

Our Ethical Policy

We have reviewed many of the leading business community's views on ethical policy and have distilled the essence of how we think our customers would like to be treated and how we would like to conduct our affairs, as follows:

This policy statement sets out the fundamental ethical principles upon which we operate and it defines the manner in which we undertake our business.

Fundamentals

Our ethical fundamental principles are to foster Sustainable Development. Such development is defined as comprising economic and other activities which seek to:

- minimize environmental damage,
- promote equity and
- improve social wellbeing.

We support businesses, enterprises, community groups and individuals who commit themselves to these goals.

We seek to work with those with high standards of ethical behaviour.

Operational Policy

We believe strongly in the '[Triple Bottom Line](#)' business concept created by [John Elkington](#). This is defined as the 'simultaneous pursuit of economic prosperity, environmental quality and social equity'. These objectives are central to the way we conduct our business.

In pursuit of a '[Triple Bottom Line](#)' we focus on the following six core operational areas and commits itself to:

- Active care for the environment
- Responsible, fair and sustainable trading practice
- The avoidance of short term business practice that cause long term damage
- Equitable, non-exploitative employment practices
- Equality of opportunity and promotion of diversity
- Socially responsible activities

In building its business network we invite organisations to measure themselves against these six core areas of business activity prior to any transaction.

We will work, wherever possible, with those who share the same ethical values in preference to others.

We will demonstrate our principles by its day to day activity. The development of our ethical base is subject to continuous monitoring and review and we will create methods through which our operations are transparent to interested people and organisations.

Corporate Responsibility and Global Trade

We advocate support for the Fundamental International Labour Organisation Conventions. In line with these, we will seek to support businesses which take a responsible position with regard to:

- fair trade
- labour rights in their own operations and through their supply chains in developing countries.
- Community accountability with respect to economic and other legislation

We will not support:

- irresponsible marketing practices in developing countries
- tobacco product manufacture
- products or services which are counterfeited or believed to be counterfeited

Social Enterprise

We will seek to support charities and the broad range of organisations involved in the Social Enterprise sector, including:

- co-operatives
- credit unions
- community finance initiatives.

Ecological Impact

In line with the principles on sustainability, we will not participate with any business whose core activity contributes to:

- global climate change, through the extraction or production of fossil fuels
- the manufacture of chemicals which are persistent in the environment and linked to long term health concerns
- the unsustainable harvest of natural resources, including timber and fish.

Furthermore, we will seek to support businesses involved in:

- recycling and sustainable waste management
- renewable energy and energy efficiency
- sustainable natural products and services, including timber and organic produce
- the pursuit of ecological sustainability.

Customer Consultation

- We will regularly reappraise customers views on these and other issues and develop our Ethical Policy accordingly.
- From time to time, we will seek to represent our customers views on the issues contained within our Ethical Policy and other ethical issues, through, for example, our marketing activities.