

# CSR Charter

Aeorema Communications plc 2022

CHEERFUL  
TWENTYFIRST

# Contents

<b>Our Purpose</b>	<b>3</b>
<b>A Message from the CEO</b>	<b>4</b>
<b>Environmental Sustainability</b>	<b>5</b>
<b>Equity and Belonging</b>	<b>8</b>
<b>Industry Engagement</b>	<b>11</b>
<b>Ethical Business Practice</b>	<b>14</b>



# 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 the CEO

Good things come from doing things differently.

In recent times, we recognise that progress needs to happen at a much faster rate. That's why in 2022, we're doubling down on our commitments to sustainable, inclusive and ethical business. It means thinking bigger, challenging ourselves to do better and most importantly, taking action.

That's what our CSR Charter is; not just a statement on a piece of paper, but an action plan to hold us to account over the coming years.

Our three-year vision is to continue to invest in and build upon our impact in every city where we have an office. We are committing to ISO accreditation, formal pro bono partnerships and making accountable pledges within each of our four core working pillars.

I am so excited to see what this industry, our partners and Aeorema Communications will achieve over the next few years. If you would like to feed into these discussions and share the areas of importance for your own programmes, I am available at any time to discuss this CSR blueprint.

I look forward to another year together, taking purpose-led steps that ignite change around us.

**Steve Quah**

CEO, Aeorema Communications plc





# Environmental Sustainability

# Environmental Sustainability

Freshly inspired by COP26, sustainability continues to be a key priority for us in 2022 and beyond.

This year, we're reinforcing our foundations for long-term commitment to protecting the planet. As we transition to a greener society, sustainability will be embedded in every area of our business, from our daily operations all the way through to our supply chain.

Outside of our internal goals, we believe accelerating sustainable practice within the wider events and communications industry is imperative. Our Sustainability Working Group have joined the industry-led Net Zero Carbon Events Pledge to drive the sector towards net zero by 2050. This includes emission reduction targets by 2030 in line with the Paris Agreement.



# Environmental Sustainability — Intentions

## Reduce our impact within the workplace

Coinciding with our move into a new office, 2022 is an opportune moment to address our environmental impact within the workplace. As we reset our operational processes, we commit to improving our energy efficiency, reducing our carbon footprint, minimising our waste and finding more ways to go green in the office.

## Offset our travel emissions

We're aware that carbon offsetting isn't a solution to tackling fossil fuels. We're focusing on carbon reduction first and foremost, before turning to offsetting to help us in our net zero journey. We are making conscious decisions about where and how we travel, and from 2022 all business travel will be offset as standard practice.

## Shape our stakeholders sustainability journeys

As we transition to a greener supply chain, we are developing a new set of procurement processes and documents that will guide and educate our suppliers to adopt greener practices. We will also work with our clients to measure, consult and advise on their own carbon reduction. From 2022, all Aeorema Communications client proposals will include a dedicated sustainability section to drive greener decisions.

## Turn data-led insights into action

We're investing in annual carbon audits across our practice and project work to allow us to identify opportunities to reduce emissions. By benchmarking our footprint, we can create and track data-based targets and make actionable changes throughout our entire agency operations.





# Equity and Belonging



# Equity and Belonging

Aeorema Communications, through respective operating agencies Cheerful Twentyfirst and Eventful, actively works to promote diversity and foster an environment where employees from any background can feel as though they belong. We hire talented and diverse individuals who share our dedication to an open and inclusive environment.

Through previous actions, we have minimised the barriers facing diverse talent by expanding our talent pipeline outside of graduation schemes and offering paid work experience to encourage applications from lower income candidates. In 2022, we will continue to combat inequity through initiatives that prompt industry-wide change.





# Equity and Belonging — Intentions

## Education in the workplace

We have established a new partnership with Diversity Ally to review and underpin our standing D&I commitments. This includes an in-depth review of training, discussion and change management at every level of the business to hold our colleagues and internal processes to account.

## Create space for everyone to thrive

We commit to three new equity and belonging initiatives that support our internal team to bring their full selves to work. To encourage engagement in the conversation, we will be active and vocal about embracing cultural diversity.

We're rethinking our approach to accessibility online and in person. We continue to invest in significant modifications to our office layout to ensure the space is accessible for all abilities. Across our supply chain, we will prioritise working with venues that reflect the same priority for inclusive audience accessibility.

