

SDN and Partners' Pledge to the Planet, Human Rights and DEI

Our world is undergoing radical, disruptive changes at an accelerating speed. Innovation, digitalization, and technological and environmental shifts are changing the way we live and work, transforming industry and reshaping consumer demands. Service transformation is at the heart of this change with impact being felt through new and innovative service experiences that serve people, the planet, and the invigorated organisations that deliver them. SDN is committed to implementing basic values across our value chain and ensure our partners, sponsors and supporters share these basic values. We promote sustainability, by designing for the planet, respecting human rights, advocating DEI (diversity, equity, and inclusion) and avoiding harm.

We design for the planet:

We offer the Planet a seat at the table and place a high priority on sustainability and environmental responsibility. We promote sustainable design throughout the whole value chain of products or services. We take into account the larger social and economic implications of service design, such as the influence on local communities, employees, and the global economy.

We respect human rights:

Our activities respect and support human rights. This includes refraining from engaging in or supporting acts that may be detrimental to human rights. We avoid any actions that could lead to discrimination or harassment on the basis of race, gender, sexual orientation, religion, or disability.

We advocate DEI (Diversity, Equity, and Inclusion):

In our efforts, we prioritize diversity, equity, and inclusion. This entails advocating for equal opportunity for all people, regardless of their history or identity. We avoid practices that may contribute to prejudice or bias, and

we actively aim to foster diversity and inclusivity in our teams and communities.

We avoid harm

We encourage activities that are beneficial to the environment or human rights, we try to source ethically, reduce our carbon footprint, and promote community-led projects in order to make the world a better place and promote a more sustainable future for all.