

IMPACT
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REPORT
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IMPACT

COFFEE & TV
2023



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

FOREWORD
CEO, DEREK MOORE



Coffee & TV is a creative studio specialising in visual effects, design, colour and direction. We collaborate on all forms of moving image, from advertising and music promos through to film & episodic.

WE ARE A PROUD B CORPORATION.

We formed Coffee & TV in 2012 to break free from the unhealthy and unhappy norms of the industry, to create a totally independent, artist-led studio, and we haven't looked back since.

We continue to significantly grow in size but our fierce independence and founding philosophies remain intact. Our ethos has always been to do things better and this is what led to our Certified B Corporation status in early 2021. Since certifying, we have been on a journey of continuous improvement for our people, communities and the planet and we look forward to sharing our journey so far in this impact report.

OUR IMPACT

HOW DID WE SCORE IN 2021?

In January 2021 we certified as the first B Corp Creative Studio with:

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. On average most companies score between 80 and 90 points the first time they certify. 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.

OUR IMPACT



**91.5% OF EMPLOYEES FEEL PROUD TO WORK AT
COFFEE & TV BECAUSE WE ARE A B CORP**



*Based on 78% survey uptake from the Coffee & TV Team

OUR COMMITMENTS

EVERYTHING WE DO HAS AN IMPACT.

We understand we are in a climate and ecological crises and it is our responsibility as a business to act. We are a fully committed B Corp using our business as a force for good to protect both people and the planet.

WE TAKE SUSTAINABILITY SERIOUSLY.

In line with the UN's Paris Agreement, we have been measuring and reducing our 1, 2, & 3 scope emissions, including staff working from home, since 2019. We are working towards our net zero target, alongside the UNs Sustainable Development Goals, to help limit global warming above 1.5 degrees and achieve peace and prosperity for all. We encourage all stakeholders to do the same.

WE ARE AMBITIOUS.

We are the first B Corp carbon neutral creative studio. We are proud to be pioneers amongst our peers in this space. We have set out to accelerate our emissions reduction beyond the ad industries net zero by 2030 goals, in the aim of reaching net zero emissions (90-95% reduction) by 2028. We have a Sustainability Manager and a healthy B Corp budget to ensure we succeed in this commitment.

WE ARE COMPASSIONATE.

Our company culture is loving, nurturing, and supportive. We help each member of our team to listen, learn, and act on social and environmental issues so they can implement changes in their personal and professional lives.

WE ARE TRANSPARENT.

We actively avoid greenwashing and believe in only sharing what we do. As a B Corp we are constantly learning how to improve our positive impact and we understand we must be transparent in our success and failures in doing so. Take a read of our [Creative Review article](#) sharing why we will not meet our net zero 2022 target and why that's ok.

RE-CERTIFICATION

IN 2022 WE FORMED THE COFFEE & TV GROUP LTD WITH POST-PROD, AND SISTER COMPANY, RESIDENCE PICTURES.

We will be re-certifying in 2024 as the Coffee & TV Group Ltd. This means, that in the build-up to re-certification, we will be ensuring that residence pictures adopt the same high level of social and environmental performance, transparency and ethics as Coffee & TV. The Coffee & TV and Residence Pictures team share the same culture, studio, policies and practices.



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GOVERNANCE
17.9 / 25 POINTS

HOW HAVE WE IMPROVED SO FAR?

MISSION & ENGAGEMENT

Coffee & TV has always had an award-winning company culture, but since certifying as a B Corp it has been important for us to ensure we maintain our culture and improve on our social and environmental performance and decision-making.

- We have introduced a community structure and trained our people leads to support personal and professional growth
- We internally hired a full-time Sustainability Manager to improve our social and environmental standards and to help empower the team to make sustainable choices
- We have introduced ‘Green onboarding’ sessions for all new employees of Coffee & TV so they are up to speed on our B Corp commitments, as well as offering regular training on social and environmental topics

ETHICS & TRANSPARENCY

- We added external Non-Executive Director Lisa Green to our Board of Directors to bring a female outsider perspective, three women at Coffee & TV have also progressed into leadership and strategic roles since certification
- All of our policies have been reviewed and updated by our leadership team and shared on our company portal ‘The Biscuit Tin’ for utmost transparency
- We formed a ‘Green Client Group’ so our Sustainability Manager could guide and advise producers on clients which are more sustainable, ethical and just.

THE LEADERS AT COFFEE & TV DEMONSTRATE THAT PEOPLE ARE IMPORTANT TO THE COMPANY'S SUCCESS



*Based on Coffee & TV's 2023 Employee Engagement Survey (88% participation rate)

HOW ARE WE CONTINUING TO IMPROVE?

MISSION & ENGAGEMENT

As we look towards recertification in 2024 individual action and engagement is of high priority.

- We are forming B Keeper teams so that more individuals can be part of the process of making Coffee & TV a better business
- So that the team at Coffee & TV feel they have a choice in the projects they work on, we are introducing a controversial project scorecard so that projects can be assessed on their impact on people, the planet and profits
- We are going to conduct a 2023 materiality assessment, formalise our social and environmental KPIs at Board level, and formalise a stakeholder engagement plan

ETHICS & TRANSPARENCY

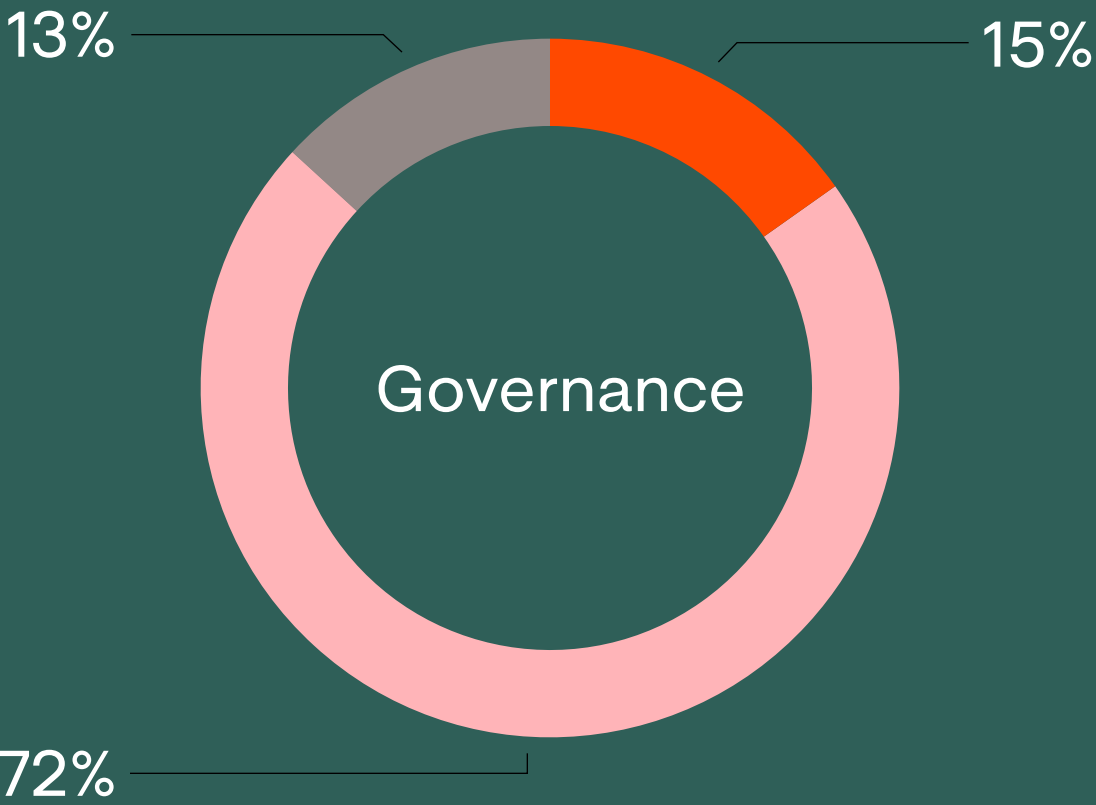
- We want to diversify our Board of Directors representation and characteristics
- We are going to ask board members to complete a conflict of interests questionnaire
- We are going to evolve and document our financial controls

