

REUBEN DIGITAL LTD

# FUTUREIMPACT SUSTAINABILITY REPORT



29 May 2026 | Information and Communication Technology | Micro (10 to 50 people) | GB

FU<sup>+</sup>UREPLUS

reuben<sup>®</sup>  
inspired



## THE FUTUREIMPACT METHODOLOGY

FuturePlus is on a mission to transform Ambition into Action by helping organisations like yours understand, measure and manage their sustainability goals. Through the FutureImpact assessment process, your organisation will achieve a baseline understanding of its impact across the key themes of Climate, Diversity & Inclusion, Social, Economic and Environment, as well as formulating a 3-year sustainability roadmap through the creation of a trackable action plan unique to your needs and priorities.

The FutureImpact measurement tool includes approximately 300 periodically updated and refined indicators (questions), researched and adapted from a variety of best practice sources and industry standards, such as recognised ESG certification schemes and indexes, the United Nations Global Compact, Government and NGO frameworks, investor coalitions and initiatives, as well as the addition of our own impact-focused metrics. The intelligent question set expands and contracts according to an organisation's size and industry, allowing businesses of different sizes, geographies and sectors to be compared fairly.

Each of our indicators is mapped against the United Nations Sustainable Development Goals: a universally recognised collection of seventeen interlinked objectives designed to serve as a shared blueprint for peace and prosperity for people and the planet, now and into the future.

Verification involves providing responses and evidence for all questions within the assessment. However, FuturePLUS does not provide certification based on a pass/fail model. We are proud to work with any organisation demonstrating the intent to improve the sustainability of its business practices. All organisations are asked to revisit and reconfirm their declared positive actions on an annual basis.

Our hybrid tech + human model ensures that your organisation receives expert support whenever you need it from our team of FuturePlus Advisors, who provide ongoing support to organisations to ensure they have the knowledge and resources necessary to meet their stated ambitions and make ongoing improvements.

## CALCULATING ACTUAL AND AMBITION SCORES

The FutureImpact Actual Score is an aggregate mark out of 500, produced across the five sustainability themes. It is calculated from a number of indicators, dependent on organisation size and sector, each drawn from a range of recognised best-practice sources, including established ESG certification schemes and indices, the UN Sustainable Development Goals, the UN Global Compact, government and NGO frameworks, and FuturePlus' own impact-focused metrics.

In addition to establishing a baseline of current sustainability performance, the platform enables organisations to set an Ambition Score — a forward-looking measure of the sustainability objectives they commit to over the next three years. The Ambition Score combines the Actual Score with a weighted score of all pledged ambitions, providing a single, transparent indication of both current standing and future intent.

Setting ambitions serves a dual purpose. It creates accountability — committing an organisation to action within a defined timeframe — and provides a credible basis for communicating sustainability progress to employees, customers, investors, and other stakeholders. The ambition rating incentivises continuous improvement by rewarding commitment alongside current performance, encouraging organisations to reduce their negative footprint and increase their positive social and environmental impact over time.

Both scores are tracked continuously on the platform, providing a dynamic, evolving record of progress, rather than a static point-in-time assessment.



# INTRODUCTION



## REUBEN DIGITAL LTD

Reuben Digital is a digital agency that prides itself on its ability to solve unique and complex problems through the rapid engineering of technology-led solutions. Reuben Digital designs and builds bespoke websites and technology solutions, helping businesses and charities improve their online presence and operate more effectively.

With over 25 years of extensive experience across various industries and markets, Reuben Digital provides the technology to transform businesses in a way that prioritises sustainable growth. FuturePlus is excited to continue supporting Reuben Digital as it builds on the strong foundations established since beginning its sustainability journey.

## FUTUREPLUS INSIGHTS

Reuben Digital continues to strengthen its sustainability performance across all five FuturePlus themes, demonstrating particular leadership in Climate and Economic impact. Since beginning its journey with FuturePlus in 2025, Reuben Digital has embedded responsible business practices into its operations, governance processes, and service delivery.

