

LOOP IMPACT REPORT 2023



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REPORT VERSION
YEAR
DATA PERIOD
UPDATE CYCLE
RESP. DEPT.

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3.0
2024
2023
YEARLY
SUSTAINABILITY &
CORPORATE IMPACT

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FUNDAMENTALS AND GENERAL INFORMATION



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FUNDAMENTALS
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ABOUT THIS REPORT

Today, we all share the responsibility of shaping a sustainable future. At LOOP, we are fully committed to this mission, following a holistic sustainable approach. We aim to drive sustainability through digital innovations while incorporating ESG goals into our processes and way of working. This report will provide a deep insight into LOOP's sustainability goals and actions. It's a journey, and we'd love to have you along for the ride.

This report outlines statistics, analyses and figures which reflects our sustainable approach to various aspects of our work. Additionally, it provides an overview of internal processes and guidelines aimed at inspiring each individual employee to recognise their potential in collectively shaping a sustainable future.

The contents follow the GRI Standards report principles of the Global Reporting Initiative. This is our third sustainability report so far and we aim for constant improvement on an annual basis.



CRAFTING OUR REPORT

We're dedicated to sustainability and our corporate responsibility. That's why we follow global GRI standards for consistent reporting. However, sustainability, for us, is intrinsic. It's about embodying our values daily to effect real change and drive sustainability forward. That's why our report mirrors our values and design language – our goal is to provide an authentic report that reflects our mission.



A LETTER FROM OUR CEO

In 1999, when I founded LOOP, I could not have predicted that by 2023 we'd be a thriving agency of 397 incredible talents. Our growth has been driven by our commitment to developing young talent and working alongside some of the world's leading brands.

As LOOP has evolved, so have our priorities. While we initially focused primarily on achieving top-notch project outcomes, our focus has shifted to building a workplace that is as outstanding as the work we produce. We aim to balance our drive for innovative work with our dedication to being a positive force at every step.

I am immensely proud of the stability and enthusiasm within our team. Our leadership is committed to living out these values every day, pushing ourselves to excel in all areas of our business. This has made us a go-to partner for some of the most respected brands globally.

Our team's diversity fuels our creativity and extends our impact far beyond the industry. In today's creative careers, it's not just about the work - it's about shaping culture, society, and making a meaningful difference. Every project is an opportunity to infuse purpose into our actions and inspire change.

As we release our third impact report, our ongoing ambition and dedication continue to drive us, our clients, and our partners toward a more inclusive and sustainable future. Our commitment to creating an inspiring and welcoming workplace while delivering industry-leading work remains stronger than ever.



MICHAEL JOHN
LOOP CEO



OUR AMBITION



We figured out what the Internet can do 20 years ago, when 56k modems were the fastest connection available.

We'll still figure out what the Internet can do 20 years from today - being full of excitement about what the future will bring. We want to be seen as one of the companies that are responsible for unfolding the digital era - setting new standards in digital creative, design, brand communication, technology and marketing.



WHAT DO WE WANT PEOPLE SAY ABOUT US

01

We ship some of the industry's best and most forward-thinking work.

02

Our team is impressively uncomplicated and great to work with.

03

We run one of the best and most welcoming workplaces.



15 WORK AND COLLABORATION PRINCIPLES

01

We reduce complexity wherever we can.

02

We treat money, material and time with care.

03

We aim to leave a positive footprint after each step.

04

We respect our co-workers and we respect their time.

05

If we break something, we fix it together.

06

To sound clear is better than to sound clever.

07

We run water through the pipes before we ship.

08

Version 1 is usually not our best work. Have fun iterating.

09

We avoid climbing the wrong mountain.

10

Attracting clients and great team members is everyone's job.

11

If it feels too much like advertising, it must go.

12

We expect high moral standards from everyone.

13

Goals don't guarantee results. Habits and actions do.

14

We don't make project teams bigger than they need to be.

15

Successful agencies aren't built in spreadsheets and meetings.



OUR GLOBAL FOOTPRINTS

397+ talents collaborate across our office hubs in Salzburg, Vienna, Berlin, Copenhagen, New York, Bangalore and Sydney.

Our strategically location enables us to maintain close relationships with key clients and deliver services beyond the borders of Austria, ensuring our success on a global scale. This year, we are excited to welcome our new team members based in Italy, further enriching our global footprint.

The implementation of a centralised workflow from our HQ in Salzburg ensure seamless collaboration across all our hubs, fostering an integrated and efficient working environment.



FUNDAMENTALS
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**SOME
EMPLOYMENT
FACTS**

397

**YEARLY AVERAGE
NUMBER
OF EMPLOYEES**

60%

**PERCENTAGE OF
FEMALE EMPLOYEES**

58%

**PERCENTAGE OF WOMEN
IN LEAD POSITIONS**



**SOME
EMPLOYMENT
FACTS**

70%

**PERCENTAGE OF 2023
NEW HIRES ARE
WOMEN**

5.533

**TRAINING HOURS
ENGAGED BY THE FULL
TEAM DURING THE YEAR**

108

**NO. OF EMPLOYEES
IN A 4-DAY WORK WEEK**



**SOME
EMPLOYMENT
FACTS**

57
9.5%

**NO. OF DIFFERENT
NATIONALITIES**

**LOOP'S 2023
ATTRITION RATE**

The Global attrition rate averages 30% for the advertising and tech industry. Scoring low indicates that LOOP is successful in employee retention efforts. This is also lower than the 2022 figure of 19.9%.



OUR TEAM DYNAMICS



At LOOP, we've fostered a diverse and horizontal organizational structure that encourages open communication.

Our various departments are thoughtfully crafted into close-knit teams, each led by experienced leads who not only manage their respective teams but also nurture a supportive work environment.

Leads play a crucial role in overseeing key areas at LOOP, ensuring that every team member feels valued and has the resources they need to thrive.



REPORTING HARASS- MENT

With an international mindset, LOOP enables collaboration with colleagues, clients, talents, partners, and stakeholders from around the globe. We strive for LOOP to be a place where everyone can work efficiently, communicate seamlessly, and feel safe at all times.

With 397 talents representing 57 nations and speaking 39 languages under one roof, and with 59% of our business conducted outside of Austria, maintaining diversity, equality, and inclusivity is essential to us.

In the event that anyone within the company observes any form of harassment, there is a dedicated reporting email address available. It is expected that anyone asked to cease harassing behaviour complies immediately to avoid consequences.

ZERO- GOSSIP POLICY

Sometimes, we engage in conversations about others without realising the potential harm or consequences of our words. Hurtful gossip spreads easily and can inflict irreparable damage. Even if unintentional, gossip can erode trust, damage reputations, and harm well-being.

Halting gossip is a collective responsibility. While management plays a crucial role, every team member at LOOP is expected to foster a zero-tolerance attitude towards gossip. We urge everyone to intervene immediately when encountering gossip.

Furthermore, we've established internal guidelines detailing how we handle gossip. These guidelines define gossip and aim to cultivate an environment of trust, collaboration, and respect. Employees are encouraged to follow these guidelines and actively address gossip.



COMPLIANCE AND INTEGRITY



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ANTI-CORRUPTION AND BRIBERY

Corruption poses a global challenge, leading to economic harm and undermining fair competition. LOOP, as a socially responsible company, is dedicated to combating corruption. We require our employees to refrain from offering or pledging any personal, financial, or other benefits directly or indirectly, through intermediaries, to secure or maintain business relationships or gain advantages from third parties.

Additionally, our team members are prohibited from accepting any advantages in exchange for preferential treatment from clients or third parties. This commitment reflects our firm stance against corruption and our commitment to ethical business practices.

CONFLICT OF INTEREST

Corruption frequently stems from conflicts of interest, where personal interests impact professional activities. At LOOP, we mandate that our team members steer clear of situations that may give rise to personal conflicts of interest. They are expected not to exploit their position, company information, or assets for personal gain, nor to seek improper advantages from third parties.

This policy underscores our commitment to maintaining integrity and preventing any misuse of influence or information within our organisation.



