



ELE GLOBAL – RESPONSIBILITY POLICY

Our approach

ELE Global, as an agency, believes that business behaviour must be responsible and that businesses should take account of the impact of their activities on the economy, society and the environment. We aspire to make a positive impact in the community in which we operate, and to minimise our impact on the environment.

We know that our stakeholders expect similar standards of socially responsible behaviour from their professional advisers. Our policy is to make responsibility a core value of our organisation – because it makes sound business sense to do so and, more importantly, because we know it is the right thing to do.

At ELE Global being responsible isn't just CSR. It underpins everything we do and the ways in which we run the business. We encourage all Associates to share ideas on, and encourage participation in responsible activities.

We are working hard to be a B Corp and prioritise responsibility in everything we do. We are working hard to effect business change through our own responsible actions.

Our activities

We organise our activities into four areas:

1. Social

We have a formal, signed 'Giving Back' Promise that can be viewed <https://www.eleglobal.world/about-us/giving-back-promise/> This details the many ways in which we commit to giving back to society.

In addition to our pro bono and charitable activity, social responsibility includes our approach to people both within the ELE Global family and without. Our commitment to responsibility in this area includes:

- *Diversity and inclusion* – we value and encourage a workplace (all-be-it a virtual one) where everyone is valued for their skills and contribution. Discrimination on any grounds is not tolerated and to ensure that our workforce is as diverse and inclusive as possible we monitor disability, ethnicity, gender, age and sexual orientation. We promise to continue to monitor disability, sexual orientation, ethnicity, gender and age within our Associates, and put in place further measures to improve our understanding of diversity in our (virtual) workplace and within client's workplaces.
- *Flexible and supportive working practices* – as a virtual agency we actively promote flexible working practices. Our Associates are chosen for their skill and expertise,

irrespective of their working patterns. We have many that combine freelance work with family and charity commitments and we pro-actively encourage this diversity. Similarly, those that wish to work remotely (as opposed to on-site with clients) are supported. We promise to develop and extend the ways in which we support our people through different stages in their lives.

2. Environmental

Full details of our environmental responsibility commitment can be seen in our Environmental Policy. A flavour of which is included here...

- *Reducing our carbon footprint* – as an agency we are committed to reducing our carbon footprint and actively promote recycling across all Associate offices. Some examples of our commitment to this objective include:
 - As a virtual agency we do not have any central office space and only book meeting room space from organisations with a proven dedication for reducing their impact on the environment and climate change
 - Our email, file storage/sharing and website are all hosted on ‘Green’ servers, using 100% renewable energy
 - ELE Global HQ (where Helen works) is powered by 100% renewable energy
 - We work hard to be a paperless office, promoting a culture of recycling and responsible resource consumption where possible. This includes offering paper, cardboard, plastic and tin recycling at ELE Global HQ, digital file sharing facilities and an office policy of ‘no single-use plastic’ as much as possible.

3. Financial

It's not easy, as a small (and virtual) business, to gain access to suppliers and services underpinned by responsible practices. We work hard to seek these out and prioritise their use - particularly using the B Corp community - even if it costs us a bit more money and time. Examples of this include:

- Our email, file storage/sharing and website are all hosted on ‘Green’ servers, using 100% renewable energy
- ELE Global HQ is powered by 100% renewable energy (and supplied by a fellow B Corp)
- We are investigating using a more ethical telephone and broadband supplier (although this is a work in progress due to our rural location and broadband speeds)
- We are investigating moving to an ethical banking supplier
- We work hard to manage all commercial relationships in an honest and responsible way
- Our business structure (with one official director and a network of sub-contractors rather than employees) means that we aren't able to benefit from the wisdom a traditional Board of Directors brings. It can make it hard to get the perspective required to make decisions on growth and priorities. That's why we're setting up an advisory board. The advisory board will help us to weather current opportunities and challenges and, most importantly, to drive our responsible ethos forward. It will meet twice a year (a meeting followed by lunch) and be made up of professionals spanning the commercial disciplines - both inside and outside of the ELE Global network.

4. Communicational

In addition to our own practices, being responsible runs throughout the way we work with clients. We operate a strong client charter, setting out the responsible standards our clients can expect. Sitting at its heart is the fact that ELE Global is a responsible advisor and practitioner. Whatever we're doing we speak in plain English and keep our client's - as well as the world's - best interests front of mind. Where possible we prioritise the use of B Corps as suppliers. When we're sourcing materials, printing or production methods we're strict about only making responsible recommendations.

We recognise the importance of transparency and publish our policies and promises, as well as reports on our activity and performance, and our client charter on our website

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