

The logo for GlobeScan, featuring the word "GLOBESCAN" in a blue, sans-serif font. The letters "G", "L", "O", "B", "E", and "S" are positioned to the left of a dark blue square, while "C", "A", and "N" are to its right. A thin blue arc curves under the letters "G", "L", "O", and "B".

GLOBESCAN

GlobeScan's 2011 Global Compact Communication on Progress

STATEMENT OF CONTINUING SUPPORT FOR THE GLOBAL COMPACT 2011

GlobeScan, like many globally-focused companies, has many ambitions. One of our core purposes has always been to apply our global polling and stakeholder engagement capabilities to 'give voice' to people's aspirations on a whole range of issues.

However, given our observation of trends and events over our 25-year history as a company, we have come to see the achievement of a sustainable and just world for all as such an over-riding imperative and huge challenge that we have decided to put our other ambitions aside to focus exclusively on this goal, both through our company's work and through our new GlobeScan Foundation. The outward manifestation of this new focus has been the re-launching of our company over the past year with a broader service offering aimed at better supporting our clients' efforts to also contribute to progress towards "a sustainable and just world for all."

As a result, we feel even more worthy and pleased to submit this, our seventh annual Communication on Progress since our company joined the Global Compact in 2004.

In addition to our client work, our major contribution to the goals of the Compact this year has been manifested in the Regeneration Roadmap, our multi-faceted initiative with our colleagues at SustainAbility, the consultancy, to provide a way forward for achieving sustainable development within the next generation, focusing in particular on ways the private sector can improve sustainability strategy, increase credibility and deliver results at greater speed and scale. More information on this exciting global initiative is included in this report.



Sincerely,
Doug Miller,
Chairman and CEO

HUMAN RIGHTS



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.

Our Commitments

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.

HUMAN RIGHTS

2011 Outcome

Future Commitment

Maintain a management-supported corporate CSR Committee

GlobeScan committed a small percentage of its 2011 pre-tax income to further develop and enhance its CSR program. 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.

GlobeScan will continue to financially support a corporate CSR committee. The financial commitment will total 1 percent of the Company's pre-tax income. The budget will cover:

- Administration time
- Pro bono work (minimum of 50 staff working days)
- Funding for CSR-related activities (including Clean Air Commute, Bullfrog Power, etc.)

Pro bono research: Dedicate at least 50 working days and \$5000 to cover direct costs of conducting research

GlobeScan's pro bono budget and time were put toward the following projects:

- Future of Finance
- The Regeneration Roadmap

GlobeScan will continue with its pro bono commitment in 2012. Both time and financial commitments will largely be allotted toward GlobeScan's Regeneration Roadmap (see box on page 21).

Lord Holme Memorial LEAD Scholarship

In memory of the former Chairman of GlobeScan and LEAD International, the late Richard Holme, GlobeScan provided a grant of €7,700 to a candidate from Africa with a commitment to sustainable development. The scholarship allows the selected participant to participate in all core modules of LEAD training so that they may graduate as a LEAD fellow. (see box on page 22 for a short description of our 2011 beneficiary).

GlobeScan will continue to financially support The Lord Holme Memorial LEAD Scholarship by covering the travel expenses of 7-8 LEAD Africa Fellowship Programme Associates from West Africa to participate in the Pan-African session. The session being held in Malawi will gather together Associates from across Africa to find solutions to the issue of 'Population and Climate Change - Towards Climate Compatible Development for Africa'.

HUMAN RIGHTS

2011 Outcome

Future Commitment

The GlobeScan Foundation

GlobeScan Incorporated financially supported the GlobeScan Foundation – which is dedicated to helping achieve a sustainable and just world for all. The foundation focuses on developing and applying a range of social science tools to help unlock collaboration and accelerate progress. (see box on page 21 for more information about the GlobeScan Foundation).

In line with the company's commitments to sustainable development, GlobeScan will continue to support the GlobeScan Foundation, and will provide funding to the foundation through a small percentage of the company's pre-tax income (approximately 2%).

