

CSR REPORT 2021

Bright Language's Social
Responsibility actions and
commitments

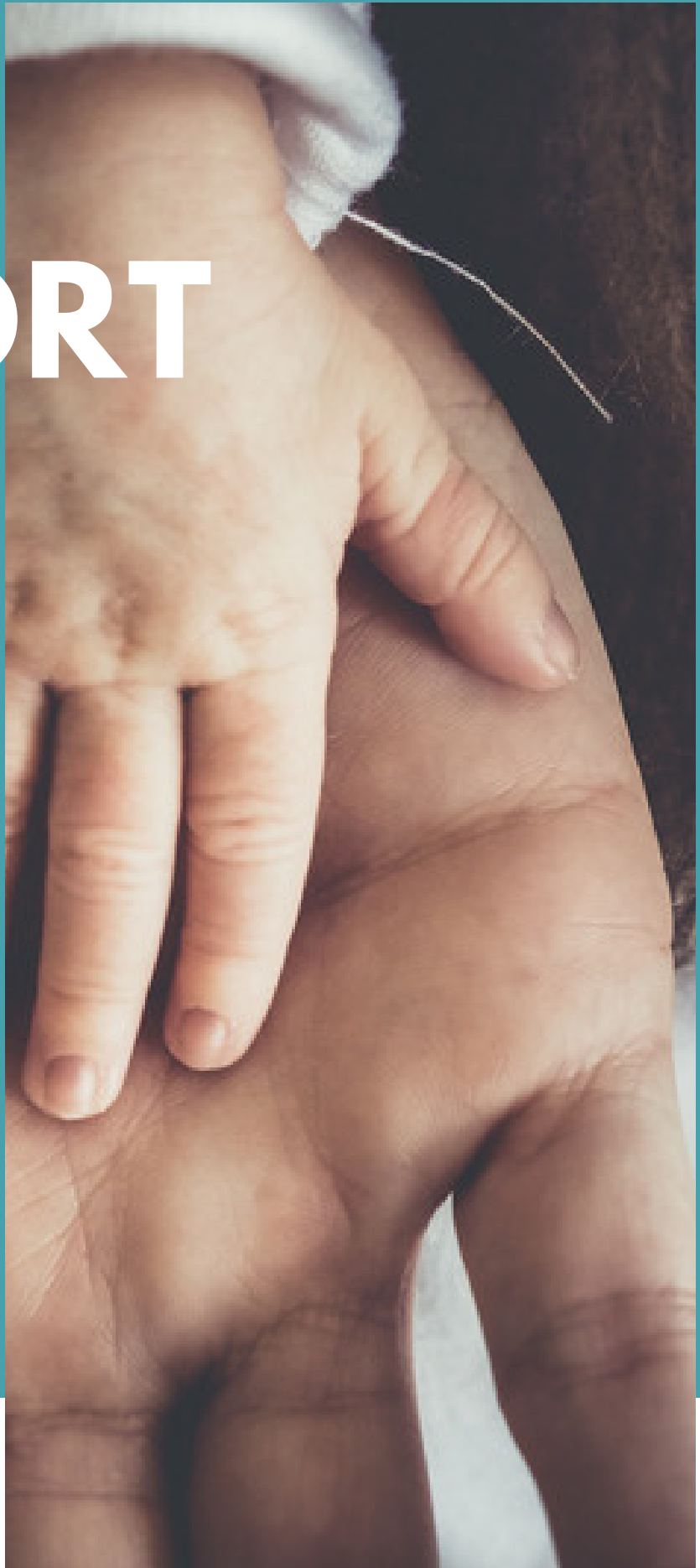


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Message from our CEO

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Today more than ever we reaffirm our commitment to reduce inequalities by making the talent selection, mobility and learning process more efficient, transparent, and objective, respecting diversity and inclusion.



In 2020 we all faced an unprecedented global situation that has completely transformed every aspect of our lives. We set out to face the challenges together as a community by setting a very special goal: not leaving anyone behind.

