

kerv

Bringing our mission to life

Positive Impact Report 2023 - 24



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738

Kervers delivering on our mission



600+

customers



£104.1M




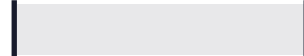
total revenue

Introduction

Last year, we launched our first impact report, introducing our sustainability manifesto and outlining key objectives across five strategic themes. This year's report highlights the progress we've made on each initiative, much of which gained momentum in the second half of FY24.

Our sustainability manifesto serves as our guiding framework, but our vision extends well beyond it. With brave ambition, we are treading a new path and look forward to sharing the outcomes, lessons learned and the evolution of our manifesto for the coming year.

Initiative progress key

-  **Exceeded:** Gone beyond our expectations
-  **Achieved:** Met our initial target, moving steadily towards our objective
-  **In progress:** Taken steps forward, but there's more to do
-  **Needs work:** Not where we'd like to be, yet

6 unique practices



Transform
IT managed services →



Collaboration & Compliance
Voice technology integration & compliance solutions →



Digital
Digital transformation →



Connect
Network transformation →



Experience
Contact centre solutions →



Consult
IT consultancy →

A letter from our co-founders

Kerv was founded on the philosophy that when you put your people and your customers first, your business will thrive. The past year has been a testament to this simple yet powerful principle. We've experienced incredible growth—in revenue, in the size and capabilities of our team, and in our industry recognition—all while staying true to what makes us uniquely Kerv.

Our dedication to sustainability is another cornerstone of our success. It's at the very heart of our mission: to harness the power of technology for the good of our people, our customers, our society, and our planet. By living out our mission each day, we've attracted new customers, more brilliantly talented Kervers, and secured investment from our new partners at Bridgepoint Development Capital. And we will continue to do things differently, to “do the right thing” as we grow.

We have so many highlights to look back on and celebrate. From being certified as a Great Place to Work for the second year in a row, this time for the entire business across the UK and India, to maintaining one of the highest Glassdoor ratings in the UK. And from having our near-term emissions target approved by the Science Based Targets initiative to establishing our Philanthropy Council, which ensures intentional giving to causes close to our hearts.

Of course, we also face challenges, and there is ongoing pressure to uphold these high standards. Our people, our investors and our peers expect Kerv to continue to lead the way in terms of what a sustainable strategy means in our marketplace. This drives us to innovate and improve, embracing the fact that our journey won't be linear—because neither are we.

As always, we want to be the best place our people have ever worked and do the right thing for our customers, while also contributing on a wider scale, having a genuine impact on society.

We take this work seriously, and we're delighted to share what we've learned with you.

Alastair Mills

Mike Ing





Thoughts from our CSO

I am pleased to report that, over the past year, we have moved out of setting up, to getting on with the work that matters most—through a relentless focus on continuous improvement.

Our governance has matured significantly. We submitted our B Corp Impact Assessment, achieved ISO 14001 certification, and had our near-term science-based target approved. These milestones have deepened our understanding of the challenges we face and introduced controls that embed positive change within our operational processes.

Both our planning and capacity to execute have advanced, supported by new sustainability-focused team members, while fostering hands-on participation across our organisation.

Our giving approach has also become more intentional. Based on this year's learnings we'll be increasing our minimum annual donation to £100K, as we believe our 1% of cash profit target has not gone far enough, fast enough.

Our manifesto has evolved into a living commitment, serving as an effective tool to lead our ambition and generate significant collateral

benefit. It has also underscored the need to enhance the data that informs our decisions; how we quantify what we believe to be leading indicators, and the ultimate impact of the initiatives we invest in.

Through our increasing demand for purpose-driven impact, we have accelerated the intensity in which we pursue our impact making. This report, aligned with our annual rededication, brings a renewed focus, driving us to reach challenging targets through a principle of stretch ambition.

Looking ahead, the criticality of identifying and maturing relationships with our strategic partners cannot be understated. If we genuinely want to realise our desire to contribute to a generational shift across all our themes and outcomes, we must do this by working with other leading organisations. Perhaps our most important lesson this year has been the clear divide between customer sectors: while some have demanded sustainability excellence, others have yet to recognise its pivotal role. That needs to change. No sector or practice can afford to be insulated from sustainability demands.

As such, I close this letter with an invitation. If we, the people of Kerv, can support your sustainability journey, please reach out. We would love to start a conversation about how we can amplify our collective impact and make a greater difference together.



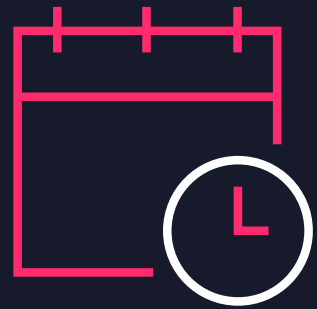
Francis Thomas, Chief Sustainability Officer



Our impact highlights

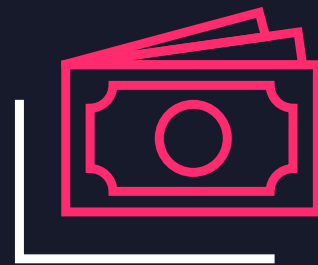
303 days

donated to local communities



£31,500

raised for good causes



35%

of new job roles filled by women



738

(up from 599)

Kervers delivering on our mission



Achieved **Great Place To Work** certification both in India and the UK

Best Workplace for:

- Wellbeing
- Women
- Development
- Tech



Submitted our **B Corp** Impact Assessment

Bridgepoint

1 new investment partner

LDC

1 founding investment partner

Both advancing our growth and supporting our unique approach to our values and culture

Received ISO 26000

endorsement, reinforcing our commitment to social responsibility

Had our **near-term science-based target** approved



SCIENCE BASED TARGETS

Won the **Rising Star Award** at the 2023 CRN Channel Awards



Health, wellbeing & communities

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

This year, we set out to help people find more purpose through their work, provide Kervers with more support beyond work and increase positive community engagement.



A people-first approach

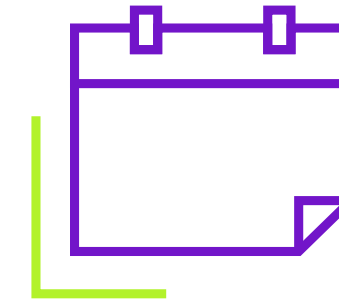
Our people and our customers are at the heart of everything we do. From day one of Kerv, every decision has been driven by the belief that happy, empowered employees go hand-in-hand with exceptional customer experience.

We've also dedicated serious amounts of time and effort to align our work with meaningful impact—the kind of stuff that gets people out of bed in the morning. By listening to our people's needs, providing them with a sense of purpose and supporting their ambitions, we grow and succeed together.

Where we're at

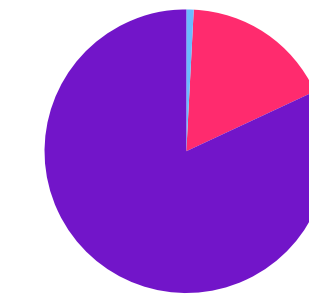
#1

Help people find more purpose through their work by increasing our donation of staff time to material charitable causes to 500 days



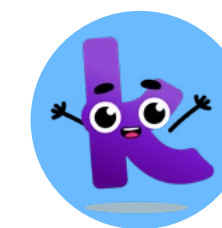
303 days

out of 500



- Non Profit IP
- Non Profit FoC Consultancy
- Other charitable causes

“There's a genuine desire across the company to do the right thing and have a positive impact on society.”



