



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

2007

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STATEMENT OF CONTINUING SUPPORT FROM THE CHAIRMAN

May 2008

Having joined in 2004, GlobeScan Incorporated is a very enthusiastic member of the United Nation's Global Compact. I myself, our Board of Directors, our management team, and our entire staff team gain much meaning and motivation from upholding its Ten Principles in our business practices, and from supporting the United Nations in this way. At the same time we are convinced it is good for our business as well.

For a global SME that prides itself on being principled and ethical, the Global Compact presents a unique opportunity to declare our selves, to be held accountable, and to find a community of other like-minded companies.

What we have found is that many of our clients and prospects are also members of the Compact. So the business value to us of membership is obvious and direct. Having attended both the GC's Geneva Leadership Summit last year and a recent regional event in Singapore, I can personally attest to the value of these opportunities to meet other like-minded executives.

It is my pleasure to present this third annual Communication on Progress under the Compact; and also to convey my personal commitment and that of my entire team to finding ever greater ways for GlobeScan to contribute to the goals and success of the UN and the Global Compact over the coming year.

Doug Miller
Chairman

HUMAN RIGHTS

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

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 ground-prescribed bylaw that applies to GlobeScan, through strict and rigorous internal and external policies.

Due to the evolving nature of GlobeScan's business, we aim to ensure that we are constantly improving on our commitments to the UN's Universal Declaration of Human Rights by 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, in order to assure that the marketing and public opinion research we have conducted will not be exploited in any way that will negatively impact or harm the public or society at large.

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

Outcomes

- GlobeScan has firm rules and procedures for conducting business.
- GlobeScan is an equal opportunity employer.
- All of GlobeScan's employees are required to participate in annual fire drills and are provided with evacuation training.
- Continuous donations have been made to Pollution Probe, The Steven Lewis Foundation and Médecins Sans Frontières (Doctors Without Borders).
- In 2007, GlobeScan also made a financial contribution to Helping Schools in Kenya (HSK). HSK is a not-for-profit organization which provides and maintains physical structures for schools and also supplies materials such as textbooks, exercise books, teaching aids and stationery.
- Donations are made both, by the company, and by the employees as a collective. GlobeScan encourages its employees to contribute to charities by offering to match an employee's donation dollar for dollar. Over the last 2 years GlobeScan and its employees contributed over \$600 per capita staff in donations.

- Delivered on last year's commitment of dedicating 50 working days and \$5,000 to cover direct costs of conducting research to pro bono work. The pro bono work was performed for The Climate Change Solutions Panel and some research conducted for the Millennium Development Goals (MDG) Office. For the former, GlobeScan conducted highly specific twice-yearly surveys and broadly publicized 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. For the latter, GlobeScan designed and fielded several public opinion questions for the MDG office across 20 countries.
- In the last five years GlobeScan has provided the following organizations with in-kind research:
 - o *Internal Business Leaders Form (IBLF)*
 - o *Canadian Business for Social Responsibility*
 - o *United Nations Millennium Campaign*
 - o *Oxfam*
 - o *Amnesty International*
 - o *Business in the Community*
 - o *CIVICUS*
 - o *The 2020 Fund (The Global Stakeholder Panel Initiative)*
 - o *The Tallberg Foundation*
 - o *The G8+5 Climate Change Dialogue in partnership with GLOBE International and the Com+ Alliance*
 - o *Schulich School of Business (related to sustainability and corporate social responsibility in their core MBA curriculum)*
 - o *Consumers International*

Future Commitments

- GlobeScan will carry on its commitments to Pollution Probe, The Steven Lewis Foundation, and Helping Schools in Kenya (HSK).
- GlobeScan is dedicated to continuous evaluation of customer satisfaction and improving its practices and processes while adhering to rigorous international research standards.
- GlobeScan is committed to a biennial review of our internal standards for business conduct to ensure that we are constantly improving on our commitments to the United Nations' Universal Declaration of Human Rights.
- 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.
- In line with the company's commitments to Sustainable Development, GlobeScan will be setting up the GlobeScan Foundation that will leverage GlobeScan staff time as well as space on existing surveys. The specific mission and mandate for the Foundation will be designed in 2008.

LABOUR STANDARDS

Principle 3: Businesses should uphold the right to 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.

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. We also entrust them with meaningful work that will be challenging, creative, and rewarding.

GlobeScan is committed to supporting and contributing to the overall health and professional development of all our employees through the creation of GlobeScan University (GSU), in-house seminars, and a peer mentoring system. 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 related to internal practices and the practices within the company's network of suppliers and subcontractors.

