



IMPACT ASSESSMENT REPORT

2023



Certified



Corporation

This company meets high standards of social and environmental impact.

A message from Webgains COO

2023 was a challenging yet hugely rewarding year for the Webgains Group. Leading the way in the performance marketing industry, Webgains became the first affiliate network to join the global B Corp Community, something which we are extremely proud of. All Webgains entities have made a legal commitment by adopting the B Corp business standards, placing importance on people and planet as key stakeholders.

Webgains started our B Corp journey at the end of 2021, making significant and positive improvements to our business operations. During 2023, the company reduced its group level technical carbon footprint by an impressive 68% , a project led by our CTO, Samuel Rodman. This project focused on improving technical efficiencies to reduce energy consumption.

In addition to this, our teams across all markets engaged with B Corp led initiatives from mental health awareness campaigns to removing single use plastics from our events. These small steps are just the beginning but show an important shift in mindset and actions by all at the company.

As a Director at Webgains, I take this responsibility and opportunity to not only educate others on the importance of B Corp, but positively influence action. Since achieving our certification in July 2023, we've proactively promoted B Corp values at industry events, and throughout our online activities. As we reflect on how far we have already come on our purpose led journey, we will continue to improve business operations, build our network with other like-minded companies and support these values internally and externally. This impact report is designed to offer more insight to our activities in 2023 as well as outline our future purpose led goals for the company.

Yours Sincerely,

Ami Spencer
COO | Webgains



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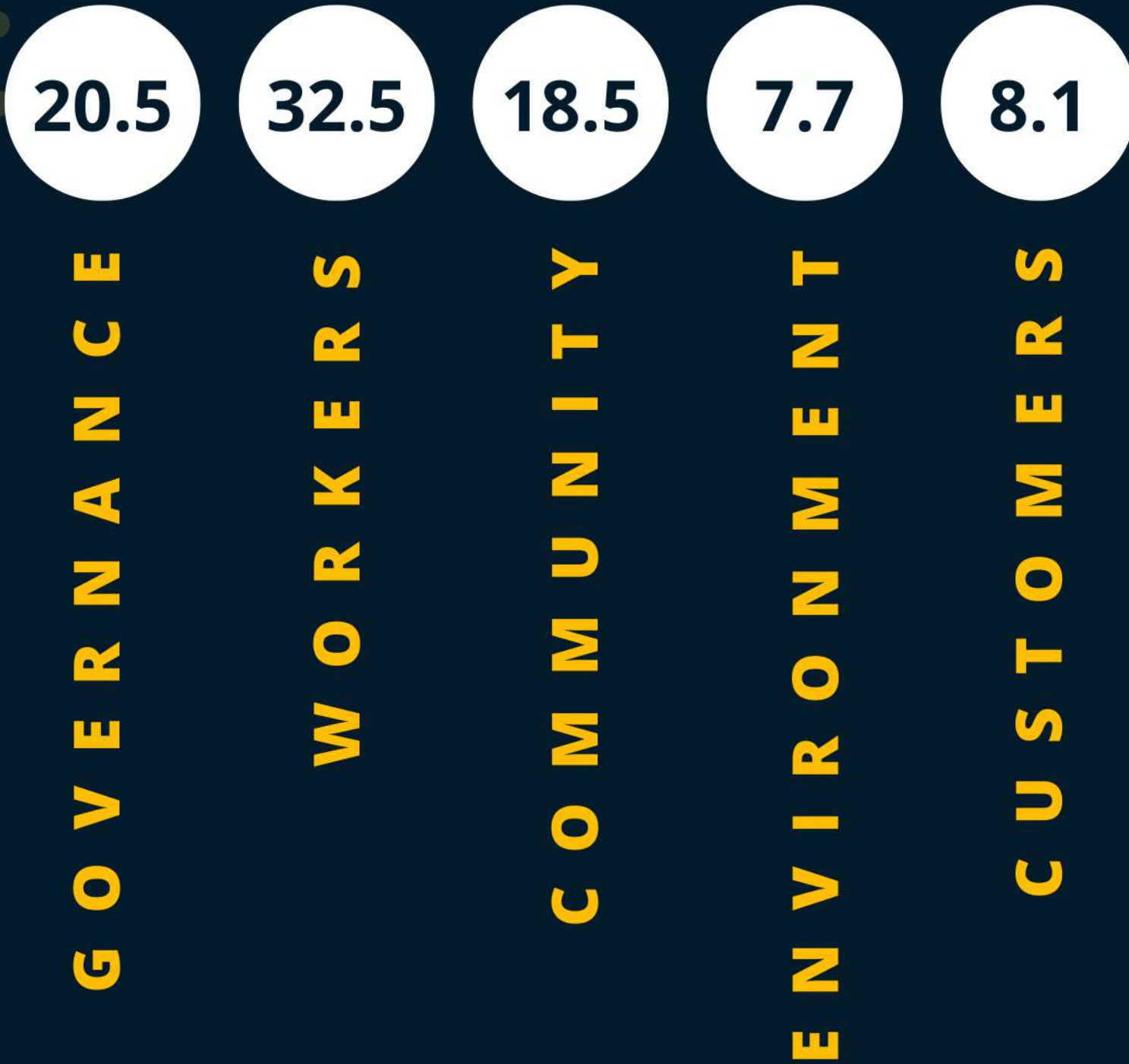
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HOW WE SCORED >>>



