



bloo loop's sustainability impact report 22/23



Welcome to our Sustainability Impact Report for the year 22/23. At blooloop, we are committed to making a positive difference in the world by prioritising sustainability in all aspects of our operations. This report aims to provide a transparent overview of our environmental, social, and economic performance, showcasing our efforts to minimise our carbon footprint, promote social responsibility, and drive sustainable growth.

We recognise that there is a climate crisis and we want to work with our partners to safeguard the future of the industry. Please get in touch if you would like to join us.

MISSION

Sustainably supporting the evolution of the visitor attractions industry through trusted content, nurturing valuable connections between global professionals.

blooloop timeline

We often get asked “Why blooloop”?

Charlie says - “We wanted an unusual name that suggested innovation and BLUE sky thinking, with a hint of attractions, ie LOOP. Then we started playing with the spelling and logo, and 4 Os, a P and B looked cool.”



1999

Charlie and Rachel
move to Devon and
plant 13,000 trees

21.6.2005

blooloop is born!

2014

Our first event -
blooloopLIVE

2016

Our first employee -
Ella

2019

Our first blooloop50

2021

Our first greenloop

2022

Our first innovation
awards

carbon accounting

blooloop recognises that there is a climate emergency and is committed to taking action to combat the climate crisis.



**CLIMATE
NEUTRAL
NOW**

| ACHIEVEMENT 2023 | |
|------------------|----------|
| MEASURE | ● BRONZE |
| REDUCE | ● BRONZE |
| CONTRIBUTE | 🌱 SILVER |
| JOINED 2022 | |

We signed up to the UNFCCC's Climate Neutral Now programme and achieved Bronze status for measure and reduce elements and silver for contribute in our 22/23 reporting year.

The UN is phasing down the CNN programme and have advised companies to move onto SME Climate Hub which we have done. In line with this, we have pledged to reach Net Zero by 2035 and to halve all emissions by 2030. See details on the SME Hub https://smeclimatehub.org/report-results/?report_id=377

We will continue to measure our carbon footprint annually, in line with our financial reporting year and results and report progress on our reduction targets.

We intend to review options for reporting in 23/24, aligning with the GRI and intend to sign up to the UN Global Compact going forward.



carbon footprint



blooloop has been working hard to measure the carbon footprint of our business. This chart represents blooloop's carbon footprint for the 22/23 reporting year, which will be used as a baseline moving forwards.

As an online company with employees that all work from home, we found that all of our GHG emissions were Scope 3 - AKA not produced by blooloop directly.

