

Social Impact Report 2021



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Introduction



Diego Gomes

CEO | Minas Gerais, Brazil

Not so long ago, in 2013, when we founded Rock Content, we set a bold goal to pursue: To build a company focused on creating growth opportunities for our customers, our employees, our agency partners and our talent network.

And in 2019, when we shared our first impact report with the world, we became acutely aware of the importance of being an impact oriented business. Since then, we hold accountable to sharing our impact with our stakeholders through this report every year, for two main reasons:

- # It is the right thing to do;
- # It sparks the right conversations everywhere;

We are thrilled about all the insights that came from this new “corporate habit”. We are living in an interesting moment in history and when I reflect on how fast the world is changing, it becomes clear that taking on this commitment as a team has brought incredible benefits to our stakeholders.

In a context defined by global pandemic, a pursuit for racial justice, rising inequality, political instability, and climate changes, we are humbled and optimistic by the progress we’re making, as Rock’s impact is growing by all measures.

Yet, 2021 surprised and tested us in unprecedented ways. Above all, the year demonstrated the critical importance of continuously adapting to our ever-changing world. I was inspired by the resilience and strength of our global community of Rock customers, employees, and partners. For us at Rock Content, it was also a year of reinventing ourselves, and that fostered powerful discussions and changes in the company. I’ll start with a mission update.

While we remain committed to continued growth, we expanded our mission to embed impact at its core. We also put a large effort into making it authentic and explicit about what we care about. Moving forward, we’re on a mission to “make marketing better, while having a positive impact in the world”.



Diego Gomes

CEO | Minas Gerais, Brazil

CEO letter

I am grateful that Rock Content is proudly supporting and empowering a globally distributed, remote first workforce to accelerate the content marketing revolution and to turn marketing into something that adds value to the people's lives.

As a company, we are excited to be reimagining the way marketing can be and to be developing the talent, the tools and the educational resources that shall be required in this new mission. We are powering a secular transformation and we will leverage the full power of our community to make marketing better in entirely new ways for brands and consumers.

Looking ahead, the momentum behind stakeholder capitalism, ESG (Environmental, Social and Governance) and the drive to measure and scale to impact, I see a huge opportunity for us and we plan to be at the forefront of this movement. Sustainable long-term financial returns depend on these 2 things: making marketing better / having a positive impact in the world.

It has been almost a decade since we founded Rock Content and this year marks an important

new chapter for us, having sharpened our impact strategy to accelerate positive outcomes.

We remain committed to working as a business, and in partnership with our talent network and our customers, to advancing our sustainable business practices and empowering our employees and talent to make a positive impact.

We are also equally committed to building a more diverse workforce with a strong culture of belonging. In 2022 we added our first female board director (we want more!) and our leadership team is now **above 49% female!**

Finally, we continue to increase diversity throughout our general employee base across all levels. The last year proved without a doubt that we live in an increasingly interconnected and fast changing world. But our collective potential is stronger than ever.

We invite you to join us on our journey to design a more sustainable, resilient, and equitable world, while making marketing better!

About the report

We recognize that we can and must use our knowledge, experience, and tools to support the people in our community. So, in 2021, we have worked hard towards that goal.

Therefore, we have made it our mission to share Rock Content's knowledge, products, and services to promote social change. We want to create opportunities for growth through educational programs so that young people are better prepared for the job market.

Furthermore, looking inwards, we understood that change also needs to come from the inside out. For this reason, we have promoted several diversity, equity, and inclusion activities among our employees. And they, as a result, took the learnings to the surrounding community through volunteering.

We consciously work on our impact commitments to promote chain actions and create growth opportunities for everyone — inside or outside Rock Content. This report details the social impact programs created and our commitment to diversity and inclusion.

"I joined Rock Content in October 2021, a decision I made in large part due to a demonstrated emphasis on diversity and commitment to being a socially responsible organization. As I learned more about existing company efforts in the social impact and diversity, equity and inclusion space, it became clearer to me that my personal and professional outlook on these areas were perfectly aligned.

Last year, we worked to further define our strategy going forward and made an important decision to consolidate our Social Impact and Diversity, Equity and Inclusion teams. This bold move was aimed at targeting the synergies between the teams, and expanding our footprint to reach underrepresented groups, internally and externally, around the globe. This report will highlight the incredible work of our Rockers who continue to ensure we stay connected to our social impact and diversity, equity and inclusion work as not just initiatives, but a core part of our company DNA.

We are intentional about our purpose to make marketing better, while having a positive impact in the world. We are focused on educating and empowering individuals and communities. We are continuous learners. We are Rock Content!"



Lakeshia Highsmith

VP of People and Culture
Washington DC, Baltimore | United States



Highlights



Commitment to the Sustainable Development Goals of the UN

All of our social impact, diversity, equity and inclusion efforts are aligned with the Sustainable Development Goals of the United Nations. That's why our actions and programs align education, decent work and equality for all.



