

### 1. Leadership Letter

Digitom was founded in 2010, with a mission statement to create engaging content that shares a purpose and enables change. We certified in June 2023 but B Corp certification isn't an end goal, it's a journey and we want to better ourselves before we re-certify in 2026.

Our commitment to the **community** includes ensuring all our video content is accessible for those with hearing impairments, we attended the B Corp Louder than Words Festival in Oxford, with more than 2,000 UK B Corps, we supported the Taste of Kent awards, and to celebrate **B-Corp month** in March, we attended the Kent B Corp Impact Summit in Hythe.

We have actively sought out **suppliers** who align with our values, and have refreshed our website to reduce our carbon emissions to reduce our impact on the **environment**.

Digitom is a micro business and we are proud of the steps we have taken to support the values of B Corp. We're fortunate to be trusted by some big brands, who believe in making a difference, and change begins at the grass roots.

### 2. Journey to Certification

At Digitom we have always held values which are aligned with B Corp, and through conversations with other local businesses who had certified or were going through the process of certification, we realised that becoming certified was a way to demonstrate these values and also ensure we held ourselves accountable against them.

Gaining certification has enabled us to work with new clients who share our ethos, thereby supporting those businesses in their growth. We also saw it as a way to share our commitment and encourage other businesses to gain B Corp certification through sharing our experiences of certifying and explaining what it is and why it's important on social media.

### 3. B Corp score and goals for recertification

We certified in June 2023 with an impact assessment score of 96.5, measured across Governance (19.6), Community (53.6), Environment (11.4) and Customers (11.8).

Our aim is to improve our scores overall and if possible in each of the specific areas through our actions in the last 12 months and building on those with our new plans and objectives.

### 4. Impact area plans and progress

| Governance – Score 19.6  |  |
|--|--|
| What we said we'd do   | What we did  |
| <ol style="list-style-type: none"> <li>Continue to support the Better Business Act and share our commitment through social media to explain what it means and gain more support</li> <li>Ensure we monitor our actions in the context of our ESG policy</li> </ol> | <ul style="list-style-type: none"> <li>Continued posts around the Better Business Act, and a broad range of sustainability and B Corp events.</li> <li>Created published features in local business magazine about B Corp certification and benefits of EV ownership</li> <li>We ensured that we adhered to our ESG policy in our business transactions on a day-to-day basis</li> </ul> |

## **Plans for the next 12 months**

1. Put methods in place to measure our progress against our ESG policy so we have specific information about our environmental and social impact and governance.
2. Continue to support the Better Business Act and share our commitment through social media to explain what it means and gain more support

Adhering to our ESG policy is part of our normal business operation, however in order to measure our environmental impact effectively we need to put plans in place as to how we can do this, to record and recognise our progress year-on-year.

## **Customers – Score 11.8**

### ***What we said we'd do***

1. Continue to seek clients who uphold the B Corp values
2. Continue to make new connections with B Corp companies through engagement in local and national B Corp events

### ***What we did***

- Continued engagement with businesses who share our values
- Attendance at the national Louder than Words B Corp Festival event in Oxford in Autumn 2024, and local Kent B Lab events, as well as local Tunbridge Wells sustainability group Amplifi to make new, and develop existing connections

## **Plans for the next 12 months**

1. Continue to seek clients who uphold the B Corp values
2. Continue to make new connections with B Corp companies through engagement in local and national B Corp events

We have done significant research and have actively sought out **customers** who align with our values, through checking their ESG credentials. We have over the last year, and intend to continue seek clients who are B Corp certified or who have demonstrated the same values. We have also made meaningful connections through attending B Corp events locally and nationally.

## **Environment – Score 11.4**

### ***What we said we'd do***

1. Look in to measuring carbon footprint of our projects
2. Innovate working practices to reduce environmental impact

### ***What we did***

- We assessed our website carbon footprint, which scored a disappointing F, with 25Gb of historic archives. We commissioned a new website which is significantly smaller, at 0.75Gb, and improved our score to a C, as defined by WebsiteCarbon.com
- We made conscious tech decisions by auditing our cloud storage services, email and streaming

Certified



This company meets high standards of social and environmental impact.

Corporation

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Company no. 07059906 | VAT 121 2838 44

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|  | <p>provider – removing old projects, saving around 500Gb of data.</p> <ul style="list-style-type: none"> <li>We invested in new state of the art LED lighting equipment, which consumes around 80% less electricity than our former tungsten lighting kits.</li> </ul> |
| <p><b>Plans for the next 12 months</b></p> <ol style="list-style-type: none"> <li>To look at ways of measuring our operational carbon footprint on an annual basis.</li> </ol> |  |

Measuring our carbon footprint on a per project basis has proved challenging this year, as numerous projects run concurrently and we have yet to identify a method of calculating emissions in this way. We focussed on refreshing the website to make it more efficient. As a video production company, our website predominantly features video to showcase our expertise, whilst we would like to improve our carbon rating further, this may be challenging due to the nature of our business.

We will continue to engage with the broadcast industry about innovative work practices that could further reduce our impact on the planet, through local and national networking groups.

| Community – Score 53.6   |  |
|--|--|
| What we said we'd do   | What we did  |
| <ol style="list-style-type: none"> <li>Continue with our Charity of the year initiative and create another pro-bono video campaign equal to the value of 5% of profit</li> <li>Ensure our products are accessible to those with hearing impairments</li> </ol> | <ul style="list-style-type: none"> <li>We have failed in our mission to adopt a Charity of the Year, due in part to time spent engaging with a broadcaster about the potential to create a TV series at reduced cost sharing stories about sustainability. We estimate this has used 75% of our 5% commitment.</li> <li>We have ensured that subtitles are created for all our projects</li> <li>We sponsored the Produced in Kent Taste of Kent awards</li> <li>Our Founder and Creative Director is undertaking Carbon Literacy Training in June 2025</li> </ul> |
| <p><b>Plans for the next 12 months</b></p> <ol style="list-style-type: none"> <li>Carry over the 0.25% of pro bono hours to couple with plans to identify potential third-sector clients who we could engage with to offer pro-bono services</li> </ol>        |  |

Signed by



**Tom Chown, Co-Founder & Creative Director**

**13th June 2025**

Certified



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