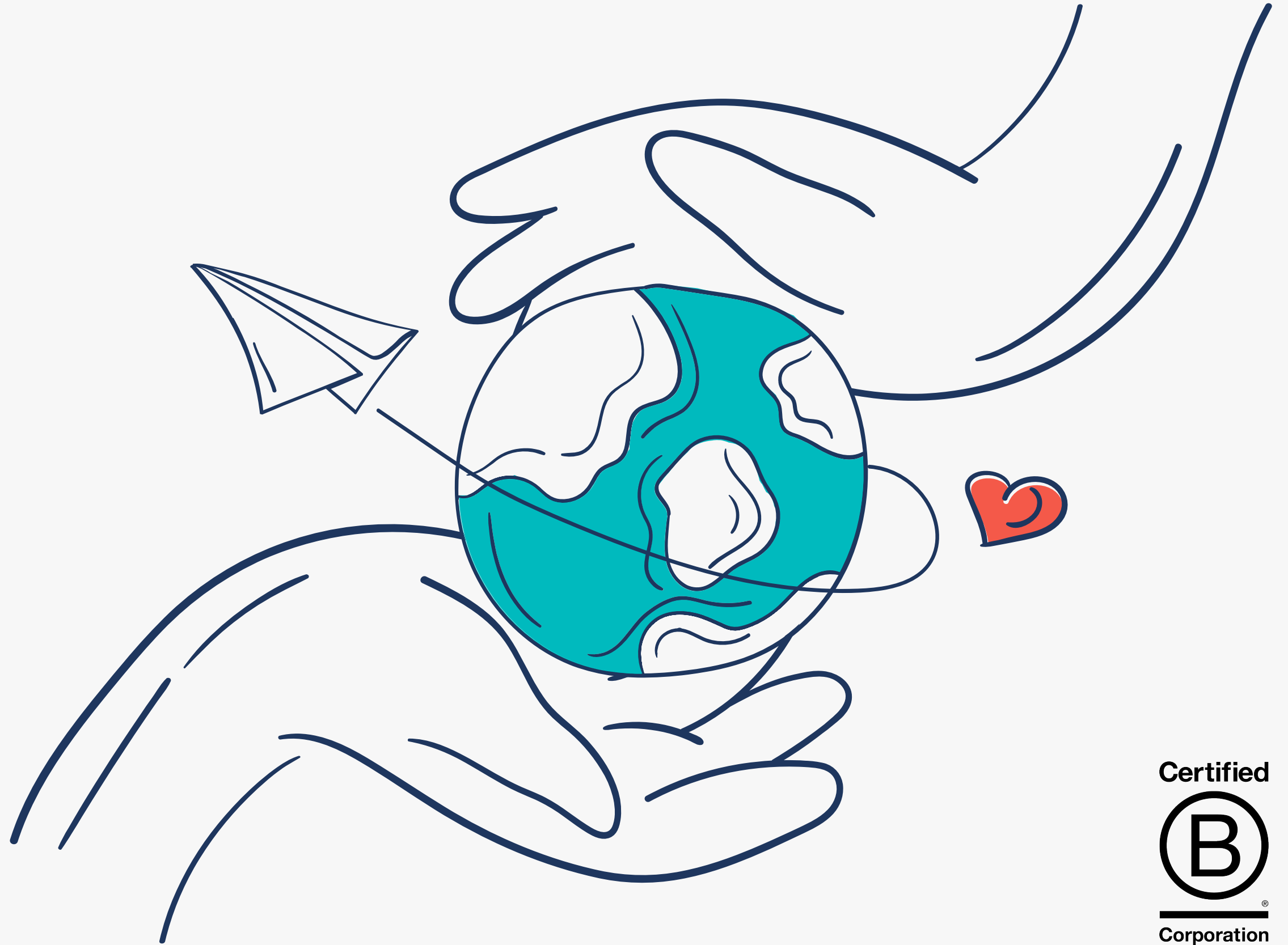




IMPACT REPORT

JULY 2023



WE ARE AJT

Hi there – we're AJT, ethical translation and localisation specialists for the European market.

In 2022, we certified as a B Corporation, which means we're a company that meets high standards of social and environmental performance. In other words, we have made a legal commitment to place equal importance on looking after our team, our wider community and the environment.

This is our very first impact report. It provides a summary of the work we've done so far to drive positive change within our company and our industry. It also details what we've got planned for the coming year.



Foreword

A journey of change

Running a business that delivers great quality and service to clients, while taking good care of our internal and external teams, has always been at the very heart of who we are as a business.

