

GERALD
EDELMAN



Impact Report

2025

Certified



Corporation

WELCOME TO OUR IMPACT REPORT

Doing good business with good people.

At our core, our passion is 'doing good business with good people.' This guiding principle has shaped our company since 1946. For us, this means delivering exceptional, high-quality service while acting with unwavering integrity. It's about doing right by all stakeholders, being aware of our impact, and striving to positively influence our team, clients, community and planet.

Our commitment to B Corp certification underscores this dedication, ensuring we consider the broader implications of our actions beyond the bottom line. By balancing the needs of people and the planet with profit, we aim to create lasting, positive change in all we do. This approach not only guides our decisions but also fuels our drive to innovate and improve continuously. Whether that is through developing new service lines for clients to better support them, enhancing our benefits to our team or reducing our environmental footprint.

Over the decades, our team has been empowered and have been the driving force behind many of our key initiatives, such as our DEI strategy, our Foundation Committee, sustainability efforts and Mental Health Committee, to name a few. These endeavours have not only enriched our internal culture but also extended our positive impact beyond our walls.

It was through the pursuit of B Corp certification that we realised how these elements seamlessly align with our core purpose. The certification not only validates that we're on the right track but also unifies our various initiatives under a single framework.

In our first Impact Report, we reflect on our history and look to the future, we recognise that our commitment to positive impact is not just a recent development, but a natural evolution of the values we've held since our inception.

Our Impact Report is a testament to our journey. It's a celebration of where we are, but also a roadmap for where we're going. We are delighted to take you on this journey with us.

Carl Lundberg
CEO



Carl Lundberg
Carl Lundberg, CEO

Who we are

We have helped business leaders succeed since 1946.

OUR MISSION

To develop exceptional advisers, deliver unmatched quality, and do good business – the right way, with the right people.

For us, success is measured by the impact we have on the world and how our business influences our team, clients, community and planet. To drive meaningful change in our community and for the planet, we've set clear missions to guide and focus our impact.

Our community

We are committed to having a positive impact on our local community. In our charitable work, we have one goal – supporting young people and children in the City of London.

Our planet

We have a never-ending responsibility to protect our planet in every way we can. As a B Corp certified business, we aim to lead the way to a more sustainable future, inspiring stakeholders to make positive changes too.

OUR VALUES

We are quality obsessed

We strive for the best outcomes, service and to be the best at what we do. We always aim to go above and beyond.

We are entrepreneurial

We are 'can do', enthusiastic and resilient, just like our clients. We are commercially minded. We have a feeling of ownership and pride in our work.

We are collaborative

We collaborate with each other, our clients and our community. In doing so, we challenge each other to do better.



Journey to certification

Becoming a B Corp was a natural next step in our evolution.

For several years, we've been deeply committed to creating a positive impact across our four core pillars: community, environment, team and planet. This purpose-driven approach has become central to everything we do.

Along the way, we launched several new initiatives and formed internal committees focused on areas like sustainability, employee wellbeing, and social responsibility. These efforts weren't just projects – they were a reflection of our values in action.

In 2024, we became B Corp certified, here's a snapshot of the milestones and actions that brought us here.



Charity Days increased to two days per year

2024



First ESG report released



Met Science Based Target for achieving zero waste to landfill



DEI Strategy launched

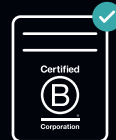


HR drop in sessions and Coffee Catch Ups launched



Legally updated our articles of association, committing to consider the impact of our decisions on all stakeholders

Certified
B
Corporation
B Corp
Certified



B Corp application submitted



Released policy, outlining our initiatives to reduce our corporate travel to essential journeys only



Recycling rate reached 61%.



Employability days held for 17 young Londoners, with £7,000 raised for London Youth

2023



Charity Day initiative launched



B Corp Impact Assessment started



Recycling rate reached 50%.



