

Hogan
Lovells

BASE

Business as a force for good

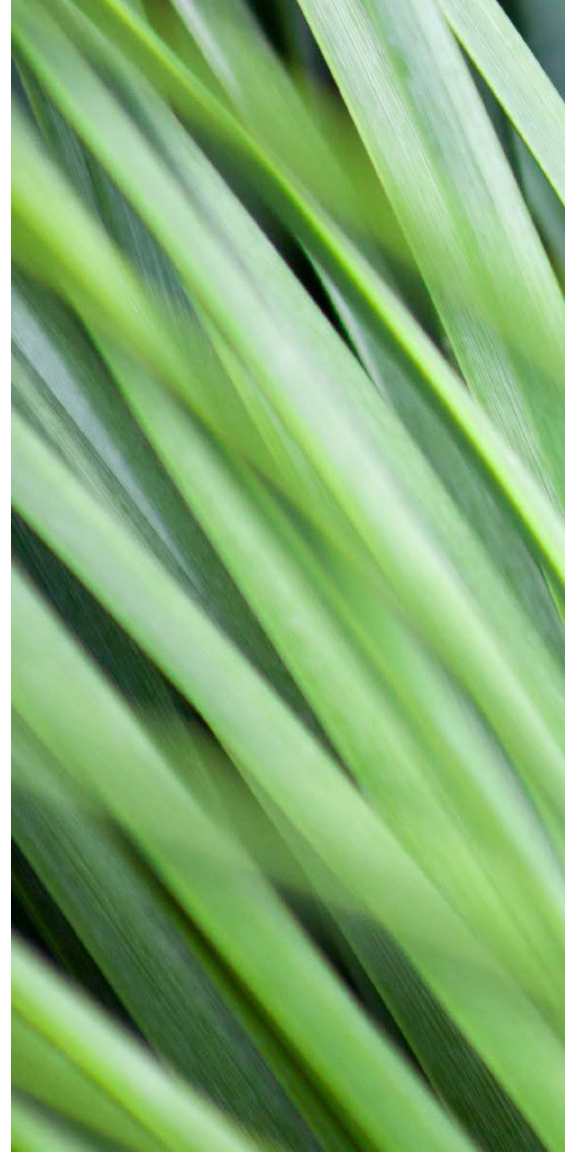
Impact Report 2021




The role of business in society is under the microscope. In a year when the world continued to deal with the consequences of a global pandemic, understanding how an organisation impacts its people, its communities and the planet has become an ever more fundamental part of its licence to operate.

Business is under greater scrutiny and its stakeholders are taking a good long look through the lens. Stakeholder accountability may be trending but is business turning words into action? One sector that leads on action and examining impact is social enterprise. As these topics move into the mainstream, business can benefit from the experience of social enterprise and will profit by listening to, partnering with and investing in entrepreneurs who have been balancing a triple bottom line from the start.

This report is a celebration of our clients. Inspiring individuals, impactful businesses and social innovators. If you want stories that inspire or need reasons to hope, speak to a social entrepreneur.





“It is a strategic priority of the firm to use our legal expertise to assist those who are doing so much to benefit society. HL BaSE is an integral part of achieving this by supporting social and sustainable business. We are in a unique position to leverage the experience of a global law firm to ensure that access to legal support is not a barrier to scale for impact organisations and to be an enabler for these organisations to grow their impact in a sustainable way.”



Miguel Zaldivar

CEO, Hogan Lovells



Content



Section 1
HL BaSE



Section 2
Partnership
for the goals



Section 3
Our clients

HL BaSE

Impact

HL BaSE Training

HL BaSE Catalyst





HL BaSE

HL BaSE is Hogan Lovells' impact economy practice.

Our goal is to ensure that access to legal support is not a barrier to scale, enabling organisations to grow their impact in a sustainable way. HL BaSE supports social businesses working towards the UN Sustainable Development Goals.

Our mission is accessible legal support for business as a force for good.

