



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

2008

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STATEMENT OF CONTINUING SUPPORT FOR THE GLOBAL COMPACT

July 2009

Joining the Global Compact in 2004 has been one of the most meaningful things GlobeScan has done in its 22-year history.

Our GC membership has solidified our commitment to being an exemplary company and has helped us keep focused on our broader societal purpose—beyond serving our clients and providing meaningful employment. It has also made us a stronger company.

The fact that our business continues to grow through the current economic crisis is in part due to our ethical orientation and our work with other Global Compact member companies, helping them convert their value-based leadership into competitive advantage.

I'm pleased to note that another major company in our survey research industry has joined the Global Compact in the last year—in part, I'm sure, due to our example. We will continue to encourage others of our colleagues and competitors to consider membership as well.

The requirement to produce a Communication of Progress gives us an annual opportunity to take stock of how we're progressing toward our goal of more fully supporting the ten principles of the Global Compact with respect to human rights, labour rights, the protection of the environment and anti-corruption. While dealing with the magnitude of our business growth has limited some of our achievements in 2008, we are very well positioned to move substantively forward in the coming year.

One initiative that I'm particularly proud of is the imminent launch of the GlobeScan Foundation to formalize our long-term practice of providing pro bono services to the UN system and NGOs, conducting unsponsored surveys on timely subjects for release through the media.

It is my pleasure to present GlobeScan's fourth annual COP.

Doug Miller
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 all other international, regional and/or local bylaws that apply 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 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.

To ensure the highest standard in the industry, GlobeScan subscribes to a number of world organizations that enable better research practices. These include the World Association of Opinion and Marketing Research Professionals (ESOMAR). ESOMAR 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 Research (WAPOR), and Marketing Research and Intelligence Association (MRIA).

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

Outcomes

- GlobeScan donated 314 pounds of food for the Daily Bread Food Bank.
- GlobeScan donated to the fund for the Georgian College Research Analyst Program (RAP) website.
- Continuous donations have been made to Pollution Probe, The Steven Lewis Foundation, Médecins Sans Frontières (Doctors Without Borders), and Helping Schools in Kenya.
- Donations are made as a collective by both the company and by the employees. GlobeScan encourages its employees to contribute to charities by offering to match an employee's donation dollar for dollar. Over the last 3 years GlobeScan and its employees contributed \$625 per capita in staff donations to charity.
- GlobeScan delivered on last year's commitment of dedicating 50 working days and \$5,000 to cover direct costs of conducting pro bono research. The pro bono work was presented for The Climate Change Solutions Panel. The research results will be broadly publicized through the global media.
- To better inform professionals and the public of CSR, GlobeScan hosts a series of free seminars called Salons.

- GlobeScan recognizes the importance of non-government organizations and academics. To assist them with their work GlobeScan offers discounted rates for these clients.
- In 2008 GlobeScan provided the following organizations with in-kind research:
 - o *Canadian Business for Social Responsibility*
 - o *Oxfam*
 - 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 *WorldPublicOpinion.org*
 - o *United Nations Environment Programme (Youth Views on Climate Change, released to the public in October 2008)*

Future Commitments

- GlobeScan will carry on its commitments to Pollution Probe, The Steven Lewis Foundation, Médecins Sans Frontières (Doctors Without Borders), and Helping Schools in Kenya (HSK).
- We will continue to support the Georgian College Research Analyst Program (RAP) by providing funding for their website.
- In line with the company's commitments to sustainable development, GlobeScan will be setting up the GlobeScan Foundation. The GlobeScan Foundation will focus on:
 - o *The advancement of state-of-the-art of global polling, both in its methodology and in its applications and profile*
 - o *"Giving voice" to international experts and stakeholders on appropriate topics (e.g., scientists on global challenges, nurses on health care challenges, etc.)*
 - o *Shed light on Canada and its role in the world, using public and elite surveys*
- GlobeScan will continue with the evaluation of customer satisfaction and improving its practices and processes while adhering to rigorous international research standards.
- We will be dedicating another 50 working days and \$5,000 to cover direct costs of conducting research to pro bono work.
- GlobeScan will continue to educate professionals and the public on CSR through our free Salons.

