COFFEE & TY PRODUCTION

PRODUCTION IMPACT REPORT 2022









COFFEE & TV IS ON A MISSION TO BUILD A PURPOSE-DRIVEN, GLOBAL CREATIVE FAMILY, FOUNDED ON LOVE.

IN 2021 WE CERTIFIED AS A B CORPORATION WITH A TOTAL OF 83 POINTS.

The B Impact Assessment evaluated how our company's operations and business model impacts our workers, community, environment, and customers. Questions in the B Impact Assessment are determined by company size, sector, and market, with around 200 questions total, you need to score above 80 to become a B Corp. When most companies first attempt the BIA they achieve between 40-60 points. Certifying as a B Corp was just the start of our journey, we will recertify every 3 years, therefore we are on a continuous journey of improvement.



AIMS OF THIS REPORT

AS A B CORPORATION TAKING RESPONSIBILITY FOR OUR IMPACT, WE KNEW OUR PRODUCTIONS SHOULDN'T BE ANY DIFFERENT.

A year since the launch of the Ad Green Carbon Calculator tool and the APA and Bectu's Diversity Production Action Plan, we wanted to share our many challenges of navigating the tools and resources, engaging clients and partners, and making progress in transforming shoots to be as sustainable, diverse and inclusive as possible. Most importantly, we want to share how we overcame some of these challenges so that other organisations make progress in this much-needed space.

We recognise that addressing the impact of our productions through emissions and DEI is only part of the picture, we have a number of initiatives in place this year to evolve our positive collaborations and partnerships, and these are going to be actioned by our conscious creative B Keepers. You can read more about this in the conclusion and in our 2023 impact report.









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KEY ACHIEVEMENTS

WHAT WE'RE PROUD OF...

OF OUR EMPLOYEES TOOK
THE AD GREEN TRAINING

PRODUCTIONS OFFSET TO BECOME CARBON NEUTRAL

PROJECTS COMPLETED WITH LESS THAN 3.5 TCO2E

- ADDITIONAL TOOLS
 CREATED FOR PRODUCTIONS
- CLIENTS/PARTNERS
 SUPPORTED TO USE THE TOOL

AD GREEN PROJECTS IN PROGRESS IN THE TOOL

CARBON CALCULATOR TOOL

THE AD GREEN CARBON CALCULATOR FOR PRODUCTIONS IS A BRILLIANT FREE TOOL.

The Ad Green Carbon Calculator helps organisations in the Advertising Industry measure the carbon footprint of their productions. For us, this usually means entering our data as a Third Party Production Partner (TPPP) and relying on the Principal Production Partner (PPP) to start the campaign and project on the tool.

CHALLENGE

WE WANT TO SHARE FIVE MAIN CHALLENGES THAT WE FACED WHEN USING THE TOOL, ALONGSIDE SOME OF THE SOLUTIONS...

SOLUTION

CHALLENGE

ENGAGING THE PRINCIPLE PRODUCTION PARTNER IN USING THE AD GREEN TOOL FOR THE FIRST TIME.

For the agencies who haven't already signed up for the tool, or educated their employees through the Ad Green training, it can be challenging to convince businesses to make the leap of faith. For some, this goes against company culture (yes climate denial is still around) but in most cases, the question of time is always a barrier. For us as a carbon-neutral company it is pivotal we measure and offset the emissions of all of our productions.

SOLUTION

WE REALISED THAT CONVERSATIONS WITH THE PPP ON AD GREEN NEEDED TO BE HAD FROM THE VERY BEGINNING.

We hold our hands up that, at the start of using Ad Green, we were confused about whose role was whose and so we went ahead and got campaigns started ourselves, we later realised we were usually the TPPP, not the PPP so we would need to communicate with the PPP to do this instead and take responsibility for their budget. This became even more perplexing on non-traditional productions with slightly more complex setups.

It was challenging, but we realised that conversations with the PPP on Ad Green needed to be had from the very beginning, and as a B Corp carbon-neutral studio we were able to communicate our sustainability commitments and standards easily. If the agency is not familiar with the tool we let them know that our Sustainability Manager would be happy to help. Sometimes this means jumping on a call with the client and running them through the registration process and navigating through data reporting. It's crucial that those with an understanding of the tool help others.

