



Impact Report

2023 - 2024

ENI

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At ENI, we believe recruitment should be fair, inclusive, and representative. The talent within the insight and analytics profession should reflect the diverse audiences they serve. That's why EDI isn't just a policy for us, it's a priority.

In 2023 we decided to start looking at how our business practices impact people and planet. By 2024, we were in a position to measure progress and see what impacts we are making with our efforts. We made huge strides towards becoming a more sustainable and inclusive organisation.

While we've seen significant improvements, we recognise that there's still work to be done.

In this report, we'll explore key challenges, highlight our progress, and outline our plans for 2025 to continue making a meaningful impact.



Our Story So Far

OUR MISSION

At ENI, we believe recruitment has the power to drive meaningful change. A diverse profession needs diverse talent, and we're committed to make representation a standard across the industry, not just a goal.

We try to integrate ethical and sustainable practices into everything we do, from reducing our carbon footprint to enhancing workplace practices that support equity, wellbeing, and work-life balance.

As a small business, we recognise the challenges of sustainability, but we're taking action by planting trees for every new client and client referral, refining our energy use, proactively encouraging responsible hiring practices that empower people and protect the planet, and more.

We're not just filling roles, we're shaping a more sustainable, equitable future for the Insights and Analytics profession.

OUR PURPOSE

To connect the best talent with the world of insights while driving meaningful change in the industry.

We go beyond traditional recruitment by championing diversity, equity, and sustainability to create a future where businesses thrive, people feel valued, and hiring has a lasting positive impact on both society and the planet.

"A diverse profession needs diverse talent.

The world of insight is wide and varied, so are the people needed to power it.

That's why ENI looks beyond the obvious to recruit the talent you need."

2024: Sustainability & Environmental Impact

30

Trees Planted

400kg

Of materials recycled

10%

Reduction in CO2 emissions

ZERO

to Landfill

We continued our commitment to sustainability, reducing our carbon footprint and increasing our contributions to reforestation and eco-friendly practices.

Using Ecologi, we introduced our tree-planting initiative, further offsetting our emissions and supporting global reforestation efforts.

In 2024, we:

- Committed to offsetting CO2 emissions by 5% based on our 2023 footprint of 51.8tCO2 – we actually achieved 10% in the end through planting 30 trees for new clients and referrals, absorbing up to 4.998 tCO₂e of carbon.
- Improved recycling rates to 52%, with 400kg of materials recycled, saving 0.58 tonnes of CO₂.
- Extended mobile phone replacement cycles from 2 years to 3 years, reducing 400kgCO₂e annually.
- Conducted an internal analysis to understand our power usage and how much renewable energy we use.
- We have moved towards a 'zero to landfill' initiative – using a waste management company and an electrical waste management charity to help us achieve this goal.
- As part of our 'zero to landfill' plan, we also switched to 100% compostable coffee pods.
- Continued our shift to sustainable office supplies, including bamboo-based products and Neat cleaning supplies.
- Switched our corporate gifts to contain recycled materials.
- We are still working towards further energy reductions, particularly in home-office settings, and reducing water waste, which has proven challenging.

2024: Diversity, Equity & Inclusion



We believe in creating an inclusive industry that reflects the world we live in. This year, we worked with clients to improve processes and workplace inclusivity, as well as strengthening internal DE&I policies.

In 2024, we:

- Surveyed those that registered with ENI on their characteristics to identify any gaps in our inclusive recruitment process, and work to make improvements where necessary.
- Partnered with Balance to provide continuous DE&I training for consultants, ensuring they champion best practices in recruitment.
- Enhanced internal policies to support mental health initiatives and employee well-being, including Mental Health First Aid training, implementing Ripple technology, covering the cost of Mental Wellbeing apps such as Calm or Headspace and more.
- We became an Age-Friendly Employer, reinforcing our dedication to fair hiring and development for talent at every career stage.
- Conducted a stakeholder analysis to understand our suppliers and clients social and environmental attitudes and practices.
- Launched an Ageism Task Force to highlight the challenges faced by professionals aged 55+ in the industry, advocating for greater career opportunities, mentorship, and inclusion.

For clients, we:

- Hosted a client-focused session on supporting neurodivergent employees through hiring, interviewing, and beyond.
- Developed resources for clients on inclusive hiring, interviewing techniques, onboarding and beyond.
- Engaged with clients to understand their EDI initiatives and hiring processes to support, educate, and implement best inclusivity processes where necessary.
- Conducted our annual salary survey, helping clients benchmark internal salaries and gain DE&I insights across the profession.

Candidate diversity impact:

- 8% increase in candidates placed from ethnic backgrounds (now 52% of all placements).
- Maintained 60%+ of placed candidates identifying as female.

2024: Community & Social Impact

Beyond recruitment, we are committed to giving back to the communities we serve.

- We partnered with CareTrade UK to support people with Autism in securing employment opportunities with our clients, contributing both financially and through collaboration.
- Supported several charities financially, including AMSR, the National Autistic Society, Women in Research, and The Female Lead, reinforcing our commitment to industry and social causes.
- We took part in local conservation efforts in Ruislip Woods, contributing time to environmental restoration.
- To enhance our sustainability practices, we surveyed our suppliers to assess their environmental impact and implemented a policy to prioritise local sourcing, creating a preferred supplier list.



2024: Workers



- Strengthened internal policies on Sexual Harassment, Maternity and Paternity leave, Mental Health support, Whistleblowing, Corporate Social and Sustainable Responsibility and AI.
- Engaged our team through workshops, surveys and decision-making on impact initiatives.
- Introduced a profit share model that rewards social and environmental contributions.
- Assessed attitudes to ageism by surveying employees, to educate within, and push externally.
- Increased volunteering to 2 days per year.

Our 2025 Goals

As we look ahead to 2025, we're committed to building on our progress. Our targets focus on strengthening our governance, expanding our environmental efforts, and furthering our commitment to diversity, equity, and inclusion.

These goals will guide our work as we continue to make a meaningful impact on our people, planet, and profit.

Here's a snapshot of some of our goals for the year ahead.

1

Further Reduce Our CO2 Emissions

- **Complete the Green Energy Survey to understand what additional changes can be made to our office environment.**
- **Introduce food recycling to the office.**

2

Improve ED&I Across Recruitment

- **Increase tracking of candidates to include socio economic status, LGBTQ+ and disability, to analyse moving forward where we need to focus our inclusive recruitment efforts.**

3

Further Support the Community

- **Continued partnership with CareTrade UK to support those with Autism in finding short or long-term roles within the industry.**
- **Further target raising awareness and lobbying for action against ageism in the Data Insight industry.**
- **Community volunteering initiatives with the office team.**



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