

# Mobsta's B Corp journey and first impact report

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August 2023

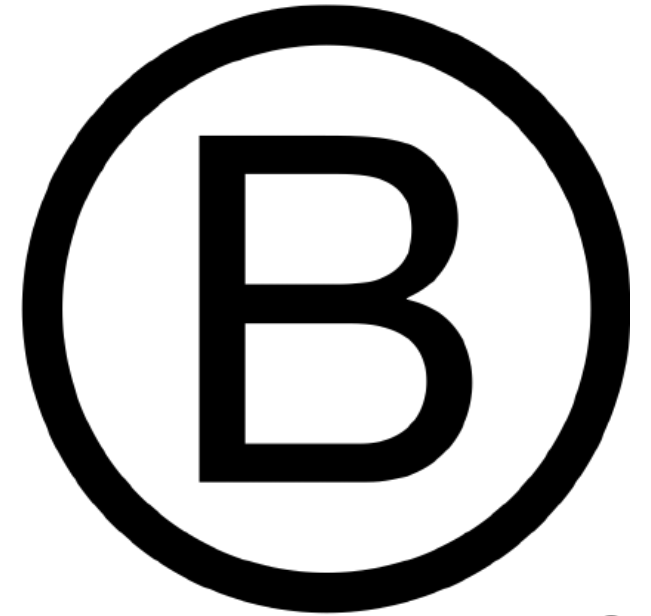


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2. 'How did we get here?' - Mobsta's B Corp journey
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# A word from our Managing Director

At Mobsta, we work with data in the most granular way we can. Minimising wastage, reducing environmental impact, and improving results. As a B Corp certified ad-tech business, we take a unique sustainable approach to digital insights & activation.

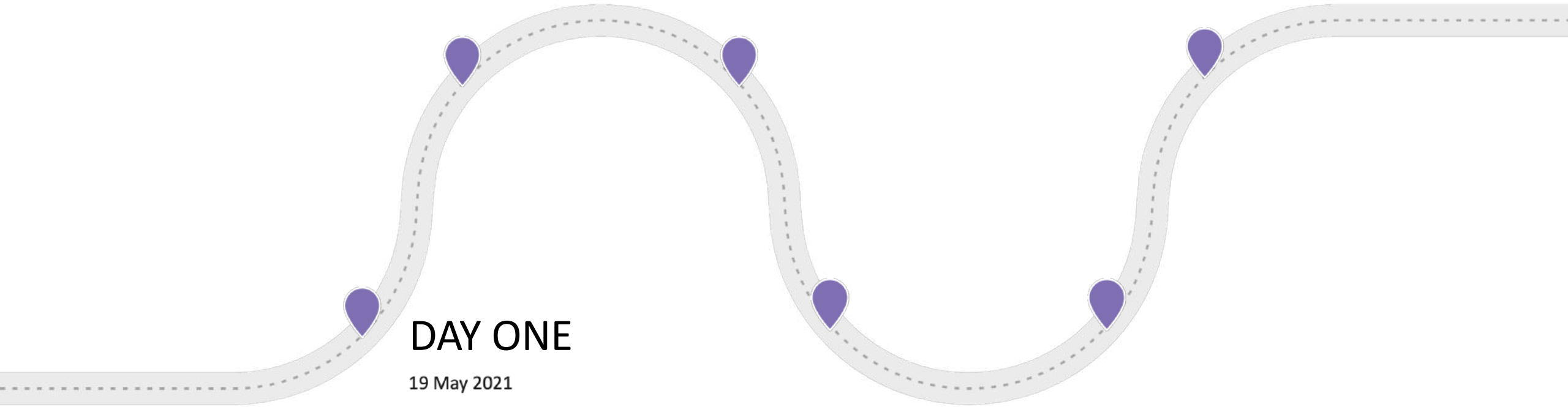
B Corp certification is incredibly important us, as a company and as individuals. It helps keep us honest and acts as a guiding star for our future. Altering our business operations to consider people and planet before profit has changed us for the better. And I'm thrilled that, after a year as a B Corp, we can publish this impact report to show our progress towards becoming a better company.

Thank you in advance for reading this report and for supporting our business throughout another massive year for Mobsta.

**Matt Longley**

Managing Director - Mobsta

# How did we get here?



Bcorp



✘ Matt Longley <Matt.Longley@mobsta.com>

Wednesday, 19 May 2021 at 20:40

To: ✘ Matt Longley

Let's work out how to get carbon cpm

Sent from my iPhone

How it started



“I don't know any companies that are openly promoting efforts around this although I assume there must be some.

”

