

IMPACT REPORT

2021

We pledged to reduce the impact we have on the planet.
Here's what we've achieved in our first year.



INTRODUCTION

A year ago, we committed to reduce our footprint as early talent recruiters.

The result of that decision was the founding of the Sustainable Recruitment Alliance. I am incredibly proud of what the Alliance has achieved so far. We're beginning to stem the decades of damage that our early talent practices have caused to the environment.

However, the recent Intergovernmental Plan on Climate Change (IPCC) report has shown that not enough is being done to meet emissions targets. We have a responsibility to do more.

In this report, we share the Alliance's collective progress. We also look ahead and explore how you can further engage with us.

Let's see how we can all go further still to review, reduce and report our footprints.

Laura Yeates

Laura Yeates (she/her)

Founder, Sustainable Recruitment Alliance
Head of Graduate Talent, Clifford Chance

OUR PURPOSE

We help reduce the carbon footprint of early talent professionals.

OUR MISSION

To create and empower a deeply connected ecosystem of stakeholders, including early talent recruiters, universities, and student organisations, who are committed to reducing their collective carbon footprint and embedding sustainability at the heart of their practices.



OUR FIRST YEAR

AUGUST 2020

17 signatories are confirmed within our first month

OCTOBER 2020

The Alliance is showcased at GTI's Breakfast News, in front of over 200 employers

DECEMBER 2020

We feature at the GTI HE webinar, with over 25 universities attending

JANUARY 2021

We sign up our first two university career services – University of Oxford and University of York

AUGUST 2021

We reach a total of 40 signatories

AUGUST 2020

The Sustainable Recruitment Alliance is founded

SEPTEMBER 2020

We feature in an ISE webinar

NOVEMBER 2020

Laura Yeates discusses the Alliance on the People in Law podcast

JANUARY 2021

The Alliance is part of an AGCAS Conference workshop, with over 20 universities in attendance

APRIL 2021

We appear on the Jack & Ollie Show, presented by the RMP Enterprise and All About Law founders

OUR COLLECTIVE IMPACT

MAIN FINDINGS

The specialist sustainability reporting firm Greenstone has provided an impact assessment of the early recruitment activities of 26 of our signatories. In summary, the big news is:

- Compared to 2019/20, emissions stemming from merchandise purchased by signatories fell by 74% in 2020/21. They are projected to fall by 89%, against the same baseline, in 2021/22. This equates to saving 149 tonnes of CO₂ – roughly equivalent to 75,000kg of coal being burnt
- Big reductions in emissions could be achieved by phasing out the use of textile-based merchandise. Textiles made up 21% of all merchandise by weight, but 64% of all emissions
- Using recycled, rather than virgin, materials in merchandise can also result in big reductions in emissions. On average, merchandise made from virgin materials produced 3.7 times more emissions per unit weight of merchandise
- In 2019/20, 95% of events were conducted in person, compared to 6% in 2020/21. As the proportion of events conducted online has increased, the weight of purchased merchandise has fallen
- As the number of in-person events rise, a return to original purchasing levels could cause a significant increase in emissions
- 9 of the 26 signatories cut their consumption and emissions to 0 in 2020/21. It is expected that 17 of the signatories will achieve this in 2021/22
- 4 signatories increased their emissions from the first year. The largest increase saw a signatory emit 3 tCO₂e in 2019/20 and 6 tCO₂e in 2020/21

“Covid provided the momentum to shift our early talent activities online and challenge our traditional practices. The impact on our emissions is clear. We now need to commit to long term, sustainable recruitment strategies that genuinely democratise access to opportunities.”

Clifford Chance, Founding Partner

Paper merchandise

including brochures, flyers, cards, notebooks, bookmarks and post-it notes, made up most (53%) of the merchandise deployed during the period. Signatories reduced their paper consumption by 84% in 2020/21 and are on course to reduce their consumption by 94% in 2021/22. In total, this will save 22 tonnes of paper, and avert the emission of 42 tCO₂e – the equivalent of flying from Los Angeles to London 30 times

Textiles

which includes bags, clothing and towels, was the second most consumed product category by weight (21%). But it yielded almost two-thirds of total emissions (64%). Relative to 2019/20, textile consumption reduced by 82% in 2020/21. We expect that textile consumption will fall by 92% in 2021/22. In total, this constitutes the avoidance of 78 tCO₂e, roughly equivalent to the annual emissions of 16 people

Plastic products

including pens, bottles, phone holders and plastic bags – were the third most common product type by weight. Plastic consumption totalled 2.6 tonnes in 2019/20, but this fell by 92% in 2020/21 to 0.2 tonnes. In 2021/22 it is expected that plastic consumption will reduce further to 0.1 tonnes. Across the two years, this will result in the avoidance of 13 tCO₂e

Other product categories

included small electronics, metal, and wood. Consumption reduced from 4.2 tonnes in 2019/20, to 0.2 tonnes in 2020/21 and it is expected this will reduce further to 0.1 tonnes in 2021/22. In total, this will save 15.4 tCO₂

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It is our duty to ensure that we do everything we can to contribute to the success of our hires. As an organisation, we need to ensure that our future talent inherit processes and attitudes that focus on long term sustainability, of both the business and our planet."

