



Environmental, Social,
and Governance
Impact Report

FY2023

Extraordinary things happen when
companies invest in their people



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Executive Message

Learning Pool hails from the small city of Derry in the north-west corner of Europe, a place where, for hundreds of years, people have got on in life thanks to the community that sustains them. 'ESG' will not be a familiar acronym to many in this neck of the woods, but the principles it represents are as strong here as they are anywhere in the world. Thanks to our founding days here, for as long as Learning Pool has been around, our commitment to our community and the people within it has been at our core.

I'm delighted that we've been able to export a little bit of this 'do the job right' spirit wherever we've expanded in the world. This year, for the first time, we've sought to enshrine our commitment in words - in this document - and in external validation of our commitment, through the B-Corp certification process.

As we've shone the light on ourselves and discovered more about our existing practices, I've taken away three insights that I wanted to share with you before you dive into the rest of this report:

1. Learning Pool is already in the top 10% of companies for its commitment to ESG.

The B-Corp process is a great benchmark for how a company does compared to its peers and the good news is that we are already leaders on the global stage. From the equal opportunities we provide for our employees, to the community projects we take

part in, to the processes and policies that keep us on the right path, Learning Pool was already doing all the right things without having a framework like 'B-Corp' to guide us.

2. Our commitment resonates with our mission, both inside and outside the company.

Learning Pool has always been about more than profit. We believe an investment in people can yield extraordinary outcomes for people and their employers. That's why we help people learn.

Our commitment to extraordinary outcomes shines through the people we attract to work in our company and the companies that we attract to work with us. It is a defining difference between Learning Pool and the rest of the industry. A focus on people, and therefore a focus on ESG, comes naturally to us. Today, with this report, we chose to lean in to this difference. Learning Pool is a great home for any prospective employee or customer, if you believe in putting people first.

3. We could still do better, especially around environmental issues.

We've got work to do on environmental issues. Shockingly, tech companies are actually worse than airlines [1] when it comes to our impact on the environment. That's not to say we haven't seen commitment here - from our Net Zero work, to

our internal committees, to showing the carbon effect of travel, this is clearly on our collective agenda. But we aren't pushing hard enough or fast enough to change.

Next time we come to be audited for the B-Corp standard, it's my ambition that we've elevated our position from 'making the grade' to 'leading the class'. We should be in the top 5%. Finding new and innovative ways to make a difference to the environment will be a significant driver of this improvement.

This report is another example of how and why we go above and beyond. We're not required to do this. But it's the right thing to do and it exemplifies our commitment as being beyond skin-deep. I'm all in on ESG because Learning Pool is all in on ESG. I look forward to seeing the extraordinary ways we improve our already stellar commitment in the years to come.

Ben Betts
CEO



About Learning Pool

“The people I work with” is the most common answer to what our team likes most about working at Learning Pool

At Learning Pool, we’re passionate about investing in our people. We firmly believe that it’s only when we do right by our Learning Pool team that we can achieve our mission: to create learning experiences that deliver extraordinary outcomes for companies and their people.

Since our inception, we’ve prioritized supporting our team’s growth and aspirations—both inside and outside of work—empowering our employees to excel in their roles, give back to their communities, and continue to be inspired, challenged, and gratified by the work that they do and contributions they make at Learning Pool.

We’re guided in everything we do by our core values:

“We’ve got your back,” “Do the right thing,” and “Build to grow.”

Our commitment to facilitating a collaborative work environment, which supports diversity, equity, inclusion, and belonging, enables us to take pride in our corporate culture and the work that we do, as we continuously strive to deliver better outcomes for our customers and make a positive impact on our people and communities.

Awards and Recognitions

With over 450 people and more than 15 years of experience, Learning Pool's success can be attributed to a genuine commitment from its leaders, highly motivated and passionate employees and an unwavering mission to provide extraordinary outcomes for global customers. At the heart of the business, there is also a sincere ambition to always do the right thing by our people, partners and the communities in which we live and work. These ongoing efforts to uphold environmental, social and governance best practices have been recognized and celebrated time and time again over the years.



