



The Artfinder Impact Report: 2020

Our actions for people and planet.

artfinder.com/impact

Hello and welcome!

Welcome to Artfinder's first ever Impact Report.

This is a hugely proud moment for us. Ever since we launched our marketplace in 2013 we have known that a commitment to our artist community and to the environment was important to us, but in 2019 we put our money where our mouth was and became the world's first art company to certify as a B Corp.

In this report you'll find what we're already doing to have a positive impact on people and planet, as well as what we are planning to do in 2020.

An important part of being a B Corp is committing to measuring and improving our impact and this is a challenge we cannot wait to embrace.

To follow our progress all year round, please visit artfinder.com/impact or email jane@artfinder.com

We hope you enjoy reading!

Jane, Head of Comms



Hello from our CEO

We're releasing our first Impact Report at an incredibly challenging time for many. As authorities, organizations and people all around the world work incredibly hard to fight off a global pandemic, we now face unprecedented levels of uncertainty.

With so many art galleries closed and art fairs cancelled due to COVID-19, the lives of thousands of artists have been negatively affected. It is now more important than ever to support independent creative communities, whether selling directly or via online platforms.

I am very proud of what we've achieved at Artfinder to date, and this very report shines some light on the incredible work our team has been doing not just this past year, but over the past 7 years. I also know very well, how much more work lies ahead before we can truly say that our mission of making art more accessible and a viable career for artists is achieved.

The last couple of weeks have further emphasised how connected our world really is. It is clear that no one business or team can achieve a grand vision alone. To achieve truly great things we need to work together as a community. I am therefore very excited at what we can do together with you, our artists and customers, over the next year and beyond.

Together, we can create a world where art benefits everyone.

Yours truly,

Michal



Our story



Back in 2013, we launched Artfinder with just 14 artists, a small team and a big dream.

We knew that the art world wasn't fair, or sustainable, especially for the eight million independent artists around the world who couldn't make a living from their art. And we also knew that the world is full of people who value original, handmade stuff - and who probably didn't know they could afford original art.

Fast forward seven years, eight offices and a lot of hard work, we now have 8,000 artists in 108 countries, offering over 450,000 original artworks - all for sale from as little as £20.

We've grown so quickly that we've barely had chance to step back and think about the essence of what makes us different, but it's really that we believe in community - in a real community of artists and art lovers. And it's our role in bringing together both sides of that community - and making the world better for both sides - that drove us to become a B Corp and to commit to measuring and continuously improve our social and environmental impact.

Our mission:

“ To make art affordable,
accessible and a viable
career for artists ❤️ ”

This year's highlights

- > We helped more artists make a living (In 2019, 73% of our artists said Artfinder contributed to an increase in their income, up from 68% in 2018)
- > We became a B Corp!
- > Team Artfinder planted 200+ trees with Trees for Cities
- > We helped raise awareness of climate change through our art project with Octopus Energy, donating commission on artworks sold to renewable energy charity, Renewable World
- > We continued to close the art world gender pay gap. From 2017–2019, men increased the price paid for their artwork by 21% and women by a huge 29%
- > We switched our customer return shipments to be carbon offset through DHL's Go Green scheme



Our values:

originality

Creativity and authenticity underpin everything we do - it's hard-coded into our DNA. We're all different and we celebrate those who express themselves through their own personality, identity and uniqueness.

openness

We strive to ensure art is accessible for everyone, whether you're an artist or a customer. We've created a global art marketplace that connects buyers directly with artists to help them find the right work for them.

courage

We're unafraid to make bold choices - whether it's through showcasing challenging artwork, taking on competitors with deeper pockets or speaking out against inequality in the art world - if it means delivering a better experience for customers and artists.

decency

We champion a fair, equitable and open marketplace that rewards both artists and customers. We know that to be successful we need to follow a moral compass. This means putting things right when they go wrong. It also means recognising that a modern business needs to be a force for good.

Our B Impact score:

We believe passionately that businesses can be a force for good. That's why we applied to become a B Corp in 2019 and were so excited to pass the rigorous assessment first time.

The work doesn't stop here though, all B Corps are recertified every three years and the expectation is that the B Impact Score will improve. That's why we're setting up clear goals for 2020 to help us get there.

