

Rarelcoöp

Impact Report

2021-22



Our Mission

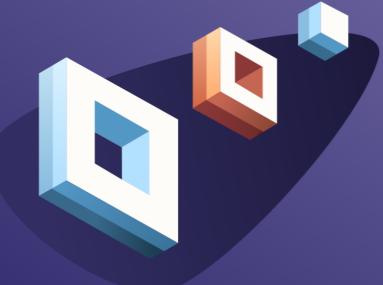
To create digital products that positively change
businesses and empower communities.

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

We have continued to use [Compare My Footprint](#) to measure our emissions and have been able to compare with last years totals.

As expected, the 2020-21 year was not a fair representation of our usage due to dramatically reduced office and travel usage caused by the COVID-19 pandemic.

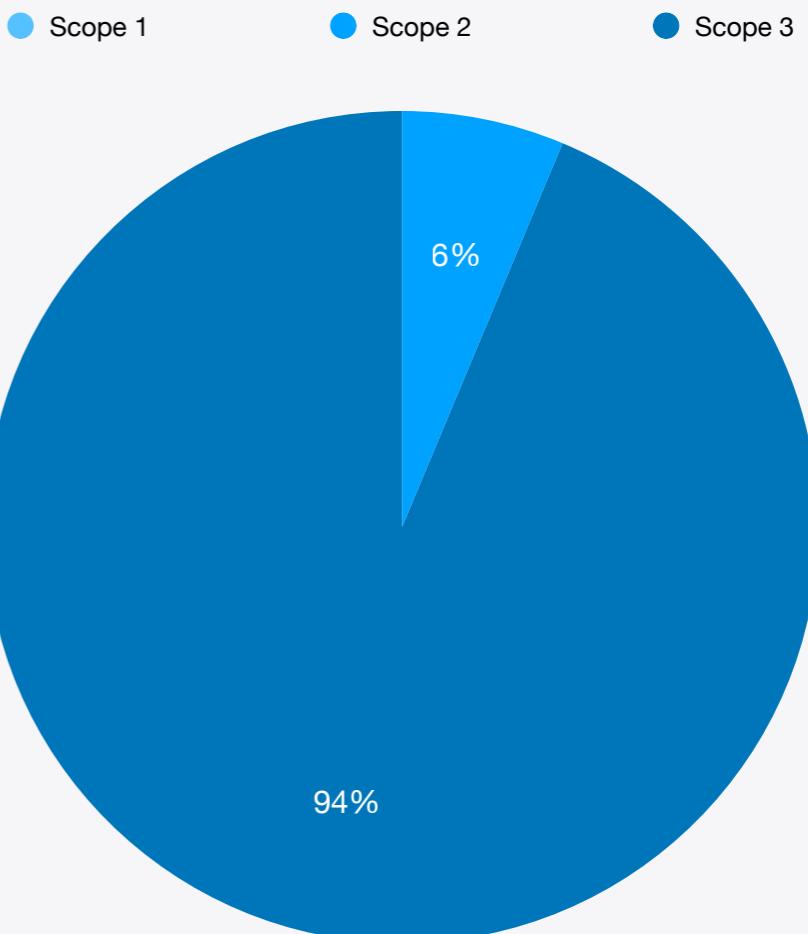
This year, as well as returning to more regular office and travel usage, we have increased the team and only seen a small increase emission usage (^25%).

7.456 tCO2e

TOTAL EMISSIONS

0.651 tCO2e

TOTAL PER FTE



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](#).

1713

TREES PLANTED

126.38T

CERTIFIED CO₂ REDUCED

People

Our people are our super-power!