BCorp Certification

Joining a global community of like-minded businesses committed to using their power to make a positive impact on the world, this year we were certified by B Lab, the not-for-profit behind the B Corp movement. This means we met rigorous social and environmental standards which represent a commitment to goals outside of shareholder profit.



Platinum Investors in People

Investors in People is a globally recognized standard for people management and transformational leadership. Platinum Accreditation, the highest available, confirms us as amongst the top-ranking organizations for its unique culture and continuous improvement initiatives.

Obtaining Platinum Investors in People accreditation is an outstanding achievement for the company and is something only 2% of organizations receive. It requires direction from a committed leadership team, highly engaged employees and for everyone to be focused on the overall success of the organization.

Great Place to Work®

Certification as a Great Place to Work® organization is a significant achievement. Using validated employee feedback gathered by Great Place to Work®, the accreditation confirms that the Learning Pool team has a consistently positive experience.

On top of that, we also received recognition as one of the UK's Best Workplaces™ for Wellbeing which comments on the company's support of a work-life balance, sense of fulfillment, job satisfaction, psychological safety and financial security.



Stevie® Awards for Great Employers

Commended for our efforts to reduce our carbon footprint and increase awareness about workplace diversity and inclusion, we received the Gold award for 'Best CSR Strategy' at the Stevie® Awards for Great Employers 2022.

The category recognizes organizations that have embedded corporate social responsibility throughout their business, in particular through their people. For Learning Pool, this includes a commitment to planting 10,000 trees in partnership with One Tree Planted, the launch of our DE&I collection and a growing collection of free e-learning lessons that accumulated 5,600 hours of learning throughout 2022.



Stevie® Awards for Sales & Customer Service

Boasting 24/7 customer support provided to a global customer base, a dedicated Customer Account Executive and a 98% customer recommendation rate spanning more than a decade, our unrivaled customer service and client engagement have been rewarded over the last four years with awards for the highest level of customer success.

CSR World Leader

For embedding an ambitious employee engagement, support and CSR strategy into the workplace, we were branded a CSR 'World Leader' at the International CSR Excellence Awards in 2021.

Receiving both Gold and Silver awards for family commitment and leadership, we were particularly commended for our efforts towards helping colleagues and customers with mental health and wellbeing support throughout the pandemic and beyond.

About Our Report



At Learning Pool, we're passionate about our people and serious about our commitment to making a positive difference in the communities in which we live and work. Part of upholding this commitment involves being transparent about our progress on material environmental, social, and governance (ESG) topics.

As we continue to grow our business and define what our journey to extraordinary looks like, we're weaving ESG into the fabric of our business—quantifying the impact of our efforts and communicating them publicly.

The following report discloses our ESG impact during fiscal year 2023. Unless otherwise noted, this report includes information during the period May 1, 2022 – April 30, 2023. Any financial figures reported in this report have been rounded and are in GBP.

Reporting Frameworks

Our report is informed by Learning Pool's ESG materiality assessment, which identifies key topics that are the highest priority of our stakeholders and business. This report is also developed around globally recognized ESG disclosure frameworks and standards, including the Sustainability Accounting Standards Board's (SASB) Software & IT Services Industry Topics and the United Nations Sustainable Development Goals (SDGs). By utilizing these established frameworks, we aim to provide a comprehensive and meaningful overview of our ESG performance.

