

article

13

THE RESPONSIBLE BUSINESS EXPERTS

United Nations Global Compact (UNGC)

Article 13 Ltd

Communication on Progress

2009

SUSTAINABILITY

The only option for the Future

*“Helping organisations meet the inherent challenges,
and take advantage of the opportunities, is the
very business of Article 13”*

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What do people really mean when they talk about ‘sustainability’ and ‘sustainable development’?

One of the most commonly used definitions is to be found in the Brundtland Report, published by an international group of politicians, civil servants and technical experts in 1987. It was, and remains, a simple idea but one with wide-ranging ramifications for all of us. The report called for development that “meets the needs of the present without compromising the ability of future generations to meet their own needs”.

It’s a definition that is fully reflected in the United Nations Global Compact, formally launched in July 2000. The largest corporate citizenship and sustainability initiative in the world, with over 5200 corporate participants and stakeholders from over 130 countries, the UNGC has achieved an unprecedented alignment of economic, social and environmental interests on an international scale.

Helping organisations meet the inherent challenges, and take advantage of the opportunities, is the very business of Article 13. Experts in sustainability, corporate social responsibility (CSR), corporate governance and social innovation, our range of services includes Consultancy, Training, Executive Coaching and Research. And, as that list of services implies, we are fully committed to the view that what a sustainable future demands of us, now, is not only a reassessment of technological priorities but also a transformation of our way of thinking about the world.

And to make that happen, both for ourselves and our clients, we truly do have to practice what we preach. Not simply because we think it’s the right thing to do, but because we passionately believe that it’s the only way for businesses to enjoy continued success.

Article 13 Ltd
Responsible Business Experts
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SUSTAINABILITY

Our Vision

*“The 10 UNGC principles provide strategic signposts
for all the research advocacy and consultancy work we
undertake for our clients.”*

“Article 13 signed up for the UNGC in 2004 and, in 2007, we were recognised as a Notable CoP (Communication on Progress) member. With our primary concern for enhancing the social legitimacy of businesses and markets, we are absolutely committed to a policy of active participation in the UNGC and to its 10 principles. Covering the areas of human rights, labour, the environment and anti-corruption, these principles form a bedrock for a definition of truly sustainable behaviour in any organisation.

Not only are they fully integrated in our own internal structures, the 10 UNGC principles provide strategic signposts for all the research, advocacy and consultancy work we undertake for our clients.

Reflecting our belief in the importance of employee engagement - and to ensure that every member of the Article 13 team was living the UNGC principles - we instituted an extensive ‘brainstorming’ session to elicit and discuss ideas on how to develop our UNGC strategy for 2009.

Going through each principle, one by one, we named issues surrounding the areas that mattered to us as individuals and to which Article 13 could really make a difference. We also incorporated the eight Millennium Development Goals (MDGs) in our discussions. Not only because they are so intricately linked to the concepts of CSR, but also because the target date of 2015 is getting closer all the time - as was highlighted in the 2008 UK Government’s Call to Action for the MDGs to which Article 13 is also a signatory.

You will see below how we have been, and are, responding to each of the individual principles but, as our discussions broadened, it became clear that in order to maximise our efficacy, we needed to draw a distinction between our activities at a global level and those at a local level. As a result, we have been directing our global initiatives towards the issues of famine, poverty and child rights in developing countries. Locally, we have been concentrating on disenfranchised groups within our own community (including young people, women and people with disabilities) and have empowered our staff to support an organisation of their choice through volunteering.

What matters to us, above all, is that we continue to lead from the front across the spectrum of sustainability issues.”



Neela Bettridge, Article 13 Founding Partner

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

SYSTEMS & POLICIES:

Policies:

- Sustainability Policy
- Diversity & Equal Opportunities Policy
- Health and Safety Policy
- Integrity Policy
- Supply Chain Policy
- Client Engagement Policy

Human rights management system –

Through explicit mention in our policies, Article 13 is committed to setting internationally acclaimed human rights as a minimum standard for our supply chain performance. In addition to demonstrating active leadership, and inspiring others to do the same, we review, update and communicate our policies on an annual basis to ensure company compliance, to raise awareness, and to identify new ways to support and respect the protection of human rights.

