

CHEERFUL  
TWENTYFIRST

# CSR Charter



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# Our Purpose

## Who we are

A strategic brand experience agency made up of creative warriors who love a bold idea.

## Mission statement

**Positive impact is at the heart of our ethos. We strive to be more than a statement.**



# A Message From Our CEO



In an important year to reset and be bold, Cheerful Twentyfirst is formalising its commitment to inclusive and ethical business practices.

2020 is our 35th year in business and we've evolved into an active and vocal force in improving, not only our industry, but our local and global communities.

Our New York office opening was a turning point in considering our increased responsibility as we enter 2021. As a result, we're taking inspiration from world-leading brand Dulux, which recently named its colour of 2021 'Brave Ground', to inspire our collective responsibility to: 'commit to the earth, to be bold and brave in our decisions and to lead from the front, loudly and with full dedication'.

Cheerful Twentyfirst's CSR Charter reflects our desire to be more than just a statement. The document is our commitment to the planet and the people on it, to be the Brave Ground agency of the year.

**Steve Quah**

CEO, Cheerful Twentyfirst



# Environmental Sustainability

“... reaching beyond its legal and regulatory requirements, and encouraging stakeholders to follow suit.”

When it comes to the environment, Cheerful Twentyfirst is reaching beyond its legal and regulatory requirements, and encouraging stakeholders to follow suit. Our CSR Charter is a commitment to being an industry leader in sustainable business practices, with regular benchmarking.

As a founding member of **isla** in the United Kingdom, this Sustainability Policy outlines the measurable outputs of our sustainable practices both in the office, and at our events. We also drew on the UN’s 17 Sustainable Development Goals to find metrics that are directly relevant to our industry.

To that end, Cheerful Twentyfirst founded The Sustainability Working Group and committed to the Policy outlined in this chapter, pledging to continually improve and monitor environmental performance, improve and reduce environmental impacts and increase employee awareness and training.

## Commitment

Following an employee research project, the Sustainability Working Group identified three key areas of action in 2020/2021: Managing Waste, Responsible Consumption, Offsetting Impact. Secondary focus areas (to be reviewed at the beginning of the next financial year: July 2021) are; Carbon Emissions, Energy Efficiency, Conscious Catering, Supporting Local Economies.

The aim is to train staff in line with the **isla** initiative, and work with suppliers to exceed their environmental requirements, and pass on any help we can give them. This policy will be updated annually in consultation with staff and stakeholders.

**isla.**



# Diversity & Inclusion Commitment

**“Our mission is to hire and retain talented and diverse individuals...”**

In the wake of a turbulent year politically, Cheerful Twentyfirst reflected on its internal responsibility to promote diversity.

Our mission is to hire and retain talented and diverse individuals who are not only right for the job, but who share our commitment to an open and inclusive culture and environment.

In addition to the pledges below, we are developing a programme inspired by some of our forward thinking colleagues to promote careers in Creative Communications to schools with pupils from disadvantaged backgrounds.

## Commitments

- All new job specifications will be sent to at least one diversity recruiter
- We will never take on unpaid work experience or internships for people over the age of 16 and our freelance and supplier pool will expand to embrace cultural diversity
- We will be active and visible in diverse racial communities, committing to continuous improvement and regular involvement in the conversation
- We will hold our colleagues and internal processes to account at every stage of business
- We are committed to educating our clients and assisting their diversity practices. Diversity will be a key consideration of our Group strategy be it visual or written, ensuring equal voices and accurate representation



# Ethical Business Commitment

**“... our Ethical  
Business  
Committee aims  
to exceed the  
requirements to  
be the agency  
of choice... ”**

Our business principles are the code of conduct we operate under daily.

In addition to our policies, procedures and legal commitments, our Ethical Business Committee aims to exceed the requirements to be the agency of choice, for clients, for employees and suppliers. We commit to constantly discussing, evaluating and reviewing our business principles.

## **Commitments**

- Actively ensure every supplier and partner is paying the National Living Wage
- Regularly evaluate market rates for freelancers and contractors
- Purchase all supplies through Fair Trade manufacturers
- Commit to monthly reviews that reshape commitments at the same pace as the changing market landscape



# Our Industry



**“Our partnerships don’t just benefit us and our clients, they contribute to active change in the industry...”**

Cheerful Twentyfirst prides itself on our industry partnerships and active engagement in the wider marketplace.

Our partnerships don’t just benefit us and our clients, they contribute to active change in the industry, providing a voice on critical issues and policies affecting the communications and event industries.

We are proud members of five global initiatives and hold board positions on some of the largest associations driving our industry forward.

## **Commitments**

- Provide regular content and expert speakers to industry not-for-profit organisations
- Open relationships and participate in regular talks with schools and colleges to improve grass-roots access to the creative industries
- Purchase annual membership with Eventwell: the industry voice on wellbeing and mental health
- Actively participate in university studies and coursework of industry students







# The Future

If 2020 taught us anything, it's that the future is unpredictable. Change is the one constant, so we must remain adaptive and reactive, while committing to reviewing our behaviour, our ethics and most importantly our actions, all year long.

In 2021, Cheerful Twentyfirst will be bolder than ever before, louder than ever and committed to actively reviewing our internal and external practices. We will follow the spirit of the Colour of the Year, painting our homes and our attitudes in 'Brave Ground'.

Our blueprint is designed to last the year, but if it needs amending at some point in the middle, then amend it we shall.

I remain available to you at any time you wish to discuss our CSR blueprint or the wider world.

## **Steve Quah**

CEO, Cheerful Twentyfirst

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