

IMPACT

COFFEE & TV

2024

REPORT

IMPACT

REPORT

REPORT

REPORT

REPORT

IMPACT

Certified



Corporation

**CONTENT**

<b>OUR MISSION</b>	<b>3 - 4</b>
<b>OUR CERTIFICATION SCORE</b>	<b>5 - 6</b>
<b>IMPACT HIGHLIGHTS</b>	<b>7 - 8</b>
<b>GOOD GOVERNANCE</b>	<b>9 - 14</b>
<b>OUR IMPACT ON OUR WORKERS</b>	<b>15 - 21</b>
<b>OUR IMPACT ON OUR COMMUNITY</b>	<b>22 - 28</b>
<b>OUR IMPACT ON THE ENVIRONMENT</b>	<b>29 - 47</b>
<b>OUR IMPACT ON OUR CLIENTS/CUSTOMERS</b>	<b>48 - 55</b>
<b>TRANSPARENCY &amp; ETHICS</b>	<b>56 - 57</b>



**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. In 2023 we celebrated 10 years of Coffee & TV, alongside our sister company Residence Pictures.

Omnicom Group acquired Coffee & TV Group in 2023, which has fuelled the start of our expansion into the US. As we continue to significantly grow in size, our founding philosophies and B Corp commitments remain intact. Since certifying in 2021, we have been on a journey of continuous improvement for our people, communities and the planet. We look forward to sharing this journey of impact through this report and our improved B Corp Re-certification score.

**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**

# HOW DID WE \*SCORE IN 2024?

In January 2024 we sent off our re-certification as Coffee & TV Group with a score of:

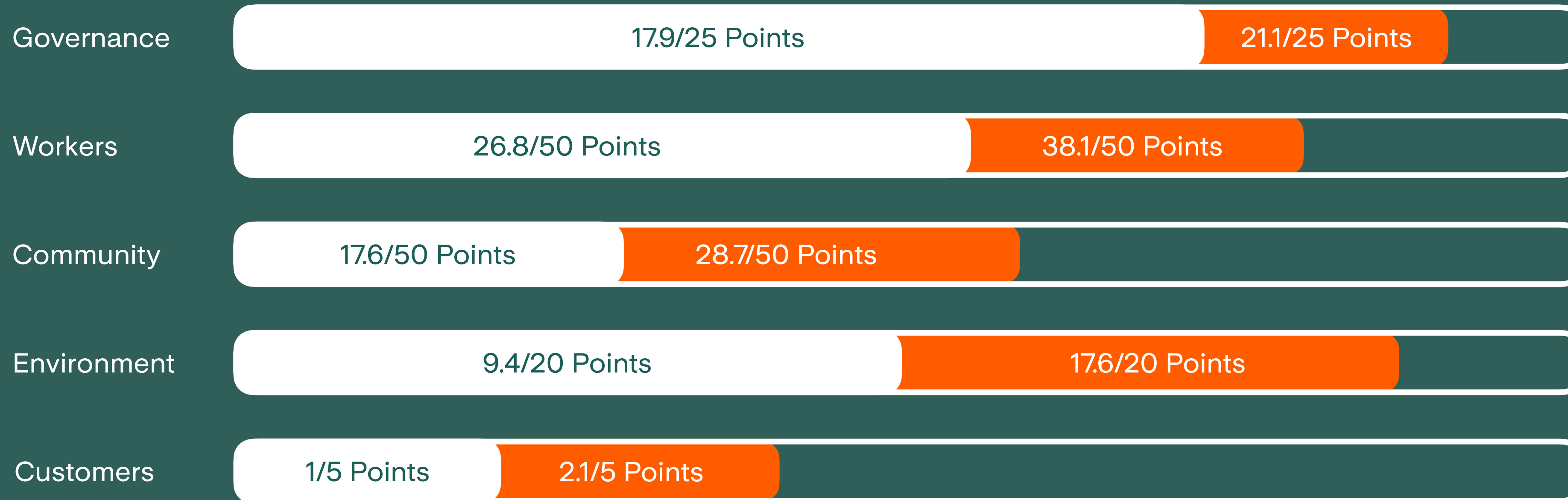
# 107.7 POINTS

We achieved this by continuing to use the B Impact Assessment (BIA) as a tool for change. Re-certifying as a group means ensuring that Residence Pictures aligns with all of our social and environmental initiatives as well as our governance practices. \*This is the score we submitted our re-certification at, this does not mean that this score will remain at 107.7 as we re-certify as often points are lost at the evaluation stage of submission. We will be publicly disclosing our re-certification score once the process is complete.

\*Based on our B Corp re-submission score not our re-certification final score.

## MEASURING OUR IMPACT

We're proud to exemplify that we are on a path of continuous improvement through our improved points across all 5 categories.

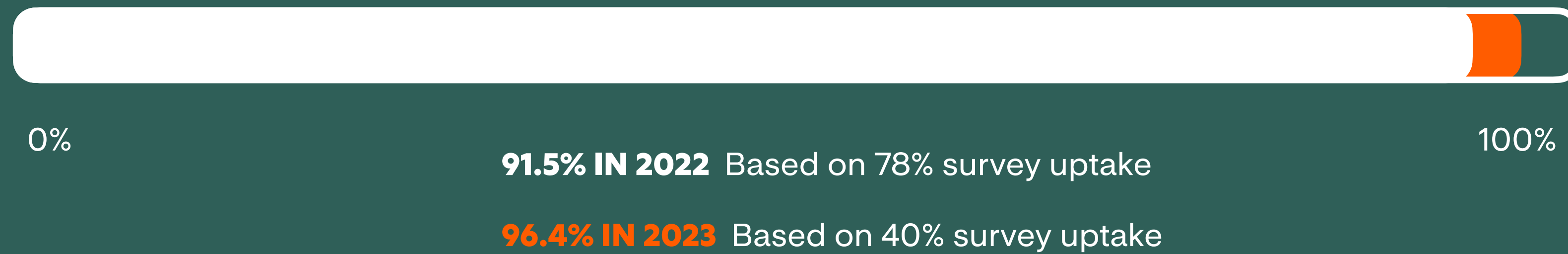


**2021 CERTIFICATION**

**2024 RE-CERTIFICATION**

\*Based on our B Corp re-submission score not our re-certification final score.