2009 KPI Forge at least one partnership with an organisation to support Human Rights and disenfranchised groups.

2009 ACTIONS

Article13 donated £1000 to Care International, a charity chosen by our whole team, in recognition of their work on alleviating poverty and advocating Human Rights. Our donation funded specific ‘gifts’ aimed at increasing the ability of poverty stricken communities to achieve the Human Rights of: access to a standard of living adequate for their health and well being; education (Article 25 of the Universal Declaration of Human Rights); freedom from forced labour (Article 4, Article 5, & Article 20 of the Universal Declaration of Human Rights).

We also wrote a press release and added an email signature, disseminated to our vast network, on the signing of the Universal Declaration of Human Rights.

CASE STUDY:

"Before I never had clean water because my village is up in the mountains. I collected water from the stream six times a day, but even then it wasn't always safe to use. Since CARE installed water taps in the village, clean water is just a short walk away." One – Laos (One is 81 years old and she lives in Laos) source: <http://www.caregifts.org.uk/209/gifts/water-for-a-village.html>



2009 OUTCOMES

1. We donated:
 - A pair of piglets (Papua new Guinea)
 - A pair of saplings (Papua new Guinea)
 - Two chickens (Jordan)
 - A warm woolly sheep (Jordan)
 - A wood burning stove (Sudan)
 - A water tank (various)
 - A pair of breeding goats (various)
 - Safe water for a class (various)
 - Disease prevention kit (various)
 - Bicycle (Cambodia)
 - Water supply system (Laos)

2. We also disseminated a press release throughout our network. In addition, we included the Universal Declaration of Human Rights logo, link, and brief descriptor, on our email signatures to raise awareness amongst our clients, associates and in-house team.

Principle 2: Businesses should make sure they are not complicit in human rights abuses

SYSTEMS & POLICIES:

Policies:

- Sustainability Policy
- Diversity and Equal Opportunities Policy
- Health and Safety Policy
- Integrity Policy
- Supply Chain Policy
- Client Engagement Policy
- Environmental Policy
- Fair Commercial Terms Policy

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2009 KPI Conduct a body of research and produce a report examining the human rights, labour rights and environmental impacts of a supply chain; the research to cover more than one principle and span our UNGC commitments which are intrinsically linked through cross-cutting themes such as human rights, labour rights and environmental protection.

2009 ACTIONS

We produced one piece of research which examined the life-cycle of a chosen product typically found in all organisations - paper - and explored social and ethical issues at each stage.

Ensuring that our own supply chain is ethical, and helping clients to achieve the same objective, are very important issues for us. To help eliminate labour abuses within a particular supply chain, we decided to focus on a specific product used widely throughout all organisations. We wanted to identify Human Rights such as child labour, working standards and cross border policy along the supply chain and come up with a best practice solution.

2009 OUTCOMES

By focusing on paper, as a product, our research has helped our clients to understand all of the sustainability issues - including potential Human Rights abuses - around the entire life cycle of something they use in their offices every day.

The paper provides guidance on how to purchase, use and then dispose of paper in the most sustainable way.

CASE STUDY

The flyer we produced, both for our own procurement management and that of our clients, provides clear and compact advice on how best to ensure that when purchasing paper in the UK, one is doing so in a sustainable way and not contributing to Human Rights abuses elsewhere in the world.

Also available at: <http://www.article13.com/csr/ourpublications.asp>



Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining

SYSTEMS & POLICIES:

Policies:

Sustainability Policy
 Diversity and Equal Opportunities Policy
 Health and Safety Policy
 Training and Development Policy
 Integrity Policy
 Supply Chain Policy
 Client Engagement Policy
 Fair Commercial Terms
 Associates Contact Strategy

Human Resource management system – Article 13 operates a completely transparent and accountable human resources system. All staff are given a full induction that involves training and development, health and safety, environmental practice and employee conditions. We also operate a regular review and assessment for each employee supported by in-house coaching conducted on a weekly basis by one of the directors or the individual's line manager. Staff are actively encouraged to participate in decision making and are regularly involved in company strategy. In November 2008 we successfully renewed our Investor in People standard and ISO 9001 and we have taken our commitment to employee engagement even further by enhancing our formal channels of communication and governance structures.

2009 KPI Work with a Trade Union on integrating CSR and the MDGs within its member organisations to raise awareness and achieve potential sustainability improvements.