Sustainability Lead - DSP

**“ Have you  
tried the  
IAB?  
”**

Climate Charter Lead - IPA

**“ Have you  
tried the  
IPA?  
”**

Sustainability Lead - IAB



**MONTH  
TWO**

6 July 2021

**DAY ONE**

19 May 2021

# Inside the first six weeks

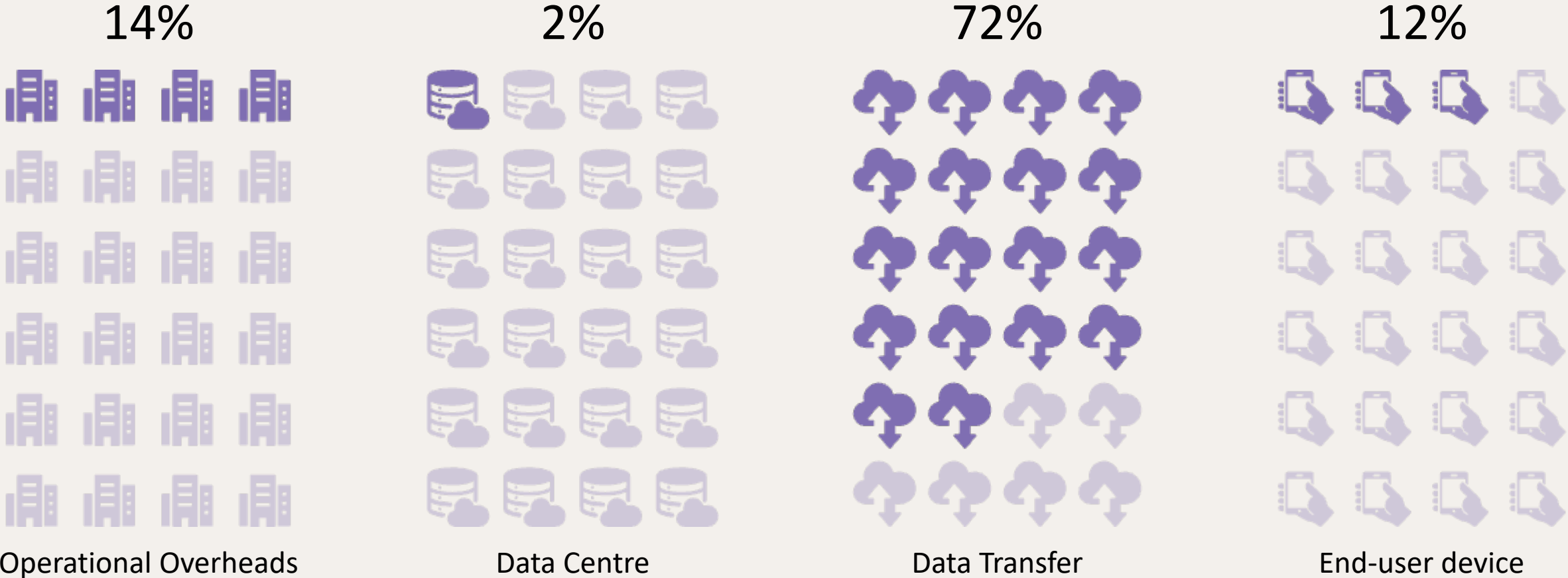
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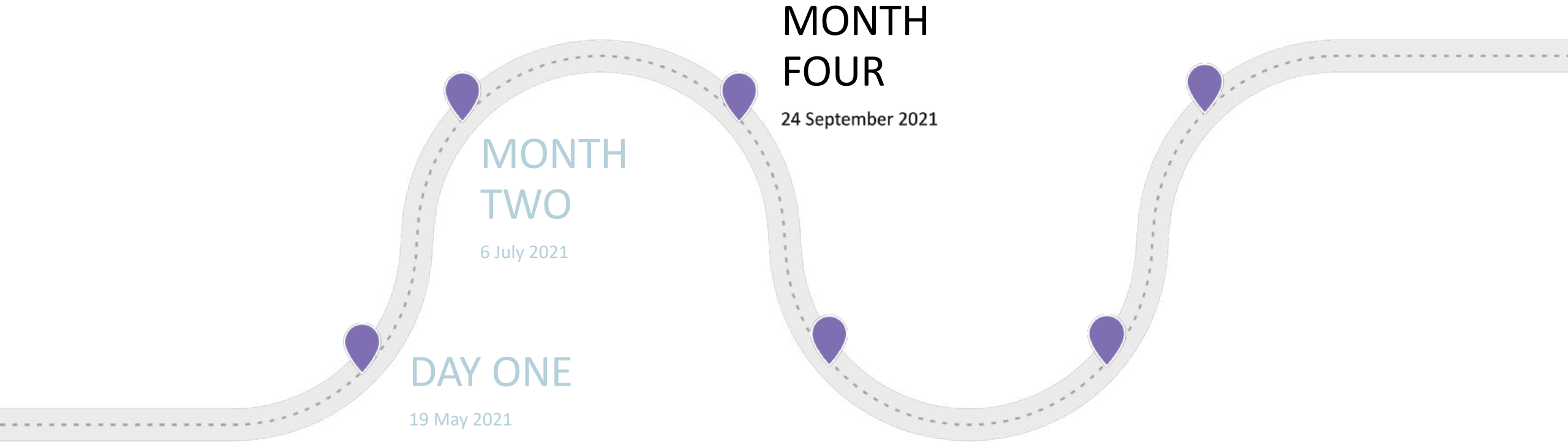
- 1.Appointed a sustainability consultant
- 2.Discovered that the IPA only considered the end user device in calculations
- 3.Achieved PR to share the message that not enough is being done
- 4.Started planting trees
- 5.Appeared on multiple agency panels to discuss the problem



# Our research showed us that the industry was ignoring 88% of emissions

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DAY ONE

19 May 2021

MONTH  
TWO

6 July 2021

MONTH  
FOUR

24 September 2021

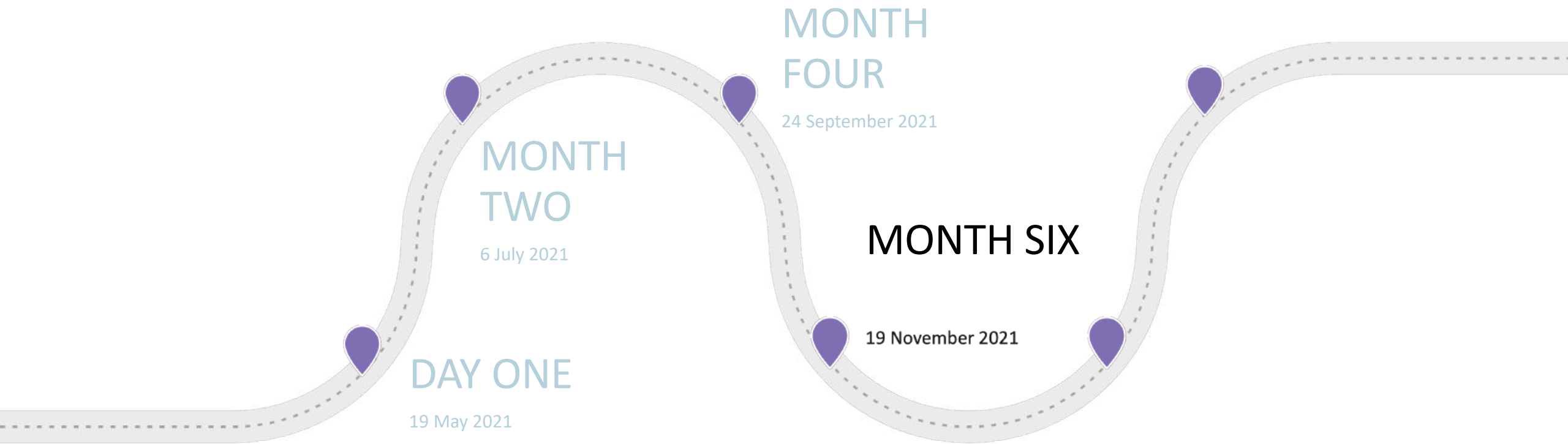
# B Corp application made

- Demonstrate **high social and environmental performance**
- Make a **legal commitment** by changing the corporate governance structure to be accountable to all stakeholders
- Exhibit **transparency** by allowing information about the company's performance measured against B Lab's standards to be publicly available on the company's B Corp profile on B Lab's website.

