

Rareloop

# Impact Report

## 2020-21



# Our Mission

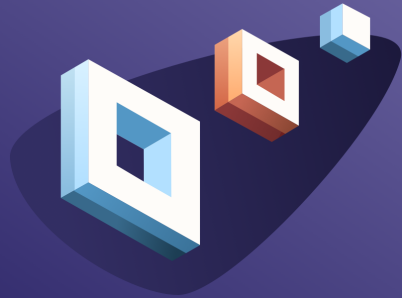
To create digital products that positively change businesses and empower communities.

# Our Values

Integrity, Progress, Design, Quality,  
Teamwork, Passion, Community, Life

<https://www.rareloop.com/about/values/>

1  
INTEGRITY



Do the  
Right Thing



2  
PROGRESS



Never  
Settle



3  
DESIGN



Solve  
Problems



4  
QUALITY



Push the  
Envelope



5  
TEAMWORK



Always  
Collaborate



6  
PASSION



Love What  
You Do



7  
COMMUNITY



Pay it  
Forward



8  
LIFE

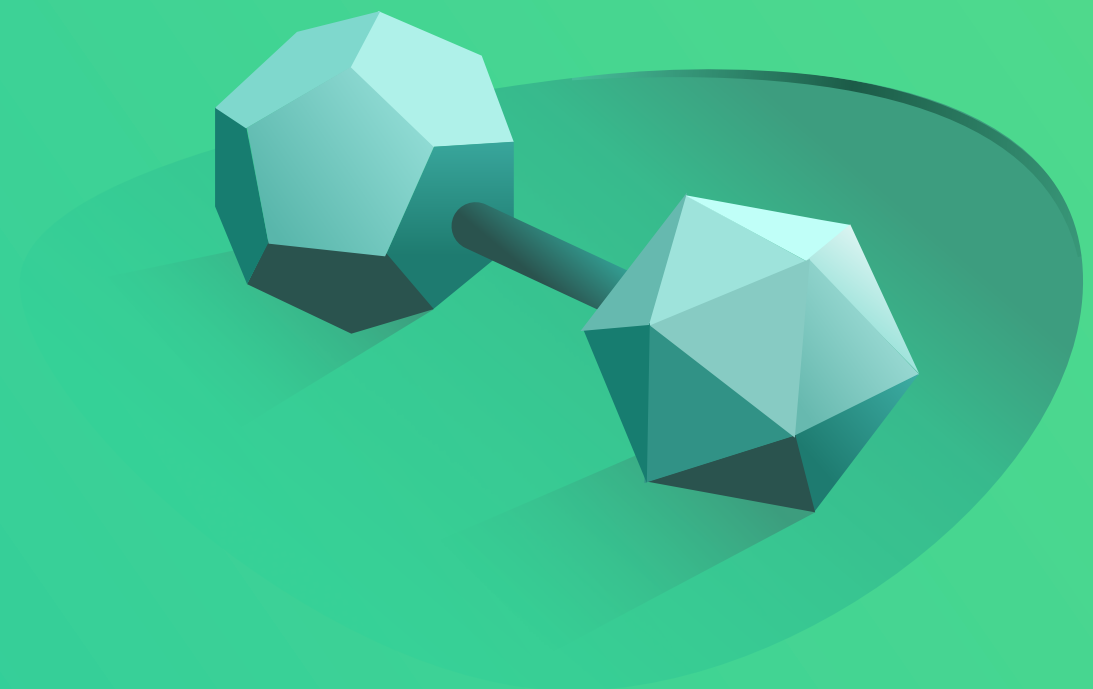


Work to  
Live



# Environment

We are committed to measuring and reducing our negative impact on the planet.