CODE OF CONDUCT

The Code of Conduct serves as a formal expression of our dedication to integrity and ethical behavior, outlining the fundamental principles upheld by LOOP. Every employee is accountable for adhering to legal, professional, and ethical standards pertinent to their role and level of responsibility. The Code emphasises our commitment to delivering top-notch services to our clients, reflecting our unwavering dedication to maintaining high standards and ethical conduct in all aspects of our operations.

LOOP'S COMMITMENT

With each new employment contract, we dispatch the Code of Conduct to underscore its importance. We revisit the topic during onboarding and ensure it's readily available in our handbook for reference.

READ OUR CODE OF CONDUCT:

www.agentur-loop.com/code-of-conduct

WHISTLE-BLOWER PROCEDURE

We also implemented a so-called Whistleblower Procedure, where our employees can report violations or critical situations in respect to anti-corruption, bribery, or conflicts of interest. Of course, all reporting will be treated confidentially, and the reporting person does not suffer any negative consequences.

So far, no incidents of corruption or bribery have ever been recorded or reported in connection with LOOP.

READ OUR WHISTLEBLOWER PROCEDURE:

www.agentur-loop.com/whistleblower-system

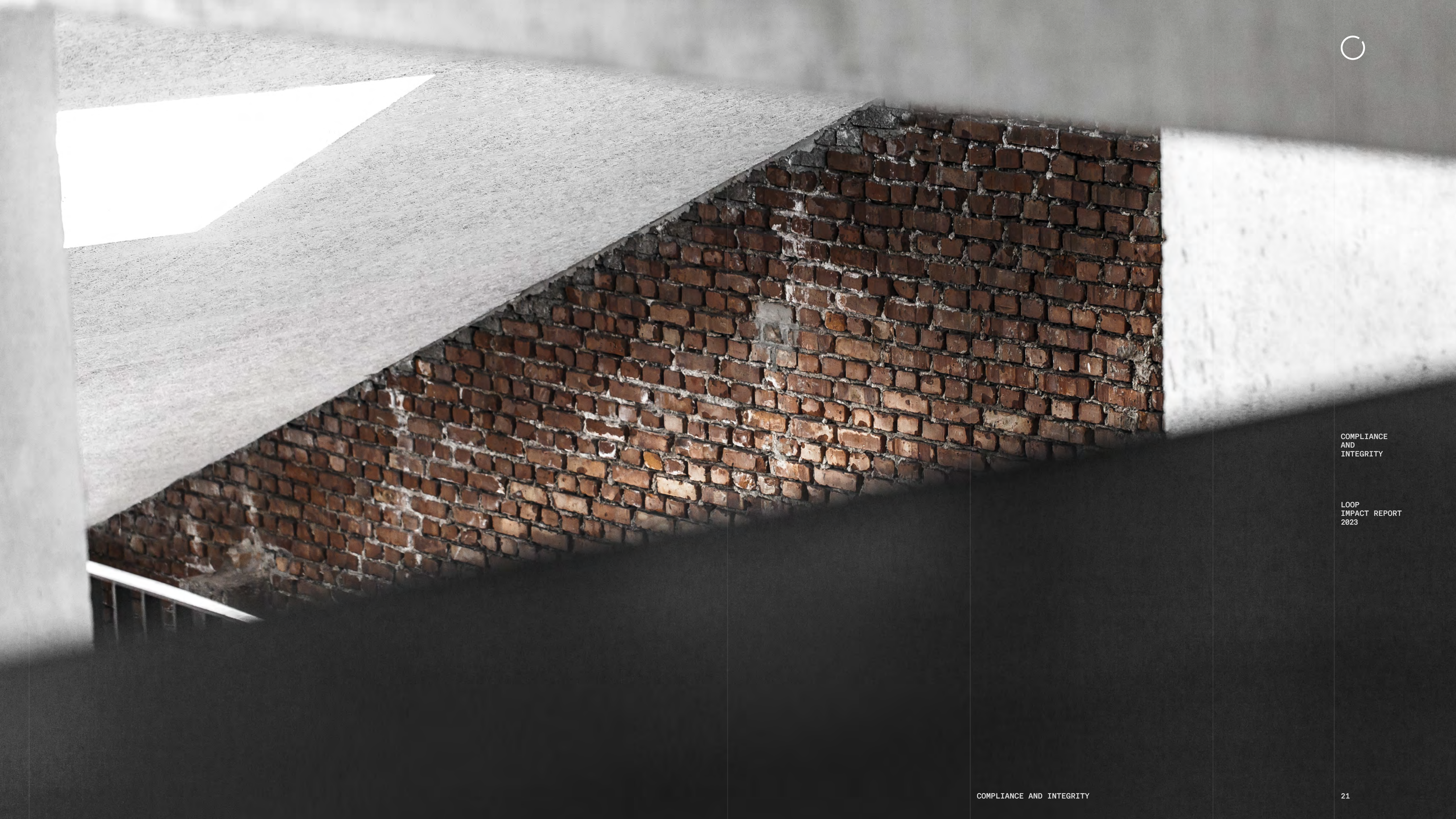


DATA PROTECTION AND SECURITY

In the realm of social responsibility, LOOP adheres to international data protection rights. Given the substantial amount of (personal) data involved in our daily operations, creating a secure environment for employee and client information is paramount. To achieve this, our Legal Department, working closely with IT experts, ensures compliance with data protection laws.

Regular training sessions on data privacy and security are conducted by our Legal Department for all team members. Attendance and adherence to these principles, along with our data protection policy, are mandatory for each team member and must be confirmed in writing.





EMPLOYEE DEVELOPMENT



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WE DO OUR BEST TO BE A GOOD COMPANY.

In 2023 we have dedicated our time and energy to learning, growth, rest and recovery of our team.

We consistently invest in the personal and professional development of our team members, providing various educational and well-being benefits to support their journey and experience at LOOP.



EMPLOYEE DEVELOPMENT



LANGUAGE CLASSES

1.612 learning hours spent in german and english language classes - from beginner to advanced.

FREE FITNESS AND SPORT

60% of team members decided to crush the gym and break a sweat in our free sport facilities.

LEADERSHIP COACHING

70 hours of 1:1 leadership sessions with our professional coaches.

PUBLIC TRANSPORT

36% of employees have enjoyed the perk of having 50% of their train / bus expenses covered by LOOP yearly.

EMPLOYEE DEVELOPMENT



CORPORATE MENTAL HEALTH

Mental health dedicated psychologists have continually supported our team members for 1:1 sessions.

WORKING FROM ANYWHERE

3.055 days of WFA which is equivalent to 8.4 years of work from anywhere granted in 2023.

HYBRID WORKING

100% hybrid home-office is here to stay. Home or office, 100% up to you.

TEAM SOCIAL EVENTS

135 team events and 2 global agency parties held in 2023.

EMPLOYEE DEVELOPMENT



HEADSPACE

24/7 meditation and mindfulness to help our employees manage stress, improve focus and enhance overall well-being via headspace.

SUNNY HOURS

1.240 extra day-off granted in summer of 2023 to give more time to team members in the lakes, mountains or just enjoy some sunshine.

FOUR-DAY WORKWEEK

Thursday is the new friday at LOOP and we have granted 1.240 non-working but 50% paid fridays in 2023.

OFFICE STRATEGY

LOOP consistently recognises the importance of sourcing expertise from diverse talents with different backgrounds. Simultaneously, the company places a high priority on engaging directly with these talents, which has led to the establishment and maintenance of offices in various global locations from Salzburg to Sydney, from New York to Bangalore. This strategy aligns with LOOP's vision of defining digital marketing by being close to the talented individuals who choose to work with us from different locations.

Our offices adhere to the regulations outlined in the Austrian Employee Protection Act, guaranteeing routine monitoring, assessment, and prompt resolution of potential hazards. Moreover, each of our office spaces is furnished with kitchens providing complimentary seasonal fruit, coffee and tea.

As part of our continual growth, the LOOP India entity in Bangalore has successfully included six skilled team members into the LOOP global systems and operational practices by December's end. Additionally, these team members have the possibility to work within a coworking network, which spans over +35 offices across more than 15 different cities.



OFFICE STRATEGY



Furthermore, LOOP Inc. is gradually enhancing awareness in the North American market by consolidating its client base from the NYC office.

