



**M<sup>C</sup>CABE**  
+ PARTNERS



# IMPACT REPORT 2022

2022 was our first full financial year as a business since our inception in August 2021.

It is with great delight that we share our inaugural impact report.

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WE HAVE BEEN CLEAR IN OUR MISSION TO BE AN IMPACT DRIVEN BUSINESS, DESIGNED TO GIVE FIRST AND FOREMOST, AND AN EXECUTIVE SEARCH FIRM SECOND.

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## Founders Overview

WHILE WE HAVE BEEN BUSY CREATING IMPACT FOR ALL OUR STAKEHOLDERS, PARTICULARLY THE CLIENTS AND CANDIDATES WE HAVE SUPPORTED OVER THE COURSE OF 2022, WE ARE STILL FINE TUNING OUR PROPOSITION BUT REMAIN STEADFAST IN THE FACT THAT WE MUST BALANCE OUR PURPOSE WITH PROFIT.

Delivering successful mandates and identifying tier one talent for our clients is the easy bit, but going further in terms of our impact as a business on a social and environmental level is something we hold as a continuous improvement exercise. We continue to invest time learning about how we can operate more sustainably as a business and have made great steps in terms of how and where we do our business, such as moving into a Zero Carbon office in Sustainable City.



Reflecting on 2022, as a challenger boutique search firm, we are proud to have partnered with some of the largest brands and investors in the world, some of which we will cover in more detail in this report. Diversity in the boardroom was and continues to be a constant conversation and we are proud to have supported a range of businesses from early to later stage, B Corps and PLC's in their efforts to create balance in the boardroom. The race to net zero and creating regenerative business models to ensure long term viability has been a recurring theme with all our clients. We are proud to have identified and embedded the right leaders equipped with tackling humanity's greatest challenges in the context of climate change.

A handwritten signature in black ink, appearing to read 'B McCabe'.

Ben McCabe  
Founding Partner McCabe + Partners

# Our Mission

We recognise that as a business, despite all of the good we believe we are doing, we are not perfect. Our mission is to create a society where all people, regardless of race, culture, or beliefs can work together for the greater good of humankind and ensure that no one gets left behind.

## 01

### **We will continue to hire diverse leaders**

for impact businesses that care and want to create a positive impact on people and planet.

## 02

### **When diversity is hired, everyone wins.**

By valuing diversity in hiring practices, businesses value humanity and when humanity is valued a more just an equitable economy is created for everyone.

## 03

### **Our challenge is convincing executives that this is not only the right thing to do,**

but proving that diverse and purpose driven companies are more profitable and have better employee retention rates than those that don't.

## Introduction



### McCabe + Partners

*are an executive search and talent advisory designed to give.*

*We are here for the future conscious.*

### WE ARE

**a purpose-driven search firm**

We are intent on offering a more inclusive, more sustainable approach to hiring which ultimately benefits our clients, candidates and the planet as a whole. We proudly work with some of the most ambitious consumer brands globally within fashion, beauty, sport, lifestyle and mobility who are on a journey to achieve net zero, incorporating circularity and shifting their talent capability to transform their products and operations for better. Since 2021 we have been helping a range of B Corporations, Venture Capital, Sovereign Wealth Fund and Private Equity backed businesses reframe their leadership teams, building diverse and highly skilled teams to tackle some of the greatest operational challenges linked to climate change while creating long term impact and sustainable growth. We have demonstrably hired diverse leaders for impact businesses that care and want to create a positive impact on people and planet.

**OUR VISION IS TO CREATE A SOCIETY WHERE ALL PEOPLE, REGARDLESS OF RACE, CULTURE, OR BELIEFS CAN WORK TOGETHER FOR THE GREATER GOOD OF HUMANKIND**



**Our vision as a business is to ensure no one gets left behind in the hiring process**

We have aligned with UNSDG5 "Gender Equality" and USDG10 "Reduced Inequalities" acting as a framework for our business model. We are proud of that fact that more than 55% of the hires we made in 2022 were from underserved backgrounds.