## What is B Corp?

"B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials"

B Labs website



## Our new position

Carbon reduction should be as fundamental to the media planning process as audience or KPI



# To address this, we reduce our emissions in four ways



Better BAU practises



Smarter targeting



Considered creative



Streamed ads

# File size is big driver of emissions generated in the data transfer process

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Media plans can be optimised for carbon reduction by considering the emissions of different formats



- Mobile MPU  
1x carbon factor
- Laptop MPU  
1.1x greater
- Mobile pre-roll  
101.6x greater
- Mobile native video  
203.2x greater

Only after we've reduced as much carbon as possible,  
do we then offset the residual

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**Reduce** as much as is reasonable

**Offset** the residual





# Carbon offsetting projects can work, so long as they are...

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1. Additional - unlikely to happen otherwise
2. Permanent – preventing a similar amount of carbon dioxide being released elsewhere or guaranteeing to lock up carbon for hundreds of years
3. Don't lead to emissions shifting elsewhere, i.e. another forest being cut down
4. Agreed by local people
5. Only being used for genuine residual emissions, and not as an excuse to carry on business as usual or as a cheaper alternative to mitigation.

# Following these principles, Mobsta support specific projects

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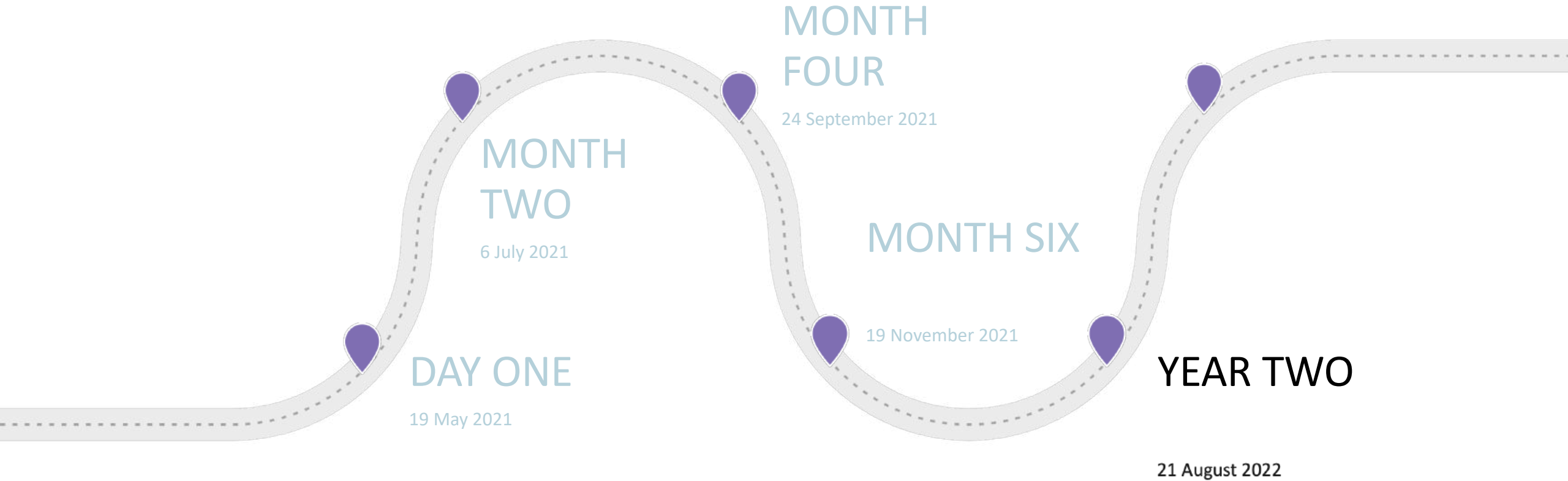
## Improving cooking facilities globally

Everyday 2.6bn people cook on open fires/inefficient stoves  
This impacts both the climate and the health of communities  
4m people die each year as a result of using wood for cooking



## Building wind farms in Turkey

19 turbines, each producing 3.2MW  
Total energy production forecast to be 192,500 MWh/year  
Expected annual emission reduction will be 124,443 tCO<sub>2</sub>/year



## Congratulations on Certifying Mobsta Ltd as a B Corporation!



B Lab Notifications <notifications@bimpact...>

Sunday, 21 August 2022 at 03:44

To: Matt Longley



B Impact Assessment

Thank you for your attention to the final steps in the process.

We are thrilled to share that Mobsta Ltd is now a Certified B Corporation - congratulations! Thank you for your commitment to the movement to use business as a force for good and for your time and energy spent on the certification process.

Now that your certification is complete, please fill out your [public profile](#) for the B Corporation Directory by logging into your B Impact Assessment and navigating to "Public Profile" under the B Corporation Certification section.

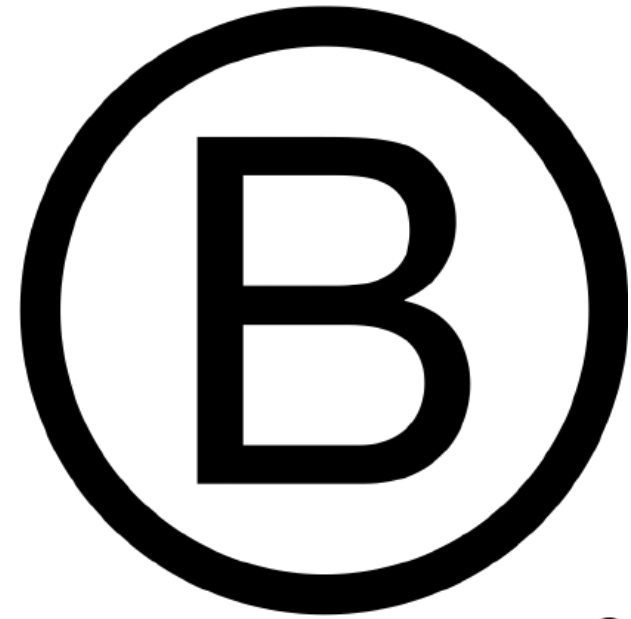
How it  
continued

# Ultimately making Mobsta a partner for good

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Demonstrating our commitment to having sustainability and community at the heart of our business