Improved energy efficiencies



Switched to a renewable electricity tariff



Approved for Science Based Targets



First Mental Health First Aiders trained



Mental Health Committee launched



Held first employability day with London Youth for eight young Londoners

2022



£12,000 raised for London Youth

First Carbon Footprint Report produced



Sustainability Committee launched



Foundation Committee launched



Team Liaison Committee launched

2019

2021

2024/25 highlights

OUR PEOPLE



Six employee award winners



15 promotions across the Firm



Six mental health initiatives



420 minutes spent talking about mental health



£860 average spend per employee on training

OUR CLIENTS



5,980 clients supported



173 new clients



9/10 quality of service



9/10 would recommend Gerald Edelman

OUR COMMUNITY



£3,300 raised for London Youth



21 employees volunteered for London Youth

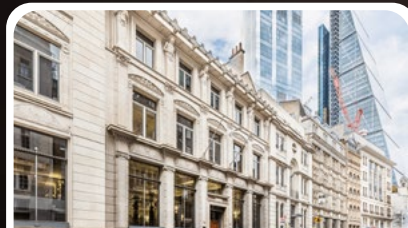


138 hours spent volunteering



17 young people attended our employability days

OUR PLANET



Scope 1+2 emissions intensity has improved by 14%*



Zero waste to landfill



All offices are now on **renewable energy** tariffs

*Since our 2021 baseline. Dropping from 3.6 to 3.1 tCO₂e per £1 million turnover.

Certified



Corporation

84.5

B CORP SCORE

Certification requires 80+ points

Our goals

Our goals to continuously improve over the next 12 months.



OUR PLANET

☉ Scope 3 emissions

Improve supply chain management process to get more primary data from suppliers on their emissions and reduction targets.

☉ Business services and computers

These are the highest sources of our emissions. Improve data quality by collecting supplier specific and product weight specific emissions.

☉ Business travel

Improve data quality and consider integrated travel booking system.



OUR COMMUNITY

☉ DEI engagement

Bring our DEI strategy to life with more awareness days, team involvement, and training opportunities.

☉ Community impact

Launch a formal volunteering programme and actively encourage team participation. We'll also introduce a clearer way to track pro bono work across the Firm to better measure our impact.



OUR PEOPLE

☉ Team engagement

Appointed a Chief People Officer who is in the early stages of championing our wellbeing, culture and values.

☉ Living our values

Reinforce our core values through clearer communication.



GOVERNANCE

☉ EOS rollout

Embed EOS across the Firm to bring our 10-year vision to life. In 2025, our aim is for every team member to take part in regular L10 meetings – creating space for open dialogue, shared accountability, and continuous improvement at every level.

To find out more about EOS, see page 13.

Governance



POINTS

21 /25

BUILDING TRUST AND TRANSPARENCY

We have a commitment to strong governance, which is driven by our focus on actively listening, operating with transparency, and engaging with stakeholders to build a foundation of trust.

Key achievements

☆ Leadership transition

We recognised that we needed a better organisational structure to support our CEO and to help manage the execution of our strategy. Subsequently, in 2024, we established a new Operational Management Board (OMB). The OMB has implemented new systems and controls to formalise governance processes.

Furthermore, in 2024, we appointed Atul Atri as Head of Quality, Compliance and Regulatory to ensure we have an internal body that will oversee and drive quality management among senior leadership and the wider team. In addition to this, we involve senior regulatory and industry experts on a consultancy basis, to provide us with third-party recommendations.

☆ Impactful KPIs

We track KPIs across our four key pillars – people, clients, community, and planet. These are tracked at the highest level, ensuring accountability and embedding social and environmental impact into every decision. These statistics include number of starters and leavers per month, training sessions held, amount raised for our Partner charity, London Youth, number of people who volunteered.

Annually, the board reviews our ESG report and carbon footprint statistics, team engagement results and client feedback results.



[View our Transparency Reports](#)

☆ Mission-driven

We have specific missions for our community and environmental initiatives (see pages 18-23).

☆ We listen

We actively listen through formal channels, such as focus groups and surveys.

We're most proud of our Team Liaison Committee (TLC), which gives our whole team the opportunity to suggest ideas and feedback, which is then discussed at board level. One of the biggest successes to come from the TLC was the suggestion that Gerald Edelman should be doing more with regards to CSR.

Consequently, our Foundation Committee was born, which now drives our community initiatives. Our TLC committee was also instrumental in introducing our enhanced maternity and paternity leave and more recently our flexible hours policy.

