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## **Adopting The Terra Carta For Digital Communications, Marketing, & PR**

**Prepared By: Macaila Britton for [MacailaBritton.com](https://MacailaBritton.com)**

The purpose of this document is to provide transparency on the ethical and environmental pursuits Macaila and MacailaBritton.com will be taking for Nature-positive impact, in accordance with His Royal Highness, The Prince of Wales' Terra Carta. The Terra Carta is a charter of ambitious yet practical action to help the private sector accelerate their progress towards a sustainable future ([Terra Carta](#)).

Macaila has translated the Terra Carta to reflect the ways each Article can be approached, explored, and implemented within the digital communications, marketing, and public relations (PR) industries/spaces. The Terra Carta is the primary measurement for progress towards Macaila's ethical and environmental pursuits, and will be referenced across the policy, reports, case studies, projects, and other work related to her digital creativity and communications, marketing, and PR. Thus, the articles listed within this document are the explanation on how the Terra Carta's Articles and sub-articles are able to relate to a field it was not originally or solely created to transition for system-wide positive impact with Nature, People, and Planet.

**Macaila seeks to transition the digital communications, marketing, and PR industry to be more ethical and environmentally focused starting with her website, MacailaBritton.com and the projects attached to it.**

For the best and intended quality of reading/understanding, it is recommended to:

1. Read the Terra Carta before this charter for a full understanding of what these points reference; or
2. Split your screen to have the Terra Carta displayed on one half and this document on the other, for back and forth reading of each Article and sub-Article.

The remainder of this document is split between sourcing the Terra Carta and first person outlining of the Articles and sub-Articles.

*Disclaimer: Macaila is working alongside The Sustainable Markets Initiative (SMI) which is the roadmap to its success. However, this was not commissioned, sponsored, or compensated in any way or asked by the SMI to produce. All ideas, opinions, and insights are her own and do not speak on behalf of or extend to the SMI or Terra Carta's decisions or ways of operating.*

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## **Terra Carta Article 1: Create Sustainable Industries**

Article 1 is dedicated to reimagining and creating entirely new sustainable industries, products, services, and supply chains while in parallel helping to transition existing systems to a more sustainable trajectory. We must now put Nature, people, and planet at the heart of global value creation (Terra Carta, Article 1).

### **My Digital Specific Measure of Success For Article 1:**

**1.1** I will continue to create and sharing environmental growth stories. And, for content that does not have the environment as the main theme, I will seek to, where possible, integrate the practices of environmentalism into the project.

**1.1.1** For example, in the manuscripts for the upcoming children's books I'm authoring, I will include visuals and dialogue that normalize environmental consideration for people, planet, and Nature. i.e., Recycling or composting being on the child's chore list.

**1.2** I will seek to ensuring my digital space and the spaces I partner, overlap, and evolve into, are just, sustainable, and provide transparency in data and example/case studies of what the future of an ethically environmental industry looks like and how it can be approached.

**1.2.1** In an effort to ensure digital spaces and content are just, accessibility will be prioritized, so disabled individuals can be a part of environmental and digital conversations/industries.

**1.3** I will strive to leverage the global community and other innovations to expand how ethical environmental communications can be pursued.

**1.3.1** Sharing data with Ethical Influencers, other journalism network, individuals, and companies, who can adopt the policies and contribute to the help to create new industry standards and ways of working, globally.

**1.3.2** Quarterly accountability groups will also be prioritized between other Ethical Influencers, creators, designers, innovators, scientists, young people, thought leaders, etc. to create an inclusive and collaborative space to build on actionable steps within the Terra Carta Articles.

**1.4** I will seek to explore and create a digital circular system.

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**1.4.1** For content creation, the circular system will prioritize the “reduce, reuse, regenerative, and recycled” methods for sourcing props and other item needs during production.

**1.4.2** Filming locations will practice an “zero trace” and “low waste” system, with each production having a sustainability officer, policy, and shooting guide developed for the project.

**1.5** For Nature-positive solutions, dialogue will be established with the businesses required for digital spaces to operate, in which, myself and other users do not have control over in our digital circular system. For example, website platforms (excluding Green Hosting capabilities), camera, laptop, and other technology and equipment, apps and editing programs, etc.

**1.6** I will use my digital space to encourage and hold other industries accountable for their priority alignment to shift/accelerate to Nature-positive contributions/systems. For example, providing information on a particular aspect to climate change and listing call to actions; signing and sharing petitions; providing data to fossil fuel companies, fast fashion, and other industries, to begin implementing digital policy to begin mitigating a percentage of their impact outside of their supply chain.