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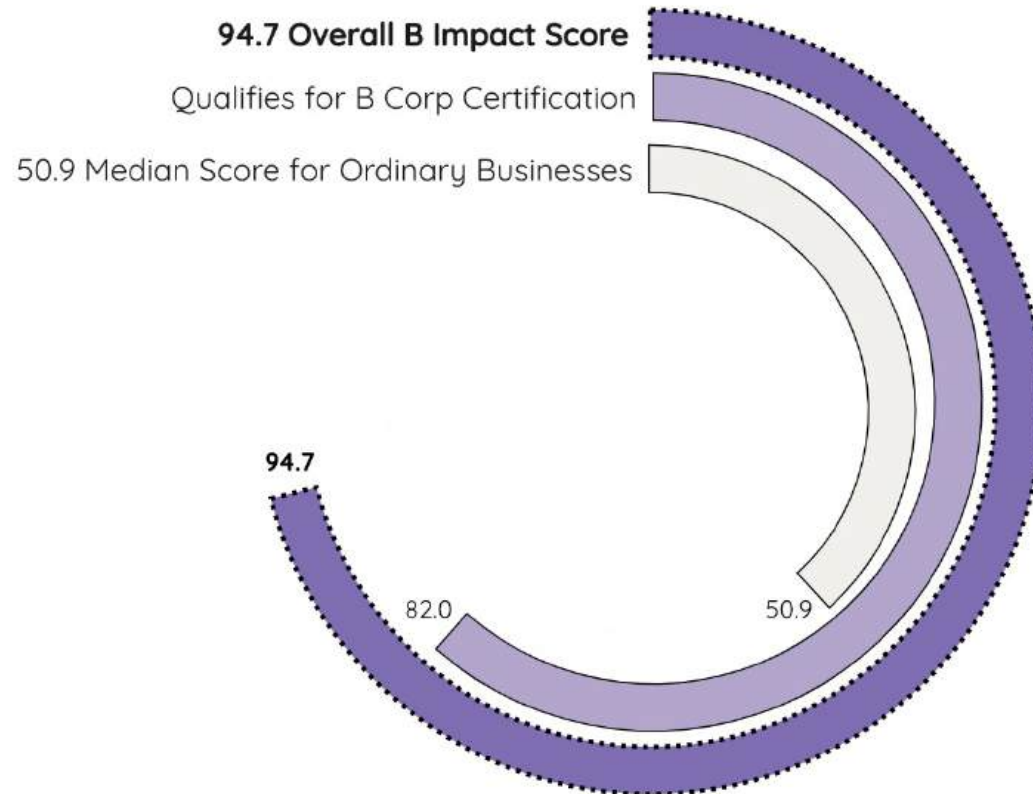
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# Corporation

# Our Overall B Impact Score



Based on the B Impact assessment, Mobsta Ltd earned an overall score of 94.7. The median score for ordinary businesses who complete the assessment is currently 50.9.



## Our B Corp journey

# Areas where we scored highly

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### 1. Governance

Scored 19.9

A commitment to positive social and environmental impact. No external investment

### 4. Environment

Scored 9.5

Carbon emission reporting in place for three years. Hard targets for reductions year on year.

### 2. Workers

Scored 40.9

Share of profit agreements plus bonuses even if no profit. Strong internal review process and strong on internal promotions.

### 5. Customers

Scored 5

Our products help customers reduce emissions. Strong support for Purpose Driven Enterprises.

### 3. Community

Scored 19.2

100% local ownership. House of St Barnabas employment academy partnership. High percentage of revenue donated to charity.

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94.7

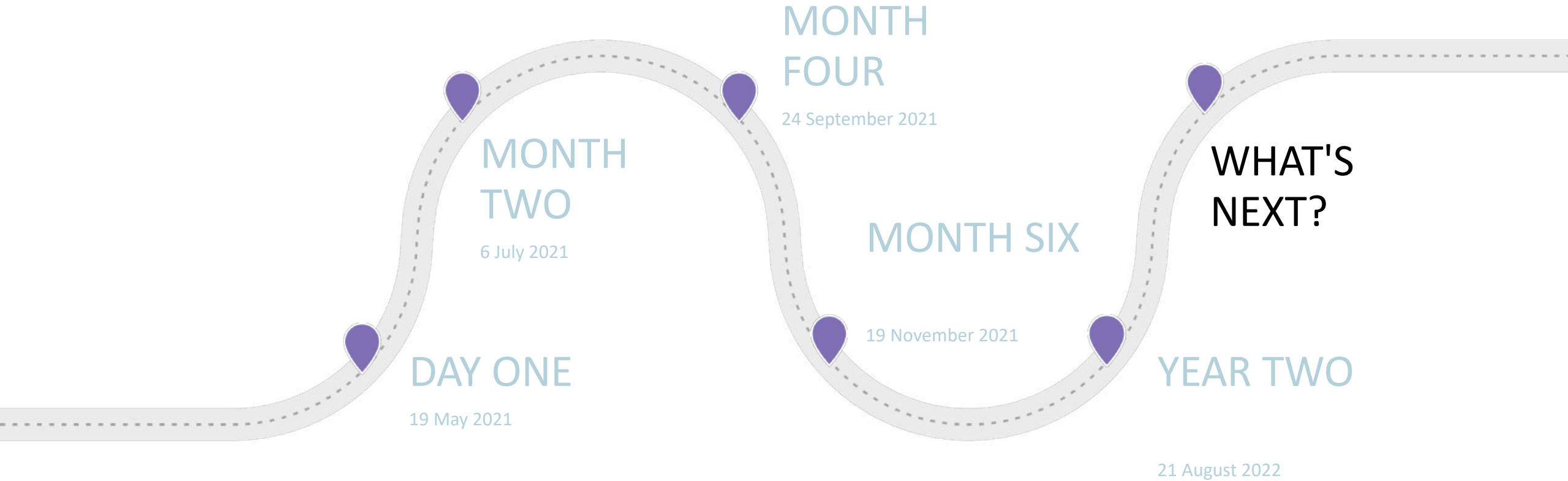
# What does this mean practically?

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1. Every decision we make is influenced by B Corp
2. Moved office to be more energy efficient
3. Only train travel allowed - no flights
4. Helping our team do the best work of their careers
5. Involved in community projects to tackle homelessness
6. Aiming for the company to be handed over for employee ownership in 2024



