



# Environmental, Social, & Governance Report 2022

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Where creativity  
meets commerce

Global Issue 02  
Designed and sold by Francisco Martins

 REDBUBBLE



## About this report

This is Redbubble Group's (the Group) first standalone Environmental, Social, and Governance ("ESG") report. The report covers ESG related performance of Redbubble Limited (Redbubble) and TeePublic Apparel LLC (TeePublic) between 1 July 2021 to 30 June 2022 (the reporting period), with data from both entities unless otherwise noted. This report builds on information in the Group's FY21 and FY22 Annual Reports, and outlines the Group's ESG strategy, focus areas, and commitments.

The Redbubble marketplace was created to be a platform for social good and our stakeholders are passionate about our mission. We believe we have a responsibility to the artists and their customers that use the Redbubble and TeePublic marketplaces to ensure that the products artists sell through our platforms are environmentally and socially responsible and to provide transparency to our stakeholders through public reporting.

In addition to being the right thing to do, we recognize the value a well-articulated ESG strategy delivers for shareholders and with our business.

For our business, formalizing our ESG strategy enables us to take an inventory of in-flight and future investments and align those with areas of greatest impact – for example, providing a decision-making framework to ensure our ESG efforts remain aligned with our business strategy.

For shareholders, a successful ESG strategy organizes and focuses our initiatives in a central, standardized report – now expected of mature, global organizations who have a responsibility to demonstrate that their success is sustainable; not further depleting material resources, accelerating environmental tragedies, or compromising fundamental human rights.

The United Nations Sustainable Development Goals (SDGs) and Global Reporting Initiative (GRI) framework informed the content and preparation of this report.

Questions and feedback about this report can be directed to [esg@redbubble.com](mailto:esg@redbubble.com).

## About Redbubble Group

Redbubble Group was founded in 2006 and comprises two global online marketplaces: Redbubble.com and TeePublic.com. In FY22, the Redbubble and TeePublic marketplaces connected over **809,000 selling artists** who use our marketplaces to design and sell products printed with their art, **8.3 million of their customers**, and **33 third-party fulfillers globally**, helping to bring more creativity to the world.

Redbubble Group operates around the world. Our headquarters are located in Melbourne, Australia, and we have offices in New York, San Francisco, and Berlin. The artists and third-party fulfillers who participate in our marketplace are third parties who operate their own independent businesses.

Our **vision** is to be the most loved place at the intersection of expression, empowerment, and commerce – bringing every person the very thing that gives them joy.

Our **mission** is to create the world's largest, ever evolving marketplace that unlocks infinite opportunities for independent artists, their customers, third-party fulfillers, and our employees.

Two core **values** have been consistent at Redbubble over time: *Creativity* and *Compassion*.

*Creativity* reflects our business model and we thrive on the creativity that artists bring to our platform. It also signals the way we approach our work; looking for creative solutions that meet our needs rather than traditional ones that may not.

*Compassion* is core to our diversity and inclusion principles, our care for artists' success, our approach to content moderation, and our support for key cultural moments when we know our business can serve as a force for good.

In addition to our values, we introduced core **behaviours** in 2021 as part of a move towards a greater performance focus that weighs "what" was delivered equally with "how" it was delivered. These *behaviours* underpin our work and shape our interactions with each other, artists, their customers, and the wider Redbubble community. They are:

- **Be bold, aim high:** Set ambitious OKRs and support each other to achieve them
- **Right thinking, right people, right time:** Balance collaboration, effort, risk and speed, with potential value
- **Proactively solve for the greater good together:** Develop scalable solutions and sustainable solutions for RB, not ourselves
- **Rapidly deliver value:** Have a sense of urgency, develop incremental improvements that add value
- **Have trust, build trust:** Always assume good intent

809,000  
selling artists

We introduced  
core behaviours  
in 2021 as part of  
a move towards a  
greater performance  
focus.



# CEO and Chair Statement



Anne Ward Chairman

Redbubble's marketplace business model, since its inception, has always emphasized a small environmental footprint together with a strong focus on social good. Still, we recognize the responsibility every company, including Redbubble, has to shine as bright a light as possible upon the environmental and social impacts that are front of mind for ourselves, our shareholders, and our other stakeholders.

In 2021, we formally embarked upon our ESG journey – recognizing we could (and desired to) do even more under a clearly articulated strategy. We started our journey through collaborative research *proactively solving for the greater good together*, which meant listening to thousands of artists, their customers, third-party fulfillers, our employees, and shareholders to understand the ESG areas where we can have the greatest impact. We then laid out our three areas of ambition (**People**, **Planet**, and **Prosperity**) and tied those ambitions to the United Nations Sustainable Development Goals (SDGs) – to ensure our ambitions are tied to this globally recognized blueprint for building prosperity in an environmentally and socially sustainable manner.