# PERCENTAGE OF THE TEAM THAT FEEL PROUD TO WORK AT COFFEE & TV BECAUSE WE ARE A B CORP







ANCE GOVERN

GOVERNANCE

GOVERNANCE

ANCE GOVERN

RENANCE GOV



# GOVERNANCE

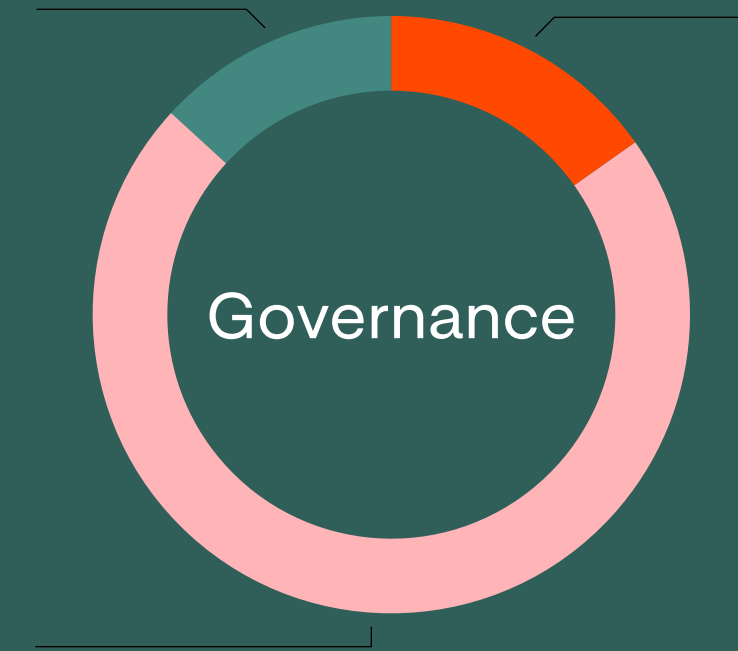
Policies and practices pertaining to our mission, ethics, accountability and transparency.

## GOVERNANCE B CORP SCORE

# 2021 17.9 / 25 POINTS

## 2023 TARGET 22 / 25 POINTS

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



# 2024\* 21.1 / 25 POINTS

This is just under our 22-point target but still an 18% increase from our baseline certification score.

\*Based on our B Corp re-submission score not certification score.

**2021 TO 2023 ACTIONS**

# 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 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 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 were 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.

## IN 2023 WE SET GOVERNANCE TARGETS

We have indicated if we have met these targets in 2024 with a tick or cross.



Form B Keeper teams so that more individuals can be part of the process of making Coffee & TV a better business. We now have active 3 B Keeper groups.



Introduce a controversial project scorecard so that projects can be assessed on their impact on people, the planet and profits. We have a scorecard, Slack Channel, and formal commitments.



Conduct a 2023 materiality assessment



Formalise our social and environmental KPIs at Board level



Formalise our stakeholder engagement plan. We also have a working supply chain management plan.

## ETHICS & TRANSPARENCY



Diversify our Board of Directors representation and characteristics. 33% Female and one non-exec.



Ask board members to complete a conflict of interests questionnaire



Evolve and document our financial controls.

# 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)



WORKERS WORKERS WORKERS WORKERS  
WORKERS WORKERS WORKERS WORKERS  
WORKERS WORKERS WORKERS WORKERS  
WORKERS WORKERS WORKERS WORKERS



# WORKERS IMPACT

Our contribution to our teams' financial, physical, professional, and social well-being.



**WORKERS B CORP SCORE****2021 36 / 50 POINTS****2023 TARGET 36 / 50\* POINTS**

Coffee & TV Group now falls 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 to remain at a score of 36.

**2024\* 38.1 / 50 POINTS**

This exceeds our 36-point target and exemplifies that regardless of company growth we are on our journey of continuous improvement.

\*Based on our B Corp re-submission score not certification score

**2021 TO 2023 ACTIONS**

# 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
- We upgraded our mental health package to Mindberry where each employee is offered a 50-minute session per month

**2021 TO 2023 ACTIONS**

# CAREER DEVELOPMENT

- We signed up to BIMA so our team can join an innovative community of businesses working in digital, media and tech.
- 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

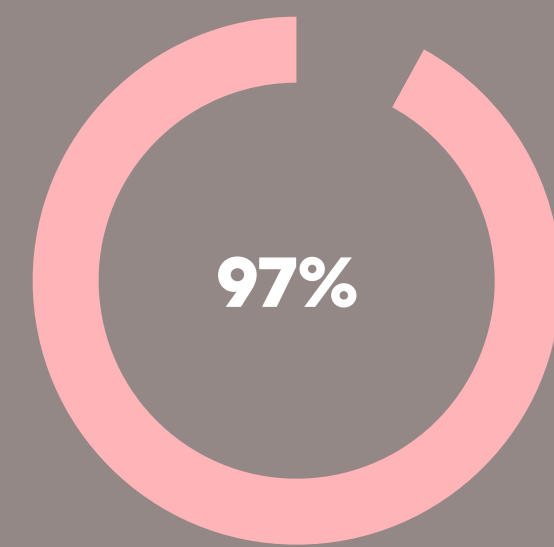
# ENGAGEMENT & SATISFACTION

- In 2022 we won Broadcasts' Best Place to Work in TV
- All of our parental policies have been reviewed and updated in our handbook - We 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.

