



# Code of Ethics

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## Introduction

The purpose of this Code of Ethics is to guide the team at Ethical Republic Pty Ltd to operate in a professional manner and in ways that reflect our values and our commitment to integrity.

It recognises our responsibilities to act ethically and sustainably in terms of how we operate the business and provides a framework for how we connect with our clients, partners, and other stakeholders.

## Purpose and Values

Even as a small, service-based business, we believe we can make a positive difference in the world. Purpose is baked into our DNA and we intentionally operate so we have a positive, regenerative relationship with nature and community.

**Our values** embody this:

- We show up with energy and commitment and give clients 110%
- We do the right thing
- We are down-to-earth and accessible
- We empower and strengthen the capability of the clients we work with
- We are bold, curious, and imaginative
- We leave things better than how we found them
- We are passionately courageous and stand up for change

**Our purpose** is to bring culture, conservation and economic opportunity together for a fairer future.

**Our mission** is to enable the conservation economy by supporting Indigenous and local communities to create sustainable, inclusive and profitable cultural and nature-based enterprises in environmentally and culturally significant areas.

**Our vision** is for 30% of the world's land and sea resources to be protected in ways that support, not erode, local livelihoods and traditional use.

## **Theory of Change**

Our theory of change is:

1. We support Indigenous and local communities to create cultural and nature-based enterprises in and around places like protected areas, heritage sites, and trail destinations....
2. ....so that they can reduce their dependence on grants and generate unrestricted revenue for their organisations....
3. ....which leads to:
  - Jobs and higher individual incomes and self-determined futures
  - More resilient, autonomous organisations led by First Nations people
  - Greater transferable skills and strengthened capabilities
  - Incentives to protect biodiversity
  - Opportunities to practice and celebrate traditional ecological knowledge
  - Improved conservation and cultural outcomes
  - Increased political support for protected areas
  - More inclusive and empowered management decision-making over protected areas
  - Economic opportunities in remote and regional areas that may be otherwise reliant on extractive industries

## **First Peoples Acknowledgement**

Ethical Republic has its headquarters on the traditional lands of palawa in lutrawita.

In recognition of the deep history and cultural connection, we acknowledge and pay our respects to palawa of lutrawita, the first and continuing custodians of these lands, waters and skies.

We pay our respects to Elders past and present, and thank them for their enduring care and stewardship of country. We honour their stories, songs, art and culture, and support their aspirations for the future of palawa. We acknowledge that sovereignty was never ceded.

We also acknowledge the Traditional Owners who so proudly welcome us to their special places, and who we are fortunate to have a chance to support.

We celebrate the stories, culture and traditions of Aboriginal and Torres Strait Islander people of all communities and we commit to supporting their self-determination however we can.

## **Clients**

Our clients are mostly Indigenous corporations, NGOs, community organisations and government agencies. In many cases, when a client engages us, it is with the hope that we will help them achieve an outcome powerful enough to change the course of people's lives. They trust that we will carry out our services in a timely, professional manner.

We place a great deal of importance on this trust and we take our responsibility seriously. We do our very best to ensure clients receive an exceptional level of service that will lead to the outcome they are seeking. If issues do arise, we address these fairly and promptly. We believe in fair pricing and in honouring agreements in good faith. We respect client confidentiality and honour any requests for non-disclosure.

We are conscious of our privilege and of the disparity of access to education, health, resources and opportunity that has enabled us to reach the fortunate position we are in. We intentionally seek to use our privilege to help boost others.

The nature of our work enables us to contribute to the following UN Sustainable Development Goals:

- SDG 1: No Poverty
- SDG 8: Decent Work and Economic Growth
- SDG 10: Reduced Inequalities
- SDG 11: Sustainable Cities and Communities
- SDG 12: Responsible Consumption and Production
- SDG 13: Climate Action
- SDG 14: Life Below Water
- SDG 15: Life On Land

## **Marketing**

We engage in ethical marketing practices. We focus on organic marketing based on the development and sharing of free content that provides value to our audience, such as blogs, videos, resources, podcasts, and other speaking engagements. We rely heavily on word-of-mouth and introductions through our network.

We only work with clients who invite us in to work with their community. We do not cold call or cold email to scour for business unsolicited. In addition, we do not proceed with an engagement unless we are sure our clients are able to benefit from our services. We stay in regular contact with our clients for at least 12 months post-engagement to track the quality of the service that was provided and to provide additional support where required.

## **Suppliers**

We rely on suppliers to provide the highest quality products and services available to enhance the experience for our own clients. These include, but are not limited to website hosting, accounting, utilities, software, banking, graphic design and connectivity. We pay bills promptly and quickly resolve any disputes with suppliers.

Where possible, and having regard to quality, cost and availability, we preference vendors, suppliers, and other partners that are owned by women, minorities, persons with disabilities, and underrepresented groups. We intentionally choose businesses with environmental credentials, social enterprises, mission-driven companies, B Corporations, and not-for-profit organisations, wherever possible.

## **Charitable Giving**

We are in business not only to provide a living wage for our staff and to have a positive impact through our services, but also to give back to causes that are aligned with our mission and purpose.

Through our charitable giving business model, our aim is to go beyond sustainability to regenerate nature. We therefore donate a minimum of 20% of profit and 2% of our time to support environmental projects and community causes that align with our purpose and/or to invest in relevant social enterprises.

Our charitable giving also aligns with the core UN Sustainable Development Goals we support through our work.

We preference charitable partners who are registered with 1% For The Planet. We donate to charities, not-for-profit organisations and social enterprises whose mission and programs align with our purpose, values and/or that work on the same SDGs we focus on in our projects. We also review an organisation's website, annual report and ACNC status prior to donating.

Where possible, we also try to focus our charitable giving in the local areas where our clients are located. However, we do give to aligned international projects from time to time, too.

## **Sustainability**

As part of our regenerative business model, the first step is to minimise our own environmental impacts. We monitor our environmental footprint on an annual basis across key areas:

- Greenhouse gas emissions (energy and transport)
- Waste
- Materials and resource use (including e-waste, plastics, paper, and stationery)

Our aim is to reduce our greenhouse gas emissions as much as possible and to offset any residual emissions through carbon offsets. In Tasmania where we operate, electricity generation is 100% renewable. We ensure lights and computers are turned off after use. We avoid travel where possible, with meetings generally held online. When flight travel does occur, we include the estimated emissions in our annual calculation.

Our waste streams are minimal. For any waste we do produce, we keep separate recycling bins for different streams, including e-waste, organics, hard plastics, soft plastics, paper, metals and stationery and use the appropriate recycling channels for each of these streams in order to minimise waste going to landfill.

Whenever possible, we source products and services from local suppliers and vendors to fulfil our business needs. We also select products that have their own certified sustainability credentials, such as FSC certified paper for printing and publications and business cards made from recycled t-shirts.

We aspire to keep sustainability a core feature of our practice, our work habits and workspaces, and our aspirations for ourselves, our clients, and our planet.

## Review and Accessibility

We will review this code of ethics annually to ensure it continues to reflect our values, our communications and our actions. This code of ethics will be posted publicly online to promote accountability and with the hope that it might act as a model for others to use.

## Reporting

The best way for our organisation to know that we are upholding this code of ethics, is if employees, clients, colleagues, partners, and others let us know and call us out if they believe we are not. As a values-driven organisation striving to continually improve, we invite this feedback and accountability, and act promptly to review any issues raised.



Emma Pethybridge

**Founder + CEO**

*(Last reviewed 11 February 2024)*