# CCBC Code of Conduct

At Creature Comforts, our purpose is to foster human connection. This purpose compels us, as individuals and as a company, to cultivate a culture where all people feel welcome and where any person can thrive. This Code of Conduct is intended as a guide to support us in living out our values every day.

## **Crave Curiosity |** A curious mind leads to better living.

We expect all Creatures to exhibit a genuine curiosity, not only about the products and processes by which we are surrounded but also about the people with whom they work every day.

| What to expect | What is expected |
|---|---|
| Space will be made for all voices to be heard in decisions and deliberations. | You'll resist defensiveness and lean into learning if you offend someone or make a mistake |
| A space of welcome for questions and healthy challenge in the spirit of "make it better" | You'll commit to a process of self-education when confronted with a challenge, either professional or personal |
| Leaders who are engaged in ongoing professional development for themselves and their teams | You'll commit to the active pursuit of authentic relationships across lines of personal and professional difference |
| Managers who encourage inclusive teamwork and who invite participation in the shared act of problem-solving. | |
| Opportunities for, and content dedicated to, promoting personal and professional curiosity | |

**Definitions**

Genuine Curiosity – A true desire to learn more about the people, places, and processes around us

Authentic Relationships – Connection with others built on our good intentions and the mutual vulnerability that comes with being our true selves

# **Extend Kindness |** Start with trust. No gossip. Be constructive.

Recognizing that we are all on a perpetual journey of self-discovery and awareness, we commit to the practice of shared learning to become better and more aware humans.

| What to expect | What is expected |
|---|---|
| Leadership committed to transparency to the maximum extent feasible | You'll commit to the practice of "calling up" instead of calling individuals out |
| Leaders throughout the company who trust and advocate for all Creatures | You'll start with the vertical communication of challenge before speaking critique horizontally |
| | You'll seek understanding and "start with trust" whenever there are information gaps to be filled |
| | You'll allow for the possibility that your intent won't always align with your impact |

**Definitions**

Gossip – Discussion of unconfirmed details without a constructive goal in mind

"Calling Up" – An invitation to reach our true potential and learn from mistakes

"Go to the Source" (GiANT) – Giving someone a chance to respond to challenge and grow rather than going to others to complain or gossip

Intent Vs. Impact (online resource) – The gap between what we say or do and how it is received by others

## **Leave a Legacy |** Set your successors up for success.

Because we desire to use business as a force for good, the responsibility of succession is serious to us. We intentionally contribute to our individual legacies to ensure that our collective impact is deep and lasting. In other words, we behave as we want to be remembered.

| What to expect | What is expected |
| --- | --- |
| An environment where your whole self is welcomed and appreciated | You'll develop and document the tools and processes necessary for your successors to have success in your role |
| A commitment to the steady reduction of our environmental footprint | You'll respect the time and contributions of your colleagues by preparing for and fully participating in all work and meetings |
| A commitment to the ongoing pursuit of a diverse and equitable workplace | |

# **Make it Better |** Whether in your work or your community, make it better.

We believe that there is inherent worth, creativity, and ingenuity in each individual. As an expression of that belief, we commit to empowering all Creatures to bring their whole selves to work and to the improvement of our professional and geographic communities.

| What to expect | What is expected |
|---|---|
| All ideas and concerns will be taken seriously, with proper attribution given where appropriate | You'll freely and constructively share your ideas and concerns, speaking them vertically, first, in pursuit of change |
| Your personal and professional development will be supported to the extent you pursue it | You'll bring "healthy challenge" along with support when identifying an issue you think worthy of correction |
| An environment that celebrates continual improvement, experimentation, and innovation | You'll search out efficiencies and innovation in pursuit of "industry respect" in your work |
| The grace and space to fail while daring boldly | You'll seek to become an engaged citizen of your professional and are encouraged to become engaged in your geographic communities |

**Definitions**

Healthy Challenge – Bringing support and challenge while calling someone up to their potential

Citizenship – Being more than an inhabitant of our shared spaces but an engaged contributor

Industry Respect – The recognition and regard of our peers, vendors, suppliers and customers that we earn through the quality of the work we do and how we go about doing it"

# **Moderation Matters |** In life, as in beer, being balanced is best.

Understanding that both our product and our pursuit of industry respect can lead to imbalance if not for intention, we prioritize moderation, balance, and wellness as essential features of our culture.

