



# **Social and Environmental Impact Report 2023**



# Executive Summary



## ➤ In 2023...

**mustard pushed the 'apply' button to become a certified B Corp.**

We did this as a continuation to the founders' beliefs on operating a company that is not only a transparent, well run and fun business but the need to be able to prove and improve it.

## ➤ Built on friendship

mustard is a recruitment consultancy that is **built on friendship** and values **quality over quantity** which we believe is important in a world seemingly trying to short cut and greenwash wherever possible.

We encourage our team and our clients **to challenge us to do better** and also to join us on being a 'benefit for all'.

# Our Business

## ► Stewards for the next generation

We are creative recruiters who work for our people, our planet, our community and our customers.

We believe in **stewardship** for the next generation and we are proudly HQ'd in Bristol.

### People

For our people, we create an environment where opportunity is equal, work is engaging and we feel valued. We lead responsibly and coach and empower the next generation of responsible leaders.

### Planet

For our planet, we support regenerative sustainability schemes, keep our own impact to a minimum and protect and conserve for the next generation.

### Community

For our community, we invest both our time and our profits in positive local initiatives and we promote equal, diverse and inclusive business practices internally and externally.

### Customers

And for our customers, we work with businesses who share our purpose and provide accessible material to enable them to join us on our journey.



# Our Values

## ➤ Personal values of mustard people



Intelligence



Self Motivation



Adaptability



Hard Working



Integrity



Tenacity





# Social Impact



## Employee Wellbeing

Implemented initiatives fostering a positive workplace, including **mental health support**, professional development opportunities, and employee engagement programs.



**2**  
Mental Health First-Aiders Trained and Appointed



**12**  
Breakfast Clubs: The whole office gets together to discuss business direction and progress, whilst enjoying a hearty breakfast.



**23**  
Internal Promotions with our advanced internal training program



**5**  
Staff hired through our Graduate Intake Scheme

As this is our initial report the structure and processes of how we measure impact may evolve and develop going forward.





# Social Impact

## ➤ Community Engagement

We've spent 2023, **establishing partnerships** with local charities and **actively participating** in community development projects.

We've participated in a range of activities so our entire team can get involved, from bake sales and food collections to climbing Mount Snowdon at Night.

We've also engaged our online communities in discussions on important topics, through blogs and social media, like Black History Month, and International Womens' Day, **reaching over 4,500 users.**

