



the7stars

# GOOD BUSINESS CHARTER

In July 2023, the7stars achieved a significant milestone in attaining our Good Business Charter accreditation. This accreditation encompasses 10 core commitments that reflect our dedication to responsible and ethical business practices:



Our Good Business Charter accreditation reaffirms our dedication to upholding the highest standards of transparency, integrity, and sustainability across the board. We remain committed to pursuing excellence in all of our business practices and leading the industry in actively pursuing a positive change.



**Real Living Wage:** We pledge to uphold the Real Living Wage, as outlined by the Living Wage Foundation, ensuring that all of our team members are paid fairly. This is in addition to multiple annual bonuses as well as regular salary reviews to ensure that all of our staff's contributions are acknowledged and celebrated.



**Fairer Hours and Contracts:** We are committed to upholding fair working hours, allowing us to foster a work environment where productivity thrives without compromising on work-life balance. With initiatives such as our timesheet ban, Flexi Friday scheme and more, we continue to prioritise our team's quality of life as they develop great work.



**Employee Well-being:** We strive to cultivate a workplace culture that is centred around our team's holistic well-being, fostering a supportive work environment and eliminating penalties for legitimate sickness. Through transparent policies and initiatives such as our Star Days programme, unlimited annual leave policy and more, we make it clear to our team that their well-being remains paramount.



**Employee Representation:** We empower our team members to have a seat at the table as this is essential to our agency's ethos. As we strive towards increasing the representation of marginalised groups across the board, we continue to amplify everyone's voices through our anonymous feedback channels.



**Equality, Diversity, and Inclusion (EDI):** As an agency that champions equality and diversity, we undertake meticulous monitoring and analysis of our EDI data. Through internal surveys and a myriad of initiatives to drive inclusivity, we strive to combat discrimination and champion representation at every level of our organisation.



**Environmental Responsibility:** In line with our responsibility towards the planet, we have embraced a comprehensive environmental strategy aimed at reducing our carbon footprint. From championing sustainable travel practices, to our partnerships with environmental initiatives such as Just One Tree, to the pursuit of sustainability accreditations such as the ISO4001 certification, we are committed to a greener tomorrow.



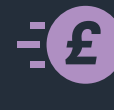
**Pay Fair Tax:** We remain committed to paying a fair tax, whilst also upholding transparency and integrity with our financial practices. By combatting tax avoidance and fostering transparency, we uphold the trust of our team members and the wider industry.



**Commitment to Customers:** Transparency is at the core of our client relationships. Through regular updates across our website and social media channels, we strive to demystify our business practices, fostering trust with our clients and the public.



**Ethical Sourcing:** By adhering to the Ethical Trading Initiative Base Code, we ensure that we are upholding ethical standards with our sourcing practices and that our supply chain champions fair labour practices.



**Prompt Payment to Suppliers:** As signatories of the government's Prompt Payment Code, we champion prompt payment practices with our suppliers, honouring commitments within 30 to 60 days. This allows us to nurture equitable partnerships that drive mutual growth.