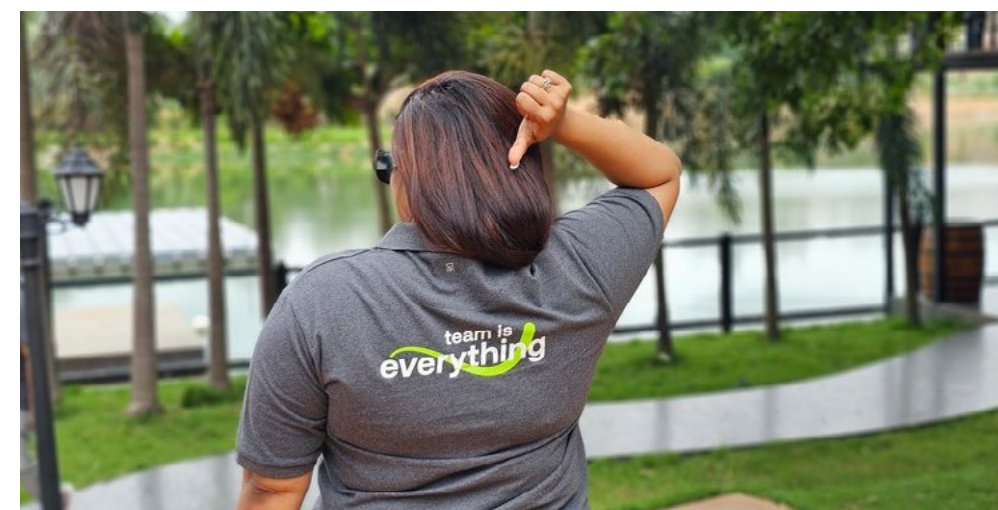
Anonymous Kerver
Great Place to Work survey 2024

Community is the answer

Staff-led social calendars, volunteer and diversity-led days along with homeschool help are just some of the ways we've found to live happier lives at Kerv. Here's a snapshot of what we got up to this year:



The entire Kerv team enjoyed our **annual Stay Ahead event**, featuring inspiring talks, interactive breakouts, team building fun and wellbeing sessions. It was a day full of laughter, fun and good vibes, embodying Kerv's culture and a reminder that success is a team effort.



Kerv Digital's **WalkATHor** gave Kervers a chance to connect across geographies, from India to the UK, and beyond their working lives, all while boosting their daily step counts. Over two weeks, we collectively walked more than **6.7 million steps**, with prizes awarded to the top teams and individuals.



We hosted several **hackathons**, including **Transport for London (TFL)'s first ever Power Platform hackathon**, in collaboration with Microsoft. A group of TFL's Citizen Developers dived headfirst into the world of Power Platform, sharing ideas and crafting some amazing builds.

 [Watch the video to see our highlights! →](#)





Where we're at

#2

Provide more support beyond work by identifying what's important to our people and increasing work-life balance initiative engagement by 10%

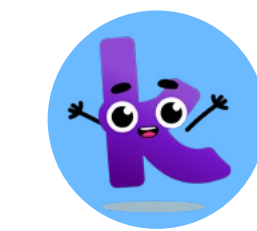


Simply put, this is a challenging metric to measure. Over the past year, we've focused on providing more support and understanding what matters most to our employees, through:

- **16.3K** Weekly pulse surveys
- **2.4K** Goodvibes shared
- Annual Great Place to Work (GPTW) surveys
- Open dialogue and ongoing feedback with line managers
- Q&A discussions in group meetings
- Launched Value Champions to bring our practices closer together

We're now better at tracking the number of people who've engaged with events that promote work-life balance, to quantify the impact we've had.

“Some organisations say they offer flexible working but only if it fits into the business. Kerv allows me to get the work/life balance I need.”



Anonymous Kerver
Great Place to Work survey 2024

Well-rounded benefits

We look after our Kervers with all the usual suspects and then some. From personalised flexible working, and mental health and wellbeing support, to ongoing professional development and a digital open door that ensures we're always improving.

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

Here's some of the new additions and highlights from last year:



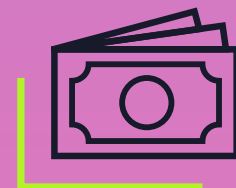
Kerv Cares

Launched our in-house wellbeing community, led by seven fully trained Mental Health First Aiders, to support our team's mental and emotional wellbeing



Mentoring program

Established to support new leaders and nurture our talent



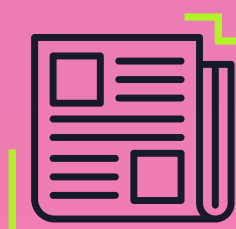
Financial planning sessions

Helping Kervers manage their financial health and plan for the future



Market-based pay reviews

Conducted quarterly for all team members to ensure competitive and fair compensation



Improved internal communications

Kerv EXchange intranet site and Around the Kerv newsletter launched, bringing our six practices closer together

A great place to work



We are incredibly proud of the working environment we've created together. Not just words on paper, we wear our "Great Place to Work" certifications from the UK and India as badges of honour.

We have consistently achieved an average score of 89% across all statements year after year. Our wellbeing indicators reflect this dedication, with scores of 92-93% for Intimacy, 87% for Caring, and 89-91% for Community. These impressive results highlight our ongoing commitment to enhancing employee wellbeing through work-life balance, job satisfaction, and a strong sense of community.

94%

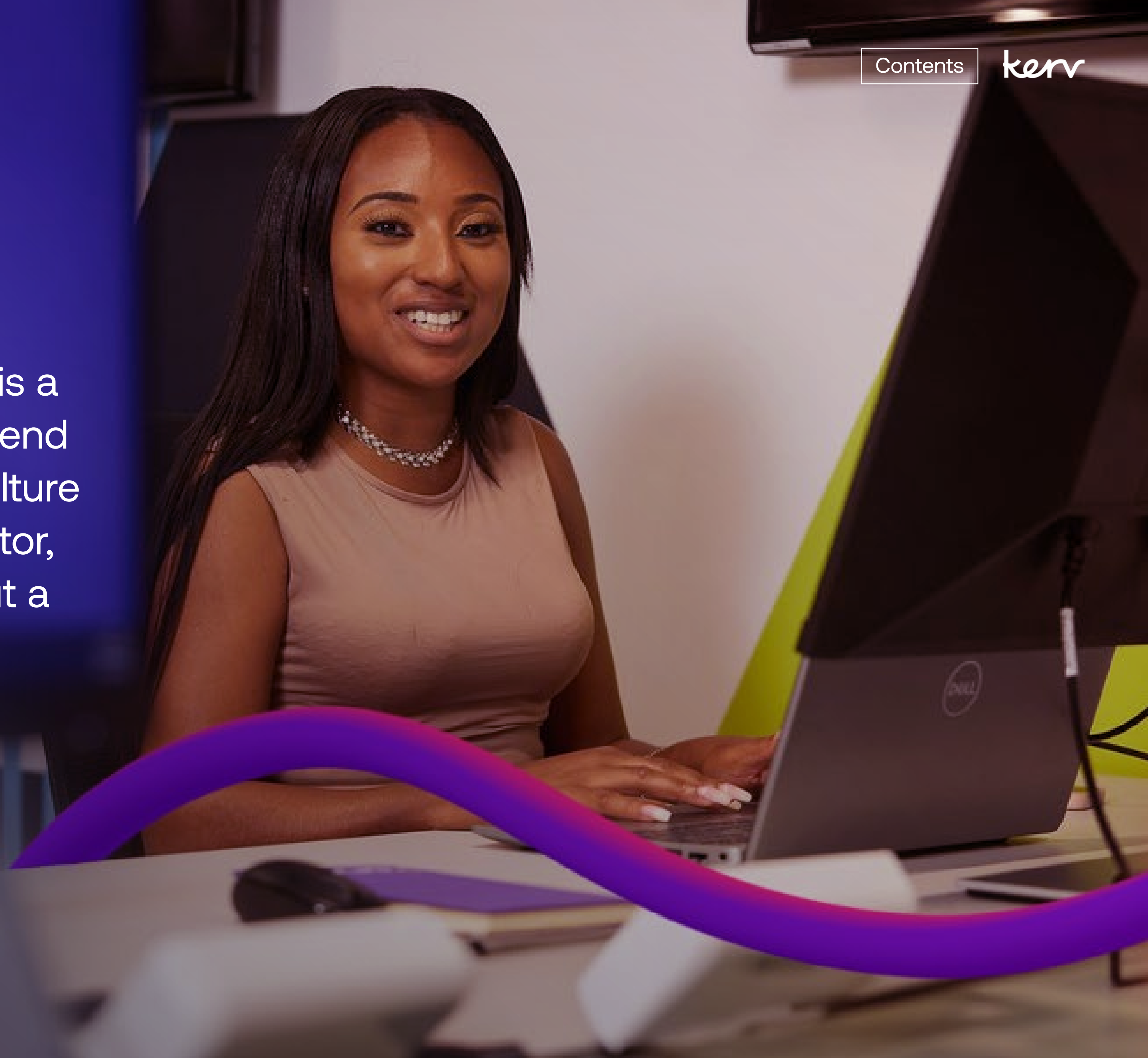
of Kervers in the UK say it is a great place to work, compared to **54%** of employees at a typical UK-based company



“Being a part of Kerv means being immersed in an environment where innovation is nurtured, and progress is a continuous journey. It's this unique blend of a transparent, forward-thinking culture that sets Kerv apart in the digital sector, making it not just a place to work, but a place to grow and thrive.”