Key achievements include measuring Scope 1, 2 and 3 emissions, sourcing 100% renewable electricity, strengthening governance and reporting practices, and implementing policies that support employee wellbeing, ethical business conduct, and responsible procurement. As Reuben Digital continues to evolve, it remains focused on translating its sustainability commitments into measurable long-term outcomes.

Reuben Digital is progressing positively across Environment, Climate, Social, Economic, and Diversity & Inclusion themes, demonstrating that sustainability is becoming increasingly embedded into its operations. Reuben Digital has continued to strengthen its governance framework, enhance transparency through regular reporting, and build upon initiatives that support employee wellbeing, responsible business conduct, and positive stakeholder engagement. This great work has been reflected by the fantastic achievement of the FuturePlus Gold IMPACT CERTIFIED badge, highlighting the great work Reuben has done, and has committed to continuing.

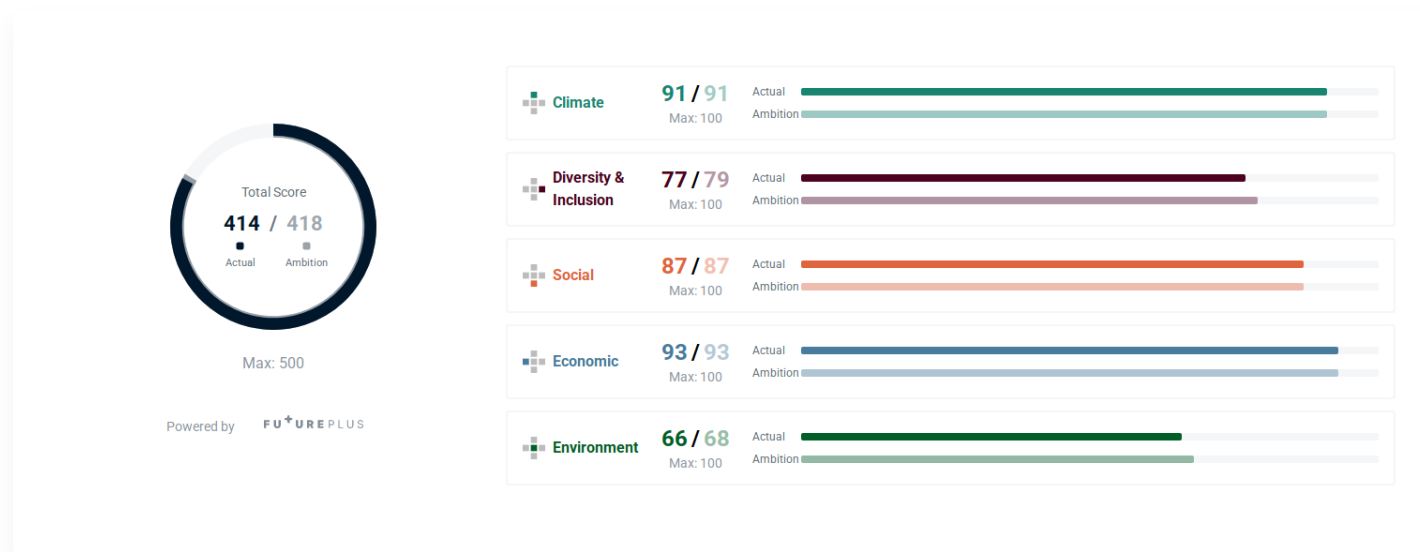
As Reuben Digital continues to evolve, sustainability is increasingly being integrated into decision-making, workforce practices, and long-term strategic planning. This demonstrates a mature approach to impact management, positioning Reuben Digital well to continue creating long-term value for both its business and wider stakeholders.

# SCORES

# FU<sup>+</sup>URE PLUS

Your Actual score represents your positive impact at the fixed time you complete or update your assessment, reflecting a measurement of your current achievements across the five key themes of Environment, Climate, Diversity & Inclusion, Economic, and Social. Your Ambition score quantifies the goals you have set for your organisation over the next 3 years.

