

cowshed



United Nations
Global Compact

COMMUNICATION ON PROGRESS 2020

A modern office interior featuring a wooden table and green chairs. On the wall, there is gold-colored text that reads: "Campaigns that work. Clients we love. Causes we believe in." To the left, a wooden sideboard holds several award books and a glass decanter.

Campaigns that work.
Clients we love.
Causes we believe in.

The Cowshed promise

When we started Cowshed, we made each other a promise that we'd only deliver campaigns that work, for clients we love and causes we believe in.

Statement of continued support

I am pleased to confirm that Cowshed maintains its support for the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In our very first Communication on Progress, we are excited to describe the actions we have taken continually to improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations.

We also commit to sharing this information with our stakeholders using our primary channels of communication.

Best,

A handwritten signature in black ink that reads "Gene Francis". The signature is written in a cursive, flowing style.

Managing Director
23.10.2020

Human Rights

Businesses should:

Principle 1:

support and respect the protection of internationally proclaimed human rights and;

Principle 2:

make sure that they are not complicit in human rights abuses.

COMMITMENTS AND GOALS

Cowshed opposes all forms of unlawful and unfair discrimination. Our aim is that our staff and volunteers represent all sections of society and work in an environment where everyone is respected and able to perform to the best of their ability.

We acknowledge and respect the core principles of the Universal Declaration of Human Rights and the International Labour Organisation. Our employees are:

- Free to join a union
- Free from discrimination
- Free from forced or child labour

Cowshed has no direct experience of human rights abuses. Over the next 12 months we are reviewing all our existing processes and practices. We will make clear our commitment to our staff and the people we work with through publishing our code of conduct and updating our policies as required.

IMPLEMENTATION

Cowshed is committed to eliminating discrimination in both its role as an employer and as a provider of services. We do this by:

- Providing safe, suitable and sanitised work facilities
- Outlining our equal opportunities and grievance policy in our staff handbook
- Implementing workplace taskforces to assess and improve our approach to company culture, diversity and inclusion and mental health
- Working with organisations which actively support and promote human rights (e.g. Comic Relief, Forward Trust, UN Refugee Agency)
- Choosing who we work with carefully – turning down business if we deem it unethical
- Offering pro-bono or reduced rate work to support our communities
- Holding ourselves accountable and to standard by applying for industry accreditation e.g. Blueprint kitemark

MEASUREMENT

We will continue to measure our protection of human rights by:

- Discussing and scrutinising our policies and practices at our quarterly director meetings
- Ensuring all staff and suppliers understand our commitment and have signed our code of conduct by the end of the year
- Monitoring our workplace taskforce strategies and KPIs
- Achieving Blueprint status

Labour

Businesses should:

Principle 3:

uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4:

the elimination of all forms of forced and compulsory labour

Principle 5:

the effective abolition of child labour; and

Principle 6:

the elimination of discrimination in respect of employment and occupation.

COMMITMENTS AND GOALS

Cowshed does not tolerate discrimination against any person whether in the field of recruitment, terms and conditions of employment, career progression, training, transfer or dismissal. All employees have the right to join a union, collective bargaining and a fair hearing for any grievances.

Specifically we will not tolerate direct or indirect discrimination on grounds of age, disability, gender/gender reassignment, marriage/civil partnership, pregnancy/maternity, race, religion or belief, sexual orientation.

We aim to create and nurture a working environment and culture in which people can be open, make the best use of their talents and have the right conditions and opportunities to thrive.

Our workplace taskforces are in place to make sure we deliver on our promises over the next year and beyond.

IMPLEMENTATION

Each of member of Cowshed is responsible to ensure we maintain a safe and inclusive workplace for everyone. We adhere to employment and labour legislation and ensure fairness by:

- Outlining our equal opportunities, anti-harassment, health and safety, and grievance policies in our staff handbook
- Paying staff and interns living wage as a minimum
- Conducting six month performance reviews and annual salary reviews
- Providing flexible working opportunities, time off for out of hours working and all religious holidays
- Introducing Wales' first BAME internship in communications – now in its second year
- Paying for all staff CPD schemes and ring fencing 2hrs a week for CPD activities
- Employing people based on skill alone
- Choosing who we work with carefully – turning down business if we deem it unethical
- Implementing annual staff surveys and an anonymous feedback initiative

MEASUREMENT

We will continue to measure our commitment to equal labour opportunities by:

- Discussing and scrutinising our policies and practices at our quarterly director meetings
- Continuing and improving our current initiatives
- Making our commitments and policies available and transparent
- Introducing and monitoring our new blind recruitment strategy
- Continuing to monitor and grow the diversity of our workforce and supply chain

Cowshed will always take immediate action to investigate and address discrimination in the workplace and our supply chain.