When we became a B Corporation last year, we joined a community that redefines what success in business looks and feels like. The ultimate aim? To create a culture shift and to contribute to building a more inclusive and sustainable economy.

I'm proud of our achievements so far, although it feels like we're only just starting to scratch the surface of what's possible. There's so much more we can do to improve our own business and the wider translation industry. I'm confident that with love in our hearts and a fire in our belly, we can tackle the next set of challenges on our list and inspire others to join us on this journey of change.



Anja Jones
Managing Director





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To me, working for a B Corp means that I'm part of something bigger, a community of like-minded businesses that focus on having a positive impact on people and the planet.

I'm proud that AJT goes above and beyond when it comes to looking after their employees. I feel truly valued as an individual and we're all treated equally, no matter our role in the company.

– Julia Landry, Senior German Editor

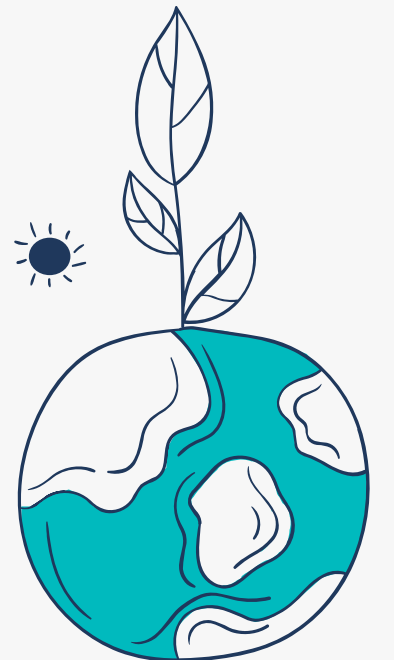
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Our Mission

Our mission is to help our clients achieve success in the European marketplace, whilst meeting the highest standards of social and environmental performance.

We do that by:

- Building talented teams of passionate linguists who deliver outstanding multilingual content
- Supporting our clients with efficient, thoughtful project management
- Forming meaningful and long-lasting relationships that lead to long-term success
- Integrating social and environmental performance into our decision making



Our Values

Ethical

We conduct ourselves in a way that has a positive effect upon the people we work with and the environments we work within.

Nurturing

We nurture the next generation of translation talent and give budding linguists the best possible start in our industry.

Transparent

We act with honesty and integrity, with everyone's best interests at heart.

Passionate

We are passionate about language and communication and choose to work with people and organisations who share our passion.

Collaborative

We believe that open communication and collaboration leads to better translation outcomes.





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For me, working for a B Corp means working for a company that provides a comfortable workplace and goes the extra mile in favour of its employees and the environment.

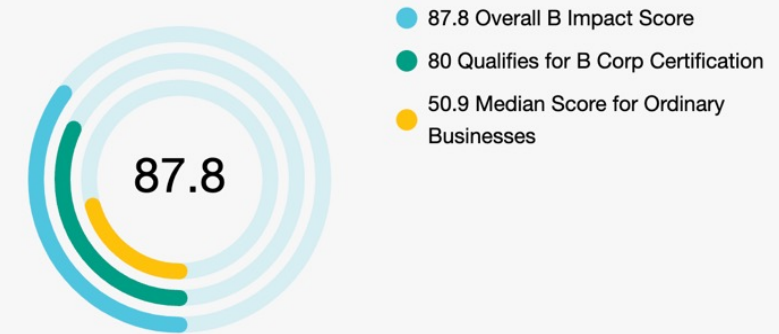
– Clémence Chénel, Senior French Translator

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Our Impact

Overall B Impact Score

Based on the B Impact assessment, AJT earned an overall score of 87.8. The median score for ordinary businesses who complete the assessment is currently 50.9.



Our starting point

When we first filled out the B Impact Assessment (BIA) in 2021, we scored a mere 50 points. We had some work to do!

It took nine months to make both big and small improvements across our business. We formalised some of the good things we were already doing by writing up official policies but we also improved on things that we weren't so good at yet. For example, we reviewed and improved our salary structure, our paid sick leave and our paid family leave.

In July 2022, we certified as a B Corporation with a score of 87.8 out of a possible 200 points. While that's a respectable score which sets us apart from the average UK business, we can't afford to rest on our laurels.

We need to continue to do better, and accelerate our impact. In a world where the climate crisis and social injustice threaten all of our livelihoods, winning slowly means losing the overall battle. On the following pages, we share what we've been doing so far and what we're planning to do next.



I feel a sense of security in working for a B Corp, because being B Corp-certified shows to me and to anyone learning about the company that we care about people and the planet and not just profit. Any company can claim to have the same values, but having B Corp certification shows that these aren't just empty words and that these values are put into practice.

