



Impact Report: Oct 21 to Sep 22

# Introduction

Here is our second Annual Impact Report: Oct 21 to Sep 22.

We continue to develop our purpose driven business model. In Jun 21, we collaborated with [Prosperah](#) to complete a purpose mapping exercise.

From the results and aim to align our model to the following [United Nations Sustainable Development Goals \(SDGs\)](#):



In this report we provide updates on the following and where they align to the appropriate SDG

- Annual donation to social / environmental causes (breakdown of Oct 21 to Sep 22 plus table of 2 years annual / cumulative totals)
- Summary of SGD linked candidate placements
- Purpose aligned company governance
- Carbon footprint (baseline calculation for target setting)
- Key goals: Review of Oct 21 to Sep 22
- Key goals: Aims for Oct 22 to Sep 23
- Conclusion
- Contact details

## Supporting Information

- Purpose Mapping Exercise and Results (extract from Impact Report Oct 20 to Sep 21)



# Donations to Social / Environmental Organisations

This is our ongoing initial impact key performance indicator (KPI).

**Key Performance Indicator (KPI):** At least 2% of Oct 21 to Sep 22 sales revenue donated to social and environmental causes

**KPI achieved:** £2,968 (2.19%) donated (breakdown below)



**Action:** Donated £1000 to [FareShare](#)

**Impact:** To fight hunger and tackle food waste across the UK. Find out more about about the [FareShare 2020/21 impact here](#)

- Our donation helps the redistribution of enough surplus food for 4,000 meals for the most vulnerable members of our society

**Aligned to SDG 12**

Ensure sustainable consumption and production patterns



**Action:** Donated £1,750 to [Surfers Against Sewage](#)

**Impact:** Enable SAS to support their [Plastic Free Schools](#) movement

- Over 3,443 schools signed-up (01 Feb 23)
- The Ocean School programme takes school

**Aligned to SDG 14**

Conserve and sustainably use the oceans, seas and marine resources for sustainable development



