

## Environmental and Social Data Sheet

### Overview

Project Name:	DanAds (EGF VD)
Project Number:	2021-0222
Country:	Sweden
Project Description:	DanAds has developed a cost efficient self-service advertisement booking platform that it sells to large publishers on a white label basis. The platform allows these publishers to accept SME clients who would not be profitable under the publisher's normal ad booking process.
EIA required:	no
Project included in Carbon Footprint Exercise <sup>1</sup> :	no

### Environmental and Social Assessment

#### Environmental Assessment

The project includes R&D activities for the development of new IT tools for a self-serve platform for online advertising, as well as for the improvement of customer experience. In addition, project expenditures in sales and marketing are also anticipated across the EU.

These activities are not listed in any of the annexes of the Environmental Impact Assessment (EIA) Directive 2014/52/EU amending the Directive 2011/92/EU.

The financed activities will be carried out in already-authorized and existing facilities that will not change their scope due to the project. Therefore, the project does not require any additional environmental permits.

#### Other Environmental and Social Aspects

The promoter's solution makes it easier for SMEs with small advertising budgets to promote their products and services online and reach new audiences by allowing publishers to sell small advertising spaces to SMEs.

The promoter has an open and strong corporate culture and is perceived as an attractive employer. The management is committed to creating diverse and inclusive workplace.

### Conclusions and Recommendations

In the light of the above, the project is acceptable for EIB financing in Environmental and Social terms.

<sup>1</sup> Only projects that meet the scope of the Carbon Footprint Exercise, as defined in the EIB Carbon Footprint Methodologies, are included, provided estimated emissions exceed the methodology thresholds: 20,000 tonnes CO<sub>2</sub>e/year absolute (gross) or 20,000 tonnes CO<sub>2</sub>e/year relative (net) – both increases and savings.