In our FY21 report, we foreshadowed our commitment to further evolve our ESG strategy, including baselining key metrics, and setting specific goals. This year, we're proud to introduce specific, measurable, time-bound targets, which tie directly back to our areas of ambition, maintain continuity with Redbubble's long-standing emphasis on environmental and social good, and link to our strategy, vision and mission – ultimately, contributing to the creation of long-term shareholder value. To be clear, we regard the outcomes of our ESG strategy – an engaged workforce (People goals), reduced costs (Planet goals), and economic empowerment (Prosperity goals) – as inherently valuable to shareholders.



Michael Ilczynski Chief Executive Officer

We aim to achieve the ESG goals described below by 2025 or ideally sooner, in which case we will continue – in line with our core behaviors – to *be bold and aim higher* as each target comes within range.

The overarching targets of Redbubble's ESG strategy by no means replace other areas where Redbubble is, and will continue to, directly or indirectly contribute to social good, such as supporting employee-led diversity and inclusion affinity groups, sponsoring the arts, and donating to local and global non-profit organizations – particularly where they are of concern to our stakeholders, as was true this year with our response to the Ukraine conflict. Instead, formalizing our ESG approach allows us to take an inventory of the variety of in-flight initiatives already underway and organize those activities into a comprehensive plan. This will also ensure that all Redbubble ESG related initiatives are aligned to the areas where we can have the most impact. To that end, this report provides early insights into key metrics we are monitoring, some of which we have just begun to baseline in order to set the stage for year-over-year performance reporting in the future. Our ESG strategy will continue to evolve as we learn more, track our progress, and set additional future targets.

We'd like to thank our stakeholders, including the thousands of artists, customers, fulfillers, and employees whose voices came together to inform this strategy. We'd also like to thank the Redbubble and TeePublic executive team – specifically within People & Culture, Supply Chain, Marketing, and Legal – along with their functional leaders and individual team members who have rallied around our ESG targets – a reflection that this strategy depends upon the entirety of our organization in order to be successful. We thank those teams and look forward to reporting on the Group's progress in the years ahead.

# Our Business Model

The Redbubble and TeePublic marketplaces work by providing online platforms for artists to upload their art, and design products across a wide variety of apparel and homegoods, and offer them for sale to their customers, who can purchase from anywhere in the world. Third-party fulfillers purchase blank products from suppliers, print the custom products on-demand, and ship orders direct to customers. This business model supports the creator economy by offering a simple, no upfront selling cost model, and access to millions of customers.

As illustrated below, the relationship between artists, their customers, and third-party fulfillers is fundamental to the success of our business and all the small businesses that rely on our marketplace.





## ESG Strategy

Redbubble Group is proud to launch our inaugural ESG strategy, which connects our vision to specific targets. Our ESG vision – first outlined in our FY21 Annual Report – remains the same today: *build an enduring marketplace that connects people through creativity and empowers our community without compromising the planet.*

We directed our vision toward three areas of ambition: **People**, **Planet**, and **Prosperity**. We also conducted a **materiality assessment** to set targets on the most impactful areas (see [FY2021 Annual Report](#)) through benchmarking, research on industry trends, and interviews with employees, customers, fulfillers, and marketplace users.

Our 2025 ESG targets, described in further detail below, were approved by the Redbubble Group Board of Directors in 2022. We intend to track our progress towards the targets set out below and to report on our progress annually. We expect to refine our targets over time based on learnings and new developments within our business, external signals, and stakeholder feedback.



### People 2025 ESG Goals

We aim to enable our people to positively impact our culture and community. Employees want to work for companies they trust and have purpose, so they feel proud about the work they are doing knowing they are contributing to environmental and social good.

- Maintain zero gender-based salary discrepancy
- Further representation of women in senior leadership
- Ensure all employees feel a sense of belonging at Redbubble

### Planet 2025 ESG Goals

We aim to protect planet Earth and address environmental impacts both within our direct and indirect control. We will work with third-party carriers, for example, to offset and reduce emissions from product shipping on the marketplace.

- Reduce product returns by 15%
- Net zero emissions from product shipments on the marketplace, Redbubble office emissions, and the energy Redbubble uses

### Prosperity 2025 ESG Goals

We aim to empower and protect people who design, sell, make and use products from our marketplaces. This is fundamental to our business as we are committed to providing a platform that artists and their customers trust and that aligns with their values.

- Increase artist revenue 100%
- 100% of third-party fulfillers aligned to our social responsibility manual

## Stakeholder engagement

Key ESG stakeholders include artists, their customers, third-party fulfillers, our employees, and shareholders.

We engaged with these stakeholders as part of the strategy development process to understand the most important ESG impact areas of interest to them, a snapshot of which is shown in the table below.

