

Sustainability Report



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Welcome from our Managing Director

“When I started ADM back in 1984, sustainability wasn’t a word that many businesses used.



Adrian Bryant,
Managing Director

That didn’t stop us thinking about the way we ran the business. From the beginning, I’ve believed that if you’re fortunate enough to build a successful company, you also have a responsibility to look after your people, support your community, and avoid wasting valuable resources wherever you can. Those ideas weren’t part of a formal sustainability strategy back then; they were simply the way we wanted to do business.

Over the years, technology has changed beyond recognition, but those values have stayed remarkably consistent. We’ve always tried to ensure our products are reused or refurbished where possible, invested heavily in developing our people, supported charities both here in Kent and overseas, and looked for opportunities to use technology to make a positive difference.

One of the things I’m most proud of is that many of these activities have grown naturally through the enthusiasm of our colleagues, customers and partners. Projects like sending equipment to schools in The Gambia and showing support for local charities; or thinking about how we do business that bit better through improving workplace wellbeing and helping customers make more sustainable technology choices. We’ve always believed that real change comes through long-term relationships and practical action.

This report brings many of those activities together for the first time. It also marks an important step in helping us better understand and measure our impact. We’ve recently completed our first comprehensive carbon footprint, reviewed our priorities, and started to build a clearer framework for how we continue improving in the years ahead.

We certainly don’t have all the answers, and there is still much more to do, but we’re committed to learning, improving, and remaining open about both our progress and the challenges we face.

I’d like to thank our colleagues, customers, suppliers and community partners for being part of our journey. Some of our colleagues have spent most of their working lives with ADM, and seeing people develop their careers here remains one of the most rewarding parts of my job. Everything we’ve achieved has been possible because of the relationships we’ve built together over the past four decades.

I hope you enjoy reading our first sustainability report.”

Who we are

Independent. Family-owned. Trusted for over 40 years.

ADM Computing has been helping organisations make the most of technology since 1984. From our headquarters in Canterbury, we support more than 350 organisations across Kent, London and the South East, providing reliable IT services to businesses, charities, schools and professional services.

As an independent family-owned business, we’ve built our reputation differently. We’re not driven by external shareholders or short-term targets; instead, we focus on building lasting relationships, giving straightforward advice and delivering services our customers can rely on year after year. This approach has helped us build something we’re really proud of, with many of our customers working with us for decades, our colleagues staying with us for the long term, and much of our growth coming through recommendations.

We believe trust is earned through consistency, honesty and doing the right thing every day. Running a responsible business has always been part of who we are. Long before sustainability became a business priority, we were repairing equipment, reducing waste, supporting charities, and investing in our people. Today, those same values continue to shape the way we work, the decisions we make and the relationships we build.



Established:

1984

Customers:

350+

End users supported:

14,000+

Client retention:

99%

Average staff tenure:

10 years

What we do

Technology is essential to almost every organisation, but it should make life easier and not more complicated.

We work alongside our customers to design, deliver and support IT services that keep organisations secure, connected and productive. Whether providing day-to-day support, strengthening cybersecurity or helping customers plan for future growth, our role is to offer practical advice that reflects each organisation’s needs.

Because no two organisations are the same, we don’t believe in one-size-fits-all solutions. Instead, we build services around our customers, helping them make informed decisions that support both their priorities today and their ambitions for the future. This means considering not only performance and security, but also value for money, resilience, and increasingly, sustainability.

Our services:



Managed IT support



Cybersecurity



Microsoft 365 & Cloud



Connectivity & infrastructure



Backup & disaster recovery



IT consultancy & compliance

EMISSARY PARTNERS

“Their approach to technical support and pragmatic security is unparalleled, compounded by their genuine care and attention to apprenticeship programmes and charitable support. They are quite remarkable.”

Sara Macedo, Emissary Partners (customer)



Technology with people in mind

We believe technology should help organisations work more effectively while making better use of resources.

That includes helping customers extend the life of equipment where appropriate, adopt cloud-based tools that support flexible working, improve cyber resilience, and make informed purchasing decisions. We also support organisations as they explore new technologies such as automation and artificial intelligence, ensuring these are introduced thoughtfully, securely and above all with people at the centre.

By combining our technical expertise with our approach to building long-term partnerships, we help our customers build IT environments that are reliable, resilient and ready for the future.

Awards and accreditations

We believe that high standards should be demonstrated, not simply claimed. Independent certifications, awards and professional partnerships help provide assurance that we’re delivering quality, protecting information, supporting our people and continually improving the way we do business.

While these recognitions reflect achievements that we’re proud of, they’re also an important part of our commitment to learning, improving and delivering the best possible service for our customers and communities.

Our awards:



MSP 501 Rankings

In our first year of applying, we were placed an impressive 309th worldwide on the list.



Ingram Micro – Trust X Alliance UK Spirit Award 2025

Won by Jolene Bullock, this award celebrates exceptional leadership and innovation in technology service delivery.