2009 ACTIONS

Article 13 researched, drafted, and wrote a CSR 'toolkit' for use by representatives of the Prospect trade union working in both the public and private sectors. The toolkit was designed to provide a model CSR policy for trade unions, incorporating the MDGs with international core labour standards.

CASE STUDY

In collaboration with Article 13, Prospect developed a model CSR trade union policy and toolkit which incorporated the MDGs and international core labour standards/trade union principles of safe, decent and fair work. Furthermore, we provided training for Prospect's members around integrating MDGs into the CSR policies and strategies of their members' organisations.

Article 13 developed a course which laid down a framework for understanding the issues surrounding CSR and the MDGs. This included a futures scenario outlook on how CSR may look in the mid-term future and how the MDG targets fitted in, or alongside, CSR activities.

This innovative aspect of the training enabled delegates to take away a practical and comprehensive understanding of how to identify a best in class CSR strategy and understand the elements crucial to a CSR strategy. It also provided under stand the role of trade union members in their organisations' integration of CSR and the MDGs; d) create a toolkit to aid trade union members in delivering CSR and engagement with different stakeholders..

2009 OUTCOMES

Our toolkit has enabled Prospect representatives to:

- spread awareness of CSR to other policy areas such as environment, employment, equality and diversity, and community
- act as stakeholders in identifying areas of synergy between MDG objectives and their organisations' strategies for development.
- understand more fully the work of government bodies and international conventions
- put in place mechanisms for verifying, reporting and monitoring CSR activities.

Principle 4: Businesses should uphold the freedom of association and the effective recognition of the right to collective

SYSTEMS & POLICIES:

Policies:

- Sustainability Policy
- Diversity and Equal Opportunities Policy
- Health and Safety Policy
- Training and Development Policy
- Integrity Policy
- Supply Chain Policy
- Client Engagement Policy

Labour practices management system – Article 13 operates a completely transparent and accountable labour practices management system. All staff are involved in a regular update and review of job descriptions, bi-annual reviews of employer and employee satisfaction, and fully equal training and development opportunities. We also operate a regular review and assessment for each employee supported by in-house coaching conducted on a weekly basis by one of the directors or the individual’s line manager.

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2009 ACTIONS

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2009 OUTCOMES

By focusing on paper, as a product, our research has helped our clients to understand all of the sustainability issues - including potential Human Rights abuses - around the entire life cycle of something they use in their offices every day.

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CASE STUDY

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Also available at: <http://www.article13.com/csr/ourpublications.asp>



Principle 5: Businesses should uphold the effective abolition of child labour

SYSTEMS & POLICIES:

Policies:

- Sustainability Policy
- Diversity and Equal Opportunities Policy
- Health and Safety Policy
- Training and Development Policy
- Integrity Policy
- Supply Chain Policy
- Client Engagement Policy

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2009 KPI Contribute to a raised awareness of the issues around child labour

2009 ACTIONS

Throughout 2009, we supported the charity Save The Children which fights for children’s rights, working to deliver immediate and lasting improvements to children’s lives worldwide. Save the Children collects money through several fundraising events and through running its chain of ‘Living and Giving’ shops.

CASE STUDY

To give a practical dimension to our support of Save The Children, a member of our staff volunteered at the charity’s ‘Living and Giving shop’ in Hendon.

She had this to say about her experience, “I really enjoyed volunteering at the Save The Children ‘Living and Giving’ shop. The team was lovely and I felt my work was very much appreciated. It was great to contribute to help children in need.”

2009 OUTCOMES:

By working with Save the Children, we not only contributed to the raising of money for children in need, we also got an inside view into how a charity operates and made contacts with other volunteers.

We aim to build further on our relationship with Save the Children in the future.



Principle 6: Businesses should uphold the elimination of discrimination in respect of employment and occupation

SYSTEMS & POLICIES:

Policies:

- Sustainability Policy
- Diversity and Equal Opportunities Policy
- Health and Safety Policy
- Training and Development Policy
- Integrity Policy
- Supply Chain Policy
- Client Engagement Policy
- Fair Commercial Terms

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2009 KPI Raise awareness of the contribution of each individual to the work of the Article 13 team

2009 ACTIONS

We continued our current actions of coaching, regular feedback, well being events and our Friday night club as well as maintaining our policy of expressing appreciation and value.

