

IMPACT REPORT

2022

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



INTRODUCTION

The Sustainable Recruitment Alliance began in August 2020 with a clear mission: to reduce the carbon footprint of early talent professionals. Despite COP26 commitments, the Intergovernmental Panel on Climate Change (IPCC) report published in March 23 delivered a 'final' warning on the climate crisis, as rising greenhouse gas emissions pushes the world to the brink of irrevocable damage that only swift and drastic action can avert. One clear message came from the IPCC report – act now or it will be too late.

The Sustainable Recruitment Alliance has an important role to play in not only helping employers embed sustainability into the heart of their early talent strategies, but also connecting the entire ecosystem of students, education providers and early talent supply chain partners.

Laura Yeates

Laura Yeates (she/her)

Founder, Sustainable Recruitment Alliance

During our second year we placed greater focus on the student voice. Alongside market leading student research firm Cibyl, we commissioned the largest report of its kind exploring student views on sustainability, their expectations when engaging with potential employers through their attraction journey, green career choices and employer's commitments to sustainability.

We've also expanded our Student Advisory Board to ensure that the student voice is at the heart of our operations and how we formulate future strategy for the Alliance.

In this Impact Report, we share the Alliance's collective progress in its second year and provide a deeper insight into our work. Let's continue to drive this collective momentum and take further action to review, reduce and report our early talent emissions. We can make a genuine change, but only if we all act together and we all act now.

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 PLEDGE: A THREE-PRONGED APPROACH

WHEN JOINING THE SUSTAINABLE RECRUITMENT ALLIANCE, EACH OF OUR SIGNATORIES MAKE A COMMITMENT TO:

REVIEW:

Your early talent processes and operations, identifying opportunities to be more sustainable.

REDUCE:

The amount of materials you produce, and/or switch to sustainable alternatives.

REPORT:

What you've changed, so the Alliance can calculate the joint impact of all of our pledgers.

“Our audiences expect us to be bold and ambitious in our sustainability efforts and this drives us to further challenge our practices, identify partnerships, and innovate wherever we can.”

Toby Horner, Early Talent Acquisition Manager, UK
Clifford Chance

“Our ambition is to make a substantial and positive impact on the world around us and, as signatories, we are excited by the opportunities the Alliance presents for increased transparency and collaboration across the sector”

Janine Arnold, Head of Trainee Recruitment
Slaughter & May

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

We discuss 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 SECOND YEAR

NOVEMBER 2021

We are a guest speaker at Forage Connect: Global Early Talent Summit. Watch it [here](#).

NOVEMBER 2021

Covered by Legal Cheek, alongside an interview from our Founder, Laura. Read it [here](#).

MAY 2022

The Alliance sponsors the Best Environmental Initiative at the People in Law Awards.

JUNE 2022

We run a seminar on green recruitment in association with The Bar Council.

JULY 2022

We discuss the Alliance at RecFest with 4,000 talent acquisition professionals. Watch the [session](#).

NOVEMBER 2022

The Alliance presents at Forage Connect Conference, 2022.

NOVEMBER 2021

We are showcased at the One Young World Caucus: Investing in a Green Economy, in association with Clifford Chance.

APRIL 2022

The Alliance sponsors the Sustainability Award at the targetjobs National Graduate Recruitment Awards.

MAY 2022

We attend a virtual panel discussion with The University of Law, attended by over 25 law firms and in-house legal teams.

JUNE 2022

We presented the Alliance and its work at the Voxburner London Youth Marketing Strategy festival.

AUGUST 2022

We reach 65 signatories.

DECEMBER 2022

We hit 85 employer signatories, plus 9 University Education signatories.

CIBYL SUSTAINABILITY RESEARCH UK 2022

In partnership with:



cibyl gri

INTRODUCTION

One of our key projects for this year has involved commissioning a research report in partnership with Cibyl. Our aim is to demystify what students think about the importance of environmental sustainability when they are selecting a graduate employer, and what companies should be doing to improve in this area.

“It is a privilege to be a part of a call for action for increased sustainability in early talent.

As market leaders in student research, we at Cibyl felt it was important to represent the student voice in how environmental sustainability impacts their career decisions.

In an online survey with almost 2,400 university students and recent graduates from 124 universities, we asked respondents their opinions on environmental sustainability. This included attitudes towards free merchandise, in person vs virtual recruitment events and how important it is to work for a sustainable employer when faced with other working conditions (like pay, job security, career progression and training).

The research – the largest of its kind – had a diverse mix of backgrounds so was able to represent the reality of young peoples’ priorities when choosing a graduate job. More is needed to increase awareness of sustainable recruitment and understanding student perceptions will help drive change that acknowledges their needs – and in doing so create a more environmentally friendly future.”

Lisa Marris

Head of Research, Cibyl



BACKGROUND AND METHODOLOGY

KEY QUESTIONS

Career Choices:

- » Are students thinking about environmental sustainability?

Free Merchandise:

- » Do students connect it with sustainability concerns?
- » Does free merchandise influence students decisions?

Employer Sustainability:

