

IMPACT

REPORT 2023



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Introduction to

trinnovo group®



We are Trinnovo Group, community-led recruitment and advisory specialists on a mission to build diversity, create inclusion, and encourage workplace innovation. We deliver through our three global recruitment brands – Trust in SODA, Broadgate, and DeepRec.ai, our consulting division – Trinnovo Consulting, and our unique community groups – Women in DevOps, Pride in Tech, and Ex-Military Careers.

Trust in SODA: Digital Tech Recruitment

Broadgate: Enablement & Security Recruitment

DeepRec.ai: AI & Blockchain Recruitment

Our communities are:

Women in DevOps: Promoting gender equity, closing the DevOps pay gap, and inspiring future leaders in tech.

Ex-Military Careers: Bridging the gap between the military and a fulfilling civilian career.

Pride in Tech: Platforming incredible tech talent in the LGBTQIA+ community.

CEO Message



As a purpose-driven organisation, we have a responsibility to provide demonstrable value to the clients, candidates, communities, and colleagues we serve. We believe impact reporting is a fundamental part of that responsibility – it enables us to remain transparent as we hold ourselves accountable to our mission progress.

Whilst we continue to seek out underserved and marginalised areas to broaden our impact across technology, innovation, security, and enablement, we need to ask ourselves some important questions: How can we scale this sustainably and commercially? How can we balance our impact, purpose, communities and customers to develop a robust, scalable and innovative platform?

A little over a year ago, we launched our inaugural impact report to the backdrop of a thriving talent market, a time when much of the world was emerging from the worst of the pandemic, the report detailed our five-year strategy and the extent of our commitment to being a force for positive disruption in the recruitment industry. Since then, and with the contraction of the market and the widespread macroeconomic uncertainty, it's safe to say the context has shifted dramatically.

Since our inception, Trinnovo Group has led the industry with our diversity, equity, inclusion, and belonging (DEIB) value proposition and community-led approach to recruitment. As the demand for enhanced organisational agility and diversification grows, lingering skill gaps are met with market instability and ever-changing regulatory dynamics. Closing these gaps is pivotal, and a solution presents itself in the form of tech-enabled education, training, and deployment. Hiring to meet diversity quotas is not the same as moving the dial in the right direction – steps must be taken to embed lasting change.

Our impact metrics align with Trinnovo Group's entry into the 'Train and Deploy' staffing landscape, where prioritising skills over experience takes precedent. We're preparing to enter this landscape in the new year by providing our clients with a train-and-deploy methodology as an extension of our services, enabling our clients to reach their diversity goals via our community groups, whilst at the same time, plug skill gaps in underserved demographics.

Traditional education is struggling to keep pace with the rate in which new knowledge is needed in the workforce, particularly in the sectors that Trinnovo Group serves. This divide is likely to increase exponentially with the advent of powerful new AI tools, making innovative and adaptable approaches to workforce development more crucial than ever.

It's been a year of exciting new beginnings for Trinnovo Group. 2023 saw the launch of our new recruitment brand, DeepRec.ai, specialising in tailored hiring solutions for the DeepTech space, extending our reach across many of the most impactful areas of modern industry. In addition to the launch of a new recruitment brand, we built two new community groups, Pride in Tech and Race in STEM, creating more opportunities to support the LGBTQIA+ community and individuals from ethnically diverse backgrounds.

We were also awarded B Corp status after a two-and-a-half-year-long assessment process, and we couldn't be happier to join a growing network of organisations dedicated to using their platforms as a force for positive change.

With access to the B Hive (an online platform built for B Corps to collaborate and share resources with one another), we can uncover a range of new avenues through which to form impactful partnerships. We've taken this opportunity to reach out and learn from fellow recruiters doing great work in the ESG space, including SR2, Adlib Recruitment, and Diversifying Group.



“

We've evolved a great deal since we laid out the groundwork for our five-year plan, but our targets, mission, and vision remain unchanged.

Ashley Lawrence - CEO

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CEO MESSAGE

Ashley Lawrence



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Trinnovo has responded effectively to the challenging market conditions with an impressive pivot in re-training and focussing colleagues to be more proactive and business development focussed.

The role play coach sessions to encourage the skills and confidence needed to pitch and win retained work has already delivered an impact on performance.

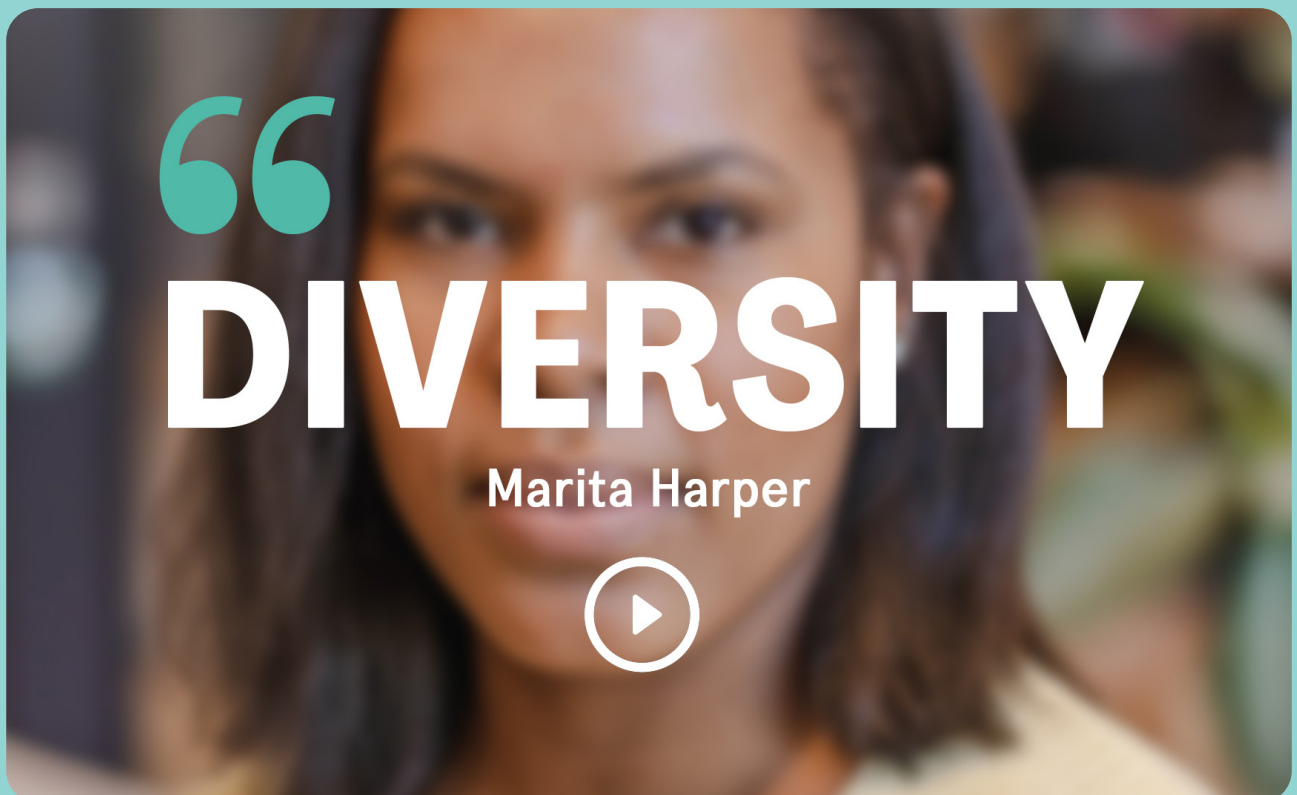
The overall honesty and inclusiveness of Trinnovo's approach to strategy planning, recognition and performance management stand it in good stead for the forthcoming year.

