

# 2022 IMPACT REPORT



MAKING THE CONNECTION BETWEEN  
BRANDS AND PEOPLE MORE MEANINGFUL



# PRIDE OF PLACE ON THE COVER

For two decades, The Nature Conservancy and its partners have been replanting red spruce in the Central Appalachians. Replenishing sparse mature red spruce forests, improving genetic diversity, and creating ecosystems for a distinctive array of plants and animals. Our work at Good-Loop is funding charities and non-profits like The Nature Conservancy - who are conserving the lands and waters on which all life depends. They advance science, foster collaboration, shape practical policies, and safeguard nature on the ground in all 50 US states as well as in 70 countries.

[READ MORE ON THIS STORY HERE](#)

## SCOPE OF THE REPORT

This is an annual report that covers activity during 2022, and presents report totals for the end of 2022. Campaigns are included based on the campaign end date. The reporting plan follows the metrics set out in the Good-Loop Impact Plan [here](#).

## Designed with carbon efficiency in mind

This report features carbon-aware design. By adjusting the use of colours, fonts, imagery, we've minimised the carbon output, every time the report is viewed.

[More information on carbon-aware design here](#)



# FROM OUR FOUNDERS

Thank you for taking the time to read our latest Impact Report.

This report is a key part in building a transparent organisation that publicly and honestly analyses the impact we have on our people, our industry, our planet and the wider society. It is also a celebration of good work achieved around the globe.

We are immensely grateful to the people behind these achievements. The Good-Loop staff, advisors, and investors. The brands, agencies and partners who have leaned into the ads-for-good mission. And the 65 million people who viewed our ads in 2022.

**At Good-Loop our ambition is to make online advertising benefit people and the planet.**

**We aim to be the fairtrade stamp of advertising – connecting brands, people and good causes globally.**

**In order to do this, we must be accountable and earn your trust. We thank all our partners for giving us the chance to make it happen.**

As you'll see in this fantastic report, we've created a transformative platform to make good happen in the world. But the challenges facing our society are larger than any single company. It is only by working together that we can achieve real change, and the influence and resources of our advertising industry has huge potential to be harnessed into a force for good. We can't wait to carry on growing our game-changing community - working with partners old and new - to achieve even more success in 2023.



Image: Dan Winterstein & Amy Williams

**AMY WILLIAMS**  
FOUNDER & CEO

**DANIEL WINTERSTEIN**  
FOUNDER & CTO

**HANNAH WILLIAMS**  
IMPACT MANAGER

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# 01

## WHAT IS GOOD-LOOP'S PURPOSE?

# OUR MISSION AT GOOD-LOOP IS SIMPLE... TO MAKE ONLINE ADVERTISING BENEFIT PEOPLE AND THE PLANET.

We do it by turning ad spend into donations. That's right. Ads into donations.

We have a few other clever tools up our sleeve too. But, with our core purpose-driven ads, **we convert every view, swipe and click of a brand's ad into social impact for communities.**

It's been game-changing for our brand partners. Just by working with us and our 'Good' ad formats, **they've achieved on average 45% higher ad recall and 29% uplift in brand positivity.**

Those fantastic numbers have had a transformative effect for our charity and non-profit partners. **Raising a whopping £6 million for good causes all over the world.** Good causes that are transforming people's lives for the better. Fighting back against the climate crisis. And returning nature to its original beauty. **All because of our better way to deliver online ads.**

Image: The Good-Loop Beach Clean

**WE'VE RAISED A  
WHOPPING £6 MILLION  
FOR GOOD CAUSES ALL  
OVER THE WORLD.**



# WHEN ONLINE ADS BENEFIT PEOPLE AND THE PLANET THEY BOOST BRAND PROFITS TOO

Doing good and putting purpose first is a proven sales and profits booster. As consumers have become more aware of the challenges our society faces, they're looking to brands to step up and do their bit. And when brands do step up, consumers reward them.



## 2 in 3 Consumers

will pay more for products and services from brands that are committed to making a positive social impact.

([Nielsen](#))



## 66% of Consumers

would switch from a product they typically buy to a new product from a purpose-driven company. This increases to 91% for millennials.

([The Cone/Porter Novelli Survey](#))



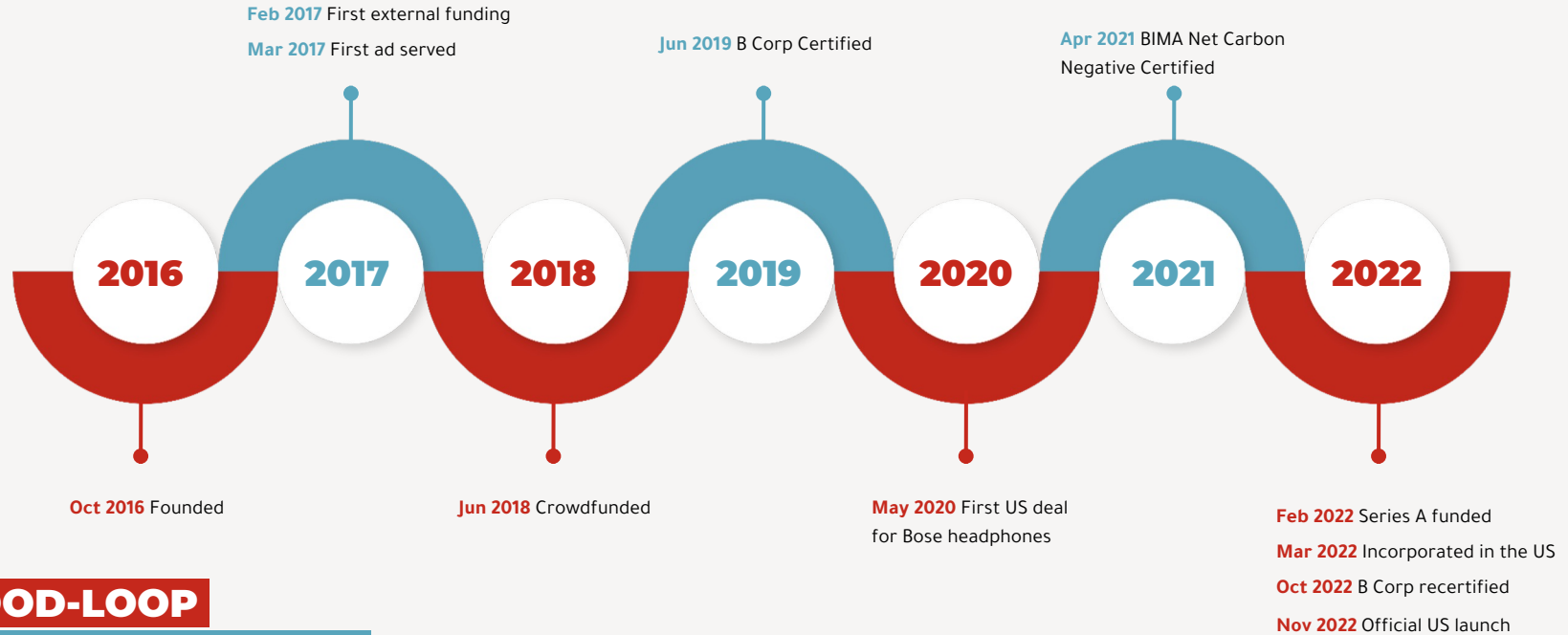
## Almost 60% of Consumers

in the US say they would "choose, switch, avoid or boycott a brand based on its stand on societal issues."

([The Wall Street Journal](#))

THE MORE ADS WE SERVE, THE MORE GOOD THAT HAPPENS, AND THE MORE LIKELY PEOPLE ARE TO BUY FROM BRANDS.

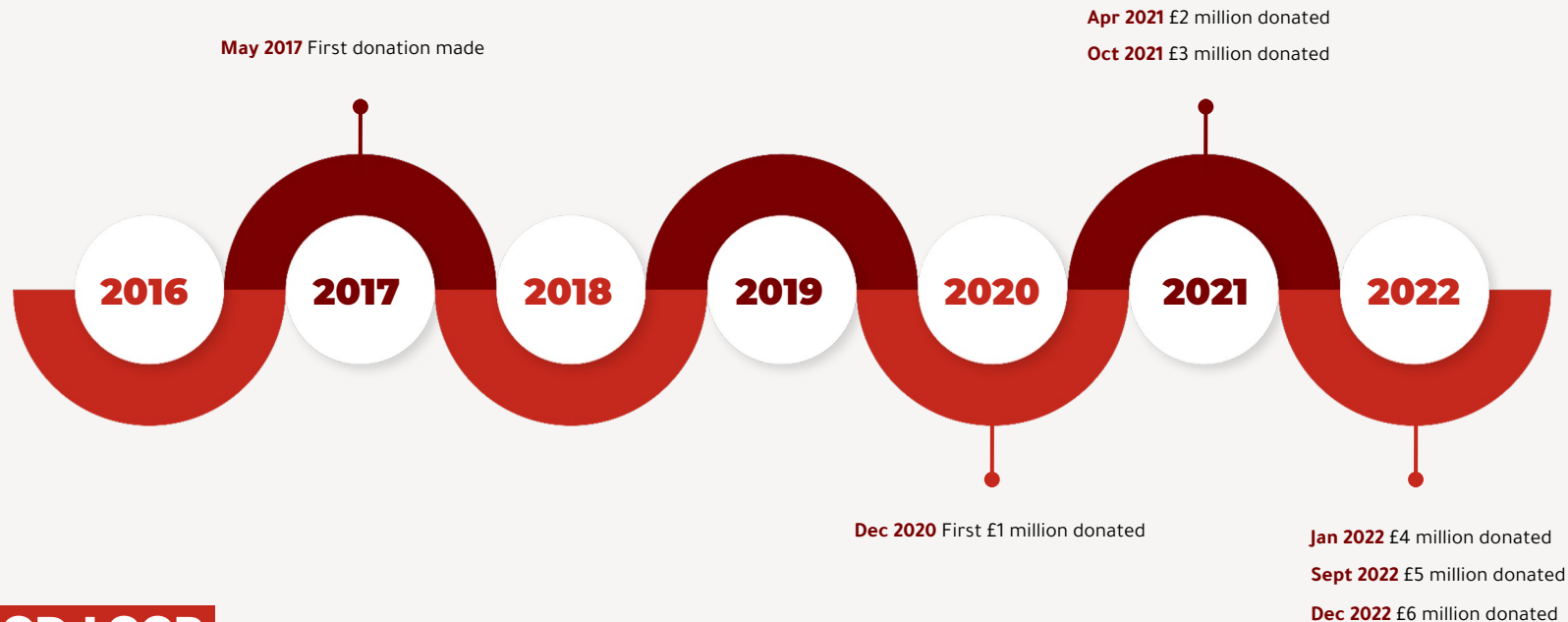
# WE'VE ACHIEVED A FAIR BIT SINCE WE BEGAN IN 2016



