



Our Way **Forward**

2025 - 2027

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We're on a mission to inspire audiences everywhere.

This marks our fifth CSR Charter — a responsibility pact we're proud to share publicly. It reflects the global commitments and core values that unite all our agencies.

Crafted through meaningful conversations with our team, clients, and community, this Charter represents a clear, actionable expression of years of ambition. It's our roadmap for turning intent into impact, and for driving real, measurable change. You will see our focus on two critical priorities for 2025–2027: Accountable Carbon and Access to Industry. Each is supported by specific pledges; from advancing our journey to Net Zero through SBTi, to forging new partnerships that expand education and open doors for the next generation of talent.

We've kept this Charter concise, highlighting the most essential headlines and commitments. I invite you to explore it and to connect with us if you'd like to go deeper.

Thank you for taking the time to read this, and for standing with us in our mission to inspire audiences, everywhere.

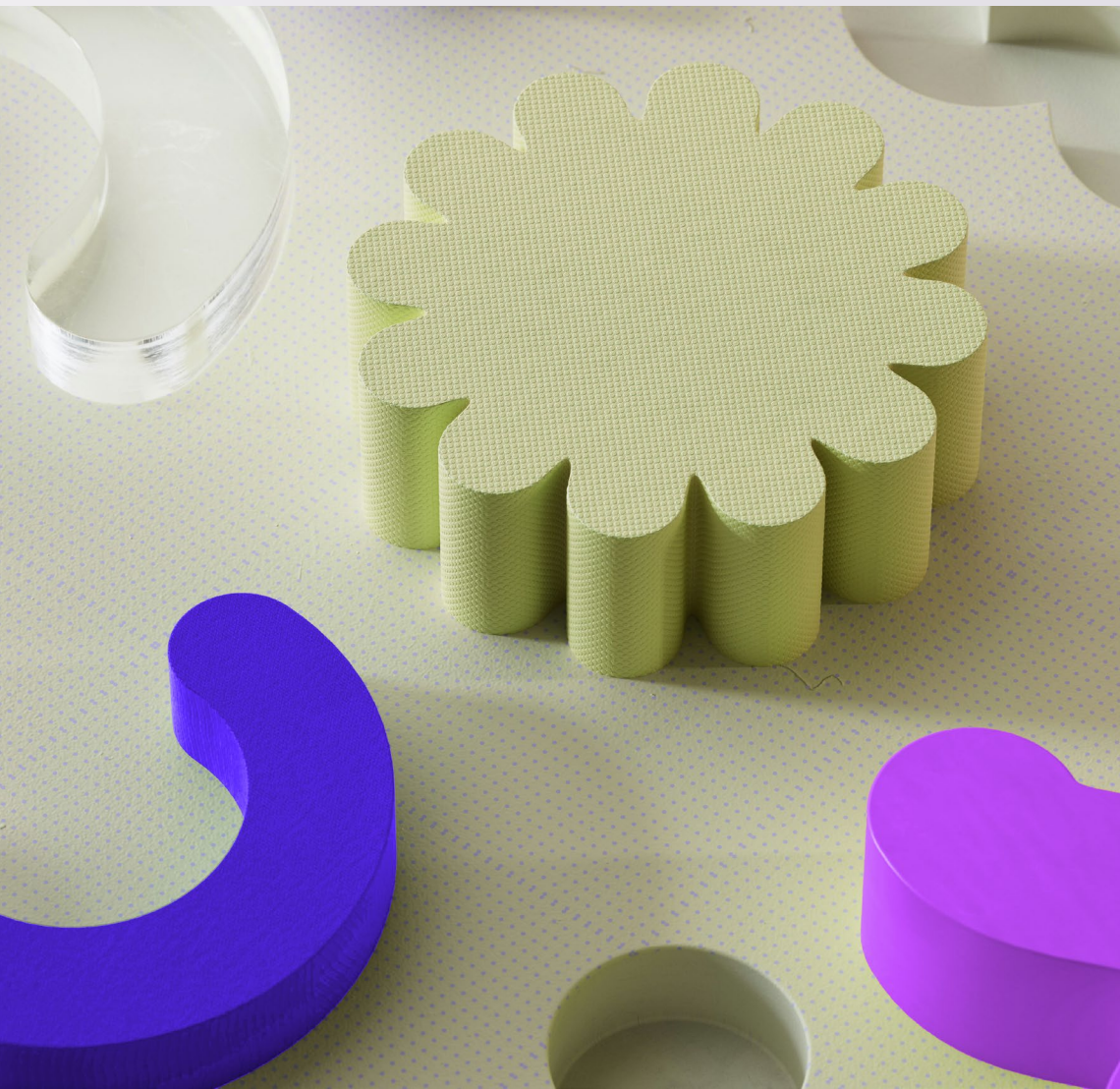


Steve Quah
Chief Executive Officer

July 2025

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Environmental Sustainability

Sustainability is a big deal to us.

A huge deal, actually.

We started measuring our carbon footprint in 2019. Since then, we've offset our operational footprint every year, purchasing Gold standard carbon credits and supporting clean water programmes in Buenos Aires and Vietnam. That data has become invaluable in driving business innovation and the four-year development of our Net-Zero roadmap, which has Aeorema Communications on a clear path for science-based reduction.