## Recruit and retain diverse teams

To ensure we are reaching diverse candidates, we are evaluating our recruitment processes globally. Open positions will continue to be advertised through diversity recruiters in the U.K and the U.S. All roles that do not legally require a university-level education will explicitly state so. Building upon our paid work experience initiative, in 2022 we will also hold apprenticeship spaces open for minority group candidates.

We will regularly monitor the diversity of our workforce and our freelance and supplier pools to cultivate a diverse global network.







# Industry Engagement



# Industry Engagement

As proud members of five global initiatives and board members of some of the largest associations in our marketplace, Cheerful Twentyfirst is committed to being a changemaker within our sector. We pledge to provide a voice on critical issues and better support our industry by providing resources, sharing our expertise and offering pro bono support.





# Industry Engagement — Intentions

## **Provide regular content and expert speakers to non-profit organisations**

We will commit to five separate content and educational pieces within the communications industry without charge or agency gain to ensure that non-profit organisations have access to the best content and research.

## **Open relationships with schools and colleges to improve grass-roots access to the creative industries**

We will partner with a minimum of two universities and two colleges or schools globally to provide support and education for those who are entering the events industry. Discussing creative careers before the university entry point will allow us to diversify the pool of talent joining our industry.

## **Be a vocal and proud supporter of our charity partners**

The Great Ormond Street Hospital (GOSH) Charity does incredible work supporting young children who need specialist care year-round. As a proud and longstanding charity partner, we are committed to supporting GOSH initiatives across the year.

We will continue to support the Meeting Needs charity by providing agency fund matching for all employee activities and fundraisers throughout 2022.

# Ethical Business Practice





# Ethical Business Practice

As a values-driven organisation, we have policies and professional standards that we expect our employees and suppliers to uphold. Our Ethical Business Committee sets, evaluates and reviews our business principles to ensure that we are consistently modelling ethical practices.



# Ethical Business Practice — Intentions

## **Actively ensure every supplier and partner is paying the National Living Wage**

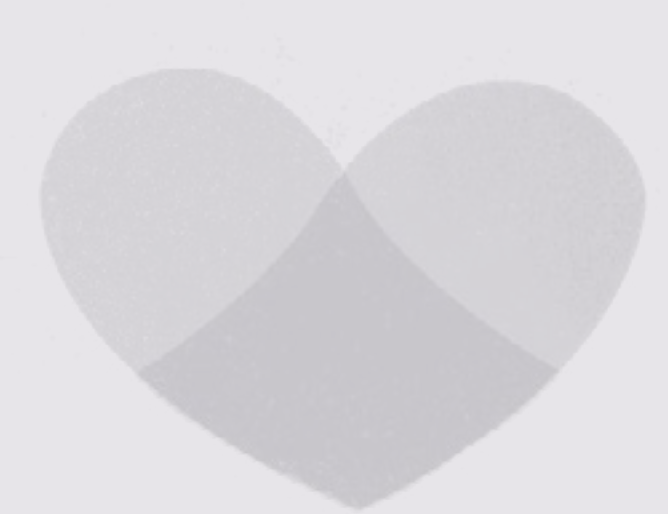
Our new supplier/RFP questionnaire will ensure that all of our UK suppliers are paying National Living Wage as a minimum. Our operating markets outside of the UK (EMEA and the US) will be required to meet the equivalent of their own market's minimum requirements.

## **Regularly evaluate market rates for freelancers and contractors to ensure fair compensation**

We are committed to paying fair market rates for all freelancers and contractors that engage with the agency. We plan to carry out benchmarking each year to ensure that we are in line with agency market rates, taking inflation and other legal commitments/non-legal benefits into consideration.

## **Ensure corporate transparency via clear communications with employees and clients**

We commit to being transparent in all of our internal and external communications. That means no sugar-coating, no jargon, and no skirting around critical issues. Just clear and candid communication about our intentions, processes and corporate decisions. All official Aeorema Communications group announcements will be reviewed and approved by our financial PR firm and/or an experienced copywriter to ensure transparency.







Cheerful Twentyfirst is a leading creative brand experience agency based in London and New York. Strategic communications is at the heart of what we do, using innovative thinking to engage audiences through game-changing content and experiences.

**Game changers since 1985.**

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