



BOULT WADE TENNANT

European Patent and Trade Mark Attorneys, Chartered Patent Attorneys

Corporate Social Responsibility at Boult Wade Tennant



Firm at a glance

180 people in the UK including 28 partners

4 offices – London, Reading, Oxford and Cambridge

38% of employees are based outside London

200 pro bono and charity related hours spent by employees during 2015

£30,000 the value of the pro bono work

Stonewall Workplace Equality member

For the past 10 years a third of our senior management have been women

Introduction

When we set out, three years ago to define the parameters and objectives of our firm's corporate social responsibility strategy (CSR), we already had a solid foundation of initiatives in place upon which to build our vision. Our aim was to unite the varied and successful schemes already established, and in doing so, to create a clear and co-ordinated programme to achieve our targets in three core areas; people, community and the environment.

The policy we have developed together is a natural extension of the firm's core values, which have always encouraged initiative, imagination and personal accountability in every individual. The philosophy behind our CSR strategy is simple; as a firm we believe we are responsible for positively affecting the world around us.

Our commitment to corporate social responsibility is now embedded in many aspects of the firm's life, from the criteria we use to choose suppliers through to business planning. Our priorities this year have been to move our diversity and inclusion policy forward as well as increase our pro bono commitments to reflect the needs of our community and charitable organisations with which we are associated. We also aim to maintain high participation rates in our fundraising activities across the offices.

We hope this brochure provides an insight into our efforts and the progress we have made, as well as communicating how important these activities are to us both as individuals and as a firm.

Andrew Little

Andrew Little
Chief Operating Officer



Overview

At Boulton Wade Tennant we are committed to behaving ethically at all times, and to contributing towards economic development. We undertake the responsibility of improving the quality of lives, not just of our own employees, but of the local community, and society in its broadest terms.

Our guiding philosophy has always been to work with our clients, not just for them. This means we aim to work in partnership with our clients, anticipating their business needs and offering commercial solutions. To this end, we encourage our attorneys to enjoy what they do, to be responsive and approachable and to recognise their position not only within the firm and IP profession but also within the wider society.

Our strategy focuses on the core elements of: people, community and environment.

Ethics

We seek to provide patent, trade mark and design IP services according to the highest professional and ethical standards.

Our commitment to behaving in an ethical manner touches upon every aspect of our business and each of our relationships, whether with clients, suppliers or employees. In every situation, we strive to meet the highest standards of governance and accountability.

Our ethics are embedded firm wide and they govern our relationship with, and actions towards: our clients, our partners, our employees, our suppliers and contractors, our local communities and the environment.

1

People

Inclusion and diversity
Health and well-being
Internships and work experience



2

Community

Pro bono
Fundraising
Good neighbours
Volunteering



3

Environment

Conservation
Energy efficiency
Waste management
Carbon emissions
Sustainable procurement



1

People

Inclusion and diversity
Health and well being
Internships and work experience

Our aim is to continue to attract and develop the brightest talent, whilst making genuine and measurable progress towards increasing diversity. We are dedicated to the ongoing improvement of our facilities to ensure the well-being of all our employees.

We recognise that it is essential not simply to protect, but to foster, an environment characterised by an absence of bias, prejudice or judgement. Each individual at our firm is respected and valued. We aim to consistently promote equal opportunity and diversity, and treat every employee according to the same meritocratic principles.

In order to ensure a robust and effective future leadership, it is imperative that we maintain our track record of recruiting and nurturing the best talent. In turn, this will ensure our continued provision of the highest quality advice and service to our clients. We believe this is best achieved by a workforce comprising a wide range of individual perspectives and approaches, and we therefore aim to ensure that our employment opportunities are open and accessible to all.

We have a diversity and inclusion policy in place which is in line with the 2010 Equality Act. We are also about to begin a project that will review and improve the way we monitor diversity.

We demonstrate our commitment to gender diversity through a range of ways including being a member of the 30% Club. This group involves senior management and chairs committed to better gender balance at all levels of their organisations. They have a particular focus on bringing more women on to UK corporate boards and to channelling initiatives to increase gender diversity in senior executive roles. The fact that our current Senior Partner is a women and that women have made up a third of our senior management board over the past 10 years demonstrates our firm commitment to gender diversity.

Women accounted for 75% of all partner or business support promotions during 2014-2015.



Health and well-being

As a partnership we do all we can to promote health and wellbeing in the work place. We have a programme that systematically implements and reviews health and safety and the provision of facilities which promote active lifestyle choices. Part of this initiative is implemented through the private health care scheme and we offer all employees access to a confidential counselling service, reduced cost gym membership and a cycle to work scheme. Additionally, during 2015 we developed a benefits online tool which greatly enhanced what is available.



Internships and work experience

We offer internships and work experience to students at local schools and community organisations. We have been running such projects for more than 10 years and have provided pupils with insight into the profession and also enabled study modules to be successfully completed. We are reviewing this programme with a view to joining a professional body such as PRIME, to further demonstrate our commitment to ensuring fair access to quality work experience for school pupils.