CHALLENGE

PRODUCERS AND PRODUCTION MANAGER(S) ON THE AD GREEN TOOL.

For each new production, we use a freelance producer and production manager. The project time frame is always tight, and their knowledge and experience of using Ad Green always varies, so it can be a challenge to implement sustainable practices.

The Ad Green (free) guide is a great tool but is quite lengthy, and in the short timeline for projects, there is a risk that it wouldn't be read, absorbed or implemented.

SOLUTION

WE CREATED OUR OWN 'PRODUCER GUIDE' AND OUR SUSTAINABILITY MANAGER IS INTRODUCED TO THE PRODUCER AND PRODUCTION MANAGER(S) AT THE VERY START OF THE PROJECT.

To overcome this problem we created our own 'Producer Guide' detailing the most impactful changes that can be implemented to productions in simple terms, e.g avoiding flying and using public transport alongside links to Albert's trusted suppliers.

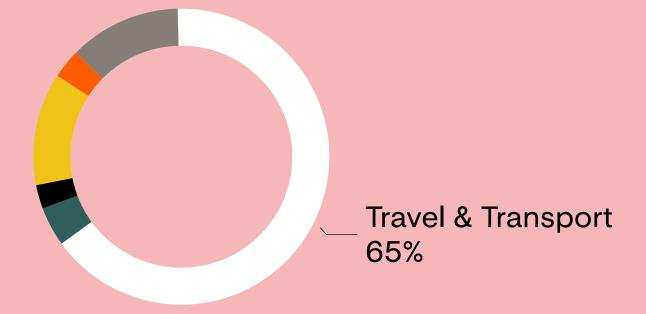
Our exec producer introduces our sustainability manager to the producer and production manager(s) at the very start of the partnership so that our commitment is clear. We have then formulated a briefing process, which has been developed and evolved over time so that the key information is shared in an email prior to the briefing call - we realised this gives producers time to digest some of the information and prepare questions for the call. In a short amount of time, we aim to give the producers the knowledge and confidence to implement changes, deal with clients and the crew and understand the type of data that may be needed for the Ad Green Carbon Calculator.

Our sustainability manager aims to find out more information about the shoot to offer impactful actionable advice which integrates innovative solutions.

CHALLENGE

IMPLEMENTING IMPACTFUL CHANGES.

Over the years, advertising has formed the false mindset of sustainability and impact, consumers believe that recycling is one of the most important actions to take for the planet, when in fact it isn't actually part of the top 30. For productions, this isn't any different. Every call sheet asks crew members to bring a keep-cup and use the recycling bins provided, but what it does't tell us is that we have a low carbon travel policy which means "we avoid flying, especially above economy class, and take public transport and electric vehicles when possible." Insights from the latest Ad Green data show 65% of a production's carbon footprint is from travel and transport so this must be communicated as a priority.



SOLUTION

WE HELP PRODUCERS TO UNDERSTAND AND COMMUNICATE MORE IMPACTFUL CHANGES, USUALLY BY HELPING DRAFT EMAILS TO THE TEAM AND CREW.

Aligning with the Ad Green Resources guide we help producers to understand the most impactful changes for shoots. As this is production dependant, our sustainability manager joins our briefing call to find out more information about the shoot and where the biggest potential impact could lie.

To ensure changes are implemented, our sustainability manager helps draft emails to the crew and provides Coffee & TVs policies for further understanding.

We feel our B Corp and carbon-neutral status helps us to confidently ask more from our producers, partners, clients and crew and we supply the resources and support to encourage positive action.

CHALLENGE

COLLECTING DETAILED DATA TO IMPROVE THE ACCURACY OF THE FOOTPRINT.

Usually, you can find a large amount of data in the budget sheet or overage summary. We admit, although this seems obvious now, we didn't consider using these as the basis of the data when we first started. Using the budget sheet saves a lot of time and confusion on what data is yours - a lesson learned to read the Ad Green hints and suggestions on the side of the project on the portal.

SOLUTION

TO CAPTURE MORE DETAILED INFORMATION ABOUT THE SHOOT WE HAVE CREATED TWO ADDITIONAL TOOLS, A CREW SUSTAINABILITY SURVEY AND A POST-SHOOT PRODUCER SURVEY.

