

Our 2025 “S-Word” Report

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INTRODUCTION

Our annual retreat in 2025 kept us close to home. The team and I gathered in our Munich office, after our 2024 retreat took us across Europe by train to Marseille. And yet 2025 was also our most emissions intensive year in terms of travel due to a client press trip in May.

Our emissions went up, not down, because we ran a press trip in Bali for our client Buahan, a Banyan Tree Escape. I was a part of that trip, which meant I had to board flights from Munich to Bali and back – and we know how intense flight emissions are. We made a conscious decision to join this trip, so we could ensure a quality experience for both the press and our client.

Sustainability, for us, has never been about purity; it's about the choices we can defend and the ones we must keep working on. What didn't change was our commitment inside Europe: a second full year without a single business flight within the EU. This is something I'm still very proud of, and will continue to engrain in our business operations, no matter the circumstances.

It wouldn't be a report on the year 2025 without the mention of AI. We're very aware of how the increase in use of AI – in our case specifically ChatGPT and Claude – also increases carbon emissions. You'll see this data reflected in this year's report.

As usual, this report covers the environmental, social, and economic sides of 2025. We're proud of how the team has grown (welcoming Sainey!), of the clients who've trusted us with their stories, and of the partners who keep pushing us to be braver and more honest in how we talk about our work.

If you have thoughts on how we can keep raising the bar, I'd love to hear them.

Kindest,

Natascha

Owner & Managing Director
Rupp Public Relations GmbH



**Our emissions went up, not down,
because we ran a press trip in Bali
for our client.**

Goal Tracking



A snapshot of where we landed against the commitments we set out at the start of the year.

Goal	Status	Comment
Second consecutive year of no EU flights	Implemented	Maintained through 2025 despite higher train costs and a couple of long re-routes.
Volunteer program	Implemented	Local Munich charity drive; continued NGO commitments in South Africa and Cambodia.
Support for NGOs	Implemented	Ongoing partnership with Eunoia e.V. and a new fundraiser for a Munich special-needs school.
New sustainable clients and partnerships	Implemented	Camping Mistral joined the portfolio.
EU accessibility compliance for both Rupp & clients	In progress	Significant rollout with CAS Trips; internal standards updated ahead of the EU Accessibility Act.
Client supply chains & sustainability reports	Ongoing	One completed in 2025; others continuing into 2026.
B Corp application	Not yet feasible	Capacity remains the constraint. Target year: 2030.

2025 AT A GLANCE



7,109.43 kg CO² emissions offset across the business



Second consecutive year with zero EU business flights



€850 fundraised for the Movement Box at the Sonderpädagogisches Förderzentrum München-West School



Continued teacher-salary support in Cambodia



Funding committed to building a new playground in South Africa



Re-publishing The Sustainable Hotel Handbook: Communication launched with MAP Boutique Consultancy



One new sustainable hospitality client – Camping Mistral



Carbon-literacy training with Tomorrow's Air completed in January 2025



OUR IMPACT ON THE PLANET



A Second Year of No EU Flights — and What It Cost Us

In 2024, we kept our promise: a full year of business travel within the EU without boarding a plane. In 2025 we did it again. What felt novel last year has very quickly become our way of working. The trade-offs haven't disappeared. Train tickets remain more expensive than the equivalent flight, schedules are longer, and one or two routes still ask for patience, but the team has learned to plan around them and, on the whole, to enjoy the slower pace.

The bigger story of 2025 sits outside Europe. We ran a press trip in Bali for Buahian, a Banyan Tree Escape, and that single trip accounts for the year's largest emissions line. We don't try to balance the books with caveats: the figure is what it is, and we've offset it in full. What we can say is that the trip delivered the editorial coverage our client needed, and we'd make the same call again.

Staying Local: Our Company Retreat in Munich

In July, the whole team came together in our Munich office for our annual retreat. The office, which we moved into in 2024, gave us a reason to do something we hadn't managed before: a retreat without a "new" destination. We came together in Munich and used the time onsite for the work that's hardest to do remotely: strategy, planning, and the small, in-person conversations that video meetings can't replace.

The decision to stay local also kept our retreat emissions to a fraction of last year's and reminded us that you don't have to travel far to be productive.