Stakeholder	Research	Impact areas of interest	How we engage
Customers	We interviewed customers to understand key areas of ESG impact, their perspective on Redbubble's current ESG work, and how purchasing behaviour and sustainability influence customer loyalty.	Waste management Product quality Marketplace sustainability	We communicate with artists' consumers through marketing efforts on and off platforms including through social, email, apps, and a dedicated social responsibility website. Regular surveys are conducted to assess customer satisfaction, and there is a 24/7 dedicated support function on our website.
Artists	We collected survey responses from artists to understand what ESG topics are most important to them, and how important it is to them that the Group manages ESG impacts.	Digital marketplace integrity Waste management Artist empowerment	We communicate regularly with the artist community through their selling dashboard on the platform, email, newsletters keeping them up-to-date on trends and tips for selling and well-being, and an artist blog.
Employees	We interviewed employees to understand ESG topics most relevant to them as individuals and to the business, and how Redbubble Group can achieve the greatest impact.	Marketplace sustainability Waste management Community impact	We engage with our employees through email, meetings, intranet and team activities. We actively seek feedback from our employees through the bi-annual employee engagement survey.
Third-party fulfillers	Third-party fulfiller interviewing helped us understand their perspective on Redbubble Group's key impact areas and our existing work including ESG standards and collaboration opportunities.	Marketplace sustainability Product quality	Information is shared across the marketplace, so third-party fulfillers can understand and work through potential challenges their businesses may face when participating in our marketplace.
Shareholders	Regular dialogue with major shareholders to understand their perspective and issues around ESG.	Digital Marketplace integrity Marketplace sustainability Product Quality	Direct dialogue and Q&A during quarterly investor calls/meetings. Public reporting, such as the Annual Report, ESG Report, and Modern Slavery Statement.



# Governance

Redbubble Group values sustainable and responsible business activities as an important long-term driver of performance and stakeholder value.

Governance of ESG within the Group sits with the following personnel:

- The **Board** has ultimate oversight of, and accountability for ESG within the Group, which includes approving the ESG strategy, reporting, materiality assessments, and action plans.
- In FY22, the Group hired a **Vice President of ESG** who is responsible for developing and executing the Group's ESG strategy.
- **Executive Team members** reporting to the **CEO** are accountable for the Group's ESG targets.
- **Senior Leaders** reporting into the Executive Team are responsible for executing initiatives that ladder up to the ESG targets.

ESG risks are assessed and managed in accordance with Redbubble Group's enterprise risk management framework. More information on our approach and accountability is provided in Redbubble Group's [Corporate Governance Statement](#). Redbubble Group's governance policies and statements, including on the topics of diversity and modern slavery, are available on our [website](#). Concerns can be raised through the [Redbubble Group Whistleblower Policy](#) or directed to [esg@redbubble.com](mailto:esg@redbubble.com).





# People

At Redbubble Group, we strive to create a workforce where all employees feel a strong sense of belonging. We care deeply about diversity and inclusion, and proudly embrace the opportunity we have to use our platform to celebrate the unique work of artists and positively impact our local communities.

In FY2022

**349** employees across the Group, globally

- **94%** full time; **6%** part time
- **140** new hires in FY22
- **15** took parental leave

**40%** of Directors and 60% of Executives identify as women

**3** active, executive-sponsored affinity groups (LGBTQI+, All Gender, Neurodiversity) communities

## Culture

Our culture guides our behaviour and supports our employees to bring our vision to life. Trust is a fundamental part of our culture, and this is reinforced through our guiding behaviour to *have trust and build trust*. We want our culture to be reflected inside and outside of our company. Our people embrace our values, including our social and environmental priorities, and embody them through their interactions with artists, their customers, and third-party fulfillers.

Our employees are united by their shared passion and inspiration they draw from art and artists, and their unique perspectives and experiences shape our culture. We want them to be inspired by the artists that use the Redbubble and TeePublic marketplaces, and in turn, we are inspired by them. We integrate this view across our people operations and processes as a continual reminder of what we are working towards.