**We were proud to hire the first female board member in their 40 year history for**

PDS Multinational Fashion Ltd, a publicly listed design led manufacturing and sourcing business headquartered in India.

## Impact Hiring

*Sometimes we are not always successful in challenging the status-quo and might make mistakes in the process ourselves. We continue to educate ourselves in areas of Diversity, Equity and Inclusion by participating in panel discussions and forums in our industry. To ensure that we stay true to our mission and vision, we have also created an **advisory board** and are delighted to welcome **Esther Dahmen** and **Juncal Marcellan**, the **Cofounders of Kadira**, an impact advisory consultancy. They have been supporting our business by holding us accountable with our impact reporting and data capture to support our claims as a business. They have also been extremely valuable in our B Corporation certification preparation and impact business modelling.*

### TECHNOLOGY

**Blacklane, a carbon neutral tech mobility business**, mandated McCabe + Partners to support their growth in the Middle East as they launched a new on-demand service. We helped hire a Marketing Director, a return to work mother and person of colour, who had taken a short career break to start a family.

### FASHION

We were also busy supporting **BCorp businesses such as Ecoalf**, a sustainable fashion brand in Madrid with global ambitions and **Pangaia** in terms of their growth into new markets across the MENA region.

### OUTCOMES

**While we believe we are delivering great search outcomes and creating impact with each search delivered**, we are not perfect. We strive for continuous improvement and continue to challenge our clients to join us on our mission to disrupt the talent acquisition process by removing conscious and unconscious bias. We are proud that **55% of our hires in 2022 were from underserved backgrounds**.

## Impact Hiring Case study

Ocean Bottle are a certified B Corp business on a mission to fund the collection of ocean bound plastic. As the business continues to scale, McCabe + Partners has worked closely with the Cofounders to identify top talent to enable their business to grow while continuing to create impact and awareness around the importance of ocean health. Identifying diverse leaders with the right entrepreneurial mindset who share their vision and mission has been a real privilege and we are delighted to see their business go from strength to strength. We are excited to see the evolution of the business with the implementation of blockchain technology to enable further traceability and impact reporting.



*"Ben's network has been invaluable to the growth of Ocean Bottle. The calibre of the candidates, experienced in high growth and purpose led companies, is second to none. He operates at a very high level and can deliver real impact and connections to any organisation. More than just a search firm and recruiter, Ben has helped open up new channels for our business by introducing us to potential investors, industry trailblazers, and retail channel partners in his network."*

**Nick Doman and Will Pearson,  
Cofounders of Ocean Bottle**

## Placements



**CHIEF MARKETING  
OFFICER**



**NON EXEC DIRECTOR**



**CHIEF TECHNOLOGY  
OFFICER**



**HEAD OF BRAND  
MARKETING**



## Environment

**WE RECOGNIZE THE IMPORTANCE OF PROTECTING THE NATURAL ENVIRONMENT AND OUR SHARED RESPONSIBILITY IN ADDRESSING CRITICAL ENVIRONMENTAL ISSUES FACING THE PLANET.**

Our greatest opportunities to reduce our environmental impact include using resources efficiently, minimizing waste, preferentially purchasing products that can demonstrate reduced life cycle impacts, and fostering a culture of environmental sustainability.



## Working

Towards

—

We are working towards a scheme that will track our carbon footprint as an organisation and hope to be carbon neutral by the end of 2025. For now, like most businesses we have control and a good base layer understanding of Scope 1 and 2 of our emissions but Scope 3 is something we plan to address by engaging with experts in that space to support us. This is an action point for us leading into 2023 and plan to report these in our 2023 Impact Report

## SEE

Partnership

—

Our offices are based at The SEE Institute, a carbon-neutral building, and global benchmark for energy efficiency. The SEE Institute aims to inspire and accelerate climate action and promote low carbon living through education, research projects, and global conferences. Our partnership with the SEE Institute and decision to work from this location was born out of a desire to limit our impact as a business while partnering with a facility that promotes ESG Education.



