



B Corp Impact Report 2023



Our vision

We are building the world's
most trusted marketing
headhunters



Executive
Marketing Recruitment.

Our mission

A word from our Managing Director

About us

Our 5 B Corp Pillars

Pillar One - Our People

Support & Development

Our progress

Pillar Two - Customers

Thought leadership

What our customers say

Our progress

Pillar Three - Community

Our Community Partners

Our progress

Pillar Four - Environment

Our targets

Our progress

Pillar Five - Governance

UN Sustainable Development Goals

Thank You

Go to page 4 

Go to page 5 

Go to page 7 

Go to page 8

Go to page 9

Go to page 10

Go to page 11

Go to page 12

Go to page 13

Go to page 14

Go to page 15

Go to page 16

Go to page 17

Go to page 20

Go to page 21

Go to page 22

Go to page 23

Go to page 24

Go to page 25

Go to page 26



Our mission

tml Partners is a global executive search firm specialising in senior marketing & corporate affairs recruitment. Founded in 2015, our mission is to build the world's most trusted marketing headhunters, by being the most advocated, most innovative and fastest growing independent specialist marketing headhunter in our chosen markets.

Delighting one marketer at a time, tml Partners aims to be the recruitment brand of choice thereby creating growth and opportunity for all of our customers, colleagues and community.

For us, reputation is everything.

tml Partners is a business with purpose

In 2020, we launched The Tomorrow Foundation which has a major focus on improving social mobility and creating fairer futures. We dedicate 5% of our employees' time to pro-bono and charitable work.

In June 2022, we proudly became [B Corp certified](#), and one of the first executive search firms globally to reach this milestone.



A word from our Managing Director

"Having first embarked on this rewarding (and rightfully challenging) journey in 2020, we felt very proud to become [B Corp certified](#) in June 2022 - and to be one of the first executive search firms globally to reach this milestone.

Over the last twelve months we have continued to set ourselves ambitious targets for environmental, social, governance, which underpins our vision to become the World's Most Trusted Marketing Headhunters.

In the wake of a challenging economic climate, the impact of the war in Ukraine and the rising cost of living crisis at home, the need for businesses to have a clear purpose has never been more important.

We have continued to invest in supporting our people, our customers and the community, and we are pleased to share our progress in this impact report together with highlighting the key areas for ongoing improvement.

Every member of the tmi Partners business continues to embrace this mission as a team. We have been thrilled by the continued creation of new ideas and the ability to formalise best practice across all parts of our business. In our very latest internal engagement survey (May 2023) everyone re-confirmed their commitment to tmi's B Corp mission, with over 75% of our people highlighting that this is important to them personally to make a positive impact. We have continued to invest in our wellbeing and engagement programmes, and it was an honour for tmi Partners to be recognised in The Sunday Times Best Places to Work 2023.

We are committed to removing systemic barriers for diverse and under-represented talent because, as well as the many business benefits for companies, it is the right thing to do! As a specialist recruitment firm, we recognise we are in a unique position to drive positive change across the industries we serve, and we have worked with our clients to place Equity, Diversity and Inclusion at the very top of their hiring and business priorities. We brought the industry together with our inaugural [CMO Report](#) to raise better awareness for diversity across marketing and communications, and highlight what more we can do."

Our journey to B Corp certification



Charlie Green
Managing Director, tmi Partners

A word from our Managing Director

“Following its launch in 2020, this has been another busy and impactful year for The Tomorrow Foundation, through which we have a firm commitment to dedicate 5% of our people’s time to pro-bono and charitable work. Over the last twelve months, we have nearly doubled the number of our pro-bono hours, providing weekly coaching workshops for apprentices with [Resurgo](#) and [City Gateway](#). This year we also embarked on an ambitious fundraising target to help build a new water facility in Bomet County in Kenya for international development charity [Dig Deep](#).