Towards the end of the year, LOOP successfully secured a permanent office space in Vienna, marking a significant milestone after relocating three times in the past three years to accommodate team growth. Our new 1.000 sqm office in Vienna's third district, complete with a roof terrace, embodies the LOOP way of working. In 2024, we plan to enhance the space, ensuring our team members feel even more comfortable and inspired in their work environment.

In 2013, LOOP established a satellite office in Berlin, a thriving hub for artists and digital talents. Ten years later, in July 2023, we decided to upgrade to a larger co-working space in Friedrichshain-Kreuzberg, reflecting our continuous growth and commitment to fostering collaboration in this dynamic city.

For the year 2024, LOOP has no plans to expand into new markets or establish additional offices. Instead, our focus will be on consolidating and optimising the efficiency of our existing offices to ensure a robust and cohesive operational foundation.

EMPLOYEE DEVELOPMENT

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MENTAL HEALTH IS OUR PRIORITY

Life can be wild, and we understand that it spills into work. As a caring company, we're on a journey to support everyone's mental health.

We teamed up with Headspace for daily doses of meditation, mindfulness, and better sleep rhythm, creating harmony between personal and work lives. Since 2022, our dedicated LOOP Psychologist offers confidential and free sessions for that extra support we all need.

This year, we're keeping the good vibes going. The Headspace joined forces is still going strong, because who doesn't love a moment of calm in their day? But we're cranking it up a notch. We're investing in our team leads, making sure they have tools and know-how to champion mental health.

At LOOP, we keep it real. We're building a workplace where well-being isn't just a buzzword – it's a way of life, and we're a community.



PHYSICAL HEALTH UPDATE

Exciting news at LOOP, in 2023, as our team's well-being has reach new heights, and we're thrilled to share the positive stats:

Average sick days per employee decreased from 6.2 in 2022 to an impressive 4.4 in 2023.

Work accidents maintained to be at low of 2 in 2022 to a record of 0 incidents in 2023.

These numbers reflect our commitment to creating a thriving and safe workplace. Our dedicated LOOP company doctor, offering on-site consultations in Salzburg and Vienna, has played a crucial role in supporting our team's physical health and wellness.

At LOOP, we celebrate these achievements and look forward to sustaining this positive momentum as we continue to prioritise well-being of our team.





EMPLOYEE
DEVELOPMENT

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EXPLORE BENEFITS AND PERKS

TRAVEL AND TRANSPORTATION

- 50% Klimaticket sponsorship
- Bike leasing
- Corporate discount - Westbahn
- Vienna accommodation
- Salzburg accommodation

HEALTH AND WELLNESS

- Headspace
- MyClubs free subscription
- Sportsupport
- Eversport
- Home-office furniture support
- Computer screen glasses

WORK FLEXIBILITY

- Hybrid or remote work
- 4-day work week
- Work from anywhere
- Marginal employment
- Office hopping

EMPLOYEE AID PROGRAMS

- Corporate lawyer
- Referral bonus
- Corporate doctor
- Corporate psychologist
- Pension fund

EXPLORE BENEFITS AND PERKS

FAMILY FRIENDLY BENEFITS

- Football season ticket
- Audi corporate discount
- Parental part-time

EXTRA PAID TIME-OFF

- Sunny hours or +20% extra vacation
- Special leave

PROFESSIONAL DEVELOPMENT

- Educational leave
- Learning and development
- Leadership coaching
- German class
- English class
- Audiobooks





4-1 DWWWW

EMPLOYEE
DEVELOPMENT

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4-DAY WORKWEEK SUCCESS STORY

COMING TO OUR 3RD YEAR WITH 4-DAY WORKWEEK AND WE HAVE NEVER BEEN THIS HAPPY.

At LOOP, we proudly champion a future-oriented working model – the 4DWW – for a healthier and happier work environment. We’re excited to share that our commitment to this innovative approach has thrived for the two consecutive years since its implementation in May 2022.

OUR FLEXIBILITY TO SWITCH

As of 2023, we’ve extended the benefits of our four-day workweek to all team members. Everyone now has the flexibility to seamlessly switch between full-time and the four-day mode twice a year.



WHAT SETS LOOP'S 4-DAY WORKWEEK APART?

Our unique model allows team members to work four days instead of the traditional five, enjoying a long weekend every week. Here's how it works: team members work Monday to Thursday (4 days) at regular hours and are paid as if they are working for 4.5 days.

It's entirely optional, giving team members the freedom to choose the schedule that suits them best. We strategically reduce the workload per person over four days, ensuring a balanced and fulfilling work experience.

It's not just a model, its a lifestyle choice that enhances the well-being and productivity of our team.



FUTURE- FOCUSED CONVER- SATIONS

In 2023, we launched HiBob, an integrated people management platform encompassing all aspects of people and team-centric interactions.

Our goal is to streamline feedback delivery in daily workflows and shift focus from discussing ‘what you did/ what I saw’ to empowering individuals to make meaningful daily impacts.

360° ANNUAL PERFORMANCE REVIEWS

Yearly structured Performance Reviews where leads, team members and peers are invited for feedback using one-set of questions for everyone. This practice ensure transparency and fairness across the agency.

1:1 OR TEAM MEETINGS

We use our daily meetings to keep track of To-Dos, check-in on progress throughout the year. This simplifies and strengthen our communication, as well as enable better lead-to-team coaching.

PROMOTING INSTANT FEEDBACK

We believe in keeping things open and simple. Our open-door approach means you can easily reach out to anyone in the company through Slack, quick huddles or scheduled meetings.

This environment encourages open daily conversations, promoting feedback and sharing thoughts from everyone.



REVIEWS

THESE ARE THE TYPES OF REVIEWS WE USE AT LOOP:

For all newcomers, we conduct trial month reviews at the end of their probation period at LOOP to check-in on how they are settling into their role.

On every work anniversary, each employee has an annual 360° feedback meeting with their lead to assess their performance over the past 12 months and to set goals for the upcoming year.

Team members in new leadership roles go through a promotion review to establish clear expectations and ensure a smooth transition in the new role.

Our resignation review offers the opportunity for employees who decided to leave LOOP to reflect on the overall time at LOOP and share feedback.

At LOOP, we're running different reviews for specific milestones within the employee lifecycle. Based on our mission and ambition, it's all about gathering feedback on our collaboration, the quality of work, and each team member's commitment to our company culture. It helps us learn and grow together and build an authentic feedback culture at LOOP.



SOCIAL BUDDY SYSTEM

In 2023, we welcomed 79 new team members and teamed them up with a Social Buddy. Recognising the potential disorientation that comes with starting a new role, we implemented the Social Buddy system at LOOP. Any member of our team can volunteer to be a Social Buddy, and the results have been outstanding.

The feedback from new team members speaks volumes about the programme's success. The initiative has significantly contributed to a faster adaptation to the work environment, fostering better social integration and alleviating insecurities and anxieties. Their experiences, coupled with the assistance provided by their Social Buddies, have truly made an impact, creating a welcoming and supportive atmosphere at LOOP.

BETTER COMPANY IDEAS

The last year's pandemic has challenged us all to adapt to a new work reality. During and after the pandemic, we invited our team to submit their ideas for how we could improve. What tools, ideas, and routines make our work easier? What makes us a better company?

2024

We're expanding the use of this tool to inspire each individual employee to recognise their potential in collectively shaping a sustainable future. We gather ideas to shape a sustainable future and to help us become a better company and take us to the next level as an employer.

If only a few of them work, we can try out those ideas every year to make LOOP a better place to work, helping us improve together.



BETTER COMPANY IDEAS

32

BETTER COMPANY
SUBMISSIONS
RECEIVED IN 2023.

25

GREAT IDEAS HAVE
BEEN SELECTED TO
BE TAKEN FORWARD

17

OF THEM HAVE BEEN
IMPLEMENTED IN 2023.



DIVERSITY AND EQUAL OPPORTUNITY



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MATERNITY LEAVE

In accordance with Austrian law, LOOP provides 16 weeks of Karenz (maternity leave), consisting of 8 weeks before and 8 weeks after childbirth. This is followed by Elternzeit (parental leave), which extends for up to 2 years.*

*FOR OUR FOREIGN OFFICES, THE RESPECTIVE NATIONAL LAWS APPLY ACCORDINGLY.