Quality Education

19,322

students impacted
by Rock University
scholarships

+ Our education programs figures

1,698 volunteer hours and 15 partner organizations



Gender equality

52.8%

of employees are women

49%

of leadership positions
are occupied by women

Highlights

Commitment to the Sustainable Development Goals of the UN

All of our social impact, diversity, equity and inclusion efforts are aligned with the Sustainable Development Goals of the United Nations. That's why our actions and programs align education, decent work and equality for all.



Decent Work and Economic Growth

77,288

courses donated to people in socially vulnerable groups

73% of the scholarship holders indicated in a feedback form that there was a change in their conditions of employment, education, or any other area of their life after taking the courses



Reducing Inequalities

USD 7,432.67

in material and financial donations

USD 43,159.49

invested in culture projects under an incentive law in Brazil

How we generate growth opportunities for everyone

Today, social impact is a shared commitment from all Rock Content stakeholders. And we are aligned with global Corporate Social Responsibility goals and strategies to make a difference in the world.



As members of the Pledge 1% movement, we donate time and products. More recently, in 2021, we signed an agreement to donate 1% of our shares to education and employability initiatives.

Besides, we believe in and advocate for the Sustainable Development Goals (SDGs) of the United Nations (UN). Therefore, as a company, we align ourselves internally and externally with four of these goals:

- # Quality Education
- # Decent Growth and Job Opportunities
- # Gender Equality
- # Reduction of Inequalities

As of 2019, we have chosen to be a company that intentionally seeks social impact and diversity, equity & inclusion. Over the years, we have continued to base our beliefs and commitments on two main pillars: growth opportunities and education.

Products

Rock University is our global platform for the education and development of Rock Content clients, collaborators, and marketing professionals. And it is through it that we carry out the donation of products.

Rock University Premium courses are training courses with market-recognized certificates that have a cost to subscribers. To encourage quality education, we offer scholarships (covering 100% of all fees) for students with a household income of up to USD 718.13 per month.

Volunteering

In 2021 we launched the Volunteer Time Policy as an optional benefit for our team. Through this commitment of 1% of Rock Content employees' time, it is possible to donate up to 3 days per year to a charitable organization or social impact projects inside or outside the company.

This commitment aims to support activities that improve and create opportunities for growth by giving back and supporting the communities in which we live and work. As a company, we recognize that participating in this kind of activity enriches the lives of our employees and enables the development of personal and professional skills.

Equity

In another big step towards accelerating social change, we have committed to donating 1% of Rock Content's shares for social impact initiatives.

Through the global organization [Pledge 1%](#), we are formalizing the allocation of 1% of our shares to support and fund projects focused on social impact in the coming years. The first step was the approval of the initiative by the Rock Content Board.

The [Equity Pledge](#) means setting aside 1% of our shares to invest in social impact. This action demonstrates the long-term commitment to giving back and sustainably funding social impact work in the coming years, as well as the aligned commitment at all company levels.

Impact Areas

Timeline

The Social Impact and Diversity, Equity & Inclusion areas were created independently, but simultaneously. In 2019, we conducted our first Internal Census and our first survey on Volunteering and Giving.

We then created an action plan and chose to make the commitment real and a priority. Then, two separate areas were created each with a person 100% dedicated to it: one for Social Impact and one for Diversity, Equity & Inclusion (DE&I).

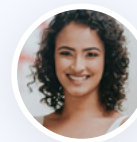
They followed separate paths internally but shared the same goal: to generate growth opportunities for all people. The Social Impact team looked externally at our surrounding community, and the DE&I team internally, at all our employees.

In 2021, with the clear synergy of these two areas, we joined forces aiming to leverage our presence and reach socially underrepresented groups worldwide. To do this, we focus on qualifications for the future, aiming to generate opportunities for all people and ways to give back to the surrounding communities.

Education

“Being a company that supports the journey of growth, not only of our employees but also of the entire community around us, is what brings purpose to our everyday life. We need to deliberately change the world’s major challenges, and that is what Rock Content has been doing through its education-related initiatives.

The numbers and, especially, the stories told in this report are just a sample of chain reactions that start through access to knowledge. The real impact always goes beyond what meets the eye because it happens within an ecosystem. And we are proud to be committed to being an organization that is willing to strive to move structures and make them better for everyone.”



Luana Dias

Social Impact Communication and Marketing
Minas Gerais | Brazil



Qualification for the future

What

Education programs focused on developing technical and behavioral skills to prepare young people for the job market.

Why

To increase opportunities for decent work and economic growth, we join efforts in promoting quality education more democratically through our courses and professionals.

How

We develop education programs aimed at people between the ages of 18 and 29. This enables them to prepare for the job market in two ways: online courses and mentoring.

