

CHEERFUL
TWENTYFIRST

CSR Charter



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EVENTFUL



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Our Purpose

Mission Statement

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

A Message From Our CEO

At COP 27, the United Nations Secretary General Antonio Guterres shared a very powerful message. “The global climate fight will be won or lost in this crucial decade - on our watch. So let’s fight together, and let’s win.”

Together, Aeorema Communications and its operating agencies Cheerful Twentyfirst and Eventful have spent the last twelve months observing our impact through a much more granular lens, and using those insights to drive actual change. We wanted to understand the ripple effects of our businesses, which included completing our first ever operational carbon audit and combating the results with a new project management system that focuses our productions on emission reduction. We looked at people, planet and prosperity (profit) as

a balanced scale, excitedly bringing on our Sustainability Director who has supported the transition to new ways of working with our clients and supply chain, including a reset on how we run things operationally.

Now, 18 months into our three-year ambition to be a values-led group, I’m proud of the changes we have been able to make to bring this vision into focus. We’re delighted to be supporting our clients on more and more creative and engaging briefs that match our ethos, most recently introducing a lead assessment tool that includes environmental and social questions to help us prioritise new work that aligns with our values.

With bright eyes, we are continuing to develop and build upon our social responsibility

commitments in every city where we have an office. We have big ambitions for each of our CSR pillars, but with a particular focus on investment community engagement programmes and accessibility to the creative industries this year.

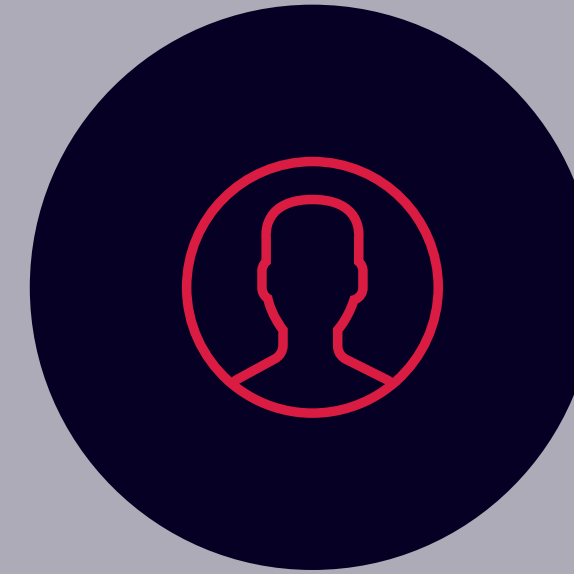
The economy is shifting towards a greener and fairer future, and we will continue to be leaders in that change. If you would like to feed into these discussions and share the areas of importance for your own CSR programmes, I am available at any time to discuss.



Steve Quah

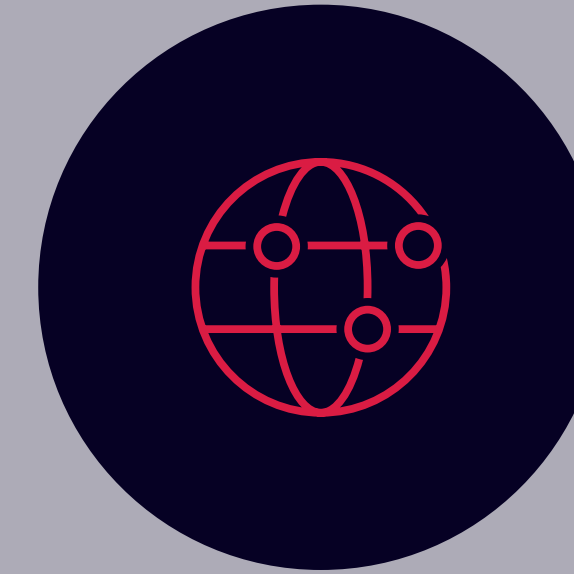
CEO, Aeorema
Communications Plc

Good things come from doing things differently.