In 2021 we invested

8,300+

hours 



Worth more than
£4 million/
\$4.8 million



555+
lawyers



260+

social enterprises
supported



SUSTAINABLE DEVELOPMENT GOALS

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

Image provided by <https://www.undp.org>

HL BaSE Training

Hogan Lovells gives its people the training, tools, and environment to empower them to be their authentic selves in the firm and with clients. Making positive impact and innovative behaviour central to a business requires more than just policies. That is why we developed our HL BaSE Training program.

Over 50% of our lawyers and lawyers from over 20 major clients have completed the mini-MBA style course, which also provides a continued programme of pro-bono support for social enterprises.

HL BaSE Training includes a two-day programme, teaching commercial skills and the relevance of impact and sustainability to every business. Delivered in partnership with our impact economy clients, delegates are introduced to their first social business client who they go on to advise on a pro bono basis for 6 months.



trainees
and junior
lawyers trained



25
social
businesses advised



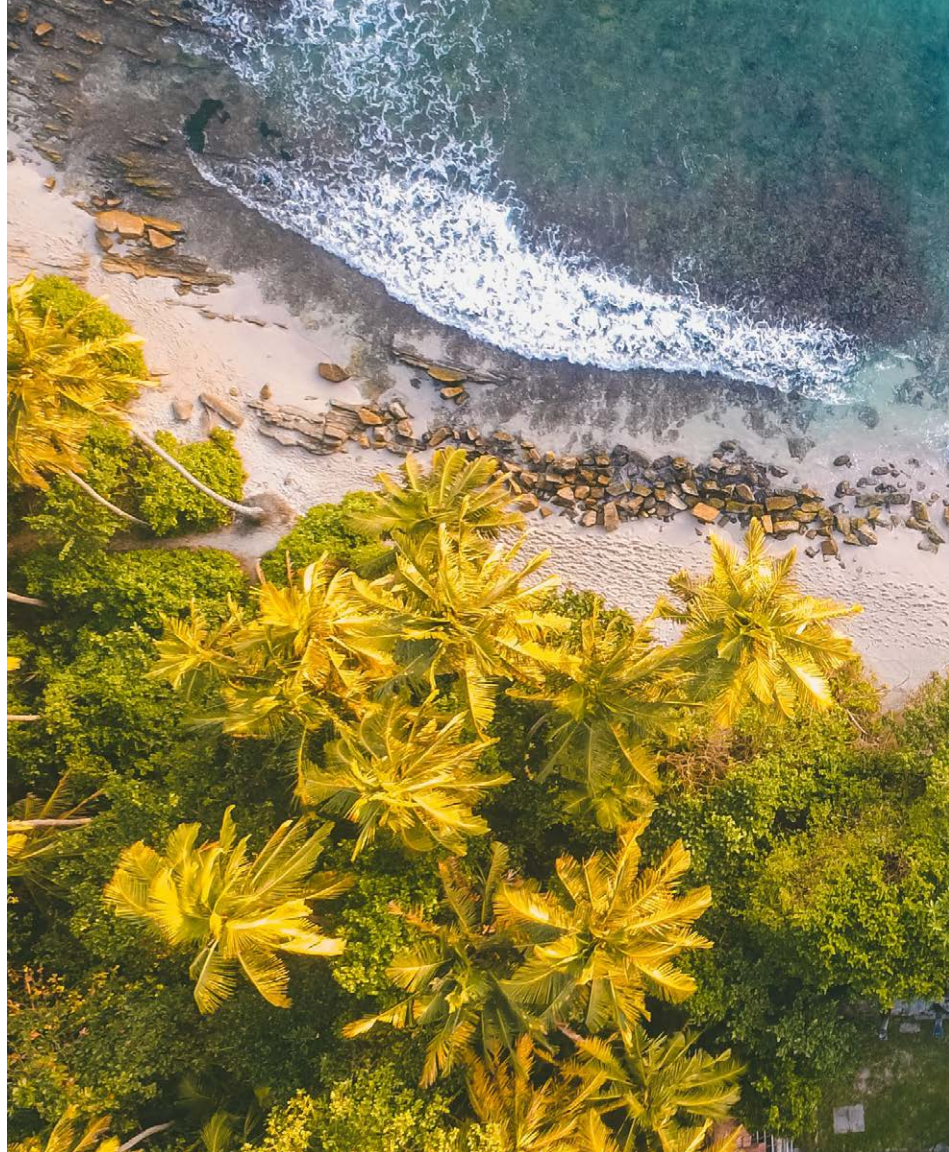


The 2021 programme ran in early September 2021, virtually bringing together 150 junior lawyers from Hogan Lovells and our clients. A highlight of this year's program was the keynote speech from Sohaila Ouffata, Managing Director of BMW i Ventures in Europe. Sohaila's talk focussed on the connection between economic growth and purpose. As she explained, until recently the two were "seen as something that was not combinable. It was thought that you either make financially good investments, or you make social investments". Sohaila spent years trying to convince people that the two concepts were not in fact mutually exclusive, but it is only in the past few years that people have really started taking notice. In this context, Sohaila highlighted the relevance of HL BaSE training, saying that the shift to more sustainable business is here to stay and is something that will define the careers of junior lawyers everywhere: "It's easy to say that it's just fashionable – everyone talks about it today, tomorrow it will be something else. But I don't think so. I think that your work careers at Hogan Lovells will mainly be influenced by this shift."

Delegates were given a tree by Treedom, and as a result helped to offset 7,700kg of CO₂. Through the social enterprise Treedom tree owners are able to track the progress of their trees through regular photo and video updates, as well as updates on a tree's crop yield and CO₂ offsetting. Since it was founded in 2010, Treedom has planted over 2.25 million trees.

HL BaSE Catalyst