**1.7** I will abide by the Waste Management Policy (accessible, [here](#)) and prioritize self-learning along with quarterly policy reviews, to expand on the initiatives taken to steward resources and mitigate my use of natural resources.

**1.8** Through collaboration, I will seek to showcase and demonstrate while scaling up sustainable market opportunities. For example, submitting data and case studies to universities for inclusion in their curriculum for Communications, Digital, and Environmental programs. Additionally, zero-trace workshops for bloggers could be explored, and other creative elements that act as immersive or live demonstrations of the policy, pursuits, and measurements.

**1.9** For financial instruments to scale and accelerate transitions, ethical banking, investment, and partnerships will be prioritized.

**1.9.1** For partnerships, a rigorous set of questions will be asked to learn about a company or institution’s financial responsibility and their ethical and environmental priority.

**1.10** Making net-zero and Nature-positive commitments across digital projects, platforms, partnerships are the top priority. In parallel to the pursuit, a respectful approach and dialogue will be implemented to encourage the same within/across the digital industry and all relating industries which overlap with communications, marketing, and digital creation.

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## **Terra Carta Article 2: Default Sustainable**

Article 2 is dedicated to “embedding genuine sustainability in our business models, analysis, decisions, and actions. In other words, put simply, we need to put Nature, and the protection of Nature’s capital – from which we draw an annual return – at the heart of how we operate. It also means further defining and developing the discipline and framework of sustainable markets and sustainable industries (Terra Carta, Article 2).”

### **My Digital Specific Measure of Success For Article 2:**

**2.1** Pursuit of a digital 100% clean energy operations will be pursued and implemented— Green Hosting, digital emissions calculation, and a strategy are in development with the upcoming reports and data transparency schedule for: Summer 2022, Fall 2022, and Winter 2023.

**2.2** This website and my additional content channels are not structured around a Board of Directors, I will instead provide ongoing dialogue around ESG, transition roadmaps, sustainability priorities, and more through report and data sharing, pitching environmental collaboration ideas, and encouraging the same ethical and environmental policies to be adapted/implement according to their company structure and supply chain.

**2.3** For any guest writers, collaborators, partners, and new hires onboarded, I will ensure they act and work in accordance with my policies published and in development, while using the Measurements of progress as an alignment check in/vetting system.

**2.4** For the spaces of content development that are not environmental projects (such a book and movie content), the process of using and enjoying products/items will be approached with the selection for the least harmful approach. For example, shopping local, thrifting, and from consciously created sources.

**2.4.1** For items and products not available through the shopping local, thrifting, and consciously created sourcing model, feedback will be provided to the company or organization who are able to create the change to mitigating, preventing, and offsetting people, planet, and Nature exploitation/impact.

**2.5** Blogs will be a priority for publishing and sharing content, along with other social media channels, where appropriate, to share the lessons learned from pursuit digital and communications system regeneration.

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**2.5.1** Guest writing, speaking, and creating opportunities will also be explored, to ensure other audiences are receiving the resources and tools to integrate ethical environmental pursuits into their personal and professional digital spaces.

**2.6** Ongoing updates and system building is and will be continued for pursuit to achieve the improvement of all outlined measurements.

**2.6.1** The first free resource published, “Digital Impact Report and Goals” outlines the progress points prioritized in the development today into the remainder of 2022 and Winter 2023.

**2.7** MacailaBritton.com is working towards becoming a Nature-positive platform, by understanding the exact emissions the website and each blog post emits. The goal is to be Carbon Neutral, and Net-Zero.

**2.7.1** See the “Digital Impact Report and Goals” for the milestones and when the data will be reported on this pursuit.

**2.8** Regular communication to readers and the digital community will be reported quarterly, in addition to being integrated into the quarterly blog newsletter.

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## **Terra Carta Article 3: The Power Of Consumers**

Article 3 explores the impact “with consumers controlling an estimated 60% of global GDP, people around the world have the power to drive the transformation to sustainable markets. Yet, we cannot expect consumers to make sustainable choices if these choices are not clearly laid before them. As consumers increasingly demand sustainable products, they deserve to be told more about product lifecycles, supply chains, and production methods.

For a transition to take place, being socially and environmentally conscious cannot only be for those who can afford it. If all the true costs are taken into account, including the cost to Nature, being socially and environmentally responsible should be the least expensive option because it leaves the smallest footprint behind. We must communicate better with consumers about the sustainability of the goods, services, and investments we offer (Terra Carta, Article 3).”

