

# Mission Statement

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## Our Mission

Creative design for a meaningful impact on people and planet

1. Design for maximum impact, with a minimal footprint

We do this by:

- Bringing circular Design Thinking into every project
- Creating Sustainable Print
- Designing Energy Efficient Websites
- Considering the Life Cycle of every project

2. Educate business on what sustainability means and how they can reduce their carbon footprint

We do this by:

- Writing articles
- Sharing information
- Talking to our clients and wider networks
- Evaluating projects and feeding that back to clients

3. Support small business, specifically women owned or purpose led, in Cumbria providing high quality design services that would otherwise be out of their reach.

We do this by:

- Writing articles
- Providing free business advice
- Speaking at business events
- Mentoring young people in Cumbria

4. Will never stop learning

We do this by:

- Continuing our own education in design and sustainability
  - Collaborating with other designers
  - Creating a creative network in Cumbria
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## Our Vision for the Future

Lil Creative Studio believes in a world where business is a force of good, and companies care about their environmental and social impact. We would like to see this as a reality using creative design to influence behaviour, benefit individuals, and society as a whole.

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