ESG Strategy

Materiality Assessment

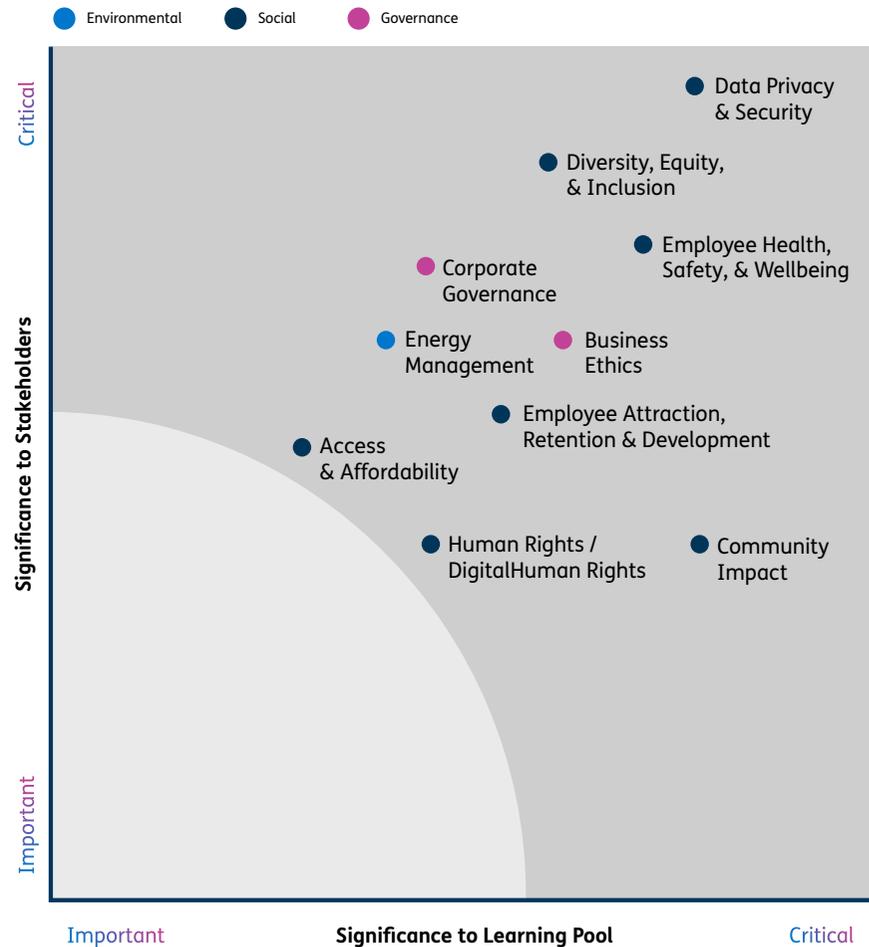
In 2022, we conducted a materiality assessment, assessing the environmental, social, and governance topics upon which we have an impact, or by which we can be impacted. We developed a list of material topics, relying on several sources to guide our approach, including our internal standards such as our company's mission, vision, values, policies, and risk assessments.

To help us stay informed and aligned with best practices in sustainability and corporate responsibility, we also referred to external ESG reporting frameworks like SASB, the UN SDGs, and material ESG topics specific to the technology industry.

Stakeholder Engagement and Validation

To identify our top priorities for this report, we undertook a rigorous evaluation process, engaging with our internal ESG Working Group and key stakeholders, including employees with expertise in this area, customers, and third parties. Each stakeholder group was scored equally to ensure a fair and balanced assessment, and the Top 10 ESG priorities we established serve as the cornerstone of this report.

We have identified and plotted the following risks that could be materially adverse to Learning Pool. Risks have been prioritized based on importance to our stakeholders and significance to the business.



Our ESG Strategy Aligns with the UN Sustainable Development Goals

The United Nations Sustainable Development Goals (UN SDGs), adopted by all UN member states in 2015, provides a shared framework to solve for the world's most pressing issues. The 17 goals represent a call to action to end poverty and inequity while improving health care, education, and the greater environment.

As a learning technology company, Learning Pool identifies with the following SDGs:



Learning Pool cares deeply about the health and well-being of our employees. All employees have flexible schedules with hybrid and remote work opportunities. Employees receive 25 paid days off each year, as well as 8 paid holidays and three weeks of paid sick leave. We have Employee Assistance Programs in the US, Canada, and the UK. Each program is unique to the location and provides confidential mental health counseling 24/7/365, wellness courses, fitness sessions, and health and well-being tools and resources.