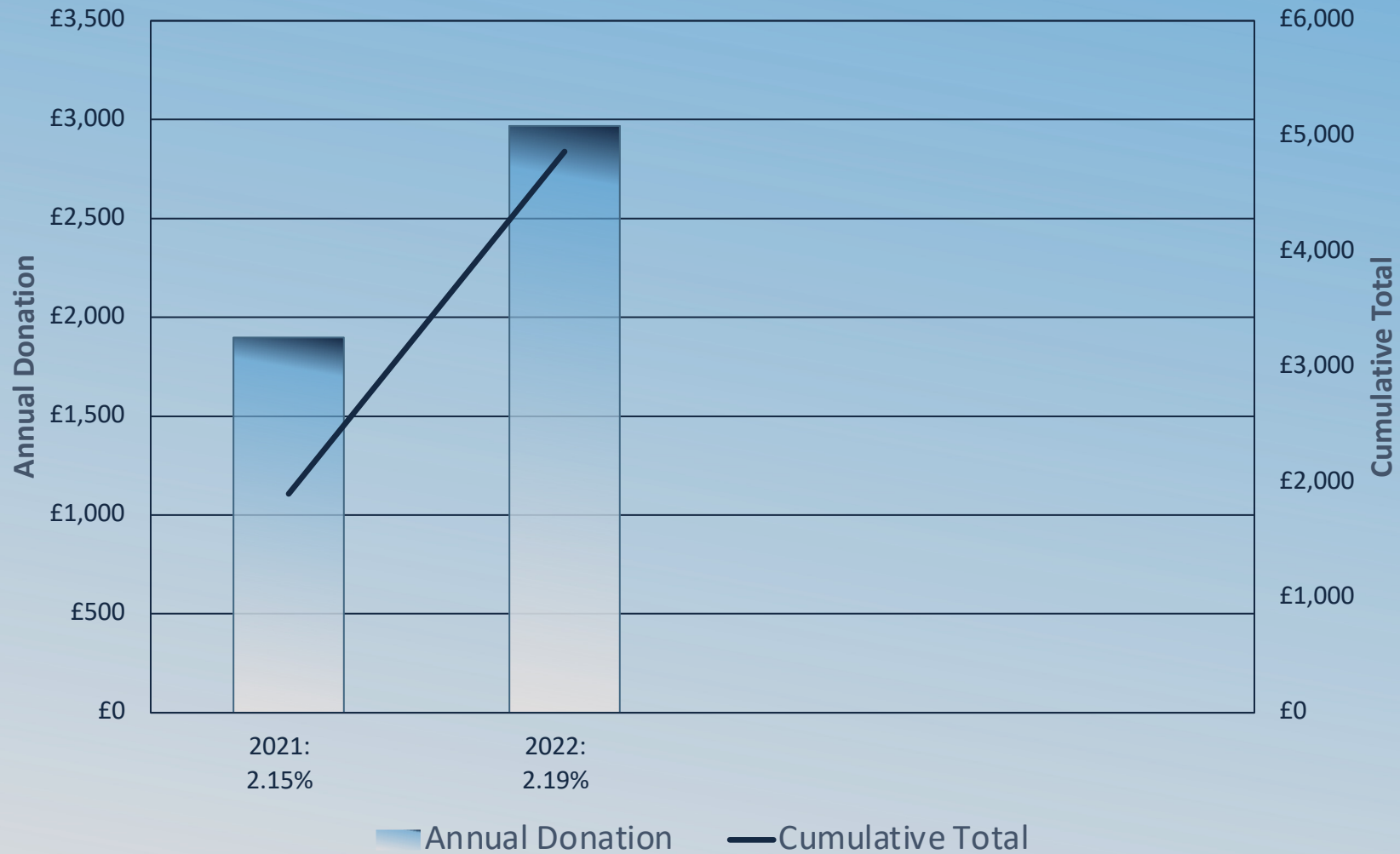
**Action:** Paid £218 to [1% for the Planet](#) for annual membership fees

**Impact:** Enables 1% for the Planet to run their organisation and bring donations and doers together to accelerate smart environmental giving

- [Fast facts: A quick look at 1% for the Planet from October 2022](#)

# Donations to Social / Environmental Organisations

## Annual and cumulative totals since 2021



# Summary of SGD-linked Candidate Placements

Our role is to find and propose the right person, for the right role, at the right time. As a result, we don't set specific KPIs for this, it doesn't feel right.

Categories may change annually. We analysed last year, and added subjective impact analysis from knowledge gained during the process.

We're aware we don't make the final recruitment decision, so while we do feel we contribute to the SDGs below, we won't claim we have a direct impact.

2021-22 Results	Impact	SDG
9 women graduates placed in their first role	Applying knowledge from their studies and the confidence boost of securing a first step in their chosen sector	4.4, 8.5 & 8.6 (assuming all are aged under 24 years old)
5 unemployed / being made redundant candidates placed in a new role	Sense of relief; pressure off (mentally and financially); feeling appreciated and productive again	8.5
4 women placed in a senior role	Some into their first senior role, which will improve their thought-leadership experience	5.5

Sustainable Development Goals (SDG)					
Sub-targets aligned to our recruitment process					
 <p><b>4</b> QUALITY EDUCATION</p>	<p><b>4.4:</b> Substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.</p>	 <p><b>5</b> GENDER EQUALITY</p>	<p><b>5.5:</b> Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.</p>	 <p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p>	<p><b>8.5:</b> Achieve full and productive employment and decent work for all women and men, including young people and persons with disabilities, and equal pay for work of equal value.</p> <p><b>8.6:</b> Substantially reduce the proportion of youth not in employment, education or training.</p>

