

# Our values



## Our campaign values

**We are decapod focused.** Understanding, representing and advocating for the interests and needs of decapods is at the heart of what we do. This means:

- The needs of decapods are brought to the centre of every campaign, organisational and communications choice we make
- We will never allow financial, political or personal benefits to interfere with our campaign objectives and activities.
- We will collaborate with others or step back where it benefits decapods, even if it dilutes the reputational credit available to ourselves.

Related policies: Relationship with Industry policy; Working with External Organisations policy; Fundraising guidelines; Gift Acceptance policy

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**We are pragmatic.** We have no permanent friends or foes. We both work with, and challenge, those who can deliver the greatest benefits to decapod welfare. This means:

- We accept a diversity of perspectives on animal protection but take a welfarist position on animal use.
  - We work to understand our stakeholders' values, fears and motivations
  - We accept that the biggest changes can take patience but work to ensure that progress continues to be made.
  - We focus on those who can make the biggest, systemic changes for decapods
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**We are reasoned and evidence based.** We base our choices on scientific evidence, reasoned assumption and ethical rationale. This means:

- We engage with scientific research to build our policies, whilst calling for the highest ethical standards in animal research
- We use ethical reasoning, aligned with our values, to make accountable decisions
- Our representations of animals, even when light-hearted, will be informed by sentience science and/or reasonable assumption.
- Whilst we may use a more informal tone of voice for supporters, we will always be professional and measured in our communications with stakeholders.

Related policies: Policy on Welfare Research; Communications Policy (forthcoming)

**We are strategic.** We will honour the urgency of our cause and the generosity of our supporters by working effectively to achieve demonstrable real-world impact.

- We invest time and resources in building carefully researched and planned campaign strategies, with clear milestones and S.M.A.R.T KPIs.
  - We measure our progress in terms of external, real-world change
  - We are accountable to our donors, funders and supporters
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**We are courageous.** We publicly stand-up for our values, seek a wide audience for our message and will not be afraid to challenge where necessary. This means:

- We maintain expert communications capacity
- We build clear red lines into our campaigns which will not be crossed, even if a change in approach is required.
- We will dedicate capacity and financial resource to challenge in the most effective ways possible when needed, including taking legal action if required



## **Our organisational values**

**We have integrity.** We align our conduct to our professional principles and are honest with our stakeholders and staff. This means:

- We ensure all staff are literate with our ethical policies
- We have systems in place to monitor our ethical conduct
- We identify, report and prevent conflicts of interest
- We do not enter into indefinite legal affiliations with other groups
- We remain politically neutral as an organisation and engage with those who have the power to deliver systemic change for decapods. We may support a political position that benefits decapods, but we will not endorse a particular political party or candidate

**We are socially responsible.** We recognize that systems of oppression, exploitation, suffering and wellbeing are often interconnected. We do not reproduce harmful social narratives or practices in our work, even where it benefits our cause. This means:

- We promote and/or support environmental health and sustainable use of resources in our campaigning and in our working practice wherever possible
  - We never condone harm to others to achieve our aims, and remain peaceful in our activities
  - We are sensitive to human racial, gender and class sensitivities and exclusions, and will never knowingly promote, or reproduce, harmful ideas about social identities and beliefs.
  - We will work to create a diverse organisation
  - We will train our staff in the above, not only because it helps our cause, but because it is the right thing to do.
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**We prioritise prudent growth.** We take care to protect our funding, staff jobs and employee morale. This means:

- We will not expand our remit without appropriate resources
- We set staff clear ambitious but achievable targets that ensure we are also delivering on commitments to funders
- We maintain, monitor and deliver a comprehensive fundraising strategy
- We maintain, update and regularly review a risk register



**Our team values** – *our working culture is one of collaboration, care, and respect.*

**We show respect.** We recognize our differences and promote an environment where diversity is celebrated and people can thrive. This means:

- We support our people to work how they work best
- Our diversity is valued and makes us a better team
- We strive to provide an environment that allows everyone to thrive
- We endeavour to promote Equality, Diversity and Inclusion through our policies, practices, behaviour, culture and communications

**We take care.** We have responsibilities to each other. This means:

- We recognise the importance of having a good work/life balance and strive to ensure that staff physical and mental health is prioritized. We do not regularly expect staff to work overtime or during unsociable hours.
  - We have clear channels to express grievances, and nominated support for difficulties
  - We have a shared responsibility for success and support each other through busy periods
  - We know the value of social interaction and ensure there are opportunities for this
  - We show appreciation for a job well-done
  - We continue to review our practices to see where improvements can be made to positively impact staff wellbeing
  - We protect each other by taking care with our external and internal communications
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**We are collaborative.** Through our support for each other we achieve success together. This means:

- We build strong relationships through trust and respect
- We appreciate contributions from everyone and encourage new ideas, diversity of thought, and both positive and constructive feedback
- We practice what we preach and as a team consider animal welfare in all that we do