☆ Shining a light

We champion open communication and ethical conduct. We publish a comprehensive Transparency Report annually and aim through our annual Impact Report to show our progress in all areas.

WHAT'S NEXT?

→ EOS

In 2025, we'll be implementing the Entrepreneurial Operating System (EOS) to further enhance our governance and operational efficiency. EOS will provide us with a structured approach to manage our organisation, driving alignment across teams and fostering a culture of accountability.

The system will help us improve communication, set clear goals, and identify key priorities, ensuring everyone at GE is working towards the same objectives. We believe this implementation will streamline our operations and position us for long-term success in an ever-evolving business landscape.

→ Enhanced engagement

We are implementing regular Town Halls, HR clinics, coffee catch ups and improving our team engagement surveys to increase collaboration, communication and to further strengthen stakeholder engagement.



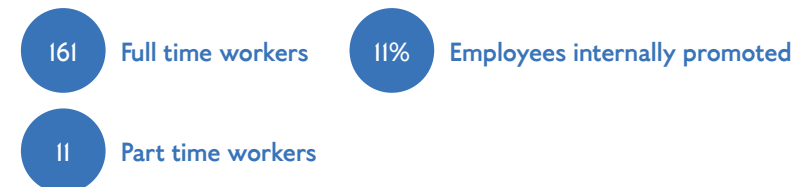
Our team



OUR MISSION

Our people make us who we are. We are committed to understanding and supporting our team's goals and working with them to reach their fullest potential.

Key statistics 2024/25

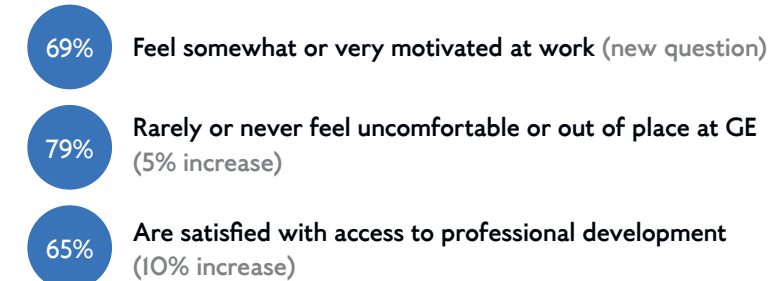


Engagement and satisfaction

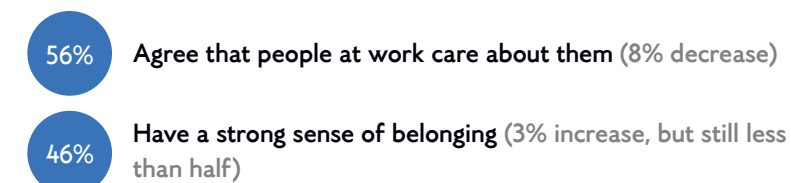
We undertake annual engagement surveys. Team engagement surveys are our pulse check. They help us understand our team's needs, perspectives, and how we can build a stronger, more connected team.

Team engagement survey results

The work environment:



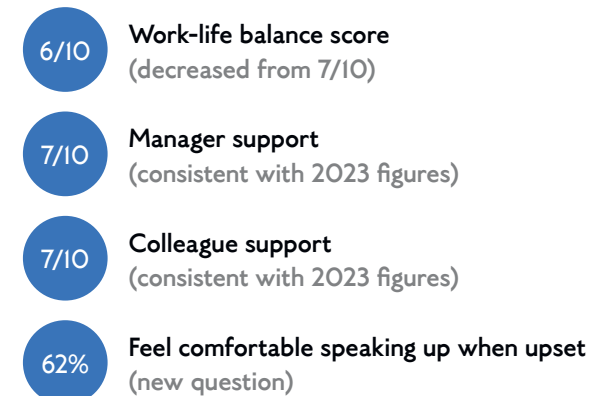
Room for improvement:



