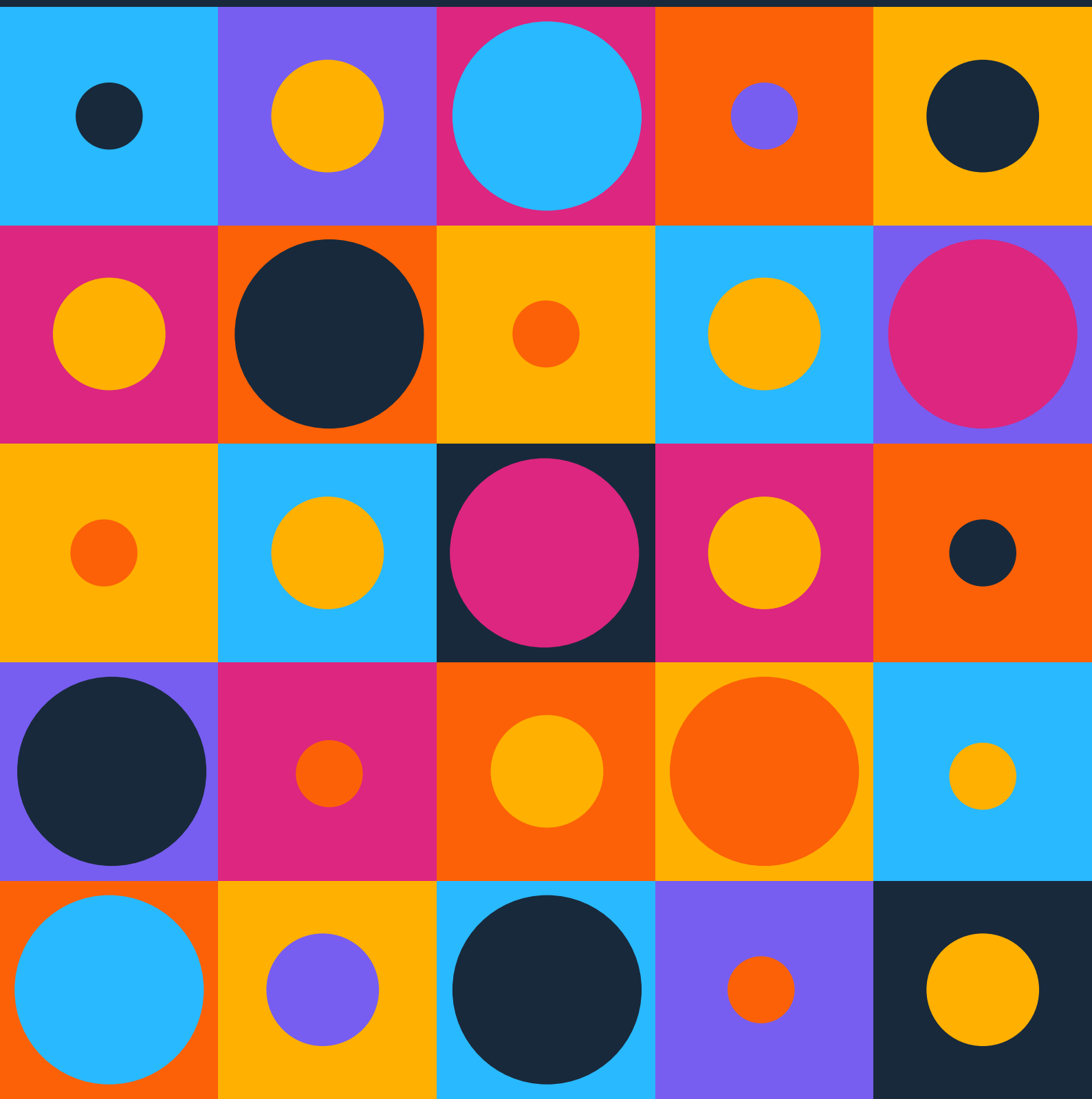


RTE

# Cultural Charter

Your Public Service Media





What is  
a cultural  
charter?

A cultural charter defines our shared values and behaviours to guide us together in our daily operations and decision making. It serves as both a reference point for how we work together and a framework for evaluating our actions against our stated principles.

This document outlines our organisational culture through three core values: Courage, Accountability, and Respect; it explains what they mean in practice and how they apply to our work as a public service media organisation.

This charter is structured as follows:

- A message from the Director General and the Chair
- Our statements of purpose, vision and mission
- Detailed explanations of our new values framework

Together these elements are a guide for understanding our organisational culture. Use this charter as a reference tool, whether in making decisions, resolving workplace challenges, or simply to understand what drives you, us and our organisation forward.

