

Corporate Social Responsibility

Introduction

At 110% Marketing, we believe in conducting business in a way that is ethical, sustainable, and beneficial to our community. As a small marketing agency, we are committed to making a positive social and environmental impact by aligning our business practices with responsible and ethical standards. Our CSR policy reflects our dedication to fostering a culture of inclusivity, sustainability, and ethical responsibility within our organisation and beyond.

We have been trading for more than 17-years and believe we have an excellent reputation for how we have supported local communities close to our workforce as well as our employees and wider stakeholders including suppliers and clients.

We have supported and do support various charities with donations in cash form as well as our time with many staff volunteering to support local causes. We support and actively encourage members of our team that wish to volunteer their time for local good causes.

We strive to have a minimal environmental impact and to work with honesty, integrity and respect with all our team, suppliers and clients.

Our Commitment

Our CSR efforts are focused on three key areas:

1. Environmental Sustainability
2. Social Impact
3. Ethical Business Practices

These pillars guide our daily operations and decision-making processes.

Environmental Sustainability

We recognise the importance of reducing our environmental footprint. As part of our commitment to sustainability, we will:

- Reduce waste: Minimise the use of paper, plastic, and other non-recyclable materials. We will encourage digital solutions wherever possible.
- Energy efficiency: Promote energy-saving practices, such as switching off lights and electronics when not in use.
- Eco-friendly transportation: Encourage staff to use public transportation or carpool when possible.
- Sustainable sourcing: Opt for eco-friendly office supplies and materials, and work with partners who share our commitment to sustainability.
- Carbon offset initiatives: We will explore opportunities to offset our carbon emissions, such as investing in local environmental programs or tree planting initiatives.
- Invest in the training of an in-house environmental and sustainability champion to support wider communication of eco-friendly initiatives and ways of working.

Social Impact

We strive to make a meaningful difference in the communities we serve. We will:

- Support local initiatives: Partner with local non-profit organisations, charities, or community groups, particularly those focused on education, poverty alleviation, and diversity.
- Volunteering: Encourage staff to volunteer their time to causes that align with our values. We will provide employees with up to 32 paid volunteer hours, each, per year.
- Inclusive workplace: Foster a diverse, inclusive, and respectful workplace that supports the well-being and growth of all employees.
- Pro bono work: Dedicate a portion of our time and expertise to providing free or discounted marketing services to charitable organisations and causes that make a positive social impact.

Ethical Business Practices

We are committed to maintaining the highest ethical standards in all aspects of our operations. Our approach includes:

- Transparency: We will maintain clear and open communication with our clients, partners, and stakeholders, providing honest updates on project progress and outcomes.
- Fair labour practices: We will adhere to fair employment practices, offering equal opportunities for all employees and ensuring fair compensation.
- Client responsibility: We will only engage in projects and partnerships that align with our ethical standards and values. We will not engage with clients whose actions or products contradict our CSR principles.
- Accountability: We will regularly evaluate and monitor the effectiveness of our CSR efforts and make improvements as needed.

Employee Engagement and Education

We believe in empowering our employees to contribute to our CSR efforts. To that end, we will:

- Provide opportunities for employees to participate in CSR-related initiatives.
- Offer training on sustainability, ethical marketing practices, and social responsibility.
- Foster a culture of continuous improvement, where feedback from employees is actively encouraged and considered in decision-making.
- Provide free support to physical and mental health professionals for any team members that may need to access additional support

Monitoring and Reporting

We are committed to measuring and communicating the success of our CSR initiatives. This includes:

- Regular internal reviews to assess the impact of our CSR activities.
- Transparent reporting to our clients, employees, and stakeholders regarding our CSR goals, initiatives, and outcomes.
- Identifying opportunities to continuously improve our CSR efforts and align them with global best practices.

Conclusion

At 110% Marketing, we believe that our success is intertwined with the well-being of our community and the planet. By integrating social responsibility into our daily operations, we aim to create lasting value for our employees, clients, and society at large. This CSR policy reflects our commitment to acting ethically and responsibly, making a positive impact on the world, and fostering a culture of sustainability and social good.