| What to expect | What is expected |
| --- | --- |
| A professional and social environment free from pressure and example of overconsumption | You'll commit to the practice of self-care, taking advantage of available health and wellness benefits and opportunities to the best of your ability |
| A professional culture that prioritizes individual wellness and promotes work/life balance | |
| A safe, comfortable workplace, with space and time for breaks, rest and recovery | |

**Definitions**

Balance – A state of peace that comes with an equal distribution of elements

Benefits Programming

- PTO Policy
- Book an EAP Appointment
- Smart Dollar
- GiANT

## **Be for People** | Be inclusive. Advocate for equity. Extend respect.

We strive to create opportunities and cultivate a culture where any person can thrive. We advocate for equity and work to create safe, inclusive, and welcoming spaces. We affirm that all people have the right to live and work free of discrimination and harassment.

| What to expect | What is expected |
|---|---|
| A workplace free of harassment, discrimination and retaliation. | You'll speak up if you see, hear, or experience something that either detracts, or has the potential to detract, from another Creature's comfort or safety |
| All allegations of discrimination and harassment will be taken seriously and properly investigated | You'll commit to the active pursuit of authentic relationships across lines of personal and professional difference |
| Diversity of perspective will intentionally and actively be sought whenever appropriate | You'll educate yourself, extend respect, and avoid stereotyping |

Regular, ongoing training in the prevention of harassment, discrimination and retaliation.

Inclusion and consideration of all interests and abilities in the design of work, workspace, and experiences

You'll commit to the practice of "calling up" instead of calling individuals out.

**Definitions**
Equity – Fair and just treatment that goes beyond equality by allocating the appropriate support to individuals based on their needs.

#notme (link)

Safety Improvement Report (link)

# CCBC Code of Ethics

In addition to the *cultural* behavioral expectations outlined above, all Creatures are required to follow applicable laws and adhere to standards of ethical practice.

The following categories and examples of behaviors are some of those whose violation may result in discipline, up to and including immediate termination.

## Theft

- Theft of customer, employee, or CCBC property, including items found on CCBC premises.
- Theft, dishonesty, or mishandling of CCBC funds, and/or willful failure to follow cash or credit card purchasing procedures.
- Clocking another employee “in” or “out” on the CCBC timekeeping system or having another employee clock you either “in” or “out.”
- Waste or willful destruction of CCBC property.
- Disclosing confidential information, including policies, procedures, recipes, manuals or any proprietary information to anyone outside the brewery.

## Misrepresentation

- Invalid work authorization (I-9 Form)
- Supplying false or misleading information to CCBC, including but not limited to information provided at the time of application for employment, filed as part of a request for a leave of absence, etc.
- Unauthorized operation, repair or attempt to repair machines, tools, or equipment.
- Failure to report safety hazards, equipment defects, accidents or injuries immediately to management.

## **Harassment, discrimination** and retaliation

- Actions or threats of violence, or the use of foul or abusive language directed towards a customer, guest, or another staff member.
- Rude, inappropriate, or indecent behavior with customers, guests, or fellow employees.
- Verbal, physical, and visual conduct that creates an intimidating, offensive, or hostile working environment or that interferes with an employee's work performance.
- Unwelcome sexual advances, requests for sexual favors, and/or verbal and physical harassment of a sexual nature.
- Frequent or severe teasing and/or offensive or offhand comments that create a hostile or offensive work environment.

- Retaliation against any employee for making a good faith complaint of harassment, discrimination, or retaliation, or for cooperating in an investigation.

## Conflict of Interest*

- Acting on behalf of the company in a way that conflicts with our own personal gain or family interests.
- Being employed by, or acting as a consultant to, a competitor or potential competitor, supplier or contractor, regardless of the nature of the employment, while you are employed with Creature Comforts Brewing Co.
- Having a personal interest, financial interest or potential gain in any company transaction.
- Directing company business to a firm owned or controlled by a Creature Comforts employee or their family.
- Accepting gifts, discounts, favors or services from a customer or a potential customer, competitor or supplier, unless equally available to all Creature Comforts employees.
- Accepting compensation, honoraria, or money of any amount from entities with whom Creature Comforts Brewing Co. does or may do business.

**Determining whether a conflict of interest exists is not always easy to do. Employees with a conflict-of-interest question should seek advice from their manager and/or Human Resources.*