

# Impact & Sustainability Report 2024

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# Executive summary

This report fulfils two objectives. Firstly, it satisfies our B Corp disclosure requirements for FY 2024-25. Secondly, it demonstrates and celebrates how Good-Loop continues to harness the scale, influence and power of the advertising industry, as a force for good.

## Highlights

### Good Donations

£1.1 million unlocked for good causes, across 10 countries.

### Science-Based Net Zero Targets validated

1.5°C pathway confirmed.

### Good-Media™ Academy

226 hours of free content delivered, 63 professionals fully certified.

### Good-Loop Gives

50,000 pro bono ad impressions donated to registered charities and nonprofit organisations each quarter.

### Transparency

5:1 Salary Ratio. 20% Gender Pay Gap. CO<sub>2</sub>e Emissions of 472 tCO<sub>2</sub>e.



This report isn't about good deeds. It's about good loops.

Those miraculous, oft-seen virtuous cycles where doing good makes good business sense.

Inside our own walls, we see this play out through our new Good-Loop Gives program. By offering our media buying expertise pro bono to registered charities and nonprofits, we not only help vital partners thrive, but also deepen the relationships that make our ecosystem stronger. Likewise, by publicly setting and verifying our Net Zero Targets, we don't just cut emissions - we earn unique credibility as a leader in sustainable media.

Externally, our ambition is simple: to make "good" an easy yes.

Why wouldn't you fund cutting-edge gut health research, if it helps you build trust with the 1 in 5 UK adults managing digestive conditions? Why wouldn't you plant thirty thousand trees, if you know Zillennials are more loyal to brands taking climate action? Why wouldn't you support scholarships for Hispanic students, if this \$4.1 trillion consumer group consistently rewards values-driven companies? And why wouldn't you measure the carbon footprint of your media - when it's as easy as a click, and costs nothing?

Good loops are precious because they are resilient, they create momentum and they sustain themselves. So I invite you to see this report not just as a record of what we've achieved, but as proof of what's possible when doing good isn't a side note - it's the strategy.

A handwritten signature in black ink, appearing to read 'Amy Williams'.

**Amy Williams**  
Founder and CEO

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# An introduction to Good-Loop

**We are on a mission to make advertising  
a more positive force in society.**

# How?

## Good. It's our secret sauce.

We add a splash of good into the marketing mix, to deliver advertising campaigns that are more sustainable, more meaningful and ultimately, more effective.



# Our products

## Good Engagement Platform



**We prove the business case for Good**  
by harnessing the power of social impact to  
drive higher ad engagement.

## Good Measures Platform



**We facilitate sustainable media buying**  
by making CO<sub>2</sub>e emissions impossible to  
ignore and easy to reduce.



**They're ads, except they're good.**

# 2024 Headliners

**£1.1m**

donated in 2024

-supporting-

**62**

incredible nonprofits

-across-

**14**

UN SDG goals

**165m**

people reached

-by running-

**57**

campaigns

- finding that -

**61%**

were more likely to watch thanks to  
our donation mechanism

# In good company

For over 8 years we've been bringing businesses, consumers and good causes together to fuel better outcomes. By partnering with industry alliances and verification bodies, Good-Loop continues to draw upon, and input into, transparent reporting and progressive business practices.

Having been a B Corp since 2019, this structure has enabled Good-Loop to grow in a way that is considerate of our triple bottom line. Plus, for the first time in 2024, Good-Loop formally began our path to Net Zero, as part of the Science-Based Targets Initiative. Meanwhile, we continue to play an active role in positively shaping the industry, being early and enduring supporters of Ad Net Zero in both the UK and the US as well as an active participant in the sustainable media working groups.



②

# 2024 Donations

**\$772 billion was spent on media in 2024**



**And we did some good with it**

In 2024, Good-Loop donated **£1,133,062.26** to 62 good causes worldwide.



Since 2016, we've harnessed global ad spend to donate more than **£9,884,656.44** to good causes worldwide. We do this by embedding social impact into paid media campaigns, transforming brand experiences into moments of memorable, meaningful impact.

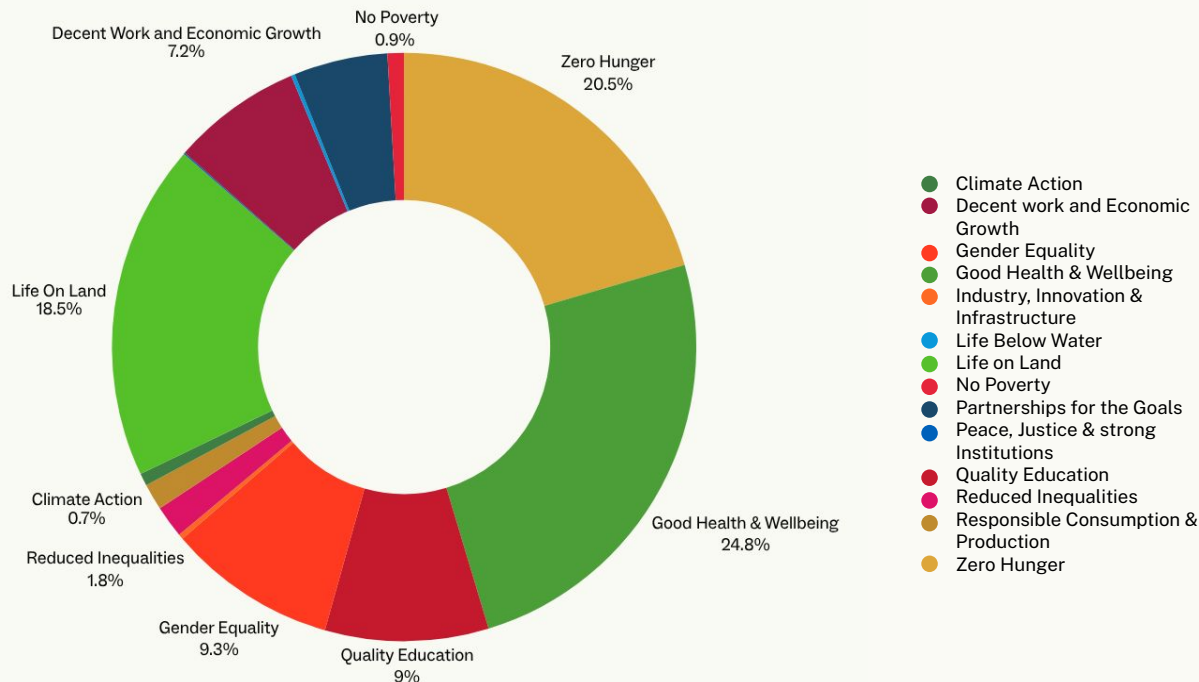
# 2024 Donations: UN SDGs



Throughout 2024, we 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.