Kent and Medway workplace wellbeing programme

Achieved bronze, silver, gold and platinum accreditation recognising our commitment to supporting employee health and wellbeing.



SDI Awards

Shortlisted for MSP Service Desk of the Year 2026, one of the IT service and support industry’s most prestigious global awards.



Kent Invicta Chamber of Commerce Awards

Winners of Excellence in Customer Service in 2022, and finalists for Business of the Year and Family Business of the year in 2025.



Kent Business Awards

Finalist for Medium Business of the Year and Family Business of the year in 2025.

Our certifications:

ISO 9001

Demonstrates our commitment to quality management and continual improvement across our business.

ISO 27001

Provides assurance that information security is managed through internationally recognised standards and robust controls.

ISO 14001

Certified since 2014, demonstrating our commitment to effective environmental management and continuous improvement.

Cyber Essentials Plus Certified

Independently audited and verified to protect customer data, demonstrating our commitment to data security.

Our charity and community partners

We’re proud to work with multiple charity and community partners, from local Kent-based organisations to those UK-wide and international. Here is just a taste of some of the organisations we work with – you can find out more about our charity and community work on page xx.



Ecologi

Since 2022, we have partnered with Ecologi to fund verified carbon reduction projects, offset our workforce’s collective carbon footprint, and celebrate team birthdays by planting extra trees.

Why sustainability matters to ADM

Doing the right thing has always been part of how we work

For us, sustainability isn't a separate programme or a new way of thinking. It has been part of the way we run our business for many years, led in no small part by our Managing Director's lifelong interest in and advocacy for the environment and natural world.

Since ADM was founded in 1984, we've believed that successful businesses have a responsibility to look after their people, support their communities and minimise their impact on the environment. These principles continue to guide the decisions we make today.

As an independent family business, we're able to take a long-term view. We invest in our people, support local and international charitable projects, reduce waste wherever we can, and help our customers use technology in ways that are secure, efficient, and responsible.

Technology has an important role to play in creating a more sustainable future. It can help organisations work more efficiently, reduce unnecessary waste, improve collaboration and build resilience. We believe our role is to help customers realise those benefits while continuing to improve the way we operate ourselves.

Our sustainability approach isn't about doing everything at once; it's about making thoughtful decisions, measuring our progress and continually looking for ways to do better.



ADM's MD, Adrian Bryant and family with David Attenborough in 1999. This event celebrated Sandwich and Pegwell Bay becoming a National Nature Reserve – ADM were proud sponsors of the Kent Wildlife Trust.



Our vision

We will create a working environment which encourages self-development so that we can all fulfil our potential and improve our quality of life without damaging the environment.

Our sustainability strategy

Our approach is based on continual improvement. We will work with colleagues, customers and partners to understand where we can make the greatest difference, set clear priorities and measure our progress over time.

By reviewing our performance regularly and sharing what we've learned, we aim not only to improve our own business but also to encourage others to make positive change within theirs.

This simple cycle helps ensure sustainability remains part of everyday decision-making rather than a standalone initiative.



Our priority areas and commitments

- **Reducing our environmental impact**
We will continue to reduce waste, improve resource efficiency and lower our carbon emissions.
- **Supporting nature**
We will protect and enhance biodiversity through our own activities and by supporting projects that help restore nature.
- **Building an inclusive workplace**
We will create a workplace where everyone feels respected, valued and able to succeed.
- **Helping our people thrive**
We will invest in learning, wellbeing and development so our people can build rewarding careers.
- **Supporting our communities**
We will use our time, expertise and resources to support local charities and projects that improve lives both in the UK and internationally

Working towards shared global goals

The UN Sustainable Development Goals (SDGs) provide a common framework for addressing some of the world’s biggest environmental and social challenges.

Rather than trying to contribute to every goal, we have chosen to focus on those where we believe our business, our people, and our partnerships can make the biggest difference.

Our sustainability activity supports six Goals covering responsible consumption, climate action, education, health and wellbeing, gender equality, and reducing poverty through our international community partnerships.

As our sustainability programme continues to evolve, we will keep these priorities under regular review to ensure they reflect both our business and the needs of the communities we support.

1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
7 AFFORDABLE AND CLEAN ENERGY 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE 	10 REDUCED INEQUALITIES 	11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 	15 LIFE ON LAND 	16 PEACE, JUSTICE AND STRONG INSTITUTIONS 	17 PARTNERSHIPS FOR THE GOALS 	

Responsibility and ownership across our business

Sustainability is overseen by the ADM leadership team and forms part of the way we manage our business.

Our objectives are reviewed regularly with progress monitored through our management systems, including ISO 14001, and supported by colleagues across the business.

Everyone has a role to play, focusing on reducing waste in the workplace, supporting community projects and helping customers make more informed technology decisions; ensuring that sustainability is part of our day-to-day operations.

We will continue to measure our progress, review our priorities, and report openly on our performance as our programme develops.



Using technology as a force for good



For more than 40 years, we’ve believed our responsibility extends beyond providing IT services.