Online education

Rock' n' Grow is an online training program that offers scholarships (100% free of charge) for Rock University courses. It is geared toward developing relevant and valuable skills in the job market, focusing on four main areas: Digital Marketing, Social Media, Sales, and Customer Success. This is our large-scale program where young people take online courses and receive certifications.

"I became a professional communicator because of the Rock.org programs. With the scholarships for courses and the participation in the programs, I realized I have a great affinity with the communication sector — my area of work today. Because of this realization, I dove deeper into the field, and today I have an internship in Social Media, and I can apply much of what I learned in the courses I had access to through Rock' n' Grow. With this internship opportunity, I improved my quality of life a lot.

The courses are incredible and help many young people trying to find a door to the job market. The company is outstanding and always tries to help the participants of its programs. I am very proud to have done it and wish everyone that I know could do it too."



João Medeiros

18 years old, Participant of the Rock 'n' Grow and Rockcamp programs and part of NEXA, Mato Grosso do Sul | Brazil

Numbers

77,288 courses donated

19,322 students with Rock University scholarships

13,462 certifications

Feedback

73% of participants indicated that there was a change in their employment, education, or any other area of their life after taking the courses

Partner organizations

1 Milhão de Oportunidades, Agência ONG Sustentável, A Mais Terceiro Setor, Artemísia, ELAS Festival, NEXA Brasil, Galt Vestibulares, Instituto Guetto, Junior Achievement, JL Language Center, Instituto Mano Down, Projeto Olho no Olho, Portal do Impacto, PUC Minas, Ruas, Instituto SECI, Instituto Semear, TEDxBH

Mentoring and coaching

Mentoring and training are recurrent ways of expressing our values of volunteering, leading by example, learning, and teaching. That is why, in 2021, we carried out initiatives that could connect Rock Content employees, young people with the desire to enter the job market, and entrepreneurs looking to digitize their own businesses.

We held the first edition of our **Rockcamp** program, focused on developing the behavioral skills of young people in search of their first professional opportunity. The program included weekly mentoring sessions between Rock Content specialists and the young participants, as well as synchronous meetings and recorded content.

We supported low-income entrepreneurs through a partnership with the **Olho no Olho** (Eye to Eye) project, in which Rock experts shared knowledge and applied practices in Digital Marketing with small businesses.

Another excellent training and mentoring initiative was the participation in the **Menos 30 Fest**, the entrepreneurial education and innovation festival of Globo, the largest media organization in Brazil.

Figures

1,203
participants in
mentoring and training

4
mentoring and
training projects

**Olho no Olho
and Globo**
Partner organizations



“My name is Emily Vitória, I’m 19 years old, and I’m from Sabará/MG. I currently work at Rock Content as an Agility Apprentice. I attended the Rockcamp program.

The impact I had through this project was essential in my life, both professionally and personally. Through Rockcamp, I got a position as a young apprentice at Rock, and I met amazing people during the program. What I enjoyed most about participating was having the privilege of gaining so much knowledge and putting it into practice. The mentors are also outstanding!

I would definitely recommend this program to all my family and friends. It is a success. Not only this program but also many other programs offered by Rock. I hope I can participate in many more!”



Emily Pereira

19, Young Apprentice at Rock Content
Minas Gerais | Brazil





“I see an immense exchange in volunteering and in sharing experiences and stories. We often think volunteers are there just to teach, but it is quite the opposite, actually. Being a volunteer, I have already learned a lot. I have gotten to know the different realities of different people, I have been in contact with people from other parts of the country, and mainly learned about stories that have taught me how to see the world differently.

Taking a moment out of our routine, which is often very busy, is an opportunity to develop ourselves, contribute to the development of other people, and build connections that will last for a long time. When you influence someone positively, they will not only be able to use this for themselves, but they will also be an influencer in the future. That’s the magic of sharing knowledge and volunteering!”

**Ari Figueiredo**

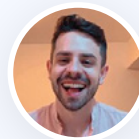
Global Onboarding Supervisor and Volunteer in Rockcamp, Olho no Olho and Menos 30 Fest initiatives, Minas Gerais | Brazil

Diversity, Equity & Inclusion

“It is incredibly gratifying to work in a company that, since its foundation, has a genuine concern about its contribution to a fairer society. We know that the path of learning and transformation is continuous and that, to live our truth, we need to pay extra attention so that all people have the opportunity to develop and grow here at Rock.

Our team has the mission to create a space where people can be themselves, unique, and at the same time feel part of the whole. Working at Rock means turning my work into a reason and a mission. It's sharing my day-to-day life with people who challenge the status quo. It is seeing more than 150 people participating in our Rocker Network Groups — RNG focused on inclusion. It is knowing that here there is no room for any kind of discrimination, but there is plenty of room for education, collaboration, innovation, questioning, welcoming, and celebrating our diversities.

