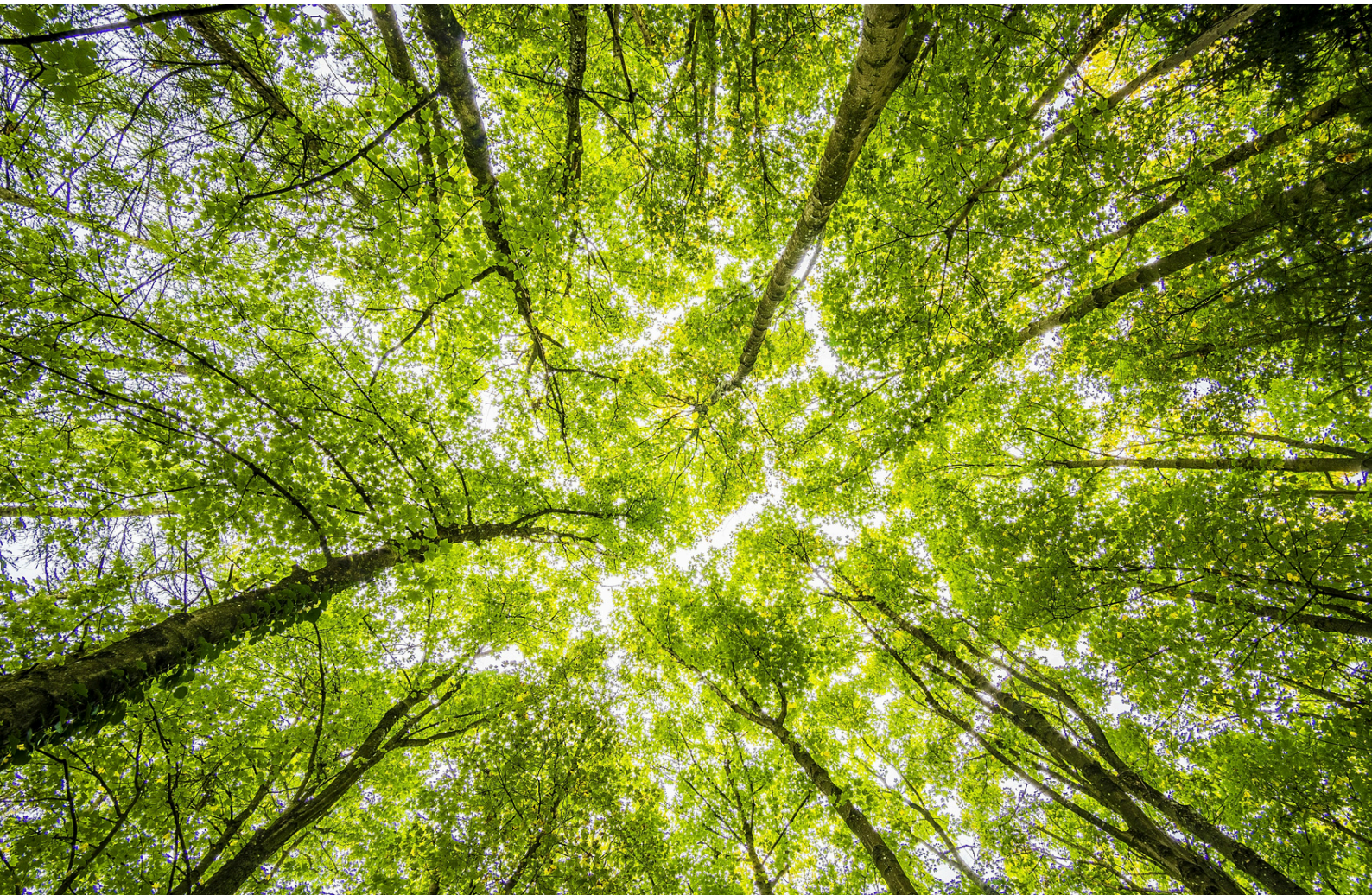




B Corp Impact Report 2025



Message from our Managing Director

Recruitment with purpose

Our journey to becoming a B Corp didn't start with a certification. It started with a question:

Can recruitment be done in a way that genuinely benefits people, not just businesses?