# Our Carbon Footprint

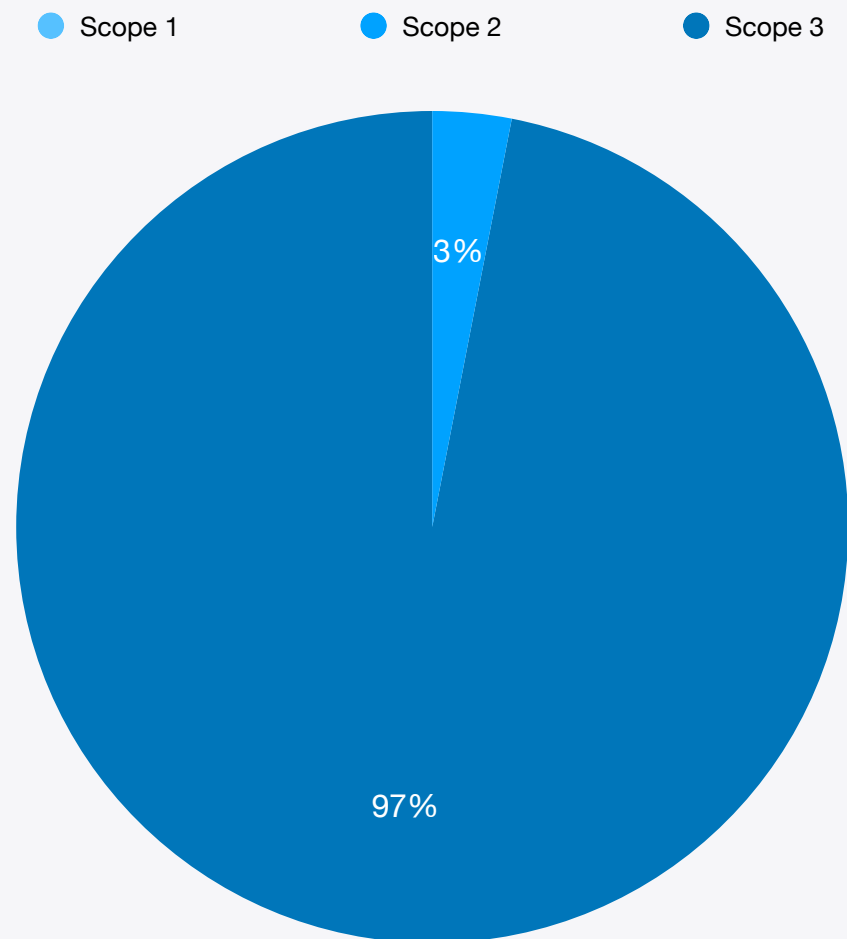
This year we have signed up to [Compare My Footprint](#) to be a single repository to measure all of our emissions.

As well as identifying our Scope 1 and 2 emissions, we have also decided to make a start with tracking some of our Scope 3 sources too. We decided to initially include the sources of emissions that we believe are the biggest contributors to our overall impact.

*Due to COVID-19 we do not believe that this year will represent a fair baseline for comparison for future years.*

**5.759 tCO<sub>2</sub>e**

TOTAL EMISSIONS



# Our Carbon Response

We have made the decision to offset our teams personal carbon footprint.  
This makes us a Carbon Positive Workforce.

We have also offset our business emissions by planting trees from [Ecologi](#).

In future years we plan to estimate our carbon emissions in the previous 10 years of business and seek to offset these too.

**1686**

TREES PLANTED

**64.4T**

CERTIFIED CO2 REDUCED

# People

Our people are our super-power!



# Our People

COVID has had a large impact on the way we work. We've embraced hybrid working, empowering team members to decide day to day where they can do their best work.

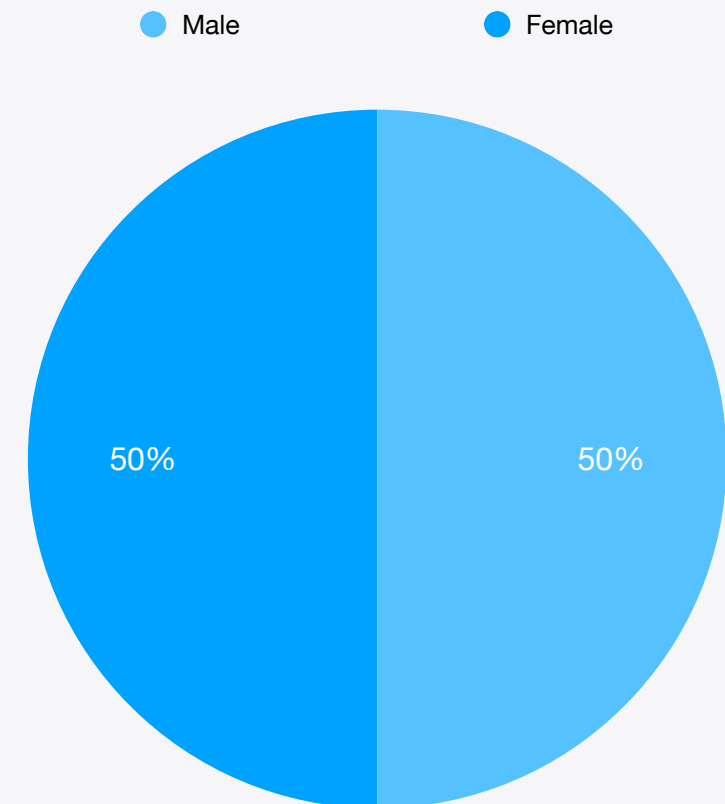
Our team has grown and whilst our gender balance has improved over the years, we still have work to do on our ethnic diversity.

