



THE BENEFIT

CORP REPORT
WEARETILT 2024



REBELS WITH A CAUSE

TILT HAS BEEN B CORP
CERTIFIED SINCE 2022

What we've come to learn along the way is that being B Corp isn't about perfection, it's about constant evolution. There's always something new to consider, a new challenge to tackle or a goal to chase.

There's no single road to B Corp certification. And, as a rebellious bunch, we've often chosen to take the road less travelled... challenging norms, testing limits and setting new standards for what it means to do good business.

Sometimes we nail it. Sometimes we fall short. But we're always learning, always pushing forward.

For us, B Corp isn't about conforming. It's about standing out for the right reasons and making an impact driven by our values as a business.

This report is a snapshot of our shuffle towards sustainability—a reflection of our progress, missteps and relentless commitment to doing good business.

We're proud to be part of the B Corp revolution. Come along for the ride.

Mel Yates



Eddie
ENGLISHED GENT



Wookiee
THE HUNGRY HOWLER

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POOPING ON THE PARTY



It's been a good year for Tilt. Fifteen years in and we're still growing strong, with 2024 marking our highest turnover to date.

But as we all know, the economic climate is unpredictable, to say the least. To stay resilient we've focused on optimising our resources and channelling capital into areas with potential for high-impact areas like talent, innovation and new markets.

This strategy has led to a push of growth and the gift of a litter of beautiful squirming new projects into the studio (we're gonna need a bigger boat!).

We're not alone in playing it smart to fuel growth, but where we differ is in

our commitment to ESG. While some are ditching sustainability to save costs, we see that as short-sighted.

Responsibility to people and the planet shouldn't just disappear because budgets are tight.

When money's short, focus on what you can give - your time, support for local initiatives and grassroots efforts.

B Corp isn't about ego or pats on the back—it's about showing up and making a difference.

When we made the Sunday Times Best Places to Work list in the summer, our team didn't ask for champagne or fancy perks.

They chose to play rounders in the park together.

"RESPONSIBILITY TO PEOPLE & THE PLANET SHOULDN'T DISAPPEAR BECAUSE BUDGETS ARE TIGHT."

It's these moments, whether litter-picking, hosting community events, or just hanging out, that shape our culture and build a team of people full of passion and purpose.

The cumulative effect of businesses dedicating their time could make all the difference.

Jon Malyon

PS I'm not a monster. When it was finally time to celebrate, we did it right—with our fellow B Corps at Brighton Dome, sustainable wines and all.

MY LIFE BLOOD

For those who don't know me, I'm Nicola – an unashamed lover of structure and routine. (Yes, that's the lifeblood of project management coursing through my veins doing the talking!)

"IT'S IN THIS SPACE WHERE ORGANISATIONS ADAPT TO THE EVER-EVOLVING ENVIRONMENT AROUND US – TIME AND TIME AGAIN."

But that structure is more than a personal quirk; it's what makes change possible, whether it's helping clients adopt new skills in a fast-moving world, creating spaces where conversation and inclusion can thrive, or addressing complex topics like ethics and ESG head-on.

At the core of all these challenges is change, something we all

experience...now, that's something we can all relate to. Whether as individuals, in teams, or within entire organisations.

I've been finding my feet within a new promotion over the past 12 months, shifting my everyday focus to the bigger picture. While I've helped many clients drive change over the years, somehow focusing on the macro within my own role recently has unexpectedly helped me encounter change at a more micro level.

So, what have I learnt through my own year of change?

Growing pains are to be expected. Hurdles will appear out of nowhere.

Treading water at some point is inevitable.

Yet, without realising it, you also...

- Absorb every lesson along the way.
- Face challenges that let your strengths shine.
- Find growth has absolutely no ceiling at all.
- If change is a thing that happens, it's the space around it that lets exploration take place, conversation flow, and growth thrive.

Being open to change. Very important.

Adopting change. Fantastic.

Learning through change. Pivotal.

Creating a space for exploration, learning and growth.. Invaluable.

And it's in this space where organisations adapt to the ever-evolving environment around us – time and time again.

Nicola Keene



REBEL'S ROADMAP



From its inception, Tilt has always wanted to be a force for good - from the work we undertake to our commitment to net zero.

We knew clients loved hearing about our litter picks, sports days and community activities, but could they trust us? As Tilt grew, our home-grown and much-loved ragbag strategy of ethical and sustainable commitments needed something...

