



# Team Guidebook

SienaBlü



# Welcome to the SienaBlü handbook.

→ You'll find all our company-wide information like team values, our code of conduct, benefits and other crucial policies.





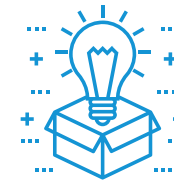
# Our Story

Chris's earliest memories could easily have been of thread and fabric. Growing up in Montreal's prolific garment industry would help him develop a love for detail, design and the beauty and fashion industries—as well as valuable insights into running a business—that would ultimately lead to his founding SienaBlü.

SienaBlü would launch in 2006, founded on family knowledge in the fabrics sector and evolving toward textile applications in the cosmetics space. Starting with bags and chic salon accessories, the company began to move boldly toward new and innovative design thinking focused on balancing product experience with responsible, thoughtful materials and production.

Fast-forward to 2020 and many years of growth—and SienaBlü's commitment to client peace of mind, trust and transparency is now driving the team to call on its deep knowledge base and design problem-solving expertise to evolve once again, this time to share a mission to design sustainable choices for consumers that balance the needs of society and the planet.

# Our Values



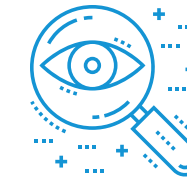
## Innovation

We are biased toward action and have a higher expectation of ourselves and of our product than others have of us. As a team, we're open to broader perspectives and a better solution, and would seek to grow our understanding of the world and what's possible, even if we were not paid to do so.



## Trust

An essential human value, trust is the foundational basis of all of our relationships. Without trust, we cannot do our best work. We trust our employees to act with volition in their roles, without barriers, and to make the best decisions. We demonstrate gratitude for the faith entrusted in us by our clients.



## Transparency

As individuals, we view transparency as a lifestyle of authenticity and honesty. As a team, we view transparency as an effective way to work remotely and establish a culture of trust.



## Social Responsibility

We believe as individuals and as a team that companies have a duty to act in the best interests of their environment and society as a whole. We strive to produce more than the work to make something that's also of value to the broadest possible number of people and the planet.

## As a team member at SienaBlü, you're integral in helping us live our sustainable purpose...

To bring peace of mind to the beauty industry through innovative, turn-key and responsible product design that inspires the human spirit

## ...and in helping us achieve our ultimate goal

To be a fully circular consumer goods design and manufacturing company with a measurable net positive impact by 2050



# Team Code of Conduct

Our Team Code of Conduct company policy outlines our expectations regarding employees' behaviour towards colleagues, leadership and the overall organization.

### ☆ Respect and professionalism in the workplace

All employees should respect their colleagues. We won't allow any kind of discriminatory behaviour, harassment or victimization.

### ☆ Protection of Company Property

All employees should treat our company's property, whether material or intangible, with respect and care.

### ☆ Collaboration

Employees should strive to be kind and collaborative. They should try not to disrupt the workplace or present obstacles to their colleagues' work.

### ☆ Conflict of interest

We expect employees to avoid any personal, financial or other interests that might hinder their capability or willingness to perform their job duties.

### ☆ Job duties and authority

All employees should fulfill their job duties with integrity and respect toward customers, stakeholders and the community.

### ☆ Corruption

We discourage employees from accepting gifts from clients or partners. We prohibit bribes for the benefit of any external or internal party.

### ☆ Communication

All employees must be open to communication with their colleagues, supervisors or team members.

### ☆ Benefits

We expect employees to not abuse their employment benefits. This can refer to time off, insurance, facilities, subscriptions or other benefits our company offers.



# Our Policies

## 1. Diversity, Inclusion, Belonging & Equity: Our Strategy for Innovation

Many of the greatest design thinking and ideas come from a diverse mix of minds, backgrounds and experiences, and we're committed to cultivating an inclusive work environment. We provide equal opportunities to all employees and applicants for employment without regard to race, religion, color, age, sex, national origin, sexual orientation, gender identity, genetic disposition, neurodiversity, disability, veteran status or any other aspect which makes them unique. The wide array of perspectives resulting from diversity promote innovation and success, and fostering inclusion can make us more creative, flexible, productive and competitive.

### Our responsibilities and commitments to this policy

1. Listen to, collaborate with and uplift our employee voices to ensure that they feel heard, supported and seen, not just now but indefinitely, by establishing an inclusion-focused Employee Resource Group open to all.
2. Commit to practicing anti-racism as part of our team design and client service processes; integrating this into everything we touch, say and do.
3. Diversify our supplier and procurement partnerships, ensuring we work with organizations within the beauty and cosmetics industry who amplify and represent a diverse set of experiences, people, races, body types and genders.
4. Foster equal opportunities within our industry by establishing outreach programs and partnering with youth empowerment facilitators to mentor young designers and identify talent from under-represented backgrounds.
5. Recruit employees from many different cultural, linguistic and national backgrounds provide us with valuable knowledge for understanding complex international markets.
6. We reward excellence based on performance, treating all employees fairly and evaluating objectively.
7. We will review this policy yearly.