PARENTAL LEAVE FOR FATHERS

Fathers at LOOP can avail themselves of the Papamonat/Familienzeitbonus (dad month/family time bonus) and Elternzeit (parental leave). Additionally, LOOP provides expectant fathers with three days of special leave upon the birth of their child.*

PREGNANCY

We recognise the unique nature of each pregnancy. Some individuals may feel entirely healthy until their last workday, while others may face physical and/or mental challenges during this period. Our goal is to provide comprehensive support during this extraordinary time. If any team member requires additional assistance, we are committed to finding a solution at any stage of their pregnancy.

SPECIAL CAR ALLOWANCE

Team members with a company car are permitted to retain it throughout their maternity and parental leave for a duration of up to one year.



DIVERSITY

With an international mindset, LOOP makes it possible to work with colleagues, clients, partners and stakeholders from anywhere in the world. We want LOOP to be a place where everyone can work effectively, communicate easily and feel safe – at all times. We have zero-tolerance for sexism, racism and homophobia, and we are dedicated to providing a harassment-free work environment for everyone, regardless of gender, sexual orientation, disability, physical appearance, body size, race or religion.

To ensure that no one feels excluded, English is our main language. For those team members who want to improve their language skills, LOOP offers free language classes for learning English and German.



DIVERSITY AND EQUAL OPPORTUNITIES TARGETS

397

TALENTS

39

LANGUAGES

57

NATIONS

8/10

OF OUR BIGGEST CLIENTS FROM 2023 ARE INTERNATIONAL

59%

OF OUR BUSINESS IS FROM OUTSIDE AUSTRIA

* 397 IS THE AVERAGE NUMBER OF EMPLOYEES IN 2023, 387 IS THE TOTAL NUMBER OF EMPLOYEES BY END OF 2023.



**WE WANT TO STAY A
DIVERSE, EQUAL AND
INCLUSIVE AGENCY.**

**WE WANT TO
INCREASE PARENTAL
LEAVE FOR FATHERS.**



ALBANIA / ARGENTINA / ARMENIA / AUSTRALIA /
AUSTRIA / BANGLADESH / BELARUS / BELGIUM /
BRAZIL / BULGARIA / CANADA / COLUMBIA / CROATIA
/ CYPRUS / CZECHIA / DENMARK / FINLAND / FRANCE /
GERMANY / GREAT BRITAIN / GREECE / HUNGARY /
INDIA / INDONESIA / IRAN / IRELAND / ITALY
/ LEBANON / LITHUANIA / MEXICO / MONTENEGRO
/ MOROCCO / THE NETHERLANDS / NEW ZEALAND /
NORWAY / PAKISTAN / PERU / PHILIPPINES / POLAND /
PORTUGAL / ROMANIA / RUSSIA / SERBIA / SLOVAKIA
/ SLOVENIA / SOUTH AFRICA / SPAIN / SRI LANKA /
SWITZERLAND / THAILAND / UKRAINE / THE USA /
VENEZUELA / VIETNAM



EMPLOYEE DIVERSITY

50%

AUSTRIA

25%

OTHER COUNTRIES

14%

GERMANY

3%

INDIA

2%

ITALY

2%

GREAT BRITAIN

2%

USA

2%

SPAIN

50% of our employees are from Austria and 50% are from 49 other countries.



DIVERSITY IN MANAGEMENT BODIES AND EMPLOYEES

159

MALE
EMPLOYEES

238

FEMALE
EMPLOYEES



DIVERSITY IN MANAGEMENT BODIES AND EMPLOYEES

With a 58% female leadership quota, we have a great balance in the leadership team.

30

FEMALE
TEAM LEADS

3

FEMALE
MANAGEMENT

20

MALE
TEAM LEADS

4

MALE
MANAGEMENT



**WE TAKE HIRING
SERIOUSLY**

800

CHEMISTRY
INTERVIEWS

16k

SCREENED
CANDIDATES

12k

CONVERSATIONS

58%

INTERNATIONAL
HIRES (NON-
AUSTRIAN) IN 2023

DIVERSITY AND EQUAL OPPORTUNITY

Each talent undergoes a thorough evaluation process to ensure we find the best fit for our team.



DIVERSITY
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ANTI-DISCRIMINATION AND HARASSMENT

We have clearly stated our position regarding anti-discrimination and harassment in our Code of Conduct. However, if an incident of discrimination or harassment is witnessed or experienced, we have established a whistleblower hotline that our employees can reach out to. Of course, all reports will be treated confidentially, and the reporter shall not suffer any negative consequences.

We retain the right to take any action to keep LOOP a welcoming environment for every team member and everyone who's working with us.

This includes warning an offender, excluding them from LOOP or ending their relationship with LOOP if the situation does not improve.

In 2023, no cases of discrimination were experienced.





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EMISSIONS AND CLIMATE PROTECTION



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EMISSIONS AND CLIMATE PROTECTION

As a service-orientated company, we don't have a big impact on the environment in terms of goods and product production, but we do cause CO₂ emissions from our business trips, company cars and when working in our business offices.

We are constantly working on potential optimisations to reduce global greenhouse gas emissions. We do this by tracking our CO₂ emissions, the waste we cause in our offices and the electricity we consume.



COPY PAPER AND PRINTERS

For our copy paper, we've selected a brand committed to ecological sustainability and recycling, using materials harmless to humans, animals, and soil. By 2025, all materials will be reusable, recyclable, or compostable.

The company emphasises clean air, climate protection, and social responsibility through internal education programmes, flexible working models, and healthcare, aligning well with LOOP's philosophy.

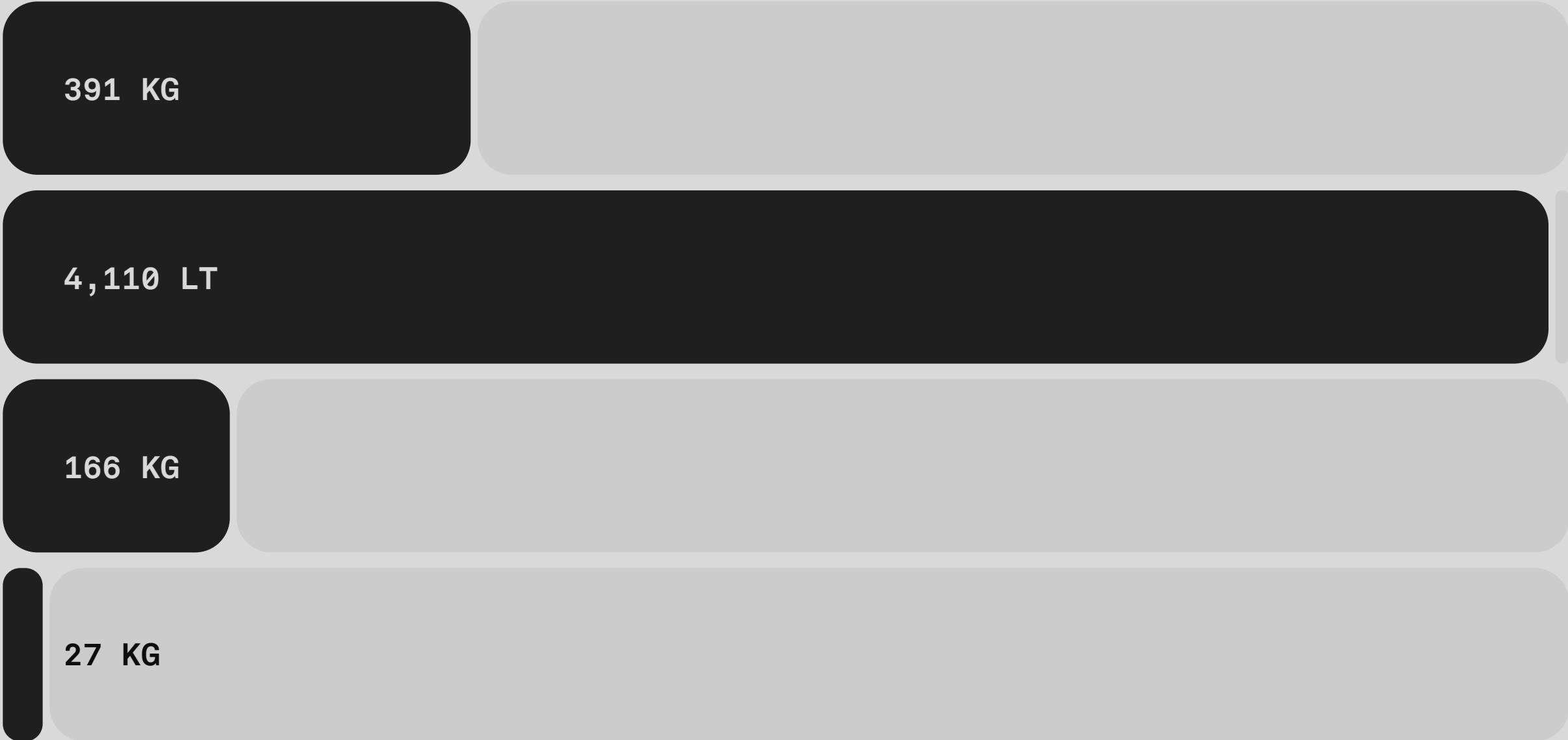
Our printer partner, holding the 'Blauer Engel' trademark, ensures high standards for health and environmental protection and supports vegetation replanting and honey donation campaigns. 88% of printer bodies are made from recycled materials, and 40% of toner cartridges are produced from recyclable milk bottles.



