



DEMONSTRATING OUR SOCIAL PURPOSE

This document outlines our social purpose and how we articulate and track our commitments and hold ourselves accountable. It includes both *what* we do and *how* we do it.



What we do

The very essence of why Humanitarian Advisory Group exists is to challenge the status quo in humanitarian aid - we are committed to enhancing how people are protected and supported during times of conflict and disaster.

What does this look like?

Providing research on better ways to operate, training up aid workers to deliver better protection and assistance during emergencies, helping shape policies that will bring about change, and evaluating humanitarian programs to ensure they have learning to constantly improve.

We work with like-minded organisations who are non-governmental organisations (like Caritas, World Vision, WaterAid, CARE), universities (like La Trobe, Melbourne, Monash, RMIT), governments (Australian Department of Foreign Affairs and Trade, New Zealand Ministry of Foreign Affairs and Trade) intergovernmental organisations (United Nations, ASEAN, Pacific Community (SPC)) and independent organisations like the International Red Cross and Red Crescent Movement.

What is a social enterprise?

Using the power of the marketplace to solve the most pressing societal problems, social enterprises are commercially viable businesses existing to benefit the public and the community, rather than shareholders and owners.



The enterprise has a defined primary social purpose, environmental or other public benefit



The enterprise derives a substantial portion of its income from trade



The enterprise reinvests 50% or more of annual profits towards achieving the social purpose



How we do it

We operate as a social enterprise and ensure that our business approach creates as much good as our client work.

What does this look like?



1 Maintaining our ethical certifications

We are a certified **B Corporation** which means we 'meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose.'

We are also certified with **Social Traders** - confirming we are a social enterprise that has 'a social, cultural or environmental purpose as its primary objective, that a substantial portion of its revenue is derived from commercial trade, and that the majority of the organisation's efforts and resources are invested into the social purpose.'

2 Investing our time and money

We track our pro bono time which includes research, events, mentoring, education and training, supporting local partners, promoting ethical business and community volunteering. We also track the donations we give as well as costs we put up to run events and support interns.

3 Reducing our environmental impact

We have committed to becoming NetZero by 2030. We track and offset our emissions and have a comprehensive environment policy that covers our travel, commuting, office supplies, and events.

4 Purchasing ethically

We work to an ethical procurement framework to support other social enterprises and certified businesses. We prioritise purchasing through **Supply Nation**, **Social Traders Buyer's Portal** and the **B Corp Directory**. For example, in the financial services areas, we choose Australian Ethical as our default super provider who are also B Corp certified. In the catering area we buy from Goodwill Wines who are certified with Social Traders, and for our branding we buy from SisterWorks, a social enterprise whose mission is to 'support women who are refugees, asylum seekers or migrants so they can improve their confidence, mental wellbeing, sense of belonging and economic outlook.'

5 Supporting local partners

We aim to support localisation principles and to support local organisations, networks and consultants in the countries where we work. We aim to shift financial resources to support this approach, and have a target of 25% of all international project budgets to be transferred to local partners. In addition to this, we believe that partnership is more than a contractual relationship and we invest in and collaborate with our partners outside of formal projects.



This little logo means we work hard to ensure that our business is a force for good. We have chosen to hold ourselves accountable to highest social, environmental and ethical standards, setting ourselves apart from business as usual.

