



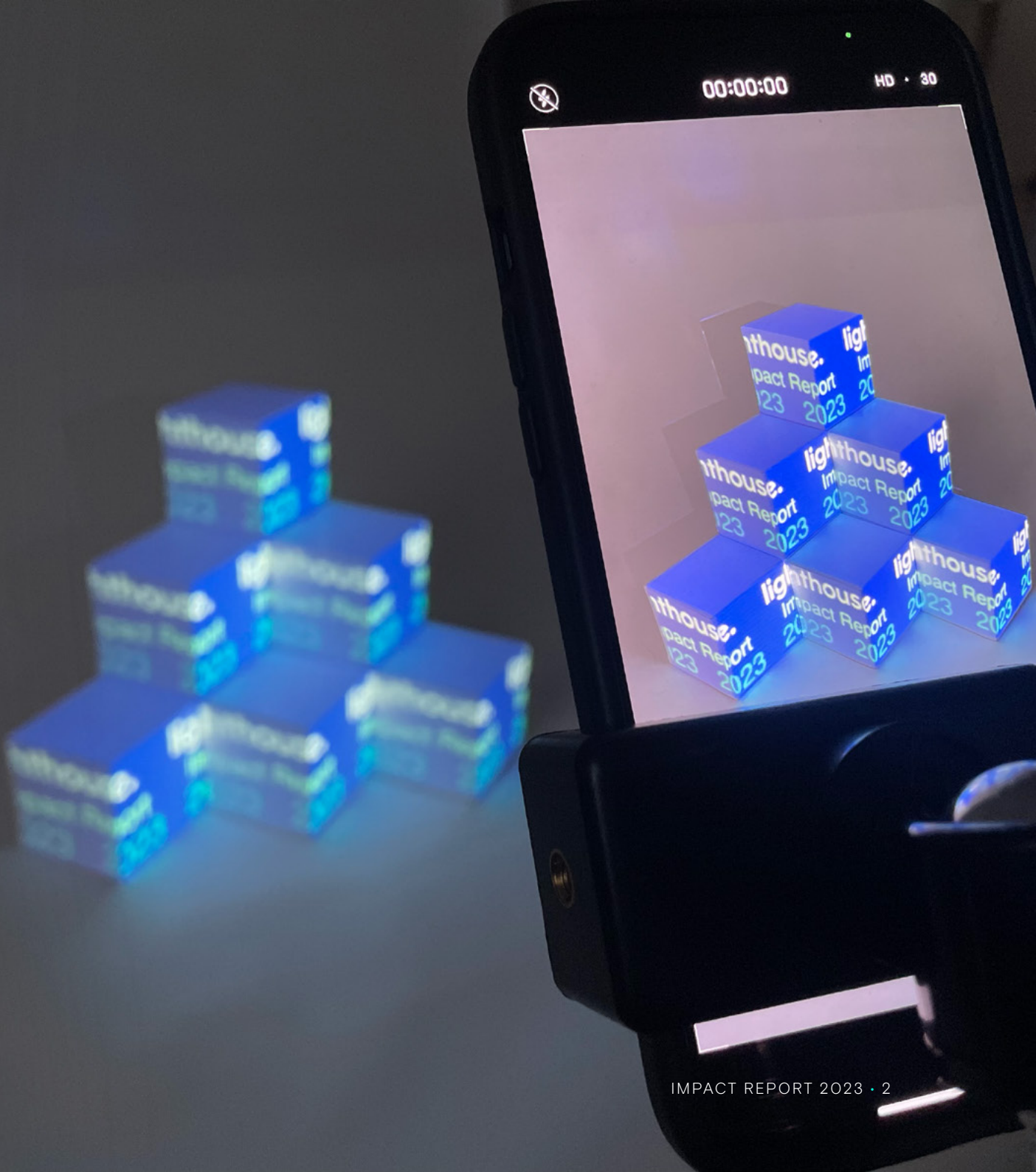
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Impact Report



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LETTER FROM THE DIRECTOR

2023 was our first year as [Lighthouse Studio](#) and our second full year of being B-Corp certified. As a small experiential technology company based in Hackney, we are proud to be one of 24,000 micro and small businesses in our borough. Along with our global community of 8000 B-Corps, 2000 of which are here in the UK, we know that power really does come in numbers.