POINTS

28 /50

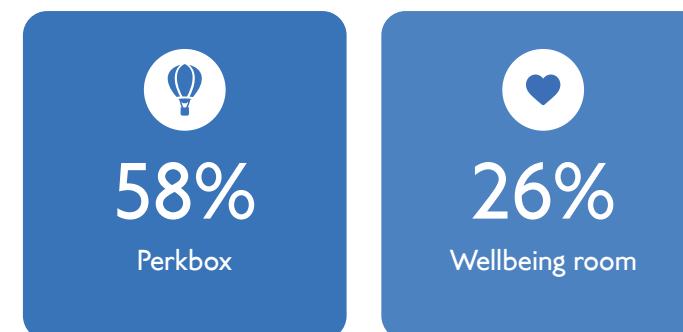
Work-life balance and support:



Most valued aspects



Most popular wellbeing resources



Focus areas for improvement in the next 12 months

- ⦿ Address work-life balance concerns through targeted initiatives, such as our flexible hours policy (launched 2025)
- ⦿ Implement programs to strengthen employee belonging and care, such as our coffee catch ups
- ⦿ Continue to promote and improve professional development opportunities
- ⦿ Maintain and enhance the team-oriented, friendly culture

Strengths

1. Professional development opportunities (10% increase in satisfaction)
2. Inclusive environment (5% increase in comfort levels)
3. Strong team culture and support system

Health and wellness initiatives

Our mental health committee

In 2022, we launched our Mental Health Committee with the following goals:

- To create a safe, honest and open space for employees to discuss their mental wellbeing.
- To be a consistent group within the Gerald Edelman culture that employees recognise.
- To start honest conversations around mental health and how we can support others.

The Mental Health committee, with the support of WorkLifeWell, have a clear and actionable strategy, Mindful Working, Mindful Living.

What is mindful working, mindful living?

Mindful working, mindful living is the golden thread that connects the initiatives we organise and drive.

Our goals for mindful working:

- Empowering individuals to create more mindful working habits.
- Upskilling and training our leadership teams to provide a mindful working environment.
- Encouraging our whole team to have a good work-life balance.

How we support this

- Office wellbeing room
- 1-10 number system for meetings

We encourage our team to utilise our 1-10 number system that allows space for team members to share how they're feeling on a scale of 1-10 before the day begins. This enables the team to reprioritise any work if possible and give someone who may be sharing a lower number more breathing space.

- Five trained Mental Health First Aiders

- Hybrid working

Our goals for mindful living:

- Leading by example and encouraging our team to live a healthy lifestyle to support their mental health.
- Providing tools for healthier living.

How we support this

- Summer Fridays, giving the team the flexibility through the week to reduce the hours required to work on Friday
- Two volunteering days
- Employee Assistance Program
- Simply Health Cash plans

We offer health care cash plans which allow employees to directly receive money towards certain diagnostics tests including scans and consultation appointments.

- Monthly Perkbox point contribution

Professional development and training

Training that goes further

As well as technical training and development, we prioritise life and soft skills training and regularly provide opportunities for our team to grow outside of their career. Recent examples of this include:

- Financial wellbeing lunch and learn.
- WalkSafe seminar on personal safety with ex-Scotland Yard officers.
- Women in Business network events.
- Leadership training.

Promotions

Between April 2024 and March 2025, 11% of employees were internally promoted.

Recognising our team's strengths

We encourage our team to play to their strengths. If they are looking for a challenge or see their skills better suited in a different role or department, we will always aim to accommodate this.



In this team story, we hear from Lucy Norton, who pivoted from her role as Audit Manager to start a new role in our Business Services department.

Career development

Professional training and qualifications. We encourage our team to broaden their skills and offer support for a variety of qualifications to help them develop in their careers.

74%

Team received skills-based training to advanced core job responsibilities

49%

Team received skills-based training on cross-job functions beyond regular responsibilities

49%

Team participated in external professional development or lifelong learning opportunities in the past fiscal year

Mentoring scheme

Investing in our people is an investment in our future. Our mentorship program equips employees with the tools and guidance to excel in their roles, driving innovation, productivity, and a stronger company culture.

WHAT'S NEXT?

✓ Promotions

To ensure the promotions process is fair and inclusive, the policy will be developed for the next appraisal run in June 2025. Last year we introduced moderation across departments and with each year we are learning and improving the system to ensure as many of our team as possible are rewarded and recognised.

✓ Team engagement

We're implementing robust strategies to improve team engagement, including HR clinics to foster open communication and encourage feedback.

