

THE NEST

Sustainability Policy

Our mission is to make the global children's industry the first truly sustainable, ethical, and circular category, to protect our planet for future generations and help us all become good ancestors.

As a consultancy and collaborative hub, we recognise our responsibility to lead by example. We are committed to integrating sustainable and ethical practices into everything we do, from our internal operations to the partnerships and projects we support.

1. Purpose and Scope

This policy applies to all work carried out by THE NEST and its network of consultants and collaborators. It guides our decisions in areas including operations, partnerships, procurement, travel, and client engagement. We also encourage all partners and clients to adopt similar commitments in their own businesses.

2. Our Principles

Our approach to sustainability is rooted in our SEFAR principles:

- Sustainable – We support solutions that minimise environmental impact and promote circularity.
- Ethical – We only work with businesses that treat people, communities, and animals with respect.
- Future Thinking – We champion innovation that moves the industry forward responsibly.
- Affordable – We promote accessible sustainability, encouraging progress over perfection.
- R⁵: Reduce, Repair, Reuse, Recycle, Reimagine – We apply these principles across every project.

3. Our Commitments

a. Environmental Responsibility

- We minimise waste and promote digital-first working practices.
- We use renewable energy where possible and encourage remote working to reduce emissions.
- We prioritise ethical and sustainable suppliers for office and promotional materials.
- We measure and aim to reduce our carbon footprint annually.

b. Ethical Collaboration

- We only collaborate with consultants, manufacturers, and brands who share our values of transparency, fairness, and integrity.
- We require evidence of ethical audits or compliance where relevant.
- We will not work with organisations that exploit people or resources.

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c. Conscious Travel

- We prioritise virtual meetings where possible to reduce travel emissions.
- When travel is necessary, we choose train over air where feasible and offset any unavoidable carbon emissions.
- We align international work with trade missions and events that create maximum shared value.

d. Knowledge and Advocacy

- We actively share knowledge to educate and inspire conscious change within the children's industry.
- We invest time in thought leadership and research that contributes to a more sustainable global economy.
- We support initiatives and organisations driving measurable progress towards circularity.

e. Diversity and Inclusion

- We believe sustainability must include social equity.
- We collaborate with diverse voices and ensure equal opportunity within our network.

4. Measuring and Improving

We review this policy annually to track our progress and identify areas for improvement. We will share our sustainability commitments and updates openly through our communications channels to encourage transparency and collective learning.

5. Accountability

Responsibility for implementing this policy lies with THE NEST's founder, supported by all consultants and collaborators who represent the business. Every member of our network is expected to act in accordance with these principles.

6. Closing Statement

Sustainability is not a box to tick it's a mindset and a shared responsibility. Through collaboration, education, and conscious decision-making, we believe we can create ripples that form the wave of change needed to protect our planet and the children who will inherit it.