It's our responsibility to encourage the health and well-being of LP's stakeholders. As such, we develop and offer free, [publicly available modules](#) on topics such as mental health awareness, suicide prevention, stress awareness, and social prescribing.



Learning Pool prioritizes upskilling its workforce for extraordinary outcomes. We offer an accredited mini-MBA from the University of San Diego, free health and [wellness modules](#), and employee leadership initiatives to hear perspectives about our markets, our customers, and drive business-wide improvement projects.

We foster continuous learning with employees taking ownership of their development, providing coaching, mentoring, accreditation, role-specific pathways, and educational partnerships. Our dedicated online platform also offers a variety of learning activities with an academy-style approach. We also offer [free webinars](#) and educational opportunities, open to the public.



As a learning technology company, we are acutely aware of the gender disparity that exists in the technology industry. Gender equality is a key focus in our hiring and retention initiatives and part of our business strategy. We believe our workplace should reflect the world we live in, and we seek to hire and nurture talent from all under-represented groups and eliminate the barriers women in technology face.



Learning Pool is committed to providing inclusive and sustainable economic growth. Our employees earn a living wage, and we regularly evaluate pay equity and the related processes and controls to ensure our employees are fairly compensated within the organization and for their role within our industry.



Learning Pool supports climate action and is actively taking steps to immediately reduce our global emissions. Our Sustainability Working Group is heavily involved in identifying and prioritizing numerous initiatives, including the reduction of Scopes 1-3 emissions across our organization and the third parties with whom we partner.



Learning Pool promotes peace, justice, and strong institutions through strong corporate governance. In our commitment to always deliver extraordinary outcomes, we prioritize comprehensive governance practices in alignment with our core values, to oversee our material risks like data privacy and security, business ethics, and human rights. We are committed to operationalizing our ESG strategy through our systems, processes, and controls.



Learning Pool's FY 2023 ESG Highlights



Environmental

- Hired a dedicated environmental, health and safety manager
- Conducted a Carbon Footprint Assessment to identify Scopes 1-3 emissions
- Reduced third party emissions by moving our web hosting services to more sustainable parties
- Transitioned all UK office lighting to LED, saving ~245 kw/year
- Moved all UK office electricity usage to 100% renewable energy sources
- Worked with building owners to ensure 100% of waste is diverted from landfills



Social

- Achieved B Corp. status in March 2023
- Donated more than £200,000 in products, services, and cash to non-profits
- Developed free-for-everyone [health and well-being modules](#) (available on our website)
- Conducted pay equity analysis to ensure fair compensation
- Appointed executive sponsor to LP's DEI Group
- Won numerous third party workplace awards, including Great Places to Work



Governance

- Prioritized senior leadership composition, moving to 50% gender balance
- Welcomed Neha Gupta as non-Executive board member, broadening learning tech and compliance expertise
- Developed and deployed our inaugural Code of Business Conduct
- Restructured Data Security and Privacy function to provide better oversight of the evolving risk landscape

Our Commitment to Our Employees

Our Employees:

Our Culture of Diversity, Equity, Inclusion & Belonging

We believe that the most successful and innovative organizations are ones that benefit from diverse voices, perspectives, and experiences. As such, we are deeply committed to promoting diversity, equity, inclusion, and belonging. We strive to foster and uphold a work culture where all employees feel valued for who they are and the contributions they make.



At Learning Pool, I feel supported. My manager and colleagues have been incredible in creating a positive environment that empowers me to perform at my best in my role. They have actively and consistently engaged with me to identify and pursue opportunities for development, both internal to the company and within the wider industry.

I believe in a workplace culture that centres on its people supporting one another towards collective growth, and that's something I'm glad to have here.

