, especially as compared to our habitat restoration programme which is far smaller. The important thing is to acknowledge these emissions and do what we can in collaboration with our partners to reduce them.

Tree planting	26,523 tCO ₂ e	
Habitat restoration	17 tCO ₂ e	
Carbon avoidance	1,720 tCO ₂ e	
Carbon removal	1,100 tCO ₂ e	

Targets and action

We recognise the challenges of committing to long-term emissions reductions while simultaneously growing a business – a challenge made only more acute when the growth of the business is so closely correlated with the growth of net-zero services which the wider business community needs.

We aim to share an update regarding our long-term net-zero target in due course (currently under validation by the SBTi). For the near-term, we intend to maintain our Scopes 1 and 2 emissions at zero and measure and reduce our Scope 3 emissions from a 2025 base year.

Our roadmap for reducing emissions

The first phase of our long-term decarbonisation strategy for **operational emissions** focuses on 5 initiatives covering 75% of operational emissions:

Initiatives

01

Switch to supplier-specific calculation of Advertising, IT and Licenses

Advertising, IT and Licenses contribute ~57% of total Scope 3 operational emissions. There is no cost to switch to supplier-specific data, and our expectation is that in doing so, associated emissions will drop to near zero by 2040. Switching will improve accuracy of calculation and benefit from large corporation net-zero goals.

02

Halve international travel by 2030 and benefit from 40% decrease in sector emissions intensity by 2040

International travel makes up ~9% of operational emissions, and most international travel is for project site visits and attending COP. The cost savings from reducing travel by 50% will be used to fund the development of the assessor network and is expected to be cost neutral.

Targets and action

Initiatives

03

No ICE vehicle expense claims by 2030 and encourage active transport

Business travel (excluding flights) accounts for ~4% of emissions. Phasing out ICE vehicle expense claims and switching to electrified rail will have no additional cost and – providing grid decarbonisation is achieved – will deliver zero-emission travel by 2035.

04

Update our hotel policy

Progressively prioritise and then require lowest carbon options using Roomex selection criteria. Domestic hotel emissions account for ~1% of total emissions.

05

Decarbonise home working

We will encourage and incentivise homeowner employees to install onsite renewables and phase out gas heating. We could additionally offer support for switching to renewable supply if the GHG Protocol 2027 update allows EACs in scope 3 accounting. Emissions from home-working account for ~5.5% of total emissions.

Targets and action

The first phase of our long-term decarbonisation strategy for **project emissions** focuses on 2 initiatives:

Initiatives

01

Collect partner activity data

Engage with all project partners to request operational emissions data or appropriate functional unit emissions data. Where partners do not have the required data Ecologi will offer to support the calculation of this.

02

Gain a deeper understanding of partner climate action

Request partner decarbonisation and transition plans covering targets, action and OER.





Restoring our planet

Funding climate action outside the value chain is the second crucial pillar of Ecologi's climate strategy, complementing our efforts to reduce emissions directly. Guided by our **3Rs Framework: Reduce, Restore and Report**, this section focuses on establishing a clear, credible budget for planetary restoration and allocating funds in line with best practice.

We have aligned our thinking on this with the new guidance on 'Ongoing Emissions Responsibility' (OER) as part of the SBTi's Corporate Net-Zero Standard V2. By setting a transparent contribution budget and applying it to both verified mitigation outcomes and broader contributions, Ecologi aims to align with leading standards while enabling meaningful, immediate contributions to both climate mitigation and nature regeneration.



Setting a contribution budget

Ecologi has adopted an internal **carbon price of £25 per tonne of CO₂e** as a pragmatic and credible starting point for directing finance toward climate and nature action.

This level reflects a balance between affordability, scalability, and impact, ensuring that meaningful funds can be mobilised today while remaining proportionate to the organisation's size and emissions profile. It is broadly aligned with the lower-to-mid range of carbon prices observed in voluntary carbon markets and emerging internal carbon pricing practices, while still high enough to drive material investment into high-quality restoration and removal projects. Importantly, this carbon price is intended to evolve over time, so as to increase climate finance contributions as part of a credible net-zero transition.

We opted to apply this carbon price to our operational emissions – Scopes 1 and 2 (though these are zero), plus Scope 3 operational emissions (354 tCO₂e) – as these represent emissions directly linked to our day-to-day activities and value chain, over which we have a higher degree of influence and accountability.

