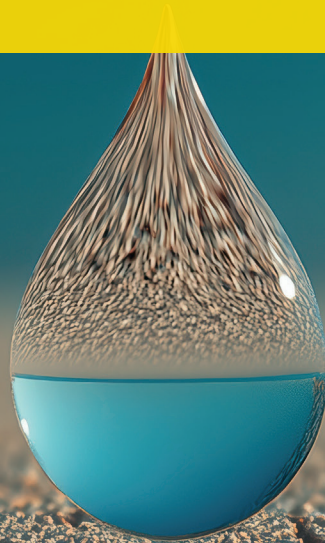


# IMPACT REPORT

2024-25



Joelson



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# Our highlights

**94%**

of engagement survey respondents said they would recommend Joelson as a great place to work

**266**

hours spent on professional development and training

**95 hrs**

of volunteering by our employees at our firm charity, City Harvest, equating to 21 tonnes of food provided, 50,350 meals delivered and 55 tonnes of GHG emissions prevented

**203 hrs**

of volunteering overall equating to £50,750 worth of time

**37**

corporate deals completed

**4.93 / 5**

average client satisfaction score

**£89,685**

donated to our charity partners

Our charitable donations to City Harvest equated to:

**113**

tonnes of food rescued,

**269,055**

meals delivered,

**282**

tonnes of GHG emissions prevented



**47 Pro Bono Hours**

equating to £26,500



# 1. A note from our managing partner

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Dear Friends, Colleagues and Clients,

We are delighted to publish our second annual impact report analysing our progress over the last year and summarising the impact we have been able to generate here at Joelson.



The macro-economic landscape and the geo-political environment within which we all operate has significantly shifted over the last year. However, as an organisation that thrives on supporting innovators and entrepreneurs, we enjoy the constant challenge this presents. In many ways the “headwinds” have enabled us to focus on our values, goals and aspirations and it’s been very rewarding to take this opportunity to step back and have a look at what we have achieved in the last year and to reset our ambitions going forward.

While the key ambition remains to use our legal business as a force for good underpinned by the key principles of balancing “People, Profit and Planet”, what has been really gratifying this year is seeing how engaged the team are in embedding impact related activities into many of the things we do here at Joelson.

Two years on since certifying as a B Corp we are busy getting on with the meaningful work of engagement, measuring our impact and assessing how we improve and drive further impact. While this doesn’t necessarily show up as key milestones or achievements it’s incredibly gratifying to see that some of the foundational work is very much paying off.

We have spent much of 2024 and the early part of 2025 with our B Keepers working on significant improvement projects to enhance our impact at all levels. As the new B Corp Standards were formally announced in late April 2025, we’ve taken some time to evaluate our re-certification progress to ensure that our impact credentials continue to match and hopefully exceed the evolving standards.

We have been building an even stronger community, in every sense of the word, with our people, our clients and the partnerships we work with outside of the firm. We look at those in more detail in the sections to follow.

As a law firm, we have the potential to influence changes needed in shaping the overall legislative framework in the UK. Despite some of the watering down of EU legislation recently, and some of the global sentiments against ESG, we see our role as both advising and encouraging clients to ensure that ESG is at the forefront of their agenda. That in turn will contribute to a better future for everyone.

To us it’s clear that a company’s social and environmental impact are key business drivers, with businesses who prioritise purpose and impact having more engaged team members, stakeholder relationships and a greater impact.

We are excited to share our progress with you and look forward to inspiring others in the legal sector and beyond to grow responsibly with a focus on their future. After all, it’s not just the business you do; it’s how you do business.



**Phil Hails-Smith, Managing Partner**



# 2. Governance

## Employee representation

At Joelson, effective governance begins with inclusion. Employee representatives attend partner meetings quarterly, strengthening transparency and ensuring employees' perspectives inform strategic discussions for the firm.

Building on this representation and ensuring that decision-making takes into account a broader cross section of people's views, we've engaged in meaningful consultation with the whole organisation for key business decisions. This includes the selection of our charity partners and DEI committee initiatives, as well as our office set up and hot desking arrangements.

We also launched a virtual suggestion box for employees to share anonymous feedback and suggestions. This tool provides a safe and simple space to raise ideas, share concerns, or offer constructive feedback that helps shape how we work together.

## Leadership and accountability

We have refined our governance structure to ensure clear accountability. Senior leaders now oversee both operational areas and people priorities, including training, diversity and inclusion, charitable partnerships, and pro bono work. This structure means that responsibility and strategic oversight are embedded across the organisation.

