



Sustainability & value policy

We believe the world we want tomorrow, starts with how we do business today.

Vision:

CreativeHutch is a growing and agile marketing, branding, and design business. We recognise and are committed to the importance of both practising and promoting sustainable and responsible business practices throughout our business and supply chain.

To reflect and align with the values of our founders we're actively committing to seeking relationships with business partners, suppliers, and customers who share our values and prioritise environmental, social, and economic sustainability in their business models & operations.

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Social Value Purpose:

To create, grow and maintain a business that employs local talent, attracts local businesses to use our creative services (as opposed to one in more distant larger cities), and to create and integrate a thriving local network of creatives and consultants that supports and adds to a stronger thriving economy and vibrant city.

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Commitments & Scope:

We recognise that making sustainability a priority includes understanding how our company impacts the people and environment in which it operates and consciously applying sustainable practices throughout every element of our business.

The following commitments represent Phase I of aligning our company with these values and practices:

- Our employees will be educated about (local and global) sustainability conditions, challenges & trends via the inclusion of these topics in their onboarding process or in an annual employee training.
- We will identify principles and practices that will guide our company's growth and ensure that sustainability will be integrated as we grow & change.
- We will seek opportunities to identify and convey more sustainable business practices whenever we recognise them for ourselves, our customers, suppliers, business partners, and the planet.
- We will seek to provide our expertise in branding, design and marketing to local businesses that can help build our local economy as they make a difference to environmental and social challenges.
- We will develop a Social Value Plan that sets out the commitments of the organisation to create projects and events that will help to create social, economic, & environmental benefit to the community of Cumbria.
- We will strive for continuous improvement in our pursuit of a more sustainable enterprise and planet.



Operational & Behavioural Commitments:

We commit to doing the following:

- Under our Social Value Plan, we will deliver (or take part in) several social value projects and activities from 2024-2026 that will be planned by the CreativeHutch team and led by our founders.
- We plan to become a living wage employer in 2024.
- We have committed to the SME Climate Hub
- As part of our equality plan, we offer placements to all students interested in learning about our services for their future careers.
- In 2024 we aim to offer a planned internship, working with schools and universities to allow all students the opportunity of experience and learning.
- We work with the LEP, the Cumbria chamber and BICP Cumbria to offer free advice, guidance, and workshop/webinars, to help entrepreneurs gain understanding and have the right tools to create a successful business or career change.
- Recycle as much “waste” or discarded material as possible.
- Avoid the use of paper wherever possible. For example, sending invoices and quotes via email as PDF files.
- Recycling equipment that is no longer of use to the company. For example, donating or finding circular economy uses for items such as computers and printers we no longer use.
- Keep energy usage low. For example, making use of low-energy light bulbs, ensuring that computers are shut down after work, and unplugging any appliances or equipment that draws power even when not in use.
- Purchase products made with recycled paper. For example, paper towels or printer paper.
- Purchase products with a lower environmental impact. For example, environmentally safe soaps and detergents.
- Avoid unnecessary travel by making use of instant messaging, video and audio conferencing, telephone, and email.
- Notify our suppliers, vendors, and contractors of our intention to do business with organisations that meet our sustainable enterprise values and expectations. For example, send them a survey with all bid opportunities that includes questions about sustainability practices.
- Protect the security of customer and supplier data and information by supplying our clients with their own portal in Dubsado where all documents and emails are stored. We secure all files by sending them via WeTransfer / by sharing via a secure Dropbox link.
- Employ the concept of radical transparency, whereby everything the company does is transparent and visible to our customers and the community at large, which contributes to the credibility of our sustainability commitments. (Measurable goals contribute to radical transparency as they provide clear and actionable goals to which the company can commit and progress against.)

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Reuse wastepaper (from the printer) where possible, making use of the blank side for notes, etc.