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Technology for Good:
Shaping a sustainable future

Impact Report 2022-23

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In 2019, we joined forces to build a technology business with a different agenda. A year later, we introduced Kerv to the world.

With Kerv, we committed to offering world-class cloud solutions and digital transformation services. But more importantly, we put our people and our customers at the heart of our strategy. Not revenue or profit margins or even product and technology solutions — people have and always will come first. We promised each other that we would strive to make Kerv an amazing place to work and an amazing team to do business with.

Over the past three years, our workforce has increased fivefold, but our people-first approach remains. We've avoided the pressure to accelerate our profit through cost synergies; instead, we've focused on building for the long term. We've celebrated strong organic growth, which we believe comes from having the right people and working with the right customers, who are all aligned on values and behave in the right way.

"I'm most proud of Kerv's culture and the people we have on board. We talk about our values all the time. We use them to help us make decisions, stepping back to see the bigger picture: does this align with our mission? Does it help us live our values?"
→ **Mike Ing**, Managing Director and Founder

We work hard to ensure that people enjoy coming to work every day. We're always listening and learning what it's like to be a team member at Kerv, so we can continually improve that experience. Being officially recognised as A Great Place to Work in both the UK and India is validation that we're on the right path.

As the business has evolved, so have our priorities. Our people and customer focus remains, but we have collectively extended that into a desire to do the right thing for a wider group of stakeholders. This goes beyond our employees, customers and investors, to include wider society and our planet.



We firmly believe that sustainability deserves a seat at the leadership table. This means that if we have a Chief People Officer, a Chief Customer Officer and a Chief Financial officer, then we also need a Chief Sustainability Officer. We made that appointment in early 2022.

Francis is someone dedicated to the whole philosophy of sustainability. We asked him to keep us honest and consistently challenge our thinking – he's definitely done that! We want to change what success looks like in our industry. If something makes us feel uncomfortable, then so be it. It's a sign we're moving in the right direction.

Our ambition is to achieve B Corp Certification by the end of our financial year 2025. We've kickstarted that process by amending our Articles of Association, and have committed to giving 500 days of our time and 1% of our profits to charitable causes every year. These decisions are not taken lightly: they involve real legal and financial change, a sign of our commitment to becoming a beacon of sustainability.

We're currently working on carbon reduction targets, to be approved by the Science Based Targets initiative (SBTi) this year - and we're engaging with our suppliers to help them on the journey. Our dedication to doing the right thing also features in our M&A strategy: we have and will turn down acquisitions if they can't demonstrate the same commitment, or a willingness to do better, because we're serious about this work. Our work to be come SBTi approved is changing how we do business.

"Kerv is my last venture and I hope I have the chance to work with this amazing team of people for many years to come. I remain as competitive as ever and there is no lack of ambition to win in our chosen markets. But we also want to lead the way in doing the right thing for wider society and the planet and if we can, we'd love to help support our customers and our partners and even our competitors along that journey too."

→ **Alastair Mills**
 Founder and Executive Chairman

Sustainability isn't too big, it's achievable for everyone. You just have to engage with it. The past year has been a steep learning curve, but as you'll see in this report, we've made great progress in a relatively short amount of time.

We believe that you can effect profound change beyond the limits of your own business. Kerv is here to prove it.

→ **Alastair Mills**

→ **Mike Ing**

Our mission is to harness the power of technology for good

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Our mission

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A note from our Chief Sustainability Officer



How do you create a business which is a genuine force for good? How do you make sure the way we approach this supersedes any individual? That ambition can accelerate independently of leadership?

For the last twelve months we've been fixated on these questions. On creating a rock-solid foundation for our programme. On establishing Kerv as a beacon of sustainability. The operationalisation of real sustainability. The long game.

We began by spending months better understanding our stakeholders – in the broadest sense. The material concerns of our business in support of their ambition. What do our people care most about? How can we help our customers not just to deliver outstanding technology, but be a part of their mission, leave a legacy? How through active partnership with suppliers can we amplify our collective impact? How can we reach more nonprofits, and better support those we already work with?

From this we identified our themes: Equality, Diversity & Inclusion. Health, Wellbeing & Communities. Climate Action. Products, Services & Partnerships. We recruited four leaders from our Senior Management Team to champion each one. We identified three ambitious objectives for each theme, twelve

in total, and appointed an individual to care about each. They in-turn recruited more people to support them in progressing that outcome, and through this layered approach we then had the first half of our answer: a 50+ strong, distributed, employee representative, sustainability team. 10% of our organisation engaged part-time in having an impact in some capacity.

We then looked at frameworks, deciding we wanted a multi-level system built on open principles, overlaid with independent quantitative and qualitative assessment. We compared over fifty different standards before settling on the ISO suite as the base, as they are efficiently integrated, risk-based and demand continuous improvement. We paired this with the ambition of submitting an science-based target to get to net zero and becoming a B Corp – a gold-standard for sustainable business.

This was the second half of our answer: a clear approach to operationalisation of sustainability objectives, which we then recruited a dedicated team behind.

This team has already completed a huge amount of work harmonising these ISO standards across our practices, as appropriate after acquisition. They've submitted our B Corp application and are close to setting a near-term SBT.

