



RESPONSIBLE
COMMS
CHARTER



magenta

COMMUNICATIONS FOR
PROGRESSIVE ORGANISATIONS

Responsible Comms Charter

What we believe

Magenta is more than a communications consultancy. We are an employee-owned business that aims to be a force for good, harnessing the power of communications to build a better world. We aspire to give a voice to businesses doing great things and to amplify their impact.

Why a charter?

Words have power. We aim to use ours responsibly. In a world flooded with information, trust matters. Our Responsible Comms Charter is designed to help our employees, partners, and clients communicate with impact in a trustworthy, ethical, and conscious way. Its scope applies to all our communications, whether we are acting on behalf of our clients or Magenta.

Our values

Our values are at the heart of our commitment to responsible and ethical communications.

Progressive

We think differently and create fresh perspectives. We challenge thinking, provide new ways of seeing things, and ask the difficult questions when needed. Our quest to drive positive change and inspire real action is passionate, fair, and fearless.

Human

We build meaningful connections and tell the stories that matter. We bring stories and facts to life in ways that people can truly relate to, respecting and valuing the diversity of our audiences and our ecosystems.

Experts

We believe that results and how they are achieved matter. We respect excellence, truth and honesty. We combine cutting-edge thinking with reliable research and evidence to create powerful, energised and ethical communications.

Our charter commitments

1. Who we represent

We choose to work with sustainable and responsible companies that share our beliefs that business can be a force for good. Many of our clients come from the built environment sector, where they have a unique and privileged opportunity to make a positive impact on the world. We also work across complementary sectors including energy, environmental, education, hospitality and healthcare.

Shared values

We partner with clients that are committed to demonstrating transparency, accountability, and a genuine desire to contribute to creating a better world. Before working with any client, we ensure their compatibility with our values and this charter, asking them to honour its principles as part of our working relationship. We only partner with clients who share our commitment to business as a force for good.

Hand raising

We provide strategic advice to our clients that benefits them and aligns with our principles. If we are ever asked to work in a way that we believe may fall short of the standards set out in our charter, we will raise our hands and propose alternative client-appropriate solutions. Where we are unsure about the validity of any client claims or facts, we will seek to clarify them. We will not work on any campaign or cause that we believe has the potential to cause harm or a negative impact on the world.

Conflicts of interest

We are transparent about who we work with. We proactively flag and resolve any potential conflicts of interest particularly if there are no discerning differences between two potential clients' marketing objectives, and if the programme of which we would likely deliver would not differ in any significant way.

2. Claims and evidence

“Say what you do and do what you say.” Our commitment to truth is at the heart of everything we do. We ensure that the information we share is accurate, verifiable, and presented in a clear and understandable way.

Fact checking

Information we rely on or produce as part of our work is rigorously checked for accuracy before being published or distributed by two members of the Magenta team, including a senior member or director. We use a combination of online and offline verification with trusted sources, internal cross-checking, and independent expert reviews where necessary to ensure the validity of information and data.

Claims and evidence

We back up claims with concrete, empirical evidence and clearly identify our sources. For example, if we claim a benefit or feature is “scientifically proven”, we will reference the specific evidence that backs up the claim. We take reasonable care to ensure third-party sources of data and evidence are reliable, credible, and trustworthy before use. Where qualified experts are needed for verification, we will engage them. Where published claims may be subject to change, we periodically review them.

Scope

We are clear on the scope that any factual claims might apply to. For example, a factual claim might apply to a single part of a building, an entire facility, or an entire company’s ecosystem. It might apply some of the time or all the time. It might apply to a whole product lifecycle, or a specific lifecycle stage.

Context

Where it helps to add clarity, we provide additional contexts for all claims, data, and evidence to prevent misunderstandings. For example, if we are promoting a solution that claims to be “eco-friendly,” we’ll elaborate on what is meant by this, as outlined in our [Green Claims Policy](#). We also avoid abstract data or figures that lack sufficient context to be meaningfully interpreted.

Research and studies

Where we commission research or studies ourselves, we adhere to strict standards of fairness and robust methodologies to ensure the integrity of any data and information produced. We use respected research partners with relevant expertise and are vigilant in ensuring any vested interests do not influence outcomes. Wherever possible, we share the raw data of any research conducted on request and endeavour to provide it in a format that is accessible and useable.

Clarity and precision

We ensure our messages are easy to understand and appropriate for our audiences. We communicate clearly and avoid jargon and unnecessary complexity that may otherwise bring confusion, using the principles of the Plain English Campaign. Where necessary, we define any terms of a technical nature. We avoid vague generalisations or broad-brush statements that lack precision and may, therefore, be misleading. We avoid exaggerative overstatements or subjective claims such as “the best in the industry”, using more precise language and ensuring any comparative statements can be substantiated.

Missing information

We endeavour to present information in a fair, balanced and comprehensive manner. To this end, we avoid concealing or knowingly omitting any important information of which we are aware that might lead to misleading our audiences by virtue of its absence.

Future states

We exercise caution and healthy scepticism when making statements or promises about future intentions, ambitions, or outcomes unless there is a clear strategy and a credible plan that can be used to measure and demonstrate these outcomes. An example of this kind of statement might be: “We will be carbon neutral by 2030.”

