



2024 Impact Strategy

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INTRODUCTION

MISSION STATEMENT

As a performance-driven digital agency, we are dedicated to maximising efficiency and delivering exceptional results for responsible DTC brands, whilst reducing the digital carbon emissions and waste produced by digital marketing activities to reduce their impact on climate change.

VISION

Our impact vision is to significantly reduce the digital carbon emissions produced by our performance marketing activities and those of our clients, aiming for a 40% reduction from 2023 levels by 2030 and at least 60% by 2035, in alignment with the 2023 IPCC report.

VALUES

At Hello Earth, we are dedicated to creating a sustainable future by integrating responsible business practices into every aspect of our operations, championing both people and the planet.

We believe in the power of business to drive positive change by prioritising **sustainability, integrity, presence, mindfulness, empowerment, and evolution**. These core values guide every decision we make, ensuring that we foster a culture of growth and support for our team, deliver impactful strategies for our clients, and contribute positively to the wider community and the environment.

Through innovative tools and our Carbon Reduction Strategy, we are helping our clients measure, understand, and reduce their digital carbon footprint and waste. Our partnership with Ocean Co underscores our commitment to environmental responsibility, as we collect ocean-bound plastic and support coastal communities affected by pollution. Through our

partnership with World Land Trust's Carbon Balanced Programme, we are taking actionable steps to understand and reduce our carbon footprint.

We reinvest our profits into our team, fostering a motivated and dedicated workforce that shares our mission of doing good business. Collectively, we give back to our communities through volunteering and fundraising activities.

Our Company's Commitment to Social and Environmental Impact

Our company is dedicated to making a measurable and meaningful difference in the communities and environments where we operate. Our philanthropy and volunteering efforts are an integral part of this commitment, demonstrating our ongoing dedication to environmental stewardship and social responsibility.

Volunteer Engagement: At least once a quarter, our team sets aside a full workday to volunteer with a range of local and global charities, providing hands-on support and contributing our time and skills to causes that align with our values. This regular engagement with community organisations fosters a culture of compassion and collective action within our company, while allowing us to make a positive impact across diverse areas of need.

Environmental Partnership with Ocean Co: Our collaboration with Ocean Co underscores our commitment to addressing the global plastic waste crisis. Over the course of the year, we have pledged to prevent 5,000 kg of ocean-bound plastic from polluting our waterways. By participating in clean-up initiatives and supporting Ocean Co's sustainable practices, we aim to actively reduce plastic waste in our oceans and contribute to cleaner, healthier marine ecosystems.

Sustainability Journey with World Land Trust: Through our partnership with World Land Trust's Carbon Balanced Programme, we are taking actionable steps to understand and reduce our carbon footprint. By scientifically measuring our emissions, setting reduction targets, and mitigating any unavoidable emissions, we are committed to reaching Net Zero. This collaboration not only supports us in aligning with climate science but also allows us to contribute to conservation projects that protect critical habitats worldwide.

Through these philanthropic and environmental efforts, we aspire to drive impactful change, demonstrating that businesses can play a pivotal role in both community welfare and environmental preservation. Together with our partners and the dedicated efforts of our employees, we are working towards a future that prioritises ecological balance, community well-being, and sustainable development.

2025 GOALS

People

Every person matters and is key to driving positive change

Remit: the impact a company has on people

Impacts: employees, clients, community

Focus: education, health, social protection

Planet

Better business is done in harmony with the planet

Remit: the impact a company has on its natural environment

Impacts: emissions, natural resources, waste

Focus: climate change, environmental protection, responsible consumption

Prosperity

Adding value to society is at the heart of our economic mission

Remit: the impact a company has on the economy

Impacts: employment, innovation, taxes, wealth

Focus: economic growth, corporate citizenship, ethical business

2025 TARGETS

People

SDG 1 – No Poverty

The company will provide the following to 100% of its employees:

- + Remuneration in line with living wage
- + Access to government-sponsored pension or superannuation plans
- + Access to bonus and profit-sharing schemes
- + Equitable access to compensation for all employees

Measurement: review employee remuneration, annual pay equity analysis

SDG 3 – Good Health and Wellbeing

The company will provide the following to 100% of its employees:

- + Dental insurance
- + Health insurance

Measurement: review company policies

SDG 4 – Quality Education

The company will provide the following to 100% of its employees:

- + Access to external professional development opportunities
- + Regular career feedback that includes peer input, written guidance for career development, clearly-identified and achievable goals, and 360-degree feedback
- + Social and environmental training related to the company's operation and services

Measurement: employee feedback survey

SDG 5 – Gender Equality

The company will uphold policies, practices and opportunities that eliminate gender discrimination:

- + Caregiving policy supports breastfeeding mothers
- + Hiring practices do not involve gender discrimination
- + Professional development opportunities support all employees in pursuing managerial positions

Measurement: employee feedback survey

SDG 10 – Reduced Inequalities

The company will hire and remunerate in a manner that reduces inequality:

- + All employees are given the same access to benefits
- + Hiring and onboarding encourages equal opportunities for gender, age, background
- + The highest vs. lowest compensated worker (inclusive of bonus) will not exceed a ratio of 1:5

Measurement: employee feedback survey, annual pay equity analysis

Planet

SDG 9 – Industry, Innovation and Infrastructure

The company maintains:

- + Statements and policies documenting its commitment to the environment
- + Objectives and targets for environmental improvement in its operations
- + A third-party three-yearly assessment of the environmental and social impact of its business activities
- + An annual impact report on social and environmental performance that allows for comparison to previous time periods and is made public on the company's website

Measurement: review of company policies, targets and reports

SDG 12 – Responsible Consumption and Production

All employees of this company are provided with Social & Environmental Responsibility Training that advises on the following:

- + Extending the life of business equipment via regular maintenance and repair
- + Ensuring devices are well cared for by switching them off regularly, upgrading software when prompted, and using screen protectors, phone covers and laptop bags

Measurement: monitor & record waste production

SDG 13 – Climate Action

100% of staff are measured twice yearly on their Social & Environmental Responsibility through metrics in their twice-yearly review. These metrics include reducing the energy used to conduct business activities by:

- + Using natural lighting where and when possible
- + Turning all electrical equipment off at the wall when it is not being used
- + Using energy efficient bulbs or LED lamps

Measurement: reduce energy used by 15% (2026 vs. 2025)

100% of staff are incentivised to reducing the transport used to conduct business activities by:

- + Making extensive use of digital meeting software and online collaboration tools
- + Walking, biking, carpooling or using public transport when travelling for meetings and events if and when possible
- + Using train travel as a first option for long-distance journeys
- + If flying is unavoidable, the company will offset flight emissions
- + If using a car is necessary, employees understand that driving sensibly, carsharing and opting for greener vehicles when and where possible are environmental considerations

Measurement: reduce transport emissions by 15% (2025 vs. 2024)

The company will continue to offset the emissions it creates to conduct business and maintain Carbon Neutral status:

- + Measuring emissions generated by the company on an annual basis via the World Land Trust's Carbon Balanced Project
- + Offsetting emissions through a third-party provider (the World Land Trust)

Measurement: maintain Carbon Neutral certification

Prosperity

SDG 8 – Decent Work and Economic Growth

The company's governance is robust and ethical.

- + Non-discrimination statement
- + Anti-harassment policy
- + Statement on work hours
- + Policies on pay and performance issues
- + Policies on benefits, training and leave
- + Grievance resolution process
- + Disciplinary procedures and possible sanctions

Measurement: review company policies

The company monitors and evaluates worker satisfaction and engagement.

- + Annual employee attrition rate
- + Annual employee survey

Measurement: employee feedback survey and annual attrition rates

The company monitors and evaluates customer satisfaction and engagement.

- + Customer satisfaction rates
- + Annual customer survey

Measurement: customer satisfaction survey

The company makes key information transparent.

- + All financial information (except salary info) at least yearly
- + Social and environmental performance

Measurement: review public information and employee feedback survey

SDG 15 – Life on Land

The company's corporate social responsibility strategy is dedicated to afforestation, addressing ocean-bound plastic pollution and reducing the degradation of natural habitats.

- + Company service and financial donation targets
- + Formal donations commitment
- + Formal statement on the intended social and environmental impact of our company's philanthropy and corporate citizenship
- + Financial donations through partnerships with Ocean Co and World Land Trust
- + Community service and pro-bono targets
- + Partnerships with charitable organisations

Measurement: annual impact report

SDG 16 – Peace, Justice and Strong Institutions

The company has policies in place to promote ethical decision-making and prevent corruption.

- + Code of Ethics
- + Whistleblower policy

Measurement: review company policies

The company makes key information publicly available and transparent.

- + Annual financial performance (to employees at a minimum)
- + Social and environmental performance

Measurement: review public information

The company has committed to publicly sharing information on its social or environmental performance on an annual basis.

- + Detailing descriptions of social and environmental programs and performance
- + Sharing specific quantifiable social or environmental indicators or outcomes
- + Presenting the information in a formal report that allows comparison to previous time periods
- + Engaging a third party to validate and assure the accuracy of the information reported

Measurement: review public information

The company has committed to legally ensuring that its social or environmental performance is a part of its decision-making over time.