Environment

Businesses should:

Principle 7:
support a precautionary approach to environmental challenges;

Principle 8:
undertake initiatives to promote greater environmental responsibility; and

Principle 9:
encourage the development and diffusion of environmentally friendly technologies.

COMMITMENTS AND GOALS

Cowshed's environmental impact is two fold: our own footprint and the affect of projects we deliver.

We are committed to calculating our own carbon footprint and exploring ways for us to become carbon neutral.

Over the next year we will have a robust environmental policy with key targets in place. Our new office space has been built to be energy efficient (LED motion sensor lighting throughout, zip taps, recycling stations). We will continue to develop the workspace to discourage waste, such as whiteboards in creative spaces.

A requirement of our new client code of conduct will be the disclosure of company commitments to the environment. This will allow us to put initiatives in place to offset impact where we can.

IMPLEMENTATION

Doing right by our communities and contributing positively to our environment naturally sits with Cowshed's ethos. We do this by:

- Recycling, waste and paper saving policies
- Using a cloud system for project, time and finance management
- Purchasing upcycled or used furniture as much as possible
- Planting trees through Size of Wales partnership upon each new business win
- Using local and environmentally conscious suppliers for print production
- Working with organisations which actively support and promote environmental causes (e.g. WWF)
- Holding ourselves accountable and to standard by applying for industry accreditation e.g. Green Dragon

MEASUREMENT

We will continue to measure our commitment to reduce our environmental impact by:

- Discussing and scrutinising our policies and practices at our quarterly director meetings
- Continuing and improving our current initiatives
- Monitoring our environmental policy and KPIs
- Making our commitments and policies available and transparent
- Ensuring all staff and suppliers understand our commitment and have signed our code of conduct by the end of the year
- Achieving Green Dragon status

Anti-corruption

Principle 10:

Businesses should work against corruption in all its forms, including extortion and bribery.

COMMITMENTS AND GOALS

Cowshed is a responsible business that believes deeply in doing the right thing. As such we have implemented a strict anti-bribery and corruption policy in line with the UK Bribery Act (2010). This is fundamental to everything we do.

A bribe is defined as: giving someone a financial or other advantage to encourage that person to perform their functions improperly or to reward that person for having already done so.

We always have and always will deem the bribery of another person (internally or externally, large or small value) to obtain, retain or advantage business for Cowshed as gross misconduct.

Over the next year, we will sign up to the *Anti-corruption call to action* and explore ways in which we can create fair competition for all. Our client code of conduct will require the people we work with to disclose their anti-corruption policies.

IMPLEMENTATION

Confidence and trust between our team and the people we work with is at the heart of our success. We do this by:

- Outlining our anti-corruption, disciplinary, non-retaliation and whistleblowing policies in our staff handbook
- Training our staff annually on these policies
- Choosing who we work with carefully – turning down business if we deem it a reputational, legal or financial risk
- Partnering with other organisations in the creative industry to pitch and win business to support fair competition
- Supporting start ups to build their business through our supply chain
- Leading by example – our MD sets the tone from the top

Cowshed will always take immediate action to investigate and address acts of corruption in the workplace or our supply chain.

MEASUREMENT

We will continue to measure our zero tolerance policies by:

- Discussing and scrutinising our policies and practices at our quarterly director meetings
- Continuing to do business with other new or established creative organisations
- Making our commitments and policies available and transparent
- Signing the *Anti-corruption call to action*

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Cowshed Communication LTD

Park House, 1st Floor, Greyfriars Rd, Cardiff CF10 3AF

T: 029 2078 9321

www.wearecowshed.co.uk

Company registration number: 09103346