# Year 1 impact report

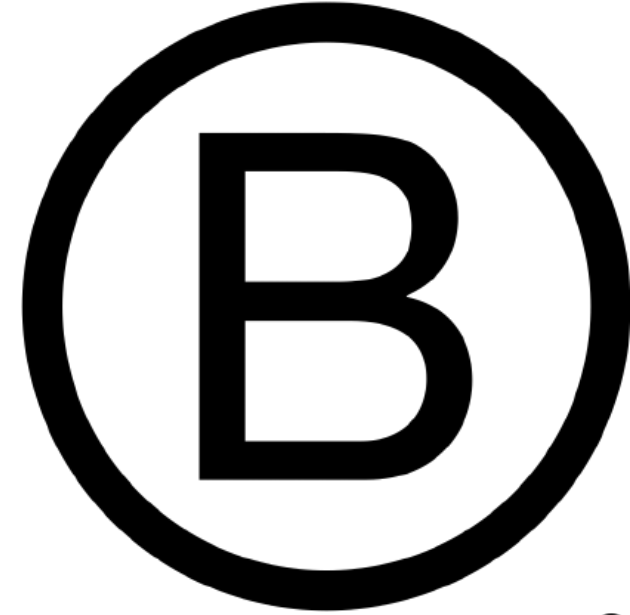


Governance  
Score: 19.9

Progress:  
Improved internal governance  
policies and IT safety policies

New goal for 2024:  
Improve social and  
environmental performance  
training

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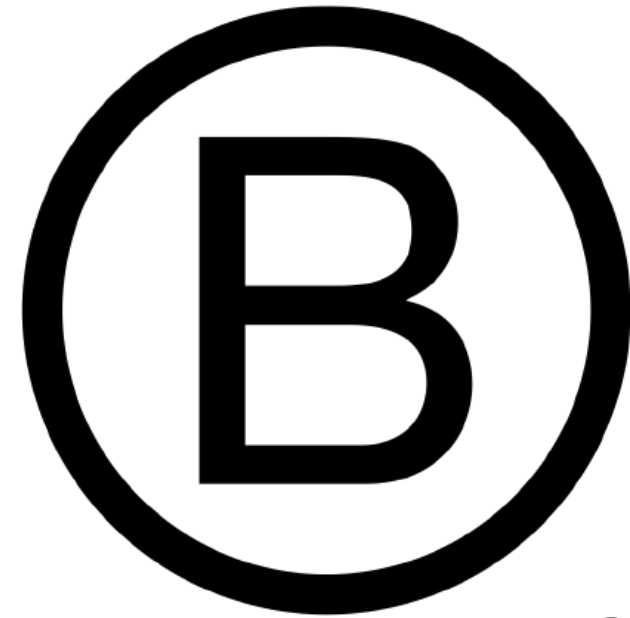
Workers  
Score: 40.9

Progress:  
Paid bonuses despite non-  
profitable quarters.

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New goal for 2024:  
Improve supplementary benefits  
available to all employees  
through easily available mental  
health cover

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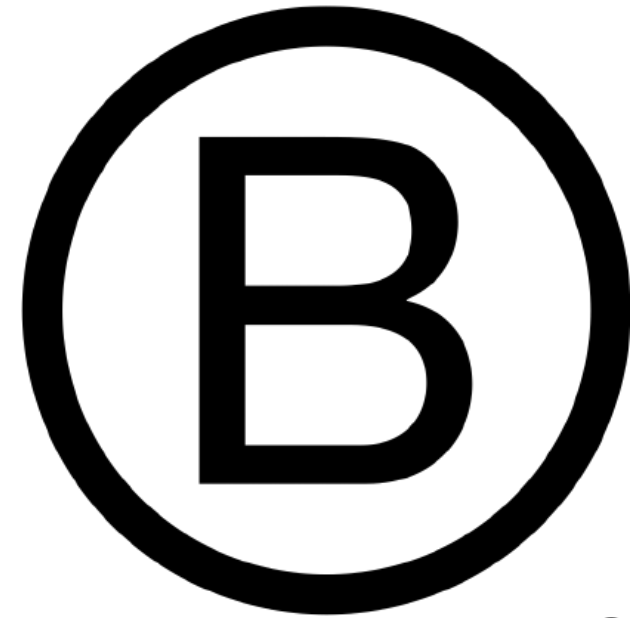
**Corporation**

Community  
Score: 19.2

Progress:  
Actively diversified workforce  
across age, gender and ethnic  
minorities

New goal for 2024:  
Develop specific positive benefit  
for local community

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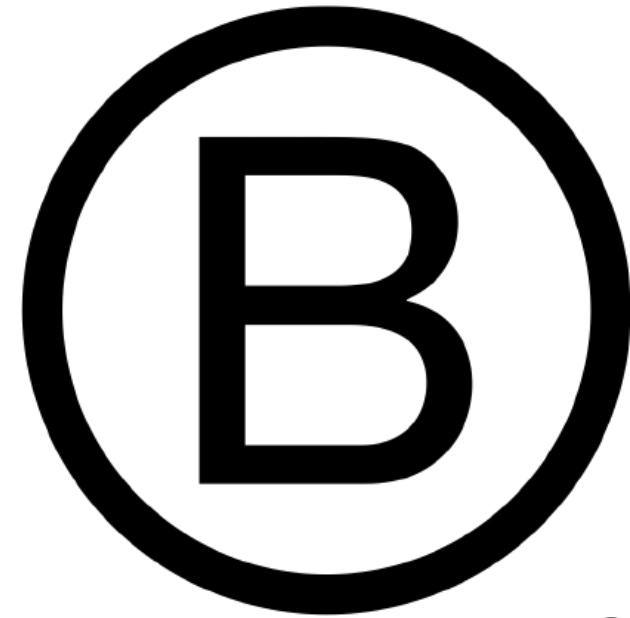
**Corporation**

Customers  
Score: 5

Progress:  
Developed new privacy notices  
for customer data with ease of  
data removal

New goal for 2024:  
Better feedback gathering from  
customers via IPA ad tech survey

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Environment

Score: 9.5

Progress:

We have published our first full carbon emission report backdating emissions from 2019 to Dec '22.

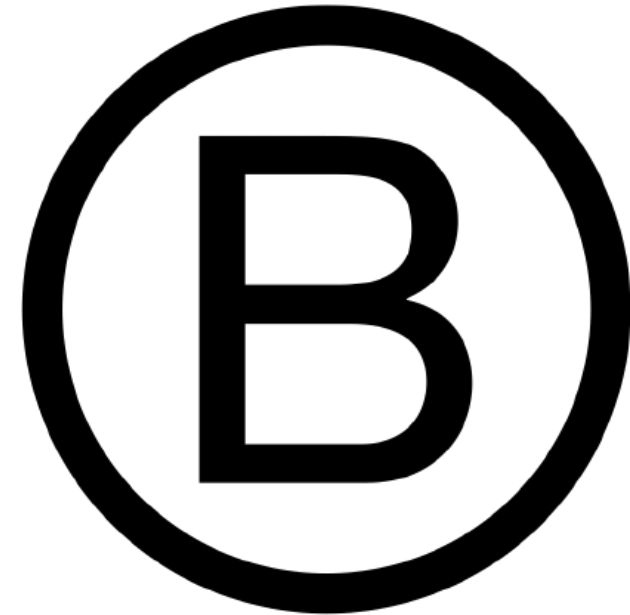
Further information available in index.

New goals for 2024:

Reduce carbon intensity in ad operations.

Move to greener office.

