

# Our 2024 “S-Word” Report

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## INTRODUCTION

2024 marked a quiet milestone for our team. For the first time in our company's history, we completed a full year of business travel within the EU without setting foot on a plane.

We're proud to say we stuck to our word. But that's not to say it was easy. Our annual company retreat required a higher travel budget than previous years, we had to reroute our travels to our retreat in Marseille due to floods in Germany, and two team members spent an unplanned night in Paris when a connecting train was canceled.

And yet, every kilometer of track, every long-haul train ride, brought a sense of purpose. We slowed down, connected more deeply, and remembered why we made this commitment in the first place.

As communicators, we believe we have a responsibility to lead by example. Not just by reporting on sustainability, but by living it.

This year's S-Word Report 2024 touches on the environmental, social, and economic pillars of our work. It also reflects how much joy and meaning we find in working with clients who share our values. It's an honor to help tell their stories, and we look forward to continuing growing together.

As always, if you have ideas on how we can do better, I'd love to hear from you at [natascha@rupp-pr.com](mailto:natascha@rupp-pr.com).

Kindest,

Natascha

Owner & Managing Director  
Rupp Public Relations GmbH



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a responsibility to lead by example.  
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but by living it.**

## Goal Tracking & Key Stats

Goal	Status	Comment
No EU flights from 2024	Implemented	Full switch to trains despite cost increase
Volunteer program	Implemented	Volunteer day at school in Cape Town
Support for NGOs	Implemented	Ongoing support for Eunoia e.V.
New sustainable clients and partnerships	Implemented	Added a new client to our portfolio as well as a new partnership
Carbon-neutral hosting	Not Feasible	Offset via Atmosfair instead
B Corp Application	Not Feasible	Launching by 2028
Client Supply Chains and Sustainability Reports	Ongoing	Completed with one client; other clients ongoing



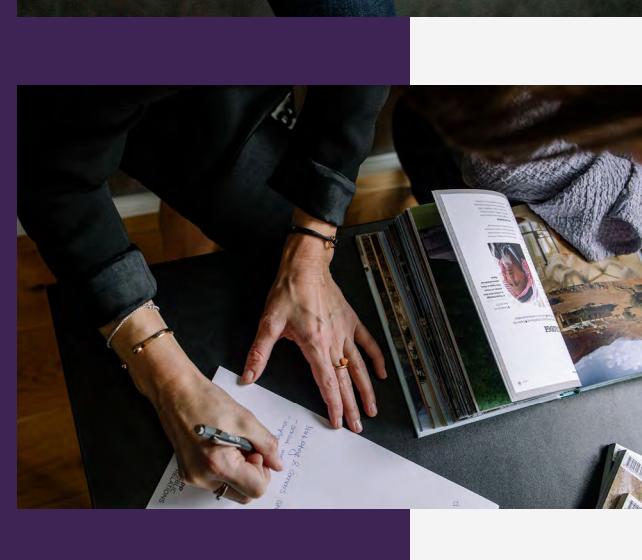
## 2024 AT A GLANCE



4746 kg CO2 emissions offset



100% EU business travel done by train



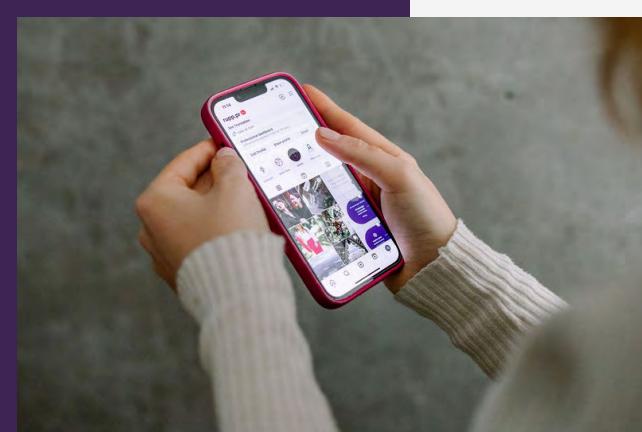
2.000 EUR donated to education and social projects



New shared office space



Digital business cards



Volunteer Program started



1 new sustainable hotel client



1 new partnership

# OUR IMPACT ON THE PLANET



## First Year of No-fly Policy Within the EU

2024 was our **first full year of operating under a strict no-fly policy within the EU**. This was a goal we set in 2023, and proudly achieved. While this decision aligned with our values, it wasn't without its challenges. Our company retreat, for instance, had to be rerouted due to floods in Germany, and a missed connection led to an unexpected overnight stay in Paris for two team members. Still, the journey was part of the story.