Community



OUR MISSION

We are committed to having a positive impact on our local community, whether that is via charity support or internal initiatives on Diversity, Equality and Inclusion.

Driving all our charitable work at the Firm is The Gerald Edelman Foundation and the Foundation Committee. The Foundation has a specific mission:

To make a positive impact on children and young people, helping them to reach new heights. We believe that all children and young people should have access to the same opportunities and be given the very best chance to achieve their goals and aspirations. To achieve this mission, we support charities, through fundraising and volunteering, in and around our local community. These charities align to our mission and have been voted for by our team.

Since 2020, we have worked with London-based charity London Youth, supporting disadvantaged children and young people in our city. Founded over 130 years ago, London Youth has been working to improve the lives of young Londoners for over a century through a network of 600 youth organisations.

How we give back

☆ Fundraising

From big sport challenges to team events, our team always go the extra mile to raise money for London Youth.

☆ Volunteering

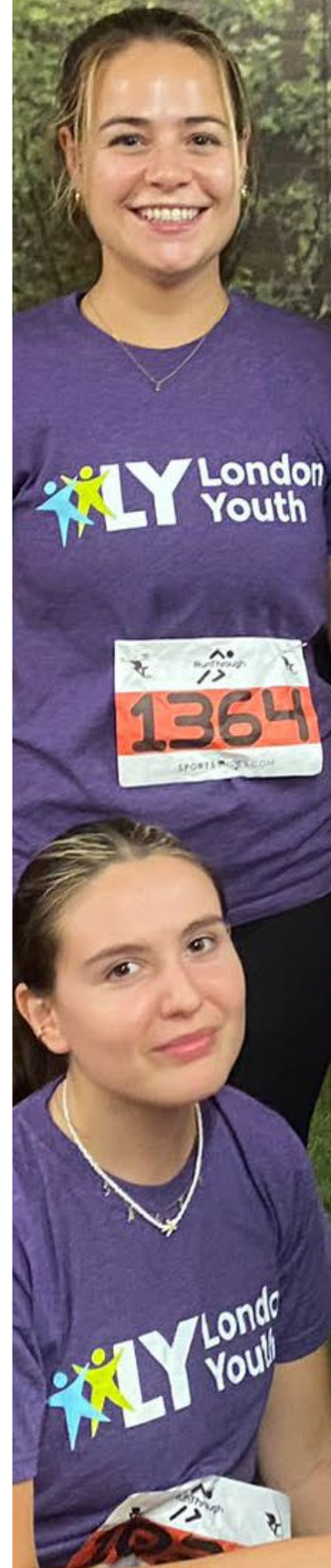
Our team are eligible to take two charity days a year to volunteer, not only for London Youth but charities they support too.

☆ Employability opportunities

We host annual employability days, welcoming a group of young people to our office to learn more about finance and accounting.

POINTS

17.9 /50



Achievements



12

Members of our team ran in a Tough Mudder



1

Team member ran the Royal Parks Half Marathon



262

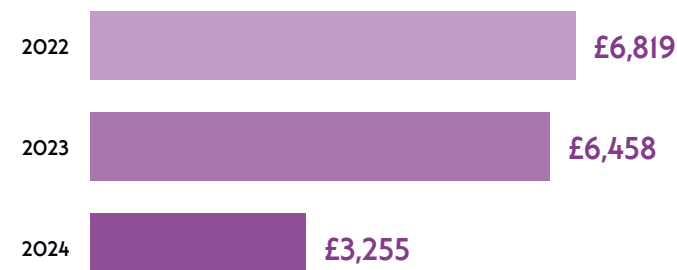
Hours were spent volunteering



2

Employability days held
Supporting 17 young people, covering accounting marketing, employability and personal branding

Fundraising



▲ The GE team volunteering for London Youth

WHAT'S NEXT?

1. Volunteering

Aim to get to 30% of our team volunteering for London Youth in 2025.

2. Employability

To increase the number of young people who have access to work experience and employability opportunities by 20% in the next two years.

3. Fundraising

To raise £5,000 for London Youth in 2025.

4. Pro bono work

Introduce a clearer way to track pro bono work across the firm to better measure our impact.