Discounted rates for non-governmental organizations and academics and in-kind research

GlobeScan recognizes the importance of not-for-profit organizations. To assist them with their work, GlobeScan offers discounted rates to these clients. Additionally, GlobeScan has always provided single historical results to university students for academic purposes at no cost.

In 2011, GlobeScan provided the following organizations with in-kind research:

- Business for Social Responsibility (BSR)

GlobeScan will continue to offer discounts to our not-for-profit clients, and provide research, upon request, to academics, as well as providing in-kind research when requested.

Encouraging charitable giving through company-matched employee donations and survey participant incentives

GlobeScan encourages its employees to contribute to charities by matching an employee's donation dollar for dollar. Annually, charitable donations are made as a collective by both the company and by the employees. In 2011, charitable donations were made to CPAWS, CAPAIDS, St. Mungo's, and SurfRider Foundation. GlobeScan and its employees contributed about \$238 per capita in donations.

GlobeScan also actively 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.

Additionally, for the 4th consecutive year, GlobeScan staff collected and donated food to the Daily Bread Food Bank in Toronto.

GlobeScan will carry on its charitable commitments through company-matched donations to two charities to be chosen by way of staff vote. In 2012, GlobeScan's Toronto-based staff will donate to CAPAIDS. Donations from GlobeScan's London-based staff will go to BasicNeeds, and staff in San Francisco will go to SurfRider Foundation. (See <http://www.globescan.com/company/partners-and-affiliations/philanthropy.html> for more information on these organizations).

Staff will also continue to make annual donations to the food bank.

GlobeScan will continue to encourage its clients to make charitable donations as incentives for respondent participation.

HUMAN RIGHTS

2011 Outcome

Future Commitment

No-Cost Research findings via Salons, Website, Blog, and Social Media

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 also maintains and updates a series of Featured Findings through its website, which provides brief summaries of research results free to the public on various societal issues and trends.

GlobeScan also actively blogs, and provides research findings via various social media outlets (i.e., Facebook, Twitter, LinkedIn).

GlobeScan will continue to educate professionals and the public on CSR, sustainability, and other trends through our Salons, website, and social media outlets.

In 2012, GlobeScan will also offer its Sustainability Survey – which regularly tracks sustainability professionals opinions – at no charge to its clients.

Promote and champion the protection of human rights within our supply chain

In 2011, GlobeScan reviewed appropriate clauses reflecting the requirements of Global Compact membership for all contracts and license agreements that it has with its partners and suppliers across the world. This will introduce our research suppliers and major partners to the Global Compact and encourage their participation as well.

GlobeScan continued with the evaluation of customer satisfaction and improving its practices and processes while adhering to rigorous international research standards.

GlobeScan will continue to promote and champion the protection of human rights within our supply chain.

In 2012, GlobeScan will implement requirements of all new suppliers to state their commitment to the protection of human rights, as well as anti-corruption policies.

LABOUR STANDARDS

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.

Our Commitments

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 at 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'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.

LABOUR STANDARDS

2011 Outcome

Future Commitment

ISO 9001:2008 Certified

Since 2005, GlobeScan has been a member of the International Organization for Standardization and is ISO 9001:2008 certified.

GlobeScan is committed to the continuous improvement of our ISO 9001:2008 certification.

Joint Health and Safety Committee

In 2011, GlobeScan's Joint Health and Safety Committee was on temporary hiatus due to the absence of the Committee's two staff members who relocated outside of the company's Toronto headquarters. Members of GlobeScan's management met, informally, throughout the year to discuss areas of concern.

GlobeScan's Joint Health and Safety Committee will be reinitiated and formalized in 2012. One staff member from the Toronto office will receive professional training and certification from the Ontario Workplace Safety and Insurance Board's Joint Health and Safety Certification Program. The Committee will be comprised of both management and staff and will meet regularly, conduct safety audits, and submit recommendations to the management team for evaluation and remedial action.

Performance Bonus and Profit Sharing

Performance bonuses and profit-sharing are awarded to each employee on an annual basis.