As we look forward into our second full year and our first annual rededication, the core of this approach remains the heart of how we are organised - but we're now using different, more intentional language. Becoming mission oriented ourselves, making it easier for more of our organisation to identify and engage in change, through the launch of our manifesto. Fifteen brave and clear objectives, each with a leading initiative, each key-result driven.

We're beginning to introduce tooling and processes to maximise and evidence our impact, organising ourselves in away which makes efficient work of mandatory management and reporting so we can focus on what really matters.

The objective here is clear: to have a positive impact on all the Sustainable Development Goals. To create an environment where purposeful, meaningful experiences happen every day. To become a destination employer. To be an organisation full of people, proud of their work, through the impact it has.

This is how we will create a business that is a genuine force for good.

F. Thomas

→ Francis Thomas

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A note from our Chief Sustainability Officer



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Digital transformation, with a human touch

Our mission is to harness the power of technology for the good of our people, our customers, our society and our planet.

Our specialist practices deliver amazing digital transformations that help our customers stay ahead – only made possible by extraordinary employee and customer experiences.



Team is everything
We believe in the power of collaboration and creating solutions together



Think customer-first
We make customer-first actually mean something



Build future
We are bold and embrace change; always seeking to innovate and look ahead



Do the right thing
We always behave with integrity, honesty & transparency



Spread good vibes
We want everybody to feel valued, accepted and love working together

Building a better future

In 2022, we set about engaging the entire business with sustainability. Our goal was to understand internal perspectives, and those of customers and partners, to evaluate Kerv's general performance and help guide our next steps.

A materiality assessment helped us to uncover the environmental and social issues that mattered most to Kerv, our customers and all our many other stakeholders, showing us where we could have the greatest impact and how to kick-start the journey.

Our approach

31

meetings held

125+

people engaged
(more than 25% of the business at the time)

50

frameworks evaluated

53

initiatives identified

This work revealed four strategic themes, each with a set of outcomes championed by individual Kerv ambassadors.

Improving health & wellbeing

- Identify and act to reduce burnout
- Better support for our workforce's families and communities
- Increase enthusiasm for our work

Increasing Equity, Diversity & Inclusion

- Improve support for women to progress
- Reduce the disability employment gap
- Increase opportunities for those with barriers to employment

Building sustainable products

- Promote a preference for sustainable suppliers
- Directly support our customers' sustainability goals
- Support the most vulnerable in wider society through our successes

Fighting climate change

- Increase climate change literacy
- Achieve net zero, as soon as practically possible
- Mobilise our workforce for collective climate action



"Everyone at Kerv has the freedom and power to add to the conversation. To have a voice on what you think is the right thing, with open discussions along the way, is helping us to grow in the right direction. It's something I'm proud to be a part of, and it's rewarding to see how things are unfolding and how we're going to achieve it all. To be on the forefront of that is really exciting."

→ **Rachel Verguson**
Operations Team Leader

How we're staying ahead of the curve

2020

July
Kerv officially launches, bringing together three cloud-centric transformation companies: DoubleEdge, Foehn and Metaphor IT, closely followed by UCNS. The beginning of us helping our customers to stay ahead, with world-class cloud and digital transformation services



2021

May
We acquire cloudThing, one of the fastest growing tech companies in the UK, trebling our headcount to **346 employees**



July
Our India office is delighted to be recognised as one of the Best Workplaces for Women™



2022

May
We complete our materiality and standards alignment assessment, to identify and prioritise where Kerv can have the greatest positive impact, as well as contribute to the achievement of the UN SDGs

February
We appoint our Chief Sustainability Officer, Francis Thomas, to challenge Kerv's organisational strategy, ensuring that our long term success and resilience becomes inextricably linked with our positive impact on the world

October
Kerv grows to over 400 employees with the acquisition of Gyrocom, a team of network and security specialists



2023

January

We assess and prioritise our energy and carbon reduction opportunities, to create a net zero action plan

March

We find out that our UK office has gained official accreditation as a Great Place to Work®



June

We begin measuring our carbon emissions to understand our impact

July

We acquire the Communications Compliance Practice business of TDS, helping us to revolutionise the world of business communications and compliance, and the team expands to more than 500 employees



July

We commit to measuring and improving our impact with an array of independently assessed frameworks, including ISO 14001, ISO 26000, and B Corp's B Impact Assessment (BIA)

November

We start mapping our route to net zero, working on an action plan and pathway. We also launch our environmental management strategy

As part of our commitment to reach net zero, we join Tech Zero, a group of innovative UK tech companies working together to fight the climate crisis



September

Mike and Alastair change the legal structure of the business, updating Kerv's Articles of Association to ensure every decision will benefit people, planet and profit equally

We join the Better Business Act Coalition, alongside more than 2,000 other UK businesses