Scope 3 emissions associated with financed climate projects (29,361 tCO₂e) have been excluded from the carbon pricing boundary. Multiplying our carbon price by the sum of operational emissions gives a **contribution budget of £8,850**.

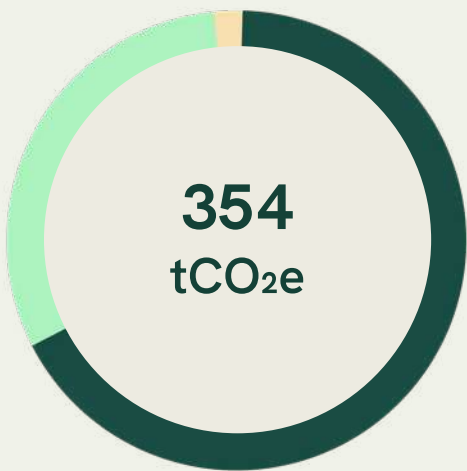
$$£25 \times 354 \text{ tCO}_2\text{e} = £8,850$$

Designing a project portfolio

First, a portion of the budget is used to address our ongoing emissions directly. We opted to **cover 100% of Ecologi’s 2025 operational carbon footprint** through the purchase of high-quality carbon credits, including a balanced mix of avoidance and removal solutions. The composition of this portfolio is designed to be consistent with the University of Oxford’s **Oxford Principles for Net Zero Aligned Carbon Offsetting**, combining a range of credit types across taxonomies II (avoidance with short-lived storage), IV (removal with short-lived storage) and V (removal with long-lived storage).

Following the allocation of funds to cover ongoing operational emissions with verified mitigation outcomes, the remaining budget is directed toward contributory restoration projects – in this case, to Atlantic forest restoration in Brazil. This targeted funding supports ecosystem restoration, biodiversity enhancement, and carbon sequestration.

By structuring the budget in this way, Ecologi ensures both accountability for its own ongoing emissions and meaningful contribution to wider global climate goals.



● Manoa REDD+ Type: REDD+ Registry ID: VCS 1571 Oxford Taxonomy: II View	67% 236 tCO ₂ e
● Reforesting the Land of the Jaguar Type: ARR Registry ID: CAR 1344 Oxford Taxonomy: IV View	31% 110 tCO ₂ e
● Carbon sequestration and grassland restoration in India Type: Biochar Registry ID: GCSR 1013 Oxford Taxonomy: V View	2% 8 tCO ₂ e

Designing a
project portfolio

The remainder of the budget was used to provide a contribution to **the restoration of Atlantic Forest in Brazil** – involving funding the planting of 1,340 trees in Minas Gerais through our partner **Iniciativa Verde**.

Atlantic Forest restoration in Brazil

Funded since:

2023

Type:

Reforestation

SDGs supported:

1

2

5

12

13

15

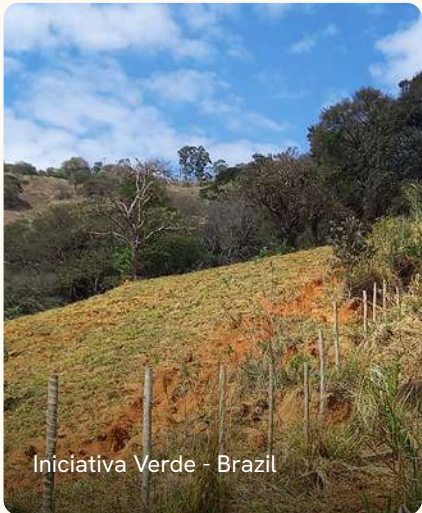
Supplier:

 INICIATIVA VERDE

 Nature Project
Ecologi Approved

View

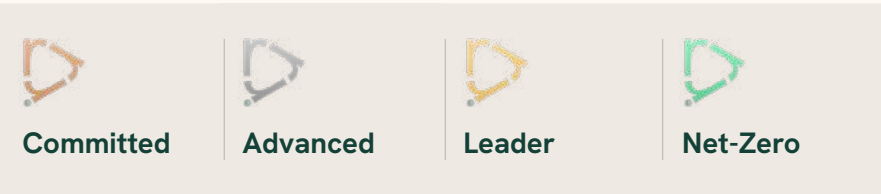




How we meet
our own 3Rs
Framework
criteria

Ecologi helps organisations navigate their climate journey and develop complete and coherent strategies through our 3Rs Framework – Reduce, Restore and Report. This approach provides a checklist for organisations to assess their maturity in aligning with best practice, defined by four tiers: **Committed, Advanced, Leader, and Net-Zero**.