Our mission of helping people around the world to access to high quality education and job opportunities through an objective and recognized language assessment acquired a whole new meaning. We reaffirmed our commitment to work together with companies to help their talent selection teams to keep operating in optimum and safe conditions despite of the social distancing and travel restrictions in place. We set a new goal as well. To assist organizations in their transition to remote work. We developed Bright Secure, a proctoring tool to allow candidates to take their test from home in transparent and safe conditions. This tool has allowed us to reach to people who normally cannot access to a test center thus, with limited opportunities to apply to higher education and new jobs.

2020 also marked another milestone for us. We have reduced an 80% the paper use in our offices and we have set the goal of becoming completely paper free by 2024.

More than ever, we are strongly committed to help building more inclusive and sustainable communities, providing people from every corner in the world with equal opportunities to access quality jobs and education.

Business Overview



+1000

Training centers and
partners around the
world

1,2M

Candidates took a Bright
Language test

241

Companies assessing
their teams with Bright
Language's tests



Our Purpose

At Bright Language we work every day to help people from all over the world to have equal access to education and jobs for a brighter and more inclusive future.

Values

- Responsibility
- Transparency
- Respect and inclusion
- Innovation
- Collaboration
- Adaptability

Mission

To offer a language proficiency assessment tool to a wide market which is :

- OBJECTIVE
- COMPETITIVE
- STRAIGHTFORWARD
- EASY TO ACCESS
- RECOGNIZED
- STANDARDIZED

Priority SDGs

At Bright Language we are committed to contribute to make the United Nation's Sustainable Development Goals a reality. The following SDGs are at the core of our organization and guide us through our decisions, our partnerships, goals and our relationship with the community.



Quality Education

"Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all."

This goal is at the heart of why we do our work every day at Bright Language.



Gender Equality

"Achieve gender equality and empower all women and girls."

We strongly believe the best way of empowering women is through education and job opportunities. Also at Bright 75% of our team members are women.



Reduced Inequalities

"Reduce inequality within and among countries."

Today more than ever the gap among countries have grown bigger due to the global crises. We are committed to increase our presence in developing countries to allow more students and candidates to have equal opportunities to access jobs and education and improve their living conditions.