Culture isn't something that happens to an organisation – It's something we create together in RTE, choice by choice, interaction by interaction, day after day. It is the sum of how we treat each other, how we make decisions and how we show up when things get challenging.



This charter represents our collective commitment to how we want to work together. It isn't meant to be an aspirational statement reaching for perfection, but a practical guide grounded in the fundamentals that make any organisation strong. Our new set of values has been created after one of the most difficult periods in RTÉ's history. I know it is easy to doubt the commitment to values after everything that has happened, but it is my absolute belief that RTÉ has enormous potential to achieve great things and collectively we can change things for the better. That is my driving motivation in the role I took on.

What you will find here, might seem simple, even obvious and that's intentional. Sometimes the most powerful work isn't about grand transformation, it's about getting the basics right and committing to them consistently. Our newly articulated set of values, outlined in this document for the first time, emerged from conversations with you, through workshops, open to everyone, where we explored what matters most for creating an environment where people can do their best work, feel genuinely valued, and deliver the best for our audience.

Culture lives in the everyday moments – in how we communicate in busy periods, how we support colleagues facing difficulties, how we celebrate success and how we learn from mistakes. It's shaped by every single person working for RTÉ, each contributing to the environment we all share.

This charter isn't the end of our culture journey, but it is a foundation stone. As we grow and evolve, these values will help us stay true to what matters most, while adapting to whatever challenges and opportunities lie ahead. The strength of any organisation ultimately lies in its people and the culture they create. I look forward to engaging with you as we shape ours together.

**Kevin Bakhurst**

Director General, RTÉ

Defining an organisation's identity and guiding its culture are no easy tasks. This is particularly so at a time when technology, industry and audiences are all changing at a speed that is re-defining what Public Service Media means and how it will continue to reach those it serves.

And while the RTÉ Board can help in this process, it is something that can only be articulated and brought alive by those working here.

That's why the collaborative effort to arrive at the values enshrined in this Charter was so important. And the collaborative approach will be a powerful assurance that these values will be upheld.

This Charter gives the organisation an opportunity to reset. It is another essential part of rebuilding an organisation that can be proud of what it delivers for its audience and how it treats its employees.

The Board of RTÉ recognises and champions the need for the organisation to live a courageous, accountable and respectful culture – “representing how we work and what we stand for”. Thus, the Board endorses and supports RTÉ’s Cultural Charter and will act as a monitor and supporter of the implementation of the Charter. We hope it can be a touchstone for all of us both working in and engaged with the organisation.

**Terence O’Rourke**

Chairperson, RTÉ Board



RTÉ's purpose, vision, mission, strategy, and values are interconnected elements that collectively define its identity, guide its actions, and shape its culture.

## Purpose

Our purpose is to serve as an independent source of stories, news, information and entertainment for Ireland, reflecting the diversity of its people and providing experiences that enrich the lives of all.

## Vision

To champion Irish culture by captivating audiences with trusted, engaging and challenging content; celebrating our country's rich diversity; and cultivating Ireland's talent.

## Mission

To enrich Irish life with content that challenges, educates and entertains.





## Courage

We are courageous in our creativity, innovation and ambition.

**Behaviours:** We challenge the status quo with confidence, embrace new ideas, and speak with integrity, even in the face of uncertainty.

**Decision-Making:** We make bold, forward-looking decisions that prioritise innovation, growth, and long-term success.

**Culture:** We cultivate a resilient, dynamic culture that welcomes change, encourages creativity, and supports perseverance through challenges.



## Accountability

We are accountable for what we say, do and achieve.

**Behaviours:** We take ownership of our actions and outcomes, following through on commitments and acknowledging both successes and mistakes.

**Decision-Making:** We make decisions transparently, with a clear understanding of responsibilities and the impact of our actions on others and the organisation's mission and purpose.

**Culture:** We foster a culture of trust, where reliability and responsibility are the foundation of strong, productive relationships.



# Respect

We are respectful and treat others with dignity, openness, and honesty.

**Behaviours:** We engage with others thoughtfully, listening actively, communicating openly, and offering support with honesty and empathy.

**Decision-Making:** We consider diverse perspectives and the well-being of others when making decisions, ensuring fairness and inclusivity.

**Culture:** We build an environment of mutual respect and psychological safety, where every voice is valued and collaboration thrives.



Raidió Teilifís Éireann    RTÉ  
Baile Átha Cliath 4, Éire.    Dublin 4, Ireland.

T: +353 1 208 3111  
F: +353 1 208 3080

E: [info@RTE.ie](mailto:info@RTE.ie)  
[www.RTE.ie](http://www.RTE.ie)

✕ [twitter.com/rte](https://twitter.com/rte)  
in [linkedin.com/company/rte](https://www.linkedin.com/company/rte)