# Purpose Aligned Company Governance

Category	Activity	Outcome
<p><b>Purpose aligned company governance</b></p>	<p><b>Company Objectives</b>            We made a formal commitment to run a purpose driven company, embedding business for good principles into our company legal framework.</p> <p>Our main objective is to promote the success of the Company            (i) for the benefit of its members as a whole; and            (ii) through its business and operations, to have a material positive impact on (a) society and (b) the environment, taken as a whole.</p>	<p>Nov 21:            Updated our company legal framework at Companies House</p>
	<p><b>Company Shareholding</b>            We amended our company shareholding to confirm Lucy Ratoff as majority shareholder.</p> <div data-bbox="710 872 932 1093" data-label="Image"> </div> <p><b>5.5:</b> Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life.</p>	<p>Jan 22:            We amended our company shareholding to confirm Lucy Ratoff as majority shareholder</p>



# Carbon Footprint (baseline calculation for target setting)

Category	Activity	Outcome																				
Carbon Footprint	<p style="text-align: center;"><b>Oct 20 to Sep 21: Emissions (tCO2e): Total 1.502</b></p> <table border="1" style="margin: 20px auto;"> <caption>Carbon Footprint Breakdown</caption> <thead> <tr> <th>Scope</th> <th>Activity</th> <th>Emissions (tCO2e)</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Scope 1</td> <td>Gas</td> <td>0.751</td> <td>50%</td> </tr> <tr> <td>Scope 2</td> <td>Electricity</td> <td>0.222</td> <td>15%</td> </tr> <tr> <td>Scope 3</td> <td>Gas, Electricity, Information Technology</td> <td>0.529</td> <td>35%</td> </tr> <tr> <td><b>Total</b></td> <td></td> <td><b>1.502</b></td> <td><b>100%</b></td> </tr> </tbody> </table> <p style="text-align: center;"> <span style="color: #92D050;">■</span> Scope 1 (direct emissions)  <span style="color: #C8E6C9;">■</span> Scope 2 (indirect emissions from the purchase of energy)  <span style="color: #E8F5E9;">■</span> Scope 3 (other indirect emissions)         </p>	Scope	Activity	Emissions (tCO2e)	Percentage	Scope 1	Gas	0.751	50%	Scope 2	Electricity	0.222	15%	Scope 3	Gas, Electricity, Information Technology	0.529	35%	<b>Total</b>		<b>1.502</b>	<b>100%</b>	<p style="text-align: center;">Apr 22:</p> <p>We used the free carbon calculator tool from <a href="#">Compare Your Footprint</a>.</p> <p>This figure will be used as our baseline calculation for target setting as we develop our carbon footprint strategy</p>
Scope	Activity	Emissions (tCO2e)	Percentage																			
Scope 1	Gas	0.751	50%																			
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## Data gathering and key criteria

Gas and electric consumption (scope 1 and 2). At present we run the business from home and decided to treat the whole house as the 'office' rather than the two rooms used

Using our annual consumption data, we calculated c. 22% of all gas and electric energy consumed related to business activity (8 hrs per day; 5 days per week; for 48 weeks)

Data for Information Technology (scope 3) is from cost of products / services

Scope 3 includes Well to Tank (WTT) factors for gas and electricity: Reporting on a market-based approach as we aim to purchase renewable energy as part of our impact mitigation strategy

# Key Goals: Progress Update for Oct 21 to Sep 22

We knew the carbon footprint and purpose-driven business model would be the most challenging. They will develop as we develop, and are on the list for 22-23.

