



Luxembourg, 03/12/2024

Environmental and Social Completion Sheet (ESCS)¹

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.*

Summary of Environmental and Social Assessment at Completion

EIB notes the following Environmental and Social performance and key outcomes at Project Completion.

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The project concerned 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 were across the EU. These activities are not listed in any of the annexes of the EIA Directive 2011/92/EU amended by Directive 2014/52/EU and therefore did not require a mandatory screening or EIA Report.

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

No significant environment or social issues were noted.

The promoter's solution has made 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 has been perceived as an attractive employer. Moreover, the management has been committed to creating a diverse and inclusive workplace.

Summary opinion of Environmental and Social aspects at completion:

EIB is of the opinion based on reports from the promoter, during Implementation that the Project has been implemented in line with EIB Environmental and Social Standards, applicable at the time of appraisal.

¹ The template is for ILs and FLs