

A hand holding a glowing lightbulb against a gradient background. The background transitions from a light teal at the top to a vibrant coral at the bottom. The hand is positioned in the lower right, with the thumb and index finger holding the base of the lightbulb. The lightbulb is illuminated, casting a warm glow. The title text is overlaid on the left side of the image.

The Phonetic Digital Impact Report



Message from our Founder.

At Phonetic Digital, we're passionate about building our business well and using it as a force for good. Our journey toward B Corp certification has been an incredible and enlightening experience, and I'm excited to share our very first Impact Report with you.

We are a start-up business, this report highlights the steps we've taken to embed ethical behaviours and sustainable practices into the fabric our business with our core values — prioritising people, planet, and profit.

It's a snapshot of our achievements so far and the roadmap we've set for continued growth and impact as we expand our company. We're proud of how far we've come, but we're even more excited about how we can improve and positively contribute to our community in 2025 and beyond."

I'd love to chat with likeminded business and share our experiences with those starting out on their own journey in building a sustainable business.

I hope you enjoy reading our first report.

Steven.

Why are we creating an Impact Report?



As part of our commitment to transparency, accountability, and meeting B Corp certification requirements, we will publish an annual Impact Report on our website.

These reports will highlight our actions over the past year, outline our future plans for continuous improvement, and evaluate our performance against previous commitments.

Our goal is to provide stakeholders with valuable insights and to demonstrate how we operate as a responsible business, while also inspiring and encouraging others in the industry to adopt similar practices.

Our Mission/Values

We are committed to using our business as a force for good, prioritising social and environmental responsibility, transparency, and accountability in everything we do.

We are committed to fostering sustainable economic development by providing digital solutions that empower underserved communities, bridge the digital divide, and create equitable opportunities for all.

At Phonetic Digital, our mission is to harness the power of digital to create a lasting positive impact on society and the environment.

Our commitments include:

- Supporting our local community and its development
- Championing initiatives focused on education and community growth
- Minimising our environmental impact through sustainable practices
- Innovating continuously to enhance our product offerings in alignment with our values

Our B Corp journey so far

At the beginning of 2024, we made the decision to pursue B Corp certification for Phonetic Digital. We recognised that our values and motivations were closely aligned with B Corp's mission, and we embraced the opportunity for increased accountability and assessment.





This certification process allowed us to formalise our existing commitments and practices, ensuring they meet high standards of social and environmental performance.

Throughout this journey, we worked across all areas of our business to evaluate our impact, ensuring we consistently uphold the values that have guided us from the start while identifying opportunities for improvement.

In June 2024, we submitted our B Corp application for review, with an initial impact score of 87.5.

Impact Areas:

The B Corp certification assessment, known as the Business Impact Assessment (BIA), evaluates performance across five key areas of impact.

-  **Governance**
how well are business processes and policies documented.
-  **Workers**
how well does an organisation treat and look after its workers.
-  **Community**
what impact does the business have on its community.
-  **Environment**
what measures has the business taken to reduce its impact on the environment.
-  **Customers**
how do the businesses products and services improve its clients' operations and impact.

We've structured our report around these categories to facilitate clear year-on-year comparisons and to align our efforts with other B Corp businesses.

In addition, we have mapped our actions and commitments against the UN Sustainable Development Goals for easy comparison to organisations not following the B Corp process.

87.5

Initial impact score
June 2024



Workers



At Phonetic Digital, we recognise that our success is driven by the dedication and hard work of our team. That's why we are deeply committed to providing benefits and opportunities that not only meet but exceed statutory requirements and industry standards.

Our approach prioritises the well-being, fair treatment, and development of our team, creating a supportive and inclusive work environment. We believe that when our employees thrive, our business thrives too.



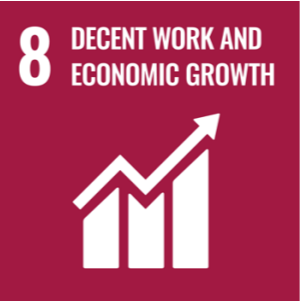
Enhanced Parental Leave
We believe that family comes first. To support our employees during life's most important moments, we offer enhanced parental leave that goes beyond statutory requirements. This ensures our staff can focus on their growing families without the added stress of financial worries.



Living Wage Employer
As an accredited Living Wage Employer, we are committed to paying all our employees a real living wage that reflects the true cost of living—not just the government minimum. We understand the significant impact that earning a real Living Wage has on the lives of our team members. This commitment extends beyond our own organisation; we also prioritise working with partners and suppliers who share our values and meet this standard.



Disability Confident Employer
Inclusivity is at the core of our values. We are proud to be a Disability Confident Employer, a certification from the Department for Work and Pensions that underscores our commitment to recruiting, retaining, and developing individuals with disabilities and long-term health conditions. For us, this is not just a badge of honour—it is a commitment to fostering a diverse, equitable, and accessible workplace where every individual has the opportunity to thrive.



Community

Phonetic Digital is proud to call Sunderland home, and we are dedicated to contributing positively to the success and growth of our community.

Through a range of initiatives, we aim to give back to the city that has supported us and foster connections that uplift our local area.

8 DECENT WORK AND
ECONOMIC GROWTH



11 SUSTAINABLE CITIES
AND COMMUNITIES



4 QUALITY
EDUCATION



New Central Office

In 2024, we moved into our new central office in Sunderland—a refurbished building that was previously derelict that embodies our commitment to sustainability. Furnished with recycled materials, this new space in the heart of the city allows us to stay rooted in the local community while minimising our environmental impact with excellent public transport connections.



