



The Good Collective


Climate disclosure & impact report 2020

A close-up, high-contrast photograph of a dog's eye, likely a golden retriever, with a dark, reflective iris. The eye is the central focus, with the surrounding fur in shades of brown and black. The text is overlaid on the left side of the image.

The Good Collective exists to improve lives and **protect what matters most.** We do this by helping organisations to effectively change attitudes, legislation, and behaviour.



Everything we do starts with **two questions...**

1. Will this have a positive impact on people or planet?
 2. Will this have a negative impact on people or planet?
- 

We don't just talk the talk.



100%
of electricity use from
renewable sources



100%
paperless
office



0%
air travel
in 2020



0%
revenue from carbon
intensive industries



66%
of clients tackling social
& environmental issues



20-50%
discounts offered
to NFPs



160+
hours donated
to causes



100%
of recyclable materials
are recycled

We always put **impact** before profit.

Share of revenue by sector:

66% Nonprofits

23.5% Professional Bodies

5.4% International Development

3.4% Real Estate

1.7% Entertainment





We never work
with clients in
carbon intensive
industries.

0%

Non-renewable
energies

0%

Chemicals &
petrochemicals

0%

Aviation and auto
industries

0%

Iron, aluminium and
steel manufacturing

0%

Lumber, pulp and
paper industries

0%

Plastic
production

0%

Shipping and
transportation

0%

Meat
& dairy



And we will **never** work
with an organisation,
business, or brand
that puts **profit before**
planet or people.

A group of people at a festival holding up various international flags. The scene is outdoors, likely at a fair or festival, with a warm, golden light suggesting sunset or sunrise. Several people are visible, their arms raised as they hold up small flags on sticks. The flags include the United States flag, the Indian flag, the Brazilian flag, and a flag with red, white, and yellow stripes. The background is slightly blurred, showing other people and structures. A horizontal line with segments of cyan, orange, pink, yellow, and blue is positioned above the text.

We believe

In collaboration.
Not competition.



We believe

In the power
of community.

A photograph of two people riding bicycles on a city street. The person in the foreground is a woman wearing a blue denim jacket, dark pants, and a red helmet. She has a black backpack and a black bag in the front basket of her bicycle. The person behind her is wearing a dark jacket and a tan helmet. They are riding on a paved surface with a metal railing in the foreground. In the background, there are buildings and a car. The image is overlaid with a semi-transparent dark grey filter.

We believe

In the sum of our
choices and actions.



And we promise

We will **never stop**
working to protect
what matters most.



The Good Collective

Good people. Working together.
To protect our world.