Webgains was proud to become B Corp Certified in 2023 across all entities



- 87.8 Overall B Impact score
- 80 Qualifies for B Corp Certification
- 50.9 Median for non-B Corp businesses

Check out our full assessment [here](#)

OUR JOURNEY >>>>



September 2021, marked the start of our sustainability and purpose led Journey. Our team set out on a mission to assess our operations in line with the B Corp assessment criteria.

Fast-forward to August 2023 and we finally achieved B Corp Certification and entered into our exploratory phase.

The company is now focused on improving visibility of our impact and reporting on the progress made. We endeavour to continuously improve our operations in line with sustainability and purpose led best practice.

This includes:

- Employee engagement to champion initiatives and challenge the status quo*
- Ongoing training and educational programs*
- Transparency and reporting on carbon footprint*
- Best practice across supply chain management*

Our mission to establish sustainability & purpose



Achieve B Corp accreditation by August 2023



Reduce AWS carbon footprint by 5% YoY



Increase the number of purpose driven clients by 10% YoY



Deliver B Corp led educational workshops across all markets





We became the world's first B Corp Certified Affiliate Network

68%

Reduction in our group level technical carbon footprint



Introduced a new Supplier Code of Conduct

100%

Employee completion of Data Security Training in line with ISO 27001 Certification



Ran 8 x purpose driven workshops for staff globally

69%

Growth in our purpose-led clients



Externally report on our social and environmental performance



Implement a carbon footprint tracking platform to improve visibility of our operations on the environment



Deliver Strava mental health initiative across all markets by the end of Q1



75% of employees to take paid time off for volunteer services



Increase the number of purpose-led clients on the network by 10%



What we said we'd do in the UK



Include a line within the job specification that aligns with our purpose-driven policies and to include this in any future hiring processes.



To track and monitor the energy usage within the UK offices quarterly.



To track and organise a number of volunteering days to help the local community.

What we did in the UK



We introduced a volunteering policy to support our workers getting out into the community and making a real difference. We now offer 1x paid volunteering day a year to all our staff and it is all tracked in our HR platform.



Our HR team included purpose-led specifications to 57% of all new and adapted contracts last year. We are now including them into all new contracts with the goal to have 75% of UK employee contracts having purpose-driven specifications within them by the end of 2024.



We have identified our chosen technology platform that we will use to capture our current emissions, educate employees, and set goals to reduce our environmental impact. For Webgains to successfully reduce our carbon emissions, it requires us all to make an effort.



We hosted two UWE student days in our Bristol office, inviting 60 local students to learn about affiliate marketing.



To safeguard our employees and set them up for success, we introduced an ergonomic working policy in 2023. Webgains now offers different support in terms of Display Screen Equipment (DSE) or work-station adjustments.

Our 2024 goals in the UK



To support our purpose driven community, we shall be offering a discount to any B Corp clients.



Supporting our future generations by offering summer work experiences weeks and apprenticeships.



Tracking our energy usage and setting tangible goals to reduce and offset our emissions.



Training for employees to understand our impact and what we can do to be sustainable.



GERMANY



What we said we'd do in Germany



Include a line within the job specification that aligns with our purpose-driven policies and to include this in any future hiring processes.