GlobeScan will maintain its performance bonus and profit-sharing policy.

In 2012, GlobeScan will introduce a Group Pension Plan in each of its offices: a Group Stakeholder Pension Scheme for the London Office, an RRSP Pension Plan for the Toronto Office, and a comparable plan for the San Francisco office. In its inaugural year, GlobeScan will match employee contributions to their plans at a small percentage of their gross salary (up to a maximum), however, it is the company's intention to increase its contribution in future years.

LABOUR STANDARDS

2011 Outcome

Future Commitment

Working Conditions and Work-Life Balance

GlobeScan is committed to ongoing enhancement of its workplace conditions and to providing all of its staff with a good work/life balance. The company provides flexible working schedules and permits staff to work from home when required.

We are committed to continuous improvement of the quality of our working conditions and for providing our staff with flexibility so that they may endure a balanced work-personal life. In 2012, GlobeScan will implement a Workplace Wellness Initiative that will encourage and support staff in living healthy and active lifestyles.

Employee Intranet - "The Hub"

To sustain the highest standards of honesty, openness, and accountability, GlobeScan maintains an intranet web-forum for all its employees to access. All news, developments, and announcements are regularly communicated to employees via "The Hub". The website is accessible to all staff and is updated on a daily basis.

GlobeScan will continue to maintain "The Hub" for communicating and interacting with employees.

Financial Updates

To maintain transparency throughout the company, GlobeScan provides monthly financial updates to employees and openly answers questions about the company's current financial position and future growth potential.

GlobeScan is committed to maintaining the highest standard of transparency and communication with all of its employees, and will continue providing financial updates on a quarterly basis and monthly staff communication meetings.

Global Team Structure and Mentoring

In 2011, GlobeScan restructured into Global Teams, allowing for staff at various offices to work together more closely and to increase communication throughout the GlobeScan hierarchy. A Director was assigned to each team, and not only do they lead their practice area, they act as mentors to their team members. This new structure effectively replaced a formal peer mentoring program, however, it continues to offer a personal channel for all employees to voice their concerns to their Director and to discuss challenges that they may be facing in their personal and professional life.

GlobeScan is committed to having an 'open door' policy and actively encourages its staff to discuss issues of concern, both personal and professionally, with their formal Director or with other various senior staff and members of management.

LABOUR STANDARDS

2011 Outcome

Future Commitment

GlobeScan University

In 2006, GlobeScan University (GSU) was created based on the principle 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.

We will continue to expand the GlobeScan University for the professional development of GlobeScan staff.

Staff Survey

Every two years GlobeScan embarks on a staff survey. The survey is used to:

- To assess views about GlobeScan's brand and corporate culture
- To understand engagement at GlobeScan
- To track employees' job satisfaction (as far back as in 2007)

GlobeScan will conduct the Biennial Staff Survey again in 2012.

Supply Chain Labour Standards

GlobeScan has various screening policies in place 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.