As an independent family business, we’re able to invest our time, expertise and resources in causes that matter to us. Sometimes that’s fundraising or volunteering, sometimes it’s donating technology that still has years of useful life ahead of it, and sometimes it’s working alongside communities over many years to help create lasting opportunities.

Many of the projects we’re involved in have grown through relationships rather than formal programmes; they’re driven by our colleagues, our customers and our partners, and often combine practical support with the technology expertise we use every day,

Whether supporting charities closer to home or education projects overseas, our aim is always the same: to make a positive difference in ways that are practical, respectful and sustainable.

A year in the life of ADM...



18

Charities and community partners



100+

Devices donated



9

Community sponsorships



7

Fundraising and volunteering events

SUPPORTING PEOPLE AND COMMUNITIES

Our global community

Our long-term partnership with The Gambia

For more than two decades, ADM has worked alongside communities in The Gambia to provide access to education, technology and opportunity. What began as a single visit has grown into a long-term partnership built on trust, practical support and a shared ambition to help communities become more self-sufficient.

Rather than delivering one-off donations, we focus on projects that create lasting value, including improving access to clean water and renewable energy, refurbishing technology, supporting schools, and helping develop the skills needed to maintain these resources locally. Today our work continues alongside trusted partners, our customers and our own colleagues, ensuring support reaches the people who need it most.

Project highlights:

- 20+ years supporting communities in The Gambia
- 2,000+ devices donated over the lifetime of the project
- 9 schools supported
- Around 400 laptops diverted from disposal since 2023
- Target to donate a further 1,000 devices by 2030

“Technology like this is often thrown away, but when donated it can open up new opportunities for children who might not otherwise have access to it.”
Richard Deveson,
ADM customer and supporter of our work in The Gambia

12

13

The Gambia project timeline



2002

First visit and the beginning of a long-term partnership

Project Director Martin Tanner first visited The Gambia in 2002. Conversations with local communities highlighted the challenges many villages faced in accessing technology, education and infrastructure. Rather than launching a short-term funding initiative, ADM began building relationships that would shape more than twenty years of community support.



2005

Sharing technical expertise

ADM began supporting telemedicine projects and worked alongside local IT technicians to install and maintain technology. From the outset, the emphasis was on collaboration and knowledge sharing, helping local communities build their own capability rather than relying on external support.



2006

Supporting sustainable livelihoods

One of ADM's earliest community projects was sponsoring a well in Lamin Jawara village. Reliable access to water enabled the community to establish a market garden, creating both a food source and an income for local families. When wildlife later threatened the crops, ADM funded protective fencing. Team members have since visited the villages to see the long-term impact of the project first-hand.



2026

Supporting the next generation

Recent visits have seen new IT suites established in schools including Nema and Kuntaya, where donated equipment is already helping children develop the digital skills they will need for the future. For many pupils using a laptop for the first time, this opens up opportunities that simply weren't available before, demonstrating how extending the life of technology can also help transform lives.



2023 onwards

Giving technology a second life

Today technology donations remain at the heart of the programme. Hundreds of refurbished laptops, mobile phones and other devices that might otherwise have become waste have instead found a second life in schools and community projects. Since March 2023, around 400 laptops have been diverted from disposal, with the target of donating a further 1,000 devices by 2030.



2015

Growing support through schools and renewable energy

As relationships grew, so did the scope of the partnership. ADM's support expanded to include schools, solar panel installations and refurbished IT equipment, alongside training to help local people to maintain the systems themselves. By combining technology with education, the projects aimed to create opportunities that would continue long after the equipment had been installed.

Giving technology a second life

As an IT business, we regularly help customers replace laptops, computers and other technology. While these devices may no longer meet the needs of some UK organisations, many still have years of useful life remaining.

After thorough data cleansing and security checks, suitable equipment is refurbished and donated through trusted partners including Tools with a Mission (TWAM), Learning Link Ghana and Focus Project UK. The devices are used in schools and community projects where access to technology can make a significant difference to education and future employment opportunities.

By extending the life of valuable equipment, we're able to reduce waste while creating new opportunities for people and communities. It's a practical example of how environmental responsibility and social impact can go hand in hand.



Our target

We will donate a over **100 devices** to education and community projects in developing countries each year.



Forest Schools – growing environmental awareness

Our commitment to environmental education has also extended beyond our core business.

Between 2014 and 2026, ADM worked with partners in China to develop an OCN Level 3 certified Forest Schools training programme. During this time more than 2,000 teachers and practitioners were trained to deliver outdoor learning and environmental education.

Forest Schools encourage children to connect with nature, build confidence, think creatively and develop practical life skills through outdoor experiences. By equipping teachers with the knowledge and resources to deliver this approach themselves, the programme was designed to create a lasting impact that continues well beyond ADM's direct involvement.

Today the programme is delivered independently by local partners, ensuring the knowledge, skills and environmental awareness it has helped establish can continue to benefit future generations.

