No.	UN Goal	The Velvet Principle Commitment	Actions	Progress Measurement
1	End Poverty	• Pay the Living Wage as a minimum, to employees, contractors & freelancers. • Work with or recommend suppliers that have implemented the Living Wage. • Maintain healthy reserves to ensure resiliency. • Dispose of unwanted computers, phones and tablets to be refurbished and redistributed to people in need.	• Implement Living Wage and Equal Opportunities Policies. • Develop pre-qualification framework for appointing or recommending suppliers. • Maintain cash reserves to cover 6 months of operating expenses.	• Annual remuneration and demographic report. • Annual financial report. • No of items donated for recycle and reuse.
2	Zero Hunger	• Reduce food waste & meat consumption.	• Supplier sourcing & menu planning.	• Tracking and impact assessment.
3	Good Health & Well Being	• As appropriate highlight walking and cycling routes & facilities in wayfinding design commissions. • Encourage exercise and promote healthy eating within the business.	• Launch 10,000 km walking, running and cycling sponsorship challenge supporting Alzheimer UK. • Register for The Cyclescheme. • Develop & implement policy for supporting mental health at work. • Provide fruit and freshly prepared food options.	• Number of working days lost to illness. • Kilometres achieved in sponsorship challenge.
4	Quality Education	• Support learning and acquisition of new skills and knowledge.	• Establish links with local education providers to support learning opportunities for students. • Share design knowledge through of online resources, workshops and presentations.	• Number of interactions with education establishments • Training courses and events attended • Presentations and workshops delivered • Blog posts, design notes and white papers published.
5 10	Gender Equality Reduced Inequalities	• Ensure equal opportunities for all employees, contractors, freelancers, irrespective of gender, race, faith, disability, age and sexual orientation. • Work with or recommend suppliers that have an equal opportunities policy in place. • Design inclusive wayfinding solution that take into account neurodiversity and physical impairments.	• Implement Equal Opportunities Policy. • Actively seek to increase understanding of the needs of different audiences to inform own design-practice. • Develop and implement a framework for evaluating inclusivity credentials of projects. • All design documents to feature a section on inclusivity and accessibility.	• Annual remuneration and demographic report. • Subject focussed blog posts, design notes and white papers published. • Relevant training courses and events attended. • Sponsorship raised.
6 7 13	Clean Water & Sanitation Affordable & Clean Energy Climate Action	• Target net zero by 2030. • Where appropriate encourage use of public transport, walking and cycling in the design of wayfinding systems. • Policy to use public transport or hybrid, EV cars for necessary work-related travel. • Source energy from renewable sources. • Consider the energy performance of design solutions and opportunities for low energy options.	• Identify opportunities for water saving & harvesting and reducing energy. • Develop a method for evaluating carbon emissions of business operations. • Investigate carbon offset measures for unavoidable travel. • Promote low carbon design initiatives.	• Annual carbon performance. • Blog posts, design notes and white papers published.

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No.	UN Goal	The Velvet Principle Commitment	Actions	Progress Measurement
8 9	Decent Work & Economic Growth Industry, Innovation & Infrastructure	• Health & Safety Policy. • Modern Slavery Policy. • Work with or recommend suppliers with robust policies in place. • Create a continuous learning environment that encourages exploration and innovation. • Set sustainable growth targets.	• Health & safety and modern slavery policy awareness training. • Identify opportunities for increasing productivity & improving practice.	• Incident reporting. • Annual financial report.

11	Sustainable Cities & Communities	• Keep up to date with relevant standards and health & safety requirements.
		• Where appropriate, through design activities:
		  - encourage use of public transport, walking and
		  - identify safe green and public & community facilities.
			• Appoint team member to be responsible for standards communication and guidance.
			• Develop and implement a framework for evaluating sustainability and community credentials of projects.
				• Blog posts, design notes and white papers published.

12 13	Responsible Consumption & Production Climate Action	• Sustainability Policy • Purchasing policy based on conscious consumption principles and local procurement. • Focus the sustainability credentials of design options to minimise impact.	• Develop pre-qualification framework for appointing/recommending suppliers. • For every procurement endeavour to include at least one local supplier. • Ongoing research to identify more sustainable materials & processes. • Design sign systems with reuse, recycle and re-purpose in mind. • All design documents to include reference to sustainability credentials. • Reduce amount of waste across all business practices.	• Blog posts, design notes and white papers published. • Impact evaluation report.
14 15	Life Below Water Life on Land	• Indirectly contribute through sustainability, carbon reduction and responsible procurement policies.		• Impact evaluation report.
16	Peace, Justice & Strong Institutions	• Modern Slavery Policy. • Anti-Bribery & Corruption Policy. • Equality, Diversity & Inclusivity Policy.	• Implement training and awareness. • Require evidence of robust policies from suppliers.	
17	Partnerships for the Goals	• Share know-how and good practice guidance, making it freely and widely available.		• Blog posts, design notes and white papers published.

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