We know our responsibility, and the annual report shows the effort we put into investigating what is working and what is not. It shows that we need to accelerate the pace of change to walk in accordance with our discourse. May our actions not only set an example but engage other companies and society as a whole in the quest for a more just society.”



David Reis

Diversity, Equity & Inclusion Leader
Rio Grande do Sul | Brazil



Our way to generate growth opportunities for all people

What

Initiatives to make our company and the labor market a better and more inclusive place for all people. We work to expand opportunities for socially underrepresented groups and build, within Rock Content, a sense of belonging based on three pillars: diversity, equity and inclusion.

Why

First, because that is what should be done. It is essential to look at Diversity, Equity & Inclusion and make it our responsibility in whatever environment we are in. As a company, we are committed to this kind of action to make the world and marketing better for all people. Furthermore, we believe that more diversity of people and thoughts means better results in all areas.

How

We hold, throughout the year, numerous internal and external events connected to DE&I. We encourage and coordinate affinity groups, currently called Rockers Network Groups (RNG). We run training sessions, and campaigns focused on our employees' wellbeing, health, and empowerment. We create internal policies and honor our Code of Conduct against any kind of discrimination.

2021 workforce representation at Rock Content

Our 2021 diversity data enable us to look beyond the numbers and the representation of our workforce, but also to guide us in building a more strategic plan on how to address and build projects to really focus on belonging and inclusivity for underrepresented groups. Looking forward, we are working to redefine how we survey and use global standards related to race/ethnicity, gender identity and LGBTQIAP+ community.

About Gender Identity

Based on the self-reported data we collect annually, in 2021 **53%** of Rock Content employees identify themselves as women, while 0.7% identified as non-binary or questioning.

About affective-sexual orientation

The LGBTQIAP+ community at Rock Content represents **18.2%** of our workforce mainly composed by Lesbian, Gay, Bisexual, Queer, Transgender, Asexual or Pansexual.

About Individuals with disability

In 2021, **2.4%** of our team identified themselves as having a hearing, physical or visual disability.



About Race and Ethnicity

Gathering data on Race and Ethnicity is one of key transformations we are looking for to bring more diversity to our workforce. It is the main reason we are working hard to create a standard way to measure demographic data considering our global presence and local perspectives. To monitor our progress and keep the data on track in 2021, we collected data from 4 different Race and Ethnicity groups. In this analysis we found out that $\frac{1}{4}$ of our company is composed by **Black or African American, Asian, American Indian or Alaska Native, or people who use another term**. We have not collected data from Hispanic/Latinx [and Two or more Races this year due to data collection revamp. Moving forward we are committed to evaluate the best approach to measure considering our global presence.

Rockers Network Groups | RNG

Rockers Network Groups (RNG), previously called affinity groups, were organically created by employees who belong to one or more of our diversity pillars. These groups have channels in Slack that serve as safe spaces to discuss specific demands.

Currently, there are four groups, with approximately 150 members in total: AfroRock, Inclusion Rock, Roqueer, and Women Rock. In order to participate, a person needs to declare themselves as part of one of these groups and request to be included in the channels. The groups themselves define this process.

Current RNG



WomenRock

Pillar: Gender Equity



AfroRock

Pillar: Ethnic and Racial Equity



Roqueer

Pillar: LGBTQIAP+ Community



Inclusion Rock

Pillar: Inclusion of Individuals with Disabilities

"I'm really grateful that Rock Content has a dedicated team focused on DE&I. It's really comforting to know that we are recognized as a community, and it's empowering when we have the opportunity to talk about our disabilities and share our stories. It made me more comfortable to share with other team members my disability and the challenges it causes, rather than being embarrassed by it and trying to hide it. It's important to shine light on Individuals with disabilities and allow them to share their stories so that we can humanize ourselves and provide the facts (and debunk the stereotypes) about our disabilities with others. It also allows others the opportunity to share their own experiences they've had with Individuals with disabilities and how they've supported them so others can learn from it.

The biggest thing I've developed is confidence in myself and my overall abilities, regardless of my disability.



Melanie Falloretta

Customer Operations Specialist, RevOps team
North Carolina | United States

Internal Events

Sessions to Promote DE&I

Throughout 2021, we held joint company-wide sessions to promote and reinforce DE&I as an essential part of our culture.