## Our 2025 Targets

Zero salary discrepancy between genders

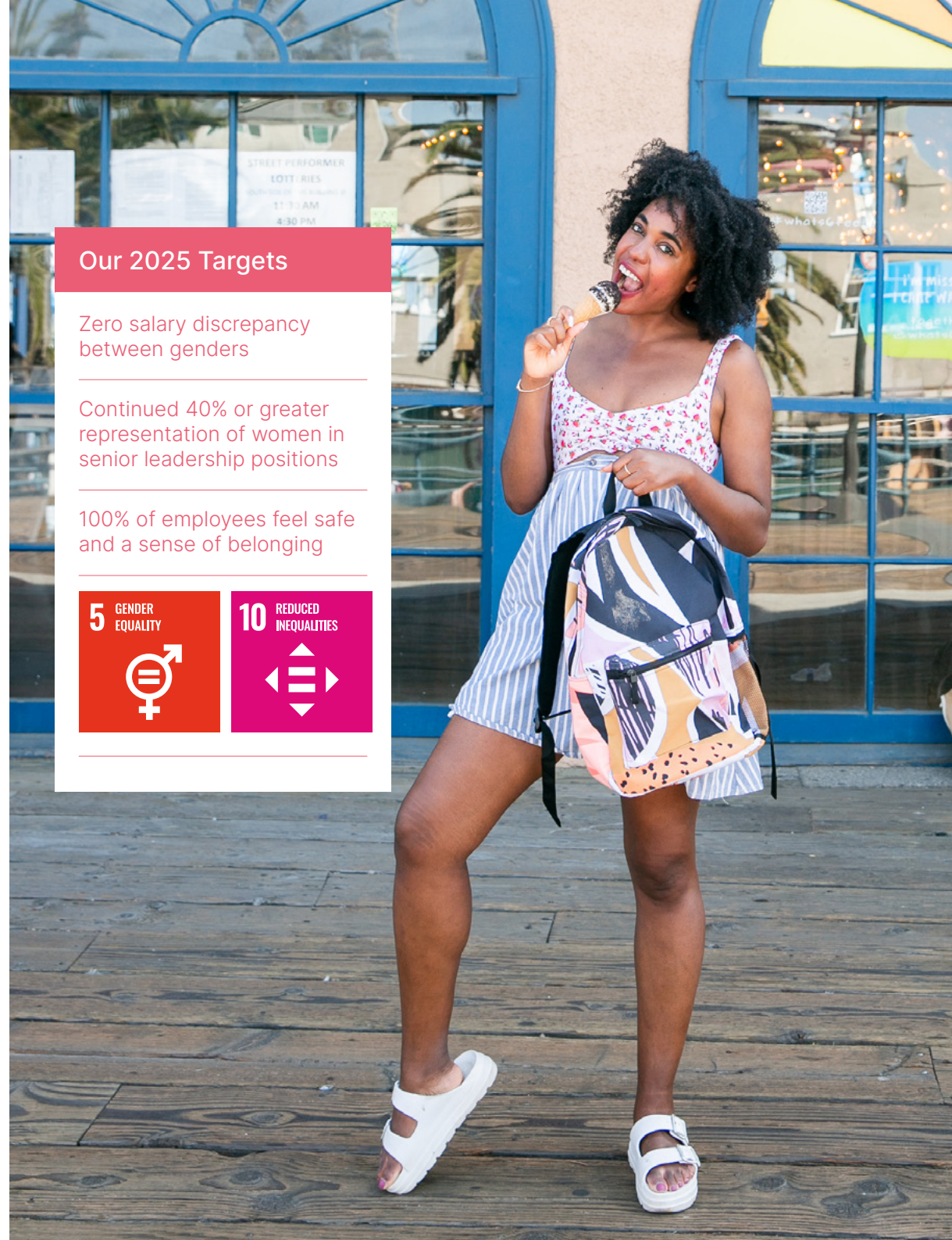
Continued 40% or greater representation of women in senior leadership positions

100% of employees feel safe and a sense of belonging

5 GENDER EQUALITY



10 REDUCED INEQUALITIES





**“Great people.  
People are always  
what makes the job!”**

**RB Employee**

## People continued

We build engagement through initiatives that provide employees opportunities to connect with others across the business, beyond who they work with every day. Our managers receive ongoing training to equip them with the skills and resources to support our people. We actively seek feedback from our employees to identify ways to enhance our culture and to build a meaningful, supportive workplace.

Redbubble Group employees undertake a range of individual training programs online, including on topics such as preventing workplace discrimination, sexual harassment, and diversity. In FY2022, Redbubble Group employees completed an average of four hours of training per employee across these platforms.

In FY2023, employee training will continue to include workplace discrimination and sexual harassment compliance training (all employees, including Board), and diversity training. We will also introduce psychological safety training, which supports our goal of creating an environment of belonging.

### Hybrid and Flexible Workforce

Prioritising flexible work aligns with one of our behaviours – *proactively solve for the greater good, together* – and we don’t need to be restricted to one location to achieve this. We also understand the value of bringing employees together in the office, but doing this every day is no longer a necessity for Redbubble Group employees. As a result, in FY22 we transitioned to a fully hybrid workforce, allowing our employees to work from anywhere as long as their location is one Redbubble Group can accommodate given employment and tax regulations.

Following the successful transition of the Redbubble Group workforce online during the COVID-19 pandemic, we realised a multitude of benefits that come with flexible work, including improved job satisfaction, increased trust, and an improved work-life balance. We value flexibility and realize the benefits it can have for our employees and their well-being.