### Your responsibilities

1. Your onboarding package includes a resource toolkit, and instructions on self-guided unconscious bias training to help you understand how bias affects decision-making and how you can overcome it.
2. You will be expected to be aware of this policy and have a responsibility to uphold it. If you note that a section of the policy is not being upheld, you should bring it to the attention of leadership.

## 2. We are a Digital-First Work Environment

Simply put, we want employees to be able to work where they feel most creative and productive. Moving forward, all SienaBlü team members will be able to work from home permanently if they so choose. To ensure working from home works for everyone, we advise remote employees to:

- Choose a quiet and distraction-free working space.
- Have an internet connection adequate for the job.
- Dedicate your full attention to duties during working hours.
- Adhere to break and attendance schedules agreed upon.
- Ensure your schedules overlap with those of your team members for as long as is necessary to complete job duties effectively.
- Discuss your long-term and short-term goals with management, and engage with us using OfficeVibe to show progress and results.

### Equipment

We will provide our remote team with equipment essential to their job duties, like laptops, headsets and cell phones (when applicable.) We will install company-required software when you receive your equipment. We will not provide secondary equipment (e.g. printers.) Equipment provided is company property. You agree to keep it safe and avoid any misuse. Specifically, our team agrees to:

- Keep their equipment password protected.
- Store equipment in a safe and clean space when not in use.
- Follow all data encryption, protection standards and settings.
- Refrain from downloading suspicious, unauthorized or illegal software.

## 3. Health and Wellness

We're committed to providing a safe workplace for all prospective and current employees of the company as well as volunteers, contractors and consultants. We recognize all workers have the right to work in a safe and healthy environment, consistent with the Occupational Health and Safety Act of Quebec, and any other applicable legislation. Our company is committed to taking every reasonable effort to eliminate the hazards that cause accidents and injury. There are three focuses to our health and safety policy: Mental Health, Preventative Action and Emergency Management.

### Mental Health

A psychologically-safe and healthy workplace is one that promotes our teams' mental well-being and does not harm employee mental health through negligent, reckless or intentional ways. We're working toward a space for our team members free of excessive fear and/or chronic anxiety. We take the following measures to ensure we support the mental health of our team:

- Leadership and all team members commit to show civility and respect in all interactions
- We promise to treat people with fairness, appreciation and recognition
- Honesty and transparency are expected by all team members according to our code of conduct
- We believe in work-life balance and give individual team members agency, control, decision latitude and influence over how the work is done.
- We are clear in roles and expectations

## Preventative action

Preventative action is any action we take to avoid injuries or illness related to workplace conditions. We'll conduct periodical risk assessments and job hazard analysis to discover what is likely to harm employees. We'll establish preventative measures accordingly. Potential threats and dangerous situations include but are not limited to:

- Performing tasks on heights
- Chemical substances (toxic, flammable etc.)
- Operating dangerous equipment
- Slippery or uneven surfaces, and trips and falls
- Electrical infrastructure
- Noise/temperature
- Quality of air

We'll take the following preventative measures:

- If a member of our team must work in a dangerous context or location, we'll make sure there are safety precautions
- Use of any recommended safety equipment is obligatory.
- We'll inspect safety equipment like smoke detectors regularly
- We'll hold periodic training sessions in health & safety standards and procedures e.g. in case of a fire drill
- Exposure to chemicals or hazardous substances or materials will not exceed a certain time limit
- Employees who help with repairs or cleaning need to put up caution signs  
We'll prohibit smoking indoors

## Emergency Management

Emergency management refers to our plan to deal with sudden catastrophes like fire, flood, earthquake or explosion. These depend on human error or natural forces. Our emergency management involves the following provisions:

- Functional smoke alarms and sprinklers that are regularly inspected by maintenance personnel.
- Technicians (external or internal) available to repair leakages, damages, and equipment breakdown quickly
- Fire extinguishers and other fire protection equipment that are easily accessible
- An evacuation plan posted clearly
- Fire escapes and safety exits that are clearly indicated and safe
- Fully-stocked first-aid kits at a convenient location
- We'll also schedule fire drills and emergency evacuations periodical

Julie Houle is our appointed health and safety lead, who monitors performance of health and safety procedures and will revise them with input from expert guidelines to ensure higher level of protection. **Email or speak with Julie if you have any questions or health and safety concerns, and most importantly, report any incidents to her as quickly as possible.**

## Additional measures

SienaBlü will also keep up with health and safety changes and optimization, and try to promote health & safety actively. We will:

- Update our policy according to changes in occupational health and safety legislation.
- Use incentive actions for health & safety (e.g. presenting safe employee awards.)
- Analyze past incidents to discover what went wrong.
- Establish clear procedures for accident reporting.
- Revise work procedures to make them safer.

