

# Impact strategy report 2024



# Our plan for positive impact throughout the network

In my role as Chief Executive of Kreston Global, I have the privilege of engaging with business leaders worldwide to discuss what businesses can and should do to address the critical issue of sustainability. Two themes consistently emerge from these conversations: the undeniable link between thriving businesses and thriving communities, and the growing recognition that long-term environmental sustainability underpins both.

At Kreston Global, we have continued to refine and develop our sustainability strategy. Over the past year, we focused on translating our network's shared values into action. We've introduced tools, such as the bespoke Net Zero Now platform, to track and measure our carbon emissions, particularly from events, which form a significant part of our footprint. We've also worked to align our efforts with the four pillars of our Impact Plan – People, Prosperity, Planet, and Partnerships. These pillars remain central to our purpose and guide our progress as a global network.

Our sustainability journey is still evolving, and we recognise the challenges ahead. However, I am encouraged by the steps we've taken so far and the collective commitment of our member firms to drive meaningful change. Together, we are shaping a stronger, more sustainable future for our network and the communities we serve.

Liza



## Our purpose

Kreston Global connects ambitious and enlightened people from the entrepreneurial business community, to promote positive impact around the world.

## Our values

The Kreston Global network values are a set of behaviours that underpin all we do.

We are **ethical, open** and **fair**,

We **promote diversity and equal opportunity**,

We work to be **responsible and sustainable** businesses,

We are **ambitious and entrepreneurial** for our clients, our people and our communities,

We always **think internationally** and are committed to our global network.

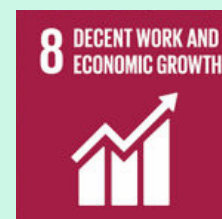
Kreston Global has developed an impact plan that will help us become a more sustainable network and help our firms create 'positive impact.' It is designed to help us live our purpose and is underpinned by our values.

We have chosen to align with seven key UN sustainable development goals that are specifically appropriate for our network, and we have laid out our plan in four primary areas: Planet, People, Prosperity and Partnerships.

The goals we align with are:



**UN SDG 3:**  
**Promoting good health and wellbeing**



**UN SDG 8:**  
**Ensuring decent work and economic growth**



**UN SDG 4:**  
**Quality education**



**UN SDG 10:**  
**Reducing inequality**



**UN SDG 5:**  
**Gender equality**



**UN SDG 12:**  
**Responsible consumption and productivity**



**UN SDG 17:**  
**Working in partnerships to achieve the goals**

# People

## Objectives

1. We will ensure all Kreston Global HQ staff policies help staff to achieve a state of health and wellbeing, enabling them to partake in healthy activities whilst at work, promote the ability to give back to their communities or special charitable interests, and ensure they have the best equipment to enable efficient remote working.
2. We undertake to ensure staff policies and wellbeing activities are in place across our member firms through communication and education. We are working with our HR expert network leadership team to share best practice and procedures across the network, including health and wellbeing, fairness at work and encouraging balanced and diverse workforces.
3. We believe in providing our member firms with access to education to enable growth and development through our new Kreston Business Connections Academy and technical training courses. All our main courses are available online and via video link to recordings.
4. To improve access to our educational activities, we have also contracted a preferential English language for business online training course provided by the British Council.
5. Through our many global communities and networks, we work towards gender equality on our board and global groups to role model what we seek in our firms, share knowledge to assist firms to grow and to promote collaboration across all our firms to help them, their people, their clients, and other stakeholders to thrive. We want to ensure there are ways for all parts of our network to get involved, develop their own networks, and influence our future plans.

## Progress 2024 update

1. We have developed procurement documents to enforce data collection and reporting after events.  
  
As part of the focus on 'People' and their wish to give back to their communities, HQ staff are encouraged to take part in personal carbon/planet or community projects, pursue wellbeing or other activities as interests them personally from home. HQ staff have access to an array of wellbeing options via their benefits package and private healthcare options.
2. We have developed a People hub in Kommunity where template people policies are stored to enable firms to put good practices in place.
3. We launched an evolved second year of business development training after 200+ members attended over the four stages.
4. English language training provision via the British Council is still available to all members at a discounted rate.
5. The first Kreston Futures Emerging Talent committee of talented managers from across the network were invited to present their progress to our world Conference in Dubai, and report on the benefits and outcomes of a year of working together on international projects.  
  
The new 2025 Kreston Futures Emerging Talent committee has just been constituted to ensure a new cohort of Kreston managers can now get involved with our network





# Prosperity

## Objectives

1. Ensuring our stakeholders – our member firms – share in the benefits of membership and all have the opportunity to build their practices through collective goals, collaborative working and mentoring support.
2. Net Societal Impact is a key strategic focus. Part of this is achieved through the establishment of an ESG Advisory Committee to bring together experts across our network who can guide our firms to becoming prepared and knowledgeable in terms of sustainability strategies, solutions and up to date regulatory advice. They will be helping member firms to develop their own client solutions for local clients to help them become sustainable businesses that are a force for good.
3. We are providing bursaries for a number of firms to be able to train a sustainability lead or other nominated person via the ACCA Certificate of Sustainability.