Currently, many of our employees have expressed their intent to work from a Redbubble Group office at least one day per week:

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**81%** in the Melbourne office

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**71%** in the Berlin office

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**31%** in the San Francisco office

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Four principles guide our employees in our new hybrid work model:

**Principle 1:** Our offices will be places to meet, focus on connection, and to build our sense of community. Employees will come to the office for purposes such as company launches, social events, and traditionally “off-site” meetings.

**Principle 2:** We know flexibility works and aligns with our behaviour to have and build trust. Beyond where a role has specific requirements, we do not mandate a specific number of days in the office.

**Principle 3:** We expect employees to come to an agreement with their leaders about their individual arrangements as no two situations are the same.

**Principle 4:** We will remain focused on practices of conscious inclusion, to ensure that all team habits and rituals remain equally accessible to all employees, regardless of their work location.

### Employee Engagement

Redbubble Group strives to create a workplace where our employees feel a strong sense of belonging – and we're holding ourselves accountable to this aspiration with our ESG target to ensure 100% of employees feel safe and a sense of belonging.

We measure our progress through employee engagement surveys and encourage employees to share feedback to help us along the journey. We measure employee engagement twice a year, in May and November, through an anonymized pulse survey. In May 2022, the areas where we scored the highest were culture and people, flexible working arrangements, transparent communication, motivating mission, and commitment to diversity, equity and inclusion. The survey directly informed our ESG 2025 targets.

#### Key Metric

#### Employee Engagement Score

Our target for November 2022 is to achieve a 75% engagement score (69% as of May 2022). Our 2025 target within our ESG Strategy is for 100% of employees to indicate they feel safe and a sense of belonging (85% as of May 2022).

### Inclusion and Diversity

Inclusion and diversity is a key component of our culture and values, a key aspect of our ESG strategy, and top priority for Redbubble Group. We codify our position in policies, such as our **Code of Conduct** and **Diversity and Inclusion Policy**. We signal our position and expectations in our Employee Guide and during onboarding. We validate adherence to our policies through mechanisms such as surveys, weekly check-ins, and monthly "Ask Me Anything" sessions with our CEO. Our aim is to provide a safe and inclusive environment for everyone by encouraging self-expression, connection, and inclusivity.

We also support and encourage our employees to take part in a range of cultural, religious, and historic observations including Black History Month, Juneteenth, Pride Month, International Day Against Homophobia, Biphobia and Transphobia (IDAHOBIT), International Women's Day, National Aborigines and Islanders Day Observance Committee, Diversity Day, Christmas, Hanukkah, Diwali, Ramadan along with many others.

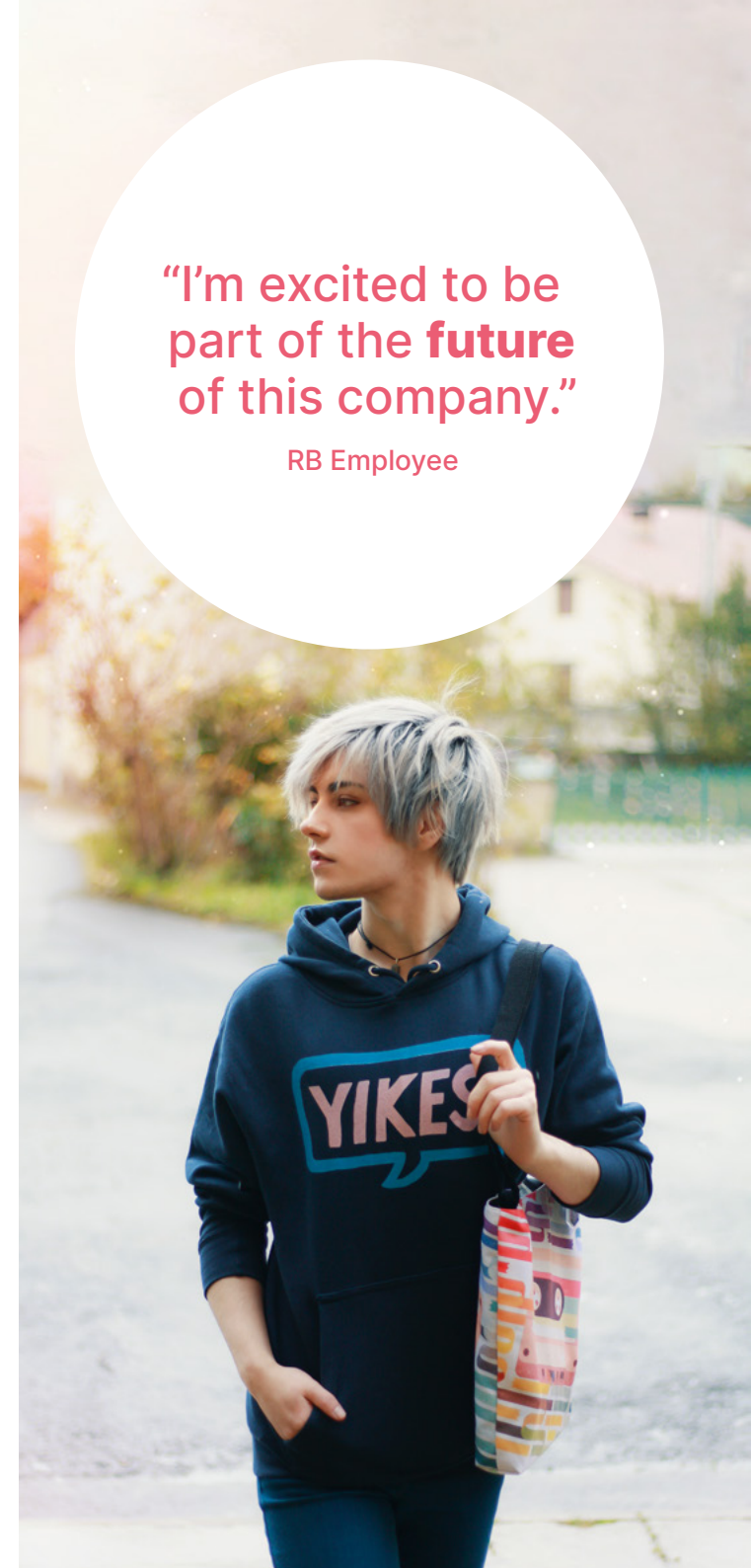
Additional inclusion and diversity initiatives in FY2022 include:

