



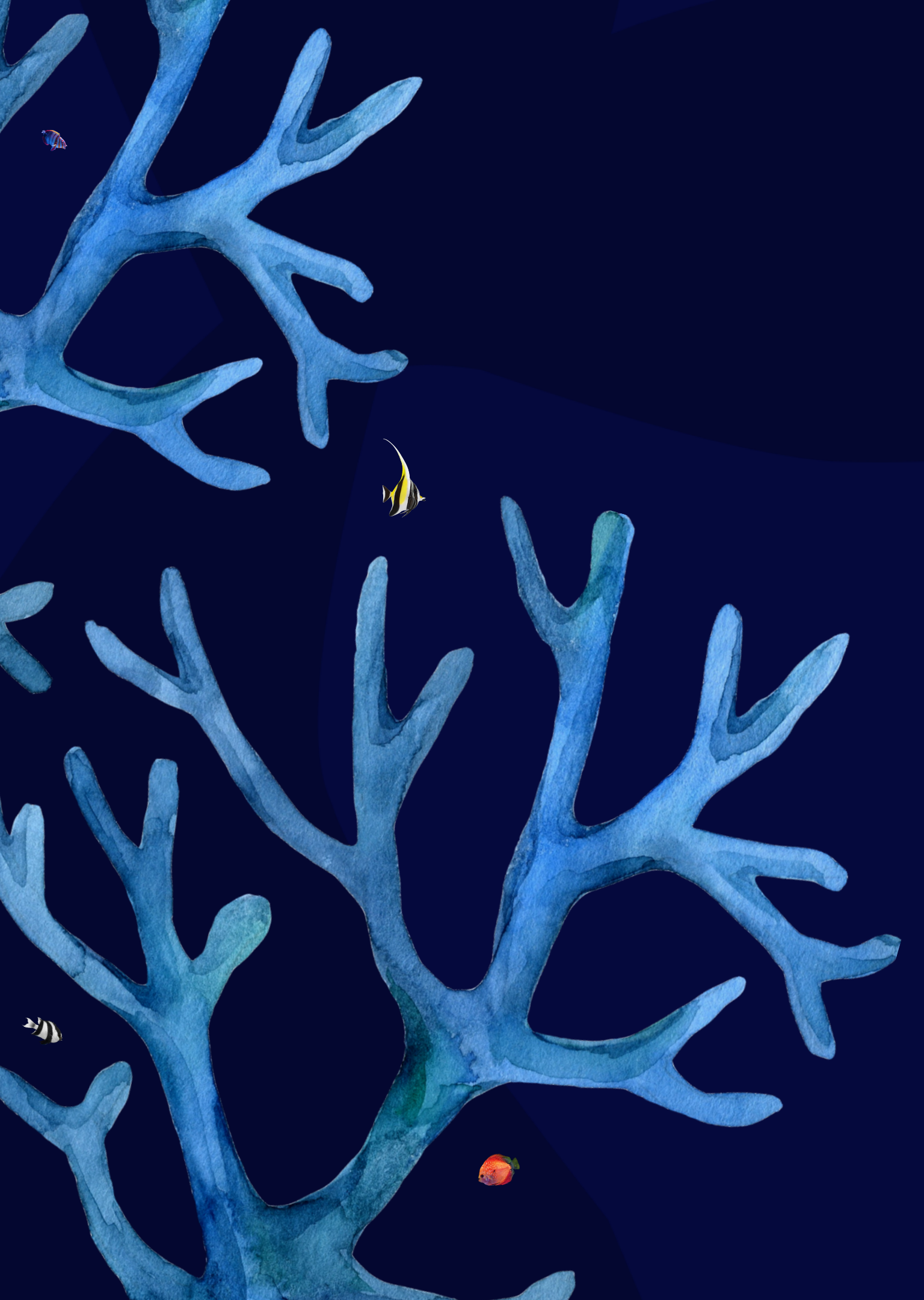
ETHICAL & RESPONSIBLE CHARTER

Version 1.0 | 2026



Communication is an integral part of culture.
At Sirah, we are conscious of our role in society and choose to
participate with integrity and responsibility.