SienaBlü will also consult with risk assessment experts or insurance representatives to ensure it complies with local and international standards.

## 4. Harassment Policy

Our anti-harassment policy expresses our commitment to maintain a workplace that's free of harassment, so our employees can feel safe and happy. We will not tolerate anyone intimidating, humiliating or sabotaging others in our workplace. We also prohibit wilful discrimination based on race, religion, color, age, sex, national origin, sexual orientation, gender identity, genetic disposition, neurodiversity, disability, veteran status or any other aspect which makes a person unique. This workplace harassment policy applies to all employees, contractors, public visitors, customers and anyone else whom employees come into contact with at work.

### What is the definition of harassment in the workplace?

Harassment includes bullying, intimidation, direct insults, malicious gossip, sexual harassment and victimization. We can't create an exhaustive list, but here are some instances that we consider harassment:

- Sabotaging someone's work on purpose.
- Engaging in frequent or unwanted advances of any nature.
- Commenting derogatorily on a person's ethnic heritage or religious beliefs.
- Ridiculing someone in front of others or singling them out to perform tasks unrelated to their job (e.g. bringing coffee) against their will.
- Invade another person's personal space (e.g. inappropriate touching.)
- Stalk, intimidate, coerce or threaten another person to get them to engage in sexual acts.
- Send or display sexually explicit objects or messages.
- Comment on someone's looks, dress, sexuality or gender in a derogatory or objectifying manner or a manner that makes them uncomfortable.
- Make obscene comments, jokes or gestures that humiliate or offend someone.

**No one has the right to harass anyone. Period. Sexual harassment is illegal and we will seriously investigate relevant reports. If an employee is found guilty of sexual harassment, they will be terminated.**

### What to do

If you're being harassed, whether by a colleague, customer or supplier, you can choose to talk to any of these people:

- **Offender(s).** If you suspect that an offender doesn't realize they are guilty of harassment, you could talk to them directly in an effort to resolve the issue. This tactic is appropriate for cases of minor harassment (e.g. inappropriate jokes between colleagues.) Avoid using this approach with our clients.
- **Chris or Julie, immediately, by email or in person.** It is appropriate to document the offending behaviour you experienced in writing, using times and dates when you reach out to someone on the leadership team.



## 5. No Retaliation Policy

If a team member files a report for harmful, discriminatory or unethical behaviours by anyone, be it another team member, client, supplier, vendor or partner, whether that accusation is true or false, SienaBlü's leadership team wants to prevent victimization and other retaliatory behaviour toward the team member who filed the report. We believe it's important that you aren't afraid to speak up and you have faith we're working to resolve issues as quickly as possible.

Employees have the right to communicate problems, suggestions or issues to any leader:

- No retaliation policy applies to all official or unofficial reports.
- All complaints will be kept confidential and investigation will be as little disruptive as possible.
- If an employee files a complaint with our company for another employee, we'll take it seriously and investigate thoroughly. If we need to act immediately during our investigation (like in cases of harassment), we'll ensure the employee who filed the complaint will not be affected in any way.
- The alleged wrongdoer may see their employment or position affected until the investigation is concluded.
- Employees that are found guilty of retaliation will be subject to disciplinary action that may also result in termination.
- Disciplinary action may also apply to employees who have repeatedly filed false or unreasonable complaints against us and are proven to have been intentionally lying, falsifying evidence, acting maliciously or for personal benefit. That way we can ensure that employees do not take advantage of our policy and act always in good faith.

## 6. Environmental Policy

We have a big sustainable goal, and it's not just about the environmental-friendliness of our products. We're committed to being better for the planet, so this means working together to reduce our carbon emission and improve efficiencies in more areas than just product design. SienaBlü aims to follow and to promote good sustainability practice, to reduce the environmental impacts of all our activities and to help our clients and partners to do the same. We expect everyone to become a 'Green Champion' and help us build a culture of sustainability. Our policy is based upon the following principles:

- To integrate sustainability considerations into all our business decisions;
- To promote environmental awareness among our team and encourage them to work in an environmentally responsible manner;
- To reduce waste through re-use and recycling and by purchasing recycled, recyclable or refurbished products and materials where these alternatives are available, economical and suitable;
- To influence efficient use of materials and resources throughout our partner and supplier facilities including water, electricity, raw materials and other resources, particularly those that are non-renewable;
- To review and continually improve our environmental sustainability performance.

