

ETHOS

Media Information

Key areas for comment:

- Solving complex problems and improving the way things are done by changing systems, through a process developed by Ethos called Value Exchange.
- Transforming the future of work - why do it?
- How to disrupt work and create a system that leads to greater social, economic and environmental benefits.
- Basic income - why it's everyone's right
- Developing future young leaders and revolutionising the landscape of work for young people.
- Does 'real' flexibility at work truly work?

What is EthosVO?

Founded in 2010 EthosVO (the VO stands for Valuable Outcomes) is a social impact incubator working in the areas of wellbeing, work and placemaking. EthosVO works with social entrepreneurs to find funders, backers and partners for innovations that improve **human life, work and wellbeing**.

What makes EthosVO different?

Our mission is to find creative solutions to society's complex problems through **incubating innovative projects** and supporting successful **spin-offs** through multi-stakeholder collaboration. We have a non hierarchical work platform and the people who work with us, whether they are companies, networks or individuals, become partners. By unleashing and nurturing their talents through involvement in our ventures, we aim to **accelerate** individual **social entrepreneurship**.

People deserve to be inspired and motivated to work with enjoyment. We believe **work with a purpose** redefines growth and improves lives. We don't tell our partners what to do. We ask them to tell us what needs to be done. Ethos has created its own Value Exchange - an open conversation process through which Ethos and its partners are able to document meaningful and valuable work outcomes together.

Key figures

- Since 2021 Ethos has engaged and provided work experience to 60 young people on its Young Leaders work experience programme
- Since 2010 Ethos has engaged with over 400 people as partners, collaborators, work package owners and volunteers

- Ethos has launched 2 highly successful spin offs: Building Pathways and Team Forces/Team Army
- Ethos has raised £9m for forces sport through Team Forces/Team Army(Formerly Team Ethos)

Ethos' work focuses on three areas:

Ethos Place: Smart Placemaking using data control for urban congestion and air pollution, creating systems to rebuild the high street and developing apps for equal access to transport services. Our recent projects include: [bayline.tech](#); [placemaker.tech](#); [Noggin](#); [Ethos Wilder](#); [InDependAbility](#); [ReadTrip](#)

Ethos Wellbeing: One of our key cornerstones is building sustainable wellbeing programmes to counteract stress in the workplace. Our projects include: [Team Forces](#); [Team Police](#); [Team Army](#); [Aspect Magazine](#)

Ethos Work: Transforming the future of work with a focus on promoting youth employment. Our projects include: [Young Leaders](#); [Sardines Digital Engagement](#)

Key spokespeople:

Rob Pye, Co founder Ethos VO



Rob has recently been described as a juggler, able to continuously balance all the necessary tasks needed to be undertaken to help run a venture like Ethos. Having been through the traditional system of work, Rob decided to create a vehicle for his vision of a more idyllic system of employment. He's on a mission to create a global problem-solving network and he has helped grow Ethos to include as many like-minded people as he can find in order to have a truly ethical and purposeful organisation. Rob is a paragon of personal development and belief in societal good, and he champions these

values in Ethos by helping to develop the Ethos Value Exchange process and in bringing as many of Ethos' clients into the Ethos way of thinking as he possibly can.

Speaker profile: Presenter /Speaker 'The Young Leaders Theory of Change' at Management 3.0 Forward Virtual Global Summit - 4 December 2021; Presenter/Speaker "Personal Transformation" The Arts Debate, 7 April 2022, The Arts and Culture Network

Articles: [Backing our Young Leaders](#) ; [Social Impact Bonds](#)

[LinkedIn](#)

Annabelle Lambert, Partner EthosVO



As one of the founding members of Ethos, Annabelle is a true believer in the Ethos mission to help reinvent what it means to be in employment, and to improve the ways in which people engage with society. During her work with Ethos she continues to be dedicated to convincing everyone of the necessity of adopting a people-first approach, and alongside Rob was a key figure in developing the Value Exchange and the Young Leaders programme. She is a champion of accountability and empowerment, constantly driving herself and others to achieve the best version of

themselves.

Speaker profile: Global Forum on Democratisation of Work, October 2021
“Experimenting with a non-hierarchical work platform”

Articles: [Workplace of Tomorrow](#) ; [Why are we Crowdfunding Young Leaders](#) ; [Introducing the Value Exchange Dynamic](#); [Benefits of doing things Differently](#)
[LinkedIn](#)

Sarah Fay, Partner, EthosVO



Sarah graduated with a MSc in Modern and Contemporary Art History from the University of Edinburgh in 2020 and joined EthosVO in 2021. She is interested in understanding the complex systems that operate in our world without our understanding and how they can affect ordinary people. Helping people and creating valuable social impact is Sarah's constant focus as she builds a career in a sustainable and ethical way.

Speaker profile: Global Forum on Democratisation of Work, October 2021 “Experimenting with a non-hierarchical work

platform”

Articles: Aspect Magazine: [The History of Sexuality: LGBT+ Rights in 21st Century Netherlands](#); [The Poor Academic](#); [Why I Still Walk Alone at Night](#)

Ethos blog

[What is it like for a Young Person to Work in a Democratic Workplace](#)

[LinkedIn](#)

For more information or to talk the team at EthosVO, contact Madalene Whitson on + 44 (0) 7843 750525 or email madalene.whitson@ethosvo.org

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