



B CORP IMPACT REPORT 2024

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 delivering a pro-bono campaign for a local charity. To celebrate **B-Corp month**, we helped plant 150 trees at Wildwood in Herne and signed up to support the **Better Business Act**.

We have actively sought out **suppliers** who align with our values, and have incorporated our environmental policy into an all-encompassing **ESG Policy**, which is now published on our website.

Although Digitom is a micro business 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

Community – Score 53.6	
<i>What we said we'd do</i>	<i>What we did</i>
Support a local charity	Created a pro-bono video campaign for local charity
<i>Plans for the next 12 months</i> 1. Continue with our Charity of the year initiative and create another pro-bono video campaign 2. Ensure our products are accessible to those with hearing impairments	

To demonstrate our commitment to the **community** we delivered a pro-bono campaign for local charity; Tonbridge & Tunbridge Wells Community First Responders, a group of volunteers who support the South East Coast Ambulance Service by responding to 999 calls. We produced a film highlighting the importance of what to do when someone suffers a cardiac arrest.

We know that accessibility for all members of our **community** is important, and it's something we always discuss with clients as an optional extra. We will now include subtitles as standard, making it an opt-out decision. We also intend to continue to support local charities, through our charity of the year initiative.

Customers – Score 11.8	
<i>What we said we'd do</i>	<i>What we did</i>
Seek to work with businesses who align with B Corp values	Targeted marketing to relevant businesses
<b><i>Plans for the next 12 months</i></b> <ol style="list-style-type: none"> <li>1. Continue to seek clients who uphold the B Corp values</li> <li>2. Continue to make new connections with B Corp companies through engagement in local and national B Corp events</li> </ol>	

We have done significant research and have actively sought out **customers** who align with our values, through checking their ESG credentials. We are currently and intend to continue to target potential 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 and will continue to do so.

Environment – Score 11.4	
<i>What we said we'd do</i>	<i>What we did</i>
Support our local environment	Joined local B Corp group in planting trees
Reduce single use plastic	Invested in reusable cups and bottles, including for suppliers
Reduce printing	Invested in double sided printer and only printed if no online option available
<b><i>Plans for the next 12 months</i></b> <ol style="list-style-type: none"> <li>1. Look in to measuring carbon footprint of our projects</li> <li>2. Innovate working practices to reduce environmental impact</li> </ol>	

To demonstrate our commitment to the **Environment**, we got together with fellow Kent based organisations to help plant 150 trees at Wildwood in Herne

We're exploring how we can measure our carbon footprint on a per project basis, allowing us to share that with clients and track how we can reduce our impact on the **environment**. And

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

Governance – Score 19.6	
<i>What we said we'd do</i>	<i>What we did</i>
Create ESG policy for our business	Created full ESG policy, specific to our business and industry
Support the Better Business Act	Signed up to the Better Business Act
<i>Plans for the next 12 months</i> <ol style="list-style-type: none"> <li>1. 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>2. Ensure we monitor our actions in the context of our ESG policy</li> </ol>	

We have signed up to support the Better Business Act, run by B Lab UK calling on the **government** to make it mandatory for all companies to prioritise people and the planet over profit, and took action on Better Business Day on 16<sup>th</sup> May 2024.

We've incorporated our environmental policy into an all-encompassing **Environmental, Social and Governance (ESG) Policy**, which is now published on our website.

Signed by



Tom Chown, Founder & Creative Director  
 Tuesday 4<sup>th</sup> June 2024