We wanted to take our passion for purpose and use it as a force for good. Do something meaningful that could create change on a wider scale, while building trust with our clients in the process.

One way we could prove our worth is by using lots of superlatives, or we could strive to become B Corp certified by shining a light on our commitment to balance purpose over profit.

The first step?

Undertaking the B Lab self-assessment test (B Lab is the non-profit organisation behind the B Corp Certification). It's a great tool for signposting the direction that you need to take.

Once your certification is in place...

It's time to confirm your goals. Yes, there are targets you need to meet, but how you get there is really up to you. Set your own goals, stay true to your values as a business so you can drive impact in ways that reflect your organisation.

Because being certified shouldn't be about ticking boxes. It's about finding out what you stand for. What makes you passionate and using it as a force for good.

"IT'S YOUR ABILITY TO STICK WITH IT AND STAY TRUE TO YOUR PURPOSE THAT WILL MAKE THE DIFFERENCE."

Now gerron with it!

Cut the conversation and start activating change. Goals may shift and opinions may change but that's the world of ESG. It's your ability to stick with it and stay true to your purpose that will make the difference.

A B Corp uprising is coming. We can feel it in our bones...

Google's Emissions Shot Up 48% Over Five Years Due to AI

A new GOAL GETTERS the artificial intelligence boom will test Silicon Valley's climate commitments.

GOAL

SETTING

AI brings soaring emissions for Google and Microsoft, a major contributor to climate change

OUR AIM FOR 2025 IS 89.9

HOW ARE WE GOING TO SMASH OUR 2025 TARGET?

Set up an AI Focus Group

We're leading the way with the use of AI in our creative practices, but we know that as we further integrate AI into our products, reducing emissions may be challenging. There is currently a shortage of information on best practice. We're taking an unblinkered approach, setting up a focus group to find clear, honest answers on the true cost of AI to people and the planet.

Curb Scope Three Emissions

Scope three emissions (indirect emissions across our value chain caused by activities beyond our control such as hybrid working and supplier practices) make up the largest part of our carbon footprint.

Reducing them is challenging but we hope that by treating suppliers as partners, listening and sharing resources we can make progress.

Have a focal on local

We are also focusing on doing more for our local community right here in Brighton. Whether it's organising litter picks in the greenway near our office, delivering sustainable cooking classes for children (see pg 10), or offering pro bono support to the Sussex Grazed project for Brighton & Hove Food Partnership (see pg 11), we want to take action locally to create meaningful change.

Our approach to goals is simple. Set them with purpose, track them transparently and work relentlessly to meet them.

OUR SCORE FOR 2023 WAS 88.3

SEE OUR SCORE

Generative AI has a clean-energy problem

What happens when the AI revolution meets the energy transition

TALKIN' REAL

The world of ESG isn't all eco-friendly packaging and perfect sunsets; making a difference can be tough.

Just this week, Sarah (our brilliant head of web development) highlighted that we had 15 unused creative software programs quietly grinding out carbon. It's easy for things to slip through the cracks, which is why a supportive team is essential—one that speaks up and brings the grit needed to achieve your goals.

So, in the quest for authenticity. Have we done what we said we would over the last year?

CUSTOMERS

KEEP MAKING THE GOOD STUFF FOR OUR CLIENTS

From helping global giants transform their digital experiences, to driving public awareness around positive social issues, **we take on challenges that make an impact...**

MAKE AN ALBERT CERTIFIED BROADCAST FILM

Client vacancy! Do you want to commission a glorious, complex Netflix series that is also carbon neutral?



GOVERNANCE

CHOOSE OUR CLIENTS WISELY

Tilt takes on lots of ESG projects, but sometimes it's about finding practical ways to make an impact without losing sight of reality. Sometimes it's about asking ourselves, 'Can we help this client do more for their business while also doing good for the planet?'

REDUCE SCOPE THREE EMISSIONS

"This one is doing my head in." We've written to each supplier to ask about their net zero strategy and to see if we can support their progress... but the suppliers who respond are the ones who are already on it. What do we do with the busy folks that we can't reach?

ENVIRONMENT

TACKLE FOOD - OUR LAST WASTE PROBLEM IN THE STUDIO

Our studio is now nearly zero waste! We've set up a sharing shelf where excess food can be enjoyed by everyone. Plus, Recorra waste management takes any food that can't be eaten and transforms it into fertiliser or biofuel. Our

office is also equipped with recycling points for everything from batteries to medicine packets, complete with labels featuring our adorable office dogs to inspire sustainable habits with a little bit of pawsitivity.