In 2026, Ecologi applied this checklist to its own climate action for the first time and was assessed at the **Committed level**. The 3Rs Framework adopts a “weakest link” assessment approach, so even though Ecologi scores highly in some areas, we rank as Committed because it does not exceed the Committed criteria in others.



 Reduce	Measure			
	Target			
	Act			
 Restore	Budget			
	Allocate			
	Be transparent			
 Report	Engage			
	Advocate			
	Contribute to a net-zero economy			

How we meet our own 3Rs Framework criteria

The main items which currently keep us from progressing to the Advanced tier are:

-
- **Reduce_2 (A) Independent limited assurance:**
Whilst we have just had our SBTs validated, we have not yet invested in gaining independent limited assurance on our GHG inventory. Our operational emissions are very low and the vast majority of our overall inventory is driven by our new methodology for measuring project emissions. We intend to 'stress-test' and improve this before seeking assurance against the inventory as a whole;
-
- **Reduce_7 (A) Effective action:**
Since we have just re-baselined our carbon footprint, we only have one data point (this report) using this methodology and so have not yet published demonstrated progress against emissions reduction targets for Scope 3 (and maintenance of Scopes 1 and 2 at zero) over multiple years. Once we have begun work to implement our reduction projects as above, we aim to demonstrate this progress in future reports.

03.

Our catalytic impact

Our second component of our approach to producing impact.

Our catalytic impact demonstrates how Ecologi is supporting our clients and community to minimise negative impacts and maximise positive impacts for our planet.

Our aim is to show how we are supporting thousands of UK businesses to take climate action – often for the very first time – and producing global-scale outcomes. This page contains a brief summary, and the following section contains an in-depth look at our catalytic impact in 2025.

In brief

Supporting Ecologi clients to reduce emissions

Emissions under management	889,058 tCO ₂ e	
Emissions reports issued	65+	

Supporting Ecologi clients to fund restoration projects

Removals funded	44,363 tCO ₂ e	
Avoidance funded	631,599 tCO ₂ e	
Trees funded for planting	7.53 million	
Habitat restoration funded	47,347m ²	
Livelihoods supported	>227,000	

Supporting Ecologi clients to reduce their emissions

Further expanding our emissions measurement capabilities

Every credible climate journey is centred in decarbonisation, starting with businesses understanding and reducing the emissions they are responsible for.

This is the work of our Reduce team and the engine that drives it: Ecologi Zero, our hybrid carbon accounting platform. By pairing our powerful software platform with hands-on support from our carbon accounting specialists, we help businesses measure their carbon footprint, prioritise reductions, set credible targets and take responsibility for the emissions they cannot yet avoid.

As of the end of 2025, we had recorded **889,058 tCO₂e of emissions under management** on Ecologi Zero.

In February 2025, Ecologi acquired Net Zero Now, and over the following eight months the team migrated approximately 100 Net Zero Now customers onto Ecologi Zero, consolidating two businesses onto a single, more flexible platform. Alongside this integration, our team delivered 65+ client emissions reports over the year. This growth reflects a deliberate evolution from a self-serve tool into a supported service capable of meeting clients wherever they are on their climate journey, from regulatory compliance to full value-chain carbon footprinting.