This year we reaffirmed our commitment to doing business for good by re-certifying as a B Corp company as well as signing the Hackney Responsible Business Charter. I believe that both of these initiatives and the communities that they foster are vital to solidifying how, as businesses, we can establish policies for a greener, more sustainable future together.

As a digital technology company, our carbon footprint is small to begin with, but we continue to put in place company policies that reduce our impact on the planet. Whether it's working with sustainable suppliers,

recording our energy usage and waste production for projects or turning down clients that don't meet our sustainability requirements, our impact policies shape the foundation of our company and the decisions we make.

I'm proud of what we have accomplished in the last year. Looking through the highlights in this impact report, I can see just how far we have come with our sustainability goals. Of course there is always more that we can do, especially on a local level. Through our involvement in initiatives like the Hackney Responsible Business Charter, I hope that we can increase our local volunteering efforts, support the next generation of talent on our doorstep through paid work experience and apprenticeships and inspire more companies to get sustainable by sharing our knowledge and expertise.

We look forward to sharing with you what we have been up to!

Sincerely,


Jonny Randall

Our B Corp Impact score

B CORP SCORE 108.8

“Based on the B Impact assessment, Lighthouse earned an overall score of 108.8. The median score for ordinary businesses who complete the assessment is currently 50.9.”

- 108.8 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



Joining the Hackney Responsible Business Charter in 2024

KEEPING IT LOCAL

At Lighthouse Studio, we are committed to making sustainable business choices that align with our values as a certified B Corp company. That's why in March 2024, we joined the Hackney Responsible Business Charter; an initiative by Hackney Council to build a fairer, greener and more inclusive local economy whilst promoting the positive social and environmental actions of local businesses like ourselves.

Their goal is to create a network of local companies committed to promoting responsible business practices across Hackney, bringing together their knowledge and resources to encourage and inspire other companies to get involved.

We're proud to be 1 of the 24,000 micro and small businesses based in Hackney, which are so vital for both employment and community in our borough. Keeping things local is an important part of being a responsible company; not only does it reduce our physical footprint and help support local businesses, it also encourages community support, outreach and networking.

We know that being a good business is good for business, and the Hackney Responsible Business Charter provides a valuable local lens on responsibility actions and best practices. This initiative, along with the growing circle of local companies, are vital in solidifying a network and proving that when we work together we can create a more sustainable and viable future for our planet.

Our Climate Pledge: Reaching net zero carbon emissions by 2040

ENVIRONMENTAL IMPACT

At Lighthouse we are committed to helping solve the climate crisis. As well as being a B Corp certified company, for Earth Day 2022 we joined [#TheClimatePledge](#) along with 300+ ambitious companies, committing to the following actions:

- **Transparency:** holding ourselves accountable by measuring and reporting our greenhouse gas emissions on a regular basis.
- **Carbon Elimination:** we will implement decarbonization strategies in line with the Paris Agreement through real business changes and innovations, including energy efficiency improvements, renewable energy, materials reductions, and other carbon elimination strategies.
- **Credible Offsets:** we must take actions to neutralise any remaining emissions with additional, quantifiable, real, permanent, and socially-beneficial offsets to achieve net zero annual carbon emissions by 2040.



We are proud of our ambitious goal to reach carbon negative status by 2040. This means that we will not only reduce our carbon footprint to zero, but will actively be working to remove more carbon from the atmosphere than we emit.

We understand that the climate crisis is one of the greatest challenges facing our planet, and believe that businesses have a responsibility to play a leading role in addressing it. By reaching carbon negative, we aim to set a new standard for sustainability and demonstrate our commitment to creating a better future for all.

This commitment is implemented in many different areas of our business strategy including energy efficiency, responsible sourcing, new sustainable technologies and conscious practices for example, corporate gifting from our Freedom forest; actively helping us to remove carbon from the atmosphere.

