

TILT IMPACT REPORT

2023



GOOD IS FOR THE WINNERS

Sometimes it seems like good is on the losing team. Bad news outweighs the positive. The world looks broken, bad.

But, look around you, good is there. You might need to work at it, protect it, encourage it. Like us, you'll need to make commitments with colleagues and clients to make positive steps, big and small. You start to realise that making these pledges and reaching these goals needs a warrior spirit.

And then it all becomes as clear as day: Good is for the winners.



One Blue Marble

We all live on a fragile orb hurtling through space – our 'one blue marble.' This film helped a global company inspire change and drive an ambitious ESG agenda for themselves and their clients.



One Tonne Recycled

We recycled a tonne! 1,050 kg of our Tilt studio waste has been recycled – not wasted – in the last year.



One Million Young People Worldwide

Smashed is an interactive experience that puts young people at the heart of the story, allowing them to make decisions, interact with characters and learn about the consequences of underage drinking in an engaging way.

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BEING A LEADER IN 2023



A leader? Me? Hah. I mean, I do have "Lead" in my title; it's almost a birthright (joking, of course). But like any self-proclaimed king expecting adoration (still joking), does anyone really look at me and think, "Ah, now that's someone I want to be"?

MY FAILLOSOPHY

Helena Reynolds

Creative Lead

The deeper I go, the clearer it becomes: I probably see myself as a leader.. sort of but not in the traditional sense. But I definitely have failure (and cold feet) to thank.

Bear with me on this..

My CV reads like I'm making it up as I go along: I messed up my GCSEs ('too boring'), took A-Levels at 21 ('too old'), got a scholarship to Law school only to quit ('too hard'), tried ski instructing ('too cold'), attempted estate agency ('too soul-destroying' – no offence), coding ('too maths-y'), dabbled in design ('now we're talking..'), and finally, landed here as a Creative Lead at a recently B Corp certified company, Tilt ('yesss, this fits just right').

At 31, I've found my place in a company that values the environment, community, and people as much as profit and that's no mean feat – you might talk the talk but can you walk the walk?

'Saving the world' can be an overwhelming thought. Who do we think we are? Hercules?

Whilst I don't spend my days flexing my muscles, planting trees or solving global economic issues, I do care that my outputs make people feel something, and so does

Tilt, and so does B Corp, and that's what links us all – our work is all in an effort to make others care about the same things we do. That's no easy task.

We don't have to accomplish everything; we just need to do something; whether it's pushing a pixel until it's perfect which ultimately ends up being part of the design of a new digital experience on climate change, or whatever it may be. It's always about making the huge manageable, about taking small but meaningful steps towards

a bigger, positive difference. If we really want to start making a positive impact, failure isn't an option; it's an obvious result of how much we care.

So, I believe I'll embrace 'leading by failure' as my new title now, thank you.

I might start my campaign for power: 'Set yourself up for failure'.

Hmm, It definitely lacks pizzazz.

Damnit, Adrian. I failed again.





CHEERING FROM THE SHORELINE

Jonathan Malyon

Managing Director

The most important thing you need to know about Tilt is that we thrive on big, challenging, meaningful projects that help to leave the world a tad better than when we found it.

That's it – our purpose in a nutshell.

Now for those that don't know me, my name is Jonathan, the person lucky enough to be at the helm of We Are Tilt. Between you and I, sometimes it feels like I'm just steering a ship that already knows it's true north. The team appear to have this built-in compass for doing good things, with good people, and honestly I'm just here cheering them on from the shoreline.

It's from this vantage point that I have observed the types of projects that spark curiosity and creativity within the team, and so as a business, we have leaned into this.

As we have matured as an agency, the desire to create positive change has seen us collaborate with some of the global giants of corporate business. We've helped Diageo and the UN change global behaviours around underage drinking and drink

driving. Empowered Deloitte's 330,000 strong workforce to take action on climate change, whilst simultaneously supporting the business to embed a culture of equality and inclusion right across its member firms. It's all meaningful stuff.

Do good work, with great people, for companies seeking to do good things ... go home happy. Simple, right? Not quite.

It's not just what we create that matters. How we create things is just as important. I am talking about everything our business touches as we go about grafting and crafting in pursuit of glorious digital experiences.

As the agency has evolved, wherever possible we've tried to make value driven decisions that put people before profit.