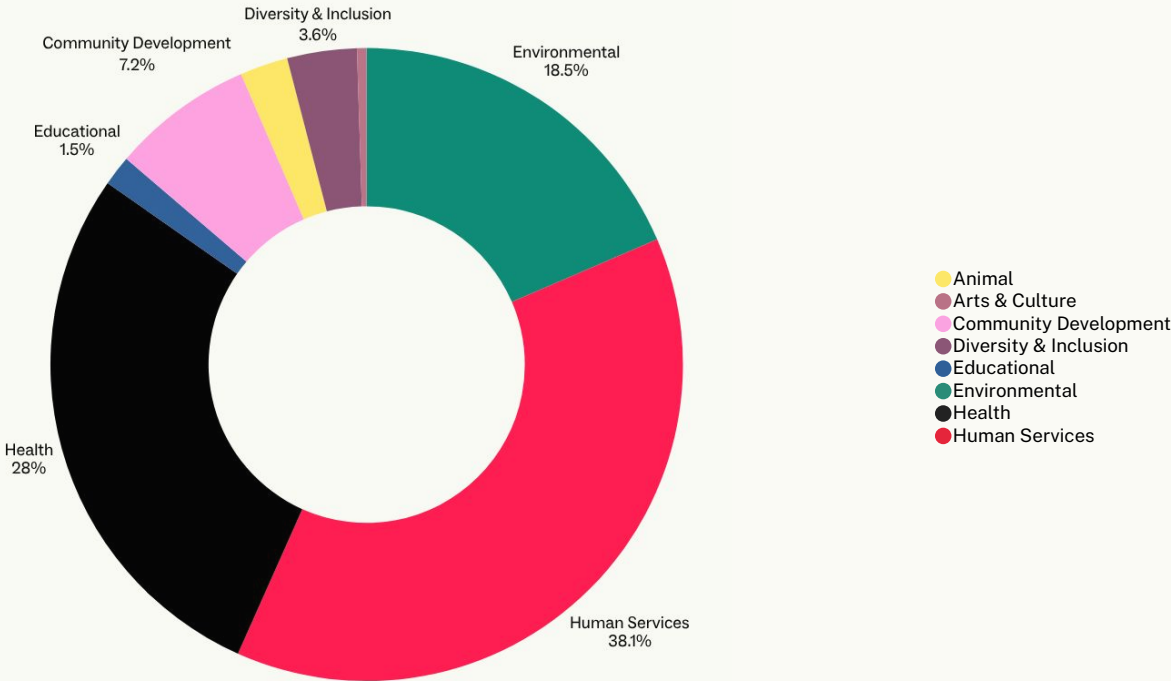
Each 'primary SDG' is self assigned by the non-profit and charity as part of our onboarding process.





# 2024 Donations: Sector

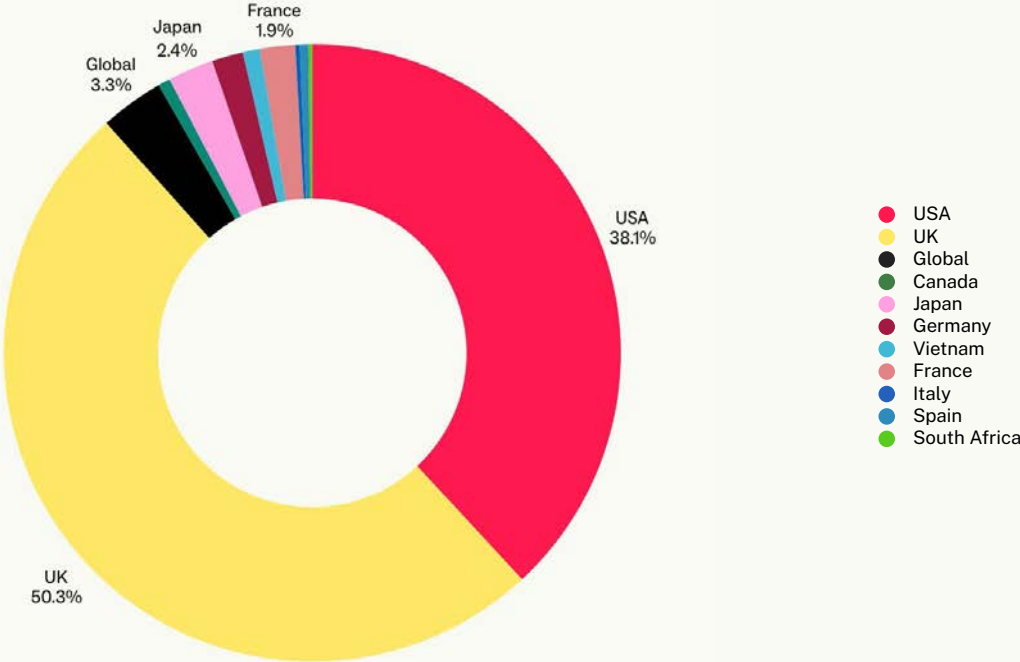
We are proud to have facilitated donations to a wide range of sectors over the past year. These donations reflect our brand partners' dedication to making a positive impact across all areas of society.



# 2024 Donations:

## Global reach

Good-Loop had an incredible year of global reach, which has been reflected in the geographical spread of our donations. 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 were delighted to work with Good-Loop and their partner brand Starbucks last December. Thanks to them and their viewers over £24,000 was successfully raised in support of Kingston Hospital's new children's oncology unit.

The monies raised have funded the purchase of an interactive projector to entertain the children during their visits in fun and engaging ways. Some of the monies are also being utilised to acquire furniture to make the unit as comfortable as possible for the families who make regular visits.”



**Dress for Success**  
617 capsule wardrobes



**Guts UK**  
638 hours of research



**The Nature Conservancy**  
31,784 trees planted



**Plan International**  
2,293 safe classrooms with learning materials



**Orchid Project**  
409 grassroots activists with access to a FGM/C workshop

"We have loved working with Good-Loop and their partner, Canesten. It has been such a fantastic and seamless experience! So far, Canesten and the campaign's viewers have helped to raise nearly £30,000 which has gone towards ending female genital mutilation/cutting (FGM/C). Because of this campaign, less girls will be cut and suffer the devastating consequences of FGM/C."

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



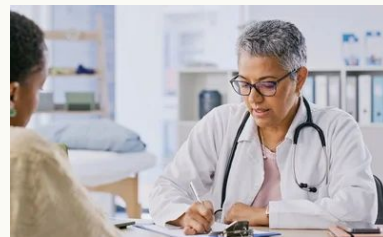
### National Parks Foundation

2,060 volunteer hours



### National Deaf Children's Society

11,765 sign language classes



### HealthyWomen

1,250 educational guides



### Trussell

5,736 emergency food parcels



### Macmillan

1,000 hours of medical, practical support



### Battersea

4,679 cosy beds for scared cats and dogs

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



“Our experience working with the Good-Loop team has been an absolute breeze! From campaign ideation to execution, they were diligent and responsive to our ideas and changes. Thank you also to the viewers!

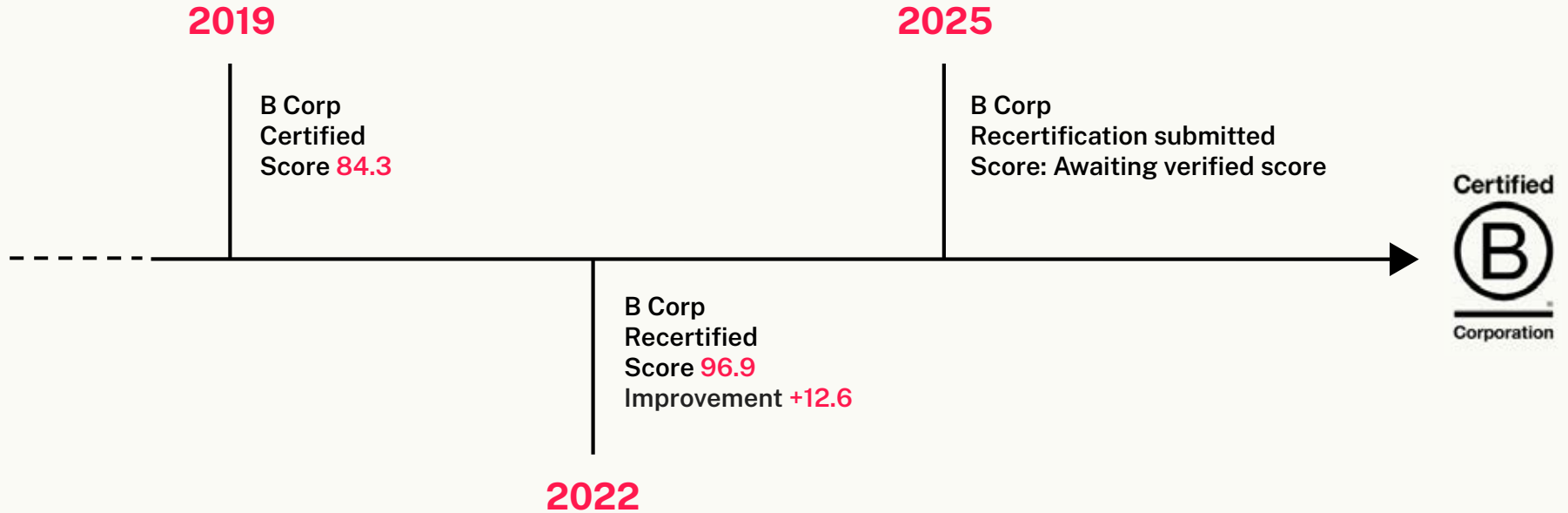
Ultimately, the Muscle Milk campaign has raised over \$31,000 dollars to invest back into our Sport for Good cities initiatives in Atlanta, Chicago, New York, and New Orleans - furthering our mission to empower the lives of youth and unite communities through the power of sport.”



