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**Born Free Social Responsibility**

**and Business Sustainability Policy**

**Mission**

Born Free is committed to reducing its impact on the environment, diminishing as much as possible its contribution to global warming (through radical innovation, sustainable strategies and carbon reduction/mitigation programmes), and enhancing the capacity of local communities and partners to meet their own needs through ethically balanced policies, shared learning and support.

**Objective**

All operations and projects of Born Free will be ‘Carbon Neutral’ by 2023

**Approach**

Reduce, Reuse, Recycle

**Guiding Principles**

1. We will replace or mitigate the use of any and all resources extracted from the Earth’s crust
2. We will reduce as much as possible our contribution to global warming, and mitigate the remainder
3. We will not contribute to the degradation of the Earth by physical means, such as deforestation
4. We will help or enhance the capacity of local communities to meet their own needs

**Operational Priorities**

1. Born Free will focus on reducing all waste, both office based and in the field
   1. We will reuse and/or recycle materials whenever and wherever possible, and reduce the use of new raw materials wherever practicable
   2. We will endeavour to create micro-circular economies in all our projects and operations
   3. We will drive the philosophy that all waste has a potential use
2. Sustainability design will be embedded into all projects and activities early
   1. This will apply to all existing and new projects and operations
   2. Sustainability design must be incorporated into planning at the very earliest of stages for it to be effective and embedded
   3. Sustainability has been adopted is one of the 5 Operating Principles of Born Free’s strategy
   4. Sustainability will be reviewed by Working Groups when assessing potential projects for approval
3. After carbon-creating activity has been minimised to achievable limits or comfortable threshold, we will revert to workable and genuine carbon offset programmes
   1. Our preferred action is to review and reduce as much as possible in all areas
   2. Carbon offset programmes are to be used as and when required, when all measures to reduce carbon generation have been exhausted. They are not to be used to excuse or mitigate an activity, policy or preference that could be better dealt with
   3. Initially, Born Free will work with 3rd party programmes that provide offsets to projects that Born Free would instinctively support, and can communicate to the public. This is to get our programme going, and to provide learning value. However we will examine, from the beginning, and then instigate, by the end of year 1, our own carbon offset programmes, benefitting our own mitigation projects. These can be simple (part-funding the purchase of solar set-ups) or integrated (supporting forest recovery or improvement – for example, Ngaya forest in Kenya)
4. Born Free will develop Full Life Cycle approaches
   1. We will plan, so that all materials (or as many as possible) used for operations and projects can be used subsequently by adopting Cradle to Cradle thinking (see below)
   2. We will do more with less by focussing on ‘frugal engineering’
5. We will think radically to achieve radical results!
   1. Colleagues will be encouraged to be creative and imaginative, to drive change in how we work.
   2. Radical innovation will be tested, adapted and built to achieve large scale changes

**Partners and Suppliers**

Born Free is committed to making sure that all merchandise we sell, and all equipment and products we source for operational and administrative purposes is made in a fair, responsible and sustainable way. We will set out clear guidelines for our suppliers to make sure that every person in the supply chain is safe, protected and properly represented.

Born Free will develop its external relations with suppliers, including corporate and not-for-profit organisations based on the following eight guiding principles:

1. Freedom of Association and the Right to Collective Bargaining

All individuals have the right to bargain collectively, either through a recognised Trade Union, an assembly, support group or other safeguard, without the fear of discrimination. In countries where this is prevented by law, suppliers must find alternative methods of association and employee freedom.

1. Employment Choice

Every person working for Born Free and our suppliers (and their respective supply chains) does so out of their own free will, with no forced or involuntary labour and no human trafficking or slavery. Every employee is free to leave their employer if they want to, with no discriminatory practice.

1. Safety & Hygiene

Born Free, and our suppliers must provide a safe and hygienic working environment. This policy must be embedded in supply chains, with proper approaches to preventing accidents and injuries, whilst providing access to basic sanitation and safe drinking water. Physical abuse, sexual or other harassment and verbal abuse is prohibited.

1. Living Wages

Everyone working for our suppliers (and their respective supply chains) receive wages that meet national legal standards. In countries that do not operate a National Living Wage, suppliers must ensure that employees receive enough money to cover their basic needs.

1. Child Labour

Our suppliers and the factories that they work with must not use child labour, and all employees under the age of 18 will not work at night or in dangerous conditions. All policies must comply with the relevant standards of the International Labour Organisation.

1. Working Hours

Working hours must comply with national legal standards. In the UK and EU, workers cannot be made to work more than 48 hours per week and must have one day off in every 7 day period, as a minimum.

1. Discrimination

All suppliers and partners must not discriminate in hiring, compensating, promoting, providing access to training or terminating employment on the basis of gender, sexual orientation, colour, religion, status, race, or political beliefs.

1. Environmental Standards

Born Free cares about the environment and we expect and ensure that our suppliers, their supply chains and our partners uphold the same sustainable standards as we do to protect our planet. This includes minimising waste, encouraging recycling, using recycled materials, promoting conservation, avoiding pollutants and never abusing or treating animals with cruelty or disrespect.

**Merchandise, Adoptions and other promotional material**

Born Free will drive to use recycled material for its publications and paper/cardboard based products wherever and whenever possible. On those occasions when this is not possible, stocks from FSC approved suppliers should be sourced. All headed paper and written correspondence should use recycled paper.