DIGITAL- ONLY APPROACH

Paperless Rebels – our printers, known as the ‘Paperless Rebels’, advocate for a digital-only world and protest every time they’re asked to print. Our payslips are born digital for easy access and zero trees harmed. The total length of paper used for printing in the last year, if laid end-to-end, could probably reach the moon and back (digitally, of course).

Operating in a fully digital environment, we strive for zero-paper printing. Last year, we signed and sent 6,855 documents using DocuSign, our e-sign platform. This effort resulted in a reduction of 391 kg of carbon emissions, the conservation of 4,100 liters of water, the saving of 166 kg of wood, and the elimination of 27 kg of waste.



OF CARBON EMISSIONS REDUCED

OF WATER CONSERVED

OF WOOD SAVED

OF WASTE ELIMINATED



OFFICE FURNISHINGS

When it comes to buying office furniture, we take a close look at our suppliers' environmental concepts.

Our carpenter, with whom we have collaborated for many years, is a member of the Umweltpakt Bayern (Environmental Pact Bavaria). Its focus lies on the economisation of resources and the constant implementation of environmentally friendly technologies.

For some office furniture, we have chosen a supplier who focuses on developing long-lasting products that minimise negative environmental impact.

They optimise the use of sustainable materials such as FSC-certified wood, water-based lacquer and recycled materials, with a growing number of eco-certified products. By holding both the EU Ecolabel and the Nordic Swan Ecolabel they take on an entire life cycle approach to production, making sure to develop sustainable quality products that are designed to last.

The company also minimises its carbon footprint when it comes to freight transportation, working with Eco Delivery – a business which replaces fossil fuels with a sustainable, low-carbon fuel.

Our office chair supplier has been rewarded with the GREENGUARD Indoor Air Quality Certified Label which gives assurances that products designed for use in indoor spaces meet strict chemical emissions limits which contribute to the creation of healthier interiors.



REFRESH- MENTS FOR CLIENTS AND TEAM

At our offices, we provide sustainable coffee, tea, fresh fruit, snacks, and beverages, ensuring both refreshments and environmental responsibility.

Our coffee contractor is obtaining their beans from 100% Fairtrade certificated vendors and is supporting small coffee bean farms in Ethiopia. Their coffee bags are 100% biodegradable and they are also promoting on site charity projects which shall improve the working conditions and minimise the CO2 emission.

Our tea supplier is affiliated with the Rainforest Alliance, ensuring social and environmental standards, and participates in projects like BioBienenApfel to protect bees and their habitats in Austria. Additionally, all production sites have transitioned to 100% green energy since 2020.

Every week, we receive a fresh fruit delivery from a local contractor. All their products are certified organic, and they ensure that all their products come from organic farming, with nothing being thrown away.

As we frequently host guests and clients for workshops and meetings, we prioritise offering delicious, eco-friendly snacks, and beverages. Our botanical refreshment drinks are vegan and free of artificial ingredients, with the supplier also striving for sustainable production methods.



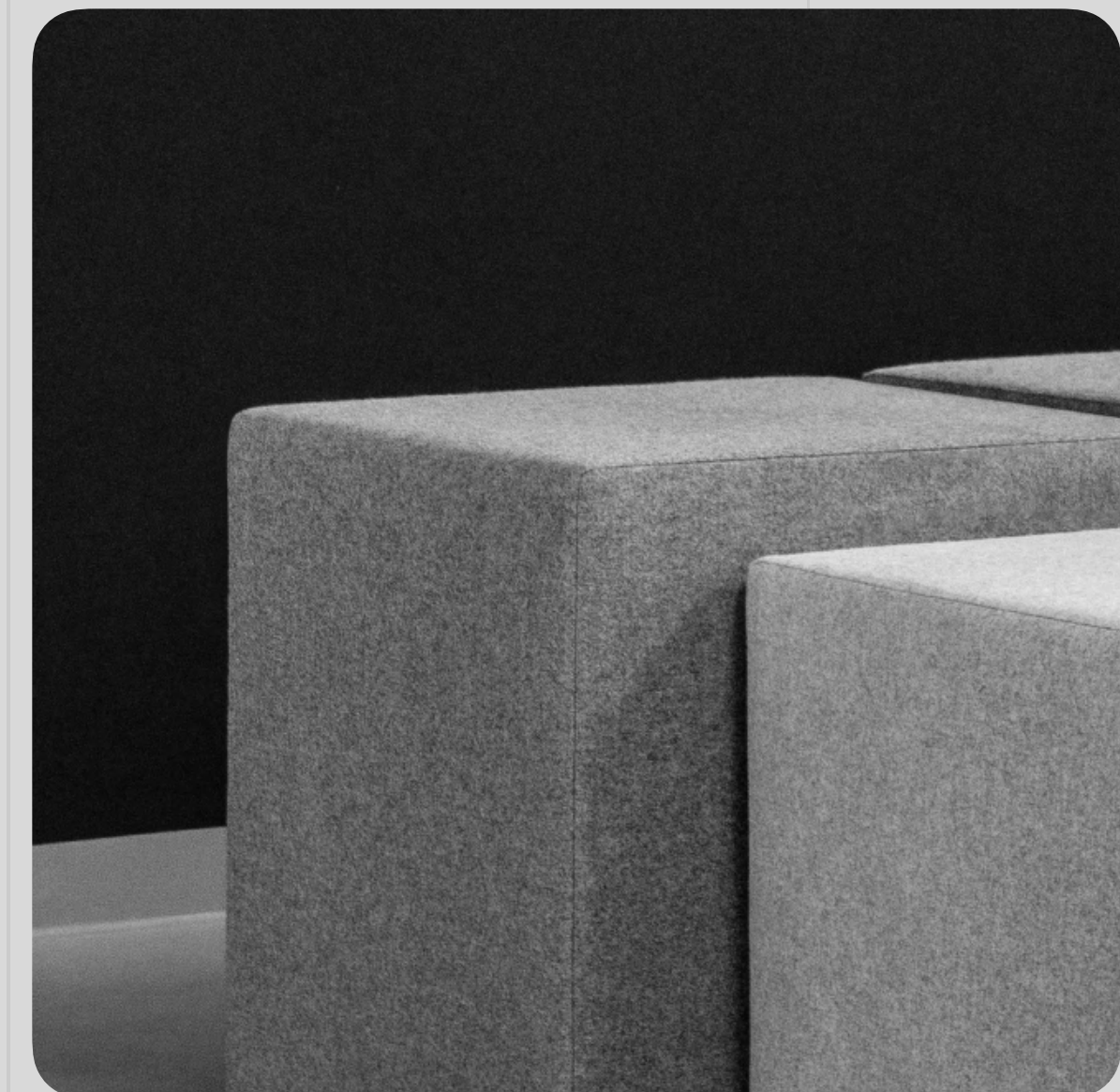
INTERNAL EQUIPMENT

Our standard internal hardware equipment (e.g. laptop, monitor) do have a specific exchange cycle. We use all devices for as long as possible (at least five years), after which employees have the chance to buy out their devices for a donation, or we use them as replacement devices and for internships.