889,058

tCO₂e under
management

at the end
of 2025



65⁺

Emissions
reports
prepared

for Ecologi clients
in 2025

Supporting Ecologi clients to reduce their emissions

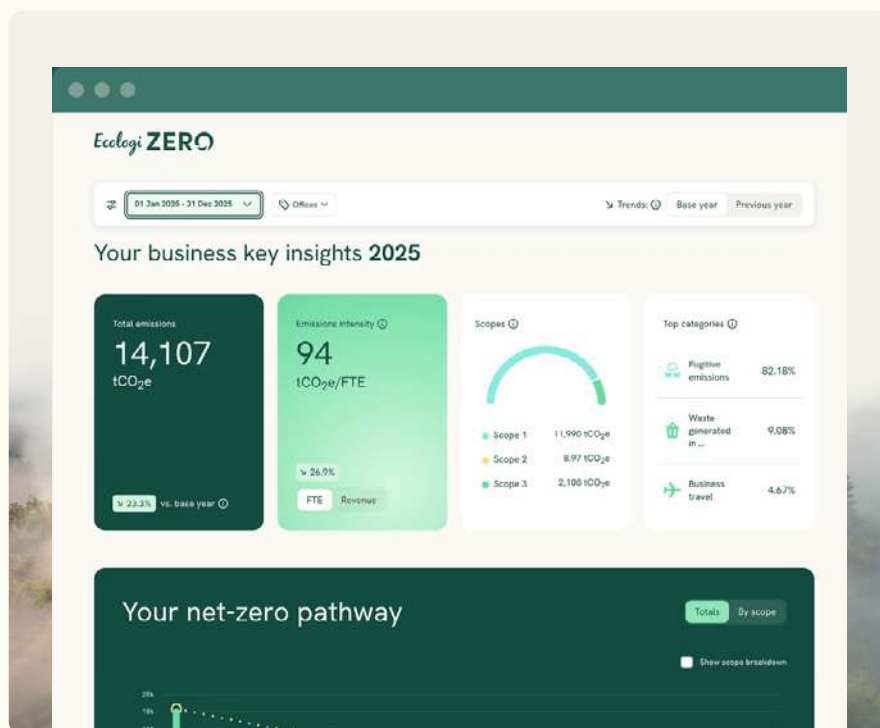
From measurement to taking action

Measuring a carbon footprint is only the foundation of a climate strategy. The value for our clients comes from turning that data into a clear, actionable plan, and in 2025 we expanded our applied carbon accounting services to do exactly that.

Through **decarbonisation modelling**, our specialists build forward-looking emissions scenarios from a client's baseline year, projecting reduction pathways and the impacts of pulling different decarbonisation levers.

This helps organisations develop decarbonisation strategies that are both feasible and ambitious: grounded enough to be delivered in practice, yet stretching enough to align with what our climate reality demands.

Emissions modelling also underpins credible target setting, including support for businesses **preparing submissions to the Science Based Targets initiative**, and ensures that the reduction commitments of our clients are realistic, evidenced and achievable. In future versions of this report we intend to improve tracking of the emissions we have under management across our clients, to better understand how we have been able to support our clients in reducing them.

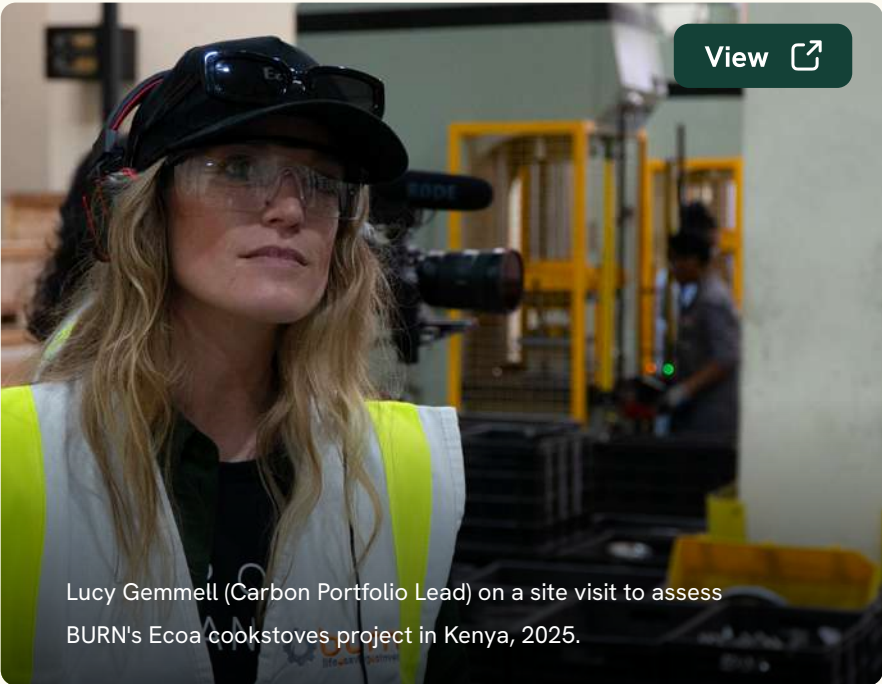
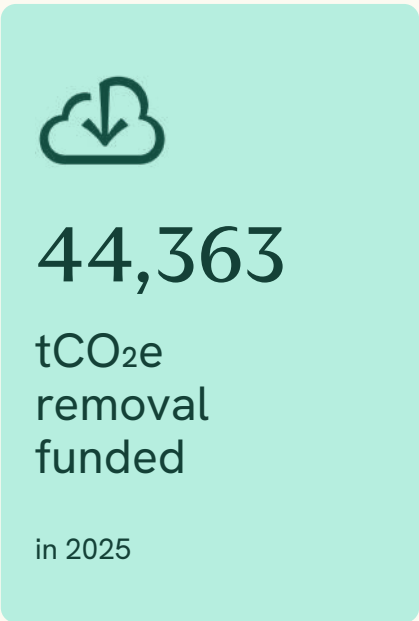