## GOOD-LOOP COMPANY TIMELINE



# IT'S HELPED RAISE A LOT OF MONEY FOR GOOD CAUSES



## GOOD-LOOP IMPACT TIMELINE



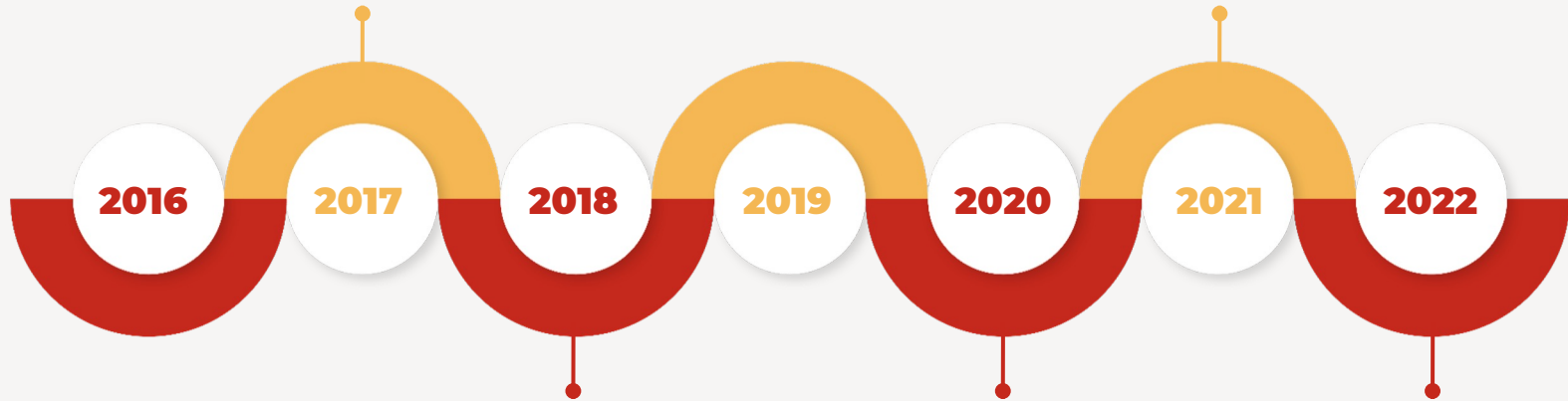
# AND WE'VE CREATED SOME GREAT PRODUCTS TO GET US THERE

**Feb 2017** First Watch To Donate banner served  
**Oct 2017** First Watch To Donate video served

**Apr 2021** Carbon Calculator generated for internal use, and put on our website

**Aug 2021** First This Ad Plants Trees served

**Dec 2021** Green Ad Tag launched



2016

2017

2018

2019

2020

2021

2022

**Dec 2018** First Engage To Donate served on Snapchat

**Sept 2020** Tabs for Good Launched

**Feb 2022** Green Dashboard developed and launched  
**Jul 2022** Self serve Green Media Portal developed and launched

## GOOD-LOOP

## PRODUCT TIMELINE

**WE'RE MAKING  
ONLINE ADVERTISING  
BENEFIT PEOPLE AND  
THE PLANET.**

**HERE'S HOW  
WE MADE IT  
HAPPEN IN 2022.**

Image: Unsplash

# 02

## WHAT DID WE DO IN 2022?

# WHAT DID WE DO IN 2022?

OUR 2022 IMPACT AT A GLANCE

**£2.1M**

DONATED TO  
CHARITIES &  
NON-PROFITS

**106**

CHARITIES & NON-  
PROFITS  
DONATED TO

**45**

GOOD-LOOP STAFF  
BY END OF 2022

**65.7M**

PEOPLE VIEWED  
OUR ADS

**92**

CAMPAIGNS  
WERE RUN

**£6M**

TOTAL DONATED BY  
THE END OF 2022

**288**

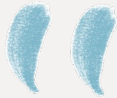
PRESS  
MENTIONS

DONATIONS DATA

**£2,146,208.31**  
DONATED

**£6,059,167.69**  
TOTAL DONATED  
BY END OF 2022

Image: River Cleanup



**WE ENJOYED WORKING WITH GOOD-LOOP AND THEIR PARTNER TIER BECAUSE IT ALLOWS OUR BRAND RIVER CLEANUP TO BE FEATURED ON PAGES WE WOULD OTHERWISE NOT BE FEATURED ON.**

We are a very community and impact oriented organisation and the extra reach we created here helps us to increase both. The donations will be used to grow our international projects, collect more plastic from rivers, and include more children in our educational program.

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**ARNO DOGGEN**  
 HEAD OF MARKETING,  
 RIVER CLEANUP



# WE DONATED TO 106 ✨ FANTASTIC CHARITIES & NON-PROFITS

Here are the top 30 donated to in 2022,  
based on total donations.



Size of logo is representative of total donation size.

# ACROSS A WIDE RANGE OF SECTORS

## DONATIONS BY SECTOR

We are proud to have facilitated donations to a wide range of sectors over the past year. These donations reflect our brand partners' dedication to making a positive impact across all areas of society.

While environmental and human services donations continue to make up over half of our total, we have seen a shift. From environmental charities being the most donated to in 2021, to more of an even split between environmental and human services donations in 2022. This shift represents our brand partners' desire to align with current challenges within society.

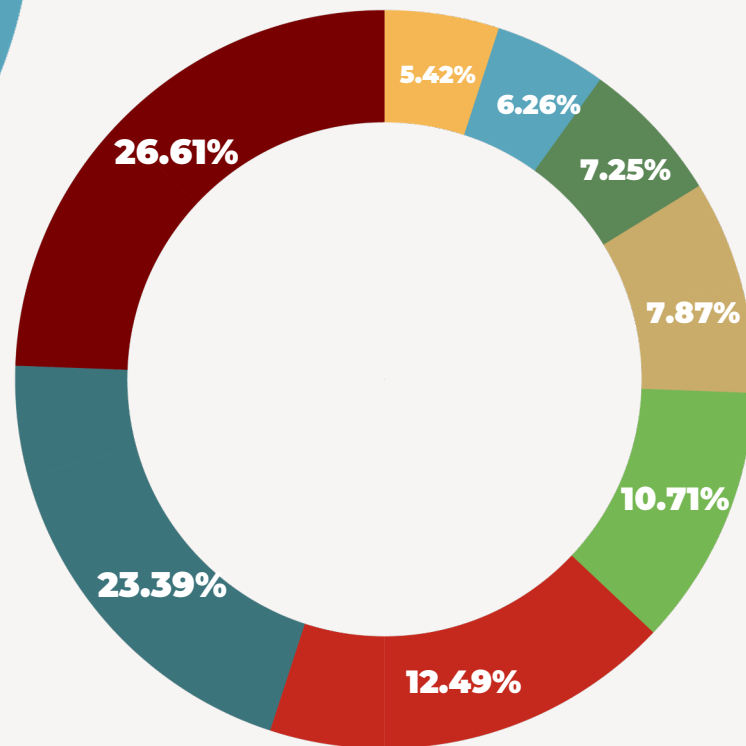


Fig. Donations per sector in 2022 based on percentage of the total 2022 donations in each sector. Sector is self-identified by the Charity/Non-profit at the point of onboarding





Image: The Trussell Trust

GOOD-LOOP IMPACT REPORT

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**WE ARE DELIGHTED TO BE WORKING WITH GOOD-LOOP AND CADBURY, AND WOULD LIKE TO SAY A MASSIVE THANK YOU TO EVERYONE INVOLVED IN THE CADBURY SECRET SANTA CAMPAIGN.**

Thanks to them and the viewers, over £70,000 has been raised to support the Trussell Trust's work towards a future where everyone can afford the essentials, like food. We are so grateful for the support of partners like Cadbury and Good-Loop for helping to raise awareness of our cause and build understanding and empathy around the drivers of food bank use in the UK.

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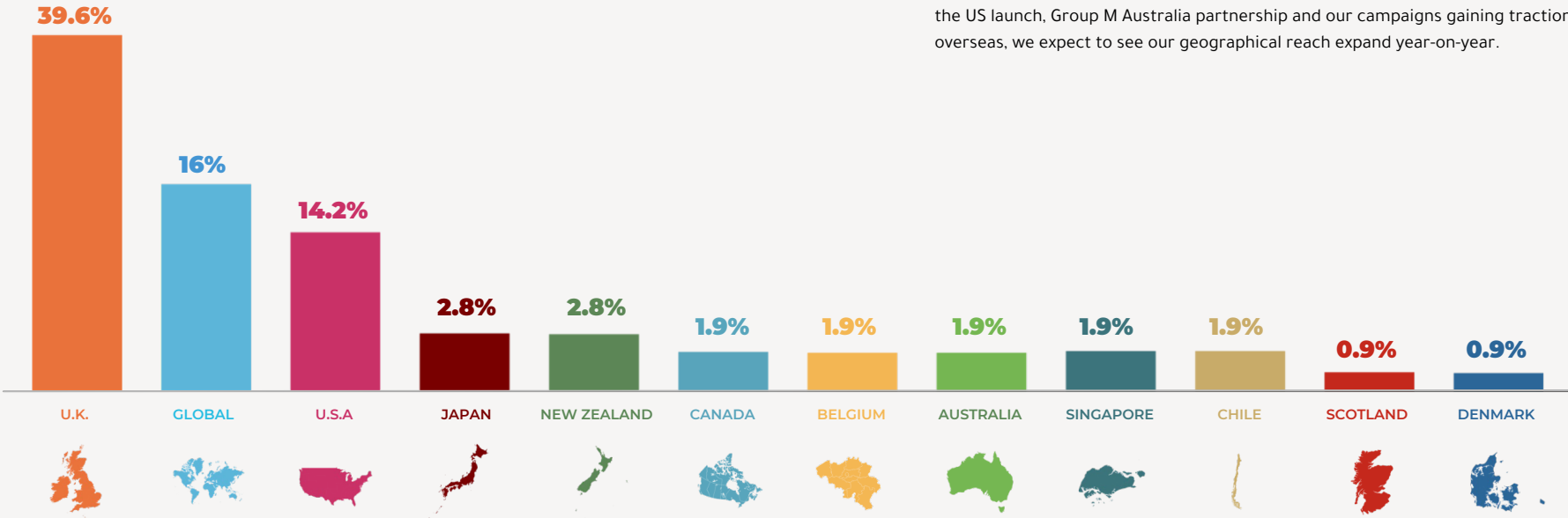
**SOPHIE CARRE**

HEAD OF CORPORATE PARTNERSHIPS,  
THE TRUSSELL TRUST



# WE SENT DONATIONS TO MORE COUNTRIES THAN EVER BEFORE

## DONATIONS BY LOCATION



Good-Loop had an incredible year of global expansion, which has been reflected in our donation reach. Over the past year, we've donated funds to more countries than any previous year, making a positive impact on a truly global scale.

We are immensely proud of our global reach and will continue to seek out new opportunities to make a positive impact in communities all over the world. With the US launch, Group M Australia partnership and our campaigns gaining traction overseas, we expect to see our geographical reach expand year-on-year.





# WE ARE THRILLED TO CONTINUE OUR RELATIONSHIP WITH GOOD-LOOP AND THEIR PARTNER BRAND REI.

With your support we will be able to sustain and build on conservation efforts for La Mancha Wetland Restoration Project. This funding will allow us to protect our groundwater rights, ensuring that this oasis of year-round water remains intact in the months that the bordering Rio Grande River runs dry. We will continue to preserve the wildlife habitat, which in turn will provide education and enrichment opportunities for our community. Thank you for your generous donations.

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**OLIVIA BETTINGER**  
OPERATIONS DIRECTOR,  
NUESTRA TIERRA



Image: Nuestra Tierra



**WE ARE DELIGHTED TO  
HAVE BEEN CHOSEN AS A  
CHARITY PARTNER WITH  
GOOD-LOOP AND  
STONELEIGH WINES.**

Thanks to their support, over £4,000 has been raised which will help us plant and care for 950 native trees for our projects across New Zealand. These trees will help to provide food and habitat for our native species as well sequestering carbon, preventing erosion and protecting our waterways. We're so grateful to Good Loop and Stoneleigh for their support.

