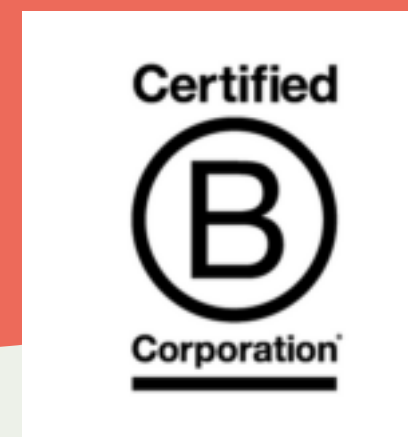


B CORP CERTIFICATION

Four Drunk Parrots



WHERE WE STARTED. WHERE WE'RE GOING.

Certified B Corporations
are a new kind of
business that balance
purpose & profit



We are striving for a better world

OUR VISION

We provide high quality marketing services in order to improve, protect and enable our people, clients, communities & environment.

OUR MISSION

To improve the quality of life for our clients, people and communities, the health of the environment, and the quality of our services, through aligning with the UN Sustainable Development Goals, 2030.



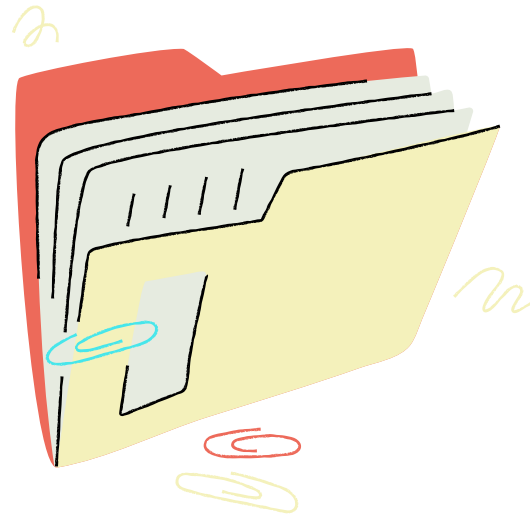
Our team is
committed to
living our values

STEP ONE:

THE B IMPACT ASSESSMENT

start where you are

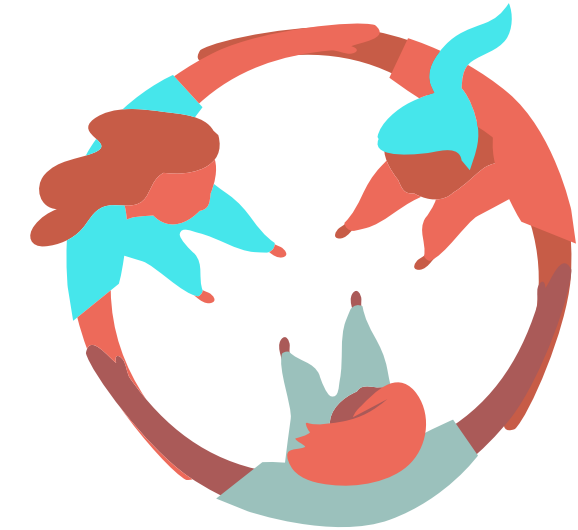
SIX AREAS OF ASSESSMENT



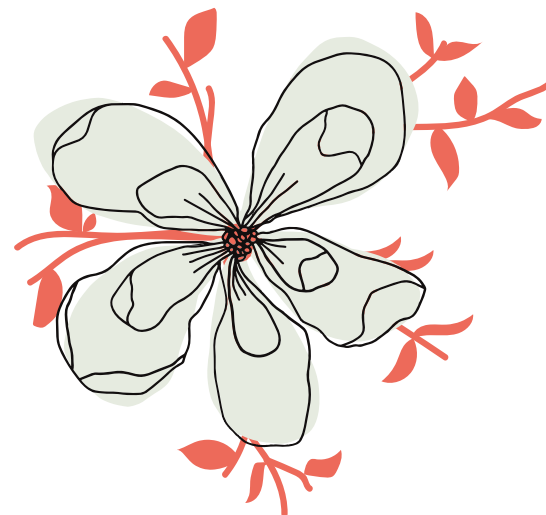
GOVERNANCE



WORKERS



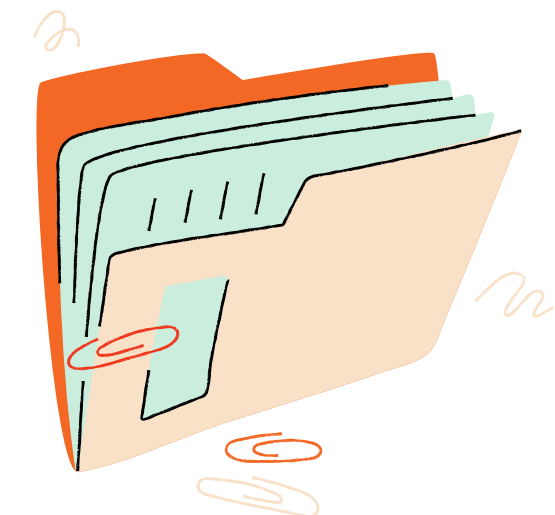
COMMUNITY



ENVIRONMENT



CUSTOMERS



DISCLOSURE QUESTIONNAIRE

We're doing ok. But *we could do better*

In the process of completing the initial B Impact Assessment, we uncovered specific areas in which our organisation could be doing better.

These included specific things like:

- Consciously selecting suppliers that align with our values
- Supporting our local community, and underrepresented groups such as women, indigenous groups, and people living with a disability
- Measuring and reducing our waste, energy usage, travel miles
- Introducing specific internal policies to ensure we're all living our values every day at work

The best part? We've introduced new ways to measure, maintain, and improve our response to the challenges we face as a socially and environmentally responsible business.



STEP TWO:
MAKE IMPROVEMENTS

do what you can



AND SO BEGAN THE JOURNEY...

to upgrade our business

Once we knew where we could improve, we were empowered to take it up a notch. This is where we got really motivated to see real change, and prepare us for the next stage - the B Corp Certification application.

The changes we've introduced are vast, and include:

- Introducing a ream of new internal policies to help guide our team and our business towards ethical and sustainable decisions and practices - via our new HR manager
- Creating ways to measure and manage relevant variables wherever possible - such as commuting miles (and those we avoid) and where we spend our money (and therefore what we support)
- Introducing internal guides to help us in everyday practices
- Measuring employee satisfaction
- Creating an online directory of women-led businesses - soon to be available for everyone!

STEP THREE:

LODGE OUR APPLICATION

ask for feedback

OUR FORMAL APPLICATION

the rubber hits the road

Now that we've introduced a series of improvements (which are still under construction) we're getting close to the next formal step: lodging our application.

From there, we expect to receive feedback and suggestions for further improvement. Once implemented, we'll lodge our final application and hope for a positive result:

An invitation to update our governance structure, pay the relevant fee and become officially certified!



Stay tuned for the rest
of the story...
to be continued

