

## Products and Businesses

Votes	What is your key principle	Tell us why it's important	How do you do it?
6	Just reward/compensation for skills and experience	Empowering and keeps people engaged Accessibility and inclusivity	Ask what people want
10	Non-judgemental and inclusive with businesses, policy makers and products.  Equality between all participants	Accessibility and inclusivity Keeps people engaged	Continuous discussion in team meetings to ensure it remains live
2	Be prepared to hear good and bad		
10	Allow enough time to listen, to make adjustments, to change course.  Allow enough money.	To be able to fully deliver	<ul style="list-style-type: none"> <li>• Co-design of a responsibility of a senior director – regulation? Accountability?</li> <li>• Training to ensure all staff understand the principles and how to implement</li> <li>• Be flexible and resourceful</li> </ul>
7	Triple bottom line: People Planet Profit	Profitability should be driven by social impact  Ethics at the heart of core business	<ul style="list-style-type: none"> <li>• Cost/benefit analysis: Research and evidence = what is the long term value?</li> <li>• Influence best practice</li> <li>• Get your own shop in order</li> <li>• Be able to identify with the purpose and values</li> <li>• Be genuine: routed in core business (not marketing), walking the talk</li> <li>• Unlearn consumer messaging</li> </ul>
10	Actively reach out to harder to reach communities and people	Accessibility and inclusivity	
8	Consultation is not a one-off co-production with the people who will use the product  Ongoing process and feedback loop	Trust and able to make informed decisions	<ul style="list-style-type: none"> <li>• Build into co-production route and progression</li> <li>• You said, we did (follow up)</li> <li>• Be clear and manage expectation</li> </ul>