### **My Digital Specific Measure of Success For Article 3:**

**3.1** When reporting on progress, data and clear and accurate evidence points will be provided, to back the claim. Additional communication will be provided for beginning stages where data is being collected and not yet available, as a way to build trust and showcase the value in disclosing the progress prioritized behind the scenes and in development.

**3.2** I will always be searching for ways to identify and improve sustainable alternatives across my website and other digital projects/systems and reported within the quarterly updates.

**3.3** The comment section of the blog post pages of MacailaBritton.com remain open, for readers to ask questions, provide resources, and feedback to enhance satisfaction with sustainability. This also extends to having public platforms across Instagram, LinkedIn, and Twitter.

**3.4** Sustainable labelling on the website is in development once data is captured on the emissions. Other areas for transparency and labeling will be prioritized, as well.

**3.5** Working within existing personal and professional networks, organization bodies, and places of employment are prioritized and in development for industry-wide efforts and cross-industry progress to be made and implemented.

**3.6** Industry-wide consumer awareness campaigns around the digital ethics of environmentalism will mainly be achieved through encouraging brands to reimagine their future with sustainability at the core—by establishing relationships through respectful dialogue with company leadership teams, customer support channels, and feedback opportunities, integrated into and supporting the

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project partnership's creative guidelines. For example, if a workout brand wants to partner to showcase their ethical fashion, a campaign can be explored around the misuse of washing garments and the energy/Natural resources at risk for misuse of garments.

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## **Terra Carta Article 4: The Power Of Consumers**

Article 3 focuses on how “it is time for businesses, industries, investors, and countries alike to design and implement how they will decarbonize and transition to net zero while restoring and protecting Natural Capital. Moving together, with clear roadmaps, will create efficiencies and economies of scale that will allow us to leapfrog our collective progress and accelerate our transition.

Using a ‘future of industry and future of economy’ approach, each of the main sectors of the economy, together with the global financial institutions, institutional investors, and asset managers, need to outline publicly accessible roadmaps that identify the steps to net-zero along with plans for the protection and restoration of Natural Capital and biodiversity. After all, we know that it is not a lack of capital that is impeding our progress, but how we deploy it. (Terra Carta, Article 4).”

### **My Digital Specific Measure of Success For Article 4:**

**4.1** Net-Zero emission for MacailaBritton.com and all projects the blog/website produces is prioritized for 2050 or before.

**4.1.1** The roadmap with exact data points for transparency, and the timeline will be provided during the next three reporting stages (Summer 2022, Fall 2022, and Winter 2023).

**4.2** Publicly accessible roadmaps outlining the ethical and environmental digital transformation will be available as they are produced, quarterly and yearly.

**4.2.1** Challenges for the digital, communications, and marketing industry will be outlined in a blog series to be published by Summer 2022.

**4.2.2** The common industry infrastructures and innovations required are mentioned in the Digital Impact Report and Goals. They will be further explored in all of the reporting over the next year, in addition to mentions across the blog and social media channels.

**4.2.3** In community groups, and organizational partnerships, clear ownership of research, action points, with defined roles and responsibilities will be explored and prioritized.

**4.2.4** Science-based targets will be used as additional measurements towards progress. They will be heavily included in reports and updates to showcase the evidence and need for ethical environmental communications and digital spaces.

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**4.2.5** Seeking to include Scope 1,2, and 3, where possible, will be included in the report updates.

**4.2.6** Bench marking is identified in the original report, and the exploration for deeper research and action will be explored to reach the overall goals for progress.

**4.2.7** Beyond 2022, annual reporting will continue to be available and free.

**4.2.8** Newly identified barriers will also be disclosed in the reports.

**4.3** Operationalizing the digital roadmaps by developing and designing the projects, downloadable items, services for hire, and other avenues will be explored to match the growing demand for ethical and environmental creativity, communications, marketing, and PR across digital and other industry landscapes

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## **Terra Carta Article 5: Game Changers & Barriers**

Article 5 is about the “need to identify, showcase, and invest in the game-changing technologies and solutions that are emerging around the world. To accelerate, we must also identify the barriers to progress, be it policy, regulation, infrastructure, investment, or the wider enabling environment. It is only by seeking out and addressing these game changers and barriers that we will be able to make tangible progress (Terra Carta, Article 5).”

