



**Corporate Social Responsibility
Statement**

At Wizard Pi, we believe creativity should have a conscience.

Corporate Social Responsibility is not a tick-box exercise for us, it is part of who we are as a business and a team.

Environment & Sustainability

We recognise the role we play in protecting our planet and are committed to sustainable working practices across all areas of the business. We:

- Provide remote and hybrid working to reduce commuting and associated emissions
- Actively reduce waste, with a “print only when necessary” culture and dedicated recycling schemes within our studio
- Partner exclusively with green hosting providers, ensuring that both Wizard Pi and all our client websites are powered by renewable energy
- Explore ways to reduce energy use in our operations, including the use of efficient digital tools and cloud-based collaboration platforms
- Prioritise sustainable suppliers and encourage clients and partners to adopt eco-conscious solutions wherever possible
- Regularly review and improve our environmental impact, seeking innovative approaches to reducing our footprint

People & Culture

Our people are the foundation of our creativity and success. We are committed to building an environment where everyone can thrive, grow, and feel supported. This includes:

- Offering flexible and remote working options to promote a healthy work-life balance
- Providing clear pathways for career progression, skills development, and leadership opportunities
- Encouraging continuous learning through training, mentoring, and access to new technologies
- Promoting diversity, equality, and inclusion across every level of the business
- Supporting employee wellbeing with regular check-ins, open communication, and mental health awareness
- Recognising and rewarding contributions, whether through promotions, milestone celebrations, or company-wide acknowledgements

Community & Social Impact

We believe in using our creativity to give back.

Wizard Pi is proud to contribute to the communities we are part of by:

- Supporting charities and non-profit organisations through financial donations and sponsorships
- Delivering pro-bono creative services to causes that align with our values and can benefit from our expertise
- Actively encouraging our team to volunteer their time and skills to support local initiatives
- Championing small businesses and start-ups by offering tailored packages and accessible services
- Participating in community events and projects that promote culture, education, and creativity

Ethical Business Practices

We conduct our business with fairness, transparency, and integrity. Our ethical commitments include:

- Treating clients, colleagues, and partners with respect and honesty at all times
- Ensuring full compliance with UK employment law, health and safety regulations, and data protection legislation (including GDPR)
- Operating a responsible supply chain by working with trusted and ethical suppliers
- Being transparent in our pricing, proposals, and project delivery
- Encouraging accountability across the company, with open channels for feedback and continuous improvement

Responsibility in Creativity & Client Work

As a creative agency, we recognise the influence our work has on audiences and brands. We take this responsibility seriously and commit to:

- Delivering work that is accessible, inclusive, and respectful of diverse audiences
- Promoting positive values and steering clear of projects that encourage harm, discrimination, or unethical practices
- Advising clients on socially responsible marketing approaches that align with both commercial success and cultural sensitivity
- Ensuring our creative work contributes meaningfully, whether through clarity, innovation, or positive representation
- Continuously evaluating our methods, technologies, and outputs to maintain best practice in ethical design and marketing

Governance & Accountability

Our CSR commitments are overseen at leadership level and embedded into our day-to-day processes. We:

- Regularly review our policies and practices to ensure they remain effective, relevant, and ambitious
- Encourage transparency, publishing key commitments on our website and sharing progress with clients and partners
- Hold ourselves accountable through internal reporting and feedback mechanisms
- Strive to meet not only the legal obligations placed on us but also the higher standards we set as a values-led business

Our Ongoing Commitment

CSR is an evolving journey, and at Wizard Pi we are committed to learning, adapting, and growing in line with the needs of our people, our clients, and the world around us. By embedding responsibility into every area of our operations, we aim to deliver creativity that does not just look good but does good.

This statement has been approved & authorised by:

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