

Impact Report

2024

NEW STANDARDS

Intro

We're probably repeating ourselves, but 2024 has been a wild one. After rapid growth in 2023 and the completion of our B Corp certification, 2024 was about slowing down where necessary and professionalising internal structures.

We work in an industry of influence. Our greatest leverage is not our office footprint, but the narratives we shape, the behaviours we normalise, and the systems we help scale.

That's one of the reasons this report is intentionally short and structured around the B Corp impact areas, with updated 2024 figures. Another is that we have started sharpening our position, vision, and values.

For future reports, we are rethinking our reporting approach entirely to emphasise this updated thinking and the impact our work is creating, which is currently obscured by the numbers. To do that, we need a holistic approach to impact management and measurement, which is one of our priorities for the next year.



Certified



Corporation

About B Corp

B Corps are businesses that commit to balancing profit and purpose. Certification is based on an independent assessment of five topics: governance, workers, community, environment, and customers.

Following certification completion in February 2024, we are now a proud B Corp. The assessment process continues to serve as our internal benchmark for governance, decision-making, and improvement priorities. The new standards released in 2025 will be relevant for our re-certification in 2027 and serve as a new north star.

Overall B Impact Score99.6

Qualifies for B Corp Certification	80
Median Score for Ordinary Businesses	50.9

Based on the B Impact assessment, NEW STANDARD.STUDIO GmbH earned an overall score of 99.6. The median score for ordinary businesses that complete the assessment is currently 50.9.

Do you want to join the B Corp movement?

If you’d like to learn more about becoming a B Corp and receive practical guidance on setting up your business processes in a more conscious way, please get in touch. We support organisations getting B Corp certified or re-certified according to the new standards released in 2025. Because it’s never too late to set NEW STANDARD.S.

Mission & Engagement	4.2/6
Ethics & Transparency	6.0/9
+ Mission Locked	10/10

Governance is where purpose is either embedded in daily decision-making or reduced to intent. Following the completion of our B Corp certification in early 2024, the focus of the year shifted from formal commitments to operational practice. Our mission remains legally anchored in our governing documents, requiring us to consider social and environmental impact alongside financial performance in all strategic decisions.

In 2024, we concentrated on clarifying roles and responsibilities, documenting processes, and separating strategic leadership from operational execution. This work aimed to reduce dependency on individuals, increase transparency, and create a more resilient organisational structure. Governance at NEW STANDARD.S is not treated as a static framework but as an evolving system that must continuously respond to complexity and uncertainty without losing accountability.



Workers25.2/50

Financial Security	10.0/20
Health, Wellness, & Safety	4.0/12
Career Development	3.5/8
Engagement & Satisfaction	6.8/10

Our approach to workers is grounded in the belief that fair and secure work is foundational infrastructure, not an optional benefit. After a period of rapid team growth in 2023, this year was deliberately shaped as a year of consolidation. The priority shifted from expansion to stability, retention, and clarity.

In 2024, we continued to pay all employees above living-wage benchmarks, with the lowest salary at 18 €/hour, and maintained flexible working arrangements, including a four-day workweek and adaptable hours to support different life situations. Greater emphasis was placed on transparent salary structures, realistic capacity planning, and clear expectations around roles and progression. Rather than optimising for headcount growth, we focused on building a sustainable working environment that supports long-term engagement and reduces avoidable fluctuation.



Employee wellbeing

Employee satisfaction per workers category	2022	2023	2024
Office based			
Very satisfied (5)	17	57.1%	
Satisfied (4)	33.3%	14.3%	
-3	0	14.3%	
-2	16.7%	14.3%	
-1	33.3%	0	
Average (1-5)	2.83	4.1	
Proejct-based			
Very satisfied (5)	0	N/A	N/A
Satisfied (4)	0	N/A	N/A
-3	1	N/A	N/A
-2	1	N/A	N/A
-1	0	N/A	N/A
Average (1-5)	3	N/A	N/A

Ratio Salary Women : Men 1 : 1
Management : Full-Time-Employee 1.63 : 1

Employees by year and gender	2022	2023	2024
Employees under 30 years	7	6	5
Employees 30-50 years	4	8	8
Employees > 50 Years	1	3	3
Female employees	11	14	12
of which: management / founders	1	1	1
Male employees	1	3	4
of which: management / founders	1	1	1
Non-binary employees	0	0	0
of which: management / founders	0	0	0
Total number of employees	12	17	16
Of which: full-time employees	4	7	11
Of which: part-time employees	8	10	5
Number of new employments	9	9	5
Women	9	7	4
Men	0	2	1
Number of resignations	1	6	5
Women	1	5	3
Men	0	1	2
Fluctuation rate	0	35.29%	31.25%

Environment

10.4/20

Environmental Management	4.2/7
Air & Climate	3.3/7
Water	0.3/2
Land & Life	2.5/4

As a service-based business, our direct environmental footprint remains comparatively low. Nevertheless, we consider ongoing measurement and responsible choices a baseline requirement rather than an achievement.

In 2024, we continued to source 100 percent renewable electricity and gas and avoided company-owned vehicles entirely. All newly purchased technical equipment is refurbished or reused by default. Energy efficiency is treated as an operational discipline rather than a behavioural preference. Devices are actively managed to avoid standby consumption, and shared responsibility for energy use is embedded in daily routines. We also favour service providers whose digital infrastructure, including hosting and cloud services, runs on renewable energy. Our environmental focus is not limited to reducing operational emissions but extends to acknowledging the limits of our direct influence. The greatest environmental leverage of our work continues to lie in the projects we support and the systems and behaviours those projects help to shape.



