



Corporate Social Responsibility Policy

Version 7.5

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If you have any questions about this policy please contact the Policy Steering Committee Secretary.

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jaywing.com

This policy applies to Jaywing plc and all subsidiary companies for all permanent employees, casual employees, contractors, trainees, volunteers and visitors.

A full list of all Jaywing plc subsidiaries can be found in the Annual Report and Accounts.



1 INTRODUCTION

As a responsible business, we practice high standards of governance to comply with the requirements of the 2012 Equality Act and raise employment standards for all of our employees.

We also look to do business with other businesses that complement our Corporate Social Responsibility practices and ensure that we set a benchmark for equality throughout our organisation and the suppliers and clients we work with also hold these practices in high regard.

Our staffing and recruitment policies are family friendly, promote equal opportunities and are generally concerned with supporting our employees' well-being. These include:

- A merit-based approach to promotion
- Company contributory pension
- Employee Assistance Programme
- Equality policy to ensure diversity is valued
- Maternity & Paternity provision



2 OUR ENVIRONMENTAL POLICY

Jaywing aims to be an environmentally friendly company and it is our intention to promote a green aware policy and foster a culture that ensures everyone understands they can make a significant contribution to Jaywing being an environmentally friendly and green aware company.

- The company's policy is to comply with or exceed the requirements of current environmental legislation and regulation
- The company reviews and explores measures for the reduction of volumes of waste materials generated by the company
- The company explores opportunities for recycling waste materials. Our ultimate aim is to recycle any waste material that can be recycled
- The company aims to reduce levels of energy consumption. The company has introduced working practices that require computers, lights, photocopiers, printers, etc. to be “switched off” when not in use. The company also ensures that heating, lighting and ventilation are used as efficiently and effectively as is practicable
- The company aims to purchase energy efficient products where possible and appropriate
- Additionally, the company seeks where practical, environmentally friendly products when buying any equipment for use within the company
- The company reviews opportunities and considers implementing measures for the reduction of the use of water
- The company aims to reduce levels of pollution emissions wherever possible
- It is our policy to use public transport wherever possible. Colleagues should only use a private vehicle, rather than public transport, after taking the following into consideration:
 - The availability and cost of public transport in relation to the proposed journey and associated cost
 - The amount and weight of any luggage to be transported
 - Time constraints
 - Personal security
 - Several people sharing a car, making the journey more environmentally friendly/more cost effective than by public transport
- The company ensures that all employees are made aware and have access to a copy of the company's environmental policy
- The company regularly reviews the policy to ensure that Jaywing is a green aware and environmentally friendly organisation



2.1 OUR ENVIRONMENTAL COMMITMENT

We take our commitment to the environment seriously and try to ensure we do as much as possible to reduce our carbon footprint. This includes:

- Taking the public transport wherever possible
- Car sharing whenever we can
- Encouraging people to cycle to work by providing showering and bike storage facilities at our locations and participating in the Cycle to Work scheme
- Discouraging domestic air travel unless there is a significant business case in terms of time, ability to work and/or cost
- Using telephone and video conferencing to avoid travelling
- Monitoring our energy levels by the size of our bills
- Having a strict switch-off policy – if it's not being used, it's not left on
- Using energy efficient light bulbs
- Recycling as much as possible - we use local collection agencies with recycling schemes in place and segregate our waste
- The cleaning products we buy are ecologically sound

Our environmental performance is reviewed regularly and our people are encouraged to contribute ideas and suggestions to improve it.

We are fully ESOS compliant.

2.2 SINGLE USE PLASTICS AND PLASTICS AWARENESS

Jaywing is committed to the reduction of single use plastics and other plastics across the business and undertakes regular audits and programmes of education.

Single-use plastics

Jaywing does not purchase the following for use in its buildings/meetings:

- Disposable plastic water/drinks cups - all drinking vessels are glasses or mugs that are washed and re-used, or re-usable bottles. Where single-use items are needed, they are plastic free paper or biodegradable PLA
- Plastic straws – no straws are purchased at all. Should the need arise, they are paper
- Plastic crockery and cutlery – all day-to-day crockery and cutlery is washable and re-usable. Where disposable items are required, we



use compostable or biodegradable options, such as PLA/PSM, birchwood or bagasse

- Plastic carrier bags – we discourage the use of single use plastic bags for any purchases made on behalf of Jaywing and provide bags for life to those who regularly make purchases on our behalf
- Plastic soft drinks/water bottles – all individually portioned soft drinks provided are in cans or glass bottles. Where there is a specific requirement and no plastic-free alternative, plastics are recycled; such circumstances are avoided as far as possible
- Individual plastic-wrapped food/beverage portions – where possible, individual portions of butter, jam, biscuits, tea bags, etc. are wrapped in foils and papers or alternative hygienic solutions provided, such as jars with tongs. Where we supply bread to our employees, where possible, we use bread that is wrapped in paper rather than plastic

Third party suppliers

Where current practices do not meet our own purchasing policy, we are encouraging, where practical, a switch to non-plastic materials, as well as reviewing which suppliers we use at the point of contract renewal.

We ask where possible that our caterers provide food in reusable and sustainable containers with minimal use of cling film.

When purchasing pre-packed catering, where possible, we choose those that provide their food in the least plastic packaging.

Personal use of single-use plastics

We encourage our people to consider our policy on single use plastics when making personal use purchases on expenses.

We discourage where possible the personal use of single use plastics while at work through the provision of cutlery and crockery, and recycling points are available throughout all buildings where Jaywing is directly accountable for waste management for the proper disposal of plastics. In serviced offices, we follow the available practices of the landlord.

