

CSR and Sustainability Policy

Date last reviewed: January 2025

1. Mission statement

Insightful Research seeks to be a good corporate citizen in all aspects of our activities – specifically in all areas of ethical business conduct, of minimising the impact of our activities on the environment, and of continually improving our performance. We want to be a responsible business that meets the highest standards of ethics and professionalism, and we encourage customers, suppliers and other stakeholders to do the same.

2. CSR & ethical business conduct

- Our company will respect the law, honour internal policies and ensure that all business operations are legitimate
- We value accountability, honesty, fairness and integrity in all our business dealings with all parties (suppliers, clients, respondents, etc.)
- All employees must be members of the relevant professional organisations and comply with the Market Research Society Codes of Conduct. Employees must avoid situations where conflict of interest may arise.
- Employees will respect confidentiality in relation to the company business or the business of its clients. We are committed to complying with data protection principles and are appropriately registered.
- Employees are expected to demonstrate our corporate values, exercise high ethical judgement and comply with the laws/ codes of conduct applicable to their duties
- As part of our business we may donate monies on behalf of our respondents to relevant charities. The company may also decide to make one-off charitable donations to good causes on an ad hoc basis
- We are dedicated to protecting human rights in all our dealings. The company currently only employs its single director. We are committed to providing equal opportunities should the company decide to employ additional staff. We are committed to providing a working environment which is free from harassment and discrimination in any form – our Equality and Diversity Policy is available on request
- We aim to provide a safe place to work and as such comply with health and safety regulations. Our Health and Safety policy is available on request

3. Minimising our impact on the environment

We also understand that our activities affect the environment, and we are committed to minimising this impact and continually improving our environmental performance by reducing consumption of materials and reusing/ recycling where possible. We actively promote recycling, and we continually evaluate our operations and ensure that they are as efficient as possible.

- Paper: Whilst there are no major environmental risks associated with the market research sector per se, we are nonetheless aware of the amount of paper produced – we keep this to a minimum by adopting a paperless approach where practical, and any paper products that are used are reused and/ or shredded and recycled. We seek to buy recycled and recyclable paper products
- Energy and water: we seek to reduce the amount of energy used as much as possible. Any appliances requiring energy are switched off when not in use (for example, air conditioners, lighting, etc.). The energy consumption and efficiency of new products will be taken into account when purchasing
- Office supplies: Before committing to purchase, we evaluate the need carefully and assess whether alternatives are viable options (e.g. renting/ sharing). We evaluate the environmental impact of any new products, and favour more environmentally friendly/ sustainable and efficient products wherever possible. We will reuse and recycle everything we are able to (e.g. toner cartridges, stationery, etc.)
- Transportation: We will reduce the need to travel and promote the use of travel alternatives such as e-mail or video/ phone conferencing. Wherever possible we use public transport or cycle to business meetings within Cambridge.
- Cleaning: Where possible we will use biodegradable chemicals and products
- Waste Management: Waste is minimised by reusing materials and consumables wherever possible. We avoid printing unless absolutely necessary, and all paper and cardboard waste is recycled. Other items, such as printer cartridges, batteries and office waste (glass, etc.) are recycled whenever this is practical

4. Responsibility

- Jill Elston is solely accountable for ensuring that our environmental policy is implemented, monitored, and our aims met. We will comply with all relevant regulatory requirements as a minimum level of performance, and we will seek to continually improve and reduce our environmental impacts.