



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

2006

OVERVIEW

In June 2004, GlobeScan®, an international public opinion and stakeholder research consultancy, was accepted as a United Nations Global Compact member. The UN Global Compact “brings together with UN Agencies, labour and civil society to support ten principles in the areas of human rights, labour, the environment, and anti-corruption.” These principles provide GlobeScan with a strong framework to develop a strategic approach to corporate social responsibility.

GlobeScan believes that the Global Compact’s goals and underlying values align with its own. Indeed, GlobeScan’s new Mission Statement was developed in this spirit:

GlobeScan’s mission is to be the world’s centre of excellence for objective global survey research and strategic counsel. We deliver research-based insight to companies, governments, multilaterals, and NGOs in pursuit of a prosperous and sustainable world.

Over the past year, GlobeScan has made incremental progress in a number of areas but we are a company with a commitment to continuous improvement, and fully expect to be more successful in 2007.

While our core business is to provide insightful research for corporate, governmental, NGO and multilateral leaders to help make them successful while contributing to a sustainable world, GlobeScan is also committed to making a contribution beyond our for-profit endeavors.

For 2007 we have decided to take a much more focused, and ultimately more strategic, approach to our CSR efforts. To this end GlobeScan has committed to donate 1 percent of total staff time toward pro bono work (approximately 50 days), and \$5,000.00 towards direct costs of conducting research, and developed the following framework for our CSR strategy.

By polling our staff we were able to identify Poverty and Climate Change as the initiatives to which we will dedicate our efforts. Both of these fit the CSR Framework and are discussed in the Future Commitment Section on page 8.

GLOBESCAN CSR FRAMEWORK:

Issue Area Identification:

- GlobeScan capabilities and expertise
- Global/societal need
- Most interest to team
- Reputation benefits to our business

Partner Identification:

- Their expertise and commitment in the issue area
- Fit with the partner: their need for research, their ability to leverage it, our mutual ability to work together effectively
- How global they are
- Reputation benefits of a partnership

COMMUNITY / SOCIETY

Focusing on Global Compact Principles 8 & 9

Participant Incentive Donations

Research firms frequently offer respondents an incentive, such as money in return for their opinions on surveys. To enhance our custom stakeholder research practice, in 2005 GlobeScan revised this approach and implemented a strategic, two-pronged CSR initiative. Donations on behalf of participating respondents are now made to a predetermined NGO or charity instead of to the respondents themselves. This initiative has been effective in both increasing GlobeScan's respondent numbers and raising donations for important charities and NGOs.

On behalf of our respondents, over the last two years, GlobeScan has forwarded donations averaging \$50 per respondent to the World Wildlife Fund and UNICEF, among many others.

Partnerships and In-Kind Donations

GlobeScan works in collaboration with organizations that focus on the social improvement of companies. Over the last few years GlobeScan has provided the following organizations with in-kind research, counsel, or briefings to assist them in their efforts to promote the integration of CSR:

- International Business Leaders Forum (IBLF)
- Canadian Business for Social Responsibility
- United Nations Millennium Campaign
- Oxfam
- Amnesty International
- Business in the Community
- CIVICUS
- The 2020 Fund (The Global Stakeholder Panel Initiative)
- The Tallberg Foundation
- The G8+5 Climate Change Dialogue set up by GLOBE International and the Com+ Alliance
- Schulich School of Business (related to sustainability and corporate social responsibility in their core MBA curriculum)
- Consumers International

Charities and Fundraising

GlobeScan supports a range of charities and initiatives. Donations are made both by the company and by employees as a collective. In 2005 and 2006, GlobeScan and its staff made donations to Pollution Probe, the Stephen Lewis Foundation, and Médecins Sans Frontières (Doctors Without Borders). The company matches employee donations dollar for dollar averaging \$76.00 per employee per year.

Memberships

GlobeScan holds membership in a variety of organizations and networks that focus on promoting socially responsible businesses practices.

GlobeScan is a member of:

- United Nations Global Compact
- Canadian Business for Social Responsibility
- Com + : the Alliance of Communicators for Sustainable Development

Members of the GlobeScan staff also hold board positions with:

- 2020 Global Alliance, a New York-based NGO focused on achieving a sustainable development path by the year 2020
- The Royal Society for the encouragement of Arts, Manufactures and Commerce (commonly known as the RSA)

THE ENVIRONMENT

Focusing on Global Compact Principle 7

GlobeScan recognizes that environmental management and sustainability are important factors to be considered in the daily functioning of the office and the long-term success of the business.

GlobeScan has set 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 environmental impacts of GlobeScan operations.

