

ETHICAL READING IMPACT REPORT 2024-2025



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.



ethicalreading.org.uk



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 Schools Fair



Business Ethics Essay Competition



Neurodiversity at Work



Ethical Recruitment Charter

Supported by Reading Borough Council

2024-25 HIGHLIGHTS



Business Ethics
Schools Fair

ETHICS IN EDUCATION

Our 2025 Business Ethics Schools Fair saw an unprecedented 120 pupils from six local secondary schools join us at Leighton Park School, along with representatives of nine local organisations.

Following an introduction from Apprentice winner Yasmina Siadatan, now Chief Revenue Officer at Dynamic Planner, the students worked through real-world ethical business dilemmas.

The fair gives the young attendees a real sense of the difference they could make at work in future.



[ethicalreading.org.uk/
programmes/ethics-in-education](https://ethicalreading.org.uk/programmes/ethics-in-education)

292

secondary school
students have
attended our Business
Ethics Schools Fairs



2024-25 HIGHLIGHTS



Business Ethics Essay Competition



BUSINESS ETHICS ESSAY COMPETITION

The winner of our 2024 Business Ethics Essay competition for University of Reading undergraduates was Anna Louise Ralls. She received her prize at our Community Forum, for her essay on the 2013 Tesco horsemeat scandal.

The runner-up was Alexander Webb, for his essay on whether we should be letting market forces dictate our approach to climate justice.

Andy Dent from competition sponsor, NatWest, was there, along with University of Reading Vice Chancellor Professor Robert Van de Noort, to present the prizes.



[ethicalreading.org.uk/
programmes/ethics-in-
education/business-ethics-essay](https://ethicalreading.org.uk/programmes/ethics-in-education/business-ethics-essay)



I am a real believer in ethics and these will be the businesspeople and changemakers of the future, so it's really important that they understand how they can make a difference ethically in the careers ahead of them.

Emma Gibson, Senior Partner at KPMG

2024-25 HIGHLIGHTS



Healthy & Ethical
Workplaces

HEALTHY AND ETHICAL WORKPLACES RELAUNCH

In June we relaunched our Healthy and Ethical Workplaces initiative, reimagining our Thriving at Work training as a series of lunchtime webinars.

The aim is to support organisations in creating inclusive, values-driven workplaces. Led by subject matter experts Clinton Wingrove, Emma Campolucci and Mark Quirk, participants gain practical strategies for psychological safety, stress management, resilience and ethical leadership.



[ethicalreading.org.uk/
programmes/workplace-
wellbeing/healthy-and-ethical-
workplaces](https://ethicalreading.org.uk/programmes/workplace-wellbeing/healthy-and-ethical-workplaces)



Ethical Reading provides the resources, training and networks necessary to ensure that businesses operate with integrity and respect for both people and the environment.

CLlr Glen Dennis, Incumbent Mayor of Reading

2024-25 HIGHLIGHTS



TREES FOR READING

In the 2024-25 season, three trees were planted in West Reading through our Trees for Reading initiative. Two in Southcote were funded by Macbeth and one in Tilehurst was sponsored by Kingsmen Construction.

Since launching the initiative in 2019, we've added 111 trees across the town, in locations carefully chosen for maximum positive impact. Organisations can either sponsor a tree or contribute any amount they like to our business community tree-planting scheme.



[ethicalreading.org.uk/
trees-for-reading](https://ethicalreading.org.uk/trees-for-reading)



We were keen to play a part in improving the community environment in which we have had our business premises for the last 11 years and feel it is important to add more trees to the local landscape for the benefit of humans and wildlife.

Chloe Baker, Kingsmen Construction



111
trees planted
since 2019

2024-25 HIGHLIGHTS



SUSTAINABILITY EVENTS

In February we held our second in-person Sustainability Champions Forum in The Oracle Management Suite. There was tangible interest in the talks from our three expert speakers, followed by lively conversation over delicious plant-based nibbles from Vegivores.

In June we held another event on a sustainability theme, this time focused on making catering more sustainable. Following a fascinating talk from Dr Sam Mudie of Hospitality Energy Saving and Sustainability, we opened the floor to questions to our panel, representing various facets of the catering industry.