65 Strong

Permanent staff based
all around the world



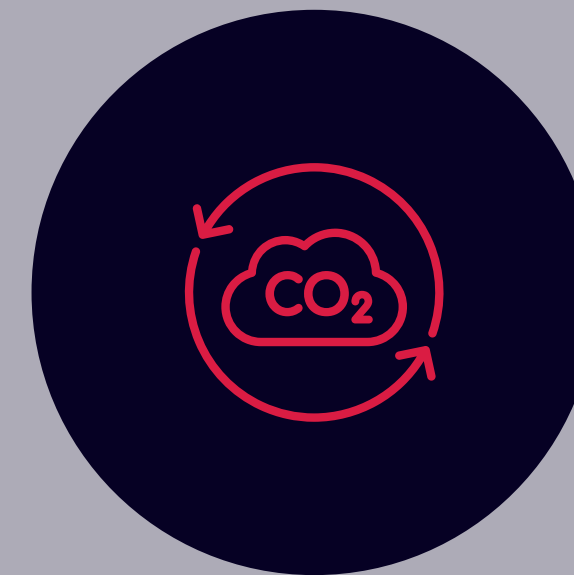
3 Offices

London, New York
and Amsterdam



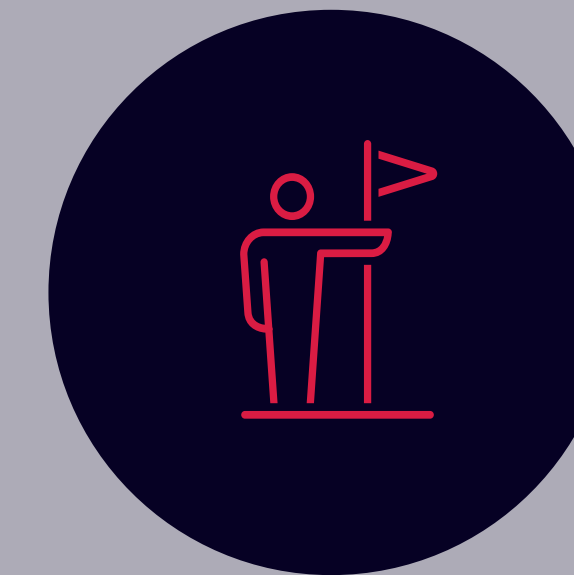
250+ Projects

Reaching all
major markets



3 Years

Operationally
carbon neutral



2030

Commitment
to Net Zero

Environmental Sustainability



Environmental Sustainability

We believe that great work shouldn't cost the planet.

As we urgently transition to a greener society, we are considering our influence on the environment in three core areas of our business; our internal operations, our client work, and our industry.

In the last six months, we have:

- Committed to transparent reporting of our operational impact.
- Partnered with certified carbon measurement experts, PlanetMark.
- Completed and received certification for our 2019 operational carbon audit.
- Offset 2019, 2020, 2021 operational emissions.
- Are now waiting for final figures for our 2022 certified audit.

We felt it was important to measure our operational emissions predating the pandemic, as 2019 was our busiest year on record until now. We wanted a comparable year to 2022 so that we could assess our evolving emissions footprint and evaluate where our emission reduction focus needs to be. The findings are being used to support the implementation of internal initiatives that will reduce our operational carbon footprint year on year.

We received the audit results from 2019, totaling 65.61 tonnes of CO2e. This covers data from our Scopes 1, 2 and parts of 3 and used actual data and financial data as evidence.

Environmental Sustainability

2019 Carbon Audit Breakdown:

	Tonnes CO2e
Offices (Market-based):	10.40
Business Travel:	3.9
Waste:	1.9
Employee Commuting:	9
Purchased Goods & Services:	40.32

While we have a mitigation first, offset second approach to our long-term reduction strategy, we offset our **2019** emissions using Gold Standard community projects in [Buenos Aires](#), [Nigeria](#), [Bulgaria](#), [Uganda](#), and [Vietnam](#).

Further, using our 2019 footprint as a benchmark, we have decided to additionally offset years 2020 and 2021. These years were both in the midst of covid where our headcount, business travel and wider operations were dramatically reduced, so purchasing two additional years of carbon credits based on our 2019 figures should cover our estimated operational footprints for both years.

At the time of publishing, our 2022 results are outstanding. We will be releasing an update to this charter once our emissions report is delivered later this year.