**+10%**

HEADCOUNT

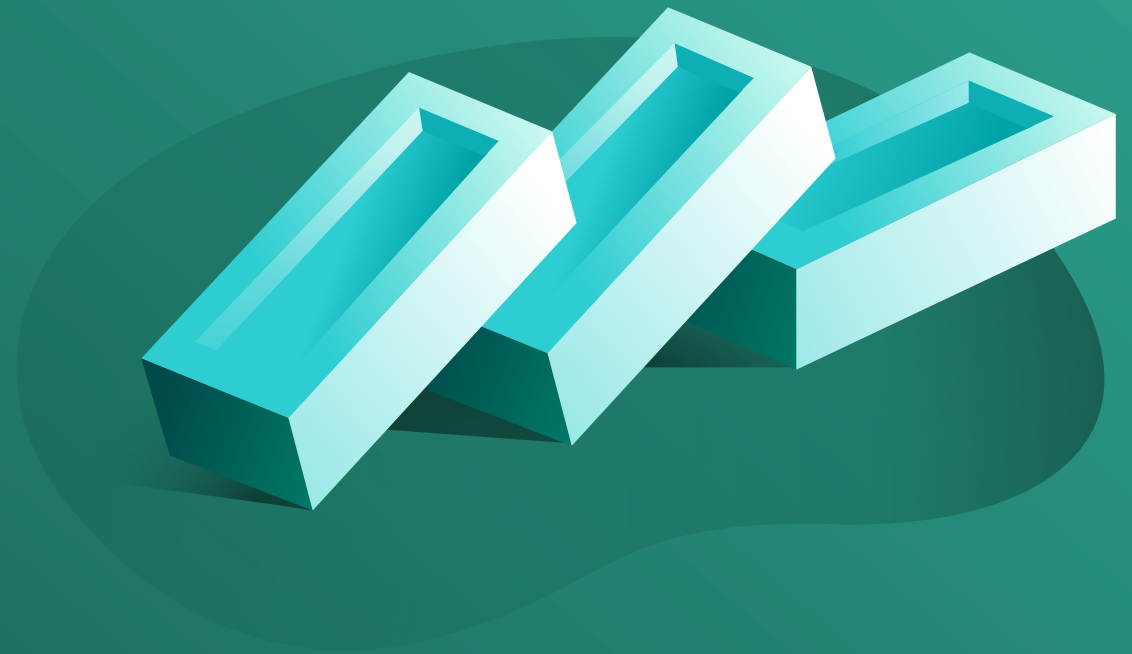
**0%**

GENDER PAY GAP



# Community

Our place in the world



# Community

Community is one of our values and a big part of what we're about. Over the past year we've been able to donate £15,000 to a range of good causes. These include supporting a new local community play park, renovating a school playground, funding the growth of a new charity supporting new parents with baby essentials and building a school in Malawi.

"For good" work has always been a mainstay at Rareloop and projects we were lucky enough to work on were able to positively impact ~415k individuals around the world.

We've also continued to contribute to Open Source software, giving back to a community that has given us so much. Our free WordPress framework surpassed the 20,000 download mark this year

**£15,000**

DONATED

**20,000**

OPEN SOURCE  
DOWNLOADS

**~415k**

INDIVIDUALS  
POSITIVELY  
IMPACTED

# Rareloop

<https://www.rareloop.com>

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*Ecologi*