2

Community

Pro bono
Fundraising
Good neighbours
Volunteering

Our aim is to enhance our contribution to the local and wider communities we operate in and to support charities and our employees' charitable efforts.

Pro bono work is at the heart of our strategy

We help by providing quality IP expertise to support innovative projects. We have been developing partnerships with clients to increase the scale and impact of our pro bono projects.

Our philosophy of responsibility and ethical behaviour is evidenced by our long history of providing free IP advice to charities, corporations and individuals. We do not organise our pro bono work around themes; instead we scrutinise each request individually. We approach this type of work like we would with any fee paying client. We aim to work with the client, not just for them. This means taking the time and making use of every opportunity to understand the business, the aims and the way they work. We want to be thought of as an extension of their team, meaning that asking us for help is second nature.

The firm encourages its attorneys to contribute to a wide variety of pro bono projects, and recognises their commitment in a number of ways. Getting involved in such work gives our attorneys the chance to share their knowledge and experience and use their skills to help the widest possible range of businesses and people.

We work on behalf of a wide range of charities and causes including;

- Valid Nutrition
- Action Against Hunger
- Women for Women International
- Help for Heroes
- 30% Club

“It is incredibly rewarding to see first-hand the difference our advice and guidance makes to clients who, without our support, may not be able to continue their valuable work.”

Tony Pluckrose, Partner

Making a difference

Throughout the year all staff engage in a wide range of fundraising activities to raise money for well and lesser known causes. Whether it is cake baking, chest shaving, jumper wearing or table tennis tournaments, our employees' enthusiasm has raised almost £10,000 during 2015.

The Royal British Legion

The firm organises a collection for the Royal British Legion's Poppy Appeal every year. The sum raised in 2015 was £428.60.

Macmillan

Everyone gets together for Macmillan's World's Biggest Coffee Morning every year, raising £854.90 in 2015. It's a great chance to have some cake and a catch up while raising funds for a worthy cause.

Coram

We have helped the Foundling Museum and the associated charity Coram with their work with vulnerable children and young people, through charitable donations and an event.

Their world

Staff participate in an annual charity quiz to raise funds for this global charity, which runs a number of projects to ensure that vulnerable children get the best start in life.

The Order of St John

We assisted the Order of St John through holding an event at the Museum of the Order of St John and collecting charitable contributions.

The Stroke Association

Two members of staff undertook a gruelling 14-day cycle ride from Land's End to John O'Groat's to raise money and awareness for the Stroke Association. Everyone in the firm got behind their incredible effort, raising £3000.

Family of Hope

Three partners participated in the amateur stage of the Tour de France, cycling 100 miles and climbing thousands of metres in the name of charity. Family of Hope is a Ugandan-based charity with the aim of providing education to disadvantaged children in the country.



3

Environment

Conservation
Energy efficiency
Waste management
Carbon emissions
Sustainable procurement

Our aim is to measure and manage our own environmental impact and to actively implement sustainable energy technologies and projects.

Boult Wade Tennant insists on the delivery of excellence in every aspect of our business and we are committed to applying this philosophy to minimising the environmental impact of our operations.

To reflect the importance we place on the environment, we have developed an environmental policy and have environmental champions, comprising of both fee earning and business services employees, to help implement our plan.

We are actively working towards reducing pollution in all its forms, in particular energy consumption and CO₂ emissions, ensuring good resource and waste management practice, use of public transport where possible and maintaining tight controls over recycling.

We are in the process of ensuring we have in place the essentials in order that we may apply for the ISO14001 certification standard, bringing environmental management system conformity.

We collaborate with various external groups and advisers including Wiles Greenworld in order that we may keep up to date with the latest policies, technologies and best practices. This has enabled us to build into the design of our refurbishment of the Reading office energy efficient aspects and systems.



Highlights

- Significantly reduced our energy use by 20%
- Reduced office waste sent to landfill dramatically
- Recycled 100% of used and shredded paper
- Recycled printer cartridges
- Food waste is sent to East London Community Recycling Partnership (ELCRP) who turn it into fertiliser to use in public parks and hospital gardens
- Bottled our own filter water in reusable bottles for use in meeting and training rooms
- Raised awareness of environmental issues amongst staff through regular posters, news items and office-wide meetings
- Achieved a 37% reduction in water consumption in the past two years
- Provided facilities for our employees to recycle mobile phones and batteries

In 2015 we recycled:

- ♻ 919 bags of paper and card
- ♻ 653 bags of plastic and metal
- ♻ 5 crates of glass
- ♻ Enough confidential shredded waste to save 153.8 trees from being cut down
- ♻ 348 toner laser cartridges
- ♻ 1.58 metric tons of food - enough CO₂ saved to take the equivalent of 3.42 cars off the road

“Looking towards the future, there’s only so far that building management and waste control can help. To go that step further, we need everyone’s engagement and commitment. People can turn off lights, take public transport, turn off computers and printers and read things on screen rather than resort to printing. This change in behaviour will take time and we will need to think of new ways to keep people engaged and committed to achieve our ambitious strategy.”

Tom Kelly, Facilities manager

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