Additionally:

In April 2022, we announced our client carbon programme and started measuring emissions on early adopter projects. The programme included hiring our Sustainability Director who has been a crucial investment for guiding reduction, mitigation, and offsetting strategy. In particular, leading on internal training and demystifying a complex topic into really practical understanding and action.

We developed our reduction strategy and a clear sustainability process to our production work, including emissions forecasting, internal sustainability KPI setting per project, and actual emissions reporting.

Environmental Sustainability

To ensure we are measuring the emissions created by our services as accurately as possible, we are using two carbon calculators depending on the creative service we are providing. We will continue to review and adapt to use the emissions tools that most accurately measure the work we are doing.

- **Events** - [Track by Event Decision](#)
- **Films** - [AdGreen](#)

Emission reduction strategy has become a huge part of all our production work. We're including a measurement phase in every budget, asking our clients to opt out rather than opt in.

In the next six months, our focus will turn to:

- Working more closely with our suppliers to increase the accuracy and detail of our reports for client projects and reducing the emissions created through our supply chain on projects.
- Analysing our 2019 and 2022 Operational carbon audits and setting annual targets for emission reductions.
- Setting the framework for measuring all of our Scope 3 emissions.
- Working with our Ethical Business Steering Committee to set an ethical procurement programme.
- Creating and implementing a responsible waste policy which allows zero operational waste to landfill and reduces waste across all productions.
- Further embedding sustainable practice into the day to day jobs of all staff members.

Environmental Sustainability

Industry Change

We are proud to be one of twelve founding members of isla, a non-profit organisation founded by event professionals and industry leaders focusing on a sustainable future for our industry. Alongside this, we will continue to contribute to industry calculators to support building a picture of overall industry emissions. This will in turn support our own work in evaluating and improving Aeorema Communications reduction strategy. We will continue to share our learnings, experiences and case studies as we move collectively to a greener future.

We are also a supporter of the Net Zero Carbon Events Pledge to drive the events sector globally towards Net Zero by 2050 and play its part in delivering the goals of the Paris Agreement. We recognise that 2050 is the finish line for Earth-wide Net Zero and therefore we know that those of us in a position to do so, must hit this target long before this. For this reason, we have committed to being Net Zero by 2030 in line with London, our HQ city's commitment. Find our roadmap in the appendix.



Environmental Sustainability

Cheerful Twentyfirst Three-Year Roadmap

Our three-year vision is to continue to invest in and build upon our impact in both operating markets.

For reference:

*We have broken up our carbon auditing into two parts. First is our “Operations-based”, these are the emissions created by our company globally in order to operate day to day. The second part is our “Project-based Emissions”. Any emissions from projects directly commissioned by a client fall into this category. We have done this to take full responsibility for understanding our Scopes 1, 2, and 3 and to be able to deliver meaningful reporting to our stakeholders.



Year One FY21/22

- Operational Benchmarking**
Carbon auditing of benchmark year.
Complete
- Emissions Reduction Training**
Agency-wide training on calculating and reducing project-based emissions.
Complete
- Client Reporting**
Develop consultative programme to support clients on ongoing project-based reduction.
Complete

Year Two FY22/23

- Carbon Neutral**
Operationally carbon neutral* by end of FY23.
In Progress
- Supplier Audit**
Phase one: new RFI and supplier survey.
In Progress
- Active industry change makers**
Educate and empower to enact sector-wide change.
In Progress

Year Three FY23/24

- Sustainability Certification**
Achieve formal accreditation through recognised programme.
Not Started
- Purpose-led as priority**
Prioritise taking on projects that align with our CSR goals.
In Progress

2030

Net Zero
Across global offices

Equity and Belonging



Equity and Belonging

We believe that all people should feel comfortable to bring their full selves to work, and see themselves in the communications we produce.

This pillar focuses on our internal commitments and creative influence to actively promote fairness, belonging and diversity across our agencies and our work. We strive to always foster an environment where people from every walk of life feel seen, heard and welcomed.

In our client work, we want to use our influence to ensure design and language is always fully representative of and sensitive to a full range of abilities, nationalities and diversities. This includes everything from images used in decks, actors cast in films, to concept work with full consideration of different neurological understanding and unique learning styles.

