



IMPACT ASSESSMENT REPORT

2024



Certified



This company meets high standards of social and environmental impact.

Corporation

OUR MISSION

Our mission is to be the affiliate network that puts **service first**, helping clients grow online through premium **support**, innovative **platforms** and strategic **insights**. We provide personalised affiliate strategies that **drive results**, delivering **unmatched service** while upholding the **highest ethical and sustainable standards**.



- 1 **DEEPER DIVE INTO 2024 ACTIVITIES AND IMPACT**
- 2 **OUR B CORP JOURNEY TO DATE**
- 3 **OUR INTENTIONS FOR 2025 AND BEYOND**



20.5

G O V E R N A N C E

32.5

W O R K E R S

18.5

C O M M U N I T Y

7.7

E N V I R O N M E N T

8.1

C U S T O M E R S

[Click here for our full assessment](#)

By the end of 2026, we will have launched several sustainability focused projects and begun adapting our policies and stakeholder governance to align with the new B Lab standards, positioning us for successful re-certification in 2027.



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



We encourage others within our network to become get certified. It's not just about being the first, it's about being focused on raising awareness and the collective effort.



We uphold service-first principles across the entire business, ensuring our people and partners thrive through trust and support.



We are committed to doing business fairly: paying fair wages, promoting equality and diversity, and raising the bar with data security.



A message from Webgains' COO

At Webgains, our commitment to Environmental, Social, and Governance (ESG) principles continues to guide the way we operate, evolve, and grow in our market. As a proud B Corp, and a Service-First business, we hold ourselves to high standards and remain dedicated to continuous improvement, aligned to the values and benchmarks set by the B Corp community.

We are pleased of the progress made so far, as outlined in this report. One of the true highlights of our journey has been the enthusiastic engagement of our people, whose participation in our ESG trainings and initiatives has been nothing short of inspiring. To see our team proactively drive change, without this being a top-down only initiative, reinforces that there is demand for a better future at all levels.

As we look ahead, our commitment is to drive meaningful change that secures our long-term success and strengthens the positive impact we have across our industry. We are exploring both the opportunities and responsibilities presented by AI, with a focus on how these shifts affect all our stakeholders. In the year to come, we will make more tangible progress in transparent carbon reporting and reduction strategies. But we know lasting impact doesn't happen in isolation. That's why we invite our entire community—partners, clients, publishers, and peers—to join us in building a more responsible, forward-thinking future.

Yours Sincerely,

Ami Spencer
Chief Operations Officer | Webgains





IDENTIFY

Complete B Corp assessment to understand current impact

DISCOVERY

What does a purpose driven organisation look like and what is important to us?

EMBED

How can our operations have meaningful impact for our people and planet?

