

Kaplan UK Building Brighter Futures

Annual report 2024



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 2024 and our key areas of focus for 2025 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



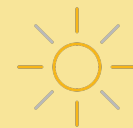
Our ambitions

To expand opportunities for aspiring professionals through strategic partnerships. We aim to support career development by providing internships, workplace visits, and targeted programs. We're committed to widening access and creating meaningful career progression opportunities for young people from diverse backgrounds.



2024 highlights

- ★ We surpassed our goal to provide 100 opportunities for underrepresented groups in professional jobs. Since 2022 we have provided 166 people with the opportunity through initiatives like mentorships, internships and scholarships
- ★ Increased the number of RISE volunteers to 38 across the 2023/24.
- ★ Reignited our partnership with Refuaid, now Breaking Barriers.



We're set-up for a impactful 2025

9 Career Ready mentors

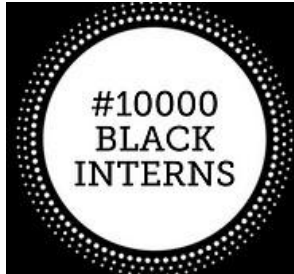
1 ICAEW mentor

1 Social Mobility Foundation Mentor

Opportunity



Organisations we support and partner with



2025 target areas of focus

- Increase our internship provision with Career Ready by providing two internships in London
- Run four Career Ready workplace visits to complement the programme
- Maintain our volunteer levels with RISE at greater than 30 sessions with a Kaplan volunteer, to support the growth of the programme.
- Become a signatory of [Access Accountancy](#) and progress their aims of widening access to the profession.
- Closely support learners on the Breaking Barriers (Refuaid) programme, aim for two learners to complete their ACCA qualification.
- Provide ten paid internships in partnership with 10K Black Interns.

Environment

We're committed to minimising our use of resources and ensuring our business activities continuously reduce our impact upon the environment.



Our ambitions

- Put the environment at the heart of Kaplan's business decisions
- Equip our learners with the green skills they need



2024 highlights

- Launched new sustainability content for our learners
- Replaced hard copy materials with online BibliU versions for CIMA Professional courses and introduced textbook recycling labelling
- Committed to setting near-term emissions reduction targets with SBTi
- Awarded a Bronze sustainability rating by EcoVadis and placed in the top 25% of companies they assess
- Established annual environmental inspections for all properties and London Bridge's EPC rating improved from D to A



Our emissions data* shows the progress and challenges we continue to work upon:

-1%

Scope 1 emissions
(direct emissions)

-100%

Scope 2 emissions
(indirect emissions
from purchased
energy, market-based)

+28%

Scope 3 emissions
(indirect emissions that
occur in our value
chain)

*2023 emissions compared to 2022

Environment



Organisations we support and partner with



2025 target areas of focus

- Get formal approval of our emissions reduction targets from SBTi, and reduce our annual emissions in line with the targets
- Balance our direct emissions with Plan Vivo certified nature-based carbon removal projects
- Improve our EcoVadis sustainability rating
- Continue to promote environmental action through the Environment Committee and Environment Team

Community

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



Our ambitions for 2024

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



Our achievements for 2024

- ☀ Volunteering hours increased 39% from 1,040 to 1,446
- ☀ Employees took part in diverse initiatives, from mentoring young people, environmental projects, both local community initiatives and supporting charities across the globe
- ☀ Teams engaged in local and national fundraising campaigns for e.g. Alzheimer's Society, Cancer Research, and food banks etc
- ☀ Community champions helped inspire first-time volunteers to get involved!



“ ” 2024 highlights from our volunteers

“I used my skills in auditing to support Mission Possible, a charity funding education in Rwanda. Seeing the impact first-hand has been incredible.”

“Mentoring a sixth former through Career Ready gave me a real insight into the challenges young people face. Seeing their confidence grow was amazing.”

“At my local Parkrun, I cheer on runners of all ages. Seeing an 87-year-old cross the finish line with a huge smile makes my Saturday mornings!”

Community



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



2025 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



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>](#)



Environment

- Promote environmental practices
- Contact [Anna Watson](#), Sustainability Manager, to share your ideas for environmental initiatives / find out more
- Take part in our annual travel survey and annual environment training



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 >](#)

Get involved

Pillar Lead



[Jo White](#)

Jo on a walk with her family



[Neil Burslem](#)

Neil at the Kaplan Way Awards



[Matt Rawlins](#)

Matt running for his local lifeboats

The logo features the word "KAPLAN" in a bold, white, sans-serif font. The text is centered and enclosed within a white, curved line that forms a partial arc above and below the letters, resembling a stylized smile or a protective shield. The background is a solid dark blue with decorative elements: a large, semi-transparent circle with a fine dot pattern in the top-left corner and a semi-transparent trapezoidal shape with a similar dot pattern in the bottom-right corner.

KAPLAN

Feb 2025