

# S H E R P Λ

Corporate and Social Responsibility Policy

- Tom Perry, CEO



# technology marketing specialists.

Specialists in technology account based marketing - direct and through channel.



**TALARI Networks**  
ORACLE the Trusted SD-WAN Leader

**PLUTORA**

The Cisco logo, featuring a stylized bridge icon above the word "CISCO" in a blue, sans-serif font.

**TechData**

**sage**

The Microsoft logo, consisting of four colored squares (red, green, blue, yellow) arranged in a 2x2 grid, followed by the word "Microsoft" in a grey, sans-serif font.

**BullGuard**

The LG logo, featuring a stylized 'L' and 'G' inside a circle, followed by the letters "LG" in a bold, sans-serif font.

The Adobe logo, featuring a stylized 'A' inside a red square, with the word "Adobe" in white, sans-serif font below it.

StarLeaf

The PTC logo, featuring a stylized 'P' and 'T' inside a green square, followed by the letters "ptc" in a grey, sans-serif font.

The Dell logo, featuring the word "DELL" in a blue, sans-serif font inside a blue circle.

The Palo Alto Networks logo, featuring a stylized 'P' and 'N' inside a blue square, followed by the word "paloalto" in a white, sans-serif font and "NETWORKS" in a smaller, white, sans-serif font below it.

**JT**

The Centrify logo, featuring a stylized 'C' inside a red circle, followed by the word "Centrify" in a grey, sans-serif font.

**Lenovo**

The SCC logo, featuring a stylized 'S' and 'C' inside a blue square, followed by the letters "SCC" in a bold, black, sans-serif font and "MANAGED PRINT & DOCUMENT SERVICES" in a smaller, blue, sans-serif font below it.





# About Us.

- **UK Based**
- **Founded in 2012**
- **Multi-disciplinary team**
- **Technology experts**
- **Account-Based Marketing**
- **Channel Marketing expertise**
- **Demand Generation expertise**
- **Platform independent**



“

Business-to-business  
marketing is constantly  
evolving, Sherpa is at the  
forefront of that evolution

”

 B2B Marketing  
2018 UK B2B marcomms  
ones to watch

 B2B Marketing  
Top 50 UK B2B marcomms  
agency 2018

 B2B Marketing  
Top 20 UK B2B PR agencies 2018

**Tom Perry**  
CEO  
Sherpa Marketing



SHERPA





TRUSTED BY TRUSTED BRANDS

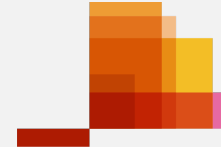


TALARI Networks<sup>™</sup>  
the Trusted SD-WAN Leader

sage



*TechData*<sup>®</sup>



StarLeaf 



ptc

JT 

pwc

PLUTORA<sup>®</sup>

  
CISCO



Microsoft

BullGuard<sup>™</sup> 

# our corporate and social responsibility mission statement.

**Our mission is to grow into a leading, global strategic tech marketing agency specialising in clients' marketing transformation**

We want our business to have a positive impact on people's lives – the lives of our teams, clients, suppliers and local communities and the environment.

Behind the awesome marketing we do as a team, we want to continue to be committed to doing the right thing.

We are committed to providing fantastic, revenue generating marketing programmes and activities and whilst doing this we want to minimise our impact on the environment, look after and develop our staff, contribute to our local and wider communities and provide charitable assistance to better the human race as our company grows.

Ambitious for a small, specialist marketing agency but they are our ambitions none-the-less and we will be living by them.

Tom Perry  
CEO -Sherpa







# our corporate and social responsibility strategy.

We focus on four key areas at Sherpa which allow us to continually grow and ensuring we keep our people, clients, community and environment at the very core of everything we do.

To ensure this mission is real, we have a Social and Corporate Responsibility Programme with clear strategies behind each area of focus. These strategies are planned and executed through our Social Responsibility Steering group, led by our CEO and Executive Board with the support of engaged experts and of course, our great team at Sherpa.

The areas of focus have measurable targets which help Sherpa to ensure we do business in a way that brings benefits to our clients, our people, our supply chain, our community and our environment.

