

Ethical Marketing & Responsible Communications Policy

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At Realise Change, our work is rooted in trust, transparency, and a deep commitment to advancing an economy where people and planet thrive. How we communicate matters, not only because it reflects who we are, but because it shapes how our clients, partners, and communities understand sustainability and impact.

This policy sets out the standards we follow to ensure our marketing and communications are responsible, accurate, inclusive, and aligned with our purpose.

Why This Policy Exists

Realise Change exists to empower purpose-driven leaders to build businesses that create meaningful, measurable impact. Ethical marketing is part of that commitment.

We communicate with honesty, clarity, and respect, ensuring that every message supports informed decision-making and reflects the realities of sustainable business transformation.

Scope

This policy applies to all communication and marketing activities,

including:

- Website content

- Social media

- Email communications

- Sales materials and presentations

- Client-facing documents and promotional content

- Public speaking, events, and media interactions

It applies to all team members, contractors, and partners who prepare or publish content on behalf of Realise Change.

Our Principles for Ethical Marketing & Communications

Communicate with accuracy and integrity

We only make claims that are:

- Precise, evidence-based, and verifiable
- Supported by reliable data, reputable sources, or clearly explained methodologies
- Proportionate to our actions and aligned with the impact we actually deliver

We will never overstate our impact or imply outcomes we cannot guarantee. This includes how we speak about B Corp certification, operational improvements, climate action, and client results.

We prioritise transparency and accountability

Realise Change is committed to being open about:

- Our services and what they can and cannot deliver
- The positive impacts we create, and the areas where we're still improving
- Our role in the B Corp ecosystem and limitations of certification processes

Where relevant, we are clear about the scope of our work, including what is advisory, what is client-led, and what outcomes depend on external factors.

We avoid manipulative or misleading practices

We do not engage in:

- Undisclosed paid promotions
- Fake reviews or unverifiable testimonials
- Manipulative sales tactics
- Use of bots or artificial amplification

All partnerships, endorsements, and collaborations are transparent and authentic.

We communicate inclusively and accessibly

Realise Change strives to:

- Use clear, plain, human language
- Avoid jargon unless necessary (and define it when we use it)
- Reflect diversity in examples, imagery, and messaging
- Consider the needs of vulnerable or underrepresented groups
- Ensure our digital content is as accessible as possible

As a women-led organisation with a strong commitment to equity, our communications reinforce dignity, empowerment, and respect.

We support responsible consumption and decision-making

While sustainability is complex, we never oversimplify or promote the idea that certification or operational changes alone “solve” climate or social issues. We guide clients through realistic pathways and communicate them honestly.

We protect privacy and data

We collect and use personal information responsibly and with consent, practising secure data handling and respecting confidentiality at all times.

We choose partners aligned with our values

Before engaging with collaborators, advertisers, or platforms, we

- consider:
- Their social and environmental practices
 - Risks to vulnerable audiences
 - Potential reputational or ethical implications

Expectations for Anyone Creating or Approving Content

Anyone representing Realise Change must:

- Follow this policy in all public communications
- Substantiate impact-related claims with credible evidence
- Seek guidance when unsure about an environmental or social claim
- Use approved messaging when referring to B Corp standards, certification rules, or client achievements

Governance, Accountability, and Oversight

The Founder & CEO is responsible for:

- Approving this policy
- Overseeing its implementation
- Ensuring our marketing aligns with B Corp Standards
- Addressing any potential breaches

Reviews take place every three years, or sooner if standards or business practices change.

Reporting Concerns or Potential Breaches

Anyone - internally or externally - may raise concerns about Realise Change's marketing or communication practices through our grievance procedure.

We will:

1. Investigate concerns promptly
2. Take corrective action where needed
3. Communicate outcomes transparently where appropriate
4. Integrate learnings into future practice

Continuous Improvement

Ethical marketing is not a static standard. As sustainability expectations evolve - and

as B Lab updates its guidance - Realise Change will:

- Update this policy as regularly as possible
- Strengthen internal practices
- Improve accessibility and inclusivity in our communications
- Engage stakeholders for feedback

Public Availability

Realise Change will make this Ethical Marketing & Responsible Communications Policy publicly available as an expression of our commitment to transparency and accountability.