



Sprink

# **Code of Conduct**

*January 2022*



Sprink

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## *Introduction to Sprink*

Sprink's vision is for all people to be able to enjoy the health and care outcomes that matter to them.

We are a company that seeks to balance profit and purpose. We work to the highest standards of professionalism, social and environmental performance, public transparency, and legal accountability. We are continuously working to build the most diverse team possible and in line with this goal, we strive for the highest standards in equity and inclusion.

Over the next three years, we are aiming to become a Certified B Corporation (see: <https://bcorporation.net>).

Sprink is currently organised into two global centres:

1. A **Global Centre for Person-Centred Value-Based Health Care (PCVBHC)**, which brings together Person-Centred Health Care, Value-Based Health Care and Population Equity so that we can support a focus on understanding and working towards what truly matters to the individual, when they interact with a health care system.
2. A **Global Centre for Healthy Food Environments**, which focuses on supporting the development of Healthy Food Environments within our health care systems. These are environments underpinned by the latest evidence, that enable and promote healthy, sustainable and ethical diets, with the food being tasty and affordable, as determined by different socio-cultural and socio-economic groups across populations.

Each Centre provides an option for organisations and systems to join as members. We also offer bespoke services. Our Centres focus on five core areas of activity:

- Research
- Education
- Networking
- Implementation
- Bespoke services

As a team, we aspire to work together to make decisions that move our organisation forwards. We believe this is supported by a clear leadership structure with clear accountabilities and roles and responsibilities for all team members.



## *Introduction to our Code of Conduct*

The Code of Conduct builds on the introduction above, introducing Sprink's values. Our values define who we are as an organisation, shaping our approach to working with each other, our partners, our clients and the societies in which we operate.

We have the highest professional expectations of all who work at Sprink. This enables us to be reliable partners, to deliver the very best service to our clients, to attract the very best people to work with us and ultimately to achieve our vision.

We expect all directors, employees, consultants and advisors to comply with the Code of Conduct at all times.



## *Our values*

### **Integrity**

We ensure an independent perspective. We strive for the highest standards of governance and transparency. We apply our values consistently.

### **Professionalism**

We work with the greatest care and attention to detail. We recognise our strengths and weaknesses and we know our limits. We value difference and diversity. We work as a team.

### **Sustainability**

We work in a way that minimises our carbon footprint and that supports the social fabric of the societies in which we operate. We support our team members to achieve their personal and professional goals.

### **Vision focused**

In all that we do, our focus is on our vision. That is, how to enable all people to enjoy the health and care outcomes that matter to them.



## *Integrity*

*We ensure an independent perspective. We strive for the highest standards of governance and transparency. We apply our values consistently.*

Through our governance framework, all team members declare their interests transparently. Should actual or perceived conflicts arise, these are transparently managed via the organisation's senior leadership structure. Sprink's finances are managed in accordance with the laws of England and the financial statements are independently audited on an annual basis.

Our values guide all of our decisions as an organisation. We seek to apply our values consistently all of the time.

Sprink works with a diverse range of healthcare system stakeholders. Through our governance framework and our service methodologies, we ensure that we always provide an independent perspective, free from undue influence from any one particular organisation or stakeholder group.



## *Professionalism*

*We work with the greatest care and attention to detail. We recognise our strengths and weaknesses and we know our limits. We value difference and diversity. We work as a team.*

We work with the absolute greatest care and attention to detail from the content we produce to the slides we design to the diagrams we produce to the words we use.

We are clear on our areas of focus as an organisation and we do not take on work that is outside of this focus. When we identify weaknesses as individuals, teams and as an organisation, we highlight them transparently and we develop and implement a plan to address them.

We seek constructive feedback from colleagues, peers, advisors, clients and partners. We seek to understand the feedback and to figure out how we can use the feedback to improve as individuals, as teams and as an organisation. We are constantly trying to improve.

We operate internationally and seek to develop the most diverse team possible, underpinned by a common alignment with our values and a focus on our vision. We have the greatest respect for difference and diversity and strive for equity and inclusion in all decisions.



## *Sustainability*

*We work in a way that minimises our carbon footprint and that supports the social fabric of the societies in which we operate. We support our team members to achieve their personal and professional goals.*

At Sprink we believe that profitable and sustainable businesses must have a vision, must take care of the environment and must support the societies in which they operate.

Sprink aims to be a carbon neutral organisation by 2025.

Sprink will actively promote job opportunities in the geographical areas in which it operates but will always recruit globally to find the very best person for the specific role.

All team members at Sprink are supported to discuss their personal and professional goals. We then work together to support achieving those personal and professional goals.





## *Vision focused*

*In all that we do, our focus is on our vision. That is, how to enable all people to enjoy the health and care outcomes that matter to them.*

When working with partners, members, clients and colleagues, our decisions, recommendations and guidance are shaped by our vision. We seek to maximise the extent to which people are able to enjoy the health and care outcomes that matter to them. This may sometimes go against what people and organisations want to hear – but we will always stay true to our vision and be transparent about what guides our recommendations and decision making.