

The background of the entire image is a close-up, textured view of teal-colored feathers, likely from a parrot, showing the intricate patterns and colors of the plumage.

# ADLIB

Certified



Corporation

## B Corp Annual Impact Report 2021

# We are a Recruitment Agency with a purpose.

**Proudly B Corp certified. Our mission and impact go far beyond recruitment.**

A trusted partner, supporting growth, change and success at pace since 2001.

Technology | Data | Engineering | Science | Sustainability  
| eCommerce | Marketing | Design

# Contents

Page 4	What does B Corp mean to ADLIB
Page 5	ADLIB Impact Assessment
Page 6	What we have done since our 2020 impact report: For the planet
Page 7	What we have done since our 2020 impact report: For our people
Page 8	What we have done since our 2020 impact report: For our community
Page 9	Case Study – MotherBoard Charter, event series and community
Page 10	Case Study – Benefits for our people
Page 11	Case Study – B Corp Ambassador
Page 12	Our Impact Strategy and the SDGs
Page 18	Client Carbon Disclosure
Page 19	Thank You

# What does B Corp mean to us – Nick Dean, MD

ADLIB certified as a B Corp in September 2019. As we approach our 2nd anniversary, it has become abundantly clear that certifying is the start of the journey. A starting point from which to measure, guide and improve.

As a B Corp Ambassador, and the person that introduces B Corp to each of ADLIB's new starters, I'm continually reminded of the complexity and breadth by which a business and its stakeholder group are measured. There isn't a light switch you flick on and become a B Corp, it's a living and breathing thing which fundamentally comes down to considering each and every stakeholder that comes into contact with your business and the planet we live on. If that care is authentic, the rest will fall into place through good practice, impact measurement and using business as a force for good.

We're immensely proud of being one of the first recruitment businesses to achieve B Corp certification. From conversations with several CEOs / MDs of well-respected digital and technology recruitment firms over the past 12 months, we should be seeing more certifications imminently, a very positive move for the industry.

Becoming a B Corp has also positively progressed our client proposition, we're fortunate to work with an ever-growing portfolio of purpose driven organisations, with which we share underlying beliefs in personal and life values. We're also proud to have turned away clients from the defence and gambling sectors.

It's our belief that B Corp should become a normal part of every company's everyday business. We know that an inclusive workplace brings engagement, and creating an environment of involvement, respect, and collaboration ultimately drives more business value. This has proven itself beyond words for ADLIB as we stand here today readying for recertification in 2022.



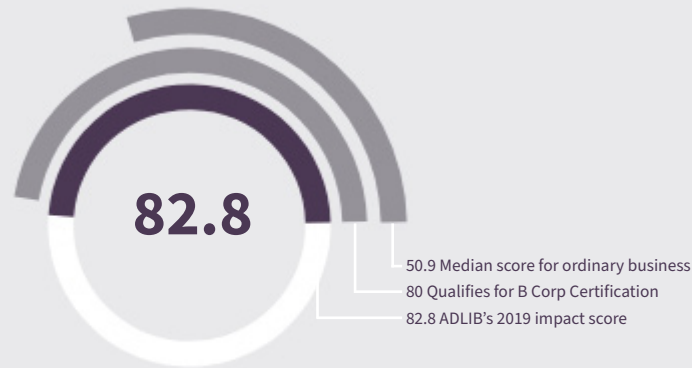
# ADLIB Impact Assessment

## Our verified B Corp scores in September 2019:

Overall	82.8
Governance	17.3
Workers	36.9
Community	20.8
Environment	9.0
Customers	5.6

## Our target B Corp scores for September 2022, re-certification:

Overall	143.6
Governance	22.2
Workers	73.1
Community	22.4
Environment	10.3
Customers	10.0



## Since our 2020 impact report we have...

For the planet

- Offset 16.2 tonnes of carbon emissions via a carefully selected range of projects within developing countries, that have strong additional benefits beyond reducing carbon emissions. These include health benefits, saving low-income families money and reducing deforestation. All of the projects are certified to the Gold Standard and include efficient household cooking stoves and clean drinking water projects.
- Reduced our carbon emissions by 18.18%.
- Our Tech team have helped grow the 'GreenTech South West' meetup group to 1,000 members (at the time of writing), engaging and educating on a monthly basis across a wide range of topics relating to the reduction of carbon emissions that will benefit from an individual level through to City-wide.
- In addition to our offsetting programme, we have supported the Forest of Avon Trust by donating a tree for each new starter within ADLIB and for every candidate placed by the team into our clients.