We have gathered our B Keepers on a voluntary basis from across the firm. We have ensured we have representatives from the partnership, legal specialists, operational teams and support teams so that we own and embed our impact journey across all levels of the firm.

## Responsible partnerships

As part of our B Corp journey, we enhanced our framework for assessing clients, suppliers, and stakeholders. Developed by our compliance team, it ensures commercial decisions are balanced with ethical standards, ensuring that every partnership supports integrity, accountability, and long-term sustainability with its impact on the planet in mind.





# 3. Our people

## Employee representation

At Joelson, our people are at the heart of everything we do. This year, we expanded our commitment to continually improving fulfilment, engagement, and growth across Joelson. We enhanced our employee engagement survey to include open-ended feedback to gain richer insights into how our culture is experienced, and overall, 94% of respondents recommended Joelson as a great place to work. The feedback also challenged us to do more, particularly in terms of recognising exceptional performance and providing regular, meaningful feedback.

94% of respondents said they would recommend Joelson as a great place to work.

## Benefits & policy updates

Our new **Wellbeing Room** offers a private, multi-purpose space for prayer, reflection, or expressing milk for breastfeeding mothers, and houses a library of books on diversity, equity, and inclusion.

We also introduced new benefits and policies that prioritise wellbeing and work-life balance, including a **sabbatical leave policy** for long-serving team members and enhanced health and income protection support.

Through one of our partners, **YuLife**, we continued to champion everyday wellbeing, rewarding healthy habits and encouraging small changes that make a big difference.

## Living Wage Employer

We continue to be a committed living wage employer. Not to just our team, but also the third-party contractors and service suppliers we work with.

## Diversity, equity and inclusion

Our commitment to diversity, equity and inclusion (DE&I) came to life through new internal initiatives, such as quarterly DE&I book clubs and external outreach with Harris Federation Schools, where our lawyers and trainees inspire students to consider legal careers.

## Environmental initiatives

A group of senior associates and associates across our teams formed part of an immersive experience at Springwood farm learning about regenerative leadership ideals and how nature and environment can play a part in influencing the ecosystem of the workplace.

“Our people are the driving force behind everything we achieve. Creating an environment where our teams feel valued, supported, and empowered to excel is at the core of our approach. We first do this through investing in our people, through our benefits and policies, ensuring that every team member can thrive both personally and professionally – bringing their best self to work is what makes Joelson extraordinary.”

**Rani Ahmed, HR Manager at Joelson**



## Gender pay gap report

Publishing our first gender pay gap report marked another step forward, one that goes beyond compliance, reflecting our dedication to equity and open dialogue. The report provides an honest snapshot of where we are, highlighting the progress we have made, and outlines the actions we are taking to continue to build a more inclusive and equitable workplace for everyone.

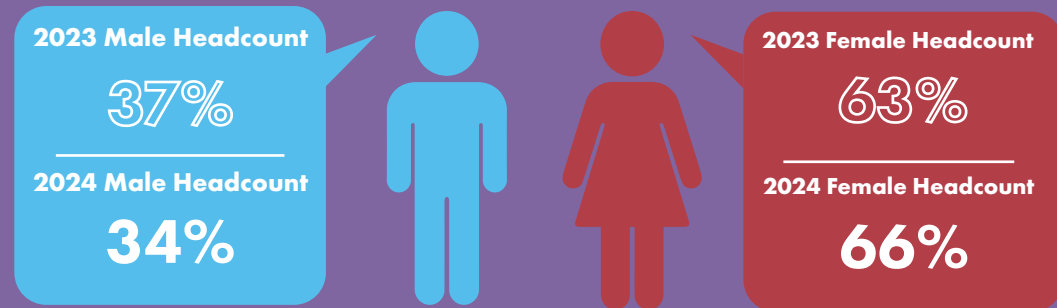
Due to the firm's size, we do not have a legal requirement to publish a gender pay gap report, however it is part of our ambition to strive to the highest standards, so we are sharing this report internally and will be publishing it on our website.