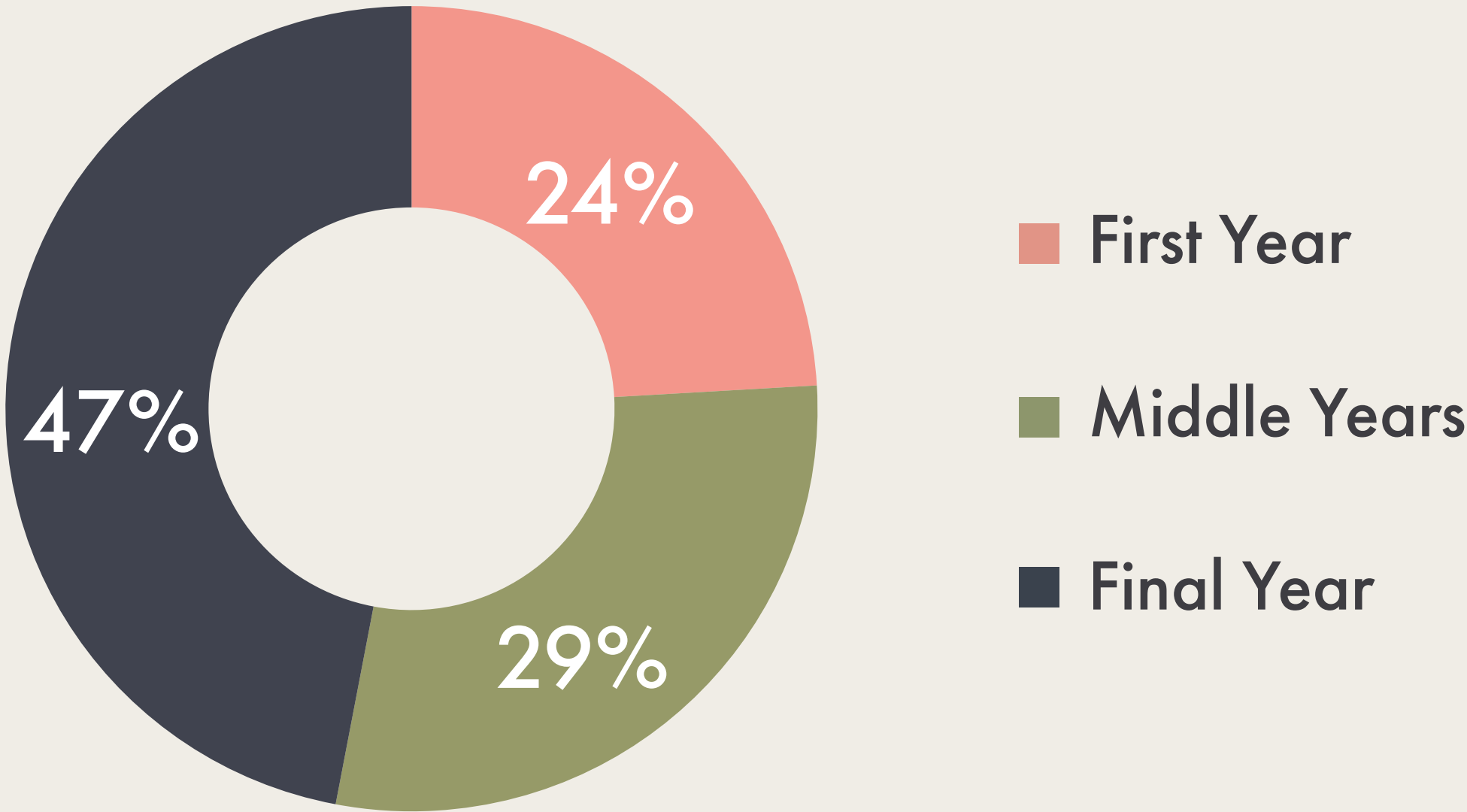
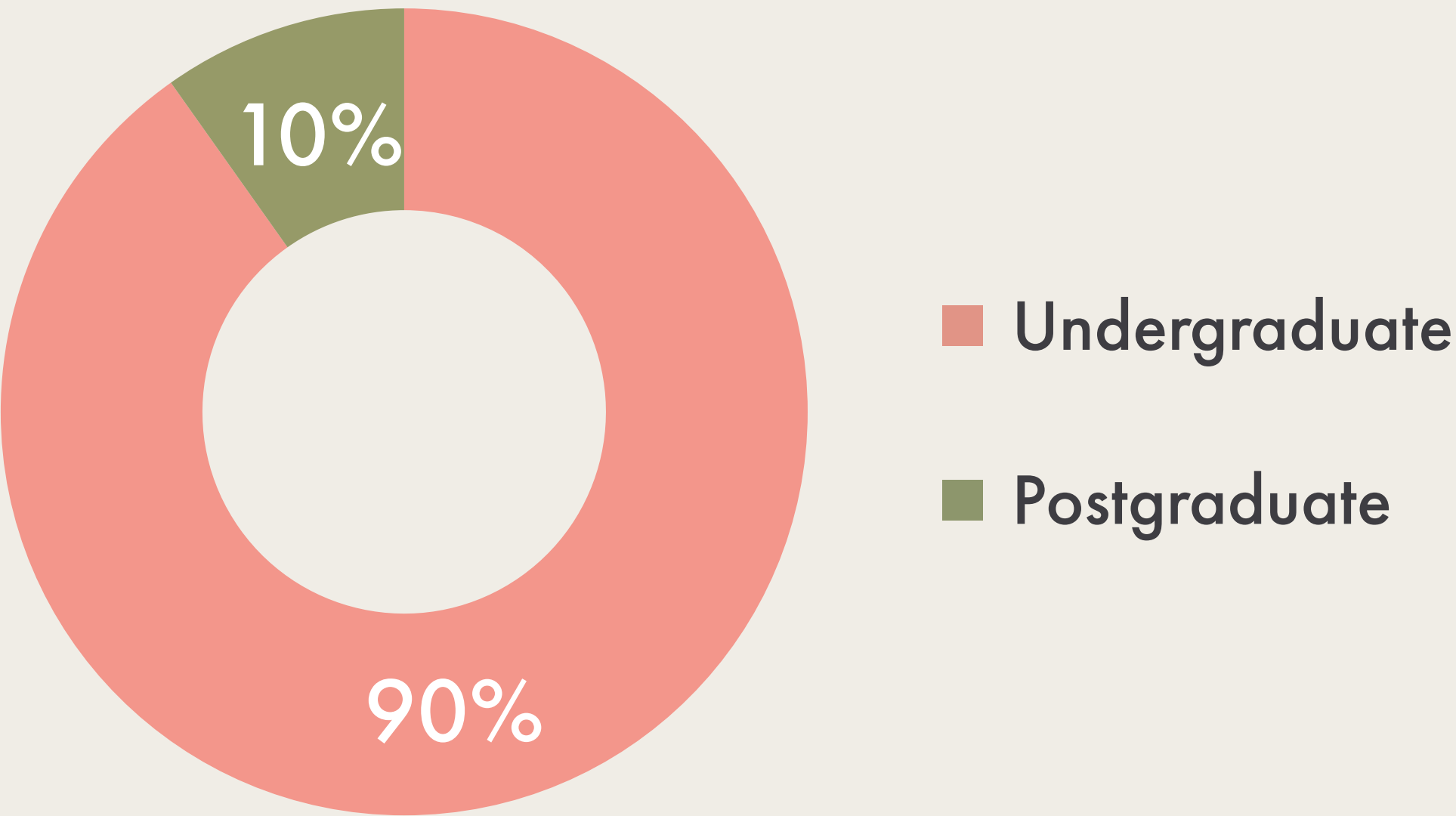
- » How important is employer sustainability to students?
- » What should companies be doing to improve?