### **My Digital Specific Measure of Success For Article 5:**

- 5.1** The reporting and actions will work towards finding partners who can assist in sharing the pursuits for ethical environmental digital communications at a global industry-level and at a cross-industry systems-level.
- 5.2** Exploration for equally aligned ethos-based affiliate programs and other financial incentives will be sought.
- 5.3** Work towards breaking the reliance on fossil fuels and to enhance clean energy and sustainable market readiness is in development and will be pursued to address and propose solutions digital creators and communicators can use both personally and professionally, until the industry adopts the standards, will be outlined. For example, resources and tools to calculate emissions then mitigate, and more.
- 5.4** This website and other digital projects will continue to encourage, invest in and showcase game-changing initiatives, innovations and technologies in the areas of greatest transition opportunity to demonstrate to the world what is possible for Nature, People & Planet. For example, documentaries, social media campaigns, blog series, and more.
- 5.5** Currently in development are partnership negotiations for raising awareness, providing resources, and implementing sustainable solutions at scale with international, regional, and organizations. This includes areas relating to the industry transition (digital, communications, marketing, and PR) to more green infrastructure/systems and net-zero attainment—as well as Nature-based solutions and natural capital. This further includes supporting the development of other industries, to implement this data across their digital, communications, marketing, and PR departments/strategy.
- 5.6** This digital capacity’s pursuit of ethical environmental progress means focusing on high standard carbon offsets and the creation of transparent and impact-focused carbon offset market,

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which will be outlined in a more detailed capacity within the reporting—both quarterly and annually.

**5.7** The pursuit of partnerships and alliances will be pursued with those who are able to make high-level decisions or innovations on scaling-up mechanisms and technologies that can draw down the carbon legacy that curbing emissions alone will not address. For example, a partnership could be (and is desired, with those willing) to work with website hosts/platforms to create a plan where the only hosting available is based on non-renewable sources and within the billing plans, factors in carbon offsetting and mitigation options, as well as a manually updated carbon emissions calculator built into the website coding.

**5.8** Deeper research, community connections, partnerships, and alliances will be researched and pursued to explore how to scale up- renewable, bio-based, and circular solutions in the digital industry and how to translate the linear communications, marketing, and PR industries/initiatives to circular system.

**5.9** The exploration of sustainable labelling is in development, to disclose the website, project, and other pursuits' emissions and impact. The timeline for achieving and implementing phase one is identified in the Digital Impact Report and Goals document.

**5.10** Examples of digital specific game-changing innovations and investments to be explored include areas such as:

**5.10.1** Sustainable transport policy and methods for travel bloggers to switch to, in addition to others within the industry and relating industries, to be prioritized for all digital project needs, communications, marketing, and PR requirements.

**5.10.2** Further research on how biomimicry can be integrated into digital spaces, communications, marketing, and PR.

**5.10.3** Deeper understanding and questioning in a cross-industry collaboration for how biofuel maybe included to power more digital products, projects, or other relating matters.

**5.10.4** Sustainable aviation fuels will be pursued when available, for all future travel, as well as the information factored into/disclosed in the reporting.

**5.10.5** Deeper research is needed to accurately report on my impact and interaction with green hydrogen. The findings will be updated on this point, when available, as well as reported within the next reporting cycle.

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**5.10.6** Following the structure of 5.10.4, renewable energy storage including batteries will be adhered to as an internal policy and become a default. Transparency and data will be included within the next report.

**5.10.7-13** Aren't exclusive digital, communications, marketing, and PR objectives or key indicators for projects, but overlap on certain projects, campaigns, or events may occur. In that instance, a partnership with specialists in those sectors will be pursued for optimal, accurate, and positively impactful action to be implemented. If and when these points are relevant, they will be disclosed within the reports.

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## **Terra Carta Article 6: Sustainable Investing At Scale**

“On every pressing issue we face, there are solutions that are not just available, but increasingly cost effective. At the same time there are trillions of dollars in sovereign wealth funds, pension funds, insurance, and asset portfolios looking for investible and sustainable projects with good long-term value and rates of return. There are two broad dimensions to sustainable investing at scale: 1) Asset owner/Asset manager commitment to investing strategically to recognize companies that are making the transformation according to the company roadmap and 2) Developing new sources of funding for sustainable activities. This requires not only showcasing high potential investments, but that we reimagine mandates, financial analysis, structuring and models of return. Access to finance and innovation are key to bringing sustainable markets from niche to norm ((Terra Carta, Article 6).”