We also planned to increase the contribution from all staff through 3 monthly reviews and updates, reach a higher awareness of individuals’ actions through feedback and input from all staff, and encourage our sense of team involvement and engagement through an annual review.

2009 OUTCOMES

The Chart shows our in-house actions in the categories of coaching; regular feedback; well being; expressed appreciation and value.

CASE STUDY *A member of the team commented: “It was very enlightening to see what has happened in terms of training in our offices, and how our skills can be used among one another.”*

It demonstrates an innovative way our commitment to valuing and developing the contribution of every individual. It has already improved our expression of feedback and highlighted areas of strength and synergy in our staff engagement as well as revealing where improvement is needed.

COACHING

Part of Article 13’s work is providing executive business coaching and performance development.

We acknowledge the importance of coaching for individual development of our staff and take it very serious to ensure regular engagement and support systems.

COACHING

WHO: One of the directors of Article 13 Neela Bettridge is an expert in the area of coaching. She provides her outstanding skills for our in-house team individually as well as a team.



WHAT: On a weekly basis Neela and one of the team meet to discuss the individual’s needs and development. Further actions are developed together.

OUTCOME: All members of our team get a valuable input from an proficient coacher and are constantly improving their skills. The co-coaching culture of Article 13 means that we are continuously striving to improve within and together with our team.

<p>January</p> <ul style="list-style-type: none"> ◊ NB > FB session ◊ NB > JF session 	<p>February</p> <ul style="list-style-type: none"> ◊ NB > FB session ◊ NB > JF session 	<p>March</p> <ul style="list-style-type: none"> ◊ NB > FB session ◊ NB > JF session 	<p>April</p> <ul style="list-style-type: none"> ◊ NB > FB session ◊ NB > JF session 	<p>May</p> <ul style="list-style-type: none"> ◊ NB > FB session ◊ NB > JF session 	<p>June</p> <ul style="list-style-type: none"> ◊ NB > FB session ◊ NB > JF session
<p>July</p> <ul style="list-style-type: none"> ◊ NB > FB session ◊ NB > JF session 	<p>August</p> <ul style="list-style-type: none"> ◊ NB > FB session ◊ NB > JF session 	<p>September</p> <ul style="list-style-type: none"> NB > FB enneagram NB > JF peer coaching technique NB Developing Sustainable integral model from 	<p>October</p> <ul style="list-style-type: none"> NB transformational foundations (Newfield) NB Developing Sustainable integral model 	<p>November</p> <ul style="list-style-type: none"> ◊NB Developing Sustainable integral model ◊JF <-> NB Peer to peer coaching 	<p>December</p> <ul style="list-style-type: none"> ◊NB Developing Sustainable integral model ◊JF <-> NB Peer to peer coaching

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

SYSTEMS & POLICIES:

Policies:

- Sustainability Policy
- Environmental Policy
- Supply Chain Policy
- Sustainable Event Guidelines
- Environmental Code of Conduct
- Associates Contact Strategy

Environmental management system – Article 13 follows very strict environmental practices and adheres to the precautionary principle in all its workings where possible. We have a strong environmental ethos within the company which is monitored on a monthly basis and supported by continuous communication and efforts towards lowering the environmental impacts of our business through reporting targets.

2009 KPI Decrease Article 13’s environmental footprint.

For 2009, we defined our targets as follows:

- 25% overall decrease in Co2 tonnes average per person
- 10% decrease in total electricity consumption
- 10% reduction in our paper consumption
- 10% reduction in the use of fuel
- 20% reduction in carbon emissions resulting from business related air travel.

2009 ACTIONS

To help us meet our targets, we have established an office monitoring scheme and produce monthly reports on our consumption of paper, fuel and electricity as well as our overall emissions from air travel.

The results are disseminated to all staff together with tips on how we can reduce our resource usage.

A detailed report of our activities in each area can be found in our 2009 Environmental Report at http://www.article13.com/csr/ungc_our_csr.asp

2009 OUTCOMES

Article 13 achieved all of its targets for Environmental impacts in terms of consumption in the areas we monitor and report on. The results are as follows:

- 27% overall decrease in Co2 tonnes average per person
- 20% decrease in total electricity usage
- 15% reduction in our paper consumption
- 54% reduction in the use of fuel
- 20% reduction in carbon emissions resulting from business related air travel.