MAKE OUR STUDIO CARBON NEUTRAL

We use Normative Calculator to work out our carbon footprint and offset it each month with Ecologi. We add more to offset hybrid working, which can be challenging to track and reduce. However, it's not something we are shying away from - watch this space...

PLANT FIVE HUNDRED TREES

We had to revisit this one. While tree planting schemes aim to improve the environment, they can have unintended consequences. We haven't abandoned it altogether but focus on quality over quantity, planting trees in the UK National Forest for each profitable Tilt project.

GOAL GETTERS

WORKERS

WORKERS



MATERNITY, MENOPAUSE AND IVF

People going through the menopause are the fastest growing portion of the UK workforce but even if you just have one person in your organisation staring down the barrel of that hormonal gun, then showing solidarity in the form of formalised support and guidance for that person is The Right Thing To Do.

That's why we created a menopause policy that hopefully makes those people in our organisation feel looked after, understood

and provided for during what can be both a discovery of strength and/or an absolute shitshow of an experience.

Maternity leave was significantly increased after staff feedback and consultation. Sometimes policies need a good kick up the arse. We included IVF support (and coincidentally we were commissioned to make a film for the IVF network).

IMPROVE HEALTHCARE ACCESS

Healthcare perks are now applied from day one of employment.

THE BEST!

We are now a Sunday Times Best Places to Work! [Read more about it here](#)

COMMUNITY

RUN A COMMUNITY EVENT

Cue 'Chop it Like its Hot' where we joined forces with fellow B Corp folk Redroaster, their kitchen badass Britt and social media chef sensation Max Burns. Together, we took over the Brighton and Hove Food Partnership Community Kitchen to inspire and educate the next food buying generation about sustainable food choices.



INCREASE OPPORTUNITIES FOR YOUNG PEOPLE

We offered more student opportunities in 2024 than ever before, from pre-GCSE to graduates.

Here's what they said:

'Tiara made me feel welcome instantly. I was able to learn all about post-production and developed

my skills in areas I hadn't in college. Thankyou Tilt.' (Kitty)

'Thank you for your help with the degree assignment. I'll let you know our results.' (Maddie - who got a first!)

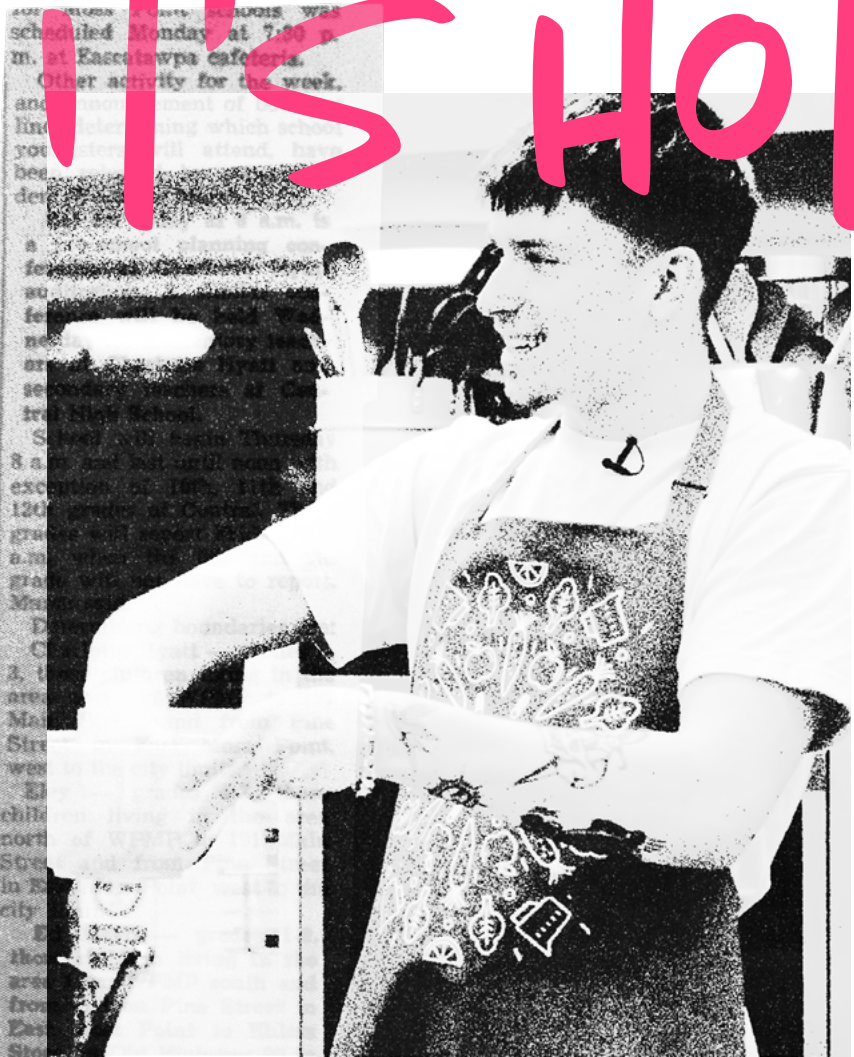
'Being included in meetings, as well as singing happy birthday, and just chatting with many of you made the experience so great.' (Karla)