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

- GlobeScan's Quality Management System is certified to the ISO 9001:2000 Standard.
- For the past 5 years, GlobeScan has provided training to at least one intern per year from Georgian College.
- Each employee is invited to participate in the company's group health benefit program. Maternal/paternal benefits are available to all employees to take advantage of as required.
- The health plan is company subsidized and offers extensive coverage of dental, prescription, vision, alternative health care, mental health and crisis.
- All employees are eligible to receive annual performance bonuses and profit-sharing.
- To sustain our high standards of honesty, openness, and accountability, all news and developments are regularly communicated to all employees.
- A portion of the weekly business meetings is dedicated to raising concerns, sharing learning, and making announcements with the broader team.
- To maintain transparency throughout the company, GlobeScan provides quarterly 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 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 various sessions that are aimed at developing their professional skills, and in turn, that of GlobeScan as a whole.
- GlobeScan has continuously enhanced the Mooseworks workshop, which is made up of middle management. The committee is dedicated to focusing on emerging challenges facing the business, unconventional (non-traditional) methodologies and business models, and the company's contribution to broader society.

Future Commitments

- GlobeScan is committed to the continuous improvement of our ISO 9001 certification.
- GlobeScan will continue to participate in 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 pledge to increase funding for the enrollment in courses and attendance to conferences.
- In 2008, we will have more screening policies to ensure that all of our suppliers and supply chain is free of all forms of forced and compulsory labour.

ENVIRONMENT

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

Principle 8: Undertake initiatives to promote greater environmental responsibility.

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

- All of GlobeScan's staff use public transportation, bike, or walk to work.
- To avoid unnecessary travel, GlobeScan offers "webinars"/ "webcasts" as an alternative.
- All of GlobeScan's employees are active members of Pollution Probe and have participated in the annual Clean Air Commute week. GlobeScan was declared a winner based on 100 percent participation for a second year in a row. As a result, we have diverted over 2300 pounds of smog since joining the campaign in 2006.
- A large percentage of GlobeScan staff are active participants in Toronto's bicycle-user group (BUG) for the past three years.
- In 2007, we offset all of our CO2 emission from air-travel by employing the services of Climate Care.
- Off-sets of CO2 emission from air-travel is included in all GlobeScan contracts.

- To reduce paper use in our graphical production process we are converting to PDF files.
- Participated in the Canon toner-recycling program.
- All syndicated reports are printed in limited editions 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.
- Participated in a building initiative to reduce waste and paper consumption. As a collective we saved 222 trees and diverted 14 tones of waste from landfills.
- Municipal recycling boxes are present at each work and printer station to divert from waste stream.
- “Shred-it” boxes are stationed in GlobeScan’s offices in London and Toronto to ensure proper shredding and recycling of sensitive documents.
- GlobeScan is a member of the Toronto Reusable Network, an electronic forum for recycling where members can recycle unwanted computers, hardware, and furniture.
- Since 2005, all of GlobeScan’s Toronto staff has participated in The 20-minute Toronto Makeover, an annual event devoted to litter elimination.
- All of GlobeScan’s PC’s are wind-powered; use 100 percent clean and renewable energy and are green power certified from the Pembina Institute.
- GlobeScan and its employees recognize the importance of living an environmentally conscious lifestyle and have attempted to incorporate it into every aspect of their office life by:
 - o *Purchases only fair-trade coffee*
 - o *Uses independent office occupant control of HVAC settings*
 - o *Uses tap water filtration system rather than bottled water*
 - o *Provides reusable dishes and cutlery*
 - o *Uses energy efficient appliances and office equipment*
 - o *Uses environmentally friendly soap and cleaning supplies*

Future Commitments

- To continuously decrease our ecological footprint;
 - o *By implementing systems that cut down on business travel*
 - o *Offset 100 percent of CO2 emissions from necessary air-travel*
 - o *By actively participating and enhancing environmental awareness through Pollution Probe and the Toronto's bicycle-user group (BUG).*
 - o *To decrease our paper consumption by 5% by 2010.*
 - o *To invest in alternative energy suppliers such as the Pembina Institute and TREC Windpower Co-operative.*
- 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 agreement contracts 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.

GLOBAL COMPACT'S TEN PRINCIPLES AND RELEVANT GRI INDICATORS

1. Businesses should support and respect the protection of internationally proclaimed human rights.	HR 3, HR 8, LA 7, LA 14, PR 1
2. Make sure that they are not complicit in human rights abuses.	HR 3
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.	LA 5, HR 3,
4. The elimination of all forms of forced and compulsory labour.	HR 3
5. The effective abolition of child labour.	HR 3
6. The elimination of discrimination in respect of employment and occupation.	LA 14, HR 3
7. Businesses should support a precautionary approach to environmental challenges.	EC 2, EN 18
8. Undertake initiatives to promote greater environmental responsibility.	EN 1, EN 2, EN 5, EN 6, EN 7, EN 16, EN 17, EN 18, EN 26
9. Encourage the development and diffusion of environmentally friendly technologies.	EN 2, EN 5, EN 6, EN 18
10. Businesses should work against corruption in all its forms, including extortion and bribery.	