2024 RE-CERTIFICATION TARGET

22 / 25 POINTS



- 2021 BIA Points %
- 2024 Target Improvement %
- Points Remaining %





WORKERS
WORKERS
WORKERS
WORKERS



WORKERS
36.8 / 50 POINTS

HOW HAVE WE IMPROVED SO FAR?

FINANCIAL SECURITY

- In 2022 we became an accredited living wage employer, ensuring all of our runners are paid the real living wage above the London minimum wage.
- 100% of our staff participate in the company profit share scheme. We set aside 10% of our profits to share with our team twice a year.
- We wrote to Royal London Pension's CIO to demand they take responsibility for their impact and set net zero targets in line with the Paris Agreement (they listened). We also created a step by step guide for our employees so they can switch to a SRI/ESG pension within Royal London. 17% of our team have done this so far and 50% said they would like to.

HEALTH & WELLNESS

- We upgraded our employee private healthcare to Vitality Health which boasts subsidised gym membership and other rewarding healthcare benefits and perks
- 100% of our full time employees have life insurance
- To ensure our mental health coaching can help all employees, wherever they are based, we upgraded our mental health package to Mindberry where each employee is offered a 50 minute session per month
- —% Coffee & TV employees think our benefits are —

HOW HAVE WE IMPROVED SO FAR?

CAREER DEVELOPMENT

- We signed up to BIMA so our team can join an innovative community of businesses working in digital, media and tech. They work to drive innovation through knowledge sharing, showcasing best practices and developing talent
- We formalised a £1000 external development budget annually for each full-time employee
- We won an award for learning and development at Broadcasts Best Place to Work awards

ENGAGEMENT & SATISFACTION

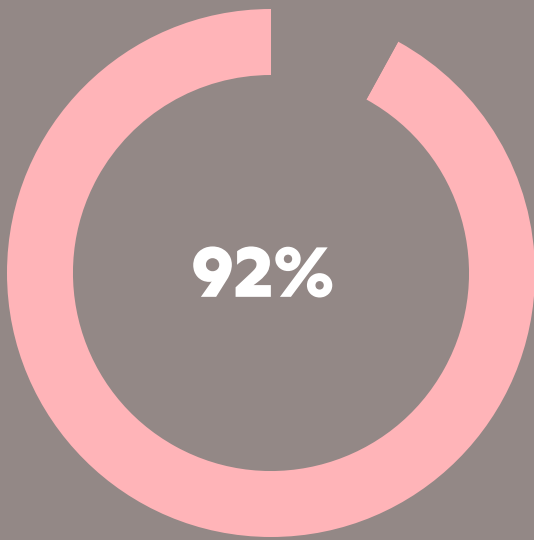
Engagement is a measure of people's connection and commitment to the company and its goals. By lifting it, we can impact performance, innovation, retention and attraction of talent. In addition to Engagement, we asked questions about other factors regarding our workplace and culture.

- In 2022 we won Broadcasts' Best Place to Work in TV
- All of our parental policies have been reviewed and updated in our handbook - they do not distinguish between primary and secondary caregiving
- We introduced a policy to support breastfeeding mothers
- We introduced a company-wide feedback system with Culture Amp to measure all aspects of our culture and identify ways we can make it even better. We also have a number of different regular feedback systems from formal external surveys to casual zoom polls and 1-2-1 interviews.

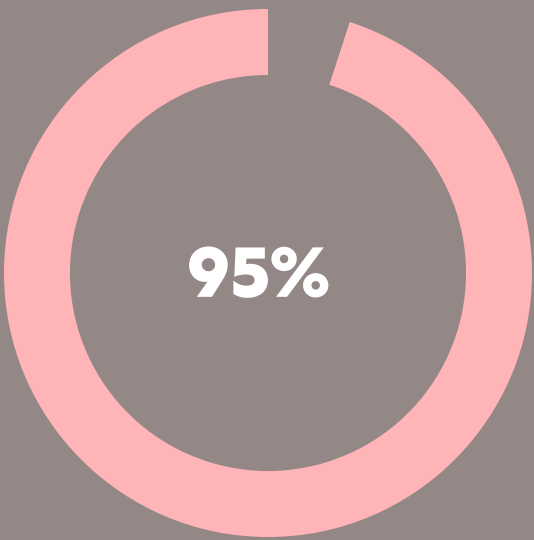
HOW HAVE WE IMPROVED SO FAR?

EMPLOYEE ENGAGEMENT SCORE

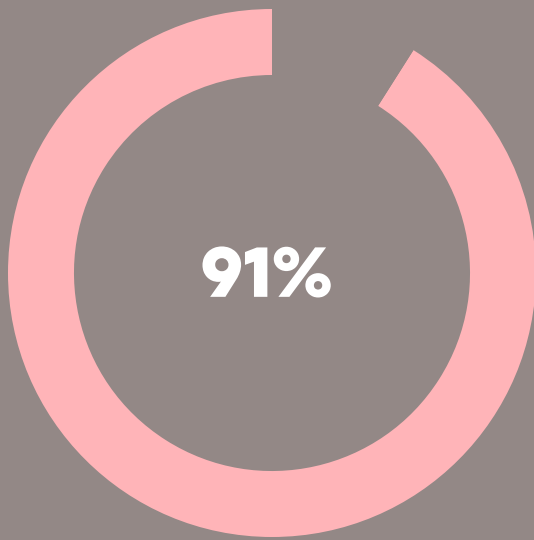
Using Culture Amp, we ask our employees at what level they agree to disagree with these statements: I would recommend Coffee & TV as a great place to work, I am proud to work for Coffee & TV, I rarely think about looking for a job at another company, I see myself still working at Coffee & TV in two years' time.



January 2023



July 2022



January 2022

HOW DO WE CONTINUE TO IMPROVE?

MEASUREMENT & REVIEW

We carry out regular engagement surveys and review the results against previous years

DATA ANALYSIS

We discuss the implications of the results and identify focus areas to take action on

SHARE TARGETS & ACTION

We hold a team meeting to share the results: focus areas, strengths and opportunities

HOW ARE WE CONTINUING TO IMPROVE?