Goal	Activity	Complete by
<b>Purpose-aligned Governance</b>	Update our Company Objectives to promote the success of the Company; i. for the benefit of its members as a whole; and ii. through its business and operations, to have a material positive impact on (a) society and (b) the environment, taken as a whole <b>COMPLETED</b>	Dec 21
	Prepare and publish our an impact report for financial year Oct 2020 to Sep 2021 <b>COMPLETED</b>	
	Amend company shareholding to confirm Lucy Ratoff as majority shareholder <b>COMPLETED</b>	
	Complete the 1% for the Planet donation certification process <b>COMPLETED</b>	
<b>Carbon Footprint &amp; Net Zero</b>	Calculate carbon footprint <b>COMPLETED</b>	Mar 22
	Complete Net Zero action plan <b>STARTED</b>	Apr 22
<b>Purpose-driven Business Model</b>	Complete wider impact analysis (good or bad, direct or indirect) and agree plan for net positive <b>NOT STARTED</b>	Sep 22
	Define purpose / mission statement <b>STARTED</b>	
	Define and implement policies and processes <b>NOT STARTED</b>	
	Initiate positive impact partnerships <b>STARTED</b>	
	Define communication plan to share knowledge and resources <b>STARTED</b>	
	Commit at least 2% of Oct 2021 to Sep 2022 annual revenue to social and environmental causes <b>COMPLETED</b>	



# Key Goals: Oct 22 to Sep 23

Next year we'll take some key governance steps, and continue developing our purpose-driven business model. Then we start thinking longer-term.

<b>Goal</b>	<b>Activity</b>
<b>Impact Analysis</b>	Analyse in more detail to understand our overall impact (good, bad, direct or indirect) and explore how we could deliver a net positive impact
	Develop carbon footprint action plan (including reduction target)
<b>Purpose-driven Business Model</b>	Define purpose / mission statement
	Further develop and initiate positive impact partnerships

# Conclusion

This report provides us with the evidence to answer the questions; have we made an impact and could we do more? Yes and yes.

One last thing. We're now a team of 3. Sam Delargy joined us in Apr 22. Sam works part-time, 'gets it', and is making a difference! Sam's a good fit and we're thrilled she's with us.

Aligns to:



**8.5:** Achieve full and productive employment and decent work for all women and men, including young people and persons with disabilities, and equal pay for work of equal value.



Lucy



Sam



Paul

# Contact Details

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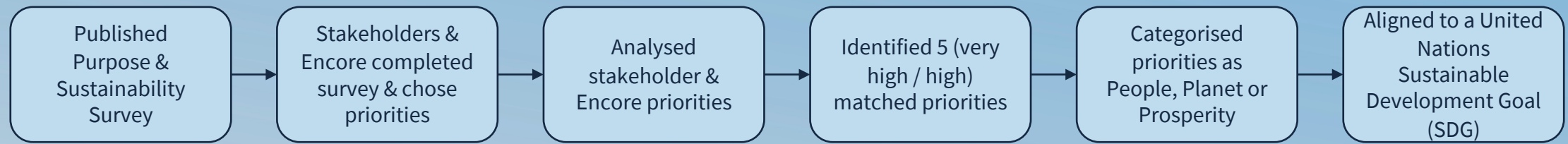
# Purpose Mapping Exercise and Results (extract from Impact Report Oct 20 to Sep 21)

Even though we'd chosen our charity partners, we hadn't given much more thought about our wider purpose and what our stakeholders priorities might be.

Enter [Prosperah](#) (helping companies to understand their purpose). We got to know founder Alice Troiano and agreed their purpose mapping exercise could help Encore define our wider purpose and connect with our stakeholders to understand their thoughts as well.

For us, even though it felt right, it was a leap of faith. We'd only been going for 6-months. What if no-one responds? What if our stakeholder priorities were completely different to ours? Would we need to choose different charity partners? How would we actually use the results?

In the end, we just went for it. Here is the process:



What happened? People responded. Our priority discussion with Prosperah was challenging and enjoyable – we learnt a lot about ourselves. We felt much more connected to our stakeholders. We were so glad we did it.

And when we reviewed the results and discussed the SDGs, there was a “lightbulb” moment. It all seemed to work. As a recruitment company, SDGs 4, 5 and 8 couldn't be any closer. As for our chosen charities, SDGs 12 and 14 are a natural fit.



What next? We'll use the results to further develop our purpose-driven business model and how we measure our impact. A big challenge, which we're up for.

If you're interested, we'd encourage you to do some reading - about the [Sustainable Development Goals](#), [Prosperah](#) and our [Purpose Mapping Report](#)