## Progress 2024 update

1. We provide as much free technical and development training as is possible to ensure cost is not a boundary to self-development.  
  
We run a regular member survey to ensure we capture views, as well as updating our members twice a year in our AGM procedures. We ask all our members to feedback their views, needs and thoughts to us to ensure we represent their views and wishes.
2. Our ESG Committee completed its original remit to raise awareness of ESG in the network, developing a handbook to guide members through their own ESG journey. The committee has now evolved into an expert network that shares knowledge on ESG regulation and the Kreston Global ESG Advisory Group, which is focused on service delivery.
3. To date 24 members have taken up this bursary.



# Planet

## Objectives

1. We believe it is our role to promote sustainable and responsible business practices and must take a lead by understanding and mitigating our own carbon footprint.
2. We are committed to reducing the carbon footprint of our worldwide events and where possible hold them online, or in central locations where aviation travel can be minimised. We advise our people to travel in an eco-friendly way, taking trains, travelling in more efficient ways and with carriers who are committed to carbon reduction.
3. We find hotels and venues with climate friendly policies and approaches, and seek to ensure all aspects of our event delivery are as sustainable as possible.
4. We want to produce advice and guidance for member firms to begin to reduce their own footprints. We encourage our firms to appoint sustainability leads who can guide their firms in the pursuit of lower carbon activities. We will handhold these leads in their work, and provide input from those of our firms who are already or who are on their way to becoming B Corporations or Carbon Literate organisations.

## Progress 2024 update

1. Kreston Global is now using Net Zero Now's carbon management platform, which is bespoke to our unique business strategy. This platform enables us to record our scope 3 carbon emissions, track offsetting activities, and produce reports targeting improvements.  
  
By the end of 2024, we aim to have a complete 2023 data set for emissions, which will help us plan for further improvements in our sustainability efforts.
2. Reducing our footprint means educating our member firms to choose wisely and more sustainably when it comes to business travel. We in turn seek to select venues that enable people to travel by car or train, as well as benchmarking our own event management, choosing providers and venues that can offer better net carbon solutions for us.
3. Nicoletta Iodice, our events manager, is leading the efforts on sustainability, as events are the primary source of carbon emissions. She is currently calculating emissions for 2023 using Net Zero Now's platform.  
  
Nicoletta attended a Sustainability for Events course by ISLA, which was invaluable in shaping our approach to greener event planning.  
  
Hotels with strong green credentials are prioritised, and restaurants are a challenge, though requests for sustainability data are made.  
  
We are limiting travel by buses during events and are reusing materials where possible.  
  
We are measuring event emissions as accurately as possible.  
  
We are recording how global groups travel, with a focus on reducing emissions related to travel. For example, Bansbach is taking the train from Freiberg as a more sustainable option.
4. The ESG expert network leadership team is a key driver of the move to help firms begin their own journey to sustainability and carbon reduction, or where they have already done so, help them to accelerate their activities.  
  
We hope to see significant carbon reduction across our network over the next 10 years based on the mitigation steps being taken.





# Partnerships

## Objectives

We cannot achieve this impact plan alone: we need to work with partners who will help deliver our ambitions in the People, Prosperity and Planet areas.

1. We are focussing on working with partners to help us understand and mitigate our carbon footprint.
2. We want to work with partners who can help members understand their carbon footprint and also develop ESG solutions for clients.
3. We are working with our professional partners, the ACCA and AICPA, to access leading thinking for the future of our network to ensure we future proof and build a sustainable network.
4. Access to opportunity and training is a key aspect of creating a level playing field where everyone can access development to drive growth. Our training is online and free for all members. And we work with high quality trainers to provide our firms with ongoing leading coaching and training opportunities.  
Finally we work in partnership with our member firms – through member surveys and constant listening we aim to always be providing them with growth advice and ways to be sustainable businesses that contribute positively to the world.

## Progress 2024 update

Ongoing partnerships with organisations that assist us with our purpose mean that we can turbo-charge our ambitions and scale up our activities.

1. We are working with Net Zero Now to capture our carbon footprint and are seeking to offset it with carbon credits under their guidance, once the industry is more regulated.  
We need to look at carbon markets, at better offsetting and data capture to be able to be accurate in our future strategies around E, S and G activities.
2. We selected Net Zero Now, already used by several of our members, so we could start to build a global picture of our impact.
3. The ACCA is a key partner of ours and we have selected them to provide members who are interested with training in their Certificate of Sustainability. We provide bursaries to ensure our members can access this critical insight without being compromised by budget.
4. As previously mentioned, we have set up the Kreston Business Connections Academy where we offer development skills and opportunities, as well as our technical skills training, for members.  
The 2023 Connected Leadership and the 2024 cohort about to complete their year of development presented their experience in Dubai and the second cohort met in May and now has regular communication.

# Kreston Global network ESG activity