Why build a business, if we are destroying the future it will grow into? It's illogical. I know it might seem a little idealistic to assume that the actions of a small Brighton agency can tackle the world's problems, however, I believe in atomic habits – many small repeated steps for big change. So whilst independently our actions seem small, when combined with the mite of many other businesses doing the same we can, and will make a difference.

So what's our contribution to the bigger picture? That's what this report is for – to welcome the curious backstage. No fancy jargon, no beating around the bush. Just a heart-to-heart on how we're trying to match our daily grind with our bigger goals for this incredible planet and its people.

HOW WE BECAME CERTIFIED

A PATH TO B CORP

Anyone can create a business, but Tilt always believed that businesses should also contribute to the good of the world they operate in.

As the B Corp mentality was already baked into our reason for existing, we attracted like-minded folks that helped to propel our mission forward. Our team shares a sense of responsibility for the safeguarding of our home planet. It was all of this that set us on the path towards walking the B Corp walk.

But it's not just a focus on the environmental and societal impact of running our studio that keeps us getting up in the morning. Over the past couple of years, we've found that we flourish the most when we're also working with clients on purpose-led projects

Our B Corp certification. It's not only a validation of the work we

are doing as a team, but also – and perhaps most importantly – how we do it, and how we are holding ourselves and everyone we work with and for, to account. We're not a huge agency, we have limited resources but so does the planet. We look for every opportunity in our sphere of influence to exercise our responsibility for making this a fairer, safer, kinder and cleaner world.

When we discovered the B Corp movement, we were motivated to formalise our commitment and drive to do better business, and join with other companies and organisations who were on our wavelength!

We cannot stress enough what a benefit working through the Business Impact Assessment 'BIA' is! Yes it's longish, around 200 questions, but the joy is that it opens your mind to all the things in the categories that your business is succeeding in and could also do so much more of.

Their certification process is a long road with rigorous checkpoints, but the act of focused working through the BIA was beneficial from the very first step.

THE BIA



In the last year, we've won awards for creative project work in the Environmental Social Governance field. [Check out a few of those projects here.](#) Creating and enjoying this type of work has led to us organically attracting and seeking out more and more projects that aim to do something bigger than just selling products for the sake of profit. We're also proud winners of the Global Good Awards

and The Stevies, because of our focus on delivering what's best for people as well as our clients.

We've seen a huge surge in interest and commitment internally to living la vida B Corp. Tilters are taking this passion into their lives outside of Tilt, committing to living more sustainable lives and making better choices for our planet in the way they buy, consume and dispose of.

HOW IT'S IMPACTED TILT

WHOLE ARSE EVERYTHING

Paying lip service to anything really isn't the Tilt way. We don't know the meaning of 'half arsed'.

We whole arse everything and that includes our commitment to taking our share of planet Earth and keeping it safe and beautiful in every way we can.

Ways we do that:

Pro Bono Work

'Sussex Grazed' our rebranding project for meat that is farmed in a way that sustains our unique local Sussex chalk grasslands. High welfare, regenerative and supporting the farmers involved with a fair price for their meat. It is widely believed that agriculture and livestock farming are the biggest contributors to deforestation, to biodiversity loss, soil pollution and water use. The Sussex Grazed meat box scheme

cuts out the unsustainable middle of the meat industry.

Volunteering at Stanmer Park Wellbeing Gardens

Our next volunteer session is 'winter prep' a mix of woodland conservation, gardening and practical activities like bramble bashing, making pathways, planting hedgerows, herbs and flowers and more.

Beach and Greenspace Cleans

We celebrated our first B Corp month by getting together with other B Corps in Brighton and doing a good old beach and street clean. And every Autumn we whip on our gloves and get our bin bags out to clean the Brighton Greenway. Fresh air + clean city = happy Tilters.