I especially like and respect that mental health is taken seriously at AJT and that we have mental health first aiders on hand as well as mental health training. This is a great example of AJT putting our values into practice.

– Harriet Nimmo, Project Manager



Workers



*In the Workers section of the B Impact Assessment
we currently score 35.5 out of a possible 50 points.*



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What working for a B Corp means to me is that I'm working for a company that is trying. AJT is trying to be better and implements measurable policies and actions to do so, to take better care of its people and the world around us, which makes me really proud to be a part of the team.

– Camille Horriot, French Translator

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Workers

Nurturing a happy, high-performing team

We firmly believe that team members who are happy and well looked after will deliver better work for our clients.

Paying fair wages to live our best lives, fostering a positive team culture and speaking up openly about mental health have been important topics for us over the past year.

Mental health and physical wellbeing has been a particularly big focus. True to our people-first mindset, we have adopted a wide range of policies and measures to safeguard everyone's welfare. Since we all work remotely, we take great care to check-in on each other. In addition to our in-depth annual wellbeing survey, we use The Happiness Index to provide everyone with a safe space where they can regularly let us know how they're doing. We speak openly about mental health and encourage our team members to take "duvet days" when needed so they can rest and recharge. We also discourage overtime in favour of a healthy work-life balance.

An annual meet-up budget meanwhile, forges strong bonds and creates a genuine sense of togetherness. Such initiatives make for a happier, close-knit and well-looked-after team that delivers top-quality results time and again.

Workers

What we're already doing

- Reviewed, benchmarked and increased salaries company-wide
- Introduced a profit share scheme
- Increased paid sick leave to two weeks full pay and another two weeks at half pay
- Increased maternity and paternity leave
- Trained mental health first aiders and set up a Wellbeing Committee
- Ran a series of wellbeing initiatives such as a step challenge, a mindfulness challenge and virtual workouts
- Organised co-working weeks
- Introduced a meet-up budget so team members can meet up in real life (IRL)

What we're planning next

- Raise salaries once again in December if we hit our financial targets
- Continue raising awareness around mental health at work
- Review and improve our wellbeing check-in mechanisms and processes to make them more helpful





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Working for a B Corp means that I know my employer is focused on the wellbeing of their employees. I am proud of the supportive nature of AJT as I know there is always someone I can talk to.

– Martine Wilmes, German Translator

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Community



*In the Community section of the B Impact Assessment
we currently score 20.3 out of a possible 50 points.*



To me, being B Corp means we are carrying out our business with ethics in mind, at all times. Whether it is the clients we work with, how we interact with customers or employees or how we treat our employees.

I am particularly proud of everyone's engagement at AJT towards the environment, for example through our Green Committee, and this is not just limited to internal activities but also external.

Freelancers want to work and continue working with us because of our values – to them we are not “just another agency”.

– Sarah Steib-Weber, Head of Translation Services



Community

Looking after our passionate and talented community

Our team of internal linguists is complemented by a 300-strong community of talented translators, proofreaders, editors, writers, graphic designers and SEO specialists.

Fair payment practices and a low-margin model form the foundations of our business operations. The lion's share of what we earn goes directly to our highly skilled team. Not simply because it's the right thing to do, but also because it allows us to attract – and more importantly retain – the crème de la crème of talent.

We abide by fair and ethical working conditions and strongly oppose dubious industry practices. One of the main reasons why we wanted to become a B Corp and seek an external verification of our ethical credentials was the sheer amount of bad practices we witness within the translation industry. From low rates that push linguists below the minimum wage to exploitative working conditions and payment terms, we know there is a better way to do business.

We want to improve standards and processes to make our industry fairer, more equitable and more sustainable. An industry in which everyone can thrive – including the linguists who play a crucial part in the services we deliver to our clients.

What we're already doing

- Creating pathways for budding linguists to enter our industry in a safe and fair way – through our translation internships, our entry-level graduate positions, and our award-winning Graduate Junior Translator Scheme
- Breaking down silos and bringing all of our talented freelancers together in our Slack Community Hub, so we can communicate, discuss and tackle challenges in a collaborative space
- Raising awareness about the ethical issues in our wider industry by speaking up and spreading the word about B Corp in our industry
- Donating to good causes via our nominations for Charity of the Year, birthday gifts and team challenges. Over the last twelve months, we have donated £950 across 21 charities in the UK and abroad

What we're planning next

- Sponsor and speak at the Association of Translation Companies' Ethical Business Summit to raise more awareness around ethics in our industry
- Engage and collaborate with B Corp agencies in other industries to exchange knowledge and best practices which we can then bring to our own industry
- Provide in-kind sponsorship to Translators without Borders through pro-bono translations, thereby providing people in need with access to vital information
- Open up some of our training to our wider community and provide speaker opportunities to help freelancers learn from each other and raise their own profile in the industry

Community



Simply put, working for a B Corp means working for a company that cares. AJT is a company that I know tries its best to take accountability and ask uncomfortable questions where necessary.