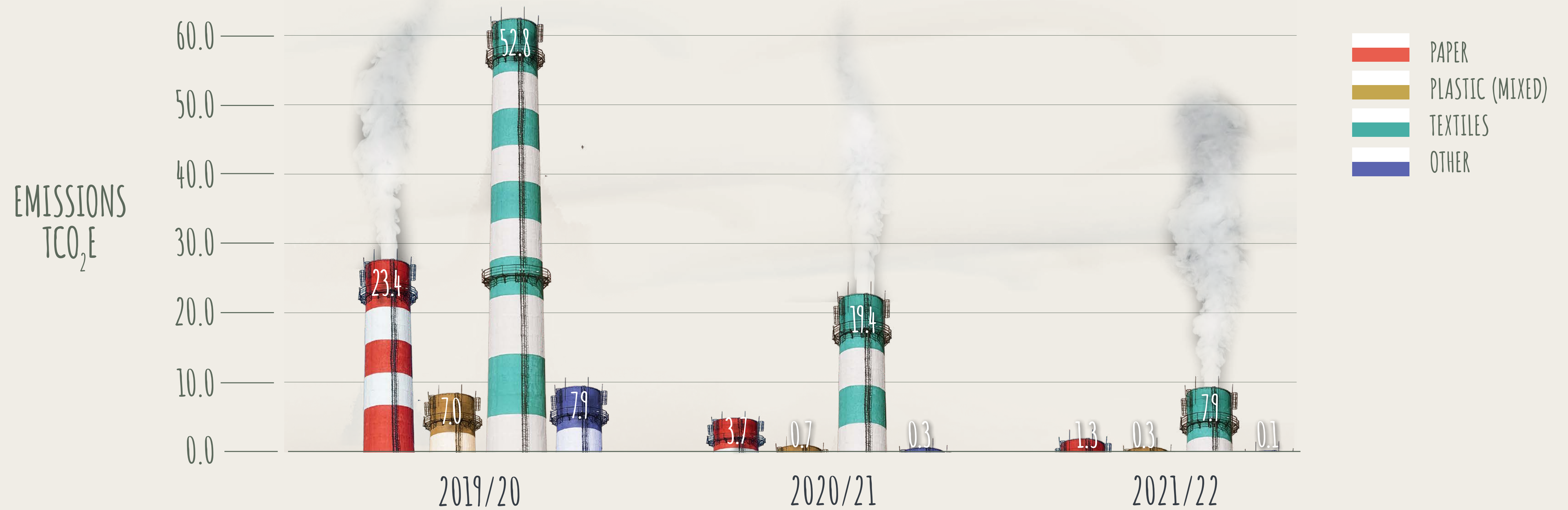
Police Now

TOTAL WEIGHT OF MERCHANDISE



Total weight of merchandise purchased, split by product category

TOTAL EMISSIONS FROM MERCHANDISE



Total emissions from merchandise purchased split by product category



TONNES

120

100

80

60

40

20

0

New products VS recycled materials

- Merchandise made from recycled material made up 31% of all purchases, but just 11% of all emissions
- On average, merchandise made from virgin materials produced 3.7 times more emissions per unit weight of merchandise
- Textile merchandise made from recycled materials results in 4% of the emissions that would be emitted if virgin materials had been used instead