HEALTH & WELLNESS

- Although we continue to offer fully hybrid working at our employee's preference, we have outgrown our studio space. So, as of 2023, we have moved into a new studio to benefit our team and our clients
- In our new studio space, we aim to introduce more opportunities for connection, collaboration and wellness activities

CAREER DEVELOPMENT

- We will formalise and evolve our intern hiring practices to ensure they offer equal opportunities for underrepresented or marginalised groups

ENGAGEMENT

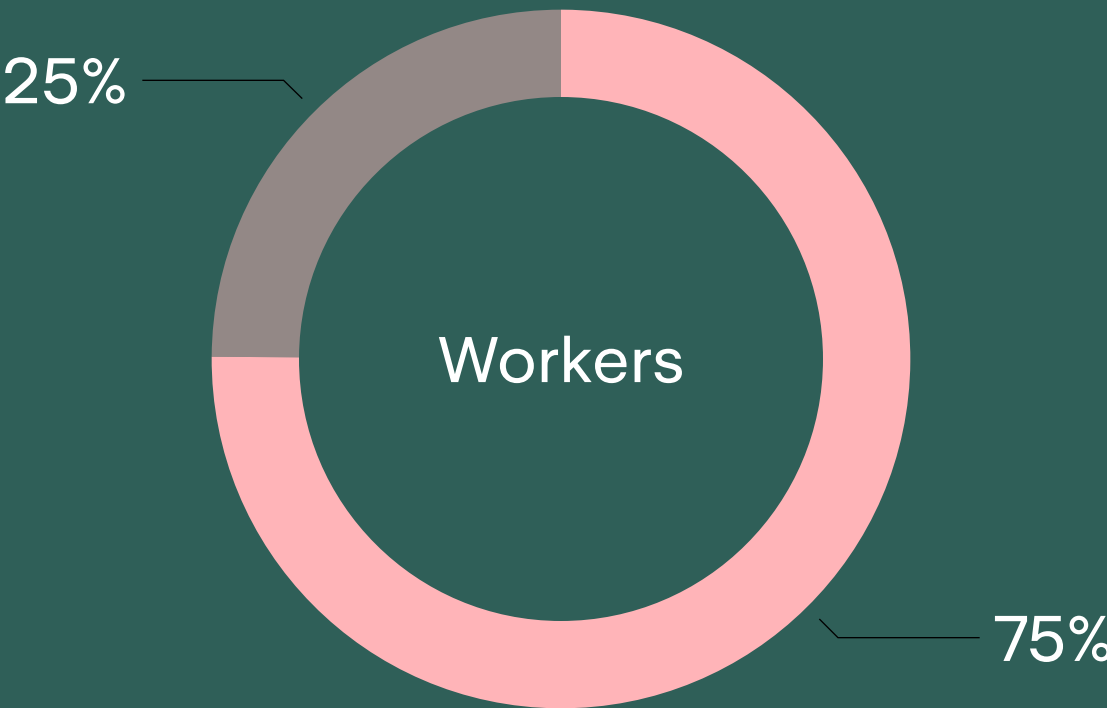
- We will finalise our new Coffee & TV Group Employee Handbook, share it with the team in a company meeting and ask for feedback

2024 RE-CERTIFICATION TARGET

36 / 50 POINTS



- 2021 BIA Points %
- *2024 Target Improvement %
- Points Remaining %



* We now fall into the next company size bracket (50-249). This means we are faced with new questions in our B Impact Assessment, which has brought new challenges and further improvements that need to be made. We are aiming for a score of around 36 points, which is 1.4% less than 2021.



COMMUNITY
COMMUNITY
COMMUNITY
COMMUNITY
COMMUNITY



COMMUNITY
17.6 / 50 POINTS

HOW HAVE WE IMPROVED SO FAR?

DIVERSITY, EQUITY & INCLUSION

Coffee & TV employees formed a Diversity Group in 2020 in response to the death of George Floyd. The group, run by our Sustainability Manager, meets regularly to discuss, and action, improving the diversity and inclusivity of our team and our industry. So far, our diversity group has:

- Co-written our public Diversity and Inclusion Policy, Statement and Code of Conduct
- Co-created a company call-it-out procedure to tackle be adhered to by the team if anyone ever bears witness to instances of racism, inequality or exclusion
- Held group ideation sessions to agree on focus areas and actionable targets, from the results of our 2022 DEI survey

Coffee & TV also introduced Paid internships to encourage young diverse talent to enter the industry. We have formed partnerships with equal opportunities organisations like Access VFX, and encouraged senior team members to be involved in mentoring with Creative Mentor Network, Educational Development Trust, SEEDS and BLOOM. We regularly try to be involved in industry master classes that work with students from minority ethnicities or underrepresented groups. All of our job postings include our equal opportunity employer statement and we have had guidance from DEI experts on our job description language to ensure it is fully inclusive.

ECONOMIC IMPACT

- We bank with Coutts, a fellow Certified B Corporation

HOW HAVE WE IMPROVED SO FAR?

CIVIC ENGAGEMENT & GIVING

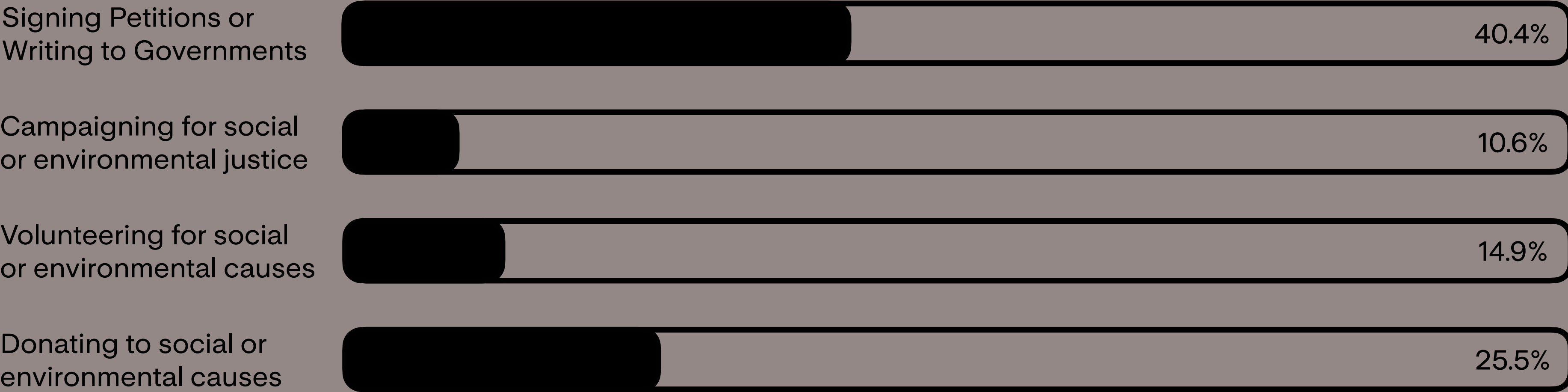
- We increased our paid volunteer time from one day a year to one day every quarter. To facilitate this opportunity, we partnered with Matchable so that the team could choose to volunteer from a list of skills or interest-based projects or from a charity/organization of their choice
- Due to the climate crisis, natural disasters and war, communities across the globe have been confronted with grief, loss and devastation. In 2022 we donated £20,000 to causes chosen by our team.