We provide organisations with two scores because we believe it is vital for current impact to be shown alongside future ambition. Both scores are out of a total of 500. Each theme is scored out of a total of 100. Your scores are also broken down across the five themes to provide you with a transparent understanding of your impact and ambition in each area.



**Gold**  
414/400

# BENCHMARKING

## Platform Average

Platform Average **252**

Your Actual Score **414**

## Sector Average

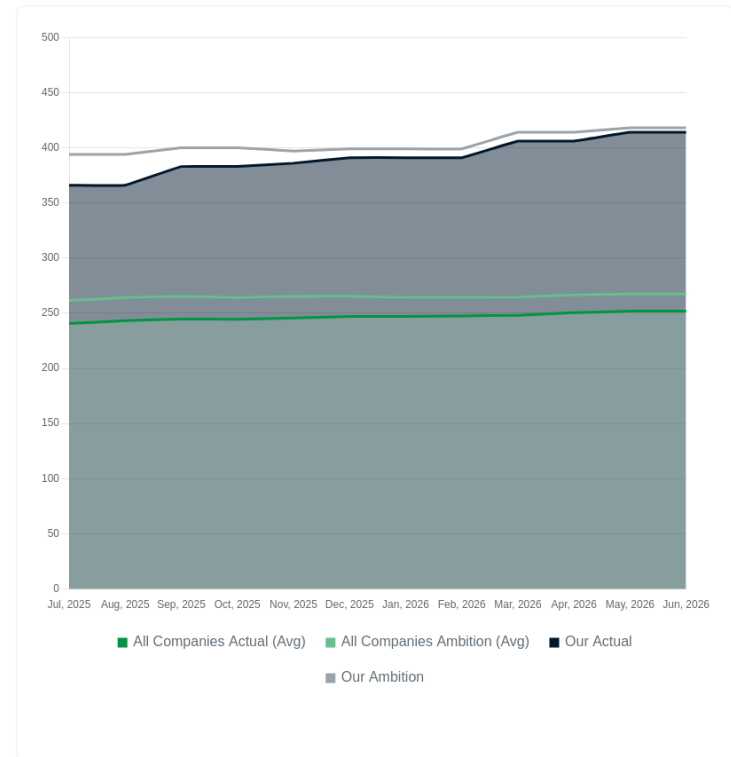
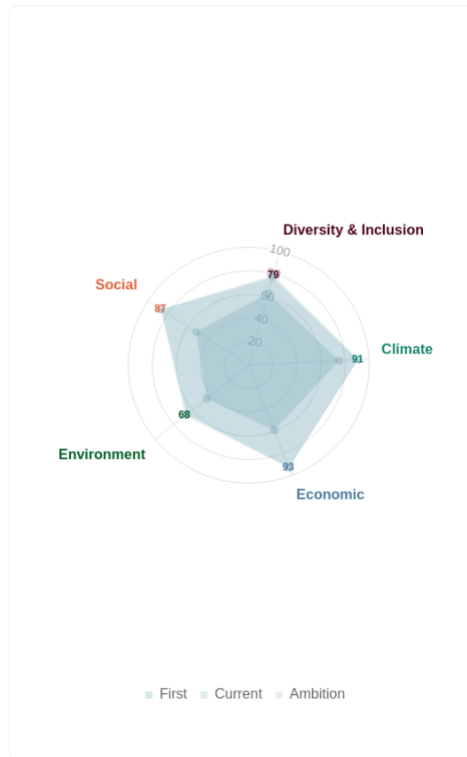
Sector Average **270**

Your Actual Score **414**

## Org size average

Org size average **238**

Your Actual Score **414**



# UN SDGS

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared global blueprint and call to action for peace and prosperity, both for people and for the planet. Through the 17 Sustainable Development Goals (SDGs), the agenda highlights that at the core of a just, sustainable future is equality for all people; that the strategies designed to combat climate change, improve health and education, reduce inequality, and spur economic growth, must be accomplished hand-in-hand by those working to end poverty and other deprivations.

