

Social Impact Report 2020

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Introduction



Diego Gomes
CEO, Rock Content

“Being a positive force amidst chaos was the first commitment I made in 2020. This year, our list of worries became longer and urgent, facing the COVID-19 outbreak, fighting systemic racial injustice, navigating through an economic fallout, and trying to stay healthy, physically and mentally. As a company, that commitment materialized as an ongoing effort to make sure our community would go through this new context as smoothly as possible while remaining conscious, flexible, and transparent in alignment with our culture.

As we became more aware of the new context, we decided to focus our social initiatives on high-scale employability. Our goal is to generate growth opportunities that overcome geography, ethnicity, gender, and socioeconomics. We are constantly accomplishing this goal with global initiatives, including free digital knowledge, work opportunities, and support.

That was our mission in 2020, and I’m proud to acknowledge that social impact was the only company sector that didn’t face budget cuts. We managed to amplify our impact, donating the largest number of online courses in our history and certifying a significant number of people who found new job opportunities at such a difficult time.

To state this in Rock Content’s second Social Impact report is a true victory and shows that the word ‘commitment’ is intentional, that our efforts are consistent, and we aim to grow continually.

For 2021, we remain committed to the same vision, doubling down on education and diversity initiatives, working with intensity, and investing, even more to increase our impact worldwide. I am proud to share the second edition of our annual impact report with you, and I am thankful to everyone who participated with us in this journey. Thank you, Rockers, investors, customers, and partners! I’m eager to continue our partnership for the decades ahead, and I can’t wait to drive an even more impactful 2021.”

CEO message

About Rock Content and Rock.org

rockcontent

Rock Content creates innovative marketing products and services designed to build content experiences at scale.

With and beyond
that, our mission is to
enable growth for our
community.

That includes our customers, employees, talent network, investors, audience, and anyone directly or indirectly connected to us.

rock.org

To ensure we can accomplish our mission, we created [Rock.org](https://rock.org) in 2019—a dedicated team entirely focused on leading and evolving our social impact initiatives.

Since the beginning, we have committed essential resources (product and time) to support our social impact. By December 31, 2020, we have impacted more than 38,000 professionals with Rock University grants. We were able to engage 62% of our employees in our impact initiatives and our volunteering program as part of the [Pledge 1%](#) movement.

How do we leverage growth for our community?

For us, social impact means creating high-value employment opportunities for young professionals all over the world. We want to be an active, positive force and ensure that we can provide high-value digital marketing education and the skills they need to succeed in this new world.

We understand that this can only be sustained by sharing our knowledge and generating opportunities for people in vulnerable positions, whether as a result of their gender, race, socio-economic status, or an existing disability.

We do this by offering 100% free scholarships for our Rock University courses and promoting Rockers' volunteering initiatives aimed at **High Scale Employability**.





Commitment to UN SDGs (Sustainable Development Goals)

All our efforts converge with the United Nations [Sustainable Development Goals](#). The programs align education, work, and equality for all.



Quality Education

"Substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs, and entrepreneurship."

19,657
certificated
students



Decent Work and Economic Growth

"Reduce the proportion of youth not in employment, education or training."

27,388
students started our
courses focused on
digital marketing skills
for the job market



Gender equality

"Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life..."

59%
of women in
leadership levels

Impact areas

Education: skilling up for the future

Throughout 2020, we managed to consolidate that vision creating several initiatives distributed across three main pillars: Education: skilling up for the future, Inclusion & Diversity: our path to equality, and Giving back: volunteering commitment.



Why

To achieve our goal of enabling growth, we need to step up and share our knowledge.

What

Promote educational equity by creating opportunities for people to gain access to Digital Marketing skills training that will allow them to have better job opportunities.

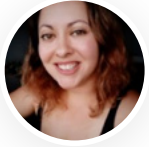
How

Online Digital Marketing Education

Rock University, our online education platform, has more than eight free courses and fourteen premium courses (in Portuguese) on subjects like Marketing, Sales, Customer Success, and Social Media.