<https://bcorporation.net/directory/artfinder>



Impact Area Scores:

Governance:	17.6
Workers:	29.3
Community:	11.7
Environment:	6.6
Customers:	16.0



People

What our customers say:

Trustpilot 'Excellent' 4.8 out of 5 from 3,250+ reviews

Love Artfinder



“

Love Artfinder! They care about their community of artists and art lovers aiming to meet needs and provide best service on both sides of the transaction.

”

- Mikhal

Very pleased!



“

We found exactly what we wanted on Artfinder, received it quickly and in good condition even with shipping from the UK to the US. I love how they're taking a stand as a company, supporting women, being certified as a B corp, and working to continue to improve their environmental and social impact

”

- M G

<https://uk.trustpilot.com/review/artfinder.com>

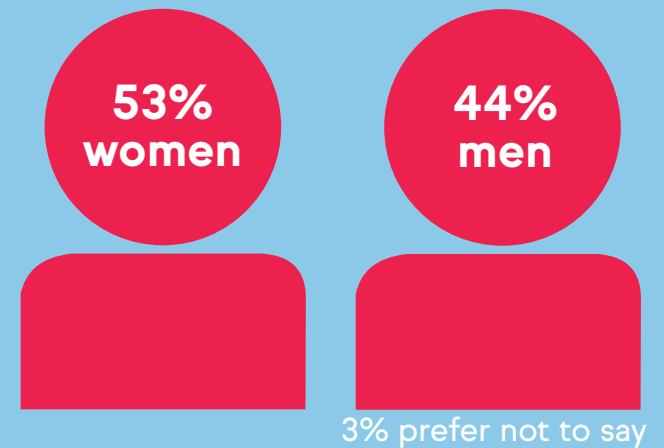
Artists

We wouldn't be here without our artists and it's our mission to help them make a viable career from their art. For the last two years, we have run an annual artist impact survey to measure how we're doing.

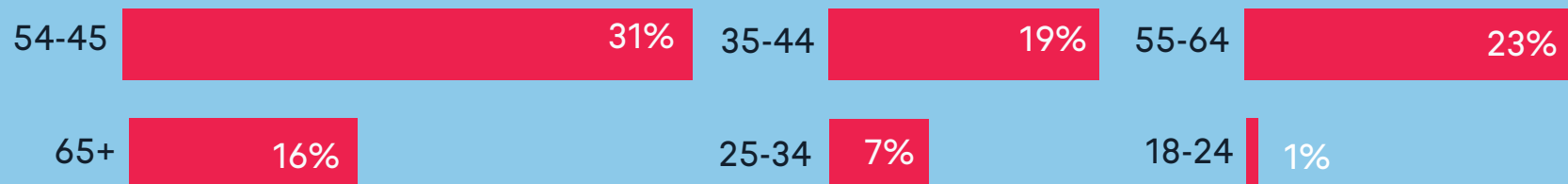
Who are our artists?