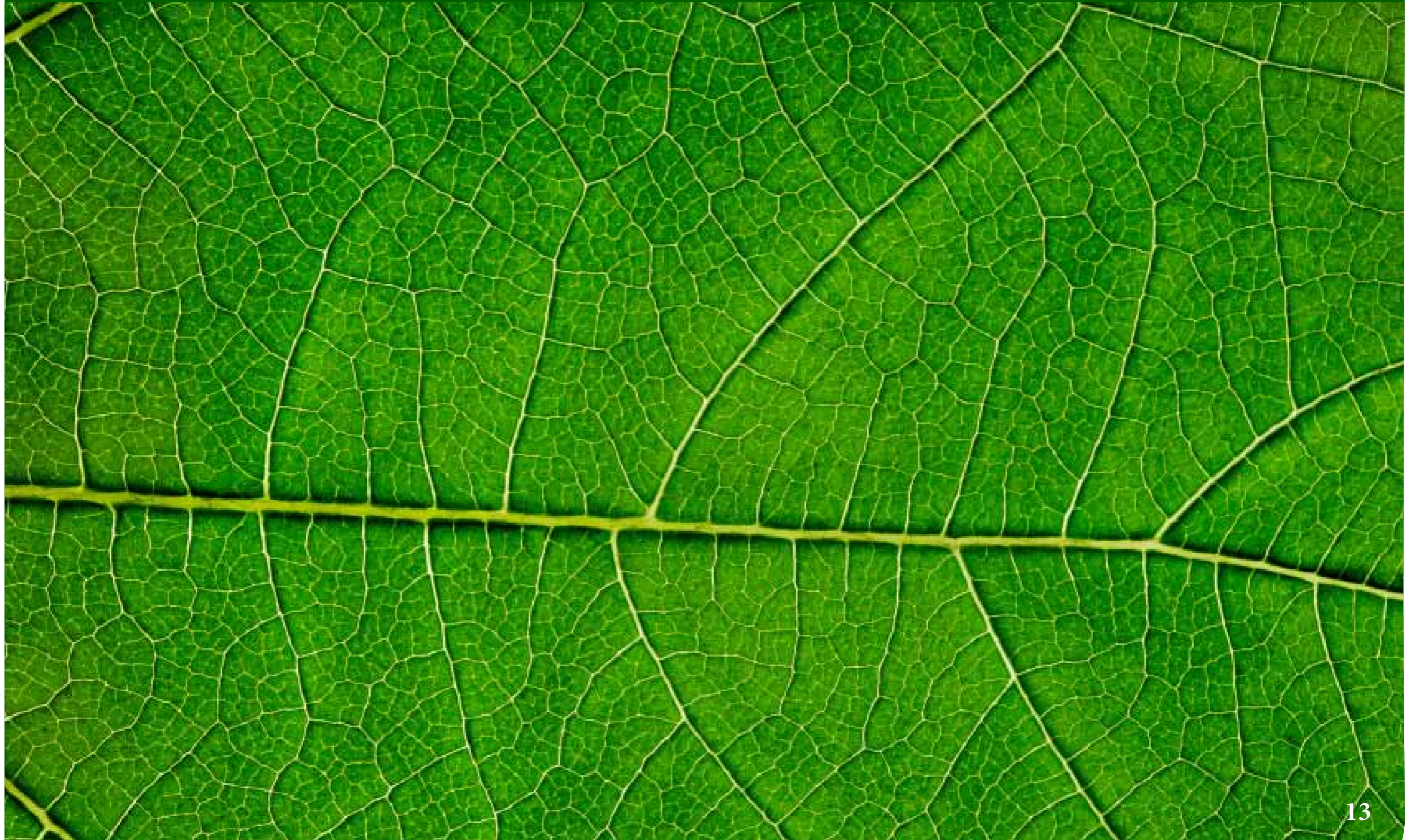
We will continue our screening policies of our new suppliers and supply chain.

Student Internships

For the past 9 years, GlobeScan has provided training to at least one intern per year in the Toronto or London office. To date, we have provided 11 students with a placement at our company. During their internship, we have provided them with training and the necessary skills to be able to succeed in the marketing and public opinion industry.

GlobeScan will continue to offer internship placements to students when opportunities or needs arise.

ENVIRONMENT



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.

Our Commitments

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.

ENVIRONMENT

2011 Outcome

Future Commitment

Participate in the Clean Air Commute and actively encourage staff to green their commute by taking public transport, cycling or walking to work

Since 2006, GlobeScan has been an active participant in Pollution Probe's annual Clean Air Commute week. All of GlobeScan's Toronto staff participate in the event by logging their commute and by choosing alternate modes of commuting. In 2011, GlobeScan achieved a 95% participation rate and combined saved approximately 800kg of pollutants from the air during the week-long awareness raising campaign.

All London office staff members commute by public transport, walking or cycling and the office building provides facilities for those wishing to cycle

GlobeScan will continue to participate in the Clean Air Commute and raise awareness among staff about alternative modes of participation. In 2012, GlobeScan will aim to achieve 100% staff participation during the campaign week.