We used that channel to provide access at no cost to our already existing premium courses and partnered with nonprofit organizations to amplify our reach.

Case



**Adriane da Rosa, work
at Agência Monograma and
is a Rock University student**

“In March 2020, I was able to do some of the Rock University premium courses for free due to the initiative you started during the pandemic.

During the courses, I truly fell in love with the digital world and realized how much I could learn and develop myself. I enjoyed every minute of it, and it was an authentic immersion experience, something I needed at that moment.

I updated my curriculum, and in September 2020, I received two job offerings. I got to choose the place, my salary, and gain flexibility at work.

My LinkedIn is ranking every week, and new opportunities are coming. Thanks to you, I was able to specialize myself, gain confidence, and be seen in the market.”

187,493
courses donated

38,264
Rock University students*

31,799
certifications**

18
partner organizations

* Represents the number of students with free access to the courses, with an average of 5 courses per student

** Represents the number of certificates in total.
On average, each student was certified in 1 or 2 courses



Entrepreneurs mentoring and training

Having learning and teaching as our culture's core values means that Rockers are always ready to grow and share their knowledge with our community.

We partnered with a Brazilian project called Olho no Olho and supported them through Sales, Digital Marketing mentoring, and training sessions for low-income entrepreneurs. We had help from Rocker volunteers, who desire to be constantly involved in those initiatives to accomplish that goal.

Case



Vivian Lima, micro-entrepreneur at Tia Meire Chocolates and student in the Olho no Olho program

“The impact from the mentoring was huge since we were able to choose the right sales channel for our business, and we had great results with that. For that reason, we want to thank Rock Content because we keep applying everything we learned from you.”

From our side, this was highly beneficial too. According to our January 2020 Census Results, 92% agree with Rock Content's effort to create Rock.org, and 74% said that social impact is an extra personal engagement with the company.

[*Data from Olho no Olho 2020 impact report](#) (only in Portuguese)

Two classes of mentoring and training courses donated

55

entrepreneurs impacted

67%

of the entrepreneurs grew their income after the training sessions*

160

hours volunteered by Rock Content employees in mentoring activities



Case



Lucas Duarte, Customer Success Team Supervisor at Rock Content and part of the Volunteer Team

“When Rock Content allowed us to create all these social impact initiatives in the same place we did our work — even at the same time — it generated huge value for the employees. It is a win-win situation. There is interest and need, and Rock Content made the connection possible, making it easy for both sides.”



Diversity & Inclusion: our path to equality



Why

We understand that diversity fosters the best ideas and makes the world a better place. We pursue this not only for the business benefits but also because it is the right thing.

What

Enable inclusion and diversity at our company and in the market as a whole.

How

Local context matters, so we tailor for impact.

According to relevant business areas or the context of geographic regions, we tailor DEI initiatives to maximize local buy-in and impact.

Diversity, Equity, and Inclusion are the responsibility of all, so we create and promote a portfolio of initiatives.

We take active steps to share knowledge about social demands, groups, and cultures that experience marginalization—understanding social needs means that each of us can directly impact the greater good.



Being a Rocker means embracing our culture. Being willing to learn, teach, and collaborate with everyone. It also means being respectful — caring for each other.

To guide and provide a clear statement towards what we expect, we have our code of ethics and conduct.

Our goal is to be a diverse and inclusive company in the world and, at the same time, to have a local impact, in Brazil and in all the countries we operate.



