Arch
CREATIVE

# Sustainability Report 2026.



# We want to do good work, for good people, in a good way.

That is not a new idea for us at Arch Creative. It has been baked into how we operate since the beginning. But this report is our chance to be honest about what that actually looks like in practice, not just the ambitions, but the actions. The stuff we are genuinely proud of, and the things we are still working on. So here it is. Our 2026 sustainability report, written plainly, without the corporate gloss.



## How we get around.

We are not going to overstate this one. We have a cycle-to-work scheme and a number of the team cycle to work regularly, some drive electric vehicles, and our remote working pattern on Mondays and Fridays naturally reduces the number of commutes happening across the week.

Small steps, but ones that add up and reflect the kind of choices we want to encourage as a team.

## How we print.

We default to digital wherever it makes sense. But print still matters for a lot of the work we do, and when we print, we do it properly.

Every printer we work with holds ISO 9001 and ISO 14001 certification. All paper is FSC-certified, sourced from sustainably managed forests. We use vegetable-based inks only. For larger print runs, we use carbon offsetting services. If your brochure needed to exist, it existed responsibly.

## A tree for every job.

For every project booked with us, we plant a tree at the end of that quarter through Ecologi, a registered B Corp working on reforestation projects in Madagascar, Peru, Uganda and beyond. Small gesture, real result.

## The studio.

Energy-efficient lighting, proper recycling, minimal waste. We are not going to dress this up as anything more ambitious than it is; these are the basics, and we do them. The bigger environmental work happens through how we design and who we design for.

## Street Stories.

This is one of ours, and we are genuinely proud of it.

Street Stories is an art trail that places local artists' work in empty shop windows across Leicester, brought to life through augmented reality storytelling. It transforms underused city centre spaces into something worth stopping for - and it gives artists a platform they would not otherwise have. It drives footfall. It starts conversations. It makes the high street feel alive.

We want to take it further. More cities, more artists, more streets that deserve better than a vacant window.

## Social Gallery CIC.

Social Gallery is a community interest company founded by Joe and partners, born out of a series of exhibitions that grew into something bigger and more purposeful. It is dedicated to social history, subculture, and the stories that do not always make it into the mainstream - through exhibitions, films, books, and events that amplify underrepresented voices and create space for genuine dialogue.

It is not just a separate endeavour from what we do at Arch Creative. It shapes the kind of studio we want to be.

This year, in partnership with Social Gallery CIC and the University of Leicester, we are opening an accessible exhibition at Leicester Museum and Art Gallery. More on that very soon.

## Striving for inclusivity in design.

Inclusive design is something we care deeply about and strive to embed into everything we create. For us, it is not a tick-box exercise, and it is not something bolted on at the end of a project as an afterthought.

We believe design should work for everyone. The Web Content Accessibility Guidelines (WCAG) provide a strong foundation for this thinking, and they inform how we approach decisions around colour contrast, legibility, cognitive load, and screen reader compatibility throughout the creative process.

Our work with sight loss charity Vista is a good example of this thinking in action. Designing for an audience with varying degrees of visual impairment pushed us to apply that same rigour and care more broadly, and it is some of the most meaningful work we have produced.

Accessibility is a direction of travel as much as it is a standard, and we are committed to moving further in that direction with every project we take on.



## The health and wellbeing sector.

A significant part of our client work sits in health and wellbeing, which means the brands we build, the campaigns we run and the platforms we design often have a direct impact on people's physical and mental health. We do not take that lightly. It is one of the reasons we care about accessible, human-centred design as much as we do.

## Our people.

We are not perfect, but we work hard at building a culture where people genuinely enjoy coming to work and feel comfortable being themselves.

Our quarterly Team Connect days are a good reflection of that commitment. Once every quarter, we take the whole day as a team. A mix of training, creative thinking, and time to properly reconnect with one another away from the day-to-day. It is a chance to celebrate what has been achieved, share what is coming, and invest in the people who make the work happen. We think that matters more than most things on a benefits sheet.

## Diversity and inclusion.

Our team reflects a range of backgrounds, communities and experiences, and we are better for it. We recruit with equity in mind, we promote with equity in mind, and we try to build a studio where people feel valued as themselves - not as a version of themselves that fits a mould.

This is ongoing work, not a box ticked.

## The next generation.

We offer work experience and internships every year. We run live briefs with De Montfort University and participate in their Industry Ready events - portfolio reviews, honest one-to-ones, the kind of feedback that actually helps students get ready for agency life rather than just feeling prepared.

Through our Champions graduate programme, we have brought talented graduates directly into the studio and watched them grow into designers who are very much their own thing. We sponsor the Rising Star Award at Leicester Museums and Art Gallery's Open Exhibition, because emerging creative talent deserves recognition and a financial leg-up.

We believe in doing this properly, not performatively.

## What is next.

We will keep tracking and reporting our carbon footprint. We will keep refining our sustainable print partnerships. We will keep pushing Street Stories into new spaces and working with Social Gallery on projects that matter to people beyond our industry. And we will keep being honest about where we are falling short, because that is the only way to actually improve.

This is not a finished story. It is a working one.

## A note on our 2025 report.

This is our second annual report. The 2025 version set the foundations, this one builds on them. Each year, we intend to be more specific, more measurable and more transparent. If you have questions about anything in here, or want to know more about how we approach a particular area, please get in touch. We would rather have a real conversation than issue a polished statement.



**Drop us a line.**

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