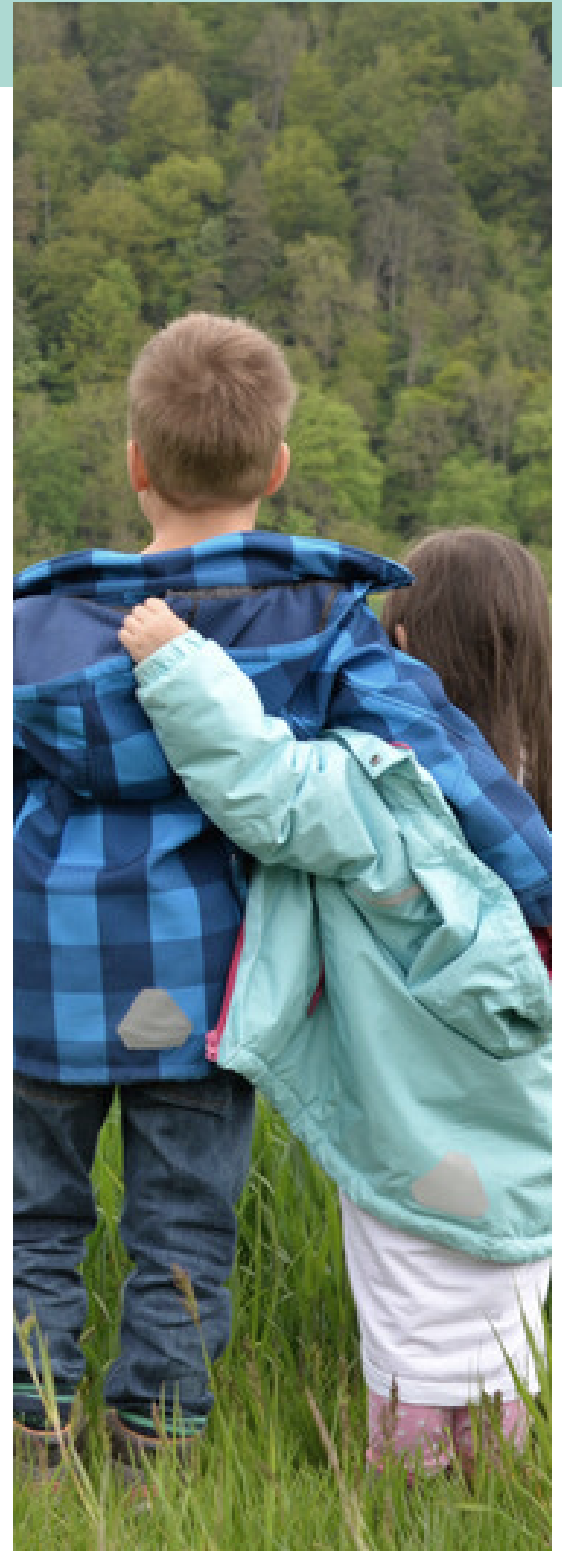
Responsible consumption and production

"Ensure sustainable consumption and production patterns."

All our assessments are online, we do not conduct assessments on paper. In 2020 we successfully reduced in 85% the paper use at our offices. All our invoices and communications with clients are digital and we set up the goal of eliminating the use of paper by 2024.

Social Impact

- Promoting equal access to education and job opportunities to help reducing inequalities around the world.
- Supporting our partners.
- Advocating for the protection of human rights and gender equality.
- Ensuring numerical accessibility.



Actions & Results

Promoting equal access to education and job opportunities around the world is at the core of our organization. For this, we are actively creating new partnerships with training centers in Africa, Asia and Latin America. We have put in place a preferential tariff protocol for these regions to promote enrolment and enable candidates to access to high quality education and job positions through our language assessments.

Between 2020 and the first semester of 2021, more than 5000 candidates from Africa, America, and Asia were able to continue their studies in Canada through our remote assessment tool and special partnerships for this matter with local training centers.

We actively invest in R&D to continuously improve our operations and provide a better service to our clients. We work closely with our partners and clients to get their feedback and develop solutions and new services according to rising needs or concerns.

Due to the emerging global health crisis, in 2020 we developed Bright Secure, our remote assessment tool. Thanks to this new secure tool, more than 5000 candidates between 2020 and the first semester of 2021 were able to take a Bright Language test remotely in transparent and secure conditions, despite of the social distancing restrictions.

As part of the numerical accessibility policy, Bright Language has detailed a test protocol for people with disabilities. The assessment is available with an additional third of time for special needs. For people with visual disabilities, the candidate's interface has been modified to provide better visibility with very marked color contrasts and the ability to move around with the keyboard.

For people with hearing disabilities, amplifying headphones can be used for people who do not wear a hearing aid.

A version of the certification is also available including only the reading comprehension part. We also offer the possibility of making additional arrangements for special situations.



Future actions

We are currently working to offer a version of our tests compatible with the use of braille devises for people visually impaired.

Bright Language has set the goal of increasing the presence and partnerships in Latin America, Asia, and Africa to work towards increasing equal access to education and job opportunities.

For the next 2 years, we are planning to conduct special partnerships and collaborations with NGO's and educational institutions to create a joint program to give refugees and high performing students from developing countries free access to Bright evaluations and preferential tariffs.

We will be increasing the frequency of our surveys to better understand clients and other stakeholder's needs and concerns and provide innovative and suitable answers to these needs and requirements.



Employees and culture

Providing equal job opportunities.

Encouraging diversity and inclusion at the workplace.

Ensuring equal and fair remuneration.

Adopting a horizontal organization structure.

Promoting wellbeing and mental health of all collaborators.

Transitioning permanently towards remote work for all our collaborators.



Actions & Results

Bright Language is an equal opportunity employer and we are committed to abide by all fair labor practices. Together with the transition towards permanent remote work for all our collaborators, we have put in place actions to ensure the optimum working conditions of our teams, providing them with the necessary equipment and creating a special communication channel to cover their needs and requirements.

Promoting and respecting diversity and inclusion is at the core of our organization. Our teams are built by people from diverse cultures, gender, ages, and nationalities. This diversity enriches our work while helping us all grow as human beings.