We deal with the lifecycle of our internal production equipment (cameras, lenses, etc.) in the same way.

This means that we use equipment as for long as possible. If damages occur, we always try to repair them before replacing them. Depending on the device, we decide individually if we need to replace it, recycle it, or re-sell it in-house or on various platforms.

In general, we keep an eye on all our buying and selling activities and try to operate via the most sustainable means.

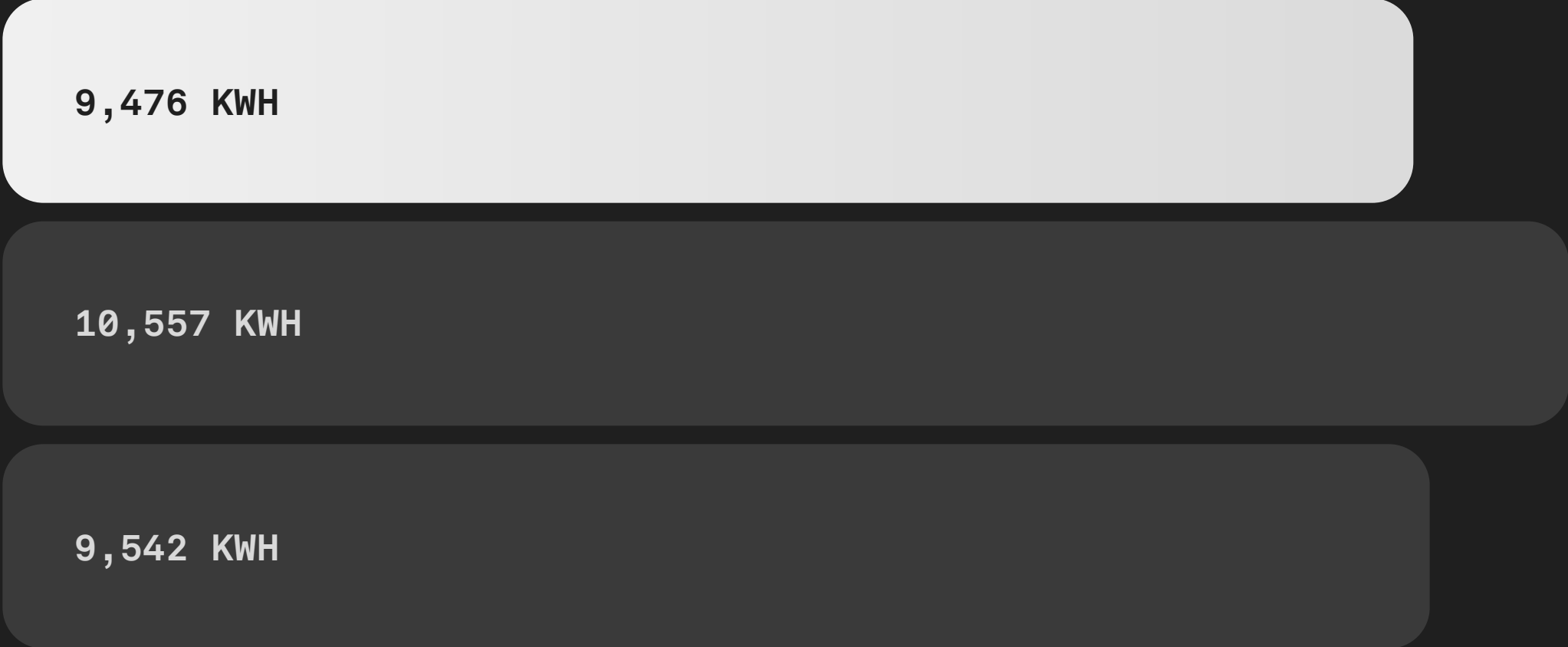




COMPARISON TOTAL
CONSUMPTION
LOOP HQ

100%

OF OUR ENERGY
CONSUMPTION IS
EXCLUSIVELY FROM
RENEWABLE ENERGY
SOURCES SUPPLIED BY
THE LOCAL ENERGY
AND INFRASTRUCTURE
SERVICE PROVIDER
SALZBURG AG.



2023

2022

2021

TOTAL ENERGY
CONSUMPTION KWH

POWER DISTRIBUTION

SALZBURG AG FOR ENERGY
AND TELECOMMUNICATIONS
SUPPLIER MIX JAN-DEC 2023

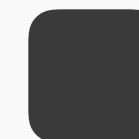
THE COMPREHENSIVE REPRESENTATION OF THE ELECTRICITY
LABELING FOR ENERGY SUPPLY CAN BE FOUND AT:
[HTTPS://WWW.SALZBURG-AG.AT/STROM/PRIVAT/
STROMPRODUKTE.HTML](https://www.salzburg-ag.at/strom/privat/stromprodukte.html)

VERIFIED BY E-CONTROL.

94.84%

HYDROPOWER

5.16%



OTHER RENEWABLE
ENERGY SOURCES



EMISSIONS AND
CLIMATE
PROTECTION

LOOP
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SMALL ACTIONS BIG IMPACT

Waste sorting is something everybody can easily do, not only because it helps keep the office tidy, but also because it contributes to a healthier environment while reusing secondary materials. This saves all kinds of resources and takes a proactive part in the protection of the world's climate. We separate our waste into bio-degradable, plastic, glass, paper and residual categories.

WASTE SEPERATION

As we better our environmental footprint, we once again took a look at our current waste separation system in the offices and realised that although we already have solutions in place, there was definitely room for improvement.

Therefore, we equipped each of our office floors in Salzburg and Vienna with proper waste separation systems.

We officially announced this change in one of our monthly all-agency calls with the entire team to give a comprehensive introduction of how to correctly separate waste. In order to guarantee that all future employees, as well as existing ones, can inform themselves on this topic at anytime, we also implemented a detailed handbook article explainer on our intranet.



BUSINESS TRIPS

With the constant growth of our team's size, our volume of travel naturally increased. This led us to analyse our travel behaviour to look for areas in which we can improve and implement more eco-friendly processes.

In August 2022, we implemented a new tool for travel management. The tool provides an overview – as well as detailed reports – on our full team's travel carbon and ecological footprint, allowing us to act more responsibly when it comes to future business trips.



**CO₂ EMISSIONS
CAUSED BY
BUSINESS TRIPS**



CO₂ EMISSIONS

Volume caused by business trips
by plane, train and hotel stays.
Total CO₂ emissions 375,11T



**SAF AWARD BOOKING
LUFTHANSA GROUP
CERTIFICATE**

0.19T CO₂ COMPENSATED



The Partner Plus Benefit programme offers companies the possibility to reduce their CO₂ emissions by converting bonus miles into Sustainable Aviation Fuel (SAF). To contribute our share, we decided to take this opportunity on a regular basis and spend our bonus miles on this cause. Therefore, the CO₂ emissions resulting from our employees' journeys have been offset with SAF on flights operated by the following Lufthansa Group Airlines:

#MAKECHANGEFLY

**AUSTRIAN AIRLINES
BRUSSELS AIRLINES
LUFTHANSA
SWISS**

**CO₂ EMISSIONS
RESULTING FROM
CAR USAGE**

77.0T 2022

35.6T 2023

CO₂ EMISSIONS

This data accounts for Carbon Dioxide emissions from our company cars (including pool car) and rental cars. We've also updated the 2022 data, filling gaps like rental CO₂ emissions and our production van's CO₂ output.