This charter represents our vision of our place within the community.



Join the Wave

Sirah Africa is the first responsible marketing and communication agency in Mauritius. It was founded to offer an alternative path, different from traditional marketing and communication. Our mission is to transform the way brands, organisations, and institutions communicate, not by plastering green everywhere, but by creating new models of marketing and communication that are creative, strategic, and sustainable.

This ethical charter forms the foundation of everything we do. It speaks to our team, our clients, our partners, and anyone who interacts with Sirah Africa. It sets out our identity, what we accept, what we refuse, and the way in which we intend to practise our craft, as strategists, communicators and creatives, with integrity.



01. WHO WE ARE

IDENTITY & REASON FOR BEING

Sirah Africa was born from a feeling of discomfort, the kind you experience when you know something is wrong, without being able to put your finger on it. It is a response to the critical spirit that awakens when faced with campaigns you see but simply do not feel. We are a solution to the new environmental, societal, and cultural challenges of our reality, which traditional communication no longer knows how to address.

“The Fisherman is The Strategist, Human, in collaboration with The Mermaid, The Creative Force animated by the Regenerative Principles of Water.”



— Sirah Africa Philosophy

Our positioning

Sirah Africa is a responsible and creative marketing and communication agency whose mission is to guide brands, NGOs, and institutions towards ethical means of communication, grounded in transparency, accountability, and creativity. We operate from Mauritius, with a pan-African vision and an openness to European markets.

The Mermaid & The Fisherman Our dual nature

Sirah Africa was born from an assumed duality. Between creative agency and strategic consultancy, we have chosen to take the best of both worlds and add a responsible dimension. This duality has a name, a history, and a philosophy.

02. OUR CORE VALUES

Sirah Africa's values are operational commitments that guide every decision, every collaboration, every piece of content we produce.

Respect

Respect for life, cultures, contexts, and people. We approach every client, every community, and every subject with attentiveness, humility, and consideration. Every collaboration is built first and foremost on respect.

Inclusion

Inclusion across races, genders, ways of thinking, and geographies. Our narratives do not reproduce inequalities; they question them, deconstruct them, and help erase them. We refuse any communication that excludes, stigmatises, or marginalises.

Tolerance

We believe in progress, not perfection. Tolerance means creating space for evolution, questioning, and growth, without judgment, but with high standards.

Transparency

Systems that can be trusted. We communicate with clarity about our methods, our fees, our limits, and our commitments. We do not promise what we cannot deliver.

Authenticity

Real voices, true stories. We refuse the performative, the superficial, and greenwashing in all its forms. Every message we design must be truthful, traceable, and consistent with the reality of its sender.

Integrity

Saying what we think, doing what we say. Integrity is non-negotiable. It guides our client relationships, our partnerships, our internal management, and our public communications.

Innovation

Designing beyond the trend. Innovation at Sirah Africa is human before anything else. We innovate in narratives, formats, processes, and ways of working together.

03. SIRAH AFRICA A RESPONSIBLE AGENCY

In Mauritius and across the Indian Ocean, the communication landscape is dominated by digital agencies and creative studios competing on price and format. Few integrate sustainability at the core of their operational model.

Sirah Africa chooses a different path.



“Responsible communication is not an add-on service. It is the condition for communication to still make sense tomorrow.”

— Sirah Africa Philosophy



What it means to be a sustainable agency

Being a sustainable communication agency means fundamentally rethinking the way communication is designed, produced, distributed, and evaluated, while taking into account its environmental, social, and cultural impacts.

Operational sustainability

We minimise our digital footprint: file size optimisation, eco-responsible hosting recommended, reduction of unnecessary printing, and remote meetings prioritised. We encourage our clients to adopt the same practices.

Zero greenwashing communication

We refuse to create or distribute any message that exaggerates, distorts, or fabricates environmental commitments. Every sustainability claim must be documented, verifiable, and proportionate to the organisation's reality.