Please find details on page 6.

But it's not all about us.

In fact, we know we're a drop of water in an ocean of change, which is why we are big supporters, and in some cases founding agencies, of the creative industries' most impactful sustainability initiatives.

isla.

—Founding Agency



event:decision

—Measurement Partner

ecovadis

—Agency Certified



PlanetMark

—Certificated

ADGREEN

—Super User



— Micebook Power 30 Agencies

Events are powerful platforms for connection, creativity, and influence — but they also come with a carbon footprint.

We understand our responsibility to help clients minimise and reduce their event impact. Our team is trained on carbon reporting across events and film — providing data, insights, and tools to measure emissions accurately and transparently. This isn't just about accountability; it's about enabling better decisions at every stage — from planning and production to travel and materials.

What materials does this use? Where are they sourced? What is the legacy of the build? Do we really need that SWAG? (We don't!) Where can we localise suppliers? How can we minimise travel?

Why does it matter?
Because what gets measured gets managed.

Carbon reporting empowers our clients to align their events with their sustainability goals, demonstrate leadership, and meet growing expectations from audiences, partners, and regulators.

By embedding carbon literacy and the 8 R's* into production processes, we've helped over 100 event marketers make empowered executive decisions about reducing the carbon footprint of their event.

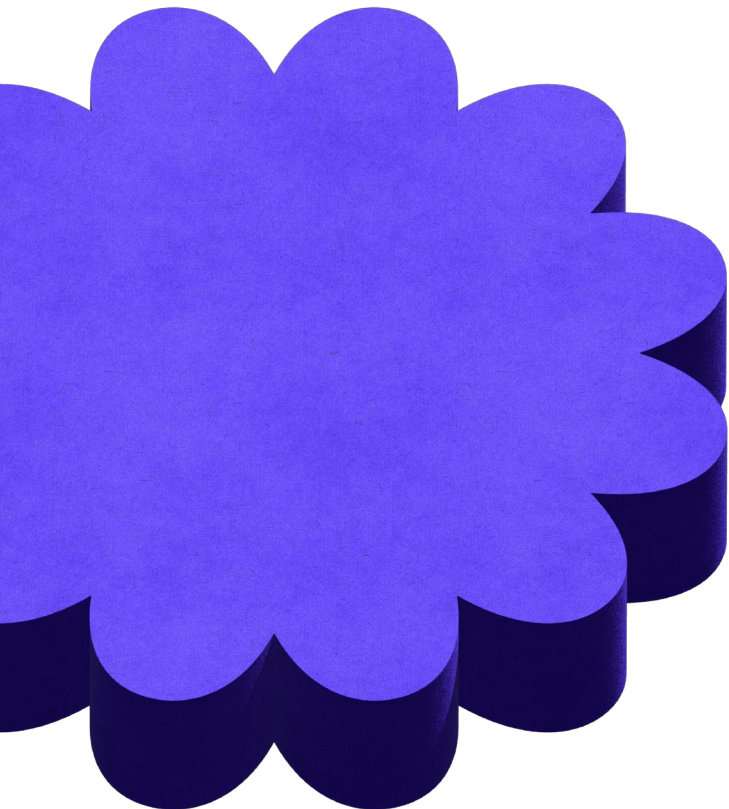
**Refuse, Rethink, Reduce, Reuse, Repair, Repurpose, Recycle, Recover.*