- Incorporated inclusion and diversity questions in our bi-yearly engagement survey to track progress over time and the results are informing our future inclusion and diversity work.
- Conducted a voluntary demographic survey to inform the People and Culture team of the profile of people who work across the Group to ensure we are designing initiatives that align with our employee's needs.
- Launched the Functional Action Plan initiative, where the Head of Inclusion and Diversity interviews key senior leaders in every function on their current understanding of belonging as well as their responsibility as leaders in building an environment of psychological safety.

Weekly online check-ins where employees rate the question, "I feel like I belong at Redbubble." Results are provided to direct managers and tracked to understand trends and issues.

"I'm excited to be part of the future of this company."

RB Employee



“Redbubble continues to foster an outstanding culture with commitment to diversity & inclusion and embraces differences throughout all levels of leadership”

RB Employee



**Neurodivergent**  
Designed and sold by [theautisticlife](#)

## People continued

### Key Metric: Discrimination incidents and actions

In FY22, we investigated one incident potentially related to discrimination, and based on our findings, formally cautioned and re-enrolled the employee in relevant training.

#### Neurodiversity

As part of our aim to become more inclusive of neurodiverse employees, we have established an employee-led advisory group. The Affinity Group comprises neurodiverse employees, and helps Redbubble Group build a workplace that is more inclusive in its fundamental processes and policies. Our goal is to explore opportunities for Redbubble Group to support and advocate for those who are not neurotypical. Through the Affinity Group we want to equip those who are neurotypical to become allies.

To help inform the areas of focus the Affinity Group will engage with the Redbubble Group community to understand their level of awareness of neurodiverse employees and seek feedback on how they believe they can provide support. Through this process we will gain a better understanding of how our culture and workplace support neurodiverse employees, as well as employee awareness of these support systems.

The Affinity Group consists of a core group of neurodiverse employees who can voluntarily opt in or out at any time. Information gathered from the Redbubble Community and the experiences of Affinity Group members was presented to the Redbubble executive team in August 2022.

### Gender Diversity

Redbubble Group values the diversity of thought and experience that gender diverse teams bring.

In FY22, we are proud to have achieved gender diversity across our employee group and to have met our targets for directors and senior leadership. We are committed to maintaining this balance in 2023 and have established specific 2025 goals as a part of our ESG strategy.

#### Key Metric

#### Employee gender diversity (Redbubble)

Female	48%
Male	48%
Non-binary	2%
Did not disclose	2%

### Community Impact

Our mission to create the world's largest marketplace for independent artists is rooted in community impact as we create opportunities for artists to generate income from their work. Beyond this, we support our employee-led and executive sponsored initiatives that give back to communities.

In FY2022, our Workplace Experience team created a customized calendar of events to identify specific communities that we can either virtually engage with or redirect our efforts to support them. The COVID-19 pandemic has challenged us to rethink in-person community initiatives, and provided an opportunity for us to look beyond our local spheres and connect with a wider network of organizations.

## People continued

FY2022 community initiatives included:



### Ukraine

Following the commencement of the conflict in Ukraine, Redbubble and TeePublic donated 100% of service fee profits (over \$170K) from sales by artists (over \$150K in artist earnings) supportive of Ukrainians to two non-profits: International Rescue Committee (IRC) and Global Giving.