Local & pan-African rootedness

We value African and Mauritian knowledge, aesthetics, and narratives. Our communication strategies integrate the cultural richness of the Indian Ocean and East Africa, as well as global diasporas, as a strategic strength, not as folklore.

Alignment with the SDGs

Our services are designed to support the United Nations Sustainable Development Goals, in particular SDGs 4 (quality education), 8 (decent work), 10 (reduced inequalities), 12 (responsible consumption), 13 (climate action), and 17 (partnerships).

Decolonial storytelling

We refuse narratives that perpetuate dynamics of domination, exoticisation, or victimisation. Our narrative approach is grounded in agency, dignity, and the complexity of African and island realities.

04. CLIENT SELECTION CRITERIA

At Sirah Africa, we practise ethical client selection. Working with organisations whose practices contradict our values would empty our mission of all meaning.

We prefer to collaborate less, but better.



What we accept

YES

Organisations genuinely committed to sustainability

No need to be perfect, but the approach must be real, documented, and open to evolution. We support organisations in transition, not only those who have already figured it all out.

YES

SMEs, startups, NGOs, institutions, and corporates in transition

We work with organisations of all sizes, provided their mission is aligned with our values and their commitment is authentic.

YES

African, Mauritian, and diaspora brands

We are particularly committed to organisations that contribute to the economic, social, and cultural development of Africa and the Indian Ocean.

YES

European clients seeking a Global South perspective

We welcome European organisations that sincerely wish to integrate decolonial approaches, African perspectives, and Global South expertise into their communication.

What we refuse

NO

Extractive and polluting industries not committed to transition

We do not work with companies in the hydrocarbons sector, irresponsible mining, deforestation, or any industry whose business model is structurally incompatible with sustainability, unless a credible transition commitment is demonstrable.

NO

Organisations deliberately practising greenwashing

We refuse to create campaigns designed to mask harmful practices behind a veneer of sustainability. If we discover during a mission that a client has misled us about their practices, we reserve the right to end the collaboration.

NO

Brands whose values contradict our social commitments

We do not collaborate with organisations that discriminate against, exclude, or marginalise groups based on gender, race, sexual orientation, religion, or any other protected characteristic.