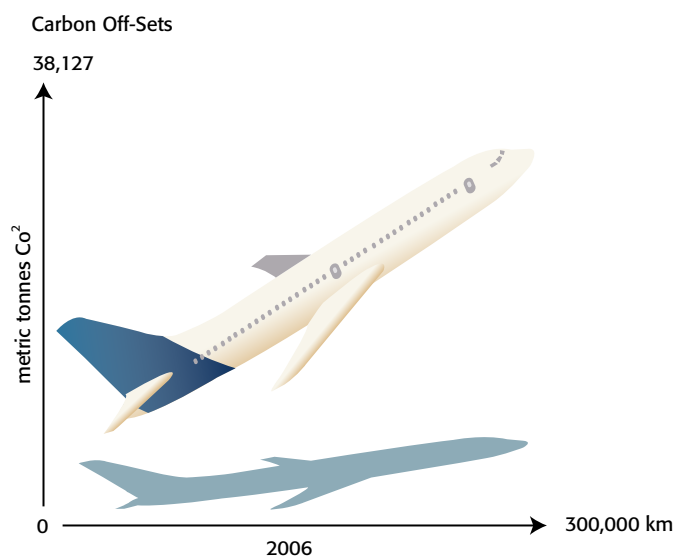
Sustainable Transport

GlobeScan aims to reduce CO₂ emissions through business travel by using public transportation and implementing systems that cut down on business travel and offset emissions from necessary air-travel.

The following are examples of GlobeScan's on-going sustainable transportation efforts:

- All employees use public transit or self-propelled transportation to commute to work.
- All Toronto staff participated in Pollution Probe's 2006 Clean Air Commute campaign.
- In 2004, GlobeScan became one of Toronto's bicycle-user groups.
- In an effort to avoid unnecessary travel, GlobeScan now offers Webinars as an alternative to in-person presentations, which often would require extensive travel.
- Since June 2006, GlobeScan offsets all CO₂ emissions from air-travel by paying Climate Care, a UK-based company, to make corresponding

CO₂ reductions on GlobeScan's behalf (www.climatecare.org). This is a first step in our ongoing effort to become fully carbon neutral.



Products and Services

GlobeScan aims to develop and provide products that have no undue environmental impact and are safe in their intended use, that are efficient in their consumption of energy and natural resources, and that can be recycled or reused.

- GlobeScan syndicated research reports and custom client reports are printed on SMART Papers which uses 100% recycled fibre (www.smartpapers.com).
- GlobeScan increasingly delivers electronic versions of reports to clients to reduce or eliminate paper use.

Along with GlobeScan's efforts to use sustainable materials when producing products, its ongoing syndicated research services on environment and sustainable development issues support environmental leadership practices.

GlobeScan continues to contribute to the development of public policy and to business, governmental and intergovernmental programs, and non-governmental organizations' initiatives that will enhance environmental awareness and protection through the public release of selected research findings.

Facilities and Operations

GlobeScan strives to design and operate facilities and conduct activities taking into consideration the efficient use of energy and materials, the sustainable use of renewable resources and the minimization of adverse environmental impact and waste generation.

GlobeScan:

- Purchases only fair-trade coffee.
- Uses independent office occupant control of HVAC settings.
- Uses a tap-water filtration system rather than bottled water.
- Uses energy efficient appliances and office equipment.

- Participates in the Canon toner-recycling program
- Participates in the Pembina Institute's Wind Powered PCs program which allows people to feed wind power into the grid, displacing the amount of conventional energy that would have been used to power their computers. (www.Pembina.org)

Recycling

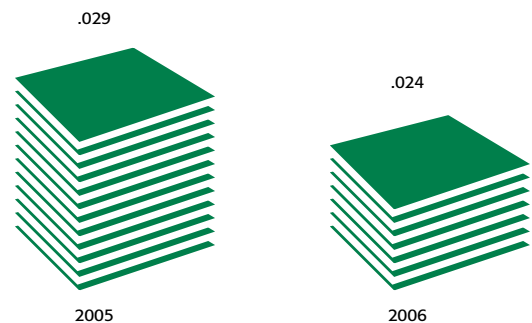
GlobeScan recognizes its intensive use of paper products and makes efforts where possible to reduce the quantity used as well as implement recycling measures to offset consumption. The following recycling programs are utilized in the office:

- Municipal recycling boxes are present at each work and printer station to divert paper from the waste stream.
- Two "Shred-It" boxes are stationed in the GlobeScan office to ensure proper shredding and recycling of sensitive documents. Over the last three years GlobeScan has "saved" 69 trees through its participation in this program.
- GlobeScan is a member of the International Freecycle Network (www.Freecycle.org) an electronic forum to "recycle" unwanted computer hardware and furniture.