We also encourage and support our individual employees to take sustainable actions in their day to day lives and are proud to have a culture of environmental responsibility within our company. We know that each small act contributes to big impact and change.

Reaching carbon negative is a bold and challenging goal, but it is one that we are committed to achieving. We believe that businesses have a responsibility to lead the way on sustainability, and we are proud to be setting a new standard for the industry.

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Staying sustainable: Our daily commitment to a sustainable future

ENVIRONMENTAL IMPACT

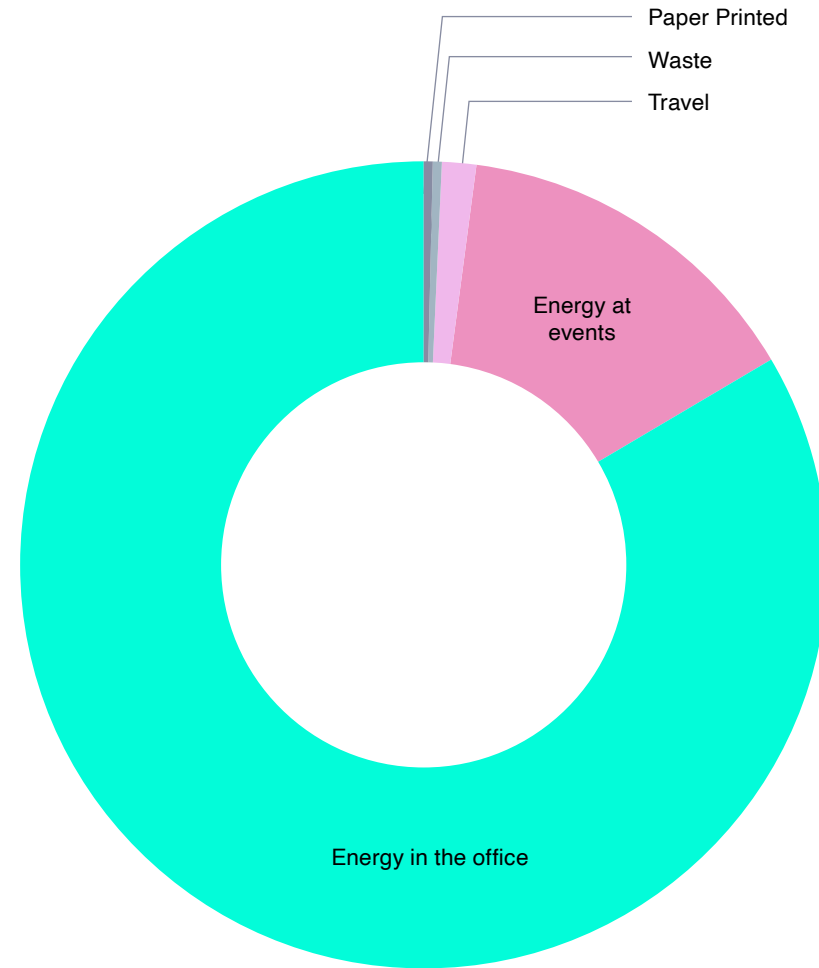
- We reduced our waste by 80% by keeping things digital wherever possible.
- We practise regular digital clean ups to avoid too much online storage and help keep our digital footprint small. Doing this saves CO2, frees up space and preserves the life span of our devices.
- We buy exclusively refurbished / second hand equipment both for our office and our activations.
- We source sustainable suppliers & materials and ask our suppliers to adhere to our [Sustainability Policy](#).
- We construct durable equipment and sets when possible which allows us to reuse them multiple times i.e. our message booth and confessional booth.
- Our lighting equipment is low consumption (mainly LED) and we use rechargeable batteries when we can.
- At the office, our cleaning products are plastic free, we recycle our coffee pods with Podback and we have our compost bin for fruit and food waste
- We recycle all of our ink cartridges.

