



2023

# B CORP IMPACT REPORT

**ADLIB**

Certified



Corporation

# We are a Recruitment Agency with a purpose.

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. Our areas of recruitment expertise:

Technology  
Data  
Product  
Engineering

Science  
Sustainability  
eCommerce  
Marketing  
Design

# IN 2023, WE RECERTIFIED WITH A SCORE OF 130.3.

Where better to start this report than with a huge thank you to the ADLIB team. 130.3 is an outstanding achievement and something we should all be very proud of.

In 2019, ADLIB was one of a small handful of recruitment businesses globally that certified B Corp, our starting point was a score of 82.8. Our belief is that the B Corp assessment provides a structure, with clear measurement, to set clear improvement targets. Our initial certification was simply the start of the journey.

We set out our intentions through the publication of our annual impact reports and set the bar high. This approach and transparency ensured we achieved the focus and accountability needed to make improvements and reach our goals.

## 2022-23 HIGHLIGHTS / B CORP RECERTIFICATION

This impact report reflects on our recertification, what we have achieved, and provides a glimpse into where we head next.

# GOVERNANCE

In 2020 ADLIB converted to a 100% employee ownership model. True stakeholder capitalism.

Our recertification score acknowledges this transparency, from an internal perspective with regards to the day-to-day financial management, quarterly updates and access to the entire P&L. External publication of impact reports on social and environmental performance and commitment to our code of conducts.



**21.8**  
ADLIB Recertification  
score 2023



**20.93**  
Average Best in the World 2022  
(Company size 11 – 50)



**Profit & Loss  
transparency.**  
For all employees.



**Social &  
Environmental  
Reporting.**  
Publicly shared Impact  
Reports.



**Stakeholder  
Engagement.**  
Trust Board &  
Employee Council.

**In 2023 we commit  
to maintaining these  
standards.**

# WORKERS

We're a people business in every sense of the phrase.

Since our initial certification we have invested heavily into our team through numerous initiatives to build a stakeholder model that is fit for the long term.



**68.3**  
ADLIB Recertification  
score 2023



**45.4**  
Average Best in the World 2022  
(Company size 11 – 50)



**Employee ownership.**  
100% shares transferred in 2020.

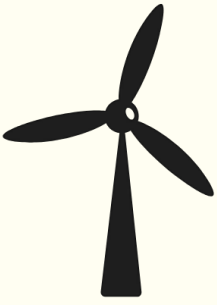


**Enhanced maternity and paternity leave.**  
6 months full pay for the primary caregiver,  
1 month full pay for secondary caregiver.



**Employee wellbeing.**  
Monthly Heka budget & SimplyHealth plan for all.





**Ethical pension.**

No oil, gas and tobacco investments here.



**Tax free bonuses.**

100% of ADLIB employees were paid tax free bonuses in 2022.



**Employee Voice.**

Trust Board and Employee Council.



**Diversity, Equity & Inclusion.**

Investment into leadership development.

**Where do we go next?**

Our D,E&I leadership investment will result in the rollout of an inclusion awareness programme across the entire business by early 2024. We will maintain our healthy worker score and start the process of building an inclusive leadership team as we work through the next phase of our employee ownership model.

# COMMUNITY

At the centre of any community is a shared belief in attitudes and interests in common.



For ADLIB, community covers a lot of ground. We support regional ecosystems, provide insight and advocate for international communities that are fighting for equality. The team has built their own communities from the ground up, we've supported community based projects that improve people's lives, and play an active role within the B Corp community. **Highlights include:**

**22.1**  
ADLIB Recertification  
score 2023

**Mother  
Board**

**MotherBoard  
Movement.**  
28 signatories,  
960+ members, 12  
events, 1 x Impact  
report.



**Green Tech South  
West.**  
2000+ members, 36  
events.



**Tech Ethics.**  
750+ members, 11  
events.



**Charitable donations** in 2022.  
£13,084.



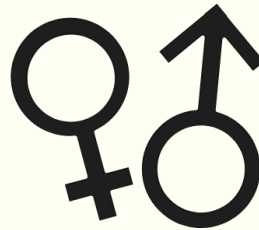
**Volunteering.**  
3 fully paid days annually per employee.



**Grassroots Activation Programme.**  
£6.8k donated, 1-1 young person mentorship.



**B Corp Ambassador.**  
20+ aspiring B Corps met with in 2022.



**Gender balance.**  
All company: 44% female, 2% non binary, 54% male.  
Management: 45% female, 55% male.



**Better Business.**  
We are part of the Better Business Act, along with over 2000 UK businesses.

## Where do we go next?

Employee ownership creates an infinite business model. We will strive to better our gender balance at all levels and build an inclusive board of directors as we enter ADLIB's next chapter. Furthermore, our MotherBoard Charter will deliver its annual impact report, highlighting the achievements of its Charter members and increasingly use the data provided to support organisations fighting for legislative change at the government level.



# ENVIRONMENT

As a B2B service provider, we store an increasing amount of customer and candidate data.

Given our learnings from within the Green Tech South West community, we are increasingly aware that the life cycle of storing, processing, and transmitting digital information is an area that we need to pay significant attention to.



**12.2**  
ADLIB  
Recertification  
score 2023



**2022 Carbon Reporting.**  
16.2+ tonnes offset.



**E-waste.**  
Our tech is recycled and disposed of responsibly.



**Beyond planting trees.**

Gold standard projects for a village in Africa.



**New website & brand.**

Carbon efficient brand asset & website design.

**Where do we go next?**

The introduction of a data storage strategy across our CRM, website and internal documents, email management systems to significantly reduce our storage footprint.

# CUSTOMERS

In 2021-22 we aimed to improve our customer score by 10 points via the MotherBoard Charter.

After long discussion with B Lab it was concluded that Mums in Tech are not recognised as underserved. Furthermore, the initiative is a not for profit, charging charter signatories an administration fee only and therefore no points were awarded.

**Our response was threefold.**



4.2  
ADLIB  
Recertification  
score 2023

Mother  
Board

Advanced  
proposition into  
an impact-based  
business model.

HEY  
FLOW.

ADLIB **invested**  
**into** HeyFlow.

**Firstly**, we believe that by converting MotherBoard into a profit-making organisation would create further barriers to external participation and reduce its impact.

**Secondly**, we believe that by making our events paid to create a profit would reduce their reach and access to so many mums in tech that are seeking to return to the industry, or upskill and are out of work at present.

However, we spotted an opportunity that would **advance the proposition into an impact-based business model, support the MotherBoard community and ADLIB's client base.**

With 50% of Mothers leaving the tech industry by the age of 35, primarily due to the impact of reproductive health, **HeyFlow was born.**

# PURPOSE DRIVEN INVESTMENT



**HEY  
FLOW.**

**In 2023 ADLIB  
invested into  
HeyFlow.**

HeyFlow supports businesses in understanding the female reproduction cycle and its impact on the workplace better.

It breaks taboos, from periods to menopause. Going beyond the policy. HeyFlow's mission is to help positively shape employee experiences and as a result, increase retention and reduce absenteeism.

HeyFlow is an impact-based business model, with 5% of its profits directly going to support the education of female refugees to support them into paid employment.

Furthermore, anonymous data collected provides evidence to support activism at government level in the fight for improved employment rights.

By early 2024, HeyFlow will have advanced its service offering beyond cis gender women and support all people.

# 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

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

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.



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

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