New Pledge

Having deeply analysed all data from our most recent operating year, including both operational and client event carbon footprints, we are now in a place to publicly commit to science-based reduction targets.

Supported by Ben Quarrel, Sustainability Simplified.

We pledge to reduce our carbon footprint by a further 24% by 2030.



We have a data-led action plan for reducing our Scope 3 emissions by an additional 24% by 2030, which will see us having made an overall reduction of 30% of total emissions since 2019. While we're exceptionally proud of this trajectory, we will need full support from our client partners - alongside significant innovations in global industries - to hit bolder reduction ambitions post-2030, and stay on track for Net Zero by 2050. We will continue to be advocates for this.

Part of our pledge involves joining the Science Based Target Initiative in 2025, a further commitment to data-based action and reduction.



SCIENCE
BASED
TARGETS



Equity & Belonging

THE POWER OF EVENTS

Power of Events Schools Programme

It's not just about who gets a seat at the table — it's about reshaping the table itself, so that opportunity, access, and belonging are embedded into our culture by design.

Our industry is a vibrant and transformative space, but barriers such as financial, educational, and social inequalities often prevent talented individuals from participating.

New Pledge

As of June 2025, we are a proud London sponsor of The Power of Events Schools Engagement Programme, aimed at increasing access to the creative events industry.

This initiative empowers us to collaborate with schools, community organisations, and grassroots networks to inspire and enable the next generation of creative professionals. We are dedicated to sharing our resources, raising awareness and endorsing non-traditional employment pathways, and ensuring that our industry reflects the diverse world in which we live.

During 2025-2027, our ambition is to expand our sponsorship to include mentorship opportunities, internship pathways, and an allocation of funding to support underrepresented groups.

***Creativity thrives
when everyone has
a seat at the table.***

Brilliant doesn't always need a Bachelors.

We believe talent isn't defined by privilege or proximity. Aeorema Communications will proudly continue to build a culture and team based on real-world experience, creativity, and character.

- **We do not require university degrees** as a prerequisite for roles unless formally required. We hire based on potential, not pedigree.
- **All internships and work experience placements over the age of 16 are paid.** We know that underrepresented and under-resourced talent can't afford to work for experience or exposure. Paying fairly ensures that opportunity is truly open to all.

New Pledge

- **Unconscious bias has real-world consequences.** From August 2025, we are excited to be rolling out unconscious bias training to our entire global team. As we grow into more of a global force, we want to be at the forefront of understanding and designing for different audiences, subcultures, environments — where everyone can show up fully and be seen.

Our hiring and management teams will complete a second set of training focused on agency recruitment.

- **Hybrid and flexible working** is a cornerstone of our equity strategy. By removing geographic, economic, and personal barriers, flexible work opens the door to more diverse talent, especially for those balancing caregiving, health needs, or other life circumstances. We commit to maintaining a hybrid office policy for 2025-2027, despite an industry-shift back to full time office.



+ *Something Good*



Continued GOSH Support

We are long standing charity partners for the Great Ormond Street Hospital (GOSH).

Every day, around 750 seriously ill children and young people are seen at GOSH from all over the UK for life-changing treatment and care. Most patients have multiple appointments or admissions throughout the year, making GOSH a very busy children's hospital.

Our sixth year of association, we pledge to continue to support and promote their incredible work and charitable and community initiatives.



London + New York + Cannes + Austin

www.cheerfultwentyfirst.com

Our leadership team is available at any point, should you wish to discuss your ESG blueprint further. We look forward to continuing to work with you towards a more balanced future.