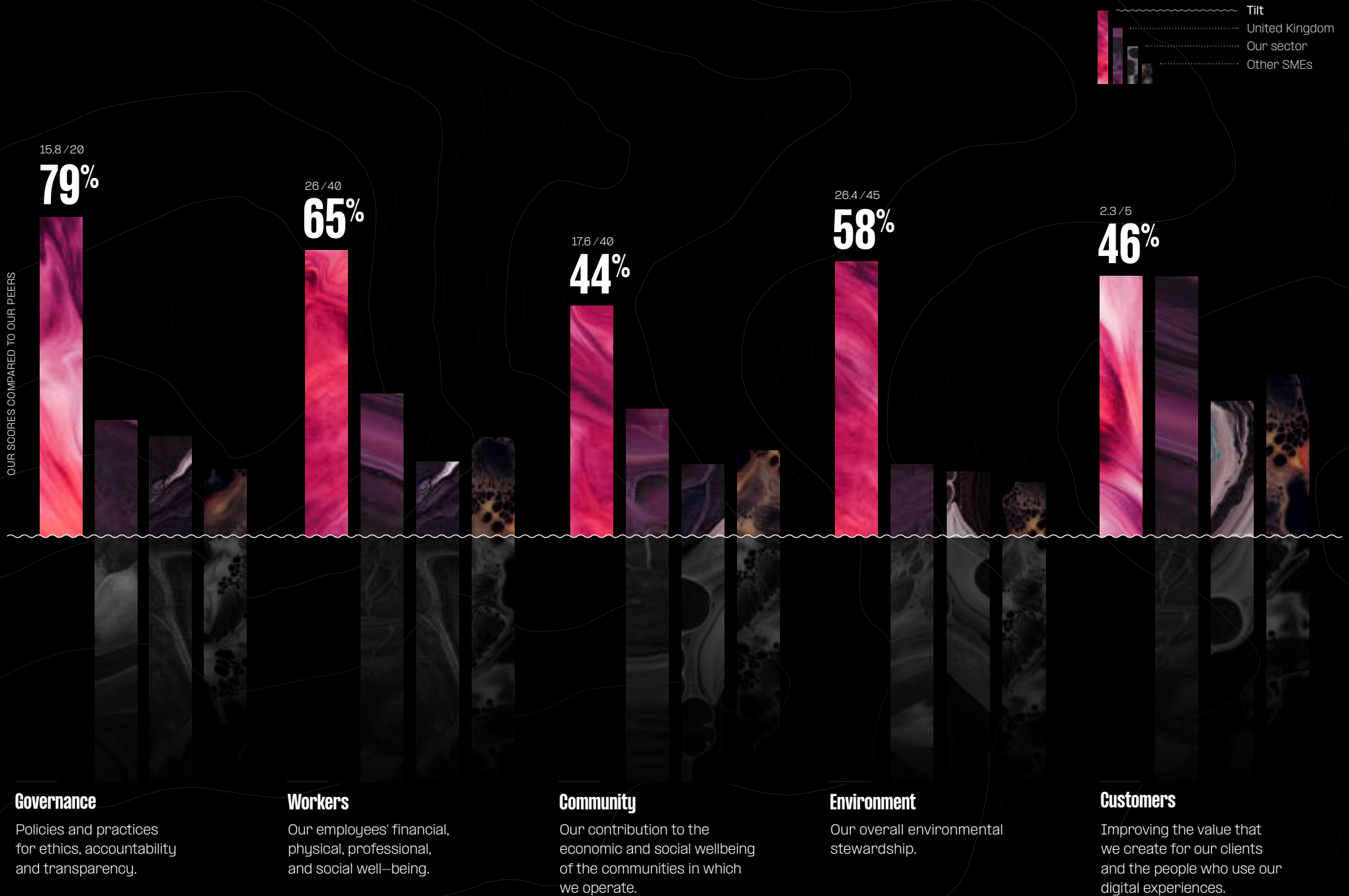
Internships and Work Experience

Passing on what we do, how we do it and why to the next generations is a vital way of trying to secure a healthier planet. Whitney was damned right, the children are our future after all. We take on interns and work experience placements to see what a creative agency committed to working sustainably and with people in mind, is really like. What to look for in terms of businesses that greenwash and what walking the walk really looks like and the hard, but worthwhile, work it takes.

You can see tonnes more of this goodness in our timeline below!