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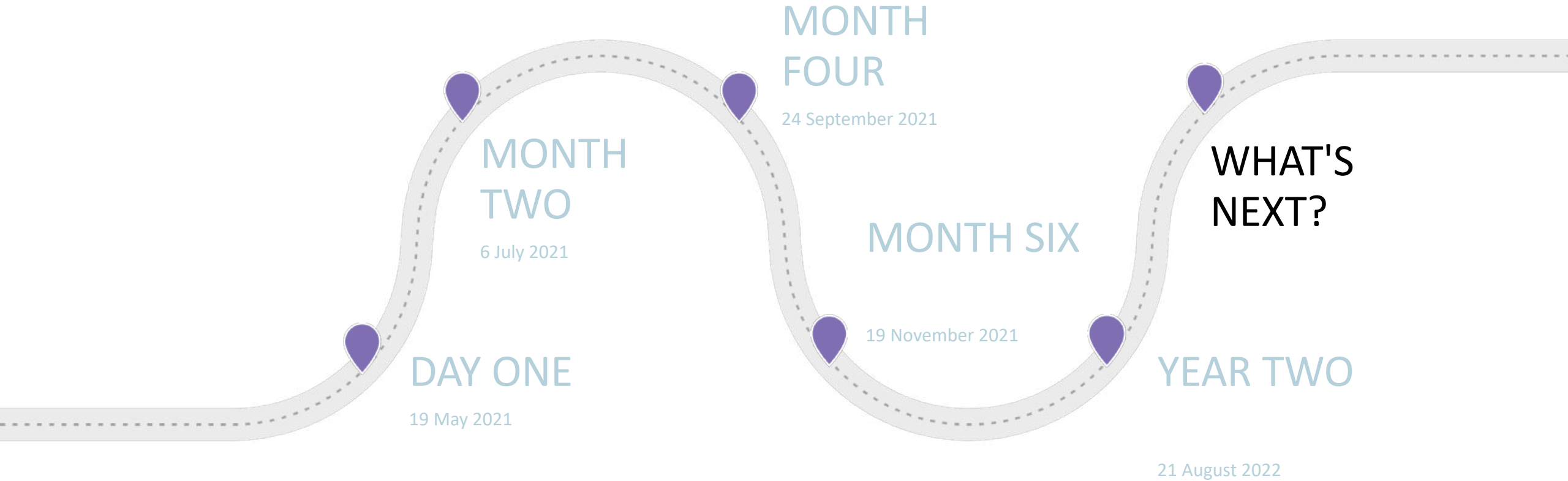
# Further ahead into Year 2 and 3

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1. Focus on diversifying leadership team
2. Improved communities ties outside London
3. Helping other companies with B Corp application process
4. Develop volunteering opportunities for team members
5. Increase revenue but reduce ad carbon intensity
6. Aiming for the company to be handed over for employee ownership in 2025



# Appendix – carbon report 2022



zerobees 



# Carbon report

**Prepared by:** ZeroBees

**Prepared for:** MOBSTA

**Date:** August 2023

# Executive Summary: Scope 1, 2 & 3

MOBSTA's GHG emissions in 2022 were **171 tonnes CO2e**.

That's equivalent to **108** return transatlantic flights or **102** average cars on the road for a year in the UK.

Scope 1, 2 and 3 emissions include all of office energy, work travel, water, waste and paper, commuting, working from home energy, ad-related emissions, purchases of goods and services, banking. For this study's results, we exclude pensions.

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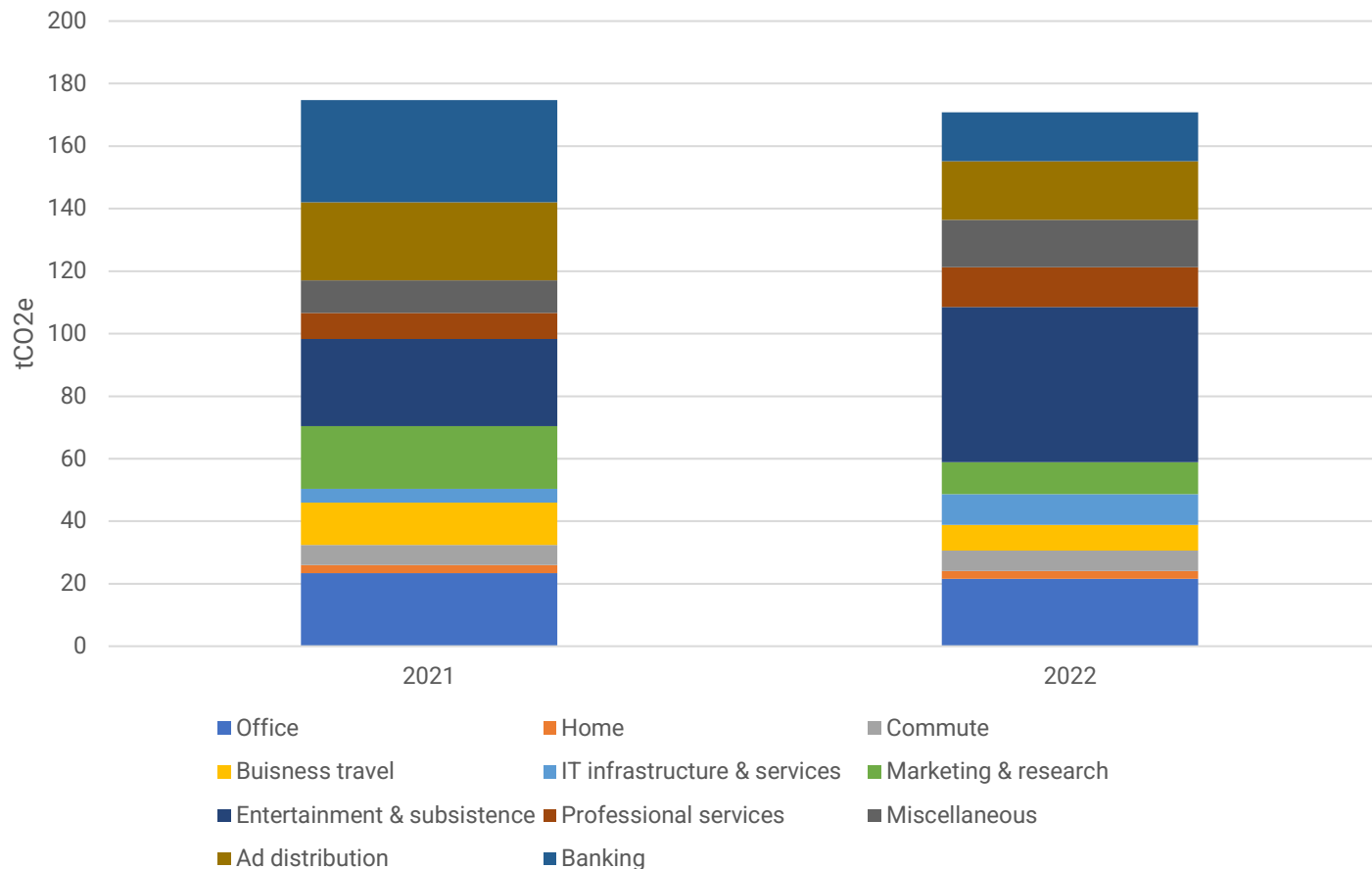
**Ref:** UK GOV 2021 – economy return trip from London to New York including radiative forcing emits 1.65 tCO2e  
**Ref:** DfT 2021 average car in the UK drives 7600 miles per year, releasing 1.735 tCO2