However, there is a lot of data which requires more investigation to accurately record. To capture more detailed information about the shoot we have created two additional tools, these include a 'Crew Sustainability Survey' (which is included with the mandatory health declaration form) and a post-shoot 'Producer Survey'. In our briefing call, we send the survey and suggest the producers look at the questions before the shoot so they are aware of the type of data that is needed.

The Producer Survey usually takes a lot of chasing after the shoot so we have also tested giving the survey to a runner on set. Unfortunately, we found this was a little overwhelming for the runners on top of their high-paced role and with little training.

We aim to invite more of the production team to the calculator tool at the start of the project and we aim to create more surveys which collect data for specific categories, e.g Production Designer fills in details for material usage, so the accuracy of detail is improved.

CHALLENGE

ENSURING THE PRODUCTION MANAGER ENTERS ALL OF THE DATA.

After the shoot has finished there is usually a very short time before the production manager moves onto a new job. This usually brings up many challenges in getting the projects finalised, especially if there is feedback and you need to re-submit.

SOLUTION

TO AVOID CAMPAIGNS AND DATA BEING MISSED, OUR SUSTAINABILITY MANAGER ENTERS THE DATA INTO AD GREEN FROM THE BUDGET SHEET, OVERAGE SUMMARY, PRODUCER SURVEY AND HEALTH DECLARATION FORM.

We have learnt that this needs to be done as close to the last shoot day as possible so if any questions come up, information is still fresh in people's minds.

Ad Green shares some key advice on the tool: "Using your company's budget as a guide, add draft activity forms for the relevant line items in each of the sections. This will create your company's portion of the overall project footprint. An offset cost will also be generated which can be added to the PPP's budget. You'll also become aware of the information needed to finalise your activity forms, and which suppliers and members of the production you'll need support from." We have not yet been able to get the campaigns started before the shoot but this is something we are going to try to action going forward.

SUMMARY

CHANGE IS DIFFICULT, BUT THERE IS POWER IN NUMBERS.

The more people involved in implementing changes, collecting data, and using the Ad Green tool, the more effective sustainability changes that happen, and the more accurate data becomes.

By creating more processes and resources that align with Ad Green we have been able to collect the data we need and hold all stakeholders accountable for the impact of our productions. Having our sustainability manager on hand to offer help ensures we can get more PPP's and TPPP's to sign up and use the tool.

We continue to share our thoughts with the Ad Green team on how the tool could be evolved for easier use.



BECTU & APA DIVERSITY ACTION PLAN

THE DEI ACTION PLAN LAUNCH

In March 2022 we attended the launch event of the APA & Bectu's Diversity Production Action Plan, after ramping up our diversity, equity and inclusion commitments and actions in 2020 this was a much-needed tool to implement action for our shoots.

It was clear in order to achieve diversity and ensure shoots are inclusive to all regardless of gender, race, religion, sexual orientation or disability, many challenges needed to be overcome.

The plan addresses; measuring diversity, how and where to recruit, how to help crew from underrepresented backgrounds develop their experience and careers, ensuring sets are inclusive and how people can raise concern over these issues.



DIGESTING THE PLAN WAS A CHALLENGE, SO IN ORDER FOR THIS TO BE IMPLEMENTED BY PRODUCERS WE TOOK A NUMBER OF STEPS...

STEP ONE

DIVERSITY & INCLUSION BRIEFING CALL WITH PRODUCERS.

We organise a briefing call at the start of every project which covers sustainability and D&I. We have a clear email template which we send out prior to the call so the producer(s) can digest the information and ask any questions on the call. In the call, our sustainability manager talks through the email and highlights the 'Producer Guide', 'Self Identification Survey', our Code of Conduct, and how to share the 'Bectu complaints Procedure' with the crew. Over time the briefing call has been developed and refined, it is a crucial step to give the team the information and confidence they need to communicate about diversity and inclusion on set.

STEP TWO

HIRING DIVERSE TALENT GUIDE.

We created a 'Hiring Talent Guide' using the six pages from the Diversity Action Plan that covers recruitment only. We share this guide when we brief the production manager at the very start of the project. To understand if this is successful, we measure the diversity of the shoots using a 'Self Identification Survey'. In addition, we are going to incorporate a set of D&I questions in our producer survey, to understand how this has been used.

After looking at the baseline diversity data this year, we intend to set targets around diversity and inclusivity. We hope, similar to sustainability, this will encourage producers to use the guide and be more accountable for their actions.