Both events brought people together to learn from each other and local experts, leaving them inspired and motivated to make positive changes.



ethicalreading.org.uk/connecting-sustainability-champions

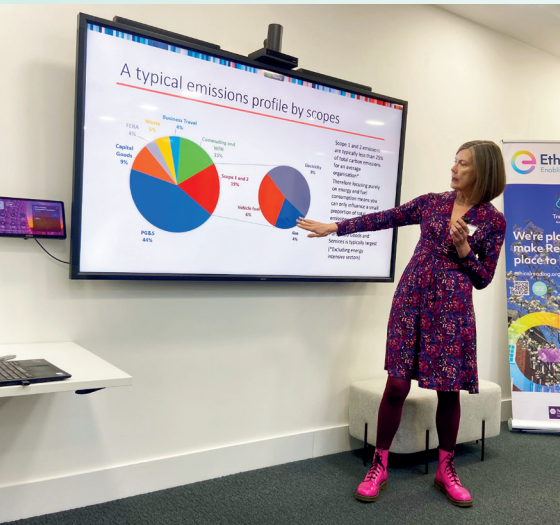


We've decided to make our new kiosk at The Garage in Linear Park all electric, based on what I learnt from Sam Mudie's talk at Ethical Reading's Making Catering More Sustainable event. We're also going to be getting solar panels and aiming to make a positive impact on the local environment too. It's going to be Dee Caf's eco-warrior younger sister.

Tina Farrow, owner of Dee Caf



213
Sustainability
Champions



2024-25 HIGHLIGHTS



Neurodiversity
at Work

NEW FOCUS ON NEURODIVERSITY

Following a successful meetup on neurodiversity in the workplace in September 2024, we realised there was a need to continue the conversation.

That led to the creation of Reading Neurodiversity at Work Groups on Facebook and LinkedIn, which provide safe spaces to talk about issues related to neurodiversity and work and share relevant information. The admin teams include representatives from NatWest, Mottashaw Consulting and Reading ADHD Group.

With the support of neuroinclusion expert Olga Zilberberg, new volunteer, Jamie Gordon has led the development of resources including a guide to supporting neurodivergent individuals in non-office-based roles.



[ethicalreading.org.uk/
programmes/workplace-
wellbeing/neurodiversity-at-work](https://ethicalreading.org.uk/programmes/workplace-wellbeing/neurodiversity-at-work)



You need to shine a light on ethical issues at all times and I think an organisation like Ethical Reading does that and it asks organisations to think, to consider, and to take action on the back of that.

Emma Gibson, Senior Partner at KPMG



32

Workplace Wellbeing
sessions held

VOLUNTEERING

COULD YOU BE PART OF OUR TEAM?

We rely heavily on volunteers who generously give their time to support our activities. Our volunteers are very diverse, however they all share a passion for our aims, whether it be in the areas of sustainability, wellbeing or other aspects of business ethics.

The average contribution is around four hours per week but it's very flexible.

If you would like to get involved in helping Reading become a better place to live and work, we'd love to hear from you.



ethicalreading.org.uk/vacancies



It's been lovely watching lots of different businesses come on board and watching our capacity grow for how much we can do for the community.

Caroline Gratrix, Ethical Reading volunteer



VOLUNTEER SPOTLIGHT ANDY BARKER

Andy Barker has been volunteering for Ethical Reading since 2021.

He's a graphic designer who specialises in creating impactful brand identities. When he's not volunteering with Ethical Reading, he runs The Ethical Branding Co.

He developed our current branding and led the redesign of all our marketing collateral, including our website and initiative logos and badges. He also sits on our Advisory Council.

Andy has over 30 years' experience working in design, marketing and branding, and a passion for working with organisations with a genuinely ethical approach.



theethicalbrandingco.co.uk

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...



ethicalreading.org.uk/join-us



5,038

people registered
across 141 events



APEX

BLAKE
MORGAN



Boyes Turner

CLINTON
HR

COTSWOLD
FAYRE*
-EST 1999-

Crowe

DYNAMIC
PLANNER



Field | Seymour | Parkes

FRANCIS
CONSTRUCTION
Quality Through Experience

Grant Thornton
An instinct for growth™

GreenPark



idio
web services

ibe
Institute of
Business Ethics

Jacobs
Est. 1948
THE JEWELLERS



LICHFIELDS

LINCOLN
PROPERTY
COMPANY

Macbeth



As the university we want to be partnering with Ethical Reading, partly because we think the combined impact of Reading being a place for ethical businesses will really help all of us. It will make us attractive for the right kind of businesses, the right kind of people, the right kind of customers too.

Professor Robert Van de Noort, Vice Chancellor of the University of Reading



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**.

LET'S CONNECT



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ethicalreading.org.uk



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 **5,988**
followers and
subscribers



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ethicalreading.org.uk



Ethical Reading
Enabling ethical action