

reflex  
advertising agency

# Mainostoimisto Reflex Oy Sustainability Report 2025

Reporting period:  
Calendar year 2025

Baseline year:  
2024

# Strategy and Commitment

Advertising agency Reflex is committed to promoting sustainable development and reducing the environmental impact of its operations in line with science-based targets (SBTi). This means that Reflex has set itself climate targets that align with the goals of the UN Paris Climate Agreement to limit global warming to 1.5 degrees.

## Our Official SBTi Targets

The SBTi validated and approved Reflex's emission reduction targets in November 2025. In accordance with these targets, Reflex commits to:

- **maintaining direct** (Scope 1) emissions at net-zero until 2030.
- **reducing absolute** greenhouse gas emissions from purchased energy (Scope 2) by 50% by 2030 compared to the 2024 baseline level.
- **measuring and reducing** its value chain (Scope 3) emissions.



# Environmental Responsibility and Emissions

Our climate work is grounded in official, science-based emission reduction targets (SBTi). We monitor our emissions in accordance with the Greenhouse Gas (GHG) Protocol across three categories: Scope 1, 2, and 3.

Category	2024 (Baseline year)	2025 (Actual)	Progress %
<b>Scope 1</b> (Direct emissions)	0 tCO <sub>2</sub> e	0 tCO <sub>2</sub> e	0%
<b>Scope 2</b> (Purchased energy for premises)	4.05 tCO <sub>2</sub> e	3.49 tCO <sub>2</sub> e	-13.83%
<b>Scope 3</b> (Value chain emissions)	109.89 tCO <sub>2</sub> e	67.31 tCO <sub>2</sub> e	-38.75%
<b>TOTAL</b>	<b>113.94 tCO<sub>2</sub>e</b>	<b>70.80 tCO<sub>2</sub>e</b>	<b>-37.86%</b>

## Emission Intensity (Carbon Efficiency)

We correlate our emissions with turnover to track the carbon efficiency of our operations during growth.

- **Emission index 2024:** 4.45 tCO<sub>2</sub>e / €100,000 of turnover
- **Emission index 2025:** 3.23 tCO<sub>2</sub>e / €100,000 of turnover
- **Progress:** -27.42%

## Key Actions in 2025

- **Renewable energy:** Consolidated the use of renewable energy.
- **Supply chain:** Implemented "Ethical Principles" as an appendix to subcontracting agreements.
- **Environmental management:** Completed the EcoVadis assessment and achieved the "Committed" level.



# Targets for 2026

- **Procurement:** Introduce Sustainable Procurement Policies and a Supplier Code of Conduct. The target is for 100% of subcontractors to sign the ethical commitment.
- **EcoVadis:** Raise the score (target > 65/100), particularly regarding environmental and procurement criteria.
- **Scope 3 data:** Refine the collection of emission data from subcontracting and premises.

*Sustainability report approved on 21 May 2026*

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[www.mainosreflex.fi](http://www.mainosreflex.fi)*