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OUR CARBON FOOTPRINT 2023-2024

Category	CO2/kg	%
Paper Printed	50.98	0.3%
Waste	53.57	0.3%
Travel	2,691.06	1.4%
Energy at events	266.18	15%
Energy in the office	15,405	83%
Total	18,466.79	



Stronger together: Our commitment to community as a powerful force for change

BUILDING STRONGER COMMUNITIES

At Lighthouse Studio, one of our commitments as a B Corp company is supporting and engaging with our communities. We recognise that there is power in numbers and that together, we are able to create a greater impact and longer lasting change.

Our community engagement is a fundamental part of our company DNA and what we stand for. We are proud to donate a large portion of our time, resources and expertise to causes that we value within our communities, both local and industry based.

In 2023 we donated 11.1% of our income in kind to forces for good, both charities and non profit organisations and we determine collectively as a team which causes to support every quarter. In addition to this, in 2023 we also donated over 220 hours of our time to community projects, both physical and digital, including the following projects and activations:

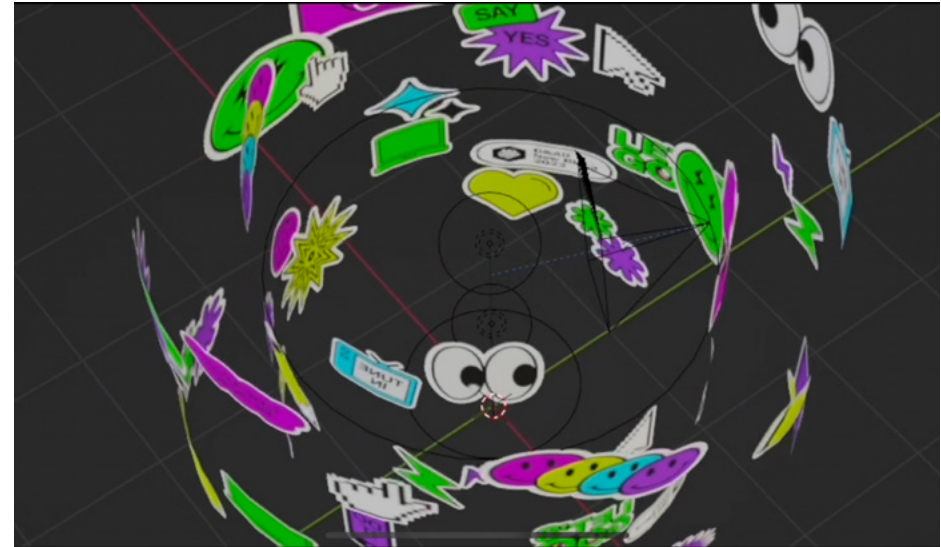
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New Blood Awards: A 360 AI video celebration for D&AD's up and coming creative talent

D&AD NEW BLOOD

We partnered with D&AD charity for the 2023 New Blood Awards in London to celebrate the incredible winners and young creative talent being recognised at the event. We developed the “Winners Circle”, a digital 360 AR video experience using 3D graphics animation and AI technology, capturing the excitement and energy of the night. The D&AD cause is close to our heart; as a forward thinking studio it's an honour for us to donate our time and work in celebration of some of the most exciting, up and coming creatives worldwide.



Digital Futuregram: Messages for the future at the B Corp Europe festival in Amsterdam

B CORP EUROPE

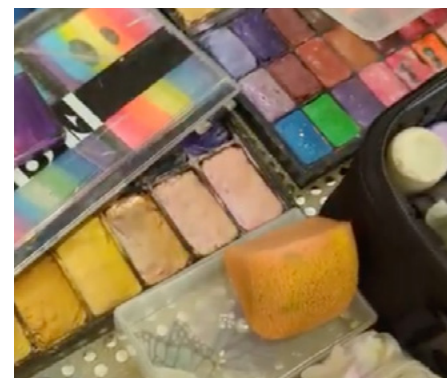
To celebrate their 10 year anniversary, B Corp Europe hosted a festival at the NEMO Science Museum in Amsterdam. Aligning with our B Corp commitment to community, we partnered with B Lab Europe and developed our [Digital Futuregram](#) experience for the event; inviting guests to write their personal view of the future of B Corp. Their answers were then displayed on a huge viewing screen, an inspiring digital memory of an incredible milestone.