The FutureImpact assessment questions are individually mapped to each of the 17 SDGs, allowing your organisation to understand the extent of its impact against the targets and indicators associated with each Goal. For more information on the United Nations SDGs, click [here](#).



**REUBEN DIGITAL LTD IS  
POSITIVELY IMPACTING 17 OF  
THE 17 UNITED NATIONS  
SUSTAINABLE DEVELOPMENT  
GOALS.**

reuben<sup>®</sup>  
inspired



# CLIMATE



91 / 91

Max: 100

Actual



Ambition



## ACHIEVEMENTS

As a vocal advocate for sustainability within the digital sector, Reuben Digital continues to set a positive example through its commitment to embedding environmental considerations into business decision-making. Impressively, the organisation already measures and reports its Scope 1, Scope 2, and Scope 3 emissions, helping to identify opportunities for improvement and track progress over time. Reuben Digital currently sources 100% of its electricity from renewable energy tariffs and has implemented a range of initiatives designed to minimise operational emissions.

These actions demonstrate that Reuben Digital's approach extends beyond carbon measurement alone, combining data-driven reporting, employee engagement, renewable energy procurement, and long-term emissions reduction planning. Collectively, these initiatives strengthen Reuben Digital's environmental performance while supporting its ambition to contribute positively to the transition towards a lower-carbon digital economy.

## AMBITIONS

Over the past reporting period, Reuben Digital has made significant progress against a number of the climate-related priorities identified within its roadmap, helping to strengthen its approach to emissions management and environmental performance.

As Reuben Digital continues its sustainability journey, the focus will be on maintaining momentum, building upon existing initiatives, and ensuring climate considerations remain embedded within business decision-making. This includes continuing to monitor and manage emissions, encouraging energy-conscious behaviours across the workforce, and identifying opportunities to further improve operational efficiency where appropriate.

FuturePlus also encourages Reuben Digital to continue working closely with its dedicated advisor to identify emerging opportunities, respond to evolving best practice, and build upon the strong foundations already established within the Climate theme.

## MATERIAL TOPICS IN CLIMATE

FuturePlus measures climate impact by looking at an organisation's energy consumption and emissions across the value chain, from sourcing and manufacturing, if relevant, to logistics, operations, and transportation.

Material topics reflect where impacts and risks are most significant for Reuben Digital's operations and value chain:

- Responsible AI: Strong frameworks help ensure emerging technologies are used ethically, transparently, and in alignment with stakeholder expectations.
- Digital Sustainability: Websites, software, and technology infrastructure consume energy; measuring and reducing digital impacts supports lower-carbon operations.
- Sustainable Supply Chains: Environmental, social, and ethical considerations within supplier selection help strengthen responsible business practices across the value chain.
- Employee & Community Impact: Volunteering, wellbeing initiatives, and employee programmes create positive social value and strengthen organisational culture.

# DIVERSITY & INCLUSION



**Diversity &  
Inclusion**

**77 / 79**

Max: 100

Actual



Ambition



## ACHIEVEMENTS

Reuben Digital has already taken a range of positive actions to integrate Diversity & Inclusion (D&I) into its business, with initiatives including the provision of a mental health support, considering economic inclusion when selecting suppliers, and by ensuring diverse and equitable representation across media and communication channels. All of these measures can help to contribute to a more cohesive and collaborative working environment, in which employees feel respected and listened to at all times.

FuturePlus commends Reuben Digital for the contributions it is making across the theme of Diversity & Inclusion and we look forward to helping Reuben Digital develop this positive impact further.

## AMBITIONS

Diversity & Inclusion remain important priorities for Reuben Digital as they continue to evolve. Over the coming months, Reuben Digital aims to strengthen its approach by formalising a comprehensive succession plan that supports long-term business continuity while promoting equal opportunities for development and progression. Reuben Digital is also committed to further enhancing its diversity and inclusion framework through the continued development and implementation of policies, processes, and employee initiatives that foster an inclusive workplace culture.