HL BaSE Catalyst is a programme of pro bono support for social entrepreneurs that allows us to work alongside in-house counsel at our private sector clients to advise entrepreneurs. By working together on issues that align with our shared values we can maximise our impact. Our workshops also offer social entrepreneurs guidance in other business areas, such as marketing, business development and HR, by drawing on the expertise of volunteers from our Business Services teams.





75
client
volunteers

17 
countries

 35
social
entrepreneurs

“Every time I work with Hogan Lovells I find it so impressive how properly dedicated to providing pro-bono support you are. It’s always good, valuable advice with as little administrative burden on the non-profit as possible and that just creates so much value for us.”

Jonathan Tan, Greater Change

“I found it very interesting to meet various social entrepreneurs and to try to help them get a grasp on certain legal questions. It is always very helpful to change perspective, even if it was just for one afternoon.”

Jan-Hendrik Petersen, Head of Legal Franchise Management, Novartis



Partnership for the goals

Afritech XYZ

Buy Social

Earth Fixers

Ashoka





Afritech XYZ

We partnered with Afritech XYZ, an initiative run by Do it Now Now, to provide pro bono legal advice to four innovative tech start-ups across Africa in order to support them in tackling challenges, including employment, food security, and biodiversity loss.

Afritech XYZ works with African tech entrepreneurs and provides them with the mentoring and networks they need to build tech that will contribute to a better future for Africa. Businesses including Agrodata, which maps honey-bees using GIS/Remote Sensing and invented the “iSmart hives”, creating a Community Bee-Agrifood Network, a communal bee-centred cropping model in which beehives are installed for free on smallholder farms to support crop pollination by bees.

HL BaSE worked with social enterprise Giving Back Films, a carbon neutral film production company to make a video of the workshop HL BaSE ran with Afritech XYZ. As part of the project Giving Back Films gave each of the start-ups training on the best way to showcase their sustainability journey and create impactful content.



The collaboration provided an opportunity to address some of the challenges that local businesses in Africa face. Our support and shared value approach highlight the firm's global commitment to playing a leadership role in driving inclusive and sustainable growth compelling positive change through pro bono and community investment activity.”

Ina Brock, Global Managing Partner for Clients and Industries, Hogan Lovells

“It was a great learning experience for me and I am truly inspired by the entrepreneurship of the Agrodata founder and the complexity of the business idea.”

Novartis volunteer

Buy Social

Supply Change helps organisations create impactful supply chains. It makes procurement opportunities more accessible for mission-led businesses like social enterprises, making social procurement easier, faster and more impactful for any organisation.