Although these ambitions are championed separately, they are fully embedded into the core strategic pillars of our business plan, ensuring we run our business in line with our purpose and social responsibility commitments.





## areas of focus.

### OUR PEOPLE

OUR VISION FOR A BETTER WORLD STARTS WITH OUR STAFF.

### OUR CLIENTS

OUR CLIENTS ARE AT THE HEART OF EVERYTHING WE DO. STRIVING TO IMPROVE CLIENT SATISFACTION & RETENTION.



### CARING FOR THE COMMUNITY

- TIME TO GIVE BACK
- SPONSORSHIP
- CHARITY WORK
- RECRUITING LOCALLY
- GIVING OUR TIME

### CARING FOR THE ENVIRONMENT

WE ARE COMMITTED TO REDUCE, REUSE AND RECYCLE.





# our people.

Success begins with our people.

We are committed to developing our people, offering clear pathways and opportunities for career progression and development. We truly believe happy and healthy employees lead to happier and healthier communities, higher productivity, and higher rates of client and staff retention. We are an accredited Living Wage Employer.



## Development Investment

Committed to developing our people, offering professional training, mentoring, guidance and support to allow career growth.



## Pathways to Promotion

Effective appraisals system and identifying areas for staff opportunities in line with Sherpa's Business Plan and offering the support required to make this all possible.



## Choice

Encouraging and supporting our staff to leverage their strengths. We encourage a fun, vibrant and inclusive culture here at Sherpa.



## Well Being

Providing smart workplaces, happy and fun, team buildings, social outings and events. Support and mentoring, giving helpful feedback.

# our clients.

Our clients are at the heart of everything we do. We strive to improve client satisfaction and retention.

## CUSTOMER SATISFACTION

WORKING IN PARTNERSHIP WITH OUR CLIENTS, SUPPORTING THEIR GROWTH  
HONEST AND OPEN  
ALWAYS TRYING NEW TACTICS TO GET RESULTS

## QUALITY

ENSURING OUR SUPPLIERS ADHERE TO EXPECTED STANDARDS AND  
CONTINUE TO PROVIDE HIGH QUALITY OUTPUT

## STRATEGIC

PROVIDING OUR CLIENTS WITH STRATEGIC MARKETING ACTIVITIES,  
LEADING WITH CUTTING EDGE MARKETING TECHNOLOGIES AND  
STRATEGIES







# caring for the community.

SPONSORSHIP	Sponsoring local rugby club, Bedford Blues & supporting local youngsters with voluntary overseas work
CHARITIES & FUND RAISING	Actively raising funds for BEAT, MacMillan, The Primrose Unit (Bedford), St John's Hospice (Bedfordshire)
RECRUITING LOCALLY	Recruitment wherever possible of local and experienced individuals that make a difference  Offering work experience placements to local school students  Strong links with local schools, offering placements where there is an opportunity and a good fit
LOCAL SUPPLIERS/CONTRACTORS	Supporting and helping local businesses wherever possible  Suppliers  Industry experts
CONSCIOUS ADVERTISING NETWORK	Proud members of CAN, supporting their six manifestos in everything we do; <ul style="list-style-type: none"><li>• Anti-fraud</li><li>• Diversity in Content</li><li>• Informed Consent</li><li>• Hate Speech</li><li>• Children's Wellbeing</li><li>• Fake News</li></ul>



# caring for the environment – our eco efficiency operations.



**REDUCING ENERGY CONSUMPTION IN OUR WORKPLACE**



**LESSENING OUR CARBON FOOTPRINT/TRAVEL**



**VIDEO CONFERENCED MEETINGS & USE OF TELECOMMS**



**EMAIL COMMS**



**USE OF LOCAL SUPPLIERS/CONTRACTORS/LOCAL SUPPLY CHAIN**



**PROVISION OF PDF DOWNLOADS**



**CONSERVING RESOURCES – REDUCE, REUSE**



**RECYCLING**



# thank you.

For more information on our CSR activities please

contact [letschat@sherpamarketing.co.uk](mailto:letschat@sherpamarketing.co.uk)

[www.sherpamarketing.co.uk](http://www.sherpamarketing.co.uk)