For years, we have seen the same challenges across the industry. Transactional relationships, poor candidate experiences, and a lack of accountability for long-term outcomes.

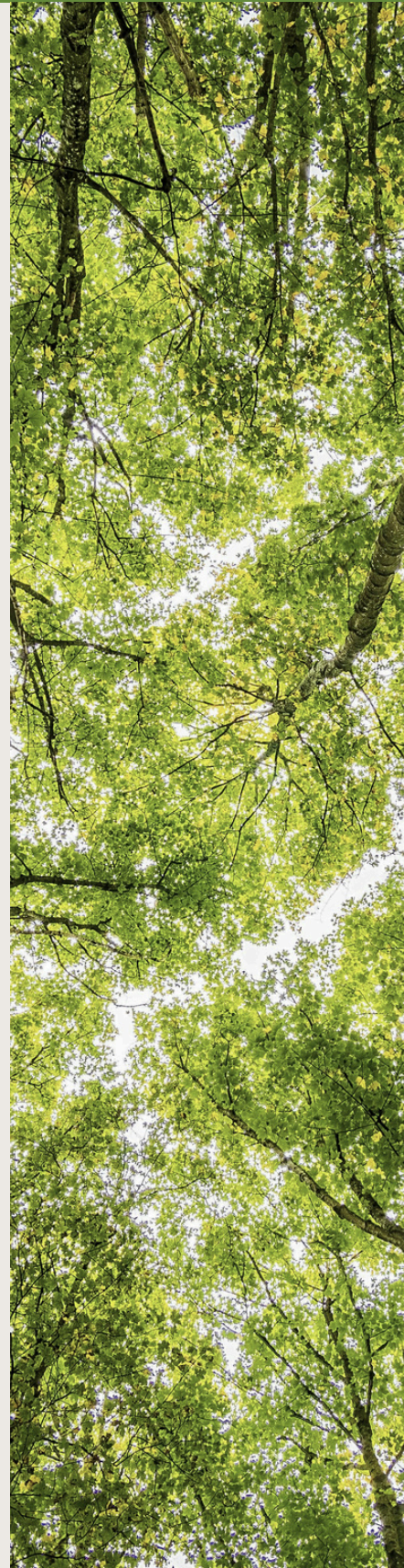
We believed there was a better way. A more thoughtful, more human and more responsible approach to recruitment.

Becoming a B Corp in 2024 marked a turning point. It gave us a framework to measure what matters and hold ourselves accountable. For us, it's not just for the results we deliver, but how we deliver them.

This report reflects our journey so far.

We are still building. Still learning. But we are committed to making recruitment a force for good for our clients, our candidates, our team, and the wider community.

Jane Abbott
Managing Director



Where it started

PCR Digital is a specialist recruitment partner operating at the intersection of technology, people, and impact. We support organisations to build teams that shape the future of digital products and experiences. We take a people-first, relationship-led approach, working across a range of digital and technology roles, recognising that the right talent can influence not just teams, but the products and experiences they create.

Before B Corp, many of the principles we now measure were already part of how we worked.

We prioritised:

- Long-term relationships over short-term wins.
- Honest conversations over sales-driven interactions.
- Treating candidates as people, not transactions.

But these values weren't formalised or measured.

The decision to pursue B Corp certification gave us the opportunity to define what we stand for more clearly and to hold ourselves accountable to it.



Our B Corp Journey



B Corp Certified: July 2024
B Impact Score: 95.7

The process challenged us to look at our business through five key lenses: Governance, Workers, Customers, Community, and Environment.



How We Think About Impact

Enable: Connecting people with opportunities where they can thrive and create long-term value.

Include: Championing accessibility and diversity within technology.

Contribute: Giving back through community engagement and environmental actions.



Our Actions and Results: 2025 at a Glance

- 32% of placements in digital accessibility.
- 23% female placements.
- 1140 trees planted.
- 14 tonnes CO₂ reduced.
- 11 digital accessibility podcast episodes.

Impact in Action: A Case Study

The Challenge - Supporting Teams To Build Inclusive Design At Scale

Our client, Dojo, needed System Designers with deep accessibility expertise - a rare combination.

