



Impact Report 2022/2023

We help *digital health programmes* & *purpose-led projects* achieve their goals to make daily lives easier, healthier and better.



As the Founder of Digit, a creative technology agency, I understand that this Social Value Impact Report articulates and quantifies our agency's contribution to society and our commitment to the environment.

It goes beyond financial metrics to evaluate how our work and our operations positively affect people, communities, and the planet.

It serves as a transparent account of our commitment to ethical practices, community engagement, environmental sustainability, and the betterment of society through the work that we do - creating digital solutions that make the world a better, easier and healthier place to be.

As well as reflecting our values and commitment to social responsibility, it also helps us to identify where we can and will improve. Our aim is to establish and build trust, and to strengthen our relationships with our clients, our colleagues and with the communities in which we operate.

Ben Ferns
Founder



Introduction to Our Social Value Impact Report

Welcome to Digit's first Social Value Impact Report.

This document defines our commitment to making a positive impact in three critical areas: **People, Planet, and Partners**. We understand that everything we do, whether online or off, has real-world implications. We are committed to ensuring that these implications are not only purpose-led but also sustainable and ethically sound.

Our Approach to Social Value

People

Employee Well-being and Development

We prioritize the health, well-being, and professional growth of our team. Our initiatives include flexible working hours, regular well-being check-ins, and continuous learning opportunities.

Measurement: We track employee satisfaction through regular surveys, monitor turnover rates, and assess the uptake and impact of training and development for our professional staff.

Community Engagement

Our agency actively participates in community development through volunteering, sponsorships, and support for local businesses.

Measurement: We measure the number of volunteering hours, the impact of community projects we support, and gather feedback from our community partners.



Teen Tech

We were ambassadors at the TeenTech Festival, acting as digital experts at this inspiring event and guiding 100s of students through a day of STEM challenges at the Amex Stadium.



Big City Sleepout

Our MD Ben spent a particularly cold and windy night taking part in the Big City Sleepout at the i360 - where he raised £680 for the Clock Tower Sanctuary, a charity that supports young people experiencing homelessness in Brighton & Hove.



Shopping Locally

We are ditching corporate suppliers like Amazon and Viking Direct in favour of local Brighton and Sussex businesses like White Cloud Coffee, Clarkes of Sussex, and Dockerills.

Planet

Environmental Sustainability

We are a digital agency, but we understand that the digital world comes with an environmental footprint. We focus on minimizing waste, using environmentally-conscious service providers and reducing the carbon footprint of our on- and offline activity.

Measurement: We monitor energy consumption in our operations and measure the reduction in waste production. We also look to buy local and support our local community.

Promoting Green Practices

We advocate for and implement green practices both internally and in our predominantly purpose led client projects.

Measurement: Success in this area is gauged by the number of green initiatives adopted within the agency and the implementation of environmentally friendly solutions in client projects.



Office Recycling

Since we started tracking our recycling activity in 2020 with Recorra, we have recycled 804kg of waste, saving over 1000kg of CO2.

Beach/Park Cleans

Being in Brighton, we take our beaches very seriously! During our regular litter picks, we've removed several bags of rubbish (as well as being endorsed by Davina McCall!), all the while getting those mental health benefits and hard-to-come-by vitamin D!



Responsible Suppliers

We're proud to source our office supplies from outlets that consider and are transparent about their impact on the environment - such as Miniml and Naked Sprout.



Partners

Ethical and Sustainable Client Relationships

We choose to work with clients who share our values of sustainability and ethical practices. Our goal is to create digital solutions that are innovative and also socially responsible.

Measurement: We assess this through client feedback, the nature of projects undertaken, and the long-term impact of these projects on society and the environment.

Adding Value Beyond Business

We partner with and offer pro bono services to non-profit organisations and startups focused on achieving social good. This strengthens our community ties and enables us to support innovative social causes.

Measurement: The impact of our pro bono work is measured in terms of the societal impact of these projects and feedback from the beneficiaries.



City Girl Network

Building local networks to connect, support and grow all women in the cities they call home.



better u

Reached 5,000 teenagers suffering with mental health.

Aidshilfe

Our application has helped Aidshilfe gain over 8,000 new patients.

Our Plan for 2024

As we grow, so will our impact!



Conclusion

This is our first Social Value Impact Report and we understand it is just the start of our journey. Our next steps will be to establish stronger metrics by which we can judge our achievements, and set achievable but demanding targets to raise the level of social value and impact that we create.

We believe that the true measure of our success lies not just in the profits we generate, but in the positive footprint we leave behind. In a world where every action counts, we are committed to ensuring that our steps are considered and aligned with our vision for how we impact our chosen areas of **People, Planet, and Partners.**