### **My Digital Specific Measure of Success For Article 6:**

**6.1-7** Aren't exclusive digital, communications, marketing, and PR objectives or key indicators for projects, but overlap on certain projects, campaigns, or events may occur. In that instance, a partnership with specialists in those sectors will be pursued for optimal, accurate, and positively impactful action to be implemented. If and when these points are relevant, they will be disclosed within the reports.

**6.8** I have committed to creating a new financial system which honors the objectives mentioned in the Digital Impact Report and Goals document, which include but are not limited to using an ethical banking model, exploring green/ethical investment, giving back 1% for the planet or other similar methods, and working with partners and organizations in alignment with ethical pension schemes, banking, investment, and other funding models.

**6.8.1** Accordingly, this financial analysis extends to ensuring fair wages for potential future partnership with creatives and professionals on a project.

**6.8.2** Additionally, the pursuit of fair wages will be the expectations for companies, partners, and organizations to compensate for all work I provide them or assist in developing and consulting.

**6.9** Reflective on my personal budgeting, banking, and balance sheets, will be ethical financial pursuits and systems, which were mentioned and outlined within the description of the Digital Impact Report and Goals.

**6.10** Partners, organizations, and others will be encouraged to reference and engage with the Sustainable Markets Initiative's (SMI) platform and the SMI Marketplace, to connect with large-

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scale sustainably focused investments opportunities and with experts within the financial industry and who can advise on cross-industry collaboration.

**6.11** Isn't exclusive digital, communications, marketing, and PR objectives or key indicators for projects, but overlap on certain projects, campaigns, or events may occur. In that instance, a partnership with specialists in those sectors will be pursued for optimal, accurate, and positively impactful action to be implemented. If and when these points are relevant, they will be disclosed within the reports.

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## **Terra Carta Article 7: Nature, The True Engine Of Our Economy**

“Climate change, land-use, food production and human health are all deeply interconnected. Transforming the land sector towards more sustainable practices could contribute an estimated 30% of the global mitigation needed by 2050 to deliver on the 1.5°C target.

By any measure Nature’s contribution to the global economy is significant and some estimates hold it at greater than annual global GDP, estimated at \$87.79 Trillion in 2019. Building conservation and Nature-based solutions into our asset base and supply chains can, therefore, offer significant economic growth opportunities for countries and businesses alike – including in areas such as the circular bioeconomy, ecotourism, and green public infrastructure.

It is time to define the benefits we derive from the natural world and account for Natural Capital on companies’ balance sheets. Without this, organisations cannot tell the true value of their asset base, nor how damaging their operations may be (Terra Carta, Article 7).”

### **My Digital Specific Measure of Success For Article 7:**

**7.1** Natural Capital will be respected, repaired, and regenerated whenever possible within digital productions and systems.

**7.2** Nature-based solutions are in development and will continue to be built into the processes of digital portfolios, projects, and systems.

**7.3-8** Accurate and articulated disclosure of the importance of Natural Capital will be reported on, when the pursuit of partnerships, collaborations, and alliances across industries, are enabled (to be achieved by 2030), which will showcase more in-depth tools, designs, and action to be implemented to enable Nature-based investment and purchasing decisions—including the relevancy for freelancers, solopreneurs, creators, as well as traditional business and corporate structures.

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## **Terra Carta Article 8: Create Market Incentives**

“What is incentivized happens. We must reverse perverse subsidies and improve incentives for sustainable alternatives. To achieve scale within sustainable markets we must not be afraid to adapt our long-standing incentive structures if we are to reap the benefits afforded by a more sustainable world.

Re-orientating economic subsidies, financial incentives and regulations can have a dramatic and transformative effect on our market systems. It is time to level the playing field and to think about how we properly deploy taxes, policies and regulation in a way that catalyzes sustainable markets (Terra Carta, Article 8).”

### **My Digital Specific Measure of Success For Article 8:**

**Article 8** isn't exclusively relating to digital, communications, marketing, and PR objectives or key indicators for projects, but overlap on certain projects, campaigns, or events may occur. In that instance, a partnership with specialists in those sectors will be pursued for optimal, accurate, and positively impactful action to be implemented. If and when these points are relevant, they will be disclosed within the reports.

To ensure an accurate translation and upholding of Article 8 are pursued and integrated into my policy, I will actively seek guidance with the accredited ethical and environmental financial investors and others working across-industry to implement points **8.1-5**. Progress and findings will be included within the next report.