They weren't looking for candidates who could reference accessibility standards, but designers who embed accessibility into their thinking from the outset.

"The best experience I've had in 15+ years of hiring." — D Musson, Dojo

Our Approach	Our Impact	Why This Matters
We worked closely with the hiring manager to understand what good really looked like - not just on paper, but in day-to-day work. • Focused on how candidates actually design with accessibility, not just what they know. • Looked beyond CVs to understand how people think, collaborate, and solve problems.	• Sourced designers who naturally build accessibility into their work. • Strengthened the team's ability to create more inclusive products from the start. • Found people who were the right fit for the team long-term, and not just the role.	By placing accessibility specialists into design system teams, we help embed accessibility at the foundation of digital products. • More inclusive products. • Better experiences for users of all abilities. • Scalable impact across entire product ecosystems.

Governance

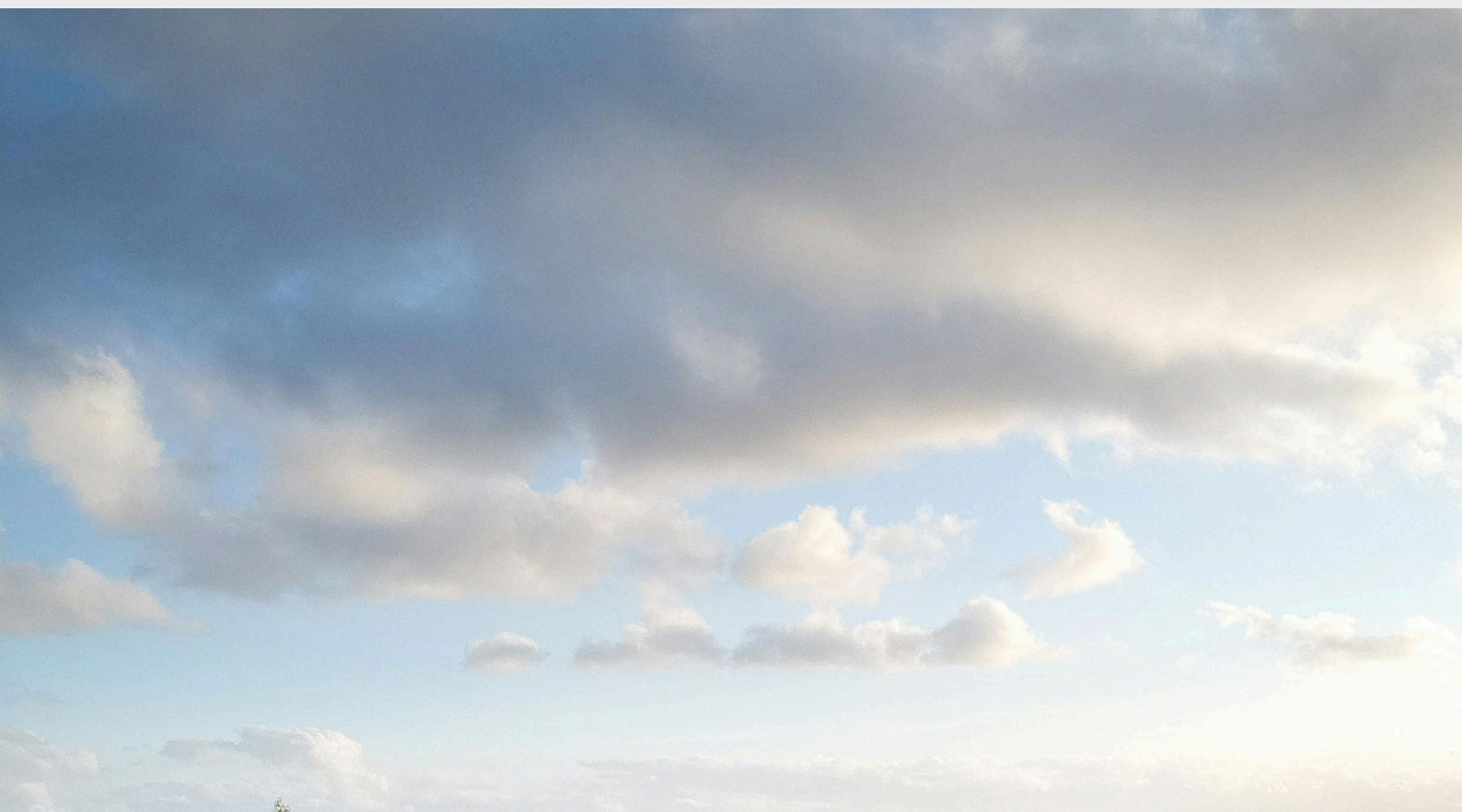
Score: 19.1/21

Our Focus

Embedding responsibility into how we operate, who we work with, and the decisions we make.

What Changed This Year

- Achieved B Corp Certification in July 2024.
- Began aligning business decisions with B Corp principles.
- Supported the Better Business Act through advocacy.
- Started tracking and prioritising purpose-driven clients.
- Recycling tech, giving back to communities in need and benefiting the environment at the same time.
- Partnering with social, sustainable and ethical businesses for corporate gifting. Our gifts not only supports businesses aligned with B Corp values, but each product purchased pledges to give back to community and environmental projects around the world.





What's next for Governance

- Define clear criteria for what a “purpose-led client” looks like and begin tracking this across all new business.
- Increase the proportion of clients aligned with B Corp or impact-led values.
- Introduce simple internal tracking to measure how business decisions align with our impact goals.
- Continue to prioritise responsible purchasing - sourcing gifts and suppliers from ethical, sustainable businesses wherever possible.
- Build on our approach to sustainability by recycling and responsibly managing all tech hardware.