Anonymous Kerver
Great Place to Work survey 2024



Where we're at

#3

Increase positive community engagement by funding staff's impact-directed participation in 4 sustainability focused events



Exceeded

Kerv Cares - Mental Health Awareness

Our People Partner, Miranda Cecil, hosted interactive Lunch & Learn sessions on mental health and highlighted resources available through Kerv Cares. We encouraged passionate colleagues to step forward and train as Mental Health First Aiders, who are now certified and ready to support their peers.

Random Acts of Kindness Week

Teams across our offices united to spread positivity, engaging in random acts of kindness both in and out of work. The most impactful act was rewarded with a £500 donation to a charity of their choice - Lily Mae Foundation.

Impact report launch

Kerv launched its first Impact Report with a Brunch & Learn event alongside our sustainability partners, Seismic. The session helped Kervers understand how we are progressing our impact business model, highlighting our collective impact that goes beyond products, services and profit.

Women@Kerv launch and networking

W@K held events in the UK and India to educate, inspire and connect women at Kerv. Sharing personal stories and career journeys, we dived deep into topics that affect day-to-day life as a woman at Kerv. We shared openly and collectively identified the mission of this community: to empower, educate and develop the next generation of female talent.



International Women's Day

Through this year's #InspireInclusion campaign, we raised £1300 for BelEve and celebrated women across the business through our employee spotlight programme. We also hosted a workshop with Lisa Smale, "Getting Your Voice Heard," empowering our women with skills to thrive both professionally and personally.

World Mental Health Day

We support not just our Kervers' careers but also their mental wellbeing. We encouraged Kervers to take some time off during the week to do something meaningful that positively impacted their mental health.

Kerv Talks - Neurodiversity Celebration Week

We celebrated neurodiversity by running sessions on ADHD, autism, dyslexia and DCD (Developmental Coordination Disorder). Led by our People Partner and MHFAs, these talks offered a platform for Kervers to share their experiences, leaving everyone feeling more informed and connected.



Products, services & partnerships

Because our work should speak for itself, we vigorously invest across our entire value chain, helping more of our stakeholders increase their positive impact.

This year, we set out to prioritise sustainability focussed partnerships and proactively drive our customers' sustainability goals, alongside expanding our contributions to support the most vulnerable in wider society.



The ripple effect

We want to have a genuine impact on wider society, using our technology, knowledge and expertise for good. Leading by example, we can show our customers and suppliers why this work matters and bring them on the journey with us.

We recognise that, despite best efforts and intentions, almost every business takes more from the planet than it gives back. This is why we're committed to meaningful reinvestment, from partnering with nonprofits to supporting those in need through our financial contributions.

Where we're at

#4

Prioritise sustainability focused partnerships by requiring 95% of new and renewed supplier spend to align or work towards leading ESG criteria



We're currently collaborating with our long-term partners to help them adopt more sustainable practices. At the same time, we are establishing a system to track both our engagement with these partners and their ongoing compliance with our standards. Next year, we will use this data to measure our progress towards achieving our 95% target.

What we've done so far:

- ✓ Supplier due diligence questionnaire updated
- ✓ All new suppliers assessed against ESG criteria
- ✓ New suppliers who didn't meet core criteria removed
- ✓ Strategic collaboration with non-compliant suppliers to improve their response

Still to do

- Improve supplier registration, categorisation and tagging
- Improved tooling to track ongoing compliance and continuous improvement

Our new screening and onboarding process ensures that all new suppliers align with our sustainability goals.



Where we're at

#5

Proactively drive our customers' sustainability goals by introducing programme level impact plans for 5% of all new revenue



“This year, we’ve seen how easy it can be for sustainability priorities to shift amidst other business demands. It's heartening to see that 44.5% of our sales were influenced by social value considerations, but we’d like to see this proportion be much higher in FY25.

Our goal is to better promote programme-level impact plans, demonstrating their value in creating meaningful change. We also want to drive progress further across all of our practices.”



Stuart Harper
CEO, Kerv Digital

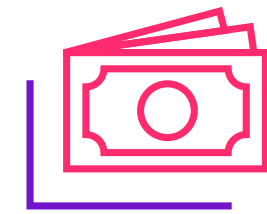
Where we're at

#6

Support the most vulnerable in wider society by donating 1% of cash profit* to charitable causes that matter to our people



0.58%



£31,500

Here are a few of the wonderful charities we've supported with our giving.



Providing humanitarian aid in disaster areas and civil conflict zones around the world



Supporting people living with cancer



Helping to break the cycles of poverty in local communities in Dromore, Northern Ireland

Next year's target: **£100,000** minimum, so we go father, faster and make up for under-giving this last year.



Work that makes a difference

We are driven by the opportunity to create meaningful change in our society through our work, supporting nonprofit organisations in their quest for greater impact.

10

More than 10 years' experience working with clients in the non-profit sector

£1M

Over £1million of free IP donated to the non-profit sector to date



Four of our practices work with Retail Trust as its end-to-end digital transformation partner, streamlining operations and managing its Microsoft 365 environment. **Our solutions enable the charity to effectively assist thousands of retail workers with their mental health and wellbeing.** Since early 2024, we have helped to facilitate over 14,000 helpline interactions, enhancing Retail Trust's ability to provide vital support.

[Find out more here →](#)



Kerv Digital partnered with WaterAid to transform its funding operations, migrating it from a legacy system to Microsoft Cloud. **Our scalable, adaptable solution has enabled WaterAid to better leverage its resources and capabilities and continuously improve its fundraising efforts.** Now processing over £5.6 million in UK monthly donations, this transformation supports WaterAid's ambitious 2032 goal to provide clean water and toilets to 400 million more people.

[Find out more here →](#)



SpecialEffect is a gaming charity dedicated to transforming the lives of physically disabled people worldwide through innovative use of technology. **We've partnered with them to improve their operations, migrating the team from an outdated CRM to Microsoft Dynamics-based solutions.** We're also developing a custom Model-Driven CRM to streamline its processes for supporters, service users and sponsors, offering enhanced management and robust reporting capabilities.

“Previously, we faced challenges without the right tech and security, hindering our growth. Now, with Kerv’s support, we feel confident and are expanding. They’ve been instrumental in our success story!”



Pete Foster
Chief Financial Officer, Retail Trust

Equity, diversity, inclusion & belonging

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

This year, we set out to alleviate historical inequalities in our recruitment, reduce the disability employment gap and empower disadvantaged job seekers.



All of us first

At Kerv we support and celebrate diversity and inclusion. It's not about fitting in—it's about belonging, acceptance and equity. We strive to embrace the unique qualities that make our Kervers who they are, empowering them to participate fully and authentically every day.

Our business is made up of brilliant Kervers working together across 13 geographies to use tech for good.

15 ethnicities

20 faiths

27 languages and dialects spoken

This is the second year we've gathered detailed insights on our team's demographic makeup. While that brings great positives, such as the ability to track year-on-year progress, it's not been without its challenges.

For example, our response rate dipped from 78.6% to 63%. While there's still work to be done on increasing engagement with our data collection exercises, we're excited to be able to report on the following trends:

31.6%

of Kervers identify as **women**, up **2.2%** from FY23.

11.3%

identify as **neurodiverse**. This is the first year we've collected this data.





Where we're at

#7

Work to alleviate historical inequalities by increasing candidates from underrepresented groups by 10%



To increase candidates from underrepresented groups, we're collaborating with our existing recruitment partners to improve our hiring process – and we're exploring partnerships with specialists like Women in Tech.

Crucially, we've implemented a candidate EDI&B survey so we can understand if and how our efforts are driving a more inclusive workforce. This survey is entirely optional, and candidates are not required to disclose any information they are uncomfortable sharing. We will analyse initial results in full later this year, helping us to measure our progress and evolve our strategy.