Supply chain management

The B Impact Assessment wasn't just an evaluation – it was a wake-up call. We realised that relying solely on traditional supplier metrics like cost was an incomplete picture. We needed to see the bigger picture, understand the values and practices behind our partners. So, in 2023, we took a deep breath and began to put a plan in place.

Assessing our significant suppliers

Beginning with our significant suppliers, which we categorised as any supplier we spend over £20,000 with. In 2023, we sent out a due diligence questionnaire to understand more about their businesses and their ESG practices. We also asked every supplier we contacted to confirm that they adopt our formal code of conduct.

In 2024, we extended our scope and included suppliers who we spend over £10,000 with annually into our significant supplier list.

WHAT'S NEXT?

Improved due diligence

We aim to increase response rate of our due diligence questionnaires by 10% year-on-year.

Enhanced supplier onboarding

We will develop and implement a robust onboarding process for new suppliers. This structured approach will ensure that all new partners align with our values and meet our standards from the outset of our relationship.

% of significant suppliers who completed the due diligence process and adopted our formal code of conduct



* We expanded our definition of significant suppliers to include all those with whom we spend over £10,000 with.

Diversity, Equality and Inclusion

We have a strategy

"To create a culture of inclusion which is supported by fair decision-making."

Gerald Edelman maintains a balanced workforce, with 45.5% female representation. In 2024, the Firm had 54.5% male and 45.5% female employees, compared to the previous year's ratio of 50.4% male and 49.6% female.

The total number of managers has increased from 43 to 46, indicating growth within the Firm. Importantly, the number of female managers has also increased from 16 to 18, showing continued opportunities for women to advance into leadership roles. Of the partner group there are two females and 19 males, ensuring diverse perspectives are included in high-level decision-making processes.

Other achievements

☆ Workplace policies

Updated our policies around unacceptable behaviour.

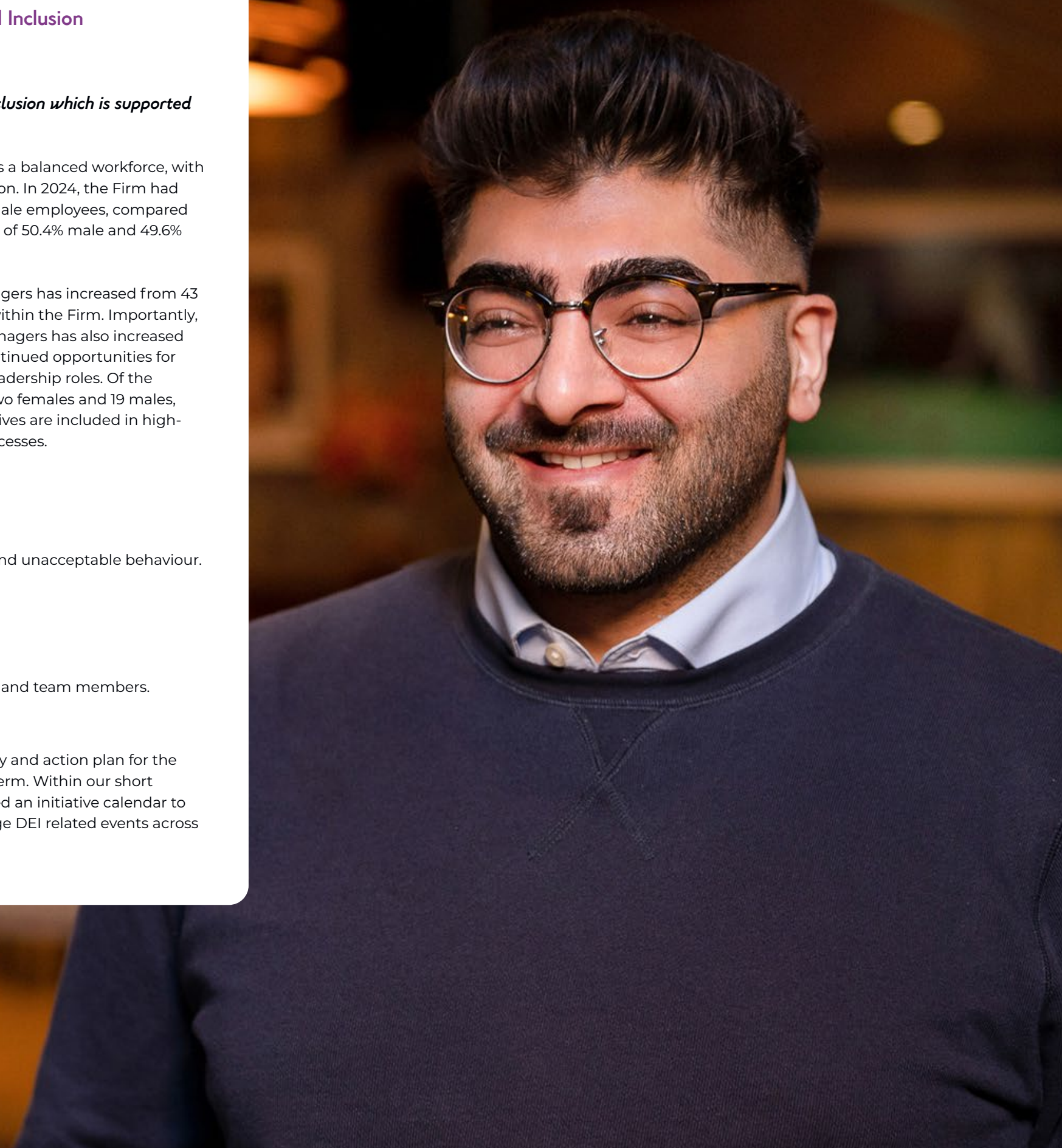
WHAT'S NEXT?

