

Impact Report 22/23

Creative digital
marketing, with a
green heart

GOVAT

Our Mission

ABOUT

GOAT is a B Corp certified, digital marketing agency in Brighton. Seeking to positively impact the world through search engine marketing.

OUR MISSION

GOAT's ethos and reason for being is focused on people and the planet.

This encompasses happiness & wellbeing in the workplace and engendering a positive work/life balance. We strive to be carbon negative, whilst championing and supporting causes and businesses that positively impact the world, from an environmental and social perspective.

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A word from us

GOAT has had a successful year in 2022/23. While we are a micro business, we, like all organisations, still have a responsibility to look within to make a positive impact to society and the planet. Becoming a B Corp Certified company in April 2022 was a significant achievement and demonstrates our commitment to meeting high standards of social and environmental performance, accountability and transparency. We continued to be dedicated to aligning our values with those of the B Corp movement.

Since our certification, we've increased the proportion of positive impact work (as a percentage of our total revenue) from 20.3% to 60.6% and our charity work by 203%. We've also started working with our first fellow B Corp as a client. This is complemented by volunteering work and pro-bono advice for those doing good in the world. GOAT is actively seeking out ways to use its skills and resources to make a difference, and is not just paying lip service to its values.

Finally, we pledged to become net zero by 2030 and, while an ambitious goal, it is one that is crucial if we are to mitigate the worst impacts of climate change. Becoming net zero means that we will be taking steps to reduce our greenhouse gas emissions to as close to zero as possible and offsetting any emissions that cannot be avoided.

Overall, GOAT has had a productive and impactful year throughout 2022/23 to date and looks forward to using a skill-set in digital marketing to make a positive difference in the months and years to come.



GOAT

Our journey to certification

At GOAT we have always aspired to be a company promoting those doing good in the world, so B Corp Certification was a natural aspiration for us. After reading about B Corp's aims, joining a global community – and attempting to fix the existing broken model that is failing the planet and people – was a big priority for us.

We wanted to be part of a global community where an agenda to change things for the better was of utmost importance.

How being a B Corp aligns with our business strategy:

Our business strategy is simple and aligns closely with B Corp's ethos. We strive to work with those doing good in the world and to support a focus on people and planet before profit - echoing B Corp's core values.

How becoming a B Corp has impacted our business:

Becoming B Corp in April 2022 has given us greater focus to work with more positive organisations and a push to look at our own business in even more detail and strive for continued improvements.

We now have a formal process and even greater responsibility to work with the planet in mind - one that challenges us but also presents the opportunity to showcase the good work we are doing in working to our company mission statement in everything we do.

Being a B Corp has also given us the opportunity for us to grow and learn from a supportive community of like-minded businesses and we have already joined forces with fellow B Corps for volunteer work, such as Brighton Beach Clean, in addition to onboarding our first (of we hope many) B Corps as a client, supporting them with their goals through our digital marketing expertise.

Impact highlights



66.1%

Revenue percentage from B Corp & positive impact clients



4.4%

Capacity donated to volunteering & charity pro bono



£5,300

Donated to charity (time and money)