Following the UK Government's Public Procurement Notice that came into effect in January 2021 and introduced a 10% weighting for social value on tenders for central government contracts, the opportunities for social procurement are growing. We partnered with Supply Change to bring together our large corporate clients with our social enterprise clients to deliver on the UK Government's ambition for social value to be embedded in the delivery of all public sector contracts in accordance with the latest Social Value Model requirements. The event provided insights on policy, law, best procurement practice, effective win strategies and how, through working with social enterprises, corporates can deliver positive impact. It included a meet-the-social enterprise supplier session, which enabled corporates to meet with social enterprises to develop partnerships and find opportunities to create social value.



£357
billion

public sector procurement
spend in 2020/2021

Earth Fixers

The natural world is in crisis – but on every continent, entrepreneurial minds are helping to restore the planet through people-centred innovation. We have partnered with social enterprise magazine *Pioneers Post* on a special series on climate and biodiversity action.

The series highlights some of the entrepreneurs and innovators that we work with who are tackling climate change. Whether it's, The Great Green Wall, an African-led initiative that aims to build an 8,000km barrier of plants and trees in the hope of rebuilding what used to be a lush and fertile region or Ocean Cleanup's robots that fight ocean plastic, these are stories of hope and action in the face of the climate crisis.

Pioneers Post is the independent news network for the global impact community. It is an essential source of intelligence and insight for pioneers across the impact economy, from social entrepreneurs and impact investors, to changemakers working across business, civil society, philanthropy, government and public services.



Partnerships with impact-led organisations are crucial to us at *Pioneers Post*: they help us to fulfil our mission – supporting social entrepreneurs worldwide to do good business better. They enable us to draw on the strengths and networks of our partners to bring new insight to our readers; in turn, we can help our partners to achieve their communication goals.

Working with Hogan Lovells to develop and produce our *Earth Fixers* series has been a fantastic opportunity to explore the stories behind some of the most exciting social innovators, as well as to broaden our own expertise in environmental issues. The series has been extremely well read, with two of the features among our top 10 most-read pieces of the past year. We look forward to creating even more impact through our continued partnership.”

**Tim West, Founding Editor and CEO,
*Pioneers Post***



[Click here](#) for the
Earth Fixers series

Ashoka

Ashoka identifies and supports the world's leading social entrepreneurs, learns from the patterns in their innovations, and mobilizes a global community that embraces these new frameworks to build an "everyone a changemaker world." For more than 40 years, Ashoka has built and nurtured the largest network of leading social entrepreneurs globally, by finding and cultivating social entrepreneurs in every corner of the world whose system-changing innovations solve deep-rooted social problems, and electing them as Ashoka fellows. Invited into a life-long Fellowship and a global community of peers, every member is committed to championing new patterns of social good. Some receive financial support in the form of an unrestricted, needs-assessed stipend, while the main value of the Fellowship lies in the support Fellows access throughout their entrepreneurial journeys, for example, through access to pro-bono legal advice, coaching and leadership development. Ashoka offers both structured courses and trainings, such as online webinars on systems change and social finance, as well as ad hoc and personal support.

Hogan Lovells has been providing pro-bono support to Ashoka by carrying out a survey of legal structures through which social enterprises are permitted to operate in various jurisdictions across Asia, Europe and the Americas.





With a global footprint, we regularly face legal questions in numerous jurisdictions. Hogan Lovells has been able to match that global reach and respond with high quality legal support wherever we need it. We are currently working with them to develop a deeper understanding of the legal structures available to social entrepreneurs. As the field grows and evolves, we want to help social entrepreneurs build organizations structured to serve the good of all. Hogan Lovells has been an essential partner in this effort, tapping colleagues and partners in numerous jurisdictions to help us understand the legal landscape for social entrepreneurship.”

Bill Drayton, CEO, Ashoka

Our clients

Global Mangrove Trust

The Rivers Trust

Makesense

Coders of Colour

SPEAK

Chayn

Nidaria

Equality 4 Black Nurses

Fundación Haciendas
del Mundo Maya A.C.

Change Please

Innospire



Global Mangrove Trust

Mangroves are crucial ecosystems for addressing climate change; they produce massive amounts of oxygen and sequester x10 more carbon than temperate forests. To support these incredible natural systems, Global Mangrove Trust (“GMT”) works with local impact partners and leading teams around the world to ensure families and businesses are empowered and engaged in community-based mangrove forestry.