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# Impact Deep Dive

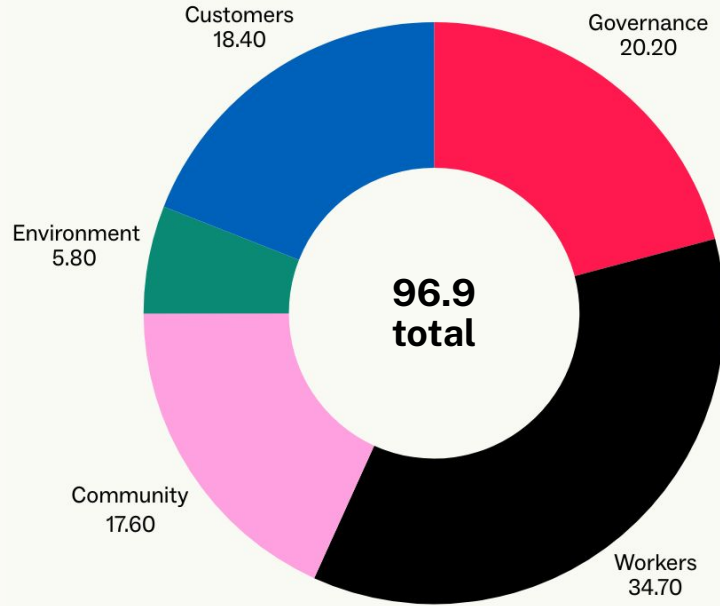
# B Corp: Journey & scores





# B Corp:

## Current score breakdown



### B Corp: Where we're strong.

Verified score: 96.9 (B Corp since 2019; recertification submission 2025)

**Workers:** fair pay, wellbeing, growth.

**Governance:** mission lock, ethics & transparency, client screening.

**Customers:** donations, attention lift..

What we're improving next: see our 2025 goals.

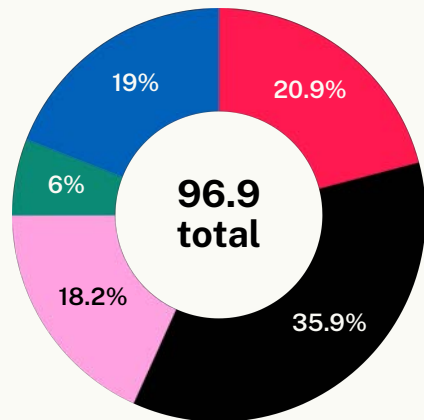
Based on 2022 verified assessment. 2025 score pending verification.

# B Corp:

## 2024 in review

Impact area	What we said we'd do (2024)	What we did (2024)	Status
Governance	Align GHG methodology Maintain client screening	GHG methodology is aligned with GMSF / Ad Net Zero Screening maintained	Done
Environment	Set SBTi near-term & net-zero targets Introduce internal carbon fee Drive reductions	SBTi validated Carbon fee introduced Reductions set	On track
Workers	Inclusive hiring DE&I tracking Leadership training	All launched Tracking started Training rolling	On track
Community	Provide more resources for volunteer days Local engagement	We still need to focus on improving our volunteer days We need to work on local engagement	Needs work
Customers	Innovate for good Refine targeting to fund good and carbon efficient media Maintain our impressive post campaign results to prove ROI	GMSF aligned Good Measures product Targeting refined & product in-market ROI held	On track

# B Corp: 2025 Goals



Based on [2022 verified assessment](#).  
2025 score pending verification.

## Customers

What we do to improve the value that we create for our direct customers and consumers of our products/services.

### Goals for 2025

- Getting started on ISO 27001 certification journey.
- Continue innovating new ways to harness the power of advertising for good.
- Maintain our impressive post campaign results to prove the ROI of doing good.

## Governance

What we do to enhance policies and practices related to mission, ethics, accountability and transparency.

### Goals for 2025

- Launch comprehensive supplier screening
- Continue work with industry bodies to ensure GHG methodology alignment and to continually improve the standards of the advertising industry.
- Continue to screen the clients we work with to ensure that we are using our power of reach, in a way that's positive for society.

## Environment

What we do to improve our overall environmental stewardship.

### Goals for 2025

- Continue working on carbon reductions across the business.
- Include internal carbon fee in travel decision making to incentivise reduction further.
- Set hazardous waste disposal policy.

## Workers

What we do to contribute to our employees' financial, physical, professional and social well-being.

### Goals for 2025

- Continue working to hire inclusively to ensure we are getting the best talent regardless of gender, ethnicity or background whilst also reducing pay gaps.
- More thorough DE&I tracking to identify pay gaps and areas for improvement.
- Team development.

## Community

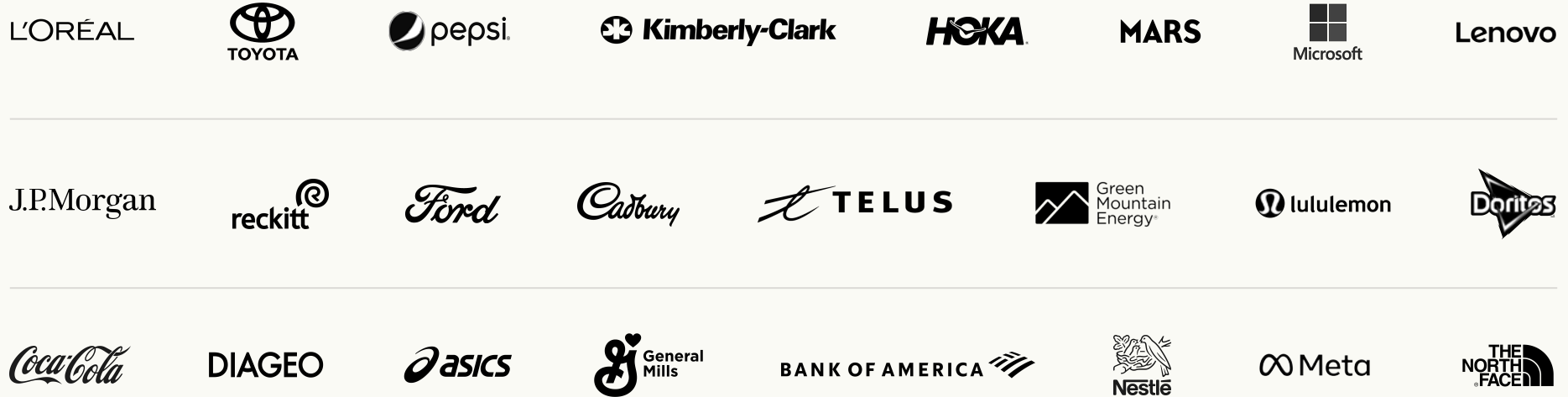
What we do to contribute to the economic and social well-being of the communities we operate in.

### Goals for 2025

- Provide more resources for those wanting to use their volunteer days during work hours.
- Work with our local communities, such as offering our office space for events, choosing local suppliers and volunteering with local projects.

# Customers

In 2024 we continued to run campaigns with some of the world's leading brands, reaching over 160 million people worldwide.