### Pride and IDAHOBIT\*

We support LGBTQIA+ events and dates both globally and locally every year. This year, we supported the San Francisco Pride organization in reviving the in-person celebration and fundraising efforts. Redbubble donated USD\$5k and employees celebrated through our Pride Fundraiser and Pride VIP party.



### Product Donations

We donated apparel, face masks and homewares to Launch Housing that were returned to the Redbubble marketplace.

As of May 2022 TeePublic donated over 1 million face masks to Direct Relief – donating one surgical mask for every fabric mask purchased.



### Society of Illustrators' Museum of Comic and Cartoon Arts (MoCCA) Festival & Summer Illustration Art Academy

TeePublic sponsored the MoCCA Arts Festival, Manhattan's largest comics and cartoon festival. Participating artists can connect with peers, publishers and editors and reach potential customers. Separately, the summer program is a completely free intensive art program for 60 multicultural students from NYC communities in need of free after-school arts programming. <https://societyillustrators.org/>



### Pillar Project

We partnered with Just Another Agency to launch the [Pillar Project](#): an initiative designed to keep employees connected to the local arts community. Works by local street artists are transformed into large-scale works that appear on 12 concrete columns. To provide exposure to more artists, the columns are updated monthly with new artists chosen through an Instagram competition.



In FY2023, we will continue to engage with local communities and participate in partnership opportunities that align with our calendar of social conscience events. Our Workplace Experience team is also working to develop a comprehensive global workplace giving program that allows employees to voluntarily contribute to charities of their choosing.

\* International Day Against Homophobia, Biphobia, Intersexism, and Transphobia.

# Planet

At Redbubble, we believe we should identify ways – whether through direct control or influence – we can positively impact the planet. We recognize – even with the smaller footprint of a print-on-demand marketplace – that the third parties who use our platforms create waste and emissions. Even though Redbubble Group does not own or control these independent businesses, we feel we have a responsibility – informed by feedback from our stakeholders – to minimize the overall impact of our marketplace on the environment. It's what led us to offset the emissions created by third party carriers for over four years.

## Waste Management

Customers who purchase on our marketplace have told us that they care about waste management, and they want to associate with brands that are actively taking steps to reduce their negative impact on the planet. Customers want to feel good about their purchases and transparency on waste management is important to achieving this. As a digital marketplace, customers view products online rather than driving to a physical store, and third-party fulfillers manufacture products on-demand, which keeps waste to a minimum by eliminating pre-printed, unsold stock.

The Redbubble Group business model has been designed to minimize waste and we are holding ourselves accountable by signing up for measurable waste and emissions reducing targets. Within our ESG strategy, one area we identified as an opportunity to reduce waste is product quality.

## Our 2025 Targets

Reduce waste across our marketplace, with a focus on reducing product return rate by 15% from 2021 baseline

Net zero Scope 1 and 2 emissions, and net zero marketplace shipping emissions



“In a world of wasteful fast fashion it’s good to see more sustainable choices.”

Customer

Green Living

Designed and sold by Hector Mansilla



“A company that supports artists *and* invests in programs to offset carbon emissions... winning!!”

Customer



**Cut CO<sub>2</sub>**  
Designed and sold by **Rob Price**

## Planet continued

### Product Quality

While we seek to reduce waste, waste is inevitably generated in connection with our marketplace during manufacture, packaging, delivery, and end use. Reprints and product returns are key contributors to product waste. Managing this waste can be challenging as products are unique and specific to the customer that ordered them.

High quality products last longer, reduce waste, and result in fewer emissions from product returns. We set clear expectations with third-party fulfillers to continually improve their product and print quality with the aim of reducing returns and reprints to minimize waste.

Products for sale on the marketplace must be compliant with regulatory requirements in all major markets, which is verified via third party testing. Inherent product quality attributes are also tested to identify areas of opportunity to improve the end user experience and continually align customer expectations for the product throughout its lifecycle.

In FY2023, we will continue to emphasize product quality in pursuit of our goal to reduce product returns to the marketplace.

#### Key Metric

##### Waste from products returned to the marketplace

Our target for 2025 is for Redbubble to achieve a 15% reduction in the product return rate, which for CY2021 was 1.3%. As of 5 August 2022, we have achieved a return rate of 1.2%, indicating progress towards that goal.

### Carbon Emissions

The delivery of products from third-party fulfillers to customers by third party shippers produces emissions. For the fourth consecutive year, Redbubble Group has offset the emissions from marketplace shipments through 3Degrees. This initiative has been positively received by artists and their customers. The details of the 2021 purchases are listed on the [Redbubble Social Responsibility](#) pages. We track the emissions offset by calendar year.

Our ESG strategy furthers our efforts efforts in this space by also measuring and reducing emissions from the offices we use (Scope 1) to the energy we purchase (Scope 2).