Gender



Age

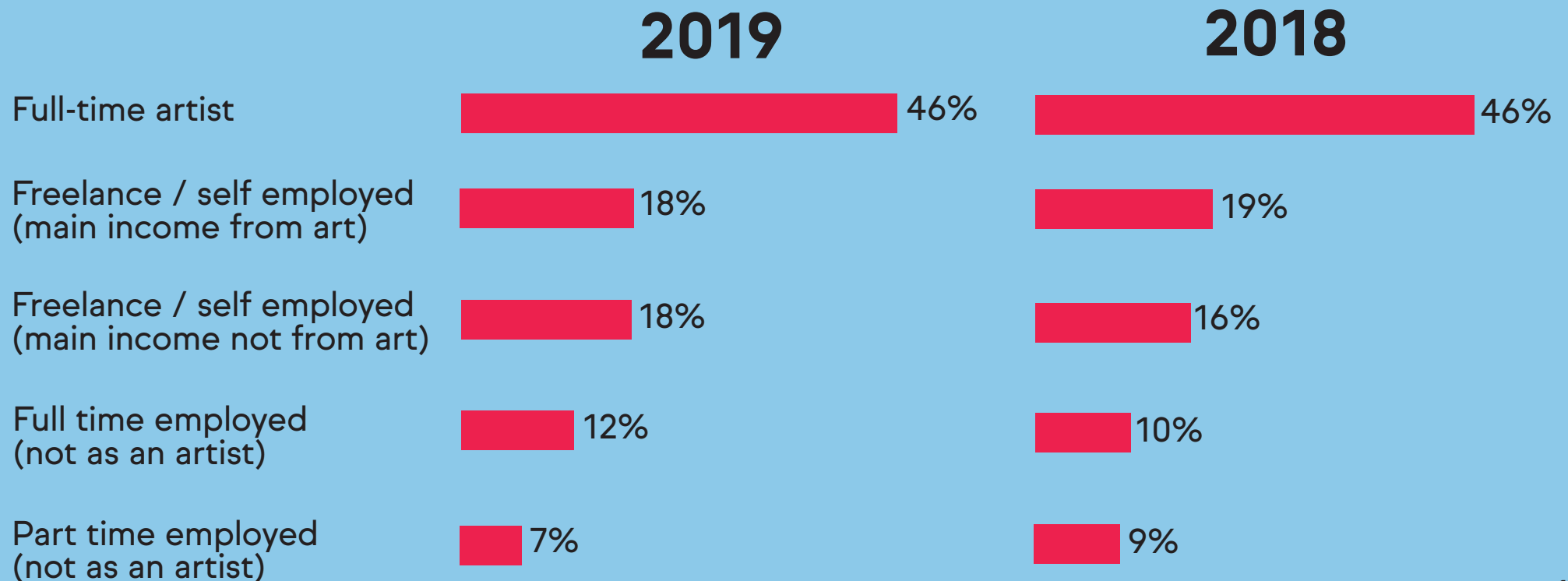


Artist impact benchmarking:

How do we measure whether we are making art a viable career for our artists? By asking them the questions that matter.