- Bruce MacRae, IIP Specialist, Investors in People

Diversity

Growth *Ambition:*

To increase
the number
of people impacted by
30%
each year.



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Diversity is, and always will be, a core tenet of Trinnovo Group's value system. We know that diverse teams lead to better outcomes. Diversity, equity, inclusion and belonging aren't nice-to-haves, they are ethical imperatives that drive innovation, even in a tumultuous climate.



Our collective understanding of diversity and inclusion is always evolving, and we need to evolve alongside it if we hope to continue building a more inclusive working future. This is partly what inspired us to change our internal diversity narrative earlier this year, adding the 'B' (for belonging) to the DEIB acronym.

What's so important about adding a new letter?

It signifies awareness, progression, and a commitment to learning in a world of guaranteed change. Getting the messaging right is crucial. It helps us extend our reach in the right direction, contributing to the growth of our community network whilst strengthening our sense of belonging. As an essential part of our people strategy, we wanted to ensure that we kept belonging in the spotlight.

External Messaging

Our external messaging is both a crucial part of our talent attraction strategy, and a means through which we reach people in a way that best represents our business and the values we stand for.

From job adverts to role descriptions and beyond, the world of careers is overflowing with exclusionary language. We aim to cut through this noise by making our opportunities as accessible as possible. We've adopted a range of technologies to help us mitigate bias in our job ads, ensuring that we keep our language neutral.

It's not just our own business we want to create a sense of belonging for, it's our clients' businesses too. We understand that messaging alone can't create the kind of lasting impact we're hoping to make – our conviction must be evidenced by action.



Following on from our last impact report, we've continued to leverage our experience, partnerships, community networks, and consulting division to help our clients develop dependable people strategies that span the entire talent lifecycle.

By equipping our people with the means to effectively champion diversity-focused recruitment, we can support our clients and candidates in a way that allows for sustainable change. One of the ways we do this is by providing unconscious bias training at all levels of the organisation, from the academy through to senior leadership, we have designed our training to:

- Increase our understanding of what unconscious bias is and how it affects decision-making with new hires. Recognise personal biases and their impact on our workplace interactions.
- Improve interpersonal communication and collaboration.
- Provide strategies and tools to address and counteract unconscious bias.

Through our employee-led engagement groups (EEGs), enhanced parental leave policies, regular training, thought leadership events, and various partnerships, we work diligently to ensure that our commitment to diversity, equity, inclusion, and belonging (DEIB) is embedded at every touchstone of our business.

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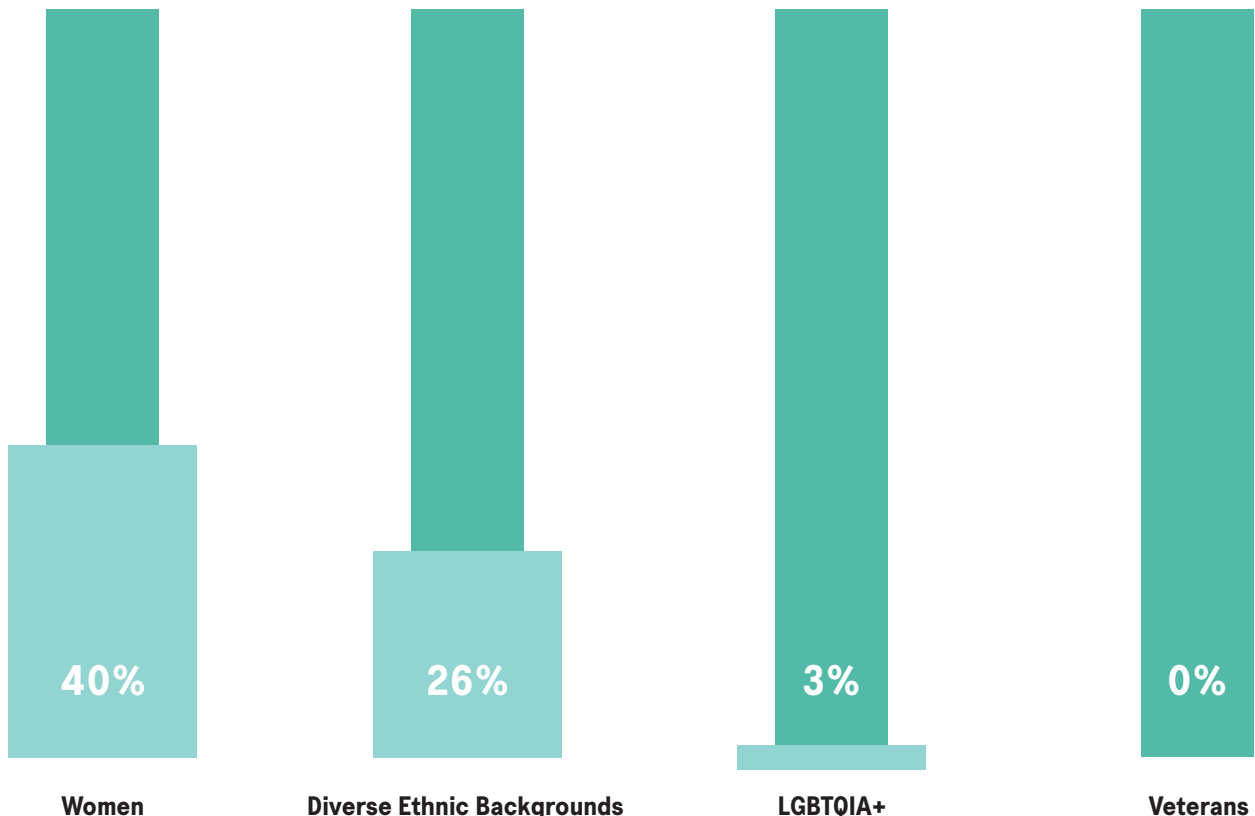
We understand that messaging alone can't create the kind of lasting impact we're hoping to make – our conviction must be evidenced by action.

