

BEING A BETTER BUSINESS

# Corporate Social Responsibility

Ouno Creative strives to be a good corporate citizen. Through its managers and through its people, Ouno Creative is committed to promoting protection of the environment; supporting charities and local communities; promoting equal opportunities; ensuring safe and efficient working practices; and working with suppliers who uphold similar values.

## LOOKING AFTER OUR PEOPLE

Ouno Creative recognises that our people are our greatest asset and key to continued growth and success and as such, we are committed to providing careers and working environments in which our people can achieve to their fullest potential.

Ouno has a commitment to keeping employees informed of company affairs through regular staff meetings. Employees can access the company website to obtain general information on the company and it's commercial and social activities. Employees are encouraged to discuss operational issues with their line management and to suggest ways to improve performance and efficiency.

We operate a flat team structure with junior staff working next to senior staff and directors in an open plan office. This encourages transparency, open discussions and skills transfers.

Developing future talent is fundamental to Ouno Creative. We provide high quality in-job training and offer staff additional vocational training as part of our employment packages.

## Ouno Creative undertakes the following

- Provides clear and fair terms of employment for its employees
- Pays at least the minimum wage to its employees
- Provides clean, healthy and safe working conditions in a modern office environment
- Provides excellent staff facilities via our location in a modern, well-funded hi-tech business park. Benefits include showers, restaurants, cafés, cycleways, secure parking, parks and lawns, summer events etc
- Has a fair remuneration policy and operates regular review processes
- Strives for equal opportunities for all present and potential employees
- Encourages and assists employees to develop skills and progress in their careers
- Does not employ under-age staff
- Does not employ staff who are ineligible to work in the UK
- Ensures that staff are aware of the Ouno's

policies on insider trading, bribery and inappropriate gifts, money laundering and whistle blowing

- Ensures that staff are aware of the Ouno's policies on Health and Safety, Environment, Diversity, Equality and Discrimination
- Supports and implements the Modern Day Slavery and Human Trafficking Act 2015
- Operates a clear complaints and grievances procedure
- Provides opportunities for staff to attend vocational training programmes paid for by the company
- Encourages a harmonious working environment with zero tolerance to bullying or to any form of harassment linked to an individual's sex or other personal characteristics.

## EQUAL OPPORTUNITIES

Ouno Creative is committed to a policy of equal opportunity and diversity in employment and recognises that this is essential to ensuring the

success and growth of the organisation.

To this end, Ouno Creative makes every effort to select, recruit, train and promote the best candidates based on suitability for the job; to treat all employees and applicants fairly, regardless of race, sex, marital status, age, nationality, ethnic origin, religious belief, sexual orientation or disability; and to ensure that no employee suffers harassment or intimidation.

### **DISABLED EMPLOYEES**

It is the policy of Ouno Creative to provide employment and to make reasonable adjustment to accommodate disabled persons wherever business requirements will allow and if applications for employment are received from suitable individuals. Should an existing employee become disabled, every reasonable effort will be made to ensure that their employment with the company can continue on a worthwhile basis and that career opportunities are available to them.

### **HEALTH, SAFETY AND WELFARE AT WORK**

The health and safety, welfare and well-being of employees is of paramount importance to Ouno Creative. It is the policy of the company to create and improve standards of Health

and Safety, which will lead to the avoidance and reduction of risks and to ensure that the company complies with all Health and Safety legislation.

#### **Ouno Creative undertakes the following**

- Maintains a detailed Health and Safety Policy Statement which is held in the studios Policy Folder and also displayed on the studio notice board
- Displays an HSE supplied Accidents in the Workplace advice poster in the studio notice board
- Displays an HSE supplied Health and Safety Law poster on the studio notice board
- Operates a RIDDOR policy and an Accidents Reporting log book
- Maintains a First Aid Medical Kit in the studio
- Provides a Fire Officer as part of the Business Parks own Fire Prevention programme
- Provides First Aid training and a First Aid responder as part of the team
- Provides a dedicated cutting area with sharps bin
- Bans spray mount adhesives

- Bans smoking in the office environment
- Has the offices regularly cleaned

Ouno Creative makes every reasonable and practicable effort to provide safe and healthy working conditions in its studio. It is the duty of all employees to exercise responsibility and to do everything they can to prevent injury to themselves and to others. The policy standards and procedures are communicated to employees through contracts of employment, policy documents, operating manuals, notice boards and staff training as appropriate.

