



# Responsibility & Sustainability at CROSSMEDIA





## 1. OUR VISION

- Excellence, independence, emancipation, and equality are the four core values of Crossmedia.
- These values also guide us in our sustainable thinking and doing.
  - Excellence is the benchmark for our social, ecological, and economic actions.
  - Independence provides us with the freedom to chart our own course.
  - Emancipation is seen as both opportunity and obligation to act responsibly.
  - Equality enables us to recognize areas in which we can improve.
- Caring for the environment and utilizing resources responsibly are firmly embedded in our internal policies.
- We assess our sustainability efforts regularly and continuously strive to get better. We are open to questioning what we've been doing so far and transparent enough to address areas in which we still need to improve.

## 2. OUR PEOPLE ARE THE FOUNDATION OF OUR SUSTAINABILITY EFFORTS

- Our people embody sustainability.
- Ideas and initiatives are born within our teams.
- Each individual serves as a benchmark and corrective for our sustainability initiatives.
- Together, we stand for the credibility of our sustainability efforts.



## 3. OUR AREAS OF FOCUS FOR SUSTAINABILITY

### CLIMATE PROTECTION

- We are part of the „Düsseldorf Climate Pact“ which promotes climate protection measures with the city-wide goal of carbon neutrality by 2035.
- In collaboration with ClimatePartner Deutschland GmbH, we assess our carbon footprint and work towards reducing our CO<sub>2</sub> emissions.
- We cultivate our own fruit and vegetables on a communal field.
- We promote conscious water and food consumption through initiatives like Viva Con Agua, drinking tap water instead of bottled water, and facilitating internal food sharing.
- We use 100% green electricity.
- We prioritize environmentally friendly mobility (focusing on bicycles and public transport, conducting video conferences instead of traveling, promoting electric mobility).
- We work with the initiative „Plant-for-the-Planet“.
- We are aware of natural resources when it comes to office equipment and supplies.

### SOCIAL INITIATIVES

- We support social initiatives at our office locations, such as the „Düsseldorf Good Night Bus,“ which provides year-round assistance to people living on the streets.
- XM Cares: Every Crossmedian can invest one day a year supporting a self-selected voluntary project.
- We are part of „Creatives against Cancer“ and ambassadors for „Life Lolli.“

### HUMAN RIGHTS/DIVERSITY/INCLUSION

- With our worldwide initiative XMEquality365+, Crossmedia actively works towards empowering and integrating minorities, marginalized, and disadvantaged groups.
- Our anti-discrimination initiative is ongoing and action-oriented.
- Crossmedia is a member of „Ad Girls Club“. In signing their official manifesto, Crossmedia has joined other agencies in the fight against sexism in the industry.
- Crossmedia is patron of WELCOMING OUT, an initiative advocating for acceptance of the LGBTIQ+ community.
- We advocate using gender-sensitive language internally and externally.



#### HEALTH & WELLBEING

Our people's physical and mental wellbeing is of utmost importance to us. We support them through:

- Sports events (e.g., running challenges), regular football and beach volleyball training sessions.
- Providing agency bicycles at all locations and offering the option to acquire an individual 'JobRad' (employer-subsidized bicycle).
- We conduct health and mental health workshops.
- We offer consultation on all health-related matters through our company doctor, group accident insurance, and survivor provision in case of an employee's death.
- We provide numerous internal and external training opportunities for professional and personal development, including our own development program, CrossLearn.
- We encourage job rotations, job sharing, and sabbaticals.

#### NEW WORK - RESPONSIBILITY TOWARDS OUR PEOPLE

- New Work means
  - Balancing the needs of clients and talent, focusing on purpose, fulfillment, responsibility, and excellence.
  - Providing more flexibility.
  - Time for family and self-realization.
  - Being open to individual ways of working.
- Concrete measures include:
  - A non-standard 35-hour flex week.
  - Flexibility in daily and weekly working hours.
  - A mandatory regulation for overtime.
  - Freedom to choose where you want to work from.
- Our innovative new work concept was awarded gold in the category „Flexible Working Models“ at the 2022 Handelsblatt Mindshift Award.

#### 4. HUG086 - OUR CULTURAL HUB FOR SUSTAINABLE ACTIONS

- Crossmedia has created HUG086 as a new office space for sustainable working, thinking, and doing.
- The ecological footprint of the building plays a significant role.
- The climate conscious concept of our new office building is based on a combination of:
  - Geothermal energy with renewable and independent power sources.
  - Photovoltaic systems on the roof.
  - Environmentally friendly heating and cooling with ice storage heating [coupled with heat pumps].
  - Rooftop green spaces, including beehives.

#### 5. CONSCIOUS MEDIA - OUR APPROACH TO SUSTAINABLE MEDIA PLANNING

- We assist our clients in setting up their media campaigns with the climate in mind.
- Our approach involves avoiding, reducing, and offsetting CO<sub>2</sub> emissions.
- We avoid CO<sub>2</sub> emissions through:
  - Using a limited number of advertising formats.
  - Employing shorter spots to reduce energy consumption.
  - Carefully selecting channels.
  - Focusing on one-to-one media instead of one-to-many.
- We reduce CO<sub>2</sub> emissions through:
  - Targeting beyond socio-demographic descriptions.
  - Utilizing WI-FI targeting.
  - Incorporating skippable formats.
- We offset CO<sub>2</sub> emissions through:
  - CO<sub>2</sub> compensation for campaigns from start to finish.
  - Environmentally friendly production of billboards.
  - Implementing creative approaches such as repurposing giant posters for bags or similar items





 **CROSSMEDIA**

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