877

Diverse Candidates Placed



Diversity Breakdown of Our Internal Workforce:



Ever since we won the APSCo Diversity and Inclusion Award back in 2018, followed by the Diversity, Equity, and Inclusion Award at the Tiara Recruitment Awards in 2022, we've made it a priority to maintain this positive trajectory. Enhancing our services with the train-and-deploy offering will be a key part of this journey in the year ahead.

It's important that our efforts to build inclusive environments extend into our event programme – we implement a range of measures to help us ensure that all our events are accessible and equitable. This includes integrating Slido into our panel discussions to allow people to ask questions without having to speak publicly, running hybrid events to eliminate proximity barriers, and striving to ensure that our panels are representative of a wide range of perspectives and experiences.

Before each of our events, we send out forms to get an understanding of any reasonable adjustments attendees might require, enabling us to better prepare our venues and agendas to suit their unique needs. This consists of catering our events to meet the full spectrum of dietary requirements, conducting pre-event venue tours, providing sign language interpreters when requested, and featuring gender neutral bathrooms.

Effective workforce diversification demands that we challenge the status quo. The act of hiring alone isn't enough to inspire lasting change, measures need to be put in place to guarantee the expansion of existing talent pools, and in many cases, inspire organisational change.



Skill Gaps

We believe that skill gaps are inherently linked to a lack of diversity in the workplace. Communities that are underserved through a lack of access to training and education perpetuate talent shortages, whilst at the same time, hinder employers' ability to reach their diversity goals – education and mobility are sat between them.

Through our community groups, we sit in a strategic position of being able to instigate this change and service skill gaps through the lens of a diverse talent network – fortifying this position with a comprehensive train-and-deploy strategy will allow us to develop a more mature ecosystem, and we will continue to lean on tech adoption to ensure this approach is both robust and scalable.

We will provide paid training via our community groups (Women in DevOps and Ex-Military Careers), enabling us to support those who might otherwise be priced out of a traditional training model. Ultimately, our customers will benefit from quicker fill rates, a wider availability of diverse talent, and a range of fresh new perspectives on internal work processes.

15%

Average Pay increase for External Placements =

Whereas some of our survey respondents reported a salary increase of up to 44%, others indicated that they'd taken substantial pay cuts. This aligns with the findings from our annual market reports – many of today's candidates are looking to make big lifestyle changes, often placing remote working opportunities and a shorter week ahead of remuneration on the priority list. We're here to place our incredible candidates in environments that suit their unique needs.

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'I am so thankful and proud of our partnership with Women in DevOps. Our partnership is an important and regular reminder that while our focus community is centred around technology, it is also centred around a diverse set of people that have amazing contributions to make from all backgrounds, experiences and lifestyles'.

– Ari Waller, Community Programmes Manager at J Frog

Customer Engagement

Growth Ambition:

30%

**Annual
Growth
in
Client Base**

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CUSTOMER ENGAGEMENT

Viki Dowthwaite

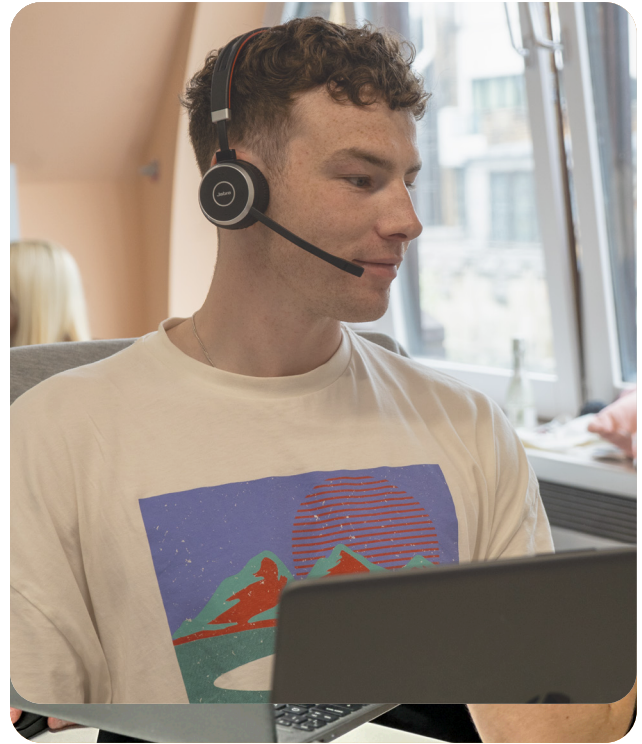


When we set our client retention targets back in 2021, we knew success would hinge on our ability to deliver lasting value as we evolved alongside our growing customer base.