## Our Offices

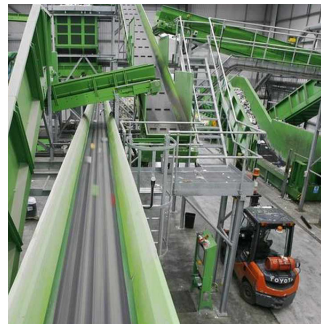
Our offices are designed to facilitate use of public transportation and bike. The office is also walking distance, or short bike ride from our Founders home, which enables a zero carbon emission commute to the office. Our work and customers are global therefore we encourage virtual meeting technology, locally and globally, to reduce in person meetings. Water conservation measures are in place with the use of low-flow faucets, taps, toilets, along with low-volume irrigation. As a business we produce zero waste to landfill or ocean, this is primarily due to our business being service based with limited waste being produced, primarily paper, which can be recycled due to the recycling operations in place at our office, managed by Tadweer.

WE ARE ALSO ACTIVELY SUPPORTING SEE INSTITUTE WITH THEIR ESG DRIVEN INCUBATOR “BEDAYAT” WHICH SEES US PARTNER WITH FOUNDERS OF EARLY STAGE COMPANIES COMING THROUGH THEIR ACCELERATOR PROGRAM BY PROVIDING TALENT ADVISORY SERVICES AND INVESTOR INTRODUCTIONS TO HELP THEM SCALE. THIS HAS SEEN OUR NETWORK AND EXPERTISE DIVERSIFY INTO AGTECH, FOODTECH, EDTECH AND CLEAN MOBILITY.

## Recycling and Waste Management

The majority of our waste as a business is paper based, therefore by having paper recycling in place and a push to more digital based solutions, only printing where absolutely necessary, we are limiting our use of paper and ensuring any printed documents end up being recycled.

**100% of our energy** consumed as a business is derived from renewable energy. That energy is self-generated on site using low impact renewable energy, with the majority derived from solar and a small but increasing amount from bio-fuel.



### FOOD WASTE

We have daily access to onsite composting in order to turn food scraps into compost hosted by The Waste Lab in partnership with The Sustainable City.

Our offices have recycling solutions on site for plastic, paper, metals and glass. This waste is collected for recycling by Tadweer daily.

Food scraps that end up in landfill release methane into the environment which contributes to and speeds up global warming. By repurposing any food scraps and food waste produced by our business, into compost, we are having a small but big impact to take preventative measures.



### E-WASTE

Albeit a small part of our carbon footprint, we have an onsite E-waste centre managed and available 24/7 by Efate.

This centre ensures that we are able to recycle e-waste including laptops, printers, tablets, mobile phones, CPUs, TVs, stereos, and other electronic items if beyond repair. We are waiting for our e-waste contribution and plan to report full numbers in our 2023 impact report.

## Responsibility

We are committed to being climate-responsible and running our business in a regenerative and responsible way. In October 2022, in the presence of HE Mariam Almheiri at MOCCA, we signed the UAE Climate-Responsible Companies Pledge. We are not perfect but we hold ourselves and our partners accountable for environmental and social impact. We are committed to working with policy makers to develop or advocate for policy changes explicitly designed to improve social or environmental outcomes.



01

### COMMITMENT

We are committed to making a difference in communities around the world.

02

### CONTRIBUTION

We contribute financially to organizations and causes that we believe will have a significant impact on the greater public good.

03

### DONATION

5% of our revenues to Gulf For Good, a UAE registered charity, as well as our time and resources.

06

### ACCESS TO TALENT

For those that need help the most in scaling their impact or cause driven work.

05

### PRO BONO

We provide pro bono search placements to early stage ESG focused companies and charities.

