
Code of Business Conduct and Ethics

ADVANTIKA's Code of Business Conduct and Ethics **Updated: 25.August 2023**

Introduction

Advantika GmbH, as a B Corp-certified entity and a steward of sustainability, pledges unwavering commitment to ethical conduct, legal compliance, and the promotion of a regenerative economy. This code articulates our principles, guiding every member of our organization in our collective mission to harmonize business success with environmental stewardship and social equity.

Core Values and Commitments:

- **Harmonious Synergy:** At our core, we champion the harmonious convergence of PEOPLE and PLANET. It's the rhythm of balance that guides our every endeavor.
- **Trust's Cornerstone:** For us, TRUST is the cornerstone upon which fruitful collaborations are built. We're staunch believers that openness, sincerity, and the alchemy of effective teamwork forge the unbreakable bonds of trust. It's a cycle that feeds our progress, and without it, the foundation of sustainable business is mere sand.
- **Evolving Excellence:** Embracing the spirit of continuous IMPROVEMENT, we navigate toward enduring and enriched outcomes. We're all about weaving short-term gains into the tapestry of long-term prosperity for all our stakeholders. One day at a time, we're stitching a legacy of progress.
- **Purposeful Intent:** Our faith in INTENTION propels us. We're firm believers that the choices we make today not only empower success now but also craft a brighter tomorrow. Our actions reverberate through the ages, casting a legacy that generations will celebrate.
- **Champions of Equality:** We wave the banner of EQUALITY high and proud. For us, it's not a checkbox; it's the essence of everything we undertake. Regardless of race, gender, disability, faith, orientation, or age, we advocate equality. Every individual's potential is colossal, and this belief guides us toward creating extraordinary value for all.

Maintaining our foundational beliefs, we reiterate our dedication to:

- Utilize international standards and scientific knowledge to advance sustainability in advisory and consultancy roles.
- Identify and transparently disclose conflicts of interest, ensuring integrity in all actions.
- Uphold honesty, transparency, and realism in communications and claims, based on available data.
- Differentiate professional assessments from personal values, fostering clarity and honesty in our advisory roles.
- Firmly oppose all forms of bribery and corruption, adhering to the highest ethical standards.
- Enhance understanding and practice of environmental and social sustainability.
- Continually advance our technical competence, engaging in tasks aligned with our expertise or transparently acknowledging limitations.
- Cultivate an environment of constructive criticism, acknowledging errors, and crediting the contributions of others.
- Commit to fairness and inclusion, treating all individuals equitably, irrespective of background or personal characteristics.
- Support the professional growth of our colleagues and the broader community, encouraging adherence to these ethical principles.
- Honor our pledges to 1% for the Planet and engage in pro-bono efforts, particularly for underserved communities and initiatives promoting gender equality.
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Enhanced Principles for B Corp Alignment

Confidentiality: We safeguard confidential information with the utmost care, ensuring no unauthorized disclosures that might harm Advantika or its stakeholders, including our commitment to protecting sensitive client and partner data.

Accuracy and Transparency in Reporting: Our financial and operational records reflect our commitment to accuracy and transparency, adhering to Swiss legal standards and the B Corp framework's rigorous accountability requirements.

Non-Discrimination and Anti-Harassment: Advantika champions a culture of diversity and inclusion. Discrimination or harassment of any kind is intolerable, mirroring the inclusive ethos of the B Corp movement and Swiss ESG criteria.

Environmental Stewardship and Social Responsibility: In line with ESG regulations and B Corp values, we integrate environmental care and social responsibility into every aspect of our business, from operational practices to client engagements.

Stakeholder Engagement: We extend our ethical considerations to all stakeholders, engaging communities, clients, suppliers, and the environment in our decision-making processes, striving for a positive impact on all fronts.

Continuous Improvement and Impact Measurement: Committed to our B Corp certification, we pledge to continuously measure and improve our impact on our workers, customers, community, and the environment, aligning with the B Impact Assessment standards.

Governance and Ethics: Upholding strong governance, we ensure that ethical decision-making is at the heart of our business, aligning with Swiss ESG guidelines and the B Corp ethos.

Commitment to Compliance and Reporting

We encourage all members of the Advantika community to report any concerns or violations of this code through our contact channels, available via our website, ensuring confidentiality and protection from retaliation. Our simple governance structures support transparent investigation and resolution of reported issues, reinforcing our commitment to ethical conduct and legal compliance.

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