'This quirky kid who never really fit in has now had a lightbulb moment... he found his tribe.' (Parent)

We got a lot of love from our students. But we also benefit. Offering work experience gives us a chance to support young people and give something back to the community. Some of these relationships will grow, develop and continue to be mutually beneficial. As well as this, teaching is learning. You see your job in a whole new way when you have to explain it to someone else.



CHOP IT LIKE IT'S HOT



At Tilt, we're passionate about food and making sustainable choices. So, as part of BCorp Month, we aimed to spread that joy by creating a hands-on experience that would help to inspire the next generation of socially responsible foodies.

Teaming up with fellow B Corps Redroaster and Lucky Khao, along with popular YouTube chef Max Burns, we gathered a class of 11 to 16-year-olds at the Brighton and Hove Food Partnership community kitchen. There, they learned to cook two dishes using seasonal, locally sourced ingredients.

Kids, kitchens, knives - what could go wrong? Nothing as it turns out! But it wasn't just about showing them how to cook; it was about waking them up to the impact of every bite they take. From supporting local farmers to slashing

their carbon footprint, these kids walked away with a new understanding of how their choices can benefit the world around them.

As well as learning how to cook delicious Insta-worthy dishes, they gained an understanding of the positive impact of their food choices. Surveys following the event showed measurably increased B Corp logo recognition, willingness to eat leftovers, and a 100% understanding that farming can help nature and wildlife.

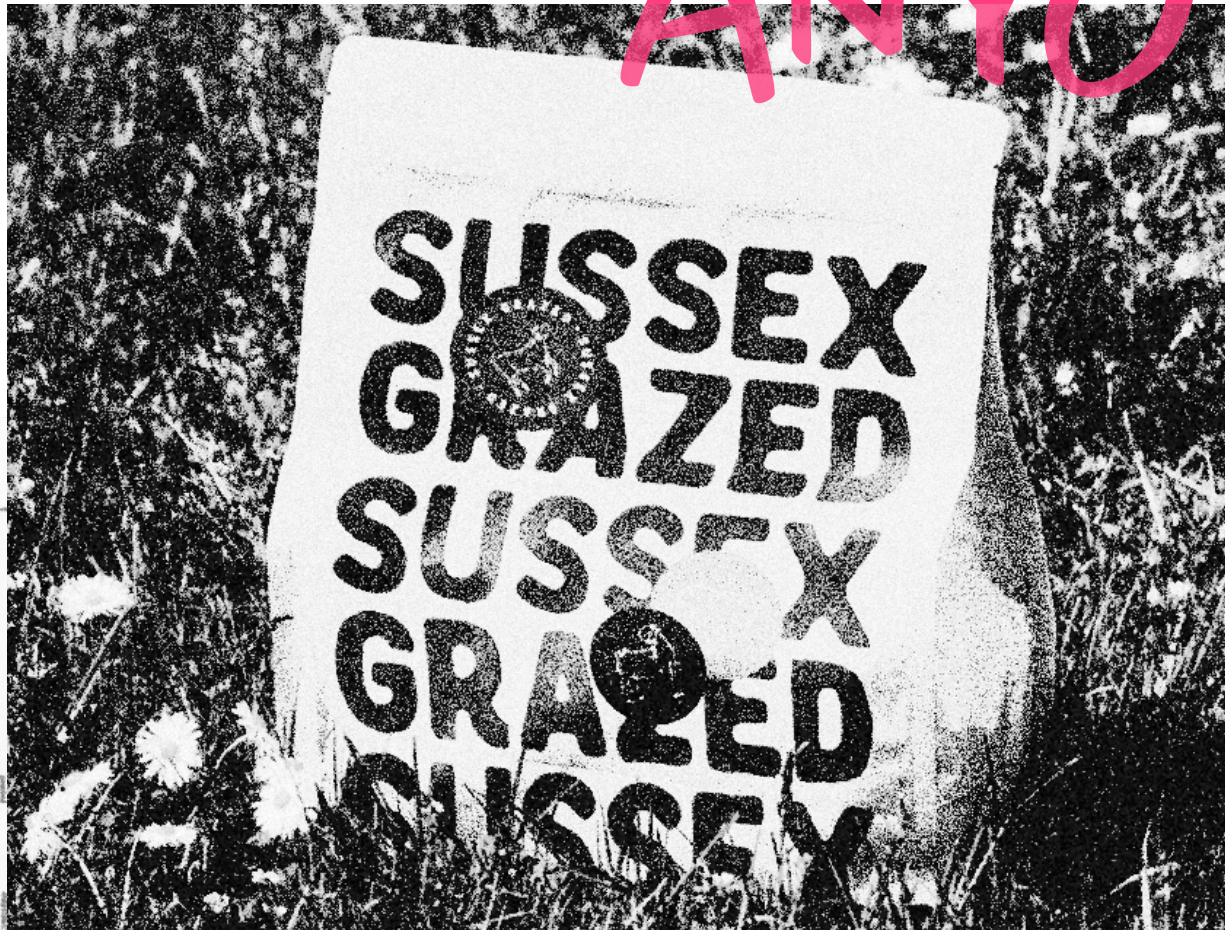
We believe businesses can, and should, be a force for good—part of that is preparing the next generation to take up the mantle. By nurturing their awareness now, we're shaping a world where sustainable food isn't just an option; it's the only way forward.