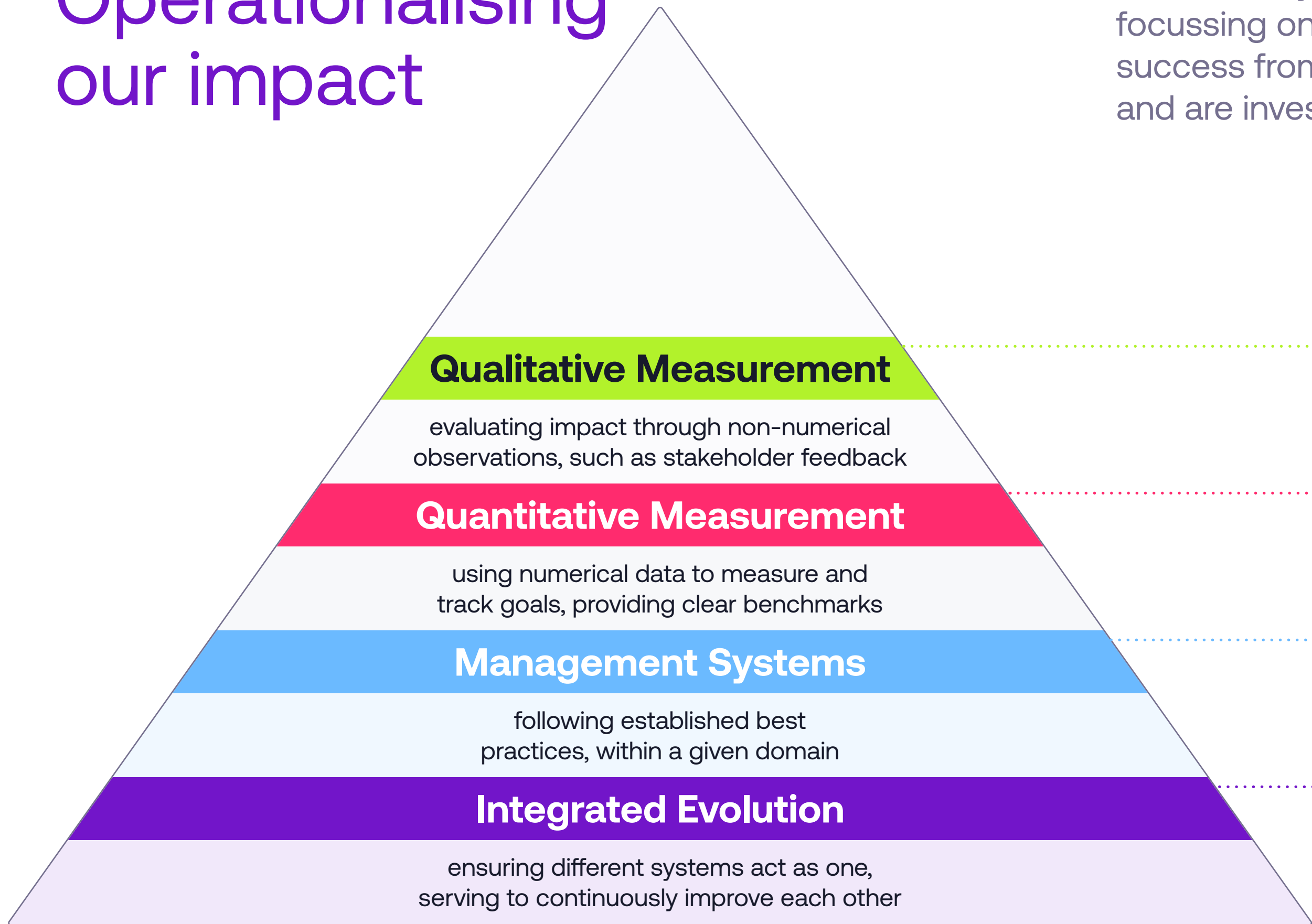
April

The Monochrome team join forces with Kerv, strengthening our consultancy services and bringing us to 599 employees



Operationalising our impact

It's our first year tackling this work on a deep and meaningful level. We've been focussing on governance, underpinned by a really solid system, to set us up for success from the start. Here's an overview of the frameworks we have in place, and are investing in, to scale up our impact work.



Great Place to Work
Employee Experience Benchmarking & Insight

NPS + Investors in Customers*
Customer Experience Benchmarking & Insight

B Corp*
Social & Environmental Performance Assessment

CE+
Privacy & Security Performance Assessment

ISO 14001
Environmental Mgt.

ISO 26000*
Social Responsibility

ISO 27701
Privacy Mgt.

ISO 27001
Security Mgt.

ISO 9001 | Quality Mgt.
Risk, Partnership, Audit, Action

**If it's in Italics, we're not quite there yet but we're working hard to achieve it*

+ External Assessment	+ Integrated Tooling
partnerships with specialists to promote greater impact	using coordinating tooling to automate management of tasks, risks, initiatives, systems and requirements





Bending the rules

The way we've always governed Kerv is to first and foremost make sure our people are happy, empowered and engaged. This mandate has shaped all the codes, roles and processes governing the business and its board.

The past year saw our people-centric focus expand to include responsibility towards a wider social community and the environment. Setting our sights on becoming a beacon of sustainability, we began actively building our leadership and government structures to accelerate the introduction of this ambitious change, in support of the UN SDGs.

What's changed?

- We hired a Chief Sustainability Officer exclusively focused on integrating sustainability into Kerv
- We set our sights on achieving B Corp Certification, and began working with expert sustainability consultancy Seismic to improve and evidence our impact*
- We updated our Articles of Association to legally ensure that we will always consider the impact we have on all our stakeholders, including society and the planet
- We signed the Better Business Act, joining 2,000 companies which have chosen to be part of the coalition for a cleaner, greener, fairer future for all
- We joined Tech Zero, a climate action group of over 300 tech companies, committed to fighting the climate crisis
- We signed the Microsoft Partner Pledge, committing to make digital innovation a force for good
- Our board now reviews Kerv's sustainability performance, meaning its embedded into our business model and its success
- We also remain steadfast in our commitment to doing the right thing, including continuing to prioritise awareness, training and processes on anti-corruption and bribery to ensure our exemplary record remains intact

*At time of writing, there are 14 B Corps in India. We hope to be part of the founding community of the movement here.