2022 SAMPLE:

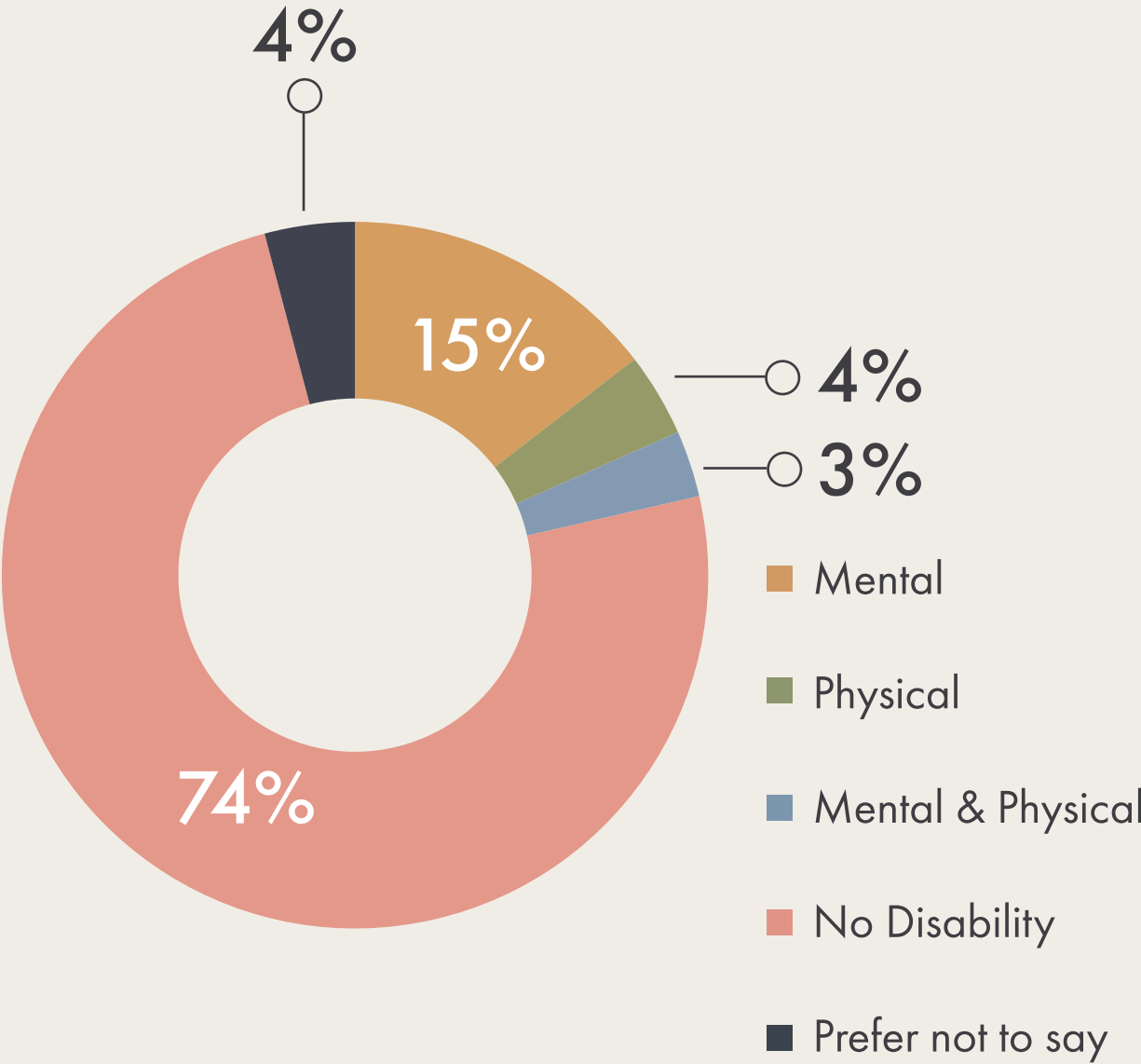
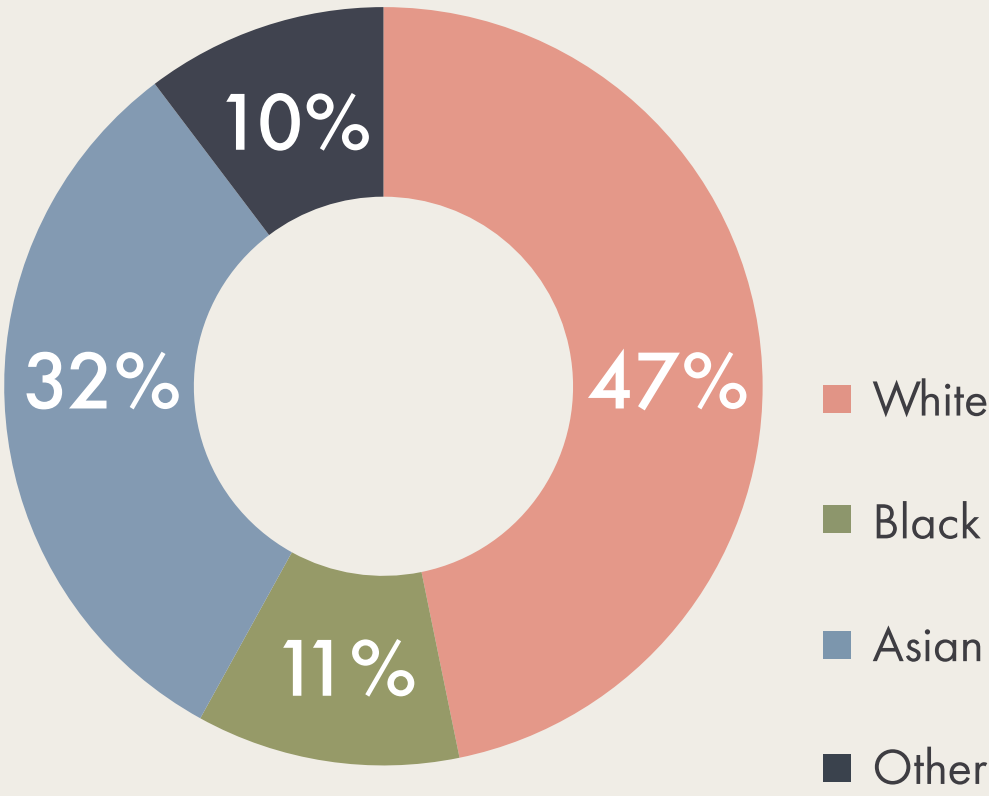
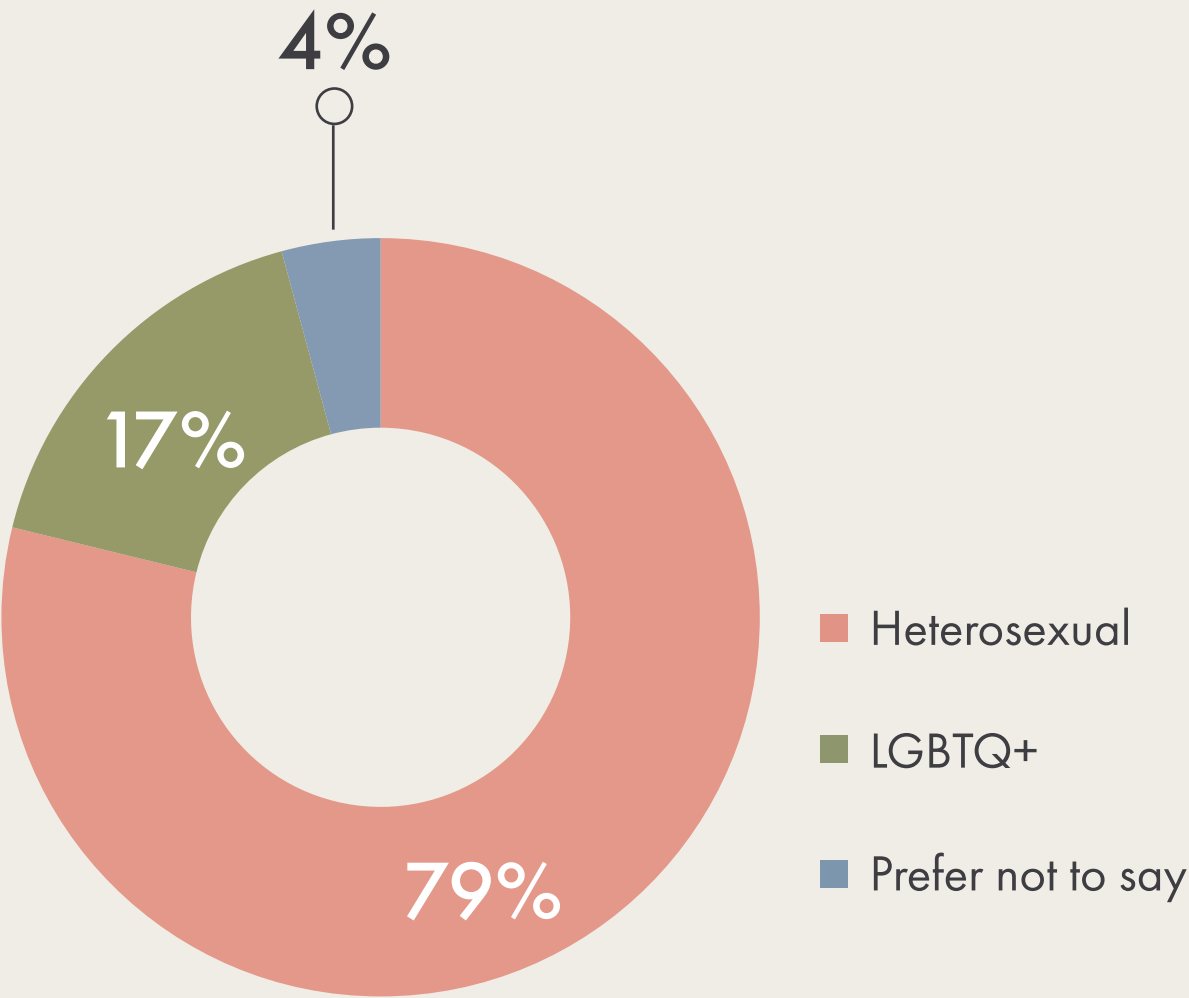
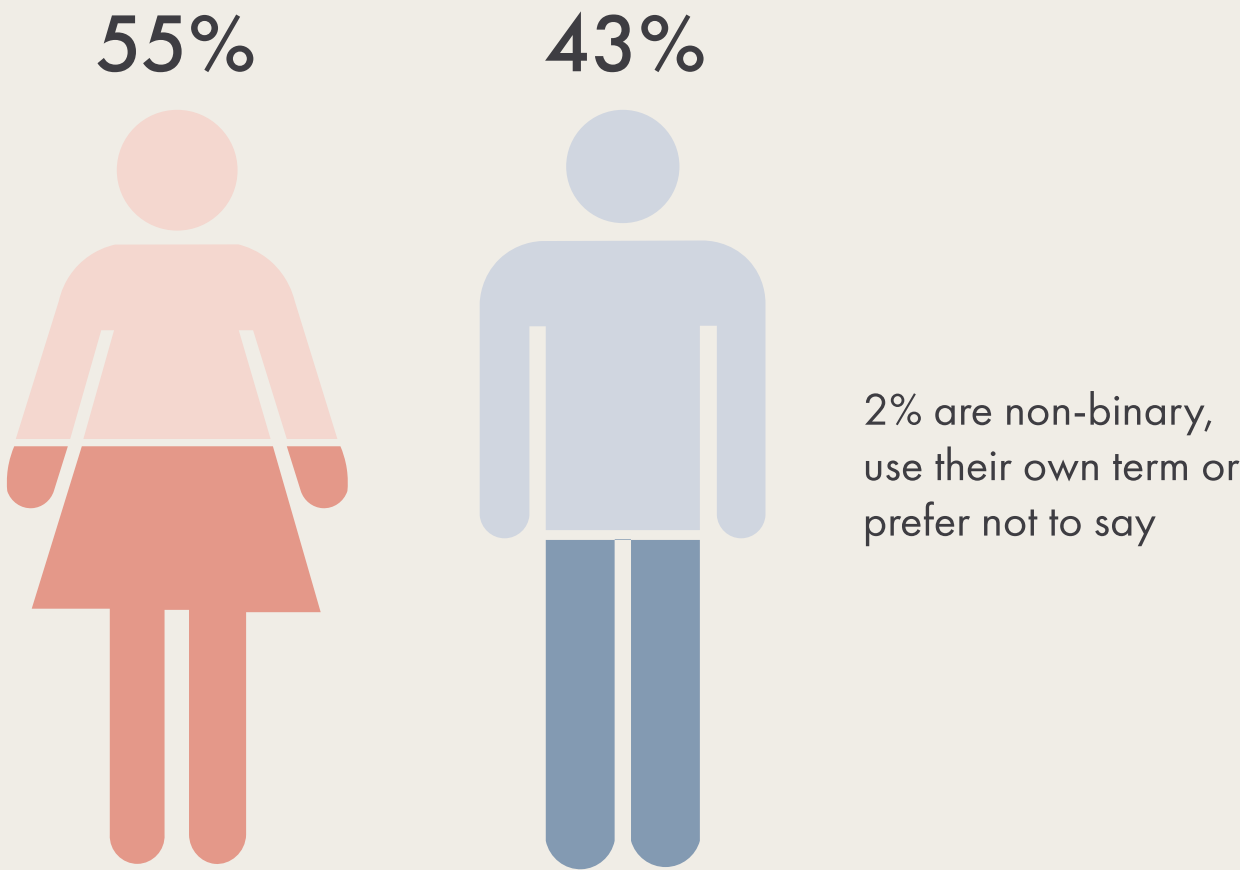
