



Ethical Policy
For
Milk Limited

01/09/2009

Version 1

Ethical Statement

Milk Ltd takes its ethical responsibilities extremely seriously and, as a digital media agency, understands its unique position as a communicator of its clients practices. The company is therefore careful to ensure that it only participates in projects where the clients business practice clearly adheres to the ethical principles outlined below.

Human Rights

We support the principle of the Universal Declaration of Human Rights and will not carry out work for any client who, in our view, fails to uphold basic human rights within its sphere of influence; whose links to an oppressive regime are a continuing cause for concern.

Arms Trade

We will not carry out work for any client involved in the manufacture or transfer of armaments; the manufacture of torture equipment or other equipment that is used in violation of human rights.

Corporate Responsibility and Global Trade

We advocate and support the Fundamental International Labour Organisation Conventions. We will seek to support clients who take a responsible position with regard to fair trade; labour rights in their own operations and through their supply chains in developing countries.

We will not carry out work for a client whose activities include irresponsible marketing practices in developing countries; tobacco product manufacture or distribution; currency speculation.

Genetic Modification

We will not carry out work for clients involved in the development, distribution or marketing of genetically modified organisms (GMOs) where, in particular, the following activities are evident release of GMOs into the environment; any negative impacts on developing countries such as imposition of 'Terminator' technologies; patenting of indigenous knowledge or naturally occurring substances; cloning of animals for non-medical purposes.

Social Enterprise

We will seek to support charities and voluntary organisations involved in the social enterprise sector including;

- co-operatives
- credit unions
- community finance initiatives
- voluntary social care organisations
- Ecological Impact

We actively seek ways to reduce the ecological impact of our own activities in terms of energy and materials usage.

We will not work for a client whose core activity contributes to global climate change through extraction, production or distribution of fossil fuels; the manufacture of chemicals which are persistent in the environment and linked to health concerns; the unsustainable harvest of natural resources including timber and fish.

Furthermore, we will actively support clients involved in

- Recycling and sustainable waste management;
- Renewable energy and energy efficiency;
- Sustainable natural products and services, including timber and organic produce;
- The pursuit of ecological sustainability.
- Animal Welfare

We will not carry out work for any client involved in breeding, rearing or farming of any animal using inhumane methods; animal testing of cosmetic, household or other products or ingredients; intensive farming methods such as caged egg production; blood sports of any kind; the fur trade.

We will support clients involved in:

- vegetarian and vegan food production;
- humane breeding, rearing and farming of animals for its incidental products;
- the development of alternatives to animal experimentation;
- Farming methods which promote animal welfare.