Thinkers. Doers. Innovators.
These are Kervers.
These are our kind of people.



From day one of Kerv, every decision has been made around the belief that happy, empowered employees go hand-in-hand with an exceptional customer experience. That's why we invest so much time and effort in helping our team be the best they can be.

Kerv Practices

 Collaboration & Compliance

 Connect

 Consult

 Digital

 Experience

 Transform

Each with an entrepreneurial spirit and a tight-knit team, our practices empower brilliant people to do what they do best.

We recognise everyone as an individual, and seek to design benefits that respect this uniqueness – supporting not just our Kervers, but also those important to them.

Looking after Kervers with our well-rounded benefits



Real flexibility – We're a people-first organisation, aspiring to provide flexibility to support every Kerver in the delivery of their role and their well-being and lifestyle choices



Recognition and growth – We offer our people ongoing professional development, including mentorship from highly skilled experts and frequent inhouse training from people you just can't find anywhere else



Awesome environment – Kerv aims to make both the work our Kervers do and our working environments more enjoyable, with an inclusive, collaborative culture ensuring everyone feels like they belong



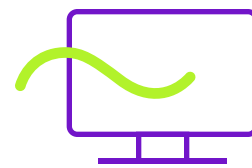
Regular socials – Where work and play intertwine. We encourage our people to get to know each other beyond the teams they work in and the projects they work on. Whether it's white-water rafting, crazy golf, an escape room adventure, a family day out at a local country park or a game of rounders after work, we make sure there's something for everyone to get involved with



Meaningful, interesting work – More and more of our customers are household names and many of our projects have a direct and important impact on the world around us



Digital open door – Officevibe, our digital open door, gives Kervers the freedom to have their say on what matters most to them, whether it's through weekly pulse surveys, confidential feedback, or peer-to-peer shout outs; it all help us to continually improve in every respect



Innovative tech – We encourage the use of emerging and innovative technologies that best support the needs of our teams, clients, project stakeholders, and deliverables



Health and wellbeing - We are focussed on delivering support for the physical, mental, and spiritual well-being of all our people



But don't just take our word for it...

“For the first time in my life, I’ve been able to develop my career and move up by being good at what I do, rather than leaving and coming back. I have the freedom to do my job and I’m empowered to find solutions. Because of this, I’ve already had two promotions in just three years!”

→ **Mike Chappell**, Solutions Director



“Kerv is committed to its values and mission, and for the work we do to actually mean something. No one is micromanaged – we’re allowed to work in our own way, which means we get better results. There’s also total flexibility: if you have something going on in your personal life, people respect that.”

→ **Sarah Hunter**, Marketing and Events Coordinator



“If you’ve worked anywhere else, for a few different organisations, you’ll know that Kerv is different when you land here. I describe my colleagues as friends who I work with.”

→ **Katherine Mullard**, Head of Client Services



"I started as an Operations and Billing Co-Ordinator, now I'm a Team Leader. I knew I wanted to move to this type of role, but initially there wasn't a direct path or job available. Despite this, Kerv gave me support to move in the right direction and made a plan to ensure I could get there. There's a warmth to the company that makes people feel included and want to stay. I love learning and growing in an environment I feel safe and supported in."

→ **Rachel Verguson**, Operations Team Leader



“The people make it really special. I know that sounds trite, but it’s true. Kerv has aspirations to be the best place anyone’s worked and the leadership team is continually improving things to make that a reality: both for people’s day-to-day experience and for the future. We’re allowed to make mistakes. We’re encouraged to learn and grow. And most important of all, we truly care about one another.”

→ **Jacqui Hawkes**, Corporate Communications Manager



EDI at Kerv: all of us first

We support and celebrate Equity, Diversity and Inclusion (EDI). From hiring and on-boarding to development, succession, and rewards, it's not only about 'fitting in' – it's about belonging and belief.

Kerv simply cannot succeed without an ongoing commitment to EDI. This requires open discussion, active learning and the implementation of policies, practices and initiatives that promote equity for all. We strive to create welcoming spaces that meaningfully include everyone we work with, empowering people to participate fully and authentically each day.

While we've made significant strides ahead in our EDI initiatives, we recognise that the journey towards a truly inclusive and equitable workplace is ongoing. Our commitment to progress remains steadfast, and we are eager to continue educating, raising awareness, training, and taking and supporting actions to further enhance EDI at Kerv. There is always more work to be done, and we are dedicated to doing just that.