We are committed to reducing our environmental impact and continually improving our environmental performance as an integral part of our business strategy. We are making progress with our environmental stewardship programmes for our employees and their home offices together with championing the creation of a Fleet Street Environment Group in central London - through which we hope to encourage others to transition to low carbon practices and reduce their emissions. At the time of reporting we have successfully reduced our GHG emissions per employee, planted over 3000 trees, and supported the prevention of over 170 tCO₂e from being emitted through 28 verified carbon avoidance projects - This is over 8.5x our own GHG emissions.

Of course, this is just the beginning... Gaining a B Corp certification is not a one-time thing.

We now look to build and develop a track record for continuous improvement and best practice and improve our score every three years. As a certified B.Corp we are held legally accountable to consider the impact our decisions have on our workers, customers, suppliers, community, and the environment. We hope this report provides inspiration, ideas and prompts discussion for other purpose led businesses who are committed to change.”

Charlie Green

Charlie Green
Managing Director



Based on the B Impact assessment, we earned an overall score of 95.0.

The median score for ordinary businesses who complete the same assessment is 50.9.

About us

tmI is an acronym for Tomorrow's Marketing Leaders. Our shared vision is "to build the world's most trusted marketing headhunters".

Our shared values are deeply embedded in our culture:

- Delight people with exceptional service
- Relentless self-improvement
- Compete to win
- Business won't be boring

Why tmI was founded



Our group



We are a market leader in marketing executive search. tmI Partners have access to a global network of the world's best marketing talent and are trusted by many of the world's leading brands and the most purpose led organisations.

Visit tmipartners.com



Growth Partners is a flexible resourcing platform with global capabilities. Connecting the very best marketing consultants with world-leading organisations, we offer the full range of flexible resourcing leadership solutions.

Visit growthpartners.org



Together, all our colleagues are committed to making a positive social impact on tomorrow's world. The Tomorrow Foundation has a major focus on improving social mobility, creating fairer futures and creating meaningful impact on the community.

Visit thetomorrowfoundation.org

We focus our B Corp and ESG strategy on five pillars

Our People



Score:
36.7

Customers



Score:
5

Community



Score:
19.4

Environment



Score:
13.5

Governance



Score:
20.3

Pillar One - Our People Score: 36.7

This section focuses on being a good place to work. It covers financial security, health and safety, wellness, career development, and engagement and satisfaction.

In 2023, the whole team are delighted that tml Partners has been recognised in The Sunday Times Best Places to Work, powered by WorkL.

We strive to be a people-centric business and employee satisfaction and engagement is so important to us. We continue to work incredibly hard to build a diverse and inclusive culture with a strong sense of purpose and belonging at our core.

Over the last 12 months, we have successfully grown our headcount by 41%.

Our gender diversity across the business is:

62.5% Female / 37.5% Male

We have a 50:50 gender split across our management team.

Life at tml



What our people say

"tml Partners genuinely cares about your growth, both professionally and personally. I have now worked for the business for nearly 3 years, through some really challenging times and I cannot find a bad thing to say about them. They have a great track record of working with prestigious companies, and offering employees the opportunity to work on exciting and challenging projects that keep the team motivated and engaged."

- Emma Calder, Manager

"I have loved my time working at tml Partners. Everyone here wants you to succeed and do well, and to see the company do well. The team are really welcoming and friendly and there is a good balance of hard work and fun. Although it is a sales role, you rarely feel that 'hitting your target' pressure, and constantly have support around you to be the best you can be."

- Izzy Greaves, Consultant

[Visit our 'Join Us' page](#)



Support & Development

We're continually looking at how we can improve our employee benefits and wellbeing strategy. Over the last 12 months we have continued to invest in our wellbeing promise called **tmWell**, which provides information and support in the following areas:

Financial Security; Health, Wellness & Safety; Career Development; Engagement & Satisfaction; and Giving Back. This wellbeing promise provides insight into our offerings of free mortgage guidance, on-site gym and fitness challenges, a personal development budget, our annual engagement survey and The Tomorrow Foundation, amongst many other initiatives.