STEP THREE

DIVERSITY AND INCLUSION GUIDELINES.

We formed our own easily digestible diversity and inclusion guidelines for producers, alongside our sustainability guidance, in our 'Producer Guide'. These are easily digestible takeaways formed using the Diversity Action Plan. Our diversity group also used the APA Diversity template to create an updated diversity, equity and inclusion policy which is on our website. The guide includes; our DEI Policy, code of conduct, taking responsibility, and a discrimination and complaints procedure overview. When we brief the production manager(s) we encourage them to read this straight away.

STEP FOUR

D&I STATEMENT IN THE CREW EMAIL AND CALL SHEET.

In order to communicate our commitment to diversity and inclusion confidently, our sustainability manager provides producers with email guidance or templates when communicating with the crew. For example, "Coffee & TV strives to be an active creator of inclusive and safe working environments with no room for hate or intolerance of any kind. If at any point you experience or witness anything that contradicts this, please speak to a member of production immediately or refer to the Bectu Complaints Procedure attached". Additionally, we provide producers with a template call sheet for the crew with our sustainability best practices and code of conduct alongside the APA/Bectu complaint procedure (which we have taken from the relevant pages of the Diversity Action Plan).

SUMMARY

THERE IS STILL LOTS MORE TO BE DONE TO ACTION THE SUCCESS OF THIS PLAN.

We would like to see more uptake of the self-identification survey in order to have a true reflection of representation, we would like more producers to prioritise recruitment of underrepresented groups using the resources given, and we are keen to refine the complaints procedure so it is effective and trustworthy. Additionally, we think it is key to assign a D&I Leader on set, so there is someone responsible for inclusivity and well-being, similar to sustainability, and provide them with the tools to address any issues confidently and professionally.



CASE STUDY

A REMOTE SHOOT IN TEXAS

For the Peak Games / Toon Blast campaign 'Toons on Tour', we delivered the production, CG and colour grade. We instigated a fully remote shoot, which took place in Austin Texas, with Coffee & TVs Executive Producer Dan Keefe enlisting Director Joe Simon and the remote crew in the US. Once the liveaction footage was shot our VFX team comped the animation elements, crafted by the team at This Thing of Ours / Waste Creative. A colour grade by George Neave completed the look of the campaign for Toon Blast - 'the ultimate puzzle game'.

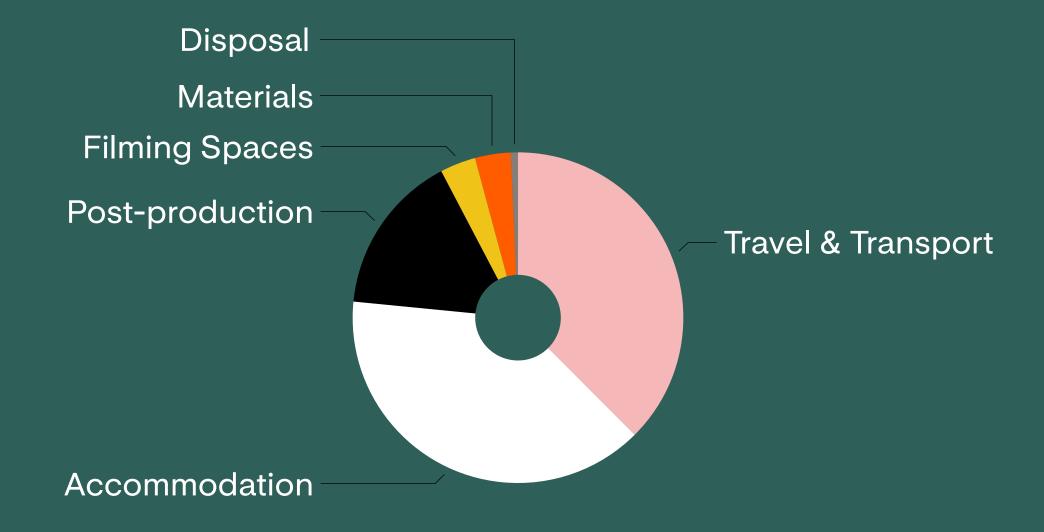




CASE STUDY - TOON BLAST

TOTAL TCO2E = 1.165

The average film shoot emits 33 tonnes of C02 per day. By collaborating with a Director as close to the shoot as possible, and hiring a local crew with no UK production, agency or client flying out, minimal travel emissions were created (0.5369 tCO2e). Only 4 nights of Accommodation were needed for the Director (0.55870 tCO2e), who had to fly one internal short-haul flight, economy. Post-production emissions are minimal (0.2256 tCO2e) as our studio and 84% of our employees are on 100% renewable energy, and as the budget was small for this campaign, there is not an excess of materials used or disposed of.