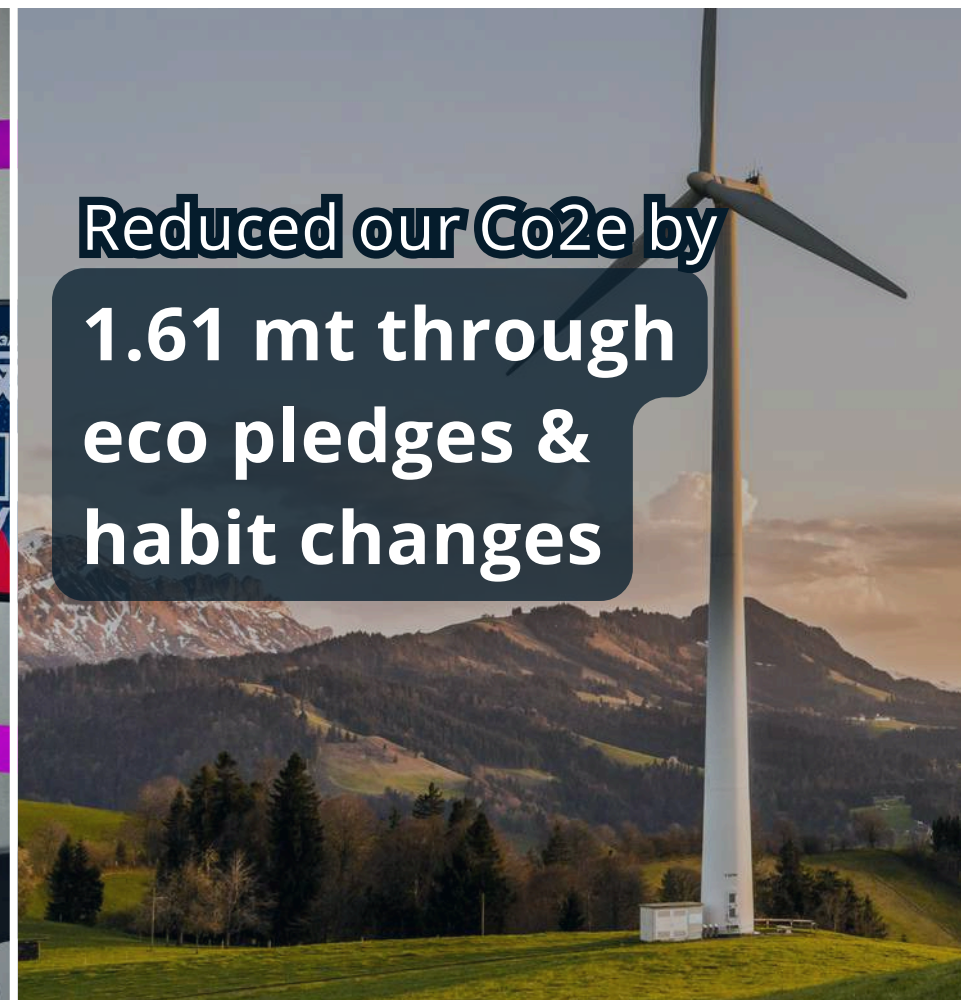
EVOLVE

Ongoing employee engagement and goals set across all markets





Launched our
**"Thinking
Forwards"**
podcast series



Reduced our Co2e by
1.61 mt through
eco pledges &
habit changes



Gained a
3.8 rating via
Glassdoor



Reached
4.5 rating on
Trustpilot



2 0 2 4 H I G H L I G H T S



Spent
152 Hours
volunteering
across Europe



Walked, ran & cycled
1660 miles
globally in Q1
with strava



Hand planted
420 tree saplings
in the Avon, UK



Repositioned as a
Service-First Network
focused on meeting
customer needs



Our Impact Strategy

Reduce our environmental footprint, particularly our technical carbon emissions, while increasing awareness of our sustainability efforts across all stakeholders. This strategy supports our broader environmental commitments and aligns with our long-term business values as a responsible, forward-thinking organisation.

1. **Raise Awareness of Environmental Activities**
2. **Align and embed Operations with Our Environmental Strategy**
3. **Monitor, Report & Reduce Our Technical Carbon Footprint**

What we did in 2024 and why it matters

- ✓ Partnered with Savoo and The Rainforest Trust in support of World Environment Day, amplifying our commitment on raising awareness and the collective effort.
- ✓ Delivered two informative global workshops: one led by environmental scientist Kate Nikitina on the urgency of climate action, and another by Trace Founder Joanna, offering practical strategies to reduce our carbon footprint.
- ✓ Implemented a "Reduce, Reuse, Recycle" approach to event branding, prioritising waste prevention and material circularity.
- ✓ Reached 0% privately fuelled vehicle usage for employee commutes to our offices in Spain and Italy, marking a major milestone in sustainable mobility.



ENVIRONMENT >>>

Our goals for 2025 and why

- Complete a comprehensive report on carbon emissions across all entities for 2024, accompanied by a structured reduction plan outlining key targets and initiatives.
- Conduct a review of all our suppliers to verify alignment with our environmental objectives and identify areas for improvement or change.

How we will achieve this ...