04

### PROVIDE

We provide a work environment that presents opportunities for any future employees to volunteer in local communities.

## Community

## Charitable Donation & Gulf For Good Partnership

In 2022 we donated AED 54,732.50 to Gulf For Good, with this money contributing towards a \$130k target set and achieved in order to build a multipurpose hall and kitchen for an orphanage in Tanzania, The Larchfield School.

In 2011, as a response to the desperate plight of Tanzanian children who have been abandoned by parents – either by reason of disease and death, divorce or other incapacity to maintain the family unit, a group of Tanzanian private citizens decided to register a children's home and to call it, "Larchfield".



### Self-reliance

They would like to promote self-reliance by encouraging life sustaining water resource management and agricultural programmes supporting a nourishing staple diet and organic supplements from arable and non-arable farming; and to provide a focus for cultural community projects and to offer profitable skills and employment within the community.

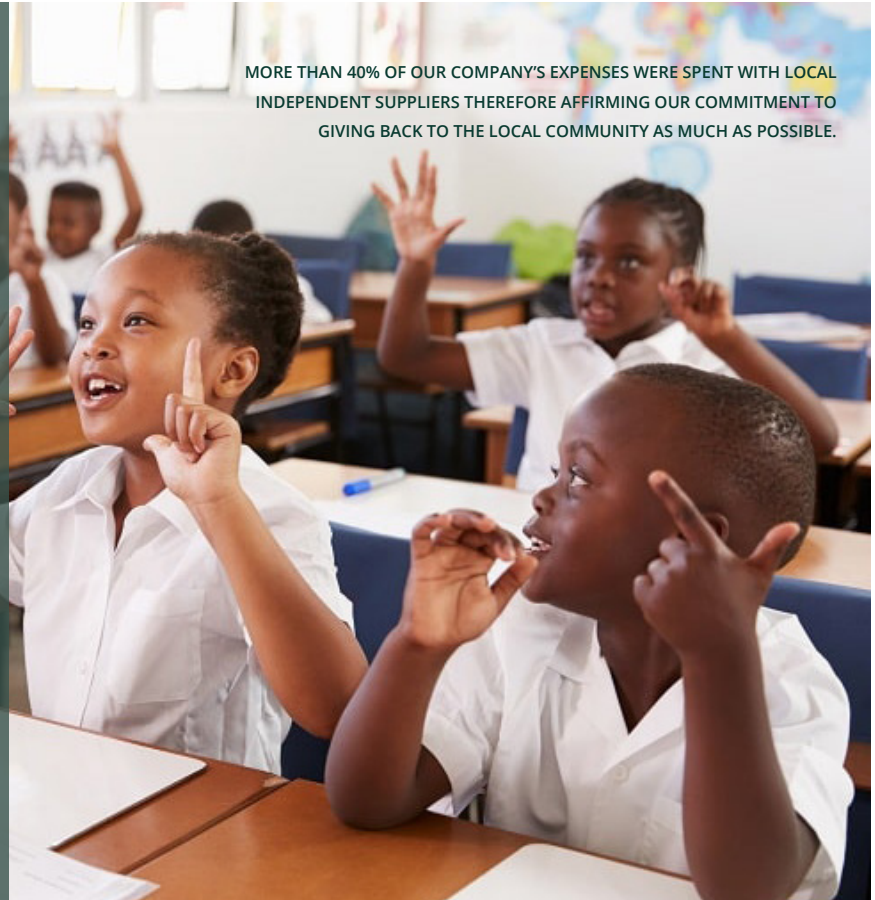
*Their aim is to provide a happy, safe and secure home for homeless children, to foster an environment where each child can flourish and develop to his or her full potential regardless of race, sex, religion or other defining characteristics.*

Aside from providing financial donations, our Founder Ben McCabe is also an official Ambassador and member of the Gulf For Good Advisory Board, a unpaid role with the aim to create opportunities for Gulf For Good.