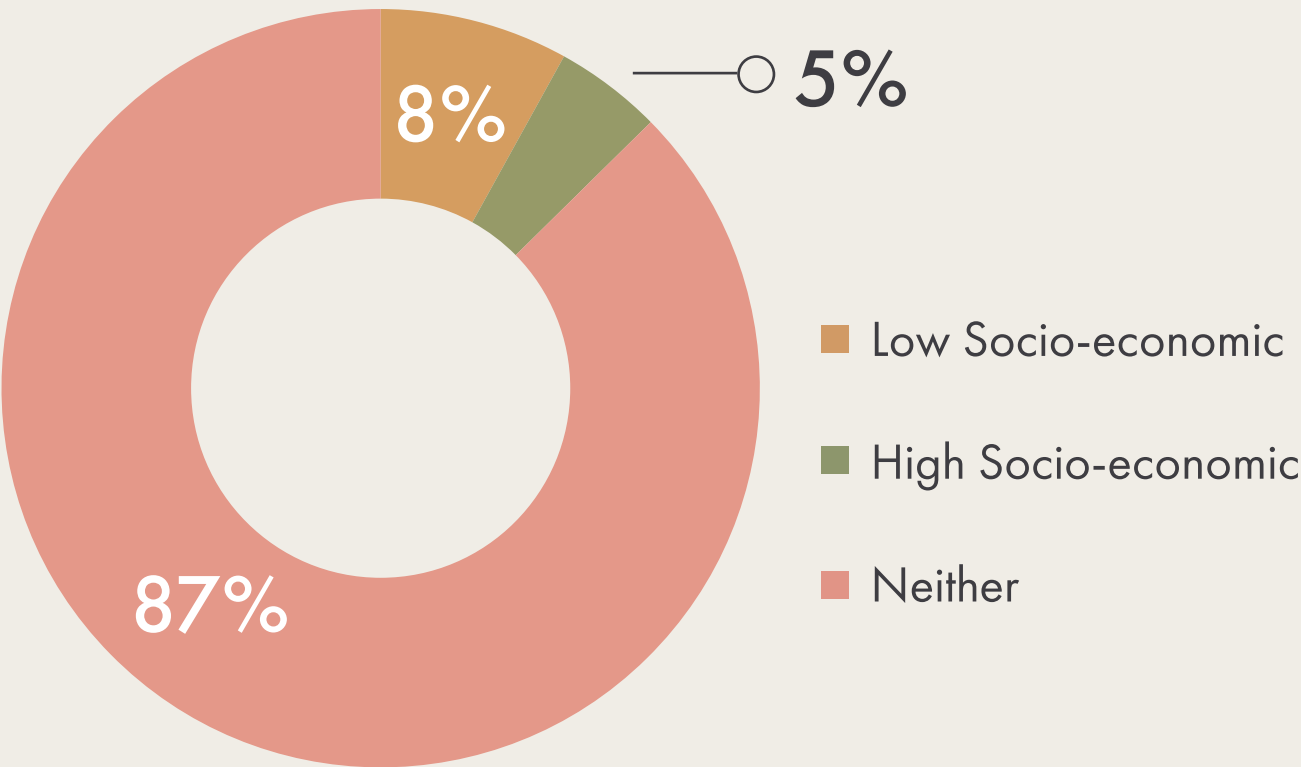
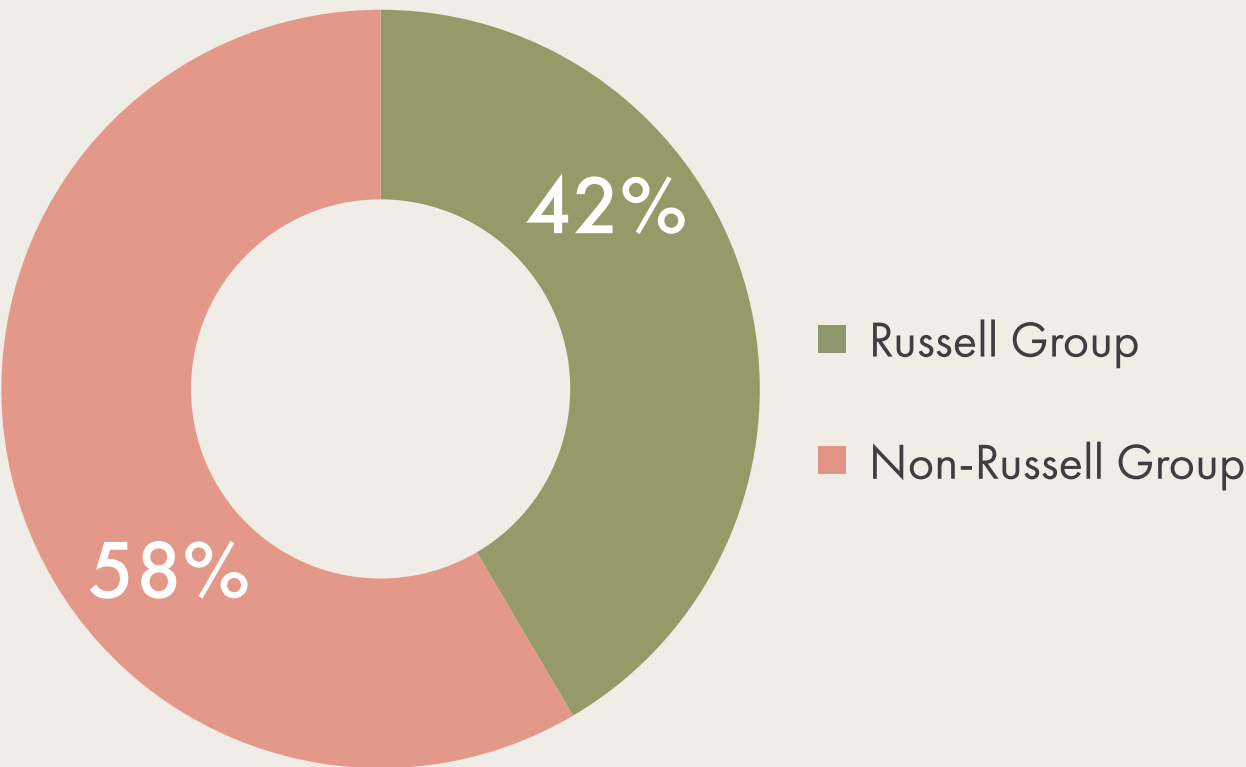
- » *Online questionnaire*
- » *Quota Sampling*
- » *Conducted April-June 2022*
- » *Data weighted by gender*