Born Free’s preference is for all merchandise to be obtained from renewable or sustainably managed resources. This may include materials such as cotton, though careful consideration must be given to avoid cotton that is produced using herbicides and pesticides, and large volumes of water. In nature, one organism’s demise is input for another organism, creating a ‘cradle to cradle’ system that recycles potential ‘waste’ into something new. Therefore we will reach the point (within the aims of this policy) where all merchandise sold by Born Free will be 100% recyclable or have a reusable purpose.

**Travel**

Born Free’s biggest impact on the environment is through travel to meetings and conferences, and to monitor progress on projects and operations. A recent analysis revealed that air travel alone accounted for 79.6% of Born Free’s annual carbon generation (FY 2017-18). Focussing on these areas gives Born Free an excellent opportunity to reduce its environmental impact radically.

International Travel

Line Managers will review all requests to book flights and establish their necessity against operational requirements. Approval should only be granted where the trip is essential for operational or project success, and the outcomes and results of any and all meetings could not be achieved to the same degree by using web conferencing or Skype (see below).

All flights are subject to a Carbon Offset charge that will be debited from the Line Managers budget. This will be calculated at 100g per passenger/kilometre at a rate of £30.00 per CO₂e.

All travel to The European Continent will be by train, in particular those areas serviced by Eurostar. Train travel is the most environmentally friendly form of rapid travel and can be quicker than air travel when the administrative processes at airports are taken into account. It is invariably cheaper than air travel and does not incur a Carbon Offset charge. Of course, this may not be the best form of travel to Eastern European countries when time is a dictating factor or when there is onward travel to additional destinations.

Domestic Travel

Long distance travel within the UK should be completed by train; unless there are pressing and justifiable reasons to use air travel (for example, Gatwick to Edinburgh or Aberdeen). Shorter journeys may be completed by car and travellers should plan to share vehicles rather than travel independently.

All car journeys on Born Free business are subject to a Carbon Offset charge that will be debited from the Line Managers budget. This will be calculated at 200g per passenger/kilometre at a rate of £30.00 per CO₂e

Born Free will replace its two Land Rover Discoveries with hybrid or purely electrical vehicles after which the policy will be for these to be used by all staff for all short to medium journeys within the UK. For international teams, the vehicle fleets will be steadily replaced with hybrid and more efficient vehicles, as budget and operational needs allow.

**Recycling**

Recycling will be a core value and operational requirement of Born Free because of the following:

1. The most obvious reason is that recycling contributes to the protection of our environment, both by reducing the amount of waste going to landfill and cutting the carbon emissions usually caused by general waste disposal.
2. Recycling as much of our office waste as possible will enhance our ‘green credentials’, demonstrating to supporters, the team, and the general public that we’re mindful of our impact on the planet.
3. Recycling boosts morale and team spirit, helping the Born Free team unite as part of something positive. Colleagues who already recycle at home will appreciate the opportunity to do so at work too.
4. Recycling saves money as well as the planet, cutting operational costs as well as our carbon footprint.

Therefore the following guidelines will apply:

1. Born Free will endeavour to recycle as much ‘office waste’ as possible. While paper, cardboard and plastics may need to be processed externally by a third party organisation, colleagues will be encourage to reuse and recycle anything and everything that still has a life value, i.e. stationary, lever arch files, IT equipment, etc.
2. Dedicated bins for recycling will be provided in the office and all team members will be strongly encouraged to use this facility
3. Team members will be expected to accept previously used stationary and IT equipment (or any other items requested) providing the items offered are in satisfactory working order and are fit for use – especially in terms of suitability of IT equipment, for task and need.
4. Where new equipment, stationary or other items are required, every effort will be made to purchase these from recycled or renewable sources
5. Colleagues will be encouraged to put forward recycling ideas or suggestions for the office

**Frugal Engineering**

Frugal Engineering (or Frugal Innovation) is the process for reducing the complexity and cost of a range of goods or items and their production. The term was originally coined by Carlos Ghosn, a previous joint chief of Renault/Nissan who stated, "frugal engineering is achieving more with fewer resources."

This concept can be adopted by Born Free for consideration in all its operations. Frugal Engineering has the dual benefits of using less valuable resources to achieve the same aims while reducing operating costs, freeing resources that can be invested in additional projects.

When planning, managing, or reviewing an operation, the project owner should consider the following as a guide:

* Can I achieve the same results but with less resource input?
* Can I simplify any part of the operation to release resources while maintaining standards and achieving the same results?
* Can I reduce the number of people involved in a meeting/project but maintain the same information flow and/or distribution?
* If I need to expand the range of the project, can I do so without the need for additional resources?
* Can I source less expensive resources while maintaining standards and results?
* Is this flight really necessary?

The examples above are not exhaustive. In short, colleagues should always be looking to reduce resources and ‘do more with less’. This applies particularly to air travel (see ‘International Travel’ above) and purchasing.

**Utilities**

Born Free operates from rented accommodation in a managed building and therefore has no authority over the provision of utilities to the site. However, the charity will always use whatever influence it has with its landlord to ensure the provision of eco-friendly power, wildlife friendly landscaping and estate management, and the implementation of environmentally friendly and sustainable policies when operating and managing the building and its surrounds.

**Review**

This policy will be reviewed on an annual basis, and will be subject to suggestions from colleagues. It, and future iterations, will be approved and signed off by the CEO.

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