Ethics & Sustainability Policy

We're committed to doing business that's good for people and planet — not just profits. This policy guides who we work with, how we make decisions, and what lines we won't cross, especially when working with small and growing businesses.

What we *won't* do:

- Work with anyone on UK, EU or UN sanctions lists.
- Support industries or projects that fuel conflict, climate chaos, or harm to people and animals (e.g. fossil fuels, arms, tobacco, deep-sea mining).
- Partner with clients, associates, suppliers or other organisations who have a track record of discrimination, corruption, or human rights abuses — including anti-LGBTQIA+ activity or misogyny.

We *might* say no if:

- A client operates in, or is closely tied to, countries with poor human rights records or active UK sanctions (e.g. Russia, Iran, Israel).
- More than 20% of their revenue comes from activities that meet the criteria above.
- Their recent history or public image suggests ethical or sustainability risk.

Each case is reviewed on its own merits. We're here to help good businesses grow better, not to pass judgment on complex supply chains or past mistakes.

How we handle it:

- The Operations Manager reviews all new clients against this policy and makes recommendations (e.g. go/no-go/caution).
- The MD and Project Delivery Manager monitor client projects to identify any emerging conflicts with this policy and initiate a review by the Operations Manager.
- An ethics chat is included as part of the 'vibe check' when recruiting staff and associates.
- A background check is carried out by the Operations Manager whenever a new supplier is selected.
- We update this policy quarterly to reflect world events, UK law, and our stakeholder expectations.

Flexible, not flimsy:

We apply this policy proportionately. The more mature the business, the higher our expectations. We don't expect startups to have it all figured out — but we *do* expect openness, good intent, and a willingness to improve.

Approved:

Kevin Brown (Jun 10, 2025 13:27 GMT+1)

Kevin Brown – Managing Director



Ethics & Sustainability Policy v2.0

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