

SUSTAINABILITY POLICY

The driving force behind Chapter 4 is to leverage communication in a way that forges a brighter future for our stakeholders, personnel, environment, clients, and communities. Our steadfast commitment to this purpose serves as the bedrock for our operational ethos, and guides our endeavours towards a balanced emphasis on environmental, social, and governance imperatives.

This policy framework is structured to align with each of the four foundational pillars of our sustainability agenda, meticulously integrated across our operational spectrum. This alignment is designed to actualize our purpose while fostering a culture steeped in integrity and transparency, where ethical conduct is synonymous with sound business practice.

It is imperative to contextualize this policy within the broader framework of Chapter 4's governance, including the Code of Business Conduct and the Environment Policy.

1) People

At Chapter 4, our colleagues are central to our success. Cultivating a diverse, inclusive culture is paramount. We are dedicated to nurturing people who mirror the diversity of the societies we operate in, fostering an environment where every individual feels valued and included.

Our core values of openness, optimism, and excellence underpin our organizational culture, fostering inclusivity, tolerance, and respect for diverse perspectives and expressions.

Chapter 4 upholds these values by:

- Ensuring fair and merit-based selection and advancement of personnel, free from discrimination based on gender, race, ethnicity, sexual orientation, age, religion, nationality, disability, or family status.
- Supporting the professional development and career advancement of our personnel.
- Cultivating a safe and respectful work environment, free from harassment or offensive behaviour, where all individuals are treated with dignity and respect.

These actions are reinforced by specific policies such as the Disability Policy and the Human Rights Policy Statement.

2) Clients

Recognizing the transformative power of communication and creativity, Chapter 4 is dedicated to upholding ethical standards in our work to effect positive change. Our policy dictates:

- Compliance with relevant regulations and self-regulatory codes of conduct.
- A commitment to avoiding work that may offend public decency or marginalize minority groups based on race, religion, nationality, gender, sexual orientation, age, or disability.
- Abstention from work designed to mislead, particularly concerning social, environmental, and human rights issues.

3) Communities

Chapter 4 endeavours to channel creativity towards societal benefit on a significant scale, exemplified by pro bono work spanning diverse causes such as the arts, conservation, healthcare, and human rights. Our agencies are encouraged to:

- Engage in pro bono work for non-profit organizations addressing social and environmental challenges.
- Extend financial and other support to social and environmental causes.
- Participate in organized volunteering activities to support local communities.

4) Governance

The Management Board assumes responsibility for Chapter 4's long-term prosperity, setting the company's purpose, values, culture, and strategic trajectory, including sustainability. They oversee corporate responsibility, sustainability, and related reputational matters, ensuring alignment with the sustainability strategy and diligent policy formulation.

Chapter 4 agencies are obligated to comply with this Sustainability Policy and report performance annually. Our personnel are mandated to undergo ethics training, encompassing diversity, human rights, sustainability, business integrity, conflict resolution, and the avoidance of misleading practices, upon joining and at regular intervals thereafter.

1st May 2024
Vienna, Austria