## For our people

- Created an employee council with representation across the entire company. Being 100% employee-owned, we operate with complete transparency, allowing for commercial education and understanding from the ground up, whilst encouraging input and feedback.
- Reviewed and enhanced our maternity and paternity leave policy.
- Ran an internal inclusion hackathon throughout the business, resulting in several proposals that have been implemented throughout the business to ensure we are an inclusive business from the core, whilst promoting best practice through experience without our client base.
- Committed to a flexible working policy that allows all team members to operate fully remote with flexibility outside of core contact hours.
- Enhanced our share option model at a manager level and paid out tax free bonus payments throughout the business, courtesy of our employee ownership trust model.

## For our communities

- Sophie, our SE Tech Team Manager has successfully launched MotherBoard. A Charter, community and event series that has been created to drive positive change throughout the UK Technology and Data sectors. Creating environments that support the inclusion of working mothers offers a significant solution to the shortage of talent across the Technology and Data sectors.
- Alex, our Head of Data has co-founded the 'Tech Ethics' meetup group. 'Tech Ethics' considers the benefits of AI and emerging technologies, but also the challenges and ethical concerns of the social implication and potential unintended consequences these technologies can have on our society.
- Mike, our SW Head of Tech, has helped to grow the 'GreenTech South West' community to 1000 members and is currently implementing an impact measurement report that will evidence tangible change created within the community in direct response to 'GreenTech South West's' existence.
- Nick has become a B Corp Ambassador, supporting fellow B2B service providers on all things B Corp.
- We've joined over 600 companies and pledged our support to the Better Business Act which is fighting for a cleaner, greener, fairer future for all.
- And finally, we've played an active role in the B Local group, encouraging participating and engagement, co-ordinating and leading marketing activity during B Corp month.





# MotherBoard

## CASE STUDY



### **The Motherboard Charter objectives:**

- Improve gender balance within technology and data teams throughout the UK.
- Champion part-time and flexible working across all levels of seniority, enabling the advancement of women's careers in technology and data-led roles.
- Increase the % of working mothers holding leadership or board level positions.
- Close the gender pay gap.
- Educate organisations on how they can support mothers throughout their careers.
- Improve maternity and return to work policies.

Business signatories of the MotherBoard Charter commit to a number of pledges that are relevant to their journey. The Charter will hold these businesses accountable for reporting progress on these pledges annually. This data will help to form our annual impact report, which is set to inform our community of the strides we have collectively taken to meet our goals. By signing up as a signatory, your business will clearly demonstrate its commitment to improving gender equality and inclusivity for all mums working within the technology and data sectors.

We are delighted that [notonthehighstreet](#) signed as the exclusive sponsor of the Motherboard Charter in 2021. Within our last financial year 42% of people placed within permanent vacancies identify as female.

# CASE STUDY

## **Benefits for our People | Maternity and Paternity Leave**



It's important we practice what we preach. Our Motherboard Charter asks businesses to pledge change and the time had come for us to review our own maternity and paternity leave, ensuring we provide support for employees looking to start or extend their families.

Our maternity leave policy now pays at a full rate of average earnings for the first 6 weeks, followed by the employee's full basic salary for the following 20 weeks.

Our paternity leave policy allows parents to take an additional two weeks of leave on full pay. We are committed to reviewing our policies. Should a circumstance of adoption, fostering and / or shared mother or fatherhood arise that sits outside of our current policy, we will adapt it accordingly.

# CASE STUDY

## **B Corp Ambassador**

In 2021, our MD Nick stepped forward to act as an ambassador of the B Corp movement, alongside a team of other certified CEOs. The goal of the group is to rapidly raise awareness of B Corps in every corner of the economy, the ambassador programme promotes the global movement at events, shares personal

B Corp journeys and supports other companies who want to become B Corps. With a core focus on supporting the B2B service sector, Nick spends time with two organisations a week on average. There is a huge appetite from the B2B service sector to build businesses with a belief they contribute as force for good, for people and for the planet.

**Certified**



**Corporation**

# Our Impact Strategy and the Sustainable development goals:

The United Nations sustainable development goals are the world's collective call to action. To end poverty and restore our planet's life support systems by 2030. We have identified five key areas within our 2021 / 2022 plan as to how ADLIB will make a positive contribution and support a decade of action.



**SUSTAINABLE  
DEVELOPMENT** **GOALS**

## Environment and Nature | Climate Action & Life on land

### In 2020 we said:



Our sustainability recruitment proposition will directly support organisations committed to fighting climate change.