## New Office: Shared Space, Shared Values

In October 2024, we moved into a **shared office space with sustainable fashion brand Hacoy**. This decision reflects our ongoing commitment to reducing our environmental footprint and fostering value-aligned collaborations.

By sharing resources such as energy and furniture, we've significantly reduced the emissions and material impact associated with maintaining a standalone office. Beyond the environmental benefits, co-locating with another purpose-driven brand has opened the door to creative exchange and deeper conversations about what it means to build sustainable businesses today.

## Emissions Reductions Across All Areas of Work:

- We attempted, once again, to switch to a carbon-neutral website host; a goal we've postponed due to limited certified providers. Instead, we've calculated our site's footprint and offset the emissions with Atmosfair.
  - In 2023, we offset 1.28 kg CO2 emissions for 2,425 visits
  - In 2024, we offset 0.53 kg CO2 emissions for 1,463 visits
- We replaced our print business cards with digital business cards that use QR codes.
- When we have needed to use ChatGPT we have ensured that the platform OpenAI runs on, Microsoft's Azure infrastructure, is committed to sustainability which aligns with ours. Their goals are to:
  - use 100% renewable energy by 2025
  - have carbon-negative operations by 2030
  - be water-positive by 2030
  - have zero waste by 2030

## Calculating our Emissions

We calculated our carbon footprint for travel using My Climate. Our compensation continues to run through Atmosfair. We support the Atmosfair carbon offset projects to reduce CO2 emissions, whilst promoting sustainable development through technology transfer, and reducing poverty.

To ensure transparency in our environmental reporting, we carefully calculated our emissions using:

- **Carbon Footprint** to estimate individual employee emissions, including electricity usage, heating, and internet consumption. We always offset slightly more to remain on the safe side of these estimations.
- **My Climate** to measure travel-related emissions.
- **Deutsche Bahn Co2 Compass** to measure train travel emissions.
- **Atmosfair** for all carbon offsetting – supporting global climate projects not only reduces CO2 emissions but also drives sustainable development through technology transfer and poverty reduction.



In total, we offset  
**4,746 kg of CO2 emissions for 2024.**

This number derives from:

- **Employee-related emissions**, incl. energy consumption and online activity: **2,173.74 kg CO2 emissions**
- **Business trips**, primarily transport: **2,572.26 kg CO2 emissions**

## Business Travel CO2 Emissions

Travel Route	Date	Number of Staff	Plane Transport (km)	Rail/Car Transport (km)	Round Trip kg of CO2 emissions
8x Munich-Berlin	All year	1		9,348.6	0.72
Genoa-Berlin	March	1		1,171.4	10.4
Genoa-Marseille	June	1		391.7	14.9
Munich-Paris	June	2		842.4	6
Paris-Marseille	June	2		773.1	9.06
Marseille-Munich	June	1		1,040.7	6.76
Marseille-Genoa	June	2		391.7	24
Genoa-Zurich	June	1		415.7	3.70
Zurich-Munich	June	1		310.1	21.5
Genoa-Rimini	October	1		410.2	5.84
Munich-Cape Town	November	1	18,285.4		2470
Munich-Rabland	January	1		316	0.104
Total emissions in kg CO2					2572.26

Input Source: Deutsche Bahn Co2 Compass for trains, Atmosfair for flights, My Climate for cars

## Total Office CO2 Emissions

Category	Emissions/ kg CO2	Assumptions
Team: Home office electricity	328.0	0.15 kW * 40h/week * 52 weeks * 3 workers @ 0.35 kg/kWh
Team - Home office heating (6 months/year)	468.0	1.2 kg/day × 130 days/employee × 3 workers
Office space (shared, 50%)	1,400.0	40 m <sup>2</sup> * 200 kWh/m <sup>2</sup> /yr * 50% share @ 0.35 kg/kWh
Digital infrastructure: SaaS licenses (~8)	80.0	8 licenses @ 10 kg/license-year
Digital infrastructure: Cloud storage (3 TB/person * 3)	180.0	3,000 GB/person * 4 people @ 0.02 kg/GB-year
Digital infrastructure: Mailchimp emails (400)	1.6	400 emails @ 0.004 kg/email
Digital infrastructure: Outlook emails (10,000)	40.0	10,000 emails @ 0.004 kg/email
Office supplies (embodied + shipping)	4.14	Sticky notes+notebook+pens+screen protector+laptop case+shipping (material factors)
Total emissions in kg CO2: 2,173.74		

Input Source: ChatGPT + Carbon Footprint

Please contact us for a detailed breakdown of our office emissions, including online shipping.