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**SIOBHAN O'GRADY**  
STRATEGIC PARTNERSHIPS MANAGER,  
CONSERVATION VOLUNTEERS NEW ZEALAND

Image: Unsplash

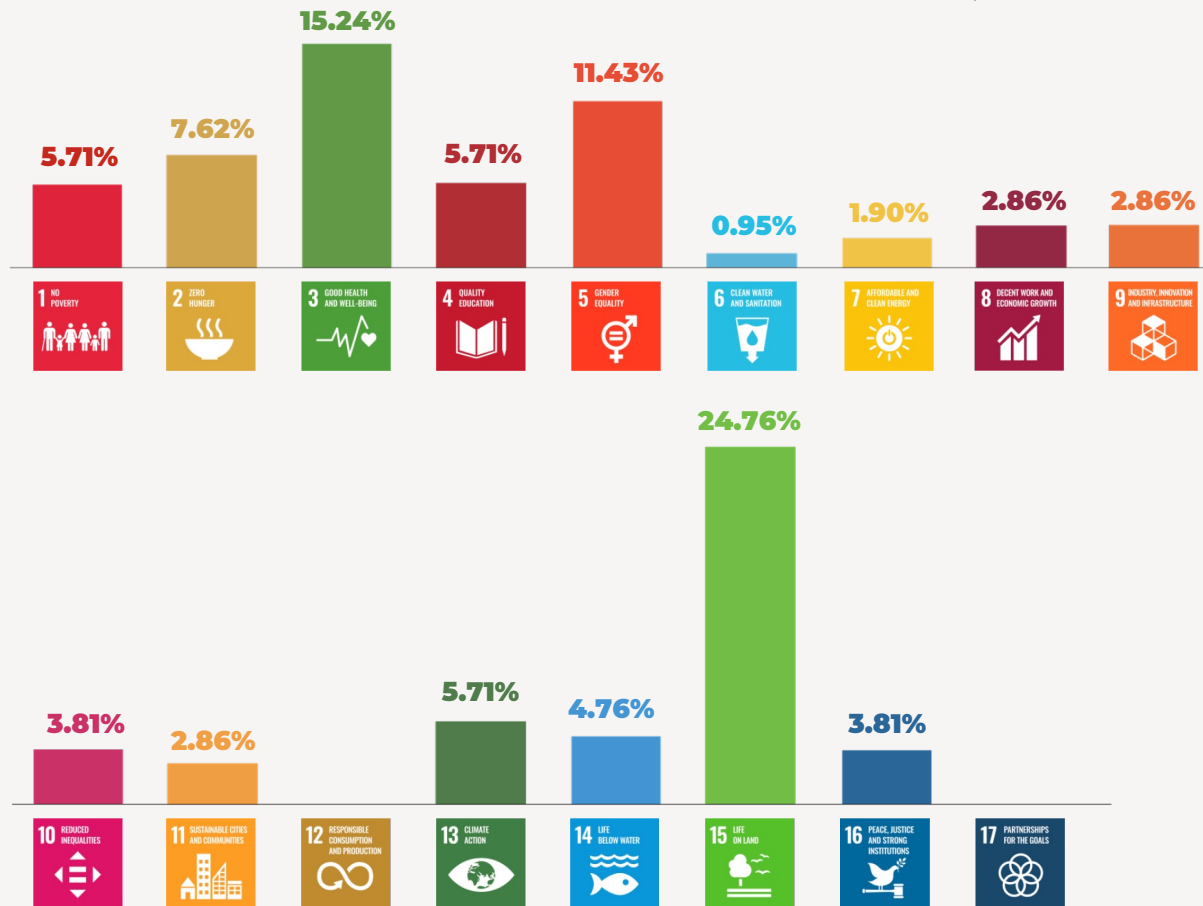


# WE HELPED SUPPORT THE UN'S SUSTAINABLE DEVELOPMENT GOALS

Throughout 2022, we have enabled our brand partners to support the [United Nations' Sustainable Development Goals \(SDGs\)](#) through donations to good causes. The SDGs are a set of 17 interconnected goals, created to help end extreme poverty, reduce inequality and protect the planet.

By tracking donations to each SDG, we've been able to see which goals are getting more support and which ones may require additional representation. Our brand partners have invested in a diverse range of good causes, resulting in contributions to 15 of the 17 SDGs. With Life On Land (SDG 15) and Good Health & Wellbeing (SDG 3) receiving the most support.

Total donations per primary SDG in 2022. Primary SDG achieved by the Charity is self-assigned by the Charity at the point of onboarding



## WE ARE THRILLED TO BE WORKING WITH GOOD-LOOP AND THEIR PARTNER BRANDS, VIIV AND GILEAD.

Thanks to them and the viewers over £9,000 has been raised for Terrence Higgins Trust. Every donation helps us to answer every urgent call, to be there for someone struggling to afford basic necessities, and help ensure people ageing with HIV get the support they need. Together we can end HIV transmissions and support people impacted by HIV today, tomorrow and into the future.

### ABIGAIL HIMAN

SENIOR CORPORATE PARTNERSHIPS OFFICER,  
TERRENCE HIGGINS TRUST



Image: Terrence Higgins Trust



**“ THIS HAS BEEN OUR FIRST CAMPAIGN WITH GOOD-LOOP AND IT’S BEEN BRILLIANT!**

We're a small but fast-growing nature recovery and climate action charity, and the reason working with Good-Loop has been so great is because they made good things happen for us without us having to put in days of work. We can't tell you how much that helps us. In matching us with their client TIER, they chose an ideal partner and we jumped at the chance to be associated with TIER's 'no emission' mission, which aligns perfectly with Heal's goal to restore nature in England and contribute to net zero with a new place for nature in every English county. The funds will be used to support that work, and the faster we can achieve it the better, so we can all find hope and optimism in dark times. Many thanks to Good-Loop, TIER and the viewers for the difference they have made to us.

---

**JAN STANNARD**

CO-FOUNDER AND CHAIR OF TRUSTEES,  
HEAL REWILDING

# AND OUR DONATIONS TURNED INTO...



## 67,000 READING BOOKS

for children in community learning centres in Northern Uganda, where free pre-school services are very limited. Thanks to Comic Relief.



## OVER 299,000 NEW YORKERS FED FOR A FULL DAY

who are experiencing food insecurity, when visits to NYC food pantries and soup kitchens are up 69% in 2022 compared to 2019. Thanks to City Harvest.



## 28,000 MEALS PROVIDED IN SPAIN

via The Spanish Federation of Food Banks (FESBAL), which fight against hunger, poverty and food waste. Thanks to Bancos De Alimentos.



## 2,306 METRIC TONNES OF CARBON SEQUESTERED

from the atmosphere through restoring and conserving mangrove forests and seagrass meadows. Thanks to the Ocean Foundation.



## 93 BEACH CLEAN PACKS

which gives 2,790 people the vital equipment, tools, guidance and safety kits to remove plastic from our beaches. Thanks to Surfers Against Sewage.



## 4,444M<sup>2</sup> OF PEATLAND RESTORED IN THE UK

which are home to rare and unusual plants, birds and insects, and store an amazing 3.2 billion tonnes of carbon. Thanks to the Wildlife Trusts.

Trees for L'ife

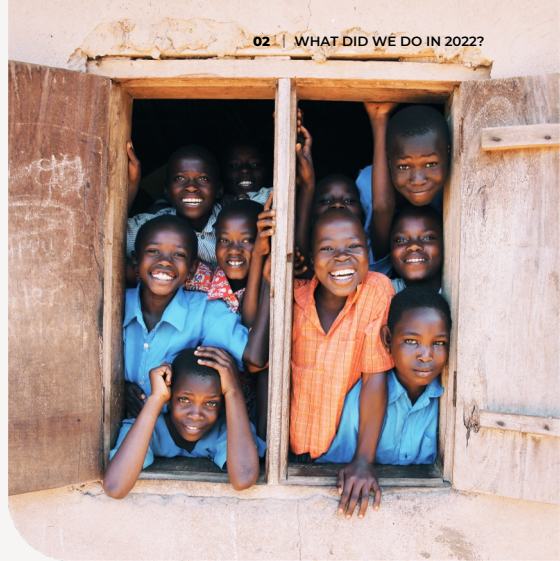
## 1,197 TREES PLANTED IN SCOTLAND

alongside other native trees, to help restore the Caledonian forest in Scotland. Thanks to Trees For Life.



## 21,549 TREES PLANTED IN THE US

in a wildland restoration project covering one of the priority threatened ecosystems. Thanks to American Forests.



Images: Unsplash & American Forests







Image: Jane Goodall Institute

**235 TREES PLANTED IN NZ**

to help restore New Zealand's native forests. Thanks to the Native Forest Restoration Trust

**28,859 SEEDLINGS PLANTED**

to restore Chimpanzee habitats and help reintroduce ecosystems that provide oxygen and store carbon. Thanks to the Jane Goodall Institute.

**7,215 kg OF RIVER TRASH COLLECTED**

to contribute to an overall goal of preventing 100,000,000 kilograms of plastic from reaching our oceans by 2025. Thanks to River Cleanup

**2,603 SEEDLINGS DONATED**

to the Seedling Bank to support community-led environmental projects across Australia. Thanks to Planet Ark.

**539 YOUNG WOMEN SUPPORTED**

with detailed feedback on CV and job applications, so they get the best chance of securing a job interview. Thanks to Young Women's Trust.

**1,328 SAMPLING KITS PROVIDED**

for groundbreaking dog and puppy research that helps find ways to prevent health and behaviour problems. Thanks to Dogs Trust.

**50,602 MEALS PROVIDED**

to charities across the UK, including school breakfast clubs, older people's lunch clubs, homeless shelters, and community cafes. Thanks to Fare Share.

**138 HOURS THERAPY**

funded for young people across the London Borough of Wandsworth to improve Mental Health awareness, access and action. Thanks to Black Minds Matter.

**197 FRIENDSHIP CALLS**

funded for elderly people when they have no one else to turn to. Thanks to Age UK Kensington & Chelsea.

**39,217 ITEMS OF LITTER REMOVED**

from beaches, helping to keep Britain's beaches beautiful and our ocean safe for wildlife. Thanks to Marine Conservation Society.

**6,299 SOLAR LIGHTS**

funded, reaching over 33,000 people who are currently using dangerous, toxic and poor sources of light. Thanks to Solar Aid.

**19,676 BOOKS**

sent to community-supported libraries, from children's stories to medical textbooks. Thanks to Book Aid.

**301 CHICKENS PROVIDED**

to communities in rural Africa that provide families with eggs which are a vital source of protein and can improve family nutrition. Thanks to Ripple Effect.

**OVER \$21,636 LEVERAGED**

To positively impact and support on-the-ground environmental organisations. Thanks to 1% For The Planet.

**1,721 TREES PLANTED**

to help reach Tree-Nation's goal to plant 1 trillion trees by 2050, which will be sufficient to put a stop to the continuous worldwide loss of trees.

**7,634 lbs OF TRASH REMOVED**

from the ocean to protect our ecosystems and enable development of management measures to reduce marine pollution. Thanks to Love The Oceans.

**1,700 FOOD PARCELS**

for children affected by poverty, ensuring they can access healthy food which improves their physical and emotional wellbeing. Thanks to Children In Need.

**67.5 MONTHS OF CHILDCARE**

funded for students attending training classes. Thanks to Code Your Future.



Images: Age UK &amp; Love The Oceans





Image: Free Food For All



Image: Trees For Cities



### 3 ORPHANS HOMED

with a mother, and provided with all their daily needs, education, development and healthcare (based on cost per child per annum). Thanks to Liv Thokomala.



### 725 SUPPORT PHONE CALLS

made to isolated LGBTQ+ people. Thanks to Opening Doors London.



### 4,403 CALLS ANSWERED

on RNIB's helpline to provide a gateway into life changing services and advice. Thanks to Royal National Institute Of Blind People



### 4,361 CHOLERA RAPID DIAGNOSTIC TESTS

provided to rural communities, helping to prevent the spread of diseases, particularly with children. Thanks to Save The Children.



### 5,386 TREES PLANTED WORLDWIDE

to help restore forests, which help address climate change, lift people out of poverty, conserve biodiversity and reverse desertification. Thanks to WeForest.



