

Building Brighter Futures Programme

Annual Report 2023

Introduction

At Kaplan we work together to make a positive and sustainable difference. We encourage and empower colleagues to help build brighter futures for people of all backgrounds, for the communities we live and work in and for the environment.

Underpinned by Kaplan's values,* our Building Brighter Futures Programme sets out our commitments and ambitions and brings drive and focus to the the initiatives we proactively support across 3 broad pillars



Opportunity

We broaden opportunities for people to develop the skills and confidence needed to build successful working lives.



Environment

We act responsibly to minimise our use of resources and to ensure our business activities continuously reduce our impact upon the environment.



Community

We encourage and empower our colleagues to share their skills, expertise, time and resources to support and enrich our communities

This report, sets out achievements and progress made during 2023 and our key areas of focus for 2024 and beyond

*Empower and Support, Grow Knowledge, Create Opportunity, Act with Integrity, Drive Results Together

Opportunity



We broaden opportunities for people to develop the skills and confidence needed to build successful working lives



Our ambitions

Create 100 opportunities for people from groups underrepresented in professional jobs in the UK, through initiatives such as internships, mentorships and scholarships by the end of 2025.



2023 highlights

Under Jenny Pelling's leadership, in 2023 we continued our partnership with social mobility charity [Career Ready](#). We funded student participation in their scheme, provided support through our own volunteer mentors and welcomed Career Ready interns into our teams. One mentee's experience has been captured below.

"Kaplan was welcoming and friendly and I learnt so much. I developed email and teamworking skills. It's opened my eyes to what working in an office is like." Career Ready 2023 mentee

*Impact survey conducted by Career Ready based on 2023 mentees following placements

10 Kaplan colleagues supported RISE workshops in disadvantaged areas

7 Paid Internships with 10,000 Black Interns

4 Paid Internships with Career Ready

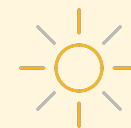
6 Mentors supported Career Ready students

85% of Career Ready mentees felt better able to make career decisions*

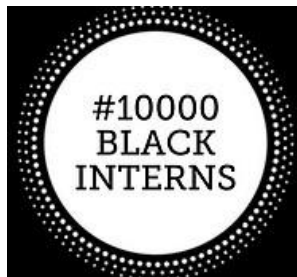
Kaplan provided funding support for 2.5 students to participate in the Career Ready scheme

98% of Career Ready 'graduates' went onto positive destinations after Year 13*

Opportunity



Organisations we support and partner with



2024 target areas of focus

- Extend our reach, by gaining additional volunteers beyond the ten from 2023 to support RISE workshops in rural, coastal and deprived areas.
- Increase our provision of internships to ten paid places in 2024.
- Provide two masterclasses for Career Ready students.
- Research into an alternative charity to partner with on educational opportunities.
- Fill the RefuAid two additional vacancies to reach our allocation of 5 learners.

Environment



We're committed to minimising our use of resources and ensuring our business activities continuously reduce our impact upon the environment. We measure our carbon footprint in accordance with industry standardised methods and we are working towards a carbon reduction plan



Our ambitions

Measure our carbon footprint in accordance with industry standardised methods and embark on a path to becoming carbon neutral.



2023 highlights

In 2023 we set-up an Environment Committee to drive forward our ambitions and put Kaplan on a path towards a positive impact on the environment, through:

- Our carbon reduction strategy
- Equipping our learners with green skills
- Keeping the environment at the heart of Kaplan's business decisions

- ✓ Completed the process of compiling our Scope 3 carbon emissions in accordance with GreenHouse Gas (GHG) protocol guidelines
- ✓ Appointed a Net Zero lead, Anna Watson, to further drive our efforts
- ✓ Awarded a Silver rating by EcoVadis for our commitment to sustainability across all aspects of Environment, Labour and Human Rights, Ethics and Sustainable Procurement. This ranks us in the top 25% of companies that EcoVadis works with.
- ✓ Piloted the replacement of our hard copy CIMA Certificate Texts and Kits in our courses with online interactive BibliU versions



Environment



Organisations we support and partner with



GREENHOUSE
GAS PROTOCOL

ecovadis



BibliU



2024 target areas of focus

- Create a carbon reduction oversight plan
- Explore joining the Science Based Targets Initiative (SBTi) to have our carbon neutral plan and timeline officially verified
- Widen our the scope, responsibility and action plan for our Environment Committee
- Assess the further roll-out of our BibliU / Hard copy strategy

Community

We encourage and empower our colleagues to share their skills, expertise, time and resources to support and enrich our communities



Our ambitions for 2023

- Continue to increase the proportion of employees using their volunteer hours.
- Encourage employees to get involved in the national fundraising initiatives.
- Encourage teams to support local charities and fundraising initiatives.
- Increase the amount of support we give to local schools in careers advice and guidance around the apprenticeships we deliver.



2023 highlights

- 1042 hours used by employees to volunteer - supporting our communities either as individuals or with colleagues. Steadily increasing from 1004 in 2022 and 590 in 2021
- Employees donated over £1000 in our organisation wide Christmas Food Bank fundraiser for the Trussell Trust.
- Many of our teams 'adopted a charity' for focused fundraising during 2023.



Community



Some of the charities and campaigns our teams supported with fundraising in 2023



Scouts 



2024 target areas of focus

- Continue to increase the proportion of employees using their volunteer hours.
- Encourage employees to get involved in national fundraising initiatives.
- Encourage teams to support local charities and fundraising initiatives.
- Increase engagement from across the business through community champions

Get involved

Get involved

Pillar Lead



Opportunity

- Volunteer as a mentor for [Career Ready](#) >
- Co-deliver a skills master-class for [Career Ready](#) >
- Support a workshop at an underserved school. As part of the charity Rise, [sign up](#) >



[Jo White](#)

< Jo on a walk with her family



Environment

- Promote environmental practices
- Share your ideas for future environmental initiatives with Neil
- Find out more about our Net Zero ambitions by contacting Anna Watson
- Take part in our annual travel survey



[Neil Burslem](#)

< Neil at the Kaplan Way Awards



Community

- Make a difference in your communities by becoming a Community Champion
- Use your paid [volunteering hours](#) and make sure to log them on Workday
- Share [fundraising ideas and activities](#) >
- Give as You Earn through [payroll giving](#) >



[Matt Rawlins](#)

< Matt running for his local lifeboats

KAPLAN

The logo features the word "KAPLAN" in a bold, white, sans-serif font. A white curved line arches over the letters, starting from the left side of the 'K' and ending at the top of the 'N'.

January 2024