We recognize that lack of diversity in the tech industry as a whole is a problem to be addressed. Bright Language actively recruits women and minorities into our teams. Currently 75% of our team members are women and 40% of the collaborators are from minority groups.

Bright Language operates with a horizontal structure, where employees have independence and autonomy to set goals and manage their own schedules. Our employee satisfaction policy is focused on ensuring the highest level of employee satisfaction and wellbeing. Based on this, all our employees have equal and fair remuneration.

The wellbeing and mental health of our collaborators is a priority at Bright Language. This is why we are always looking for new ways of promoting a positive work environment that encourages growth and collaboration between our team members. We have created spaces and activities dedicated to Team Building and creative thinking. As a result, the talent retention rate for 2020 was 100%.

Future actions

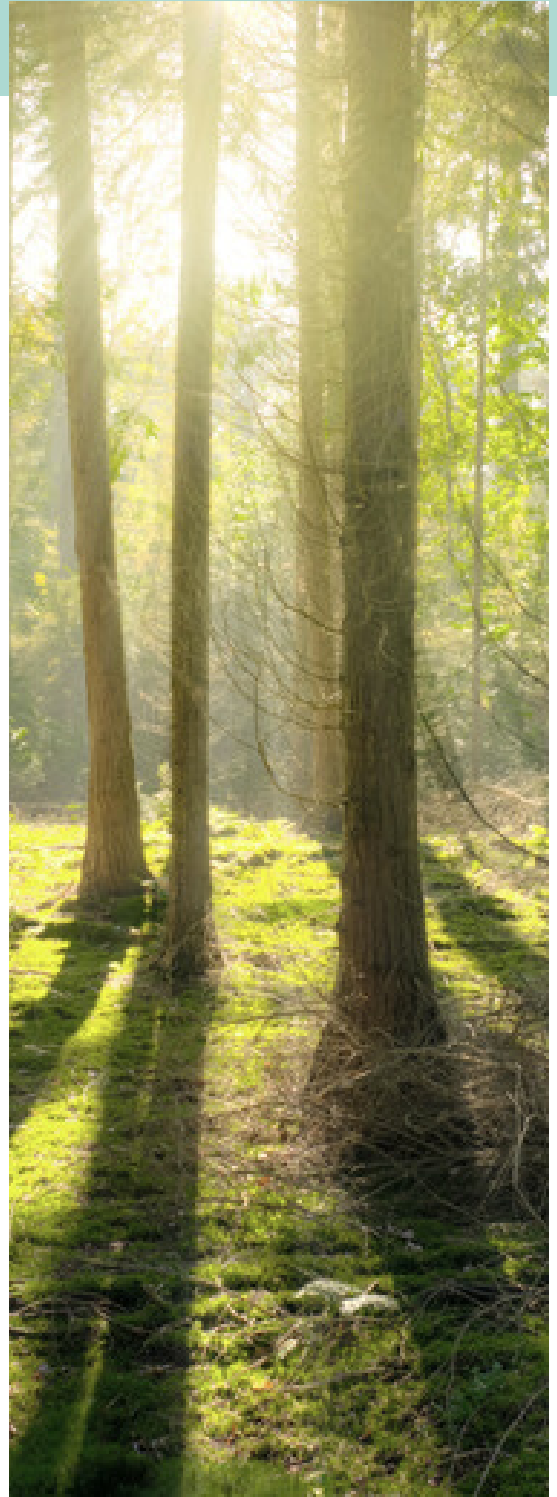
As part of our future actions, we are planning to put in place a formal protocol for collaborators with special needs working remotely.

We are also planning to increase the number of team building activities and creative thinking sessions adapted to the transition towards permanent remote work.



Environment

- Reducing energy consumption.
- Substantially reducing waste generation through prevention, reduction, recycling, and reuse.
- Promoting awareness for sustainable development and lifestyles in harmony with nature.