# Greenhouse gas emissions 2022 & 2021



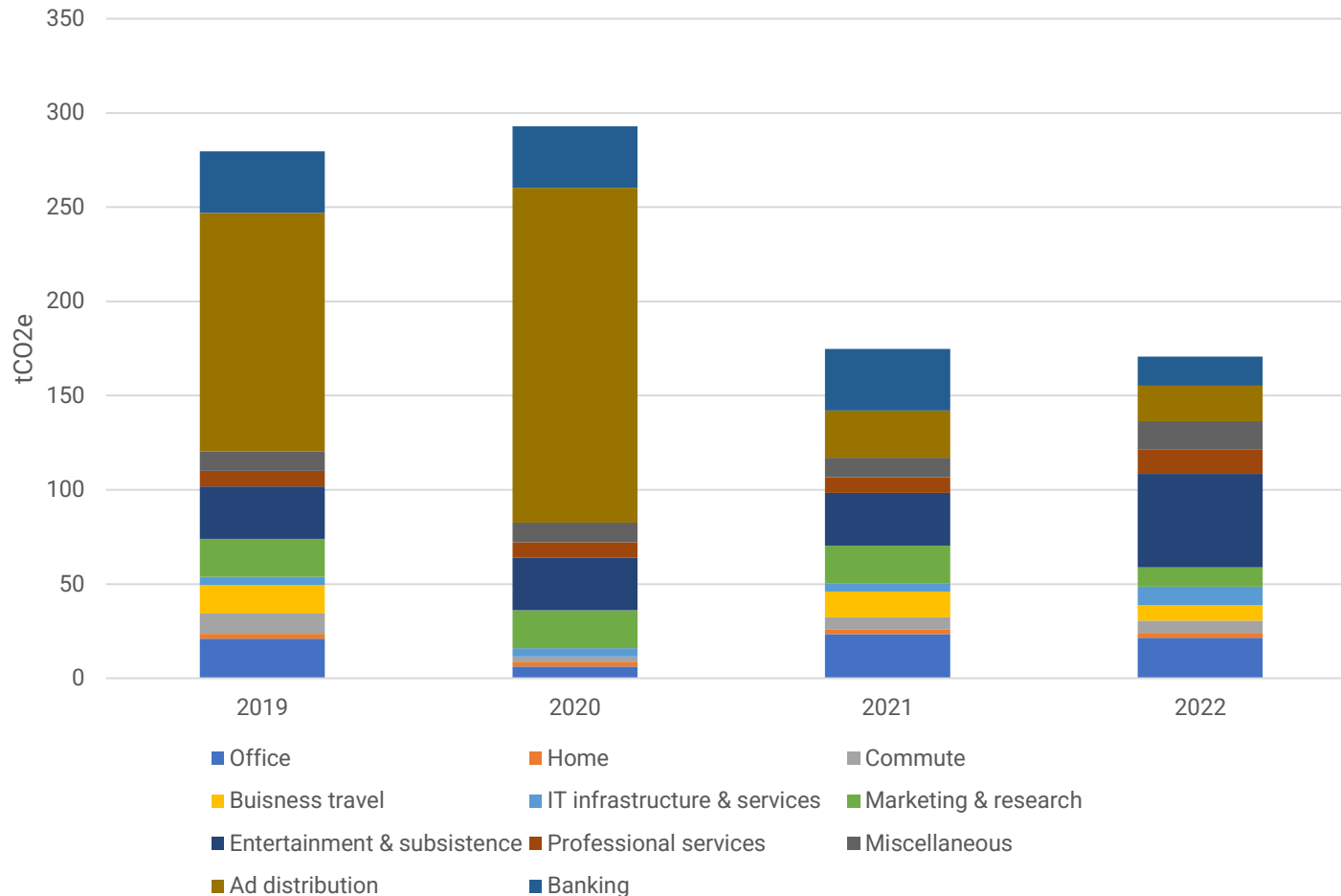
Comparing GHG emissions over time (tCO2e)



- Total impact for 2022 was **170.8 tCO2e**, equivalent to **108 transatlantic flights**, down **4%** compared to 2021.
- Emissions intensity was **23.2 tCO2e/£m** or **6.2 tCO2e/employee** in 2022.
- Total impact has fallen from **174.7 tCO2e in 2021 to 170.8 tCO2e in 2022**
- Emissions have fallen in every category except for some spend categories (IT infrastructure and services, entertainment, professional services, and miscellaneous), which is largely due to an increase in spend between 2021 & 2022
- Major savings were made in banking, ad distribution, business travel and commuting