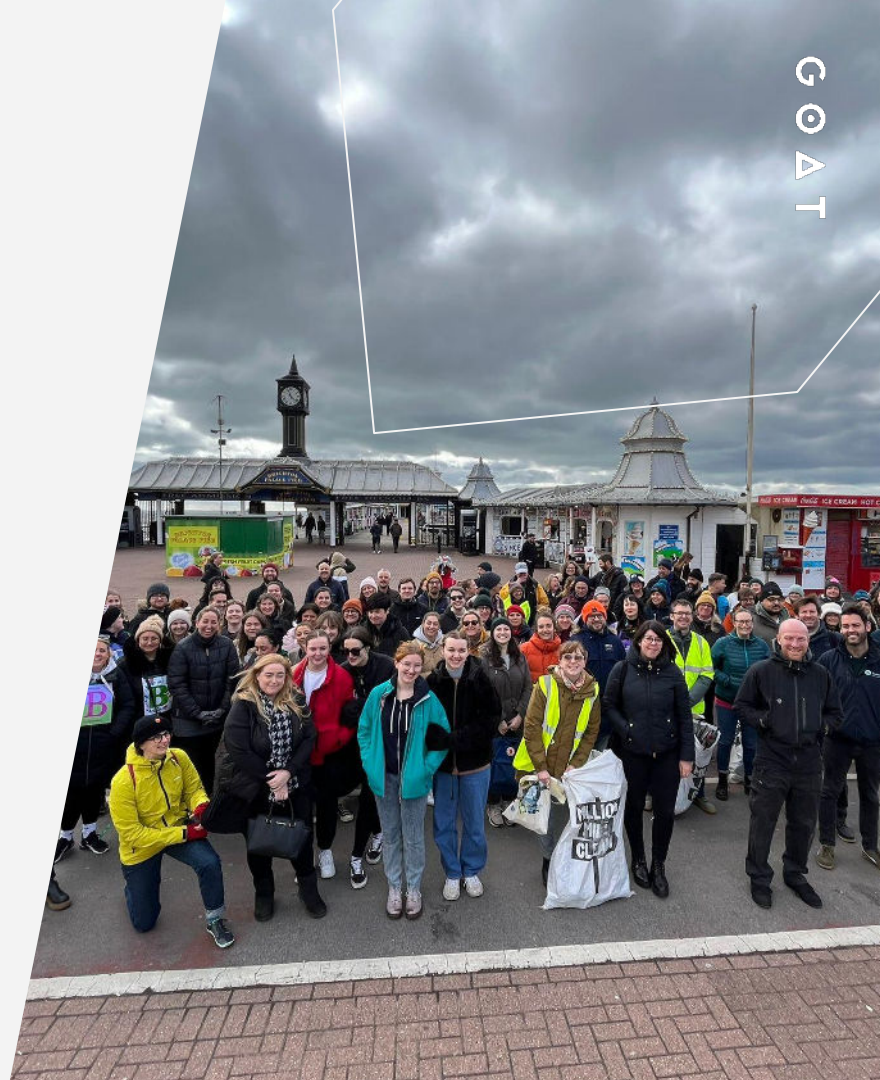
9

Tonnes CO2eq avoided through Ecologi



250

Trees funded through Ecologi and Trees For Life



Our B Corp Score

Where we are:

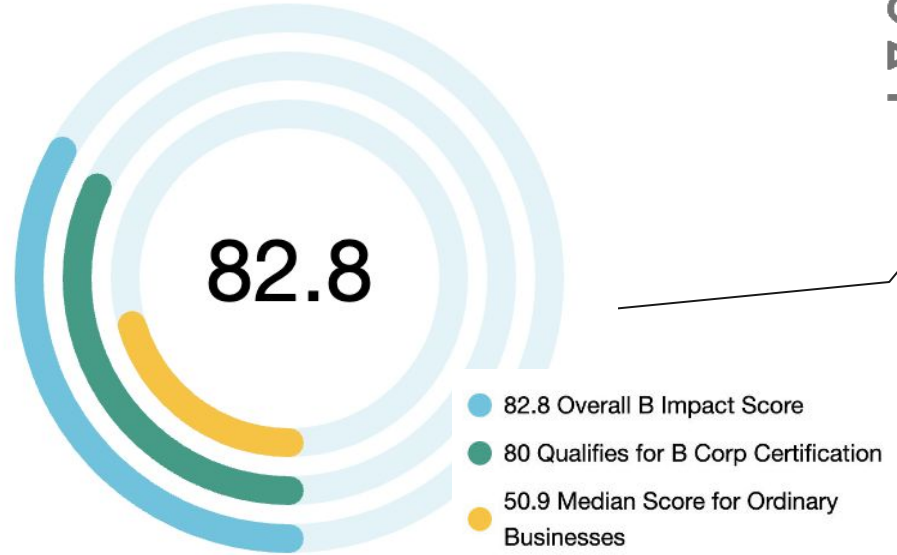
When GOAT Digital were certified in April 2022, we scored 82.8 (broken down as shown in the table below).

Where we're heading:

During the recertification process in 2025, we will aim for a B Impact Score of 90+

How we're going to get there:

Impactful banking: Move banks to a more ethical bank.
Increase Volunteer Service Per Capita.
Increase equivalent percentage of revenue donated to charity.
Set formal targets for Supplier Diversity Policies.
Increase Supplier Ownership Diversity.



