JUSTICE, EQUITY, DIVERSITY & INCLUSION

OUR JEDI COMMITMENT STATEMENT

At Lemongrass Marketing, we believe business has the power to be a force for good - not just in what we do and how we do it, but in who we are and who we serve. As a purpose-driven organisation committed to B Corp principles, we embed Justice, Equity, Diversity & Inclusion (JEDI) into our culture, our practices, and our impact.

1. **Justice**
   We acknowledge that systemic injustices and structural barriers persist in society. We commit to dismantling these barriers, within our organisation and our value chain, by listening, learning, and acting. We strive to create conditions where everyone, regardless of identity or background, has fair access to opportunities, resources, and power.

2. **Equity**
   We understand that "equal" is not always fair: different people and communities face different challenges. Therefore, we commit to policies, processes, and programmes that adjust for historic and existing disadvantages. Whether through equitable pay, fair procurement, or inclusive leadership development, we aim to ensure all voices are heard, and all needs counted.

3. **Diversity**
   We celebrate the richness of human experience. Our team, leadership, and partners reflect different ages, races, genders, neurocognitive styles, abilities, socio-economic backgrounds, sexual orientations, and lived experiences. We believe such diversity strengthens our creativity, resilience, and capacity to serve a broad range of stakeholders.

4. **Inclusion**
   Beyond presence, we champion belonging. We cultivate a culture where everyone feels safe, valued, and able to contribute their full selves. We create space for diverse perspectives in decision-making, actively remove barriers to participation, and intentionally build inclusive practices into everything we do: from hiring, to mentoring, to performance review.

5. **Accountability & Growth**
   We do not view JEDI as a one-time commitment but as a continuous journey. We will regularly assess our progress through data (while respecting individual dignity and privacy), stakeholder feedback, and metrics aligned with B Corp's JEDI impact standards. We are transparent about our challenges and our progress, and we hold ourselves accountable - publicly and internally.

   The Executive Team and Board of Directors (or highest governing body) hold ultimate accountability for our JEDI commitments and objectives. They are responsible for overseeing implementation, reviewing progress, allocating resources, and ensuring that JEDI principles are integrated into strategic decision-making across the business. Progress against our commitments will be reviewed at least annually and incorporated.

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6. **Community & Systems Change**
   Our ambition extends beyond our walls. We commit to using our business as a lever to create more equitable economies: by supporting diverse suppliers, investing in underrepresented communities, and advocating for policies that advance systemic justice. We will partner with stakeholders and communities to co-create change, not just as benefactors, but as collaborators.

Why this matters to us:

- We recognise that justice and equity are not optional; they are foundational to a truly sustainable and ethical business.
- We align with B Lab's belief that continuous action on JEDI is essential to a safe, equitable workplace that fosters belonging for all.
- By committing to JEDI at every level - internal culture, governance, external partnerships - we are contributing to a more inclusive economy.

We are committed to a culture where respect and understanding is fostered, and the diversity of people's backgrounds and circumstances will be positively valued.

This Policy will help us to achieve this vision.

LEGAL RESPONSIBILITIES

The rights of our employees with regards to discrimination are protected by anti-discrimination legislation. By adopting this Policy, we accept our responsibility to ensure that discrimination does not take place and that everyone is treated fairly and equally.

AIM

The aim of this Policy is to achieve equality of experience by removing any potential discrimination towards our employees including preventing discrimination towards:

- people with disabilities
- people of different sexual orientations
- transgender people
- people of different races
- people on the grounds of their sex
- people of faith and of no faith
- people in relation to their age
- people in relation to their social class or medical condition
- people who work part-time
- people who are married or in a civil partnership
- women who are pregnant, have recently given birth or are breastfeeding

PUTTING THIS POLICY INTO PRACTICE

We aim to develop and support equality and diversity measures by:

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- Embedding inclusive and equitable recruitment practices designed to reduce bias and improve access to opportunities for underrepresented groups
- Providing ongoing training on equality, diversity, unconscious bias, and inclusive behaviours for all employees, contractors, and managers.
- Regularly reviewing policies and procedures to ensure they reflect current legislation, best practice, and the evolving needs of our workforce.
- Ensuring reasonable adjustments are made for employees with disabilities or long-term health conditions to remove systemic and practical barriers and enable full participation.
- Providing information in a variety of languages where required, to ensure all employees can access and understand key communications.
- Ensuring that services, tools, and equipment are accessible to employees with disabilities, and continually reviewing accessibility as technologies and needs evolve.
- Responding positively to the diverse needs and experiences of our employees and wider community, even when those needs present additional challenges.
- Actively encouraging open communication and creating safe channels for employees to raise concerns, make suggestions, or report discrimination, harassment, inequality, or unfair treatment.
- Promoting flexible working arrangements wherever possible to support employees with varied personal, cultural, or family commitments.
- Monitoring diversity data (confidentially and in line with GDPR) to identify trends, address inequality, and inform continuous improvement.
- Ensuring inclusive leadership by holding managers accountable for modelling inclusive behaviours and fostering a culture where everyone feels respected and valued.
- Celebrating and recognising diversity through cultural events, awareness initiatives, and activities that foster understanding and inclusion.
- Ensuring fairness and equitable access in all aspects of employment, including pay, promotion, development opportunities, workload distribution, and access to training.
- Working with partners, suppliers, and stakeholders who share our commitment to equality, diversity, and inclusion.
- Taking prompt and fair action on complaints, ensuring all reports of discrimination, bullying, or harassment are handled appropriately, confidentially, and in accordance with internal procedures.

COMMITMENT TO EQUAL OPPORTUNTIES

We are committed to providing equal opportunities for all employees, ensuring a workplace free from discrimination based on race, gender, age, disability, sexual orientation, religion, or any other characteristic protected by law.

- Creating a fair recruitment process by promoting diversity and ensuring candidates from all backgrounds are considered equally for roles, based solely on their skills.
- Regular diversity and inclusion training will be provided to all employees to foster understanding and awareness, encouraging an inclusive culture where all individuals feel valued and respected.
- Support the creation of employee-led groups and networks that promote diversity, provide peer support, and create opportunities for feedback on diversity-related issues.

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- We are committed to providing reasonable accommodations for employees with disabilities or those requiring specific support to ensure they can perform their roles effectively.
- Regular monitoring of equality and diversity metrics will be conducted to assess our progress. Employees are encouraged to report any concerns or discrimination, and we will take appropriate actions to address them.
- We will take proactive measures to prevent harassment, bullying, and discrimination in the workplace, creating an environment where everyone feels safe and respected.

LEADERSHIP AND ACCOUNTABILITY

Our leaders will promote a culture of diversity and inclusion by setting an example and holding themselves accountable for the implementation and success of these measures.

COMMENTS AND CONCERNS

If you believe you have been treated in any way contrary to this Policy or you have any comments on how we can ensure that it works better, please contact the Director of People & Culture. We will investigate your concerns and take appropriate action.

MONITORING AND REVIEW

We will monitor the effectiveness of this Policy and the impact on all other relevant policies and practices. This review will happen when necessary and as a minimum annually.

APPROVAL

Signed: 

Name: Mirjam Peternek McCartney

Title: CEO & Founder

Date: 10 / 29 / 2026

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