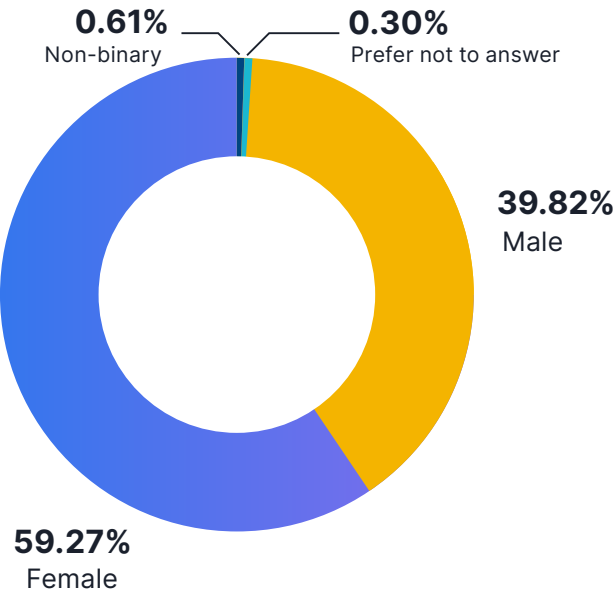
Nicholas Green

Belonging Lead, Rock Content

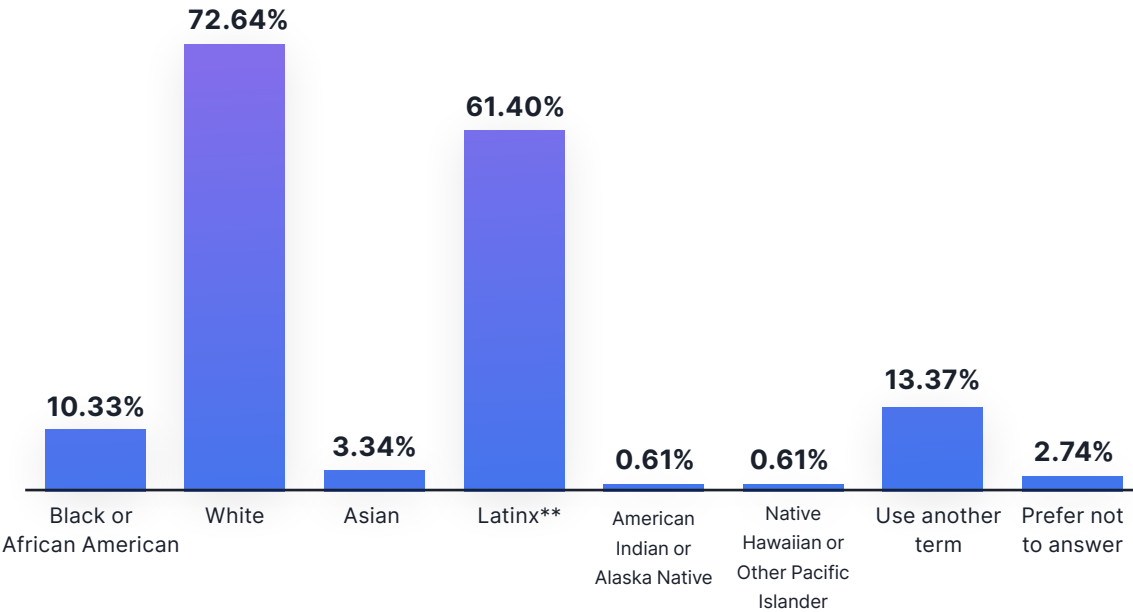
Global Diversity Indexes

The data below refers to the 2020 internal census, representing 72% of our total workforce across 15 countries.

Global workforce representation



Global workforce representation*



* Totals add to over 100% as individuals can self-identify with more than one race or ethnicity.

** Our high representation for Latinx in comparison with other North American companies is because 87% of our distributed workforce are based in Latin American. 25% of our workforce outside of Latin America identify as Latinx.



Global workforce representation

19.76%
are part of the
LGBTQIA+ community

3.34%
of people with
disability



In 2020, **59.27%** of the workforce identified as female, up 2.17 points from 2019. **28.27%** identified as an underrepresented race or ethnicity, a 1.33 point decrease from 2019. **19.76%** identified as part of the LGBTQIA+ community, a 3.34 point decrease. For people with disabilities, we had a 0.94 point increase compared to 2019.



Giving back: Rockers commitment to volunteering

Why

We recognize the impact we can create by incentivizing the team to use their working hours to improve the world around us.

What

Build a global movement of employee giving, and empower our team to take action for good.

