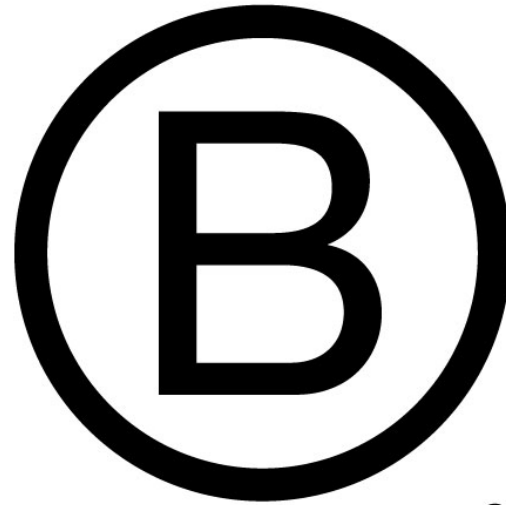


**Certified**



®



**Corporation**

# Gladiator Events Ltd.: A Certified B Corp

Gladiator Events Ltd. became a [Certified B Corp](#) in February 2022, following a rigorous two year assessment.

Our clients are charities, and this certification proves that we are delivering their events **responsibly**. It shows that we are **walking the walk**, not just talking the talk.

Certified B Corp businesses meet the highest standards of verified **social** and **environmental** performance, **public transparency**, and **legal accountability** to balance **Profit** and **Purpose**.

As a business that is passionate about making a **positive change to the World**, becoming a B Corp was an obvious goal for us.

We are delighted to be part of a **global movement** of like-minded businesses looking to pave the way for a **new way of doing business**.

Why did we Certify?

Our assessment grades us in **five key areas**:



Customers



Environment



Community



Workers



Governance



Certified



Corporation

## Overall B Impact Score

Based on the B Impact assessment, Gladiator Events Ltd earned an overall score of 100.3. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 100.3 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



**We commit at least 5% of our Management Time pro-bono to our Customers**

**We go out of our way to understand our Customers so we can make a meaningful impact**

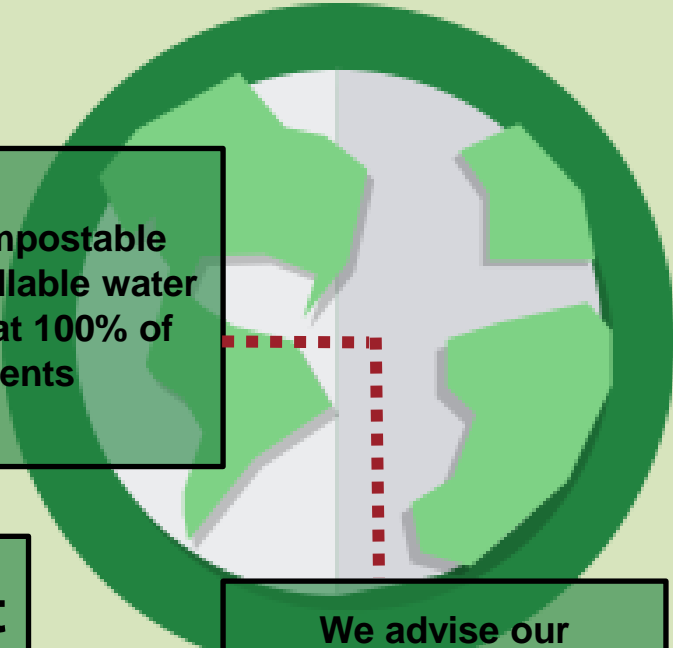
**Customers**

**We have an Open-Book policy: we share our Operational and Financial documentation with our Customers**

**We have an open and honest relationship with our Customers with regular communication and feedback**

**We continually seek ways to improve our Customer Service and Relationships**

**100% of our Customers are Charities with a Purpose-driven Mission**



## Environment

We produce an annual environmental report and have a goal to be Carbon Neutral by 2025

