

Cloutflow Environmental Responsibility Policy

As a modern influencer marketing company, Cloutflow recognises that our environmental footprint extends beyond office operations to campaigns, events, product dispatches, production, travel, packaging, and vendor networks.

Environmental Responsibility

We will aim to reduce avoidable environmental impact by:

- Encouraging digital-first workflows and reduced paper usage
- Avoiding unnecessary physical production where digital alternatives work
- Planning dispatches efficiently
- Reducing avoidable product wastage in creator campaigns
- Encouraging reusable, recyclable, or minimal packaging where possible
- Avoiding excessive gifting that creates waste without a strategic need
- Considering local creators to reduce unnecessary travel or logistics
- Working with vendors who follow responsible environmental practices
- Encouraging conscious event and shoot planning

For sustainability-related brand campaigns, Cloutflow will apply additional care to ensure claims are accurate, substantiated, and not exaggerated.

Green Claims & Sustainability Communication

Cloutflow will not knowingly create or approve misleading environmental claims.

Any sustainability, eco-friendly, recyclable, carbon-neutral, plastic-free, cruelty-free, organic, natural, biodegradable, vegan, or climate-related claim must be backed by credible evidence from the client or relevant authority.

Creators must not be asked to make claims that are unclear, exaggerated, unsupported, or likely to mislead audiences.

When in doubt, teams must escalate sustainability claims for review before campaign approval.

Sustainable Operations

Cloutflow is committed to building a responsible creator economy where brand growth does not come at the cost of people, trust, communities, culture, or the environment.

We aim to make a positive contribution through environment-conscious production and operations, strong governance, accountability, and reporting.