Change Required	**Ethically Fit**

Example
Ethical Healthcheck

Section 1: Walking the Talk			Ethically Fit / Change Required
Brand Purpose	Is your brand purpose clear to you, your employees and your customers? Is it lofty enough in its ambition, non-commercial and intent on delivering societal gains? Do you follow through on those promises?	Internally the brand purpose is clear, but conveying this to the customers is still a work in progress. The brand purpose is lofty enough and grounded in all business decisions.	**Ethically Fit**
Product	Ethical consumerism is becoming a bigger priority for many customers. People want to feel assured that what they are purchasing is sustainable and ethically produced. Be honest about your ingredients, product components, and your supply chain.	Though every effort is taken to make the product completely ethical, there are still some blockages which if addressed would create an entirely ethical product.	**Change Required**
Price	Is your pricing consistent, honest and not rising based on user cookie behaviour?	Yes the price is ethically set and displayed	**Ethically Fit**

Place	Are your products placed in ethical retailers both on and offline? Do you feel comfortable with their practices and other products they sell?	Though every effort is taken to ensure retailers are ethical, there is no way to enforce ethical practices are always carried out.	**Change Required**
Promotion	Do you feel comfortable with the channels and medias that you use to promote your product/service?	Yes the channels used for ethical are ethical and promotions really on human first approaches.	**Ethically Fit**
People	Are the people in your company treated fairly regardless of their role, gender, age, ethnicity, religion, sexual preference, physical and mental impairment or location? Can you ensure ethical treatment for all employees from office workers to farmers?	Yes, the entire workforce is selected, managed and reimbursed in ethical ways	**Ethically Fit**
Tech & AI	Where you use technology & AI, is it human first and do you have suitable human checks and balances to prevent it from manipulating people?	Technology is used in a human first way.	**Ethically Fit**
Language	Is the language you use with external and/or internal customers overly aggressive (eg, military language such as 'war room' or 'attack'), in order to provoke actions?	Language is respectful and all around being happy when you make coffee.	**Ethically Fit**
Accessibility	Is your website suitable for customers that might be elderly, visually or cognitively impaired? Have you considered colours, contrasts, orientations, etc?	No additional accessibility measures have been put in place other than what is offered by the platform.	**Change Required**

Privacy & data	User data is a privilege not a right, ensure that you clearly communicate with your users the steps you are taking to protect their data and be transparent about how you will use it.	Privacy and data is dealt with in a non intrusive GDPR friendly way with easy opt-outs.	**Ethically Fit**
Consumer concerns	When customers raise concerns or queries about a product or service, these should be addressed as a top priority. Always protect consumer rights and immediately investigate any complaints raised.	Concerns are dealt with quickly and with care.	**Ethically Fit**

Section 2: Ethical Marketing MOT			Ethically Fit / Change Required
Misleading Consumers	Avoid exaggerating the benefits of your product or service, false claims lure customers into perceiving a level of quality that cannot be delivered. Never make claims about your product or service which are not backed up by real evidence. For example, unless you have the data to prove that your delivery company can deliver anywhere in London within 30 minutes, based on real world studies, then do not make such a claim.	Could not find any examples of misleading statements on the website or through social media.	**Ethically Fit**
Psychological Pricing	Psychological pricing, or Charm Pricing, is a pricing strategy whereby tactics are used to bypass conscious thought to make prices seem cheaper than they are. For example, nines are used to perceive value to shoppers, £3.99 instead of £4. These tactics exist only to benefit the seller and not the customer. Are you trying to make your prices appear cheaper than they are? Either round up or round down to be more transparent. Avoid ending prices with a number 9 (£3.99). Prices can include or exclude tax and other charges, as long as it is clearly communicated.	No examples of psychological pricing could be found, all prices were rounded to the nearest whole number.	**Ethically Fit**
Ethics in Content	Does your purpose come through clearly enough in your brand content (advertising, blogs, social media posts, etc)? Is it clear and honest? Is your content 'click baity', sensationalist or overtly controversial. Do not play on your audience's emotions in	Content on social media is ethically sound and no examples of bad practice could be found. The website talks about your ethical credentials very well, however these	**Ethically Fit**

