



GlobeScan's Communication on Progress for the United Nations Global Compact, 2010

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STATEMENT OF CONTINUING SUPPORT FOR THE GLOBAL COMPACT

2010

We are pleased to submit GlobeScan's sixth annual Communication on Progress since our company joined the Global Compact in 2004.

Much has happened in the world since then; most of which has underscored to us the importance of the Compact and its moral compass both for us as a company and for the entire global economy. We take our membership seriously and as a point of pride.

Annually reporting on our progress invariably is humbling (given our modest accomplishments) and reinforcing (in our resolve to do more in the coming year). At the least, we are proud of our continuous progress towards fully manifesting the key principles of the Global Compact in our day-to-day work.

One initiative we are particularly proud of this past year, is the launch of The GlobeScan Foundation dedicated to applying social science in the service of human progress. The first major project of our foundation will be conducting a 20-country "State of the World Poll" for release during 2012 in support of the Rio+20 Conference and to help mark the 25th anniversary of the Brundtland World Commission on Sustainable Development.

In the coming year, GlobeScan has also agreed to work with York University helping establish a Global Compact Local Network in Canada, something that is long overdue.

It is my pleasure to present our 2010 COP.

Doug Miller,
Founder & Chairman

HUMAN RIGHTS

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: Make sure that they are not complicit in human rights abuses.

Commitment

GlobeScan is dedicated and committed to upholding the United Nations' Universal Declaration of Human Rights and any other international, regional and/or local bylaw that applies to GlobeScan. To ensure that we are constantly improving on our commitments to the UN's Universal Declaration of Human Rights, GlobeScan is continuously reviewing and revising our internal and external policies. This includes a biennial review of our internal standards for conducting business by all GlobeScan staff, to assure that the market and public opinion research we have conducted will not be exploited in any way that would negatively impact or harm the public or society at large.

To ensure the highest standard in the industry GlobeScan subscribes to a number of world organizations that enable better research practices. This includes the standards of the World Association of Opinion and Marketing Research Professionals (ESOMAR), which sets minimum disclosure standards for studies that are released to the public or the media. As well, GlobeScan subscribes to the World Association for Public Opinion, and Marketing Research and Intelligence Association.

GlobeScan has continued upon its previous year's commitments to various charities, not-for-profit organizations, partnerships, in-kind donations, and pro bono work.

Outcomes

- For the third consecutive year, GlobeScan staff collected and donated food to the Daily Bread Food Bank.
- GlobeScan maintained a management-supported, corporate CSR Committee, comprised of 6 staff members. The Committee's responsibilities include: conducting reviews of the Company's CSR footprint and activities, making recommendations for further implementation, and writing the Global Compact Report.
- In 2010, charitable donations were made to Pollution Probe, Canadian Physicians for Aid and Relief (CPAR) and Stepping Stones Nigeria. Annually, charitable donations are made as a collective by both the company and by the employees. GlobeScan encourages its employees to contribute to charities by matching an employee's donation dollar for dollar. In 2010 GlobeScan and its employees contributed about \$175 per capita staff in donations. Over the past 5 years GlobeScan has donated more than \$800 per capita to various charities.
- GlobeScan also encourages its clients to make charitable donations, between \$25 and \$100, on behalf of survey respondents. GlobeScan annually helps a number of its clients donate on average over \$10,000 to 15,000 collectively, to hundreds of charities worldwide.

HUMAN RIGHTS

- GlobeScan has continued its commitment of dedicating at least 50 working days and \$5,000 to cover direct costs of conducting research for pro bono work. The pro bono days went to the Miami Science Museum, Business for Social Responsibility and Business in the Community (BiTC) UK.
- To better inform professionals and the public of CSR related issues and trends, GlobeScan hosts a series of free seminars called Salons. These salons are hosted in cities around the world, including London, Paris, San Francisco, Toronto, and New York.
- GlobeScan continues to update an interactive blog which allows the company to have a free and open dialog with the public on current issues and research trends.
- GlobeScan has launched a series of "Featured Findings" through our website, which provides brief summaries of research results free to the public on various societal issues and trends.
- GlobeScan implemented The Lord Holme Memorial LEAD Scholarship, in memory of the former Chairman of GlobeScan and LEAD International, the late Richard Holme. Beginning in 2010, GlobeScan provided the first of its annual grants of €7,700 for a candidate from Africa with a commitment to sustainable development, to participate in all core modules of LEAD training to graduate as a LEAD Fellow.
- GlobeScan recognizes the importance of non-government organizations and academics. To assist them with their work GlobeScan offers discounted rates for these clients. GlobeScan has always provided single historical results to

university students for academic purposes at no cost.