- ✓ Leverage insights from our 2024 carbon emissions report to implement targeted emission reduction measures and track progress against defined benchmarks.
- ✓ Conduct a materiality assessment



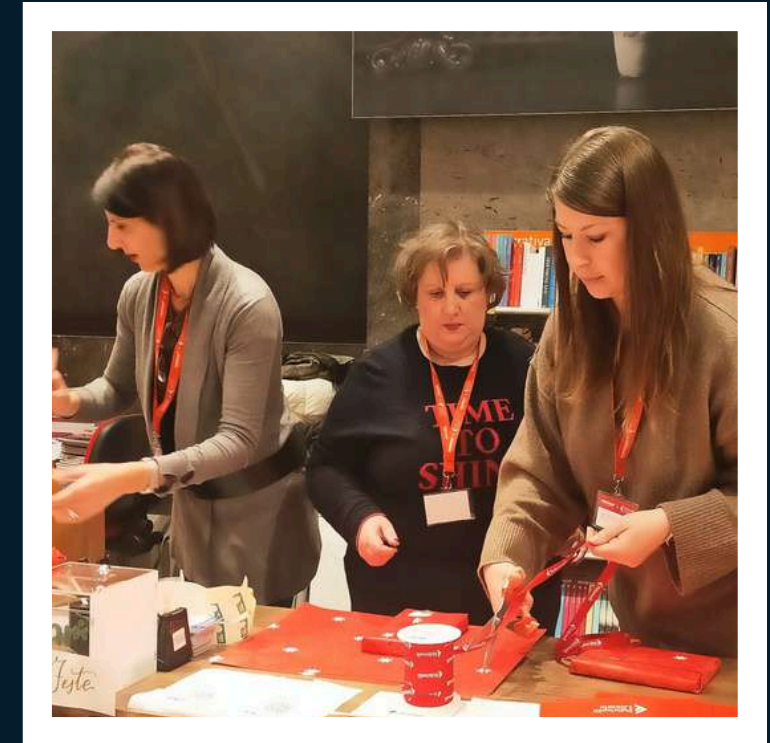
Our Impact Strategy

Develop resilient, high-impact teams across our markets whose contributions extend beyond daily responsibilities—positively influencing clients, partners, and local communities. We are committed to building an inclusive, supportive workplace that empowers employees to grow their careers and thrive both personally and professionally.

What we did in 2024 and why it matters

Community Contribution

- ✓ We supported our global local communities for 152 hours through volunteering services.
- ✓ Collected medicines for young people in partnership with Francesca Rava Foundation - IT.
- ✓ Ran the cafe at Gympanzee's Social Centre. The UK's first fully accessible exercise and play area for disabled children and young people.
- ✓ Brought Christmas cheer by wrapping presents at la Feltrinelli for Mani Tese ONG.
- ✓ Planted 420 tree saplings in the Avon with other local B Corps for Avon Needs Trees.





