

Creature Media Ethical Supplier Requirements

We care about people and the planet, which means we're committed to assessing the social and environmental impact of our value chain.

1. All suppliers are required to complete a short Environmental, Social & Governance (ESG) Questionnaire: [CLICK HERE.](#)
2. Please read our Ethical Supplier Code of Conduct (below).
3. Sign below to confirm you have completed the Questionnaire and accept the Ethical Supplier Code of Conduct:

Name		Position	
Signed		Dated	

Creature Media Limited Ethical Supplier Code of Conduct

Introduction

Creature Media Limited, a certified B Corp and Living Wage Employer, is committed to ethical, honest, and sustainable business practices. As a content marketing agency and custodian of National Geographic Kids and Little Kids Magazine, we aim to work only with suppliers who share our values and commitment to responsible and sustainable practices. This Supplier Code of Conduct and Ethics outlines our standards for ethical, environmental, and social responsibility, which we expect all suppliers to uphold. By agreeing to this Code, you acknowledge Creature Media Limited's values and commit to conducting business in a way that respects our ethical principles and applicable laws.

Scope and Objectives

This Code applies to all suppliers, business partners, and subcontractors working with Creature Media Limited, encompassing all goods and services sourced by the company. Suppliers must also ensure their own suppliers comply with these standards.

This Code seeks to:

- Establish a clear set of ethical, social, and environmental standards.
- Foster continual improvement in trade, labour, and environmental practices.
- Ensure compliance with applicable laws, with our Code taking precedence where it offers greater protection.

Any reference to UK legislation within this Code is intended to set a minimum standard. Suppliers operating outside the UK must comply with all local laws and regulations and with any comparable legislation applicable in their jurisdiction. Where local requirements differ, the higher standard shall apply.

Labour Standards and Practices

Freely Chosen Employment

The Modern Slavery Act 2015 means suppliers must not use forced, bonded, or involuntary labour. Employees must be free to leave upon reasonable notice without holding personal documents or deposits.

Respect and Dignity

All individuals are entitled to a workplace free from harassment, abuse, or intimidation. Disciplinary actions should be fair and transparent, and workers must be informed of their rights.

Working Hours

Excessive working hours are prohibited. Suppliers must follow the Working Time Regulations 1998.

Child Labour

Child labour is strictly prohibited. Workers must be at least 15 years old, or the country's legal minimum age, whichever is higher. Remediation procedures for child labour must support the child's education.

Health and Safety

Suppliers must comply with health and safety laws and provide safe workplaces,

proper training, and adequate facilities. Workplaces should be well-ventilated, safe, and equipped with emergency exits. Living accommodations, where provided, must meet basic safety standards.

Wages and Benefits

Suppliers are encouraged to provide a **living wage** and must comply with local wage regulations. Deductions must be reasonable, voluntary, and explicitly agreed upon by workers.

Non-Discrimination

No worker shall face discrimination in hiring, compensation, promotion, or termination based on race, social origin (including caste), nationality, religion, age, gender identity or expression, marital or family status, sexual orientation, disability or neurodiversity, union membership, or political opinion or affiliation.

Freedom of Association

Suppliers must respect workers' rights to form unions and engage in collective bargaining. Where this is restricted by law, alternative means for representation must be allowed.

Ethical Standards and Integrity

Anti-Bribery and Corruption

Creature Media Limited maintains a zero-tolerance policy for bribery and corruption. Suppliers must adhere to anti-corruption laws and refrain from any corrupt practices, including facilitation payments.

Gifts and Hospitality

While Creature Media Limited values relationship-building, any gifts or hospitality from suppliers should be infrequent and modest. Suppliers must not offer gifts or benefits intended to influence business outcomes.

Confidential Information

Suppliers are required to protect and respect the confidentiality of information related to Creature Media Limited and must disclose it only when legally required or necessary for business purposes.



Data Protection

Suppliers must handle personal data responsibly and comply with applicable data protection laws, including EU General Data Protection Regulation 2016, to protect the rights of individuals.

Whistleblowing

Suppliers are expected to implement a safe mechanism for reporting workplace misconduct without fear of retaliation.

Environmental Standards

Creature Media Limited is dedicated to reducing its environmental impact and has set Net-Zero by 2050 goal. We expect suppliers to support this commitment by:

- Complying with environmental regulations.
- Completing the ESG questionnaire when requested by Creature Media Limited and tracking resource use, waste, and emissions.
- Implementing an environmental action plan focused on reducing waste, pollution, and resource consumption.
- Sourcing responsibly, using renewable materials, minimising virgin plastics and only ever supplying FSC or PEFC certified paper or card packaging to Creature Media Limited.

Monitoring and Compliance

Self-Audits and Site Visits

Suppliers must conduct annual self-audits to assess compliance with this Code. Additionally, Creature Media Limited reserves the right to conduct site visits to evaluate compliance on a bi-annual basis.

Documentation

Suppliers must maintain accurate records, including payroll, hours worked, and compliance documentation, for a minimum of three years and provide access to these records upon request.

Compliance and Improvement Commitment

Creature Media Limited recognises that immediate compliance may not be achievable for all suppliers. We are willing to work collaboratively with suppliers committed to:

- Implementing reasonable measures to meet the standards within a defined



timeframe.

- Demonstrating transparency and a proactive approach to improving practices.
- Assigning a compliance officer to oversee adherence to this Code.

Where issues arise, Creature Media Limited reserves the right to terminate contracts unless a remediation plan is established. We value open dialogue and a partnership-driven approach to improving standards.

Submission Information

Once completed please save as PDF file and send to accounts@ngkids.co.uk

For any queries regarding the form, please contact accounts@ngkids.co.uk