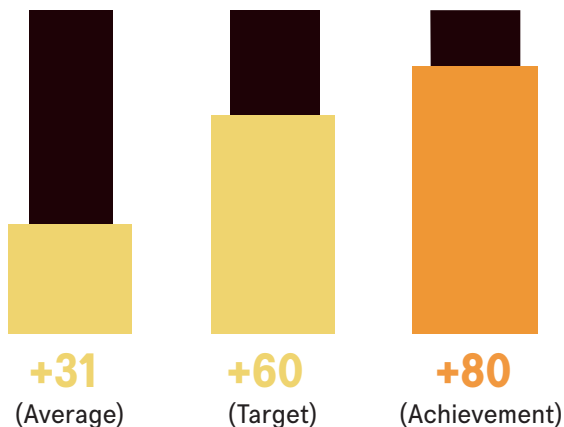
We've done this by doubling down on our commitment to customer service, guided by the most important metric in recruitment: The Net Promoter Score (NPS). If we hope to truly shake up the quality of our industry, it's on us to create and uphold higher standards. It's partly why we set out to achieve an NPS of +60 against an industry average of +31.

Currently, our NPS stands at an average of +80 across Trinnovo Group, placing us amongst the highest-ranked recruiters globally. While the premise of the NPS is simple (how likely someone is to recommend your services), we see it as broader reflection of our commitment to support our candidates at time of widespread uncertainty.

In addition to this, we've maintained our average Google rating of 4.9 from 336 reviews.



(Trinnovo Group NPS)



2023 has been a trying year for countless jobseekers, workers, and employers alike. From the mass tech layoffs to delayed funding across the life sciences, the sectors we serve have felt the brunt of the correcting talent markets.

Recruiters must be acutely aware of the hardships this can place on their candidates – a meaningful candidate/recruiter relationship depends on it, it's a crucial part of an inclusive hiring process, and it creates space for a tailored service. This is the side of recruitment that a high NPS represents.

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We don't just provide value to our customers by making hires, we help them reach their diversity goals by supporting them with their talent attraction, onboarding, retention, and DEIB endeavours. Mentorship is a critical enabler of this value-add, a factor that we aim to improve further with the introduction of the train-and-deploy model.

NPS

BROADGATE[®]

81

NPS

SODA[®]

79

Maintaining this level of customer service is pivotal to the growth and transformation of our business – it helps us provide our clients and candidates with a sense of certainty in an uncertain climate.

We instil the values of what NPS means for our service, comparable to industry standards, at the academy level. By sending out weekly internal NPS reports, we can spotlight the value of our customer service, embedding it into our culture.

Through our personalised account management service, we cultivate dynamic, customer-centric connections that thrive on a foundation of communication, accessibility, and transparency, resulting in fewer touchpoints for our customers, reducing the complexity of our transactions in the process.

Underpinned by our DEIB-focused approach to recruitment, our community-led hiring methodology continues to create straightforward access to an engaged, high-quality talent network.



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‘Without working with SODA, I wouldn’t have been able to achieve the 50/50 gender split within my team, as they have the connections through the Women in DevOps community. I didn’t expect such diversity of candidacy. We had worked with other agencies before SODA however, the speed of delivery has been so much quicker. On a personal level, it is very easy to communicate with the team when working together and I trust their opinion when hiring.’

– Former Head of Operations, Instana

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**Fortified by our
DEIB-focused
approach to
recruitment, our
community-led
hiring methodology
continues to
create
straightforward
access to an
engaged,
high-quality
talent network.**

Thought Leadership

Mission Objective:

To grow
our communities
by at least
30%
annually.



Everyone should have the chance to thrive in their career, in an environment that supports them. At Trinnovo Group, we believe we can help make this a reality by creating access to ideas, support networks, and decision-makers. **This is the foundation of our commitment to thought leadership, and it's helped us reach over 10,000 people in the past year.**

To continue producing the in-person, virtual, and hybrid events, webinars, workshops, podcasts, articles, interviews, panel discussions, and live Q&As that make our thought leadership possible, we've partnered with a range of incredible hosts.

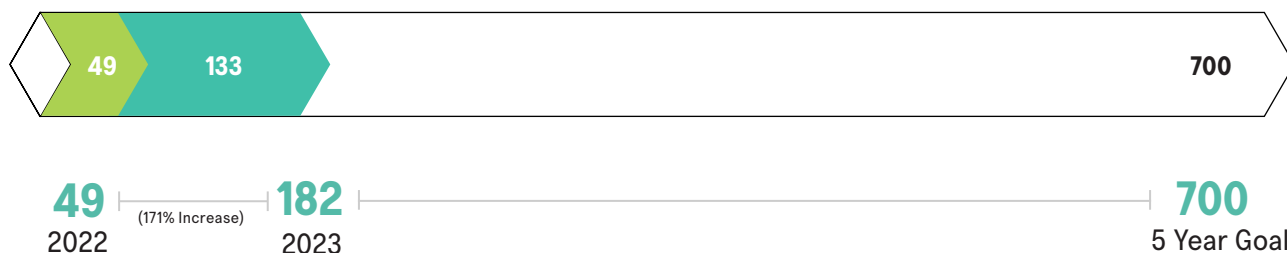
Google, LinkedIn, Nando's, and Funding Circle are a few of the major corporations that have hosted our events this year, covering topics like intersectional advocacy in DevOps, generative AI, opportunities for veterans in the pharmaceutical industry, and the evolution of the legal sector.

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Our events aren't just spaces for knowledge sharing, they're safe, supportive, inclusive, and accessible environments.

Thanks to our partnerships, communities, and thought leadership network, we've delivered a total of:

133 podcasts, events, and webinars since we published our first impact report, a **171%** increase on our progress, and a big step closer to our five-year goal of reaching the **700** milestone.



Total community growth **39%** year on year



Measuring Impact

Quantity isn't the only metric that matters. Our thought leadership initiatives are designed to maximise the value we provide our stakeholders – we can only provide this value consistently if we measure (and learn to improve on) our impact. We measure this impact against three simple key metrics: the number of attendees who felt inspired, the number of attendees who learnt something new, and the number of attendees who felt more confident.

With the help of our extraordinary speakers, panellists, and hosts, many of whom are candidates we've found roles for, we've been able to share up-to-date industry insight into topics related to DEIB and careers (our personal favourites).

It can be hard to see outside your lane when you've never been shown the possibilities on offer, when you lack relatable role models in positions of leadership, or you don't have anyone to turn to for guidance. Through thought leadership, we aim to change this situation, and thousands like it, for the better.