- In 2010 GlobeScan provided the following organizations with in-kind research:
 - *Business for Social Responsibility (USA)*
 - *Schulich School of Business (related to sustainability and corporate social responsibility in their core MBA curriculum)*
 - *World Public Opinion Polling*

Future Commitments

- GlobeScan will carry on its charitable commitment through company-matched donations to two charities to be chosen by way of staff vote.
- In line with the company's commitments to sustainable development, GlobeScan will continue to set up the GlobeScan Foundation, and will provide funding to the foundation through a small percentage of the company's pre-tax income.
- GlobeScan will commit a small percentage of its 2010 pre-tax income to further develop and enhance its CSR program. The budget will cover:
 - Administration time
 - Pro-bono work (minimum of 50 staff days)
 - Financial support for the GlobeScan Foundation (undefined)
 - Funding for CSR-related activities (including Clean Air Commute, Bullfrog Power, etc.)
- GlobeScan will continue to encourage its clients to make charitable donations as incentives for respondent participation.
- GlobeScan will continue to educate professionals and the public on CSR through our free Salons and Featured Findings.
- GlobeScan will continue to financially support The Lord Holme Memorial LEAD Scholarship.
- GlobeScan will continue with the evaluation of customer satisfaction and improving its practices and processes while adhering to rigorous international research standards.
- GlobeScan will continue to add appropriate clauses reflecting the requirements of Global Compact membership to all contracts and license agreements that it has with its partners and suppliers across the world. Thus, we will introduce our research partners and major suppliers to the Global Compact and encourage them to join as well.
- By 2011, GlobeScan will require new suppliers to state their commitment to the protection of human rights (as well as anti-corruption policies).

LABOUR STANDARDS

- Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;*
- Principle 4: The elimination of all forms of forced and compulsory labour;*
- Principle 5: The effective abolition of child labour; and*
- Principle 6: The elimination of discrimination in respect of employment and occupation.*

Commitment

GlobeScan recognizes that our employees are our greatest asset and to ensure that we are able to recruit, hire, and retain the most talented individuals in our organization we strive to assist all of our employees in maintaining a balanced work life and to provide flexibility to employees on an individual basis.

GlobeScan is committed to supporting and contributing to the well-being of our employees and offers a competitive health plan coverage that all employees are invited to participate in. Maternal/paternal benefits are available to all employees to take advantage of as required. To ensure that the employees' work is challenging, creative and rewarding we have established the GlobeScan University (GSU). The GSU is a professional development aimed at enhancing and broadening the skills and knowledge of our employees. In addition, employees are encouraged to develop their professional skills through the enrollment in courses and attendance to conferences.

To maintain the highest standard of honesty, openness, and accountability, employees are encouraged to express their opinions and concerns to any member of management in regard to internal practices and the practices within the company's network of suppliers and subcontractors. Moreover, all employees are included in discussions surrounding the creation of internal and external policies that directly affect their well-being and progress within the company.

Outcomes

- Since 2005, GlobeScan has been a member of the International Organization for Standardization and is ISO 9001:2008 certified.
- For the past 8 years, GlobeScan has provided training to at least one intern per year from Georgian College.
- To date we have provided 10 students with a placement at our company. We provided them with training and the necessary skills to be able to succeed in the marketing and public opinion industry.
- In 2010 GlobeScan continued its joint health and safety committee, which is comprised of members of GlobeScan management and staff. These representatives updated their professional training and certification from the Ontario Workplace Safety and Insurance Board, Joint Health and Safety Certification Program. GlobeScan has at all times two certified members on the Occupational Safety Group – Accident and Workplace Injury Management, Joint Health & Safety Committee. The certified members meet regularly, conduct safety audits and submit recommendations to the management team for evaluation and remedial action.
- Performance bonuses and profit-sharing are awarded to each employee on an annual basis.
- To sustain the highest standards of honesty, openness, and accountability, we created an online, internal Facebook-like web forum, so that all news and developments can be regularly communicated to all employees. The website, (provided by www.FMYI.com), is accessible by all staff and updated on a daily basis.
- To maintain transparency throughout the company, GlobeScan provides monthly financial updates to employees and openly answers questions surrounding the company's current financial position and future growth potential.
- A formal peer mentoring program has been established which has significantly increased communication throughout the GlobeScan hierarchy. The mentoring program offers a personal channel for employees to voice their concerns and discuss challenges that they may be facing in their personal or professional life.
- In 2006, GlobeScan University (GSU) was created based on the principles of The Marketing Research and Intelligence Association (MRIA). GSU invites all employees to partake in a series of learning sessions that are aimed at developing their professional skills, and in turn, that of GlobeScan as a whole.

Future Commitments

- GlobeScan is committed to the continuous improvement of our ISO 9001:2008 certification.
- GlobeScan will continue to support the Georgian College intern placement program.
- We are committed to further enhancing the quality of our working conditions and providing all our employees with a balanced work-personal life.
- GlobeScan is committed to maintaining the highest standard of transparency and communication with all of its employees.
- We shall continue to expand the GlobeScan University for the professional development of GlobeScan staff.
- We will continue our screening policies to ensure that all of our suppliers and supply chain is free of all forms of forced and compulsory labour and any other unethical labour practices.
- We shall continue with our commitments to our Occupational Safety Group – Accident and Workplace Injury Management, Joint Health & Safety Committee.