**ACTUAL CAR PARK
% BY FUEL TYPE**

65%

ELECTRIC

22.5%

DIESEL

10%

PETROL

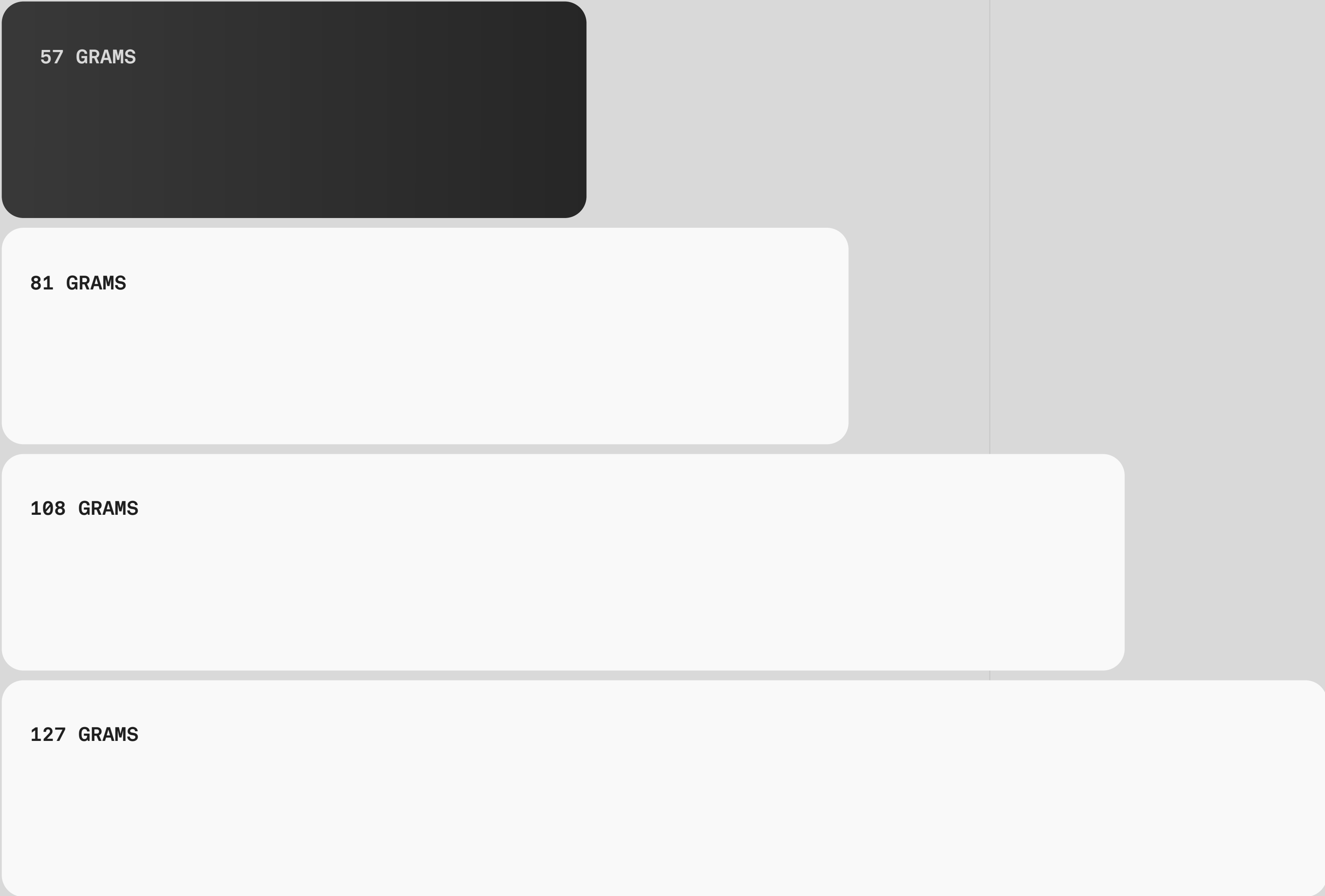
2.5%

HYBRID

OVERVIEW	2022		2023	
ELECTRIC	14	45%	26	65%
DIESEL	9	29%	9	22.5%
PETROL	7	23%	4	10%
HYBRID	1	3%	1	2.5%



AVERAGE CO₂ EMISSIONS TOTAL FLEET



2023

2022

2021

2020





CORPORATE CITIZENSHIP



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CORPORATE
CITIZENSHIP

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WARM A SOUL

In time for the coldest season of the year, LOOP teams up with CARITAS Austria again to prove that our local Austrian team – plus its clients – can make a difference.

We collected warm winter jackets from our families, friends and clients and delivered them to CARITAS collection centers. In addition, we teamed up with eight shopping centers across Austria where we placed donation boxes.

Over a period of one month, visitors could bring their winter jackets and drop them into the box. All jackets deposited in these boxes were collected from each federal state and delivered to local CARITAS centers. Based on this success, we are planning to carry out even more charity activities this year under the umbrella of ‘Warm a Soul’.

WINGS FOR LIFE, WORLD RUN

Founded in 2004, the Wings for Life World Run is a fundraising running event which generates worldwide donations for the Wings for Life charitable foundation. 100% of the entry fee goes into this foundation which is fully dedicated to spinal cord research and to hopefully someday finding a cure for spinal cord injuries.

LOOP created a running team to participate in these life- changing runs. This doesn’t only contribute to a great cause, but also bolsters our team spirit.



**WARM
— A
SOUL**

**SPENDEN SIE
EINE JACKE.**

Eine Initiative von LOOP,
gemeinsam mit Caritas und
EUROPARK Salzburg.
Mit der Spende einer
warmen Winterjacke helfen
Sie Obdachlosen und
bedürftigen Mitmenschen
durch den kalten Winter.

**WARM
— A
SOUL**

JACKE HIER EINWERFEN

**SPENDEN SIE EINE WINTERJACKE.
FÜR JENE MITMENSCHEN, DIE DRINGEND
ETWAS WÄRME BENÖTIGEN.**

EUROPARK

HOMETOWN SUPPORT INITIATIVES & CHARITY

With this initiative, LOOP supports local restaurants, coffee shops, bars, and small manufacturers that have been negatively impacted by the COVID pandemic. The mechanic behind the initiative is that LOOP purchases vouchers from each local business and offers them to LOOP team members for free - raising awareness about each business and encouraging our team members to visit and support them.

This was so well-received by the LOOP team that we extended the initiative to local businesses that had suffered in other ways, e.g. the flooding of the old town in Hallein, Austria, in July 2021.

In 2023 we again supported a local Christmas fair by purchasing vouchers for a mulled wine market stall whose turnover is 100% donated to a good cause.

Also we made a donation to Flachgauer Tafel. This is a charity organisation which is providing food and groceries to the homeless, poor and other people in need.



THE BETTER IS NOW



STEFAN SAGMEISTER



ALI MAHLODJI

Cultivating future optimism becomes crucial during challenging times. Positive inspiration and insightful perspectives help us develop our own life experiences and foster a more supportive interaction. LOOP hosted an event with Stefan Sagmeister and Ali Mahlodji to spread this optimism. The event was organised by LOOP individuals beyond LOOP and our team. We collaborated with partner and clients to organise a three-day Pop-Up exhibition showcasing international creativity curated by Stefan Sagmeister, combined with genuine optimism from Ali Mahlodji. This freely accessible exhibition in Salzburg offered art and optimism to all.





CORPORATE
CITIZENSHIP

LOOP
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2023

CUSTOMER FOCUS AND INTELLIGENCE



LOOP
IMPACT REPORT
2023

CUSTOMER
FOCUS AND
INTELLIGENCE

LOOP
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2023

LOOP
IMPACT REPORT
2023

WHAT MAKES THE DIFFERENCE?

We're a digital-first agency, exploring the intersections between design, digital technology and content marketing for leading brands.

We do not have specific client requirements, but most of the brands we work for are recognised leaders within their categories. As an independent and owner-operated business, we are reactive and flexible, able to make decisions quickly and easily.



SUSTAINABLE WAYS OF WORKING

This further contributes to a sustainable way of working, since we do not have unnecessary communication processes with third parties – all digital services are provided from one source.

We specialise in strategically planning all our projects, ensuring there is a structure in place before starting with implementation and adapting to our clients' individual needs. Our modular and flexible work model enables every team member to be fully involved in the planning from the beginning.

We don't offer any fixed service packages which haven't been agreed upon beforehand with everyone involved.

All decisions regarding timings and resources are made in consultation with the client, the leads and the account managers.