Details can be found at: http://www.article13.com/csr/ungc_our_csr.asp



As part of Article 13’s values and principles we feel it our duty to do everything we can to reduce our negative environmental impacts. Therefore on a monthly basis a dedicated member of the Article 13 team monitors the levels of fuel use, electricity and paper consumption, air travel and public transport emissions.

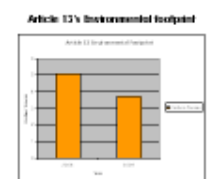
Furthermore, Article 13 introduced a standard rate Carbon Clause into client contracts in which contributes \$20 to offsetting carbon emissions for each project.

This report is publicly available at www.article13.com/csr/ungc_our_csr.asp. More facts and figures are available in the Environmental Report which is also available on our website www.article13.com.

For any further information about Article 13’s Environmental Management System and activities, please contact Nicola Spagnoli at +44 (0)203 640 4400 or nicola@article13.com.



Alongside the monthly UNGC consumption monitoring and reporting, we have calculated Article 13’s Environmental Footprint as of December 2009. This is a 27.5% decrease from our footprint of the same time last year and gives an overall picture of our in-house operations’ impact on the environment.



The rest of the report looks at our monthly consumption levels in detail and compares them against 2008 levels; essentially our measures of success for our 2009 UNGC key performance indicator.

Principle 8: Businesses should undertake initiatives to promote greater environmental responsibility

SYSTEMS & POLICIES:

Policies:

Sustainability Policy
Environmental Policy
Supply Chain Policy
Sustainable Event Guidelines
Environmental Code of Conduct
Associates Contact Strategy

Environmental management system – Article 13 follows very strict environmental practices and adheres to the precautionary principle in all its workings where possible. We have a strong environmental ethos within the company which is monitored on a monthly basis and supported by continuous communication and efforts towards lowering the environmental impacts of our business through reporting targets.

2009 KPI: Promote environmental responsibility locally & to our wider network. Change behaviour and take positive action within four areas of consumption: fuel; electricity; paper; air travel emissions

2009 ACTIONS:

Fuel

- Replaced 25% of our face-to-face meetings with conference calls
- Encouraged the use of public transport
- Participated in the 'Liftshare' day, designed to persuade commuters to share rides

Electricity

- Used 100% recycled electricity for 12 months
- Updated signage wherever appropriate to promote the minimal use of electricity for all our office equipment
- Added the subject of electricity usage to our Sustainability Training for businesses

Paper

- Decreased the volume of our internal printed communications by increasing our use of email
- Enhanced our signage and awareness raising to promote double-sided printing and re-use of scrap paper
- Participated in the Tree-Athlon in Battersea Park

Air Travel Emissions

- Prohibited air travel for business purposes where lower emission alternatives were available
- Replaced 50 of our face-to-face meetings, which would have otherwise required air travel, with conference calls

CASE STUDY

Article 13 members took part in the Tree-Athlon in Battersea Park in September. This is a running event which encourages people to raise funds towards tree planting whilst also raising awareness of the importance and benefits of urban trees.

Our team ran the 5km course successfully, with a best time of 20 minutes, and made a significant contribution in terms of: Fundraising, Awareness raising, Wellbeing, and Team spirit

A member of the team commented: "It was my second Tree-Athlon and I had a great time!! Not only was the day itself so much fun in the end I made it in 20 minutes which was my personal best time. I will definitely do it again next year!"



Trees for Cities

Principle 9: Businesses should encourage the development and diffusion of environmentally friendly technologies

SYSTEMS & POLICIES:

Policies:

Sustainability Policy
Environmental Policy
Supply Chain Policy
Sustainable Event Guidelines
Environmental Code of Conduct
Associates Contact Strategy

Environmental management system – Article 13 follows very strict environmental practices and adheres to the precautionary principle in all its workings where possible. We have a strong environmental ethos within the company which is monitored on a monthly basis and supported by continuous communication and efforts towards lowering the environmental impacts of our business through reporting targets.

2009 KPI Actively endeavour to support one environmentally friendly technology in 2009/2010

2009 ACTIONS

PROJECT A: *Identification and market development for new sustainable technology investment*

Our approach: As part of the fund development scoping for this client, Article 13 provided market insight briefing reports for a range of market sectors, specifically identifying new product concepts, technologies and markets. While the organisation recognised the broad investment opportunity of sustainable technologies, Article 13's approach focused on the potential for innovation to maximise those opportunities.