### 2000 TREES PLANTED IN THE UK

To improve lives through the greening of towns and cities. Revitalising forgotten spaces and creating healthier environments. Thanks to Trees For Cities.



### 37,946 HEALTHY BREAKFASTS

provided to children living with food insecurity. Thanks to Magic Breakfast.

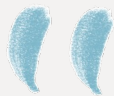


### 8,725 NUTRITIOUS MEALS

provided in Singapore to vulnerable individuals and families regardless of race, religion and nationality. Thanks to Free Food For All.

This impact data is indicative rather than prescriptive. We avoid ring-fencing the funding and instead choose to trust each charity partner we work with to assess the best use of the funds. The cost and impact figures are as reported by our charity and non-profit partners.





## WE ARE EXCITED TO BE WORKING WITH GOOD-LOOP AND NIKE.

They have been supportive from day one and thanks to them and the viewers over £68,800 has been raised to scale the impact of our work at Bounce Cinema. We'll use these resources to remove barriers to the creative industries for underserved communities and will be providing over 500 young people with access to film education, production support and training.

---

**MATHIEU AJAN**  
FOUNDER,  
BOUNCE CINEMA





Image: ChaShaMa

GOOD-LOOP IMPACT REPORT



## “ CHASHAMA IS THRILLED TO WORK WITH GOOD-LOOP IN PARTNERSHIP WITH THE MACALLAN.

Good-loop and their generous viewers have already raised more than £46,000 for our programs that transform unused real estate into space for artists and artisanal small businesses. The funds raised thus far will cover the cost of transforming 10 vacant storefronts into rent-free retail spaces for minority-owned small businesses. Thank you for helping Chashama transform empty spaces into opportunities.

### MAURYA BRENNAN

SPECIAL EVENTS & CULTIVATION DIRECTOR,  
CHASHAMA

# 03

## HOW DID WE DO IT?

## WE CONTINUED TO ENGAGE USERS WITH RESPECT

◆◆ **A WHOPPING  
64.7 MILLION PEOPLE  
VIEWED OUR ADS IN 2022**

By delivering opt-in ads and giving consumers a positive reason to engage with an advert, we formed strong, trusting relationships with consumers in 2022, leading to greater dwell time and brand attention. By delivering on social values that consumers are passionate about, our ad formats drove greater brand awareness, recall and favourability in the long term.



Image: Unsplash

# WE WORKED WITH MEDIA THAT WORKS FOR EVERYONE

## DIVERSE MEDIA

As a company that strives to use advertising as a force for good, we have recently been looking at our supply chain to take our mission further.

### COMMITTING TO MAKING CHANGE HAPPEN

**Our diverse media commitment for 2022 was to deliver at least 10% of our media across websites that are female, black, LGBTQ+, Asian or Hispanic owned, operated or edited.**

We are aware that this is an incredibly broad definition of 'diverse' and we are working hard to refine our approach. Analysis and understanding of diverse media in any form is a significant step for Good-Loop, and extremely rare in our industry. It is providing us with an essential platform for us to build on.

We also have a **commitment to actively avoid harmful online media outlets, such as the Daily Mail and Breitbart**, as well as other divisive online outlets across the spectrum of social views. This is to **ensure our brands and charities do not feature and fund media content they actively oppose.**

### GOING ABOVE AND BEYOND IN OUR FIRST YEAR

As of September 2022, **50.6% of our ads met our diverse media criteria**, exceeding our target of at least 10%. Given that our media investments up till this point have supported an incredibly broad range of media outlets, this is a great start.

### SETTING THE BAR EVEN HIGHER IN 2023

For 2023, **we want to gain an ever stronger understanding of diverse media**, so we can set more ambitious and meaningful targets.

To create our diverse media standard, we follow the guidelines of many other groups seeking to do the right thing, such as the **Trustworthy Accountability Group, Conscious Ad Network, and Coalition for Better Ads.**

As 2023 unfolds, we'll be continuing to explore a range of solutions, both internally and externally, to help us embrace our responsibility to fund diversity, equality and inclusion across the wider internet community. All while helping brands make their own conscious choices across all suppliers.

**OVER 50% OF OUR ADS MET OUR DIVERSE MEDIA CRITERIA**



Image: Unsplash



# IT HAD A BIG EFFECT ON CAMPAIGN IMPACT & BRAND UPLIFT

ON AVERAGE, WHEN PEOPLE  
VIEWED OUR ADS IN 2022...

**57%**

felt the donation  
mechanism made  
them think positively  
about the brand

**75%**

felt positive about  
the ad they saw

**76%**

completed views (50% triggering  
donation) vs our regular  
benchmark range of 60-70%

**50%**

had a positive  
perception of the brand  
being sustainable

**67%**

felt the donation  
mechanism made  
them more likely to  
watch an advert

**69%**

felt the campaign was  
a good way to raise money for  
good causes

**61%**

said they would carry out  
the CTA on the ad (buy,  
click, search, speak, buy,  
recommend etc)

# THE NUMBERS ATTRACTED MORE GLOBAL PARTNERS

Whilst we saw continued appetite in the UK for our services in 2022, our impact attracted global attention, which quickly turned into global activation. Here are just some of the highlights.



# AND WE SAW FURTHER GROWTH IN THE U.S. INCLUDING...

Our activity in the US market now accounts for **41% OF OUR OVERALL TURNOVER**, which shows there's real appeal for Good-Loop's services on a global scale.

WORKING WITH



TO SUPPORT



WORKING WITH



TO SUPPORT



WORKING WITH



TO SUPPORT



# THIS ALL RESULTED IN US RUNNING A WHOPPING 92 CAMPAIGNS WORLDWIDE

FMCG AND RETAIL WERE  
STILL OUR MOST POPULAR  
CATEGORIES

FMCG HIGHLIGHTS



RETAIL HIGHLIGHTS



BUT WE SAW EXPANSION  
INTO OTHER INDUSTRIES

AUTOMOTIVE HIGHLIGHTS



UTILITIES HIGHLIGHT

giffgaff

FINANCE HIGHLIGHT



TRAVEL ALSO MADE  
A WELCOME RETURN

TRAVEL HIGHLIGHTS



AND WE WERE PROUD TO  
RUN DIRECT CAMPAIGNS  
FOR OUR CHARITY  
PARTNERS

CHARITY HIGHLIGHTS



Save the Children



WWF



Image: Unsplash



## OUR CAMPAIGN WITH GOOD-LOOP WAS A COLLABORATION BETWEEN BUDWEISER AND SOLARAID.

We were already brewing beer from solar power-generated electricity; we wanted to go a step further to “provide solar-powered lights to those in need.” To then fund 6,229 solar lights, reaching over 33,000 people who are currently using dangerous, toxic and poor sources of light, was just fantastic. Thank you Good-Loop for helping us make this happen.

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**GEORGIA DOE**  
SENIOR BRAND MANAGER,  
BUDWEISER

# 04

## NEW SERVICES

# 2022 SAW US LAUNCH NEW AD FORMATS

## THIS AD DOES GOOD

'This Ad Does Good' lets the impact do the talking. The format paints a rich picture of the tangible impact a brand partner is having, by displaying real-time impact data on stats – such as 'trees planted' – directly on the ad player.

Our in-house design team works alongside a suitable charity partner to develop a beautifully designed player that enables viewers to see the direct impact of simply giving up their time and watching an ad. This empowers the viewer to support causes that matter most to them.

The inaugural launch of this format focused on World Earth Day 2021 when we ran 'This Ad Plants Trees' with Nespresso. The format has since evolved, and we now offer a suite of options to reflect the impact and cause of bespoke campaigns, just like those on the right here.



**THIS AD  
DOES GOOD  
RETURNED  
FANTASTIC  
RESULTS**

**21,250  
BOOKS**

DONATED THROUGH  
BOOK AID

**137  
HOURS**

OF THERAPY WITH BLACK  
MINDS MATTER

**7,634 lbs  
OF OCEAN  
PLASTIC**

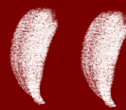
REMOVED FROM THE  
SEA WITH LOVE THE  
OCEANS

**1,603,158  
TREES**

PLANTED WITH EDEN  
REFORESTATION PROJECTS, THE  
NATIVE CONSERVANCY AND  
TREES FOR CITIES

**6,100  
SOLAR LIGHTS**

PROVIDED TO DEVELOPING  
COMMUNITIES IN AFRICA  
WITH SOLARAID



**THANK YOU SO MUCH GOOD-  
LOOP AND YOUR PARTNER  
WESTFIELD FOR YOUR  
AMAZING SUPPORT!**

This money makes a huge difference to our work cleaning  
our oceans and supporting our community in establishing  
better protection for marine life.

---

**FRANCESCA TROTMAN**  
FOUNDER AND MANAGING DIRECTOR,  
LOVE THE OCEANS



**THIS AD  
DOES GOOD**



## RECORDING BIG NUMBERS WITH MCDONALD'S

**79%**

completed view rate  
(vs benchmark of 70%)

**85.5%**

viewability  
(vs benchmark of 75%)

**84%**

of viewers reacted positively

**35%**

said it was an enjoyable ad

**56%**

of those exposed to the campaign took action



Book Aid  
International

**OVER 10,600 BOOKS DONATED**

Via Book Aid



To find out how you can use This Ad Does Good to your advantage, contact our sales team at [sales@good-loop.com](mailto:sales@good-loop.com)

# WE GAVE CHARITIES THEIR OWN DEDICATED GOOD-LOOP PLATFORM

## GOOD-LOOP FOR CHARITIES

Good-Loop's Charity Partnerships team was established during 2022 to deepen support for our charity partners. With the goal of driving up donations through their existing brand partners and generating donations through their own activations.

By leveraging our growing network of media agencies and brands, the Charity Partnerships team connected the dots between brands and charities. Realising the full potential of new and existing opportunities, as well as providing charities and non-profits with the opportunity to run their very own Good-Loop campaigns - all of which generated donations.



**WATCH TO DONATE UK  
CHRISTMAS CAMPAIGN**



Save the Children

# PERFORMING A LITTLE CHRISTMAS MIRACLE WITH SAVE THE CHILDREN

**OVER 550,000**

views across trusted publications

**METRO** The **INDEPENDENT** **GOOD HOUSEKEEPING**

**75.95%**

completed view rate (vs benchmark of 70%)

**17%**

of viewers having or intending to donate

**84%**

of regular charity donors felt our format was more memorable than a standard video

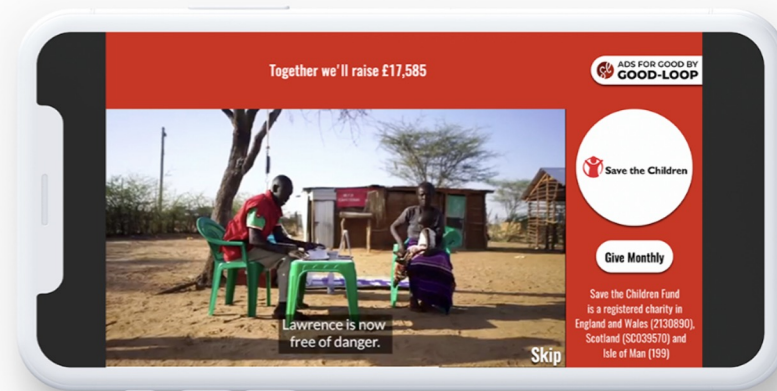
**79.82%**

viewability rate (vs benchmark of 75%)

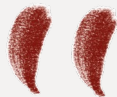
**26%**

of viewers considered donating to Save The Children UK

**RAISING A WHOPPING  
£17,500**



To find out more contact our Charity Partnerships Manager - Ben Bowers. [ben.bowers@good-loop.com](mailto:ben.bowers@good-loop.com)



**WE COULDN'T BELIEVE OUR LUCK WHEN GOOD-LOOP TOLD US THAT WE HAD BEEN CHOSEN TO FEATURE AS PART OF THEIR AD CAMPAIGN WITH SONY PICTURES.**

The money raised from the campaign will help us share the power of 9,000 brand new books with children and adults in some of the most disadvantaged places in the world. A school, library, refugee camp or university filled with books inspires creativity, imagination and a thirst for knowledge that leads to positive change. Thank you from all of us at Book Aid International and our partners for this amazing opportunity to empower people and spread the joy of books.