“We are truly grateful for the opportunity to partner with Kerv, such a forward-thinking organisation, whose values are demonstrated through everything they do. The partnership has given more young women an opportunity to explore new career possibilities while inspiring them to push boundaries to enrich their career prospects. We look forward to delivering some great outcomes throughout our partnership journey.”



Marsha Powell
CEO, BelEve

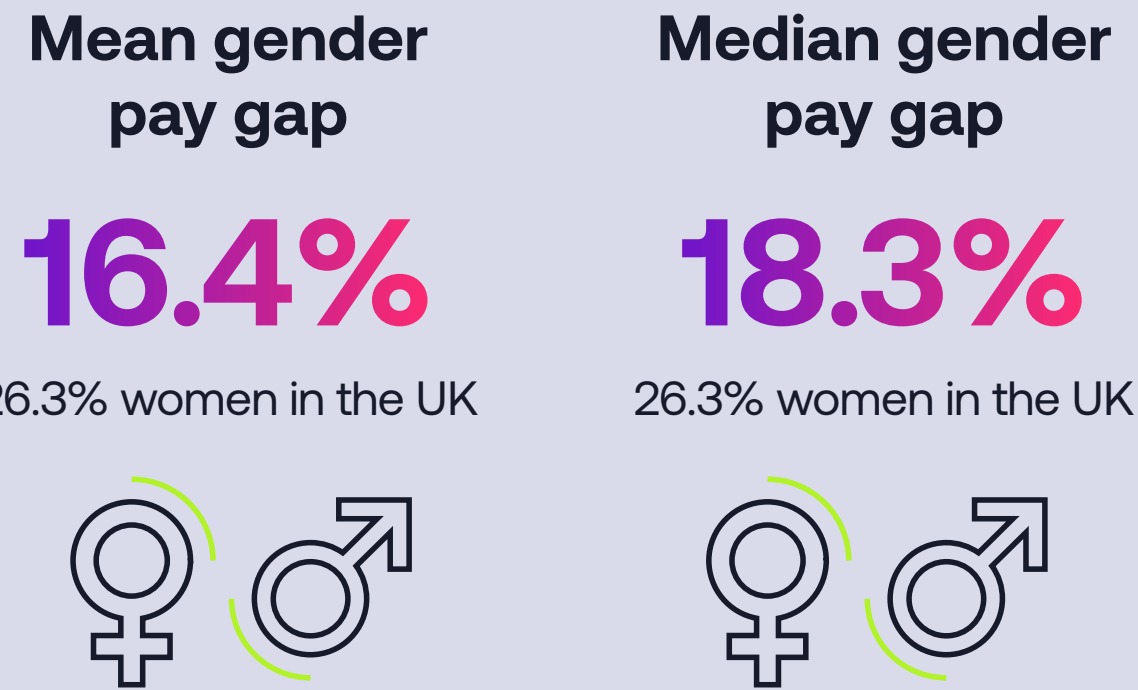
Closing the gap

In 2023, we began reporting on our gender pay gap across all our locations. In the UK, our mean Gender Pay Gap is 16.4%, 1.9% lower than the UK's 18.3% average. In India, it's 18.4%, 3% higher than the national average of 15.4%.

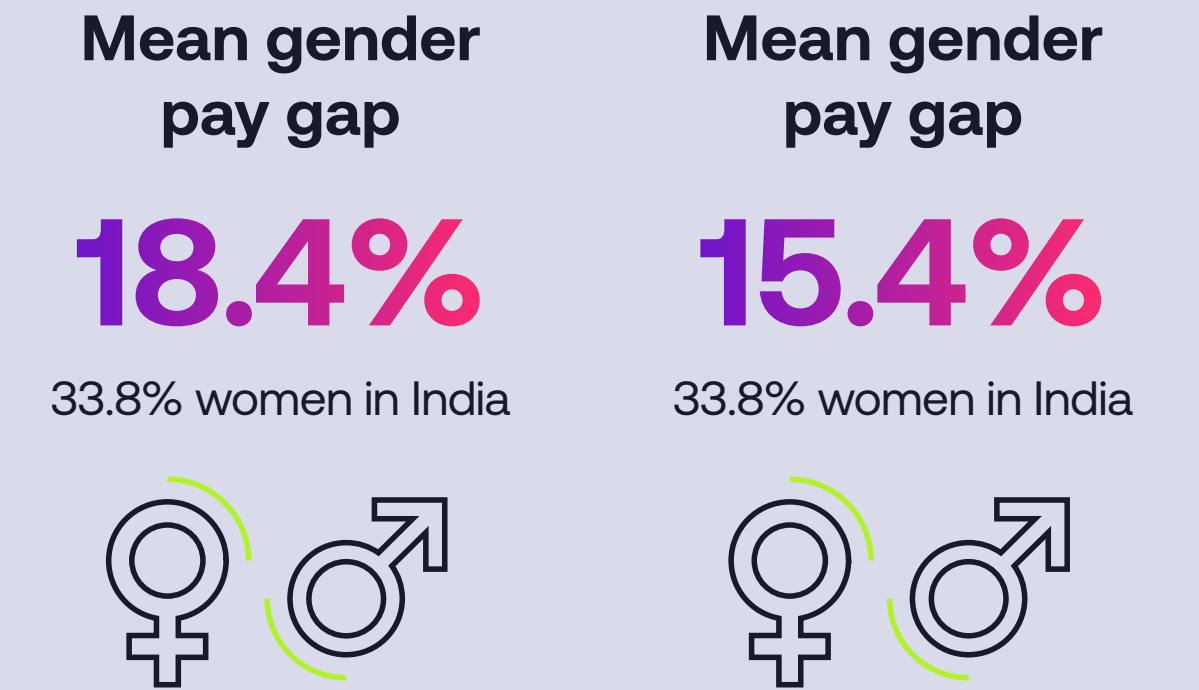
With a global gender pay gap of 23.8%, we recognise we have a lot of work to do. And while 29% of Kerv's leadership team identify as women, surpassing the UK industry average of 21%, we acknowledge the need to increase representation of women in senior and higher-paying roles.

Our goal is twofold: to increase female leadership at Kerv, while also continuing to recruit women at all levels. While the latter may negatively impact our gender pay gap in the short-term as more women will be on entry-level salaries, we believe it will ultimately enhance our efforts to develop female talent and promote them through the business into senior leadership roles, leading to longer-term success for Kerv and the tech sector.

UK gender pay gap



India gender pay gap



 [Read our full gender pay gap report →](#)

Our plan of action



Develop female talent: Providing opportunities through **Women@Kerv**, as well as expanding our mentoring and sponsoring program to focus on women's development.



Diversify recruitment: We have rolled out bespoke unconscious bias training and use gender decoders in all our job ads to remove bias. We're also partnering with recruitment agencies to ensure more diverse candidate pools.

35%

Last year, 35% of our new job roles were filled by women, well above the UK average of 20% for women in tech

Where we're at

#8

Reduce the disability employment gap by setting up a candidate and employee accommodations concierge. We're also building out our Accessibility and Inclusion policy



✓ Policy created



○ Internal communications



○ Establishing supporting procedures & training

We have developed and launched our accommodations concierge policy (which we are working on rebranding). Our next steps are to promote the use of this service in the team and establish clear procedures to assess how effective and useful it is.

#9

Empower disadvantaged job seekers by supplying 500 hours of support to individuals not in education employment or training



We're proud of the efforts we made this year, however we recognise there's still more to be done. Although we delivered valuable support, it became clear that finding and engaging with the right individuals is a challenge. We will continue working to ensure our efforts reach those who will benefit most.



195 hours

out of 500

However, we delivered an additional **355 hours** to non-NEET candidates seeking careers in tech many of which were also from underrepresented groups (560 hours in total)





“Working with Kerv Digital on their social value initiative and the Power Platform hackathons was an exceptional experience. Their dedication to fostering skills and providing meaningful opportunities for NEET participants was evident in every aspect of the program. Kerv Digital's innovative approach and expert facilitation of the Power Platform hackathons not only enhanced the young people's technical capabilities, but also inspired creativity and collaboration among all participants. Their commitment to social value and empowering the community is truly commendable. We look forward to continuing this impactful partnership.”