Our investments in our People strategy are underpinned by our shared value of Relentless Self Improvement, and we have further development our learning and development strategy with the following:

- **The tml Way:** an onboarding program introducing the purpose and values of tm Partners, and what that means in the day-to-day operations.
- **EDI training:** our consultants are kept up to speed on how to approach not only our clients diverse workforces, but also our own.
- Company-wide personal development sessions to boost confidence, team morale and sales abilities.
- Regular lunch & learn sessions on a variety of topics, such as business development, marketing, interim placements, and stellar customer service.
- **The tml competency framework** to highlight the key competencies, habits and behaviours that are required at each level within our business, from Associate Consultant to Partner.
- **tmlWorld:** Our all company annual strategy away day, when we can all get out of the office to discuss all things tml to reset, refocus, realign and recharge!

This year, we have also developed additional learning and development opportunities in the form of **'tml Enhance'**, a series of masterclasses to stretch our consultants to become experts in executive search, gain stellar knowledge on EDI in executive search, and business development and sales strategy planning. Finally, **'tml Leadership'** is bespoke for senior individuals and includes a 6 month management training programme, executive coaching, HR training and enhanced managerial training to become a senior leader in the team.



Our progress so far

Engagement & Satisfaction 7.9 out of 10

Commitment:

- Continue to invest in our wellbeing strategy to maintain 90%+ employee satisfaction score in our annual engagement surveys
- Maintain a programme for continuous improvement

Status:

- 100% satisfaction in our engagement survey May 2023
- Established our tml Wellbeing Committee to develop a clear roadmap for our 2024 annual wellbeing calendar

Career Development 6.5 out of 8

Commitment:

- Continue to invest in our learning and development programmes, to maintain internal employee promotions above 15%+
- Further develop our competency frameworks for tml Core, tml Enhance and Pathway to Partnership
- By 2025, we hope to have formalised a programme for internship and apprenticeship opportunities with our educational community partners, to create work experience and future employment opportunities here at tml Partners.

Status:

- Over 33% of our team received an internal promotion in the last 12 months.
- New enhanced competency frameworks successfully rolled out and are being embedded in our 2024 career development programmes
- We have established trusted relationships with our community partners, Resurgo, City Gateway and 20/20 Change, and we are reviewing our future capacity to hire interns and apprentices within the team

Financial Security 12.1 out of 20

Commitment:

- Ensure Financial Security remains a key pillar of our tmWell promise, and to provide industry leading salary and reward packages to our team - Maintaining target for 100% of all staff to receive a monetary bonus each year.
- Conduct a strategic review of our workplace pension arrangements to provide our people with a wider choice of options for Socially Responsible Investing, and to take advantage of Salary Sacrifice programmes

Status:

- 100% of all team members continued to receive a monetary bonus over the last 12 months
- Pension review completed, and new provider will be rolled out in Q3 2023.

Health, Wellness & Safety 6 out of 12

Commitment:

- Continue to invest in our flexible agile culture which embraces a home working with a 'best-in-class' office environment.
- Set up our tml Wellbeing Committee to deliver half year reviews of our tmWell initiatives and deliver an annual programme for wellbeing

Status:

- Delivered a comprehensive review of our benefits provider and moving to a new Benefits Platform Provider in Q3 2023
- Launched new employee benefits including the Octopus Electric Vehicle scheme

Pillar Two - Customers

Score:

5

This section evaluates a company's stewardship of its clients through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, it assesses how we serve underserved customers and clients, and the services that improve the social impact of other businesses or organisations.

Our first company value is "Delighting with exceptional service", as such we take huge pride and care in our customer feedback. We believe this is no better reflected than the 215+ 5 star reviews our customers have been kind enough to write about us. This is unmatched in our industry and something we are immensely proud of.

Please read our 5 star reviews [here](#).