*"We recognise areas for continued improvement, particularly in providing more frequent performance feedback and more consistent individual recognition for outstanding work."*

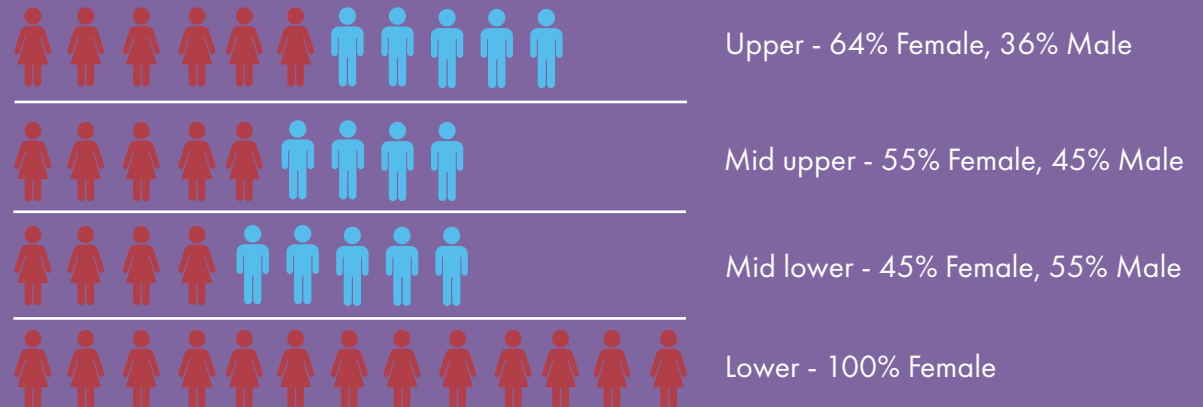
**Una Deretic, Partner at Joelson**

## Gender population

In 2024, 66% of our workforce were female and 34% were male, reflecting a growth in female representation from 63% in 2023.

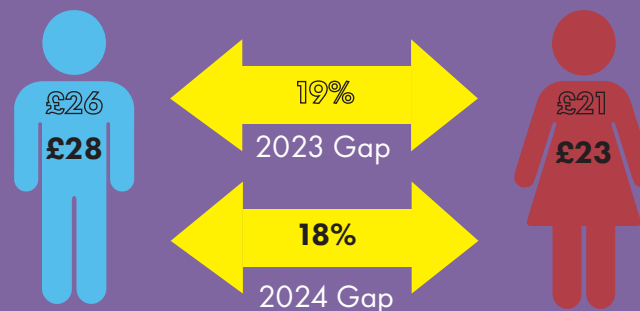


The proportion of women in higher pay quartiles has increased, but a significant number still occupy lower-paid roles.



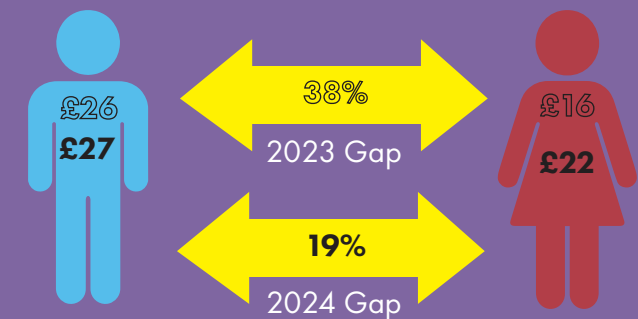
## Mean hourly pay gap

Our mean hourly gender pay gap has improved slightly from 19% in 2023 to 18% in 2024.



## Median hourly pay gap

More significantly, the median hourly pay gap has reduced from 38% in 2023 to 19% in 2024, demonstrating progress in closing pay disparities at the middle of the pay scale.





# 4. Our community

## Strategic community partnerships

### City Harvest



This year we continued to support City Harvest as our firm charity. City Harvest puts surplus food to good use in a sustainable way by delivering free food for over 1.2 million meals a month to those in need. Our employees completed 95 hours of volunteering this year, helping to organise and distribute food to communities across London.

We also donated a total of £89,685 in charitable contributions. In doing so, we are helping to tackle some of London's biggest problems: waste, inequality and isolation. Through our financial and time contributions combined, City Harvest achieved:

- 134 tonnes of food rescued, 319,405 meals delivered and 337 tonnes of GHG emissions prevented.

### Sufra

As part of B Corp Month, members of the Joelson team spent two days volunteering with the brilliant team at Sufra NW London, a charity providing food, support, and dignity to those facing crisis in North West London.



Witnessing first-hand the impact of Sufra's work was a humbling and energising reminder of why we became a B Corp: to use business as a force for good.







## Hercules

The Female Founders Club hosts quarterly events including mentorship, legal support, and a community for female founders. Guest speakers have included founders Caroline Grey at Treefera, Rebekah Brown at MPOWDER, and Liz Warner at Different Kind, with Vivien Wong (Little Moons) as Chair.