Customers

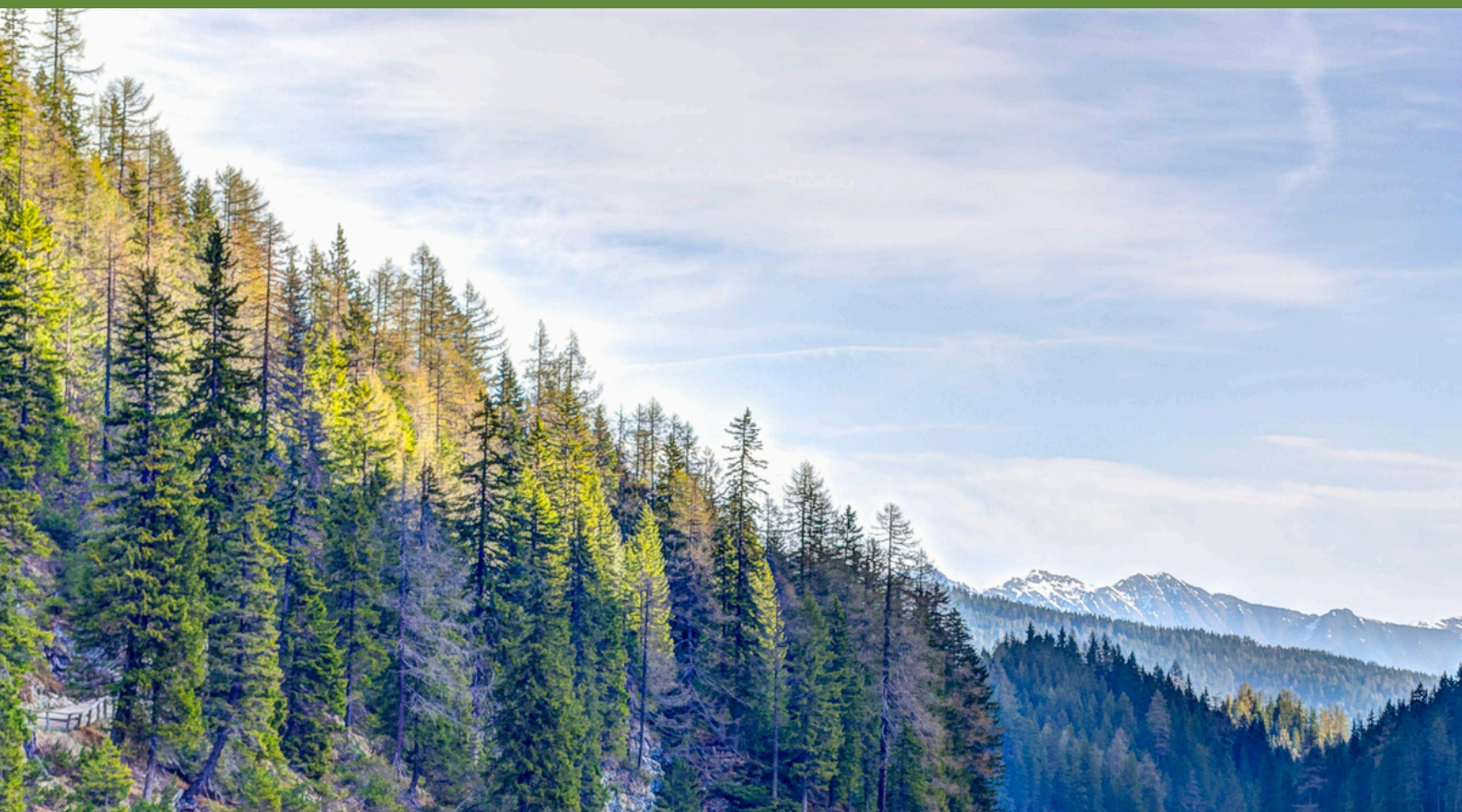
Score: 5.5/18

Our Focus

Using recruitment to support accessibility, diversity, and long-term team success.

What Changed This Year

- 32% of placements were in digital accessibility.
- 23% female placements.
- Increased focus on accessibility-led roles and projects.
- Supported clients in building more inclusive teams.
- Delivered free inclusive hiring training to clients.





What's next for Customers

- Increase accessibility-focused and diversity placements.
- Actively target organisations building accessible and inclusive digital products.
- Track placement outcomes to better understand long-term success and retention.
- Continue to positively influence businesses in inclusive hiring through training and awareness support.