- In 2009, GlobeScan will develop an interactive blog which will allow GlobeScan to open up a dialog with the public.
- 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.

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 competitive health plan coverage that all employees are invited to participate in. Maternal/paternal benefits are available to all employees. To ensure that the employees' work is challenging, creative, and rewarding, we have established the GlobeScan University (GSU). The GSU is a professional development program aimed at enhancing and broadening the skills and knowledge of our employees. In addition, employees are encouraged to develop their professional skills through 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 regarding internal practices, and 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 9001:2000 certified.
- For the past 6 years, GlobeScan has provided training to at least one intern per year from Georgian College. In 2008, we took on an additional intern from York University.
- To date we have provided 8 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.
- Performance bonuses and profit-sharing are awarded to each employee on an annual basis.
- To sustain the highest standards of honesty, openness, and accountability, all news and developments are regularly communicated to all employees.
- 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 lives.
- 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, those of GlobeScan as a whole.
- GlobeScan has continuously enhanced the Mooseworks workshop which is modeled after Skunkworks initiative and is made up of middle management. The committee is dedicated to focusing on emerging challenges facing the business, unconventional methodologies and business models, and the company's contribution to broader society.

Future Commitments

- GlobeScan works to continuously assess and improve its practices and processes while adhering to rigorous international research standards in order to deliver the highest quality to our clients.
- 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 GlobeScan University for the professional development of GlobeScan staff.
- In 2009, we will have more screening policies to ensure that all of our suppliers and all parts of our supply chain are free of all forms of forced and compulsory labour and any other unethical labour practices.
- In 2009, GlobeScan will implement a health and safety committee.
- In 2009, we will establish a Corporate Social Responsibility Committee. This committee will focus on five areas of CSR:
 - o *Internal Footprint*
 - o *External Programs*
 - o *Partners/Suppliers*
 - o *Measuring/Reporting*
 - o *Employee Issues*

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

- All of GlobeScan's staff use public transportation, bike, or walk to work.
- To avoid unnecessary travel, GlobeScan offers “webinars”/webcasts as an alternative.
- Since 2006, GlobeScan has been an active member of Pollution Probe. All of the GlobeScan staff have participated in the annual Clean Air Commute week and, as a result, we were declared a winner based on the 100-percent participation rate for the third year in a row. To date we have diverted over 1.7 tons of smog.
- Since 2007, Climate Care has assisted us with offsetting 100 percent of our CO₂ emission from air travel. Moreover, offsets of CO₂ emission from air travel are included in all GlobeScan contracts.
- We have delivered on our last year's commitment in converting all of our paper files into PDF files. This has significantly reduced the use of paper in our production process.
- GlobeScan has invested \$5,000 in TREC Windpower Co-operative, an alternative energy source.

- GlobeScan participates in the Canon toner-recycling program.
- All syndicated reports are 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 participated in a building initiative to reduce waste and paper consumption. As a collective we saved 207 trees and diverted 20 tons of waste from the landfills.
- Municipal recycling boxes are present at each work and printer station to divert paper from the 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.
- 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 incorporated it into every aspect of their office life by:
 - o *Purchasing only fair-trade coffee*
 - o *Using independent office occupant control of HVAC settings*
 - o *Using a tap water filtration system rather than bottled water*
 - o *Providing reusable dishes and cutlery*
 - o *Using energy-efficient appliances and office equipment*
 - o *Providing biodegradable soap and cleaning supplies*

Future Commitments

- To continuously decrease our ecological footprint:
 - o *By implementing systems that cut down on business travel, e.g., telephone and video conferences and webinars*
 - o *By offsetting 100 percent of CO₂ emissions from necessary air travel*
 - o *By actively participating in and enhancing environmental awareness through Pollution Probe activities*
 - o *By decreasing our paper consumption by 5% by 2010*
 - o *By investing 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 and consultant agreement contracts state that the recipient cannot 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.	

