

ETHICAL READING IMPACT REPORT 2023-2024



WHAT IS ETHICAL READING ABOUT?

WHO?

We're a not-for-profit social enterprise dedicated to making Reading a better place to live, work and do business. Ethical Reading is run on a voluntary basis by our directors and two part-time staff with the support of a talented Advisory Council and a passionate team of volunteers.

HOW?

We encourage organisations and their teams to do the right thing by each other and the environment. We also work to raise awareness of ethical issues among the wider local community. Most of our activities are focused around our programmes: Business Ethics and Culture, Workplace Wellbeing, Sustainability and Ethics in Education.

It's all about enabling ethical action.

WHY?

We believe that putting more emphasis on core values like respect, responsibility and compassion could help organisations and individuals make better decisions, from the boardroom to everyday interactions. There is compelling evidence that more ethical, caring businesses attract and retain talented staff and enthusiastic customers, making them more successful.



OUR APPROACH

Our programmes and initiatives enable us to target our resources on key areas, to help local organisations tackle specific challenges.



Trees for Reading



Healthy & Ethical Workplaces



Business Ethics in Schools



Business Ethics Essay Competition



Cycle Security



Ethical Recruitment Charter



2023-24 HIGHLIGHTS

ETHICS IN EDUCATION GOING STRONG

Our Ethics in Education programme is designed to develop an awareness of business ethics among secondary school and university students.

In October 2023 we collaborated with Leighton Park School to run a Green Business Breakfast. In May 2024, our second Business Ethics Schools Fair, at Queen Anne's School, was attended by students from four schools and representatives of ten organisations, including Thames Valley Police. Our Business Ethics Essay Competition is now in its third year.



ethicalreading.org.uk/ethics-in-education



86

students attended
our second Business
Ethics Schools Fair



**Business Ethics
in Schools**



REFOCUSING ON ETHICAL RECRUITMENT

Our round table event in March 2024 on hiring and retaining the best and most diverse talent presented an opportunity to raise awareness of our Ethical Recruitment Charter.

27 organisations have now signed up to affirm their commitment to ethical recruitment practices. Could yours be next?

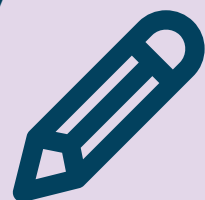


[ethicalreading.org.uk/
ethical-recruitment](https://ethicalreading.org.uk/ethical-recruitment)



27

organisations have
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Ethical Recruitment
Charter



2023-24 HIGHLIGHTS

(CONTINUED)

MAKING READING GREENER, HEALTHIER AND HAPPIER

In the 2023-24 planting season, 12 trees were planted around Reading through our Trees for Reading initiative. Funders included Lincoln MGT, Dynamic Planner and Reading Lions Club.

Since launching the initiative in 2019 we've added 108 trees across the town, in locations carefully chosen for maximum positive impact.



ethicalreading.org.uk/trees-for-reading



108
trees planted
since 2019

BRINGING SUSTAINABILITY CHAMPIONS TOGETHER

In December 2023 we launched a LinkedIn group to connect sustainability champions at local organisations. It now has nearly 100 members.

We held our first in-person event for sustainability champions in June 2024. It was hosted by KPMG, with a keynote speech from Maria Carvalho, NatWest Group's Head of Climate Economics and Data.



ethicalreading.org.uk/connecting-sustainability-champions



98
sustainability
champions
members



We all have that
responsibility
for the wider
community.

Tony Page, incumbent Mayor
of Reading

2023-24 HIGHLIGHTS

(CONTINUED)

EMPOWERING PEOPLE TO MASTER MISINFORMATION

In May 2023 Professor Alex Edmans joined us for a webinar on the theme of mastering misinformation.

All 100 free tickets were snapped up and more than £125 was donated to Trees for Reading. The recording is now available to watch on our website.

 [ethicalreading.org.uk/
videos](https://ethicalreading.org.uk/videos)



VOLUNTEER SPOTLIGHT – EMILY ZHOU

Emily joined Ethical Reading as a volunteer in January 2021, soon after finishing a Masters in Education at the University of Reading.

While holding down a full-time job, Emily has helped in a number of areas, including delivering Healthy and Ethical Workplaces strategy workshops, carrying out volunteer surveys and supporting our events.

Recently she facilitated the donation of a large interactive monitor from a business to a local school. "I truly enjoy my experience volunteering at Ethical Reading," says Emily. "It's been incredibly rewarding. I've had the opportunity to pursue my passions, and I genuinely feel like I'm making a difference through what I do."

We are lucky to have Emily as a volunteer!

 ethicalreading.org.uk/vacancies



WORKING IN PARTNERSHIP

Joining us as a Partner is a great way for an organisation to demonstrate its commitment to ethical behaviour and making a positive contribution to society. We're grateful to all our Partners and Supporters...



**The more you put
into it the more
you'll get out of it.**

Jim Rogers, Partner, Grant
Thornton LLP



[ethicalreading.org.uk/
join-us](https://ethicalreading.org.uk/join-us)





OTHER WAYS TO GET INVOLVED

- Join one of our events to hear compelling speakers discussing a range of relevant ethical topics and get involved in the conversation.
- Keep up with our news and upcoming events by following us on social media at **@ethicalreading** or join our mailing list by following the link at the bottom of any page of our website.
- Volunteer with us. We advertise specific vacancies on our website, but we're always glad to welcome new people to join our friendly team. Email us at **support@ethicalreading.org.uk**. Visit ethicalreading.org.uk.

LET'S CONNECT



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ethicalreading.org.uk



Ethical Reading
Enabling ethical action