

Team CU2 Statement

THE 4 CU2 GOALS

are the foundation of our self-understanding

The 4 CU2.GOALS define the values and principles that we understand as the ethical basis of our agency identity. They were developed with our team in a process based effort to reflect our professional and personal attitude. The 4CU2.GOALS serve to describe our way of working as an agency and the character of current and future business relationships.

transform
with creativity

CU2.GS

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G.1 Recognition of global (co-) responsibility as ethics of action

As an agency and as individuals, we acknowledge our (joint) responsibility for a socially just society, sustainable forms of economy / production and a healthy environment. It is our entrepreneurial and professional task to take all possible measures in terms of sustainability and to implement them gradually and conscientiously. As actors in the communications industry, we communicate this attitude publicly as well as towards our partners and stand up for it actively and with commitment.

G.2 calculated fairly and rewarded fairly as a principle for economic equality of opportunity

All our services are and remain fair and consensually calculated for the project implementation of our partners, as well as promptly and fairly rewarded by the client in order to reward the work of our creative team adequately as an agency or as a long-term partner. At the same time, CU2 guarantees to perform all agreed services reliably and professionally for the success of the project.

G SUSTAINABLE CHANGES through creative COMMUNICATION

The „Sustainable Development Goals“ (SDGs) served as a frame of reference for the development of our four agency goals and are the ethical directives of our thoughts and actions as a professional team and individual personalities.

G.3 Professional and personal appreciation in cooperation

Success in project collaborations is based on mutual recognition of expertise and trust in the experience of all professionals. An honest and immediate feedback culture at eye level, respectful communication and appropriate manners, as well as a reasonable attitude are the basic requirements for mutual success, both during and after the cooperation in the sense of maintaining the integrity and reputation of all parties involved.

G.4 Development and expansion of a synergy driven professional network

The aim is to establish and expand the „NetzAmWerk“ for the benefit of all partners included, such as organizations, companies, services and media. All network members are committed to (further) pursuing the global goals for sustainable development for the preservation and protection of nature, the environment, people and animals. The actors represented in the network see themselves as a friendly, reliable, partnership-oriented community for mutual support in the sense of an entrepreneurially sustainable continued existence.