➔ Training

DEI training for all leaders and team members.

➔ Awareness

We have created a strategy and action plan for the short, medium and long term. Within our short term plans we have created an initiative calendar to celebrate and acknowledge DEI related events across the year.



Environment



OUR MISSION

We recognise that we are in a position of influence and therefore have a never-ending responsibility to protect our planet and lead change in whatever way we can.

Since we began measuring our carbon footprint, our understanding of our environmental impact has grown significantly. We've now completed our 2024/25 Carbon Footprint Report, which shows an increase in reported emissions compared to our 2021 baseline. This increase reflects a return to normal business activity after COVID (when our baseline was set), firm growth, and more comprehensive data on Scope 3 emissions – the supply chain and service-related emissions that account for 92% of our footprint.

Encouragingly, when we look only at Scope 1 and Scope 2 emissions, we've reduced emissions intensity: from 3.6 tCO₂e per £1 million turnover in 2021 to 3.1 tCO₂e in 2024 – a 14% improvement despite firm growth, new offices, and a growing headcount.

With Scope 3 now better understood, we are also planning to focus efforts on suppliers, travel, and procurement choices to drive meaningful reductions. The report outlines practical next steps for 2025/26.

Celebrate

- ★ Zero waste to landfill
- ★ All offices now on a 100% renewable energy tariff
- ★ This year, we've made simple but impactful changes around the office: recycling-only bins, paper towel recycling, clearer signage, and reminders to conserve water.

POINTS



Our current emissions

Scope	Scope category	Emissions tCO ₂ e (market-based)	% of total (market-based)
Scope 1	Company vehicles and onsite fuel/gas	47	6%
Scope 2	Purchased electricity, steam, heating, and cooling	18	2%
Scope 3	1. Purchased goods and services	496	67%
	2. Capital goods	22	3%
	3. Upstream emissions from purchased fuel and energy	19	3%
	5. Waste generated in operations	0.1	<1%
	6. Business travel	47	6%
	7. Employee commuting and WFH	88	12%
	15. Investments	8	1%
Total		745	

WHAT'S NEXT?

Scope 1 emissions

Majority of Scope 1 emissions come from company vehicles, accounting for 72% of total Scope 1/2 emissions.

Scope 1 emissions, from our company vehicles, have increased due to more partners and more cars. While these emissions currently represent a small portion of our total footprint (around 6% of Scope 1 and 3), they remain an area of focus. We will be reviewing options to reduce these emissions, while the primary focus of our reduction efforts will be on Scope 3 impact areas, which make up the majority of our footprint.

Scope 3 emissions

Emissions from purchased goods and services make up 76% of our Scope 3 emissions.