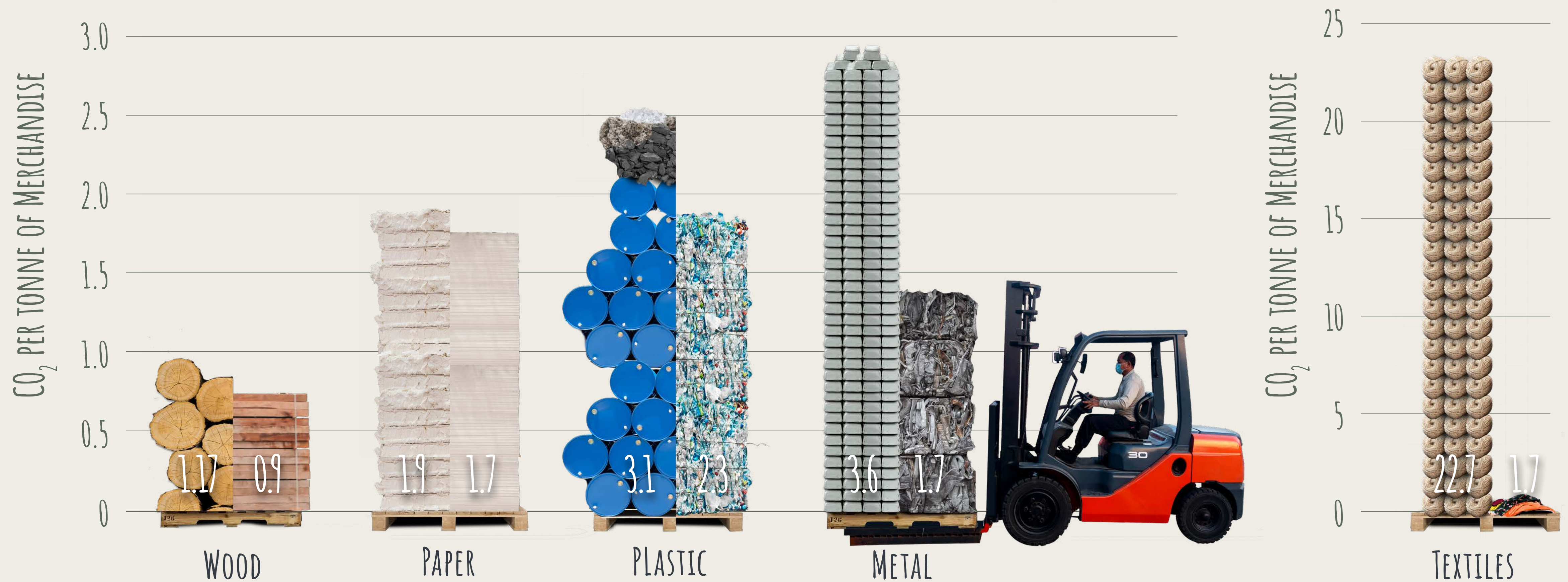
VIRGIN MATERIALS

RECYCLED PRODUCT



Weight of merchandise that was made using virgin materials and recycled materials and the associated emissions.

EMISSIONS OF MERCHANDISE MATERIAL



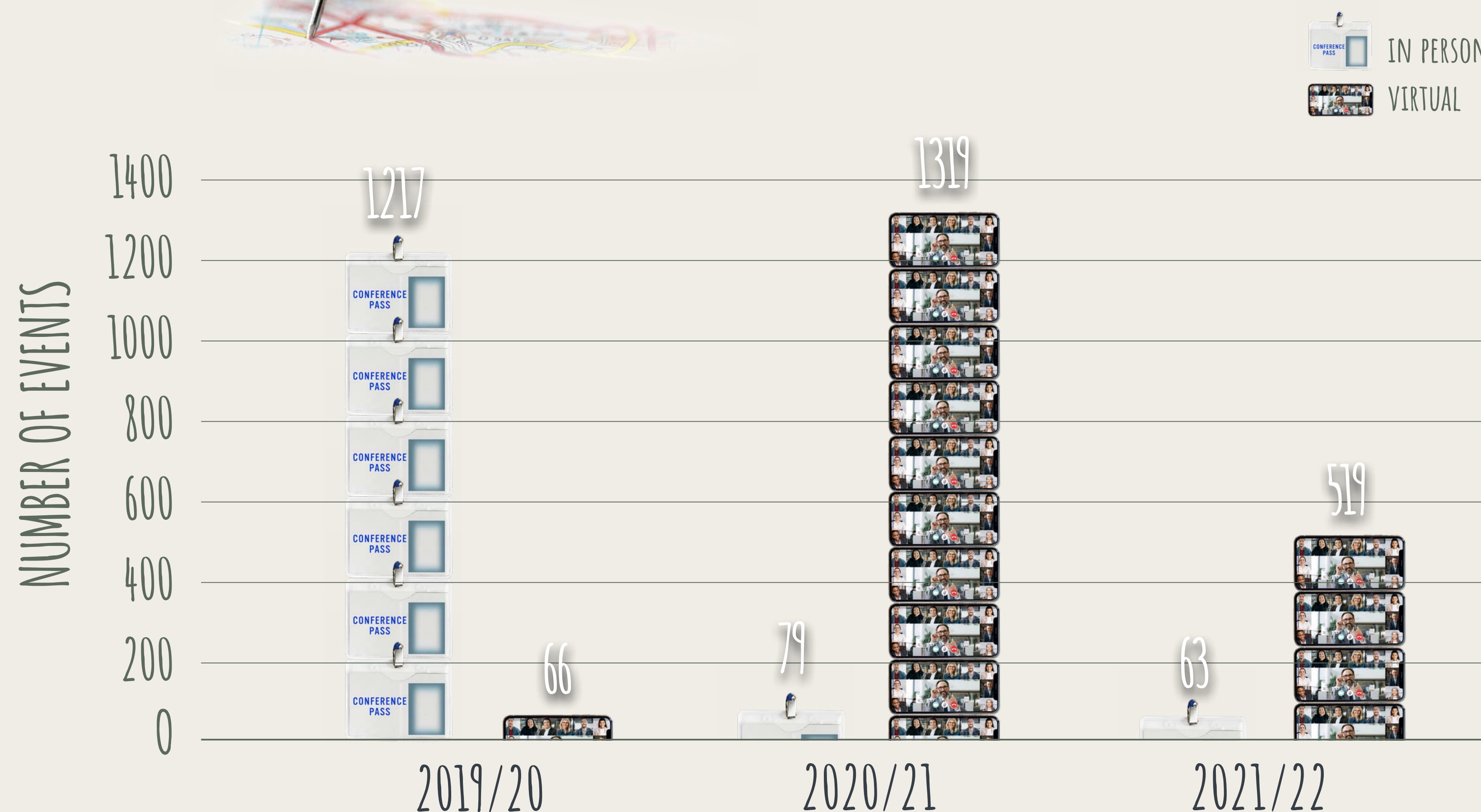
Emissions per tonne of merchandise made from virgin and recycled materials split by material type.