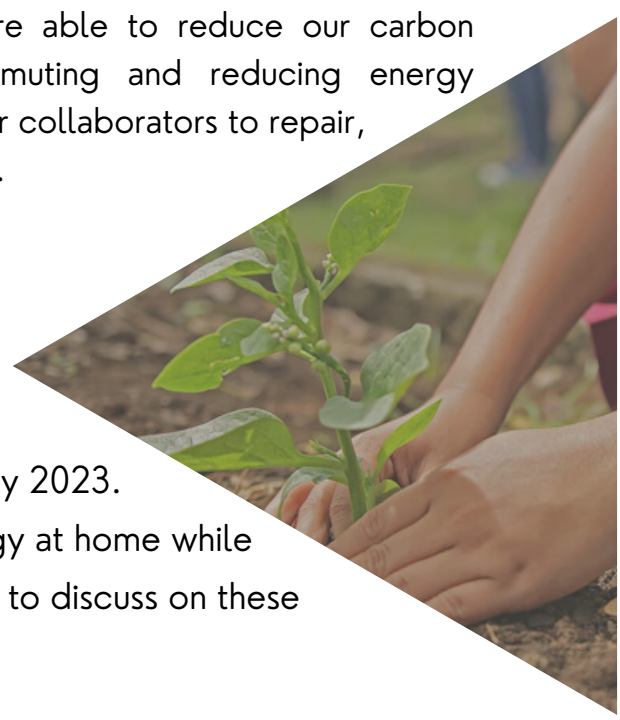
Actions & Results

As a company that has been providing language assessments that are conducted 100% online for more than 30 years, we are strongly committed to prevent paper consumption and waste.

In this sense, all our invoices, communications, and forms, are completely digital. In 2020 we reduced the paper waste at the workspace by 90% by reducing printed material, marketing material and presentations, which are today delivered digitally.

To encourage the use of dematerialized documents and avoid printing of reports and certificates, we have developed a new online certificate with additional levels of security and an integrated digital ID.

To contribute to energy consumption reduction, we decided to transition towards permanent remote work . With this decision, we were able to reduce our carbon footprint by eliminating the consequences of commuting and reducing energy consumption at the office building. We also encourage our collaborators to repair, reuse and recycling electronic material such as computers.



Future actions

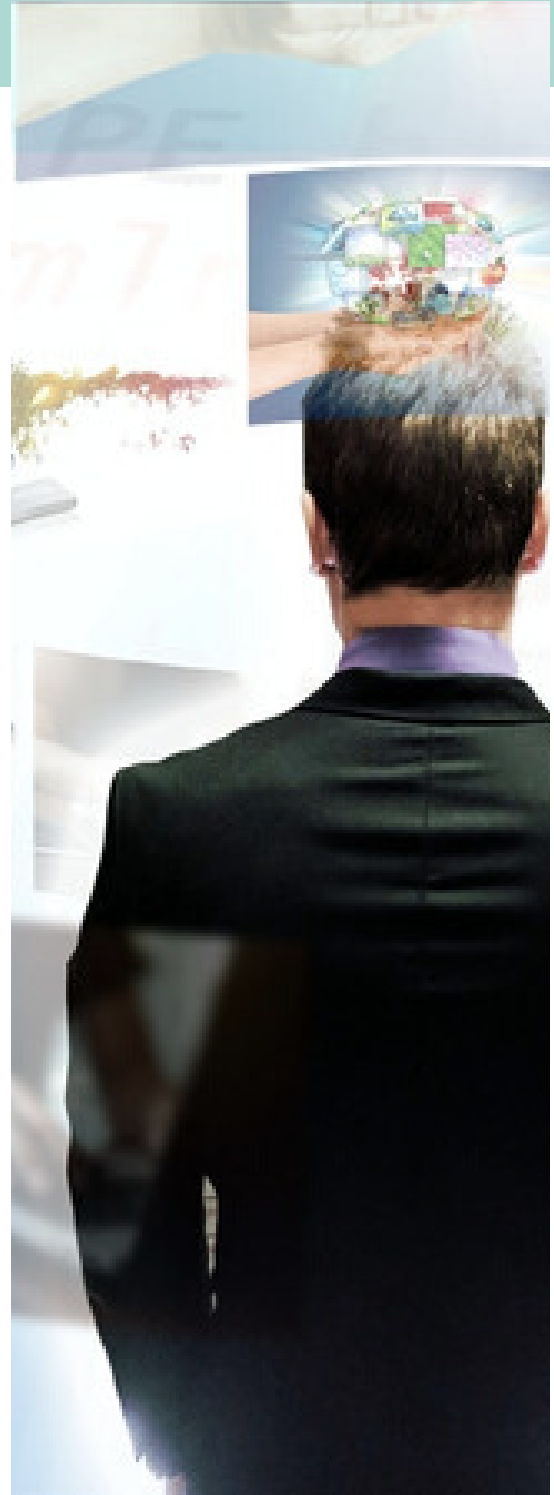
Our goal is to become a 100% paper free organization by 2023. We are preparing training sessions on how to save energy at home while working remotely and creating new spaces of exchange to discuss on these topics within our teams.