Working with trusted partners

Rather than trying to deliver projects alone, we work alongside organisations that have deep knowledge of the communities they support. These long-standing partnerships help ensure our time, expertise and resources are directed where they can make the greatest difference.

Examples include:

- **Tools with a Mission (TWAM)** – refurbishing and distributing technology and equipment to support education, skills development and livelihoods
- **Focus Project UK** – supporting primary schools in The Gambia with IT equipment, learning resources and improved educational facilities.
- **Learning Link Ghana** – helping provide refurbished computers and technology to schools, supported by ADM's ongoing involvement through trustee Martin Tanner.
- **Practical Action** – supporting innovative solutions that help communities tackle poverty through practical, sustainable development
- **ODAFEM** – supporting women and children in rural communities in Côte d'Ivoire through local development initiatives

Our local community

We're proud to be a Kent business and we believe in showing up for the community around us. Through donations, sponsorships, volunteering, and sharing our skills, we support local causes that make a real difference to people's lives.

Our colleagues choose many of the causes we support and are encouraged to get involved through fundraising, volunteering, and skill sharing. Together, these activities help build a healthier, more connected, and more resilient community for everyone.

Whether it's a bake sale in the office or a long-distance endurance challenge, our team spirit is a big part of what makes these initiatives successful. We're proud to support causes that reflect our values and help create opportunities for others.





"As business owners, we have the rare privilege – and responsibility – of being able to make a meaningful difference to the lives of those around us. I believe we have a duty to do the right thing by the people and communities that help make our success possible."

Kailas Bryant, Operations Director



Supporting local charities

We raise funds and donate equipment to support local charities and community organisations.



Giving our time and skills

Our people give their time, knowledge and energy to volunteer and make a positive impact.



Supporting local organisations

We sponsor and support local clubs, events, and initiatives that strengthen our Kent community.

Recent community and charity projects

 RBVE Volunteering and support activities with this important partner and its work to support veterans and their families.	 East Kent Mind Fundraising and awareness activities to support vital mental health services.	 Catching lives Volunteering date and donation to help people overcome homelessness.	 Wellbeing Awards Proud sponsor of the Kent Mental Wellbeing Awards, celebrating great work experience and great workplaces.
 Strode Park Foundation Supporting theatre in the park and community events in our region.	 RBVE Tommy Trek 6 brave team members completed a gruelling 42k overnight walking challenge to raise funds in support of our partner RBVE.	 Green School Awards Sponsoring awards that inspire young people to take action for the environment.	 Broadstairs Cricket Club Proud to support local sport and encourage healthy activities
 Pilgrims' Hospices Supporting hospice care and fundraising through local events.	 Dover Transport Museum Supporting a local charity that preserves transport heritage for all.	 Gillingham FC Backing local football and community initiatives in Medway.	 Canterbury Oast Trust Supporting young people and families through education and life skills. Putting our approach into practice

Reducing waste



Technology moves quickly, but that doesn't mean every device has reached the end of its useful life.

At ADM, reducing waste starts with making the most of the resources we already have. Whether extending the life of equipment, refurbishing devices, improving recycling, or helping customers make more informed purchasing decisions, we look for practical ways to reduce unnecessary waste while continuing to deliver high quality and reliable IT services.

This approach benefits both the environment and our customers. By keeping valuable equipment in use for longer where we can, we help reduce electronic waste, lower demand for new resources, and create opportunities for technology to continue making a positive impact.



Giving technology a second life

As an IT partner, we're often asked to replace laptops, desktops and monitors that no longer meet our customers' requirements. Wherever possible, suitable equipment is securely wiped, refurbished and prepared for a second life.

Many of these devices are donated to school and community projects through partners such as Tools with a Mission, Learning Link Ghana, and Focus Project UK, helping extend the life of valuable technology while improving access to education around the world.

Where equipment cannot be reused, we ensure it is recycled responsibly through specialist partners.

Responsible recycling

Electronic waste is one of the world's fastest-growing waste streams, making responsible disposal increasingly important.

ADM works with ICT Reverse to ensure equipment that has reached the end of its useful life is managed in line with the waste hierarchy. Devices are reused, refurbished, remarketed or recycled wherever possible with a 'zero landfill' approach that helps to recover vital resources and minimise waste.



Refurbished technology for customers

Supporting the circular economy isn't just about donations.

Through our partnership with RDUK, we can also supply high-quality refurbished business devices to customers looking for a more sustainable and cost-effective alternative to buying new equipment.

For organisations such as schools or businesses with high equipment turnover, refurbished devices provide reliable performance while reducing both costs and environmental impact.



"Technology shouldn't be wasted simply because it's no longer needed by one company. By giving devices a second life, we can reduce waste while creating opportunities for others."

Adrian Bryant,
Managing Director

Reducing waste in our own business

We're continually looking at ways to improve how we use resources across our own operations.