---

**CLAIR BRADLEY**

TRUSTS AND CORPORATES MANAGER,  
BOOK AID



Image: Book Aid

**WE WERE SO INCREDIBLY HAPPY TO HEAR ABOUT THE SUCCESS OF OUR BLACK HISTORY MONTH CAMPAIGN WITH GOOD-LOOP AND TIKTOK, AND THAT YOU WERE ABLE TO FUNDRAISE SUCH A GENEROUS AMOUNT.**

As a small organisation still only in our second year of founding; having dedicated partners like yourselves working to fundraise for us is something that we do not take for granted in the slightest. This donation amount will help continue to grow our charity and provide therapeutic mental health resources and services; which are culturally relevant for our community. On behalf of everyone at Black Minds Matter UK we're so grateful for your support and want to thank everyone involved in this campaign for their hard work and dedication."

---

**OLIVIA WEIGEL**  
MARKETING MANAGER,  
BLACK MINDS MATTER UK

# 05

# GREEN MEDIA TECH



# IN 2022, WE TOOK ADLAND'S TEMPERATURE

## COUNTING CARBON RESEARCH

In August 2022, we launched our proprietary Counting Carbon research, to gain a better understanding of how marketers perceive the impact of digital advertising on the environment.

We conducted a survey with 450 digital marketers across the U.S and U.K, revealing how brands and agencies are thinking about digital advertising's carbon problem.

Image: The Counting Carbon Report

Click the logos to check out Good-Loop's Counting Carbon press mentions:



You can see the full Counting Carbon Research Report [here](#).



# THROUGH OUR RESEARCH WE FOUND...



# 80%

of Marketers

believe the digital advertising industry needs **to do more** to help reduce carbon emissions.

# 9/10

(89%) Marketers

believe the digital advertising industry **has a responsibility** to reduce carbon emissions.

# 61%

of Marketers

believe minimising carbon emissions **should be a target** for every marketer, but only 20% have currently been set targets.

# 2/3

of brand marketers

and over half (62%) of agency marketers believe **there are not enough education/training programmes** on sustainable media.

**The ad industry is clearly aware of their sustainability responsibilities and actively want to do more, but a lack of education and targets is preventing that from happening.**

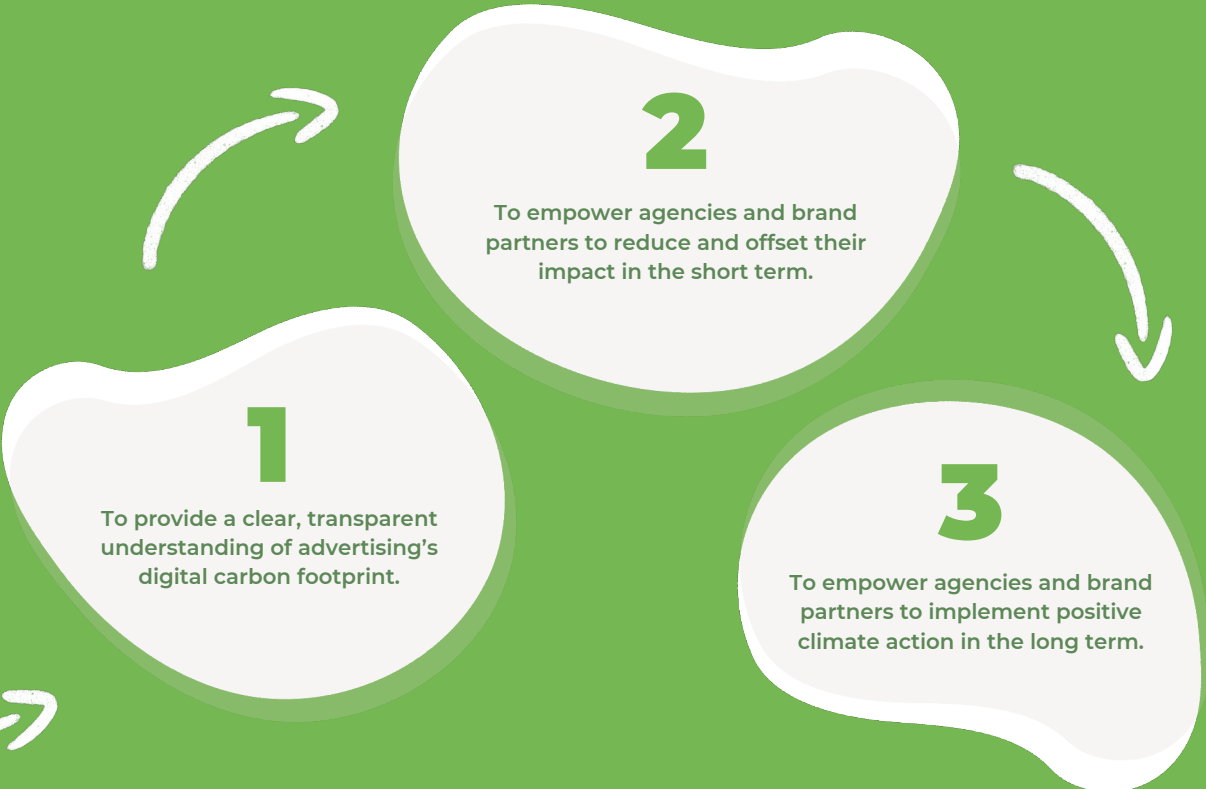




# IT WAS TIME TO MAKE DIGITAL ADVERTISING WORK BETTER FOR THE PLANET

Which is why we developed our 3-part Green Media Tech plan.

Focussed specifically on digital display and video, and using a robust, open-source methodology, we created a 3-part plan to help our industry reduce carbon emissions.



# 1 WE LAUNCHED OUR GREEN AD TAG

To provide a clear, transparent understanding of advertising's digital carbon footprint.

The Green Ad Tag, which is a bit like a viewability tag but for the planet, is a turnkey solution that measures online ad data - such as digital weight of creative, publisher data, location, and device type - and pulls it together in a dashboard to show a clear breakdown of the carbon emissions created from digital activities.

Being carbon neutral is in Good-Loop's DNA, and this solution was developed from our own in-house methodology to ensure that we could account for the emissions created by our own video campaigns.

**The Green Ad Tag tool allows brands to understand their carbon footprint and make informed decisions about how to reduce it, contributing to more sustainable digital advertising practices.**



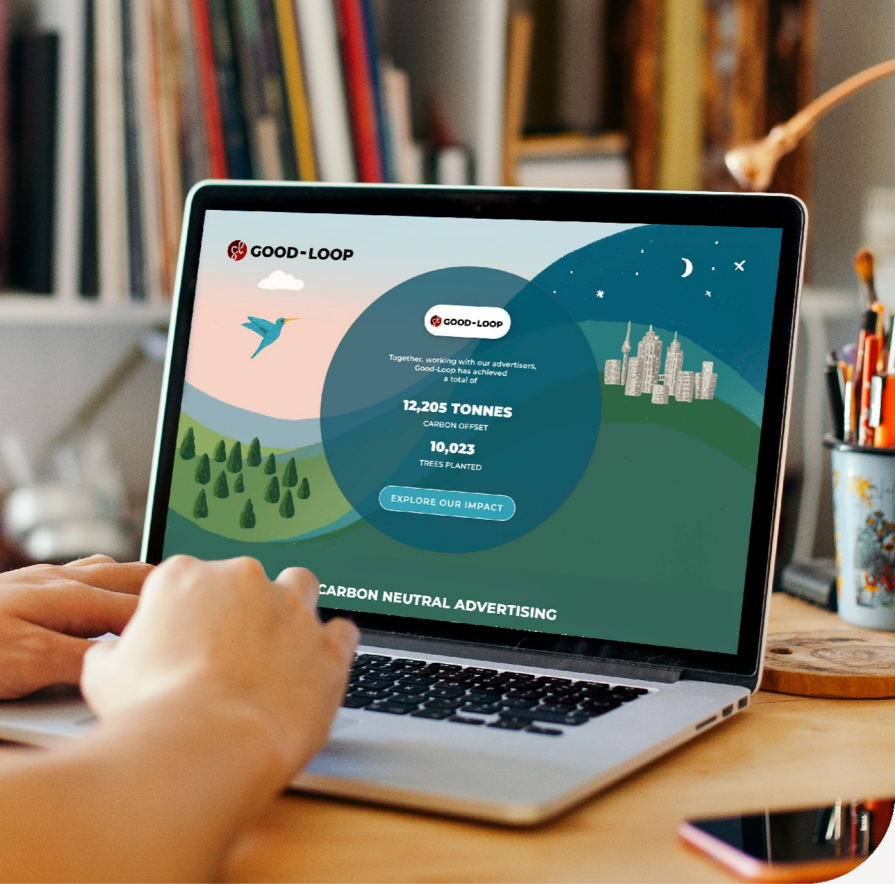


Image: Green Ad Tag Dashboard

## FROM INITIAL FINDINGS USING OUR GREEN AD TAG, WE FOUND THAT VIEWABILITY SIGNIFICANTLY IMPACTS EMISSIONS.

In one proof of concept campaign – looking at viewable ads vs non-viewable ads – 25% of carbon emissions came from non-viewable ads.

That's 25% of pure carbon emissions waste which can be improved with more informed media buying.

**25% = 25%**

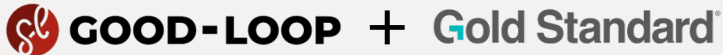
CO2e waste from non-viewable ads

CO2e waste that can be reduced



## 2 WE STARTED WORKING WITH GOLD STANDARD

To empower agencies and brand partners to reduce and offset their impact in the short term.



Following the launch of our Green Ad Tag, we have been offering brand partners the opportunity to reduce and offset residual emissions by investing in verified carbon avoidance projects with Gold Standard.

We also provide the option to go a step further by investing in positive impact solutions, such as coral or tree planting, to make advertising campaigns climate positive and contribute to [beyond value chain mitigation \(BVCM\)](#).

Image: Unsplash



# OFFSETTING 442 TONNES OF CO2 WITH GOLD STANDARD

TOGETHER, WITH OUR AGENCY AND BRAND PARTNERS, WE INVESTED IN THE GENERATION OF CLEAN ELECTRICITY TO OFFSET CARBON EMITTED FROM DIGITAL CAMPAIGNS, WITH PROJECTS SUCH AS...



**Using wind power in Karnataka, India**

(Gold Standard)



**Using solar energy in Bhadla, Rajasthan, India**

(Gold Standard)



**Using wind power in Madhya Pradesh, India**

(Gold Standard)

Images: Gold Standard



# 3 WE DEVELOPED CARBON-REDUCTION AD SERVICES

To empower agencies and brand partners to implement positive climate action in the long term.

Helping brand partners offset their existing campaign carbon output is one thing. But helping reduce carbon output from the very beginning is the real goal. And without compromising optimal campaign performance.

