

PRESS RELEASE – December 2024, Berlin

Searching the web without a commercial bias

GOOD Launches Ad-Free Web Search Which Drives Positive Change

Berlin, November 2024 – The alternative search engine GOOD has is now implementing a radically new concept: A completely ad-free web search, independent of big tech corporations. With this bold step, GOOD establishes a more ethical and transparent internet usage and strengthens the digital sovereignty of its users. The service is financed through a moderate subscription model starting at two euros per month.

"Our mission is clear: We prioritize people and sustainability over profit," explains Andreas Renner, co-founder of GOOD. "Advertising not only distracts from the organic search results but disadvantages smaller sustainable brands with smaller online marketing budgets, increases the carbon footprint by inflating the data volume which needs to be processed, and hinders uncompromising data protection". That's why we're breaking with this model and offering a better alternative."

A Break from Big Tech and Advertising

Unlike many other search engines that rely on Google's or Microsoft Bing's indices and advertising networks, GOOD uses an independent search index provided by partners such as Brave. This ensures that search results are not influenced by the interests of large corporations.

Advertising as a financing model for search engine has serious drawbacks:

- **Loss of focus:** Ads distract and often make it difficult to distinguish paid from original results
- **Ethical dilemma:** The majority of ads promote more and unsustainable consumption
- **Privacy risks:** Ad trackers collect user data and endanger privacy.
- **Environmental impact:** Ad trackers increase the CO2 consumption of web searches.

"Attempting to reconcile privacy and advertising is a contradiction in itself. Our model consistently resolves this problem," Renner continues.

A powerful sustainability agenda

GOOD is a social business with the mission to drive positive change. To fulfill its ambitions sustainability agenda, GOOD not only supports climate action to ensure that the unavoidable CO2 emissions are offset by far, it also continues its program to support and shine a light on one innovative social entrepreneur every month who drives positive change across all 17 UN Sustainable Development Goals. Since its founding, GOOD has supported over 60 projects and raised some 75,000 euros through its community.

Promoting Diversity, Strengthening Democracy

Another important aspect is diversity of opinion. "It's problematic for a democracy when only a few tech corporations decide what we find on the internet," says Kevin Fuchs, co-founder of GOOD. "With our independent search engine, we're creating an alternative that strengthens diversity and competition."

GOOD is using the Brave search feed, which has been created independently from the scratch, and complements it with search widgets, browser extensions, and apps. In the future, more Big-Tech free technologies and AI-supported functions will be integrated.

A Fair Subscription Model

GOOD opted for a social subscription model, where the users decide how much to pay according to their own abilities. All subscriptions allow for an ad-free, unlimited search on all devices:

- **Basic subscription:** 2 euros per month (19€ for the annual subscription)
- **Impact subscription:** 5 euros monthly to boost GOOD's social and climate action
- **Karma subscription:** 10 euros monthly for dedicated supporters

Tailored solutions are available for public administrations, the educational sector, sustainability-focused corporates, and other organizations.

Be Part of the Change

"With GOOD, we're setting an example for a more independent, sustainable, and fairer internet," says Andreas Renner. "Our ad-free search engine is a step towards a better future – for people, society, and the planet."

PRESS INFO

Website:

www.good-search.org

Images / Press kit:

<https://good-search.org/about/en/press/>

About GOOD:

GOOD is a value-based search engine that focuses on sustainability, social responsibility, and digital sovereignty. With an ad-free and CO2-neutral model, GOOD offers an alternative to the dominant, ad-driven platforms of Big Tech and contributes to a better world.

CONTACT

Good Search UG

(haftungsbeschränkt)
Joachimstraße 10
10119 Berlin (Germany)

Dr Andreas Renner

Co-Founder
andreas@good-search.org

Andrea Reburg

Kommunikation
andrea@good-search.org