Their mission is to support sustainable charity projects for children and to promote wellbeing through life changing experiences, adventure challenges and fitness opportunities. This aligns with our commitment to UNSDG 4 Quality Education, UNSDG 5 Gender Equality and UNSDG 10 Reduced Inequalities.

*Our business is Founded by a mixed race British Asian. As a business we are committed to ensuring we have equal representation not only in our own organisation but ensuring that our suppliers are selected fairly and ideally from underserved communities. We track diversity of our suppliers and have a policy to give preference to suppliers with ownership from underserved population. We have set a target of 40% of our suppliers to be from underserved backgrounds and in 2022 we achieved 44%. Our goal for 2023 is to reach 50%.*

**MORE THAN 40% OF OUR COMPANY'S EXPENSES WERE SPENT WITH LOCAL INDEPENDENT SUPPLIERS THEREFORE AFFIRMING OUR COMMITMENT TO GIVING BACK TO THE LOCAL COMMUNITY AS MUCH AS POSSIBLE.**



## Pro Bono Activity



**crunchmoms** summit  
**DAY TWO | Thursday Oct 13**  
 Afternoon & Evening Edition, 3pm-10pm

**4:45 PM** **The Career Conundrum: Why it's Time to Redefine Success**

			
<b>Selina Bieber</b> General Manager of GoDaddy	<b>Rania Masri El Khatib</b> CEO of The RMK Collective	<b>Kavita Srinivasan</b> Parenting Coach, Ex-Editor-in-Chief at Cosmos	<b>Sara Tabana</b> Head of Digital Partnerships, Visa

**6 PM** **Why it's Time to Stop Discussing Diversity and Act on Inclusion**

			
<b>Lamisse Mutaseb</b> HR Director - Purpose, Culture and Inclusion Lead, Deloitte	<b>Jessica Smith-OAM</b> Co-Founder of TOUCH	<b>Sabrin Rahman</b> Managing Director of Sustainability at HSBC	<b>Ben McCabe</b> Founding Partner of McCabe and Partners

We continue to work with all stakeholders in our business, including competitors, to improve behaviour or performance on social and environmental issues.

To support this commitment, in 2022 we participated in a series of panels discussion and industry events, pro-bono, as a panellist or moderator. Here is an overview of some of the events we participated in to use our voice, insights and network to create impact and voice our concerns about the nuances associated with the traditional recruitment industry.



In October 2022, our Founder Ben McCabe, joined a diverse panel discussion at the Crunchmoms debut Summit to discuss Diversity, Equity and Inclusion in the workplace.

## CRUNCHMOMS SUMMIT



### PANEL MODERATED BY LAMISSE MUHTASEB

HR Director for Purpose  
& Culture at Deloitte



### HONOURED TO SHARE THE STAGE WITH SABRIN RAHMAN

Managing Director of Sustainability  
at HSBC



### SHARED THE STAGE WITH JESSICA SMITH

an Australian Paralympian and Founder  
of Touch Dubai a disability and inclusive  
talent management consultancy.



### CRUNCHMOMS, A FEMALE FOUNDER LED BUSINESS,

is the first and only dedicated  
professional platform in the Middle East  
for women at all stages of their career  
and motherhood.



### We discussed why DE&I is important to us as business leaders

and what policies and commitments are  
required from the private sector to ensure  
DE&I is not just a box ticking exercise.



### Crunchmoms vision and purpose is to ensure no female gets left behind

by providing a community to help women who  
have often left the workplace for motherhood  
to get back into the working world.



### We were honoured to participate in this mission driven summit

and humbled to provide our insights as a  
mission driven and inclusive executive search  
and talent advisory business.



## WETEX

In September 2022 we were invited by the SEE institute to attend a panel discussion at WETEX & Dubai Solar Show to discuss conscious consumerism and how we are running our business in a responsible manner while also highlighting areas for constant improvement.