We are continually investing in our EDI commitments to ensure we offer our customers a best-in-class approach to Equity, Diversity and Inclusion within executive search. We recognise that nurturing and sustaining diverse and inclusive leadership is a proven way for companies to make smarter decisions. This year we brought the industry together with our inaugural **CMO Report** to discuss opportunities and challenges for driving forward positive change within the marketing industry. Together with diversity consulting specialists, Vercida Consulting, we published an in-depth report on diversity in the Marketing industry, to raise better awareness and highlight what more we can do.

Over the last five years our placement ratio of candidates has been 41% Male : 59% Female. Over the last 12 months, we continue to build on this and, in addition to reporting on gender demographics of the talent pool, we strive to monitor and support the accessibility for all relevant protected characteristics under the Equality Act 2010.

We continue to offer fee discounts to our charity, not-for-profit and fellow B Corp industry customers, whilst still providing them with the same high-level of service we give all of our clients.

As part of our Community Charter and the work of The Tomorrow Foundation, our team continues to support our clients to facilitate the hiring of apprentices and entry level talent from our network of Community Education Partners.



Thought leadership

The CMO Report, tmI Partners' video-led report seeks insights from marketing and communications leaders from global organisations. Participants discuss EDI in the industry, the skills they believe the next generation will require, and the challenges and opportunities they are facing in their day-to-day.



We regularly host exclusive roundtable events with marketing and communications leaders from various industries, providing a setting for them to debate amongst peers regarding a variety of topics. These discussions are pivotal in the creation of industry leading reports:



We continue to invest in our industry research and insights reports, having recently published a report on *'Diversity in the Marketing Industry'*. The report, written in collaboration with VERCIDA, EDI specialists, put data into context, reviewed factors leading to under-representation, and unveiled what marketing leaders are doing to achieve diversity of thought in their teams.



What our customers say

"I enjoyed working with Jill at tml Partners and implicitly trusted her judgement to bring the right caliber of candidates forward to suit the brief. They worked at pace and kept me up to date throughout the process. It was also great that tml Partners are a certified B Corp as this aligns with our own brand values. I would not hesitate to appoint tml Partners for future roles".

- Chris Hale, Chief Marketing Officer, LYMA

"Having worked with tml partners as a client I'm familiar with their excellent service but experiencing their end-to-end solution from the other side of the fence, as a candidate, has been exceptional. Peter and Charlie approached me with a mandate that they knew would spark an interest in me. The level of detail they were able to impart was first class, and the communication was thorough and meticulous so I always knew where i stood - something seldom found from recruiters in my experience".

- Peter Thomas, Chief Marketing Officer, Northumbria University

Our progress so far

| Impact Area | Commitment | Status |
|--|--|---|
| Customer Stewardship 5 out of 5 | <ul style="list-style-type: none"> Continue to delight our clients with exceptional service to become the most trusted and most advocated marketing headhunters Regularly monitor customer satisfaction and maintain a Five Star Google Review rating Continue to act upon customer feedback as part of our investments in Relentless Self Improvement We are committed to being the diverse and inclusive recruitment partner for Marketing and Communications professionals We are committed to removing systemic barriers for diverse and under-represented talent | <ul style="list-style-type: none"> Successfully received over 215 Five Star Google reviews 2024 - Develop a Net-Promoter-Score action plan to develop further ways of improving customer experience Successfully established a bespoke framework for EDI in executive search Launched The CMO Report and EDI Report to raise awareness across our industry Invested in ReciteMe to ensure our website is fully enabled with Customer Accessibility Tools |



Pillar Three - Community Score: 19.4

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management.

Creating a positive community impact is core to our overarching mission at tml Partners. Through The Tomorrow Foundation we have created a Community Charter from we commit to the following:

- To dedicate 5% of our time and resources to civic engagement, pro-bono and charitable projects;
- To develop diverse, equitable and inclusive work environments for our business, our clients, our suppliers and partners;
- To promote our partnership independent suppliers and make local purchasing decisions

The Tomorrow Foundation



Our Community Partners



City Gateway are a charity that exists to give everyone the equal chance to change the future. They work with young people and vulnerable women who are not in education, employment or training (NEET). They provide skills development courses, work-based training, placements and apprenticeships.