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## **Terra Carta Article 9: Adopt Common Metrics & Standards**

Article 9 outlines that “developing a single global standard for non-financial ESG reporting, which includes reporting on sustainability, will accelerate the ability of people to trust that the goods and services they buy are socially, environmentally, and ethically produced. Through new technologies, we have the ability to tag, track and trace supply chains in unprecedented ways – so it is time to make this level of transparency the norm (Terra Carta, Article 9).”

### **My Digital Specific Measure of Success For Article 9:**

**9.1** While this is speaking to specific financial metrics, I will uphold this point in accordance with those, while expanding the responsibility to maintain consistent metric sourcing and disclosing for continuity.

**9.2** Isn't exclusively relating to digital, communications, marketing, and PR objectives or key indicators for projects, but overlap on certain projects, campaigns, or events may occur. In that instance, a partnership with specialists in those sectors will be pursued for optimal, accurate, and positively impactful action to be implemented. If and when these points are relevant, they will be disclosed within the reports.

To ensure an accurate translation and upholding of Article 9 are pursued and integrated into my policy, I will actively seek guidance with the accredited ethical and environmental financial investors and others working across-industry to implement point 9.2. Progress and findings will be included within the next report.

**9.3** Outlining opportunities to enhance global sustainability/environmental policy, harmonization, integration, and coherence.

**9.4** Integrating sustainability into management systems to bring parity of sustainability data with other business metrics will help to redefine value measurement and improve decision-making

**9.5** The improvement of blog website and project-wide communications with ethical, environmental, and sustainable metrics and benchmarks will be presented and prioritized for reader/user and other digital communities to access and understand.

**9.6** By focusing on the prioritization of integrating data, will support and guide the ethical and environmental pursuits, policy, and check-ins delivered in the annual reports, in addition to acting as a case study, guide, and example for other companies, individuals, projects, and industries to abide by and implement.

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## **Terra Carta Article 10: Catalyse Science, Technology & Innovation**

“We must urgently invest in STEM subjects (Science, Technology, Engineering & Maths), innovation and R&D at scale with a focus on sustainable solutions, alternatives, and industries. Whether it is Augmented Intelligence (AI), or indeed nuclear fusion, 3-D printing, energy storage, electric transportation, carbon capture, renewables, or biotech; we are on the verge of catalytic breakthroughs that will alter our view of what is possible – and profitable – within the framework of a sustainable future.

To move forward, we must acknowledge that sustainability and profitability are no longer mutually exclusive. Effective solutions must ensure that sustainable technologies and alternatives are competitively priced.

Our science-based and economic systems are vital to finding and scaling the solutions we so desperately need. We have seen in the last decade how quickly sustainable technologies can advance if there is a strong market signal and a clear sense of direction. This is vital if we are to accelerate the pace. Innovation will allow us to move from linear exploitation of finite planetary resources into a circular and sustainable era (Terra Carta, Article 10).”

### **My Digital Specific Measure of Success For Article 10:**

**10. 1-9** Isn't exclusively relating to digital, communications, marketing, and PR objectives or key indicators for projects, but overlap on certain projects, campaigns, or events may occur. In that instance, a partnership with specialists in those sectors will be pursued for optimal, accurate, and positively impactful action to be implemented. If and when these points are relevant, they will be disclosed within the reports.

To ensure an accurate translation and upholding of Article 10 are pursued and integrated into my policy, I will actively seek guidance with the accredited ethical and environmental financial investors and others working across-industry to implement point 10.1-9. Progress and findings will be included within the next report.

**10.10** I will continue pursuing education and self-learning around ethical and environmental digital communications, marketing, and PR, and strive to share as much of the resources and tools as allowed by copyright, legal, and non-disclosures permit.

**10.11** See the outline in Article 5—including sub-section 5.1-13.

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## Helpful Resources:

Download [Macaila's Digital Impact Report & Goals](#) Resource

Macaila's Website: [MacailaBritton.com](http://MacailaBritton.com)

Macaila's Instagram: <https://www.instagram.com/macailab13/>

Terra Carta Website: <https://terracarta.report>

Sustainable Markets Initiative Website: <https://www.sustainable-markets.org>

## Suggested Next Steps:

1. Adopt this document and the Terra Carta as your digital charter and measurement.
2. Cite this document on your website, impact/environmental report, and policy.
3. Send this to others who can participate in these regenerative digital practices.
4. Follow Macaila on Instagram (@macailab13) to stay up to date with her content.

*Thank you for taking the time to read this document!*

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