March	May	June
Roundtable on Impostor Syndrome for women	Mother's Day Action	<ul style="list-style-type: none"> # Culture Talks: The fight against LGBTQIAP+ phobia # Culture Talks: Creating an inclusive workspace for LGBTQIAP+ people
July	August	September
Culture Talks: International Day of Afro-Latin American and Afro-Caribbean Women	<ul style="list-style-type: none"> # Father's Day Action # National Day of Lesbian Visibility Action 	<ul style="list-style-type: none"> # Round table on the National Day of the Individuals with Disability # Bisexual Visibility Day Action
October	November	December
<ul style="list-style-type: none"> # Lecture on Diversity, Equity, and Inclusion at the University of Caxias do Sul # Pink October Campaign # Culture Talks: Useful lessons that cancer has taught me about life and work 	<ul style="list-style-type: none"> # Beginning of the inclusion of the topics of Social Impact and DE&I in the onboarding of new Rockers # Lecture on Racism in Communication and Black Representation in Digital Media for partner agencies # Lecture on Diversity and Inclusion at Lauro Rodrigues School in Porto Alegre - RSEvents for the whole company and the AfroRock group during the Black Consciousness Week: <ul style="list-style-type: none"> • How to "Aquilombar" and "Empretecet" our company. *Expressions in Portuguese to represent "bring quilombos and blackness" • Reflections on Whiteness in Brazil: White people and their place in the anti-racist struggle • The construction of the Brazilian identity from the history of Africa and its diasporas • Happy Hour with Valéria Barcellos # Blue November Campaign 	<ul style="list-style-type: none"> # Round table on the National Day of the Individuals with Disability # Bisexual Visibility Day Action



Trainings

More than providing information, at certain moments, we train our teams and groups to build, practically, a more inclusive workspace, promoting safety and wellbeing.

- # Design Thinking sessions with the affinity groups, Roqueer, Women Rock, Inclusion, and AfroRock
- # Training for the Talent Acquisition team on Hiring Individuals with Disabilities
- # Training for the Customer Success team: Building a Safe Space
- # “You Are Not Alone” workshop for affinity groups



Health and Wellness

We implemented resources and partnerships to raise awareness about health and wellbeing in the workplace.

We partnered with the company Pipo Saúde to offer a better experience to our employees regarding health benefits and bring more events on these topics. For example, campaigns, materials, and discussion circles about Pink October and Blue November.

Similarly, we partnered with SafeSpace to build a culture of trust, wellbeing and rejection of any form of discrimination. The SafeSpace platform is an ombudsman channel that helps identify and solve harassment, discrimination, fraud, and other forms of misconduct. Thus, we put even more effort into achieving a safer and more inclusive work environment for all people.

- # Pink October
- # Blue November
- # Implementation of SafeSpace
- # Implementation of the partnership with Pipo Saúde



Employee-Led Initiatives

As a reflection of the DE&I initiatives within the company, the value it places on learning and teaching, and the goal of building a better place for everyone, independent and proactive employee-led actions have emerged within teams/groups.

The **Women Conversation Group (WCC)** initiative was created and self-run by female employees at Rock Content, envisioned in 2019. The main idea was that women within Rock Content could have a safe and welcoming space to practice English together.

Currently, the WCC has two regular meetings per week, and we use our own Slack Channel, linked to the Women Rock Affinity Group, to share insights and invitations to the meetings.

There are no rules for what topics can or cannot be discussed. Nor is there any fluency level required: the WCC is open to all, and we want people to feel comfortable talking. The goal of our group is for women in the organization to not only practice conversation in English but to exchange life experiences and spend some quality time together.



Good Morning with Social Impact is a weekly Friday morning conversation with the entire Customer Success team to discuss a previously chosen topic on social issues. For example, racism, the body-positive movement, autoimmune diseases, taboo regarding mental illnesses, the secret of happiness, among other issues.

Cafézinho (coffee time) is an initiative among a group of women from the Product and Engineering areas who meet to discuss topics related to the participation of women in the technology and innovation areas.



“The two main impacts of DE&I initiatives in my life have been inclusive learning and cultural enrichment. Being in contact with people with different backgrounds, beliefs, ethnicities, sexual orientations, and social classes has enriched my personal and professional life with different lessons and perspectives.

We talked [on Good Morning with Social Impact] about several themes and subjects. It became a special moment for the team to share opinions and personal experiences, promote a welcoming environment, develop knowledge, and practice empathy. All this helped us to grow not only professionally but also personally.

In addition to contributing to building an equal society, DE&I programs help companies create environments that embrace different minority or underrepresented groups, bringing several benefits to business, such as innovation, profitability, and generating opportunities for these groups.”



Mayra Helloá Silva

Customer Success
Bahia | Brazil

Internal Policies and Code of Conduct

Within our internal policies to promote Diversity, Equity & Inclusion, the main advance was Parental Leave. We understand that, as a company, we must guarantee parental leave to any person, regardless of gender identity or affective-sexual orientation, who becomes a caregiver due to childbirth or adoption. In this sense, the **Internal Parental Leave Policy** complements the parental leave legislation of the country in which the employee is located.

In addition, we include in all our contracts the clause of compliance with our [Code of Conduct](#) — for clients, freelancers, and suppliers.