What we did in 2024 and why it matters

Within the Workplace

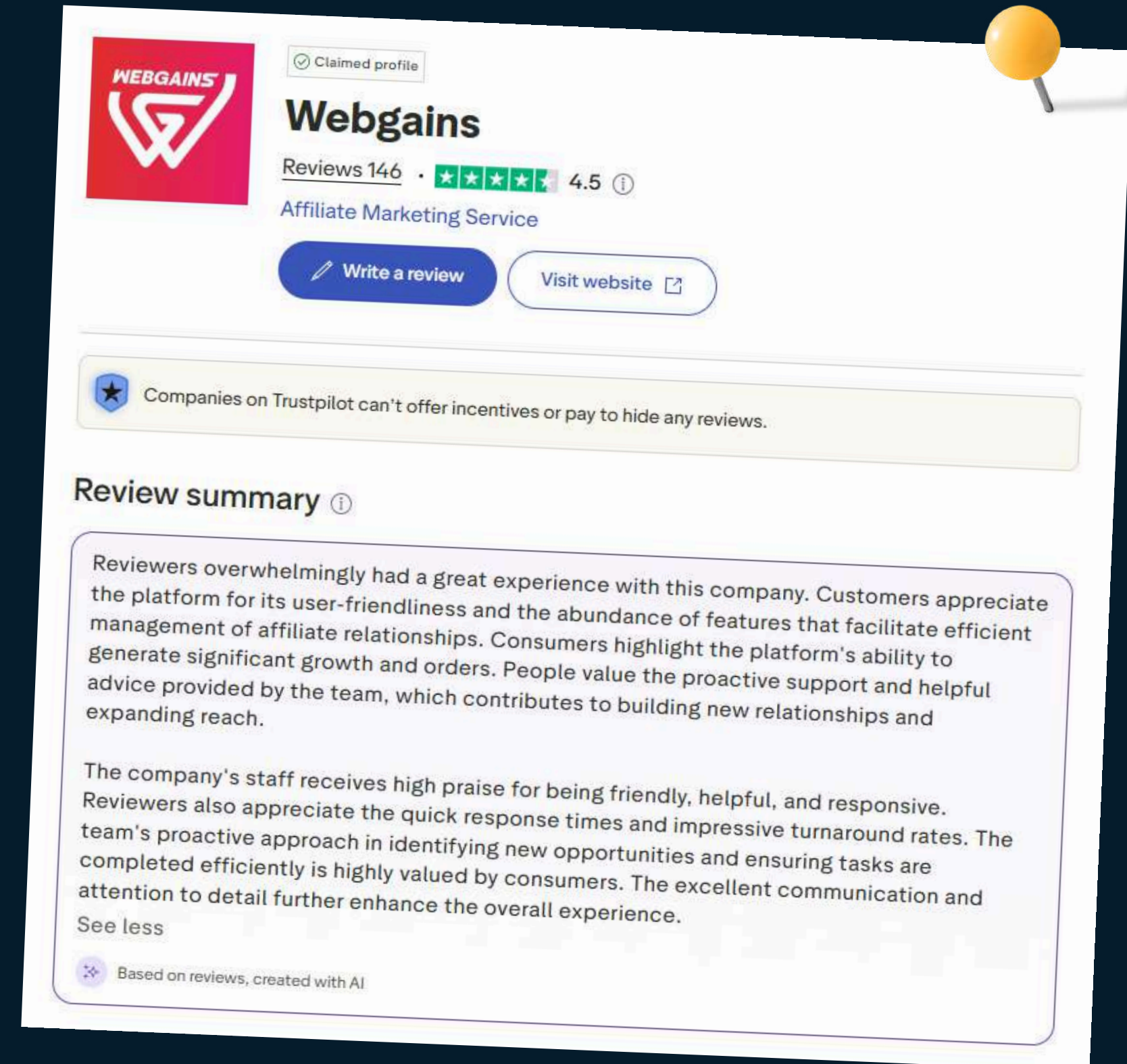
- ✓ Partnered with OnHand to advance well-being, equity, diversity, and inclusion, while actively contributing to the United Nations Sustainable Development Goals.
- ✓ Achieved accreditation as a Living Wage Employer in the UK, reinforcing our commitment to fair compensation and employee welfare.
- ✓ Logged a total of 423 hours through participation in a global Strava challenge, promoting health, wellness, and team engagement.
- ✓ Celebrated 6 internal promotions which is a 50% increase from the previous year.



What we did in 2024 and why it matters

Beyond the Workplace

- ✓ Repositioned ourselves as the service-first network. Focus on customers to meet their needs.
- ✓ Reached 4.5 stars on Trustpilot from our customers' feedback.
- ✓ Conducted a review of our pension provider (UK), with the aim of transitioning to a company that prioritises sustainable investments over those that support fossil fuel industries.





Our goals for 2025 and why

Within the Workplace

- Target for at least 6 employees to be promoted internally each year, supporting career development and talent retention.
- Transition to a new payroll provider to enhance the overall employee experience.
- Deliver a global workshop for leaders to strengthen their knowledge and capacity in equity, diversity, and inclusion, with the aim of continuously improving our inclusivity efforts across the company.
- Review and update our existing policies using ED&I principles. To ensure existing policies reflect our new & improved knowledge of ED&I principles.
- Provide mentorship opportunities to our employees.

Beyond the Workplace

- Establish BETA access to products for clients to manage better customer feedback.
- Publicly publish our ED&I action plan with progress updates.
- Conduct a comprehensive assessment of our products and services to evaluate their inclusivity and identify opportunities for improvement.
- Onboard a Pension provider with improved sustainability credentials (UK).

Community Contribution

- Increase team participation in volunteering initiatives by 30% next year, aiming to achieve a total of 200 hours for 2025.



How we will achieve this...