CASE STUDY - TOON BLAST

WHAT WE LEARNT

Since this was one of our first projects added to the Ad Green Calculator, there are many changes we have made to ensure the data is accurate as possible and the carbon calculator tool is a collaborative effort - this unfortunately was a campaign we measured and offset on our own. However, what it does highlight is that by focusing on the key impact areas, in this case (and most) travel, decisions like hiring remotely and locally can have a huge saving for not only emissions but also for the budget. As communications to the US are a little more challenging, we used our extra tools like the Crew Sustainability Survey and Producer Survey to gather the data that may have otherwise been lost. We now have more tools and processes to ensure the remote team also has the education, resources and confidence to ensure the shoot is as sustainable and inclusive as possible and they understand how to collect and input this data.



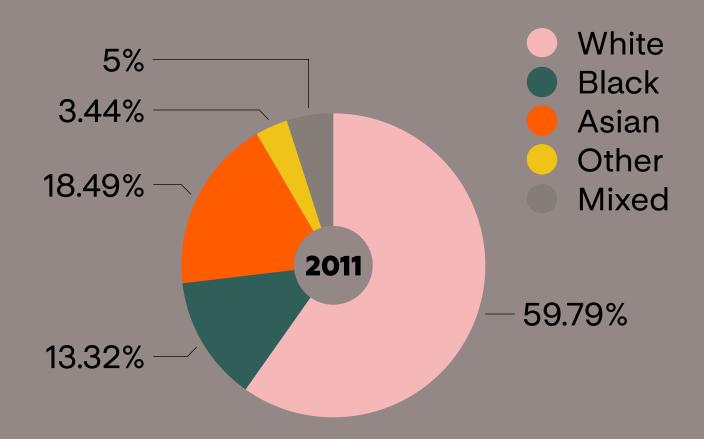
AMBITONS

DIVERSITY & INCLUSION

SELF IDENTIFICATION AVERAGES

2022 RESULTS		2030 TARGET
Women	29%	50%
Ethnic Minority Groups	11%	40%
Gay, lesbian or bisexual	12%	
Disability	03%	
	20% Self Identification form uptake	75% +

2022 averages are based on a 20% uptake of the 'Self Identification Survey', we hope for our data to become more accurate as more of the crew fill out the form. The 2030 targets have been set in relation to London's demographic data (2011 Census):



CARBON FOOTPRINT TARGETS

WE ARE COMMITTED TO ENSURING 100% OF OUR PRODUCTIONS GO THROUGH AD GREENS TOOL.

We recognise, like when measuring operational carbon emissions each year, our emission data continues to get more and more accurate and detailed the more projects we do and the more processes we put in place to collect that data. Since the launch of the calculator, we have managed to get 100% of our productions onto Ad Green, we are committed to ensuring this continues.

2022 CARBON FOOTPRINT AVERAGE = 2.04 TCO2E

We have since been working on some higher-budget campaigns, which means, alongside our data getting more accurate, our production footprints are increasing.

In line with our net zero commitments will continue to challenge ourselves, and our clients, to aim for zero-carbon productions, taking inspiration from the <u>campaign by Mamapöol</u> (that won the Green Production Award at the Campaign and Ad Net Zero Awards).



2021-2022 RESULTS

2023 + TARGET

The average footprint of our productions

2.04 TCO2E

< 5 TCO2E

We aim for all of our production carbon footprints to be under 5 tCO2e. To achieve this ambition, we will continue to focus on a collaborative approach and the most impactful wins by giving our freelancers and clients production-specific advice to push the industry norms into innovative practice.

THE CREATIVE INDUSTRIES MUST TO DO BETTER TO ENSURE EVERY SHOOT IS MORE DIVERSE AND INCLUSIVE BY ACTIONING THE PLAN.