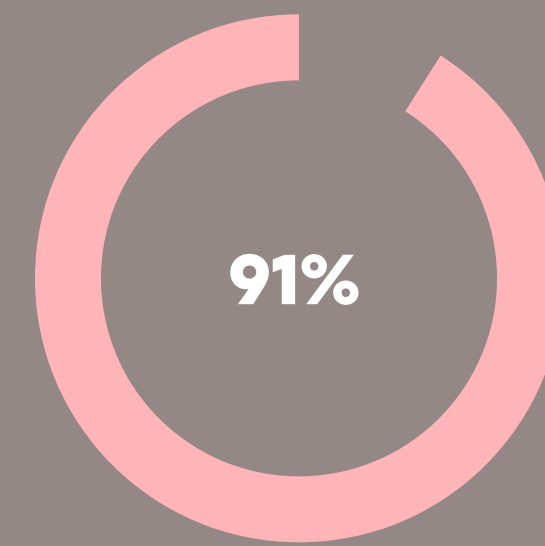
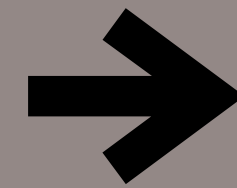
**EMPLOYEE ENGAGEMENT**

# EMPLOYEE ENGAGEMENT SCORE

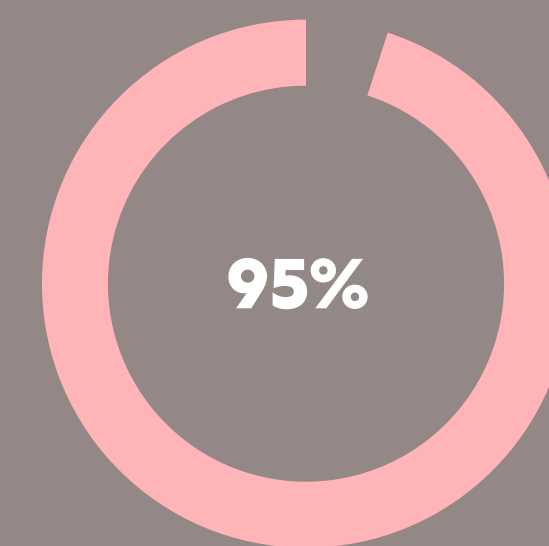
Using Culture Amp, we carry out anonymous Engagement & Feedback Surveys twice a year, we analyse this data and share the results and opportunities with the team in a full 360-degree process.



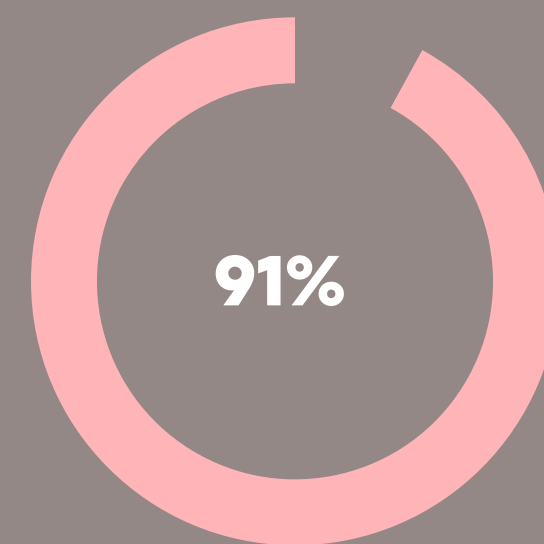
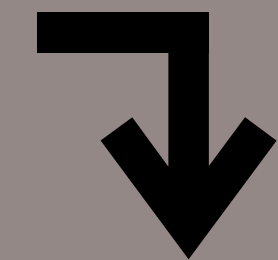
January 2021



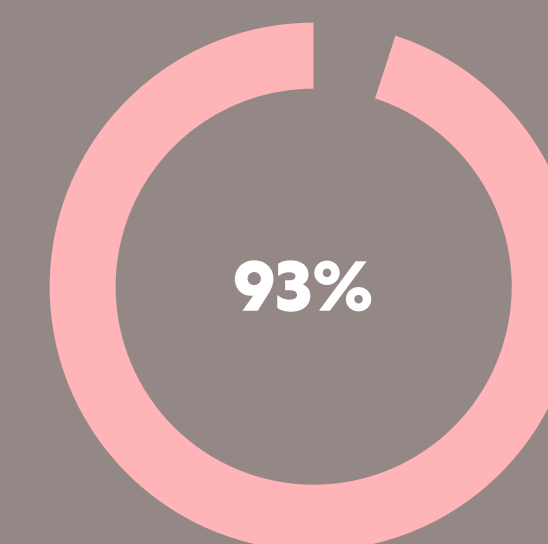
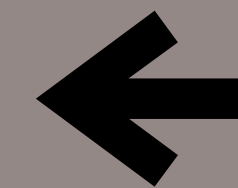
January 2022



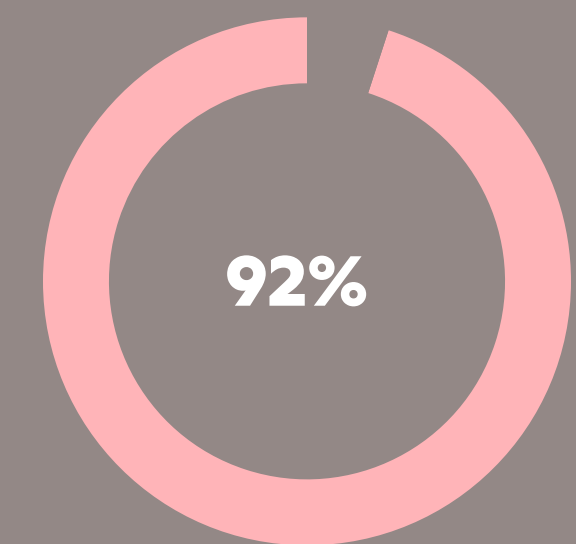
July 2022



January 2024



July 2023



Jan 2023

We're proud to have kept an Engagement Score of over 90% since 2021.