A Singaporean non-profit, GMT is pioneering the world’s most efficient space-based verification system for funding blue carbon forestry. It is developing GROVE,

an open source platform for climate project developers to access international financing for conserving and restoring mangrove forests and other high value tropical and coastal ecosystems. GROVE links together blockchain accounting and satellite assessments of forest growth to make sponsorship of mangrove forestry as efficient and transparent as any program on Earth.

In support of GMT’s local conservation project in Indonesia, Hogan Lovells assisted GMT in drafting scalable, modular templates

for conservation management and a community benefits sharing agreements. These novel assets together document how GMT funds regenerative forestry efforts and educational programs conducted by local partners and shares the output of conservation success with local communities. The agreements incorporate corporate social responsibility principles e.g. protection of child labour and promoting gender equality, and are designed for upscaling and upskilling blue carbon forestry across Southeast Asia and the wider world.



Hogan Lovells has been a strong and skilled partner supporting our work to enhance the knowledge ecosystem for blue carbon finance and sustainable development. They have supported our initiatives with complex transnational research and helped us structure modular contracts to develop clear chains of agency and finance with which to connect international climate markets with local forest communities at scale.”

Dr Ryan Merrill, Executive Secretary,
The Global Mangrove Trust



The Rivers Trust

The Rivers Trust and Wyre Rivers Trust are leading a new pioneering project, which is developing innovative funding opportunities for implementing Natural Flood Management (“NFM”) measures on the River Wyre and its tributaries, to help reduce the risk of flooding in local areas.

At a time when we are facing a climate emergency, we must find new ways to invest in recovery of the natural processes that protect and support us, at a scale and pace that can make a difference. After a development phase, The Rivers Trust and Wyre Rivers Trust have lead a new

pioneering project, which has developed an innovative funding mechanism for implementing NFM measures on the River Wyre and its tributaries, to help reduce the risk of flooding in local areas. They believe that by implementing natural flood risk management features at scale, it could see significant financial returns from a better river environment. The aim of the project was to attract natural capital investment and build a credible case for green investment to restore our river landscapes. The project was delivered by The Rivers Trust, Wyre Rivers Trust and Triodos Bank in partnership with

Environment Agency, United Utilities, Triodos Bank, Co-op Insurance, FloodRE and The Woodland Trust with funding from Esme Fairbairn Foundation, Environment Agency and Defra. We have provided advice in relation to the incorporation of a Community Interest Company and the proposed loan finance.



To tackle our biodiversity and climate crisis at scale and pace, it is going to need us to take a fundamentally different approach which is innovative and challenges the norm. This is not going to be solved by one sector or organisation and will require us to collaborate with many different sectors and diverse skillsets. HL BaSE provided legal advice for the project and their ability to think adaptively was a critical part of the success of the project.”

Dan Turner, The Rivers Trust



Make sense

(sensecube méxico A.C)

We are allies of MAKESENSE in México, an international organization that designs social and environmental impact programs, promoting purpose-driven companies and their entrepreneurs. We work with MAKESENSE to support them and the social businesses in their network with legal advice.



make_sense





“

The relationship we have built with Hogan Lovells over the past few years through their pro-bono efforts has been a valuable partnership for our organization and for the socio-environmental impact ventures we support. For our organization, MAKESENSE, the pro-bono support we received provided us with the clarity we needed to define our long-term growth strategy, resulting in the opening of our new commercial legal entity. This entity will allow us to consolidate our position as one of the leading socio-environmental innovation agencies in Mexico and the region. On the other hand, the many hours of pro-bono legal support that Hogan Lovell's experts have provided to the projects of the last two generations of our socio-environmental entrepreneurship program have been key to their development. Being early stage initiatives with great potential for growth and impact, structuring key legal elements such as intellectual property, tax incorporation, contract development and legal registration becomes a priority in which we know the projects now have a better foundation thanks to Hogan Lovells' support. We look forward to continue building high impact socio-environmental projects with Hogan Lovells in Mexico and the world for many years to come.”