# We have consistently proven that doing good is good for business

On average, when people viewed Good-Loop ads in 2024:



**72%**

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



**63%**

said they would carry out the call to action on the ad.



**69%**

felt the donation mechanism made them think positively about the brand.



**74%**

felt positive about the ad they saw.



**61%**

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

# Customer stories



## Coca-Cola

Coca-Cola's Good Engagement Asset was Real Magic, holding viewers attention and encouraging them to continue watching the advert to make a brand-funded donation to FareShare.

**12.5%**

Increase in View Through Rate vs the benchmark

**18x**

Increase in Click Through Rate vs the benchmark

**80%**

Reduction in Cost Per Click vs the benchmark



## Doritos

Doritos went zero gravity for a cause, increasing brand affinity and using the Good Engagement Asset to showcase their mission to send a chip into space on behalf of St. Jude Children's Research Hospital.

**1.7x**

More effective at building affinity than a standard advert

**28%**

More effective at building trust than a standard advert

**1.65x**

More effective at increasing brand awareness than a standard advert



## HOKA

HOKA understands that little changes can change the world. The Good Engagement Asset boosted brand awareness by highlighting their commitment to the environment, supporting The Conservation Alliance.

**126%**

More effective at raising awareness than a standard advert

**11x**

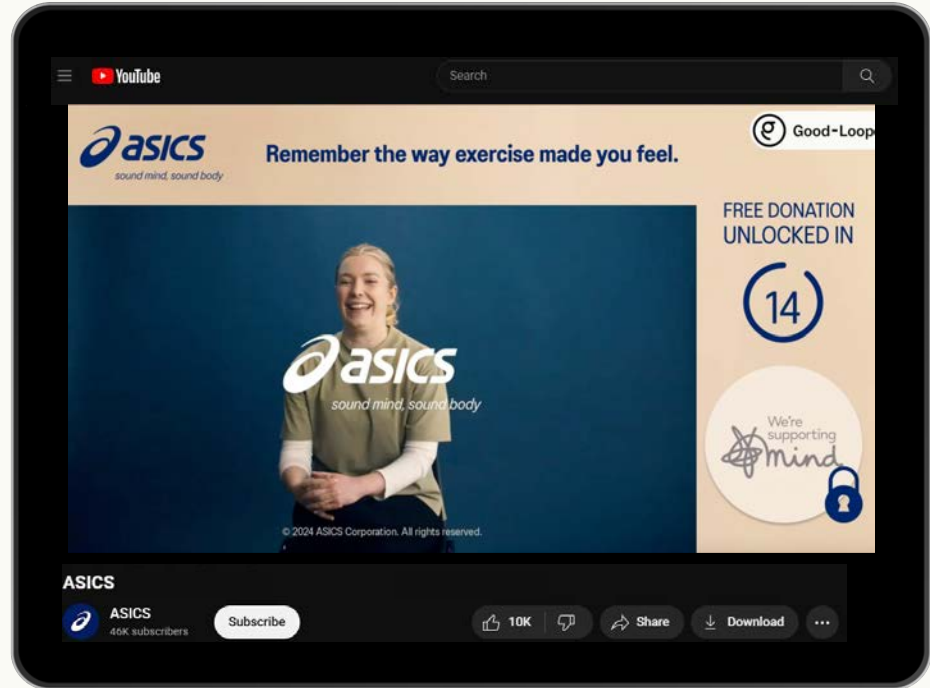
More effective at increasing purchase intent than a standard advert

**3 in 4**

Felt positively towards HOKA thanks to the Good Engagement Asset

# Product innovation: Good Engagement Platform

In 2024 the Good Engagement Platform became truly omnichannel, ensuring that wherever an advertiser is connecting with their consumers, we are able to splash a little 'Good Sauce' and drive even better outcomes.





# Industry leadership: Developing the Global Media Sustainability Framework

We continue to play an active role in positively shaping the industry, being early supporters of Ad Net Zero in the UK and launch supporters to Ad Net Zero in the US. We are active contributors to the development of the Global Media Sustainability Framework (GMSF) as members of Ad Net Zero and the IAB Europe Framework and Methodology Working Group.

For the past two years, Good-Loop has been at the heart of developing the GMSF, working side by side with Ad Net Zero, IAB Europe and leading climate science experts. When the framework launched in 2024, we were proud to be among the very first to put it into action.



"Good-Loop has been immensely valuable in offering Digital expertise to help strengthen the Global Media Sustainability Framework. These voluntary standards enable the calculation of media emissions and their contribution to this process via IAB Europe helped us develop and launch channel specific Digital Data Guidance. As an early proponent of the GMSF methodology, we look forward to innovative companies like Good-Loop using the GMSF to help their clients and partners track GHG emissions from media and standardise reporting."

*Alex d'Albertanson, Media Sustainability Project Director, Ad Net Zero*

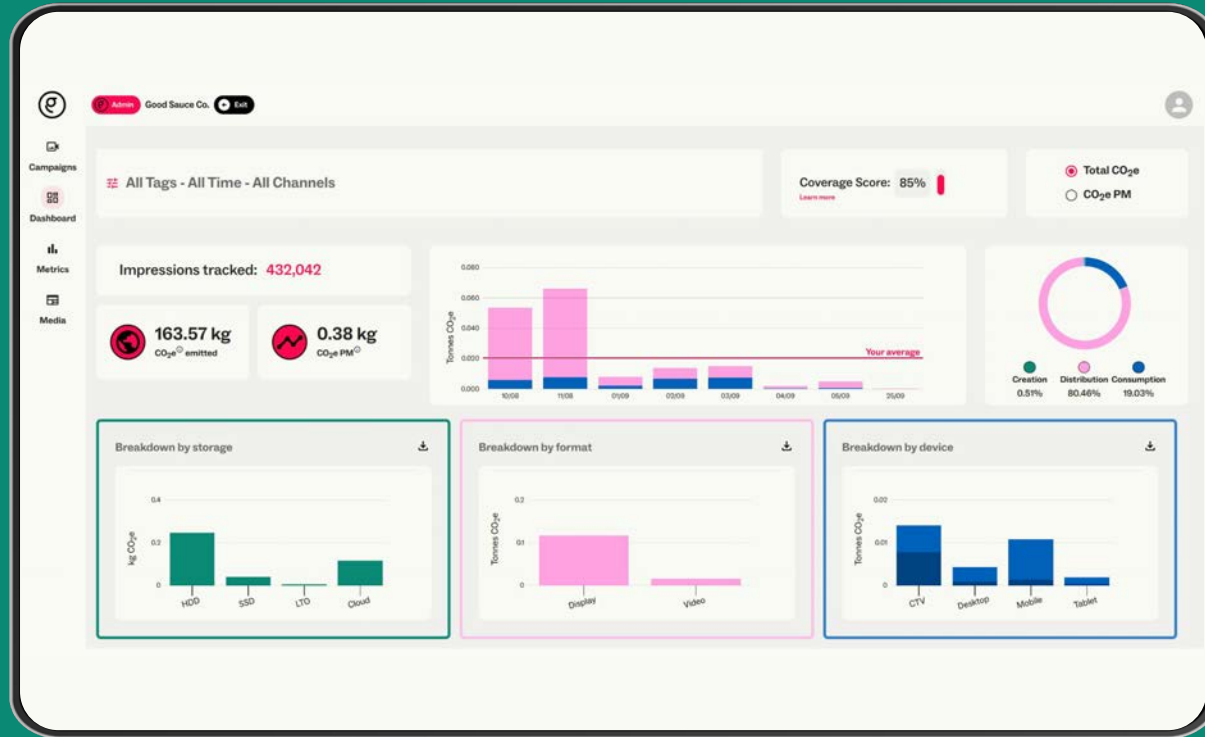


"The collective expertise and dedication of the IAB Europe Methodology & Framework Working Group, including key contributions and expertise from Good-Loop, have been instrumental in shaping the methodology behind the Global Media Sustainability Framework. We value their rigorous engagement with IAB Europe and Ad Net Zero, and we remain aligned with their drive for transparency and robustness in assessing digital ad emissions."