## IN 2023 WE SET WORKERS TARGETS

We have indicated if we have met these targets in 2024 with a tick or cross.

# HEALTH & WELLNESS



We aim to introduce more opportunities for connection, collaboration and wellness activities in our new studio space. We hold weekly screenings and host regular events in the studio for our team and clients, we have hosted 36 in the last year! This included a B Corp Month Clothes Swap event with a B Corp guest speaker from Vico Barefoot, the event was fun and interactive and spread awareness of the impact of the fashion industry.

# CAREER DEVELOPMENT



Formalise and evolve our intern hiring practices to ensure they offer equal opportunities for underrepresented or marginalised groups. We have created an Internship Programme Document which details our progress for recruitment and review and feedback process.

# ENGAGEMENT



Finalise our new Coffee & TV Group Employee Handbook, share it with the team in a company meeting and ask for feedback. Our B Corp leadership team reviewed the new handbook but it is yet to go live on our internal website.



**COMMUNITY COMMUNITY**

**COMMUNITY**

**COMMUNITY COMMUNITY**

**COMMUNITY COMMUNITY**

**COMMUNITY COMMUNITY**



# COMMUNITY IMPACT

Our contribution to the economic and social well-being of the communities in which we operate.

## COMMUNITY B CORP SCORE

# 2021 17.6 / 50 POINTS

## 2023 TARGET 23 / 50 POINTS

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



# 2024\* 28.7 / 50 POINTS

This shows we have succeeded our 23 point target!

\*Based on our B Corp re-submission score not certification score



## 2021 TO 2023 ACTIONS

# 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. 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 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

**2021 TO 2023 ACTIONS**

# CIVIC ENGAGEMENT & GIVING

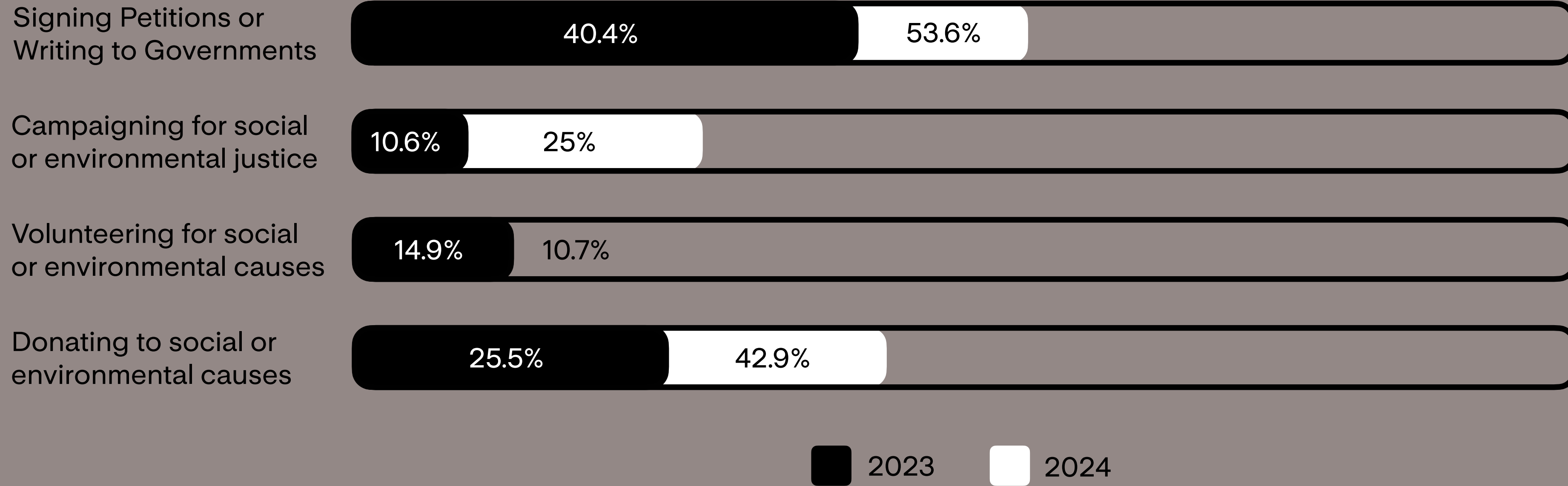
- We increased our paid volunteer time from one day a year to one day every quarter. To facilitate this opportunity, we partnered with Matchable so that the team could choose to volunteer from a list of skills or interest-based projects or from a charity/organization of their choice
- Due to the climate 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 SURVEY RESULTS SHOW THAT INDIVIDUALS AT COFFEE & TV HAVE BEEN TAKING SOCIAL AND COMMUNITY ACTION BY:**



## IN 2023 WE SET COMMUNITY TARGETS

We have indicated if we have met these targets in 2024 with a tick or cross.

# DIVERSITY, EQUITY & INCLUSION

- ✓ Evolve our inclusive hiring practices and partnerships to be able to diversify our workforce \*see our IBM target for evidence of more action. We use several partners and use a Li blind hiring process.
- ✗ Implement the diversity and inclusion actions agreed upon in our DEI Focus Group sessions.
- ✓ Carry out a 2023 Diversity and Inclusion Survey to compare, and reflect on, the results compared to our 2022 Survey. See the comparison results on the next page.
- ✓ Evolve and implement supplier diversity programmes and policies. Written policy but not shared yet.