PROJECT B: *Building a capital investment fund*

Our approach: The client wished to identify and assess the range of early stage (start up) 'clean/green' technology companies emerging within the UK. Article 13 was commissioned to identify and build a pipeline of strategic investment opportunities. As part of this process we conducted a widespread contact strategy with all UK Universities (R&D departments), science parks, innovation parks and hot hatches. Key centres of excellence were formally accredited to the investment fund pipeline. An additional part of this process involved identifying and forming a best-in-class strategic investment appraisal board to conduct both technological and financial appraisals.

2009 OUTCOMES:

Based on strategic market insight reports and Article 13 recommendation, the client began the fund's investment in waste to energy through anaerobic digestion.

We undertook feasibility studies, developed the business case for the investment opportunity and conducted a full lifecycle feasibility study, identifying and appraising best in class technology providers and input and output markets. We also developed a highly sophisticated and financially integrated business model (including capital expenditure and operation expenditure) both over a 10 year time frame and monthly for the first 24 months. As part of the risk appraisal, Article 13 produced critical timing paths, risk assessments, strategic market and consumer segmentations and appraisals.

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

SYSTEMS & POLICIES:

Policies:

- Sustainability Policy
- Integrity Policy
- Fair Commercial Terms Policy
- Supply Chain Policy
- Training and Development Policy
- Client Engagement Policy
- Environmental Code of Conduct
- Sustainable Events Code

2009 KPI Develop and disseminate best practice in building transparency and combating corruption.

2009 ACTIONS

Our aim was to disseminate Transparency & Anti-Corruption best practice information, and advocate its take up, across our network of partners, clients, associates and Article 13 website visitors.

CASE STUDY

[Excerpt from one of the case studies published] *In an interview with David Berdish, the Manager of Sustainable Business Development at Ford, two significant drivers of change were identified which have led to heightened levels of transparency and anti-corruption for Ford.*

US legal framework: Berdish identified that 30-40 years ago corruption and bribery were involved in a high proportion of business transactions within the US. Since then, US laws, legal sanctions, policies and regulations have been either introduced or tightened up in order to minimise corruption at all levels. This meant that corporations had to move with the times not only to avoid potential law suits, but also to build credibility as a global player.

Globalisation: Globalisation has led to increasing challenges for managing corruption at all levels, particularly when moving into emerging markets. Ford has to deal with cultural diversity, different values, laws, policies, and ways of conducting business. This means that Ford cannot transfer the same international business model, but needs to adapt to its markets whilst ensuring that no fundamental principles are compromised.

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Staff are actively encouraged to participate in decision making and are regularly involved in company strategy. In 2008 we included an Integrity Clause in our terms and conditions and incorporated advocacy for anti-corruption in all its forms, including extortion and bribery. In addition to this, anti-corruption measures are increasingly predominant in our commitment to employee engagement and are expressed even further in our enhanced channels for communication and governance structures.

2009 OUTCOMES

The dissemination of our T&AC case studies was highly successful, resulting in 196 page views and 156 unique visits between 1 June and 12 November 2009



Also available at: <http://www.article13.com/csr/ungc-transparency-anti-corruption-collectives.asp>

SUSTAINABILITY Our Extra mile

“Time is short. We must seize this historic moment to act responsibly and decisively for the common good.”

Reflecting the nature of our business and the personal commitment of our staff, Article 13 fully endorses the words of UN Secretary-General Ban Ki-Moon (as quoted above) when speaking about the Millennium Development Goals. And it explains why we wanted to go beyond putting the 10 UNGC Principles into practice; why we decided we should go the ‘extra mile’.

Leading on from the themes that emerged from our intensive internal consultation exercise, we selected two of the MDGs that were most important to us collectively and on which we felt we were able to make the greatest impact, both locally and globally.

Millennium Development Goal 1: Eradicate Extreme Poverty & Hunger

2009 KPI: Build on an interest in volunteering amongst staff and help meet the needs of the homeless and disadvantaged at a local grassroots level.

CASE STUDY:

The WLMDC case study enabled us to raise awareness of the issues surrounding homelessness, poverty and hunger in addition to highlighting the work of the charity. It was supported by an email signature, a press release and an e-newsletter.

