

2025

the **COLIBRILY**  
CREW

# Impact Report

An honest look into how we  
measure and improve our impact.



check us out





**2025 was a turbulent year for digital marketing, with widespread economic uncertainty impacting businesses globally.**

As companies cut back on marketing and investment, generating results became more challenging. We had to do more with less, so we overhauled our strategy to focus on multi-channel solutions that drive revenue without additional spend.

Internally, we refined our ideation process, focusing on impact, ROI, and prioritization to give clients a clearer path forward.

I am deeply grateful to our clients, team, and partners, both long-standing and new.

Overall, 2025 was a year of refining our craft. We expanded into NGO work in Europe, strengthened email marketing, and improved paid media. Proud of what we achieved and excited for 2026.

*Dave Hoch*

CEO & Founder

# Digital marketing rooted in purpose

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**The Colibrily Crew supports purpose-driven organizations through ethically conscious digital marketing strategies. We exist to counteract the harm corporate agencies have caused the environment and global communities.**



As a 1% for the Planet Member, our success directly benefits environmental partners who do vital work supporting historically marginalized communities and the planet. We make every decision with our stakeholders' well-being in mind to ensure long-term, sustainable growth that benefits everyone.

# Why we became a B Corp



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**The Colibrily Crew was founded on a commitment to sustainability, social responsibility, and ethical business practices.**

We recognized that B Corp certification would provide a structured framework for continuously improving our impact and keep us accountable to our people and the planet.

Being part of a global movement committed to doing business differently motivates the team and has strengthened engagement with our community and stakeholders. Our dedication to transparency and continuous improvement ensures that we attract values-aligned clients to use digital marketing as a force for good.

# Our journey to (re)certification

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**Becoming B Corp certified was a priority from the beginning. The certification process encouraged conversations with our team about sustainability and our impact as an organization.**

The B Lab Standards provide a structured framework to continuously improve our impact and keep us accountable to our people and the planet. The Colibrily Crew was first certified in March 2023, and, since then, we've continued to learn and grow as an organization. As we prepare to recertify on the updated, more comprehensive standards, we remain committed to our mission to create positive change.



*2025 Goal:*

**B Corp Recertification for 2025/2026**

## How it's going

With the release of the new B Corp standards, we haven't officially started the recertification process. We're still learning about the specific requirements that apply to our organization and what actions we need to take. (A big thank you to B Lab for all the incredible resources!)

## What's next

Our recertification date has been moved to March 2027.

So watch this space!

# Supporting our team

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Work-life balance and the well-being of our team remain a high priority.

We're always looking for ways to improve the benefits provided to our team, and in 2025, we introduced shin-rin yoku, or forest breathing, as a monthly practice.

Employees are encouraged to make time to soak in their natural surroundings, breathe deeply, and disconnect from their devices. So far, it's been a transformative experience for the team, especially as remote work involves a lot of screen time.

## Lou Bevan

Senior Content Creator



“It helped me slow down and stay grounded.”

## Karina Drake

Senior Graphic Designer



“Makes me explore the UAE and feel present.”

## Irene Kucher

Marketing and Relationship Manager



“Helps me prioritize nature time every month.”

## Yuval Ackerman

Email Marketing Consultant



“It put things in a broader and saner perspective.”

# Employee growth and development in 2025

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Many of our goals for 2025 were centered around employee growth and development, including personal development plans and trialing different forms of support.

One standout moment was our team retreat in Slovenia. Every year, we get our globally distributed team together to ideate in person and, more importantly, connect on a more personal level. Slovenia was a special location that prioritized time in nature together, which brought our asynchronous shin-rin yoku benefit to life.



## Meet a 100% personal development plan achievement rate

### How it's going

Personal development plans (PDPs) are hard for staff to complete fully when client work takes priority. Even though PDPs seem to follow a similar trend to New Year's resolutions, they did offer the team guidance on where to focus their attention throughout the year. The continuous learning sessions that we hold quarterly provide staff with the opportunity to learn together.

### What's next

We're trialing a quarterly PDP format in 2026. Instead of setting year-long goals, the team is encouraged to set shorter, more action-oriented quarterly goals. The hope is that this will keep the novelty alive as goals can adjust with the events of the year and limit feelings of "being behind."

# Implement our empowerment model, kaizen

## How it's going

We started the year strong and updated our empowerment tracker regularly. But by the end of the year, it became less of a priority as the team was incredibly busy wrapping up projects.

## What's next

In 2026, updating the empowerment tracker will be incorporated into weekly one-on-ones with staff.

## Trial a financial advice support model for staff members

### How it's going

This ended up being more complicated than we initially thought. Each country has a slightly different approach, and there isn't a centralized resource that we can use to support staff members confidently.

### What's next

Finding out from each staff member who is interested in financial advice and what long-term financial goals they need advice on. From there, we can hopefully curate credible resources to help them make informed decisions within their country's specific context.

# Trial a counseling support model for staff members

## How it's going

Our mind-body stipend can be used to contribute toward counseling and therapy, although this benefit isn't only for therapy.

## What's next

We've found that the current mind-body stipend covers counseling support. If this changes in the future, we'd be open to revisiting this support model.

# Test the feasibility of a loan program for internal staff

## How it's going

The opportunity to test a loan program didn't present itself in 2025.

## What's next

This is currently being worked on and implemented in 2026.