Something I'm particularly proud of is the way everyone at AJT is part of its growth and being asked to provide practical, strategic and creative input to help create those initiatives that drive change.

– Nicole Gansterer, Senior German Editor & Language Lead



Customers



*In the Customers section of the B Impact Assessment
we currently score 2.9 out of a possible 5 points.*



We don't have a rigid hierarchical structure and the way in which we discuss, share, come to decisions as a team and encourage our people to be the best versions of themselves is refreshing and empowering.

We work together with a common goal of building a business by working with clients that align with our own values – that's priceless.

In all my years of work, never have I felt so able to express my opinions, bring ideas to the table, challenge the status quo. I feel listened to and heard and I know the decisions, including the challenging ones, taken at AJT are always with the best interests of the team at heart. People not profit; we practise what we preach. No greenwashing here!

– Nikki Cowland, Head of Operations



Customers



"We are extremely satisfied with the end results, high standard translation guides, and have no hesitation in recommending AJT to anyone else who needs their expertise."

Joanne McGillivray / Operations Manager
National Trust



"The team at AJT are highly accommodating of both our translation requirements and turnaround times, helping us deliver on our programme milestones, whilst being a pleasure to work with!"

Dervla O'Shea / Senior Marketing Manager
D&AD



"AJT's support in producing a German website that we're really proud of has been invaluable. Fast and accurate, they interpreted our brief brilliantly."

Sophie Jackson / Senior Publications & Website Manager
IMEX Group



"Tech marketers trust us for high-quality writing, delivered on-time – so working with a partner can be nerve-racking. That's why we feel so lucky to have found AJT: our perfect match in values, ethos, and approach."

David McGuire / Creative Director
Radix Communications

Customers

Delighting our clients

We help companies, brands and organisations to communicate successfully and mindfully in the European marketplace. We go beyond words to provide our customers with nuanced translations that are truly localised and culturally appropriate.

In this year's Client Satisfaction Survey, our clients scored us an average of 9.5 out of 10 (a small improvement on last year's 9.4) across the following categories:

- Quality of our translation services: 9.5 out of 10
- Quality of our customer service: 9.6 out of 10
- Likelihood of recommending AJT: 9.5 out of 10

We're actively expanding our client portfolio to support more ethically minded, sustainability-focused companies, brands and non-profit organisations (including but not limited to B Corps), so that we can help amplify their good work across language and cultural barriers.



Customers

What we've been doing so far

- Introduced an annual Client Satisfaction Survey to ensure we best serve our customers
- Supported a number of charities and non-profit organisations – we offer a 10% discount on all charitable work
- Ran free Localisation Clinics to increase awareness around best practice for localisation, including use of inclusive language and environmental considerations



What we're planning next

- Increase our portfolio of ethically minded, sustainability-focused companies, brands and organisations
- Grow the number of charities and non-profit organisations we support to amplify their positive impact
- Advise clients on the ethical use of AI and machine translation and increase awareness around best practices for localisation
- Run a webinar series on the topics of inclusive language and mindful intercultural communication



Working for a B Corp means working without compromising my values.

I am proud that AJT always chooses people and ethics over profit, does not shy away from challenging the status quo and genuinely shares my beliefs.

Initiatives such as our Green Committee or Wellbeing Committee prove that the company wants to create a working environment in which everyone can share and explore their ideas, and allows us to build the community in which we can share knowledge, learn from each other and encourage more socially and environmentally conscious behaviours.

– Katarzyna Hoffmann, Project Manager



Environment



In the Environment section of the B Impact Assessment we currently score 8.4 out of a possible 20 points.



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It's nice to know that the company I work for is trying to do good in this world.

– Ariane Bauer, Senior Project Manager

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Environment

Reducing our environmental impact

As a fully remote team with no office, work commute or physical products to sell, our carbon footprint is predominantly digital. Whether it's translation, project management, accounting or day-to-day communication, we use a variety of cloud-based tools to do our work.

We are not yet measuring our carbon footprint, but we are in the process of establishing the best measuring processes and tools to make sure that the data we track is meaningful and that we're making the right kind of progress.