Our People

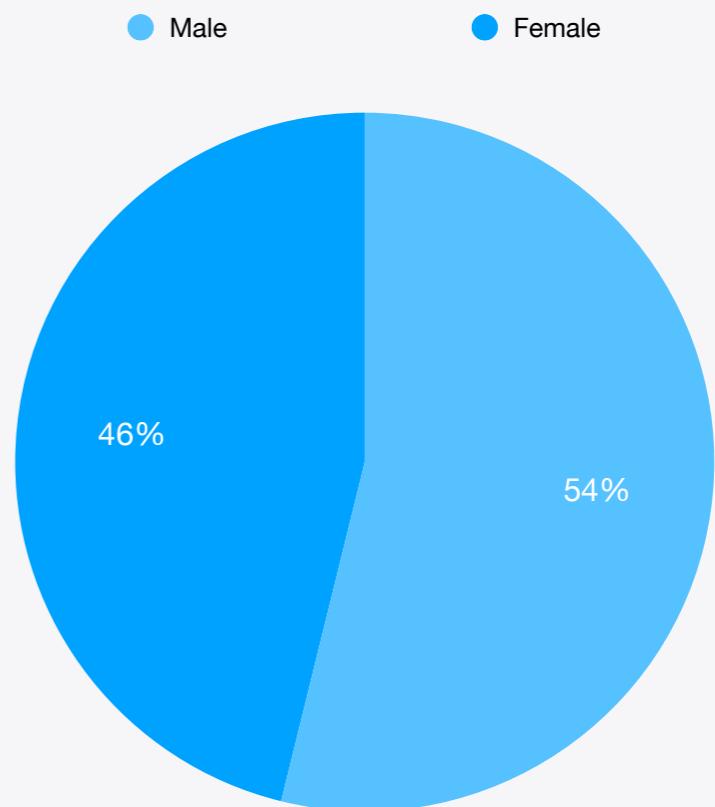
Over the year we have added multiple new roles to the business, notably investing in a number of junior staff members.

We've continued to embrace the best of hybrid flexible working but have seen a natural shift towards higher office usage.

During the year we decided to formalise our long held commitment to the Living Wage by going through the accreditation process.

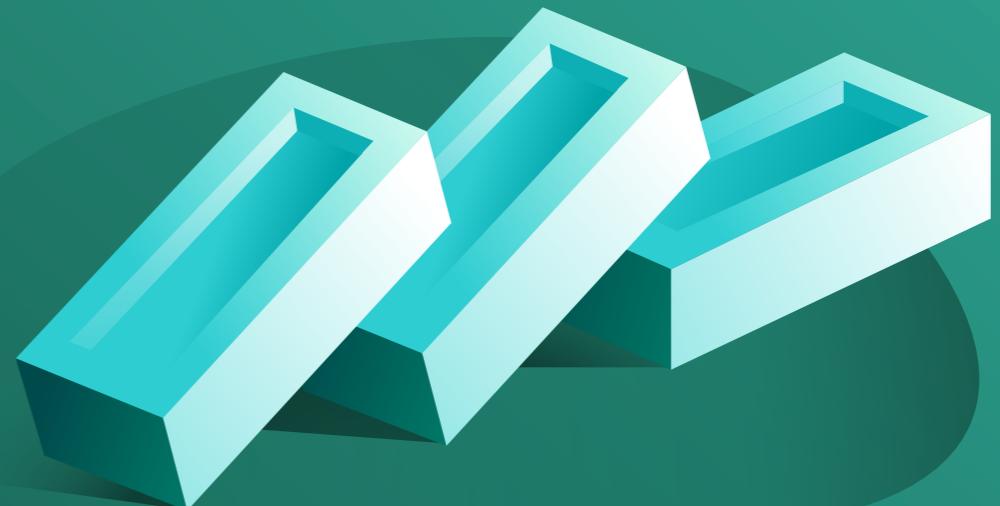
+30%
HEADCOUNT

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 £15,562 to a range of good causes. This included contributions to DEC charities for their Ukraine appeals.

£15,562
DONATED

“For good” work has always been a mainstay at Rareloop and projects we were lucky enough to work on were able to positively impact ~390k individuals around the world.

>105k*
OPEN SOURCE
DOWNLOADS

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 45,000 download mark this year and all our projects combined have now surpassed 105,000.

~390k
INDIVIDUALS
POSITIVELY
IMPACTED

* all time downloads

Rareloop

<https://www.rareloop.com>

02380 982 292

Ecologi

