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Annual Impact Report



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LETTER FROM THE DIRECTOR

The last two years have been one of change - perhaps the two biggest changes were merging Flashmat into our sister company Lighthouse Studio and becoming a B Corporation.

When we set out to become B Corporation certified in late 2021, we were seeking to crystallise all the things we were already doing as a company and put in place new practices. It took us over 250 person hours to achieve the certification - no mean feat when also trying to keep the business running. I often get asked whether it was worth it by companies also looking to become a B Corporation, and the answer is of course a resounding 'yes'!

Here's a few reasons why; being a B Corporation is a signalling and demonstration of how we want to do business - conducting better business for people (our

employees and potential new recruits, anyone we work with and the wider community) and the planet (thinking all the time about how we carry out projects in the most sustainable way). It's also great to be part of a community of like minded companies driving sustainability goals in our own unique way and sharing our knowledge. Finally, it has focused our drive to become a more sustainable company - becoming a creative tech studio for good is our ultimate goal.

Some of the highlights over the past year or so:

- Pro-bono projects with D&AD and B Corp (as part of 5% of revenues in-kind)
- Being recognised as a top 5% company for our Community B Corp score
- Celebrating with 1000 of fellow B Corps in the UK
- Active volunteering by the team including TedXLondonWomen, with more planned this year

- Awesome 'well-being at work' initiatives originating from team members
- Calculating all our Carbon usage on a per project / event basis and informing our clients

I always say that the B Corporation certification and status will not exist in the future, because all companies will (or should) have sustainability values embedded in the practices. Until that point, we'll strive to improve what we do and share our values to everyone we do business with, and the wider community. We look forward to sharing with you what we've been up to throughout the year.

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



Our promise to the planet: Joining The Climate Pledge for Earth Day 2022

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:

- **Regular Reporting:** we agree to measure and report 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.



The changes made: our commitment to being a B Corp company

ENVIRONMENTAL IMPACT

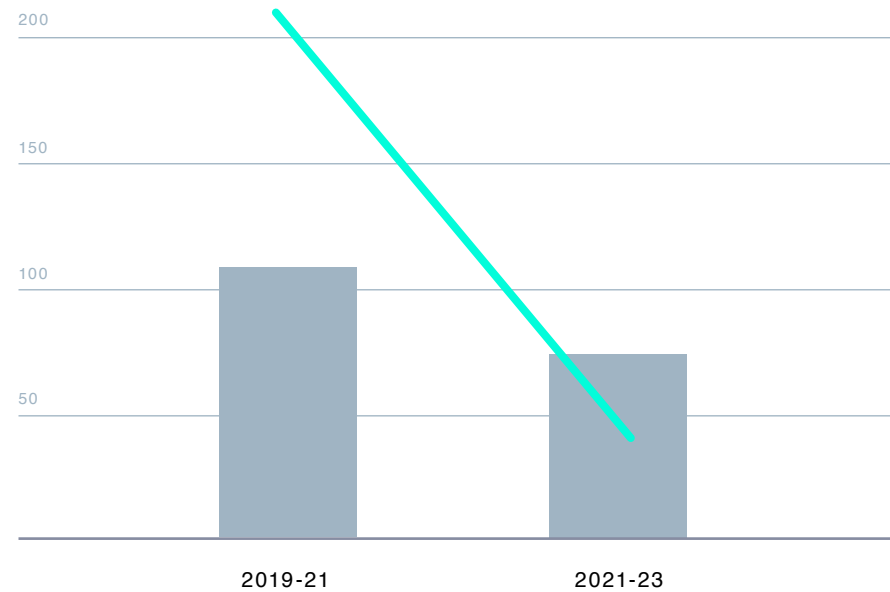
- We now buy exclusively refurbished / second hand equipment.
- Our lighting equipment is low consumption (mainly LED) and we use rechargeable batteries when we can.
- We source sustainable suppliers & materials and ask our suppliers to adhere to our Sustainability Policy.
- We construct durable equipment when possible which enables us to reuse them for as long as possible i.e our message booth, confessional booth etc.
- We practise digital clean ups periodically to keep our footprint small including a Google drive cleaning session to avoid keeping too much online storage. Doing this saves CO2, frees up space and preserves the life span of our devices.
- 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



ENVIRONMENTAL IMPACT

We also suggest digital means of media sharing as opposed to printing wherever possible. Over the last few years we have reduced our print material / paper usage by suggesting to our clients use digital means of transferring media rather than the conventional means of printing wherever possible. This reduces waste and energy consumption as well as providing a more eco-friendly option.