NO

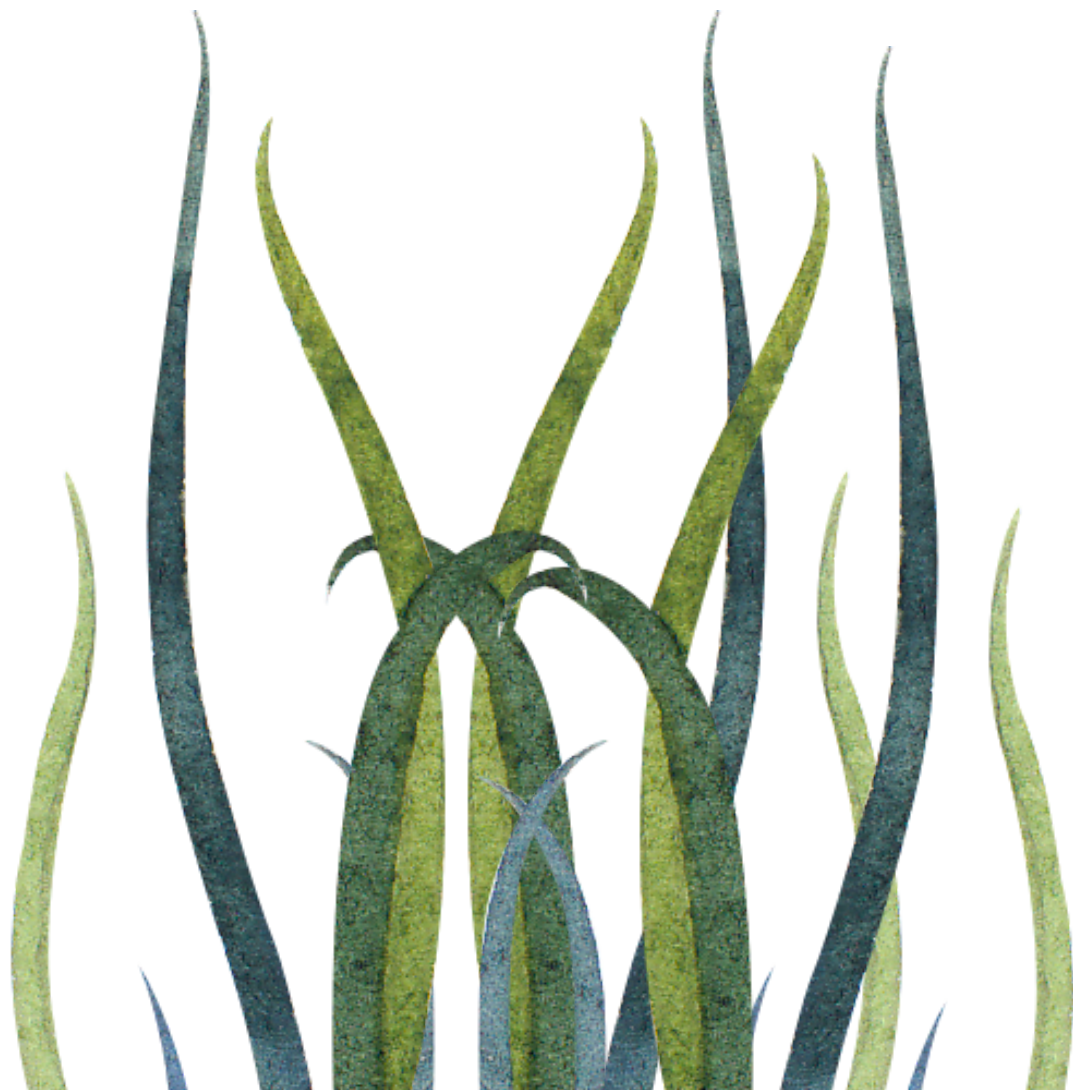
Disinformation or manipulative content

We refuse to produce any content whose objective is to deceive, manipulate, or influence audiences unethically, regardless of the client's instructions.

05. ENVIRONMENTAL COMMITMENTS

Mauritius and the Indian Ocean are on the front line of climate change consequences. Rising sea levels, coral reef degradation, and extreme weather events are with us.

Our environmental commitment is personal.



Our concrete commitments

Managed digital footprint

We design optimised digital assets, recommend eco-responsible hosting practices, and raise our clients' awareness of the carbon impact of digital technology, too often underestimated in the communication sector.

Zero greenwashing

No message we produce can affirm or suggest an environmental commitment that is not genuinely implemented by the client organisation. We verify, question, and document.

Promotion of sustainable practices

In our strategic recommendations, we systematically include ways to reduce the environmental impact of campaigns: virtual or hybrid events, print-on-demand materials.

Partnerships with responsible suppliers

When we call on external service providers (printers, photo studios, developers), we prioritise those who share our responsible values.

Awareness and training

We integrate a responsible communication awareness component into our services, so that our clients become agents of change themselves.

Diversity & representation

Authentic representations

We ensure that the visuals, narratives, and content we produce faithfully reflect the diversity of the societies in which we operate. We refuse stereotypes and caricatures, whether they concern gender, race, age, disability, or any other identity attribute.

Local and African voices

We prioritise local and African talent in our collaborations: photographers, illustrators, copywriters, and consultants. We believe the best stories about Africa are told by Africans.

Equity within the Sirah team

We are committed to maintaining a fair, inclusive, and psychologically safe working environment for all members of our team and collaborators. We apply a fair and transparent remuneration policy.

Community Impact

Support for local initiatives

We reserve a portion of our capacity to support non-profit organisations, civic initiatives, and community projects, at solidarity rates or voluntarily, according to our capacity.

Education in responsible communication

We actively participate in spreading knowledge about sustainable communication: workshops, publications, and training aimed at economic actors of the Indian Ocean and the African continent.