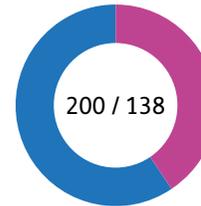
Funmi Odeyemi

Product Experience Designer

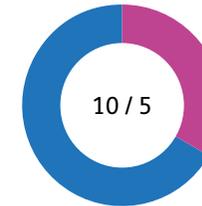
The below details Learning Pool's gender balance in FY2023 across the following roles: individual contributor, management team, senior management team, and team lead:

Gender break down by roles

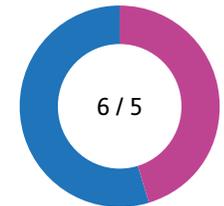
Male ● Female ●



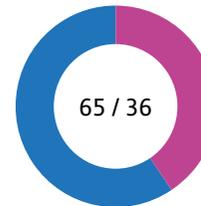
Individual contribution



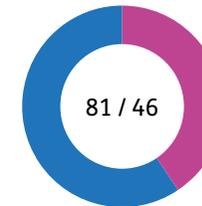
Team Management



Senior Management Team

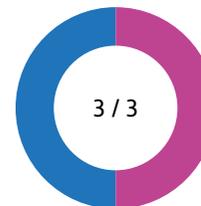


Team Leads

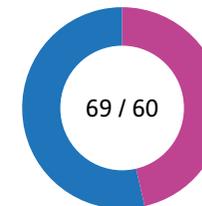


Supervision Managers

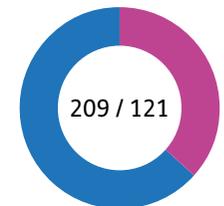
Gender break down by geographic breakdown



Europe



North America



United Kingdom

Ethics and code of conduct

Learning Pool is committed to upholding the highest ethical standards, and we consider our Code of Business Conduct a guidebook for how to do business the right way. Our Code applies to everyone at Learning Pool, regardless of their role, function, or team. It is underpinned by our policies and values—and the ways in which these values impact our approach to our work.

Our Code outlines applicable laws, standards, and best practices that we are all expected to follow, including: upholding our environmental, social, and governance responsibility, engaging with customers and third parties, avoiding conflicts of interest, and preventing bribery and corruption.

The Code is shared internally with all employees, who are also required to complete an annual e-Learning Code course. Ongoing communications regarding Code topics and related reporting are also shared throughout the year. A copy of our Code can also be found on our [public website](#).

Preventing bribery and corruption

We are committed to conducting legal and ethical business. This means we have zero tolerance for bribery and corruption.

We never permit or authorize anyone at our organization to offer or accept a bribe or any “item of value,” either directly or indirectly, with the intent of helping Learning Pool obtain an unfair advantage. This includes offering, providing, or accepting excessive gifts and entertainment.



Employee Development



At Learning Pool, we view our employees as our greatest assets. To support our employees' professional development and ambitions, we offer several programmes and initiatives.

We see our managers as vital to both the success of our business and our company's culture. As such, we offer 3 stages of formal management development, which cover a journey from new manager to strategic management. This includes: (1) Management Development Programme, (2) Essential Management Skills Programme, and (3) Mini MBA.

Our Shadow Board Program—which is in its second term—is designed to develop young talent in the business by giving them the opportunity to work with the senior leadership team on strategic objectives.

We also offer other internal programs, such as our Corporate Social Responsibility

(CSR) group, EcoPool, Learning Pool DEI Team, and the Business Improvement Group (BIG), which support our employees' development by encouraging them to participate in initiatives that are meaningful to them in personal and professional capacities.

Learning Pool also encourages external development programmes and certifications. 8% of the team has completed formal, externally certified courses, including: Mini MBA, Paralegal, ILM level 5, AWS and other professional certifications.

Our Commitment to Our Communities

Sustainability

As part of our commitment to protecting the environment, we have taken strides to reduce our carbon footprint and incorporate and operationalize sustainability across our business.

Leveraging Carbon Intelligence, we conducted a carbon footprint report. This assessment has identified where our highest carbon output is occurring, which has allowed us to make changes internally and in collaboration with our suppliers, and program plan towards Net Zero targets.



We moved our web hosting services to areas supplied by sustainable energy



We changed energy suppliers at our Nottingham and Derry offices to suppliers who use more sustainable practices. Additionally, we changed the lighting in our Nottingham office to low-energy bulbs and have saved approximately 245kW per year.