#### Key Metric

Total number of independent third party fulfillers: 33

#### Emissions and offsets from marketplace shipping

	2020	2021
Redbubble	4,000 mT	3,684 mT
TeePublic	1,290 mT	3,265 mT

# Prosperity

Redbubble Group aims to empower and protect people who design, sell, make, and use products from our marketplace. Our business unlocks opportunities for artists by connecting them with their customers on a global scale. In doing so, we support artists to raise their profile and grow their businesses. These economic benefits extend to third-party fulfillers that manufacture and deliver products to the artists' customers. Artists and their customers care about the work that we do and choose our marketplaces because they believe in our mission and the opportunities we create for artists.

## Artist Empowerment

The Redbubble and TeePublic marketplaces empower artists by providing them with a reputable platform to design and sell products printed with their art. Our global artist marketplace is open to all and celebrates work from every voice.

We have dedicated services to support artists on both Redbubble and TeePublic, including account support, early access to new product choices for their shops, and access to online trend reports. To increase the value of our platform to artists, we provide artists with online tools so they can advertise their products on third-party ad platforms and their social media accounts. We pay close attention to cultural moments and causes to identify opportunities to showcase artists whose work aligns with these moments.

We are proud of the work we do to support artists and we will continue to do more. Within our ESG strategy, we have set the ambitious target to economically empower artists by increasing artist revenue on our marketplace by 100% by 2025.

### Key Metric

**809,000** selling artists; the most number of selling artists ever

**\$91** million in artist revenue

**100%** of third party fulfillers signed a Social Responsibility Responsibility Acknowledgement Form



## Our 2025 Targets

100% of third-party fulfillers aligned to our Social Responsibility Manual

100% increase in total artist revenue

8 DECENT WORK AND ECONOMIC GROWTH



**“I have sold my artwork exclusively on Redbubble since 2017 because Redbubble takes the stress out of owning a shop for me.”**

**Rosie Sayers**



## Supply Chain Sustainability

Redbubble Group does not own or control the third-party fulfillers that make the products sold on the marketplaces. However, we set clear expectations with fulfillers that only businesses who comply with the law, respect human rights, and provide safe and inclusive workplaces may participate in our marketplace.

Intertek, an independent auditor, conducts social responsibility audits as a part of the approval process to participate in our marketplace. The audits are focused on assessing workplace conditions. As of August 2022, 68% of third-party fulfillers completed their audits with Intertek, with an expected completion rate of 100% later this year.

## Modern Slavery

There is no place on the Redbubble marketplace for products produced by – or in any way associated with – modern slavery. Redbubble Group operates its platforms in accordance with the Australian Modern Slavery Act, the California Transparency in Supply Chains Act, and the Fair Labor Association Code of Conduct. We expect third-party fulfillers participating in our marketplace to operate their independent businesses in accordance with those principles, as well.

Redbubble Group has implemented a process designed to confirm that third-party fulfillers are aware of, and intend to comply with the law and marketplace expectations around ethical business practices, as well as respect for intellectual property rights and product safety.

Redbubble Group published its first [Modern Slavery Statement](#) in FY2021 in accordance with the Australian Modern Slavery Act and will release the FY2022 Modern Slavery Statement later this year.

## Digital marketplace integrity

Our mission to bring more creativity into the world would not be possible without the highest standards of integrity. All marketplace participants are expected to behave in a fair and ethical way, and we extend these expectations to the artists who upload content to our platforms, their customers, and browsing users. We expect high standards of integrity through the entire community of marketplace participants.

Redbubble Group is committed to protecting the intellectual property of artists who use our platform and all rights holders. We foster a safe space for artists to showcase their creativity and reach new customers. We have implemented measures to find and remove content that may violate the rights of others, such as infringing content, hate speech, and harmful disinformation. Our high standards of integrity protect our marketplace and reputation, and support Redbubble Group to build a strong loyalty base of artists and their customers.

We continuously seek to eliminate illegal content, harmful misinformation, and disinformation on our platform while striking a balance with artists' rights to express themselves lawfully and respectfully. Both the Redbubble and TeePublic marketplaces have [Community and Content Guidelines](#), [IP & Publicity Rights Policies](#) and [User Agreements](#) that specify what type of activities and content are unacceptable on our marketplaces.

We enforce our policies in an unbiased and consistent manner, and our tools of enforcement consist of a wide variety of sophisticated content and account-level screening methods and technology aimed at detecting and removing unwanted content and user accounts who seek to misuse our platform and online services. Our capabilities include keyword detection, image matching, anti-fraud machine learning, and a large global team of content moderators.

We will continue to invest in and enhance our content moderation capabilities in FY2023 through governance systems, processes, and technology.



**Indigenous punk homies**  
Designed and sold by **Skidskunx**

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**Rise Up**  
Designed and sold by **Tequitia Andrews**

