WHOLEGRAIN
digital

ETHICS REPORT

"We need to be brave enough to stand up for what we believe in when necessary, even (especially!) when our resulting actions may be unpopular."

2019 — 2020

When we started Wholegrain Digital, it was with the aim of helping positive organisations to thrive online. We wanted to see whether we could create a truly sustainable business, using design and tech for good.

Over the years we have developed lots of ways to ensure that our impact is positive, and that we also encourage others to do the same. As well as ensuring that we behave in a sustainable way, we also screen our clients so we can be confident that our ongoing impact has a positive effect on people and planet.

INCOME IMPACT

67%

of our revenue comes from clients
who put purpose before profit

31.7%

of this is from non-profit organisations

35.3%

of this is from purpose driven
businesses, including 14.3% from
certified B Corporations

TOP 3 POSITIVE CLIENTS
2019/20

Article 19

We helped long-term client, human rights organisation, Article 19 to create an online resource for the Instanbul Process - he dedicated mechanism for following up on the implementation of the action plan set out in Human Rights Council resolution 16/18 and its counterpart at the General Assembly, resolution 66/16.

London School of Economics and Political Science (LSE)

We worked with two schools from LSE, helping the Grantham Research Institute bring their climate change research website up to date, and creating the Global Challenges Research Fund (GCRF)'s Gender Hub - a multi-partner research project designed to promote and advance gender justice and inclusive peace.

Oxfam

We upgraded Oxfam's Policy and Practice website - their platform for sharing knowledge and learning with external audiences - creating a more accessible global resource platform for practitioners across the world.

LEADING THE WAY

Sustainable Web Manifesto

The Sustainable Web Manifesto, launched in 2019, now has 1,257 signatures, of those who share our values and wish to demonstrate their commitment to created a more sustainable internet for all.

Website Carbon

Since launching the world's first carbon calculator for websites in 2018, we've continued to make improvements, launching a plugin in 2020, so that businesses can display their environmental credentials on their website for all to see, and encourage others to 'clean up' their websites, so that they can do the same.