In the last six months, we have:

- Continued to advertise open roles through diversity recruiters in the UK and the U.S. Part of our dedication to an inclusive and open culture is a recruitment strategy that gives access to talented and diverse individuals. To ensure we are reaching diverse candidates, we are constantly evaluating our recruitment processes globally.
- Implemented a new initiative for job specifications, where all roles that do not legally require a university-level education will explicitly state so, as well as publish salary information.
- Included the use of preferred pronouns in agency signatures and removed gendered toilets in our UK offices.
- Made a commitment to diverse imagery in all presentations and client decks.
- Trained two of our team as mental health champions.

Equity and Belonging

In the next six months, we commit to:

- Recruiting for a full time Head of People and Culture role.
- Establishing a quarterly programme of training and/or workshops that address key themes as recommended by our steering group; Non-bias training, Neurodivergent pathways, Wellbeing, investing in external resources to drive each session and support agency-wide shifts in thinking.



Community Engagement



Community Engagement

We believe that community partnerships are key to driving our industry forward.

Cheerful Twentyfirst is committed to being a community changemaker and empowering our staff to be advocates for the causes they care about. We believe our work can make a huge impact to people in and beyond our sector, and to that end feel it's imperative that we nurture community-focused projects and relationships in 2023. This includes a specific focus on education and access to our agency, and charity causes we align with.

In the last six months, we have:

- Introduced our Volunteer Day Off policy
This is a new initiative that has been introduced to support our team and their cause-driven passion projects. Every Aeorema Communications employee has access to one paid day per year to contribute to their chosen charity or non-for-profit organisation.
- Supported NYU as a global partner for the Event Management Masters, offering real world experience and consultancy opportunities for a group of students each semester.
- Been a vocal and proud supporter of our long standing charity partners: The Great Ormond Street Hospital (GOSH) Charity does incredible work supporting young children who need specialist care year-round.

Community Engagement

In the next six months, we will:

- Acknowledge that not-for-profit organisations and charities do not always have the financial resources to deliver creative brand experiences to the scale of large global corporations. We commit to one community or CSR focused project per year on which the agency makes reduced profit.
- Establish relationships with high schools in both of our operating markets, to develop an experiential workshop focused on creativity and creative career paths.
- Partner with a recruitment consultant who can help us to develop a paid internship programme that can bridge access to the creative industries. Building upon our paid work experience initiative, by 2024 we commit to dedicating three paid work experience opportunities for minority group candidates at key agency programmes.



Ethical Business



Ethical Business

We believe that being transparent and fair is fundamental to working relationships.

This pillar is mostly relevant to our operational and compliance part of the business. It includes things like supplier relationships, accreditations and compliance and payment terms, ensuring 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.

In the last six months, we have:

- Reviewed and revised our rate cards to ensure we can account for increasing freelancer and supplier rates as costs of living rise in each of our markets.
- Instigated early conversations with our supply chain to advise them of our 2023 supply chain audit, including that changes to our ways of working will be coming and we will be supporting them with this process. Our agency specialists from our finance, IT, HR and sustainability teams will be available to advise and guide suppliers on changes to areas including data security, emissions reporting, HR policies and more.

Ethical Business

In the next six months, we are committing to:

- Including Global representatives from each office as part of the Ethical Business Steering Group, as we know each market will have nuances that we need to account for.
- Join EcoVadis; the world’s largest and most trusted provider of business sustainability ratings, as part of a commitment to transparency across ESG initiatives for our professional services client portfolio. We will join initially as a trial, but with a wider consideration as to whether EcoVadis could be used as a screening tool for our own supply chain in the future.
- Continuing conversations with our supply chains and starting a more thorough sustainable procurement process. We will begin this by reviewing and updating our current onboarding documents to request relevant environmental and social policies and practices from all new suppliers.

- Looking past June 2023, we will establish an annual RFI for our entire supply chain to ask for updated social and environmental policies and practices. All responses will be reviewed and noted in a supplier qualifying matrix in FY24.
- Ensuring our own corporate transparency via clear communications with employees and clients. 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.





EVENTFUL



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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www.cheerfultwentyfirst.com

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Experiences & Exhibitions | Moving Image | Digital Engagement