Workers

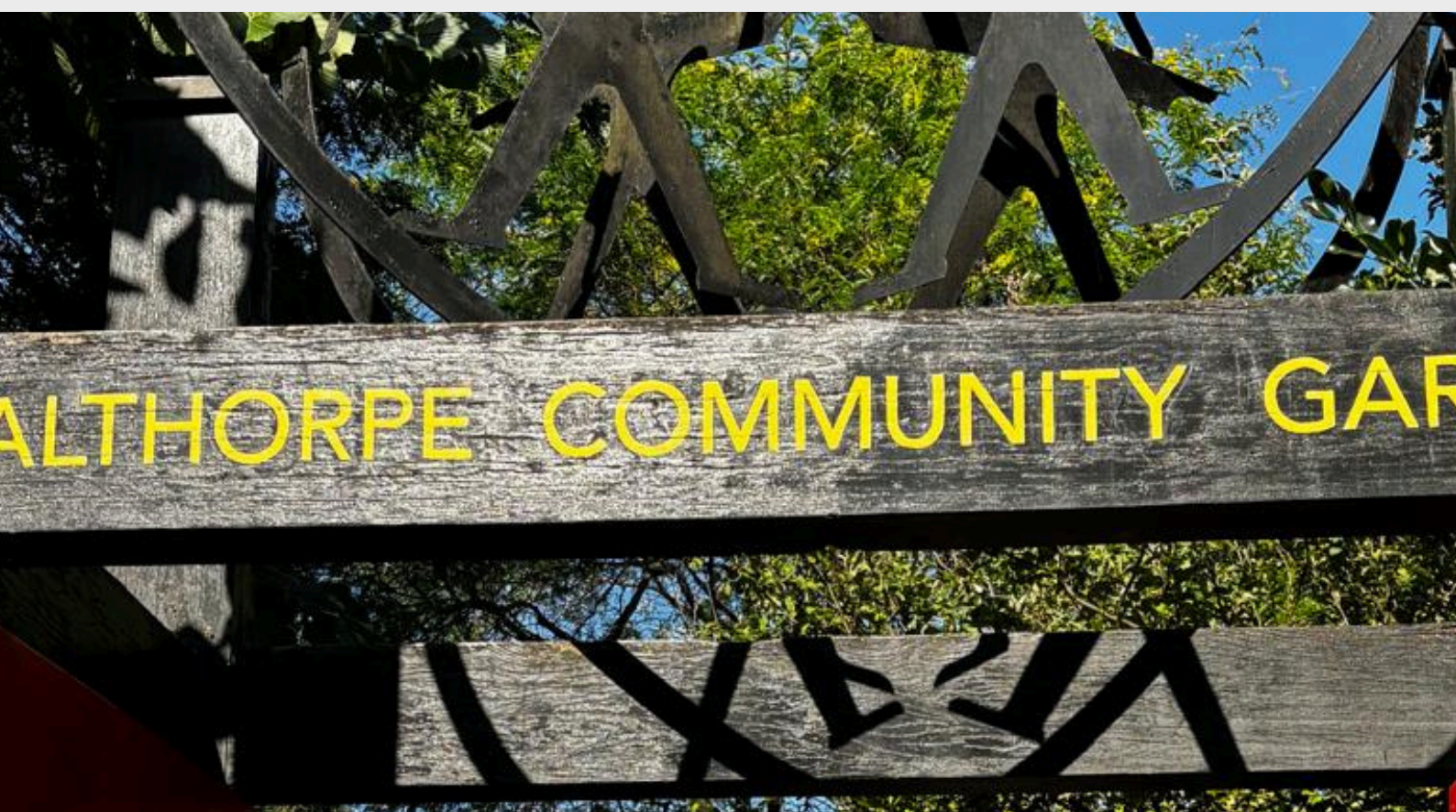
Score: 38.4/40

Our Focus

Supporting development, wellbeing, and a sense of purpose across the team. We provide access to healthcare support for everyone in the business and regularly review our benefits to ensure they reflect both individual needs and the wider team.

What Changed This Year

- Ongoing individual development based on strengths and career goals.
- Participation in B Corp and accessibility-related events.
- Increased awareness of accessibility across the team. We completed a digital accessibility audit of our website, giving our team meaningful insight into accessibility.
- Encouraged involvement in community and industry initiatives. As a team we completed 2 volunteering missions to help our local community, including the Hoxton Kitchen and Calthorpe Community Garden.





What's next for Workers

- Continue to provide training aligned to career goals.
- Provide structured training in inclusive recruitment practices.
- Introduce clearer development plans aligned to individual strengths and interests.
- Continue to focus on staff wellbeing and mental health.

Community

Score: 19.5/31

Our Focus

We are committed to contributing beyond our core business - using our time, platform, and network to support the communities and causes we care about, including accessibility and increasing diversity within technology.

What Changed This Year

- Produced 11 Digital Accessibility Podcast episodes, helping educate a wider audience on accessibility while sharing insights from industry professionals and promoting guests and organisations advocating for more inclusive digital experiences.
- Released 3 Women in Tech Stories podcast episodes, sharing real career journeys to help encourage more young people to consider opportunities in technology and digital roles they may not have previously seen or thought possible.
- Volunteered at local community initiatives including the Hoxton Kitchen and Calthorpe Community Garden.
- Hosted informal meet-ups within the accessibility community.
- Invited to contribute to expert panels and roundtable discussions in accessibility.





What's next for Community

- Deliver 12 digital accessibility podcast episodes.
- Commit to at least 2 community volunteering initiatives.
- Continue to participate in 1-2 industry panels, roundtables, or events.
- Continue building relationships within the accessibility and women-in-tech communities.