Client requirements

Where it is necessary to work with single-use plastics on behalf of our clients, we follow our client's policy in relation to single-use plastics at such times; this includes initiatives such as the UK Plastics Pact.

Other plastics

Our policy in relation to all plastics is to consider alternatives, such as wire binding and card covers for reports.



3 EQUALITY AND DIVERSITY STATEMENT

Jaywing is committed to operating in a way that embraces diversity and promotes equality of opportunity.

As an employer, we are committed to equality and diversity within our workforce. Our goal is to ensure that these commitments are embedded in the way we do business with all our clients, colleagues and business partners.

We provide equality of opportunity and will not tolerate discrimination on grounds of: gender, marital status, sexual orientation, race, colour, nationality, religion, age, disability, HIV positivity, or political beliefs – or any other grounds.

We demonstrate our on-going commitment by:

- Promoting equality of opportunity and diversity with all our clients, business partners and employees
- Aiming to build a workforce that reflects the diverse communities in which we work; our varied client base and a richness of experience
- Encouraging recruitment from a wide variety of sources
- Treating all our customers, colleagues and business partners fairly and with respect
- Promoting an environment that is supportive, inclusive and safe and free from discrimination, bullying and harassment, and dealing immediately with any behaviour that breaches this
- Recognising and valuing the differences and individual contribution that each person makes to the success of our organisation
- Providing support and encouragement to employees to develop their careers and increase their contribution to the organisation through the enhancement of their skills and abilities
- Embedding legislative requirements and best practice in all our service delivery, as well as employee policies and procedures and we will support these with appropriate training and guidance
- Where possible, we offer flexible working from home and client locations, allowing our people to contribute fully to the Company's requirements in line with their personal circumstances, family commitments and location

Every person working for Jaywing has a personal responsibility for implementing and promoting these principles in their day-to-day dealings with clients, with each other and with business partners. Inappropriate behaviour is not acceptable.



We monitor the effectiveness of our service delivery and employee policies and processes in relation to these principles. This information is used to inform future policy and to enhance business performance.



4 OUR PEOPLE

At Jaywing, we uphold strong values in relation to our labour standards. Often the nature of our work involves working outside of typical office hours. However, we endeavour to ensure our people are treated fairly and respectfully by encouraging an open environment with excellent line management communications to monitor any such activity locally and directly.

We do not tolerate the use of child or forced labour either within our businesses or supplier and client network. If we discover the use of child or forced labour in our wider network, and the matter is not addressed to our satisfaction, we will terminate our agreement with the organisation. People under 18 are not permitted to work alone, at night or in hazardous conditions.

Our health and safety policies are monitored and reviewed regularly. Health and safety is administered locally to manage the diverse needs of different parts of our business.

Our benefits packages are also carefully designed to meet the needs of a diverse workforce at a divisional level.

In the UK we offer all employees (where applicable, subject to eligibility as set out in scheme rules):

- Access to an Employee Assistance Programme that is intended to help employees deal with personal problems that might adversely impact their work performance, health and wellbeing
- A Sharesave scheme
- Childcare vouchers or alternative methods of tax-efficient childcare solutions
- A life insurance scheme that co-exists with our pension scheme

We also operate an employee benefits scheme globally that delivers substantial discounts and offers via a structured scheme alongside locally sourced offers.

All of our people are free to join any union of their choosing without discrimination.

In the UK all salaries are National Living Wage or above.



5 FINANCIAL SANCTIONS

Jaywing is committed to the avoidance of the promotion of terrorism and terrorist acts. Consequently, when selecting suppliers and clients, they are checked against the HM Treasury list to ensure we do not inadvertently promote or support terrorism.

The current list can be found <http://bit.ly/1jFLBSj>.

As part of our fraud prevention and monitoring procedures, we review current client and supplier invoices. At the same time, we will review those organisations against the current list of targets. Should we discover any organisation or individual we are dealing with to be on the list, we will terminate our agreement.



6 CHARITY AND COMMUNITY

We continually seek ways to have a positive impact on the local community and society in general.

At Jaywing, we believe charitable causes are mostly personal matters that are based on personal experiences. Consequently, we operate a policy to support local matters, as chosen by the leaders of the local business units and their teams.

Fundraising and the provision of goods and services are conducted both in and outside of work hours, monitored and supported locally by the business unit leaders.

For example, in our different locations we choose a charity or number of charities each year that will be the beneficiaries of fund raising activities and offer some pro bono marketing services.

We also donate old supplies to charities and recycling depots.

Charities that receive goods and services from us include:

- Blue Dragon Children's Foundation; Jaywing Australia provides brand and marketing consultancy including digital and web development
- Cavendish Cancer Care in Sheffield; the MD of our Sheffield-based agency business is also a board member and trustee
- Run For All (part of the Jane Tomlinson Appeal); our CEO is also a Non-Executive Director

The types of services donated include repositioning and rebranding, strategic marketing consultancy, digital and web development, design, artwork and use of meeting space.

Our fundraising efforts have spanned a number of local charities and many of our people volunteer and participate in charity fund-raising events, often for our chosen charities as well as their own personal endeavours. They are also encouraged to participate in the charitable work of our clients.

Therefore, all charitable requests are considered on a case-by-case basis and in the context of other local efforts.

We also promote strong links with local higher education establishments to encourage new talent to become part of the local community.

In support of the development of our local communities, when seeking any new premises, we look for regeneration and brownfield site opportunities aimed at developing and supporting local growth.

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