

# UPHOLDING ETHICS IN BUSINESS

We aim to positively impact our industry, helping companies transition to more sustainable business models through strategy, reporting, and storytelling.

**We put users and audiences first—with a focus on sustainability and value—and we create content that aligns with our mission.**

## ANNUAL IMPACT REPORTING

We annually share social and environmental performance scorecards with specific, quantifiable indicators. In this report, we set public targets and share progress to our goals—allowing year-over-year comparison while reporting to comprehensive third-party standards, including the SASB Professional & Commercial Services Sustainability Accounting Standard and the United Nations' Sustainable Development Goals.

## THIRD-PARTY CERTIFICATIONS

We've conducted a self-assessment of our business using the B Impact Assessment, and we're exploring third-party certification in 2023-24. As we strive to achieve climate neutrality by 2025, we're also looking into certification through the nonprofit Climate Neutral.

## ETHICAL MARKETING

We uphold high standards of honesty, transparency, and professionalism for our clients, complying with state and federal marketing laws and regulations. We comply with the California Consumer Privacy Act (CCPA), and we do not sell or otherwise disclose information collected by our site to third parties in the ordinary course of business.

## IMPACT IMPROVEMENT

As we develop a theory of change for our clients, we strive to further define impactful business models through established research. By engaging multiple stakeholders, we hope to better understand the desires and needs of clients—particularly small businesses—in developing, refining, and delivering sustainable business services.



# OUR CODE

We're committed to transparent and honest representation of our business practices, and we follow the ISSP code of ethics, listed here.

**As a member of the International Society of Sustainability Professionals, we abide by their code of ethics.**

We're constantly learning from others in our field, and we strive for continuous improvement across our projects and practices.

ETHICS	PRACTICE
<b>BE INNOVATIVE</b>	Endeavor to be an innovative, systems thinker in the pursuit of long-term environmental, social & economic sustainability.
<b>BE OBJECTIVE</b>	Support and promote sustainable actions and challenge unsustainable actions, based upon facts, figures, reasonable judgment and professional expertise.
	Pursue Continuous Learning: Pursue, develop and maintain standards of professional competence and knowledge through a combination of training, learning and practical experience and through the support of others.
<b>BE HONEST &amp; FAIR</b>	Uphold standards of professionalism. Be honest in all professional interactions. Strive to report practicing sustainability professionals deficient in character or competence, or engaging in fraud or deception, to appropriate entities.
	To ensure that professional judgment is not influenced by a conflict of interest and, where such a conflict may exist, proactively reveal to all relevant parties.
<b>BE RESPONSIBLE</b>	To exercise impartiality, diligence, and objectivity in my professional work; promoting and striving for high standards and best practices in sustainability.
	To understand and accept the consequences of my actions, and in giving advice, make the relevant person(s) aware of potential consequences of actions.
	Consider the environmental, social, and economic implications of determinations and recommendations.
<b>BE RESPECTFUL</b>	Treat others as I would wish to be treated.
<b>BE FORTHRIGHT</b>	Acknowledge my limitations of competence and do not undertake work that I know is beyond my professional capabilities and honestly represent the scope of the certification that I have been granted.