By streamlining our office waste, it is simpler for our teams to recycle effectively.



We produced a Net Zero collection of modules designed to help our clients reduce the amount of carbon and waste they produce, the proceeds of which went to support our pledge to be part of the Million Trees campaign run by One Tree Planted. We pledged £10,000 to plant 10,000 trees, and we're proud to have been a part of the 52 million trees planted by OTP last year.

Community Engagement

Our dedicated CSR team work together to improve the communities we live and work in by using our wide range of products and solutions in collaboration with various organizations around the world.

We take the same approach to our CSR initiatives that we take in working with our 1000+ global customers—creating a culture of trust and delivering extraordinary outcomes to organizations and individuals alike.



More than £200,000 donated in products, services and cash



Supported 23% more charities in FY 2023



Spending more than 120 days helping with our time

Corporate Social Responsibility

Learning Pool is committed to Corporate Social Responsibility (CSR) and recognizes the importance of community engagement and support. To demonstrate this commitment, Learning Pool actively participates in various CSR initiatives and programs.

Building on our work from previous years, we continued to help charities around the world and added new partnerships. Learning Pool increased our donations to charities that our employees told us were important to them, such as the Resource Centre in Derry. Additionally, our Life Skills e-Learning collection brought our social media initiative to new heights digitally via a new e-learning collection and our Tall Tales book allowed us to connect with Make-a-Wish, whom we look forward to working more with in the coming years.

We also started a separate EcoPool team to focus our environmental impact. A key initiative was our net zero

collection, an eLearning offering that we created, and every time we sell it, we plant trees with One Tree Planted as part of the Million Tree Challenge.

As an additional CSR initiative, we offered free CSR e-Learning lessons to nearly 3,000 people who visited our website to take them.

We also encouraged our employees to volunteer and give back to their communities by giving each of them 2 CSR days. Employees used these days to volunteer and give back to their local communities.

Our CSR efforts resulted in an award-winning year—we received recognition for being a “CSR world leader” and received additional praise for our family commitment and leadership on CSR.