Corporate Governance

Promoting transparency & business ethics

Promoting work ethics outside the organization

Establishing a code of conduct for our partners, clients and end-users



Actions & Results

Bright Language is continually working to improve the way it operates. We are committed to transparently communicate any change in our conditions or protocols in advance to our partners and clients.

In order to ensure and control the ethics and respect of our protocols by our partners, accredited training centers and end users, we conduct regular audits, control the test sessions and update regularly our conditions to become an accredited center. Only the training centers that sign in conformity and commit to comply with our protocols, codes and conditions can become accredited Bright Language centers.

We also conduct satisfaction surveys to get feedback from our clients and users, and ensure the correct development of our assessments.

We regularly update and review of our tests, to offer an innovative and high-quality assessment solution that performs according to the needs of our clients and candidates.

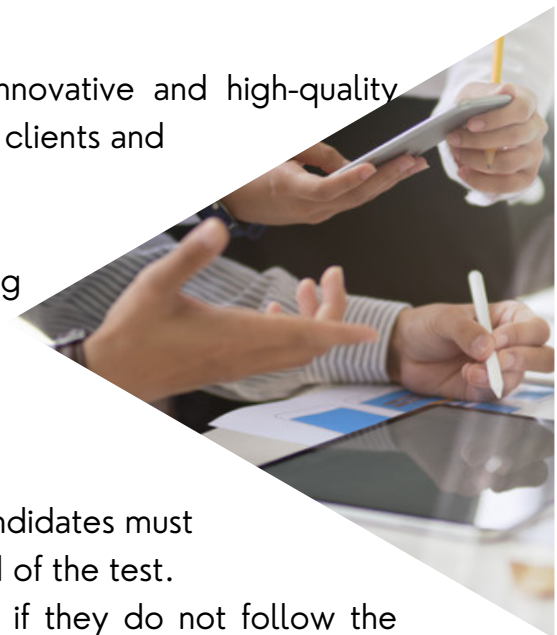
In 2020, we have reviewed and updated our protocols for taking a Bright Language assessment in optimum, secure conditions and correctly invigilated to strengthen the transparency and reliability of our tests.

These three protocols are guidelines that test managers and candidates must follow and comply to receive their verified certificate at the end of the test. We have also put in place strict sanctions to training centers if they do not follow the guidelines of our protocols.

Future actions

Bright Language is constantly committed to respect and promote transparency inside and outside our organization. Trust and transparent communication are one of our most important values and guide all our actions. We are actively working to develop a work code of conduct for all the collaborators of our organization.

In 2021 we will be creating a new code of conduct and examination rules for test takers.



Conclusion

At Bright Language we wish to renew our commitment to contribute to ensure that every person, no matter their gender, nationality or birthplace can have equal access to education and job opportunities, because we are convinced that it is through education that we can all improve the quality of lives, protect human rights and ensure the access to basic needs and a sustainable development for us and for the generations to come.

We commit to keep our efforts to reduce the carbon footprint of our operations, to amplify our positive impact by partnering with organizations and NGO's that promote access to education and to create new roads to provide new opportunities to minorities and women around the world.