To increase the number of purpose driven clients by 10% YOY.



Improved office operations e.g. Recycling used coffee granules.



To track and organise a number of volunteering days to help the local community.

What we did in Germany



Introduced a whistle-blowing policy which adheres to laws and regulations, prohibiting fraud by any of its board members, officers, employees, or volunteers.



Included a section within our job adverts explaining why candidates should choose to work for a purpose driven business like Webgains. We adapted our interviewing process by tailoring topics of discussion around purpose led decision making.



Updated our benefits to allow workers the flexibility to participate in supporting our local community through volunteering.



In 2023 we launched 93 new affiliate programs, 26 of these were purpose driven clients, increasing our purpose led client portfolio by 28%.

Our 2024 goals in Germany



To include a line in future job advertisements to align with our purpose-driven policies.



To increase the number of purpose driven clients by 10% YOY.



Improved office operations- e.g. Recycling used coffee granules.



To track and organise several volunteering/well being days to help the local community and staff.



SPAIN



What we said we'd do in Spain



Include a line within the job specification that aligns with our purpose-driven policies and to include this in any future hiring processes.



To increase the number of purpose driven clients by 10% YOY.



To host swap/reuse days for parents.

What we did in Spain



In 2023, we launched 26 new programs, 6 of which were sustainable programs or sponsored sports and culture, such as Perfumes Club and Zafiro Hotels. This created a 23% increase on purpose driven programs YoY. In the future we want to get more advertisers involved in our purpose led initiatives; to drive growth and also to build a stronger community of purpose driven businesses in our network.



We hosted a Repurpose Day in 2023. This involved employees bringing in their unwanted baby items to support our new parent group. This initiative came about as we had an employee due to go on maternity leave. We are always looking at reducing waste as well as supporting our employees and this was so helpful to all involved.



We participated in the food drive in collaboration with the Food Bank of the Federación Española de Bancos de Alimentos (FESBAL). Together we can contribute to improving our society and reducing needs such as food shortages.

Our 2024 goals in Spain



Encourage people who use a private vehicle to use the public transport at least once a week.



Push internal promotions to improve employee satisfaction and retention in the company.



Add more organic/BIO products in our monthly company purchase.



Complete a padel competition to improve our team building and focus on people's health.



NETHERLANDS



What we said we'd do in the Netherlands



Include a line within the job specification that aligns with our purpose-driven policies and to include this in any future hiring processes.



To increase the number of purpose driven clients by 10% YOY.



To track and monitor the energy usage within the Netherlands offices quarterly.

What we did in the Netherlands



Reflecting on our B Corp assessment, we immediately saw an opportunity to improve our environmental impact. Last year, we were able to measure our carbon emissions as our office is part of a coworking space that also became B Corp certified in 2023. We are working alongside our shared space to continue to reduce our carbon emissions and recycling schemes.



We successfully managed to maintain our five purpose driven clients in 2023. This is an ongoing challenge to increase our purpose led portfolio with much of our business coming from agencies, there is a limited amount of influence we have on encouraging purpose-driven clients onto our network.



One of the ways we are reducing our carbon footprint in The Netherlands is by having 100% of the team either walking, cycling or taking public transport to work.

Our 2024 goals in The Netherlands



Externally report on our social and environmental performance.



Implement a carbon footprint tracking platform to improve visibility of our operations on the environment.



To track and organise several volunteering/well being days to help the local community and staff.



ITALY



What we said we'd do in Italy



Improved Office operations and working from home - e.g. Recycling used coffee granules



To increase the number of purpose driven clients by 10% YOY

What we did in Italy



We increased the total number of purpose driven clients on our Italian network by 61%. This in turn helped us to increase the revenue generated by the group by 34% YoY in 2023.



By adding new thermal windows and solar panels to our Milan office, the former reducing energy loss by up to 75% vs single glazed.



We made purchasing decisions based on minimising landfill waste e.g. Choosing a coffee pod this is made of organic material.



To reduce our carbon footprint we grew vegetables in our own garden and shifted to local products for our office groceries. The garden also contain a 'dig pit' which is now our main water source.



We used green transport wherever possible e.g. for office commutes in Milan and to visit clients locally.



We participated in volunteering and charity work including with homelessness charity Comunita' Sant'Egidio; offering small businesses complementary graphic design services; and various support for the International Erasmus Student Network (IESN).