*Dimitris Beis, Data Analyst & Sustainability Lead, IAB Europe*

# Product innovation: Good Measures

Good-Loop became the first platform to implement the Global Media Sustainability Framework methodology, as part of the 2024 Good Measures launch. The platform is continually updated, in line with GMSF developments, providing advertisers with transparent and trusted greenhouse gas estimates across all of their media channels.



# Governance

# What makes Good-Loop

## Be a good company

We are committed to being a good company, in line with B Corp guidelines. We prioritise all aspects of ESG best practice, from supporting staff with generous policies to screening the clients we work with and measuring our own emissions as a company. Our vision is a world where advertising is a force for good, for everyone involved.



### UN's SDGs

SDG3: Wellness budget, women's health policy, generous parental leave

SDG5: Pay levelling, inclusive hiring, female leaders

SDG8: Internal promotions, training budget, mentoring, career levelling

SDG 13: BCorp, Net Zero

## Create tools for good

Our role as a company is to offer brands a better option for their advertising campaigns. Good-Loop is leading a new movement that proves doing good, is good for business. Good-Loop works to improve upon what has already been done before and is pioneering a new space in paid media. Our approach offers clear, straightforward, and clever solutions for the industry.



### UN's SDGs

SDG9: Proving the ROI of doing good, ethical entrepreneurship, fostering innovation

SDG12: Client screening, greenwashing guidance, authentic brand purpose, intentional flows of money

# What makes Good-Loop

## Empower with knowledge

Good-Loop is leading a new movement, but a movement doesn't happen unless you take everyone with you. We recognise the importance of working with others in our industry to share knowledge and develop best practices for Good-Media™. We also equip our clients with the tools and knowledge to talk about CSR in an authentic and genuine way. As a first step in our mission to educate the industry, we have established the Good-Media™ Academy, which provides certified courses aimed at up-skilling our industry in Good-Media™.



### UN's SDGs

SDG17: Working with industry bodies to improve the standards of the advertising industry, knowledge sharing to foster collaboration, thought leadership

## Address the negative impacts of advertising

Good-Loop shows up in ways that are always additive and valuable. We are directly tackling the negative impacts of advertising on people and planet with clever solutions which enable intentional flows of ad spend to diverse and low carbon intensity media.

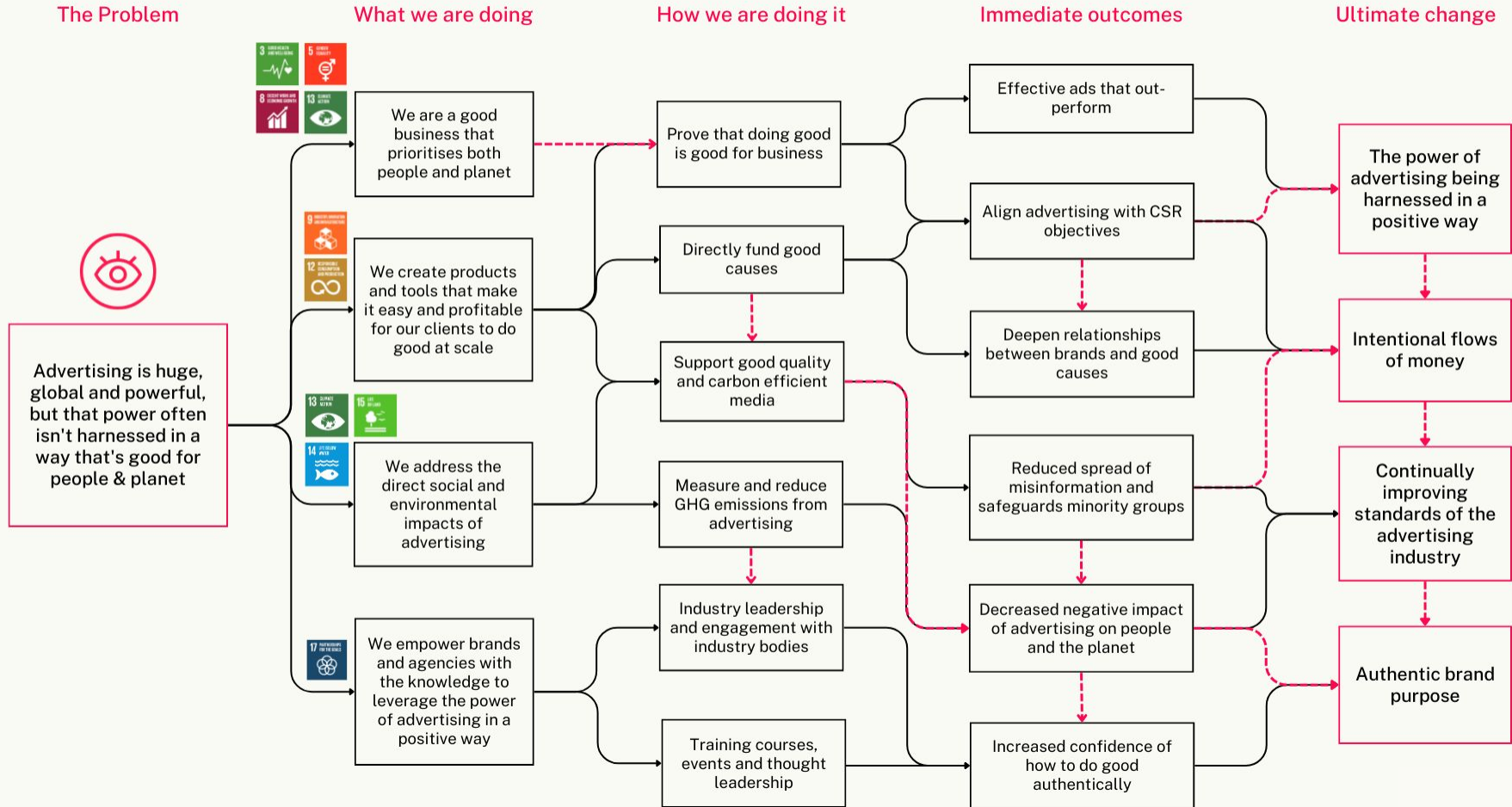


### UN's SDGs

SDG13: Measuring and reducing GHG emissions from advertising, educating clients about the impacts of their ads

SDG14&15: Investing in offsets and beyond value chain mitigation

# Good-Loop Theory Of Change



# Governance: Business practices

At Good-Loop we value watertight, rigorous governance practices to ensure accountability, transparency, and alignment with our mission and ethics.

## Theory Of Change

In 2023 our Theory Of Change had a freshen up to better align with our business practices and core values. This Theory Of Change is not just a document that sits on a webpage - this is a guiding framework from which all business decisions are made. Each department is aware of how their work fits into our wider change and is empowered to call us out if we are straying from our mission. This has been key to working smarter, not harder, when it comes to product development and implementation.

## Policies

At Good-Loop we believe that policies are essential for keeping our business practices in line and ensuring that we remain accountable at all times. We have an extensive policy list covering topics such as responsible travel, anti-bullying, mentoring, transgender equality, women's health, equal opportunities and DE&I. We are continually working to ensure that we are watertight when it comes to governance and that we are following best practice at all times.

## Client Screening

Not all brands should be advertised (by Good-Loop). As a company whose ethics are at the core of everything we do, it is important that the messages we help to amplify also align with our ethical compass. All clients that we work with are passed through a client screening process as standard, which helps to identify any top line red flags. This process relies on 3rd party benchmark data to ensure there is no bias. If a red flag is found, a further review will be conducted by our operations team, with final decision being made by our CEO.

