

# Social value manifesto

No one creates social value in a vacuum. Unlocking social value is a process of co-creation between society, stakeholders, and company leadership. We can create social value by considering the economic, environmental, and social aspects of our impact as well as how to increase well-being and development. These are the beliefs and behaviors that we apply every day to make sure we are creating social value in our work wherever we can. We see it in terms of **PEOPLE, PLANET** and **PARTNERS**.

## Planet



### *Be sustainable.*

Reduce, Reuse, Recycle. We are actively planning to achieve net zero in 2030. We're reducing consumption, reducing waste and electricity usage, and trying to reduce the carbon usage of our internet footprint.

### *Be local.*

We will source and buy from local independent businesses/suppliers wherever we can. We try to avoid using companies who don't pay UK or EU tax. We get involved in local environmental initiatives and actively care for the rich diversity of natural beauty in our area.

### *Trust the next generation.*

We are committed to giving youth a chance. We partner with local youth organisations and educational providers to create a synergy for developing young people into our industry and/or supporting their causes in our work where we can. We support in-work progression, educational and vocational achievement for our team members.

### *Engage, diversify and develop.*

We are committed to making sure we consider marginalised groups such as the digitally disenfranchised and those experiencing economic inequality in our work. We take pride in ensuring that our team are recruited, developed, and supported being mindful of diversity, accessibility, and wellbeing as we feel this produces our best work.

## People



### *Do work that does good.*

We work with clients whose purpose and values are similar to ours. Our clients are improving digital health or delivering purpose-led impact, either locally nationally or globally.

### *Give back to the community.*

Whilst we are profitable, we actively get involved with local charitable causes and others that are important to our people, our clients, and our suppliers including not-for-profit. Our support might be financial, active involvement or pro bono work.

## Partners