Since covid-19 we have re-connected evolved our partnership with Artbox, a local charity for artists with learning disabilities by:

- Offering guidance and advice on how to make Artbox more sustainable
- Commissioning the artists with a 'People and Planet Brief' so that a collection of their new work can hang in our new studio, bringing more exposure to the artists and charity (and offering monetary support for both Artbox and the artists themselves.
- Supporting the artists by attending their exhibitions
- Volunteering in-person at the Artbox studios

We partnered with MCP and Ralph Lauren to work on Mile End Community Project. A group at Coffee & TV worked on two films to showcase Ralph Laurens 'Confidence' project with young talented people from Mile End community. We welcomed the group of young creatives to our studio to help them gain insight into the opportunities on offer within a creative studio. The experience was rewarding for everyone and so we hope to build on this partnership going forward.

WE ENCOURAGE CIVIC ENGAGEMENT AND GIVING FROM OUR TEAM. OUR LATEST SURVEY SHOWS THAT INDIVIDUALS AT COFFEE & TV HAVE BEEN TAKING SOCIAL AND COMMUNITY ACTION BY:



HOW ARE WE CONTINUING TO IMPROVE?

DIVERSITY, EQUITY & INCLUSION

- We want to continue to evolve our inclusive hiring practices and partnerships to be able to diversify our workforce *see our IBM target for evidence of more action
- Leadership will implement the diversity and inclusion actions agreed in our DEI Focus Group sessions
- We will carry out a 2023 Diversity and Inclusion Survey to compare, and reflect on, the results compared to our 2022 Survey
- We will evolve and implement supplier diversity programmes and policies with our Community B Keepers

CIVIC ENGAGEMENT & GIVING

- We will be reassessing how we encourage employees to use up their paid volunteer days, potentially taking advantage of the new studio and in-person or group volunteering

SUPPLY CHAIN MANAGEMENT

- We are going to ensure our supply chain B Keepers evolve screening topics and evaluation practices for our supplier groups and put processes in place to help them improve their impact

2024 RE-CERTIFICATION TARGET

23 / 50 POINTS



- 2021 BIA Points %
- 2024 Target Improvement %
- Points Remaining %





MENT ENVIRONNEMENT
ENVIRONNEMENT
ENVIRONNEMENT
ENVIRONNEMENT
ENVIRONNEMENT



ENVIRONMENT
9.4 / 20 POINTS



**WE ARE IN A CLIMATE EMERGENCY. EVERY
BUSINESS MUST TAKE RESPONSIBILITY FOR
THEIR IMPACT ON PEOPLE AND THE PLANET.**

HOW HAVE WE IMPROVED SO FAR?

ENVIRONMENTAL MANAGEMENT

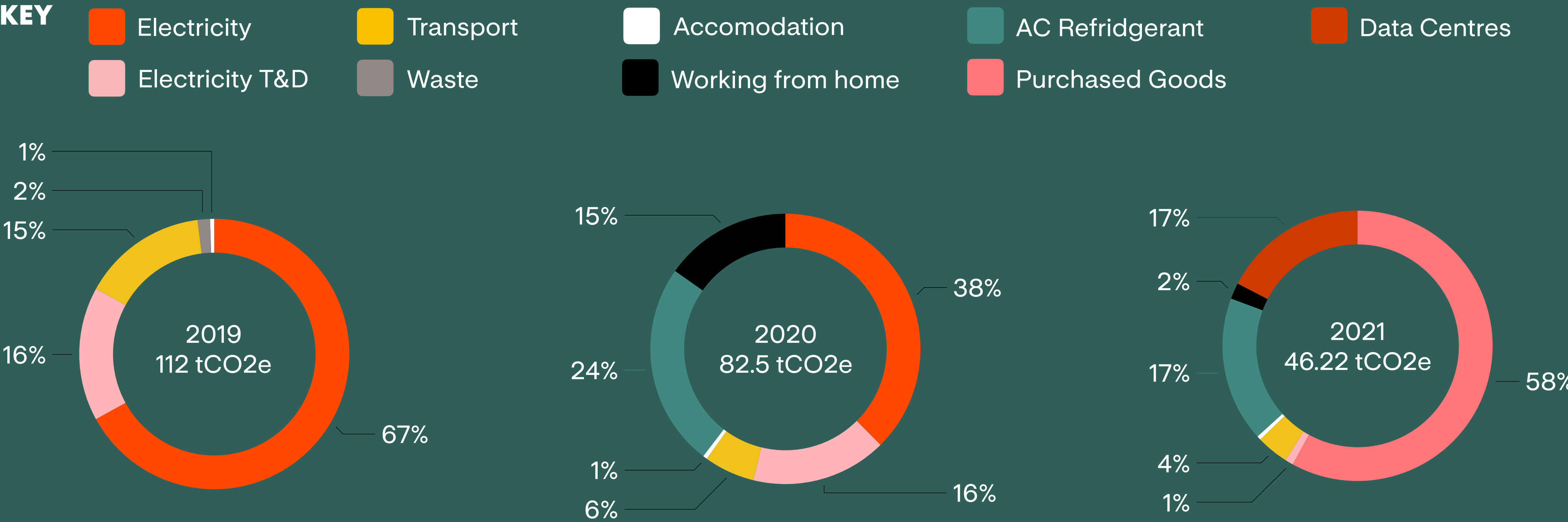
We have been committed to reducing the negative impact we have on the environment since we started the BIA in 2019. We partnered with Albert to measure the carbon footprint of our operations annually as they were able to offer industry-specific advice on reducing our carbon emissions. We have followed the Ad Net Zero Action Plan to measure and reduce the impact of our operations, team, and productions.

- To advocate for the advertising industry to take responsibility for its environmental impact, we joined Ad Net Zero in 2021 and formed part of their action five steering group - Harnessing the power of advertising to change consumer behaviour. We also joined the Purpose Disruptors community to advocate for more ambitious and radical change. We continue to be active members of these groups to push the industry to be a force for good.
- We have had a Sustainability Manager since becoming a Certified B Corp. This allows us to continually improve, take ambitious action, and communicate on the climate crisis regularly.
- We became an Albert Carbon Neutral Supplier in 2021 after reducing our emissions and solidifying our commitment to sustainability.
- After committing to reach net zero in line with the Paris Agreement, we joined the Race to Zero Campaign and became an SME Climate Hub Member in 2021.



OUR ALBERT REPORTS SHOW FROM OUR BASELINE YEAR (2019) TO 2022, WE REDUCED OUR CARBON FOOTPRINT BY 59% IN 3 YEARS: 112 TCO2E TO 46 TCO2E.

Bafta uses DEFRA carbon factors to calculate carbon emissions according to the IPCC Greenhouse Gas Protocol. New carbon factors get added to the protocol annually meaning each year more data can be included in the carbon footprint, this makes it a little unreliable when making comparisons. However, you can see from the diagram that each year the carbon emission reports became more complex but we still managed to reduce our emissions by introducing a number of changes.



CHANGES IMPLEMENTED

YEAR 1 TO 2

ENERGY

We switched our studio to 100% renewable electricity with Good Energy (we do not use gas).

WASTE

We signed up to First Mile and top of general waste and recycling, we introduced food composting, packaging composting and collection for specific material e.g batteries. We also switched to non single-use plastic brands and refill products.

COURIERS

We switched to Mango Logistics couriers who are working towards a zero emission fleet by investing in more EVs and electric pedal bikes. As everyone was working remotely we needed to use a courier that worked in the home counties as well as London.

