

MP&Co

Responsible Marketing Policy
(2026/2027)

Credentials

Owner: Impact Lead, Lucy Nugent

Approved by: Managing Director, Mike Pye

Effective Date: 11/03/2026

Review Cycle: Annual (or upon material organisational change)

Modules

- 01 Purpose
- 02 Our Commitments
- 03 Social and Environmental Representation
- 04 Governance and Oversight
- 05 Accountability and Continuous Improvement
- 06 Alignment With Our Purpose

1) Purpose

At MP&Co, marketing is not just about visibility. It is about responsibility. We recognise that our words, claims and communications shape decisions, influence behaviour and impact people and the planet.

This policy sets out how we ensure our marketing and public relations activity is:

- Precise, verifiable and evidence-based
- Truthful and transparent
- Ethical in both message and method

It applies to:

- All MP&Co marketing and PR activity
- All team members, freelancers and partners
- All channels, including digital, social, press, events and partnerships

2) Our Commitments

2.1 Precision and Substantiated Claims

We commit to making claims that are:

- Accurate
- Specific
- Verifiable
- Supported by reliable evidence

We will:

- Base performance, impact or sustainability claims on reliable data, documented results or recognised standards.
- Avoid exaggeration, vague superlatives or unqualified statements.
- Clearly state when figures are estimates.
- Reference relevant sources where appropriate and available.
- Distinguish clearly between opinion, ambition and measurable outcomes.

We will not:

- Make environmental or social claims that cannot be substantiated.
- Use misleading comparisons.
- Present aspirational goals as achieved outcomes.
- Selectively present data in a way that distorts reality.
- Use tactics such as greenwashing, green crowding, greenlighting, greeshifting, greenrinsing or greehushing.

If we discover that a published claim is inaccurate or outdated, we will correct it promptly and transparently.

2.2 Truthfulness, Transparency and Accountability

We are committed to being open about the impact of our work and operations, both positive and negative.

We will:

- Communicate honestly about our social and environmental commitments.
- Acknowledge areas where we are still improving.
- Avoid overstating our contribution to impact or transformation.
- Be clear about the scope of our role in client outcomes.
- Share material updates where appropriate.

Where relevant, we will:

- Publish impact-related information in a balanced way.
- Avoid “greenwashing” (misleading environmental claims).
- Avoid “purpose-washing” (overstating ethical positioning).

We believe credibility is built through clarity, not perfection. If we fall short, we will say so and outline what we are doing to improve.

2.3 Ethical Use of Marketing & PR Channels

Some marketing and public relations practices carry higher ethical risk. We approach these with care.

We commit to following ethical guidelines when using:

- Paid advertising (including digital targeting)
- Influencer or partnership marketing
- Data-driven campaigns
- Public relations outreach
- Storytelling involving sensitive topics

Specifically, we will:

- Respect data protection and privacy laws.
- Avoid manipulative targeting practices.
- Avoid exploiting fear, misinformation or social division.
- Avoid discriminatory or harmful messaging.
- Ensure vulnerable groups are not exploited in case studies or storytelling.
- Seek consent for testimonials and imagery.

We will not:

- Purchase misleading media placements.
- Engage in deceptive PR tactics.
- Use undisclosed paid endorsements.
- Create artificial urgency or false scarcity.

All communications should reflect our values of integrity, fairness and respect.

3) Social and Environmental Representation

When communicating about sustainability, social impact or ethical commitments, we will:

- Be clear about what is verified versus what is in progress.
- Use recognised frameworks where applicable.
- Avoid implying certification or endorsement where none exists.
- Clearly state when results relate to specific timeframes or projects.

Where we reference external accreditations, memberships or partnerships, we will ensure:

- They are current.
- They are accurately described.
- Their scope is not overstated.

4) Governance and Oversight

Responsibility for ethical marketing does not sit with one person alone.

We will:

- Review major campaigns through a senior lens before publication.

- Encourage team members to challenge unclear or overstated claims.
 - Maintain internal sign-off processes for high-risk or impact-related messaging.
 - Provide periodic training on ethical marketing and responsible communications.
 - Concerns relating to marketing integrity may be raised under MP&Co's Grievance Procedure.
-

5) Accountability and Continuous Improvement

We recognise that responsible marketing is not static. Standards evolve. Expectations change.

We will:

- Review this policy annually.
- Update guidance as regulation or best practice evolves.
- Monitor feedback from clients, partners and stakeholders.
- Correct issues quickly when identified.

If a breach of this policy occurs, we will assess the impact, take corrective action and implement learning to prevent recurrence.

6) Alignment With Our Purpose

MP&Co works with organisations that balance profit with purpose. Our own marketing must reflect that same balance.

We believe:

- Doing good and doing business can go hand in hand.
- Integrity strengthens long-term performance.
- Trust is built through evidence, transparency and care.

Responsible marketing is not a constraint. It is a competitive advantage and a reflection of who we are.