Recent initiatives include:

- Working with a local waste and recycling provider to improve recycling rates and reduce transport emissions
- Encouraging responsible recycling through our offices.
- Continuing to review purchasing decisions with sustainability in mind.
- Looking for opportunities to reduce unnecessary consumption across the business



Understanding our emissions

Climate change is one of the defining challenges facing business today. Measuring greenhouse gas emissions helps us understand where our biggest impacts occur, allowing us to prioritise action where it will make the greatest difference.

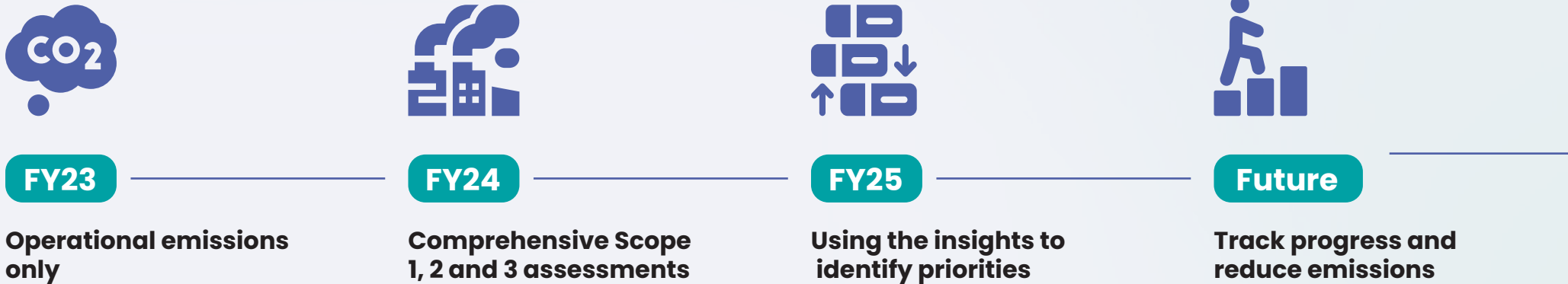
In 2024, ADM worked with TBL to complete a comprehensive greenhouse gas assessment in line with the Greenhouse Gas Protocol. For the first time, this included not only emissions from our own operations, but also those generated through our wider value chain, providing a much more complete picture of our environmental impact.

The results have established an important baseline against which we can measure future progress, and more importantly, they have identified where our greatest opportunities for reducing our emissions lie. These include reducing emissions associated with business travel and our vehicle fleet and working with suppliers and customers to reduce the impact of the technology we buy, sell, and support.



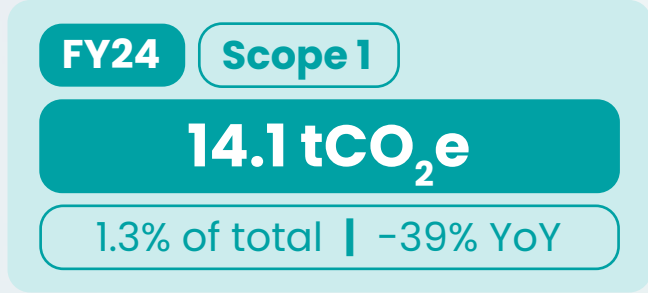
You can't manage what you don't measure. Establishing a comprehensive carbon baseline is the first step towards meaningful emissions reduction.

Carbon accounting journey



Our total emissions FY24

Our reported carbon footprint increased significantly in FY24. This does not represent a comparable increase in operational emissions. Instead, it reflects the expansion of our reporting scope to include a much broader range of Scope 3 emissions, particularly:



- Purchased goods and services
- Capital goods
- The use of sold products
- End-of-life treatment

These categories account for the majority of our carbon footprint and provide a much more complete understanding of our overall impact.

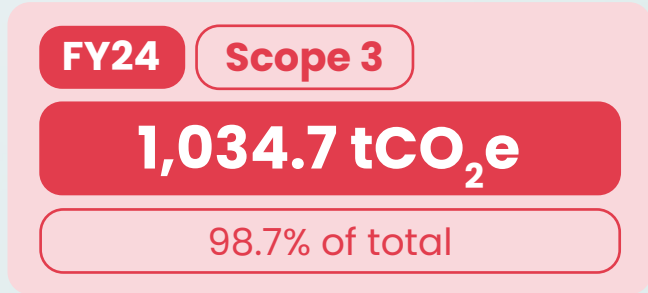


What our emissions tell us

Like many technology businesses, most of ADM's emissions sit outside our direct operations.

Over 98% of our reported footprint comes from Scope 3 emissions across our value chain, while emissions from our own operations represent only a small proportion of the total. This reflects the nature of our business where the manufacture, transportation and use of IT equipment create a much greater impact than our office.

This understanding helps us focus our efforts where they can have the greatest influence.