2,390 STUDENTS
124 UNIVERSITIES

STUDENT PROFILE - DEMOGRAPHICS OVERVIEW



STUDENT PROFILE - DEMOGRAPHICS OVERVIEW



RESEARCH OVERVIEW

Most important when choosing an employer

1 in 10 students say that environmental sustainability is a top consideration.

Do students think about sustainability in recruitment?

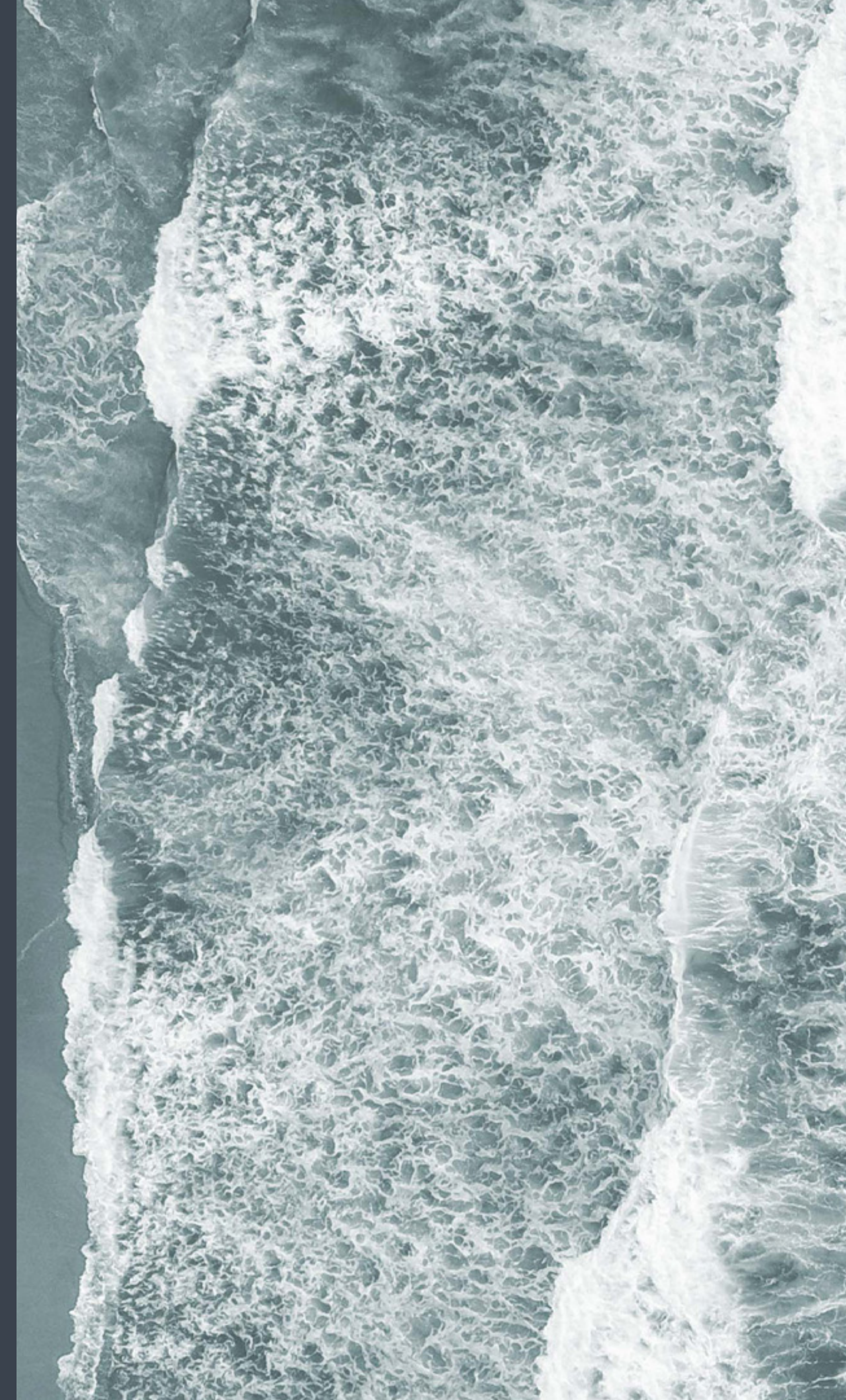
1 in 5 students think about environmental sustainability in graduate career engagement.

The issue of environment and sustainability is important to me

Over 9 in 10 students agree that the issue of environment and sustainability is important to them.

The importance of sustainable employer

Over 9 in 10 (93%) of students think employers should take action on environmental sustainability.



RESEARCH OVERVIEW

WHAT DOES A COMPANY'S SUSTAINABILITY MEAN TO YOU?

'It is important for me that a company is sustainable - providing safe jobs, being financially honest, looking after social issues, taking care of its environmental impact, etc. A company which does all of this proves to me to be responsible and to value not only profits, but people as well.'

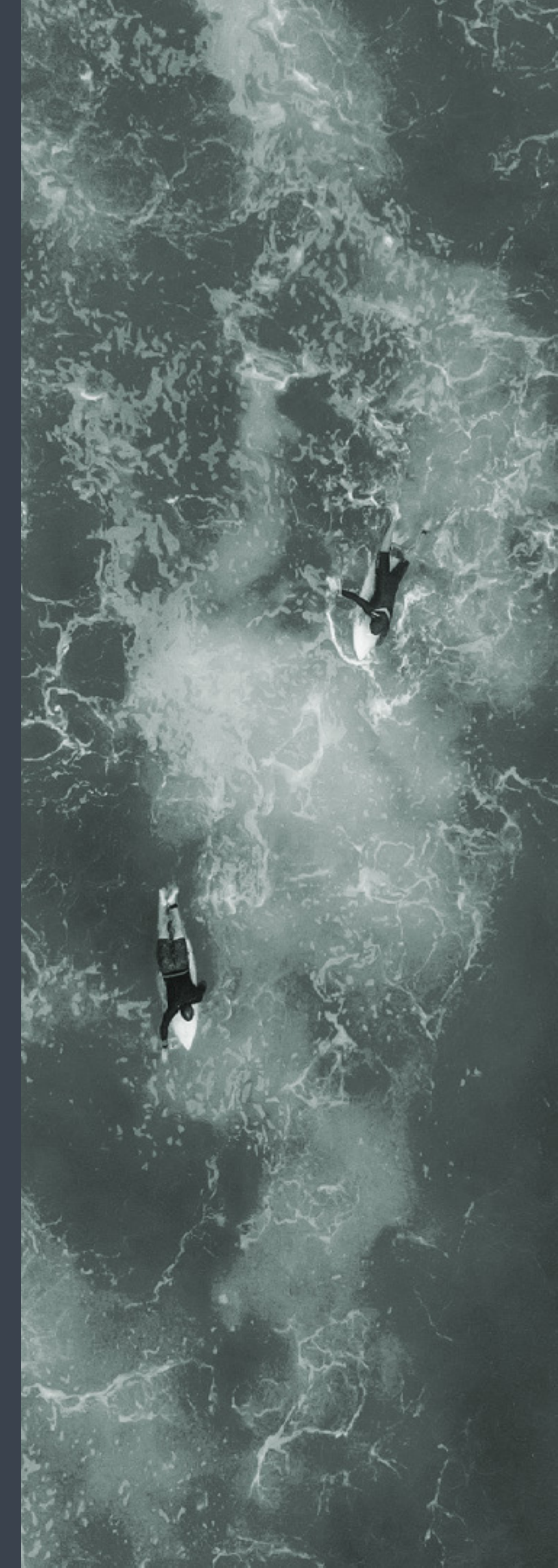
'A company's level of sustainability reflects their moral ethics and future prospects for the company. High sustainability would demonstrate a company not just concerned with profit making like many others, but with a good judgement.'

'It is important that companies operate sustainably, taking responsibility for the environment and helping do their part to prevent contributing to global warming. It largely affects how I view a company.'

'As a young person, a company's concern for sustainability is important because it affects the future of myself and my peers.'

'Genuine efforts that are made to improve company practices with the goal of reducing their carbon footprint. More than just 'eco-washing'.'

'I only considered graduate employers that had a genuine concern for sustainability and have demonstrated that they are taking steps to turn this concern into tangible action that is positive for the environment. Companies have a huge influence over society and the environment, so they must use this influence to make positive change.'



FREE MERCHANDISE AND ITS INFLUENCE

1 in 2 students say the free merchandise has no influence or makes them less likely to apply.

‘Merchandise is irrelevant. I will apply to work with them if I have a good experience with their representatives, and if they have a post that I wish to pursue. Merchandise feels like bribery and I’m not a fan.’

*‘It’s not real conversation designed to get to know you better as a prospective employee.
It’s just marketing stuff – it’s inauthentic’*

‘When deciding on an employer, I value factors critical to a suitable work environment. Merchandise and other external gifts do not determine my decision whatsoever. On the contrary, I consider the need for an employer to give such incentives as a lack of substance or quality of work.’

CHALLENGING FREE MERCHANDISE

Of those students that have been offered free merchandise, 1 in 2 students say they have refused it at some point.

‘It’s not always something I need and sometimes it feels like it’s more clutter rather than something useful or that really identifies with the career or company.’

‘I am looking for better opportunities not merchandise.’

“At Nottingham Trent University we are striving to help our students and graduates to make values driven decisions about where they choose to work and how they can become a changemaker to enhance sustainability within their place of work.”

