



we the curious

Working in partnership – Our Ethics Policy

At We The Curious, we imagine a future where everyone is included, curious and inspired by science to build a better world together. We believe science is for everyone.

As an educational charity committed to inclusion and social equity, we are working to make this a reality. In partnership with others, we connect people through science, creativity, innovation and their own curiosity.

This policy outlines how we approach collaborations, funders, suppliers and strategic partners, so that they align with our charitable purpose and values expressed in [our manifesto](#)

Our Purpose

We are a registered charity, and our work is shaped by our charitable objects:

Primary: To advance the education of the public in science, technology, natural history, and the environment by operating exhibitions and wider educational programmes both at our site in Bristol and, through outreach, in the wider community.

Secondary object: To provide an open space for recreation and leisure time activity for the benefit of the public; To advance the education of the public in performing arts.

We invite partnership opportunities that support and enhance these aims.

How we make ethical decisions

We use a structured framework to assess potential partners and donors. Each decision is guided by:

1. Charity law – We cannot enter a partnership that conflicts with or undermines our charitable objects.

2. Trust - We carefully consider the potential impact on our audiences and whether the relationship could build or erode trust with our communities.

We consider each opportunity on a case-by-case basis and use this policy to ensure our partners and donors are consistent with our charitable purpose. However, as a charity with limited resources, we are not always able to carry out extensive or ongoing research into every partner, donor, venue hire client or supplier. This policy therefore provides clarity to reduce uncertainty and means we can focus our time and energy on building partnerships that are closely aligned to our mission.

Who we align with

We actively welcome partnerships with people that share our educational, social and environmental purpose. These often include those working on or in:

- Education and public engagement
- Public sector and Government
- Non-profit organisations and charities
- Scientific or health advocacy
- Environmental sustainability
- Community and youth
- Arts and culture
- Heritage

These relationships are generally well aligned, and we can proceed with confidence together.

Who we don't work with

We do not partner with those whose core activities fundamentally conflict with our mission, values or community trust. This includes:

- Groups or individuals who deliberately misrepresent science
- Arms and weapons manufacturers
- Organisations using illegal labour practices
- Tobacco and vaping companies
- The pornography industry

In addition, we will not partner with or accept donations from organisations where there are legal concerns, conflicts of interest, or where doing so would risk the editorial freedom, independence or integrity of We The Curious, or limit our ability to fulfil our mission and maintain the trust of our audiences.

How we deal with complex cases

Some industries present ethical complexities, in these cases we take a thoughtful case by case approach using our ethical due diligence process. These may include:

- **Organisations with a history of unaligned practices** that are now demonstrably committed to change, transparency, reparation and sector leading ethical standards.
- **Financial institutions** – where some investment practices may carry risks to community trust.
- **Social media and tech platforms** – which can be powerful tools for engagement and innovation but also linked to misinformation and harmful content.
- **Large scale commercial organisations** – that operate in sectors with mixed environmental or social impact but are making credible steps towards sustainability and accountability.
- **Defence sector** – where activities are not directly related to arms or weapons manufacture

Where there is clear evidence of genuine commitment to responsible practice, inclusion and public benefit, we are open to exploring partnerships in these areas. Our approach prioritises alignment with our charitable aims, transparency and curiosity.

Our internal processes

When we explore potential partnerships, particularly in more complex or evolving sectors, we use a structured ethics due diligence process. This helps us make thoughtful, informed decisions based on our charitable purpose and the trust placed in us by the audience and community we serve.

We use a due diligence checklist to assess:

- Whether the partnership supports or conflicts our charitable aims
- Any potential ethical or reputational risks
- How the partner operates, communicates and aligns with our values
- Whether there is evidence of meaningful action towards inclusion, environmental sustainability and responsible practice

As part of this process, the checklist is reviewed by our Leadership Team, with the final decision made by our CEO. Cases that cannot be resolved through our internal processes will be escalated to our Board of Trustees in exceptional circumstances.

We see due diligence as an opportunity for dialogue, our aim is to build relationships that are transparent, mutually beneficial in furthering our purpose and capable of inspiring positive change.

In a complex world we recognise that organisations' priorities and activities change. Our Leadership Team and trustees commit to reviewing this policy on annual basis with input from our strategic partners and external advisors (an external group that provides independent advice to support our decision making) so that we can change and grow as our partners do.

How to partner with us:

If you are energised by our charitable purpose and manifesto for change and believe that science is for everyone, we'd love to hear from you.

Before you get in touch:

- Please read this policy to ensure your organisation's values and activities align with ours
- If your organisation falls into a more complex category and you're not sure, please contact us and we can work it through together

This policy exists to protect our purpose and ensure every collaboration helps move us towards a vision where everyone is included, curious and inspired by science to build a better world together.

We aim to have open and constructive conversations, if we are not the right partner for your organisation, we'll be honest and always respectful.

We'd love to hear from you