Carbon offsets for all GlobeScan air travel

Since 2007, Climate Care has assisted GlobeScan with offsetting 100% of all our CO2 emissions from air travel for all three GlobeScan offices. GlobeScan also includes carbon offsets from air travel in all contracts.

Our 2011 carbon offsets:

Employee travel: 113.69 tonnes

Additionally, to avoid unnecessary travel, GlobeScan offers "webinars" and online meetings as an alternative to in-person meetings.

GlobeScan will continue to offset all emissions related to air travel and offer online meetings and webinars to clients in order to avoid unnecessary travel-related emissions.

ENVIRONMENT

2011 Outcome

Future Commitment

Reduce office paper use by 10% of 2010 volume, measured in relation to company revenue (number of sheets per \$1000 of revenue)

GlobeScan met and exceeded our goal of reducing our internal paper use by 10% of 2010 volume.

Our 2011 Toronto, London, and San Francisco: combined reduction is 11%.

To help meet our targets, GlobeScan:

- has all staff computers automatically set to print double-sided
- actively encourages staff to only print what is absolutely necessary
- delivers nearly all research reports in electronic format. Any report that is printed is printed in limited edition on FSC certified paper to ensure that the paper products that are consumed come from responsibly managed forests and verified recycled sources.

In 2012, GlobeScan will commit to further reducing its paper-use. We will aim to reduce paper use by 10% of 2011 volume.

Reduce the overall environmental footprint in all areas related to printing and paper use

- GlobeScan participates in the Canon Toner Recycling program
- GlobeScan uses only 100% recycled, FSC paper
- Headquarters uses EnergyStar, high-efficiency printers, designed to use significantly less energy and less toner
- Municipal recycling boxes are provided at each working and printing station to divert paper from the waste stream
- The London office contracts First Mile for recycling of all paper waste, including recycling of shredded confidential documents
- 'Shred It' boxes are stationed in the headquarters office to ensure shredding and proper recycling of sensitive documents. In 2011, GlobeScan saved 25.1 trees by recycling paper via 'Shred It' boxes.

GlobeScan remains committed to improving and lessening the overall environmental impact of our paper consumption.

ENVIRONMENT

2011 Outcome

Future Commitment

Improve the ecological footprint of our Toronto and London operations

- 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 in Canada.
- 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.
- The London office now have facilities for recycling most plastic and electronic waste, and also participate in the Nespresso 'Ecolaboration' coffee capsule recycling scheme, which enables 100% of the coffee packaging to be recycled and the grounds to be composted.

GlobeScan will continue with Bullfrog Power at its Toronto location and will seek out similar green energy alternatives at its London and San Francisco locations.

Promote an environmentally conscious office lifestyle

- 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

GlobeScan will continue to set the example of an environmentally conscious company and encourage the same amongst all of its employees.

ANTI-CORRUPTION



ANTI-CORRUPTION

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

Our Commitments

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

ANTI-CORRUPTION

2011 Outcome

Future Commitment

Audit of financial statements

GlobeScan's financial statements are independently audited each and every year.

GlobeScan will continue to have financial statements audited annually.

Anti-corruption policies and procedures

All employment and consultant agreement contracts clearly state that the recipient cannot accept gifts or hospitality over \$25 from any business or person.

GlobeScan is committed to developing clear and precise policies and procedures that would prevent all forms of corruption in our supply chain.

GlobeScan will continue to require new suppliers to state their commitment to anti-corruption policies and protection of human rights.



The Regeneration Roadmap, a collaborative and multi-faceted initiative by GlobeScan and SustainAbility, aims to provide a way forward for achieving sustainable development within the next generation, focusing in particular on ways the private sector can improve sustainability strategy, increase credibility and deliver results at greater speed and scale.

Nearly 25 years after the Brundtland Commission released *Our Common Future*, and 20 years after the first Earth Summit in Rio de Janeiro, The Regeneration Roadmap assesses progress made on the sustainable development agenda and offers a new path forward.