Having supported City Gateway since 2020, in 2022 tml Partners and The Tomorrow Foundation stepped up our partnership to commit to a weekly volunteering programme to assist this incredible educational body and their inspirational group of learners.

Our weekly partnership with City Gateway has involved the following initiatives:

- Mock interviews and CV workshops: the tml team provides City Gateway trainees with weekly interview training and practice.
- LinkedIn masterclasses: the tml team delivers monthly workshops showcasing the importance of developing a professional personal brand via LinkedIn
- Introductions to Careers in Marketing, Corporate Affairs, Recruitment & HR: Together with members of our Chief Marketing and HR community network, the tml team have delivered monthly Q&A panel sessions for the trainees to learn about different careers and routes into a variety of industries.

“tml have provided tremendous support to our learners and coaching teams for a number of years now, and in 2022 it was superb to agree a weekly volunteering programme for the delivery of mock interviews, LinkedIn masterclasses and marketing career workshops. This has made and continues to make such an immeasurable difference to our young people - that one flash of inspiration can set them off for a rewarding future - and over 12 months on we are now seeing the demonstrable impact for our learners securing new apprenticeship and employment opportunities. Huge thanks to tml for your time and ongoing commitment to make a positive impact, and for your genuine enthusiasm.”

- Mark Pike, Head of Education and Inclusion at City Gateway



Resurgo is an organisation that connects, envisions, trains and supports people to 'transform society together' through high impact and scalable enterprises. Their initiatives include the Spear Programme which 'ignites a vision of the possible' in unemployed 16- 24 year olds. tml Partners have continued to provide Pro-Bonos volunteer support to Resurgo's Spear Programme. In 2022, the tml team also took part in The Royal Parks Half Marathon, raising funds for Resurgo for the second year running.

In 2022/3, we were delighted to go one step further and directly financially sponsor the Spear Programme. We set up The Tomorrow Foundation to improve lives and help create a fairer future for tomorrow. It continues to be such a rewarding experience for our team to support Resurgo, and we now hope our impact can change the course of a young person's life.

“It has been fantastic to work with the team at tml Partners and The Tomorrow Foundation over the last three years and very rewarding to see the team realise their value in making a significant impact for the next generation. It is encouraging to see an organisation plays its part in transforming society and how giving in this way is mutually beneficial.”

- Harry Campbell-Meakins, Corporate Partnerships Manager, Resurgo

Our Community Partners



In June 2022 and 2023, tml Partners proudly took part in the Marketing Society's annual Sprintathon. Teams from across the marketing industry joined in this mass-participation event which saw back-to-back 400m relays until they collectively covered 42.2km, the distance of a marathon. It was all in aid of Cancer Research UK's Stand Up To Cancer campaign.



In 2023 we were delighted to announce The Tomorrow Foundation's partnership with Dig Deep, a charity that believes everyone has a fundamental right to clean water, safe toilets, and good hygiene through the achievement of UN Sustainable Development Goal Six.

Dig Deep work in Bomet County, Kenya. Here, two out of three of people don't have clean water, over half don't have safe toilets and children don't have access to basic hygiene education. This charity partnership will see tml Partners engage in various fundraising activities throughout 2023 including Tough Mudder races (5k & 10k) and the London 10 Peaks Marathon Challenge. The proceeds of these activities will be directed towards transforming the provision of clean water, sanitation and good hygiene in the region.

"At Dig Deep we believe everyone has a fundamental right to clean water, safe toilets, and good hygiene. Our mission is to collaborate with the Kenyan government, local businesses and communities to transform access to these vital services for the 1 million residents of Bomet County – one of the most underserved and least resourced areas in the country. Through tml's fundraising, The Tomorrow Foundation will provide an entire school with clean water for the first time. Their fundraising will be enough to support a school like Jubilee Amani, where 1,026 pupils and family members will benefit from improved rainwater harvesting systems and increased clean water storage in the next 5 years."