# Comparing impact from 2019 to 2022

GHG emissions over time (tCO2e), adjusted

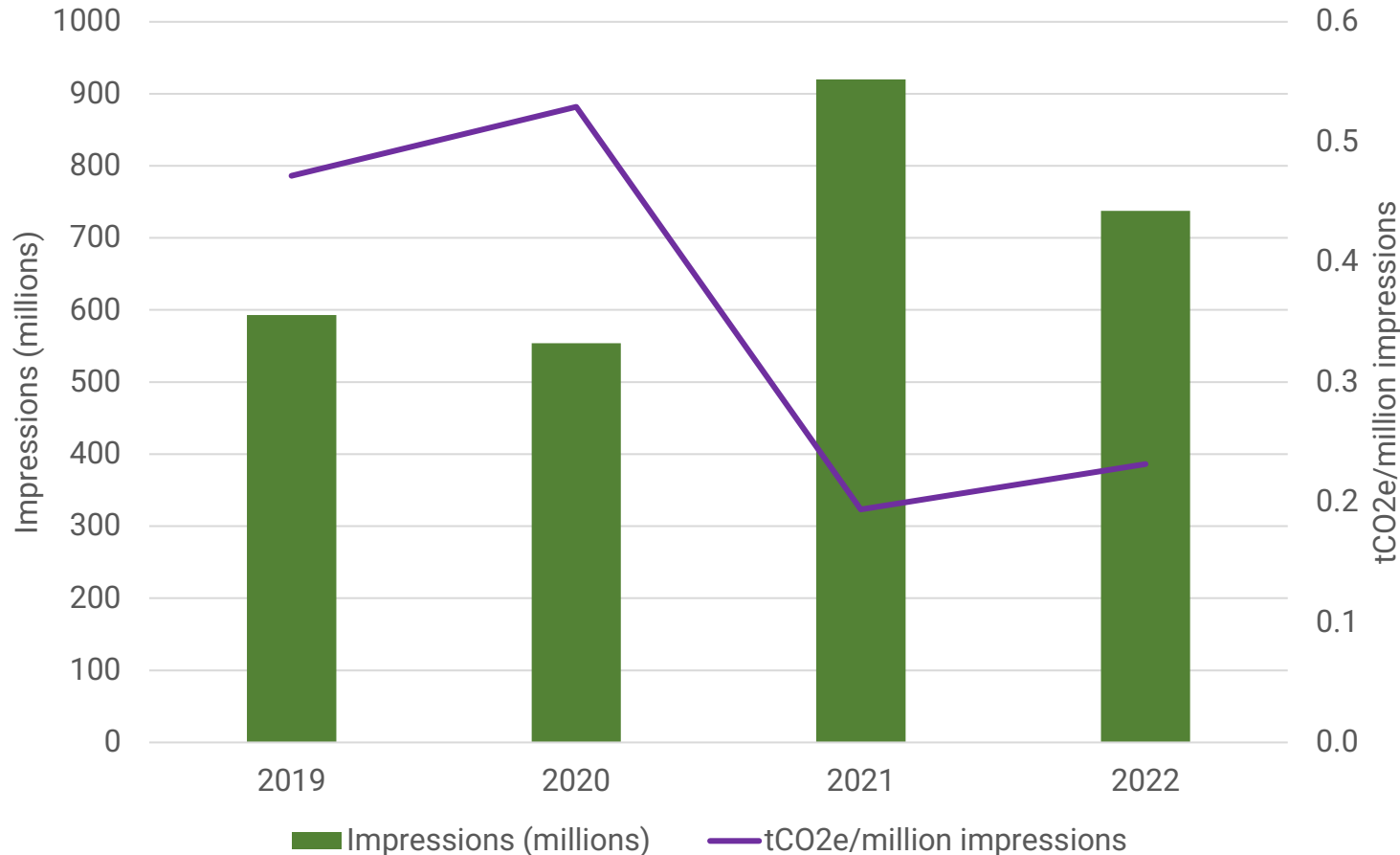


- This chart shows adjusted results for 2019/20, updating scope and method for previous years for comparability
- The key driver of emissions reductions are infrastructure and intensity changes associated with data transmission for ad distribution
- This then highlights the clear downward trend in MOBSTA's impact, with **total emissions at 175 tCO2e in 2021 and 171 tCO2e in 2022**

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- In previous assessments, MOBSTA's impact was measured at **196 tCO2e in 2020 and 175 tCO2e in 2019**
  - However, the scope of MOBSTA's report has become broader, so it is necessary to account for areas which were not previously included
  - By forecasting back relative to revenue for banking and broader spend, MOBSTA's emissions are estimated to be **280 tCO2e in 2019 and 293 tCO2e in 2020**

# Carbon intensity of ad impressions

GHG intensity of ad impressions



- This chart shows fully-loaded GHG emissions per ad impression – i.e. including all central emissions from MOBSTA’s operational activities, representing best practice
- Although ad impressions have risen since 2019 & 2020, with a particularly high year in 2021, **overall intensity is showing a downward trend**, due to overall emissions coming down over time, despite impression numbers increasing
- In **2021, 1 million impressions** had an associated impact of **0.19 tCO2e**
- In **2022**, the impact was slightly higher at **0.23 tCO2e per million impressions**
- The increase between 2021 and 2022 was largely driven by a reduction in the number of impressions. Although overall emissions have come down slightly, intensity has risen.

# Recommendations summary



## Home and office

- Ensure, wherever possible, that all offices are on a renewable tariff without gas heating, therefore eliminating the scope 1 and 2 emissions associated with office energy
- Incentivise renewable tariffs at home
- Implement better data collection around water and waste to ensure this impact is being effectively tracked

## Commute and business travel

- Implement a framework for decision making around travel and increase visibility of the impact associated with different modes of transport (e.g AdNetZero travel framework)
- Encourage employees to only travel via plane if the journey is over 500km
- Encourage employees to stay in ecohotels when travelling
- Improve data collection and processes around business travel, so hotspots and recommendations can become more nuanced in future
- Create a travel policy around the above recommendations to reflect MOBSTA's commitment to minimising impact as much as possible.

## Spend

- The largest category in terms of spend in both 2021 and 2022 is entertainment and subsistence, so reducing spend in this area could significantly reduce impact
- Increasing the granularity of data in the purchase ledger may help to focus more on potential hotspots with regards to spend, particularly in terms of entertainment and subsistence spending
- Continue to work with suppliers which are actively engaged with sustainability and are working to address their own impact
- Engage suppliers which may not be aware of MOBSTA's commitment to reducing impact through supplier surveys and sharing communications regarding MOBSTA's progress (e.g by sharing summary results and plans).

# Recommendations summary



## Pensions and banking

- Coutts is already low GHG impact in terms of banking and has B-Corp certification, it is not recommended to consider alternatives
- Consider using cash flow management strategies to ensure low average funds held could reduce emissions
- For pensions, the 86% of MOBSTA's pension pot is in a low impact fund. However, it is important to increase visibility of this among current and new employees, to ensure they can make informed decisions around their pension, taking into consideration the environmental impact among other financial considerations.

## Programmatic emissions

- MOBSTA is already doing great work around ad emissions by constantly seeking to improve impact measurement
- Continue to collaborate with partners and improve data collection and visibility of key impact areas
- Investigate, where possible, opportunities to reduce the amount of data being transmitted, particularly through the reduction of either bid/win ratios or file sizes associated with bids
- When forming new partnerships, seek to establish the granularity – or a roadmap to more granularity - of available data, so impact can be measured with the greatest degree of accuracy and sustainability is central from the beginning.

# This report and how to use it



- The information presented within this document represents an environmental assessment. In this environmental assessment, only one environmental impacts (Greenhouse gas emissions) have been considered
- This is a third-party assessment of MOBSTA's carbon impacts based on data provided by MOBSTA, and as such is not an audited account
- The results of this report can be used for decision making, but not for claims related to direct comparison with other organisations
- The information provided in this document is not designed to be used for making direct comparisons with competitive products or in communications that inform or incite purchasing decisions
- Information contained within this document has been informed by sources that are believed to be credible and follows Greenhouse Gas Protocol guidelines. Every attempt has been made to ensure the data is accurate
- This report is prepared in accordance with the ISO14064-1 protocol
- Use of the data contained in this document is strictly at the discretion and the responsibility of the reader
- ZeroBees and its advisers are not liable for any loss or damage arising from the use of the information in this document.