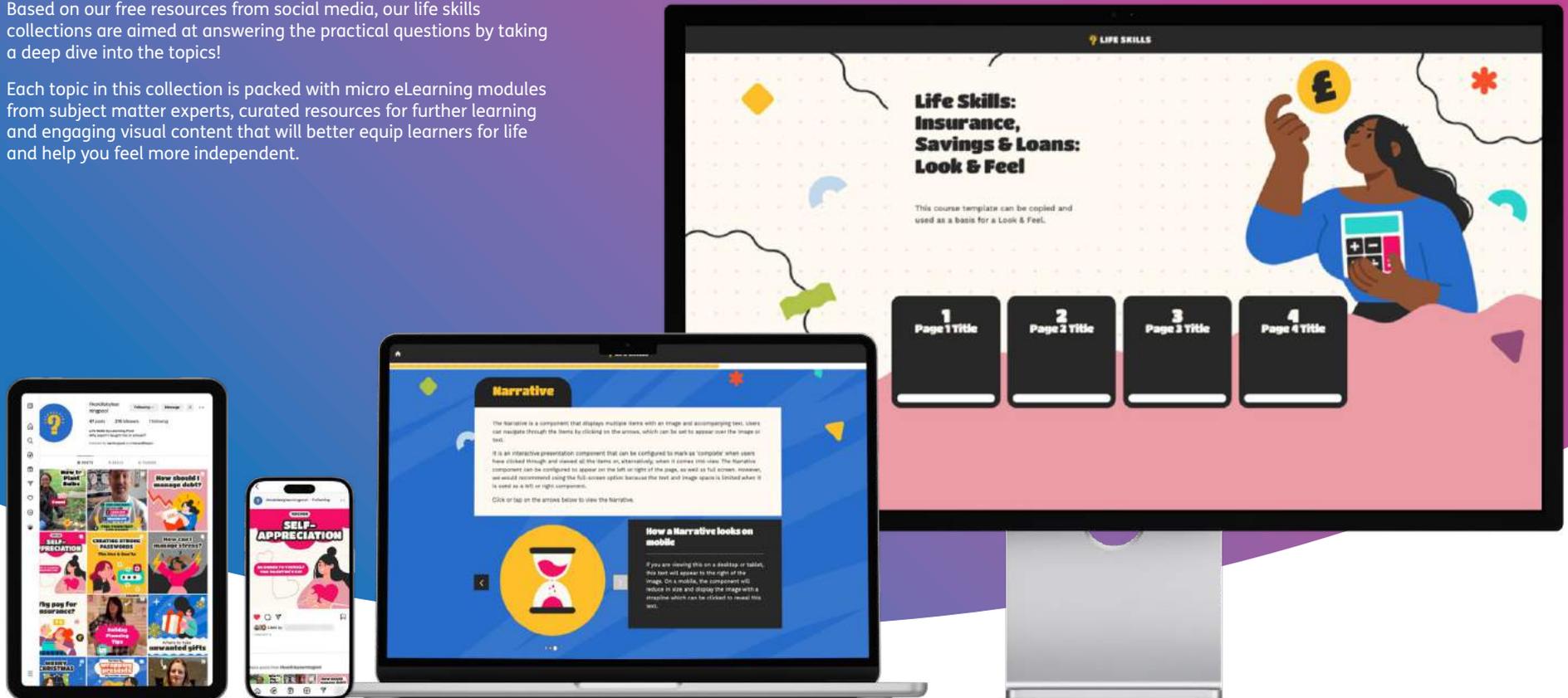
LIFE SKILLS

by learningpool

WHY WASN'T I TAUGHT THIS IN SCHOOL ?

Based on our free resources from social media, our life skills collections are aimed at answering the practical questions by taking a deep dive into the topics!

Each topic in this collection is packed with micro eLearning modules from subject matter experts, curated resources for further learning and engaging visual content that will better equip learners for life and help you feel more independent.



TALL TALES

SHORT STORIES

At Learning Pool we work with a team of gifted and talented learning and graphic designers who also have a passion for igniting curiosity and a love for story, especially in kids.

Out of this passion came a book published by Learning Pool that was a collection of Tall Tales written by kids and illustrated by artists at our company. The sales proceeds go to the Make-A-Wish foundation.

This book has now inspired a new website written and designed by the Learning Design team with the support of our in-house artists and graphic designers. On this website, you will follow a professor owl on a journey to learn about stories from all around the world and about the history and evolution of storytelling. From the intrigue of ancient Egypt, to the mystery of Bigfoot, this website covers a lot in a little bit of time. Just enough to spark your interest and curiosity. You will end your journey feeling inspired and will be invited to write your very own tale.

PROUDLY SUPPORTING





Through the ARC Academy, Learning Pool is thrilled to be able to support ARC Fitness in its mission to enable those in recovery to thrive and succeed within an active community by offering support at an organizational level using Learning Pool's LMS.

ARC Fitness is a not-for-profit social enterprise that supports individuals and their loved ones in recovery from alcohol and drug addiction. Support includes providing access to learning, coaching, physical activity and community support.

In late 2020, Learning Pool became the inaugural corporate sponsor of ARC Fitness, playing an instrumental role in the development and maintenance of The ARC Academy. Originally hosted on the Learning Pool platform, the ARC Academy is an online addiction recovery learning platform. The Academy provides individuals with the knowledge and insight to help them get on top of their relationship with substances.

Research recently published in conjunction with Queens University has demonstrated the positive impact of the program. Already, the program has helped 6 cohorts of

over 50 people since its launch last August. Currently, there are 50 active users on the platform and a waiting list of those wanting to join.

Following this success, ARC Fitness is now extending its support by providing further training to those who have completed the program. Further programs to help those in recovery stay on track are currently in development. The ARC Academy will also be transferred to Learning Pool's Learning Management System (LMS) to support the selling of courses. This will help ARC Fitness make its program available on a global scale. Learning Pool has also committed to helping ARC Fitness develop a catalogue of content for the revamped academy.