Our Communities

We built our communities on a bedrock of thought leadership, and they've since bloomed into a thriving global network of over **680,000** people across all channels. To mirror the success of Women in DevOps and Ex-Military Careers, we decided to launch two new community groups this year, Pride in Tech and Race in STEM, transforming the Trinnovo Group ecosystem to encompass more support for two of our key demographical areas of focus.

This has enabled us to reorganise our resources in a way that better suits our communities, enhancing our intersectional approach to community building.

Our events aren't just avenues for knowledge sharing, they're safe, supportive, inclusive, accessible environments that give our thought leaders a chance to develop their public speaking skills as they talk about their passion, granting all of our attendees the opportunity to network with leaders in their field.

”

'[Our Partnership] was a good opportunity to listen. My workshops are quite interactive, and it provided me with an opportunity to learn from different people's beliefs, backgrounds, values and opinions. I always learn from my workshops, and I certainly did that day. It was a welcoming environment with a real variety of people, and it was really good that everyone was interacting and being brave.'

– Chris Reeves, Founder of **Win the Morning, Win the Day**

We've hosted **133** events, webinars and podcasts across Trinnovo Group in the last year, reaching **10,033** people. In line with our 5-year target, we are at:

182 — Events
700 — Target

11,273 — Attendees
100,000 — Target



98%

of event attendees left
feeling inspired

96%

of event attendees learnt
something new

97%

of event attendees left
feeling more confident

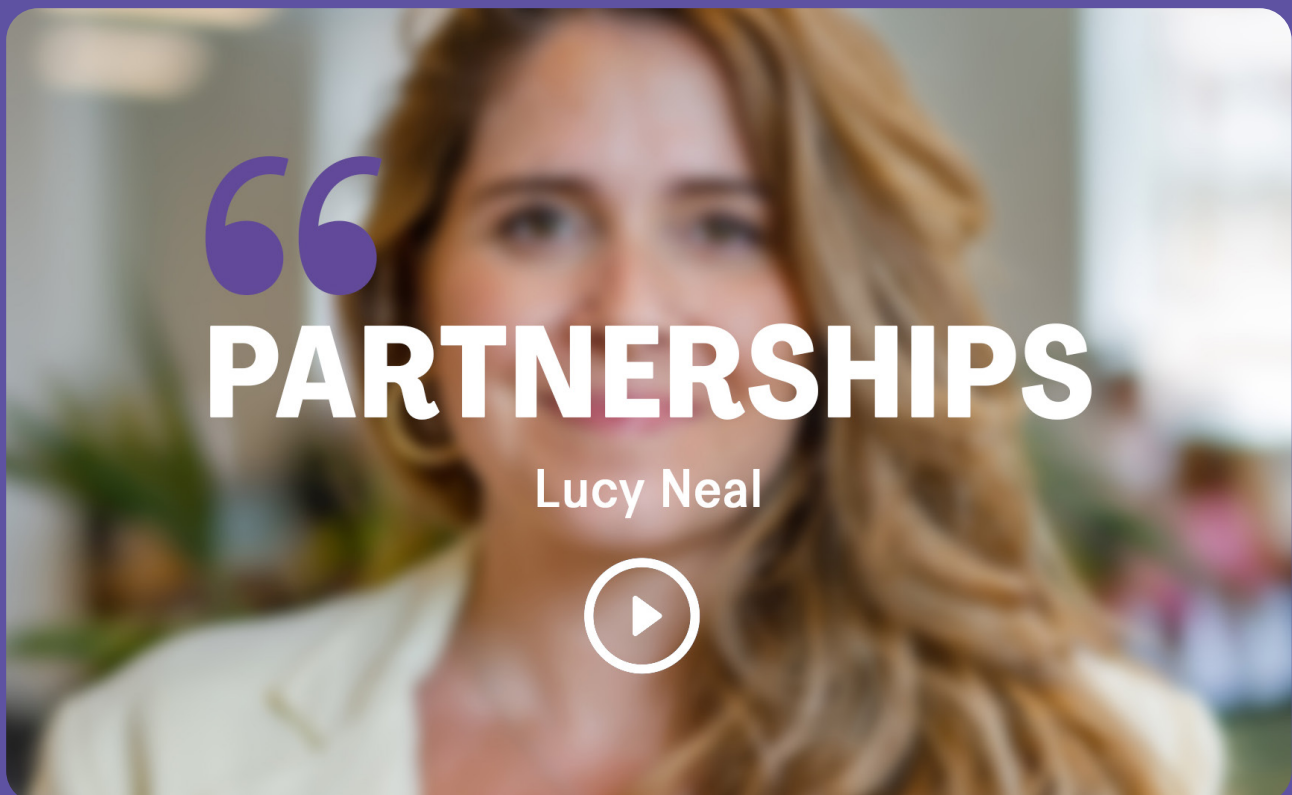
Partnerships

Mission Objective:

**Achieve a minimum
annual growth of**

30%

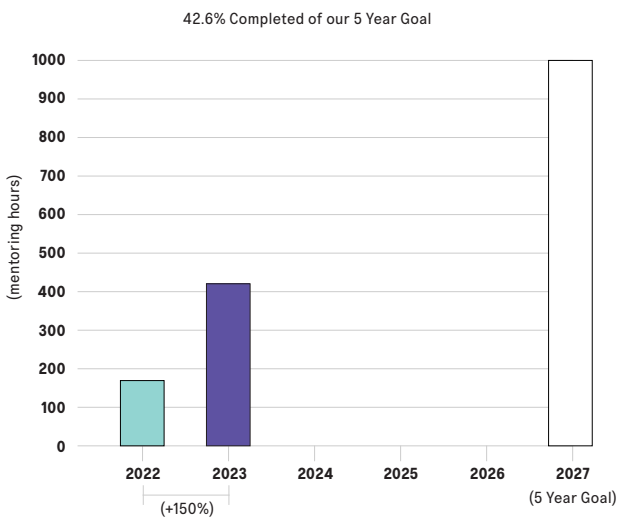
**in the number of
individuals positively
impacted.**



Whether we're meeting exceptional candidates or learning from fellow B Corps, we're always investing in new ways to build more inclusive workforces, and our charity, academic, and corporate partnerships provide us with tools to help us do it.

