



## Our commitments

We practise what we preach. As a certified B Corporation, we hold ourselves to the same standards we promote. From how we work to who we work with, our decisions reflect our commitment to sustainability, equity and transparency.

### → Environmental commitments

We take concrete steps to reduce our environmental footprint through the work we choose and how we operate.

- We choose projects that deliver a positive impact for society and the planet.
- We prioritise public and active transport, and do not own cars.
- We default to remote meetings to reduce travel emissions.
- We choose second-hand or environmentally responsible products wherever possible.
- We built our website following eco-design best practices.

### → Social commitments

We believe sustainability and health should be inclusive and accessible to organisations with limited resources.

- We offer free educational sessions on the science of sustainable behaviour.
- We give talks to raise awareness and build capacity.
- We provide preferential rates for non-profits and mission-driven organisations.

### → Team commitments

We are building a culture rooted in diversity, autonomy and continuous learning.

- We value a wide range of backgrounds, perspectives and lived experiences.
- Everyone chooses their own working hours, tools and location.
- We operate as a flat structure where every voice counts equally.

### → Client commitments

We apply the same rigour and honesty to every project.

- We design behaviour change solutions tailored to each client's context.
- We commit to intellectual honesty, clarity and collaboration.
- We continually improve our skills and methods.
- We create solutions that are effective, fair and inclusive.

### → Supplier code of conduct

We hold our suppliers to the same ethical and environmental standards. Before entering into a partnership, we assess whether their products and practices align with our values.