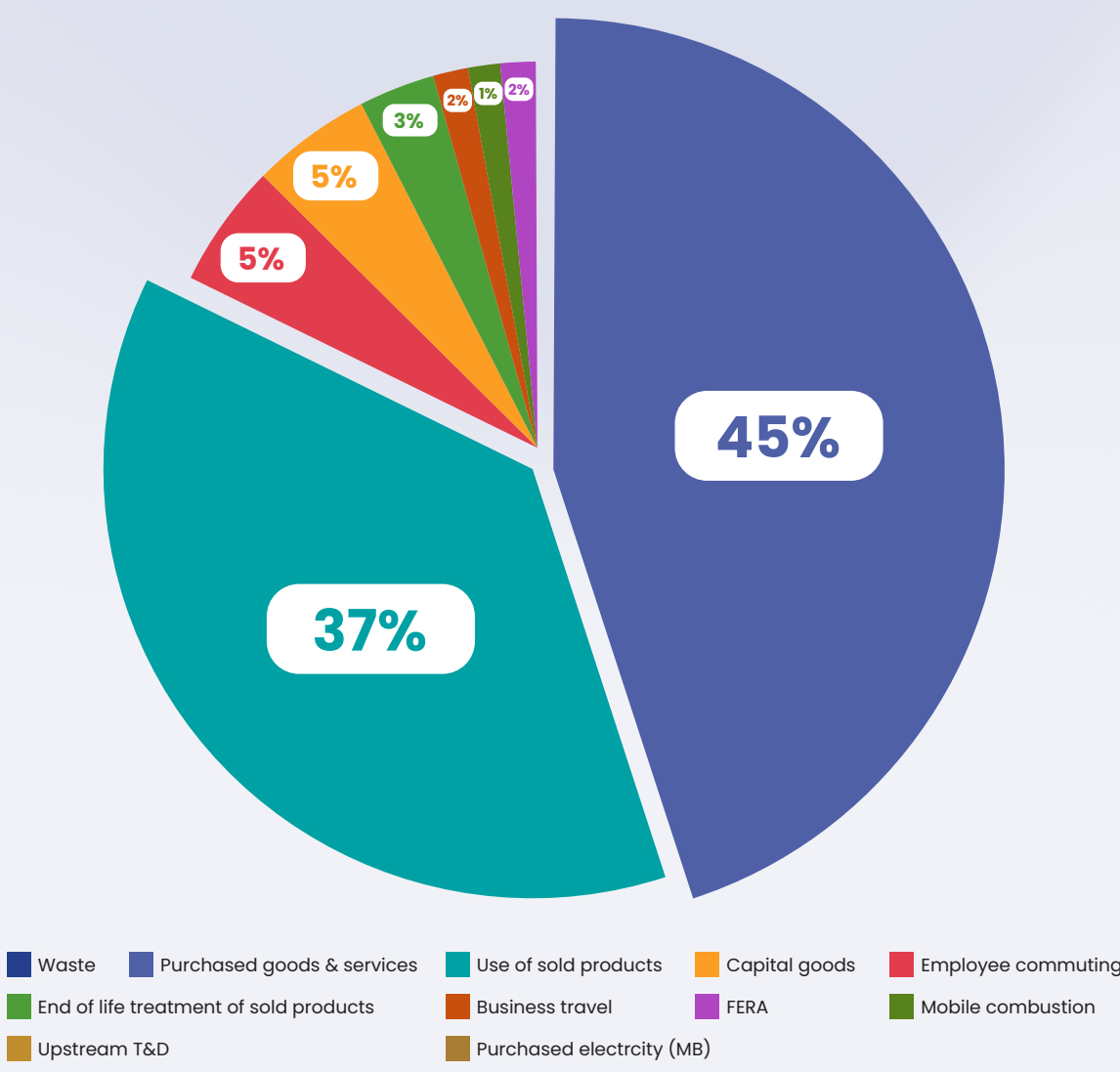


GHG Protocol breakdown

The Greenhouse Gas Protocol groups greenhouse gas emissions into three reporting scopes:

- **Scope 1** covers direct emissions from sources owned or controlled by ADM, such as fuel used by company vehicles
- **Scope 2** covers indirect emissions from purchased electricity
- **Scope 3** includes all other indirect emissions from across our value chain, from the products and services we purchase through to employee commuting, business travel and the lifetime use of products sold to customers

Our carbon hotspots



Purchased goods and services – 45%
Our largest source of emissions comes from the products and services we purchase, particularly hardware supplied to customers. This highlights the importance of supplier engagement, responsible procurement, and extending product life through refurbishment & reuse.

Products in use – 37%
The electricity consumed during the lifetime of products sold to customers represents one of our biggest opportunities to influence emissions. Supporting customers to choose energy-efficient technology can reduce emissions long after installation.

Employee commuting – 5%
Supporting flexible working, electric vehicles and active travel helps reduce emissions associated with daily commuting.

Our own operations
Only around 1% of total emissions come directly from company vehicles and purchased electricity, reflecting the relatively low operational footprint of an office-based business.

Reducing our emissions



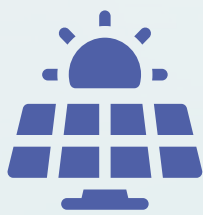
Measuring what matters

We've established a comprehensive carbon baseline using internationally recognised methodologies and we will continue to build our understanding of emissions over time. This provides the evidence needed for us to prioritise future actions and monitor progress.