Here's what we've been working on in the past year:

- Launched an EDI survey to identify where we can improve our efforts and to give our people a platform to share their experiences and voice any concerns
- Added EDI sentiment analysis to our weekly employee pulse survey
- Partnered with specialist recruitment providers to reduce unconscious bias in our hiring process
- Developed a market leading maternity and paternity policy designed to recognise the importance of family life and support parents
- Set up and developed actions for Women@Kerv: a community and forum for empowering women at Kerv in their professional and personal development
- Became a Disability Confident Employer
- Used gender bias decoders to improve inclusivity in our job ads
- Developed and rolled out unconscious bias education and training to all staff

Here's what we're working on right now:

- Putting together an 'accommodations concierge' for all current and prospective employees, ensuring we accommodate everyone's needs to the best of our ability
- Further developing programmes to heighten awareness and education on conscious inclusion
- Introducing EDI candidate monitoring, to understand if and how our efforts are having an impact and driving a more inclusive workplace
- Setting up more communities where individuals can openly share their experiences and perspectives and benefit from professional and personal development, cultivating a safe and inclusive work environment



"I want Kerv to have a genuine impact on wider society. I don't just mean the direct communities where we have operations, I want to find a way to benefit a broad range of people who are in tougher situations than we are."

→ **Alastair Mills**
Founder and Executive Chairman

The ripple effect

One of our goals at Kerv is to use our technology, knowledge and expertise for good, to benefit not only our clients but also the wider community.

We love nothing more than bringing people together to collaborate, innovate and build exciting solutions together. Our hackathons provide a platform for us to do just that, sharing our skills and passion for tech with individuals from all backgrounds, giving them access to resources and mentors they may not otherwise have had.

"We are sincerely grateful for the support that Kerv had provided to the Power Platform school over the past three years. Through their sponsorship and engagement, our students attend an end of year hackathon which offers an incredible opportunity to put their skills to the test and showcase what they have learned through the programme. Long may it continue."

→ **Tricia Sinclair**, Founder, [The Power Platform School](#)



Igniting a passion for using technology to resolve the challenges of tomorrow

In the past year, we've hosted three hackathons, both in-person in the UK and online, working with 110 people. Here are some of the highlights:

2023

March

Power Platform School Hackathon
Working with 40 adults from the BAME community, this hackathon was the culmination of an eight week programme that provided training on the Microsoft Power Platform, as well as mentorship from industry professionals.

April

MS Public Sector Transport Hackathon
We collaborated with a group of 50 public sector employees, using the Microsoft Power Platform and tech stack to create innovative solutions aimed at addressing challenges within the transport sector.

June

ECT Hackathon
We welcomed 20 sixth form students from Bilborough College and George Spencer Academy, alongside experts from SkillStruct and the Driver and Vehicle Standards Agency (DVSA), bringing together emerging and existing talent to inspire curiosity, encourage learning and introduce the students to the exciting world of technology.

4

Apprenticeships delivered to four young students

56

56 nonprofit clients

230

230 hours of work experience provided

£20,000

Over £20,000 raised for good causes

£300,000

Over £300,000 invested in accelerators (custom-built tools and frameworks for Microsoft Cloud) for our non-profit clients

Making “customer first” mean something

By encouraging a culture where our experts feel supported and trusted to act with complete autonomy, they can deliver the best customer experience possible. Put simply, the happier our team is, the better they’ll look after our customers.

"We want everyone to love working at Kerv, and for customers to love being customers of Kerv."

→ **Katrina King, Chief Customer Officer**



Just some of the ways we help our clients stay ahead:



It's about you
We don't sell off the shelf.
We tailor our solutions to the outcomes you want.



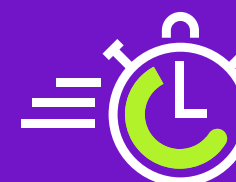
Trust us
We're honest, transparent and promise to act in your best interests.



We'll keep you up-to-date
We communicate clearly and regularly, ensuring you're kept informed.



Consider it sorted
We take ownership and resolve any issues as quickly as possible.



Make it easy
We strive to make working with us as hassle-free as possible.



From your perspective
We listen to your challenges and act like they're our own.

We focus on the bigger picture – business goals – tailoring our solutions to what our customers actually need and making the experience all about them. We're also becoming more intentional about who we work with, aligning with customers who share our commitment to harnessing technology as a force for good. But again, don't just take our word for it...

Delivering better outcomes for families, with **Children 1st**

Children 1st is Scotland's National Children's Charity. Their purpose is to prevent abuse and neglect, to protect children and keep them safe from harm.

They engaged us to design and create a new way of recording the impact of their work, helping them move away from an out of date system that did not represent their values and approach.

We worked in partnership with the charity to build a long-term solution using Microsoft Dynamics 365, which has transformed how they approach recording information about children and families.



“When we decided to change how we record our work alongside children and families, we looked for a development partner who was as excited as we were about transforming our recording to reflect the hopes, challenges and strengths of the families we work with across Scotland. Kerv Digital took the time to understand what we were trying to do and together we've built a Microsoft Dynamics solution that records what matters to children and families. We can now use the information we are gathering to learn and support how we work and campaign with children and families. Being able to evidence how our work makes a difference means stronger, sustainable relationships with families, partners, funders and communities.”

→ **Eileen Scouler**, Head of IT

Increasing first contact resolution to deliver customer excellence, with **Rochdale Borough Council**

Rochdale Borough Council exists to build success and prosperity with their citizens and partners, whilst protecting their vulnerable people.

They came to us to upgrade the technology used for their customer contact centre; their old system was dated, costly and lacked vital reporting capabilities, preventing the team from making data-driven decisions and driving improvements.