- Ben Skelton, CEO, Dig Deep

Supply Chain Management

As part of our Community Charter and annual supplier assessments, we have continued to screen our significant suppliers for social and environmental impact. Our B Corp journey has also allowed us to engage with our core suppliers to embrace the highest standards held by B Corp. We are delighted that many of our key suppliers are now embarking on their own B.Corp assessment journeys.

"As a key supplier to tml Partners for a number of years, we have seen first hand the positive impact tml has made with their clients, their team members and with the investments into the community. tml prides itself in engaging with independent local suppliers, building lasting partnerships, and inspires best practice for ESG across their supply chain. For instance, tml's journey to become B Corp certified illuminated this path for ourselves here at Aristar Consulting, and we were delighted to reach our own certification earlier this year."

- Paul Glynn, Managing Director, Aristar Financial Consulting



Our progress so far

Civic Engagement & Giving 3.7 out of 12

Commitment:

- To pledge 5% of our employees time to pro-bono, charity and community projects
- Commit to support City Gateway & Resurgo learners gain access to employment opportunities
- Establish an employee selected fundraising partnership with Dig Deep, to transform access to WASH services for the residents of Bomet County, Kenya

Status:

- 100% of all employees took paid time off for volunteer service in the last 12 months
- We over doubled our volunteer hours in 2023, with many team members nearing our 5% pledge
- We will successfully raise over £6,000 for Dig Deep, enough to support a school like Jubilee Amani, where 1,026 pupils and family members will benefit from improved rainwater harvesting systems and increased clean water storage in the next 5 years.
- Our team members have personally supported organisations including: *FoodCycle, Euston FoodBank, Bow Food Bank, The Newbridge Foundation*; as well as The Marketing Society's *Sprintathon*

Diversity, Equity & Inclusion 5.8 out of 15

Commitment:

- To develop diverse, equitable and inclusive work environments for our business, our clients, our suppliers and partners

Status:

- We are pleased to share that 50% of our management team are female.
- Our candidate placement ratio with clients has been 41% Male : 59% Female
- We launched The CMO Report and developed bespoke solutions for EDI in executive search, to raise awareness and support our clients and community with their diversity goals