06. SOCIAL COMMITMENTS & INCLUSION

At Sirah Africa, we believe communication can be a tool for emancipation or oppression. We deliberately choose the former.





07. ETHICAL WORK PRACTICES

We cannot promote ethical communication if our internal practices are not. Sirah Africa is committed to being exemplary in its internal management, client relationships and collaborations.



With our clients

Pricing transparency

Our quotes are clear, detailed, and free of hidden fees. We explain what each line includes. We do not over-invoice and flag any change in scope before acting.

Respect for deadlines and commitments

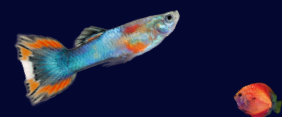
We honour our deadlines. When that is not possible, we communicate in advance, with honesty and an alternative solution.

Right to refuse

We reserve the right to decline or interrupt a mission if it contradicts our values, even mid-execution. In that case, we commit to a clear and professional transition.

Intellectual property

We scrupulously respect intellectual property rights, those of our clients as well as those of third parties. We do not reproduce, plagiarise, or appropriate works without explicit authorisation.



With our team and collaborators

Dignified working conditions

We refuse burnout culture. We value rest time, personal boundaries, and sustainable work. We do not glorify overwork as a sign of seriousness.

Fair remuneration

Our collaborators (permanent, freelance, or interns) are paid fairly and on time. We do not ask for unpaid work under the guise of exposure or experience.

Feedback culture

We encourage honest feedback, constructive challenge, and open dialogue within the team. We do not tolerate behaviours of domination, intimidation, or harassment in any form.

08. CONFIDENTIALITY & DATA PROTECTION

Trust is the foundation of every client relationship. Sirah Africa handles information entrusted to it with the greatest care and in strict respect of confidentiality.

Confidentiality of client information

All information shared by our clients within the context of a collaboration (strategic, financial, operational, or personal) is treated as strictly confidential. It is never disclosed to third parties without explicit consent.

Personal data protection

We collect only the data necessary for the execution of our missions. We do not resell, transfer, or use personal data for purposes other than those for which it was collected. We apply the principles of the GDPR and applicable local legislation.

Security of files and exchanges

We use secure tools for sharing sensitive files and recommend the same precautions to our clients. In the event of a data breach, we commit to notifying the parties concerned as quickly as possible.

Right of access and erasure

Any person whose personal data we hold may at any time request its consultation, modification, or deletion. We treat every such request seriously and in the shortest possible time.

Non-disclosure agreement (NDA)

For any mission involving sensitive or strategic information, a confidentiality agreement may be signed at the request of the client or Sirah Africa.



09. THE LIFE OF THIS CHARTER

An ethical charter only has value if it lives. It is reflected in every decision, every conversation, every piece of content we produce. Here is how this charter takes concrete form at Sirah Africa.

It is a manifesto

This charter is not a legal document. It creates no contractual obligation in the legal sense of the term. It is the public and fully owned expression of our convictions, our way of being in the world, and of practising our craft. We publish it because we believe transparency is an act of respect towards those who trust us.

For our clients, it is a signal.

It says: this is who you are working with, what we will never do regardless of the instructions received, and the principles that guide our recommendations. When you choose Sirah Africa, you choose this way of communicating.

When a situation is ambiguous, this charter serves as a reference; if an action contradicts its principles, it should not be undertaken. If it honours them, it can be pursued with full confidence.

Evolution & revision

This charter is a living document. It is reviewed at least once a year and updated whenever our practice, our context, or our understanding of the issues evolves. We do not claim to have all the answers. We commit to continuing to question ourselves, to learn, and to adjust our compass accordingly.

The version currently in force is always available at sirahafrica.net. Any significant evolution is communicated to our active clients and partners.

**This charter is the
expression of our
convictions and
our way of being
in the world.
We stand behind
it fully, publicly, and
without reservation.**

**It is not perfect,
but it is sincere.**





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Join the wave

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