



OUR GIVING COMMITMENT

14 January 2024

Ethical Republic is a for-purpose agency that specialises in the conservation economy.

We work with Indigenous and local communities to create cultural and nature-based enterprises alongside protected areas, heritage sites and trail destinations.

We are purpose-driven in every way. Impact is at the core of the services we offer, the way we operate the business operates and – importantly – in giving back to causes that align with our mission.

As we do well, we do good. From 2023-24, Ethical Republic pledges to meet the following minimum giving commitments in perpetuity:

Money

We commit to donating 20% of profits to charity each year. Our priority is supporting projects that contribute to the protection, restoration, or sustainability of wild spaces, threatened species or similar causes that align with our mission.

Time

We commit to donating 2% of time to local conservation projects with charitable partners and through leading delivery of initiatives that support the for-purpose community.

A blue ink handwritten signature of Emma Pethybridge.

Emma Pethybridge
Founder + CEO