Michael Olatokun
Founder, Skillstruct

Women@Kerv

Women@Kerv (W@K) is a community and forum for empowering women at Kerv in their professional and personal development.



Celebrating W@K

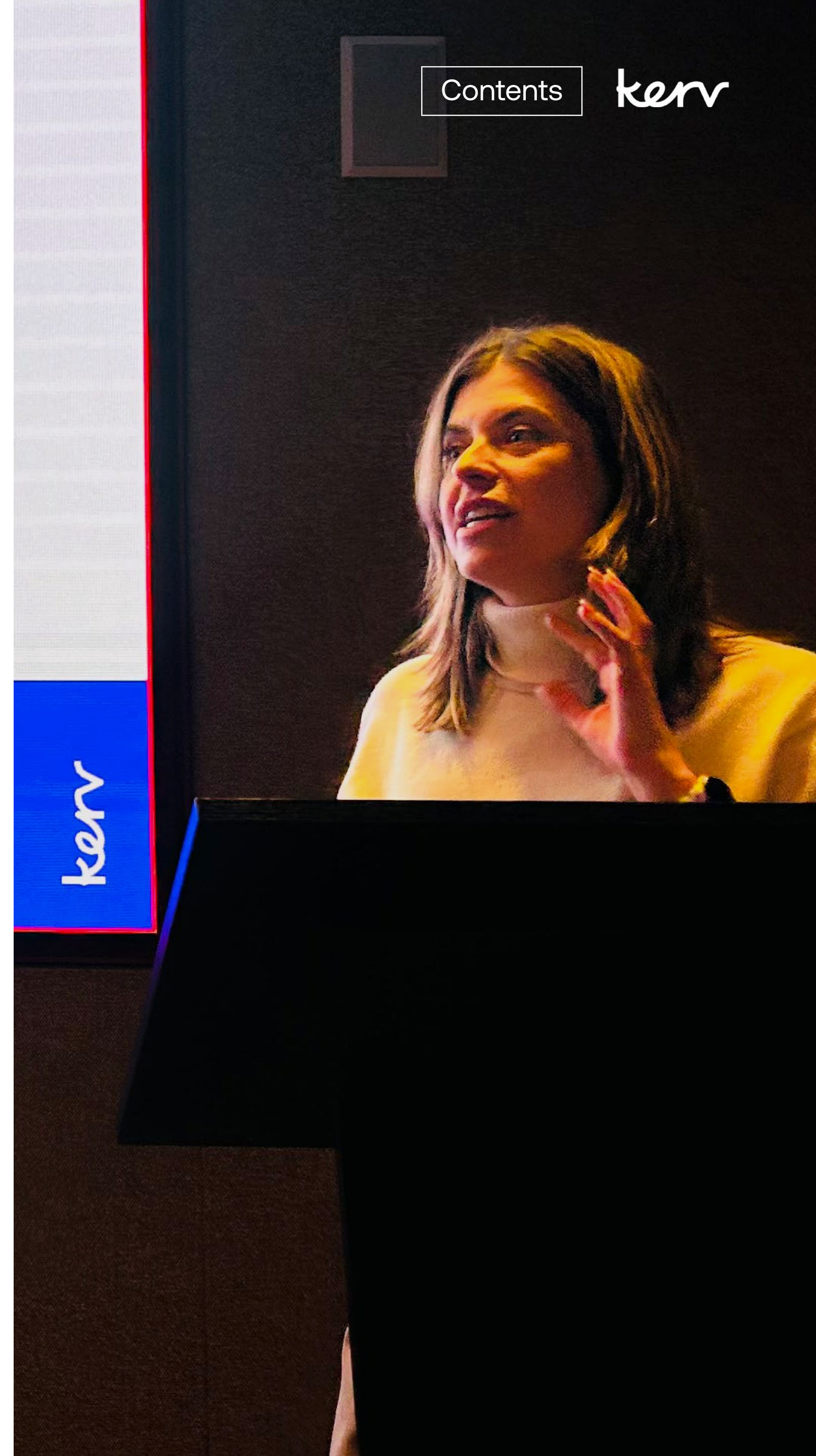
We hosted multiple events across the UK and India to strengthen our community, understand the initiatives women want, and spotlight some of the inspirational Women@Kerv, their career journeys, and the topics important to them.

We delivered two series of online training for all women at Kerv globally. Both led by Lisa Smale, MD of The Talent Pool, focusing on “Getting your voice heard in the workplace” and “Resilience: managing your triggers”

For International Women’s Day, we partnered with the charity BelEve, raising over £1300 for their LeadHERship program, which aims to inspire and develop the next generation of female leaders.

Our future ambitions

- Create mentor and sponsorship programs to support women’s visibility and career development
- Improve Kerv’s family leave policies for all parents
- Introduce a ‘Returner’s Program’ for anyone returning to work after a long career break
- Continue to create spaces where women can share knowledge and experience
- Ongoing training in self promotion, personal impact, resilience and developing your voice



“We’re one of the fastest-growing tech companies in the UK, and in my day-to-day role, I have the privilege of working with many incredible women—something that’s not typically the case in our industry. But don’t just take my word for it; the stats speak for themselves. W@K is committed to supporting women through each stage of their careers, providing them with the tools and resources they need to thrive in both their professional and personal lives. And it doesn’t stop there! With this powerhouse of talent, we are exploring different ways to give back to our community by empowering, educating, and nurturing the next generation of female leaders.

We see W@K as both a blueprint and catalyst for engaging and supporting underrepresented groups, ensuring Kerv is an equitable workplace for all to develop and progress.”



Rini Jovita

Sustainability Administrator

Kerv Accessibility Working Group

Launched in September 2023, our Accessibility Working Group meets regularly to discuss and promote inclusive practices for both our workplace and client projects. They've developed an Accessibility 101 guide to ensure our platforms are accessible by design and inclusive by default.

We asked our Kervers what they'd like to see next, here's what they've suggested:

- **Young Professional Collective**
- **Black, Asian or other Ethnic Groups**
- **Faith-based Groups**
- **Disability Network**
- **LGBTQIA+ Network**

Climate action

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

This year, we set out to secure a science-based target approved by the SBTi on our journey to net zero, while increasing climate change literacy among our partners and mobilising our workforce to take collective climate action.



Navigating net zero and beyond

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

Where we're at

#10

Achieve net zero as soon as practically possible by obtaining and openly sharing an aggressive, SBTi approved, science-based target



Our near-term science-based emissions reduction target (SBT) has been validated by the SBTi. We'll be submitting our long-term net zero target for approval later this year.



Both of these target ambitions are in line with a 1.5°C pathway—a critical benchmark in the global effort to minimise the most severe impacts of climate change.

However, there's more to this story...

While we're proud to have our near-term SBT approved, this goes beyond words on a page. It's about taking real action and ensuring our entire business is committed to meeting the challenge and achieving our goals. Which, we're currently behind on.

Read on to explore our carbon footprint results and what this means for Kerv.

We commit to reduce absolute Scope 1 and 2 greenhouse gas (GHG) emissions 42% by FY2030 from a FY2023 base year

We also commit that 75% of our suppliers by spend covering purchased goods and services, will have science-based targets by FY2028.

Where we're at

#11

Increase climate change literacy by directly supporting 5 partners who are just beginning their climate action journeys



This remains one of our more challenging objectives. Despite engaging with two partners, we have yet to see any significant progress. Both initially showed receptiveness, but tangible actions have not followed. This experience highlights the critical need to effectively engage with our partners to drive our collective impact—perhaps our most important focus moving forwards.