Mentorship

In addition to creating greater access to hard-to-reach talent, our partnerships continuously extend the reach of our services. One example of this is our capacity to provide mentorship – **since our previous impact report, our incredible partnerships have helped us deliver a total of 426 mentoring hours, a 150% increase from the previous year, edging us closer towards our five-year goal of delivering 1000 hours.**



We've done this via 'virtual career workouts,' an initiative led by Worktree, that enables us to provide career support and guidance to students between the ages of twelve and sixteen all over the UK. The working world is always changing, and as recruiters, we're positioned to help people navigate its shifting dynamics. Mentoring initiatives can go a long way towards preparing people for their dream roles, and we're proud to be able to utilise our recruitment expertise to guide people throughout various stages of their professional journeys.

Brand Workshops

Alongside our mentorship, we've launched several new initiatives to better utilise our consultants' expertise, including the delivery of personal brand workshops, CV/Resume guidance, salary negotiation support, and LinkedIn seminars. This commitment to skill building extends beyond our external audience – to foster a culture of continuous learning, we've brought these initiatives to our internal team too.

Partnerships

Our partnerships have continued to provide new avenues for impact in the last year, extending our reach deeper into the communities we serve. One example of this is our academic partnership with Code Institute, the only university credit-rated coding bootcamp in the UK and Europe, a platform designed to train hopeful developers and provide them with the skills they need to embark on a new career in tech.

Through our partnership with Code Institute, we've organised two hackathons this year, one in Dublin and the other in London (with a third planned for later on in the year), bringing together students from a range of different backgrounds and skill levels to create apps that make a targeted, positive impact. This brings our total number of hackathons to five.

In collaboration with Ex-military Careers, our latest hackathon was developed with the objective of building an app to support veterans making the transition to a civilian career.



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‘Our partnership has had a significant impact on my professional and personal development. The networking opportunities and connections formed during our collaboration have been instrumental in my growth. Personally, our partnership has been inspiring and motivating, pushing me to strive for excellence and providing a broader perspective on the work we do. Overall, our collaboration has had a transformative effect on both my professional and personal development.’

- Katarzyna Bogucka – **Community Facilitator and Content Creator at Code Institute**

Charity Partners

In addition to the talent of the future, we leverage our partnerships to enhance to the talent of today.

Our charity partnerships are a fundamental part of our long-term plan. To strengthen those partnerships and facilitate new avenues for potential impact, we've allocated two paid charity days for each employee at Trinnovo Group. This year, we've used those days to support local schools with bake sales, assisted the Whitechapel Mission in providing food for the homeless, and run the London Marathon to raise money for Diabetes UK.



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Fundraising
is an
essential
ingredient
of a robust
charity
partnership.”

As one of our group values, we encourage our people to use their charity days to aid a cause they're passionate about. We aim to enrich the working experience for all, so it's important that we use our platform and resources to empower our people both in and out of the workplace. So far this year, this has enabled us to take part in the London and Dublin Pride Marches and visit the Cenotaph in Whitehall to observe Remembrance Day.

Fundraising is an essential ingredient of a robust charity partnership, but it's not the only way we track our contribution to this space. Partnerships are an invaluable gateway through which we can directly engage with the wider community and provide individuals with our collective resources, expertise, and community networks.



Number of Charity Days Organised: 60

2022

19

2023

41



Organic Growth

Mission Objective:

30%

**annual
headcount
growth.**



Navigating the highs and lows of the past year has meant providing our people with the means to respond to a contracting market. Just like any major adjustment period, expanding the capacity to learn, focus, and look ahead will provide the sturdy foundations of growth and transformation.

We're not removed from the macroeconomic impact of the market contraction we saw across our hiring areas in the last year, and we have a responsibility to run an efficient, sustainable, and robust business. Throughout the course of the last year, these conditions forced us to adopt technology much sooner than expected, and ultimately, restructure our organisation.

5-Year Plan

To better align our core areas of focus, we made the decision to demerge BioTalent and its corresponding community group, Race in STEM, from Trinnovo Group. Whilst BioTalent has been a key part of Trinnovo Group's success over the years, the demerger will undoubtedly create exciting new opportunities for both entities.

As we grew and reviewed our five-year plan, it became clear that BioTalent's market focus (life sciences) was not conducive to the seamless cross-brand collaboration we were aiming to achieve. As a multi-brand group with offices across London, Dublin, Boston, and Zug, our inter-brand synergies aim to make Trinnovo Group greater than the sum of its parts.

Facing forward, this demerger will allow Trinnovo Group to realign its resources and strategies in a way that creates space for a more cohesive impact across our core areas of focus: Technology, Security, Enablement, and Innovation.



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We're passionate about building a better workplace for everyone.

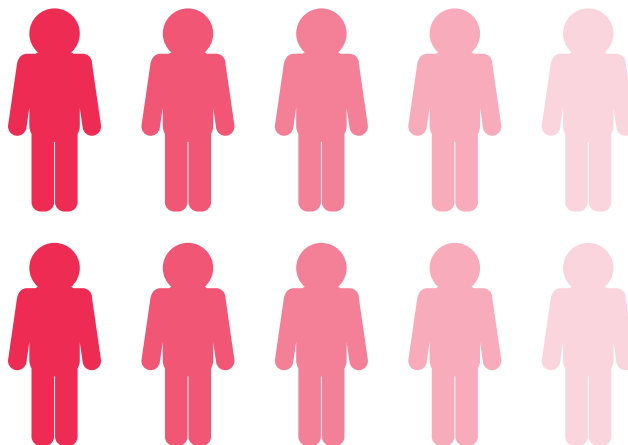


Trinnovo Academy

Hiring and cultivating internal talent through our academy scheme will be an important part of this progression in the coming years. As part of our response to the current talent climate, we've revisited the recruitment fundamentals that underpin our methodology: rigorousness and accountability. One of the ways we've done this is by introducing Trinnovo Days, assessment centres that enable us to keep our standards high by focusing on five key skills: Pitching, Listening, Negotiation, Rapport, and Communication.

We use a psychometric testing tool, AssessFirst, to help us gauge a better understanding of our applicants' skills, personality, and knowledge. Using this data, we can then match potential employees with the manager that best reflects their preferred way of working.