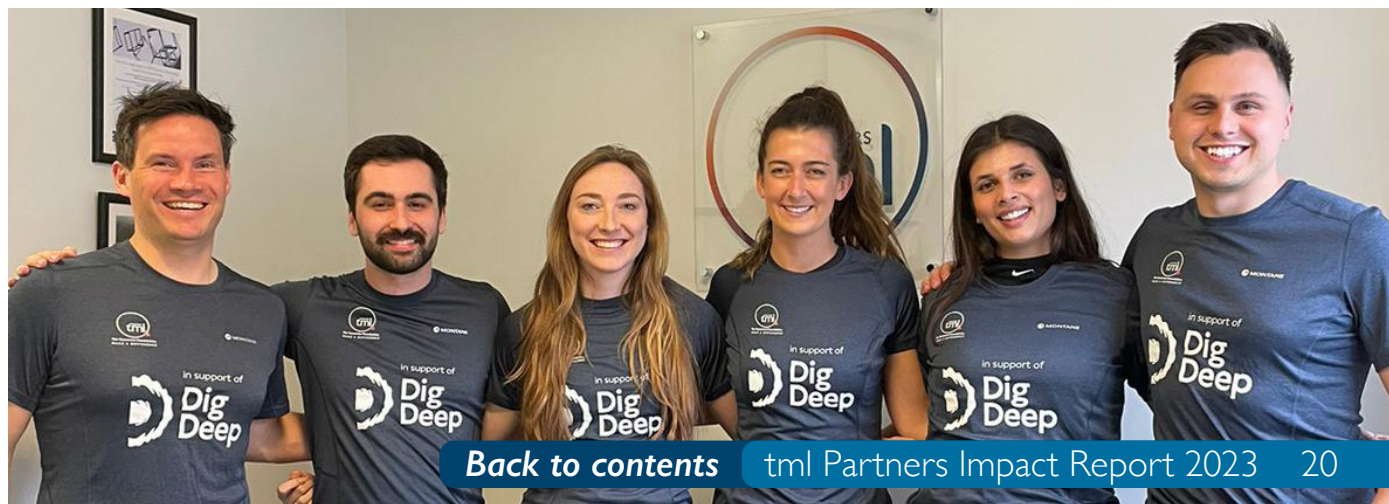
Economic Impact 7.5 out of 15

Commitment:

- Maintain 60% focus on local supplier spend and inspire ESG best practice across our supply chain
- Continue to invest in the growth of our business and creation of new employment opportunities for our people. Target 15%+

Status:

- Three of our suppliers are at the latter stages of their B Corp assessments, and we are delighted our finance partners, Aristar Consulting recently became B Corp certified.
- We successfully grew our headcount with 41% net new jobs over the last 12 months.



Pillar Four - Environment

Score:
13.5

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity.

We recognise that we have a responsibility to the environment beyond legal and regulatory requirements.

We are committed to reducing our environmental impact and continually improving our environmental performance as an integral part of our business strategy and operating methods, with regular review points. We will encourage customers, suppliers and other stakeholders to do the same. To make a lasting transition to a low carbon, or even a carbon positive economy, we agree that the first three types of climate action hold the most promise.

Our primary goal is to the following:

Reduce Directly

- To eliminate or reduce our consumption of inputs that cause emissions by using fewer inputs or using them more efficiently.
- We have set targets to reduce our electricity and water consumption, to improve our recycling.
- We will ensure 100% of our office electricity supply continues to come from renewable sources.
- We have established policies for Environmental Stewardship for our employees and their home offices, and monitor and promote improvements via our partnership with Giki Zero.



These climate actions occur within our business (our “four walls”) and directly reduce scope 1 and 2 GHG emissions.

Reduce Indirectly

- Purchasing and using inputs that emitted few, or fewer, emissions in the course of their production (low carbon fuels).
- We encourage our suppliers to eliminate or reduce their consumption, and monitor this commitment within our annual supplier engagement survey.
- These climate actions occur outside of our business (our “four walls”) and can indirectly reduce our scope 1, 2, or 3 emissions.

Reduce Broadly

- Creating change that causes “reducing indirectly” (above) to be possible.
- We have championed the creation of a Fleet Street Environment Group at 160 Fleet Street. Through our efforts, we hope to encourage our neighbouring tenants at 160 Fleet Street to transition to low carbon practices and reduces their emissions.



Our targets



Renewable Energy Source:
Maintain 100%



GHG Emissions per employee::
Target less than 1 tCO2



Hazardous Waste Elimination:
Maintain 100%



Waste Recycling:
Target 80%



In addition to our ongoing commitments to reduce our environmental impact, we also recognise in the near term, that Balancing – or buying verified emission reduction credits – has a role to play.

We have therefore purchased certified carbon credits to offset 100% of our GHG emissions via Ecologi.

[See the latest climate projects tmi Partners have supported here](#)



100 tonnes of
CO2e avoided



1 year of
climate impact

Protect Earth

In 2023, tmi Partners are delighted to form a volunteering partnership with **Protect Earth**. In March the team successfully planted over 650 trees in the Surrey countryside. In addition to our ongoing partnership with Ecologi to support reforestation and climate change projects around the world, it was amazing to get some direct 'in the ground' experience.



Our progress so far

Environmental Management Air & Climate, Water, Land & Life 13.3 out of 20

Commitment:

- To reduce our GHG emissions via our employee stewardship programmes, to achieve our long term sustainable goal of less than 1 tonne per person.
- Commitment to 100% carbon offset via our partnership with Ecology.
- To launch a new employee benefit with Octopus Electric Vehicles alongside our successful Bike2Work, to further reduce the impact of travel
- To deliver a building wide recycling target of 80% via our partnership with the Fleet Street Environmental Group.