Community engagement: Exciting local young people and families with Hackney Playbus

HACKNEY PLAYBUS

We are proud supporters of Hackney Playbus, a charity providing play opportunities and support to local families around East London. Having been a trustee for the charity for over 5 years, our director Jonny Randall is a vocal advocate of the work that they do, and we volunteered our photography skills and printing at their Stay & Play sessions at St Peter's Crypt in De Beauvoir. Kids and families loved interacting with our photography studio and receiving a print out to remember the afternoon.



Team volunteering: Fighting food waste and the cost of living in our local community

THE BOROUGH FOOD COOPERATIVE

Fighting food waste and combating the rise of food costs are causes that, as a team, we are incredibly passionate about. Inspired by the amazing work that [The Borough Food Cooperative](#) have been doing as a non-profit organisation since 2020, we donated over 24 hours of our team volunteering to the organisation this year including physical support; sorting produce, stacking shelves and cleaning, as well as social media support; providing digital content and advisory hours to help develop their online presence.

Many of our hours at TBFC were organised via GoodGym, another non-profit organisation that we use as a team. Working with GoodGym makes our volunteering as green and sustainable as possible, whilst also supporting their organisation by sharing content and providing write ups of our experiences for their website.



Putting our team first: Prioritising company welfare at Lighthouse Studio

EMPLOYEE WELFARE

We know that the welfare of our staff is key to a positive and productive working environment. By prioritising care for our team, we are investing in a strong foundation for our business by supporting our greatest asset; our staff. Each individual team member brings their own talents and unique perspective to the table, which allows our company to grow in new directions, staying open minded and always forward thinking.

Our goal is for Lighthouse Studio to set the standard for equality and inclusivity in the workplace, leading by example and proving that reducing stress and creating a fair, supportive work environment results in a more successful company.

In 2023 we put the following schemes and policies in place to promote the well-being of our staff:

- We maintained a flexible hours policy to help our staff manage childcare, healthcare and personal lives as well as their work.
- We implemented a minimum of 2 days remote working from home for each staff member, reducing both our carbon footprint and daily stress levels, whilst also allowing us to be more productive in the hours when we would usually be commuting.
- We started each Monday morning meeting with a 5 minute meditation or yoga session to set the tone for the week ahead.
- This was followed by an optional mental health check in each Monday morning, providing a safe space for staff to let the team know how they are feeling and what support they might need in the week.
- We stuck to our meeting times, reducing stress at work and respecting the hours of our staff so they can plan their schedules efficiently.
- We offered £500 of optional training and development for each of our staff to help them further skills relative to their positions.
- We offered the Uber Business scheme, making sure our staff can travel safely at all times, especially when working late at events.

Celebrating culture and diversity : Recognising our individual superpowers and milestones

COMPANY CULTURE

As an equal opportunities employer we do not discriminate against any employee or applicant for employment because of their race, colour, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, and basis of disability.

As a multicultural team, we make sure to prioritise celebrating the diversity of our staff and their individual holidays and cultures.

We also prioritise social time as a team, celebrating each team member's birthday in a unique way and organising team activities throughout the year.



LOOKING AHEAD...

In 2023 we celebrated our first full year as Lighthouse Studio. It's been a year full of creative expansion, exciting new clients and inspiring projects. As we move forwards into the new year, our dedication to doing business for good will continue to inform our decision making as a company.

As one of only a handful of tech companies within the UK B Corp community, we hold ourselves to a high standard, leading by example when it comes to sustainability innovation within the creative technology industry. We know that our digital footprint is just as important as our physical footprint when it comes to responsible business practices.

In the coming year we hope to prove that by investing in our digital creative development, with the right sustainability practices put in place, digital can be the greener choice when it comes to experiential activations.

We plan to work with more B Corp companies, to continue sourcing B Corp suppliers wherever possible and to invest more in our communities. We know that together, we have a greater chance of implementing real and lasting change for the planet and encouraging more businesses to balance profit and purpose in their operations.

We are excited to see what 2024 has in store for us, expanding our community and investing in our environmental, sustainability and welfare goals.



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