## Harris Federation

This year we have started a partnership with the Harris Federation schools in Willesden, St John's Wood, Westminster and Clapham South who have shown a keen interest in studying law at university and pursuing a legal career. We hosted an insight day at our offices for 10 Year 13 students and have given career-based talks at schools across the year.

## Making a difference

### Better Business Act and B Corp Social

We embraced Better Business Day in June. In the morning, our Managing Partner Phil Hails-Smith attended an event at the House of Commons. Guests heard from better business champion Mary Portas OBE, Douglas Lamont from ethical chocolate producer Tony's Chocolonely, and B Lab UK CEO Chris Turner on the progress made by the 3,000 companies supporting the Better Business Act.

We were delighted to also host a B Lab UK Social in our offices in the evening. We welcomed over 120 fellow B Corp certified guests in support of the Better Business Act.

Introduced by Engagement Manager at B Lab UK Chloe Ibrahim, short presentations from our Managing Partner Phil Hails-Smith and B Lab CEO Chris Turner were followed by networking in the sunshine. Even better, guests were able to enjoy a variety of fantastic beverages supplied by fellow B Corps.

## Emerging artists

We are proud to continue our commitment to fostering diversity in the art world through our support for emerging artists this year. We provide a venue for emerging artists' first solo exhibitions, where they can showcase their work and achieve a significant milestone in their career. In the last four years we have hosted five artists' exhibitions. Earlier this year our artist was Cathy Tabbakh, a French painter of Armenian descent based in London.

We host the events in partnership with Nicky Mote, an art curator on a mission to diversify the art world by discovering the undiscovered and helping emerging talents succeed.





# 5. Our environmental impact

## Journey to Net Zero

We have set ourselves ambitious targets to achieve organisational Net Zero in alignment with the SBTi SME pathway and the B Corp Net Zero Commitment. Our objective is to be Net Zero by 2030.

We have been working hard to establish our baseline for Scopes 1-3. Since we began measuring our environmental impact in 2022 (baseline), our understanding and data collection methodologies has improved considerably. At a more detailed level for Scopes 1 & 2, we are looking at identifying and reporting on specific reduction targets, compared to our baseline.

During the year, we also improved the accuracy of our scope 3 GHG emissions calculations, which will allow us to report our emissions more accurately year-on-year. This shows an increase in our reported emissions compared to our starting baseline; we are continually exploring ways we can best reduce our GHG footprint.

We monitor and record our GHG emissions, along with other environmental metrics such as energy, water and waste, via our Environmental Management System (EMS) which holds all environmental performance, risk and impact data and is regularly updated by key members of the business. This oversight of environmental performance supports Joelson to not only measure our annual environmental impact, but also to report on our environmental performance and identify specific areas where we are able to reduce our GHG impact. This lays the groundwork for us to develop our transition plan to ensure we can meet our Net Zero aspirations.

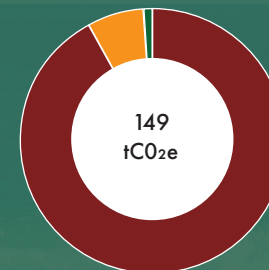
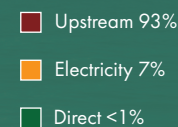
## Our current emissions

Below is an extract from our GHG report showing our emissions data for the year.

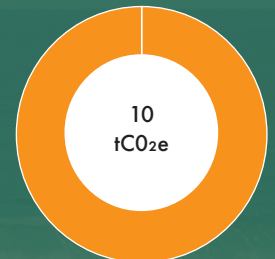
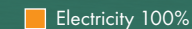
### GHG emissions inventory

In the reporting period, the total emissions add up to 149 tCO<sub>2</sub>e. With a per-activity breakdown as follows:

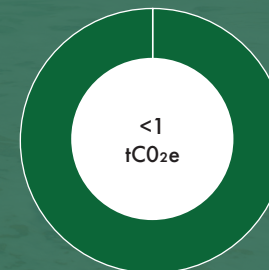
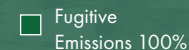
#### Total



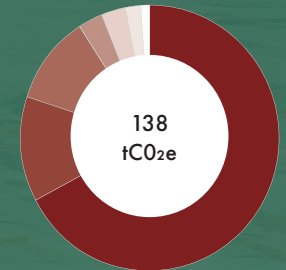
#### Electricity



#### Direct



#### Upstream





Active category	Emissions (tCO <sub>2</sub> e)	Certainty (95% confidence)	Share of total emissions
Direct	1	-44% to +77%	1%
Stationary combustion	-	-	-
Fugitive emissions	1	-44% to +77%	1%
Electricity	10	-6% to +7%	7%
Electricity	10	-6% to +7%	7%
Upstream	138	-13% to +15%	93%
Goods & services	94	-17% to +21%	63%
Water	<1	-40% to +66%	<1%
Capital goods	-	-	-
Energy supply	3	-5% to +5%	2%
Transport upstream	4	-27% to +38%	3%
Waste	<1	-11% to +13%	<1%
Business travel	4	-20% to +24%	3%
Commuting	18	-20% to +25%	12%
Homeworking	15	-27% to +38%	10%
Total GHG emissions	149	-12% to +14%	100%