Inspired by the Pledge 1% movement, we are committed to donating 1% of all Rockers working hours into volunteering.

How

Team volunteering

The Rock.org team orchestrates company-wide volunteering for one week or day. With gamification, Rockers work closely with team members to create more impact for the community.

In 2020 we created a global Volunteer Week when we organized ourselves to support 4 NGOs from different countries. These NGOs work with education and employability projects for people from underrepresented groups.

NGOs involved: Beyond 12 (USA), Todxs (Brazil), CREA (Mexico), and Community Living (Canada).

Case



**Ariana Sandoval, Project Director
at CREA Comunidades de
Emprendedores Sociales in Mexico**

“We were very glad to be part of Rock Content’s Volunteer Week, and very proud that our mission — to promote the value of women in social and economic environments and their participation in local initiatives — is being shared globally.”



**Stephanie Mansueto, Head
of Content at Rock Content**

“It was really exciting for me to be able to give back in a way that was not self-serving, in a way that was just to help another person grow in their career. And also the fact that Rock Content was willing to let me spend my time for an entire week to support charities, and not only focus on the day-to-day.”



Skills-based volunteering

Represents projects led by Rockers to social impact organizations to help them implement Rock Content solutions and leverage their impact.

We partnered with Estímulo 2020, a Brazilian NGO founded during the COVID-19 pandemic to help businesses get through the pandemic. We achieved it with financial aid and training sessions, providing a tailored consulting program, and helping them structure their digital communication using our products and expert services.

59%

employees participation
rate, that represents
250 employees

2,362

hours volunteered by
Rock Content employees



Case



**Lais Yoshida, Head of Marketing
and Communications
at Estímulo 2020**

“The partnership was extremely positive for Estímulo 2020. The kickstart supported the digital presence of our strategic plan, creating our buyer personas and defining the buyer's journey. This highly relevant material has guided all of our actions since then.”



16,000

**entrepreneurs impacted by
the social impact organization
using our content**

74

**hours volunteered by
Rock Content employees**

**3,343****USD raised****2,409****USD Rock Content
matching donation****560****food parcels**

Donation Matching

We quickly act to provide support to people in acute crisis, as when a natural disaster occurs or when there is an urgent need to support a community's basic needs.

In 2020, we launched a crowdfunding campaign focused on supporting families and clients who suffered from heavy rains in Brazil's Southeast region in January 2020 (many people across this region were left homeless and in a very critical situation).

759**USD in office items for
Rock Content's clients
impacted during the rains****37****hours volunteered by
Rock Content employees**



Connected to that pillar, in August 2020, Rock Content was invited to present a Pledge 1% workshop about “How to increase participation: Employee Volunteerism — Co participation in the volunteering playbook,” strengthening our adherence to the movement.

We also partnered with Pledge 1% to produce an ebook on virtual volunteering. Learn more about it [here!](#)

*Pledge 1% is a global movement focused on incentivizing corporate philanthropy through the usage of 1% of the company’s time, product resources, profit, and equity, or a combination of those four.



READ THE PLAYBOOK



Responding to the COVID-19 pandemic



The COVID-19 outbreak and its consequences brought the entire world into a state of emergency and plunged everyone into unknown waters. We were no exception. To navigate this challenging moment without risking further impact to the entire company, we stopped hiring, froze promotions, started executing a savings plan, and, unfortunately, took the hard decision to part ways with 20% of our workforce.

After that, we focused on assisting those ex-Rockers with courses, mentorship and promoted their skills through our network. With that, more than 83% have already found new jobs.

For the Rockers that continued with us, we took several measures to assist them, including wellbeing sessions, flexible schedules, recharge days for parents, and a working from home benefit to cover home office expenses.

We created opportunities and shared Rock University courses for free to everyone in our community to support their need to upskill and find jobs in such difficult conditions.



Measuring our progress

We aim to keep growing our social impact programs, and we are happy to verify that 2020 wasn't an exception.

These are our key results.