Within the Workplace

- ✓ To Increase the number of employees utilising the training scheme, supporting career development and upskilling across the organisation.
- ✓ Deliver a workshop on equity, diversity, and inclusion (ED&I), with a focus on enhancing ED&I knowledge among Human Resources, Training & Development, and Managers.
- ✓ Conduct a review of people-impacting policies, using ED&I data, stakeholder feedback, our ED&I commitment statement, and in-house expertise. The review will assess terminology, evaluate the policies' impact on individuals, and ensure alignment with our ED&I principles.
- ✓ Establish and document a formal mentorship program available to all workers.

Community

- ✓ Utilise OnHand and other partnerships to book team volunteering days.

Beyond the Workplace

- ✓ Enable BETA access to products.
- ✓ Annually communicate our ED&I action plan and progress through a public report, reinforcing our commitment to transparency and continuous improvement.
- ✓ Conduct an inclusivity assessment of a product or service
- ✓ Implement a structured mentoring program with defined objectives aligned to advancing mentees' social or environmental impact and to deliver positive outcomes by the mentees themselves.
- ✓ We will be audited under the new compliance rules for ISO27001 and it is our objective to retain certification.
- ✓ We intend to join forces with others in our industry to tackle changes faced collectively.
- ✓ Select an appropriate pension provider and initiate the contractual agreement to support long-term employee financial wellbeing.



Our Impact Strategy

By safeguarding employee and supplier data, Webgains will ensure compliance through robust policies and regular audits. All employees will receive ongoing training to uphold ethical and secure data practices. Transparent structures, clear accountability, and cross-functional oversight, will also help drive responsible decision-making.



As part of our broader efforts to promote industry transparency and enhance quality standards, we have maintained a close working relationship with the Affiliate and Partner Marketing Association (APMA) and other key industry bodies. Through these initiatives, we continue to reinforce our dedication to integrity, collaboration, and continuous improvement within the industry.



Our contributions during 2024 include:

- ✓ Founding (Gold) Member of the APMA, demonstrating our early and ongoing commitment to shaping the future of performance marketing.
- ✓ Hosted the Inaugural Founding Members Event at our London office, bringing together stakeholders to strengthen collaboration and shared objectives.
- ✓ Contributed to the APMA's State of the Nation 2024 Report, helping to inform and elevate key discussions across the sector. Our Publisher Director spoke at the report's launch event, highlighting our role in driving industry-wide dialogue.
- ✓ Our CTO played a key role in APMA's 'Cracking Tracking' initiative, supporting improved data transparency and tracking standards.
- ✓ We were proud sponsors of the APMA's 'Advertiser Connect' event, reinforcing our commitment to open, informed conversations between brands and performance marketing professionals.



What we did in 2024 and why it matters

- ✓ Launched a Salary Sacrifice Nursery Scheme, helping employees save on taxes while reinforcing our commitment to families, plus, we proudly donated £1,200 to support a local nursery.
- ✓ Introduced the Thinking Forward Podcast, sparking powerful conversations on topics like “Making Purpose Profitable,” where we explore the harmony between mission and financial success, and deep-diving into the evolving world of learning, leadership, and mentorship in the affiliate industry.
- ✓ Achieved ISO 27001 certification.





Our goals for 2025 and why

- Regularly and transparently communicate about the company's social and environmental impact.
- Implement a responsible marketing and communication strategy.
- Recertify under the new ISO 27001 standards.
- Have a publicly accessible grievance procedure to build trust and demonstrate accountability.
- Enhance compliance, increase data transparency, and strengthen user trust through standardized consent management tools.
- Develop an ethical supplier standards checklist.
- Publish a thoroughly reviewed AI policy that safeguards data sensitivity while enabling responsible AI use. The policy will provide all stakeholders with a clear framework for data usage and management.

How we will achieve this ...

- ✓ Host ESG workshops each quarter with market leaders and report findings and updates in our internal newsletter.
- ✓ Revisit our greenwashing policy by introducing a responsible marketing and communications framework, aligning with global regulatory initiatives such as the European Commission's Green Claims Directive and Empowering Consumers Directive.
- ✓ MFA (Multi-factor authentication) will be implemented across all platforms, resulting in enhanced overall security.
- ✓ Develop and publish a publicly accessible whistleblower guidelines on our company website outlining the procedure for reporting concerns.
- ✓ Support our German publishers with TCF Transparency & Consent Framework initiative.
- ✓ Create a structured, clear, and globally applicable framework that aligns with our values, business goals, and compliance with local and international regulations Ethical standard checklist.
- ✓ Review and update our policy frameworks, and supporting documentation to assist with our ISO re audit.

