



NelsonHall: Guide to Our Values, Culture & CSER Practices

January 2020



NelsonHall Mission Statement

To accelerate our clients' digital and operational transformation through the provision of research-led insight & thought leadership

Company Values

The following values are at the heart of everything we do:



Integrity

We are open, honest, ethical, and unbiased in our approach to all that we do.



Excellence in what we do

We apply deep domain expertise to produce evidence-based, insightful advice and thought leadership.



Client centricity & value

We endeavor to go the extra mile for our clients. Quality and client centricity drive commercial success.



One team

We respect, support, and value all our colleagues. We embrace the benefits of having a diverse, confident and proactive team. We all work towards a common goal of client value, following best practices in doing so.



Stewardship

We care for our planet and we are a socially responsible firm.

Company Culture

Our company values underpin our company culture. Its key elements are listed below.

We are:



Ethical

Being an ethical organization is important to us. We are committed to conducting business with the highest level of integrity, ensuring we deal responsibly, honestly and fairly with each other, our clients, suppliers and partners, building trust through consistency and integrity.



Focused

We have a strong work ethos; interest and curiosity drive our approach to work. We are passionate about what we do.



Professional

We behave with professionalism at all times.



Supportive

We nurture a supportive environment, and we aim to help all of us perform to our very best.

The following are important to us:



Continuous improvement

We strive for continuous improvement: personally (as part of our growth and development); collectively within NelsonHall; externally, in serving our clients. We have an Innovation Cloud, and encourage colleagues to contribute ideas. In 2020, we will set up a digital learning portal, and we actively aim to assist each colleague in their ongoing professional development.



Personal wellbeing

We encourage activities that promote every colleague's individual physical fitness and mental wellbeing.



CSER

We are collectively and individually conscious of the importance of being a socially and environmentally responsible organization, and actively seek to make a positive contribution in both dimensions.

Corporate, Social & Environmental Responsibility

We aim to act as responsible citizens and also to broaden our experience and perspectives from our efforts in protecting the environment and our work in society. From 2020, NelsonHall will hold an annual Make A Difference Day when all colleagues have one day off to work on a specific environmental or social initiative theme.

a. Corporate & Social Responsibility



People

NelsonHall strives to provide a safe, respectful and inclusive workplace, and commits to equal employment opportunities for qualified candidates and associates, regardless of age, race, gender, nationality, religion, sexual orientation, or disability.



Community

We are committed to making a positive impact on the communities in which we live and work, and to support the betterment of the wider society.

Many of our colleagues engage in volunteering and public service and are encouraged to do so, even where it occasionally impacts on working hours.

Volunteering initiatives conducted by NelsonHall colleagues in their own time include being a Scouts leader; being a school governor; supporting the work of a night shelter for local homeless people; regular large litter picks.



Philanthropy

NelsonHall commits to donating a minimum of 0.5% of its annual profit to charity, including through:

- ✓ Regular donations to charities. These tend to focus on young people in the Third World and on refugees. Charities we support include, but are not limited to, UNICEF; UNHCR; Save The Children; sponsoring girls' education in India
- ✓ Encouraging and making contributions to colleagues in major philanthropic fundraising efforts, e.g. walking 1.5m steps over 3 months; running the London marathon
- ✓ Supporting colleagues invited through their work to a fund-raising gala dinner by making a donation.

b. Environmental Responsibility

NelsonHall strives to minimize its impact on the environment in order to protect our earth and natural resources. We also encourage colleagues to endeavor to reduce their carbon footprint in their personal life. Initiatives include:



Reducing our carbon footprint

- ✓ NelsonHall will make a contribution of \$2,500 to any colleague migrating to an all-electric car, where this is for their personal use
- ✓ Many colleagues elect to walk or take public transport to the office
- ✓ We recycle our EUC hardware, office stationery, etc.
- ✓ We encourage colleagues to recycle in their personal lives
- ✓ We encourage colleagues to switch off their laptops overnight, or to use them to provide processing power to the World Community Grid <https://www.worldcommunitygrid.org/discover.action>

To roughly measure your personal carbon footprint, go to:

<https://www3.epa.gov/carbon-footprint-calculator/>

<https://footprint.wwf.org.uk/#/>

Some articles worth reading about reducing your carbon footprint:

<https://cotap.org/reduce-carbon-footprint/>

<https://www.theguardian.com/environment/2017/jan/19/how-to-reduce-carbon-footprint>



Active Daily Litter Pickers

We actively encourage colleagues to become an Active Daily Litter Picker; our ambition is that every NelsonHall colleague proudly picks up at least 400 items of litter each year (>1 item every day of the year). Where this is not feasible because of a physical reason, we operate a Buddy System. Where this is not feasible for other reasons, some colleagues choose to conduct largescale litter picks in the community in which they live and/or close to the office where they are based.

We aim to introduce metrics for this. Some colleagues are trialing different apps, including Litterati: <https://www.litterati.org/>.



NelsonHall 'Make A Difference' Day

NelsonHall is devoting one working day a year to a 'Make A Difference' initiative.

The theme of our first NelsonHall CSER 'MAD' Day in 2020 is Tree Planting.