Our catalytic impact

Supporting Ecologi clients to fund restoration projects

As always, Ecologi helps our clients to fund restoration projects – **taking responsibility for ongoing emissions** – through both voluntary carbon markets and philanthropically-funded nature restoration projects.

From strength to strength in the voluntary carbon market



Supporting Ecologi clients to fund restoration projects

Carbon Projects Assessment Framework

The 2025 publication of our **Carbon Project Assessment Framework (CPAF)*** marked a significant step toward strengthening the integrity, transparency, and consistency of our carbon portfolio. The CPAF applies a structured, multi-layered assessment to every carbon project, ensuring consistency and depth of evaluation across our portfolio.



*In mid-2026, Version 2 of our CPAF was published.

Projects are reviewed at three levels:

- **Standard level**
Governance, integrity and transparency of the carbon standard
- **Methodology level**
Robustness and scientific validity of the crediting methodology
- **Project level**
Detailed, project-specific assessment using multiple independent data sources

Supporting Ecologi clients to fund restoration projects

Each project is further evaluated across three core pillars:

- **Climate**
Greenhouse gas impact and permanence
- **Nature**
Biodiversity and ecosystem outcomes
- **People**
Social safeguards and community benefits

Scores are risk-adjusted to reflect uncertainty and long-term delivery risk. Only projects achieving a **minimum score of 80 out of 100** within their respective project type ranking are **eligible for funding through Ecologi**. This approach has strengthened portfolio decision-making, improved transparency with customers and partners, and reinforced confidence in the long-term climate outcomes we support.



32 projects were formally assessed under our Carbon Projects Assessment Framework in 2025, with **10 new projects approved for funding**.



UpEnergy cookstoves
Ecologi site visit, Uganda, 2025.



Lucy Gemmell and Sam Jackson on a site visit to assess
UpEnergy's fuel-efficient cookstoves project in Uganda, 2025.

Biochar Spotlight

Durable and affordable carbon removal

Biochar is increasingly recognised as an affordable and durable carbon removal option for buyers, and is playing an increasing role in the evolution of voluntary carbon markets.

As well as storing carbon, trials in the UK of biochar application demonstrate measurable benefits, including improved soil water retention, enhanced nutrient exchange and better aeration. Biochar can therefore be a useful tool not just for drawing down carbon, but for providing a wide range of co-benefits too.



Biochar projects you can fund through Ecologi include:

Producing biochar from waste biomass

Funded since: 2025
Type: Biochar
Location: Surrey, UK

SDGs supported:  

Supplier: 



[View](#) 



Biochar barn at Brodie Biomass

This project sources locally available timber offcuts and coppiced wood, converting residues into high-quality biochar using advanced pyrolysis technology. The process operates on a near-zero-waste model, transforming material that might otherwise decompose or be burned into a stable carbon-rich product with multiple agricultural and environmental applications.

Producing biochar from waste biomass

Funded since: 2023
Type: Biochar
Location: Wales, UK

SDGs supported: **13**

Supplier:
Carbon Hill



 Carbon Project
Ecologi Approved

[View](#) 



Carbon Hill site visit - Biochar

Led by a family-run farming enterprise, this project integrates biochar into regenerative agricultural practices. By replacing artificial fertilisers with biochar, crop yields have increased while reducing environmental impact. Improvements in soil health and water filtration have enhanced both productivity and ecosystem quality. The team has also expanded knowledge sharing beyond the UK, including exporting biochar production technology internationally. Biochar applications at Carbon Hill have contributed to restoring ash trees affected by dieback and improving local water quality, demonstrating the material's wider ecological restoration potential.



Owners Mick and Sandy Jones



Biochar water filter install



Carbon Hill site visit - Biochar

Carbon sequestration and grassland restoration

Funded since: 2025
Type: Biochar
Location: Gujarat, India

SDGs supported: 

Supplier: 
Carbon Hill



[View](#) 



Grassland restoration - India

A large-scale, community-led biochar initiative, developed by Varaha in India, further illustrates the scalability of this solution. The project issues approximately 15,000 tCO₂e per month, with nearly 100,000 tCO₂e already delivered.