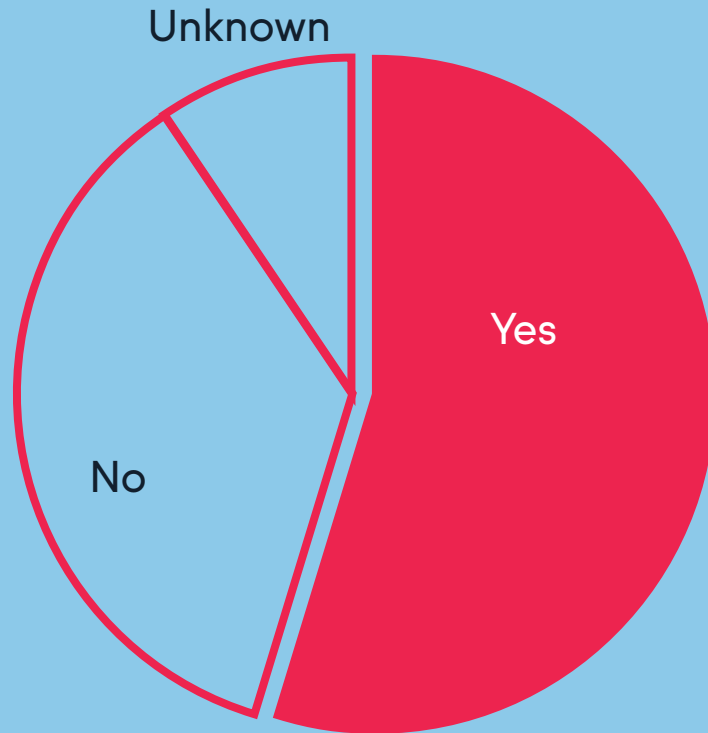
Employment

46% of our artists are full time artists

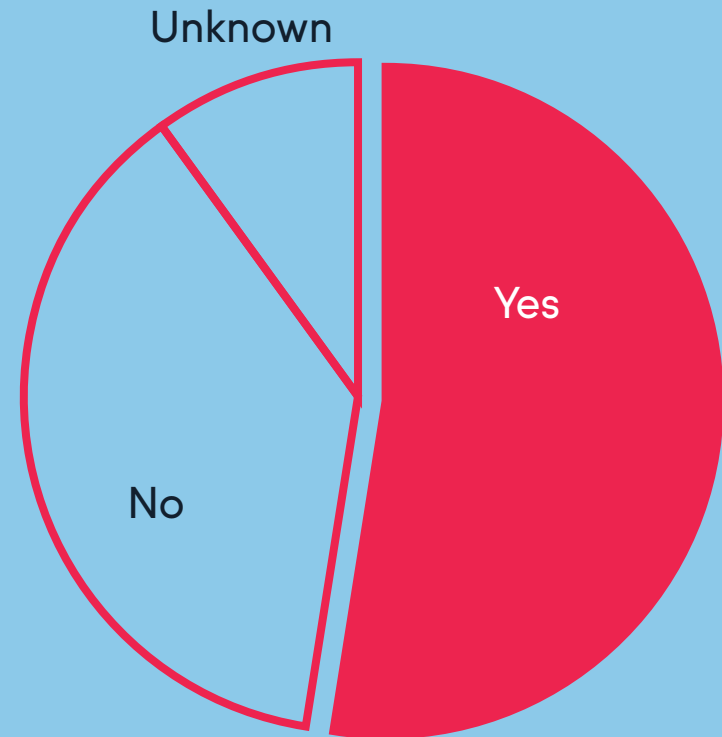


Entrepreneurship

2019



2018

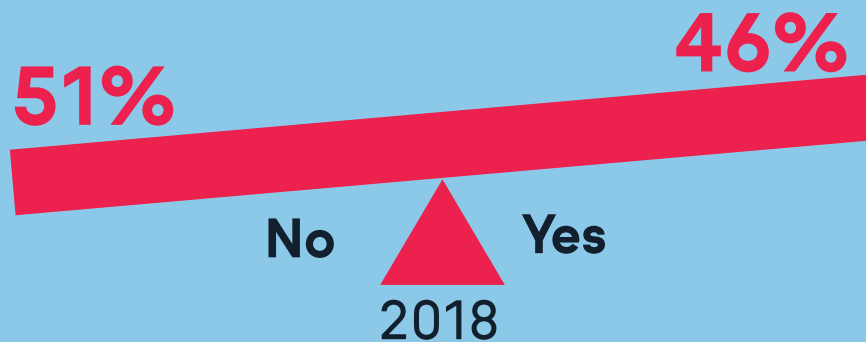


55% describe themselves as entrepreneurs
(up from 53% in 2018)

Gallery representation

Tipped the balance from 'no' to 'yes' for have you ever been represented by a gallery