Scope 1 = 0

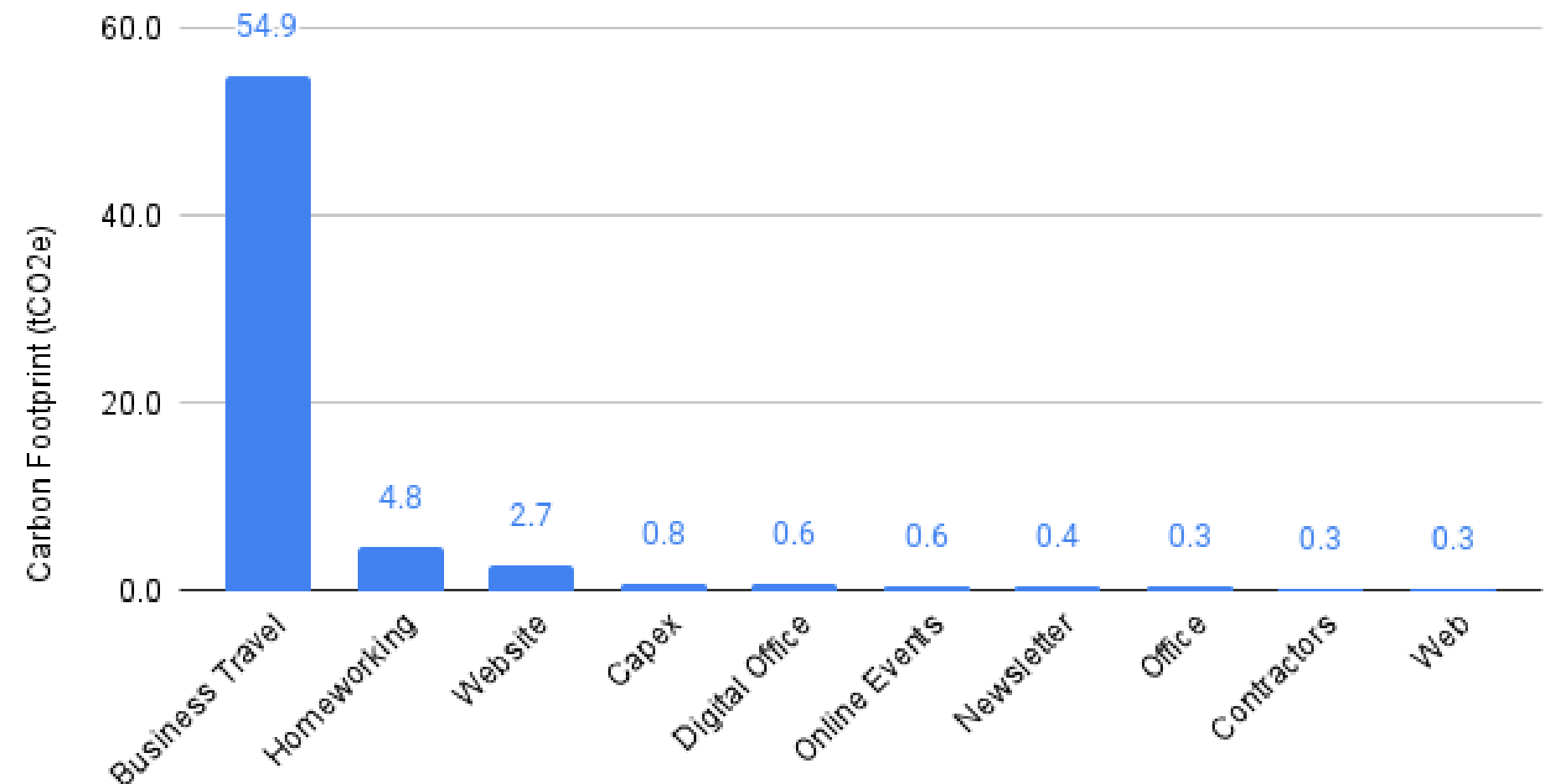
Scope 2 = 0

Scope 3 = 65.6 tCO2e

We offset our emissions with gold standard carbon credits.

We started trying to measure our carbon footprint during COVID-19 with Planet Mark. However, we came across two issues: firstly, that the reporting year could not accurately reflect the carbon footprint of our business during a time of no travel, and secondly, that the measurements used by Planet Mark did not take into account digital carbon - something that we wanted to focus on as a digital business. For that reason we will be taking 22/23 as our baseline year.

Carbon Footprint (tCO2e) 22/23



environment - carbon reduction strategy



Our plan to reduce our footprint comes with challenges.

Digital - We felt it was very important, as an online business, to measure and focus on our digital footprint. Although the carbon impact is not the largest element of our footprint, we are aware of the risks to the environment and people resulting from the power and water consumption of data centres. In terms of reducing the impact we already have a very well optimised website and so we will struggle to reduce the impact significantly. HOWEVER, we have included digital carbon impact as a point in our decision making policy.

Homeworking - All our staff work from home. We are looking at incentives to change to renewable energy supplies but this has been difficult with the global energy crisis. We do not want to place any stress on our staff by demanding that they switch to a greener but more expensive energy supplier.

IT equipment - We try to reuse and recycle our IT equipment where possible, but we need to get better at this.

Business Travel - We have implemented a travel policy and carbon budget for travel. This is our biggest carbon cost and will be difficult for us to manage and reduce.

environment



Our own carbon impact is relatively low due to the nature of our business, but we are committed to reducing our carbon footprint. However we feel we can use our influence to amplify our impact further. We are in a unique position to be a valuable platform to highlight sustainability issues, strategies and innovations across the visitor attractions industry worldwide and connect those working to make a difference.

sustainable development goals

Both SDG 13 & 17 are wider goals, which we have implemented across our entire company. Shining a spotlight on positive sustainability action is something that we feel blooloop is uniquely able to do thanks to our global audience across many industry sectors.



