

We will be Environmentally Progressive:

We will promote sustainability and sustainable branding and product development in every case and expect that of those with whom we contract.

Internally having clear policies on travel (etc) and being unapologetic about decarbonising our business practices e.g. not flying. We will use local suppliers.

We will work primarily with clients who are themselves pursuing an environmentally positive agenda that we have identified and are comfortable with. We will not work with organisations who we view as not being so.

We will continue to learn and develop our practices as new understanding becomes clear. We will enshrine B Corp certification in the structure and governance of the organisation and in our plans and behaviours. We will hold ourselves mutually accountable for making progress against this mission at all team meetings.

We will be Socially Progressive:

We will champion cultural and social ideas that promote higher degrees of equality and inclusivity (race, gender, sexual identity, class). We will play our part to address biases within our marketing services industry.

Internally we will hire and contract with people in an inclusive, unbiased, fair equal and socially progressive way.

We will work primarily with clients who are themselves in some way socially progressive or whose socially progressive aspects we have identified and are comfortable with. We will not work with organisations who we view as not being so.

We will continue to learn and develop our practices as new understanding becomes clear. We will enshrine B Corp certification in the structure and governance of the organisation and in our plans and behaviours. We will hold ourselves mutually accountable for making progress against this mission at all team meetings.