- Paper printed
- Number of events

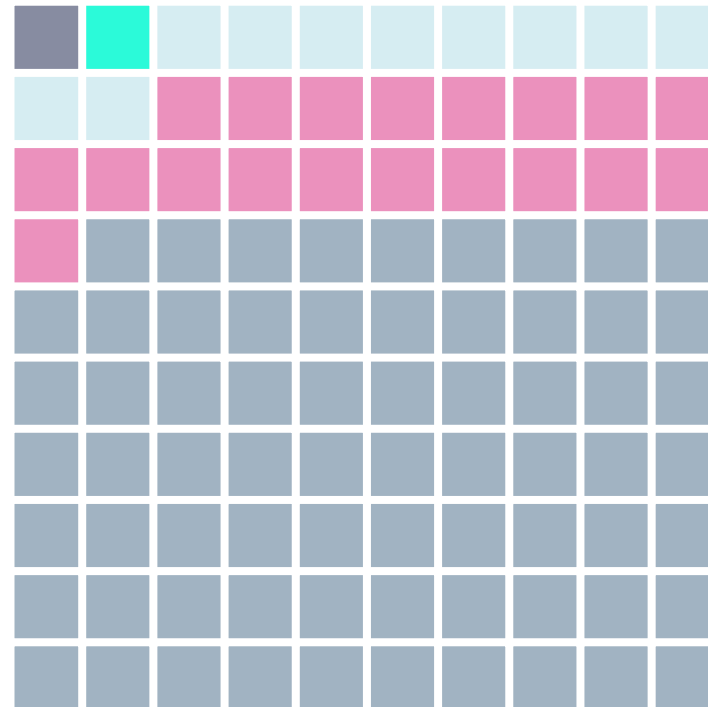


156

Hours volunteered

OUR CARBON FOOTPRINT 2022-2023

Category	CO2/kg
 Paper Printed	99.22
 Waste	276.55
 Travel	2,360.69
 Energy at events	4,171.31
 Energy in the office	15,405
Total	22,312.77



Carbon Footprint 2022-2023

Reaching Carbon Negative: Our Company's Commitment to Sustainability

REACHING NET ZERO

At Lighthouse, we are proud to announce our ambitious goal of reaching carbon negative status by (2030). This means that we will not only reduce our carbon footprint to zero, but we will actively work 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 we 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.

To achieve this goal, not only have we made the changes already detailed above, but we are also implementing a range of new initiatives in 2023 that focus on energy efficiency, renewable energy, and responsible sourcing. We are actively investing in new technologies

and practices that will help us remove carbon from the atmosphere, such as reforestation and carbon capture.

In addition to these efforts, we are encouraging our employees to get involved and take action in their personal lives. We believe that everyone has a role to play in creating a sustainable future, and we are proud to have a culture of environmental responsibility within our company.

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.

Lighthouse is dedicated to creating a better future for all, and we are committed to making a positive impact on the environment. Join us on this journey to a carbon negative future, and together, let's build a better world.

Dedication to our community: creating a positive impact through authentic engagement

BUILDING STRONGER COMMUNITIES

At Lighthouse, we believe in more than just doing business; we believe in making a positive impact on the communities we serve. As a B Corporation, we are dedicated to supporting and engaging with the communities in which we operate.

We are dedicated to building stronger communities, one outreach effort and volunteer hour at a time. Our commitment to community engagement is a fundamental part of who we are and what we stand for. We are proud to be a responsible corporate citizen and to make a positive difference in the lives of those around us.

In 2022 we donated 5% of our income in kind to UK based charitable partners. We determine collectively as a team which charities to support every quarter to ensure we are working with the right partners.

In addition to this, we also donated over 200 hours of our time to community projects, both physical and digital, including the following activations for B Corporation and D&AD.

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B Corp 1000: Custom creative installations for B Corp UK's milestone event at the Natural History museum

B CORP X 1000

In 2022 We partnered with B Corp UK to sponsor the 1000xBetter event, celebrating the milestone achievement of reaching over 1000 B Corp companies in the UK. We also developed a custom AR filter for B Corporation to be used on their Instagram profile as a way to promote the B Corp message.