Corrections and updates

We go to great lengths to ensure the accuracy of the information we use and communicate. However, no system is completely failsafe. Where any errors or inaccuracies are identified, or when information becomes outdated, we issue corrections and clarifications as early as possible.

3. Diversity, Equality & Inclusion (DE&I)

As an employee-owned business, our commitment to diversity and inclusion is a cornerstone of Magenta. Our workplace reflects the diverse communities of which we are part so that we can in turn reflect the diverse clients and audiences we serve in our work.

Diversity

We strive to represent a variety of perspectives in our partnerships and in our communications outputs. We welcome differing views and encourage dialogue and active listening. We try to be mindful of our own unconscious biases and take steps to mitigate them through recruitment, training, critical analysis, and proactive cross-checking of content before distribution or publication.

Respect for cultures

We approach different cultures and communities with respect and sensitivity. We take all reasonable steps to ensure our communications are culturally appropriate and avoid perpetuating harmful stereotypes or misconceptions. We are committed to using language that is respectful of all people, regardless of how they identify or others perceive them.

Accessibility

We actively consider channel and communication formats that broaden accessibility to include people from diverse backgrounds. For example, we can provide alternative formats for content such as audio and video transcripts. It is our intention to ensure our own digital platforms comply with Web Content Accessibility Guidelines.

4. Channel choices

Not all communications channels are built equally when it comes to their social and environmental performance. As conscientious communicators, we consider the impact of our channel choices on the world around us – whether they are online, offline, or in-person.

Environmental impacts

We actively identify, evaluate, and prioritise the use of channels that can demonstrate better outcomes for the environment. For example, this may include communications channels that have a lower carbon footprint and energy consumption profile. We will seek information on this where it is not readily available.

Social responsibility

We avoid channels that do not align with our social values, including those that facilitate the spread of harmful content or misinformation. While we recognise this can sometimes be difficult to evaluate, we take seriously our responsibility to ensure the communication channels we engage with align with the principles set out in our charter.

5. Technology and data

We are committed to using technologies responsibly and with respect for society and the environment. We believe that technology is best used in a way that complements rather than replaces people.

Human oversight

We believe that human oversight is an essential part of responsible technology use. We use technology to support our experts' decision-making and productivity, not dictate them. To ensure accuracy

and compliance with our values and charter principles, any technology-generated or processed information intended for use in communications outputs is overseen and checked for accuracy by a senior member of the team or director.

AI

We recognise the special importance attached to using AI responsibly and ethically. We are mindful of the specific limitations and risks of generative AI, such as the retention of intellectual property, inadvertent plagiarism, the protection of sensitive client information, and the factual accuracy of content produced. We also recognise that generative AI systems are subject to their own inherent biases. We do not use generative AI tools to produce any final copy or for establishing facts without them being subject to further scrutiny and cross-checking.

Data

We comply with data protection laws where any communications programmes or technologies use, process, or seek to collect personal data. This includes obtaining clear consent where appropriate. We take adequate protection to secure any personal or sensitive data processed. View our full [data and privacy policy](#).

6. Suppliers

We expect our suppliers to adhere to the highest standards of responsible communications outlined in this charter, reflecting our own commitments to ethical best practice.

Clear guidelines

We share our Responsible Comms Charter with all suppliers involved in our communications programmes and ask them to agree to adhere to it before they commence any work with us. More generally, we work with suppliers who share our values and who commit to responsible, ethical and sustainable practices across their business operations. We expect all suppliers working with us to accept our Supplier Impact Framework.

Supplier feedback

All work completed by suppliers is proofed and assessed by a Magenta senior team member or director before it is used in any communications outputs. As part of our review processes, we address any discrepancies with our Responsible Comms Charter through corrective feedback and training to ensure future adherence.

7. Applying our charter

All Magenta employees and the individuals and companies we work with are expected to uphold the standards outlined in our Responsible Comms Charter.

Training and development

All employees are trained on the principles of our charter during their induction process and provided with a copy for reference. We invest in ongoing training and development to equip our team with the knowledge and skills necessary to operate at the forefront of ethical and responsible communications.

Audits and assessments

We conduct regular internal audits and periodic independent assessments to ensure our communications outputs adhere to the principles of our Responsible Comms Charter. The next review is scheduled to take place on or before October 2025.

Best practice

Our team of experts actively engage with industry forums and associations to keep up to date on best practices and the latest standards. Beyond our own

Responsible Comms Charter, we adhere to relevant industry standards including the [Chartered Institute of Public Relations \(CIPR\) Code of Conduct](#), the [Green Claims Code](#), the [Anti-Greenwash Charter](#), and the [Public Relations and Communications Association \(PRCA\) Professional Charter](#).

Continuous improvement

We foster a culture of continuous improvement by seeking feedback and conducting regular 360-degree business evaluations. Our annual employee survey helps us to identify areas for improvement, including on topics related to our Responsible Comms Charter. We review our charter on an annual basis to ensure it remains fit for purpose and relevant to all industry standards.

Reporting and accountability

Employees, clients and the wider public are encouraged to report any concerns about any potential breach of our Responsible Comms Charter in confidence by contacting Magenta's advisory panel member **Yiannaki Loizou** on yiannaki.loizou@googlemail.com. Any non-compliance with the charter will be brought to the attention of the trustee board, who will decide on remedial actions and any further escalations required.