LOCATION OF EVENTS

In-person to virtual events

- There has been a dramatic shift from in-person to virtual events as a result of the pandemic.
- Virtual events mean less merchandise. A 1% rise in the percentage of virtual events attended by a signatory in any given year, is associated with a decrease of 9kg of merchandise purchased
- The ratio of virtual to in-person events attended by a signatory explains approximately 22% of the variance in the weight of purchased merchandise in any given year.



OUR RECOMMENDATIONS

- Signatories should continue to reduce the amount of merchandise purchased for events
- Signatories should phase out merchandise made from textiles. These products have made up just 21% of the total weight of merchandise but constitute 64% of overall emissions
- Products manufactured from recycled materials should be favoured as they produce less emissions than those produced using virgin material
- Signatories should continue to think creatively about how they engage with students. Our Founding Partner, Blackbridge Communications can advise you on sustainable early talent attraction approaches, such as virtual event strategy, employer brand video, social media campaigns, podcasts and PR

“Focusing our attention on improving sustainability in our graduate recruitment process is an important part of our overall sustainability strategy. We look forward to continuing to work with the Sustainable Recruitment Alliance to take forward initiatives.”

Forsters

AIMS FOR THE COMING YEAR

It's been a challenging but rewarding first year for the Alliance. We need to keep up the momentum – here are six things we aim to achieve by our second birthday.

1. To have 100 early talent recruiters pledge as signatories, 25 university careers services and 10 society connections
2. To continue to showcase significant reductions in emissions through case studies and wider content
3. To share best practice on creative ways to offset carbon emissions
4. To continue fostering an inclusive and collaborative environment among signatories
5. To grow our LinkedIn following and engagement
6. To build the student voice into the Alliance by fostering the development of our new Student Advisory Board and linking in with societies

And here's how you can help.

1. By leveraging your network to encourage other early talent recruiters to sign up
2. By engaging with and sharing our content on social media
3. By incorporating the Sustainable Recruitment Alliance and your work as a signatory into your early talent website
4. By attending our roundtable events, and actively engaging with these sessions
5. By sharing good practice with us, so we can use it on our website
6. By sharing best practice on carbon offsetting for the emissions that can't be reduced
7. By continuing to review, reduce, report



Although 2020 has been a challenging year for the Service, it has also provided an opportunity to focus on sustainability issues in greater depth. We have made a commitment to consider sustainable issues as much as possible in the way that we run our Oxford offices, and integrate them in our support to students, as well as in our engagement with recruiting organisations."