# CIVIC ENGAGEMENT & GIVING

- ✓ Reassess how we encourage employees to use up their paid volunteer days, potentially taking advantage of the new studio and in-person or group volunteering. Successful group volunteering.

# SUPPLY CHAIN MANAGEMENT

- ✓ Evolve screening topics and evaluation practices for our supplier groups and put processes in place to help them improve their impact. We have developed a supply chain management spreadsheet, a supplier code of conduct, a supplier letter, a supplier survey and a folder of resources to support our tech partner and data centre in taking action towards net zero.





# ENVIRONMENT

Environmental stewardship and our commitment to the global climate crisis.



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

## ENVIRONMENT B CORP SCORE

# 2021 9.4 / 50 POINTS

## 2023 TARGET 17 / 20 POINTS

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



# 2024\* 17.6 / 50 POINTS

We have exceeded our 17-point target and improved our environmental impact score by a whopping 87% since 2021.

\*Based on our B Corp re-submission score not certification score



## 2021 TO NOW

# ENVIRONMENTAL MANAGEMENT

We have been committed to reducing the negative impact we have on the environment since we started the BIA in 2019. We have followed the Ad Net Zero Action Plan which means measuring and reducing the impact of our operations, events, teams, and productions and harnessing the power of creativity to influence sustainable behaviours and life style changes.

- We joined the Ad Net Zero Action 5 steering group in 2021 - Harnessing the power of advertising to change consumer behaviour. We also joined the Purpose Disruptors community to advocate for more ambitious and radical industry change. We continue to be active members of Purpose Disruptors 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 news on the climate crisis regularly.
- We became an Albert Carbon Neutral Supplier in 2021 after reducing our emissions and solidifying our commitment to sustainability.
- By committing to reach net zero in line with the Paris Agreement and to halving emissions by 2030, we joined the Race to Zero Campaign and became an SME Climate Hub Member in 2021. We publicly share our emissions reports on the SME Climate Hub annually.



**CARBON EMISSION REPORTING**

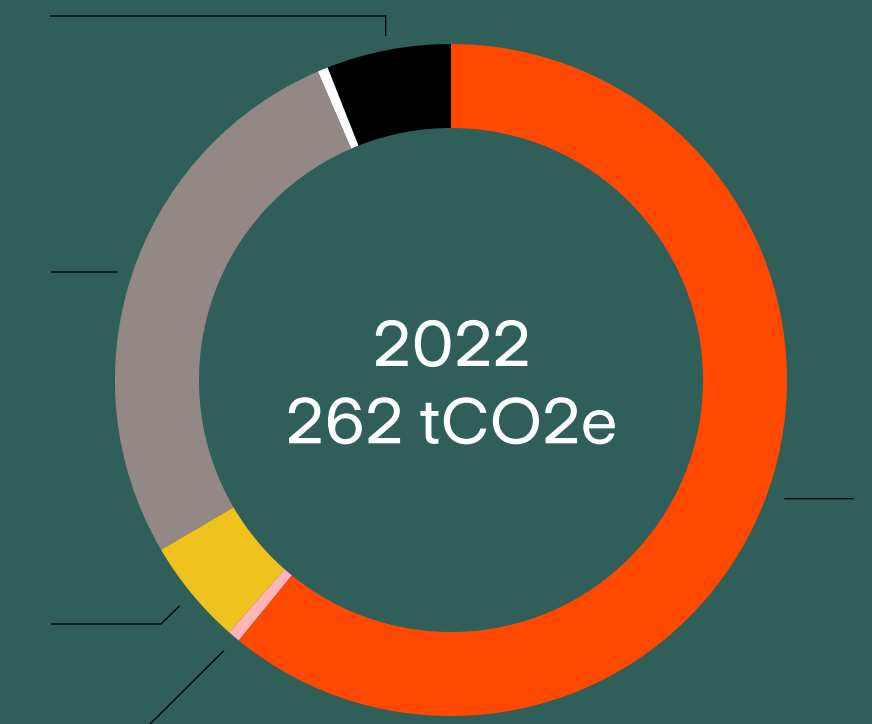
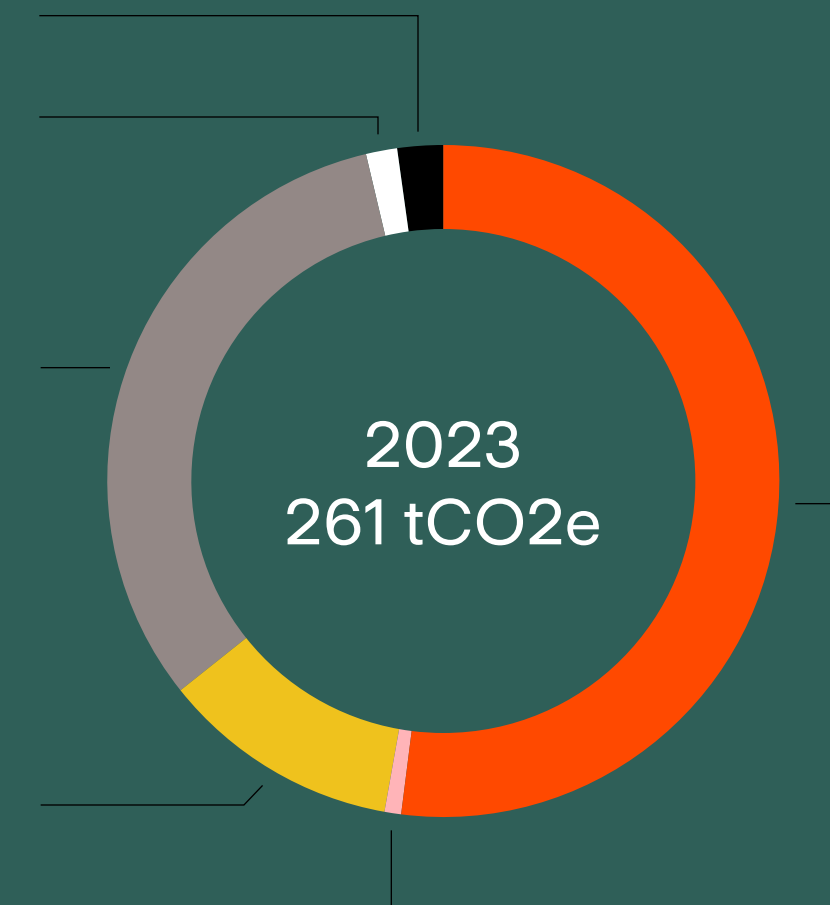
# ANNUAL REPORTING