We worked with Rochdale to implement the Genesys Cloud CX™ platform, equipping their team to take ownership of the technology, so they could scale with ease. Results so far include a considerable reduction in abandonment rate and a decrease in customer queue time. Ongoing call monitoring empowers Rochdale's call agents to improve their service, which results in an enhanced experience for customers. Additionally, the platform provides opportunities for future improvements, including implementing AI, social media and chat functionality.



“At Rochdale, we aim to resolve queries at the first point of contact. We want to make it easy for customers to get support and provide them with the best experience possible. Kerv’s technology is contributing to all of these goals. The team take a genuine and proactive approach to problem solving, and there’s always someone on hand to tackle any complex technical issues we might face. They’ve also empowered us to take ownership of the technology, enabling us to scale seamlessly. They are innovative, supportive and empower us with the knowledge needed to make the most of the Genesys system as it improves.”

→ **Nadeem Arif**, Customer Business Development Manager

"We're in it for the long haul. It feels that there's real momentum in what we're doing and some really valuable work happening. I hope that we will be able to demonstrate that you can still be a profitable business and focus on things that are for the greater good. That the two aren't mutually exclusive. At the moment, we're unique in that sense, there's still only a handful of companies doing it in our industry. But there should, and there will, be more."



→ **Katherine Mullard**
Head of Client Services



Forming the path to Net Zero

We understand Earth has finite resources, and we want to preserve and improve the planet for future generations. We actively recognise that our environmental performance is important to our overall business and personal successes.

Our goal at Kerv is to minimise the environmental impact of our business and our people, holistically and continually. To take and lead action to fight climate change within our industry, achieving net zero as soon as practically possible.

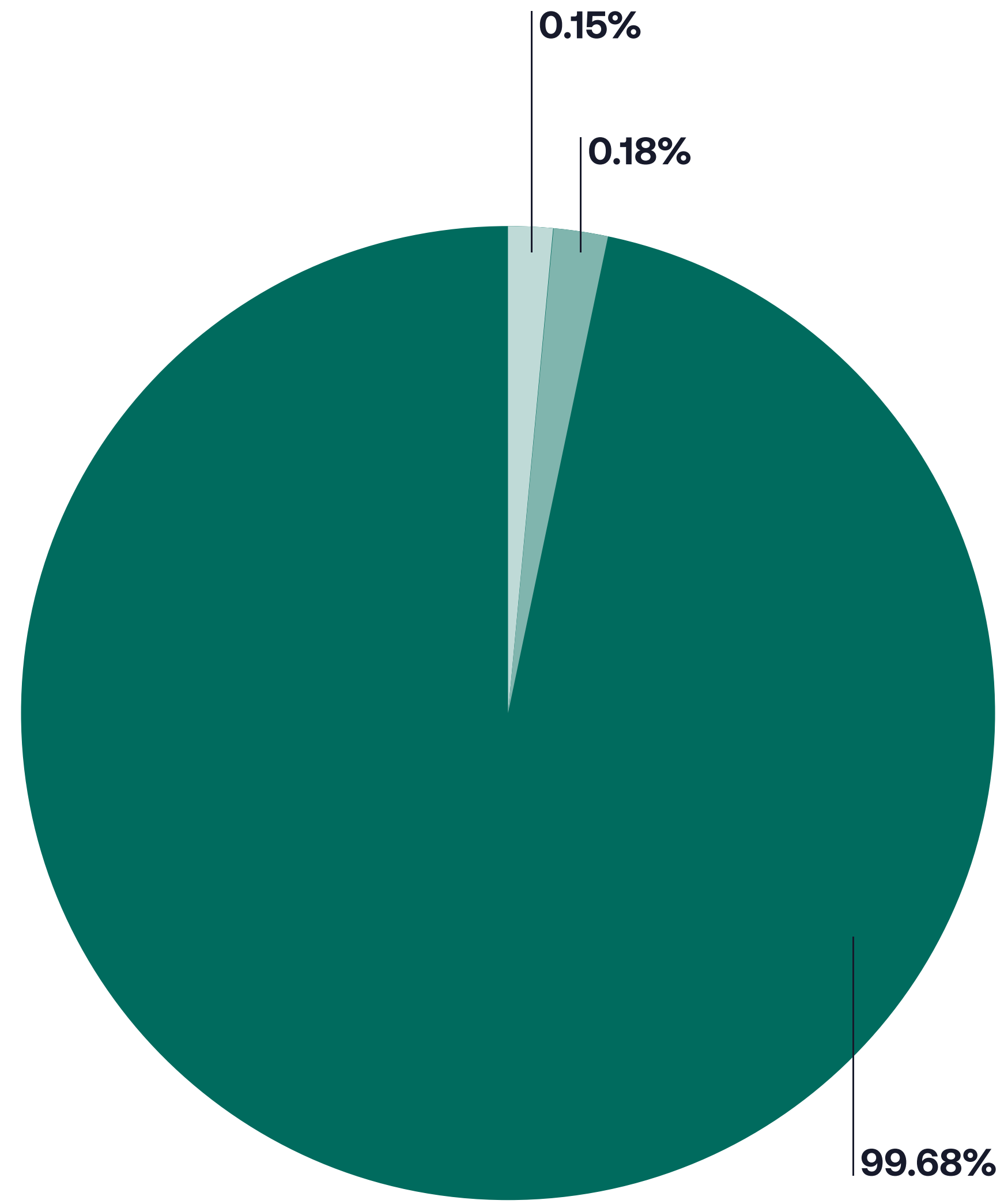
You can't manage what you can't measure.