Beyond its direct operations, Reuben Digital is seeking to extend these principles throughout its value chain by encouraging responsible and inclusive practices amongst suppliers and business partners. Together, these ambitions reflect Reuben Digital's commitment to embedding diversity and inclusion across all areas of the business.

## MATERIAL TOPICS IN DIVERSITY & INCLUSION

FuturePlus measures D&I by looking at whether an organisation considers and promotes diversity and inclusion when selecting and building relationships, both within and outside the business, from suppliers and employees, to board members and communities. Diversity refers to ensuring that a range of different voices are brought to the table. Inclusion ensures that each voice is heard.

Material topics reflect where impacts and risks are most significant for Reuben Digital's operations and value chain:

- Inclusive Culture: Creating a supportive workplace helps strengthen engagement, wellbeing, and retention.
- Diversity & Opportunity: Inclusive recruitment and development practices help create equal opportunities and diverse perspectives.
- Employee Wellbeing: Providing access to mental health support contributes to employee wellbeing and productivity.
- Inclusive Supply Chains: Diverse and inclusive procurement practices strengthen social impact across the supply chain.

# SOCIAL



87 / 87

Max: 100

Actual



Ambition



## ACHIEVEMENTS

Reuben Digital demonstrates its commitment to positive social impact through a combination of initiatives. Internally, Reuben Digital addresses the impact of sending employees to conferences and events, and has a pension plan accessible to all employees. It is great to see that Reuben Digital places so much importance on the treatment of its employees, as this can help to boost satisfaction and improve employee retention. To further demonstrate this commitment, Reuben Digital ensures that employees are paid at least the Real Living Wage.

Reuben Digital has also updated its Supplier Code of Conduct to encourage ethical behaviour across its supply chain. Externally, Reuben Digital also invests in the communities in which it operates and guarantees that all advertising and communications are ethical, accurate, and positive. This bodes very well for the future of Reuben Digital's work within the social theme and FuturePlus is happy to support this progress.

## AMBITIONS

Reuben Digital has made exciting commitments in the social theme, for example - encouraging employees to undertake volunteering activities, further extending Reuben Digital's positive social impact beyond its direct operations and into the wider community. By supporting employee participation in volunteering initiatives, Reuben Digital aims to strengthen community engagement, create meaningful social value, and provide employees with opportunities to contribute to causes that align with their values.

By pinpointing key priority areas and setting goals, Reuben Digital has developed a robust framework for progress. This strategic roadmap focuses on elevating employee wellbeing, fostering community impact, and reinforcing ethical business operations, ensuring that Reuben Digital continues to strengthen the impressive groundwork it has already laid.

## MATERIAL TOPICS IN SOCIAL

FuturePlus measures social impact by looking at how a business interacts and impacts its stakeholders, from suppliers and employees, to customers and local communities. This means looking at an organisation's policies and procedures, the measures it has in place for safeguarding and nurturing its workforce, and its levels of community engagement.

Material topics reflect where impacts and risks are most significant for Reuben Digital's operations and value chain:

- Community Engagement: Supporting employee volunteering and community initiatives enables Reuben Digital to create positive social value beyond its direct operations.
- Ethical Communications & Business Conduct: Ensuring marketing, advertising, and communications are accurate, transparent, and responsible helps build trust with customers and stakeholders.

# ECONOMIC



93 / 93

Max: 100

Actual



Ambition



## ACHIEVEMENTS

Reuben Digital regularly reviews and updates its organisational policies and procedures. By creating strong governance procedures, Reuben Digital is mitigating against future sustainability-related risks and ensuring that its formal policies remain aligned with the positive impact of its products and services.

As a digital business, Reuben Digital also recognises the importance of data protection, information security, and responsible data management, helping to safeguard client information and maintain stakeholder trust. Reuben Digital also provides insurance policies for all employees, helping to promote financial security, employee wellbeing, and a supportive working environment. Reuben Digital also has formal modern slavery and human rights policies that are publicly available. Together, these initiatives demonstrate Reuben Digital's commitment to responsible business practices, effective governance, and long-term sustainable growth.

