

Fifty Fifty is a B Corp

Fifty Fifty





About B Corp

What's a B Corp?

Certified B Corporations, or B Corps are businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. B Corps are accelerating a global culture shift to redefine success in business and build a more inclusive and sustainable economy.

What does the 'B' Stand for?

The 'B' stands for Benefit for All – the very reason for their existence is baked right into the title. They are defined by a shared belief that the purpose of a company is not just for profits, but also social and environmental good.

Why is Fifty Fifty a B Corp?

As a company we have always had a belief that we have a great responsibility – to our people, our clients, our suppliers and the planet. Business isn't just about making money, it provides an opportunity for us to be and create the change we want to see in the world. Being a B Corp harnesses and provides a framework for this belief so that we can continually deliver this ethos.

What's next?

We've created a Purpose, Vision and a whole host of actionable Missions. We are thinking big and we are underway on delivering the ambitious social, environmental and business targets we have set ourselves.

Certified



Corporation

02

Purpose

As a progressive company, we collaborate with creativity, ingenuity and inclusivity to create content that informs, entertains and enriches people's lives.

03

Vision

To offer an unparalleled post-production experience where we provide a creative, fun and supportive working environment, foster deeply integrated partnerships with all stakeholders, promote opportunity for all and deliver an industry leading Environmental Social Governance Strategy by 2030.

04

Missions



Building creative partnerships

We work with clients who push our creative boundaries and continually enable us to grow and develop. We strive to form bonds with our clients along the creative journey to align goals and make the best product together. We aim to seek out stakeholders aligned to our vision.



Global responsibilities

We will work to be net positive by 2030. We will action positive social and environmental changes within our communities. We support meaningful charities to our industry and people.



Uplifting our people

We invest in and nurture our in-house talent to create a dedicated and happy team. We create a positive environment that encourages personal responsibility backed by supportive management. We understand that we are not all the same and we are made richer by the differences we may have. We strive to ensure that everyone has equal opportunity.

05

Goals

A selection of our 29 goals

Building creative partnerships



Shift 75% of our portfolio to clients with policies that are positive for the planet and people, by 2025



To have 75% of existing clients remain clients after 12 months year-on-year



Ensure 100% of suppliers are providing a living wage to their staff by 2030



Shift our supplier base to 75% of businesses located within 50 km from our office space to support our local economy



Shift 50% of our supplier base to organizations run by women or people from marginalized communities

Global responsibilities



To achieve net positive by 2030



To achieve 100% renewable energy supply by 2023



Create a benchmark of our office water usage and reduce water consumption by 2% year-on-year



To achieve 100% single use plastic free operations by 2025



To recycle 100% of cardboard, glass, plastic, and paper by 2023



Ensure that 100% of our staff use public transit, cycle, electric, or walk by 2030

Uplifting our people



Commitment to participate in Best Places To Work in TV from 2023 with a goal to win it within 3 years



Retention level to be 80% or higher by 2024



Ensure 50% of all apprenticeship cohorts are individuals from the following groups: women, economically disadvantaged, people of colour, or those with a disability



To provide living wage to 100% of full-time and part-time staff by 2025 (www.livingwage.org.uk)



Promote diversity within the business by ensuring that gender diversity exceeds industry diversity levels by 10% and that ethnic diversity exceeds industry diversity levels by 5% by 2025

[View our full list of goals →](#)

Get in touch

**Email / Instagram /
Twitter / Facebook /
Phone / Pop in**