**Diego Reyeros, Co-founder,
Makesense Americas**

Coders of Colour

Coders of Colour is an organisation aimed at empowering and enabling young people of colour to pursue careers in the technology industry. Coders of Colour supports 12-25-year-olds with free workshops, talks and digital skills programmes, teaching them a plethora of skills ranging from Web and App Development to Machine Learning. Coders of Colour has reached almost 1000 young people since they started their work but have reached many more through building websites for 12 charities completely for free.

Coders of Colour supports the young people it works with beyond their participation in its programmes, through to higher education or employment. Coders of Colour has helped alumni receive a combined £94,000 pay rise by helping them transition into roles within tech.

Tolúlopé Ògúnremí founded Coders of Colour to provide an opportunity for young people to experiment with coding, machine learning, app development, and foster their passion for technology. The organization also works to close the digital divide by supplying laptops and broadbands to those in need. With a firm belief that STEM education should be available for all, irrespective of their background, Tolúlopé' featured in Forbes 30 under 30 for social impact at the age of 22.



[Click here](#) for other Leading Black Social Innovators



In late 2020, we decided to tackle the Digital Divide by donating laptops to anyone in need of them. This project could not have been done without Hogan Lovells' support, which we appreciate immensely."

Tolúlopé Ògúnremí,
Founder of Coders of Colour

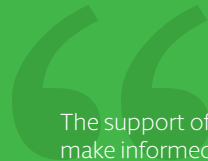


SPEAK

SPEAK is a social tech start-up that connects migrants, refugees and locals living in the same city, with more than 58,000 people reached since 2014. Founded in Portugal, SPEAK promotes the social inclusion of migrants and refugees through a methodology that consists of organizing, engaging and guiding groups of language and culture exchange, in an informal format within a local community. It works on two fundamental components of social integration: knowledge and understanding of the language and culture of the host country; and the creation of informal support networks with local people. These multicultural groups allow breaking the language barrier and creating opportunities for migrants, refugees and local people to meet, promoting rapprochement, dialogue and mutual knowledge of people from different origins and cultures, allowing the blurring of differences and the fight against prejudice and situations of discrimination, isolation and crime.

As part of HL BaSE Training 2021, Hogan Lovells provided advice to SPEAK on the creation of a legal entity in Italy to continue the growth of its network of more than 20 European cities.





The support of HL BaSE allowed us to make informed decisions for our replication strategy in a country where we had no access to information about the legal context.”