VERIFIED SCORE & NEW GOALS





IMPACT & PROGRESS PLANS

WHAT WE SAID WE'D DO

WHAT WE DID

COMMUNITY
ENVIRONMENT
WORKERS
GOVERNANCE

Increase pro-bono work to 1%

We voluntarily share social & environmental performance

Increase volunteering to 25%

Join our local B Corp community

Join the Better Business Act

Become a zero waste studio

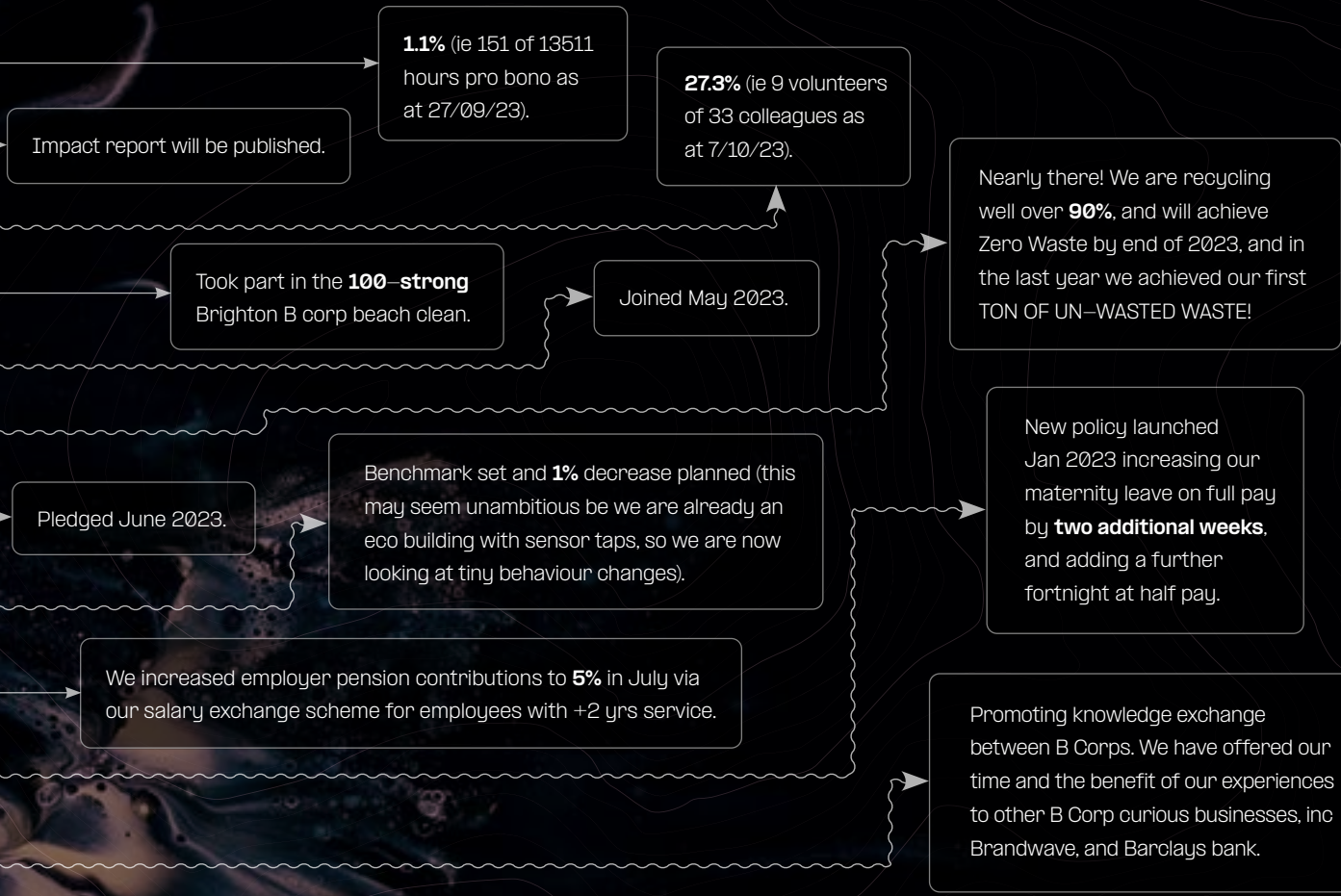
Make our pledge to the United Nations net zero

Decrease water use

Increase employer pension contributions

Improve our Maternity Leave

Work towards recognition of exemplary practices



PLANS FOR THE NEXT 12 MONTHS

- December 2023 – Zero waste studio final step!
- Carbon footprint: Extending our carbon footprint offset to include all Tilt projects (our current impact is all Tilt films only).
- Further develop our client due diligence.
- Trees: Reach our 500 trees target. Planting trees in the UK national forest and Ecologi projects.
- Make a broadcast film, with an Albert sustainable certified endboard.
- Benchmark and reduce our scope 1–3 supply chain emissions, write to our scope three suppliers and make visible the effects of hybrid working.

CASE STUDIES

Help Nature Renature

SOUTH DOWNS NATIONAL
PARK AUTHORITY

A campaign approach, with a animated story at its heart, raising awareness that the Southdowns needs help to restore its nature. The national park needs to reach its £60m fundraising target, to ensure an additional 13,000 hectares is managed for nature over the next decade.