Status:

- We have successfully reduced our GHG emissions per employee by 3% to 1.02 tCO₂, and are nearing our "Sub 1" target.
- With Ecology we have supported the prevention of over 170 tCO₂e from being emitted through 28 verified carbon avoidance projects - This is over 8.5x our own GHG emissions.
- Successfully onboarded our first employee with Octopus EV
- We have made strong progress engaging neighbouring Workspace tenants, however, there is more to do in 2024 to reach our 80% target.



Pillar Five - Governance

Score: 20.3

Governance evaluates a company's overall mission and engagement around its social and environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure.

Mission & Engagement, Ethics - **4.7** out of 6
Ethics and Transparency - **5.5** out of 9

Our Commitment and Progress

As we continue to grow tml Partners, increase our headcount and launch new services into new markets, it has been fundamental to ensure we continue to treat our social and environmental impact as a primary measure of our success, and continue to prioritise it even in cases where it may not drive profitability.

As part of our B Corp mission a critical learning for us has been to bring the whole company on that ESG journey together to fundamentally integrate ESG into our DNA and therefore our growth strategy. As such, we have embedded our ESG mission into all corners of our business, from our onboarding programme "The tml Way" through to our annual strategy retreat "tmlWorld".

We are proud that our Articles of Association legally commit tml Partners and our Directors to the following five business principles:

1. Have a purpose which delivers long term sustainable performance;
2. Be honest and fair with clients, candidates, and suppliers;
3. Be a responsible and responsive employer;
4. Be a good citizen;
5. Be a guardian for future generations.

To formally review, monitor and target our progress across all Impact Pillars listed above, our Board of Directors assess progress every quarter.

To support the continued development of our board governance and future growth strategies, in 2022 we were delighted to welcome Annabel Venner as a Non-Executive Director. Annabel is an award-winning Global Marketing Leader with more than 20 years of experience supporting purpose led organisations from the FTSE 100 to high growth SMEs.

All five impact areas now have a dedicated committee (made up of our team members and led by a Director) who meet quarterly to focus on implementation and improvement strategies.

tml Partners are long standing members of our trade association APSCo and are now planning to work with them to educate and influence our broader industry about the B Corp movement.

In addition to this Impact Report, further information about our ESG approach can also be read at [this link](#).



UN Sustainable Development Goals

We recognise our role to help accelerate business action on the Sustainable Development Goals (SDGs) to drive real change by 2030.

We have identified three core goals for tml Partners to support, and we commit to integrate these into our core strategy utilising the SDG Impact Manager.

4 QUALITY EDUCATION



Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all. We will each commit 5% of our time to pro bono schemes, partnering with City Gateway and Resurgo to drive our commitment to education of NEET individuals and unemployed 16-24 year olds

5 GENDER EQUALITY



Achieve gender equality and empower all women and girls.

We will consistently track and share our commitment to diverse shortlists. Giving equal opportunities to men and women, empowering women in their career journey.

8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive and sustainable economic growth, full productive employment and decent work for all.

tml Partners are committed to focusing on improving social mobility and creating fairer futures through The Tomorrow Foundation. We will fund individuals through the SPEAR Programme and aid in the placement of apprenticeships.





Thank You

Thanks to each and every one of our amazing team, clients and community partners, for helping tml Partners to realise our B Corp mission and overall vision to become the world's most trusted marketing headhunters.

We're proud of how far we've come on our B Corp journey, and we've got a clear plan for how we'll continually improve.

We hope you found this report helpful and insightful. Do get in touch to find out more about the B Corp movement, or if you or your organisation would be interested in getting involved.



Partners
tml
Executive
Marketing Recruitment.



Growth Partners
THE CMO CONSULTANCY



Partners
tml
The Tomorrow Foundation.
MAKE A DIFFERENCE