University of Oxford Careers Service

STUDENT ADVISORY BOARD

The Alliance's Student Advisory Board brings together a group of students passionate about sustainability. The board will provide insights to the Steering Group and signatories, participate at roundtables, and produce podcast and newsletter content. As ambassadors, they will drive awareness of the Alliance with universities and student societies.

CO-CHAIRS

Reanne Thomas

Reanne is a future trainee solicitor at Clifford Chance. She interned with the Alliance in summer 2021, where she focussed on data collection for the impact report and social media plans.

Howard Blackbee

Howard is also a future trainee solicitor at Clifford Chance. He interned with the Alliance throughout August where he was involved with writing the impact report.

STUDENT CAREERS REPRESENTATIVE

Joseph Defries

Joe is a final year law student and future trainee solicitor at Clifford Chance. Joe aims to increase student awareness of ESG issues on campus and help lead the discussion around sustainable recruitment.

LAW SOCIETY REPRESENTATIVES

Joshua Rutt

Joshua is a future trainee solicitor at Macfarlanes. He brings a wealth of experience, having pioneered the University of Nottingham Law Society's net carbon zero campaign.

Kiran Pillai

Kiran is a future trainee solicitor at Clifford Chance and is currently President of the University of Bristol Law Club. Kiran will assist with drafting content for the Sustainable Recruitment Alliance, alongside managing the relationship between Bristol Law Club and the Alliance.

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We are excited to continue finding creative new ways to cut waste and make carbon savings as part of the Sustainable Recruitment Alliance. We also look forward to reporting on our environmental impact collectively as a group, whilst sharing ideas and best practice."

Farrer & Co

UPCOMING EVENTS

Follow our social media for details of these events and more.

'DITCH DON'T SWITCH' FRIDAY 19TH NOVEMBER 2021, 1-2PM

This roundtable will convene members of the early talent recruitment sector to discuss the impact branded merchandise is having on the environment. Questions to be addressed include: How effective is it to switch to sustainable merchandise? How do you ensure your products are being responsibly sourced throughout the supply chain? What are the benefits to eliminating merchandise entirely?

'CARBON OFFSETTING: A FREE PASS AT POLLUTION?' TBC, FEBRUARY 2022

This discussion will bring together experts in sustainability practices with recruiting organisations. We'll ask: What further steps can be taken to ensure carbon offsetting projects maximise their positive social and environmental impact?

'HYBRID EVENTS: THE WORST OF BOTH WORLDS' TBC, MAY 2022

As we return to a form of normality, the early talent recruitment sector has seen the emergence of hybrid events. It seems sensible to use both online and offline channels – but hybrid events consume more energy than either option individually. Is this something we should be condoning, and are there ways to reduce the impact?

OUR PARTNERS

Group GTI

Helping students realise their potential.
Supporting students with self-discovery, career guidance, skills and finding roles. Helping employers reach and hire. Enabling universities to deliver world-class careers and student services.

"In the race to find the right people, it's clearly not just a case of doing whatever it takes. We want to be part of a community that's fair for all students, employers and universities and fair on the planet. So we're proud to be partners of the Sustainable Recruitment Alliance."



RMP Enterprise

You might know us best for our flagship product RateMyPlacement.co.uk, known as 'the TripAdvisor for work experience'. Offering cost-effective and student recruitment solutions, we're proud to deliver 100% hires for employers such as Warner Media, SAP & Lidl. We also have On-Campus Promotions in our portfolio to create sustainable digital and face-to-face attraction campaigns for employers and RateMyApprenticeship.co.uk, a review-based job board that helps employers attract school and college students.

"Like many organisations, we're on a sustainability journey at RMP. From reducing our printed offering to delivering campaigns for clients with sustainability at their heart, to being more environmentally conscious within the office and with the suppliers we work with. We're proud to be partners of the Sustainable Recruitment Alliance and truly believe this initiative will be a catalyst for change across the wider early careers market."

RMPENTERPRISE

AllAboutLaw

We help legal HR teams across the recruitment cycle from branding & attraction, assessment & selection, D&I and L&D, through a range of technological solutions. We are the problem-solvers for law firm HR teams and we work with 85 of the top 100 law firms, many of whom have trusted us for almost 15 years.

"We think the future will be better than today, but we need to build that future together. We're committed to a more sustainable early careers space."

We have committed to cutting all of our printed materials and are using the latest technology to replace what we've been doing with eco-friendly alternatives. We are providing new solutions for the law firms and law schools we work with to help them reach the very best talent in a sustainable way."



THANK YOU

We'd like to extend our thanks to our founders and to all the signatories who reported on their work.

blackbridge

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