Our volunteer at the St Paul’s Drop In Centre had the opportunity to listen to the stories of homeless people which encompassed a diversity of skills, experiences and emotions. He learned how to make the Centre an inviting place for the vulnerable and homeless and how to make the atmosphere fun, informal, safe and comfortable.

2009 ACTIONS

- Supporting the West London Mission Day Centre (WLMDC) by writing and disseminating a comprehensive case study highlighting their activities and the issues around homelessness.
- Volunteering at the St Paul’s Drop In Centre, Kensington which assists homeless people. One of our staff members went to the Centre monthly to deal with the diverse needs of over 70 homeless people.

Article 13 member said of his time volunteering: “Participating at St Paul’s homeless drop-in shelter was really rewarding, offering a valuable service to a wide variety of people and listening to amazing, heart-felt, real life stories. It was a really humbling ex-

Millennium Development Goal 3: Promote Gender Equality And Empower Women

2009 KPI: Participate and contribute to both local and global initiatives and organisations that support women, minority groups.

CASE STUDY

Article 13’s team member will have assisted in promoting gender equality and supporting the empowerment of women on the ground, in a rural community. She will have donated a total of 100 days to the cause and Article 13 will follow her journey via a posting on our website updating her adventure.

2009 ACTIONS

A member of the team is spending 4 months abroad in a rural community in Ghana for the purpose of providing support and expertise to women and children in need. She will be working closely to advocate gender equality through the transfer of knowledge and skills within the community.



SUSTAINABILITY

Our Verdict on Ourselves

“Even the noblest of objectives count for little if principles are not converted into measurable outcomes.”

We have already stated how important it is to us to practice what we preach. Even the noblest of objectives count for little if principles are not converted into measurable outcomes. So how do we ensure that we are truly achieving that?

Fulfilled objectives month by month

We have a dedicated team member who will plan, track, report and monitor Article 13's activities as detailed month by month.

Communication on Progress reports measured against related KPIs

Our Communication on Progress will address each UNGC principle in detail, discussing actions and results against predetermined KPIs. Again there is a member of staff who is responsible for this report.

Increased external awareness and partnerships

Our Statement of Continued Support requires us sign up at least one additional member to the UNGC over the coming 12 months. This commitment together with the anticipated success of our green tech partnerships will be fully reported on in order to demonstrate our achievement in implementing this strategy.

Increased staff knowledge of local communities and global issues

Our team member dedicated to ensuring our UNGC commitments are upheld will conduct an employee survey on past, current and planned actions. This will not only involve staff to a far deeper level than before but will also ensure that our own people are able to pass judgement on our success.

There is still a long way to go but if Article 13 stands for anything, it stands for the belief that sustainability is the only option for the future. And we remain convinced that the principles of the UNGC represent one of the surest roadmaps for guiding us all to that future.

SUSTAINABILITY Our Advocacy

“We can’t force people to act. We can make them aware of the consequences of their actions.”

In realising our commitment to the 10 UNGC principles and the Millennium Development Goals, we have sought to use the widest range of tools and mechanisms:

- Events – attending, contributing to, and keeping people informed
- Donations – giving and encouraging others to give
- Initiatives – implementing, advertising and participating in
- Petitions – signing and publicising
- Stakeholder Communication – running networking events
- Partnerships – maintaining and developing
- Advocacy – disseminating research and best practice as well as providing opportunities to take action.

But, given the nature of our business, it is perhaps in the last area – advocacy – that we are able to make our most significant contribution. Indeed, as you can see from the outcomes cited in the section on our response to the 10 principles, we have made significant progress throughout 2009 in disseminating our research and our analyses of best practice through our website, our reporting and our external networks. We can’t force people to act. We can make them aware of the consequences of their actions.

How we will communicate this Communication on Progress and make it available to our stakeholders

This CoP will be available on www.unglobalcompact.org & www.article13.com

We will also communicate the CoP to Article 13 employees, board members, clients, suppliers, associates and other members of the Article 13 network, as appropriate. This will be done by our internal electronic communication channels, and externally through our regular e-newsletter.

Other appropriate or interested stakeholders are informed via PowerPoint presentations given in face-to-face meetings, workshops or training programmes.