Rachel Heyes, Associate Director –
Employer Engagement and Placements –
Nottingham Trent University

GREENSTONE IMPACT ASSESSMENT 2022

In partnership with:



Greenstone 
A Cority Company

OUR COLLECTIVE IMPACT - MAIN FINDINGS

The specialist sustainability reporting firm Greenstone has provided an impact assessment of the early recruitment activities of 38 of our signatories and their associated activities planned between September 2022 and August 2023.

In summary the big news is:

- » Relative to a 2019/2020 baseline, we're projecting overall emissions from merchandise purchased by signatories to fall by 95% in 2022/2023. That's from 91.1tCO₂e to 4.5tCO₂e, the equivalent of the annual emissions of 7 people in the UK.
- » By weight, the merchandise purchased in 2021/2022 is almost identical to that of 2022/2023. Although the trend of reducing merchandise weight year on year is plateauing, the emissions have reduced by 49% from 8.8tCO₂e to 4.5tCO₂e. This is due to lower emitting materials being purchased for graduate events.
- » Textiles made up 11% of all merchandise by weight, but 60% of all emissions. So the greatest emissions reductions are likely to be achieved by phasing out textile-based merchandise.
- » Alternatively, if all had been made with reused materials as opposed to new materials, emissions from textiles would be reduced by 97% and total emissions across all material types would reduce by 58%.
- » 23 of the 38 signatories in 2022/2023 have committed to purchasing no merchandise, meaning they will produce zero emissions.
- » The most prolifically emitting signatory released 0.28tCO₂e in 2022/2023 compared to 4.25tCO₂e in 2021/2022.
- » Since the baseline year of 2019/2020, average emissions per signatory have fallen by 97%, while emissions per event have dropped by 97% as well.
- » In 2022/2023, the impact of the pandemic (which resulted in only 6% of events being in-person) has subsided and the number of in-person events has increased, with 56% of events projected to be in-person over the course of the year. Total number of events has increased from 624 in 2021/2022 to 1986 in 2022/2023.

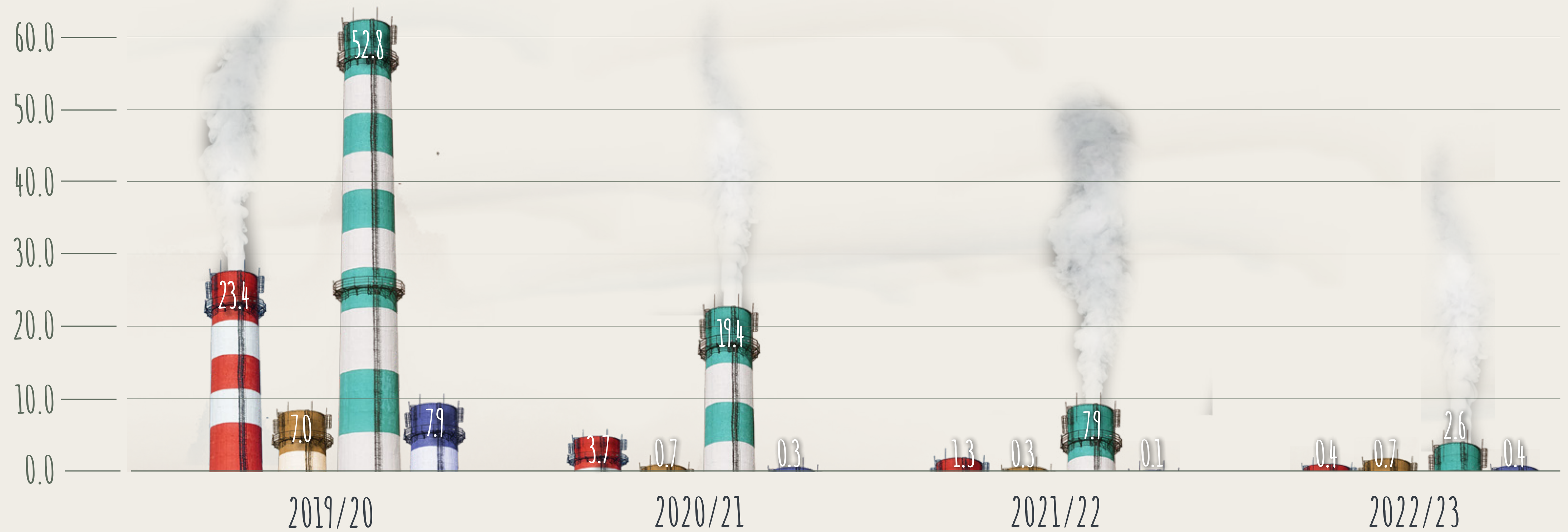
“Working with the Sustainable Recruitment Alliance has supported us to be more intentional with our recruitment strategy and resources.”

Unlocked

TOTAL EMISSIONS FROM MERCHANDISE

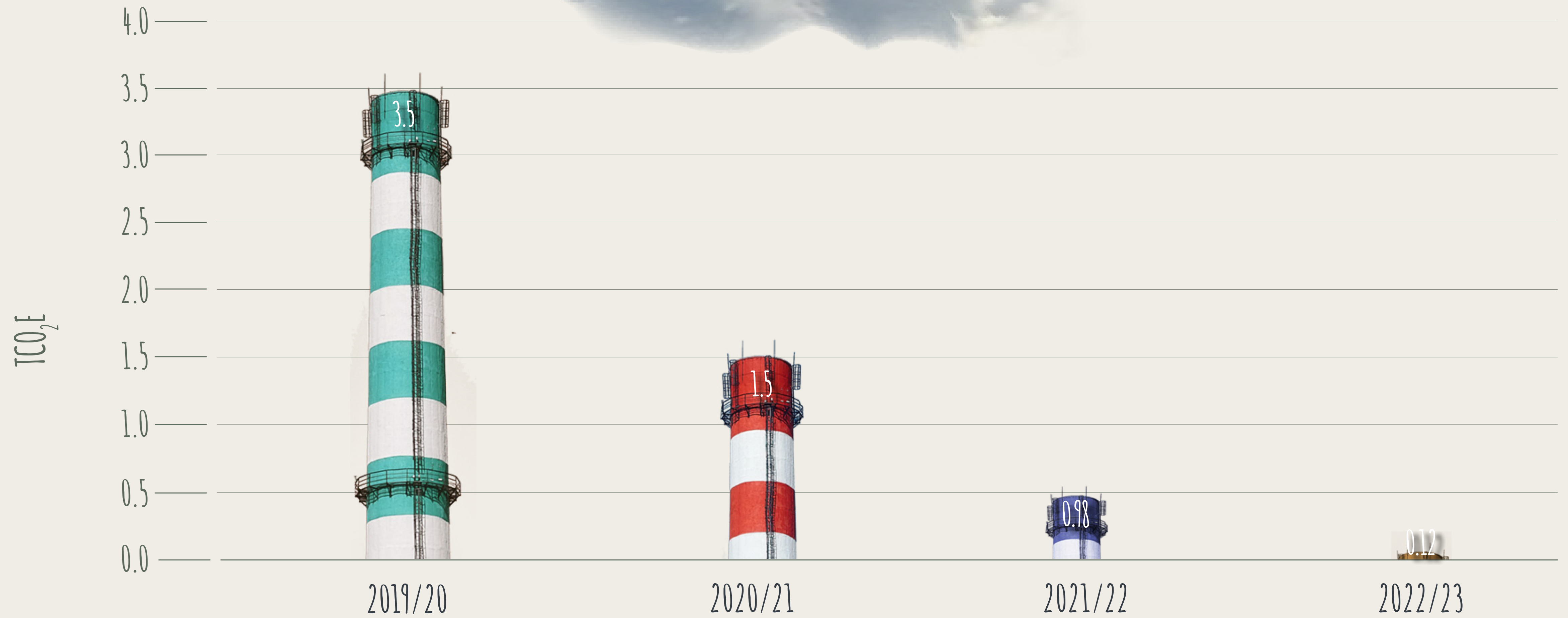
EMISSIONS
TCO₂E

- PAPER
- PLASTIC (MIXED)
- TEXTILES
- OTHER



Total emissions from merchandise purchased split by product category.