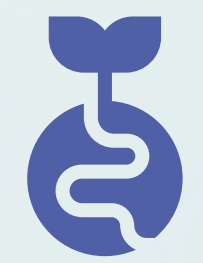
Transitioning our vehicle fleet

We're gradually replacing petrol and diesel vehicles with electric alternatives and have installed EV charging infrastructure at our offices. Through our partnership with Octopus Energy, colleagues can also access electric vehicles through our salary sacrifice scheme, making lower-carbon travel more affordable.



Lower-carbon workplaces

Our Canterbury office has benefited from solar panels since 2012, reducing reliance on grid electricity and demonstrating our long-standing commitment to renewable energy. We continue to purchase renewable electricity, meaning our market-based Scope 2 emissions remain at zero.



Supporting climate action

Alongside reducing our own emissions, we support wider climate action through Ecologi, funding projects that reduce greenhouse gas emissions and restore forests around the world. We also plant trees to celebrate employee birthdays, making climate action part of our company culture.

Looking ahead
Having established a comprehensive carbon baseline, our focus is now on using these insights to guide future decision making over time. We will continue improving data quality, increasing the use of lower-carbon technology, engaging suppliers, and identifying opportunities to reduce emissions across both our operations and value chain. As our understanding grows, so too will our ability to set meaningful reduction targets and measure progress against them.

Protecting nature

Healthy ecosystems underpin thriving communities, resilient economies and a stable climate. While our environmental impact as an IT business is relatively low compared with many industries, we recognise that every organisation has a role to play in protecting and restoring nature.

Our approach is focused on supporting practical initiatives that contribute to healthier environments, reducing pressure on natural resources by extending the life of technology, and continuing to build nature into the way we think about our business and our wider community impact.

As our sustainability programme develops, we will continue to look for new opportunities to strengthen our contribution to nature recovery alongside our work on climate and resource efficiency.



Supporting global reforestation

Since joining Ecologi in 2022, ADM has supported climate and nature projects around the world, helping fund global reforestation and carbon reduction initiatives through the platform.

We currently fund the planting of more than 350 trees every month alongside a range of independently verified climate projects. While reducing emissions remains the priority, supporting nature-based solutions helps restore habitats, improve biodiversity, and create wider benefits for the environment.



Creating opportunities through environmental education

Our commitment to nature extends beyond tree planting.

Between 2014 and 2026, ADM worked with partners in China to develop an OCN Level 3 certified Forest Schools training programme, helping train more than 2,000 teachers and practitioners to deliver outdoor learning and environmental education.

By encouraging children to connect with the natural world from an early age, the programme has helped build environmental awareness that continues to benefit future generations. Today it is delivered independently by local partners, creating a lasting legacy beyond ADM's direct involvement.

Using resources wisely

One of the most effective ways to reduce pressure on the natural environment is to make better use of the resources we already have.

By extending the life of laptops and other IT equipment through refurbishment, reuse, and responsible recycling, we help reduce demand for new materials while supporting the circular economy. It's a practical example of how thoughtful resource management can deliver both environmental and social benefits.



Looking ahead

Protecting nature is becoming an increasingly important part of sustainable business.

As we continue to develop our environmental programme, we'll look for opportunities to better understand our impact on nature and identify practical ways we can contribute to biodiversity both locally and through the projects and partnerships we support.

Building an inclusive workplace

Technology is built on ideas, innovation and problem solving, and the strongest ideas come from diverse perspectives.

At ADM, we're committed to creating a workplace where everyone feels respected, supported and able to build a rewarding career. While the technology sector continues to face challenges around gender representation, we believe businesses have an important role to play in helping change that.

Our approach focuses on creating opportunities, supporting development, and encouraging more women to consider careers in technology. By working with schools, colleges, industry partners, and our own people, we hope to contribute to a more diverse and inclusive profession for future generations.



Inspiring future talent

One of the most effective ways to improve diversity is to encourage young people to see technology as a career that's open to everyone.

We work with local schools, colleges and universities to introduce students to careers in IT, helping challenge outdated perceptions of the industry and demonstrating the wide range of opportunities available.

As part of this work, female colleagues attend careers events and education programmes, providing visible role models and sharing their own experiences of working in technology.

Our target

Each year, female colleagues will attend at least six school, college or university careers events to encourage more women to explore careers in technology.



Working together to drive change

Improving diversity across the technology sector requires collaboration.

ADM works with like-minded technology businesses to share ideas, learn from best practice, and support initiatives that encourage a more inclusive industry. This includes participating in collaborative groups such as the Ingram Trust X Alliance, where organisations come together to exchange knowledge and explore opportunities to drive positive change across the technology sector.

By working together, we hope to contribute to lasting change that extends beyond our own business.

Building an inclusive team

Creating an inclusive workplace starts with how we recruit, develop and support our people.