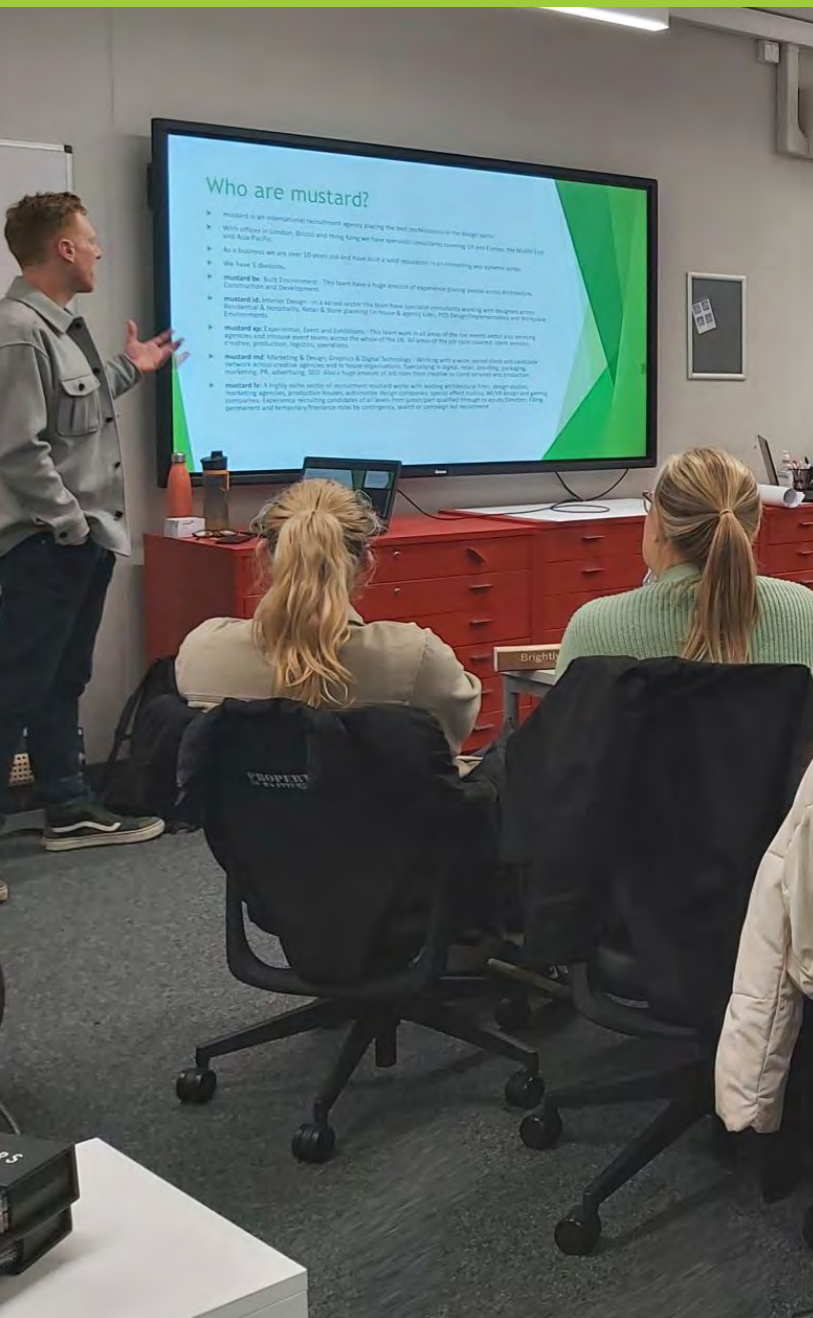
### Charities & Causes Supported

- Macmillan
- St Nicholas of Tolentino Foodbank
- Movember in aid of Men's Health
- British Red Cross - Turkey-Syria Earthquake Appeal
- Campaign Against Living Miserably
- Compassion Acts, Southport





# Social Impact



## ➤ Educating and Supporting Young People

Starting a career in the creative industries is a difficult task, luckily as recruitment consultants in the field, we're able to **provide support and guidance** to young people looking to kick-start their career.

# 12

**NEET** (Not in education, employment or training) young people engaged through our **graduate open-evening**.

# 295

Interior Design and Architecture students engaged in mustard lectures and panel discussions across the country and in the local area.



# Environmental Impact

## Sustainable Practices

Integrated sustainable practices across operations, reducing waste and promoting eco-friendly alternatives.

Key considerations for mustard include:



Cycle to Work Scheme



Bike Storage



EV Salary Sacrifice Scheme



Electric Showers



Office Renovation



Carbon Footprint Reduction

Well, we have done a lot in the last 2 years including a full office refurbishment, starting a salary sacrifice scheme for EVs, further pushing cycle to work with brand new cycle storage, showering and changing facilities but what we didn't have was our footprint in black and white. **By the time of the next report we will.**



# Stakeholder Engagement

## Employee Well-being

- **Diversity and Inclusion:** Advanced diversity and inclusion efforts, resulting in an increasing representation and a more inclusive workplace.
- **Employee Volunteerism:** Encouraged and supported employee participation in volunteering.

## Community Partnerships

- **Local Procurement:** We plan to strengthen relationships with local suppliers, promoting responsible and ethical business practices.
- **Community Impact Programs:** Launching programs addressing specific community needs, such as education, health, or poverty alleviation.

## Customer & Supplier Relationships

- **Ethical Sourcing:** Put in plans to prioritise ethical sourcing and communicate transparently with customers about sustainable and socially responsible practices.
- **Consumer Education:** We are messaging our supply chain to raise awareness among customers about the positive impacts of supporting B-Corps.





# Environmental

## ➤ Sustainable Practices

### Waste Reduction:

Implemented **waste reduction strategies**, which will result in a decrease in overall waste generation.

### Renewable Energy Adoption:

We are moving energy providers to renewables and **have a plan to add solar panels** and battery capability to our headquarters.



# B-Corp Certification

► 89

Our B-Impact Assessment gave us a working score of 89 while we go through the evidencing and audit process.

## Challenges and Learning Opportunities:

- **Challenges Faced:** Addressed challenges in aligning business operations with B-Corp principles, fostering a culture of continuous improvement.
- **Learning Opportunities:** Identified opportunities for growth and learning through the pursuit of sustainability and social impact goals.



# Future Commitments



## Enhanced Sustainability Goals:

Net Zero by 2030



## Social Impact Initiatives:

Outlined plans for new social impact initiatives, focusing on areas identified as critical to our stakeholders.



# Current Emissions

To smash our Net Zero target by 2030, we're tracking our current emissions to compare year-on-year. To tackle these numbers we'll be bringing in new initiatives.



**180 Tonnes of Co2e**

In Total - Scopes 1, 2 and 3.



**2.7 Tonnes**

For Scopes 1 and 2



**0.04 KG Co2e/£**

Carbon Intensity

# Conclusion



## Our Ongoing Dedication

- This Impact Report reflects our ongoing **dedication to making a positive impact** on society and the environment while achieving financial success.
- As we move forward, mustard remains **committed to advancing the B-Corp movement** and being a force for good in the business world.



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