Product

38,324

**people with access to
upskilling with Rock
University courses at no cost.**

\$14,4M

**in product donations provided
to students and impact
organizations in 2020 alone.**

\$14,5M

**in product donations to
date (since 2019).**



People

\$40,531

invested in volunteer
time off

2,635

hours volunteered by Rock
Content employees in 2020
(Pledge 1% commitment)

7,435

hours to date (since 2019)



Direct Investment

\$25,048

to fund the social impact
area and initiatives in 2020

\$44,000

total direct investment to
date (since 2019)

Our commitment to the Environment, Social, and Governance

At Rock Content, we care about how we do things and take care of our people and the environment. That is why we want to share our commitment with ESG and be transparent with our evolution over time.

"We decided to prioritize our ESG efforts because we feel how much it resonates with our culture of enabling growth opportunities not only for our customers, but for our Rockers, talent network, partners, and to our community as a whole.

As our commitment to standards grows, our Rockers engagement and sense of community also grow. Furthermore, making our commitment public helps us attract and retain quality employees, highly committed to the same principles as ourselves, increasing our overall productivity.

In 2020 we took our first step to start our ESG metrics reporting to measure ourselves better and benchmarking ourselves versus other impact-oriented companies that we admire.

Our commitment is not temporary. It is a lifelong effort, so we expect to have the ESG criteria as part of our lives in the future, as our SaaS metrics are now. It will help us to expand our purpose to enable opportunities for growth everywhere".



Rita Lisboa
COO, Rock Content

Conclusion

Forward-Looking

2020 was a year where we found ourselves facing a pandemic that brought many uncertainties. We had to be able to deal with physical and mental health issues, and quickly act to face challenges as humans, leaders and as a business.

Moreover, this was a year that we experienced a multi-year compressed form of digital transformation, and the inequality gap increased. Therefore, the need for reskilling became even more urgent.

At Rock Content, our mission is to enable opportunities for growth. Remaining attached to this mission enabled us to do our best to overcome the challenges 2020 had brought, and still deliver it to our community.

We work for employability and education opportunities. In 2021 we will continue the consistency and hard work to further our goal: scale education and employability for underrepresented people, thus promoting educational equity by creating opportunities to gain access to Digital Marketing skills training that will allow them to have better job opportunities.

We are proud of the progress we have made on these important issues, and we still have a lot of work to do. We know that real transformations come in the long term, and we are happy to be on this journey with all of our stakeholders. I'm confident that by collaborating with our team, our partners and our community, we will build a better future, together.



Gabriela Crego

Social Impact Lead, Rock.org

Appendix

Methodology

This Impact Report documents the progress we have made with regards to intended impact, as well as activities carried out in our DEI programs and ESG commitment. We utilize a variety of data collection and analysis methods to track this progress, which are described in this section.

Period

The data collected represents the year of 2020, starting in January 2020, and ending in December 2020. Except when a different period is noted.

Product Donation

The number of people with access represents how many people requested scholarships by filling in the application form during the coronavirus campaign, and from nonprofit partners, and was approved.

The amount in USD represents Rock University courses donated, calculated by the number of Trails donated (each has 4 unit courses), multiplied by the market value of the Trail USD308.

Employee volunteering

We track our volunteer hours served by registering everyone who participated in the internal volunteering actions using a form.

The amount invested is the total volunteer hours, multiplied by our average blended employee hourly cost.

Direct Investment

This represents the total amount invested directly in the area responsible for running our social impact initiative, such as salaries, and expenses needed to run the programs.

Partner organizations

These are the organizations we have partnered with to provide Rock University courses at no cost to their beneficiaries.

iGMk, Eureka, TETO, Covid Solutions, IOS, Embaixadores da Educação, Amigos da Poli, AIESEC, Sistema Divina Providência, Rede Cidadã, Junior Achievement, SECI, Movimento Black Money, Instituto Dom Quixote, Fa.Vela, Transvest, Amcham, Olho no Olho

Diversity, equity, and inclusion data

All employee data was gathered via an optional and anonymous form surveyed.



 **rock.org**



 rockcontent