TRAVEL & ACCOMMODATION

We wrote a low-carbon travel policy, although covid meant that naturally, we did less business travel and overnight stays in hotels.



CHANGES IMPLEMENTED

YEAR 2 TO 3

WORKING FROM HOME

We partnered with B Corp Big Clean Switch to switch 84% of our staff working from home onto renewable energy. We were able to make this happen by providing them with expert advice and by paying the monthly difference if their bill went up.

TRAVEL

We switched our cab supplier to Green Tomato cars as they operate a zero-emission fleet and Uber did not allow you to choose an electric car option at the time.

COMMUTE

We offer a cycle-to-work scheme and a paid secure lock-up for the team to safely park their bikes. We allow hybrid flexible working so employees can travel outside of peak hours to cycle safely or to take a longer journey to work by foot.

WEE WASTE

We partnered with Charity Camara Education to close the loop on our tech. All unused tech is sold, recycled or re-used by schools in Africa, they even build computer labs and train teachers on the ground.



HOW HAVE WE IMPROVED SO FAR?

TEAM ENGAGEMENT

In 2020, when all of the team started working remotely due to covid, we realised we needed to refocus our efforts, from decarbonising operations to helping our employees decarbonise their lifestyles. We educate and engage the team by:

- Running regular climate and sustainability-focused ‘Lunch and Learns’ over zoom e.g ‘Live Green’, ‘B Corp’ and ‘Sustainable Christmas’
- Carrying out ‘Green Onbaording’ sessions for all new team members to get them up to speed with our B Corp Commitments
- Creating a company account on ‘Do Nation’ to help employees take one of Count Us In’s 21 pledges for climate action (we ended this partnership recently as we found internal communication to be more effective)
- Regularly using slack to share social and environmental news, petitions, and advice
- Introducing initiatives and processes to help the team make impactful changes. For example: paying the difference to everyone's energy bill to help them switch to renewable energy, giving employees the choice of a cake or a charity donation on their birthday, and creating a step-by-step guide to chose SRI/ESG invest options on our company pension

THIS HAS LEAD TO LOTS OF POSITIVE CHANGES FROM THE TEAM >

CLIMATE ACTION PROGRESS

2022 SURVEY

Choosing to eat less meat and fish in the last year



Buying less plastic

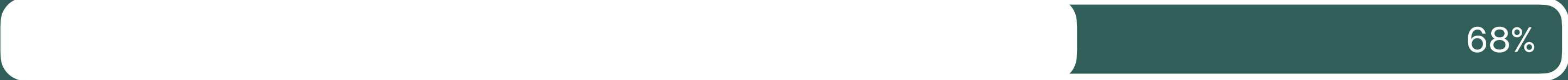


Switching to an SRI/ESG Royal London Pension



2023 SURVEY

Choosing to eat less meat and fish



Buying less



Switching to an SRI/ESG Royal London Pension



*Based on 78% Survey Uptake from the Coffee & TV Team

CLIMATE ACTION CONTINUED

INDIVIDUAL ACTION

We are proud of the positive impact we have been able to have on our team, of course, we do not take all the credit for their actions, climate change is very hard to ignore, but we hope that our efforts to share reliable climate communication continues to inspire our team to live better. Humanity depends on it. Our 2023 B Corp Survey also showed the following positive actions have been taken by our team:

Signing Petitions	40%
Flying Less	45%
Campaiging/Protesting	11%
Travelling Greener	67%
Using Less Energy	83%
Joining Community Groups	6%

*Based on 78% Survey Uptake from the Coffee & TV Team

2022 CARBON FOOTPRINT

CLIMATE ESSENTIALS

Bafta no longer offers a studio calculation service, so to measure our 2022 carbon footprint we chose to partner with Climate Essentials. Our carbon footprint for 2022 has become more accurate and complex because of a number of factors:

- Climate Essentials is sector-specific, they have developed a comprehensive calculator for the creative industries meaning more relevant data can be counted - amounting to more carbon emissions
- The GHG Protocol constantly becomes more comprehensive, meaning global carbon factors have been introduced for more categories - amounting to more carbon emissions.

2021

- Energy & Energy T&D
- Business Travel & Couriers
- Accommodation
- Waste
- Water
- Home Working
- Commuter Travel
- AC Refrigerant
- Data Centres
- Purchased Goods: Electronics, food & drink, printing, materials, stationary

2022

- Energy & Energy T&D
- Business Travel & Couriers
- Accommodation
- Waste
- Water
- Home Working: electricity, heating & cooling
- Commuter Travel
- AC Refrigerant
- Hosted Events
- Procurement: stationary, furniture, electronics, food & drink, printing, appliances, cleaning, internet, Ads & Marketing, data centres, software, tech rental, tech repairs, pension

2022
CARBON FOOTPRINT

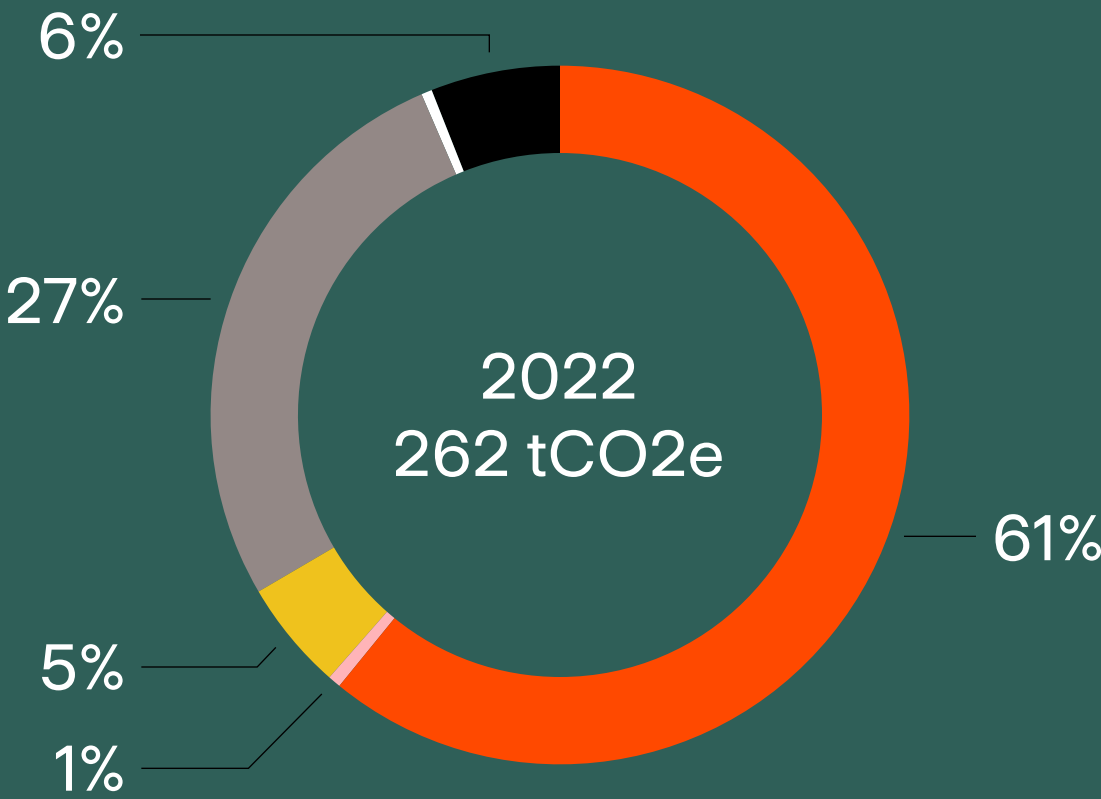
TRANSPARENCY IS KEY

To be able to compare our carbon footprints and accurately set net-zero targets, we decided to re-enter data from 2019 to 2022 into the Climate Essentials carbon calculator and set science-based reduction targets with their calculations and advice. In 2023 we moved to a new studio, the expenditure on furniture and materials is heavily impacting our 2022 carbon footprint.

