

THE  
GOOD  
COMP  
ADY



**2019**

# Global Impact Report



# The Good Company

is above all a socially-engaged, entrepreneurial adventure...



# Our vision.

The Good Company believes that responsible communication is neither a niche nor a specific part of a company's communication.

**It is its engine and its future.**

Just as CSR can no longer be placed at the margins of a company's strategy, responsible communication can no longer be considered at the margins of brand strategy:

**it must be at its very core.**



# The Good Company is...

18

people

20%

of company shares owned  
by employees

10%

of preferred dividends  
given to employees

52

hours on average per person  
per year dedicated to pro  
bono projects

13

loyal Gobi users

92%

of work commutes by  
bike, public transportation  
or on foot

100%

of energy consumption  
from renewable sources

1

source of fresh tap  
water from Paris'  
10th district

1%

of annual revenues donated  
to « 1% for the planet »  
*Mini Big Forest*

38

years difference  
between the eldest and  
the youngest

10

years of agency experience  
on average

2

apprentices



# Our commitments

Don't talk the talk  
if you can't walk the walk



The Good company is part of the community of B-Corp certified companies, having committed to putting societal and environmental objectives at the heart of the company's strategy. The Good Company aims to have an increasingly more positive impact through its governance, its employees, its community and its environment.



The Good Company is committed to donating 1% of its annual income to environmental charities as part of the organisation 1% FOR THE PLANET. This commitment is in line with The Good Company's desire to create a new model of agencies that are more responsible, both in their organization as well as in the services they offer.





x



*Organisation selected by The Good Company  
for donation via "1% for the planet"*

MiniBigForest designs urban forests with a high potential for biodiversity, revegetation and social ties.

Financial support from The Good Company enabled the creation of "MiniBigKeepers", a practical and fun kit to unite elementary school children around MiniBigForest.

The kit is designed as part of the MiniKidsForest program, an initiative to plant forests in schools and train students to care for them.



# Our Good Work,

is to promote a more responsible economy,  
and to use our creativity to shift perceptions and push boundaries.





83% OF OUR  
CAMPAIGNS\*  
ARE DESIGNED  
TO CREATE A  
MORE POSITIVE  
IMPACT

\*By percentage of annual income



83% OF OUR  
CAMPAIGNS\*  
MEET AT  
LEAST 1 OF  
THESE 4  
CRITERIAS:



**50%**

Of our work\* helps to promote more open  
and responsible models of society.

\*By percentage of annual income



83% OF OUR  
CAMPAIGNS\*  
MEET AT  
LEAST 1 OF  
THESE 4  
CRITERIAS:



**13%**

Of our work helps bring visibility to a brand's social and environmental commitments.

\*By percentage of annual income



83% OF OUR  
CAMPAIGNS\*  
MEET AT  
LEAST 1 OF  
THESE 4  
CRITERIAS:



**14%**

Of our work promotes more responsible consumer behavior.

\*By percentage of annual income



83% OF OUR  
CAMPAIGNS\*  
MEET AT  
LEAST 1 OF  
THESE 4  
CRITERIAS:



5%

Of our work helps to promote charities that offer solutions to social or environmental problems.

\*By percentage of annual income



Share of 2019  
revenue from  
“high carbon  
sectors”

0%

Non-renewable  
energies

1%

Concrete, cement  
and construction

0%

Chemicals and  
petrochemicals

1%

Automobile

0%

Iron, aluminium and  
steel manufacturing

0%

Lumber and paper  
production

0%

Freight  
transportation

0%

Aviation

0%

Plastic  
production



## OUR 2019 CLIENTS



# About The Good Company.

The Good Company is above all a socially engaged and independent **entrepreneurial adventure**, founded by a collective of talents from a diversity of backgrounds and cultures: a group of passionate people recognized in their fields of expertise (creation, strategic planning, corporate communication, public relations, digital communication, influence and social media). The Good Company targets any company, organisation and manager who wishes to **create more responsible products, services, experiences and communication.**

The agency operates mainly in the fields of goodvertising, communication for good and responsible communication.

Because brand communication today is as much about actions as it is about words, The Good Company's offer is structured around two pillars: **Consulting and Creation.** Its multidisciplinary and multicultural teams are capable of supporting brands from upstream consulting (business, brand, innovation) to downstream creation (paid, owned and earned).

The Good Company is a member of **1% for The Planet** and is officially B-Corp pending, in the process of receiving full **B-Corp** certification.





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