## Smarter, not harder

Smarter, not harder. That is our motto. Why work hard on something if there is a smarter way to do it? As part of this ethos we have developed “task forces” within the business. If someone has a specific question or project that would benefit from a group discussion with multiple teams across the business, they are empowered to create a task force, which will consist of volunteers from different levels and different departments.

## B Corp

We were the first ad-tech company to certify (in 2019) and it's a badge we wear with pride. But B Corp is more than a badge; it helped shape the framework for Good-Loop's mission and Theory of Change. This year (2025) we submitted our recertification and used the process to make improvements from our last assessment. Looking ahead, once this recertification is complete we'll begin mapping our practices to the new topic-based requirements and build a three-year roadmap so we're ready for the new standards.

# Environment



# We've set Science Based Targets (SBTi)

As an SME, our near-term targets and net-zero pathway were validated by the Science Based Targets initiative in February 2025 (SBTi ID: 40002760). We're aligned to the 1.5°C pathway with a 2023 base year.



## 2030

Reduce absolute Scope 1 & 2 emissions by 42% from 2023.

## Scope 3

Continue to measure and reduce value-chain emissions.

## 2050 Net-Zero

Reduce absolute Scope 1+2+3 emissions by 90% from 2023 and neutralise the small residual to achieve Net-Zero.

# How we measure our emissions

We've been working with Greenly to measure our GHG emissions since 2022.



## Reporting period & boundary

Period: Jan–Dec 2024

Boundary: All emissions under operational control (global operations)

Standard: GHG Protocol (GWP-100)

SBTi base year: 2023

## Data inputs

Accounting data (supplier spend & category coding)

Employee survey (commute and home/office split)

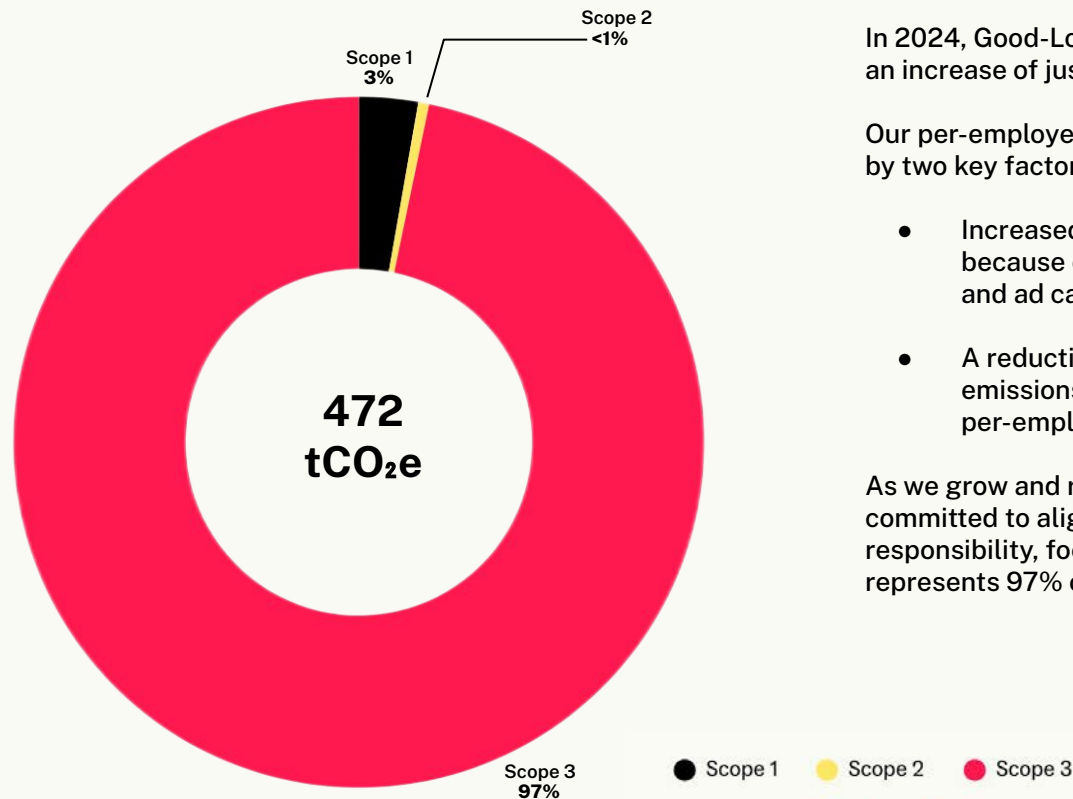
Buildings/office info (energy, occupancy)

Activity data modules: Digital Ads, Business travel & vehicle fuel, AWS Cloud

## Data quality

49% activity-based calculation coverage in 2024 (kWh, km, impressions, cloud usage); remainder spend-based with recognised databases

# Greenhouse gas report



In 2024, Good-Loop's greenhouse gas emissions were 472 tCO<sub>2</sub>e, an increase of just under 1% from 2023 (468 tCO<sub>2</sub>e).

Our per-employee emissions rose from 9 tCO<sub>2</sub>e to 15 tCO<sub>2</sub>e, driven by two key factors:

- Increased detailed breakdown of Scope 3 emissions, because of deeper integrations with platforms like AWS and ad campaign tracking.
- A reduction in headcount, which concentrated our total emissions across fewer employees, increasing our per-employee carbon intensity

As we grow and refine our reporting practices, we remain committed to aligning our operational expansion with climate responsibility, focusing especially on Scope 3, which now represents 97% of our total footprint.

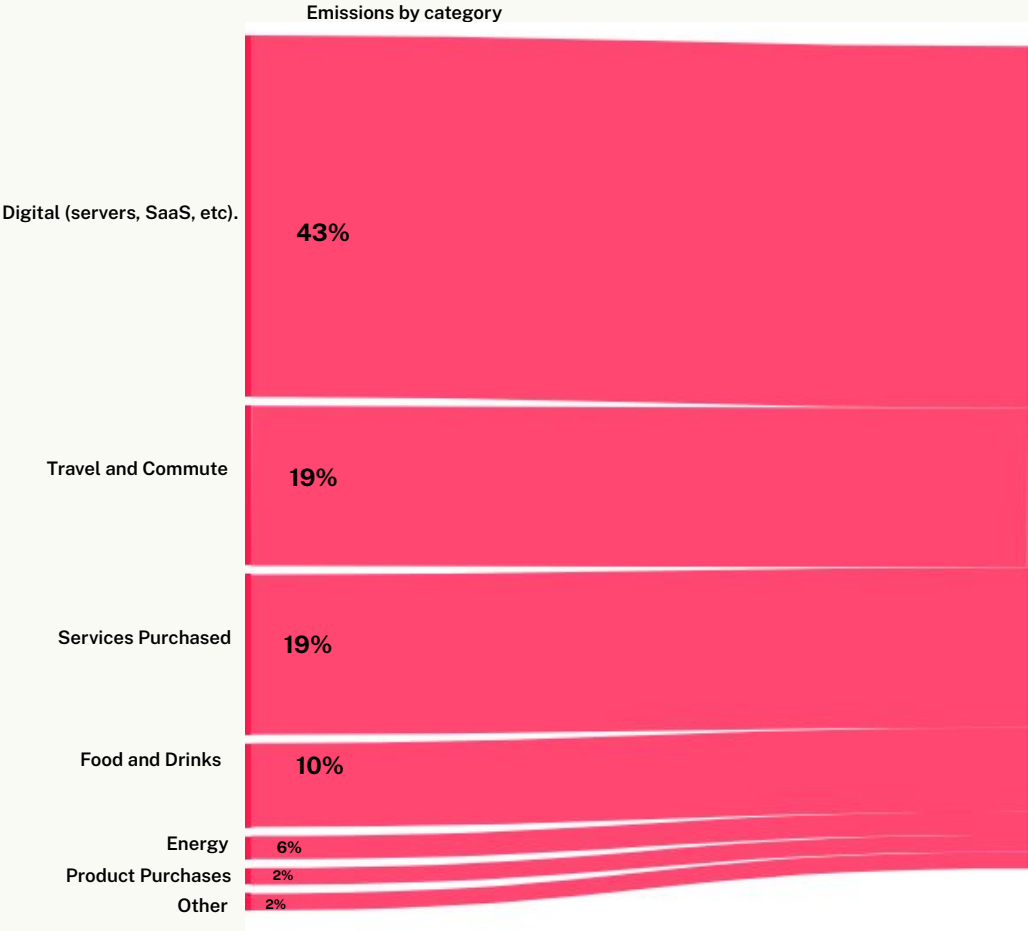
# Greenhouse gas report

As a digital-first company with an online product, we expected our Scope 3 emissions to make up the largest portion of our carbon footprint. In 2024, they account for over 95% of our total GHG emissions.