# Building an inclusive workplace and industry

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Justice, equity, diversity, and inclusion (JEDI) are essential components for ethical marketing and responsible business. We remain committed to embedding these principles into our operations and fostering an inclusive workplace.



*2025 Goal:*

**Increase collaborations with other B Corps**

## How it's going

This is going well, but there's always the opportunity to improve. Some of our 2025 collaborations include learning with [Evolution Marketing](#) and [Construct The Present](#).

## What's next

An exciting side-effect of [starting our newsletter](#) is the increase in our engagement with the B Corp community on B Hive. We now have a regular touchpoint to help us start meaningful conversations and actively learn about others in the community. We're looking forward to continuing this collaboration.

# Responsible partnerships

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We've taken the Clean Creatives Pledge to publicly disclose our commitment to enhance the visibility of organizations that prioritize purpose over profits. Our standard of work is guided by our ethical marketing policy and ethical generative AI principles to stay accountable to our values.

To center ethics in marketing, we follow a holistic digital marketing approach. Before recommending any strategies, we look at our clients' unique situation and competitive landscape to identify the most effective channels for budget spend. We believe that this targeted approach helps reduce digital waste as we focus only on the necessities before strategic implementation.

# *Our values:*

- 1. Embracing Harmony, Avoiding Drama**
- 2. Balance is Non-Negotiable**
- 3. Health is Wealth: Mind and Body**
- 4. Economic Empowerment**
- 5. Continuous Improvement**
- 6. Valuing Unconventional Talent and  
Recognizing Unique Strengths**
- 7. Cultivating Positivity**
- 8. Fostering Respectful Communication**
- 9. Ethical Action Above All**
- 10. Embracing Failure as Progress**

In 2025, we asked our clients whether they felt like the team guided them towards increasing their positive social and environmental impact.

**77.8% said YES**

# Reducing our climate impact

We recognize that, as a digital marketing agency working with resource-heavy digital tools like generative AI, how we do business inherently impacts the environment.

But we're committed to continuous improvement and using our spheres of influence to encourage sustainable practices as part of the **B Corp movement**.

To mitigate the environmental impact that we are unable to eliminate as a remote organization dependent on emission-heavy ICTs, we purchase verified carbon credits through **Carbon Credit Capital**.

In 2025, we invested approximately \$1,200 in carbon credits, offsetting an estimated 60,000 to 100,000 kg of CO<sub>2</sub>e. Our annual goal is to offset our total operations and beyond.

*2025 Goal:*

**Calculate our GHG emissions increase  
as it relates to AI usage**

## How it's going

Getting a concrete number has been difficult as the technology rapidly changes, and not all generative AI companies are forthcoming about their environmental impact. It also introduced the issue of tracking generative AI use across the team, as AI use varies and different roles use different AI tools. Using the [EcoLogits Calculator](#)'s company mode on the assumption that 6 team members use 5000 tokens per day for a year, estimates 6.73 kgCO<sub>2</sub>eq. However, the calculator states that OpenAI's GPT5 model architecture hasn't been publicly released, and to expect lower precision of estimations.

## What's next

More regulations and frameworks are coming out that will hopefully make it easier to set up better tracking of generative AI's impact. From a team perspective, we'll continue to update our Ethical Use of Generative AI Policy and encourage team members to be mindful of their usage by testing tools like the [EcoLogits Calculator](#) or [Let's Bend The Curve's](#) digital footprint calculator.

**“To me, a better business means  
that we’re actually trying to make  
the world a better place.”**

*Dave Hoch*

CEO & Founder

# Working toward systemic change

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**Consciously speaking out and reinforcing our values publicly is part of that.**

**Because our values align with those of other businesses in the B Corp movement, these actions compound to make a positive collective impact.**

1. We've given over \$15,777 to in-network environmental partners to date as a 1% for the Planet Member.
2. We signed a letter, led by the ASBN, to the Administration and Congress defending the Constitution, the rule of law, and an inclusive, equitable economic system for all people and the planet.
3. We celebrate Black Climate Week annually to uplift the stories of Black climate leaders in the US.
4. We unequivocally support human rights and advocate for climate justice.

# Achieve 100% volunteering support

## How it's going

All team members volunteered in 2025, with **over 200 hours of volunteering time** in total across the organization.

## What's next

Find fun ways to encourage staff to use their full 1 day per month of paid time off for volunteering. Ideate on a more convenient way to track volunteer time to ensure all team members get the recognition they deserve.

## Publish an Ethical AI policy

### How it's going

We created an in-depth "Ethical Use of Generative AI" internal policy, and we published those [ethical AI principles](#) on our website.

### What's next

Generative AI's rapid evolution is showing no sign of slowing down, which means that we need to keep regularly reviewing our policy and principles to ensure they reflect our values.

# *Goals for the year ahead:*

- 1. Reduce last-minute, crisis-mode requests.**
- 2. Make our internal processes easier to follow and repeat.**
- 3. Create more space for strategic thinking and less daily friction.**
- 4. Consider a digital retreat in addition to our yearly on-site to make sure The Colibrily Crew remains aligned.**
- 5. Provide staff with support to advocate for policy changes to improve social and environmental outcomes.**
- 6. Benchmark our personal development program to track success and engagement better.**
- 7. Implement an annual ethics-focused risk assessment to ensure we update policies and maintain ethical digital marketing standards.**
- 8. Develop and implement digital sustainability practices.**

**Thank you for being part  
of the journey!**

the **COLIBRILY**  
**CREW**



Stay in touch with us on LinkedIn ↘

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