

The background of the entire page is a photograph of various architectural models. On the left, several shelves hold smaller, more abstract models, some of which are partially covered by a green overlay. On the right, a larger, more detailed model of a city block is visible, featuring numerous small buildings and trees. The models are made of light-colored wood and cardboard.

# Mæ Code of Ethics

March 2024

Certified



Corporation

# Mæ



## Ethics & Ethos

Our practice ethos has always been focused around five main themes: our people, our clients, our collaborators, our communities, and our environment. Every day we work together to deliver our projects to the very highest standards. Our standards are shaped by an essential architectural framework - sustainability, social infrastructure, and spatial qualities.

### We are a Certified B Corporation®

#### Our people

Our leaders teach, guide and mentor each other and our team, and as project leaders, we always aim to set an example and inspire each other and those we work with. We adopt a thorough approach to leadership with a clear line of responsibility and plan continuous development for individuals and project teams.

We provide a supportive environment which encourages collaboration, learning, sharing, and mentoring. Through our support guides, handbooks, and training programmes, we ensure we give our team the knowledge and skills to undertake their roles with confidence and satisfaction.

We have prioritised creating a transparent and safe environment that encourages everyone to have a voice. Our workplace does not permit any personal negative criticism or comments, and we always encourage respect and support within our team.

We ensure strong communication between our team through appraising, mentoring and our employee feedback forum and surveys. We will always pay above the London Living Wage to all employees and interns.

#### Our clients and our collaborators

We ensure that there is no conflict of interest with our clients and collaborators. We will seek to actively support clients who are aligned with our principles. To this end, we will prioritise clients who want to help create a more equitable and sustainable society; clients and consultants who share our values and mission. This will ensure that

we are working towards common goals and that everyone is committed to making a positive impact. We will, prior to accepting commissions, consider the following:

**Environmental impact:** when choosing clients and consultants, we will consider the impact of their operations on society and the environment. We will prioritise working with organisations that have a positive impact and are committed to sustainability, notably organisations that have strong ESG practices and an action plan to achieve environmental, social and governance goals. This can include considering factors such as the carbon footprint of clients and consultants, their approach to sustainability, and their record of environmental stewardship. In terms of carbon footprint, it is important we prioritise working with organisations that are committed to reducing their carbon emissions and mitigating the impact of their operations on the environment. This can include working with clients and consultants who have committed to a zero-carbon goal, or those that have implemented strategies to reduce their carbon footprint.

**Provenance of finance:** the provenance of finance is another important consideration; we recognise that it is important to ensure that the organisations we work with are using ethical and sustainable sources of funding. We will actively avoid organisations involved in unethical financial practices, or their association with organisations that have a history of financial improprieties.

**Destination of profits:** we will consider the destination of profits when choosing clients and consultants. This includes evaluating how organisations use their profits and how they reinvest in their operations and communities. We strive to prioritise working with organisations that are committed to reinvesting in their communities, and those that use their profits to drive positive social and environmental impact.

**Human rights record:** we consider the human rights records of clients and consultants when choosing who to work with. This includes evaluating the organisation's policies and practices related to labour rights, discrimination, and human rights abuses. We will avoid working with organisations that do



not follow fair labour practices.

**Social value:** we chose clients and collaborators who see the value in our social ethos and prioritise the stakeholders and residents who live or will be living in the communities we work.

By considering these factors, we can ensure that we are choosing clients and consultants who align with our ethics and ethos, and that we are making a positive impact on society and the environment.

### **Our communities**

Where we live matters and we believe that good design can help foster social cohesion, reduce crime, and improve health and wellbeing. We create buildings that seek to address today's urban, social, and environmental challenges.

Our aim is always to add value: economic value and, crucially, social value. We design with the needs of the end-user foremost in our mind. By listening carefully to the needs of a community whilst offering ideas and guidance with which they can engage and anticipate new possibilities, we can look to exceed the expectations of the future residents and users of our projects.

We thrive on collaboration and our priority is to work on local projects for local people. We talk, and listen, to the people within our communities as we are creating their homes and we are enhancing their communities. Meaningful consultation is central to our work and our duty is to the end users of our buildings, so we ensure that our processes are transparent and accountable to them.

Our added social value and diversity programmes are led by our Mæ B team, focusing on education, skills, employment, economy, environment, and community. Through financial commitments, jobs, skill-sharing, local spend and volunteer time we feed added social value back into communities and industry initiatives. We donate a minimum of 10% of annual profits back into practice social value such as sponsorships, bursaries, and education programmes each year. We deliver bespoke community added social value programmes on 70% of our projects.

### **Our environment and sustainability**

We treat sustainability as a core objective of all our work. We approach sustainability both in terms of energy efficiency as well as creating sustainable communities. A new project, therefore, needs to be designed with the existing and future community needs in mind. This may cover issues concerning access to public transport, local services & amenities, and to outdoor recreation space, tenure and accommodation mix which help to create an inclusive sustainable community.

We consider the issue of futureproofing as being of considerable importance for sustainability. By designing in flexibility and allowing for the future adaptability as well as choosing building materials that are long life and low maintenance, we hope to ensure that our homes are futureproofed.

With regards to energy use, we design to with a fabric-first approach. We incorporate simple environmental technology as a matter of course and all projects we have a policy of using low impact, local, low embodied energy construction materials that is sourced from reclaimed and recycled sources where possible sourced. Our team has industry leading experience of sustainable design principles and standards and our Mæ Zero review all new sustainability policies and products, sharing knowledge to our project teams.

We donate a minimum of 5% of our annual profits to environmental initiatives – this year they are The Woodland Trust and The Canals & Rivers Trust.

As a RIBA Chartered Practice, we abide by the RIBA Code of Professional Practice, which sets out Standards of Professional Performance.

Our commitment as a member of the London Practice Forum, we adhere to our forum charter.

For further information on our ethics and ethos, please contact Mæ Director and B Corp® guardian Denise Heseltine