“For the first time in many years of experience (13), I felt that I was finally working in an organization that actually turned its speech into action. And seeing things happen made me hope again for a better world.

I am a woman, a mother, black, visually impaired, and from a poor community. I am directly impacted by these initiatives. Being understood and being able to build, together with the team leaders, development opportunities is something new in my professional life. And I can finally feel that I am in a place that provides me with the psychological security to deal with the barriers that have slowed down my development for so long.

Being involved with the activities for the past year has enabled me to look at myself, understand my identity, and be proud of who I am. Professionally, I am more confident, positioning myself better in discussions and projects. And I have begun to believe in myself more and more, although sometimes I still feel like an imposter.”



Raissa Costa

Employer Branding Analyst, Talent Acquisition
Minas Gerais | Brazil

Expressions used by our employees to define the behavioral, personal and professional skills they have developed while working for a company that cares about social impact, diversity, equity & inclusion:



A photograph showing the backs of three people hugging each other. They are wearing blue t-shirts. The person on the left has long brown hair, the person in the middle has long blonde hair, and the person on the right has dark curly hair. They are outdoors with a blurred background of trees and foliage. The t-shirt of the person on the left has 'GLO ORG' printed on it.

Volunteering: commitment to give back to the community

What

Encourage the creation of a shared network of employees for the purpose of giving back to the community around us.

Why

We believe that volunteering is a way for all of us to be mindfully involved in accelerating social change and creating a better world with growth opportunities for all. Volunteering is also an opportunity for personal and professional development and strengthening our culture and values.

How

We joined the **1% Pledge** initiative with a commitment to donate 1% of the working time of all employees to volunteering activities. We held the 5th edition of the Rock Content Global Volunteer Week. We signed partnerships with NGOs to enable our employees to act as volunteers.

Volunteering initiatives

In teams

We work with team volunteering initiatives based on our motto of sharing knowledge. We built and internally carried out the Rockcamp program, with more than 25 employees involved.

Then we held the 5th Rock Content Global Volunteer Week simultaneously in three countries: Brazil, the United States and England. Team volunteering was present in the American countries through four days of mentoring young people from partner institutions interested in entering the job market or becoming entrepreneurs.

We also developed team volunteering activities in partnerships with **Olho no Olho** and **Programadores do Amanhã** (Programmers of Tomorrow) projects, as well as during the **Menos 30 Fest** event.

“Volunteering means caring, passing on to others, and helping to create the same opportunities you had or would like to have, whether in caring for another person, or in appreciation and inclusion, or learning and creating opportunities. I believe very much in the goal and the purpose of life, but even more in the relationships with the people we meet on the journey, how much they support and enrich us.

Open doors for the people who need opportunities the most, and you can donate the materials you need, time and knowledge, whatever you have most abundant in life. You will realize that you don't receive less, and your heart and soul will warm up.

Companies seek to impact society and the market — financially or through behavioral change. They have a great mobilization power and can ensure a space for discussion, awareness, learning, and work.”



Helena Chang

Product Director, Product & Engineering
São Paulo | Brazil

Skills-based volunteering

Skills-based volunteering initiatives to support organizations were also held during 2021. During our 5th Global Volunteer Week, we endorsed the **WinTrade** Global institution, located in England. Specialists from the company co-created a digital marketing and branding strategy for the organization in order to improve the results achieved.

Professionals from Rock Content also supported the **NEXA Brasil** institution through the **Engaja Nexa** program, in which young people attended courses at Rock University and then had the opportunity to ask questions about the topics discussed directly with our specialists in lives on Instagram.

In addition, professionals from the Sales area conducted commercial training with organizers of the **TEDx event in Belo Horizonte**.

“To me volunteering means the opportunity to help the people that need it. Since I was really young, I've tried to get closer to people that didn't have the same benefits I had because of my origins. I believe if we can close the gap that separates us in our society, we can be closer to living in peace and in well-being.

I believe companies need to commit to helping people to grow. It doesn't matter if we have a good year financially, if we don't do anything to help people in need, we are doing nothing.

I truly think volunteering initiatives need to be an individual belief that translates into group efforts. Only a person that feels the need of being involved in volunteering can be sure that the impact will be positive and tangible.

If you feel you have the initiative to help and you are willing to do it, make a subject yours, investigate, and look for options to help and create impact.”



Edgar Higuerey

Account Executive
Guadalajara | Mexico

“The partnership between IDEA and Rock Content was a phenomenal experience for our scholars to be able to engage with professionals across the world about their career paths and advice for their own journeys.

The employers were able to participate in two classes: our 12th grade Senior Seminar, where they gave resume advice and offered mentoring; and in our 9th grade Intro to Careers, where they featured guest speakers to share more about the world of digital marketing and business.

Students came out of the sessions inspired and with their eyes opened to the international opportunities of a business pathway.”