This project is inspired by interviews with sustainable development Pioneers, the Ray Anderson Memorial Interviews, conducted over the last year and will include perspectives from a new generation of innovators and entrepreneurs.

The beauty and challenge of The Regeneration Roadmap lies in its design: a reflective process of progressive and participatory problem-solving whose outcomes will be substantial and valuable, but which will reveal themselves gradually.

For more information about the Regeneration Roadmap, please visit www.theregenerationroadmap.com



The GlobeScan Foundation is dedicated to helping achieve a sustainable and just world for all. We focus on developing and applying a range of social science tools to help unlock collaboration and accelerate progress. We have chosen the theme “Letting Everyone Speak” to manifest our mission for two reasons. First, we believe everyone has the right to speak on matters that affect their lives. And secondly, when we let everyone speak, we open up the possibility of collaboration, which we believe is essential for meeting humanity’s challenges.

Over the last 25 years, GlobeScan Incorporated has done a great deal of pro bono work—for global NGOs, Complus, UN agencies, and foundations among others. Now, with our Foundation, we are able to focus and magnify our non-commercial work in order to advance progress for all.

The GlobeScan Foundation Goals:

- To conduct non-commercial global polls on matters of public interest
- To give voice to influential experts and stakeholders on important topics
- To develop and apply engagement processes that can unlock mass collaboration to solve problems

For more information about the GlobeScan Foundation, please visit www.globescan.com/globescan-foundation.html



Isa Yunusa Chedi

2011 Recipient of the Lord Home Memorial Lead Scholarship

Isa Yunusa Chedi is Head of the Kaduna Zonal Office of Nigeria's National Oil Spill Detection and Response Agency (NOSDRA)

NOSDRA is a government environmental regulatory agency that is entrusted with the responsibility of regulating oil & gas activities in Nigeria. It is also the lead agency in oil spill management including Oil Spill Contingency Plan activation, monitoring of cleaning up and remediation of oil impacted site; oily waste management, etc.

As the Head of the zonal field office Yunusa is responsible for managing and coordinating all activities of the Agency at the zonal level. The Kaduna Zonal Office covers the entire northern Nigeria with the exception of three states (i.e. Adamawa, Taraba and some part of Kogi States). Yunusa is in charge of planning, coordination and implementation of the Action Plan of the zone. Yunusa is also responsible for allocation of resources for carrying out a particular task especially relating to regulation of oil and gas companies and an intervention between operating companies and host communities for the purpose of mediation and compensation for oil pollution within the jurisdiction of the Kaduna zone. He manages the GIS laboratory for the purpose of geospatial database update and data retrieve.

Yunusa visited GlobeScan's head office after completing the Leadership for Environment and Development Fellowship at the LEAD International Session and spoke to the whole company about his experiences in environmental administration in Africa, commenting that the Fellowship had improved his leadership skills, ability to manage people and improved his approach to issues response, as well as providing him with pan-African contacts to coordinate with colleagues on the sustainability and environmental issues management agenda.

My LEAD Experience

LEAD Training is a program aimed at identifying potential world leaders with a view to ensuring that the concept of sustainable development is inculcated in them. Thus, having passed through the training at different levels, I came to realize how important the training is to me at personal and professional levels.

Without doubt, the training has profoundly helped me in building self-confidence. It has also equipped me with the ability to visualise in a holistic manner complex problems; identify inter-linkages and eventually develop workable solutions. Another profound personal impact gained from the training is the need to 'walk the talk', i.e. to put my knowledge into action especially on sustainable development issues. I have also been utilizing the LEAD's network in obtaining information from other countries on some issues that has to do with good governance and environment.

LEAD Training has also added another dimension to my approach to work with other people. I came to realize how important it is to carry each member of my team along. And how imperative it is to identify the needs of communities before implementing a community project.

LEAD training for me therefore, is a learning experience that has helped in changing my general attitude and behaviour toward people and the environment.

Isa Yunusa Chedi – June 2012