OVER 80% OF OUR 2021 EMISSIONS WERE SCOPE 3, SINCE WE HAVE:

- Encouraged our data centre to move to a 100% renewable-backed energy tariff
- Confirmed our courier supplier now has a 100% electric car fleet and a self-sufficient solar powered warehouse

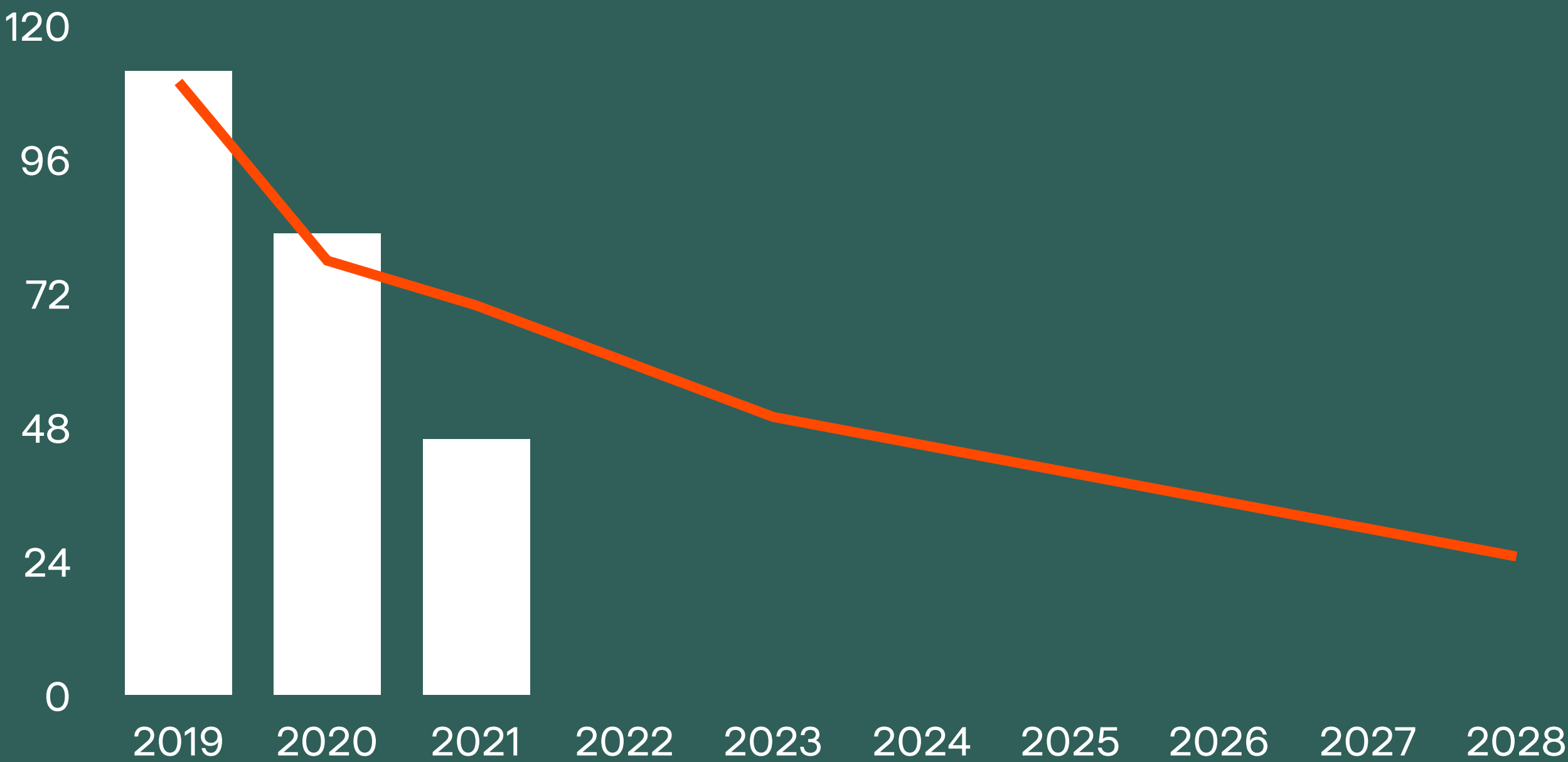
Year	2019	2020	2021	2022
Total carbon emissions (tCO2e)	252	154	114	262



**NET ZERO
OUR ALBERT TARGET**

**LAST YEAR AFTER REDUCING EMISSIONS BY 59% WITH
ALBERT THEY SUGGESTED THAT WE ARE ON TRACK TO
REACH NET ZERO BY 2028.**

The term net zero has received a lot of criticism over the past few years as it has been obscured and interpreted in many different ways. At Coffee & TV we don't believe in variables, we want next zero to be an equal term that achieves decarbonisation of our economy. We choose to follow the Science Based Targets Net Zero initiative - Short term targets and 'Long-term deep decarbonisation of 90-95% across all scopes before 2050', This standard launched on 28th October 21 and we encourage all businesses to follow it.