We're committed to ensuring our recruitment processes encourage a diverse range of applicants and provide equal opportunities for everyone to succeed.

As part of this commitment, we've set a target for one in three new hires to be female, helping us build a workforce that better reflects the communities we serve. This objective forms part of our wider commitment to creating an inclusive workplace where everyone can thrive.



Looking ahead

Creating a more diverse technology sector won't happen overnight, but every organisation has a role to play. We'll continue to review our recruitment practices, support career development, engage with education providers and work alongside others across our industry to encourage more women to consider careers in technology.

Helping our people thrive

At ADM, we've always believed that looking after our people is one of the best investments we can make. Our mission is centred on helping our colleagues develop, fulfil their potential and build rewarding careers. By combining professional development with a supportive culture and a strong focus on wellbeing, we aim to create an environment where people enjoy coming to work and choose to stay for the long term.

Many of our colleagues have built their careers with ADM over many years, and that continuity benefits our customers too, creating trusted relationships and a depth of knowledge that only comes from an experienced and engaged team.



Investing in careers

Technology is constantly evolving, so learning never stops.

Many of our engineers joined as apprentices and have progressed into senior technical and leadership roles. We support that development through structured training, mentoring, and professional qualifications, helping colleagues build successful careers while ensuring our customers continue to receive expert advice and support.

Every engineer receives a dedicated training day each month alongside optional Wednesday evening training sessions (WETS), where senior colleagues share knowledge, explore new technologies, and discuss industry developments. We also encourage colleagues to achieve recognised vendor certifications and continue developing their skills throughout their careers.

Supporting wellbeing

Helping people thrive means supporting both physical and mental wellbeing. Over many years we've developed a workplace where wellbeing is actively encouraged through training, open conversations, and practical support. We have three qualified mental health first aiders, provide mental health awareness training for managers, and ensure colleagues have access to confidential support whenever they need it.

Our approach has been recognised externally through the Kent & Medway Workplace Wellbeing Programme, where we've achieved Bronze, Silver, Gold and Platinum awards; as well as winning the Kent Mental Health and Wellbeing Award in 2021. More recently, we've taken the experience beyond our own business by speaking, sponsoring the Kent Mental Wellbeing Awards and working with organisations such as Medway Council to deliver wellbeing webinars for businesses across the region.

- Three trained mental health first aiders.
- Platinum Kent & Medway Workplace Wellbeing Award
- Winner of the Kent Mental Health and Wellbeing Award
- Annual wellbeing sessions for colleagues
- Wellbeing webinars for the wider business community

Giving back together

Many of the community projects featured throughout this report are only made possible by the enthusiasm of our colleagues.

Every employee is offered a paid volunteering day each year, giving them the opportunity to support a cause that's important to them during working hours. Alongside individual volunteering, we organise team volunteering days with local charities and community organisations, making it easier for everyone to get involved.

Whether preparing meals at Catching Lives, supporting local schools or fundraising for charities, our people play a vital role in helping ADM make a positive difference across our communities.

Recognising great people

One of the things that makes ADM special is the value we place on recognising the contribution our people make every day.

Our annual Engineer of the Year Awards celebrate not only technical excellence, but also teamwork, customer service, innovation and the behaviours that support our culture. Awards such as Most Supportive, Spirit of ADM, Community Champion and Team Player reflect the values we believe are just as important as technical expertise.

Alongside formal recognition, regular team events and social activities help strengthen relationships across the business and reinforce the family culture that has been part of ADM since it was founded.

Looking ahead

As our business continues to grow, we'll continue investing in the things that matter most to our people, including professional development, wellbeing, inclusive leadership, and creating opportunities for our colleagues to contribute to the communities we serve. By helping our people thrive, we strengthen not only our own business but also the service we provide to our customers.

Looking forward

Building on strong foundations

For more than 40 years, ADM has believed that businesses should have a positive impact beyond the services they provide, whether that's supporting their customers, investing in their people, reducing waste, or helping communities both locally and overseas. Many of the principles that underpin our sustainability approach have been part of our business for decades.

This report marks another important step on that journey.

By bringing our activities together under a clear sustainability framework, measuring our carbon footprint, setting priorities and sharing our progress more openly, we are creating stronger foundations for the future. This also gives us a clearer understanding of where we can have the greatest impact and where we need to focus our efforts next.

As technology continues to evolve, we believe businesses like ours have an important role to play. By helping organisations use technology more responsibly, extending the life of equipment, supporting secure and efficient ways of working and continuing to invest in our people and communities, we can have a positive impact that extends far beyond our own business.

We know there is more to do, and we do not expect to have all the answers; what we can promise is that we will continue to listen, learn and improve, taking practical steps each year to strengthen our contribution to our customers, our community and the environment.

Our focus going forward

- Continue measuring and reducing our environmental impact
- Help customers make more sustainable technology choices
- Continue our support for local charities and international education projects
- Invest in our people, skills and workplace wellbeing
- Strengthen partnerships that create long-lasting social and environmental value





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