The initiative transforms invasive *Prosopis juliflora* and agricultural cotton residues into stable biochar, providing durable carbon sequestration while addressing environmental degradation. In doing so, it contributes to the restoration of invasive-infested grasslands, reduces harmful crop-burning practices, and promotes the use of biochar as a soil amendment.

Soil improvements include enhanced pH balance, greater water retention and improved nutrient availability, strengthening agricultural resilience and productivity while delivering long-term climate benefits.



Farmer-led biochar production - India

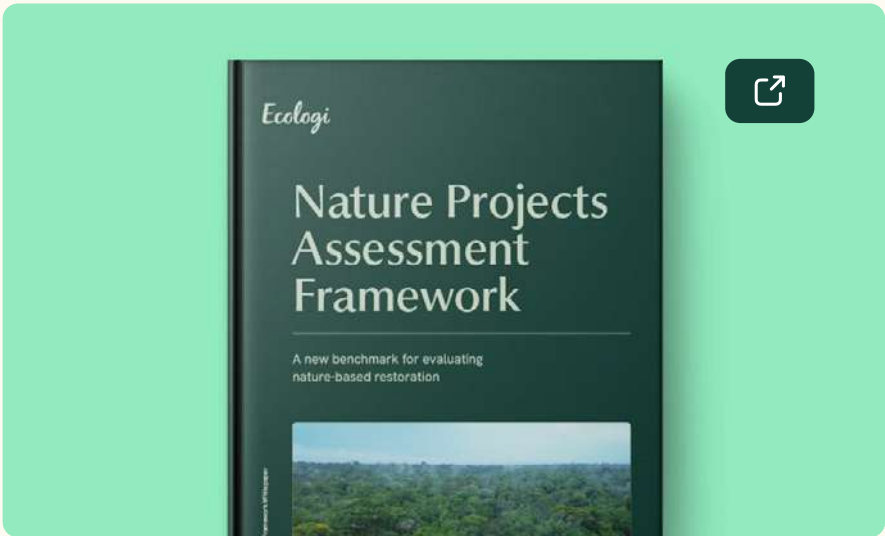


Farmer-led biochar production - India

Supporting Ecologi clients to fund restoration projects

Expanding our nature restoration programme

Our nature funding focuses on delivering meaningful impact through climate and nature outcomes, whilst supporting communities and ecosystems most affected by climate change and in need of intervention. We prioritise projects that deliver environmental and social benefits, alongside strong governance and long-term viability. The projects we support are selected using structured frameworks that assess risk, transparency, and credibility, enabling us to fund a diverse portfolio of initiatives. Last year, we began building our proprietary **Nature Projects Assessment Framework (NPAF)**, which was published earlier in 2026, and details how we assess philanthropic projects for funding.



Brand new nature restoration projects

As part of our ambition to expand our portfolio of UK-based nature projects, in 2025, Ecologi began funding **seagrass restoration initiatives**.

In partnership with **Project Seagrass**, these projects support efforts to scale restoration activity and increase the extent of seagrass recovery along UK coastlines. Since launch, our community has funded the restoration of 90m² of seagrass meadow.



Support UK seagrass restoration and research

Funded since: 2025
Type: Seagrass
Location: UK

SDGs supported:



Supplier:



[View](#) 

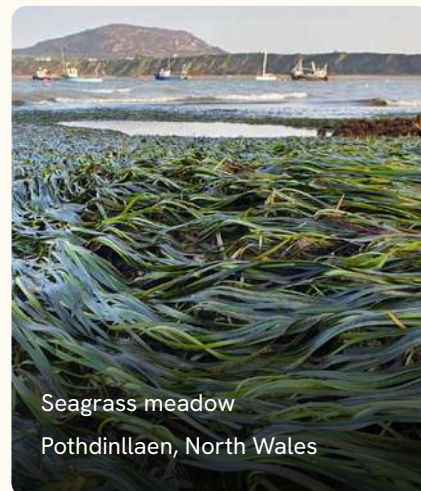


Seagrass marine species seahorse

Seagrasses are marine flowering plants that form dense meadows in shallow coastal waters and play a critical role in supporting marine biodiversity. They provide habitat and shelter for a wide range of species and contribute to healthier coastal ecosystems by improving water quality through the filtration of pathogens, bacteria and pollutants.