We use Climate Essentials (CE) to calculate our annual greenhouse gas emissions (GHG). CE is a government-aligned tool with sector-specific accounting. Scope three emissions are calculated using carbon factors (carbon factors x spend), these are updated regularly and can cause carbon footprints to change. The CE allows us to track emissions in real time which facilitates action.

Year	2019	2020	2021	2022	2023
Total carbon emissions (tCO2e)	252	154	114	262	261

**KEY**

- Product Purchases
- Electricity T&D
- Transport
- Services
- Accomodation & Events
- Working from home



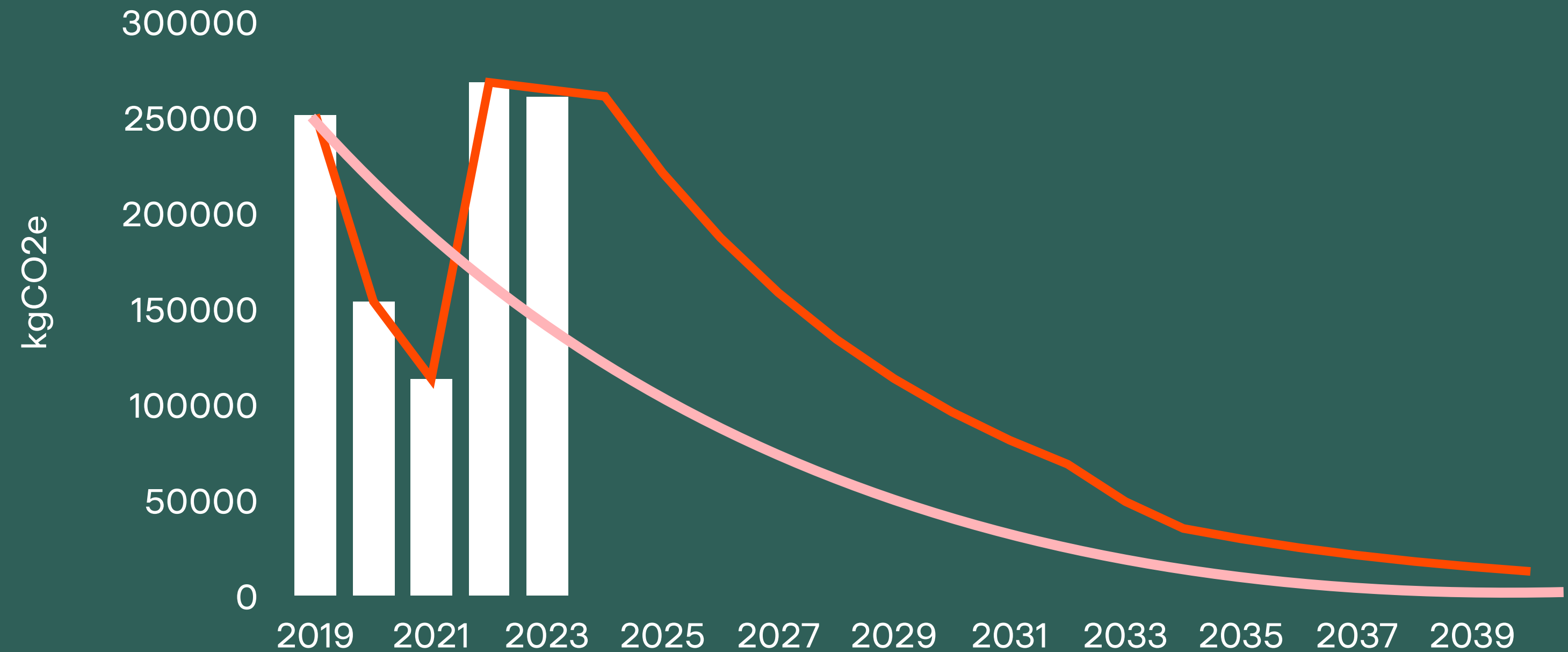
You can see from the graphs that although emissions from our products and services went down, travel emissions increased due to our expansion into the US and more flights being taken.

## NET ZERO SME CLIMATE HUB

# WE ARE COMMITTED TO HALVING EMISSIONS BY 2030 AND REACHING NET ZERO EMISSIONS BY 2040.

We have signed up to the Race to Zero Campaign by submitting our net zero commitment through the SME Climate Hub, we update the hub with our reports annually.

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



## EMISSION REDUCTION ACTIONS

2020

### ENERGY

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

### WASTE

We signed up to First Mile and on 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.



## EMISSION REDUCTION ACTIONS

2021

### 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.



## EMISSION REDUCTION ACTIONS

**2022**

### COURIERS

Our courier supplier transitioned to a 100% electric car fleet and a self-sufficient solar-powered warehouse.