This panel was moderated by Dr Jacinta Dsilva Research Director at the SEE Institute, and we were joined by Anita Nouri CEO of Green Energy Solutions and Dr Rasha Bayoumi Head of Research at University of Birmingham, Dubai.



*We were honoured to have the platform to share our insights along with concerns with public and private sector leaders along with members of the public.*

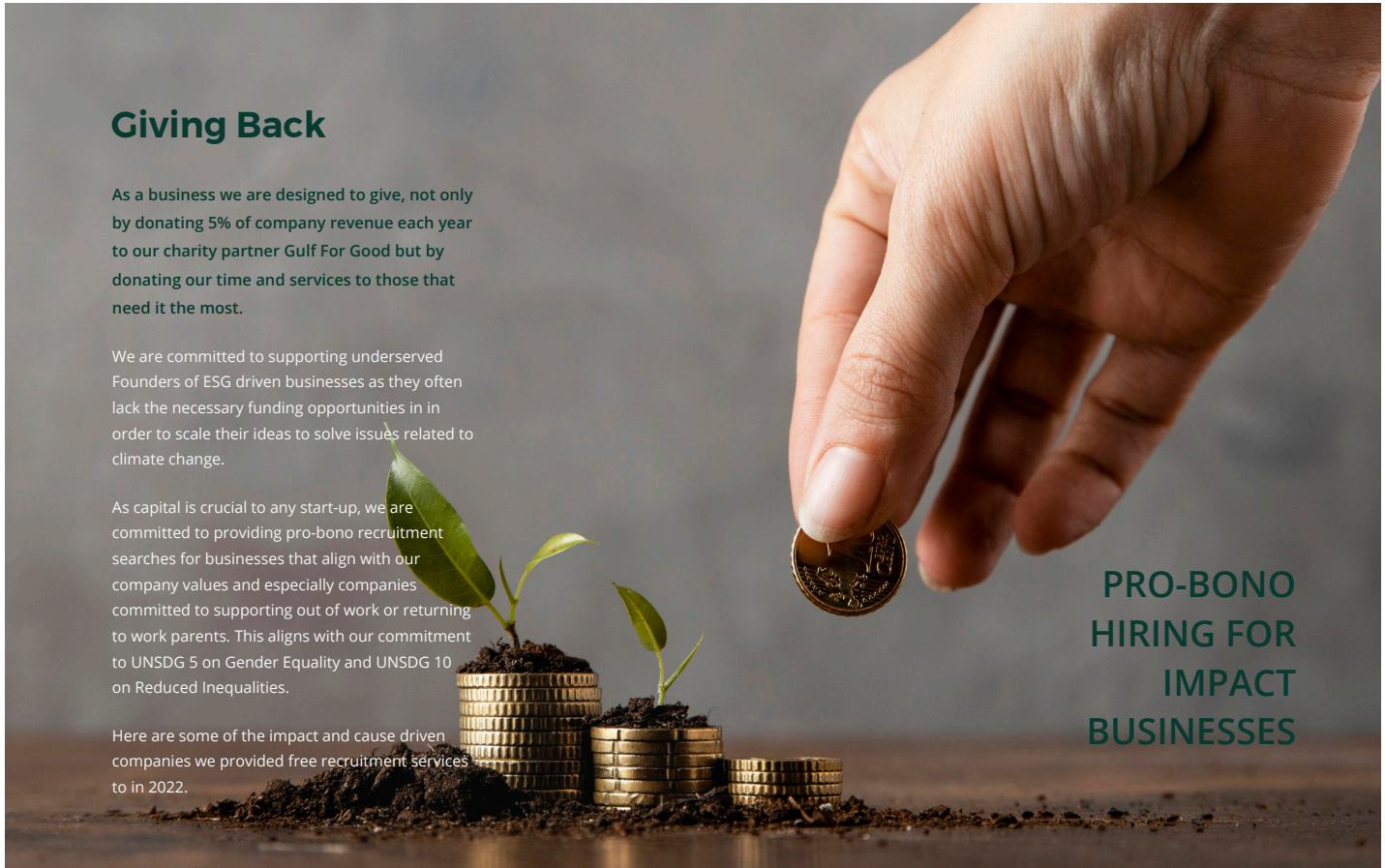
## Giving Back

As a business we are designed to give, not only by donating 5% of company revenue each year to our charity partner Gulf For Good but by donating our time and services to those that need it the most.

