

Responsible Advocacy & Public Engagement Policy

1. PURPOSE

Lil Creative Studio believes business can be a force for good.

As a purpose-led design studio, we recognise that organisations have a role to play in contributing to positive social and environmental change. From time to time, we may support campaigns, consultations, industry initiatives or collective action that align with our values and mission.

This policy sets out our approach to responsible advocacy and public engagement, ensuring that any activity undertaken by Lil Creative Studio is ethical, transparent and aligned with our commitment to people, planet and purpose.

2. OUR APPROACH

We believe advocacy is most effective when it is based on collaboration, evidence and a genuine desire to improve outcomes.

Any advocacy activity undertaken by Lil Creative Studio will:

- Support positive outcomes for people, communities and the environment.
- Align with our mission to amplify the stories of organisations working towards a positive impact.
- Be based on reliable information, evidence and recognised best practice where appropriate.
- Be honest, respectful and transparent.
- Consider the views and potential impact on our stakeholders.
- Comply with relevant laws and regulations.

We recognise that meaningful change often happens through collective action, knowledge sharing and encouraging better practice.

3. SCOPE

For the purposes of this policy, advocacy includes activities intended to raise awareness, encourage positive change or contribute to discussions around social, environmental or industry issues.

This may include:

- Supporting public campaigns.
- Signing open letters or declarations.

- Responding to consultations.
- Sharing educational resources.
- Participating in industry initiatives.
- Engaging with professional networks.
- Contributing knowledge or experience to discussions around responsible business, design or sustainability.

Where activities involve influencing public policy, legislation or regulation, they will be undertaken responsibly and transparently.

4. POLITICAL CONTRIBUTIONS

Lil Creative Studio does not make financial contributions to:

- Political parties.
- Political candidates.
- Political campaigns.

The studio may support non-partisan initiatives, campaigns or organisations where these align with our values and aim to create positive social or environmental outcomes.

5. PERSONAL VIEWS AND STUDIO REPRESENTATION

Lil Creative Studio recognises that individuals connected with the studio may hold personal views, interests and commitments.

Personal opinions or activities are not automatically representative of Lil Creative Studio.

Where someone communicates publicly on behalf of the studio, they must ensure that:

- Their communication reflects Lil Creative Studio's values and purpose.
- They do not imply studio support for issues that have not been considered or agreed.
- Personal interests or external roles are considered in line with our Conflict of Interest Policy.

6. ANTI-CORRUPTION AND ETHICAL CONDUCT

Lil Creative Studio maintains a zero-tolerance approach to bribery and corruption.

No director, freelancer, collaborator or representative acting on behalf of Lil Creative Studio may offer, request or accept any payment, gift, favour or benefit intended to improperly influence a decision or outcome.

All engagement with organisations, networks and public bodies should be based on integrity, transparency and mutual respect.

7. INDUSTRY NETWORKS AND COLLECTIVE ACTION

Lil Creative Studio may participate in networks, declarations and collective initiatives that support responsible business practices.

These may include initiatives focused on:

- Sustainable business.
- Ethical design.
- Climate action.
- Social responsibility.
- Community wellbeing.

Examples may include Design Declares, B Corp, Futureproof Cumbria and other purpose-led networks.

Before joining or supporting an initiative, we consider:

- Alignment with our mission and values.
- Credibility of the organisation or campaign.
- Potential impact on stakeholders.
- Whether our involvement represents our genuine commitments.

8. TRANSPARENCY AND ACCOUNTABILITY

We aim to be transparent about our advocacy activities and public commitments.

Where relevant, we will maintain awareness of:

- Industry memberships.
- Public declarations.
- Campaigns supported.
- Partnerships and networks.

Responsibility for this policy sits with the Directors of Lil Creative Studio.

9. RAISING CONCERNS

Directors, shareholders, freelancers, suppliers, clients and other stakeholders may raise concerns about:

- Advocacy activities.
- Public statements.
- Organisational memberships.
- Potential conflicts of interest.

Concerns will be considered seriously, fairly and confidentially where appropriate.

10. CONTINUOUS IMPROVEMENT

This policy forms part of Lil Creative Studio's wider governance framework.

It should be considered alongside:

- Conflict of Interest Policy.
- Code of Ethics.
- Climate Action Plan.
- Procurement & Partnerships Framework.
- Modern Slavery and Ethical Working Statement.

REVIEW

This policy will be reviewed periodically and may be updated to reflect changes in legislation, best practice, organisational priorities or the way Lil Creative Studio operates.

Last reviewed: September 2026