2 partners
out of 5

#12

Mobilise our workforce for collective climate action by motivating 20% of staff to join a climate positive initiative



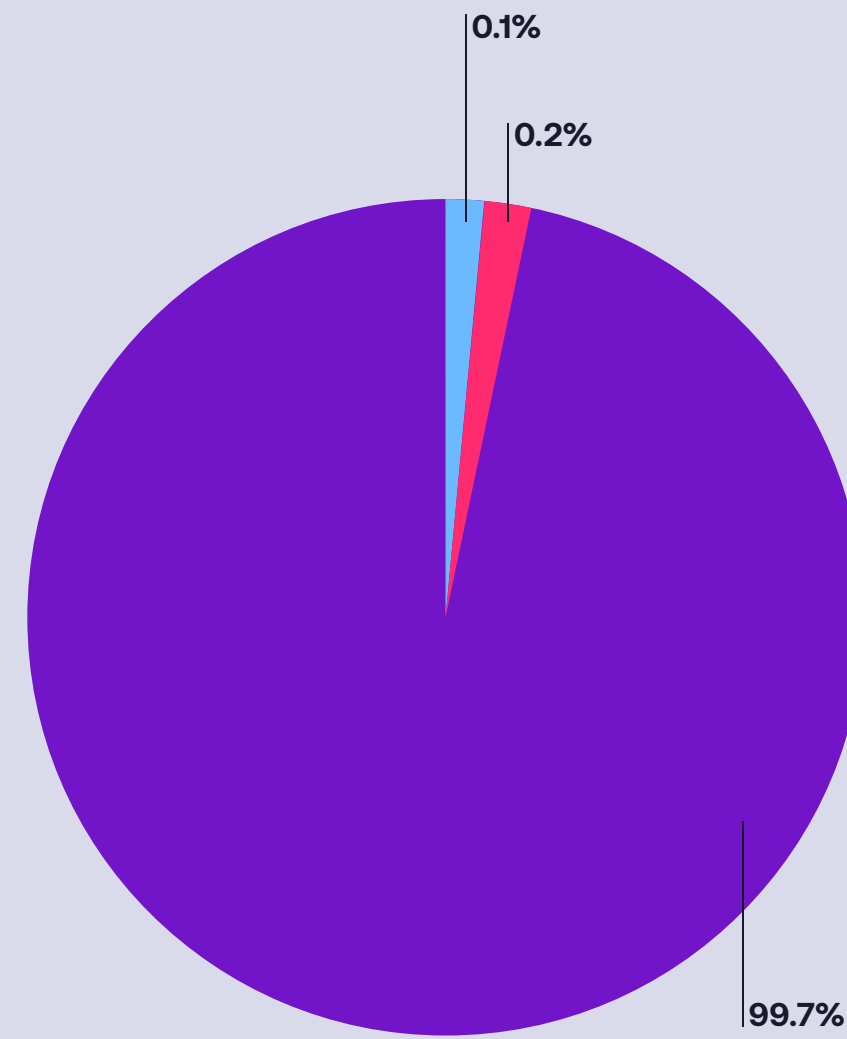
We're keen to support our Kervers to take meaningful climate action every day, while being mindful of their busy schedules. Right now, we're exploring potential partners to collaborate with. Our next step is to select a suitable partner and work together to develop training sessions that will inspire and mobilise our team.



Measuring what matters

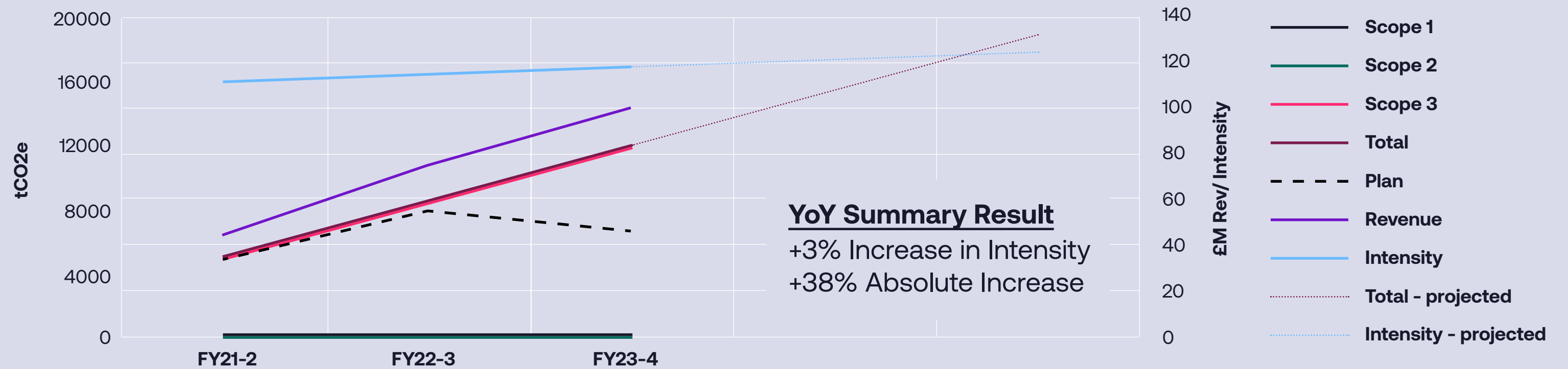
We're committed to publishing our full carbon footprint each year, alongside conducting regular internal assessments of our environmental performance. Last year's data serves as the baseline for our Science Based Target and pathway to net zero.

Our Scope 1, 2 and 3 emissions



Scope	Market-based emissions (tCO2e)
Scope 1	9
Scope 2	26
Scope 3	11,969
Total	12,005

Our sustainability partner, Seismic, calculated our Scope 1, 2 and 3 emissions for FY24 in accordance with the global standard for carbon accounting, the GHG Protocol. We report our emissions following the market-based approach to allow us to drive Scope 2 reduction through purchasing renewable electricity. All emission factors used in calculations were provided by the UK Government or directly from suppliers. We are also working hard to collect supplier data as this is a key path to reducing our Scope 3 footprint.



In case you're not sure...

Scope 1 emissions

are the ones that we have direct control over. In our case, this is natural gas consumption across our offices.

Scope 2 emissions

are the indirect emissions related to the purchase of the energy we use. For Kerv, this means our metered electricity consumption across our offices.

Scope 3 emissions

are all the other indirect emissions related to our business, but not produced by Kerv. These come from our value chain—both upstream and downstream—including IT infrastructure, support services, waste generation and employee commuting. The majority of our emissions are upstream, as most of what we procure is directed towards serving our customers. We are committed to fully taking ownership of these emissions.

tCO₂e

stands for tonnes of carbon dioxide equivalent. It's a unit of measurement used to quantify the total greenhouse gas emissions produced by any activity or process, all of which impact global warming and climate change.

Market-based

is a GHG protocol method for calculated electricity emissions based on a supply's fuel mix where 100% renewable electricity has zero emissions.

Carbon intensity

refers to the amount of carbon emissions generated per unit of revenue. It helps us understand how our emissions scale with our growth, showing the proportional relationship between our revenue and carbon footprint.

What this means for Kerv

Our Scope 3 emissions account for over 99% of our footprint. They increased by 38% this year, primarily driven by increased spending on purchased goods and services as our business has grown.

Our Scope 1 and 2 emissions also rose by 38%, which puts us slightly behind in achieving our near-term SBT. We recognise that we haven't managed our growth as effectively as we could have, leading to a significant overall increase in our footprint. Decoupling growth and emissions is a key focus going forward, especially as we look to submit our long-term net zero SBT.

What next?

We need to take a stronger stance on our commitment to net zero if we are to achieve it. The data is clear, and it's a wake up call for us to make better decisions. We know that our greatest opportunity for impact lies in our value chain. We need to hold our suppliers and ourselves accountable, supporting the partners we work with to change the way they do business and show the value that this will bring for everyone.



[Read more about our carbon reduction plan here →](#)

Governance for good

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

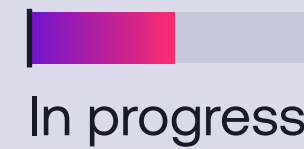
This year, we set out to actively promote mission-led governance, lead change transparently and measure more of what matters.