Quality Education



Gender Equality



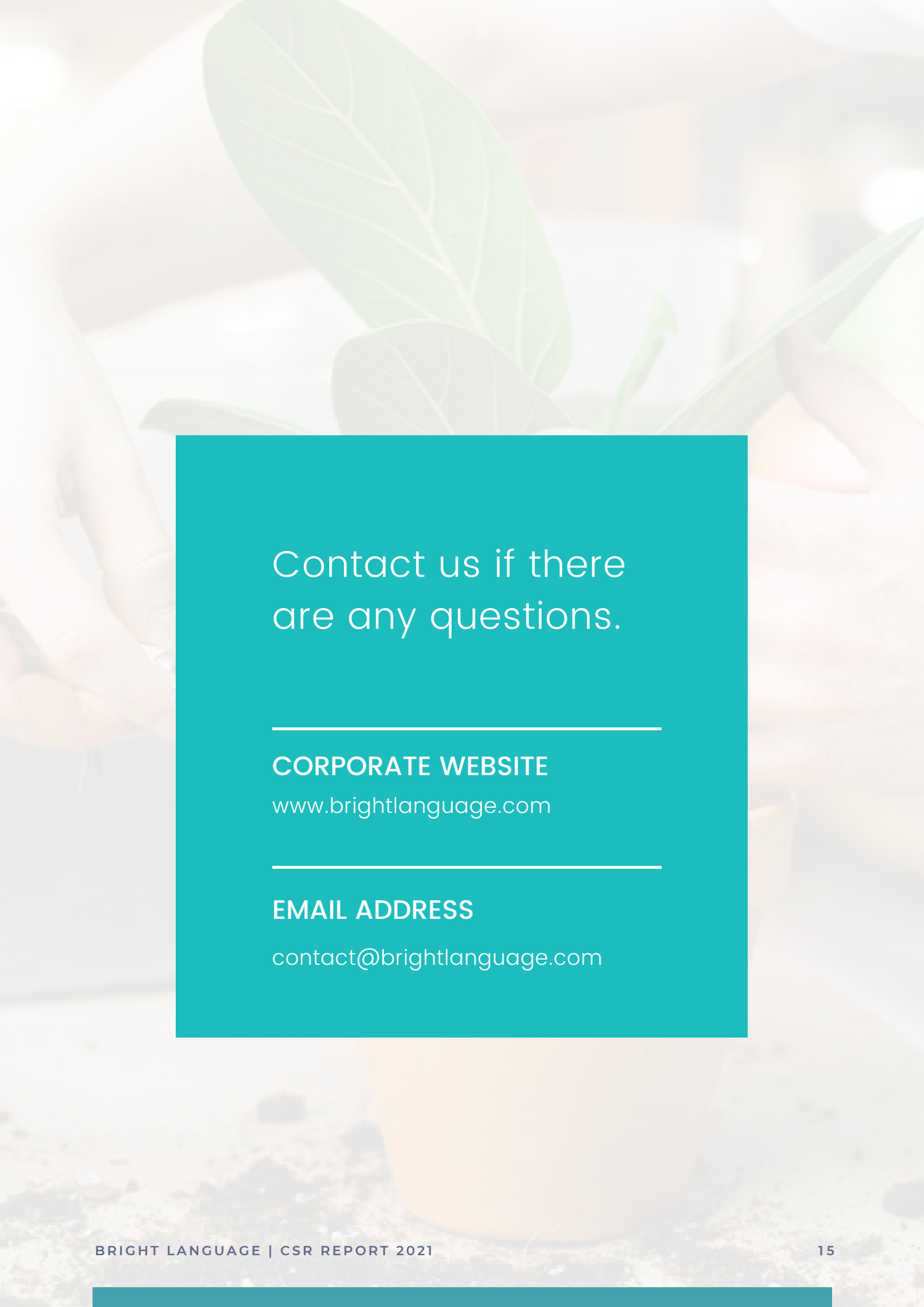
Reduced Inequalities



Responsible consumption
and production

***"Education is the most powerful weapon which you
can use to change the world."***

- Nelson Mandela



Contact us if there
are any questions.

CORPORATE WEBSITE

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