

# The Adipoli Promise



MAKE THE MOST OF YOUR BIGGEST ASSET- PEOPLE!



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**Adipoli**  
all about people

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# Introduction

The notion of culture can feel like a bit of a mystery but, at its core, it's all about how we work together, treat each other, and achieve our goals regardless of titles or formal positions.

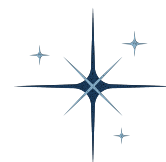
Work at Adipoli is based on a strong mission to make business successful by putting people at the heart of it. Fundamentally, our mission is about helping businesses get more ROI with a holistic employee experience. This is based on our belief that a workplace is a community; a place where people bond around shared values, feel valued as human beings, and have a voice in decisions that affect them.

To create an outstanding culture where people want to work, elements such as authenticity, belonging, optimism, purpose and meaning, social connection, and engagement need to be taken into account.

With this mission in mind, we recognise that how we act at Adipoli and how we are perceived are integral to our operations and activities. We want People to recognise that we run our business ethically, with honesty and integrity, and with the desired accountability and responsibility to all stakeholders: employees, co-workers, customers, partners, suppliers, and the community at large. We call it a Promise to our operating DNA. It is a set of guiding principles and fundamental beliefs that we adhere to in order to deliver on our commitment. Everyone at Adipoli is asked to understand and comply with this Promise, which establishes the framework for how we conduct business, safeguard the interests of People, and ensure Adipoli is a trusted, valued partner to customers, partners, and suppliers.

  
Founder





## Adipoli's North Star

Our North Star is our guiding light and represents our philosophy on business and life. It incorporates our purpose, values, mission, and vision. Adipoli is a Malayalam word, in the Indian local language, that means great or super. The Adipoli logo carries a heart for human, a clover for sustainability, and a globe for global mindset. Hashtags reflect our attitude.

### Purpose

We truly believe that business is All About People because it is only through great People that a company can achieve super results. With People-as-a-Service we touch on all levels of business, from strategy to operations to execution with a clear purpose to build organisational excellence.

**#AllAboutPeople**

### Values

Guidance around expectations allows People to perform at their best while being supported in their endeavours. Our values are an agreed way to work together as a team towards a common goal. These values underpin our culture.

**#HeadandHeartLeadership**  
**#TogetherisBetter**  
**#WeOperateonPrinciples**

### Mission

We are on a mission to make businesses successful by putting People at the heart of it. By creating a Holistic Employee Experience, we connect Workplace, Technology, Structure, Human, Leadership and Community. This approach aligns People with Business goals to deliver ROI for ALL stakeholders.

**#AllAboutPeople**

### Vision

We envision working environments that foster happy and healthy human interaction. That is how the world looks like when we achieved our Mission. A human world of work with happy people.

**#HappyHealthyHumans**

## Purpose

Our purpose defines what we do. It describes how we make meaning in the world, points to future possibility, and is aspirational.

### #AllAboutPeople

We truly believe that business is All About People because it is only through great people that a company can achieve super results. With People-centric services, we touch on all levels of business, from strategy to operations to execution, with a clear purpose to build organisational excellence.



## Values

Our values represent how we do things. This is driven by a set of guiding principles, related to values. It's an agreed-upon way of working together as a team and toward a common business goal. How are we living our values? Do actions and words match up? Company values are the DNA that defines what a company stands for.

**#HeadandHeartLeadership**  
**#TogetherIsBetter**  
**#WeOperateOnPrinciples**

Guidance around expectations allows People to perform at their best while being supported in their endeavours. Our values are an agreed-upon way of working together as a team towards a common goal. These values underpin our culture.





## Mission

Our mission is what we do. It outlines our business model, grounded in current reality, is operational, and states what we are trying to achieve.

**#PeopleAtTheHeartOfBusiness**  
**#HolisticEmployeeExperience**

We are on a mission to make business successful by putting People at the heart of it. We do so by creating a holistic employee experience, broadening the traditional definition of HR to encompass talent, organisation, leadership, and human resources. By building a data-driven, business-focused, and experience-led strategy, we align People to deliver ROI for all stakeholders.

## Vision

Our vision is what the world will look like when we achieve our mission.

**#HappyHealthyHumans**

We envision business environments that foster happy and healthy human interaction.

## A deeper dive into our values

Experience has proven that allowing people to perform their duties with some guidance around expectations allows them to perform at their best while being supported in their endeavours.

Our values serve as a framework that reflect our commitment. They are a promise to an agreed-upon way of working together as a team and towards a common business goal. At Adipoli, we discuss culture and the values that underpin that culture.

Our cultural values are built on “Freedom within a Framework”. Each of these values is explained by certain behavioural attributes. Environmental, social, and governance factors are integrated for a more ethical and sustainable business world benefitting the wider community.



### Value 1: #HeadandHeartLeadership

**Head** refers to capability, perspective, wisdom, and curiosity.

**Heart** refers to humility, self-awareness, courage, and empathy.

**Leadership** is actively developing a confident sense of who you are, taking ownership of what you do, and being intentional about where you are going.

### Value 2: #TogetherisBetter

**Together** refers to team, communication, collaboration, belonging as global Beings, and also being open to opportunities, building relationships, and expanding networks and possibilities beyond what is comfortable to achieve what is possible.