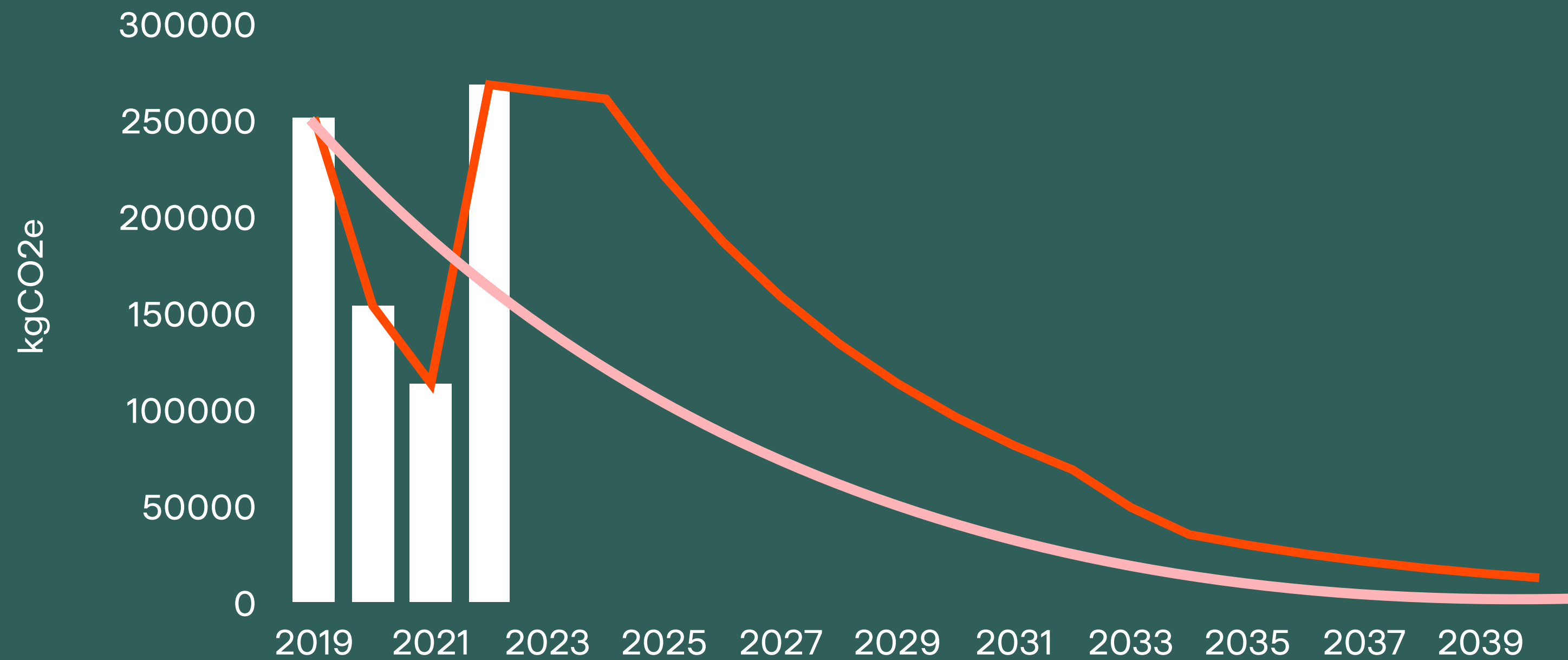


Albert: Project Net Zero Coffee and TV- a graph outlining the journey to a 90% reduction in emissions between 2019 and 2028, the orange line showing the average reduction requirements.

NET ZERO
SBTI + CLIMATE ESSENTIALS

AFTER RE-ENTERING THE SAME DATA CATEGORIES EACH YEAR FROM 2019 TO 2022 IN TO CLIMATE ESSENTIALS, WE HAVE CHOSEN AN AMBITIOUS NET ZERO TARGET OF 2040.

- Our carbon reduction scenario according to our pledges
- SME Climate Hub Net Zero by 2040 pathway



*This Net Zero target has not yet been approved by the Science Based Targets Initiative

CHANGES IMPLEMENTED

2022

BREEAM CERTIFIED STUDIO

Our new studio was refurbished and fitted with the environment in mind, many of the materials were vintage, used, made from recycled materials or up-cycled. The build was BREEAM certified ‘Excellent’.

ENERGY

We have minimised our energy emissions each year:

YEAR	REDUCTION
2019 > 2020	53 %
2020 > 2021	95%
2021 > 2022	25%

We have also reduced our energy per ft2 of studio and per employee each year.

DATA CENTRE

We had conversations with our technology partner and data centre to encourage them onto 100% renewable energy. Reducing our emissions from:

FROM 23,763 kgCO2e TO 0.00191 kgCO2e

HOW ARE WE CONTINUING TO IMPROVE?

CO2 REDUCTION

SHORT TERM GOALS TOWARDS NET ZERO

- Growing our Environment B Keeper team so sustainability becomes more embedded in decision-making across departments and roles
- Creating an environmental purchasing guide for our technology and inviting our tech team to become B Keepers to implement this, work with suppliers, and help to reduce energy usage
- Updating our Sustainability Policies so they can be used to help our suppliers improve their impact and developing a social and environmental stakeholder engagement plan
- Working with Climate Essentials to make the calculator tool more accurate and reflect positive changes e.g Data Centre on renewable energy or Life Cycle Assessments for technology
- Ensuring our new studio follows the highest green building standards, all new furniture and decoration purchases are environmentally conscious, and sustainable operations continue
- Strictly implementing our Low Carbon Travel Policy and offering one extra paid day to travel either side of the event by train, boat etc
- As our studio has grown so has our running team, we are going to train all of our runners in sustainability so they feel confident in implementing and communicating sustainable practices

HOW ARE WE CONTINUING TO IMPROVE?

FURTHER CO2 REDUCTION

MID TERM GOALS TOWARDS NET ZERO

Looking at our significant impacts from 2022 (below) we aim to:

- Reduce the impact of our purchased technology by implementing a Tech Best Practice Policy with our tech team and technology partner.
- Engage with our technology partner and data centre to ensure we are reducing our energy usage as much as possible and ensure that they are also on a pathway to net zero. This process is detailed in our Supply Chain Management Plan.
- Continue to work with Climate Essentials in the development of the tool to be able to track when the products we purchase are low impact e.g made from recycled materials or used

Significant Impact	Emissions (tCO2e)	% of Products/Services
Electronics Purchased	78.8	28%
Furniture Purchased	73.7	26%
Pension Services	35.3	12%

GREEN & INCLUSIVE PRODUCTIONS



WE WANT OUR PRODUCTIONS TO HAVE AS LITTLE IMPACT ON THE PLANET AS POSSIBLE AND BE A DIVERSE, INCLUSIVE AND HEALTHY ENVIRONMENT FOR ALL PEOPLE.

Since the launch of Ad Green’s Carbon Calculator in 2021 we have been measuring the carbon footprint of our productions. We have created a sustainability guide for producers which gives step by step advice on how to reduce emissions from the off. We have created surveys to help collect emission data and offset all productions to ensure they are carbon neutral. We are releasing a production impact report this year.

Additionally we used the APA’s Diversity Production Action Plan to help us produce DEI guidelines for producers, formulate our code of conduct and complaint procedure for call sheets, and a self identification survey to measure the diversity of the crew. This information will be passed onto the APA to help measure industry progress.

DIVERSITY & INCLUSION

2022 RESULTS		2030 TARGET
Uptake of the ‘Self Identification Form’	20%	75% +
The average percentage of female crew	29%	50%
The average percentage of crew from ethnic minorities	11%	40%

CARBON FOOTPRINT

Percentage of productions on Ad Green	100%	100%
The average footprint of our productions	2.04 TCO2E	< 5 TCO2E

COMMITMENT TO NATURE

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 Integrity 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.

KEO SEIMA PROJECT IMPACT

Emissions avoided	+ 16.4M tCO2e
Land Protected	+ 160 000 HA
People with improved job security	+ 36 000



2024 RE-CERTIFICATION TARGET

17 / 20 POINTS



- 2021 BIA Points %
- 2024 Target Improvement %
- Points Remaining %





ERS

CUSTOMER

CUSTOMER

CUSTOMER

ERS

CUSTOMER



CUSTOMERS
1 / 5 POINTS

HOW HAVE WE IMPROVED SO FAR?

FORMING RELATIONSHIPS WITH LIKE MINDED BRANDS AND BUSINESSES TO COLLABORATE ON PROJECTS WHICH ARE POSITIVE FOR PEOPLE AND THE PLANET.

As a creative studio working predominantly in the advertising industry, we acknowledge that we have a responsibility to those who view our campaigns. The advertising industry is not known for it's positive impact on people and the planet but we are part of the movement of businesses trying to change that.

