



## Corporate Social Responsibility

This Corporate Social Responsibility (CSR) policy aims to ensure that Ashwoods Lightfoot Limited works ethically, considering human rights as well as the social, economic and environmental impacts of what we do as a business. We believe that a commitment to the principles of corporate social responsibility not only makes good business sense but also complements our core business mission and vision.

### MISSION

To save lives, money and the planet by encouraging and rewarding smoother driving.

### VISION

To become recognised as the global brand that enables users to monetise better driving.

### OUR COMMITMENTS

Lightfoot is the world's first technology to reward better drivers – *like the Fitbit for vehicles* – and it's making good driving aspirational, valuable, and enjoyable.

If a Lightfoot was fitted in every vehicle in the UK, we would be saving....

- 18.9m tonnes of emission
- Saving £8.4bn in fuel
- Saving £3.2bn in Insurance claims
- Saving 717 lives



- Our promise is to maximise the impacts and the benefits a Lightfoot unit has on the environment and the people around us
- To integrate our CSR considerations into all our business decisions
- To comply with, and exceed where practicable, all applicable legislation, regulations and codes of practice.

### OUR PEOPLE

Our people are clearly proud, passionate and really care about the work we do, which results in a really positive culture and working environment.

- We will ensure all teams and individuals are aligned to our Mission, Vision
- Maintain a great place to work to innovative, engage and generate a community spirit.
- Fantastic environment, great culture, support, opportunities, strategic business direction for our world's first technology
- We have policies in place to meet legislation requirements as being an Equal Opportunities Employer, protection of Human Rights Act 2010, and our commitment in line with the Modern Slavery Act 2015.
- We maintain a staff handbook which sets out the rights and expectations of all members of staff.
- We look after our workforce by providing clear communication Friday stand ups, Director "my turn", communication boards, suggestion scheme, teambuilding activities, summer party, free drinks on Friday.
- Pay and benefits, salaries exceed Minimum / Living Wage, healthcare, dental plans, company cars, laptops and mobile phone.

### OUR DRIVERS



OUR



## Customer first charter

Our mission is to save lives, money and the planet by rewarding smoother driving.

Every single member of the Lightfoot team will live by our values to always put customers first;

### To care

We will put the needs of all our customers first and ensure that the Lightfoot customer experience is our differentiator.

### To deliver

We will be easy to do business with, taking personal ownership, responding quickly and keeping customers informed.

### To innovate

We will adapt to our customers' needs and continually improve.



We recognise that only when we put our customers first, will we achieve our vision to be become recognised as the global brand that enables users to monetise better driving.

## PARTNERS

- Concentrate our CSR efforts: the greatest opportunities will come from areas where the business significantly interacts with society
- We are committed to consistent cooperation with our partners to ensure they reflect the lightfoot values
- Build a deep understanding of the benefits: be open enough to understand issues both from a business and a societal perspective.
- Find the right partners: those that benefit from our core business activities and capabilities, and that you can benefit from in turn.



## OUR SUPPLIERS

- We are committed to maintaining high standards amongst our suppliers
- We are committed to clear communication with suppliers to ensure they reflect the Lightfoot values
- We endeavour to find the best suppliers for our company by maintaining free competition and ensuring fair evaluation and selection
- We focus on quality, price, delivery schedules, and technology development, and we make active use of proposals from our suppliers regarding new materials and ways to lower costs
- We are committed to paying our suppliers on time
- We oppose the exploitation of workers and we will not tolerate forced labour, or labour which involves physical, verbal or psychological harassment, or intimidation of any kind
- We will not accept human trafficking or the exploitation of children and young people in our business and undertake all reasonable and practical steps to ensure that these standards are maintained.

## PROTECTING THE ENVIRONMENT

- We are committed to ensure that we reduce our environmental impact and continue to improve our environmental performance as an integral part of our business strategy and operating methods. If a Lightfoot was fitted in every vehicle in the UK, we would be saving.... 18.9m tonnes of emission, saving £8.4bn in fuel, saving £3.2bn in Insurance claims, Saving 717 lives.
- We actively promote occupational health, safety, welfare and environmental measures in all our day to day business processes
- We take care to ensure that none of our activities cause harm to individuals or to the local environment
- Managing business activities to ensure full compliance to our occupational health and safety and environmental management.

We encourage greener transport among staff via the following methods:

- All employees have a lightfoot device
- Encouraging staff to walk, cycle, car share or use public transport to get to work
- Encouraging staff to use greener fuels in their personal vehicles.

## COMMUNITY ENGAGEMENT

- We have committed to build mutually supportive relationships with the wider community including national and local issues, universities, grant funding partners, local projects. We are actively involved in making the world a safer and greener place
- Staff are involved with local charities by donating time, volunteering days. Chosen charities are personal to our business
- Supporting the surrounding community by employing local people
- Sponsorship of or monetary donations to: local charities, sports clubs, societies, youth groups and community centres.

## MEASUREMENT

- To review and annually report our CSR performance
- To continually strive to improve our CSR performance
- The development and implementation of this policy is the responsibility of the Head of Quality supported by the Ashwoods Lightfoot Board of Directors.