Our 2024 goals in Italy



To support our purpose driven community, we shall be offering a discount to any B Corp clients.



Roll out Wewardapp to all employees as a benefit to walking more and getting rewarded for it.



Track our waste through recycling schemes and set goals to improve our footprint.



To participate in a volunteering day with our whole team present.

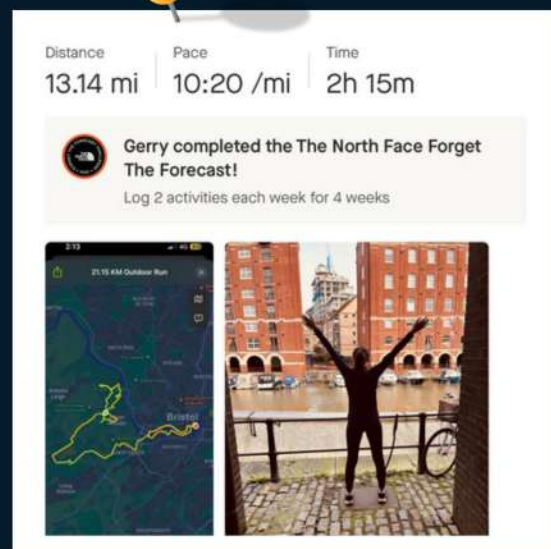


Collaborate with purpose driven publishers in a series of blogs to share the benefits of balancing purpose and profit.



Never Stop Learning w/ Bristol Flyers

'Never Stop Learning' is one of Webgains' core values and something that our teams all over the world live on a daily basis. Last year we headed up to the SGS Arena - home of our partners Bristol Flyers Basketball Club - to see if they might be open to some reciprocal learning.



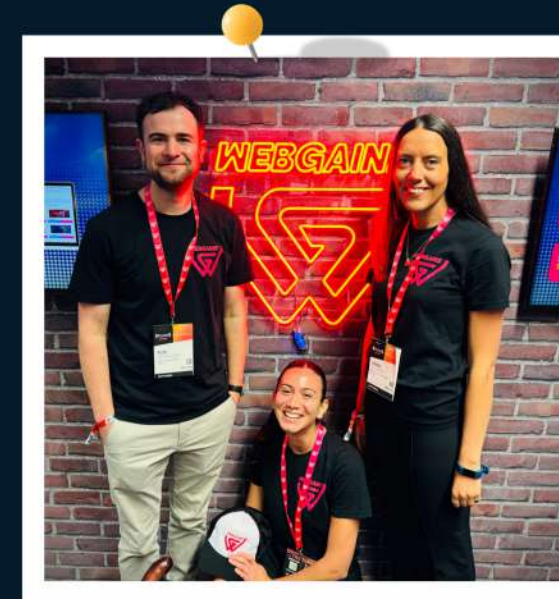
The Webgains Strava Challenge

Fresh air and daily exercise benefits our wellbeing, and we set out and tracked any walks, strolls, hikes, runs, cycling, outside during the month of September 2023. Setting challenges and breaking out of our usual habits to get outside meant that we spent over 490 hours out in nature travelling over 1982 miles.



Peak Performers Institute

We are passionate about giving back and supporting organizations that share similar values to ours. Therefore Webgains DE support the Peak Performer Foundation. The first Peak Performer Kids Camp that we supported took place in June 2023 with two days full of games, fun and real role models.



Webgains events

We love our branding, as it not only shows people who we are, but it helps in creating a vibrant impact to the events we attend too. From lanyards to back drops, trays to beer mats, we'll put our name onto almost anything. Consciously deciding to not include any dates or event titles in our branded elements ensured we can repurpose them at every event. Resulting in us saving money, time in designing and avoiding unnecessary waste going to landfill.



Purpose-themed public speaking

We are fortunate to get regular opportunities to speak in front of our fellow industry professionals at some really exciting events. On a few occasions in 2023 we chose some topics that reflected our purpose-driven business. These included B Corp coaching and inspiring the next generation of female leaders at Europe's biggest affiliate marketing event, PI LIVE Europe in London.



FIND OUT MORE ABOUT THIS REPORT

Email us: hello@webgains.com



Certified



Corporation

This company meets high standards of social and environmental impact.