Our new suite of carbon-reduction ad services now helps agencies and brand partners to:

**A** Optimise the carbon footprint of creative assets

**B** Avoid high-carbon publishers when using the open-web



# 40% CARBON REDUCTION IS POSSIBLE

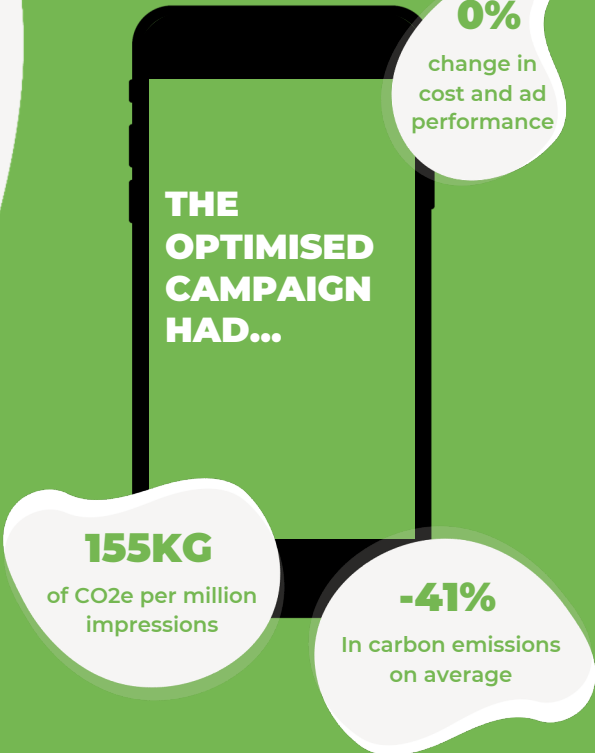
We have carried out a proof-of-concept study with one of our brand partners. Early work has shown that a 40% reduction in campaign carbon emissions is possible, with no reduction to campaign performance.

We are incredibly excited by these findings and can't wait to work with industry partners to roll out our carbon-reduction services from 2023 onwards.

## WANT TO REDUCE YOUR CAMPAIGNS CO2e?



[Book a call](#) with our Head of Sustainable Media, Claire



# LAUNCHING GREEN AD TAG WITH MEDIA GIANT group<sup>m</sup>

As part of GroupM's Digital Sustainability Initiative (DSI), they've partnered with Good-Loop to become the first agency holding group in Australia to offer measurement, carbon offsetting and climate-positive activities, as default, across display and online video.

For their 'Project Alpha' sustainability strategy, GroupM agencies in Australia - including Mindshare, Wavemaker, EssenceMediacom - are now using our Green Ad Tag to decarbonise their programmatic supply chain.

Since launching in July 2022, over 85 million impressions have been tracked through our partnership with GroupM Australia. This is an in-progress strategy, so the numbers are still moving but we are currently estimating a carbon footprint of 120 tonnes of CO<sub>2</sub>e. We reconcile figures and, in some cases, offset them, on a quarterly basis.

The launch client was Volvo, and early adopters have included: SodaStream, Jenny Craig, Queensland Gov, Mitsubishi, Honda, Bridgestone, KFC and more.

Our industry-leading partnership has been covered by Mumbrella, Australian Financial Review, Mediaweek, VideoWeek and Adnews. Due to the success of our partnership in Australia, we have expanded the partnership to New Zealand.



Image: Amy Williams, our CEO, visiting GroupM's offices in Melbourne



# 06

# RECOGNITION

# WE WERE TALK OF THE TOWN. WELL, INDUSTRY.

## THOUGHT LEADERSHIP PR/PRESS

It's been a record-breaking year for press at Good-Loop. The company generated a **total of 288 press mentions during 2022** – our highest in the company's six-year history. With so many press articles and headlines throughout the year, it's hard choosing some of our press highlights, but let's give it a go!

One that certainly stands out is being recognised by Business Insider as one of the **Hottest Ad Tech Companies of 2022**. Separately, Good-Loop was also included in Business Insider's **9 Hottest European Digital Marketing Companies**, with our CEO Amy Williams featured as the headline image.

2022 got off to a flying start for Good-Loop, with the company announcing early on that it had closed a **Series A round of \$6.1M**. The news generated a ton of press articles across the tech industry and business press, including a feature in TechCrunch.

During the year we also announced a number of high-profile partnerships. These included **green media integrations with GroupM, and Integral Ad Science**, to help advertisers decarbonise their digital campaigns. The news created headlines all around the world, including an article in the Australian tier 1 trade title, Mumbrella (opposite).

Our opinions were also heard on a range of different topics throughout the year. From the COP-27 controversy and best working post-pandemic practices, to Black History Month and Adland's response to the conflict in Ukraine.

Our CEO, Amy Williams, contributes a regular monthly column for Adweek (opposite), while her article on Adidas' controversial sports bra campaign was **one of Campaign magazine's most read stories of 2022** (opposite).

Our research on how Adland is tackling climate change generated a ton of headlines worldwide, while **Management Today selected Amy as one of its 35 Women Under 35**. The article headlined - 'Meet The Future of Business'.

Good-Loop's Head of Investment and Sustainable Media, Claire Gleeson-Landy, was also selected for **Media Leader's Future 100 Club**.



# WE TOOK OUR MISSION TO ADLAND

## EVENTS

Image: Good-Loop COO  
Ryan Cochrane speaks at the ATS



The Good-Loop team made their presence felt in Adland throughout 2022 by attending a host of influential industry events. Cementing the importance of leading with purpose and actively addressing the climate crisis. Here's just a handful of the events our team attended to invite more people across the industry to join our mission.

### ATS - ENVIRONMENTAL & SOCIAL RESPONSIBILITY:

Why ESG is High Up The Marketing Agenda

### ADWEEK EUROPE

Hosted by our very own Amy Williams, we ran a debate panel to discuss what role brands and large organisations play in saving our planet.

### ADWEEK NY

We held our first event Stateside with a range of industry influencers, asking them the pressing question - Can brands be a force for good?

### CANNES LIONS 2022

We hosted the Pretty Green Lies' panel discussion with Fashion Psychologist Shakaila Forbes-Bell, Dove Global Vice president, Firdaous El Honsali, and TV presenter, Ben Fogle. Discussing the dangers of greenwashing.

### IDEAS FEST

Breaking Stuff and Building Stuff: Harnessing Activism and Entrepreneurialism in the fight against Climate Collapse

### FUTURE OF MEDIA

Claire, Good-Loop's Head of Investment and Sustainable Media, participated in the discussion panel, Media in 2030: Top 5 Predictions

### MINDSHARE'S ANNUAL HUDDLE

We brought the outdoors indoors with our Good-Loop Garden, provided by The Phoenix Garden.



Image: The team at the Good-Loop Garden

Image: Good-Loop CEO  
Amy Williams speaks at SXSW



# OUR IMPACT LED TO OUR OWN OSCAR SEASON



## AWARDS

While flying the Good-Loop flag, it was great to be recognised for the hard work we're putting into making advertising a force for good.

**A LOVELY REMINDER  
THAT GOOD-LOOP  
CONTINUES TO HEAD IN  
THE RIGHT DIRECTION.**



### CHANGING THE GAME AWARDS

No Apologies Category  
Winner



### EUROPEAN VIDEO AWARDS

Video Innovator Category  
Winner



### BRITISH DATA AWARDS

Data For Good Initiative Of The Year  
Winner & SME Of The Year Winner



### SCOTLANDIS DIGITAL TECH AWARDS

Tech For Good Category  
Winner



### ADEXCHANGER AWARDS

Leadership In Advertising Award  
Winner



### MEANINGFUL BUSINESS 100

Selected as  
MB100 2022 Leader



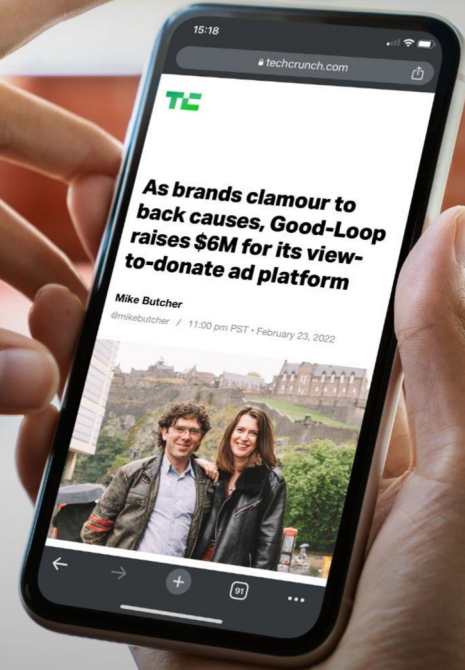
## SO WHAT'S THE PLAN FOR 2023?

Well, more, of course. More eye-catching headlines, more industry-leading product launches, more exciting growth, more hard-hitting research and more thought-provoking opinions on the topics that really matter across adland. With the ad landscape gripped by economic uncertainty, it's more important than ever to show why purpose matters. Stay tuned!

---

### DAVID WATERHOUSE

GLOBAL COMMUNICATIONS DIRECTOR  
GOOD-LOOP



# 07

# GLOBAL EXPANSION

# TIME TO GRAB THE PASSPORT

With the growth of Good-Loop in the US market accounting for **41% of our overall turnover**, and having found ourselves spending more time stateside to generate funding for some fantastic US-based causes...



**...AN EXCITING DECISION  
WAS TO BE MADE.**

Image: Unsplash

# WE OFFICIALLY LAUNCHED GOOD-LOOP IN THE USA

The launch was marked with a fabulous event, hosted at the official residence of Emma Wade-Smith OBE, His Majesty's Trade Commissioner for North America and HM Consul General to New York – the United Nations Plaza.

With our growing Stateside team rapidly filling up our reassuringly expensive desk space in Manhattan, and an ever-growing community of incredible friends, advisors and cheerleaders lifting us up, the future looks bright for Good-Loop on the international stage.

## IF YOU'D LIKE TO PARTNER WITH GOOD-LOOP IN THE USA



Speak to Nick Rainey – Head of US Growth – at [nick@good-loop.com](mailto:nick@good-loop.com)



Image: His Majesty's Trade Commissioner for North America and HM Consul General to New York - the United Nations Plaza



# 08

## OUR COMMITMENT TO THE PLANET

# WE DID OUR BIT TO LOOK AFTER THE PLANET

## CARBON FOOTPRINT

Good-Loop is a carbon neutral company. We report across all 3 emission scopes and offset our CO<sub>2</sub>e emissions through investment in verified carbon avoidance offset projects.

WITH OUR OFFSETTING TO DATE, WE HAVE AVOIDED

**361.5 TONNES OF CO<sub>2</sub>E**

WHICH IS EQUIVALENT TO:



**277 long haul  
flights avoided**



**896,882 miles driven  
in a car avoided**



**1,085 m<sup>2</sup> of  
sea ice saved**

We calculate our carbon footprint via a framework provided by BIMA and purchase our verified offsets through [Ecologi](#).

Images: Unsplash

# SOME OF THE GREAT PROJECTS WE HAVE INVESTED IN INCLUDE...

## CARBON FOOTPRINT



**Distributing cleaner  
cookstoves in Kenya**

(Ecologi)



**Generating wind power  
for Thailand**

(Ecologi)



**Producing solar energy  
for Vietnam**

(Ecologi)

Images: Ecologi

# OUR 2022 FOOTPRINT BREAKDOWN

It's important to us that we keep finding ways to reduce our carbon emissions. To do this, we record all our emission data and where it comes from, so we know how we can reduce our footprint in the future.

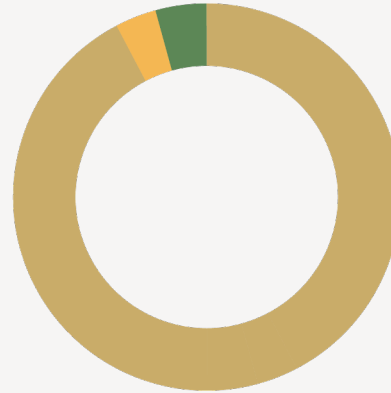
**162 TONNES**  
TOTAL COMPANY CO<sub>2</sub>E  
EMISSIONS IN 2022



## DID YOU KNOW...

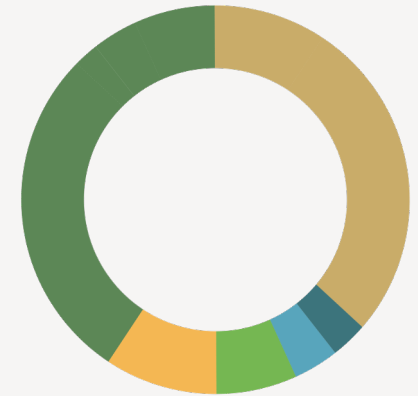
During COP 27, Purpose Disruptors claimed advertising is responsible for adding an extra 32% to the annual carbon footprint of every single person in the UK in 2022. That's up from the 28% reported back in 2019.