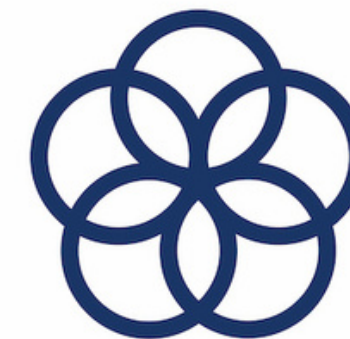
Some of the actions we take to foster partnerships and facilitate climate communication include:

- **Actively creating more content around sustainability and highlighting positive action**
- **Bringing together like-minded individuals and companies at greenloop**
- **Elevating clients that are taking climate action in the blooloop directory with a green leaf**
- **Recognising industry trailblazers who are leading the way with sustainable strategies in our annual blooloop 50 Influencer Lists**
- **The blooloop Innovation Awards sustainability & inclusion categories are free to enter**
- **Offering free services to non-profits**
- **Campaigning, eg email footers**
- **Investing in staff training**

13 CLIMATE ACTION



17 PARTNERSHIPS FOR THE GOALS



environment - working with non-profits



We work with a variety of non-profits to put our platform and reach at their disposal.

In 22/23 we provided £19k of services for free (approx 27 hours) to non-profits.

£19k
27 hrs



environment - email footer campaign

At greenloop 2023 we launched a campaign to measure and reduce the carbon cost of emails inside our circle of influence.

Alongside sharing information and tips in the session and via a press release, we spent the next 12 months advertising our free digital carbon calculator and sharing our sources.

We estimate that the campaign has saved to date:

129 tCO2e

[FIND OUT MORE](#)

JOIN US Reduce the carbon footprint of your emails

We're ditching images in email signatures and replacing with text and links to save carbon.

Tell us if you're taking this action and we'll report back on our collective impact at greenloop 24!

Just let us know how many emails you send each week and the size of your email signature image in kb.

We'll tell you how much carbon you're saving and send more info about reducing email carbon footprints.

Join us by emailing ruth.read@blooloop.com

blooloop.

| | Number of emails sent per week | Image size (KB) | Weekly gCO2e | Annual gCO2e (45 weeks) | Annual kgCO2e saving |
|---------|--------------------------------|-----------------|--------------|-------------------------|----------------------|
| EXAMPLE | 384 | 1056 | 6082.56 | 273715.20 | 273.72 |
| | 1028 | 800 | 12336.00 | 555120.00 | 555.12 |
| | INPUT ABOVE | INPUT ABOVE | | | RESULT ABOVE |



NO THANK-YOUS Don't send unnecessary emails

Research found that if every adult in the UK sent one less email per day, we'd save 16,433[1] tonnes of carbon a year! Stop sending short, unnecessary emails, and reduce your impact on the planet.



STORAGE Stop hoarding

The electricity needed to store 10,000 emails for a year is the same as approximately 50g of carbon [2]. This is on top of the associated carbon cost of receiving them in the first place.



PAGE VIEW Limit emails per page

The more emails you see in your inbox per page, the more processing power needed. Ask yourself - do you really need to preview 50 emails at a time? If not, consider dropping it down.



EMAIL SIGNATURES Remove images

Adding a 1MB image to your email signature increases the carbon cost of the email by 5 times [3]! Ditch the image and replace with some text explaining the change.



B Corp

blooloop was awarded B Corp status in September 2024.



Overall B Impact Score

Based on the B Impact assessment, Blooloop Limited earned an overall score of 84.4. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 84.4 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



Governance 19.8

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement 5.3

Ethics & Transparency 4.5

+ Mission Locked 10

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

Workers 36.2

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

Financial Security 12.4

Health, Wellness, & Safety 11.4

Career Development 5.7

Engagement & Satisfaction 4.7



Community 15.4

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

| | |
|--------------------------------|-----|
| Diversity, Equity, & Inclusion | 6.8 |
| Economic Impact | 0.0 |
| Civic Engagement & Giving | 4.0 |
| Supply Chain Management | 2.7 |

Customers 2.8

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Customer Stewardship

2.8



Environment 10.1

Environment evaluates a company’s overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company’s operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

| | |
|---|-----|
| Environmental Management | 2.8 |
| Air & Climate | 2.6 |
| Water | 0.0 |
| Land & Life | 0.0 |
| + Environmental Education & Information | 0.6 |

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.



Rachel says, “Our B Corp certification builds on our work over the last 5 years to become more sustainable, and underlines a wider ongoing commitment towards operating the business as a force for good, for example with our greenloop conference and initiatives like our email footer campaign. We still have a long way to go, but we’re looking forward to inspiration from the B Corp framework and community to help us evolve.”



**bloo
loop.**

Thanks for reading!

**if you would like to know more please email
Ruth at ruth.read@blooloop.com**