Ms. Andrea Zimmermann

former Director at IDEA Public Charter School, current Director at Office of the State Superintendent of Education, Washington, DC | United States

Figures and testimonials

1,698 hours

Total volunteering hours



1,118 hours

Volunteering in teams

580 hours

Skills-based volunteering



165

Number of Rock Content employees volunteering

Financial and material support

What

Physical and material donations for immediate encouragement of specific causes.

Why

We know that, in many cases, the challenges faced by the world are more urgent than medium- and long-term plans can foresee. That is why, in times like these, we act to support causes where we can make a difference.

Such as

Donation matching campaigns, investment in culture through incentive laws, and donations of materials no longer used by the company to ensure that more young people have the resources to access education.

Matching donation Todos Contra a Fome BH (All against hunger in BH)

This partnership was held in March 2021 to donate money to fight hunger in Brazil. For each Real donated, Rock Content doubled the value.



5,443 USD
Total raised



2,410 USD
Donation from
Rock Content



1,213
Number of people who
received food parcels



Investments in culture projects under an incentive law in Brazil

With support from Rock Content through the Municipal Law for Cultural Incentive of Belo Horizonte (LMIC), the 2nd edition of the ELAS Festival was held between July 19 and 25, 2021.

The ELAS Festival program was centered around the topic “Creative Economy and Female Entrepreneurship”. The event was completely free and digital.

Also, through LMIC, we took on, once again, the role of sponsor of the project “Publicação Compartilha”, a platform to unite and disseminate everything that the creative community of Belo Horizonte/Brazil has done and is doing in its innovative processes, and artistic and cultural development.



USD 43,159.49
Incentive to culture

Laptop donations

In order to encourage access to education and distribute resources for this, we donated 44 laptops in good condition, which our employees had previously used. Most of the equipment was donated to our partner organization, **Rede Cidadã** (Citizen Network), located in Belo Horizonte, Brazil. The laptops were also used as prizes in our Rockcamp program and during Volunteer Week.



44 units
Donated laptops



USD 4,739.67
Financial investment

“At the end of 2021, we made an incredible partnership with Rock Content, which enabled our young apprentices to participate in the Global Volunteer Week with the theme ‘Do it yourself: building your career’.

As if the event’s success wasn’t enough, Rock Content also donated laptops and headphones, which will be used to set up a computer lab, a long-time dream of the creators of the program.

Like the Sistema Divina Providência (Divine Providence System), Rock Content believes and works to form better citizens for the world, and there is nothing more powerful and transforming than the union of forces around a single idea. We hope that, in 2022, we can strengthen the partnership and impact the lives of our young people even more!”



Anna Olivia Andrade Miranda

Young Apprentice Coordinator at Sistema Divina Providência, Belo Horizonte | Brazil

Equity Pledge



We increasingly seek to align growth and purpose, and the [1% Pledge commitment](#) represents the path Rock Content wants to follow to make a positive impact in the world.

Since its creation, the Social Impact unit has been concerned with doing coherent and consistent work in terms of impact and results. In 2021, we expanded our social impact efforts: we committed to our actions. We work to see even more results and activities in this sense in the future.

PLEDGE
1%

Giving 1% of shares can be one of the most effective ways to give back as a company. The Equity Pledge relates to all our stakeholders — and this is very important to us. After all, the way investments are made increasingly reflects the impact one seeks to have on the world.

The Pledge 1% organization supported Rock Content during the whole process of donating capital, providing materials, references, and advice to help us make the best decision.

Pledge 1% is a global movement to create a reality where giving back is in the DNA of companies of all sizes and stages. Its role is to inspire, educate, and empower all companies to be a force for good.

Conclusion

A glimpse to the future

In 2021, we committed to maintaining our consistency in treating impact and diversity, equity and inclusion as the correct and smartest thing to do. Sustaining a healthy corporate ecosystem in the long term involves caring in an authentic way about improving the state of the world.

In a year still marked by high unemployment rates and the pandemic shutdown of schools, we focused on looking at education as a pathway to opportunity for all and providing free tools to do so. And this remains our commitment in this and the coming years.

We have taken an important step to ensure that our commitment to social impact is present at all levels and in everything we do at Rock Content. We have publicly declared our commitment to donate equity towards Social Impact activities, and we work strategically to leverage efforts and join forces between DE&I and social impact, uniting the two areas.

We remain in this eternal learning journey, learning how to make marketing better while positively impacting the world every year.

Let's keep Rocking and be a force for good!



Gabriela Crego

Social Impact and DEI Manager
Minas Gerais | Brazil

About Rock Content

Our purpose:

To make marketing better
while having a positive impact
on the world.