	order to drive engagement. Avoid misleading titles and images which do not accurately reflect the content. When using assets (imagery, music, text) which isn't yours, ensure these come from approved sources to make sure the creators are being credited and paid for their work. Content can exist to inform, entertain or convert. However these distinctions must be clear to the audience from the outset. (Using #Ad in sponsored posts). Be accountable, avoid using information which you cannot prove or which does not come from a reputable source. This extends to resharing or liking content as well as producing your own.	messages weren't shared routinely on social media channels.	
Artificial Scarcity	Artificial scarcity creates the illusion that an opportunity, product or service is rarer and more valuable than it actually is. This toys with consumer fears of missing out and loss aversion and does not allow them to make purchase decisions based on genuine interest. Be transparent about availability. When there is real scarcity, communicate why. Offer alternatives when there are actually limited quantities: you can say "there are only 5 seats in my workshop - but here's another option if you don't have the time or resources for this right now". Countdown timers are intended to create a sense of anxiety and false urgency in users. They force people to make snap decisions to avoid losing a deal or product forever.	No examples of artificial scarcity could be found.	**Ethically Fit**

	Create anxiety free spaces for your users to consider purchases and use the final date and time to indicate the end of your sale without a time ticker. Be transparent and honest about deadlines and make it clear if the same opportunity will be offered at a later date.		
Lead Magnets	Free resources offered in exchange for data, for example exchanging a PDF guide for a users email address. Lead magnets incorporate several layers of manipulation, it's hard to resist a 'free' item and by definition lead magnets exchange data for a product and therefore are not 'free'. If possible, offer an option to receive the product without any data capture or receiving marketing materials. Display clearly what their data will be used for, what marketing lists they will be enrolled into and how they can remove themselves from such lists.	No lead magnets could be found on the website.	**Ethically Fit**
Woke Washing	A brand may be appropriating values in order to leverage their image for sales, however behind closed doors they could be actively exploiting and contributing to this injustice. Only place statements, labels, and pledges on your website if you can match every one of the commitments with your actions. Be accountable and open to conversation about the causes you support.	No statements around woke washing could be found. Your website does reference your various ethical and charity commitments and this is great to see.	**Ethically Fit**
Secret Sauce	A 'secret sauce' is when a business claims they have an exclusive secret to success. There can never be a single solution to a problem, and claiming such creates a sense of loss aversion which is difficult to resist. Be transparent in what you do and how you do it.	No examples could be found	**Ethically Fit**

GROWTH ANIMALS

Section 3: Transforming the Spirit of your business				Ethically Fit / Change Required
Charity Partnerships	CAUSE FOR CHANGE	There are over 160 thousand small and medium sized charities in the UK. Many are hidden from view. Business and charities often undervalue what they can bring to a partnership, and what a partnership can bring to them. Have you found the right charity partnership yet?	Two charity partnerships already exist and there are ambitions to start a suspended coffee program.	**Ethically Fit**
Environmental Responsibility	Ecologi	Reducing our carbon footprint is entirely necessary, but the transition of change is far slower than the time we have remaining. Are you ready to become climate positive?	1% Planet is in place	**Ethically Fit**
Corporate Philanthropy	PLEDGE 1%	Can you leverage a portion of your future success to support nonprofits in your community? It's a small commitment today that can make a huge impact tomorrow. The sooner you start, the easier it is.	Percentage of profit will go to 1% Planet	**Ethically Fit**
Business for Good	B1G1	Can you integrate giving into your business so that every time you sell a product, create a new client or celebrate a milestone, something great happens in the world?	Ambitions to setup Suspended Coffee program	**Ethically Fit**

I commit to maintaining ethical practices and invite people to get in contact if they see our standards drop.

Signed: _____

Date: _____