



Lorem
Ipsum

Sample Code of Ethics and Impact Statement

Living with Integrity, Creativity & Purpose



Sample Impact Statement for Creators & Freelancers

How My Work Makes a Difference

As a [Your Profession, e.g., YouTuber / freelance writer / digital artist], my mission goes beyond creating content or delivering services — I aim to use my voice, skills, and platform to contribute to a more ethical, inclusive, and sustainable world.

This **Impact Statement** outlines how my work aligns with the values of **Environmental, Social, and Governance (ESG)** principles, and the difference I strive to make through my creative practice.





Environmental Impact:

- I aim to reduce my digital carbon footprint by using energy-efficient tools, deleting unused files, and choosing green web hosting when possible.
- I educate my audience on sustainable habits, such as reducing screen energy use and embracing paperless workflows.
- I support environmental causes by [e.g., donating a portion of income, raising awareness, collaborating with eco-conscious brands].



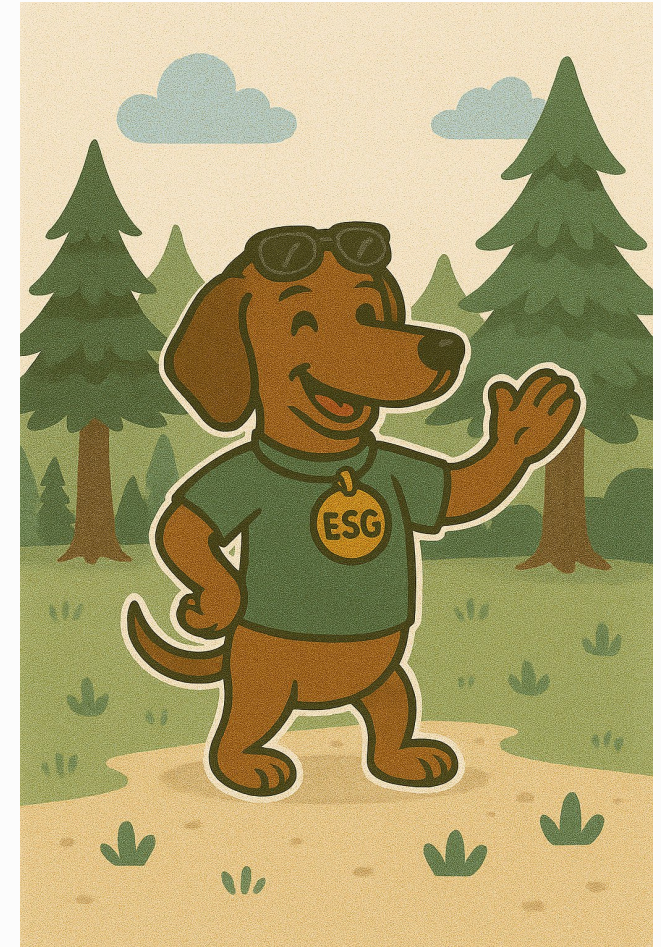
Social Impact:



- I am committed to fostering an inclusive and respectful online community where everyone feels seen and heard.
- I use my platform to highlight social issues such as [e.g., mental health, diversity, education, equality] and share resources to support these causes.
- I collaborate with creators and clients who share my commitment to equity, representation, and human rights.
- I prioritize fair pay, ethical treatment, and clear communication in all client and team relationships.

Governance & Ethical Leadership

- I lead my creative business with honesty, accountability, and transparency.
- I openly disclose sponsorships, affiliate relationships, and potential conflicts of interest.
- I respect user privacy, protect client data, and follow data protection regulations like GDPR.
- I strive to make decisions that align with long-term values, not just short-term gains.





The Bigger Picture

Through my work, I aspire to:

- Inspire other creators and freelancers to integrate purpose into their craft.
- Build a brand that people trust and feel good about supporting.
- Leave a positive legacy by balancing creativity with conscience.



**Every piece of content I create, every client I serve,
and every word I share is an opportunity to make a
difference.**

**I am committed to growing not just as an artist or
professional — but as a responsible global citizen.**

— [Your Name / Your Brand]

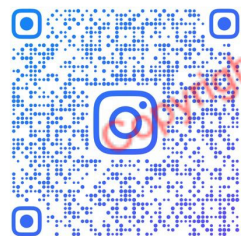
Date: [Insert Date]

How to Use These Templates:

- **Website/Footer:** Add your Code of Ethics or Impact Statement in your website footer or “About” page.
- **Media Kit:** Include your Impact Statement in your media kit to show potential clients your values.
- **Pitch Decks:** Use parts of your Impact Statement when pitching to conscious brands or collaborators.
- **Social Media Bios:** Highlight one line from your Code of Ethics or Impact Statement in your bio (e.g., “Creating sustainably, ethically, and with purpose.”).



Contact Us



@ESGACADEMY_OFFICIAL



ESG Consultancy

WhatsApp channel



Scan this QR code using the camera to view or follow this channel.