# OUR IMPACT ON PEOPLE

## NGO Support: Eunoia e.V.

### *Supporting Goal50 ECD Centre*

Our Volunteering Program kicked off to an amazing start when two of our colleagues headed to Cape Town, South Africa. Here, our team visited the Goal50 ECD Centre, a school that will provide high-quality education for 100 children when it opens its doors in late 2025.

The school's structure is primarily sustainable, made out of old tires, bottles, and other recyclable materials. They met with the construction manager and were able to learn about the process of the build and some unique insights surrounding the plans.

They were also able to visit Ulwazi Educare, a previous school construction project that we have supported. They were updated on the school's progress and explored the vibrant and thriving space that has provided the community with accessible education.

Additionally, we:

- Funded 2.000 EUR for the monthly expenses for Roots Cambodia, a school near Siem Reap
- Volunteered with Best Buddies Ireland

## Team Development & Training



Our team members were able to partake in a variety of development and training courses. We learned, developed new skills, and were able to incorporate them into our company. This year, we took a/an:

- Adobe Illustrator course
- Creativity Masterclass

## Building Community and Setting Roots

With our new office we have solidified our spot in the neighborhood. From visiting local restaurants, to inviting clients into our space, to meeting fellow business owners, and seeing the familiar faces of those within our community, we feel established in our small subsection of Munich. We are looking forward to planning and hosting a get-together for all the small business owners around us, while strengthening our connections and bonds to both the neighborhood and the people who fill it.



# HOW WE MAKE A PROFIT

## New Client Win with Aligned Sustainability Values

In May, we began collaborating with Buahan, a Banyan Tree Escape, a pioneering luxury retreat in Bali focused on regenerative hospitality. Our work supports media relations across the DACH and Italian Markets.

As we grow, we remain committed to partnering only with clients whose sustainability values align with ours. Our goal isn't just to promote destinations, it's to elevate those who are truly leading by example.

## Partnerships:

- We have an ongoing partnership with **MAp Boutique Consultancy**. We share a few sustainable hotel clients where together, we organize a holistic approach to communication. We are currently collaborating on the second version of The Sustainable Hotel Handbook: Communication which will align with EU greenwashing regulations. The handbook is due to launch late 2025.
- Partnership with B Corp **Lemongrass Marketing** where we collaborated on a client, the sustainable tour operator, TravelLocal.



**"The team brings passion and dedication to storytelling, especially in areas close to my heart like sustainability and culture."**

Lina Suryati

Assistant Director of Sales & Marketing at Buahan, a Banyan Tree Escape

# LOOKING AHEAD

## Planet

*B Corp (projected: 2028).* Becoming a B Corp has proved to be a significant challenge. While the fees are not a large obstacle for us, the commitment to actually become a B Corp is due to our limited resources.

With only two full-time employees and three part-time, we would have to hire someone new and designate their role to tackle our application. Hiring a new employee is currently unaffordable to us, meaning that we will be able to commit to this achievement when we can pull in more funding and thus, more staff.

*Carbon Neutral Webhosting.* In order to accomplish this goal, we would have to invest in the set up of a completely new website which is not financially feasible for us. This process is also complex, as we have looked into it for the past two years and have yet to find a trustworthy and credible provider.

## Carbon Removal Cost

Removing our 2024 emissions of 4.3 tonnes of CO2 through Tomorrow's Air would currently cost USD 4,300. This is beyond what we can afford at the moment. While future projections estimate costs will fall to USD 250 per tonne by 2050 (making our footprint approx. USD 1,075), and even lower with technologies like BECCS, Biochar, and DACS, these price points are not yet available. For now, we will continue to offset our emissions with Atmosfair until carbon removal becomes financially viable.

## People

Continued support for Eunoia e.V. and its ongoing projects. We hope to make a positive impact with new projects for children and communities in South Africa, Cambodia.



Additionally:

- Ensure compliance with EU accessibility standards
- Help clients comply with EU accessibility standards
- Fully paid volunteering days

## Profit

- Consolidate our current partnerships
- Focus on adding sustainable clients to our portfolio
- Release the second version of The Sustainable Hotel Handbook: Communication





**Want to share suggestions on how  
we can do better? Contact us.**

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