In June this year, we signed up to the SME Climate Hub and committed to achieve net zero before 2030. Ideally, we want to achieve this a lot quicker – we know we don't have the luxury of time – but we want to make sure we actually reduce our impact and eventually go beyond net zero to become net positive.

We don't believe that carbon offsetting is the answer to get to net zero and beyond. Instead, the onus will be on finding smarter and more innovative ways to work, travel, communicate, and store our work.

Once we know where the majority of our carbon footprint is created, we can then take steps to reduce it. For the coming year, the focus will be on improving carbon literacy in our team, implementing carbon accounting, and significantly reducing our digital footprint.

What we've been doing so far

- Set up a Green Committee to foster environmental stewardship in the home office
- Ran presentations and workshops focussed on reducing our collective environmental impact
- Organised a clean month including a variety of challenges such as litter picking, donating to charity, mending clothes and a digital declutter
- Joined the UK's SME Climate Hub to learn more about carbon accounting
- Joined the Creatives for Climate community and completed their Greenwash Watch course to help us spot and challenge greenwashing in materials we translate

What we're planning next

- Train our team on the topic of Climate Communication so every team member feels confident in speaking about the climate crisis
- Increase carbon literacy across the team through training
- Introduce a carbon accounting process to measure and decrease our digital carbon footprint
- Open up our environmental education and inspiration initiatives to our wider community of freelancers

Environment



I'm proud to be part of a company that is people-focused and concentrates on the finer details of life like our mental and physical wellbeing, our environmental footprint as a whole, and our community of skilled linguists who care about the service we provide.

AJT has a strong, multi-talented team of linguists at its core and I'm excited to see what 2023 and beyond has in store for us!

– Stephanie Donat, Senior Project Manager



Governance



*In the Governance section of the B Impact Assessment
we currently score 20.5 out of a possible 25 points.*



Being part of a B Corp means being associated with a company that prioritises ethical practices, social responsibility and fairness. The wellbeing of employees lies at the heart of everything they do, encompassing their satisfaction, health, and job safety.

At the same time, as an employee of a B Corp, I am fully committed to actively contributing to the company's objectives at all levels through active involvement and participation. I take immense pride in AJT's unwavering focus on mental health, recognising that when employees' mental wellbeing thrives, the company thrives. AJT excels in its dedication to caring for its employees and fostering an inclusive, safe, and respectful atmosphere where everyone feels valued.

– Melanie Morawetz, Senior German Translator & Language Lead



Governance

Focus on ethics and AI

For the coming year, we want to focus even more on the topic of ethics, in particular how ethics relate to the use of AI.

Machine translation and AI are already part and parcel of the translation industry, but we expect the advance of generative AI to have a seismic impact on our industry and those of our clients.

While governments are slow to review and regulate the use of AI and generative AI for commercial purposes, we need to quickly understand more about the potential opportunities and of course the potential risks that come with using AI in our business and the knock-on effect this will have on our clients. We'll be training our team on AI ethics specifically for the translation industry, but we'll also look at how it affects other industries too.

We're always keen to embrace technological progress, especially where it solves a problem like access to vital information. But we don't want to use technology that creates processes or mechanisms that cause a detrimental effect on the quality we deliver, on our team or on our linguistic community. To help us make smart choices when it comes to AI, we need to educate ourselves and all the stakeholders in our ecosystem.

Governance

What we've been doing so far

- Introduced a code of ethics and code of conduct for our internal team
- Introduced a supplier code of conduct
- Reviewed our data protection, governance and remote working policies
- Introduced social and environmental KPIs
- Run annual mandatory training sessions for our team around diversity, equity and inclusion (DEI), ethics and professional conduct
- Signed up to support the Better Business Act, an initiative which aims to change UK law to ensure that every company in the UK aligns their interests with those of wider society and the environment

What we're planning next

- Introduce an Ethical Screening policy for new clients
- Introduce an Ethical AI Usage Policy for our team



I love the quote “Be the change you want to see in the world”. Working for a B Corp that demonstrates social and environmental responsibility ties in well with this.

I appreciate everything that AJT does – from wellbeing initiatives, our Green Committee to regular training sessions – and the fact that on our birthdays we can choose to donate to a charity of our choice is an added feel-good moment.

– Jinny Verdonck, Project Manager





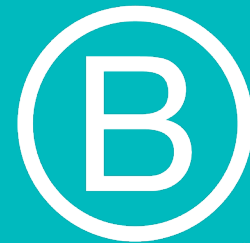
Thank you



VISIT US
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Certified



Corporation

This company meets high standards of social and environmental impact.



Association of
Translation Companies
DEFINING STANDARDS OF EXCELLENCE