Environment

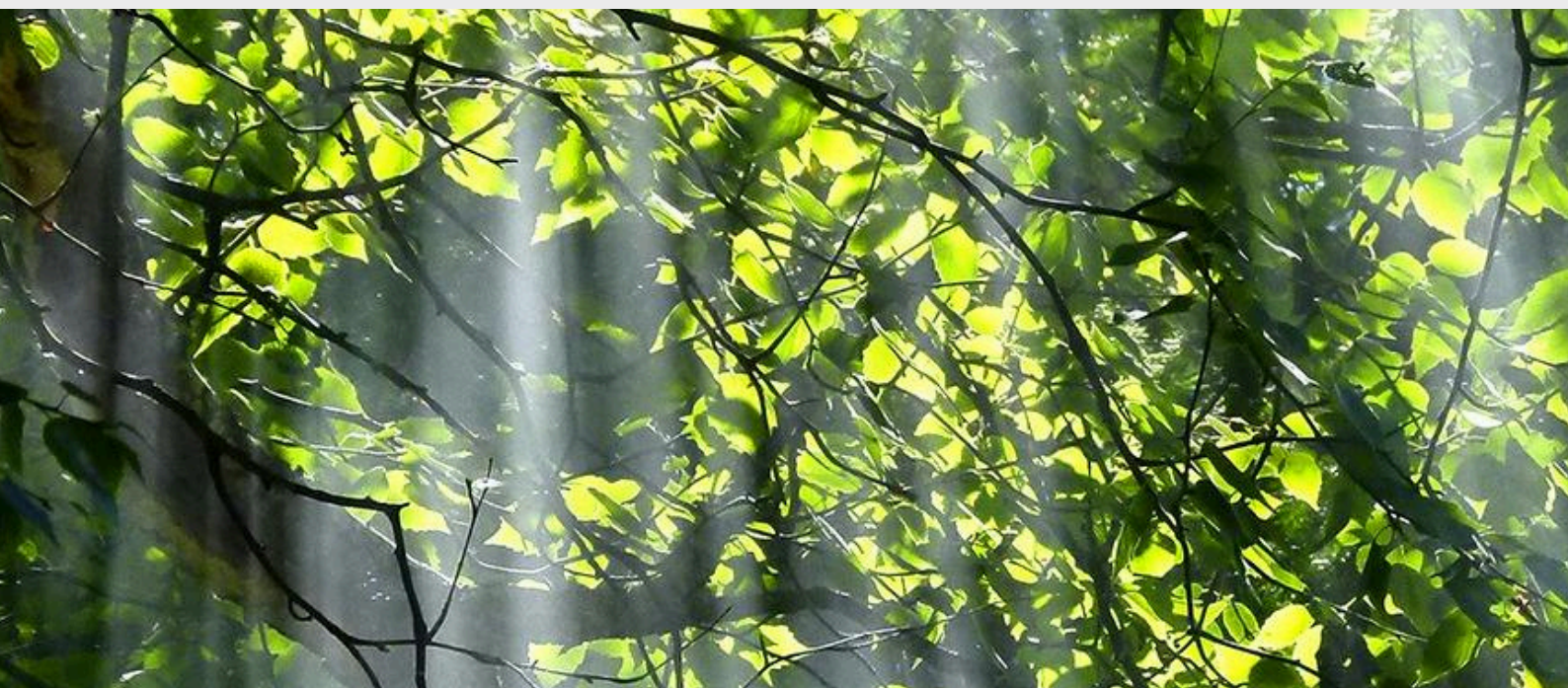
Score: 16.5/23

Our Focus

Reducing our impact and supporting environmental initiatives.

What Changed This Year

- Planted 1140 trees through environmental initiatives, and partnering with Be On Hand to track our actions every day.
- We reduced emissions by 14 tonnes of CO₂ - about the same as taking 3 petrol cars off the road for a year or the annual electricity use of about 2.5 homes.
- Partnered with sustainability-focused organisations such as Be on Hand who turn good intentions into real, measurable impact, and The Social Supermarket who focus on bringing together hundreds of purpose-led brands that have a positive social or environmental impact.
- Some members of the team began using Ecosia as their default search engine, supporting an ethical platform that uses advertising revenue to fund global tree planting initiatives and prioritises privacy-focused, non-invasive search practices. Each search generates income, with 80% of profits going into reforestation efforts.





What's next for Environment

- Plant 2000 trees by the end of 2026.
- Achieve 25 tonnes of CO₂ reduction.
- Continue working with sustainability-focused partners.
- Review internal operations to identify further ways to reduce impact.
- We want to get more team members using Ecosia search engine as default.



What We've Learned

- Impact needs to be measured.
- Small actions create meaningful change.
- Recruitment can shape industries for the better.

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