Charity Involvement

Our Managing Director, Steven, continues to play an active role in the community through his position as a Director of the Foundation of Light charity. This charity is dedicated to improving the lives of individuals across Sunderland and Durham, and Steven's involvement helps support vital initiatives that uplift and empower the Sunderland community.



Job Creation


We're also excited to have expanded our team. This year, we welcomed Matthew as our new Technical Director. Specialising in backend development, Matthew brings over a decade of agency experience to Phonetic Digital, helping us tackle complex web projects while contributing to the local economy by creating high-quality jobs in Sunderland.



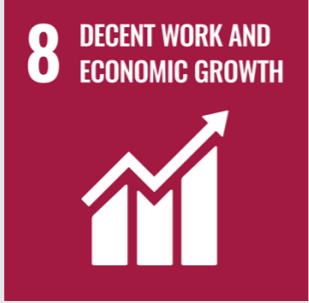
Customers

At Phonetic Digital, our customers are at the heart of everything we do. This year, we have continued to refine and expand our policies and processes to ensure that we consistently deliver the industry-leading standards of customer care for which we are known. We deeply value the trust our customers place in us and are committed to meeting and exceeding their expectations with every project.



 **Works Guarantee**
We understand the importance of peace of mind when it comes to digital solutions. That's why we provide a 3-month full guarantee on all of our websites. This ensures that our customers can have confidence in their investment, knowing that we stand behind our work and are committed to addressing any issues that arise during this period.

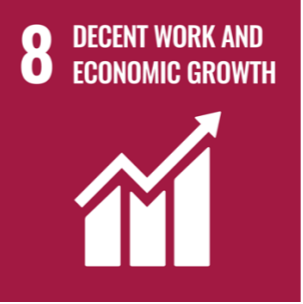
 **Customer Feedback**
To continually enhance our services, we have implemented new, streamlined feedback mechanisms. These provide our customers with easy and effective ways to share their thoughts and experiences with us. By actively listening to and analysing this feedback, we are able to drive continuous improvements in our product offerings, ensuring that we stay ahead of industry trends and continue to meet our customers' evolving needs.



Governance

At Phonetic Digital, we are deeply committed to transparency and accountability, recognising that these principles strengthen our business for both our clients and our team. This year, we have taken significant steps to enhance our governance practices, reinforcing our dedication to ethical operations and sustainable growth.

Through these governance improvements, we are reinforcing our commitment to responsible business practices, ensuring that Phonetic Digital continues to thrive as a business that values integrity, transparency, and accountability.



 **Non-Executive Director**
Understanding the value of unbiased, external oversight, we have appointed Aly Henderson as our Non-Executive Director. Aly is a qualified Chartered Accountant and will bring an independent perspective to our financial performance, ensuring that we remain aligned with our strategic goals while maintaining rigorous financial discipline.

 **Financial Transparency**
We believe in open communication and shared success. To foster a culture of trust and inclusivity, we have implemented a new initiative to share our financial performance data with all staff on a quarterly basis. This transparency is designed to not only motivate our team but also to create a sense of shared ownership in the success of the business.

Environment

This year, we conducted a comprehensive review to better understand our organisation's environmental impact. Recognising the importance of sustainability, we have taken meaningful action to reduce our footprint wherever possible. By implementing new policies, investing in eco-friendly products, and supporting reforestation efforts, we are making strides toward becoming a more sustainable business.

Our commitment to sustainability is an ongoing journey, and we will continue to seek out innovative ways to reduce our environmental impact while growing our business responsibly.



Recycling Program

We have established a comprehensive recycling program within our new office and extended it to our staff working remotely. This initiative focuses on reducing general waste and targeting the responsible disposal of hazardous materials such as batteries and electronic equipment.



Sustainable Office Furniture

In furnishing our new office, we have made a conscious choice to install 100% locally sourced, reclaimed office furniture. This approach not only enhances our workspace with a unique, sustainable aesthetic but also significantly reduces our environmental impact by repurposing materials that would otherwise go to waste.



Carbon Offsetting

After conducting a thorough carbon footprint assessment of our organisation, we have taken steps to offset our emissions through a certified carbon offset program. This includes planting trees through a registered and accredited scheme and removed 20kg of plastic from the ocean, ensuring that our efforts contribute to meaningful environmental restoration.



Plans for the next 12 months

While we are incredibly proud of the progress and positive impact we've achieved over the past year, we recognise that this is just the beginning of our journey.

There is always more we can do to elevate our social, environmental, and governance initiatives. Our dedication to continuous improvement drives us to set even higher goals for the year ahead. Below, we outline our key ambitions for the next 12 months:



Carbon Reduction:

Offsetting our carbon emissions is a good start, but we believe we can do more. Our goal is to continue reducing our carbon footprint with the ultimate aim of achieving carbon neutrality.



Employee Wellbeing and Development:

We are committed to enhancing our workplace culture by implementing new initiatives, such as increasing peer-to-peer recognition and providing more opportunities for professional development.



Social Impact Expansion:

We are setting a new target to achieve 90% participation in our volunteer leave program. Additionally, we are exploring the idea of organising a company-wide volunteer day to make an even greater collective impact.



Community Action:

We will actively seek opportunities to share our knowledge and expertise with local community organisations, contributing to the development and success of the communities in which we operate.

By focusing on these priority areas, we aim to continue leading by example and delivering meaningful outcomes for all of our stakeholders over the next 12 months.

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