## AMBITIONS

Reuben Digital's dedication to ethical governance is clearly reflected through the Economic theme. It is encouraging to see that Reuben Digital continues to prioritise progress in this area through the identification of ambitious and impactful objectives.

Reuben Digital remains focused on strengthening the policies, procedures, and governance mechanisms that support responsible business operations. This approach helps Reuben Digital to strengthen accountability, manage risk, and create long-term value for employees, customers, suppliers, and other stakeholders.

Looking ahead, FuturePlus encourages Reuben Digital to explore opportunities to further enhance its economic impact through initiatives such as establishing an advisory board that includes stakeholder representation. These measures would complement Reuben Digital's existing governance framework while supporting employee wellbeing, stakeholder engagement, and long-term business resilience.

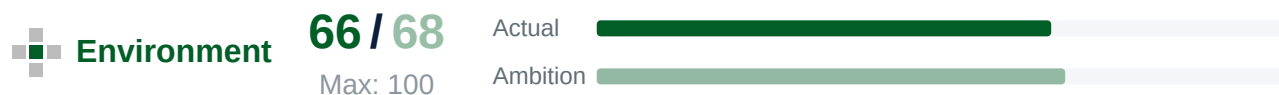
## MATERIAL TOPICS IN ECONOMIC

FuturePlus measures economic impact by looking at corporate ethics and purpose, and whether responsible and good governance exists within an organisation.

Material topics reflect where impacts and risks are most significant for Reuben Digital's operations and value chain:

- Corporate Governance & Accountability: Strong governance structures, policy reviews, and clear decision-making processes help manage risk and support long-term business resilience.
- Responsible Business Conduct: Transparent policies and ethical business practices help build stakeholder trust, strengthen reputation, and support sustainable growth.
- Transparency & Reporting: Regular financial and carbon reporting improves accountability, enables informed decision-making, and demonstrates commitment to responsible business management.
- Employee Financial Security: Providing insurance and other employee protections supports workforce stability, wellbeing, and long-term organisational success.

# ENVIRONMENT



## ACHIEVEMENTS

Reuben Digital has completed a wide range of achievements across the Environment theme, demonstrating its commitment to responsible business practices. An example of this is by regularly offering plant based food options to employees and customers, supporting more sustainable consumption choices.

Reuben Digital promotes transparency and accountability by reporting on its social and environmental performance through their website. This environmental impact commitment is supported by an e-waste policy and employee training on sustainability principles and practices.

Reuben Digital prioritises third-party accredited sustainability standards when making procurement decisions, helping to support responsible sourcing. Reuben Digital also measures and manages water usage and supports the Eden Reforestation Project, contributing to biodiversity protection, habitat restoration, and improved water quality through mangrove reforestation initiatives.

## AMBITIONS

By integrating sustainability into every facet of its decision-making, Reuben Digital maintains its momentum in strengthening the robust environmental groundwork it has established. Reuben Digital will continue to review opportunities to reduce its environmental impact, strengthen responsible procurement practices, and further integrate sustainability considerations into its operations. This ongoing commitment reflects Reuben Digital's desire to continuously improve its environmental performance while supporting the positive impact objectives that underpin its wider sustainability strategy.

FuturePlus also encourages Reuben Digital to explore opportunities around waste reduction and resource efficiency, such as implementing waste reduction initiatives. In addition to delivering positive environmental outcomes, these measures can help reduce operational costs, improve resource efficiency, and strengthen long-term business resilience.

## MATERIAL TOPICS IN ENVIRONMENT

FuturePlus measures environmental impact by looking at the interactions an organisation has with the world around it, from the resources, materials and supplies it sources, to the products and services it produces, the buildings it operates in, and the waste streams it discards.