### **INFORMATION SECURITY FOR STAFF AND CLIENTS**

Ouno Creative is committed to ensuring the integrity and security of its business information with particular attention given to personal and sensitive data where inappropriate use or inadequate maintenance and safeguarding could have serious repercussions. Our policies and procedures are based on guidelines set out by the ICO and the Data Protection Act 1998. We have addressed the requirements for a secure operating environment, made an assessment of the risks that the Company faces and relevant legal and best-practice requirements.

Responsibility for information security sits with

the Directors and the Studio Manager.

### **BASIC PRINCIPLES WE FOLLOW**

In accordance with the Data Protection Act 1998, we will ensure that personal information is:

- Fairly and lawfully processed;
- Processed for specified purposes;
- Adequate, relevant and not excessive;
- Accurate and, where necessary, kept up to date;
- Not kept for longer than is necessary;
- Processed in line with the rights of the individual;
- Kept secure; and not transferred to countries outside the European Economic Area unless the information is adequately protected.

### **INTERNAL DATA SECURITY**

Staff HR files and personal/employment documentation is stored in password protected folders on Ouno's own self-managed server located within our building.

Access to the Admin folder is available only to the two directors and the Studio Manager.

There is an HR folder containing staff employment documentation. This is stored in a locked cabinet accessible only by the two Directors.

### **EXTERNAL DATA SECURITY**

Ouno Creative operates a secure data and information environment, ensuring complete commercial confidence for our customers. This is important as we work in sectors such as Healthcare and Defence, which expect the highest levels of data security from us.

#### **To facilitate this Ouno Creative will**

- Run a dedicated self-managed server on-site running rigorous back-up and restore protocols.
- Employ a professional third-party company to manage our website/network security and run a comprehensive data back-up program
- Run constant automated checks on our hosted websites to ensure they are secure and protected.
- Have the capacity to 'silo' projects between teams to minimise 'conflict of interests'
- 24/7 manned security. There are three sets of locked doors to pass through to gain access to the studio, which is on the 2nd floor of the Hub Building

- All staff are required to sign an NDA agreement concerning client confidentiality

### **INFORMATION/DATA FOR MARKETING AND ADVERTISING PURPOSES**

Ouno Creative handles marketing campaigns for our clients. This often takes the form of electronic marketing (e.g. mailshots, HTML email campaigns). Therefore we make every effort to comply with the relevant laws.

Ouno Creative will make every effort to comply with the Direct Marketing Code of Practice, which sets out standards of ethical conduct and best practice in direct marketing.

#### **The main relevant principles we adhere to are as follows:**

**The first principle:** organisations must process personal data fairly and lawfully. In particular, they will usually need to tell the individuals concerned who they are and that they plan to use those details for marketing purposes.

Organisations will also need to tell people if they plan to pass those details on to anyone else, including selling or sharing the data for marketing purposes, and are likely to need their consent to do so.

Organisations must not do anything that people

would not reasonably expect or which would cause them unjustified harm.

**The second principle:** organisations must only collect personal data for specified purposes, and cannot later decide to use it for other 'incompatible' purposes.

**The third principle:** organisations must ensure that personal data is accurate and, where necessary, kept up to date.

#### **Ouno Creative will comply with the following guidelines**

"Section 11 of the DPA gives individuals the right to prevent their personal data being processed for direct marketing. An individual can, at any time, give written notice to stop (or not to begin) using their details for direct marketing. In other words, organisations must stop any marketing directed at a particular individual if that person writes and asks them to stop.

The organisation must stop marketing within a reasonable period."

### **ENVIRONMENTAL ISSUES**

Our primary objective is to minimise our carbon footprint and any negative impact we may have on the environment.