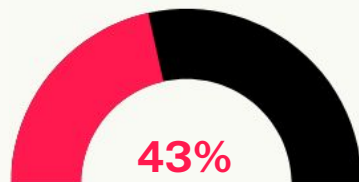
## Emissions by category:

- Digital: 203 tCO<sub>2</sub>e
- Services purchased: 88 tCO<sub>2</sub>e
- Travel & commute: 88 tCO<sub>2</sub>e
- Food & drink: 45 tCO<sub>2</sub>e
- Energy: 28 tCO<sub>2</sub>e
- Product purchases: 9 tCO<sub>2</sub>e
- Other: 10 tCO<sub>2</sub>e

We've taken a more detailed approach to tracking our digital emissions this year, expanding coverage to include factors such as data transfers, software licensing, and cloud infrastructure. As a result, digital now represents a larger share of our footprint, which is expected, given that digital advertising is our primary business activity.



# Main emission sources

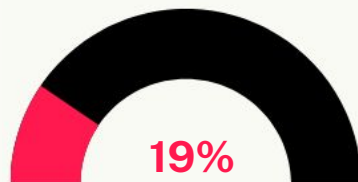


## Digital

This category includes our digital operations both company services (e.g. SaaS, IT licences) and our core product: digital advertising.

In 2024, we expanded how we track digital emissions, especially across ad impressions and server usage, resulting in a more complete picture. This deeper tracking shows that within our digital category, digital advertising accounts for 85% of emissions.

As we further develop our GHG estimation product we will have a more granular view of these emissions, therefore will be able to identify reduction areas and enable growth/emission decoupling.

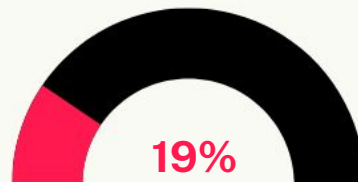


## Services Purchased

This category represents a broad and often less visible source of emissions, spanning across software platforms, staff training, legal, insurance, and maintenance services.

As the company scales, we've increasingly relied on external service providers, particularly digital and cloud-based tools, to ensure we're operating to industry standards and supporting efficient, secure operations.

To improve oversight and accountability in this category, we're introducing supplier sustainability screening aligned with B Corp standards enabling us to assess the environmental impact of our vendors and actively choose partners who support our broader climate goals.



## Travel and Commute

This category covers business travel and commute. As our U.S. footprint has grown (leadership now in New York), we've needed more transatlantic and U.S. domestic trips to build partnerships and serve clients.

This category is measured using a mix of activity data and spend. We manage it through our Responsible Travel Policy: train travel is prioritised wherever feasible; short-haul flights (national or regional, <3 hours where a viable public transport alternative exists) require a compelling business case and prior written manager approval; and when flying is necessary, we prefer economy class and direct routes to limit emissions.



## Food and Drink

This category covers team gatherings, office provisioning and client hospitality across our locations. 2024 figures are based on spend averages; we're reviewing how we buy and track food so we can reduce impact without losing the moments that matter.

This year we'll develop a responsible food & entertainment policy to guide planning and suppliers, and set clearer actions.

# Current reduction strategies

1

## Education

We support employee awareness through guest speakers, online courses and workshops.

2

## Ethical Pensions

Good-Loop encourages ethical and sustainable pension fund allocation via Nest.

3

## Flexible Working

We support flexible and remote working to help cut down on commute and office emissions.

4

## Buying Pre-Loved

Where possible we purchase refurbished electronic and office equipment.

5

## Cycle To Work

We provide a Cycle To Work scheme which supports employees to purchase a bicycle.

6

## Sustainable Travel

We have a sustainable travel policy which discourages the use of short haul or indirect flights.

# Carbon responsibility

In 2023, we introduced an internal carbon fee per tonne of emissions ( tCO<sub>2</sub>e). This fee scales with our business, ensuring our climate commitments remain sustainable through all business cycles.

In 2024, we adjusted this carbon fee to \$15 per tCO<sub>2</sub>e to reflect current business conditions while maintaining meaningful climate action.

This fee will support Milkywire's Climate Transformation Fund. This fund diverts funds to impactful projects working across three core pillars: carbon removal, restoring and protecting nature, and decarbonisation.

# \$7,080

Committed to  
Climate Transformation Fund

Full list of projects in this year's fund here: <https://www.milkywire.com/impact-funds/climate-transformation-fund>

Carbon capture from whiskey distilleries in Scotland



Biochar from rice husks in Cambodia



Human Rights Watch in Bosnia



Sustainable shrimp farming in Indonesia



Digging earth smiles with JustDiggIt



## Milkywire

“We need more companies to finance climate projects to help reach global net zero, so we are delighted that Good-Loop is joining as supporters of the Climate Transformation Fund. The charitable fund looks at where the needs of climate finance are and supports new innovations in permanent carbon removal, advocacy projects in emission reductions, and grassroots-led nature restoration and protection projects. This enables us to support projects with the largest needs and the highest impact.”

- Robert Höglund, Fund Manager at Milkywire



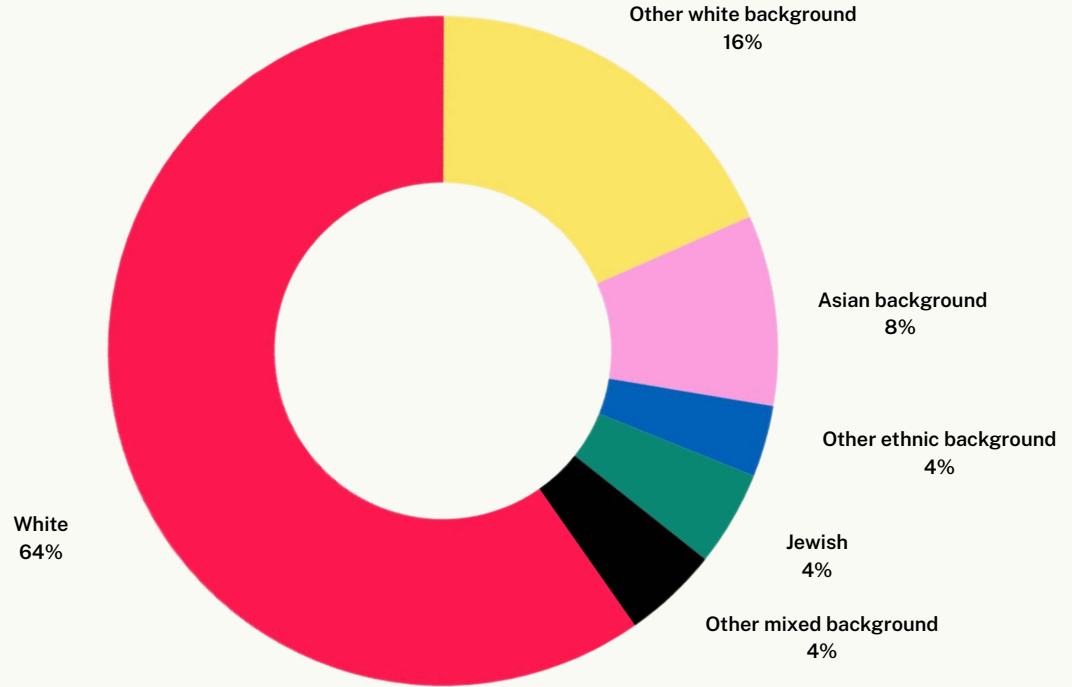
# Workers

# Workers: Diversity and inclusion

Good-Loop's goal is to be a 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 employee breakdown so we hold ourselves to account.