Clean climate, environment & energy

Energy consumption (Kwh)	2022	2023	2024
Scope 1: Direct energy consumption (stationary combustion)	8,837	13,229	12,923
Gas heating as the only source	8,837	13,299	12,923
Scope 2: Indirect energy consumption	2,353	2,643	2,538
thereof renewable electricity	2,353	2,643	2,538
thereof conventional electricity	0	0	0
thereof district heating	0	0	0
Total	11,190	15,872	15,461
Energy intensity (kWh/T€ revenue)*	23.73	20.98	19,68
Business Trips (Km)	2022	2023	2024
Train	2,470	4,790	15,480
Car	312	1,210	760
Flight	0	3,800	0
Total	2,782	9,800	16,240

* Includes heating and electricity consumption and only encompasses the energy consumption inside the organisation.

NEW STANDARD.S

Emissions by category (kg CO ₂ EQ)	2022	2023	2024
Scope 1: Direct energy use per primary source	2,000	2,660	3
Biogenic emissions from biogas	2,000	2,660	3
Scope 2: Indirect energy use per primary source	0	0	0
Electricity	0	0	0
Heating and cooling	0	0	0
Scope 3: Other indirect emissions	11,560	6,160	6,910
Purchased goods and services	9,130	4,010	5,980
Capital goods	100	150	80
Business travel	300	550	470
Employee commuting	1,100	750	50
Upstream transport and distribution	100	80	40
Downstream transport and distribution	30	20	10
Operational waste	800	600	280
Total	13,560	8,820	6,913
Emission intensity (kg CO ₂ eq/T€ revenue)**	28.75	11.66	8.80

** Includes Scope 1 and 2 emissions as well as selected Scope 3 categories and encompasses all quantifiable greenhouse gases.

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Community

27.3/50

Diversity, Equity, & Inclusion	8.6/15
Economic Impact	11.4/15
Civic Engagement & Giving	2.1/12
Supply Chain Management	1.7/8

We understand community impact as something that is created through business decisions, not detached from them. Rather than separating commercial activity from civic responsibility, we pursue corporate activism embedded in our core operations.

In 2024, we continued to prioritise collaboration with local suppliers and Berlin-based partners, wherever possible. Our engagement with the community is primarily expressed through the projects we take on, particularly those in the public sector and civil society that aim to create access, participation, and systemic change. We are active members of networks that advocate for sustainable economic frameworks and circular transformation, contributing both expertise and paid project work. Giving back, in our understanding, means aligning economic activity with public benefit rather than compensating for harm after the fact.



Customers

16.2/65

Customer Stewardship	2.0/5
+ Support for Underserved	9.3
Purpose-Driven Enterprises + Impact Improvement	4.8

Customers represent our most significant impact lever. As an environmental consultancy and creative studio working in an industry of influence, the outcomes of our work extend far beyond our own organisation.

In 2024, we continued to focus on projects that address sustainable consumption, circular economy practices, and systemic transformation, often reaching audiences outside the traditional sustainability bubble. A substantial share of our work remained rooted in the public sector and purpose-driven organisations, reflecting our intention to create impact at scale rather than exclusively within niche markets. We remain transparent about the types of organisations and sectors we work with, while deliberately focusing our disclosure on client categories rather than detailed service descriptions. Our responsibility as communicators lies not only in supporting responsible businesses but also in shaping narratives that make future-fit solutions understandable, credible, and desirable.



Economic performance

Economic value generated and distributed	2022	2023	2024
Revenues	€471,578	€884,083	€785,810
Total economic value generated	€471,578	€884,083	€785,810
Operating costs	€134,594 €	€339,894	€403,902
Employees wage and benefits	€61,107	€309,948	€439,125
Payments to providers of capital	€1,638	€1,449	€754
Total economic value distributed	€197,339	€651,292	€843,781

Business revenue by client type and sector (1%)	2022	2023	2024
Business	27%	24%	28%
NGO/charity	3%	4%	4%
Public sector	70%	72%	68%
Total by client type	100%	100%	100%
Heavy industry	24%	23%	18%
Hospitality	1%	6%	8%
Consumer products	37%	13%	19%
Technology	17%	–	–
Packaging	3%	–	–
Media & entertainment	16%	–	–
Built industry	2%	–	–
Circular services	–	28%	34%
Lobbying	–	18%	12%
Financial services	–	11%	6%
Education	–	1%	3%
Total by business sector	100%	100%	100%

Projects created (mostly) in 2024

Across work for Ucon Acrobatics, Trash Galore, Federal Competence Center for Cultural and Creative Industries, Bertelsmann Stiftung, Degewo and many more—in total, we sent more than 100 invoices to more than 50 clients—, our role was consistent: creating clarity where topics are complex, making circular and social questions tangible, and supporting initiatives that operate close to people, places, and everyday decisions.

The selection on the next page highlights the wide range of our work in 2024—from brand and communication to participatory formats and local impact—without claiming completeness. It shows where we chose to invest our time and expertise, and how we approached impact under the conditions of that year.



Speiseräume ↗



Ucon Acrobatics ↗



Trash Galore ↗



Kreisler ↗



Creative Lab #7 ↗



IMMPACT ↗

Outlook

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NEW STANDARD.S

If you want to learn more about us,
head to our website:
www.newstandard.studio

If you want to set new standards,
work with us:
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