Emissions Reductions Across the Rest of Our Work

We finally found a credibly certified carbon-neutral website host that aligns with our standards, but the transition only took place in early 2026, so that will be a story for next year's report. Until we found a provider we could genuinely stand behind, we continued monitoring our website's footprint and offsetting its emissions through Atmosfair.

- 2023: 1.28 kg CO² offset across 2,425 visits
- 2024: 0.53 kg CO² offset across 1,463 visits
- 2025: 0.27 kg CO² emissions for 621 website visits.

Digital business cards, introduced in 2024, stayed in use across the team, which meant we didn't have any print runs in 2025. However, in 2025, we used AI tools — primarily ChatGPT (OpenAI) and Claude (Anthropic) — to support research, content development, and operational tasks. We want to be transparent about this: AI tools consume energy, and the environmental picture is still evolving.

Microsoft Azure, which powers OpenAI, achieved its goal of matching 100% of its electricity consumption with renewable energy in 2025, and is working toward carbon-negative operations by 2030. Anthropic, which makes Claude, has not yet published corporate emissions data or formal carbon reduction targets, though it has committed to absorbing the energy cost impacts of its expanding data center infrastructure.

We recognize that using these tools adds to our digital footprint. For the 2025 report, we've begun tracking our AI usage as a separate line in our emissions calculations (see page 7). The per-query footprint is small in absolute terms, but as an agency that asks its clients to account for their full impact, we think it's right that we do the same.



Calculating our emissions

Our methodology is unchanged from last year, which keeps the numbers comparable. We use:

- **Carbon Footprint** — for individual employee emissions — electricity, heating, and internet. We always offset slightly more than the estimate, to be on the safe side.
- **myclimate** — for travel-related emissions.
- **Deutsche Bahn CO² Compass** — for train travel
- **Atmosfair** — for all offsetting, supporting projects that reduce CO² while driving technology transfer and poverty reduction.



In total, we offset
7,109.43 kg of CO² emissions for 2025.

This number breaks down as:

- **Employee-related emissions** — energy, heating, and online activity: 2,767.79 kg CO²
- **Business trip emissions** — primarily transport: 4,341.64 kg CO²

Note: Business-trip emissions rose substantially compared to 2024, driven almost entirely by the Bali press trip for our client Buahan, a Banyan Tree Escape.

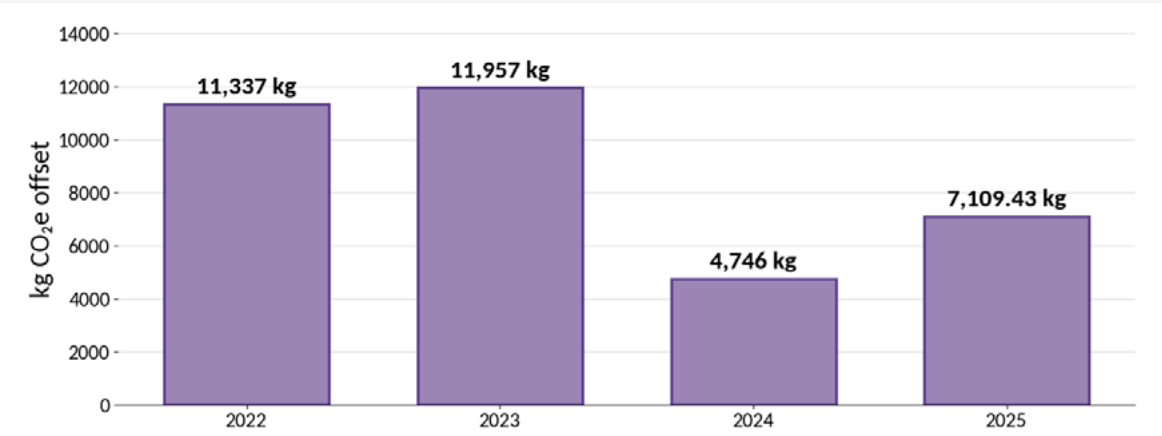
Business Travel CO₂ Emissions

Travel route	Date	Staff	Plane (km)	Rail (km)	Round trip (kg CO ² e)
Munich – Prague	Jan 2025	1		762	3.37
Munich – Zurich	Feb 2025	1		480	0.64
Munich – Berlin	Mar 2025	1		1,170	10
Munich – Dubai – Bali	Apr/May 2025	1	24,588		4,321
Genoa – Munich	Jun 2025	1		1,240	37
Total emissions in kg CO ² e					4,362.11

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

Year-on-year emissions

See how our 2025 total compares with previous years' company carbon emissions.