Gender and Ethnic group are self-identified by employees on a voluntary basis. Staff are surveyed annually and have the option to adjust their answers at any time.

52% female, 44% male, 4% non-binary.



## Workers: Key stats

Good-Loop pays all workers -including part-time, interns, and contractors- the Living Wage or higher. Our role-based pay system ensures equal pay for equal work, removing the need for individual negotiation.

We're committed to pay transparency and closing pay gaps. In 2024, we're focused on inclusive hiring and ensuring equal pay across all genders, regardless of identity.

29

**Headcount**  
As at 31st March 2025

5:1

**Highest : Lowest Salary**  
vs B Corp 2023 av. 7:1

20%

**Gender Pay Gap**  
vs 2023 UK av. 7.7%

52:44

**Gender Split**  
Female:Male  
Non Binary: 4%

3.7/5

**Average Staff Happiness**  
Collected weekly via 15Five

32%

**Staff Turnover Rate**

# Gender Pay Gap Deep Dive

We're committed to fair pay. Our gender pay gap is 20% (vs 2023 UK av. 7.7%). To understand the drivers, we conducted a controlled analysis (Blinder-Oaxaca) to see how factors like role, level and experience contribute. Because our organisation is small, those results weren't statistically reliable enough to publish this year but we will continue to run both reports on an annual basis. In the meantime, other actions will include:

## Strengthening Data & Monitoring

Improving our data quality and reporting cadence.

Running regular pay-equity checks across the organisation.

Refining salary bands and promotion criteria to minimise bias.

Introducing external benchmarking to compare fairly with the wider market.

## Fair Hiring & Promotion

Using structured interviews and clear scoring frameworks to reduce bias.

Ensuring interview panels are diverse wherever possible.

Tracking promotion and pay progression rates by gender, addressing any disparities.

## Transparency & Communication

Publishing clear information on how salaries are set and how progression works.

Sharing aggregate findings internally each year to build trust and accountability.

# Gender Pay Gap Deep Dive

## Career Development & Inclusion

Launching mentoring and sponsorship programmes to support underrepresented groups in advancing to senior roles.

Providing leadership and skills development opportunities targeted at women and other underrepresented groups.

Reviewing flexible and part-time arrangements to ensure they do not disadvantage career progression or pay.

Monitoring return-to-work pay and progression after parental leave.

## Accountability & Culture

Setting measurable goals to reduce our gender pay gap over time.

Making senior leaders accountable for equity outcomes in their teams.

Providing bias-awareness training for all managers making pay and promotion decisions.

## Our Commitment

We know that real progress requires more than analysis - it requires sustained action, openness, and cultural change. By improving our data, embedding fair practices, and holding ourselves accountable, we aim to close the gender pay gap and ensure every colleague at Good-Loop is valued equally.

# Workers: Wellbeing

## Wellness Budget

Good-Loop supports employee well-being with a £100 / \$100 monthly wellness budget, covering everything from gym memberships and pet insurance to massages, museum entry, and music subscriptions - all aimed at fostering a healthier, more productive team.

## Mental Health First Aid

Good-Loop supports employee well-being by providing access to trained Mental Health First Aiders, offering a safe, approachable resource for those in need.

## Flexible Working

We champion hybrid working, combining the best of remote and in-person collaboration. As a valued perk, employees can work from anywhere in the world for up to 30 days each year.

We also support flexible working hours, promoting a healthy work-life balance that empowers our team to thrive.

## Staff Feedback

At Good-Loop, we prioritise open communication through weekly 15Five check-ins, keeping managers and team members connected - reflected in our 2024 'pulse' score of 3.7/5.

Annual 360 reviews offer valuable development feedback, and our monthly anonymous "Ask Me Anything" sessions with the CEO create a safe space for everyone to raise ideas, questions, and suggestions.

## Women's Health


Good-Loop is committed to inclusive well-being, offering compassionate support through our Women's Health Policy.

This includes up to 5 days' leave for fertility treatment and 1 paid day off per month for menstruation or menopause, ensuring all biologically female employees feel supported, regardless of gender identity.

## Career Development


At Good-Loop, we're committed to both community impact and personal growth. Our team actively supports local and global causes through volunteering and fundraising, while we invest in each employee's development with a clear Career Progression Framework, £1,000 annual training budget, paid professional subscriptions, a learning resource library, and mentorship opportunities - all designed to help our people thrive and give back.

# Our values




**Give a shit**

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




Good-Loop



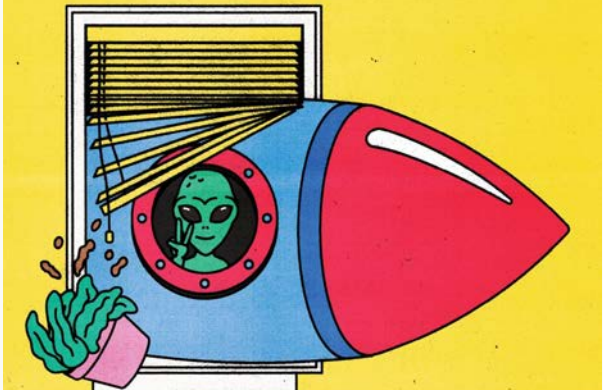
**Have each other's backs**

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




Good-Loop

**Be impossible to ignore**



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



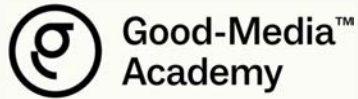
Good-Loop

# Community



# Community: How we support the advertising community

At Good-Loop, we don't believe in gatekeeping knowledge that empowers you to do good.  
The Good-Media™ Academy offers a free, CPD-certified course on sustainable advertising practices.



■ Decarbonise your  
Digital Media

## Learn from the best

**Thomas Kolster**  
Mr Goodvertising

**Kathryn Lundstrom**  
ADWEEK

**Rachel Schnorr**  
Ad Net Zero

**Hannah Cox**  
Better Business Network

**Jonathan Wise**  
Purpose Disruptors

**Amy Williams**  
Good-Loop CEO



# 292

People have signed up for  
the course in 2024



# 226

Hours of free content  
delivered in 2024

CPD Certified

Built-in accessibility features

Free forever, because knowledge about how to  
decarbonise our industry should be accessible to all

Access the course [here](#)

# Community: **How we support the non profit community**

As part of our mission to make advertising a force for good, Good-Loop Gives offers pro-bono advertising impressions to amplify the campaigns of registered charities and nonprofit organisations. This initiative leverages our platform, people, and expertise to support a variety of causes in raising awareness and driving impact.

## 2024 charities supported



Good-Loop Gives



Save the Children



World Central Kitchen



## Community: Volunteering

At Good-Loop, our team is deeply committed to giving back and making a positive impact beyond the workplace. From volunteering in local initiatives to supporting global causes, our staff embody our values - 'giving a shit' with empathy and real action.

Whether it's through hands-on service, fundraising efforts, or sharing skills with nonprofits, the Good-Loop team brings the same passion to community work as we do to our mission-driven advertising. For us, doing good isn't just part of the job, it's part of who we are.



# 35

Staff volunteering  
hours in 2024

Everyone at Good-Loop gets one paid day each month to volunteer.

In 2024 we learned the blocker was not time or intent. It was finding good opportunities. The right roles were hard to spot, so momentum stalled and our hours didn't grow.

In 2025 we are working on making finding opportunities easy. We are looking to work with trusted partners and create simple internal processes to remove friction.





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