We are committed to supporting underserved Founders of ESG driven businesses as they often lack the necessary funding opportunities in order to scale their ideas to solve issues related to climate change.

As capital is crucial to any start-up, we are committed to providing pro-bono recruitment searches for businesses that align with our company values and especially companies committed to supporting out of work or returning to work parents. This aligns with our commitment to UNSDG 5 on Gender Equality and UNSDG 10 on Reduced Inequalities.

Here are some of the impact and cause driven companies we provided free recruitment services to in 2022.

A hand is shown in the upper right, holding a single gold coin. Below the hand, several stacks of gold coins are arranged on a dark surface. Small green plants with two leaves each are growing out of the top of the tallest stacks of coins. The background is a soft, out-of-focus grey.

**PRO-BONO  
HIRING FOR  
IMPACT  
BUSINESSES**

## Gulf For Good

SINCE 2001 TO DATE, GULF FOR GOOD HAS HOSTED MORE THAN 100 CHALLENGES, RAISING ALMOST USD 5 MILLION FOR 63 PROJECTS IN 30 COUNTRIES HELPING OVER 33,300 CHILDREN IN NEED

**THEIR VISION** is to empower people to change their lives and the lives of children around the world and **THEIR MISSION** is to support sustainable charity projects for children and to promote wellbeing through life changing experiences, adventure challenges and fitness opportunities. Aside from donating 5% of our revenues to Gulf For Good, we are proud Ambassadors to their organisation, connecting our established networks to help drive impact. In December 2022 we were delighted to support Alizah Ahmad, a Pakistani female, regain employment (pro bono) in the work place by joining Gulf For Good on a full time basis as Charities Manager.

01



## 02 Blue Forest

Blue Forest are driven by the mission to protect the standing trees that we still have and to bring back the ones which have been lost. Globally, we are losing 13 million km<sup>2</sup> of trees annually. That is the same as Greece. Trees play an important role in preserving our world's biodiversity and keeping our air clean. Their goal is to sequester 2 million tons of CO<sub>2</sub> and to 'heal' 1 million hectares of coastal forests by 2030. We were proud to have supported Blue Forest in hiring Anna Sadeghpour, Marketing & Partnerships Director, a return to work mother, who had taken a short career break to raise her child.

*"As a growing start-up our ability to attract the right talent is critical to create the impact we need. McCabe + Partners were able to understand our needs and very quickly identified our Marketing & Partnerships Director who we are excited to have join our business. Being able to save money on recruitment costs has enabled us to do more in the communities we serve."*

**VAHID FOTUHI FOUNDER & CEO**



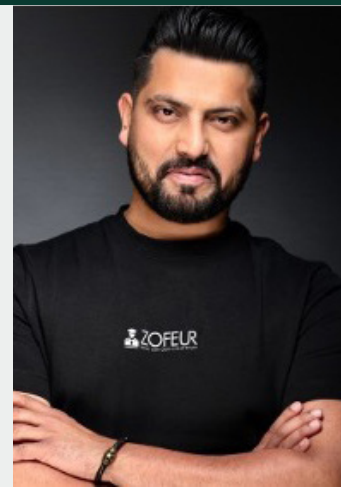
## 03 Zofeur

**Zofeur is a UAE scale-up disrupting the mobility sector, Cofounded by two Indian nationals.**

Their mission is to create a technology ecosystem that enhances the car ownership experience whilst creating a safer driving experience and creating thousands of driver jobs across the Middle East. In February 2022, we hired Guido Mercati as a Board Advisor to Zofeur to help their business grow and fundraise. In May 2022, as part of a pitch event for ESG driven early stage businesses, McCabe + Partners facilitated the introduction of Zofeur to a local investor that saw US \$100,000 invested into the company.