### ENERGY

In our Soho studio, we minimised our energy emissions, energy per ft<sup>2</sup> and energy per employee every year up to 2022. (More on the next page)

### DATA CENTRE

We encouraged our data centre to move onto 100% renewable energy. Significantly reducing our data centre emissions:

**FROM** 23,763 kgCO<sub>2</sub>e **TO** 0.00191 kgCO<sub>2</sub>e

## **EMISSION REDUCTION ACTIONS**

**2023**

### **BREEAM CERTIFIED STUDIO**

Our new Farringdon 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 building is BREEAM certified 'Excellent'. We also carried out a clean air monitoring audit with 'Green Air Monitoring' where the environmental conditions were found to be satisfactory.

### **ENERGY**

Our new studio has outdoor air vents to cool the studio which reduces the energy needed to power the AC and cool the studio further.

### **DATA CENTRE**

Although we have grown in size, we decreased the number of racks we use at our data centre in 2023.

### **TRAVEL**

To accommodate our team being able to cycle, walk, or run to the studio, our new studio now has lockers, showers and changing rooms. 6 members of the team have purchased an electric car through the Octopus Company Car Scheme.

## ENERGY USAGE REDUCTION

2020 - 2023

## ENERGY USAGE & EMISSIONS

We have created an energy management plan to track our energy usage per studio in the aim of reducing usage each year regardless of company growth. This is important as although we use 100% renewable energy, energy is not infinite and we need to do our bit as a studio run on technology.

In our Soho studio, we minimised our energy emissions, energy per ft<sup>2</sup> and energy per employees each year (2019-2022):

YEAR	USAGE kWh	REDUCTION
2019	253,168	-
2020	126,660	53 %
2021	111,446	95%
2022	70,095	25%
2023	115,208	+33%

In 2023 we moved into a larger studio in Farringdon so we expected our energy usage would rise.

Despite energy use rising overall, when comparing energy emissions by studio square foot data shows that this has significantly reduced from 19 kgCO<sub>2</sub>e/ft<sup>2</sup> in 2019 to 0.23 kgCO<sub>2</sub>e/ft<sup>2</sup> in 2023.

Additionally, when comparing energy emissions per employee, data shows this has dramatically reduced since 2019 from 2470 kgCO<sub>2</sub>e/fte in 2019 to 29.5 kgCO<sub>2</sub>e/fte in 2023.



**2020 - 2023 ACTION**

# 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 Onboarding' 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 choose SRI/ESG investment options on our company pension

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

## CLIMATE ACTION PROGRESS

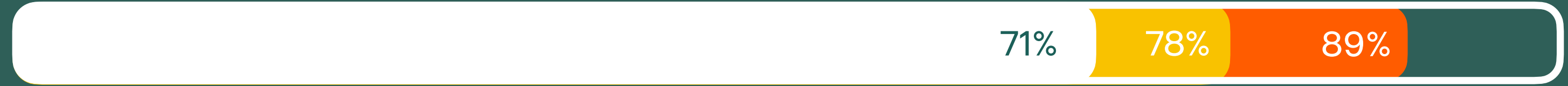
**2022 SURVEY**

Choosing to eat less meat and fish in the last year



**2023 SURVEY**

Buying less, buying used



**2024 SURVEY**

Switching to an SRI/ESG Royal London Pension



As well as the questions above we also surveyed if the team flew less, signed petitions, campaigned or protested, travelled greener, volunteered, donated money, or joined social or environmental communities, over half of these actions went up from 2023 to 2024. Survey uptake in 2023 was 78% compared to 40% in 2024, making it less accurate compared to the previous year.

## 2023 TARGETS

We have indicated if we have met these targets in 2024 with a tick or cross.

# 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. Needs to be followed more strictly.
- ✗ • 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. Only informal training so far.

## HOW ARE WE CONTINUING TO IMPROVE?

We have indicated if we have met these targets in 2024 with a tick or cross.

# 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	tCO2e 2022	tCO2e 2023
Electronics Purchased	78.8	70.18
Furniture Purchased	73.7	40.16
Pension Services	35.3	37.13

## 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'	<b>20%</b>	<b>75% +</b>
The average percentage of female crew	<b>29%</b>	<b>50%</b>
The average percentage of crew from ethnic minorities	<b>11%</b>	<b>40%</b>

## CARBON FOOTPRINT

Percentage of productions on Ad Green	<b>100%</b>	<b>100%</b>
The average footprint of our productions	<b>2.04 TCO2E</b>	<b>&lt; 5 TCO2E</b>

## COMMITMENT TO NATURE

# AT COFFEE & TV WE CONTINUE TO EVOLVE OUR COMMITMENTS TO NATURE BEYOND OUR NET ZERO TARGET.

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.

### 2022 & 2024

We donated to Indigenous welfare charities like Survival International and Client Earth to help protect the human rights, land rights and futures of Indigenous Peoples.

### 2021 - 2024

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. You can visit our [Earthly Dashboard here](#) to learn more about the nature-based solutions projects we support.

## EARTHLY PROJECTS: TOTAL IMPACT

Emissions avoided	<b>+ 589 tCO<sub>2</sub>e</b>
Land Supported	<b>+ 394 014 M<sup>2</sup></b>
Hours of employment (so far)	<b>+ 34 HRS</b>

**EARTHLY**



**VCMI**

## 2024 ACTIONS & TARGETS

## NATURE POSITIVE STRATEGY

In 2024 we started to work on a Nature Positive Strategy using the Nature Strategy Handbook from It's Now For Nature. We feel this is an important step to assess, commit, transform and disclose our impact on nature (ACT-D), just like we do annually with emissions reporting. We are approaching the handbook as an SME which means we can use the guidance and tools which are relevant to our business and value chain. By developing a nature strategy, we aim to contribute towards the mission of the Global Biodiversity Framework to halt and reverse nature loss by 2030. This will also align with the new B Corp Standards coming into effect in 2025/26.