### Managing our impact

We recognise that we must make drastic emission reductions in our own footprint. In addition to this, we champion the ethos that we must go beyond our own value chain. We have been working with Ecologi for 4 years to manage our impact through transparent, quantifiable and impactful projects. Over this time, we've funded the planting of over 136,000 trees through reforestation projects and acquired cumulative carbon credits equivalent to over 2,659 tonnes of CO<sub>2</sub>e.

All our credits are of ICROA-endorsed standard.



We recognise that as part of our commitment to developing a transparent and impactful carbon compensation strategy that supports our decarbonisation targets, we need to reduce our reliance on offsetting with the ultimate aim of ensuring our GHG emissions are reduced by at least 90%.

We see our work with Ecologi as the right thing to do to recognise the impact we have on global GHG emissions.

This year Joelson has planted over 13,666 trees through our partnership with Ecologi in 2024/25, capturing 493 tonnes of CO<sub>2</sub>, or equivalent to over three times our total GHG footprint in the same period.

Joelson planted over  
**136k trees** through our  
partnership with Ecologi



# 6. Clients & partnerships

We have an incredible track record of helping businesses start, grow, and succeed. Supporting our clients at every stage of their development to ensure long-term success for themselves, the economy, and society.

## Client satisfaction

Our ongoing client feedback surveys show:

- 4.95/5 – clients' impression of our commitment to their success (up from 4.85/5)
- 4.93/5 – overall satisfaction with our work (up from 4.76/5)

In 2025, we will be launching a Client Listening Programme to deepen our understanding and further improve the client experience.

Our B Corp and impact clients include:





# 8. 2024-2025 ambitions

Ambition	Progress against ambition	Remedial action required
Implement carbon reduction actions (Environment)		We have managed to analyse and report our baseline (from 2022), and subsequent reporting years. We will now look to report against the baseline annually and prepare and implement a carbon reduction plan.
Develop our pro-bono programme to support under-represented founders and entrepreneurs to remove some barriers to business (Workers)		We have an active pro-bono programme with LawWorks and we will continue to promote working with underrepresented demographics including BaeHQ and Hercules.
Conduct a full gender pay gap analysis (Workers)		The report was completed, published and consulted on internally.
Development of internal carbon literacy skills (Environment)		During Green Week, we ran a carbon literacy course. We will be running additional modules.
Development of our Stakeholder Engagement Plan (Governance)		We have made progress with employees, suppliers and partners. But there is more work to be done with the broader stakeholder family e.g. legal sector, other B Corps.
Development of client outcome trackers and characteristic measures to understand what clients are driven by and what the outcomes are by working together (Clients)		We have a client listening programme relating to client satisfaction. However, that programme needs to be developed to include ESG legislation or policies which impact clients now and in the future.
Evolution of Employee Representation (Governance)		Progress has been made through the firm's board and in team and firmwide meetings. We need to ensure we embed consultation into all decisions.
Develop an agile and flexible recruitment and development programme for all employees (Workers)		We have developed a comprehensive Learning & Development Plan for legal specialists. We are also utilising apprenticeship plans for internal candidates' development.
Champion civic engagement and advocacy opportunities (Community)		The firm signed up to the Better Business Act in April 2021 and the Climate & Nature Bill in December 2024.



# 9. Impact scorecard

As part of our commitment to transparency, accountability and continuous improvement, we have developed an impact scorecard to show our key impact-related KPIs all in one place. The idea is that we can compare these statistics over time to show our progress as well as our inevitable challenges.



Key impact metric	2023	2024
Employees	51	54
Internal promotions	6	2
Gender inclusion %	58%	61%
Staff eligible for Profit Share Scheme %	40%	42%
Client satisfaction rating	4.76/5	4.93/5
Pro bono hours/worth	47	47/£26,500
Apprentices	2	3
Summer placements	8	8
Training/CPD hours	258	266
Charitable giving	£25k	£90k





Certified



Corporation





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it's how you do business.

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