WE UNITE WITH THE AD INDUSTRY TO CARRY OUT 'RAPID, FAR-REACHING AND UNPRECEDENTED CHANGE' THAT IS NEEDED TO LIMIT GLOBAL WARMING TO 1.5.







COMMITMENT TO NATURE

KEO SEIMA PROJECT IMPACT

AT COFFEE & TV WE CONTINUE TO EVOLVE OUR COMMITMENTS TO NATURE BEYOND OUR NET ZERO TARGET AND CARBON-NEUTRAL STUDIO AND PRODUCTIONS.

We understand that we depend on our natural world for just about everything. We support and advocate for Campaign for Nature's Protect 30x30 campaign. By raising our voices, we hope to grow awareness of the urgency to protect 30% of our land and oceans by 2030.

We donate to Indigenous welfare charities like Survival International to help protect the human rights, land rights and futures of indigenous peoples.

We offset our operational and production carbon footprints by investing in nature based solutions with Earthly. We follow the Voluntary Carbon Markets Inegrity Initiative and understand that carbon offsetting can be ineffective - even damaging for communities and the environment, so we take time to choose verified long-standing projects that work with local communities. Keo Seima REDD+ project secures land rights for local indigenous Bunong peoples in eastern Cambodia to help them protect nature and wildlife and consequentially capture carbon.

Emissions avoided

Land Protected

People with improved job security

+ 16.4M tCO2e

+ 160 000 HA

+ 36 000







CONCLUSION - AD GREEN

COLLABORATION AND KNOWLEDGE SHARING IS WHAT WILL MAKE THE AD GREEN CALCULATOR A SUCCESS

Our main takeaways from using the Ad Green Calculator tool are:

START USING THE TOOL AT THE START OF THE PROJECT

ADAPT AD GREEN TO YOUR CURRENT PROCESSES TAKE THE TRAINING
TO UNDERSTAND THE
MAIN IMPACTS

COLLABORATE AND HELP CLIENTS & PARTNERS

ADD AS MANY CREW
MEMBERS TO THE
TOOL AS POSSIBLE

USE FORMS TO COLLECT EXTRA DATA DURING THE SHOOT

HAVE AN AD GREEN BRIEFING CALL AT THE BEGINING

DECIDE WHICH
SUPPLIERS COULD
MAKE A BIG IMPACT

CONCLUSION - THE BIGGER PICTURE

USING CREATIVITY AS A FORCE FOR GOOD

At Coffee & TV we strive to be the best business we can both for both people and the planet. Being a better business brings it's challenges but we strongly believe through ambitious commitments, knowledge sharing and collaboration the creative industries can decarbonise their operations and productions and use creativity as a force for good.

From our recent B Corp Survey we learnt that **50% +** of the team want to be involved with green clients and projects, so this year we are taking a number of steps to make that happen:

- We have introduced a controversial project scorecard to score new projects against the three categories people, planet, and profit.
- Our B Corp Survey shows seven of our creatives would like to participate in the #changethebrief training so we are going to encourage a group of creatives to sign up.
- We are forming the B Corp Creative Coalition with B Lab UK to bring together the great minds of B Corp Creative Businesses, to find solutions and practice radical collaboration.
- We are working on client disclosure for our direct-to-brand projects, to be transparent about our controversial projects and set targets to minimise this each year.

CONCLUSION - APA & BECTU

COLLABORATION AND KNOWLEDGE SHARING IS WHAT WILL MAKE THE DIVERSITY ACTION PLAN A SUCCESS

Our main takeaways from implementing the Diversity Action Plan are:

TAKE TIME TO DIGEST
THE PLAN AND
SUMMARISE

ASK FOR HELP FROM THE APA AND SHARE YOUR SOLUTIONS HAVE A DIVERSITY
BRIEFING CALL AT
THE BEGINNING

UTILISE THE RESOURCES FOR INCLUSIVE HIRING

BREAK UP THE PLAN
INTO USEFUL GUIDES
E.G HIRING

ENCOURAGE FORMS
TO BE FILLED OUR
BEFORE EACH SHOOT

ADAPT THE PLAN TO WORK WITH YOUR PROCESSES

ASSIGN
RESPONSIBILITIES TO
HEADS OF PROD.



We would love to hear more about your challenges and solutions, please email holly@coffeeand.tv