Trees Saved Through Recycled Shredding Program



Office Paper Usage
Usage per \$ Revenue



WORKPLACE

Focusing on Global Compact Principles 1–6 and 10

Human Resources

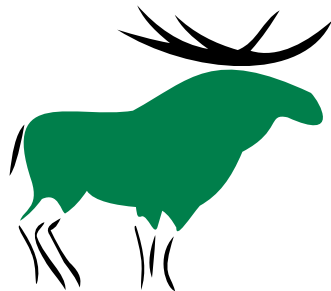
GlobeScan makes every effort to support and contribute to the overall health and professional development of all its employees. All employees are included in discussions surrounding the creation of policies that directly affect their well-being and progress within the company.

Benefits and Bonuses

Each employee at GlobeScan is invited to participate in the company's group health benefit program. Maternity/parental benefits are available for all employees to take advantage of as necessary.

Performance bonuses and profit sharing payouts are awarded to each employee on a yearly basis. Employee share of the company's profit sharing program is related to their position's ability to impact the company's profit.

GlobeScan strives to assist all its employees in maintaining a balanced work/personal life and to provide flexibility to employees on an individual basis.



Professional Development

GlobeScan encourages its employees to develop their skills in order to enhance their careers. A combination of peer tutoring, in-house seminars, enrollment in courses, and attendance at conferences are all offered to employees to expand their professional skill base and knowledge of current developments in the industry.

A formal peer mentoring system has also been established at GlobeScan, which significantly increases communications within the company. The mentoring program offers a personal channel for employees to air concerns or challenges that they may be facing in their personal or professional life. Mentors are also able to expand employees' understanding of the company's goals, values, overall focus, and culture.

In 2006 GlobeScan's Executive Committee initiated a new internal group to focus on emerging challenges facing the business, unconventional methodologies and business models, and the company's contribution to broader society. The committee was named Mooseworks as homage to Lockheed Martin's venerable Skunkworks initiative, and is made up of middle management.

Communication

News and developments within GlobeScan are regularly communicated with all employees. Employees attend a weekly business meeting where a portion of the meeting includes an open forum to raise concerns, share thoughts, and make announcements with the broader team.

GlobeScan considers all employees to be personally invested in the company and therefore provides quarterly financial updates to employees and openly answers employees' questions surrounding the company's current financial position and future growth potential.

To maintain the highest standards of honesty, openness, and accountability, employees are encouraged to express opinions and concerns to any member of management about any practice within the office and within the company's network of suppliers or subcontractors.

Labour Rights

All GlobeScan employees, contractors, students, and visitors are entitled to be treated with dignity, free from harassment based on the protected grounds of race, colour, national or ethnic origin, sex, religion, age, marital or family status, sexual orientation, disability or any other ground prescribed by any law that applies to GlobeScan.

Along with protecting the rights of GlobeScan employees, the very nature of much of GlobeScan's research addresses human rights issues of employees worldwide.

FUTURE COMMITMENTS

1. GlobeScan will continue to reduce its net greenhouse gas emissions due to corporate travel so that by the end of 2007 the company fully neutralizes the effect of these carbon emissions.

This will be done by:

- a) *Reducing the amount of corporate travel, per dollar of revenue, by making greater use of teleconferencing, videoconferencing, Webinars, and other electronic communications, and*
 - b) *Purchase of GHG offsets to account for the balance of GHG emissions for essential air travel.*
2. GlobeScan will further reduce its overall internal paper consumption by 10 percent per year during the period 2006–2008, measured in terms of sheets per dollar of revenue and compared with fiscal year ended 2005.
 3. 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. GlobeScan will continue to introduce its research partners and major suppliers to the Global Compact, and encourage them to join as well.
 4. In addition to a financial commitment of \$5,000.00 towards the direct costs of conducting research, GlobeScan has committed to dedicating 1 percent of its workforce time to pro bono work in its CSR program in 2007. In an effort to

be more strategic and focused in this program, we will be dedicating our resources and energy into two timely initiatives that meet the criteria of our CSR Framework:

a) *Climate Change Solutions Panel:*

We have been working with a number of stakeholders for nearly a year to raise interest in and funds for an ongoing series of high-level surveys with Opinion Leaders. GlobeScan proposes to enlist a panel of influential global stakeholders and solution providers on climate and energy policy, then conduct highly specific twice-yearly surveys with them, broadly publicizing the results through the global media in order to inform decision-makers in public, private and civil society on matters relevant to international negotiations, national policy, private actions and investment decisions. These findings would become an authoritative input into public and business policy decisions and be a catalyst for positive actions in response to this very difficult and multifaceted challenge.

b) *UN MDG Campaign:*

GlobeScan will continue to help the UN's Office of the Millennium Development Goals (MDG) in New York to track awareness of their campaign and identify progress of their communication efforts over time. This will centre on conducting public opinion research across 20 countries. It is hoped that the analysis and subsequent counsel to the MDG office will help facilitate progress toward achieving the MDGs.