In 2021 we formed a Green Client team, made up of producers, marketers and sales and advised by our Sustainability Manager. They met monthly and set out to form new relationships with like-minded brands and businesses from a 'Green Client List'. We shared our 2022 Impact Report with potential clients and partners to exemplify our commitments and action. Although lots of new conversations were formed, it was not successful in helping us win purpose-driven projects. This year we expanded the group to all of our executive producers and gave B Corp training so that producers feel more confident communicating about our B Corp Status.

By being active in Purpose Disruptors, and initiators of the Good Life 2030 project, we continue to learn from our peers about creating campaigns that tell new stories of hope and connection. We support the Advertised Emissions Initiative which aims to help agencies transition their spend from red (carbon-intensive) to green (purpose-driven) brands.

HOW ARE WE CONTINUING TO IMPROVE?

2023 B CORP SURVEY

AMBITION : USING CREATIVITY AS A FORCE FOR GOOD TO POSTIVELY IMPACT OUR CUSTOMERS AND OUR TEAM.

We know that our team want to work on creative projects that are positive for people and the planet:

Percentage of the team who want to be involved with green clients/projects: **50% +**

These are the steps we are taking to have a positive impact on our people:

- We have introduced a controversial project scorecard so if any project is raised as potentially ethically or sustainably controversial by the team, then it can be scored against the three categories people, planet, and profit to see if it is viable to take on.
- Our B Corp Survey shows seven of our creatives would like to participate in the #changethebrief training so we will follow this through this year. This will educate our creatives on how to help brands change the brief to be more positive at the very start of a project.
- There are currently 122 UK B Corps which are within the creative industries, this number is constantly growing and there is a huge opportunity to be had. 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.



CLIENT DISCLOSURE
(2022)

DIRECT TO BRAND PROJECTS MAKE UP **31%** OF OUR 2022 PROJECTS

We are able to track what projects are with controversial industries from our direct to brand work.

% DIRECT TO BRAND REVENUE THAT COMES FROM CONTROVERSIAL CLIENTS

Alcohol - Arms - Coal, Oil, Gas - Politics - Gambling - Tobacco - Pornography - Religion

8%

This comes predominantly from....

GAMBLING	62%
ALCOHOL	34%
FOSSIL FUELS	4%

OUR TEAM SPENT 239.5 DAYS ON PRO BONO PROJECTS IN 2022

We are introducing a new system which logs paid, discounted or pro bono projects which align with the Sustainable Development Goals. Our Conscious Creative B Keepers are working on a plan to increase these purpose driven projects.

IMPACT BUSINESS MODEL



ALONGSIDE SISTER COMPANY RESIDENCE PICTURES, COFFEE & TV IS FORMING THE ACADEMY TO TACKLE DIVERSITY AND INCLUSION AND THE SKILLS GAP WITHIN THE INDUSTRY.

We are piloting a scheme to tackle both the diversity and inclusion crisis in the UK post industry and the skills gap in one hit by creating a FREE, sustainable employability programme that provides practical, hands-on training and access to the UK VFX and Post Production industry to marginalised and underrepresented community.

Our industry is not known for ‘giving back’ or for making meaningful investment in diversity and inclusion while a culture of ‘who you know’ has kept the industry traditionally full of middle class, white and particularly in creative & technical roles, men. There is also a widely recognised skills gap which has intensified following the Covid-19 pandemic and a huge increase in the demand for content.

The Coffee & TV Group is a socially engaged business. We see it as our responsibility to champion change by building a pathway that enables a diverse representation of backgrounds, cultures and lived experiences not just into our business but to the industry overall.

Our scalable and innovative hybrid programme will leverage in class, on-demand, online, in person, peer-to-peer and alumni learning models. There isn’t an institution like this that exists yet within the UK.

BIA

CUSTOMER SCORE

The Academy directly supports underserved populations through skills development, if launched in time, this may be able to be reflected in our 2024 B Impact Assessment.

2024 RE-CERTIFICATION TARGET

1.5 / 5 POINTS + IBM ®

- 2021 BIA Points %
- *2024 Target Improvement %
- Points Remaining %



* We hope that we are able to launch the first pilot scheme of The Academy this year. This would mean that we can count this as an Impact Business Model in our assessment, as it falls within the ‘Serving Undeserved Populations Category’. We do not know how many points this will award us yet.



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WE ARE NOT PERFECT BUT WE LEARN FROM THE B CORP COMMUNITY, AND OUR MISTAKES, TO TRY TO DRIVE POSITIVE IMPACT WITHIN OUR BUSINESS, AND BEYOND.

As a B Corp, we are committed to a journey of continuous improvement, however, this does not mean that balancing people, planet and profit is easy. We are lucky to have a board that cares about the triple bottom line but we also acknowledge that we need to listen to the opinions of our people to create the change we want to see, we do this through B Corp Surveys, and soon through our B Keeper Groups. We ensure we maintain the utmost transparency with our team, including financials.

The award-winning culture that we have created through our values of trust, belief, collaboration, exceptional and love help to guide us. We believe that forming B Keeper groups this year, and the B Corp Creative Coalition, will be an integral part of the success of our mission to build a purpose-driven, global creative family, founded on love.

We understand that transparency is pivotal to the B Corp mission and so our Sustainability Manager helps us to align our sustainability communications with our actions. We tackle greenwashing by only communicating what we do. We continue to push our knowledge and our actions to be not only the best in the world but also the best for the world. It is the responsibility of Derek Moore - CEO, Holly Arnold - Sustainability Manager, and Rhi Hardy - Head of Communications to ensure we are completely transparent in our sustainability achievements and failures in order to form trusting and honest relationships and to guide others along the journey with us.

ETHICS

WE WANT TO ENSURE ALL STAKEHOLDERS BELIEVE WE ARE MAKING ETHICAL DECISIONS FOR PEOPLE AND THE PLANET. WE LISTEN TO, AND ACT ON, OUR EMPLOYEE FEEDBACK AND VALUE THEIR OPINIONS ON ETHICS.

The advertising industry is not particularly known for being ethics-driven, however, B Corp businesses within the creative industries are trying to change that. Believing in a triple bottom line means going beyond shareholder profits and considering the impact of our business on a vast array of shareholders, including the planet.

Ethical decision-making is a crucial part of maintaining the integrity of our business and the B Corp movement, but it has its challenges. Through our B Corp Survey, we understand that our team values working on green, ethical and purpose-driven projects. This year we are taking the following steps to create change in this area:

- We have introduced a Controversial Project Scorecard for anyone in the team to raise awareness of a potential un-ethical project coming in, so we can evaluate its impact and make a decision efficiently
- We have formed a Client Disclosure Group to understand who our clients are and what direct-to-brand campaigns we work on, so we can set targets and track improvements. As we work mainly with agencies rather than direct-to-brand, it makes data gathering a little more complicated but we are working to aggregate some data for our baseline year (2022)
- We continue to educate and engage our Production team on B Corp Practices so they are able to make ethical decisions and communicate effectively with our clients
- More of our employees are going to be involved in our B Keeper Groups where they can play a pivotal role in helping Coffee & TV evolve their ethical commitments and practices



COFFEE & TV

Our impact matters.