Rita Brito e Faro, CFO

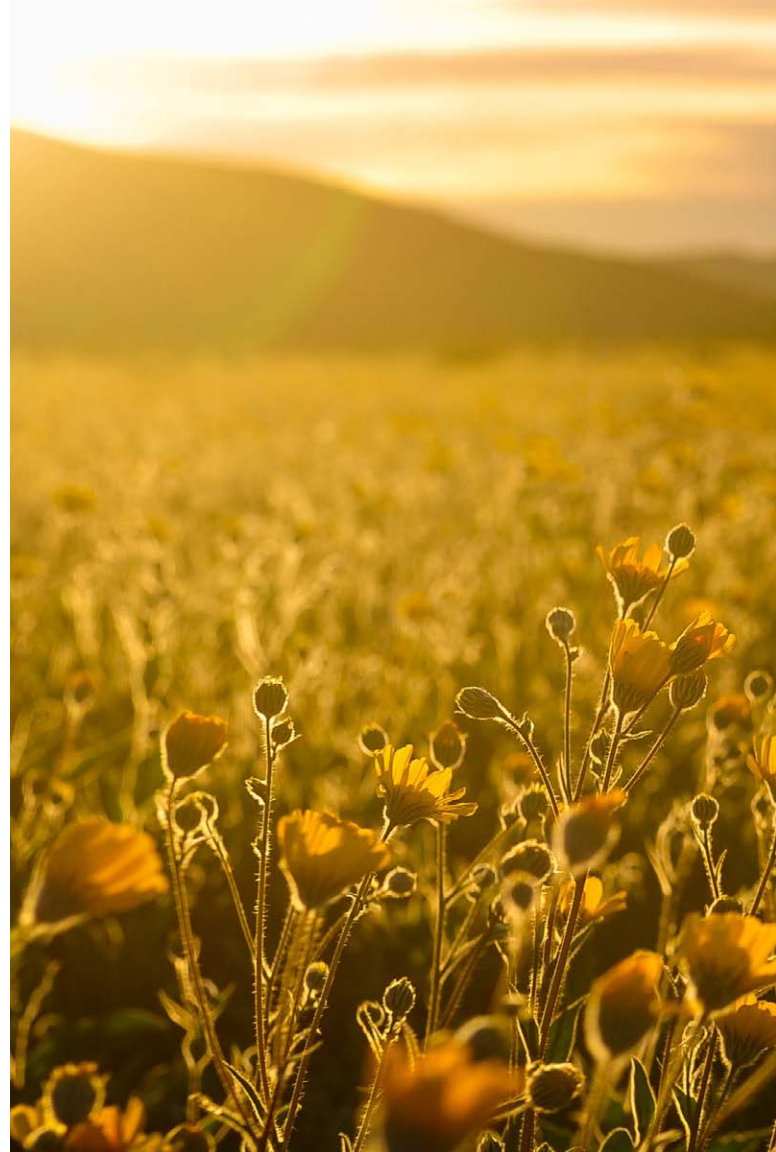


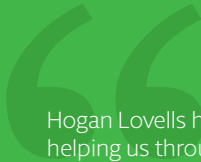
Chayn

Chayn is a global nonprofit, run by survivors and allies from around the world, creating resources to support the healing of survivors of gender-based violence. It creates open, online resources and services for survivors of abuse that are trauma-informed, intersectional, multi-lingual and feminist.

Chayn flips the design default, and puts the experience of marginalised people at the heart of what it does, opening up access to its resources for all. It works across all forms of gender-based violence, especially domestic and sexual violence, and technology-facilitated abuse. It has reached 400,000 people across the globe.

Hogan Lovells has worked with Chayn on its corporate structure and its contracts with Bumble to support it to scale.





Hogan Lovells has been instrumental in helping us through the crucial phase of our organisation where we needed to register, look at the robustness of our contracts and set out terms on a commercial contract. Their expertise was a source of huge comfort and was invaluable. There is no other word for this. Their support has been invaluable. It's hard to think where we would be without this programme. Their staff are diligent, caring and thoughtful. I could not recommend their team enough."

Hera Hussain, CEO, Chayn



CHAYN



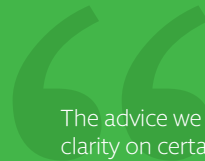
Nidaria

The aim of Nidaria is to provide a responsible and simple alternative so the citizens of Mexico City can safely dispose of their food waste. They transform the food waste through biotechnological processes into natural ingredients, free of additives for animal feed, which are then channeled to agricultural producers in the rural areas of Mexico City.

In this way, they reinsert food waste into the value chain, promoting a circular economy that allows them to support the local food system by producing natural foods through sustainable food production.

We are advising this client in relation to corporate and tax matters arising as a result of opening a social enterprise in Mexico, as well as with intellectual property matters.





The advice we received from Hogan Lovells, gave us clarity on certain aspects of our project that we were not considering, specifically on issues related to intellectual property and commercial law. During the consultancies, in addition to being able to count on the expertise of Hogan Lovells' lawyers, we noticed the great willingness they had to solve any doubts that arose, no matter how simple they might seem. One of the most valuable things was that they constantly followed up with us and sent us emails to know if we had any other doubts or if they could help us with anything else. This showed us that they were interested in our project and that they wanted to support us as much as possible."

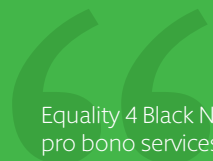
Rodrigo Gaviño, Director, Nidaria



Equality 4 Black Nurses

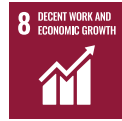
Equality 4 Black Nurses aims to bring about positive change by lobbying employers and government to reduce and eradicate racial discrimination in the healthcare sector. It is a nurse-led organisation founded in light of the murder of George Floyd, the Black Lives Matter movement, Covid-19 and the way it disproportionately and adversely affects Black health care staff in the UK due to racism and discrimination in the workplace. Its mission is to empower nurses to stand up against racism. Hogan Lovells provided advice in relation to the incorporation of a community interest company.