Founded in 2013 in Belo Horizonte/Brazil, Rock Content has a global presence, with operations in the United States, Brazil, Mexico, and Canada, helping over 2.000 brands, marketers, and agencies deliver exceptional content experiences to their clients. All through innovative content marketing solutions, creative services, on-demand talent, and training — while engaging in social impact initiatives.



Manifesto

“To make marketing better,
while having a positive
impact on the world.”

(Inspired by the Patagonia philosophy
— Yvon Chouinard, “Let My People Go Surfing”)

We exist to make marketing better by positively impacting the world. In doing so, we want to create growth opportunities that overcome geography, ethnicity, gender, and socioeconomic factors.

“Making marketing better” means that we generate value in our business and distribute it to others. We advocate that marketing is a force for good and inclusive, existing primarily for the benefit of others. We want to inspire the world through better marketing by connecting brands to the best creative talent, generating job opportunities, providing support, educating new marketers, and sharing free digital knowledge.

That’s what we’ve always done, and we’ve been able to double that in recent years by expanding our impact, donating the largest number of online courses in our history, and certifying a significant number of people — who, after the training, have found new job opportunities in such a difficult time.

The fundamental goal of our company is to operate in such a way that we are fully aware of the above principles. For this reason, we make operational decisions based on the following list of values. These are not presented in order of importance, as they are all equally relevant:

- # All company decisions are made in the context of the principle “Making marketing better while having a positive impact on the world”. Our activities will be under constant evaluation as we seek continuous improvement;
- # For us, social impact means creating employment opportunities for people who, because of their gender, race, or socioeconomic status, experience situations of vulnerability. This happens through the promotion of education, which enables market inclusion and ensures business equity;
- # Our policy is to hire people who share the core values of this company and who represent cultural and ethnic diversity. The people who have chosen us as an employer reflect well on our values and purpose;

- # We see Rock Content as an integral part of the business communities we live in. These communities include our people, our network of talented freelancers and our customers. We recognize our responsibilities in all of these relationships and make decisions with their overall benefit in mind;
- # Rock Content is committed to donating 1% of equity (i.e., company stock) to invest in grassroots activism and **social impact** initiatives, and we encourage employees to be a force for good by donating 1% (3 days per year) of their work time to give back to the community;
- # At all levels of operation — board, management, employees and partners — we encourage proactive stances that reflect our values. “Making the world a better place” or “having a positive impact on the world” also means practicing transparency. Gone are the days when brands could just exist and do business. Now we are all held accountable by concerned customers. We exercise best marketing practices transparently and consciously and encourage our partners to do so too.

Appendix

Methodology

This Social Impact Report documents the progress we have made toward our intended impact, as well as the activities carried out in our commitment to Diversity, Equity & Inclusion programs. We use a variety of data collection and analysis methods to track this impact, which will be described in this section.

Methodological Period

The data collected represents the year 2021, beginning in January 2021 and ending in December 2021 — unless a different period is noted.

FX Ratio used in the report is 5.57.

Product Donations

The number of students corresponds to the number of people who applied for scholarships by completing the application form throughout the year and were approved according to specific requirements. The scholarships were donated during certain campaigns (such as Women's Day, Pride Month, and Black Awareness Day), through partnerships with other institutions, and organically, with beneficiaries' autonomous enrollment.

Each student could request from 1 to 5 different courses, and the total number of training courses donated represents this number. The certification number is the total number of completed courses for which people have received a certificate.

Financial and material donations

This represents the total donations we made. Rock Content donated 2,692.99 USD and, in total, we raised 5,443.08 USD to fight hunger in Brazil.

Laptops: we are considering an average cost per used laptop of 107.71 USD times 44 units, that is, 4,739.67 USD.

Volunteering hours donated by employees

We track our donated volunteer hours by recording, using a form, the hours of everyone who participated in internal volunteer actions.

Partner organizations

These are the organizations we partner with to provide Rock University courses at no cost to its beneficiaries: 1 Milhão de Oportunidades, Agência ONG Sustentável, A Mais Terceiro Setor, Artemísia, ELAS Festival, NEXA Brasil, Galt Vestibulares, Instituto Guetto, Junior Achievement, JL Language Center, Instituto Mano Down, Projeto Olho no Olho, Portal do Impacto, PUC Minas, Ruas, Instituto SECI, Instituto Semear, TEDxBH.

Diversity, equity, and inclusion data

The data from the employees was collected through an optional, anonymous form filled out within the platform used for human resources management.

Feedback respondents

An average response rate of the 746 respondents between January 1 and December 31, 2021 who answered “Yes” to the question, “Do you consider that there has been a change in your conditions of employment, education, or any other area of your life after taking the courses?”

Word cloud

The expressions used by our employees to define the behavioral, personal and professional skills they have developed working in a company that cares about social Impact, diversity, equity & inclusion were collected from all employees present in this report from a specific question within the interview.

ESG Reporting – GRI Standards

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