ENVIRONMENT

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: Undertake initiatives to promote greater environmental responsibility; and

Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

Commitment

GlobeScan recognizes the importance of being a socially and environmentally conscious company and demonstrates this through a strong set of policies and objectives that shape the scope of its business and the way that it deals with clients and suppliers.

The GlobeScan management team is strongly committed to working with staff to minimize the ecological footprint of GlobeScan operations.

GlobeScan and its employees continue to dedicate themselves to a variety of environmental initiatives through donations, in-kind research, memberships, and active participation.

Outcomes

- Most of GlobeScan's staff use public transportation, bike, or walk to work.
- To avoid unnecessary travel, GlobeScan offers "webinars"/ webcasts as an alternative to in-person meetings.
- Since 2006, GlobeScan has been an active member of Pollution Probe. All of GlobeScan staff participate in the annual Clean Air Commute week and as a result, the company was declared a winner based on 100 percent participation for the fifth year in a row. In 2010, the Toronto HQ combined to save approximately 800 kilograms of pollutants from the air during the weeklong awareness raising commute.
- Since 2007, Climate Care has assisted us with offsetting 100 percent of all our CO2 emission from air-travel for all three GlobeScan offices. Moreover, CO2 emission off-sets from air-travel are included in all GlobeScan contracts.

Our 2010 Carbon Offsets:

- Headquarters: 6162 kg CO2, equal to 1682.2 kg carbon
- Employee travel: 84.25 tonnes CO2 emissions

ENVIRONMENT

- GlobeScan participates in the Canon toner-recycling program.
- Nearly all of GlobeScan's research reports are now electronic. Any report that is printed is printed in limited edition on FSC (Forest Stewardship Council) certified paper to ensure that the paper products that are consumed come from responsibly managed forests and verified recycled sources.
- GlobeScan met and exceeded our goal of reducing our internal paper use by 10% of 2010 volume (measured in sheets per \$1,000 of revenue). Both the Toronto HQ and UK offices achieved a net reduction of 10-25% from 2009 levels.
 - o Additionally, we have switched our current printer paper (30% recycled content, non-FSC) to 100% recycled, FSC paper.
 - o We replaced our old, energy inefficient printer, with a new, EnergyStar, high-efficiency printer. The new printer uses significantly less energy (lower energy use when idle, quicker warm up, operates at a lower temperature) and also uses less toner.
 - o We have all staff computers automatically set to print double-sided and actively encourage staff to only print what is absolutely necessary.
- Municipal recycling boxes are present at each work and printer station to divert from waste stream.
- "Shred-it" boxes are stationed in the GlobeScan office to ensure proper shredding and recycling of sensitive documents.
- GlobeScan's staff has participated in The 20-minute Toronto Makeover, an annual event devoted to litter elimination.
- GlobeScan's Toronto HQ office is powered by Bullfrog Power – a Canadian green energy provider. GlobeScan pays a premium on its energy bill and the money is put toward developing renewable and cleaner energy.
- With the relocation of our London office, we have improved the ecological footprint of our London operations. The new location makes it easier for staff to commute by public transit, walking, or biking, and is more energy efficient via motion sensor lighting.
- GlobeScan and its employees recognize the importance of living an environmentally conscious lifestyle and have incorporated it into every aspect of their office life by:
 - *Purchasing only fair-trade coffee*
 - *Using independent office occupant control of HVAC settings*
 - *Using tap water filtration system rather than bottled water*
 - *Providing reusable dishes and cutlery*
 - *Using energy efficient appliances and office equipment*
 - *Providing biodegradable soap and cleaning supplies that come from recycled products*

Future Commitments

- To continuously decrease our ecological footprint;
 - We will continue using Bullfrog Power in the Toronto HQ
 - We will continue to use 100% recycled, FSC paper
 - For office paper use, we will commit to a 10% reduction from 2010 volume, measured in relation to company revenue
 - We will continue to champion smarter printing/ copying behavior among all staff.
- GlobeScan is committed to contributing to the development of public policy and to business, governmental, and international programs and non-government organizations' initiatives that will enhance environmental awareness and protection through the public release of selected research findings.

ANTI-CORRUPTION

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Commitment

GlobeScan is committed to working against all forms of corruption and dedicated to developing clear and precise policies and procedures.

Outcomes

- GlobeScan's financial statements are audited each and every year.
- All employment and consultant agreement contracts clearly state that the recipient can not accept gifts or hospitality over \$25, from any business or person.

Future Commitments

- GlobeScan is committed to developing clear and precise policies and procedures that would prevent all forms of corruption in our supply chain. By 2011, GlobeScan will require new suppliers to state their commitment to anti-corruption policies and protection of human rights.