Where we're at

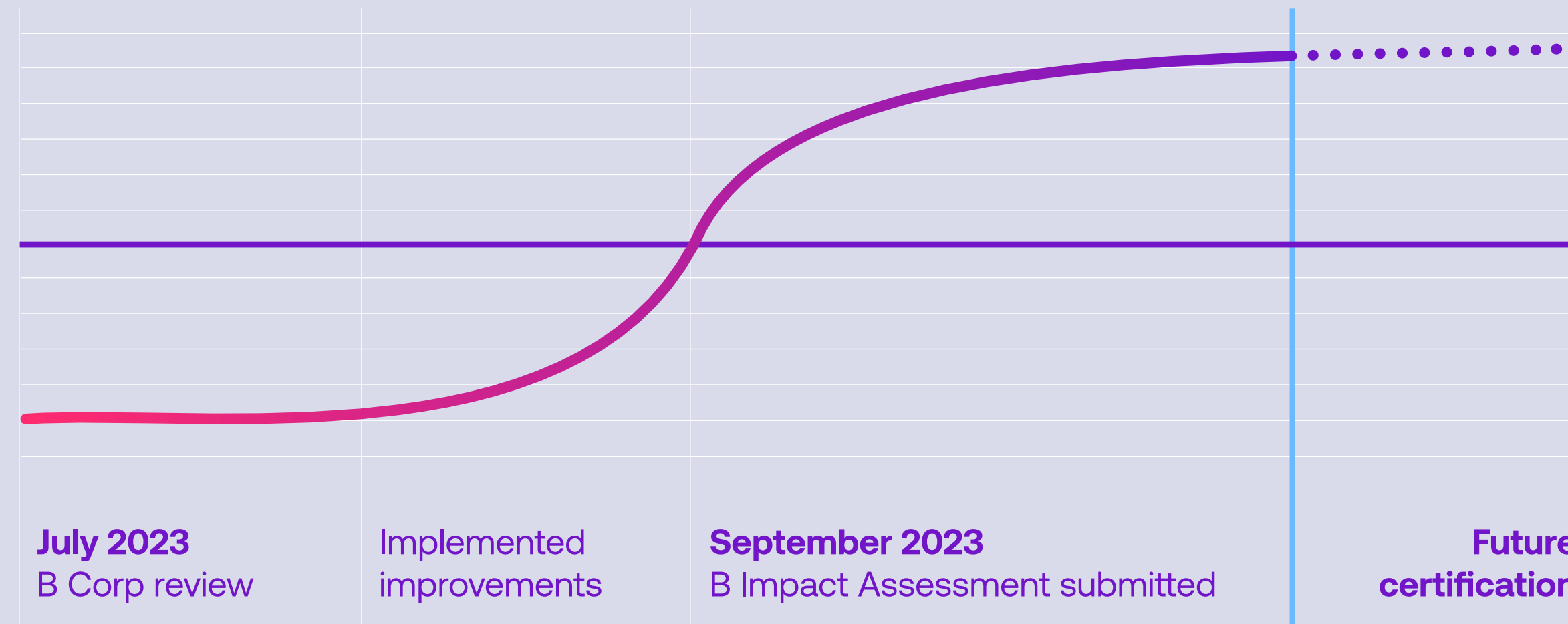
#13

Actively promote mission led governance by continuing our B Corp journey through to achieving certification



80

Submission threshold



[Learn more about how B Lab is evolving its approach to managing risk →](#)

Driving impact from the inside out

Our mission is to harness the power of technology for the good of our people, our customers, our society and our planet. We are deeply invested in fulfilling this mission through our daily operations and aligning this with the targets set out in our sustainability manifesto.

Over 50 Kervers contributed to shaping our original manifesto, more than 100 contributed to the new version, and countless more are actively bringing it to life, including our co-founders, investors, board and senior leadership teams. Together, we are working hard to quantify our impact, tracking and sharing our progress with transparency. We will always fight to do the right thing today, for a better tomorrow.

B Corp on pause, but the journey continues

As part of ongoing efforts to evolve B Corp certification standards, B Lab is reassessing its risk management approach. The focus is on better evaluating a company's potential negative impacts, including those of their clients. This revision means we are currently paused in the eligibility phase while B Lab develops new risk standards crucial for maintaining credibility.

“We are navigating this learning journey alongside B Lab and the business community, as standards continue to evolve.

We've faced some real sticking points, particularly around the controversial clients risk framework, which is still under development and offers less input than the upcoming standards evolution. It's important to us to do the right thing, including not shying away from working with clients in problematic industries. Instead we focus on how we can partner with them responsibly.

Despite these challenges, we remain committed to becoming a B Corp and using the BIA as a framework for driving positive change.”



Francis Thomas
Chief Sustainability Officer



Where we're at

#14

Lead change transparently by making 25 of our policies publicly available on our website for open comment



At the beginning of this year, we updated our approach and guidelines for creating policies, introducing a template that ensures our mission and purpose are always front of mind. This new template prompts our team to look for opportunities to drive impact when drafting or editing policies, making them clear, accessible and beneficial for everyone.



[Explore the policies that we've published so far →](#)

#15

Measure more of what matters by creating a quarterly view of the 25 most important sustainable governance metrics



We've developed an extensive list of metrics to actively track, from our business travel and energy consumption, to training delivered and events held. We're currently working on creating full transparency around how this data is compiled and how it'll evolve over time, aiming to introduce automated tooling to track our top metrics – 25 will be the minimum!



✓ 90+ metrics identified



○ subset of 25 to be selected

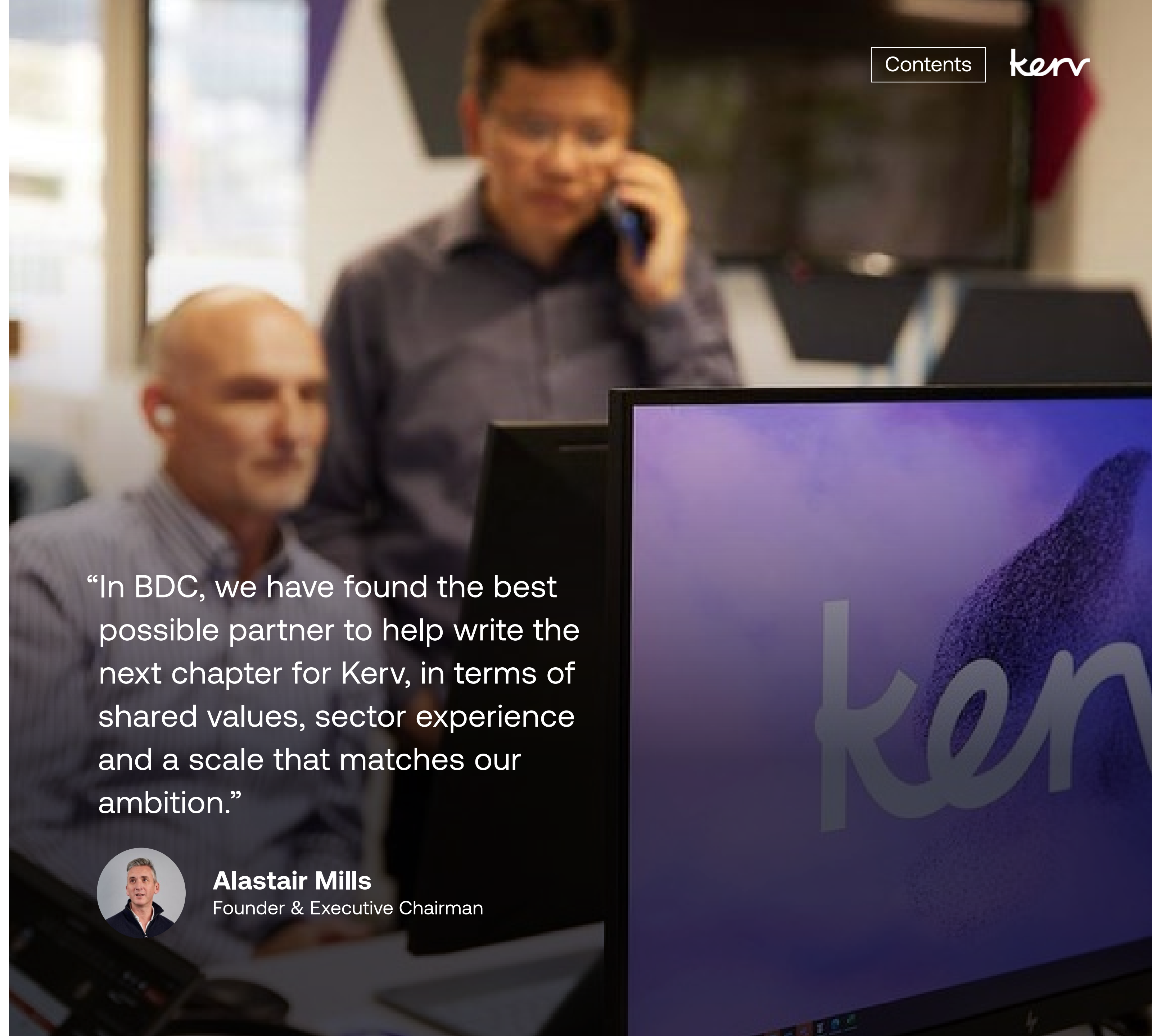


○ data gathering automation to be implemented

Our structure

This year, we welcomed our new investment partner, [Bridgepoint Development Capital](#), to Kerv's board of directors, marking a new chapter in our journey. Our leadership and management teams remain the same despite this change, and our founding investment partner, [Lloyds Development Capital \(LDC\)](#), continues to support us as we navigate the next phase of our growth.