- + Amending corporate governing documents or adopting a legal entity or governance structure that requires consideration of all stakeholders in its decision-making

Measurement: review company legal suite

2025 SOCIAL & ENVIRONMENTAL KEY PERFORMANCE INDICATORS

To effectively track and assess whether the company is meeting its social and environmental objectives, particularly in line with SDG targets, below are the KPIs and metrics that will be tracked and reported annually. These KPIs should be consistent year-on-year, enabling meaningful comparisons and evaluations of progress.

1. Environmental Performance Metrics

- **Business Carbon Footprint Reduction:**
 - **Metric:** Total CO₂e emissions (Scope 1, 2, and relevant Scope 3 emissions).
 - **Target:** Annual reduction percentage of carbon emissions.
- **Energy Consumption:**
 - **Metric:** Total energy consumed (kWh) by the company.
 - **Target:** Reduction in energy consumption per employee or per project.
- **Renewable Energy Use:**
 - **Metric:** Percentage of energy consumption from renewable sources.
 - **Target:** Increase in the share of renewable energy used annually.
- **Waste Reduction and Management:**
 - **Metric:** Total waste generated (tonnes), percentage of waste recycled, and waste diverted from landfills.
 - **Target:** Annual reduction in total waste produced and increase in recycling rates.
- **Water Usage:**
 - **Metric:** Total water consumption (cubic metres).
 - **Target:** Annual reduction in water usage.

2. Social Performance Metrics

- **Employee Wellbeing and Diversity:**
 - **Metric:** Employee satisfaction scores, diversity metrics (gender, ethnicity, etc.), recruitment goals, pay equity goals, and employee retention rates.
 - **Target:** Improvements in diversity representation and employee satisfaction year-on-year.
- **Community Engagement:**
 - **Metric:** Number of community engagement activities, volunteer hours contributed, and funds donated to social causes.

- **Target:** Increased engagement in community support and outreach efforts.
- **Supply Chain Responsibility:**
 - **Metric:** Percentage of suppliers audited for social and environmental compliance.
 - **Target:** Increase in the percentage of suppliers meeting ethical sourcing standards.
- **Fair Labour Practices:**
 - **Metric:** Average wages compared to living wage benchmarks, percentage of employees earning above the living wage, and hours of training provided to employees.
 - **Target:** 100% of employees earn a living wage and have access to continuous development opportunities.

3. Operational and Strategic Metrics

- **Sustainability Integration in Projects:**
 - **Metric:** Percentage of projects that incorporate sustainability criteria (e.g., low carbon, circular economy principles).
 - **Target:** Annual increase in the number of sustainable projects.
- **Client Sustainability Support:**
 - **Metric:** Number of clients supported in reducing their environmental footprint through our services.
 - **Target:** Increase in client engagements focused on sustainability or actively using CarbonTrack.

4. Public Reporting and Transparency

- **Sustainability Reporting:**
 - **Metric:** Publication of annual sustainability or impact reports.
 - **Target:** Consistent annual reporting with improved transparency and detail over time.
- **Stakeholder Engagement Feedback:**
 - **Metric:** Feedback collected from stakeholders regarding the company's social and environmental impact.
 - **Target:** Increased stakeholder satisfaction with the company's social and environmental initiatives.

5. Alignment with SDG Targets

- **SDG Contribution Metrics:**
 - **Metric:** Specific contributions to SDG targets.
 - **Target:** Clear alignment and documented contributions to SDGs, with progress tracked annually.

Implementation and Monitoring:

1. **Data Collection and Management:**
 - Use of data management tools to track and analyse performance across these KPIs.
 - Regular audits and reviews to ensure accurate data collection.
2. **Annual Review and Comparison:**
 - Conduct an annual review of all KPIs, comparing year-on-year data to assess progress.
 - Adjust strategies and targets based on the performance review.
3. **Public Disclosure:**
 - Regularly update stakeholders on performance through sustainability reports, investor updates, and company website publications.
4. **Continuous Improvement:**
 - Use the findings from KPI tracking to drive continuous improvements in social and environmental practices, ensuring alignment with the company's mission and global sustainability goals.

PERFORMANCE & REVIEW

Hello Earth's impact strategy was developed and published in late 2024.

It details the company's social and environmental targets for the 2025 calendar year.

In January 2025, the company will collate a summary of its performance in 2024 with the objective of setting reduction and improvement targets for the year. This exercise will be used to produce the company's first annual social and environmental performance report. This report will be published on the company's website.

In January 2026, the company will collate a summary of its performance in 2025, which will be reviewed and validated by an independent third party. This exercise will be used to produce the company's first verified annual social and environmental performance report. This report will be published on the company's website.

COMPANY COMMITMENT

I hereby certify that I understand the commitments and practices documented in this policy and I commit to leading Hello Earth in applying these commitments and practices throughout its business activities.



Charli Higgins
COO, Hello Earth

01/11/2024

Date