The logo for 'It's Now for Nature' features the text 'It's Now for Nature' in a bold, black, sans-serif font. The text is contained within a white rectangular box that has a thin blue border on the left and bottom edges, and a thin green border on the right and top edges.

## DOUBLE MATERIALITY ASSESSMENT

The CSRD (Corporate Sustainability Reporting Directive) is an EU initiative designed to enhance the reporting obligations of companies in the EU, focusing on environmental and social factors. CSRD will affect EU and non-EU companies. We intend to carry out a materiality assessment alongside our B Corp assessment and we are using CSRD's double materiality standard as a guide. The materiality assesses risks and opportunities (IROs) of ESG topics on the business (financial) and on outward impacts (people, society and the environment). The aim is to identify and prioritise ESG matters that are most material, we hope to complete this by 2025.



MERS

CUSTO

CUSTO OMMERS

CUSTO MERR

ERS

CUSTO





# CUSTOMERS/CLIENTS

The value created for our clients and customers of the products/services advertised and sold.

## CUSTOMER B CORP SCORE

# 2021 1 / 5 POINTS

## 2023 TARGET 1.5 / 5 POINTS +IBM

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



# 2024\* 2.1 / 5 POINTS

We have exceeded our target but we were not able to count Pixel Pathway impact as the programme is launching this summer and therefor we were not able to collect impact data yet.

\*Based on our B Corp re-submission score not certification score

## LESS HARM MORE GOOD

### 2022 INITIATIVES

## WE WANT TO CREATE WORK THAT HAS A POSITIVE IMPACT ON PEOPLE AND THE PLANET - WORK WITH PURPOSE. AS A B CORP WE ARE ALSO COMMITTED TO WORKING WITH LESS CONTROVERSIAL INDUSTRIES.

- We created a controversial project scorecard to score briefs and clients on their impact on people, planet, and our profit.
- We formed a Green Client sales team to identify purpose-driven clients and brands to connect and collaborate with.

### 2023 INITIATIVES

Our 2023 survey showed 50% of the team want to be involved in 'green projects'

- We formed a 'Conscious Creative' group for all team members to join. The group has 30 members and meets at least annually to discuss progress, usually 5-10 members attend.
- To streamline the process to accept briefs, any potentially controversial projects are discussed with Leadership in a Slack Channel and shared with our Sustainability Manager to provide further reasoning.
- We measure and disclose; our pro bono projects by category to identify purpose-driven work, purpose driven clients/projects by category to track progress against our goals (see next slide), any work with controversial industries (using Futerra's Disclosure Questionnaire)

### 2024 INITIATIVES

- We launched a B Corp Policy that was signed off by the board. The policy outlines our commitments as a B Corp Certified business, specifically which industries are deemed controversial by B Lab and our three-stage process to address potentially controversial briefs. This includes using our controversial project scorecard and making final decisions if we take on the brief at Board meetings.

# 'CONSCIOUS CREATIVE' UPDATE!

Through analysing our project data from 2019 to 2023 we can see that our efforts to work on more paid purpose-driven projects have been successful!



## TYPE OF PROJECTS IN 2023

- |                                 |                                       |
|---------------------------------|---------------------------------------|
| <b>60%</b> Social NGO's         | <b>6%</b> Sustainable brands          |
| <b>13%</b> Health Organisations | <b>6%</b> Environmental NGOs          |
| <b>13%</b> Positive briefs      | <b>6%</b> Social & environmental NGOs |

## CLIENT DISCLOSURE 2020 - 2023

### DIRECT TO BRAND PROJECTS USUALLY MAKE UP LESS THAN 30% OF OUR PROJECTS

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

### % OF REVENUE THAT COMES FROM CONTROVERSIAL CLIENTS

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

**2020 - 5.49%**

**2021 - 2.61%**

**2022 - 1.21%**

**2023 - 1.47%**

This comes from....

	<b>2020</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>
<b>GAMBLING</b>	<b>5.49%</b>	<b>1.61%</b>	<b>0.87%</b>	<b>1.3%</b>
<b>ALCOHOL</b>	<b>0%</b>	<b>1%</b>	<b>0.24%</b>	<b>0%</b>
<b>FOSSIL FUELS</b>	<b>0%</b>	<b>0%</b>	<b>1%</b>	<b>0.17%</b>

### 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 our purpose driven projects.

## IMPACT BUSINESS MODEL



# ALONGSIDE SISTER COMPANY RESIDENPIXEL PATHWAY TO TACKLE DIVERSITY AND INCLUSION AND THE SKILLS GAP WITHIN THE INDUSTRY.

In 2024 we launched our pilot 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.

### **IBM**

Pixel Pathway will directly support underrepresented individuals by providing a free pathway into the VFX industry and should be able to be reflected in B Corps ‘Impact Business Models’ (IBM) in the future.



**TRANSPARENCY &**

**ENCY & ETHICS**

**TRANSPARENCY**

**ETHICS TRANSPARE**

**TRANSPARE**

## TRANSPARENCY & ETHICS

# **WE ARE NOT PERFECT BUT WE LEARN FROM OUR MISTAKES, AND THE B CORP COMMUNITY, TO CONTINUE TO IMPROVE OUR 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 stakeholder feedback to create the change we want to see. We do this mainly through B Corp Surveys and 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 towards our mission to build a purpose-driven, global creative family, founded on love.

In 2023 we revised and updated our Code of Conduct and created a Supplier Code to ensure our team and our suppliers help us succeed in our mission.

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 Kim French - 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.





# COFFEE & TV

Our impact matters.