

Impact Report Year 1

May 2024 - April 2025

loom



Certified



Corporation™



Reflections on our first year as Certified B Corp

"Achieving B Corp status in 2024 was a significant milestone in our journey. It has given us a north star and set of values which has helped guide our decision making, shaped our behaviours and overall allowed us build a more purpose-led business.

Every individual in the Loom team has a B Corp goal meaning we can all have an impact, individually and collectively.

Reflecting on our first year - we've managed to expand further on our long-standing initiatives, as well as trying new, unfamiliar tactics. We've also had a lot of fun along the way.

We're a better, brighter and more conscious driven business today. And we still have much further to go. Thank you to all of the Loom team for their support in fully embracing B Corp."



Karen & Nikki

Directors

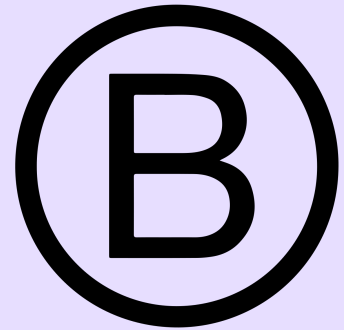
Our Commitment

Loom is a proudly independent Bristol-based agency with positive values at our core. With strong commitments to our team, clients and community, we believe prioritising people and the planet should always be at the forefront of our evolution.

We always promise to:

- Deliver long-term sustainable performance
- Do good by being a good citizen business by donating 1% of our profits to charity each year and giving our time to support local projects
- Be a responsible and responsive employer which is reflected in our policies
- Be honest and fair with clients and suppliers, who are regularly surveyed
- Promise to never work with clients or suppliers who don't share our values by robust qualifying criteria and policies
- Help protect the environment for future generations through our commitment to reduce GHG emissions by at least 5% annually

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Our B Impact Score (May 2024)

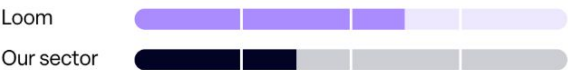
GOVERNANCE



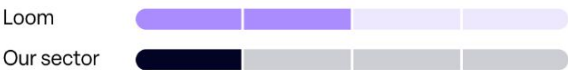
WORKERS



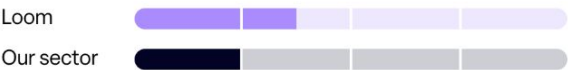
CUSTOMERS



ENVIRONMENT



COMMUNITY



Overall B impact score

85.5

What we've been up to...



**Bristol Half
Marathon
Charity
Fundraiser**



**Tree
Planting**



**Office
Recycling**



**Loom
Charity
Bake Off**



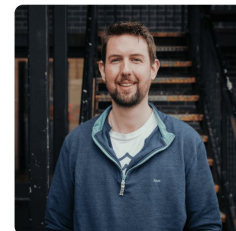
**Pro-Bono
digital
support for 2
charities**



**Win a
B Corp
Client**



**Hosted 3 x
Work
Experience**



And more...



**Litter
Picking**



**Break The
Cycle
charity ride**



**1% of profits
split between
2 local
charities**



**Business
Mentoring**



**Audit IT
set-up for
carbon
reduction**



**Student
Mentoring**



**Responsible
Advertising
Initiative**



The Results

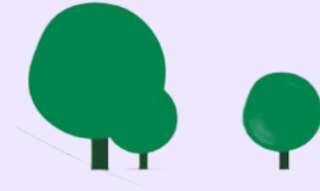
20 bin bags of litter collected



1% profits to charities:
South West FareShare & Cots for Tots



45 hours of tree planting



450 tree planted



136 miles cycled for charity



15 days of work experience





What's next for year 2?

May 2025 - April 2026

"To strengthen our impact across the critical areas, we've set our B Corp goals for our second year of certification. These include the continuation most year 1 initiatives, as well as expansion into new areas.

New environmental initiatives will include taking to the waterways to help clean up Bristol harbourside with local partner, Clean Up Bristol Harbour.

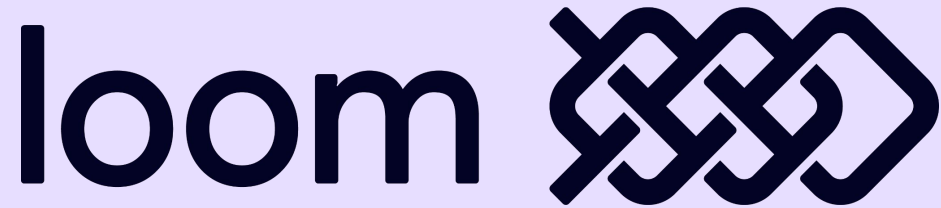
For our community work, we'll be organising a blood donation van to visit our offices to help with local blood stocks.

We're proud of our team retention and as a thank you and way to acknowledge this, we'll be introducing a length of service awards for the team.

We've been working alongside Bath University students looking at the environmental, social and community impact of the digital ad industry. We'll be sharing our findings of this research so we can help build awareness, alongside creating solutions.

We're start our second year with positivity to drive more change. None of this could be achieved without the incredible commitment and dedication to this goal from everyone in the team. Thank you."

Karen & Nikki
Directors



Digital excellence. Positive change.

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