Seagrass meadows are also highly effective natural carbon sinks. Despite covering just 0.1% of the global seafloor, they are estimated to account for up to 18% of the organic carbon buried in ocean sediments, often referred to as blue carbon. This makes their protection and recovery particularly important for long-term climate mitigation.

In the UK, seagrass habitats have experienced a significant decline, with estimates suggesting that up to 92% have been lost since the 1930s. Funding seagrass restoration supports the recovery of these vital ecosystems, delivering long-term benefits for biodiversity, coastal resilience and climate outcomes.



Seagrass meadow
Pothdinllaen, North Wales



Zostera marina (eelgrass). Photo Credit Dr Benjamin Jones, Project Seagrass



Planting of seagrass



Seagrass Nursery in Wales

Peatland restoration

In addition to seagrass, we expanded our nature portfolio to include peatland restoration, supporting projects delivered in partnership with Moors for the Future. Thanks to the support of our community and partners, over 20,000m² of degraded peatland restoration has been funded to date.



Peatland restoration in the UK

Funded since: 2025
Type: Peatlands
Location: UK

SDGs supported:



Supplier:



[View](#) 



Peatland restoration UK Peak District

Peatlands are among the UK's most important carbon-rich ecosystems. While they cover around 12% of the UK's land area, it is estimated that approximately 80% are degraded or in poor condition, limiting their ability to store carbon and support biodiversity. Degraded peatlands can become a source of greenhouse gas emissions rather than a long-term carbon sink.

Healthy peatlands play a critical role in climate regulation by maintaining a net cooling effect, slowing water runoff, reducing flood risk, and supporting a wide range of specialised plant, insect and bird species. However, historic drainage, land management practices, peat extraction and increasing wildfire risk have left only around 20% of UK peatlands in a near-natural state.

Our funding supports on-the-ground restoration activities focused on re-wetting and stabilising damaged peat, including areas affected by recent wildfires in the Peak District. Restoration techniques such as sphagnum moss planting help restore natural hydrology, reduce erosion, increase resilience to future fire events, and support long-term carbon storage and habitat recovery.

Acknowledgements

We are grateful to the many partners and clients who continue to support our work.

Their commitment to climate action enables us to build out our service – to build our tools, to hire and train our consultant team, to find and fund world-leading climate and nature projects around the world. We are grateful for the community we have built which provides such shared hope, vision and collective action – even during periods when the wider landscape for climate action feels uncertain.

The continued support, effort, and endorsement of our project partners, technical advisors, and the communities working on the ground is fundamental to the impact we are able to achieve together.

We would also like to thank every member of the Ecologi team – past and present.

The work presented in this year's Impact Report reflects the collective effort of dozens of people across our organisation who bring dedication to delivering credible climate solutions each and every day – the cumulative effort of generations of Ecologi team members since 2019 who have brought us to where we are today.

Our team is fierce, talented, dedicated, and cares deeply about the planetary crises we are all here to solve. The story and achievements of Ecologi today are a patchwork of the legacies left by the team members who have gone before, and the continued efforts of those working with us today. We would not be able to achieve that impact without each and every one of them.



Thank you all

Ecologi

FOR OUR PLANET

This document has been generated by Ecologi

Ecologi B Corp is the UK's most trusted climate action platform. We inspire and empower businesses to reduce and measure their emissions using industry endorsed protocols, restore our planet through funding best-in-class climate solutions and report on their progress to net-zero.

We work with over 40,000 customers, including 16,000+ businesses such as Co-op, O2, BAFTA albert, ITV, Ubisoft, Oracle, Capgemini, Mulberry and 270+ B Corps. Our community has collectively funded the planting of 96 million trees, the avoidance or removal of 4.2 million tonnes of CO₂, over 122k m² of habitat conserved and restored and 1.98m tCO₂e under management.

We're science-led and impact driven, aligned to the SBTi and Oxford Principles and guided by our Impact team and expert independent climate committee. We support leading industry standards including Gold Standard, VCS, Puro and 3rd party quality assessments. We're a proudly certified B Corp, in the Top 5% for Environment and Governance with an average 4.8 rating on Trustpilot.

We are headquartered in London, UK and backed by top-tier Venture Capital firms such as General Catalyst and Entrée Capital.

Visit ecologi.com to find out more