Material topics reflect where impacts and risks are most significant for Reuben Digital's operations and value chain:

- Environmental Governance & Transparency: Public reporting on environmental performance strengthens accountability, stakeholder trust, and continuous improvement.
- Responsible Resource Use: Considering sustainability within operational decisions, procurement activities, and day-to-day business practices helps minimise environmental impacts and support long-term resilience.

# ADDITIONAL INDICATORS



## ACHIEVEMENTS

The custom indicators highlight several areas in which Reuben Digital is demonstrating leadership beyond the standard FuturePlus framework. The organisation has established strong governance practices around the responsible and ethical use of artificial intelligence and actively supports positive social outcomes through charitable activities, community engagement initiatives, and employee volunteering opportunities.

As a digital-first business, Reuben Digital has also taken steps to address the environmental impacts associated with its operations. This includes supporting employees to reduce energy consumption whilst working remotely, selecting technology providers based on environmental performance, and measuring the carbon footprint of its online activities. Reuben Digital also measures and communicates the carbon savings generated through its products and services compared to alternative solutions, helping to demonstrate the positive environmental value of its work.

## AMBITIONS

Looking ahead, Reuben Digital has identified key priorities that include incorporating energy-efficient design principles into software and website development processes, helping to reduce digital energy consumption and improve resource efficiency across client solutions.

Reuben Digital is also seeking to strengthen its governance and supply chain management practices through the introduction of enhanced supplier assessment and due diligence processes. These initiatives will provide greater visibility of social and environmental risks across the value chain while supporting more informed procurement decisions.

Alongside these ambitions, Reuben Digital is exploring additional opportunities to enhance employee wellbeing through the development of health, wellness, and nutrition support initiatives. Together, these ambitions demonstrate a commitment to continuous improvement and position Reuben Digital to remain at the forefront of responsible digital business practices.

## MATERIAL TOPICS IN ADDITIONAL INDICATORS

FuturePlus recognises that some organisations choose to monitor sustainability topics that are particularly relevant to their operations and stakeholders. These additional indicators provide additional insight into areas of impact that support Reuben Digital's long-term sustainability journey.

Material topics reflect where impacts and risks are most significant for Reuben Digital's operations and value chain:

Digital Decarbonisation: Measuring the emissions and carbon savings associated with digital services helps demonstrate how technology can contribute to a lower-carbon economy.

- Responsible AI & Innovations: The rapid development of AI creates opportunities for innovation, making it important to understand and manage associated ethical, social, and business considerations.

- Technology Infrastructure & Hosting: The environmental performance of hosting, cloud services, and technology providers influences digital sustainability outcomes.

# NEXT STEPS



Reuben Digital has shown profound dedication to embedding sustainability across its operations, as reflected in Reuben Digital's achievement of the Gold IMPACT CERTIFIED badge. Looking ahead, Reuben Digital will continue to build on this momentum with FuturePlus.

FuturePlus' mission is to empower Reuben Digital's success. Sustainable business is not just about compliance; it is a strategic advantage. By integrating sustainability into core operations, Reuben Digital can drive innovation, strengthen its reputation, attract and retain talent, and create long-term value. FuturePlus is delighted to support Reuben Digital on the next stage of its sustainability journey.

## IT ALL ADDS UP

Whether your business is looking to understand its risk exposure, communicate with stakeholders, verify its actions, or secure investment, the demand to showcase sustainability efforts and align with ESG regulation is increasing. Our mission is to empower your business to succeed. Sustainable business isn't just about compliance; it's a strategic advantage. By integrating sustainability into your core operations and inspiring your workforce, you will join other thought-leading businesses driving efficiency and innovation, enhancing brand reputation, and unlocking new opportunities for growth in their respective markets.

FuturePlus is here to support you every step of the way, and is delighted to be working with you towards an ambitious and more positive future. Sustainable progress isn't built overnight. It's the result of consistent, deliberate choices made across your business, day in and day out. The work you've already put in to complete this assessment is proof that you're serious about getting it right. It all adds up!

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