BROKEN DOWN INTO SCOPES:



- **Scope 1 (Direct Emissions)** 5.6 tonnes (3.5%)
- **Scope 2 (Indirect Emissions)** 4.5 tonnes (2.8%)
- **Scope 3 (Other Indirect Emissions)** 151.6 tonnes (93.6%)

SCOPE 3 BREAKDOWN GRAPH:



- **Online ad emissions** 44.9%
- **Airline emissions** 32.8%
- **Homeworker electricity and gas** 8.4%
- **Hotel emissions** 6.7%
- **Commuting** 4.4%
- **Additional travel for work** 2.8%

# HOW DOES THIS SHAPE UP AGAINST LAST YEAR?

CO2E EMISSIONS TOTAL (TONNES)	CARBON INTENSITY (g CO2e PER £ REVENUE)
2020: 81	2020: 46.3
2021: 90	2021: 19.4
2022: 162	2022: 33.7

Taking into account more staff, more international travel and more ads moving through our pipelines, an increase was to be expected. However, despite our fast growth, we must take into account our carbon intensity to ensure this increase in emissions does not gain traction above what is to be expected.

As seen from our carbon intensity calculations, our CO2e output as accounted for growth in revenue is not accelerating beyond what would be expected. However, there is always room for improvement. **Over the next year we will be looking at ways we can keep our overall emissions down.**

**It is also worth noting, tonnes per person in 2021 was 4.3. At present it is 3.6. Our emissions per person per day has also decreased from 18.5 kgs in 2021 to 15.5kgs in 2022.** (Shoutout to those who walk/cycle to work, helping bring those values down!)



Image: Unsplash



## DID YOU KNOW...

A typical online ad campaign emits 5.4 tonnes of CO2e - almost half of what an average person in the UK produces in a year. (Good-Loop, 2021).

# FOOTPRINT DEEP DIVE

As expected, a significant portion of our carbon emissions come from our Scope 3 activities. As a small, mostly online company, our direct emissions from Scopes 1 and 2 are minimal.

Within Scope 3, our largest contributors to these emissions are:

- Online emissions from the digital advertisements we serve.
- Airline travel.

We are taking the first steps along our net zero journey by digging further into our emission breakdown and identifying key areas for reduction across all 3 scopes, but in particular Scope 3.

## RENEWABLE ENERGY

Using internet servers that run on renewable energy

## AWARENESS

Encouraging employee awareness through guest speakers, online courses and workshops

## TEA & COFFEE

Providing sustainable tea and coffee in our offices

## ETHICAL PENSIONS

Encouraging ethical and sustainable pension fund allocation via Nest

## WE CURRENTLY REDUCE OUR IMPACT ON THE PLANET BY...

## USING PRE-LOVED

Purchasing second hand electronic and office equipment

## CYCLING

Providing a Cycle To Work scheme

## AVOIDANCE

Avoiding the use of unsustainable online merchants

## MERCH

Not providing single use/unwanted merchandise at events

## AD NET ZERO

Good-Loop is also a member of Ad Net Zero in the UK, and will be one of their launching partners in the US for 2023.



## OH HELLO, INCREASED B CORP SCORE!

WE FIRST BECAME CERTIFIED IN 2019, WITH  
A SCORE OF **84.3** AND WERE OFFICIALLY  
RECERTIFIED IN 2022 WITH AN INCREASED  
SCORE OF **96.9!**

B Corp certification is not an easy feat, and achieving a higher score upon re-certification is even more challenging.

It demonstrates our continued dedication to improving our social and environmental impact, and our commitment to using our business as a force for good.

This increased score is a reflection of the hard work and dedication put in by the team and our collective efforts to make a positive impact on the world.





## WHAT DOES IT MEAN TO BE A B CORP?

A B Corporation is a company that is legally committed to high standards of social and environmental performance, transparency and accountability. There are over 5,000 B Corps around the world, across 157 industries in 84 countries, with over 447,800 workers.

In fact, this year, we attended the celebration of B Corp's 1000th corporation to join the good fight in the UK.

For Good-Loop, being a B Corp is critical to our success as it underpins our company values and ethics. From staff wellbeing to our carbon footprint, we understand the importance of being transparent and accountable.



[See how we increased our B Corp score here](#)

### WE'RE NOT STOPPING THERE!

B Corp assessments are a wonderful way to showcase our wins, but they also help to shine a light on the areas where we are not as strong. This provides us with a clear path that we can focus on before the next recertification. Our B Corp improvement plan has been created, and we're on a mission to be even better the next time around. Watch this space!

Image: Unsplash





**BEING A B CORP IS PART  
OF WHAT MAKES GOOD-  
LOOP TICK.  
PART OF REALLY BEING  
ON THE SAME TEAM.**

A small group of well-motivated people working together can scale mountains. It's one of the ways in which Good-Loop and other B Corps can turn doing the right thing into a commercial strength.

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**DANIEL WINTERSTEIN**  
CTO AND FOUNDER OF GOOD-LOOP

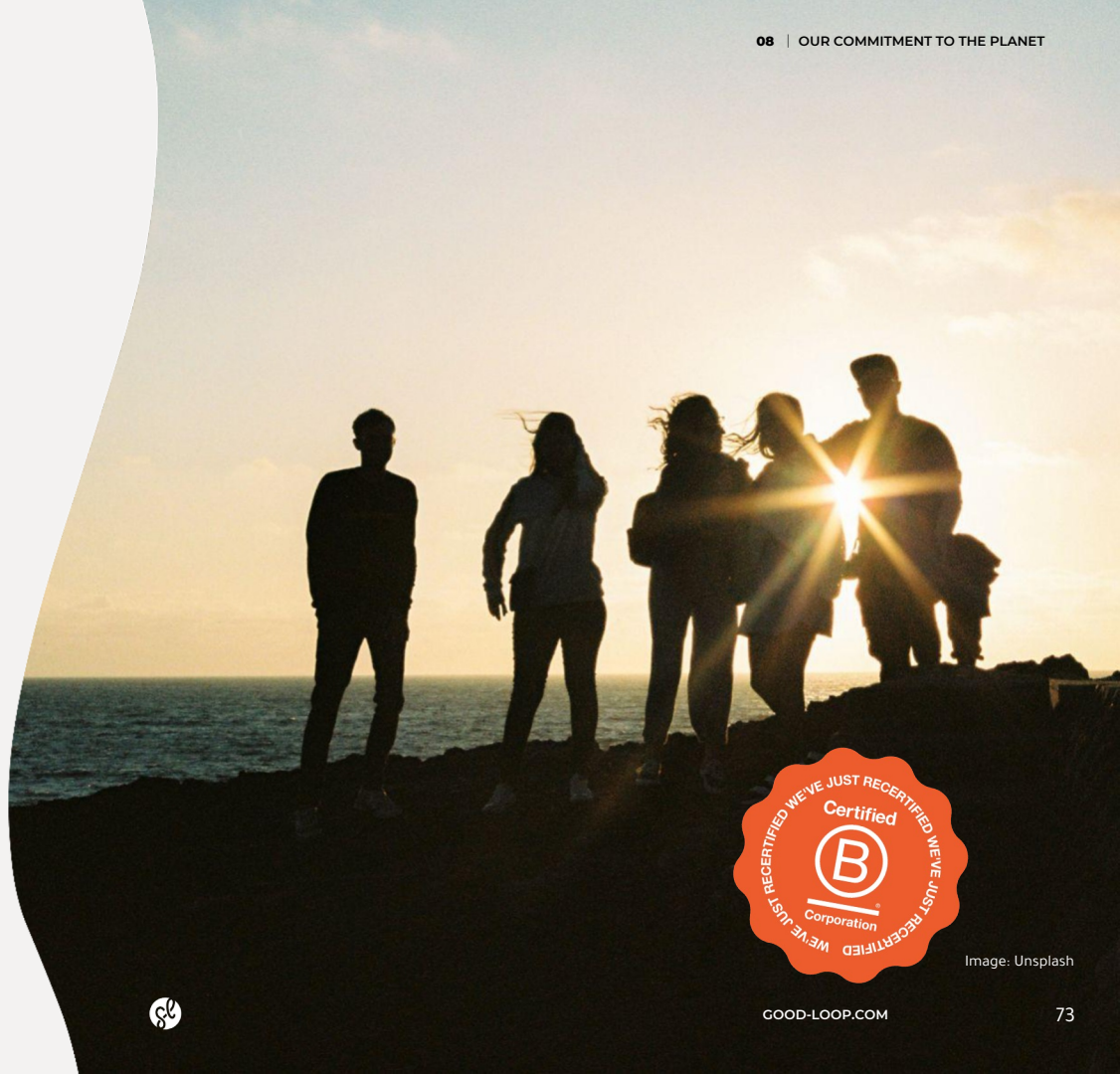


Image: Unsplash

# 09

## BEING AN ETHICAL COMPANY

# WE MADE SURE GOOD-LOOP WORKS FOR EVERYONE

## PEOPLE UPDATE

### SICKNESS POLICY

Unlimited time off and Occupational Health available as required.

### PARENTAL LEAVE

Improved parental leave policies, to include adoption from the UK and overseas - four months fully paid leave available from day one of employment.

### INTIMATE HEALTH

[Intimate Health Policy](#)

### MENTORING

[Mentoring Policy](#) - partnered with BIMA to ensure every employee has access to a mentor

### STAFF SERVICES

New Staff Services page and Knowledge Centre on Monday.com

### ANTI-BULLYING & HARASSMENT

Revised and updated [Anti Bullying and Harassment Policy](#).

### STAFF HANDBOOK

New and improved Handbook outlining all the new policy additions and updates.

### WHISTLEBLOWING

[Whistleblowing Policy](#)

### TRANS EQUALITY

[Transgender Equality Policy](#)

### COMPASSIONATE LEAVE

Improved [Compassionate Leave Policy](#) to include time off to support someone with a critical illness and no time limit on absence.

### ANTI-BRIBERY & CORRUPTION

[Anti Bribery and Corruption Policy](#)



## THERE ARE A LOT OF GOOD THINGS ABOUT GOOD-LOOP, BUT NONE MORE SO THAN ITS PEOPLE.

The beating heart of the company, we live by our values and strive to do good and be good every single day.

Why would someone want to join our bunch of talented, thoughtful, and honestly, downright hilarious people? Well, because not only do we have each other's backs and will down tools in an instant to help each other out, but we genuinely care about each other.

We reward and celebrate people fairly and openly and ensure that everyone has the chance to balance their work and personal lives in the most meaningful way for them. We value and make it possible for people to be individuals and bring their true, best selves to work.

I am so proud of what we've achieved over the last year, with much more goodness to come!

---

### CLAIRE DILLON

HEAD OF PEOPLE,  
GOOD-LOOP

# WE MADE OUR HIRING PROCESS EVEN MORE INCLUSIVE

## HIRING

Image: The Good-Loop Team



As our fantastic team grew in 2022, so did our focus on making sure Good-Loop is a company that's open to all.