Governance	18.6
Community	33.6
Environment	19.5
Customers	11.0
Total	82.8

Impact area plans and progress



Governance

“The Governance Impact Area evaluates your company’s overall mission, ethics, accountability and transparency through topics such as integration of social and environmental goals in employees’ performance evaluation, impact reporting and transparency, stakeholder engagement, and more.”

What we said we’d do	What we did
Measure and report against our social and environmental objectives	We have incorporated social and environmental impact as a key employee focus with set targets, however we could better formalise this with consistent evaluation throughout the year
Publicly share information about our social and environmental objectives performance	Something about this being in our impact report but reviews within the company on a more regular basis
Make it our mission to work with more planet focused clients	After reporting against our impact / consciously assessing the sectors we support with our work, we increased our focus by working with more charitable / sustainability focused companies

Plans for 2023:

Choose a more impactful banking provider.

Be better at measuring our progress against environmental and social goals on a consistent basis, rather than via retrospective reviews.



Workers

“The Workers Impact Area evaluates your company’s contribution to its employees’ financial, physical, professional, and social wellbeing through topics such as payment of a living wage, benefits, employee health and safety, professional development opportunities, and more”



What we said we'd do	What we did
Continue to focus on our team's wellbeing, both inside and outside of work, through the following:	See below
Four day working week - something we have done now for four years	Facilitated four day working week
Free time off for any health / medical issues	Free time off for any health / medical issues
Provide life & critical illness cover to protect loved ones should the worst happen	Provided life & critical illness cover
Give opportunities to support social and environmental initiatives such as climate protests, litter picking	Gave time to support important initiatives with time off work

Plans for 2023:

Provide professional development opportunities specific to interest e.g. Nature and Environment courses.

Community

“The Community Impact Area evaluates your company’s contribution to the economic and social well-being of the communities in which it operates, through topics such as diversity and inclusion, job creation, civic engagement and philanthropy, supply chain management, and more.”



What we said we'd do	What we did
Offer discount rates and pro-bono consultancy to charities and those doing good in the world	Gave £5,300 worth of discounted and pro bono consultancy: Discounted website build work for a community charity Pro bono work was provided in the form of email marketing campaigns and fixes for a social enterprise that takes underprivileged young people on trips
Review our suppliers based on their environmental impact	Carried out a carbon assessment as part of our own scope 3 carbon emissions analysis.

Plans for 2023:

Continue to screen significant suppliers going forward and switch out those any that underperform in terms of focus on planet before profit.

Set targets and directly approach charities for support.

Customers

“The Customers Impact Area evaluates the value that your company creates for your direct customers and the consumers of your products or services through topics such as ethical and positive marketing, warranty and quality assurance of products and services, data privacy, data security, and more.”

What we said we'd do	What we did
Grow our portfolio of clients that are focused on making the world a better place, be it through their environmental or social work aimed at bettering our planet and the lives of people they come into contact with.	Increased proportions of revenue: B Corp 0% to 6.4% Charities 6.7% to 20.3% Positive impact 15.8% to 33.9%

Plans for 2023:

- Formalise charitable giving procedure over ad-hoc approach
- Shine a light on those doing good in the community
- Formalise customer feedback



Environment

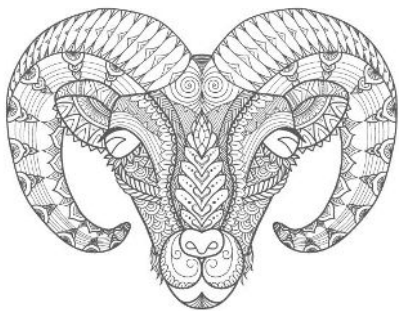
“The Environment Impact Area evaluates your company’s overall environmental stewardship, including how the company manages general environmental impacts as well as specific topics like climate, water use and sustainability, and impacts on land and life.”

What we said we’d do	What we did
We said we’d get involved with helping community and environmental initiatives and using our team’s skill-sets to support social / and charitable organisations working to make the world a better place.	Offered time and support volunteering for local environmental groups
Reduce carbon footprint of our website	Made our homepage cleaner than 57% of web pages tested, producing 0.41g of CO2 every time someone visits this web page
Donate to conservation groups	Donations to Sussex Wildlife Trust and Trees for Life
Offer time off for travelling overland over flying	One day per team member claimed

Plans for 2023:

More robust measurement of carbon emissions.
Reduce online carbon footprint and support clients on this.
Create strategy to get to Net Zero and beyond.





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