Over the next year, we will focus on improving our understanding of Scope 3 emissions, particularly in our supply chain. This includes collecting more primary data from suppliers on their emissions and reduction targets, exploring whether our finance system can help track this data, and targeting the highest-emitting categories, such as business services and IT equipment. For example, we aim to gather supplier-specific and product weight-specific emissions data where possible.

Commuting and working from home accounts for 13% of our Scope 3 emissions.

We had a good response rate to our survey, but will aim to increase participation to improve data accuracy.

Business travel accounts for 7% of our Scope 3 emissions.

We already have a travel policy in place that prioritises essential journeys only, and over the next year we will build on this by looking to improve data collection on distance, transport type, and fuel, and exploring an integrated booking system to automatically track emissions.

Science Based Targets initiative

We are signed up to the Science Based Targets initiative (SBTi) and are continuously tracking progress against our commitments. While we are on track to meet our Scope 2 targets, we recognise that further measures will be needed to reduce Scope 1 emissions and ensure we stay on course toward our 2030 goals.

Scope	2021	2023	2024	2025 (Seismic)	2025 vs 2021
Scope 1	15.4	23.1	24.7	47.0	+205%
Scope 2	36.9	2.0	2.1	18.0	-51%
Scope 3	unknown	3998	4590	6800	N/A
Total	61.1	424.9	485.8	745.0	N/A

Clients



OUR MISSION

Our client's success is our success. We aim for clients to see us as a natural extension of their business, not a third party that sits on the fringes. We are their first port of call whenever an opportunity or challenge arises – and we'll be with them every step of the way.

We believe in transparent, authentic, ongoing communication with our clients to build long lasting relationships. We have two key principles that are woven into the fabric of our client interactions:

A listening ear, twice a year

We conduct feedback surveys biannually. These are used to understand how we are performing against our client's expectations.

Personal connection

We champion a culture of open communication and close-knit relationships – not impersonal emails or faceless voicemails. We have a Partner led strategy and all clients have direct access to their dedicated Partner, the person who knows their business inside out. This ensures seamless communication and collaboration.

POINTS

2.3 /5



SEE WHAT OUR CLIENTS HAVE TO SAY ABOUT THEIR EXPERIENCE WITH US

“

“No last minute surprises...”

The Gerald Edelman team have been super-responsive to questions and have planned all projects well in advance so that there are no last minute surprises.

Both on audit and tax matters, their advice has been practical and focused. They always take into account the real circumstances of our business, not only the theoretical applications. We are happy to have them in our corner.”

Amira Atallah

CFO, ePlanet Capital

“

“We thank them for their excellent work...”

The team at Gerald Edelman advised us with narrowing down the key financial diligence issues, making it an efficient process for everyone involved. We thank them for their excellent work.”

Frederik de Coninck-Smith

MD, Out n About

“

“The personal and professional treatment is great...”

The services provided by GE are excellent they always advised correctly as led us perfectly in all the process to register in VAT UK system and get the return VAT. The personal and professional treatment is great, very pleasant and close. I highly recommend their services.”

Monica Serrano

Administration Department, Cemengal

CLIENT FEEDBACK SURVEY

In addition, we are thrilled to share our amazing feedback scores from this year’s client feedback survey. The majority of our clients were delighted with our services and we received average scores of 9/10 across the board.

QUESTION 1

How likely are you to recommend Gerald Edelman?

/10

9.0

QUESTION 2

Our services were delivered in a timely and efficient manner

9.0

QUESTION 3

How do you rate the service you have received from the team

8.8

QUESTION 4

How many agreed that we had met or exceeded their expectations

8.8

Thank you to all of our clients who participated and shared such positive feedback. Your satisfaction is our top priority, and your insights are invaluable in helping us continually enhance our services to better meet your needs.

WHAT'S NEXT?

Feedback

As we continue to grow, our focus remains firmly on delivering exceptional client experiences. We will continue to monitor and act on client feedback, using it as a vital benchmark to measure our progress toward becoming known for our quality of service. Our ambition is not just to meet expectations but to consistently exceed them.

ESG-Aligned Collaboration

We’re deepening our commitment to sustainability and responsible business practices, helping clients navigate ESG reporting, B Corp, and other evolving standards.



Stay up to date with our progress on our [B Corp page](#)