Our 'GreenTech South West' meet up community continues to educate and inform.

### In 2021/22 we will:

- Commit to becoming carbon positive in 2022.
- Introduce reporting mechanisms within our 'GreenTech South West' community (currently c.1000 members and counting) to help measure the tangible actions taken from our members that will lead to the reduction and offset of carbon emissions as a direct result of its existence.
- Continue to grow our sustainability recruitment proposition.
- Continue to provide a financial donation to the Forest of Avon Trust, for each new member of the ADLIB team, and for each person placed into our clients.
- Offset our 2022 carbon emissions through projects that will include reducing deforestation.





## People & Communities |

### Zero hunger, achieve food security and improved nutrition

#### In 2020 we said:



We would provide a % of our annual company profits to Feeding Bristol.

#### In 2021/22 we will:

- Continue to support Feeding Bristol as our selected charity through the distribution of company profits.
- Offset our 2021/22 carbon emissions through projects that will include health benefits and saving low-income families money. Certified to the Gold Standard, projects include efficient household cooking stoves and clean drinking water projects.



## People & Communities |

### Achieve gender equality and empower all women and girls

#### In 2020 we said:



ADLIB have a balanced female to male ratio throughout the company and at management and board level.



We will strive for increased female representation at all levels.

#### In 2021/22 we will:

- Maintain and seek to increase female representation within ADLIB at all levels.
- Continue to invest and drive subscriptions to the MotherBoard Charter, producing an impact report demonstrating the challenges and opportunities faced by mums working within the technology and data sectors and the solutions implemented by charter members.



## People & Communities |

**Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.**

### **In 2020 we said:**



We are proud to be employee-owned. After 12 months, each employee is offered shares in the business at no cost. After 36 months, after 3 years entry level shares are doubled.

### **In 2021/22 we will:**

- Maintain the availability of share options to all new employees.
- Offer all employees a fully flexible / remote working model to suit them.
- Seek to move our auto-enrolment pensions to an ethical fund provider.



## People & Communities | Reduce inequalities within and amongst countries

### In 2020 we said:



We are committed to passing on our knowledge and skills to the communities around us.

### In 2021/22 we will:

- Support the Grassroot Activators Programme (GAP). The GAP is aimed at 16–25-year-olds from economic or socially deprived backgrounds across Bristol. Designed based on local consultation, the GAP functions as an innovative solution to poverty and the lack of opportunities in the margins of the city. The GAP will not only transform the lives of those individuals enrolled on the year-long modular programme, but will cascade its positive impact across our communities.
- Continue to support a range of community organisations and projects that will enhance the career prospects for those from disadvantaged backgrounds.



# Client carbon disclosure

We are guided by our values when deciding which clients we'd like to work with. We operate with honesty and integrity always and we expect our clients to share our commitments and approach. We're pleased to present the % revenue ADLIB generates from high carbon producing sectors.

In addition, we also pledge our commitment to not working with any business associated with gambling, pay day, short term or high interest lending, manufacturers of illegal products and industries that carry a high risk of human rights violations.

## **Percentage of revenue from high carbon producing sectors:**

- Oil & gas (0%)
- Electricity and heat (0%)
- Aviation (<1% @ strong ESG credentials in line with policies)
- Road transport (0%)
- Logistics (<1%, strong ESG credentials in line with policies)
- Residential (<1%, strong ESG credentials in line with policies)
- Agriculture (0%)
- Forestry and land management (0%)



# Thank You.

Becoming a B Corp has been a business-changing experience for ADLIB, playing a major contributor to our decision to move to an employee owned business. It has also put us into the heart of a fast-growing community and welcoming of likeminded businesses who truly want to balance profit and purpose as a collective.

**Thank you to everybody connected to ADLIB that have supported us on our journey.**

# Contact us

If you'd like market specific information please feel free to get in touch with the ADLIB team.



**Technology**



**Data**



**Engineering**



**Science**



**Sustainability**



**eCommerce**



**Marketing**



**Design**

Find us at St Bartholomews House, Bristol, BS1 2NH and contact us on **0117 926 9530**

Connect with us at **LinkedIn** and follow us on **Twitter**

**[www.adlib-recruitment.co.uk](http://www.adlib-recruitment.co.uk)**

**Creating teams. Shaping futures.**

We are a Recruitment Agency operating within the Technology, Data, Engineering, Science, Sustainability, eCommerce, Marketing and Design industries. Proudly B Corp certified. Our mission and impact go far beyond recruitment. A trusted partner, supporting growth, change and success at pace since 2001.

Certified



Corporation