The 70-second animation that brings to life the stunning surroundings and species of the South Downs. The animation tells the story of the importance of renaturing for future generations, through the eyes of a child on a nocturnal adventure with her mother.

Used as the creative fulcrum for the campaign, it was supported by a destination microsite designed to provide additional context to renaturing & encourage donations.

–
[See the full case study](#)

Smashed Online

DIAGEO

An interactive experience that puts young people at the heart of the story, allowing them to make decisions, interact with characters and learn about the consequences of underage drinking in an engaging way.

An experience that is tonally and visually true to life, filmed handheld to immerse the audience, featuring interactive social media snippets. The action focuses on three teens, who are navigating their way through life and underage drinking crunch points; the learning comes from the conversations that they have, and the decisions that they, and you, have to make.

–
[Watch the feature trailer](#)

[See the full case study](#)

(pw: tilt0nt3nt)

[Watch the insights & impact film](#)



Sussex Grazed

BRIGHTON & HOVE
FOOD PARTNERSHIP

This local project, based in and around the South Downs, aims to highlight the connection between animals and land through the promotion of local conservation and sustainable farming practices. However, their existing identity 'Meat Share' did not effectively communicate this vision and the breadth of the campaign.

With their growing reputation and the breadth of their work they wanted a new identity which not only reflected this vision but welcomed new supporters.

At the heart of the rebrand is the new logo system, made up of local Sussex livestock and native plants.

This extended visual system enables the brand to be extremely flexible yet consistent, no matter what assets are needed. We one day hope to see Sussex Grazed branded vans roaming the city of Brighton.

Creating a Shared ESG Mindset

KPMG

How can we communicate what Environmental, Social and Governance (ESG) means to KPMG, bringing to life the fire and passion the company has to become a global leader in this area? Highlight how ESG is more than just a score — it's a shared mindset that inspires change; take viewers on a journey into how KPMG are creating a better, fairer world for all.

We used a state-of-the-art virtual production studio. Virtual production is a giant leap forward from the green screen; the 3D environment on the LED wall instantly reacts to the movement of the studio camera, tricking the eye into thinking that what we are seeing is real. The results? A stunning, immersive, and versatile storytelling device that fuses together motion, stock footage, and studio cutaways to bring the story to life.

–
[Watch the film](#)

[See the full case study](#)

Move to One Brighton

We move to our new eco building, a BioRegional project designed from the ground up with sustainability in mind.

Tilt incorporation

WHY are we doing this? What's our philosophy? What are the things we really believe in...

Brighton Summit

We get inspired by Proppelernets Nicki Gattenby and things starts falling into place about how we want to be.

Recorra Award

We win the waste management award.

Fareshare

Pro bono re-design of the Fareshare Sussex website.

Mud Run

Fundraiser for Fareshare. Cries. Cramps. but its all ok in the end.

ReNature the South Downs

We walk the Downs and donate £2030 to renature these diverse chalk grasslands.

Community Hero Awards

Our Lockdown Laps initiative is shortlisted for The Small Awards, SME, B&H & Sussex Business Awards.

FSB Wellbeing Award

For our holistic, employee led strategy.

B Corp

Awarded our B corp certification!

Global Good Awards

Gold for SME Company of the Year.

Better Business Act

We join...

2010

2013

2014

2015

2016

2017

2018

2019

2020

2021

2022

2023

Joined Living Wage

People need a fair wage. Its a good start.

Melsie

Our Mel arrives at Tilt, and so now we have someone to pin all our dreams.

One Green Seat

We release this documentary about Westminster rebel Caroline Lucas, the first and only Green MP for England & Wales.

Bye bye bins!

We get rid of our wastepaper baskets and our kitchen bin.

The National Forest

Commitment to plant a tree in the UK for each profitable project.

Albert

We join Albert who tackle environmental impact in film and TV.

Hike Bike Paddle

We raised nearly £3,000 for the Youth Adventure Trust.

SME Climate Hub Membership

Non-profit global initiative.

Lockdown Laps

Our pandemic wellbeing campaign which raised over £2k for charity.

Ecologi

We join this organisation that helps accelerate global climate action.

Brighton & Hove Food Partnership

Delivery of 'Sussex Grazed' pro bono rebrand to our new charity partner.

With award-winning work and ecstatic clients across industries, Tilt has the experience and relentless creativity to make your communications stand out. Pick up the phone for a chat or send us an email, and let's talk about powering your next project.

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WE ARE TILT LTD B CORP REPORT 2023