Source: Deutsche Bahn CO₂ Compass (trains), Atmosfair (flights and offsets), myclimate (cars), Carbon Footprint (office).



Total Office CO2 Emissions

Category	Emissions/kg CO2	Assumptions
Team: home-office electricity	436.8	0.15 kW × 40h/week × 52 weeks × 4 workers @ 0.35 kg/kWh
Team: home-office heating (6 months/year)	624.0	1.2 kg/day × 130 days/employee × 4 workers
Office space (shared, 50%)	1,400.0	40 m² × 200 kWh/m²/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 × 4)	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
Digital infrastructure: AI tools ChatGPT & Claude	1.25	2 users, ~20 queries/day, 250 working days. Blended avg. 0.25 g CO2e/query (ChatGPT ~0.16 g, Claude ~0.3 g)*
Office supplies (embodied + shipping)	4.14	Sticky notes, notebook, pens, screen protector, laptop case + shipping
Total emissions in kg CO ₂ : 2,767.79		

Input source: Carbon Footprint (cross-checked with internal estimates). Please contact us for a detailed breakdown including online shipping.

*These are third-party estimates since neither OpenAI nor Anthropic publish verified per-query figures.

OUR IMPACT ON PEOPLE

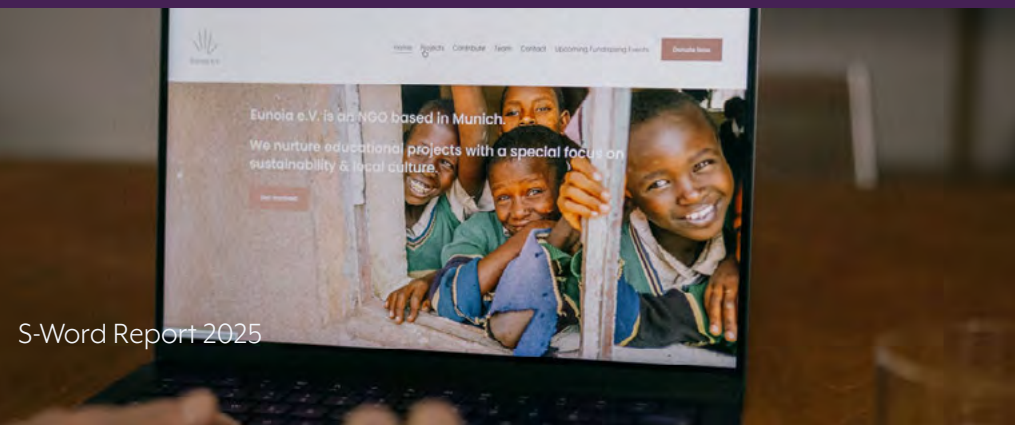
NGO Support: Eunoia e.V.

Our ongoing partnership with Eunoia e.V. continued to anchor our giving in 2025. Three communities benefited throughout the year:

Munich. In December we hosted a Christmas event at our Munich office, combining a clothing and toys drive with a fundraiser for the Movement Box project at Sonderpädagogisches Förderzentrum München-West. This is a special-education school that supports children from immigrant families and households with fewer economic resources. The team raised €850, enough to fund a movement-and-games box designed to get children moving and interacting in person rather than spending their breaks on their phones, which the head of school had voiced as a concern. The school works with around 240 students across 19 classes. Through our partnership we also help fund school trips, including, for many of the students, their first visit to the Alps.

South Africa. We continued our support for the Goal50 ECD Centre and Ulwazi Educare. In 2025 our contribution went towards the development of the new school's playground.

Cambodia. We continued to cover teacher salaries at a school near Siem Reap, sustaining a partnership that has run for several years.