#### **Ouno Creative is already committed to the following**

- To meet or exceed the requirements of relevant legislative, regulatory and environmental codes of practice
- To identify, reduce and dispose of waste arising from our operations in a manner that minimises harm to the environment and prevents pollution of land, air and water
- To reduce the consumption of energy and water and use renewable and/or recyclable resources wherever practicable
- To encourage our suppliers and subcontractors to implement good environmental practices and procedures which support our own objectives and targets
- To take responsibility for the maintenance and revision of our environmental policy, which is reviewed on a regular basis, in order to set environmental objectives and targets for continuous improvement, as we recognise the need for sustainable development

- To publish and display our Environmental Policy
- Use Energy efficient lighting fixtures and automated lighting control systems
- We shall seek to promote the conservation and sustainable use of natural resources and to minimise environmental pollution in all our own activities and, where possible, by our influence over others.
- We shall review all our policies, services and activities and act wherever necessary to meet this commitment.
- Consideration will be given to substitution of polluting substances with "greener" alternatives wherever possible.
- Wherever possible waste shall be recycled, reclaimed or reused.
- Wherever possible, we will ensure any printed materials are printed onto FSC certified or recycled stock and that our printers only
- Use vegetable based inks wherever possible in our printing projects. We strive to ensure only the latest printing presses and equipment will be used which consume less energy helping to reduce CO2 emissions.
- Embrace new and more efficient technologies to reduce energy

consumption by providing better performance per watt or automated 'power down when not in use' policies.

- Educate staff, clients and suppliers on new methods and policies to reduce energy and waste generation
- We will endeavour to only use suppliers who operate a clear environmental policy.
- Ensure staff are trained to understand their role in minimising the environmental impacts of their activities.
- Ensure all freelance or temporary staff receive a copy and understand our environmental policy so they can respond accordingly when on our premises or working for or with Ouno.
- Recycling of all paper, cardboard and related materials
- Replaced our previous printer with a new 'greener' version

#### **TARGETS FOR 2022 TO 2024**

- Encourage employees to adopt the 'Cycle to Work' Scheme
- Recycle old computers and electronic devices via Computer Aid International, a charity providing high quality, professionally refurbished computers for

reuse in education, health and not-for-profit organisations in developing countries

- Enforce a power-off/ switch-off policy on our computers and equipment at the end of each day and at weekends

#### STAKEHOLDERS

Ouno Creative takes into account the interest of all stakeholders including our employees, our customers and our suppliers, as well as the local community and the environment in which we operate. Ouno Creative's reputation is one of our key assets and therefore we strive to offer the highest standards of integrity, personal conduct, ethics and fairness in the conduct of our business.

#### OUR CUSTOMER AIMS

- Seek to be professional, honest and fair in our relationships with our customers
- Provide the standards of product and service that have been agreed
- Take all reasonable steps to ensure the safety and quality of our services
- Subscribe to industry Codes of Best Practice

#### OUR SUPPLIER AIMS

- Seek to be honest and fair in our

relationships with suppliers and subcontractors

- Pay suppliers and subcontractors in accordance with agreed terms, as signatories of the Prompt Payment Code
- Have a policy not to offer, pay or accept bribes or substantial favours
- Encourage suppliers and subcontractors to abide by the same standards and principles.

#### COMMUNITY

Ouno Creative values the local community and wider society and wants to contribute to the health and well-being of both.

#### OUR LOCAL COMMUNITIES AIMS

- Aim to make the communities in which we work better places to live and do business
- Aim to be sensitive to the local community's cultural, social and economic needs
- Endeavour to protect and preserve the environment wherever we operate
- Conduct charitable work (past pro bono activities have included designing a brochure for a Women's Refuge, designing newsletters for a local youth football organisation, designing a charity cookbook, running sponsored marathons and donating

to charities including Mind and Phyllis Tuckwell)

- Support local colleges by offering paid work experience, placement schemes, internships
- Recruit from local Universities and Art Colleges where possible. Over the last 5 years, we have hired five staff members from local universities and colleges and have given numerous paid internships.

#### OUR INDUSTRY PARTICIPATION AIMS

- Provide data to industry benchmarking
- Sit on the industrial board of a local college
- Give talks and provide live project work to local University / college courses

#### CSR TARGETS FOR 2022 TO 2024

- To join two industry professional bodies (Chartered Society of Designers and the Event Supplier and Services Association)
- Create closer links with the University of Creative Arts
- Continue to identify and support charitable causes
- Employ at least one more graduate, ideally from a local institution