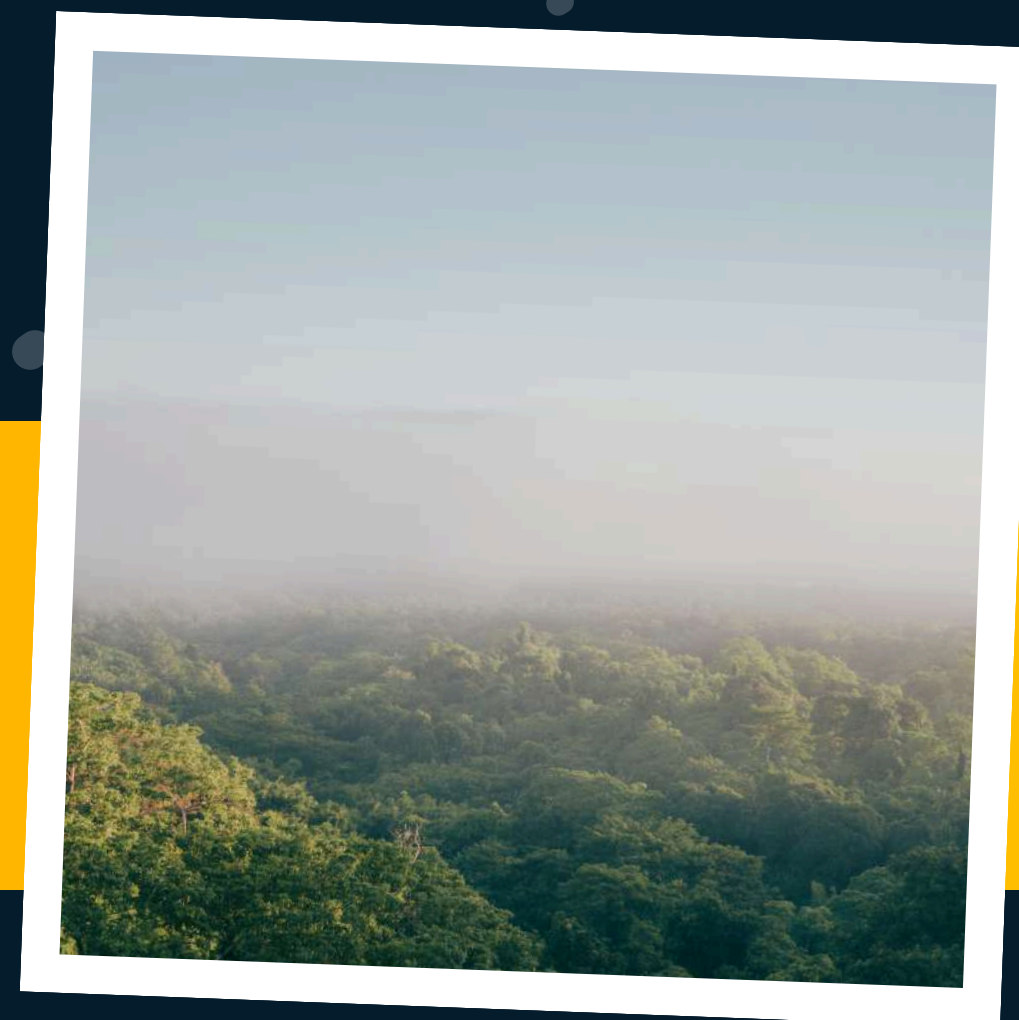
THANK YOU

None of this would be possible without the **incredible support** of our partnerships and employees - people who truly care about **making a difference**. We are deeply **grateful and committed** to repaying that trust by pushing even harder to **amplify our positive impact** on the environment, the affiliate industry, and the wider **community** we are so proud to be part of. We invite everyone who shares our vision to **continue this journey with us**, challenging, supporting, and inspiring us as we strive to be an even **better business**.



FIND OUT MORE ABOUT THIS REPORT

Email us: hello@webgains.com



Certified



Corporation

This company meets high standards of social and environmental impact.