Increase in those who have exhibited at an art gallery or museum

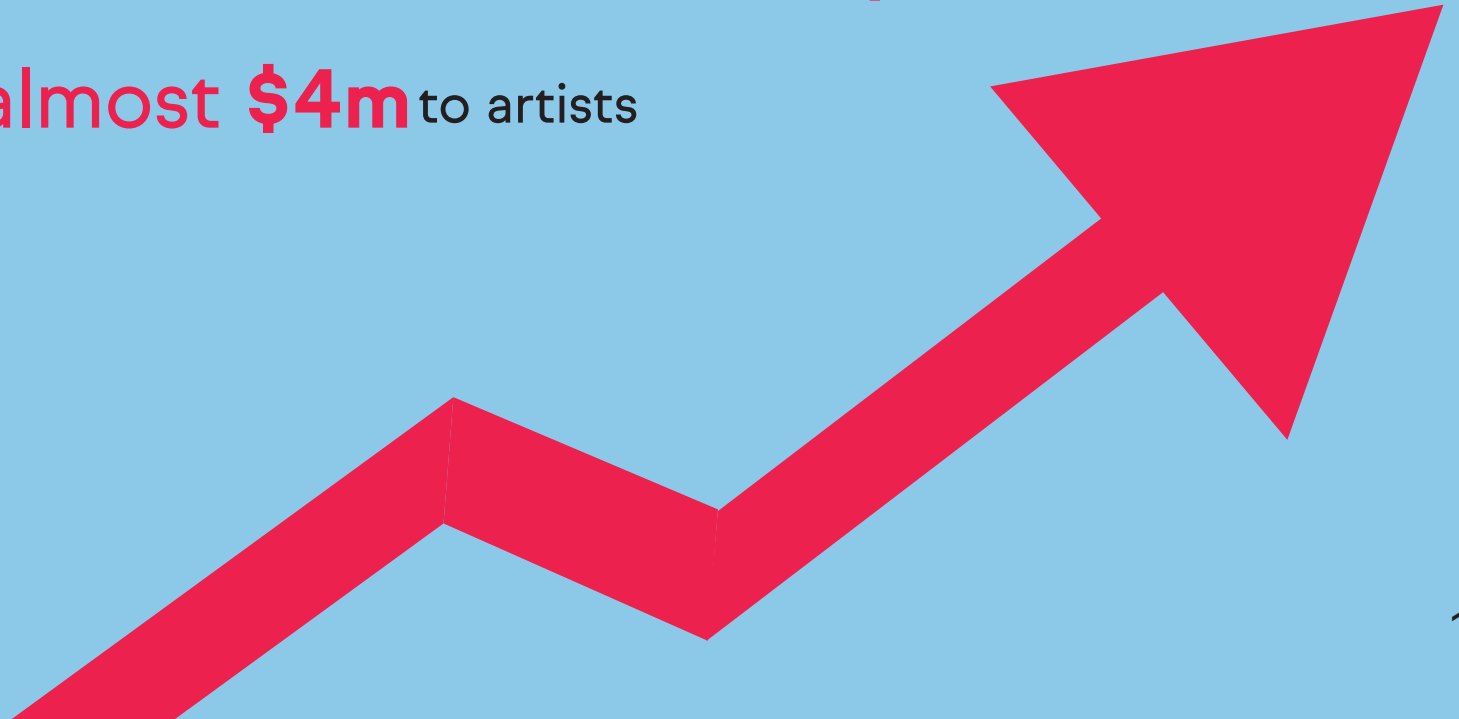


85%
2019

82%
2018

Financial impact

- Those who said we contributed to an increase in their art income is up from **66%** to **73%**
- Those who said we have contributed 'quite a lot' or 'very much' is also up from **18%** to **20%**
- Since we launched in 2013, we've paid artists **over \$21m**
- In 2019, we paid **almost \$4m** to artists



Gender equality

Gender equality is a real problem in the high end art world. Guess how many of the top ten richest living artists are women? None. Not one. This statistic hasn't changed since we published our first gender equality report in 2017, but we're delighted to say that our own statistics have.

- Women have sold **1.5** times more artworks than our male artists, since we launched in 2013
- For every **\$1m** artworks sold by men, women sell **\$1.18m**
- Since 2017, all of our artists have increased their sale prices—men by **22%** and women by a huge **29%**
- That means that the gap between women's and men's sold prices has closed, from a huge **38%** (men's work being sold for 38% more than women's on average), to just **11%** in 2019

What next?

There's still more work to do. This year, we aim to close the art world gender pay gap even further by publishing sold price statistics by gender and actively encouraging our artist community to price their work fairly.

Artist community: 2020 goals

We've been on a long journey with our community of artists since our launch in 2013. In our early years of existence, we grew very quickly and accepted over 80% of all artists who applied to sell with us. Although this led to a huge growth in the number of artists on the platform, it also led to a high level of dissatisfaction amongst the community and concerns around quality and low prices.

Since early 2018, we've been on a journey towards improving the quality of the product without hurting the community as a whole.

“ Since 2017, we have seen the average artwork sale price increase by 12%. This is a massive achievement and a testament to the early successes of curatorial transformation. ❤️ ”



In that time we have:

- ♥ Appointed a lead curator
- ♥ Appointed a diverse curatorial board
- ♥ Published our Artistic Quality Guidelines, setting a standard all artists can follow
- ♥ Introduced limited edition prints which allow artists to sell pieces at accessible price points, without underpricing original works
- ♥ Completed a sitewide curatorial review of each and every artist shop

In 2020 we will:

- ♥ Complete the first stage of our curatorial transformation, making some tough decisions about shops we'll sadly no longer be able to represent
- ♥ Set up KPIs which will allow us to measure progress towards our mission