- ➔ 24 new Good-Loop joiners in 2022, including a Head of People.
- ➔ Two of which joined the Leadership Team's C Suite.
- ➔ Referencing and background checks are now carried out by Zinc to improve our compliance processes.
- ➔ Our careers page has been updated and improved. Job adverts now include a diversity statement and more inclusive language. Our hiring process has been improved thanks to a new ATS that ensures GDPR compliance and provides a consistent, fair and effective recruitment process.
- ➔ We now offer tier 2 visas and have a relocation budget to avoid ruling out or putting off exceptional candidates from applying for our roles.



**WE WERE SELECTED FOR THE ESCAPE 100:  
100 BEST ORGANISATIONS TO ESCAPE TO**



## WE PROVIDED EXTRA SUPPORT FOR OUR EXTRA SUPERB TEAM

### NEW BENEFITS

We're always looking for new ways to support our fantastic team and make Good-Loop an enjoyable place to work. So we introduced a range of new team benefits in 2022.



Increased annual holiday allowance to 33 days, including bank holidays (plus extra days if there are extra bank holidays).



First class train travel and accommodation paid for by Good-Loop so teams can spend real time together.



10.1% salary increase for all Good-Loop staff to support employees with the rising cost of living.



Cycle to Work Scheme.



[Give as You Earn Scheme.](#)



Recognition Scheme - £50 [One4All](#) vouchers.



Ethical pension scheme with NEST.



Work from anywhere in the world for up to 30 days.



Salary advance - get up to a one month's salary advance, then repay it over 12 months.



Dog friendly offices when possible.



£50 per month to offset costs of travel to the nearest office.

# WE LOOKED AFTER THE BRAINS OF OUR BUSINESS

## WELLBEING

The mental wellbeing of our team is hugely important. So we found more ways to provide support and have our team's back.

- ➔ 4 fully trained mental health first aiders.
- ➔ £100 per month [Wellness Budget](#) expanded to include support for financial and cultural wellbeing as well as physical and mental health.
- ➔ New offices in London, Edinburgh and New York to encourage our colleagues to connect on a personal level and to provide a comfortable, alternative environment to working from home.
- ➔ 4 out of 5 average 15Five pulse rate (measuring employee happiness) over last 12 months
- ➔ New DE&I Group monthly meet-ups to discuss topics such as:
  - [Belonging](#)
  - Unconscious Bias
  - Neurodiversity
  - Prejudice
  - Trans awareness
  - Menopause



Image: The Good-Loop Team

# WE GAVE OUR PEOPLE MORE OPPORTUNITIES TO LEARN AND GROW

## LEARNING AND DEVELOPMENT

We strive to be a company that helps our people become the best versions of themselves – helping everyone unlock their full potential and enjoy a successful career. To make that happen we brought in a number of new opportunities.

### iHASCO'S E-LEARNING

- Cyber security awareness
- Effective remote working
- Equality, Diversity and Inclusion
- GDPR Essentials
- Health and Safety for home workers
- Mental Health Awareness

### TRAINING COURSES

Over 165 courses for employees to take part in.

### PERSONAL BUDGET

£1000 personal budget offered per year for training and development courses.

### BIMA MENTORSHIP

BIMA partnership to ensure every employee has access to a mentor.

### PERSONAL DEVELOPMENT

Now using 15Five to set and track OKRs and create personal development plans.

### AGILE & SCRUM

In September, the whole company undertook The Agile Centre's 'Introduction to Agile' course which means we are now trained in Scrum Foundations and certified with the Scrum Alliance.



# WE GOT SERIOUS ABOUT BEING FAIR

## FAIR PAY

Good-Loop pays the **Living Wage or above** to all workers, including part-time staff, interns, and contract staff.

To increase fairness, we have a bi-annual company-wide pay update instead of individual pay decisions, which allows for holistic fairer decision-making.

As an added extra, all staff get a percentage of Good-Loop's campaign profits.

**We continue to be transparent about our pay gaps so we keep working towards a level-playing field.**

Gender Pay Gap:

**25.39%**

Highest Salary:

**2.55 TIMES**  
the median salary

# WE PROVIDED STAFF TRANSPARENCY AT ALL TIMES

## STATS

Good-Loop's goal is to be a truly diverse company that celebrates equal opportunity.

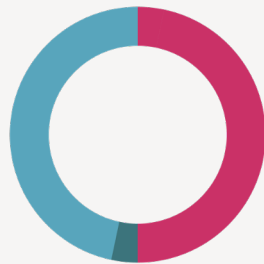
To do that we have to be open and honest about where we are now. We will continue to be transparent about our staff breakdown so we hold ourselves to account.

### Please note:

Gender and ethnicity are self-identified by staff members via a new-starter form. The form answers can be adjusted at any point.

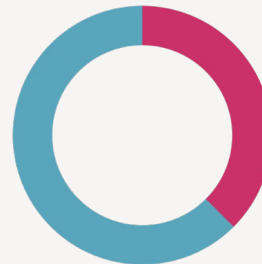
It is important to note that a gender pay gap doesn't necessarily indicate unequal pay for equal work. It reflects the difference in average pay between men and women across the company.

### 2022 Retention:



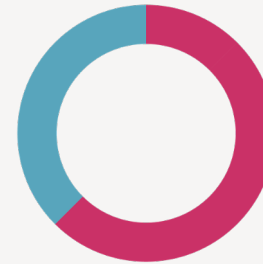
● Starters	51%	(24)
● Leavers	2%	(1)
● Constant	47%	(22)

### Staff Gender Split:



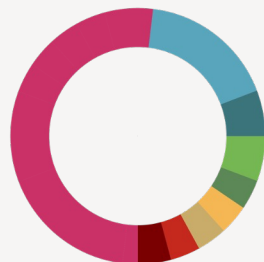
● Men	40%
● Women	60%

### Board Members:



● Male	60%
● Female	40%

### Ethnicity:



● White British	54.5%
● White	18.2%
● Black, Black British, Caribbean or African	6.1%
● Asian or Asian British	6.1%
● Mexican/Latina	3.0%
● Latino American	3.0%
● Mixed or multiple ethnic groups	3.0%
● White British/Portuguese	3.0%
● White Irish	3.0%

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**GOOD-LOOP DOES WHAT IT SAYS ON THE TIN. IT MAY SEEM LIKE A SIMPLE AND EMPTY STATEMENT BUT THERE IS SO MUCH TRUTH IN IT.**

Without the willingness to take thought-through risks, I would never have been hired. Who wants a gobby, ex-teacher joining a team in a junior role? But at Good-Loop I am surrounded by people who are on the same page, everyone gives a shit, colleagues are there to support you with new ideas and guide you in the right ways always having each others back and most importantly everyone is impossible to ignore, each and every person stands their ground and shines so brightly and encourages others to do so.

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**ALEX CHRYSANTHOU**  
COMMERCIAL OPERATIONS EXECUTIVE  
GOOD-LOOP



Image: The Edinburgh Team training in Agile

# WE KEPT PRACTISING WHAT WE PREACH...





Image: The Good-Loop Christmas Jumper Day

## ...BY GETTING STUCK IN OURSELVES

### VOLUNTEERING

#### GOOD-LOOP'S SUPPORT FOR UKRAINE

Good-Loop ran its own advertising campaign in 2022, raising money for charities on the ground in Ukraine. We donated a total of £2,500 to the Ukrainian Red Cross, Save The Children and DEC. Good-Loop staff also made personal donations to food, clothing and supply banks as part of the Ukraine appeal.

#### AGM BEACH CLEAN

During our August visit to Liverpool for our AGM, we managed to squeeze in an afternoon at Crosby beach collecting litter. The litter collected was passed to Sefton Council for responsible disposal. Overall we collected roughly 12kg of litter!

#### RED NOSE DAY INTERNAL "TASKMASTER" QUIZ NIGHT

In March we hosted a "taskmaster" themed quiz night which saw our CEO, Amy, and Impact manager, Hannah, take on the roles of Greg Davies and Alex Horne whilst conducting a variety of silly tasks that included 'Create intricate art from a slice of bread'. We raised £313 which Good-Loop matched to make a total of £626 for Comic Relief.

#### XMAS JUMPER DAY

During December, we put on our best Christmas jumpers in aid of Save The Children's Christmas Jumper Day. The Edinburgh office even hosted a jumper catwalk (which can be seen on our Instagram reels). In total we raised £102 for Save The Children.

### CITY HARVEST LONDON

In December, a few of our team headed to London to volunteer with one of our charity partners, City Harvest. City Harvest donates food packages to 350+ charities around London. The food is collected from large companies and farms, and delivered to food banks, schools, community centres, soup kitchens, hostels, and refugees.

Image: Our London team volunteering with one of our charity partners, City Harvest



### EDINBURGH TREE OF KINDNESS

During the festive period, we returned to Social Bite's Tree of Kindness in Edinburgh. All around the UK, The Trees of Kindness pop up to give local residents a place to donate items to homeless people in their area. Our office collected warm clothing, personal hygiene products and children's toys to drop off before our end of year celebration.



## I HAD THE PLEASURE OF HELPING OUT IN THE WAREHOUSE.

As a team we spent the day unloading and sorting through numerous food deliveries, and making up food boxes to delivered to a range of charities around London. It was shocking to see how much good quality fresh food is discarded on a regular basis. It was incredible to be able to help out and see the amazing work City Harvest does first hand helping rescue this food and feed families!

### GABRIELLA STRASTIAN

JUNIOR SALES MANAGER,  
GOOD-LOOP

# WE STUCK BY WHAT MAKES GOOD-LOOP GOOD-LOOP.



In 2022, our values were embedded into our hiring and performance management processes, and became the core pillars we referred back to every time we gave each other feedback.





## GIVE A SHIT

We care deeply, we're proud of the work we do and we give it our all.

We really do care about leaving the world a little bit better than we found it, we're committed to doing brilliant work and we're passionate about being the best we can possibly be.





## /// HAVE EACH OTHER'S BACK

We earn your trust, we tell it like it is and we lift each other up.

We're building a team of honest, inclusive and kind people who trust and support each other. We strive to be true allies to our customers, our teammates and our communities.



## BE IMPOSSIBLE TO IGNORE

We're not afraid to think big, driving real change in the face of giants.

We're always pushing to be different - to be better - than what came before. We're a brave, ambitious and creative bunch, excited by new ideas, in an industry ripe for disruption.

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# AND SO TO CONCLUDE



## WHAT A YEAR THAT WAS!

**This impact report showcases the transformative impact that Good-Loop and our brand partners have made throughout 2022, by using advertising as a force for good.**

By prioritising social and environmental responsibility, we have not only delivered successful advertising campaigns with a strong ROI, but we have also contributed to a better world.

Through our commitment to donating 50% of advertising spend to charities and non-profits, we have enabled brands to support a range of causes and organisations that are working to address some of the world's most pressing challenges. Whether it's providing clean water to communities in need, supporting education and skill-building programs, or promoting environmental sustainability - we have collectively made a meaningful difference.

Furthermore, our focus on green media during 2022 has enabled us to raise awareness and drive action on critical issues surrounding climate change and the carbon footprint of digital advertising.

We are so incredibly proud of the impact that we have made and remain committed to using our platform and resources to drive positive change. We believe that by continuing to prioritise social and environmental responsibility, we can help create a more positive role for advertising in society.

**Empowering over exploiting.**

**WE HAVE TO SAY A HUGE THANK YOU  
TO OUR FRIENDS, SUPPORTERS,  
INVESTORS, ADVISORS AND CUSTOMERS  
FOR MAKING 2022 OUR BEST YEAR YET.**

With our exciting global expansion and growing team,  
2023 is going to be even bigger and better!

Image: Unsplash



MAKING THE CONNECTION BETWEEN  
BRANDS AND PEOPLE MORE MEANINGFUL



If you'd like to hear more about Good-Loop, or want to get involved, drop us a message [here](#).

Like what you've read and fancy joining our team? Head over to our [Jobs Board](#).