Equality 4 Black Nurses have received exemplary pro bono services from Hogan Lovells. The way they support and organize our triage service is first class. When consulting us the Hogan Lovells team was very patient, empathetic, listened to everything we said, and designed an excellent solution that has and continues to meet all our requirements. We can't praise them enough for the excellent pro bono, legal advice, support, and guidance that they provide to our nurses, many of whom have fought on the Covid-19 frontline. Equality 4 Black Nurses have immense gratitude for their professionalism and charitable support. Without any hesitation, we would recommend them to everyone."

Neomi Bennett BEM RGN,
Founder & CEO, Equality 4 Black Nurses



Fundación Haciendas del Mundo Maya A.C.

Fundación Haciendas del Mundo Maya is a social business which aims to generate actions that strengthen the identity, recognition and rescue of indigenous culture, especially the Mayan culture, promoting the eradication of extreme poverty through opportunities for education, health and sustainable development with the participation of the population as promoters of their own projects.

We are assisting the Fundación by working with small businesses run by the indigenous communities that the Fundación supports to develop activities, such as handicrafts, farming, fishing, and sustainable tourism.





We are very grateful for the receptiveness, nobility and professionalism with which you have approached us with absolute respect to participate with the youth of several of the rural communities, to understand firsthand what their most cherished values and vulnerabilities, in order to strengthen with mechanisms of access, information, guidance and access, defense, orientation, clarity about the rule of law that should protect us all as Human Beings.

We are sure that the transcendence of the experiences in the recorded webinars, the directory of institutions and mechanisms that will allow us to have a recurrent source of consultation for the communities and for all of us are tools that can be transferred among different generations.”

**Paulina González, Deputy Director,
Fundación de Haciendas del Mundo Maya A.C.**

 **Fundación Haciendas del Mundo Maya**
Conocer y comprender para transformar

 NAAT-HA



Change Please

Change Please is a London-based enterprise that supports people experiencing homelessness by selling coffee. The foundation welcomes and trains people to be baristas or roasters (from green beans to customer service, including latte art!), and then places them in outlets that are set up throughout the cities, thus providing them with a living wage. Change Please also assists in the search for housing, employment, or therapy needs, and helps with financial management and paperwork in general.

100% of the profits from the sale of coffee are invested in the rehabilitation process; but the Change Please Foundation is also open to donations, from both individuals and companies. Following its success in the UK, Change Please is now thrilled to export its program into France. That is why a team of lawyers from our Corporate & Finance and Tax teams in the Paris office worked on finding the best corporate structure to best import their program into the French market. We advised Change Please from drafting statutes, to identifying the adequate accreditations to obtain public subsidies and allowing donors to benefit from tax cuts. The organization is now built upon the best possible foundations to pursue its inspiring mission.





CHANGE
Please

1 NO POVERTY


8 DECENT WORK AND ECONOMIC GROWTH


10 REDUCED INEQUALITIES


Innospire Technology Limited

InnoSpire is a Hong Kong-based technology start-up with a social mission dedicated to the use of technology to provide visual assistance for elderly and visually impaired people. It is an incubatee under the Incu-App programme of Hong Kong Science and Technology Park. Innospire Technology Limited's vision is to connect people instantly and visually in an economical way. It has invented a pair of first-person perspective smart-glasses to help the visually impaired to "see" and to help workers to work efficiently with instant remote support.



Hogan Lovells has been a great supporter of InnoSpire Technology Limited. They have supported our initiative significantly and helped us with our privacy policy and intellectual property strategy. This strengthens our potential in scaling up our business”

Kelvin Siu, Founder & CEO,
InnoSpire Technology Limited



InnoSpire Technology Limited
創啟社會科技有限公司
Social Innovation Technology Startup







Alicante
Amsterdam
Baltimore
Beijing
Birmingham
Boston
Brussels
Budapest*
Colorado Springs
Denver
Dubai
Dublin
Dusseldorf
Frankfurt
Hamburg
Hanoi
Ho Chi Minh City
Hong Kong
Houston
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Monterrey
Munich
New York
Northern Virginia
Paris
Perth
Philadelphia
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