We use compostable cups and refillable water containers at 100% of our events

We measure our emissions on an annual basis and have set specific reduction targets

We advise our Customers on environmentally responsible methods for running their events

We recycle at all our events and compost our food waste as much as is possible

We strive to leave our event sites and routes better than we found them. We litter pick on our recces

We eliminate plastic waste wherever possible: for example we only use re-usable cable ties

**We donate a percentage of our Company profits to employee-nominated charities at the end of each financial year**  
(2021: 10% of Profits donated)

**All our full time workers do voluntary or pro bono work on an annual basis**

## **Community**

**We advise our Customers on adopting improved social or environmental practices**

**We offer training for all employees on topics related to Diversity, Equality and Inclusion**

**We give preference to suppliers that are local and independently owned**



**We have bonus schemes for all our full time workers**

**All full time workers receive one day off per year to volunteer at a community project or charity of their choice**

**We offer paid tickets for full time workers to take part in other challenge events of their choice**

## **Workers**

**We offer professional development training and cross-skills training for all full time workers**

**We support our contractors at our events with expenses, hotel accommodation and staff meals and welfare facilities on site**

**Our hourly wage for contractors is at least 35% over the living wage minimum**

**We have regular reviews and development guidance for all full time workers with clearly identified goals**



**We have a legal commitment in our business Articles of Association to consider all stakeholders (not shareholders) in our decision making**

## **Governance**

**We have a formal and public commitment to social and environmental responsibility**

**Our Manager roles explicitly incorporate social and environmental performance**

**We report our Impact: we set public targets for environmental performance**

**We disclose our financial information with full time employees**



# The B Corp Community

Jamie Oliver  
GROUP

puKka

JoJo Maman Bébé

RIVERFORD  
ORGANIC FARMERS

kallø

graze

Abel  
& Cole

innocent

COOK

finisterre



The  
Cheeky  
Panda

TONY'S  
CHOCOLONELY

BREWDOG

THE  
BODY  
SHOP

800+

B Corps in UK  
community

Certified



Corporation

BAUKJEN  
Designed for Good

TOMS

Charity  
bank  
a bank for good

Ella's  
kitchen  
Good in every sense

patagonia

who  
gives a  
crap

WHOLE EARTH.  
DOWN-TO-EARTH GOODNESS

Emma Bridgewater

FREUDS

CAFE  
DIRECT

Pip &  
Nut

RUDE  
HEALTH

BOL

ODDBOX

The  
Guardian

Jude's

gousto

D A M E.

Divine  
CO-OWNED BY COCOA FARMERS

keep  
cup

zen

GLADIATOR EVENTS



## **THE B CORP DECLARATION OF INTERDEPENDENCE**

**WE ENVISION A GLOBAL ECONOMY THAT USES BUSINESS AS A FORCE FOR GOOD. THIS ECONOMY IS COMPRISED OF A NEW TYPE OF CORPORATION – THE B CORPORATION – WHICH IS PURPOSE-DRIVEN AND CREATES BENEFIT FOR ALL STAKEHOLDERS, NOT JUST SHAREHOLDERS. AS B CORPORATIONS AND LEADERS OF THIS EMERGING ECONOMY, WE BELIEVE: THAT WE MUST BE THE CHANGE WE SEEK IN THE WORLD. THAT ALL BUSINESS OUGHT TO BE CONDUCTED AS IF PEOPLE AND PLACE MATTERED. THAT, THROUGH THEIR PRODUCTS, PRACTICES, AND PROFITS, BUSINESSES SHOULD ASPIRE TO DO NO HARM AND BENEFIT ALL. TO DO SO REQUIRES THAT WE ACT WITH THE UNDERSTANDING THAT WE ARE EACH DEPENDENT UPON ANOTHER AND THUS RESPONSIBLE FOR EACH OTHER AND FUTURE GENERATIONS.**