So far this year, we've made 18 hires through our academy from a total of 530 applicants.



Future Leadership

We also decided to bring our Future Leadership Programme in-house. We recognised that an off-the-shelf solution couldn't create the kind of impact we were after. By moving our FLP in house, we can enhance our ability to learn and grow alongside one another, united by a shared vision.

As Platinum Accredited Investors in People, we believe in hiring for skills, values, traits and coachability over experience – it's the same principle that guides the adoption of the Train-and-deploy staffing model. This approach to talent better supports graduates, career changers, and those re-entering the workforce.

For new graduates in particular, the train-and-deploy methodology spans the gap between theory and practice, a critical importance in high-stakes environments like cybersecurity. For career changers and returners, train-and-deploy provides the knowledge they need to leverage their existing skillsets in new areas.



“We believe in hiring for skills, values, traits, and coachability over experience.”

Peer-to-Peer Learning

Internal peer-to-peer learning plays another large role in our organic growth, a factor we've been able to greatly enhance this year with the introduction of Trinnovo Learns, a company-wide initiative that enables us to platform our people and share our various expertise with one another via online workshops. These workshops have covered a wide range of topics, including sales enablement techniques, content creation, personal branding, business development, unconscious bias, and cross-selling.



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“I’ve been with Trinnovo little over two years now, having started within the Training Academy. From entering the business with no prior knowledge of recruitment, or Accounting & Finance, I’ve since achieved four promotions and over doubled my annual earnings.

The management in Trinnovo understand that every employee is different, and they identify ways to tailor the support to your personality, goals, and motivations.”

– Lauren Finlay, Principal Recruitment Consultant



The Story of DeepRec.ai

We recognise that achieving organisational growth and longevity means creating opportunities to extend our reach into new and impactful sectors. This strategic imperative inspired the launch of our latest recruitment brand, DeepRec.ai in July of 2023, broadening our scope into AI, Machine Learning, Robotics, Blockchain, Computer Vision, and Natural Language Processing.

Anthony Kelly and Hayley Killengrey founded DeepRec.ai after their successful tenures as both tech recruiters and community builders at Trust in SODA. By keeping our founding leadership teams in-house, we can ensure that each of our brands retain the group’s value system, and at the same time, are able to lean on the group’s infrastructure for support.

Alongside the industry expertise of our sister brands, DeepRec.AI will benefit from plugging into our marketing team who will help support its community-led recruitment methodology, our finance team that will build its cash flow, and our P&L and Compliance Team that will support our international expansion plans. Operations and technology are also supported via our immediate team.

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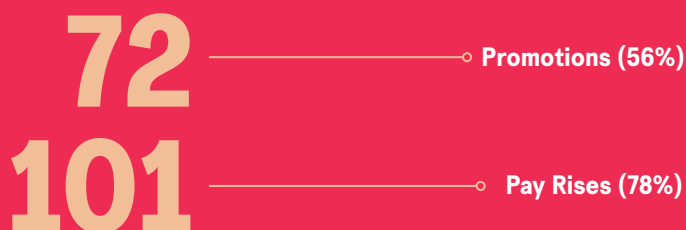


‘DeepRec.ai was born out of our passion for connecting exceptional tech talent with the opportunities they need to thrive.

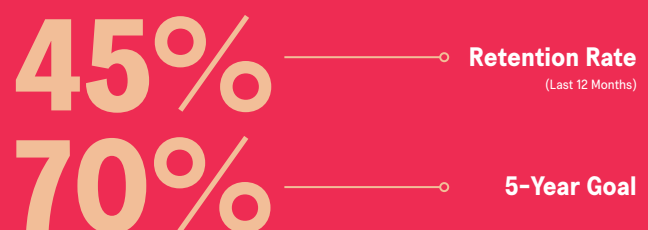
We’re fixated by DeepTech and its power to transform the world around us for the better; it’s partly why we work so hard to share people’s stories! There are so many amazing opportunities in DeepTech, and we’re here to make sure candidates get a chance to explore them.’

– Anthony Kelly, Co-Founder and Managing Director at DeepRec.ai.

Internal Promotions and pay rises (129 people)



Retention Rate:



B Corp

Trinnovo Group is proudly B Corp certified, joining a worldwide network of organisations dedicated to using their platforms as a force for positive change. The B Corp accreditation is conferred by B Lab, a non-profit organisation working to change the global economy to benefit all people, communities, and the planet.

B Corp status is a legally binding agreement granted to organisations that meet verified standards of social and environmental performance, transparency, and accountability. Our values have always aligned closely with B Corp, so we couldn't be happier to be part of the growing movement. Trinnovo Group scored **115.2** on the assessment, placing us amongst the top 7% of B Corp accredited recruiters in the UK.

Certified



Corporation

”

**Our values
have always
aligned
closely with
B Corp, so
we couldn't
be happier
to be part of
the growing
movement.**

What does it mean for our stakeholders?

The accreditation authenticates our commitment to positive change, bringing with it a wealth of opportunity to share knowledge (and learn from) fellow B Corps. The more avenues for collaboration, the more room we have to improve our services and practices.

Environmental, Social, and Governance (ESG) concerns are rising by the day, an increase accompanied by record levels of investment into ESG assets. Regulatory scrutiny around corporate ESG practices is intensifying, forcing many to reevaluate their approach to business.

B Corps have been helping drive the paradigm shift to a greener, fairer working future since the first 82 accreditations were issued by B Lab back in 2007. We're proud to represent the recruitment industry as

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“The impact assessment for the certification acts as a self-measuring tool. That's one of the ways I see Trinnovo Group finding improvements for best practices, and we are encouraged to keep improving as we remain accountable to the world, our customers, and our employees. As the standards become more rigorous, it will challenge and inspire us to evolve and innovate.”

- Ashley Lawrence, CEO

Our Green Promise

We have a responsibility to protect the world we share. As part of both our commitment to B Corp and our impact-driven mission, we've set a target to become carbon neutral by 2030. Whilst we scored highly on the Communities, Workers, and Customers sections of the B Corp assessment criteria, there was room for improvement in Governance and the Environment.

The next step is to better understand the extent of our carbon footprint – only then can we put measures in place to begin offsetting our impact.