D&AD Awards 2022 : A digital AR celebration of creative excellence in our community

D&AD AWARDS

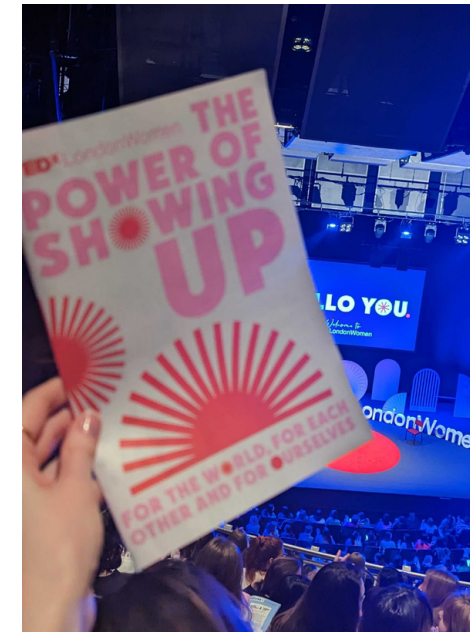
D&AD is an education charity that promotes excellence in design and advertising, of which we are proud to be a member and part of such an important community. In 2022 we supplied the photo and video technology for the D&AD awards, at a value of 3000, and including 12+ hours of work from our team.



TED X London: embracing team volunteering and community engagement

TEDXLONDON

Our team members Emilie and Chidinma are volunteers for the *TedXLondon Women*, a project that is close to our hearts. As a predominantly female team, this was an educating and inspiring event, empowering women in our community. Some of our other staff members were lucky to be able to attend the event and we continue to be volunteers for the TedXLondon team moving forwards.



Taking care of our team: Prioritising company welfare at Lighthouse

EMPLOYEE WELFARE

As a B Corp company, we are committed to the welfare of our staff. The foundation of any successful organisation is its people, and our staff are our greatest asset. Each team member brings unique skills and perspectives to the table, and their tireless efforts, positive attitudes and unwavering commitment to excellence have not gone unnoticed. We strive to make sure that our working environment is a safe space where everyone feels seen, appreciated and equal.

In 2022 we put the following schemes and policies in place to promote the well-being of our staff and help reduce stress, creating a fair and supportive work environment:

- We offered 500 GBP of optional training and development for each of our staff to help them further their skills relative to their positions.
- We maintain a flexible working policy to help our staff manage

childcare, healthcare and personal lives as well as their workload.

- We implemented the Uber business scheme, so that our staff can travel safely at all times.
- In order to reduce stress at work we make sure to respect meeting times, never going over time allocated.
- We start our Monday morning meetings with a 5 minute meditation or yoga session followed by a round travel check in, providing a safe space for people to express their feelings and allow us to balance the workload and create a more efficient working environment.

“Working for a company that values its employees’ well-being and colleagues that enthusiastically support each other.”

Alice, Project Manager

“The team! Everyone is genuine and friendly. The company cares about the people, not only about the business.”

Gabriela, Account Manager

“Working with genuinely kind and smart people. It makes me want to do better and be better.”

Chidinma, Intern

“The diversity. Everyday is different. I also love being part of a small organisation as we all get involved and take part in the decisions we take. As a working mum, there is nothing more appreciable than being able to have flexibility at work and be part of a company that understands my needs.”

Emilie, Head of production

“I enjoy the way we learn and share our thoughts as professionals and personalities. I love how we spend lunchtime and do different fun activities!”

Valeriia, Production Assistant

Equal opportunities and celebrating our team: embracing everyone's cultures 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.

We are a multicultural team and 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.



Environment, Sustainability and Community: Making 2023 our most sustainable year so far

LOOKING AHEAD...

In 2022 we celebrated merging with our sister company Flashmat UK to officially become Lighthouse. Moving forward as Lighthouse, our focus is shifting from live event activations to digital services and products. Aside from the innovative aspect of the move from live to digital, it also contributes to our cause of sustainability.

We can implement our 3Rs more efficiently. Reduce. Reuse. Recycle. This will significantly reduce our energy consumption in our bid to be carbon negative by 2030. In terms of sustainability, our industry is limited when it comes to accessing materials. In 2023 we will prioritise even more so the sourcing of suppliers that share our sustainability requirements and environmental ethos.

With our team growing, we have the increased manpower to dedicate to our community and charity endeavours. We plan to work with more B Corp companies and we will continue to source B Corp suppliers wherever possible, always coming back to the intention of balancing profit and purpose in our business operations.

This coming year, in response to increased demand for our products and services as well as growth and development, Lighthouse has plans to expand our team and move to a larger studio space where we can build in our environmental policies in a physical way.

We are excited to see what 2023 brings and to furthering our environmental, sustainability, community and welfare goals as a B Corporation Company.

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