

Code of Conduct

Sprout is New Zealand's leading agrifoodtech accelerator and early-stage investor. We go to the trenches with entrepreneurs through our accelerator and back deeptech entrepreneurs with bold global ambitions who are solving some of the toughest problems across the agri and food value chains.

Sprout is committed to creating healthy relationships within our ecosystem including but not exclusive to our team, mentors, advisors, partners, investors, supporters and entrepreneurs (founders). We encourage and expect all those who work alongside us to embrace the code of conduct.

Sprout intends to review this code as the scope of our work grows, and as the standards and practices within the ecosystem evolve.

Purpose

The purpose of the code is to raise visibility and awareness of what is acceptable and unacceptable behaviour within the ecosystem. The intention is to help ensure everyone understands what is good behaviour and how to identify and address unacceptable behaviour, as well as encourage 'bystander intervention' and send a strong message that poor behaviour will not be tolerated.

Ecosystem Values

The following values¹ should be fostered throughout the New Zealand start-up ecosystem by those leading initiatives and programmes:

Foundational Values

Manaakitanga: Care for and enhance the experience of founders and their teams on their entrepreneurial journey.

Safety: Create a safe space for ourselves and others.

Tikanga Māori: Programmes that promote the application and exploration of mātauranga Māori should prioritise a tikanga Māori approach by providers, investors, mentors, founders and their teams.¹

¹ ¹More information on the ecosystem values on [Callaghan Innovation Code of Conduct](#)

Core values

Diversity: Actively seek diversity, promote inclusion and value alternative or unique points of view.

Respect: Respect each other's history and future.

Transparency: Communicate clearly and transparently when we engage with the founders and their teams.

Accountability: Encourage everyone in the ecosystem to take responsibility for their own actions.

Self-determination: Encourage and empower founders and their teams to make decisions for their startup without external pressures.

Sprout: The Way We Operate

Sprout strives to be a collaborative founder-friendly business and is focused on creating a supportive culture in our ecosystem as we work together to grow agrifoodtech to solve big global problems.

We aim to follow these principles in the way we operate:

- We work in partnership with the ecosystem to develop potential and to apply our collective capital, capability and connections for success
- We represent ESG principles in how we govern, operate and invest
- We look to build a genuine partnership with Tangata Whenua
- We nurture a culture of learning and experimentation to keep up with the bleeding edge of innovation
- We get things done in a professional and humble way

Unacceptable Behaviour

Unacceptable behaviour can come in many different forms. Some types of behaviour has potential legal ramifications, such as bullying, harassment, violence and aggression, and discrimination. There are other types of unacceptable behaviour - behaviour that can potentially cause harm. It is important to reflect on our own actions and experiences, to identify red flags and address harm before it happens.

Raising concerns

If you have any concerns with the conduct from the Sprout community in the first instance please don't hesitate to contact [Jonathan](#), our Lead Mentor, [Gil](#) our CEO, [Chelsea](#) Sprout Accelerator Manager or [Marcel](#) our Board Chair.