

Financial Ethics

(2021-2030)



Collective Harmony

RAIN is a regenerative collective, where every node works for the good of the network and the planet. We require, therefore, that all the activities of each actor be harmonious with our collective goals, and so we are sensitive to our funding sources as well as our impacts.

Greenwash is when a company that damages the planet funds projects to deflect attention from those harms so they can continue with business as usual. It is commonplace, and many organizations meet genuine needs by taking greenwash money. We understand the attraction, but we work differently.

Ethics and complexity

A holistic approach includes donations as part of a broader policy that also identifies the environmental impacts of your business, sets targets and outlines strategies to achieve them. Ideally, your protocol should measure progress annually and report success and failures. We appreciate that companies may be at different levels of maturity in this respect. If you are just beginning this journey, we are happy to help you take the first steps.

Going green overnight is not simple, as much economic activity of the last few centuries has been based on extraction and exploitation. Furthermore, simply by being part of the modern economy, we are all complicit in destruction to some degree. Economically active entities are best placed to redirect the economy, and adopting a puritanical attitude will not help create a better world.

We are happy to consult with companies with a less than perfect environmental record, and to advise them on how to become carbon neutral (or hopefully negative). Some sectors, however, are particularly damaging, including those:

- manufacturing or supplying arms.
- supporting or benefiting from a dictatorship or brutal military regime.
- involved in child labour or worker exploitation
- contributing to ecosystem degradation, such as ranching or monoculture farming, mining, processing or distributing fossil fuels.





Potential partners with links to these sectors should demonstrate that they are adopting a radical policy to change how they do business, and taking steps to realize it. RAIN is an open network, and we're listening. If you have concerns about the activities of one of our funders, please get in touch.

Corporate Social Responsibility(CSR)

CSR spending is how companies demonstrate their engagement with the global impacts of business, and contributions are increasing as the impacts of the climate crisis become obvious. A bold commitment to CSR and green policies signals, both internally to your workforce and externally to your clients, that your company cares about social and environmental causes.

CSR is also increasingly seen as an indicator of leadership. The graph shows the number of academic publications dealing with leadership and CSR spending.



CSR spending is good for business

“Corporations that are actively managing and planning for climate change secure an 18% higher return on investment than companies that aren’t – and 67% higher than companies who refuse to disclose their emissions.”

- the Guardian

How much do companies give?

- Bank of America: 0.6%
- Pfizer: 1.7%
- John Lewis: 3%
- Innocent Smoothies: 10%
- Patagonia: 11%

What commitment can you make to the future of our planet?

Contact RAIN about how your business can join the global shift towards ecosystem restoration

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