



## Our Mission, Vision and Values

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As a business, we value all people irrespective of social class or background. Good work enhances our sense of dignity and fulfilment and creates opportunities for us to express ourselves more fully and becomes a means to fulfil our potential. The business is also a context within which we steward every resource in our hands and thus express care for our world.

**Our Mission** is to create a working environment which impacts our staff team such that they are able to enjoy life at its best. In doing so, our suppliers and customers experience some of this too. We seek to do this by being a continually pioneering, wholistic, values based, impact business committed to Fair Trade Principles.

**Our Vision** is for a well-managed business, which will create fulfilling, up-skilling, well-paid jobs for people from the margins of society, who in turn own the values of the business and live as influencers in their communities and society at large. We do this through designing, manufacturing and selling life enhancing products which are made from renewable materials and are sourced from traceable supply chains.

Our Work and relationships are governed by a set of **Values**:

- 1) Social Justice.** We are concerned about trade injustice in the world and will actively operate in a way which counters this. We will actively support justice movements whose goals are aligned with our own. We recognise that environmental care is intrinsically linked with social justice, and so our work will honour the very best in environmental stewardship
  - 2) Transparent Demonstration.** We believe that the effectiveness of our solutions must have visibility among those that the company employs, our suppliers, customers and the wider world. This means that we will establish transparent, accessible and meaningful indicators to reflect progress towards our vision. Telling stories as well as independent objective methods of assessment will be among the tools to ensure that this happens.
  - 3) Natural Beauty.** We desire to see beauty in our products, day to day work environment, processes and relationships and will be intentional in this endeavour.
  - 4) Servant Leadership.** Our model of leadership is that of service to others and to society at large. As we serve our own team well, the quality of our products and services will in turn enable us to serve our customers with excellence.
  - 5) Honest Relationships.** Open relationships characterised by mutual trust and respect are the foundation stone of all that we seek to do. When relationships are threatened, we will seek to set them right through honest conversations and the opportunity to start again.
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