### Disciplinary Consequences

Punishment for disregarding our policies depends on the severity of the offence and may include counseling, reprimands, suspensions or termination.

## Our Shared Responsibilities Under this Policy:

### Recycling

- As far as possible arrange for the reuse or recycling of office waste, including paper, computer supplies and redundant equipment.
- Recycle equipment that is no longer of use to the company.
- Always make use of recycling schemes by the printer manufacturers (to recycle toner cartridges and drums).
- Purchase products made with recycled paper such as laser paper, toilet paper, etc.
- Purchase products with a lower environmental impact.

### Waste Reduction

- Use email and avoid the user of paper.
- Reuse waste paper whenever possible.
- Use double-sided printing where printing is unavoidable.
- Remove the company from business mailing lists for catalogs or brochures.

### Emission Reduction

- Switch off computers and printers etc. if they are not being used.
- Purchasing energy efficient equipment and appliances.
- Train remote-working team members how to use less energy at home during our onboarding process.
- Purchase renewable energy through Bullfrog Power.
- Reduce overall travel and walk, cycle and/or use public transport to attend meetings etc. apart from in exceptional circumstances where the alternatives are impractical and/or cost prohibitive and use alternatives like video conferencing.
- Switch off lights when absent from work areas for 30 minutes or more.



## Guide for a Happy Office Space →



## Flexible and Remote Work Responsibilities

Our team works cohesively regardless of location to assure smooth operation and consistent customer satisfaction. We've compiled some helpful resources on how to make your at-home workspace more efficient and help you get into the remote routine.

- [How to Work From Home, A Guide to Success | Built In](#)
- [5 Key Work from Home Insights | Forbes](#)
- [Tips to maintain your mental health while working from home | Built In](#)

## A Guide to Giving Us Feedback with Officevibe

We use the Officevibe platform to help make our team the best it can be—and we hope you'll participate enthusiastically, by answering Officevibe engagement surveys and giving us feedback to be a part of building a better workplace where we put the focus on people first. We ask that you be prepared to answer the Officevibe quarterly surveys in a timely way, and share your written feedback. Your answers to these surveys will be completely anonymous ([read more about your privacy here](#)), and help us understand areas where we can improve the company for everyone, based on an evaluation of your answers by the Officevibe platform across 10 key metrics of engagement ([you can read about them here](#)).

By answering Officevibe Surveys and sharing feedback on a continued basis, you are providing timely and valuable information -- and contributing directly to improving your work environment. Officevibe is your voice, so speak up! Help shape a healthy and motivating workplace where you can thrive and grow. We'll share and discuss Officevibe results regularly together as a team so we can continue to make our shared work experience great.

## Personal and Professional Growth

We're here to help you feel confident about improving your efficiency and productivity, as well as finding new ways towards personal development and success. All of our team members are encouraged to seek new learning opportunities, or discuss directly with SienaBlü leadership to collaborate and identify your professional development needs. We've set a discretionary yearly budget for each person to attend one formal training session, tap into online coaching and mentoring services, and/or participate in virtual conferences or workshops during work hours. We also offer subscriptions to platforms and educational material, so you can find and leverage the right tool to help you develop your skill set. If you've got a self-improvement plan, make sure to note the number of hours you think you'll need and the cost (if any), before booking a time with us to submit and discuss your request.

## Volunteer Time

Helping you give back helps us help our community. We want to ensure you can easily schedule volunteer time, so we offer up to 25 hours of paid work time per year (or 2hrs per month) to our team to participate in the volunteer program of your choice for a registered nonprofit, local community or other charitable organization.

Volunteer time must be requested in advance and when possible, should be regular and on a set schedule to help with the coordination of other work-related responsibilities.

This time should not conflict with our peak work schedule or other work-related responsibilities, or cause conflicts with your other teammates schedules.

Your volunteer time off must be pre-approved, schedule a meeting with the leadership team to discuss your volunteer choice, schedule and to receive approval before booking your time in the calendar. Volunteer time does not roll over. If you're not aware of an organization you'd like to support but you'd like to participate in the program, reach out to us to make suggestions of local, values-aligned organizations we like that might appeal to you.

## Time Off/Sick Time

We want you to be healthy, there's no limit on the number of sick days we provide in good faith — but we expect team members who truly need a sick day to be honest and transparent when requiring the day off for health reasons. If this policy is abused in any way, we may have to reevaluate.

Time off for any other reason, including vacation time allowed by your employee contract, must be requested at least two weeks in advance in writing or by email.

SienaBlü