“ Throughout this difficult journey, we have kept in mind our values, to be open and to be decent, whilst taking the courageous step to deliver long-term transformation of the platform. We aim for an Artfinder that everyone can be proud of, where art is affordable and accessible for customers, but without driving down prices. We're incredibly proud that sold artwork prices have increased every year since 2017 and we see this as a key pointer of success in this area. ♥ ”

Artists' impact on Artfinder

When we sat down to plan this report, it felt a little one-sided to only talk about ourselves and the good things we do. As an online marketplace, Artfinder really belongs to our artists and we wouldn't be here without them.

**Here are
some of the
amazing
things our
artists do:**

Community projects for good causes — including marching for gender equality and most recently creating over 500 artworks to raise awareness of climate change

They are our brand guardians, holding us to our values and asking for the transparency they deserve through our artist forum and artist support team

They are product champions, helping us focus on the right things and giving us immediate and useful feedback on new features on the site

They support each other through our artists forum, making international friendships and helping each other out

Employees

Right now we may be small, with only ten full- and part-time staff, but setting a 'best in class' company culture is really important to us. We already have generous holiday, parental leave, return to work and flexible working policies, as well as an employee assistance programme and a genuine care for employee health and mental health. But there's always more to do!

In 2019 we:



- Matched staff donations to any charity of their choice
- Introduced three paid volunteering days per year
- Introduced a new bonus scheme, up to 10% of salary per year

2020 goals:



- To introduce personal development plans, formalising a commitment to employee career development
- To become a living wage accredited employer
- To improve our benefits around employee wellbeing. e.g. Cycle to Work scheme, subsidised health care support



Planet

The challenge

As a marketplace, the thousands of artists who sell through our platform are responsible for creating and shipping their art, meaning that we are not directly in control of the materials or shipping methods used. This lack of ownership will be our primary challenge in first measuring and then reducing Artfinder's environmental impact as a whole.

However, this isn't necessarily bad news. We know that our artist community cares as deeply about protecting our planet as we do and that there is an appetite to make a real change. With proper guidance, good measurement, and encouragement and incentives, we're excited to tackle our generation's biggest challenge together.



Planet goals

We've got ambitious targets in place to measure and reduce the carbon footprint of all Artfinder shipments, committing to be carbon neutral by 2030.

In 2019 we:



Joined 500+ other B Corps globally in declaring a climate emergency and committing to be carbon neutral by 2030



Launched a climate change art project with renewable energy company, Octopus Energy, with all proceeds from art sold donated to renewable energy charity, Renewable World



Supported UK-based charity, Trees for Cities, and planted over 200 trees



Switched customer return shipments to be carbon offset through DHL's Go Green scheme

In 2020 we will:



Set up a framework to measure the impact of all shipments on the platform. We already know the size and weight of each parcel, but we don't currently record whether artists are shipping by air, sea or land. By the end of 2020, we'll be in a position to measure this and set up some benchmarks



Identify a set of measurable actions to chart progress towards our three chosen Sustainable Development Goals



Allow customers to make a donation to offset

Artfinder and SDGs

The UN has published 17 Sustainable Development Goals — or SDGs — which act as “a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity by 2030.”

We’ve identified three goals that Artfinder will support over the coming decade. In 2020, we will outline the actions we will take towards each goal.

1. SDG13: CLIMATE ACTION

Aim: Climate action, such as employing climate risk assessments, and adopting climate change governance

2. SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION

Aim: Maintain responsible consumption and production, such as adopting circular economy principles and assessing supplier impact on resource consumption

3. SDG5: GENDER EQUALITY

Aim: Contribute to gender equality, such as increasing women’s representation, and managing gender discrimination complaints

A decorative header featuring a dense pattern of colorful confetti, including small stars, dots, and dashes in shades of red, yellow, blue, and black, set against a light gray background.

Thank you for reading!

We'll be continuing to be impactful all year long, so please visit artfinder.com/impact for the latest.

Want to help us do good? We're all ears. Please email jane@artfinder.com with your ideas, thoughts, collaborations or partnerships.