What also remains unwavering is our commitment to prioritising our people and customers, and consistently delivering value for all of Kerv's stakeholders. We are actively living our mission, honouring our commitments, and striving to increase transparency, as well as exploring further partnerships to amplify our positive impact.

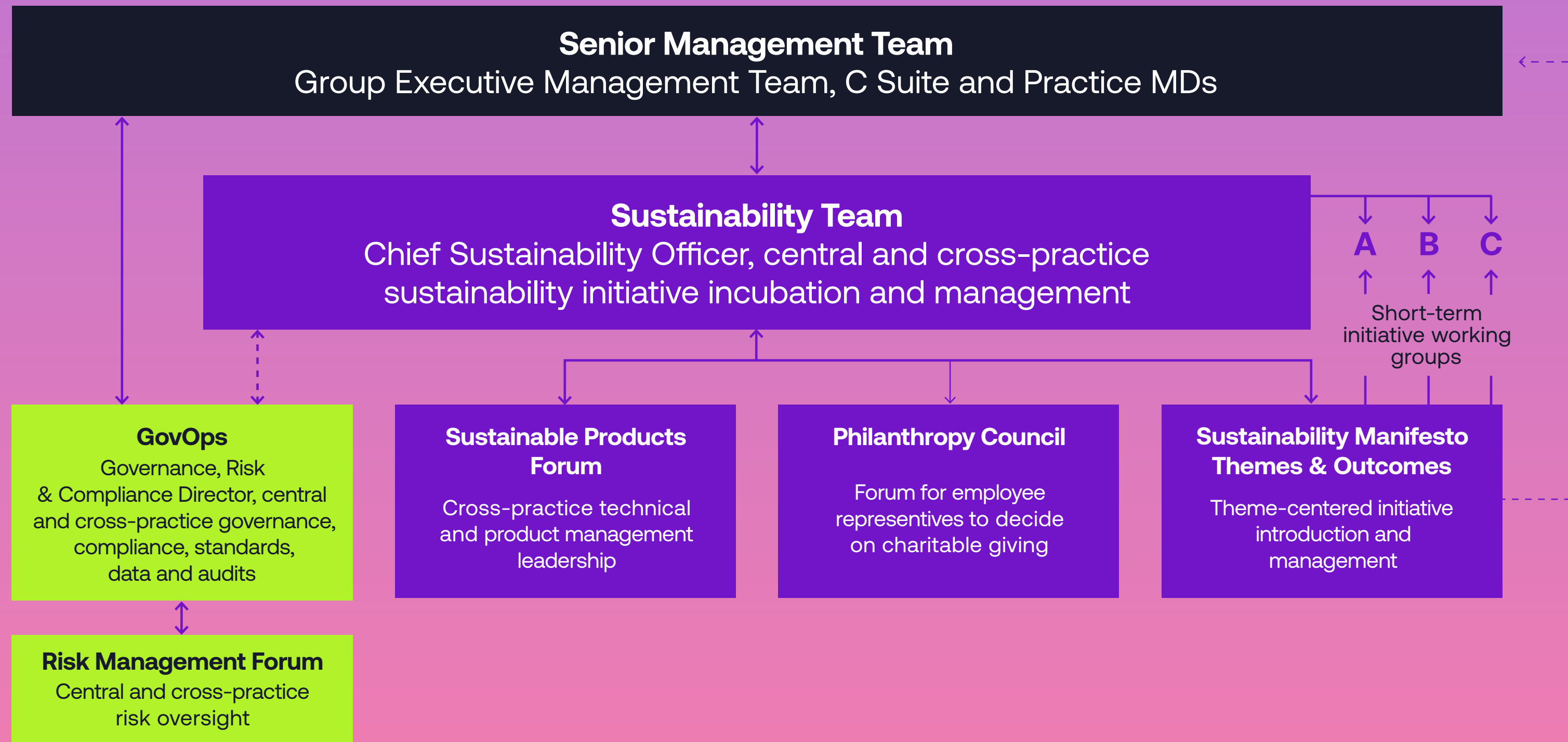


“In BDC, we have found the best possible partner to help write the next chapter for Kerv, in terms of shared values, sector experience and a scale that matches our ambition.”



Alastair Mills
Founder & Executive Chairman

Our governance



What's new?

- 
✓ **ISO 26000** on social responsibility introduced
- 
✓ **Sustainability goals in job descriptions** for senior employees, with plans to roll out across the business
- 
✓ **Induction training** covering a wide range of governance principles and practices
- 
✓ **EcoVadis** assessment submitted
- 
✓ **Sustainability Training** introduced for all Kervers

“In our senior meetings we constantly ask three questions: how happy are our customers, how happy are our people, and how are we doing as a business? The results really come as a consequence of us doing a great job with our people and our customers.”



Mike Ing

Managing Director & Founder



Our partners in change

We can't do this alone—nor would we want to. True sustainability relies on the collective efforts of many people and organisations.

We depend on reporting and external audits to ensure our transparency and accountability. Partnerships help us to advance our goals and have a wider impact across our industry and the business community, while our advisors push us forward and challenge us with their strategic guidance.

Here's an overview of the frameworks and partnerships we have in place, and are investing in, to scale up our impact work.

Standards



Submitted

Partnerships



Advisors



“There's a genuine belief that we can be different from the normal corporate company and deliver greatness to both customers and employees.”



Anonymous Kerver
Great Place to Work survey 2024

Shaping the future: a steep and exciting curve

We are recommitting to our sustainability manifesto each year, with evolving targets that drive us forward and ensure we continue to make a meaningful impact. With that in mind...

“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 738 of us!)



Our sustainability manifesto 2.0

This is the second edition of our manifesto—an evolution rather than a revolution. Some objectives and initiatives remain unchanged, while others have been updated. This enables us to keep focusing on what truly matters, while increasing our positive impact.

Health, wellbeing & communities



- #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 **promote a healthy and supportive workplace** by increasing the reach of our value champions across all our practices
- #3** We will **increase positive community engagement** by funding staff's impact-directed participation in 5 sustainability focused events

Products, services & partnerships



- #4** We will **prioritise sustainability focused partnerships** by requiring 95% of our suppliers (by spend) to align with leading ESG criteria
- #5** We will **proactively drive 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 profit to charitable causes that matter most to our people

Equity, diversity, inclusion & belonging



- #7 We will **work to alleviate historical inequalities** by increasing candidates from underrepresented groups through development of our recruitment channels
- #8 We will **reduce the disability employment gap** by developing and implementing an accessibility and inclusion policy
- #9 We will **develop diverse talent** by using our Women@Kerv catalyst community to develop a scalable sponsorship programme for our future leaders

Climate action



- #10 We will **achieve net zero** by 2029, by converting our facilities' energy consumption to 90% renewable
- #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 10% of staff to join a climate positive initiative

Governance for good



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

About this report

This is our annual Positive Impact Report, covering the fiscal year 2023-24. It was authored by Kerv, in collaboration with our sustainability partner, Seismic, which provided valuable expertise and reviewed the statements made within.

Assurance Statement

Seismic exists to help change society for the better and protect our planet. We are an international team of sustainability experts on a mission to help businesses like Kerv prosper by becoming an increasingly impactful force for good.

Kerv asked Seismic to review the sustainability claims made in its 2023-24 Positive Impact Report. Our role was to assess whether, in our professional opinion, Kerv provided adequate evidence to support the accuracy of these claims.

Based on the information provided by Kerv, Seismic confirms that the claims made in this report appear accurate and credible. This report was prepared for Kerv's use and provides an accurate reflection based on the data available. Third parties are encouraged to seek their own verification before drawing conclusions or making decisions based on its contents.

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