



GLUU Corporate Social Responsibility Policy

Introduction

The purpose of Corporate Social Responsibility (CSR) is to encourage businesses to conduct their companies in an ethical manner and work towards having a more positive impact on society through ensuring sustainable growth.

CSR typically refers to lengths taken by businesses that go beyond what is deemed compulsory by law and ethical standards as stated by regulators and environmental associations.

CSR can often result in short-term costs which do not lead to immediate economic gain for the company, however instead support and prioritise social and environmental progress.

The focus of corporate social responsibility is to boost shareholder trust and increase long-term profits in a sustainable and ethical way by taking ownership of corporate decisions and improving them.

We are Brownbread Group Limited (we trade as GLUU) and we exist to create shared goal partnerships to surface EdTech innovation curated within schools to a wider global audience together with established education brands. Our model is to partner with schools to generate incremental revenue streams for them to reinvest in improving student outcomes and teacher PD.

The prosperity of our business and of the communities within which we operate requires a commitment to the sustainable management of our activities. We have therefore developed a policy that affects and enhances all areas of our business, namely our People, our Suppliers and Sub-Contractors, our Customers, and the Communities we deliver our services to.

We recognise that as a commercial enterprise we cannot just take; we must also give back to the communities in which we operate if we are to build long term, sustainable relationships that provide mutual support. We therefore have a strong philanthropic approach to CSR that includes investing in the community or participating in local projects. We believe this encourages loyalty from employees whilst benefiting from an improved support system. Corporate philanthropy also serves as a way of representing our company's commitment to society, demonstrating that we value the community beyond simply providing a workforce or source of revenue.

GLUU therefore not only seeks to engage closely with communities to identify opportunities to offer local jobs, skills transfer, training including apprenticeships and work experience, but to also provide support to LEAs, Local Authorities and Trusts. We recognise this helps us to integrate into the communities in which we operate as well as providing us with a skilled workforce going forward.

Benefits of CSR to GLUU

Corporate social responsibility creates a competitive advantage, raises brand awareness and helps businesses develop trust with shareholders, customers and employees. Demonstrating that companies, customers and communities can thrive together is a powerful advantage. In particular, we believe CSR benefits GLUU through:

- **Better company image and customer loyalty** – Corporate social responsibility schemes not only increase a brand’s recognition, they contribute to a better public image. It makes sense that consumers want to shop with companies that care about causes and have a sense of social responsibility. Companies that appreciate and respect consumers are favoured, encouraging customer loyalty. Consumers want to be appreciated and support businesses that are ethical.
- **Identifying areas for improvement** – CSR efforts often lead to businesses reviewing and evaluating their current processes, with many leading to the discovery of ways that the business could be improved. For example, energy saving opportunities as part of an energy assessment programme.
- **Increased employee engagement and satisfaction** – Naturally, employees want to work for a company involved in positive initiatives and with a strong public image. CSR schemes create a sense of community and bonding amongst employees, engaging them and encouraging positive relations. When stakeholders like employees, customers and even suppliers can have a strong input to areas of impact, CSR becomes a truly powerful influence.
- **Attracts talent and investors** – Companies that demonstrate a dedication to improving communities through CSR programmes are much more likely to attract valuable and engaged employees. Similarly, investors want to work with companies who are reputable and have a sense of corporate social responsibility. Businesses with CSR initiatives demonstrate to investors that profit isn’t their only priority, additionally having a concern for worthy causes and the bettering of society.

CSR Principles and Practices

We have therefore adopted and are committed to the principles and practices set out below.

Staff/People

We are committed to the wellbeing and continual development of our people and to training our workforce, where employees are appreciated, valued and given regular feedback so that each employee has a clear understanding of their role and how they contribute to the business.

We are also committed to feedback from our people and regularly monitoring their wellbeing, including their mental health and levels of stress. We are partnered with Kooth, and additionally invite all of our people to input weekly on how they feel they are performing, how they are feeling and feedback on the company. This extends through the organisation, with full engagement from senior leadership.

Any concerns are quickly identified, and the person offered the chance to talk further and receive support from colleagues or from professional services, depending on the need.

We operate a meritocracy, where all employees are recognised and rewarded on the basis of their performance, effort, contribution and achievements.

We expect our employees to act with integrity towards one another and exercise a high standard of business practice and workmanship.

We engender a fully inclusive ethos and support diversity, fairness and equal opportunities and aim to involve and consult regularly with employees as to the direction of the business.

The full range of policies and procedures relating to the care and wellbeing of our staff is contained within the GLUU Staff Handbook. All staff are made aware of the Handbook which forms part of their induction process, and it is available electronically to all staff via our intranet.

Suppliers and Sub-Contractors

We aim to create and maintain strong relationships with key suppliers and sub-contractors.

We will choose suppliers and sub-contractors that share our ethos in relation to employment practices, quality, integrity, and environmental controls. This will be communicated to all potential suppliers and sub-contractors.

In particular we

- look to reduce or remove barriers to suppliers working with us
- conduct a rigorous review of employment practices by questionnaire and site visits to ensure there is no evidence of Modern Slavery in accordance with our Modern Slavery Policy and procedures
- look to engage with local suppliers within the communities we are working in to support the local economy

Customers

We aim to build long term relationships with all our customers and other stakeholders by understanding their objectives as they evolve over time and meeting their needs.

We aim to give fair value, consistent quality and reliability.

We aim to have the highest professional and ethical standards and will be honest, open and transparent in all our dealings with customers.

We believe respect should underpin all our commercial relationships, and we believe we have a responsibility to set standards of conduct and behaviour that our customers will seek to emulate.

Health & Safety

We aim to achieve and maintain the highest standards of health and safety and provide a safe and healthy working environment for all our activities.

We have a current and effective written health and safety policy that is regularly reviewed and updated.

Environment

GLUU are passionate about the environment and minimising the impact their activities may have.

We are aware of our environmental impact as a business and have taken and continue to take appropriate steps to mitigate that impact, including setting environmental objectives and targets, implementing procedures and providing training so employees and contractors understand their environmental responsibilities and can seek to improve our environmental performance.

Our key strategy of reuse of existing assets is a significant contributor to reducing our impact on the environment through reduction in street excavation and waste spillage and reducing the need for the manufacture of new materials.

The Community

We recognise and understand the significance of the local community within which we operate. We aim to enhance our contribution to the community by being sensitive to the needs of local people and groups and promoting ethical and socially responsible trading. We actively support and donate to the worthy charities/non-profit organisations within our community, and we seek out similar opportunities within the communities we deliver services to.

Our product – Education Technology Solutions – can underpin significant societal and community benefits. EdTech is a key enabler in delivering education equality post-COVID, and we intertwine attainment and wellbeing in all that we do to support the whole child, irrespective of faith, background or social standing.

We strongly believe if we can help remove or reduce digital deprivation, we have laid a significant foundation stone for a community to build upon

Conclusion

CSR is increasingly important to competitive success. It can be more than just an operating expense; it can mitigate market and competitive risk.

Strategic CSR both promotes social welfare and combines the goals of profit maximisation and social responsibility into a joint corporate strategy. At the same time, it satisfies shareholders and stakeholders. Combining strategic CSR and effective capture and reporting will improve outcomes and increase shareholder value.

At GLUU, we believe Business has an obligation to society which extends beyond economic and legal duties. Our approach to CSR is how we intend to meet that obligation.