We have experienced know-how and internal capabilities in content production which helps us to produce content efficiently and cost-effectively. We set high standards when it comes to material usage and look to reduce waste in all our productions.

Last, but by no means least, we manage a lot of our work virtually thanks to a fully flexible work-from-home (WFH) policy and ensure that we hold most meetings with our clients virtually to reduce travel time.



BUILDING CUSTOMER RELATION- SHIPS

We don't aim for the typical client vs. agency relationship. We bring brand-focused and sustainable value to our clients by building dedicated teams for our key global accounts. These teams act as a seamless extension of each client's internal team – working together day-by-day to bring their brand forward in the digital space.

To keep our fast pace, we rely on tools-based collaborations – using Basecamp, Jira, Confluence, Slack, MS Teams, and Asana – for a transparent and efficient way of communication. We focus on direct contact between our clients and our specialised departments, but also have a dedicated person (account manager or project manager) who – as the overall contact person – accompanies each project and client relationship from beginning to end.

Most of our employees are digital natives and experts in their field, bringing all the qualifications and experience necessary to make the ideal client support possible.



CULTIVATING LONG-TERM PARTNERSHIPS

We always aim for long-term partnerships with adventurous clients, striving to prepare their brands for the next generation by always thinking ahead.

The longer we work with a client, the better we understand their long-term goals and can support them in achieving those goals. We know and understand their products and internal workflows, giving us the possibility to set up individual teams that 100% match their needs.



**CLIENT
RELATIONSHIPS**

14

CUMULATIVE YEARS
WE HAVE WORKED
WITH OUR TOP
THREE CLIENTS

64%

PERCENTAGE OF TOP
50 CLIENTS WHO HAVE
BEEN WITH US FOR
THREE YEARS OR
MORE

7

NO. OF TOP 20 CLIENTS
WHO HAVE BEEN WITH US
FOR MORE THAN FIVE
YEARS

5

NO. OF TOP 20
CLIENTS WHO HAVE
BEEN WITH US FOR
MORE THAN EIGHT
YEARS

CUSTOMER FOCUS AND INTELLIGENCE



CUSTOMER
FOCUS AND
INTELLIGENCE

LOOP
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INDUSTRIES OUR CLIENTS ARE IN

SPORTSWEAR / AUTOMOTIVE / FASHION /
ENTERTAINMENT / HOUSEHOLD GOODS / FMGC /
RETAIL / MANUFACTURING / PHARMACEUTICAL /
LUXURY GOODS / FOOD AND BEVERAGE / FINANCIAL
SERVICES / HEALTHCARE / KITCHENWARE /
LEATHERWARE / TOURISM / CHEMICAL /
TRANSPORTATION / SOFTWARE DEV. / SOCIAL
NETWORKING / PET CONSUMER GOODS /
COMMUNICATION / AGENCY / INFRASTRUCTURE /
ELECTRICITY



SUPPORT OF INITIATIVES AND UNIVERSITIES

Since many of our employees come from different colleges and universities in and around Salzburg and Vienna, we hold long-term partnerships and sponsorships with many of these institutions to build strong and positive connections with them.

These partnerships give LOOP the possibility to invest in different work-specific education programmes, run complimentary student workshops, and be visible for future talent in the job market.

Knowing how much effort, time, diligence, and patience it takes to build a business from scratch, our CEO and members of our management team are always open for seminars, lectures and open talk requests from startups, in which they share their knowledge and can be on hand with help and advice for any business challenges.

In addition, LOOP's ground floor area in Salzburg is a venue for many external events such as university or school presentations, discussion forums and kick-off meetings for startups.

In 2023, we were able to sponsor and support five universities. In 2024 we aim to continue these partnerships and support initiatives.





CUSTOMER
FOCUS AND
INTELLIGENCE

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SUSTAINABILITY CERTIFICATES AND AWARDS



LOOP
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SUSTAINABILITY
CERTIFICATES
AND AWARDS

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LOOP CERTIFICATES AND AWARDS

CDP

A global disclosure system empowers investors, companies, cities, states, and regions to effectively manage and disclose their environmental impacts.

ECOVADIS

A globally recognised assessment platform that rates businesses sustainability based on four key categories: environmental impact, labour and human rights standards, ethics, and procurement practices.

WASH PLEDGE

By signing the WASH Pledge, LOOP is committing to implement access to safe water, sanitation, and hygiene at the workplace at an appropriate level of standard for all employees in all premises under your control within three years of signature.



CDP REPORTING 2023



Climate Change is one of the three categories of the Carbon Disclosure Project we are focusing on. Our recent disclosure marks the beginning of our journey, and we are currently at the initial stages. We are committed to striving for continuous improvement, aiming for steady progress by 2024 and beyond.

CDP SCORE D

ECOVADIS SCORE 2023



The beginning for our participation at EcoVadis was requested by a client from LOOP. For the first time in 2022 we have been awarded with a Silver medal in recognition of sustainability achievement. In 2023 we also obtained a score of 63/100 and have been awarded with a Silver EcoVadis Medal.

OVERALL SCORE 63/100



WASH PLEDGE

We are delighted to have signed the Pledge and commit to WASH. Our signature is our commitment to providing access to safe water, sanitation, and hygiene in all workplaces in our direct supply chain.



SUSTAINABILITY
CERTIFICATES
AND AWARDS

LOOP
IMPACT REPORT
2023

IMPLEMENTED GOALS IN 2023

01

65% of all company cars are electric.

02

58% of our recruitments were international talents.

03

135 team building events and 2 global agency parties were hosted to strengthen the overall team spirit after pandemic isolation.

04

We implemented transparent career levels and salary range structures.



IMPLEMENTED GOALS IN 2023

05

Improvements to our onboarding process and internal trainings.

06

We continued with our 'Warm A Soul' project and implemented further charitable activities.

07

Public transport contribution. 36% of employees have enjoyed the perk of having 50% of their train/bus expenses covered.

08

We established a code of conduct agreement with clients.



OUR GOALS FOR 2024

01

Implementation of re-empowerment programme for mothers returning from maternity leave.

02

Enhance work-parenting balance for employees through a family-friendly culture and benefits (e.g. parental leave for fathers).

03

Ensuring balance between local and international talents.

04

Establishment of an employee canteen offering healthy and sustainable meals at the HQ.

OUR GOALS FOR 2024

05

Implement further charitable activities and hold on to our 'WARM A SOUL' project.

06

Increase our electric company car fleet.

07

Make public transport more interesting for employees by offering financial support for bus/train tickets (e.g. Klima Ticket Bonus).

08

Implementation sustainable procurement programme to strengthen collaborations with our supplier.

OUR GOALS FOR 2024



09

Analysing and establishing office energy-saving concepts.

10

Sustainability assessments to enable comparison of our sustainability performance for clients and partner.

11

Make recycling and reusing electronic devices more important.

12

Training on sustainability for digital products and communication.



SUSTAINABILITY
CERTIFICATES
AND AWARDS

LOOP
IMPACT REPORT
2023

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LOOP
IMPACT REPORT
2023

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102-2 Activities, brands, products, and services

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102-3 Location of headquarters

10

102-4 Location of operations

10

102-5 Ownership and legal form

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102-6 Markets served

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102-7 Scale of the organisation

10

102-8 Information on employees and other workers

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102-18	Governance structure	15	Governance structure
102-40	List of stakeholder groups		
102-41	Collective bargaining agreements		Because of the different laws by the federal states within specific countries, some employees have a collective contract. We ensure that no disadvantages occur
102-42	Identifying and selecting stakeholders		
102-43	Approach to stakeholder engagement		

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103-3 Evaluation of the management approach

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403-1 Occupational health and safety management system

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403-3 Occupational health services

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403-4 Worker participation, consultation, and communication on occupational health and safety

403-5 Worker training on occupational health and safety

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403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships

Not applicable because of business case

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103-2 The management approach and its components

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103-3 Evaluation of the management approach

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305-1 Direct (Scope 1) GHG emissions

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305-2 Energy indirect (Scope 2) GHG emissions

305-3 Other indirect (Scope 3) GHG emissions

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305-4 GHG emissions intensity

305-5 Reduction of GHG emissions

68, 70

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103-2 The management approach and its components

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