

# Our ethical policy.

**Cohesion provides a marketing and creative service. Our aim is to support organisations with their growth and development through the use of correctly focused marketing and branding, and by developing the appropriate marcomms.**

**We look to work with organisations that know the importance of understanding their marketplace and the strength and market advantage that a well designed and maintained brand can bring to their organisation. Our aim is to develop long-term relationships with our clients that add value to their business which in turn provides a return on investment.**

**To achieve this we develop relationships with clients as equal partners, in this way we are able to better engage with the client and provide objective consultancy. This also allows us to tailor what we do to the client providing the right solution that we believe is right for them.**

Values are our belief system. They are what we believe to be fundamentally important to Cohesion in terms of how we conduct ourselves and our business. They are the personal and professional characteristics that form the bedrock and foundation of our organisation.

## **We value:**

- Accountability and transparency; we don't accept evasiveness and half-truths meant to mislead or, even worse, to deceive.
- Personal responsibility for what goes right and what goes wrong; we don't accept hiding behind organisation or team accountability.
- Integrity – personal and organisational; we can be counted on to do what is right because it is right versus finding the self-serving solution. We adhere to a high standard of personal conduct, beliefs or set of values in all activities and under all circumstances. Integrity precludes resorting to hedging, quibbling, evasive or misleading behaviour, or statements.
- Creativity and innovation; finding new ways to accomplish the brief rather than re-using what used to work yesterday.

## **As a business Cohesion aims to trade ethically at all times and will:**

- Ensure that all staff in contact with our clients behave in an ethical manner with the purpose of delivering the above statement.
- Not take advantage of lower employment or manufacturing costs in developing countries.
- Adhere to any Government recognised trading sanctions.
- Not trade with those countries our directors believe are violators of human rights.
- Refuse to work with any client or prospective client who we have reason to consider exploits humans, animals or the environment unfairly.