## Value 3: #WeOperateonPrinciples

We see **principles** as key to success and we document and agree to them as a community. We define our principles within the framework of 5 Golden Rules for People and 10 Commandments for Business. Our 5 Golden Rules are our expectations of how we treat others. Our 10 Commandments are our expectations of workplace behaviour that include environmental, social, and governance factors. Our adherence to these rules and commandments results in an ethical and sustainable business that benefits the broader community.

As part of our onboarding process, we take a deeper dive into Adipoli's 5 Golden Rules and 10 Commandments, and each employee acknowledges that they have received, read, understand, and agree to these principles.



**Golden Rule 1:** Open communication

**Golden Rule 2:** Diversity, equality, and inclusion

**Golden Rule 3:** Equal opportunity and equal pay

**Golden Rule 4:** Zero tolerance for harassment

**Golden Rule 5:** Health and well being

**Commandment 1:** Integrity

**Commandment 2:** Confidentiality

**Commandment 3:** Insider information

**Commandment 4:** Personal information

**Commandment 5:** Safeguarding assets

**Commandment 6:** Conflicts of interest

**Commandment 7:** External activities

**Commandment 8:** Client, partner, and vendor relationships

**Commandment 9:** Financial accuracy and transparency

**Commandment 10:** Anti-competitive actions





# Legal and regulatory compliance



## All laws

Adipoli is committed to act in accordance with the highest standards of ethical conduct and in full compliance with the law. We respect and observe all relevant national and international laws and regulations.

## Anti-corruption and bribery

A zero-tolerance approach is applied to bribery and corruption at every level in Adipoli.

This applies to employees, co-workers, customers, partners, suppliers, and the community at large. We will ensure that any behaviour we see that amounts to bribery or corrupt practices is called out and addressed with the utmost seriousness.



# Human Rights

Respect for people, be they co-workers, the employees of our partners, suppliers, customers, or members of the community at large, is core to Adipoli's cultural values. We respect and support the values and principles set out in the UN Guiding Principles on Business and Human Rights, the Universal Declaration of Human Rights, and the implementation of those rights into domestic and international law.



# Information Integrity

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In addition to safeguarding our own confidential information and employee data, we understand that we are often trusted with valuable and sensitive information belonging to our customers. We are also often required to process personal data belonging to the employees of customers. We take our responsibilities with respect to confidential information and personal data very seriously.

Documents containing confidential information are appropriately marked, stored, and deleted. We ensure that the suppliers we rely on to help deliver our services are contractually bound to confidentiality and data processing provisions.

We operate an Information Security Policy to which all employees and co-workers are subject, that covers security of Adipoli's assets and information.

All devices are password protected, access to IT systems requires authentication, and systems and channels can only be accessed by Adipoli employees and trusted co-workers with relevant permissions. These permissions are regularly updated. All employees are coached on how to handle sensitive customer engagements and how to behave respectfully and ethically in the workplace. We ensure that we act to avoid conflicts of interest and we are always available to advise employees if they have questions.

## Community at large

### Sustainability

While Adipoli is a relatively small business that operates with most of our activities being delivered in a virtual manner for a low carbon footprint, we encourage our employees to be thoughtful about sustainability by adopting practices in their day-to-day work life. These include limited document printing, recycling appropriately, and taking sensible decisions about transport and energy consumption. We operate a fully hybrid workplace with the expectation of only 40% of time spent in an office environment, therefore limiting unnecessary travel.

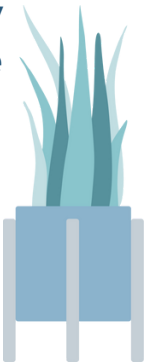


## **Our Partners & Suppliers**

We recognise that Adipoli is only part of the greater picture. When it comes to promoting our services, we rely on many partners and suppliers to co-deliver. While we do not control the thinking and approach of all our partners and suppliers, we do check regularly to ensure that they share our values and, where necessary, are contractually bound to uphold the commitments we adopt in relation to business ethics, confidentiality, and security.

## **A Healthy Workplace**

We provide a healthy and safe working environment for our employees, both in our offices and through our teleworking policy. Facilities are monitored and we regularly discuss health and safety with employees, including their home office situation, to make sure they have a healthy workplace that allows them to be productive.



## **Our baseline**

While our Promise establishes the framework for how we conduct business, safeguard the interests of People, and ensure Adipoli is a trusted, valued partner to customers, partners, and suppliers, we cannot cover every situation. There may be situations without a clear answer. Under these circumstances we suggest you ask yourself the following questions to establish a baseline:

- ·Is it illegal?
- ·Is it in conflict with Adipoli's Promise?
- ·Is it something you feel like you should keep a secret?

If the answer to any of these questions is yes, there is big chance that this situation is prohibited. If you have questions or concerns, please contact Ilse directly.



## Full accountability

Any employee, co-worker, customer, partner, supplier, and member of the community at large can contribute to a more ethical and sustainable business world. We trust people to behave in good faith. If an Adipoli employee or co-worker is found to have violated this Promise, appropriate actions will be taken up to and including immediate discharge. We will never tolerate retaliation towards anyone coming forward with a good-faith report or participating in an investigation. Good faith means making a report with honest intentions and providing all relevant information.



**With much love and gratitude,  
The Adipoli team ♥**



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