*"McCabe + Partners has been instrumental in the growth of our company by connecting us to stellar Board Advisors with first-hand experience in the sector we are trying to disrupt. Going beyond talent advisory, their efforts to provide us a platform at a recent pitch event coordinated by McCabe + Partners and Capital Club Dubai, saw us meet an investor who eventually invested \$100k in our business. We are extremely grateful and look forward to partnering with McCabe + Partners again"*

**BUNTY MONANI CO FOUNDER & CEO**



## RECYCLE

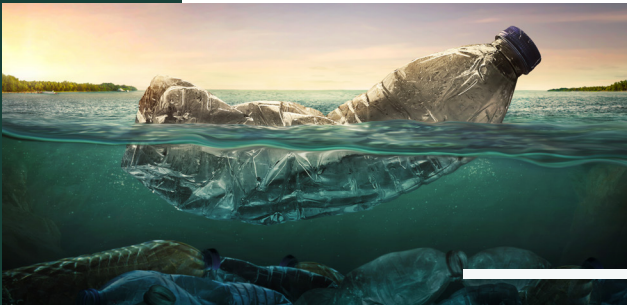
REE, AN EARLY STAGE RECYCLING COMPANY FOUNDED BY A BRITISH INDIAN, ALLOWS YOU TO TRACE YOUR RECYCLABLES FROM YOUR DOORSTEP OR FROM ONE OF THEIR COLLECTION POINTS TO THE END OF THE LOOP, WHILE REWARDING CUSTOMERS FOR THEIR EFFORTS.

Ree provides customers with real-time accurate data on how much recycling they've generated and is 100% transparent with where everything goes, leaving members with peace of mind that their recycling efforts have not ended up in landfill. In July 2022, we hired Daniel Ashcroft as their Chief Marketing Officer, supporting their brand and growth marketing to scale their B2B and B2C proposition.

*"McCabe + Partners have been critical in providing insights and support to our business in many ways. As an early stage business, access to talent is a challenge and so we are grateful to them for the introduction to Danny who has joined as CMO and become an integral part of our business."*

**JASKARAN SINGH**  
FOUNDER CEO

04



**ree**®  
Recycle | Reward | Reinvent



## PARTNERSHIP ANNOUNCEMENT

# 05 The One

You can scale a business but you cannot scale yourself, or so the saying goes. To date we have not hired anyone formally into the company and have relied heavily on our network of freelance Research and Delivery Consultants. While this has worked extremely well to date, our plan for 2023 is to hire ambitious Consultants who want to join our movement and further our impact permanently. In 2022, we formed a strategic partnership with TheOne Global, a boutique search firm in London Founded by Patricia Ruiz Casaux.

*Patricia has extensive experience working with executives of global retail and ecommerce platforms such as ASOS and Ecoalf to name a few. Our partnership has been born out of a shared sense of purpose and to create a challenger boutique independent search collective to deliver outstanding results for our clients around the world and to challenge the status-quo in the executive search industry.*

THE ONE





Be a voice for impact, championing DE&I and provide a platform for ESG driven start-ups in the MENA region by launching a Podcast series

PLANS  
FOR 2023

**50%**

OF OUR SUPPLIERS TO BE FROM  
UNDERSERVED BACKGROUNDS

**80 hours**

OF PRO BONO SUPPORT TO  
UNDERSERVED FOUNDERS



**55%**

OF OUR PLACEMENTS TO BE INDIVIDUALS  
RECOGNISED AS UNDERSERVED



Provide work experience opportunities for local students in the UAE



Submit B Corp application



**THANK  
YOU**