We have completed a baseline analysis of our full carbon impact, to better understand where improvements are needed and to establish clear metrics to track our progress. We're introducing several independently assessed environmental management systems along the way and have begun the journey to decarbonise our operations. We've also working to fully understand our supply chain, which presents one of our greatest opportunities for positive impact.

Our Scope 1, 2 and 3 emissions

Scope	Emissions
01	12 tonnes CO2e (0.15%)
02	(market-based)= 14 tonnes CO2e (0.18%)
03	8,020 tonnes CO2e (99.68%)

Our baseline and current reporting year is FY22-23. Data includes all scopes across our global operations and all emissions are calculated in line with the GHG protocol. This has been calculated in partnership with our sustainability consultancy Seismic



Scope 1 & 2
 To reduce these emissions we're working to procure 100% renewable electricity as a priority and to transition away from office locations with a combustible heating requirement. Currently 61% of our total electricity consumption is on a 100% renewable tariff.

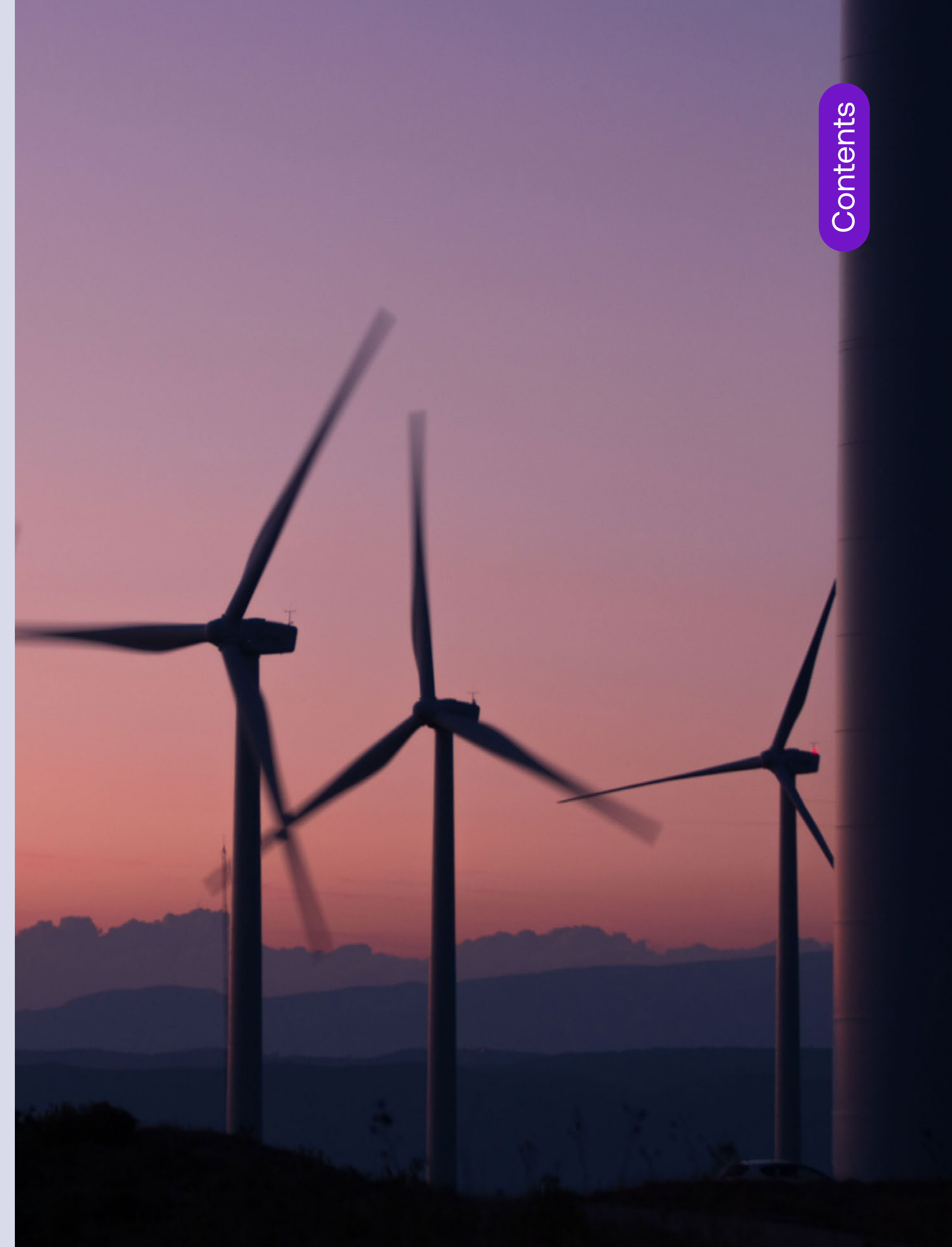
Scope 3
 Over 99% of our total footprint sits within Scope 3. The vast majority of these Scope 3 emissions (94% of the total) are associated with our purchased goods and services. Within this space, one of our challenges is collecting high-quality emissions data across our many suppliers and various business units. For this reason, we have decided to follow the supplier engagement route, which enables us to use our purchasing power to reduce emissions within our supply chain.

Managing our environmental impact

Our Environmental Impact Management Strategy is housed under our Business Management System, ensuring that environmental management will continually be developed, maintained and improved in line with business operations.