EMISSIONS PER EVENT



Emissions per event since the baseline year

EMISSIONS PER SIGNATORY

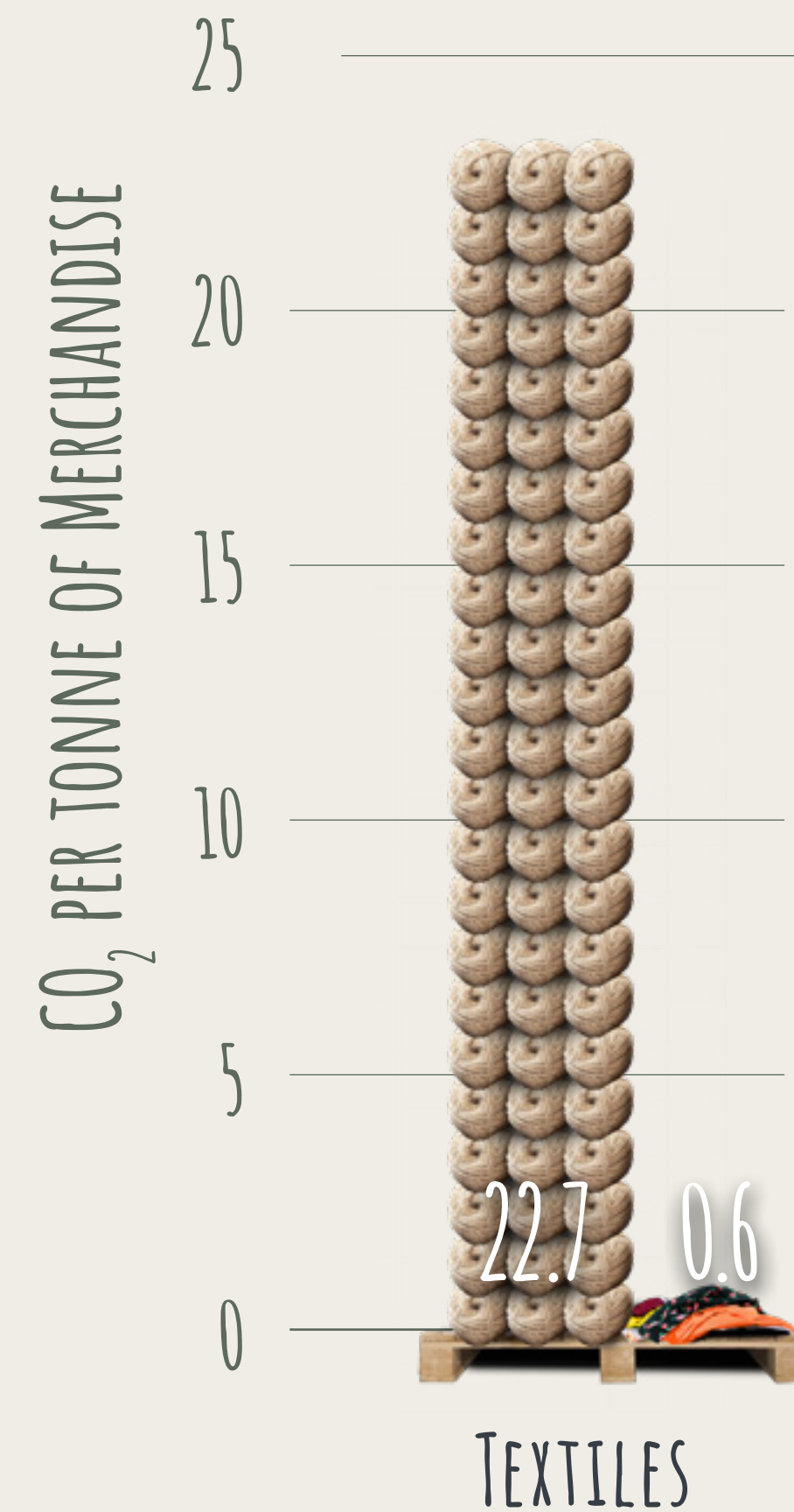
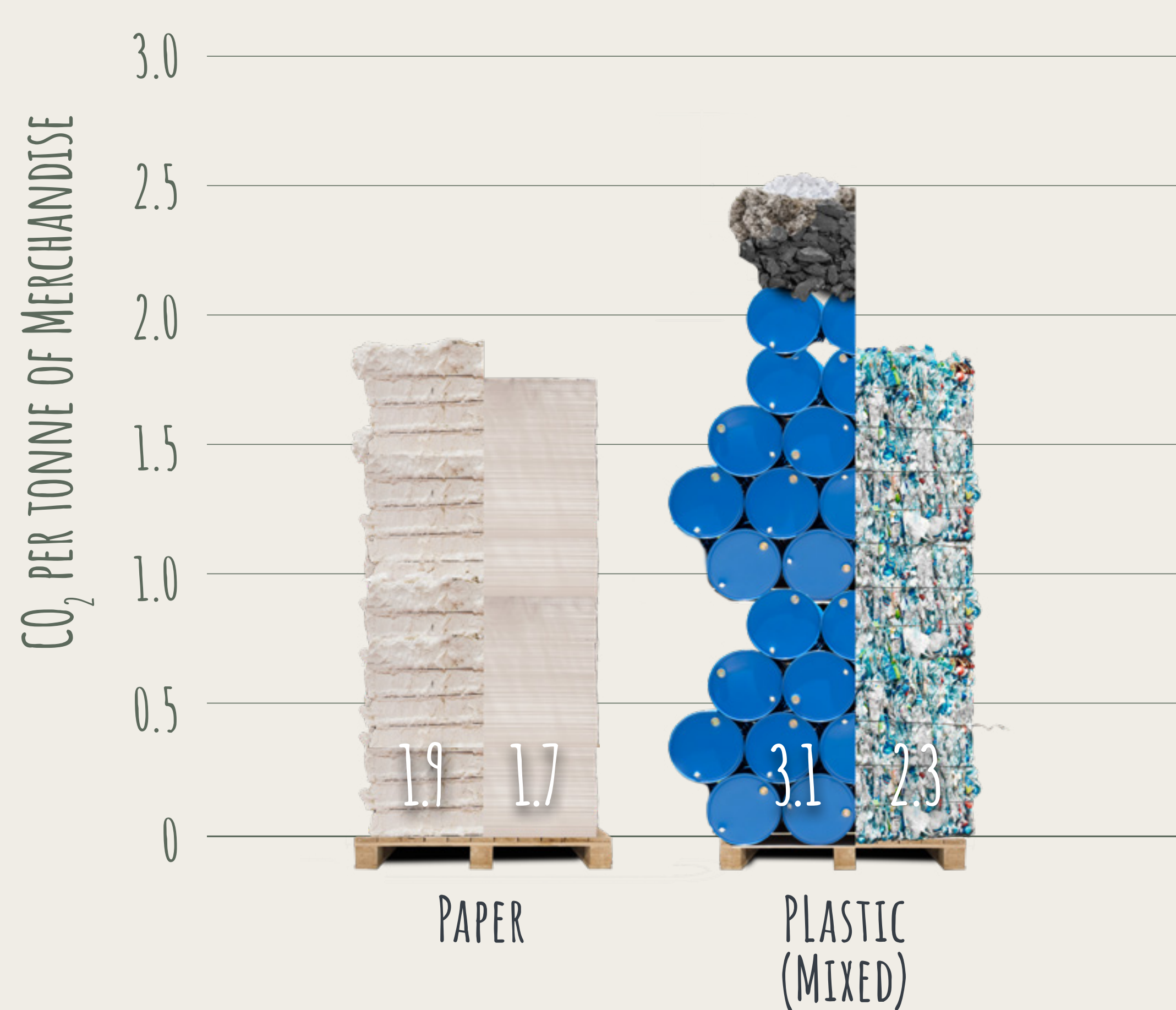


Average emissions per signatory (tCO₂e)



Total weight in tonnes of merchandise since 2019 (- - -) and total emissions in tCO2e ()

