

## OUR ETHOS



JULY 2021

We spend a lot of time pointing the finger at how other people are messing up - from a lack of transparency to a failure to have regard to effects on the environment. If we are going to take the moral high ground - then we need to be scrupulous about the issues that we believe are important. So, we have set out our ethos in this document. We will work to ensure we comply with this as far as we possibly can. As much as is possible, we will also only work with companies and organisations who align with our values. If you think we have dropped the ball - tell us: [info@taaproject.org](mailto:info@taaproject.org).

### **TRANSPARENCY AND ACCOUNTABILITY**

These are two principles that are integral to our work. We need to abide by them. If you want to know about anything, please just ask us.

Due to regulations around privacy and data protection, it may be necessary for some information to be redacted or withheld. But so far as is possible,

we promise to be as transparent as we can.

### **ANIMALS AND THE PLANET**

We want to limit the effect of our charity operations on the environment. We want to promote kindness to animals. All of our decisions should give consideration to these issues.

### **FAIRNESS AND EQUALITY**

We believe that animal advocacy is part of a wider social movement that seeks to prevent violence, exploitation and oppression of all.

With this in mind, in advancing our agenda we believe it is important to work to understand broader social justice issues so that our own work doesn't cut across or undermine efforts to address these problems.