We have chosen to focus on initiatives which will decrease our material impact on the environment through reductions to emissions. These include:

- Partnering with suppliers that match our net zero ambition
- Educating our customers and product teams to improve their environmental decision making and move towards net zero
- Ensuring that all new products and facilities operate on 100% renewable energy
- Moving all facilities to 100% renewable energy
- Educating our employees on greener travel and implementing a group-level travel booking system to automate distance calculations
- Publishing and educating stakeholders on greener events policies



Our plans for 2024

To ensure we deliver the best we can against our objectives, we are working with a specialist partner to produce and implement our net zero pathway, in line with the Science Based Targets Initiative (SBTi). Scope 3 accounted for over 99% of total emissions in Apr 22-Mar 23, with 94% resulting from purchased goods and services, so our reduction efforts will focus primarily on this area.

As part of our Sustainability Programme, we have committed ourselves to the highest levels of environmental performance and transparency. We are aligned with the requirements of:

And we're working hard on...



ISO 14001 Environmental Management System (EMS)



Science Based Targets Initiative (SBTi)



Tech Zero (TZ)



ISO 26000 Social Responsibility (SVMS)



B Corp Impact Assessment (BIA)

Shaping the future: a steep and exciting curve

The work we've done in the past year has provided us with a great starting point, but we want to go much further.

Our aim is to build an organisation that is a beacon of sustainability. To be well known for making a difference. To become a destination employer. To be an organisation full of people proud of their work, through the impact it has.

To achieve this we will build an inclusive set of initiatives for our people and partners to engage with, renewing our commitment on an annual basis. We will also set bold targets, valuing the journey and our growth over guaranteed outcomes.



"At Kerv, we're putting sustainability centre stage, shifting to a mission-led approach. We're excited to build on the previous work we've done as we set out a new way forward, doing the right thing by all stakeholders in the business: our people, our customers, our investors, society and the planet.

This approach is aligned and embedded into our strategy and culture. We have a team of people to check that we are living up to our promises and report regularly on how we are doing – and how we can do better. It sees us contributing to 10 of the 17 United Nations (UN) Sustainable Development Goals (SDGs) and will support our journey towards B Corp Certification. This is proof of our commitment to doing what we say. This is how we will bend towards a better world."

→ **Helen Lancaster**
Chief Marketing Officer

Our sustainability manifesto

“We, the people of Kerv, embrace our ethical and social responsibility to make the world a better place for all current and future generations.

We commit to harnessing our organisation and the wider Kerv community to support the United Nations 2030 Agenda for Sustainable Development.

We pledge to consider sustainability in all we do, work transparently and measure our impact against the highest, independently assured standards.”

Signed, the people of Kerv (**all 599 of us!**)



Our focus for FY23/24 and beyond



Health, wellbeing & communities



Because our people always come first, we will strive to deliver a fulfilling way of working for all our employees, customers and partners.

Our targets:

- #1 We will help people find more purpose through their work by increasing our donation of staff time to material charitable causes to 500 days
- #2 We will provide more support beyond work by identifying what's important to our people and increasing work-life balance initiative engagement by 10%
- #3 We will increase positive community engagement by funding staff's impact-directed participation in 4 sustainability focussed events

Products, services & partnerships



Because our work should speak for itself, we will vigorously invest to make more of what we do, about what really matters.

Our targets:

- #4 We will prioritise sustainability focussed partnerships by requiring 95% of new and renewed supplier spend to align or work towards leading ESG criteria
- #5 We will proactively drive our customer's sustainability goals by introducing programme level impact plans for 5% of all new revenue
- #6 We will support the most vulnerable in wider society by donating 1% of cash profit* to charitable causes that matter to our people

*Definition of Profit - EBITDA, less exceptionals, less CapEx, less cash interest

Our focus for FY23/24 and beyond

Equity, diversity & inclusion



Because our differences are proven to make us stronger, we will create more opportunities for underserved populations.

Our targets:

#7 We will work to alleviate historical inequalities by increasing candidates from underrepresented groups by 10%

#8 We will reduce the disability employment gap by setting up a candidate and employee accommodations concierge

#9 We will empower disadvantaged job seekers by supplying 500 hours of support to individuals not in education employment or training

Climate action



Because climate change is harming our wildlife, human health and disproportionately vulnerable communities, we will ensure our work has minimal impact on the environment.

Our targets:

#10 We will achieve net zero as soon as practically possible, by obtaining and openly sharing an aggressive, SBTi approved, science-based target

#11 We will increase climate change literacy by directly supporting 5 partners who are just beginning their climate action journeys

#12 We will mobilise our workforce for collective climate action by motivating 20% of staff to join a climate positive initiative

Governance for good



Because how we do it is just as important as what we do, we will use independent agencies to measure our performance against the highest standards.

Our targets:

#13 We will actively promote mission led governance by continuing our B Corp journey through to achieving certification

#14 We will lead change transparently by making 25 of our policies publicly available on our website for open comment

#15 We will measure more of what matters by creating a quarterly view of the 25 most important sustainable governance metrics

Underlining all of our commitments, we further promise to always operate as a values-led organisation; continually evidencing, analysing and evolving our mission so it reflects the very best of all our stakeholders, unified in our ambition to continually increase our positive impact.

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