



## ActNow Consulting’s JEDI Commitment

At ActNow Consulting, I integrate **JEDI** principles (**Justice, Equity, Diversity and Inclusion**) into every aspect of my consultancy work. These values guide how I support organisations in becoming more ethical, responsible, and sustainable. These principles apply to all ActNow Consulting’s company policies and operational practices and through all interactions with customers and community.

What does **JEDI** stand for?

**Justice** means identifying and removing barriers that prevent individuals and communities from accessing opportunities, resources, or fair treatment. In my work, I aim to challenge practices that contribute to inequality and encourage approaches that support fair outcomes for everyone. By embedding justice into sustainability strategies, I help clients create positive social impact alongside environmental responsibility.

**Equity** recognises that different people start from different positions and may need tailored support to achieve fair outcomes. Although ActNow Consulting is a one-person business, I am committed to modelling equity in the way I work with clients — from offering accessible, transparent services to challenging organisational processes that unintentionally exclude. I promote equitable thinking in policies, decision-making and sustainability strategies so organisations can create safer, fairer working environments.

**Diversity** in age, ethnicity, gender identity, sexual orientation, disability, neurodiversity, socio-economic background and lived experience — strengthens organisations and drives better ethical and environmental decision-making. I encourage clients to recognise the value of differing perspectives and to embed diversity into their culture, governance, and sustainability planning. Varied viewpoints often lead to more resilient, innovative, and socially responsible solutions.

**Inclusion** ensures that people not only have a seat at the table, but also feel heard, respected and able to contribute meaningfully. Through my consultancy work, I help organisations create cultures where everyone’s voice is valued — whether that’s in strategy development, stakeholder engagement, or environmental decision-making. Inclusive practices support stronger, more collaborative teams and ultimately more ethical outcomes.

## Why JEDI matters to ActNow Consulting

Justice, Equity, Diversity and Inclusion are more than guiding principles — they shape how I work with organisations to create meaningful change. JEDI values support better leadership, healthier workplace cultures, stronger sustainability strategies, and a more responsible approach to doing business. They form the foundation for helping clients make ethical decisions and use their influence as a force for good.

JEDI Commitment approved by highest governing body.

Signed *Alexina Cassidy*

Position ...Director.....

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