

# Our mission is Safe, Fair, and Dignified work for all.

PILLAR ONE <b>Safe</b>	PILLAR TWO <b>Fair</b>	PILLAR THREE <b>Dignified</b>
<ul style="list-style-type: none"> <li>+ PHYSICAL</li> <li>+ EMOTIONAL</li> <li>+ LEGAL</li> </ul>	<ul style="list-style-type: none"> <li>+ POLICY</li> <li>+ EQUITY</li> <li>+ REPRESENTATION</li> <li>+ COMPENSATION</li> </ul>	<ul style="list-style-type: none"> <li>+ COMMUNITY/CULTURE</li> <li>+ RESPECT</li> <li>+ ACCESS</li> <li>+ VALUES AND VALUED</li> <li>+ GROWTH</li> </ul>
<p>How can we create a system that helps those in need get out of unsafe situations. These situations include, but aren't limited to, verbal, physical, and sexual harassment; retaliative threats against employment; and emotional abuse. There are immediate and meaningful actions we can take.</p>	<p>There are only two things people remember about an experience: was I treated well or was I treated badly? Together, we will define and execute against what good treatment looks like in the workplace.</p>	<p>Advertising agencies, built on the support and delivery of talent, have tolerated bad behavior and nurtured layers of privilege that strip many employees of their dignity. We need to create a community that allows for new narratives of identity and value.</p>

## Right now

### COMMITMENT TO OUR COMMUNITY

#### “We are a safe house for you.”

A subset of TIME'S UP™/ADVERTISING signatories will volunteer as a network of advocates for your safety and will undergo training that enables them to do this properly. They are committing to being present and available when needed with advice and/or protection for you if you are feeling threatened or have been hurt.

With Fishbowl, we have created an online, third-party, anonymous (if desired) safe space for discussion. A space for community around safety, fairness, and dignity and a connection to help in real time if needed. AMAs, surveys, and direct networking will all be available in this space. It will be our virtual home.

TIME'S UP™/ADVERTISING will publish a clear charter of rights surrounding sexual harassment and workplace safety because knowing your rights is the first line of safety.

All TIME'S UP™/ADVERTISING signatory agencies will donate annually to the TIME'S UP™ Legal Defense Fund and its services will be available to you

## Let's go

### COMMITMENT TO OUR COMMUNITY

#### “Serve the governed not the government.”

TIME'S UP™/ADVERTISING believes pay transparency should be an industry-wide standard and data should be publicly available by region/department/job/level. We will financially support the publication of this information.

TIME'S UP™/ADVERTISING is issuing a call to action on HR processes. Our HR professionals deserve help to overcome the inherent limitations of internal handling of harassment and bias reporting. We think HR has a role and a purpose in supporting third-party involvement in these complaints.

All TIME'S UP™/ADVERTISING signatories will be required to publish plans to foster and support intersectional workforces that uphold the three pillars of our road map.

## Legacy

### COMMITMENT TO OUR COMMUNITY

#### “Restoring dignity through recognition.”

TIME'S UP™/ADVERTISING will only engage at industry events that are inclusive, respectful, and accessible.

We commit to funding and elevating content for, by, and about this industry from underrepresented voices.

TIME'S UP™/ADVERTISING signatory agencies will be asked to commit to initiatives and production and business partners that further the agenda of diversity and representation in their hiring and their product.

It's a long road, so we will be evolving our commitment here, with you.