EMISSIONS OF MERCHANDISE MATERIAL

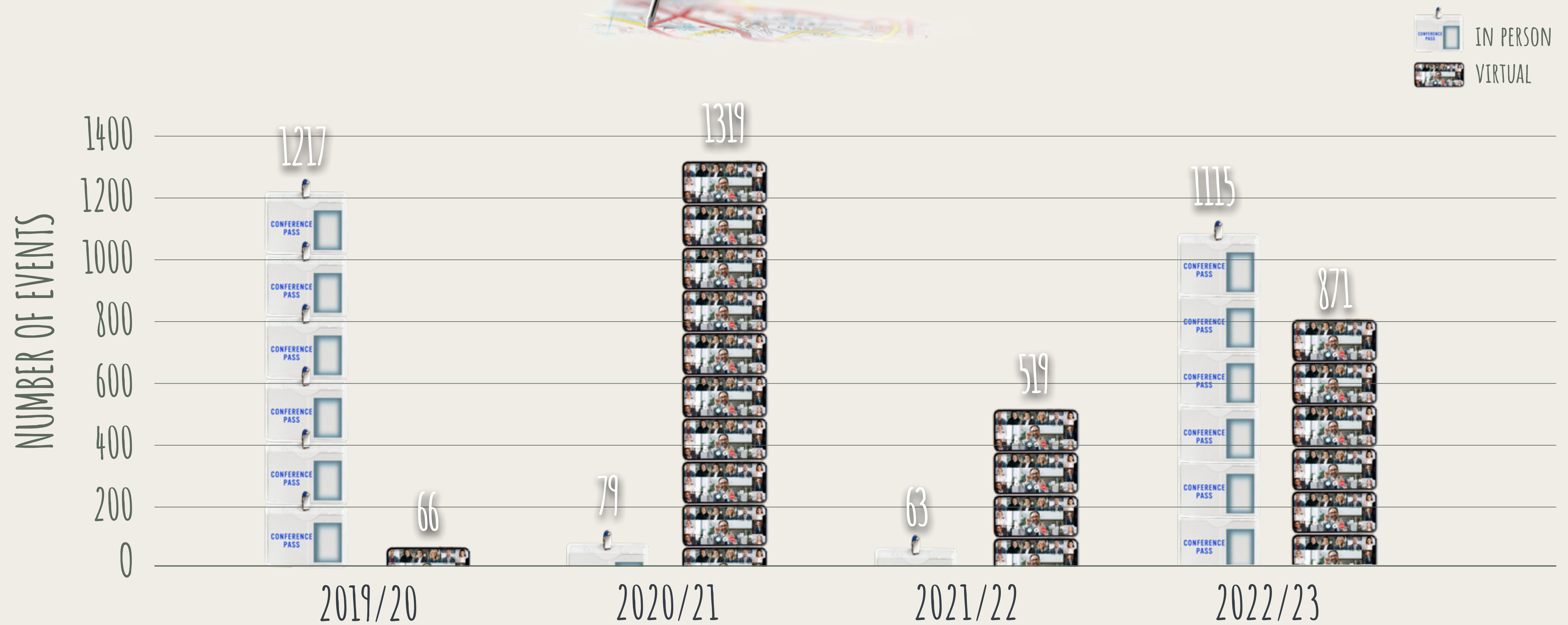


Merchandise — New Products vs Recycled Material

- » Merchandise made from recycled or re-used material made up 21% of all purchases in 2022/2023 a reduction from 31% of materials in 2021/2022, showing that the use of recycled products may be slowing down.
- » On average, merchandise made from virgin materials produced 2.4 times more emissions per unit weight of merchandise.
- » The most effective form of emissions reduction per tonne would come from reducing consumption of newly produced textiles for those made from recycled or reused materials. Swapping to recycled textiles would cause a 97% decrease in emissions.



LOCATION OF EVENTS



OUR RECOMMENDATIONS

- » Signatories should continue to reduce the amount of merchandise purchased for events or replace altogether with a different way of attracting talent.
- » Signatories should phase out merchandise made from textiles. These products have made up just 11% of the total weight of merchandise but constitute 60% of overall emissions.
- » Products manufactured from recycled materials should be favoured as they produce less emissions than those produced using virgin material.
- » Signatories are encouraged to interrogate their supply chains as part of their early talent strategies.
- » Signatories should continue to think creatively about how they engage with students. Our Founding Member, 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.
- » In order to correctly manage and monitor their emissions, signatories should continue to track their merchandise consumption at graduate events and look to expand into other data source areas, including attendee travel.

“Being part of a network that shares ideas and best practices openly with one another and has the same sustainability ambitions is invaluable. We’re asking questions to provoke new mindsets and challenge our old ways”

*Holly Butcher, Early Careers Advisor
Walker Morris LLP*

HOW YOU CAN HELP

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

“Thanks to our involvement with the Sustainable Recruitment Alliance, myGwork is taking steps to be a cleaner and greener corporate citizen...we are demonstrating to our partners, community and graduates our solid commitment to being a responsible global corporate citizen.”

Adrien & Pierre Gaubert, Co-founders
myGwork

CELEBRATING SIGNATORY SUCCESS

SUSTAINABILITY AWARDS

The Sustainable Recruitment Alliance launched two sponsored awards this year to recognise the dedication of companies who have made exceptional efforts to reduce their carbon emissions as part of their early talent strategies.

TARGETJOBS NATIONAL GRADUATE RECRUITMENT AWARDS 2022 SUSTAINABILITY IN EARLY TALENT RECRUITMENT AWARD

This was won jointly by two Alliance members: Willkie Farr & Gallagher LLP and Ward Hadaway

Signatories were able to enter the award category for free and submissions were judged by our Student Advisory Board.

PEOPLE IN LAW AWARDS 2022

This was won by an Alliance member TLT. The Best Environmental Initiative is awarded to the firm doing the most to encourage sustainable business practises and push the environment agenda and was judged by a panel of industry experts from the worlds of HR and Law.

"TLT showed clear strategy and promising progress against a three pillar model of sustainable travel, sustainable purchasing and sustainable community; with resources clearly invested in strategy and a strong focus on people engagement. This initiative is an inspiring start and the judges look forward to seeing even more ambitious environmental programmes in law firms develop over the coming years."

Judges' comments

"We were delighted to win the Best Sustainable Initiative Award at the People in Law Awards 2022. We keep sustainability front of mind in our day to day work and we quickly recognised the impact that recruitment has on the environment, especially in the Early Careers space. There has been a tradition of branded giveaways during university law fairs which end up unused or in landfill, and we were keen to review our approach. A lot of travel has also been necessary to support the early careers recruitment agenda. The Sustainable Recruitment Alliance pledge has empowered us to pause and re-consider." TLT

STUDENT ADVISORY BOARD

Our Student Advisory Board brings together a group of students passionate about sustainability.

They represent the 'voice of the student' and help drive the progress of the Alliance.

The Board provides student-focused insights to the Steering Group and signatories. They also participate at roundtables, and produce podcast and newsletter content. As ambassadors, they drive awareness of the Alliance with universities and student societies.

We would like to thank the outgoing Board members: our co-chairs Reanne Thomas and Howard Blackbee, our university law society representatives Joshua Rutt and Kiran Pillai, and our student careers representative Joseph Defries for their excellent work and dedication over the past year.

From offering your unique Gen Z perspectives at our roundtable events, to producing compelling marketing content and driving awareness of the Alliance at events and with universities – we have kept you busy and you have truly risen to the challenge!

In a similar vein we'd like to extend a warm welcome to our new co-chairs: Sanah Kashyap, Matthew Payne and Zainab Adetunbi Yinyinola.

“The Sustainable Recruitment Alliance supports our wider commitment to Sustainability within Early Talent, allowing us to keep track of our own environmental impact and share resources and ideas with the group.”

*Louisa Hill, Early Talent Recruitment Specialist
Accenture*

OUR STUDENT ADVISORY BOARD



Sanah Kashyap
Co-Chair



Matthew Payne
Co-Chair



Zainab Adetunbi Yinyinola
Co-Chair



Emma Berwick
Podcast Coordinator



Joshua Handover
Student Awareness Coordinator



Aditi Rao Kayarthaya
New Signatory Onboarding Coordinator



Khushbu Hiranandani
Roundtable Coordinator



Lipakshi Chhawry
New Employer Signatory Coordinator



Kylie Cheong
Social Media Coordinator



Sanjana Sethi
Social Media Coordinator



Ananya Basu-Kaul
New Careers Advisory Service Coordinator



Kieran McBride
New Employer Signatory Coordinator

OUR PARTNERS

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."



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."



THANK YOU

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

blackbridge

Delivered by
Blackbridge Communications



Accenture
Akin Gump
Barbri
Burges Salmon
Burness Paul
Clifford Chance
Co-Op
Enterprise Rent-a-Car
Eversheds Sutherland
Forage
Forsters
Farrer & Co

Gateley
Gray's Inn
Hogan Lovells
Herbert Smith Freehills
ICAEW
Macfarlanes
Matheson
myGwork
Orrick
Pinsent Masons
Police Now
PwC

Rare
RPC
Skadden
SR Group
Stephenson Harwood
Taylor Wessing
TLT
Unlocked
Walker Morris
Ward Hadaway
Wedlake Bell
Weil
Wilkie Farr & Gallagher
Womble Bond Dickinson