Carbon Literacy Training



In January 2025 our Managing Director completed Tomorrow's Air carbon literacy training. The course sharpened our understanding of carbon removal versus offsetting and is already shaping how we advise clients to talk about the difference.

Accessibility

Ahead of the EU Accessibility Act, we audited our own communication touchpoints and carried out a parallel accessibility rollout with CAS Trips, one of our longest-standing clients. Together, we redesigned the website and supporting materials to improve digital accessibility across every channel through clearer contrast, improved typography and hierarchy, accessible PDFs, simplified forms, descriptive alt text, readable social content, and more inclusive language.

To make these standards consistent across projects, we introduced structured accessibility checks into our workflow, including the use of the WebAIM Contrast Checker and ARIA attributes for interactive web experiences.

Our Team

Rupp PR is still small, still female-run — and growing in the right direction. In 2025, we welcomed Sainey to the team, bringing over 25 years of industry experience and deepening the mix of perspectives that makes our work stronger. We're now two full-time and three part-time team members covering PR, marketing, content, and design across multiple nationalities, working languages, and life stages.

We work flexibly and remotely by default, with regular time together at our shared Munich office. We protect space for learning, family, and life outside the agency. We treat being small and flexible as a value, not a constraint.



HOW WE MAKE A PROFIT

The Sustainable Hotel Handbook: Communication — Re-Publication

Together with MAp Boutique Consultancy we launched the second version of The Sustainable Hotel Handbook: Communication. The second version reflects the new EU directive on greenwashing and gives sustainable hospitality brands a concrete framework for talking about their work without overpromising. The handbook is now live and being used across both agencies' client rosters.

Anti-Greenwashing Checklist

Building on the same EU directive, we started researching and drafting an Anti-Greenwashing Checklist. This will become a working tool we use across our own communications platforms (website included). It flags the language, claims, and visual conventions that no longer pass the directive's tests and offers cleaner alternatives. More on this in 2026.

New Client: Camping Mistral

We supported the launch of Camping Mistral in Italy's Valle Maira, handling media relations and designing the full media kit, including visuals and copy. The win builds on our existing work with its sister property, Locanda Mistral, and slots into a sustainable hospitality portfolio we've been growing. Our personal highlight? A feature about the opening in Travel + Leisure (US).

Partnerships

Our partnership with MAp Boutique Consultancy continued, anchoring our joint work on sustainable hotel clients and on the re-publication of the handbook. We also deepened our collaboration with Lemongrass Marketing, with whom we shared the communication for TravelLocal in the past.

LOOKING AHEAD

Planet

B Corp (projected: 2030). Becoming a B Corp remains the right destination, but it requires a level of dedicated capacity we don't yet have. With a small team, the application demands hiring, and hiring demands the revenue base we're still building.

Carbon-neutral webhosting (projected: 2026). Migration to a credibly certified host would mean a full new build of our website, which isn't feasible this year. We'll keep monitoring providers and offsetting in the meantime, aiming to complete this project next year.

Carbon removal cost. Removing 2025 emissions of 6.5 tonnes CO₂ through Tomorrow's Air would currently cost roughly USD 6,500. This is beyond what we can absorb. Projections still suggest costs will drop to around USD 250 per tonne by 2050 (and lower with BECCS, Biochar, and DACS at scale). Until those price points arrive, we continue to offset through Atmosfair.

People



We will continue supporting Eunoia e.V. and its projects across South Africa, Cambodia, and Munich, while further strengthening accessibility, inclusion, and community impact within our own work.

Our priorities for the coming year include:

- Maintaining compliance with evolving EU accessibility standards across our internal operations and communication channels
- Supporting more clients in improving their own accessibility standards and digital inclusivity
- Continuing to offer fully paid volunteering days to our team
- Growing the Munich Christmas fundraiser into an annual initiative, supporting local community projects and children with special educational needs
- Continuing both long-term support for educational initiatives in Cambodia and school development projects in South Africa

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?
We'd love to hear them!**

Sustainability, the S-Word, is a core pillar of our work. We're not perfect, but we reduce emissions wherever possible, offset where we can't reduce, give back to communities, and keep telling responsible stories.

Contact

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