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**We believe
that our
dedication
to the B
Corp values
should reflect
in all our
partnerships.**

Our partnerships will play a large part in this journey, and we will continue our vigilance in choosing to work with organisations that share our values, from our clients and vendors to our charity partners and beyond.

We've already begun exploring this by switching to a more sustainable merchandise supplier, and we regularly choose PURE to cater our events to help us limit our broader environmental impact.

Our B Corp status has inspired many of the moves we've made this year, and we intend to continue this trajectory in the future. We believe that our dedication to the B Corp values should reflect in all our partnerships.



Lucy Neal
B Corp Ambassador

Diversity Network

The Diversity Network is an employee-led initiative, spearheaded by Lucy Neal and Marita Harper. The network focuses on promoting diversity, equity, inclusion and belonging amongst our employees by organising events, workshops, podcasts, and initiatives aimed at raising awareness and celebrating different cultures, backgrounds, and perspectives.

Through our diversity network, we've had the privilege of hosting some profoundly affecting internal talks this year, including public speaker and holocaust survivor Manfred Goldberg BEM, who delivered a talk for Holocaust Memorial Day, and Imam Shamsuddin Miah, who held a seminar to teach us more about supporting our colleagues observing Ramadan.



The ethnicity EEG collaborated to host an internal inclusivity workshop for Black History Month, catered by local Black-owned businesses, and organised a company-wide Chanukah awareness initiative to promote cultural understanding and celebrate diversity in Trinnovo Group.



The success of our EEG's (employee engagement groups) relies on the investment of our leadership, active engagement from employees, and the continuous growth of our communities.

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Diversity is, and always will be, a core tenet of Trinnovo Group's value system. We know that diverse teams lead to better outcomes. Diversity, equity, inclusion and belonging aren't nice-to-haves, they are ethical imperatives that drive innovation, even in a tumultuous climate.

HOLocaust
EDUCATIONAL
TRUST

www.holocausteducationaltrust.org.uk

Manfred Goldberg **BEM**

£1000 raised for Holocaust Educational Trust







“

‘I like working with the Pride Network because it’s a fantastic way to collaborate and forge meaningful relationships with your colleagues outside of the day-to-day working life. I hope our work inspires people to join Trinnovo Group, as we showcase our commitment and focus on creating safe, fair, and equitable spaces for LGBTQIA+ folks around the world.’

– Alfie Rice, **Content Marketing Consultant**



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‘I joined the Ethnicity EEG after seeing the positive impact they made in the first few months after joining the company, and showed me how impactful the Ethnicity pillar could be. I got to contribute the following year by writing an article about food deserts in the US. The internal EEG has provided the diverse community in Trinnovo Group with a safe space to discuss any issues and share stories.’

– Irfaan Choychoo, **Recruitment Consultant**

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‘Having a Pride network is one of the factors that attracted me to Trinnovo Group. Having a safe space to discuss issues that we face or ways to help in the wider community of recruitment and consulting is such a unique USP. Helping to build the Pride in Tech community through the internal network has given me, and hundreds of other people, a space to feel safe and talk about our industry, as well as larger social issues that we face in the LGBTQIA community.’

– Ashleigh Phipps, **Senior Recruitment Consultant**



Looking Ahead

The renewable energy space will be a primary focus for Trinnovo Group in the coming years, an opportunity-rich, essential area of modern industry, and one that closely aligns with our new responsibilities as a B Corp.

Renewable energy markets are expanding as governments around the world ramp up their efforts to introduce sustainability frameworks, and we know that our cross-section of expertise is well-positioned to accelerate progress in this space. Innovation, security, enablement, and technology are already essential areas of focus for the renewable energy sector, and we expect this to continue as a larger number of entities join the race for a greener future.

As we evolve our business, we will continue to face the future and align our impact with commercial opportunities. To support our entry into the renewable energy space, we've reviewed the scope and depth of our ability to scale cohesively across three key verticals:

Clean Technology:

Supporting the development of clean tech is critical in the race to reach net zero emission, a key driver in the future of positive, sustainable economic and industrial growth. This sector will be a target focus for Trust in SODA, our digital tech recruitment brand.

Green and ESG-Related Products:

FTSE Russel estimated that the green economy in 2020 was equivalent to 5% of the total listed equity market. The market's meteoric growth is indicative of the wider corporate paradigm shift towards a greener future. Whilst it will feature as a target area for all Trinnovo Group's brands, there will be a specific focus from Broadgate, our business protection and enablement specialists.

The Blue Economy:

Defined by the London School of Economics as 'the economic activities associated with the oceans and seas,' the blue economy is projected to double its contribution to global value added to over \$3 trillion by 2030. In addition to this extraordinary growth in market value, the blue economy is expected to drive exponential employment growth. All Trinnovo Group's brands can make a positive impact by supporting on this key area.

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Our adoption of a train-and-deploy model will transform our approach to diversity in the coming years.

A critical focus will be on providing our community platforms (Women in DevOps and Ex-Military Careers) with the means to deliver high-quality, up-to-date training, coaching, and mentorship. We also aim to provide certifications to further enhance employability.

The continued growth of the Pride in Tech community will be a core focus for our thought leadership initiatives in the coming year. We are incredibly proud to have worked with hosts and partners like Google, EY, Nando's, Global Butterflies, and the London Bi Network since we launched, and we're excited to build on this and extend our reach in the coming year.

Global expansion is a strategic imperative for the group in the coming years, which includes building a stronger brand presence across the United States and Europe. Our existing networks are providing a strong foundation for this growth, as we currently operate throughout the DACH, Benelux, and US regions.

Thank you

We'd like to thank all our customers, candidates, colleagues, and communities who made this report happen. Your continued support is what makes our mission possible.

As always, we're on the lookout to form meaningful new connections with anyone that shares our vision of a fairer working future for all. If you're interested in making an impact of your own, contact the team at Trinnovo Group today – we're here to make a difference together.



London
+44 203 762 2010

Boston
+1 617 849 8982

Zug
+44 41 562 5059

Dublin
+353 1905 9602

trinnovogroup.com





We are on a mission to build diversity, create inclusion and encourage workplace innovation. Our vision is to be the fastest, organically growing, and most impactful recruitment business on the planet.