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4Change Marketing

# ETHICAL MARKETING POLICY

# **ETHICAL MARKETING POLICY**

**At 4Change we use marketing to elevate change. Through education and transparent communication, our commitment is to spark important conversations, and translate intention into action.**

**By centralising positivity when communicating purpose, we drive inspiration and help align our clients, internal teams, and wider audiences with sustainability commitments and initiatives.**

# ETHICAL MARKETING POLICY

## **We work as a force for good.**

- Through delivering targeted, focused campaigns, we streamline communications and messaging to translate meaningful, unique material.
- By deeply understanding our clients and the industries they sit within, we convey brand stories in a genuine, authentic context, always true of the time.
- We only work with businesses that have evidence in sharing our social and environmental values, actively working towards a positive future for all life on earth.
- Through striving to create value and purposeful campaigns, we ensure no time or resources are wasted for people, whether that's our clients, their customers, or ourselves.

## **We adhere our approach to ethical digital marketing**

- We provide truthful and accurate information about our services, products, and offerings in all our digital marketing communications, avoiding misleading or deceptive content.
- Respect User Privacy: We are dedicated to safeguarding user data, adhering to privacy laws, and obtaining consent for data collection, storage, and usage in our digital marketing activities.
- Foster Authentic Engagement: We will engage with our audience in an authentic and meaningful manner, responding to enquiries, feedback, and concerns promptly and transparently.
- Avoid Manipulative Practices: We will refrain from using manipulative tactics such as clickbait, fake reviews, or artificial engagement to deceive or mislead our audience.
- Champion Diversity and Inclusivity: Our marketing efforts will celebrate diversity, represent varied perspectives, and promote inclusivity in all our content and campaigns.
- Compliance with Regulations: We commit to upholding advertising standards and adhering to legal regulations (such as The Green Claims Code) related to marketing practices, ensuring full disclosure in sponsored content and endorsements.



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## **We reject and condemn impact washing**

- We support our clients in streamlining their communications to deliver concise, honest green claims which specifically outline their positioning and future goals in real terms of social and environmental impacts.
- Our campaigns and the information presented are honest, transparent and thoroughly well-researched using fully credible sources.
- We do not exaggerate impact through inflating numbers, cherry-picked data or misrepresentative case studies.
- We will not share stories or impact initiatives which aren't rooted in an authentic, purpose-driven mission.
- We take every measure to ensure our marketing and communications strategies, whether visual or vocal, are actively disengaged with impact washing.
- We challenge and verify all claims stated prior to inclusion within any campaign messaging.

## **We always want to give back**

- We are proud to be a part of One Percent for the Planet, where we donate one percent of our annual sales to environmental charities.
- We practice a "reduce-first" approach to carbon emissions and choose to offset more than we emit. We sponsor tree planting through Make it Wild's credible nature reserve at Dowgill Grange, Summerbridge, North Yorkshire.



# ETHICAL MARKETING POLICY

**Our team is fully committed to living more sustainably.**

**Each of us have pledged to:**

- Minimise the use of paper in the home office.
- Seek to buy recycled and recyclable paper products if paper is ever necessary for a project.
- Reuse and recycle all paper where possible.
- Seek to reduce the amount of energy and water used as much as possible.
- Switch off lights and electrical equipment when not in use, unplug phone and laptop chargers when not in use.
- Adjust heating with energy consumption in mind.
- Switch to a sustainable energy provider at home.
- Take into account the energy consumption and efficiency of new products will be taken into consideration when purchasing.
- Consider if renting/ sharing is an option before purchasing equipment.
- Evaluate the environmental impact of any new products they intend to purchase.
- Favour more environmentally friendly and efficient products where possible.
- Re-use and recycle everything that they are able to.
- Strive to use cleaning products free from toxic chemicals and excess packaging.
- Only use licensed organisations to dispose of waste.
- Always recycle waste where possible.
- Commit to the safe disposal of any e-waste or hazardous materials purchased for the virtual office.
- Commit to cutting meat/ dairy consumption and buy more organic and locally produced foods and drinks.

# ETHICAL MARKETING POLICY

**Our team is fully committed to living more sustainably.**

**Each of us have pledged to:**

- Eat home cooked lunches when possible when coming into the office space.
- With all means try to avoid single-use plastics
- Hold virtual meetings where possible to minimise travel.
- Not hold “unnecessary” virtual meetings where communication can be done elsewhere, in the interest of carbon saving.
- Strive to always cycle, walk or use public transport when going into the office / any meetings.
- Minimise business travel and offset any emissions generated when travelling.
- Involve families, partners or housemates in the implementation of this policy for greater commitment and improved performance.
- Actively encourage suppliers, contractors and sub-contractors to improve their environmental performance.
- Source sustainable suppliers and circular materials where possible to reduce CO2 and help the community.

**IF YOU HAVE ANY QUESTIONS ABOUT OUR ETHICAL MARKETING POLICY, OR WOULD LIKE SUPPORT WITH DEVELOPING YOUR OWN, GET IN TOUCH WITH US.**

**4CHANGE**  
marketing