[Read more and watch the video here.](#)



"WE AIMED TO INSTIL AN UNDERSTANDING OF THE IMPACT OF THEIR FOOD CHOICES, FROM SUPPORTING LOCAL FARMERS TO REDUCING THEIR CARBON FOOTPRINT."

MEATSHARE ANYONE?



Taking the bull by the horns:

The Sussex Grazed Project

Imagine a meat box delivery with extraordinary provenance. Literally supporting the wildlife and landscape of the diverse grasslands on our Sussex horizon. Meat straight from the farmer to the community with no middleman.

This was an exciting opportunity to take on a pro bono project with massive integrity. So entwined with our community, what we eat, and our relationships with animals.

Our charity partner The Food Partnership works with Sussex landowners, farmers & residents to run a local meat box scheme as part of the National Trust led 'Changing Chalk' project.

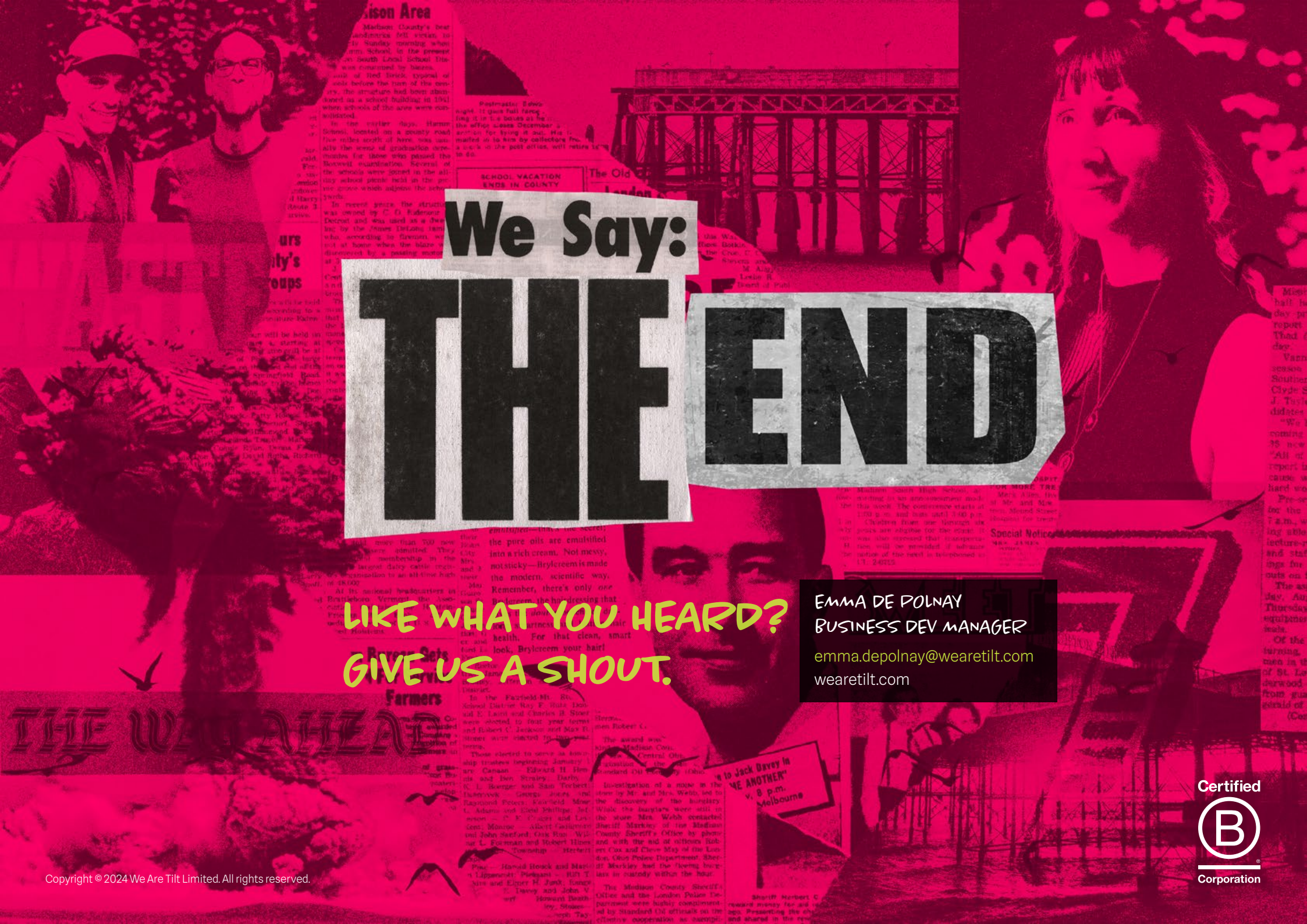
The previous name 'Meat Share' did not effectively communicate this vision and the breadth of the campaign, so we set about giving them an entirely new identity, from the name to the logo.

We didn't shy away from showing the animals, proudly displaying them front and centre of the logo system – embodying the transparency and integrity at the heart of Sussex Grazed.

Illustrations of the Sussex cow, boer goat, native sheep, and diverse flower species came together with an organic typeface to create a brand identity that is as inviting as it is distinctive and impactful.

And in a perfect loop, we used Sussex Grazed lamb for our teen cooks event 'Chop It Like It's Hot'.

[See the work in all its glory here.](#)



Madison Area

Madison County's best candidate fell victim to a Sunday morning when a fire broke out at the present site of South Local School. The building was destroyed by flames.

