



Activate Branding CSR Policy

At Activate Branding we believe there is nothing more important than looking after the environment around us and the people within it. Whilst we appreciate that global uptake of fully sustainable practice isn't going to happen overnight, we can certainly help push things in the right direction and promote the benefits of efficiency and sustainability in the way that we operate and the products we produce.

Our mantra is simple. We aim to make the ordering and use of branded promotional merchandise as straight forward, cost-effective, and as sustainable as possible. All three of these elements help to cut waste, improve efficiency, and decrease environmental deterioration. We consider these not to be 'ideal' but absolutely 'essential'.

Wherever possible, we promote the use of products that are carbon neutral, made from recycled or sustainable materials and have a connection or partnership with a social or environmental regeneration program. We comply with all regulations relating to product safety and ensure that all directives such as RoHS (Restriction of Hazardous Substances) and REACH (Registration, Evaluation, Authorisation and Restriction of Chemicals) are met.

All our products are sourced via safe, ethical and fully audited supply chains. Our suppliers of choice comply to the international standards of SEDEX <https://www.sedex.com> one of the world's leading ethical trade membership organisations of which Activate Branding are also a member.

SEDEX work with businesses across multiple sectors to improve working conditions in global supply chains. They provide the tools and services to help businesses operate responsibly, sustainably, protect workers and source ethically.

Did you know?! Some types of Ocean Seagrass capture carbon up to 35 times faster than tropical rainforests and, even though it only covers 0.2% of the seafloor, it absorbs 10% of the ocean's carbon each year, making it an incredible tool in the fight against climate change.

For this reason, Activate Branding have chosen Project Seagrass as their preferred charity partner.

Project seagrass are an environmental charity devoted to the conservation and restoration of seagrass ecosystems through education, influence, research and action making them an all-round excellent charity.

A proportion of the revenue generated from our sustainable Hero products range goes towards helping the work of Project Seagrass.

<https://www.projectseagrass.org/>