

Rareloop

# Impact Report

## 2023-24

Certified



Corporation



# Our Mission

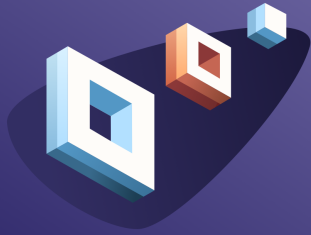
To create digital products that positively change businesses and empower communities.

# 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

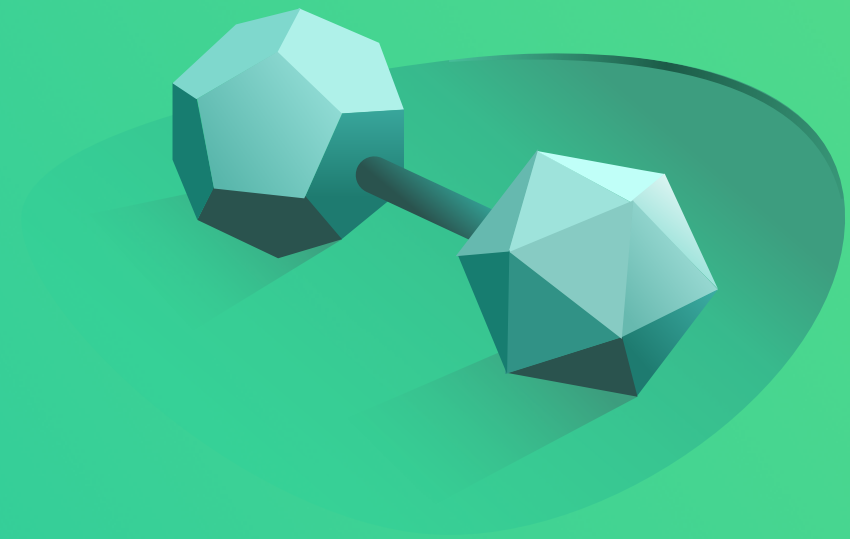


Work to  
Live



# Environment

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





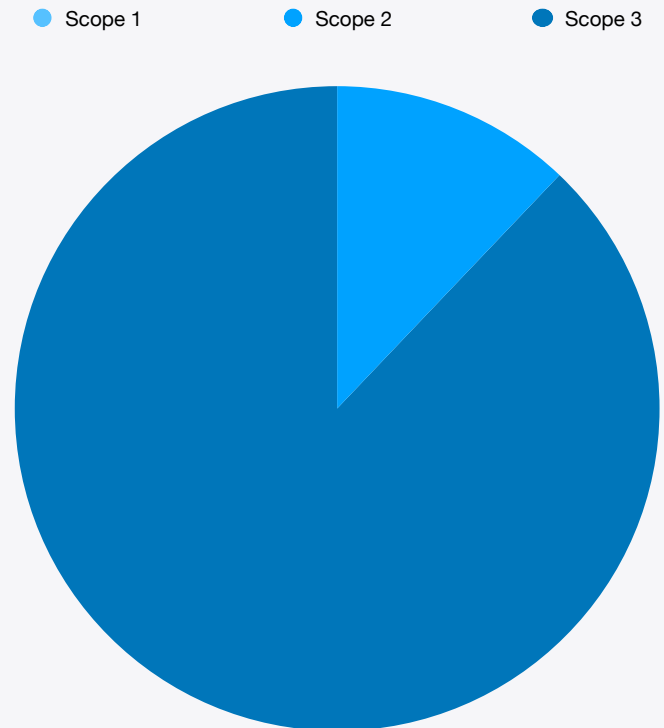
# Our Carbon Footprint

This year, we have once again used [Compare My Footprint](#) to measure our emissions, ensuring consistency and accuracy in how we track our environmental impact.

Our total carbon emissions for 2023-24 increased by ~49% compared to the previous year, returning to levels similar to 2021-22. Emissions per FTE also rose by ~61%.

As a relatively low emissions business, even small changes in activity, such as travel or equipment purchases, can have a noticeable impact on our annual footprint.

**7.605 tCO<sub>2</sub>e**      **0.717 tCO<sub>2</sub>e**



# Our Carbon Response

We made the decision to offset our teams personal carbon footprint, making us a Carbon Positive Workforce. We also offset our business emissions through [Ecologi](#).

In 2023-24, the number of trees planted on our behalf decreased by ~43% compared to the previous year. This isn't due to reduced effort, but rather a change in Ecologi's carbon footprint calculations. Ecologi updated its methodology in 2024, meaning each subscription now funds fewer trees, even though carbon offset and environmental impact remain strong.

We remain committed to funding high-impact climate and restoration projects.

**898**

**120.2T**



# People

Our people are our super-power!



# Our People

Flexible working continues to be a valued part of our culture, with several team members choosing non-standard hours to better fit their lifestyles.

While two members work predominantly remotely, the rest of the team spend at least one day a week in the office, with the majority in every day. This blend of remote and in-person work helps maintain strong collaboration while supporting individual preferences. We're proud to maintain a 0% gender pay gap and to continue building a balanced, inclusive team, something we believe makes us stronger as a business.



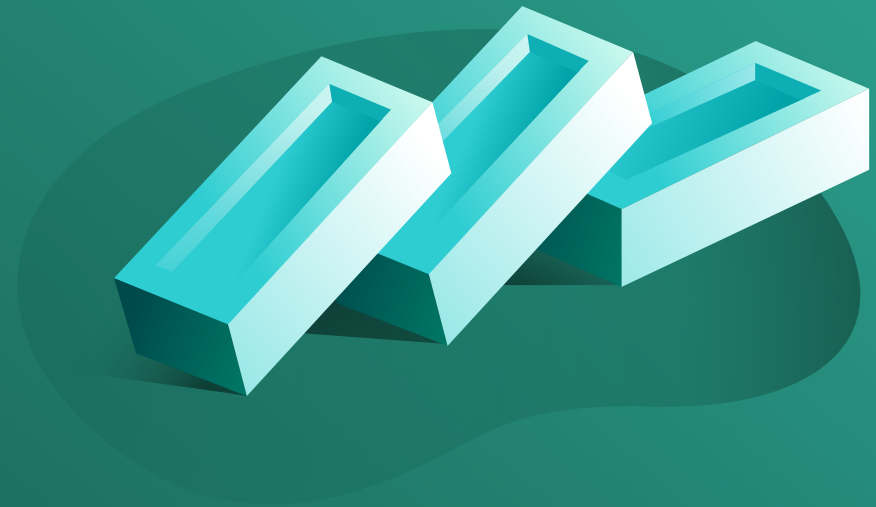
10.61

0%



# Community

Our place in the world



# Community

Each year, we commit £15k to support good causes, ring fenced from profit and loss, to ensure we prioritise impact, not just income.

£15,000

Our “for good” work continues to make a real difference, with the projects we’ve delivered this year positively impacting an estimated 411,603 people around the world.

>256k\*

We’re also proud to support the wider tech community through our Open Source contributions. This year, our free WordPress framework passed a major milestone with over a **quarter of a million** total downloads, testament to the value we’re helping to create beyond our client work.

~411k

*\* all time downloads*

# B Corp Certified

This year, we celebrated our first anniversary as a certified B Corp and we could not be prouder! We've always believed that business should be a force for good, and being part of a global community of like-minded organisations continues to inspire and motivate us.

Certifying with a score of 91.4 back in 2023 was a huge team achievement, and over the past year we've continued to embed those values into everything we do.



[Find out more about our B Corp journey](#)

# Rareloop

<https://www.rareloop.com>

02380 982 292



*Ecologi*