In the earlier days, Hamon School, located on a county road five miles south of here, was usually the scene of graduation exercises for those who passed the Board of Examinations. Several of the schools were burned in the all-day school picnic held in the previous years which adjourned the school year.

In recent years the structure was owned by C. O. Edman and was used as a dwelling by the James Watkins family, who according to tradition, was not at home when the blaze was discovered by a passing motorist.

The building was destroyed by fire on Sunday morning, and the cause of the fire is being investigated by the fire department.

The fire was caused by a gas leak from a stove in the kitchen. The fire spread rapidly and destroyed the entire building.

The loss of the building is a great loss to the community. The building was one of the best in the county and was well maintained.

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Postmaster: Echoing night it took full force, and the office leaves December 1st for being it out. He is invited to be here by collectors for a week in the past office, will return to the office.

SCHOOL VACATION ENDS IN COUNTY

The Old City School District is closed for the summer vacation. The school will be closed for the summer vacation.

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Madison County High School

Madison County High School is holding its annual convocation this week. The convocation starts at 1:00 p.m. and runs until 3:45 p.m.

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We Say:

THE END

LIKE WHAT YOU HEARD?
GIVE US A SHOUT.

EMMA DE POLNAY
BUSINESS DEV MANAGER
emma.depolnay@wearetilt.com
wearetilt.com

to Jack Davey in
'WE ANOTHER'
v. 8 p.m.
Melbourne