Sam Barbee, Director of Strategic Client Development at Learning Pool said: "Learning Pool has had the privilege to partner with ARC Fitness over the past year. We're excited to see what it has achieved in helping the lives of those on the road to recovery. The ambition of ARC has excited the team at Learning Pool and we can't wait to see more lives changed via the Academy."

Our Commitment to Transparency and Accountability

Governance and Oversight

At Learning Pool, the Board of Directors recognize that ESG is at the heart of how business should be done. It is responsible for ensuring that the company adheres to the highest standards of corporate governance. The Board is comprised of diverse individuals with extensive experience in various sectors, including technology, finance, and education.

The Board of Directors is committed to promoting transparency, accountability, and ethical behavior across the company. To achieve this, we have put in place robust policies and procedures in areas such as risk management, compliance, and financial reporting. These policies and procedures are regularly reviewed, updated, and distilled to impacted employees to ensure they remain relevant and effective.

Ben Betts, LP's Chief Executive Officer, leads the multi-disciplinary senior leadership team that oversee functions including operations, finance, sales, marketing, and technology solutions. The ethics and compliance function, while part of the senior leadership team, reports directly to Paul McElvaney, Executive Chair, with a dotted line to the Board of Directors.

Our commitment to corporate governance is also evident in our relationships with stakeholders—especially our employees, customers, and third parties—with whom our team endeavors to maintain open and transparent communication. Along with valuing our stakeholders, Learning Pool also has a strong commitment to bettering our environment and the communities in which we live and work. This is underscored by our sustainability and social responsibility efforts, which are reflected in our policies and practices.

Board of Directors

The Senior leadership team reviews all ESG initiatives, providing quarterly updates to the Board of Directors.

Executive Chair & CEO

The Executive Chair and CEO set strategic vision and collaborate with the senior leadership team to drive business strategy via an ESG lens.

ESG Employee Groups

The ESG Employee Groups are employee led resource groups that plan initiatives to drive meaningful action throughout the year. Groups include EcoPool, Learning Pool DEI Team, CSR Group, and Shadow Board.

Senior Leadership Teams

The Chief Compliance Officer (CCO) provides oversight of LP's ESG strategy, partnering closely with the Chief Human Resources Officer (CHRO), Chief Financial Officer (CFO), and Executive Chair. She oversees the ESG Working Group who establishes and implements plan strategy. Quarterly, or more frequent, updates are reported both upstream and downstream.

ESG Working Group

The ESG Working Group meets monthly to provide ongoing strategy and leadership on ESG initiatives, policies, and practices. The group is comprised of U.S. and UK representation, including the Executive Chair, CCO, CHRO, and CFO, with representation from Marketing.

Information security

The Information Security Program at Learning Pool is committed to protecting our organisational and customer data from unauthorised access, use, disclosure, or destruction.

As an organisation, we are transparent about how we collect, use, and disclose data. Learning Pool only shares data with individuals who have a legitimate business need to access it and we only use the minimum amount of data necessary to do our work. We respect data protection rights and require any third party that we work with to handle data in accordance with our policies and all applicable laws.

Learning Pool complies with industry standards and continuously seeks out ways to improve our security, mitigate risk, and protect our systems. We are proud to be certified by the international standard for management of information security, ISO 27001:2013. Doing business with us means that you can be assured of standardised security practices which have been independently verified.

As an organisation, we have established a proper awareness and concern for security and data protection and an adequate appreciation of individual and collective responsibilities. The Information Security Policy applies to all stakeholders of Learning Pool, including employees, agents, and third-parties. To contact our Information Security team, email security@learningpool.com.

As part of our commitment to GDPR compliance, Learning Pool has a DPO who is available to assist with all data protection enquiries. To Contact our DPO, email dpo@learningpool.com.





Let's build
to grow



We've got
your back



Do the
right thing



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