



**GLOBAL COMPACT END OF YEAR COMMUNICATION ON PROGRESS (COP)**

<b>Company Name</b>	ARTICLE 13 LTD	<b>Date</b>	16 December 2007
<b>Unit (if applicable)</b>			
<b>Address</b>	71A THE GROVE LONDON W5 5LL	<b>Membership date</b>	19 January 2004
<b>Country</b>	UNITED KINGDOM	<b>Number of employees</b>	20
<b>Contact name</b>	NEELA BETTRIDGE	<b>Sector</b>	CONSULTING AND AUDITING
<b>Contact Position</b>	DIRECTOR		
<b>Contact telephone no.</b>	+44 (0)20 8840 4450		

**The nature of our business**

*We are strategic advisors on risk associated with business responsibility, typically in the areas of governance, corporate social responsibility (CSR) and sustainable development.*

We are part of the Article 13 Group and our sister company, Wheelhouse provides learning and development services for responsible business and entrepreneurship.

**Our statement of continued support for the UNGC**


Article 13 has now been a signatory of the UNGC for four years. In that time, my fellow board members and I have been privileged to be part of the company's transition to one where the Global Compact's principles are now fully embedded within the culture of the organisation. This applies equally to activities within the organisation and to our relationships and work with our external stakeholders.

We remain committed to identifying new long-lasting ways of meeting our commitment to the UNGC and in 2007 we agreed as an organisation to increase the momentum and take practical steps in this respect. This has involved, for example, formalising our 'green champion' programme, documenting policies and procedures on ethical purchasing and responsible travel and adopting a range of creative communication techniques. Board-level reviews of these initiatives and other elements of our UNGC programme have revealed significant behavioural changes amongst employees across the company. It is evident that responsible business approaches are being integrated into their day-to-day routines, as a matter of routine rather than as a result of prompting. In 2007, we also endorsed the UNGC's Business Leadership Platform on Climate Change, recognising the need for urgent and extensive action to avoid the serious implications of climactic change.

Also, as an SME operating in the responsible business arena, we recognise that we have a

2007年12月16日，文章13有限公司（Article 13 Ltd）作为联合国全球契约（UNGC）的签约企业，发布了其2007年沟通进展报告（COP）。该报告详细阐述了公司在治理、企业社会责任（CSR）和可持续发展领域的战略咨询业务，以及其在推动负责任商业和创业方面的承诺。文章13集团及其姐妹公司Wheelhouse提供学习和开发服务，旨在提升企业的社会责任意识和能力。



<b>Our statement of continued support for the UNGC</b>			
<p>significant role to play in advocating the UNGC's corporate citizenship principles and promoting the activities of other signatories worldwide. This responsibility is specified in the job descriptions and work plans of the management team and their progress is reported at regular intervals throughout the year.</p> <p>One of our directors, Jane Fiona Cumming, represented Article 13 at the annual UNGC Leaders Summit in Geneva and brought back a number of key challenges for the company. These challenges involve considering how we can scale up the actions we are taking to increase the impact they have; ways in which we can increase the 'bite and transparency' of our annual Communication on Progress (COP); and how to link the COP with the Millennium Development Goals. Jane Fiona also encouraged us as a team to look at different models of collaboration to take forward our UNGC programme. We are in the initial stages of addressing these challenges and will continue our efforts going forward into 2008.</p>			
<b>Signature</b>		<b>Position</b>	<b>Director, Article 13</b>

<b>Policy Review</b>
<p>As part of efforts to increase the robustness of the company's operations, a full-scale review of Group policies was undertaken in August 2007. This involved one of our in-house consultants liaising with a senior associate and engaging with internal and external stakeholders to ensure the policies reflect both company and individual values.</p> <p>A new Sustainability Policy was launched as the 'umbrella' company policy, reinforcing Article 13's purpose "in its work with clients to promote sustainability", recognising its support of the UNGC and UN Declaration on Human Rights and listing the ten principles. The Sustainability Policy also lists each of the other Group policies by stakeholder group. The individual policies then reference the Sustainability Policy, thus reinforcing the organisation's support of the UNGC across all aspects of its operations.</p> <p>Release of these streamlined policies has been communicated to all of our key stakeholders and a number of the policies, including the sustainability policy are live on the company website (<a href="http://www.article13.com">www.article13.com</a>).</p>

<b>CATEGORY 1</b>	<b>HUMAN RIGHTS (UNGC Principles 1-2)</b>
<b>Policies</b>	
Sustainability Policy Staff Diversity and Equal Opportunity Policy Health and Safety Policy Training and Development Policy Integrity Policy	

CATEGORY 1	HUMAN RIGHTS (UNGC Principles 1-2)
<b>Targets</b>	
<p><i>The achievements we worked towards on human rights in 2007 were:</i></p> <ol style="list-style-type: none"> <li>1. <i>100% of the products we buy are fair trade, if at all possible, including grocery and other supplies</i></li> <li>2. <i>Wherever at all possible when buying other items we use and buy from small or local businesses, and UK made products. This is done to support local businesses and the community, reduce environmental impact from transportation, and reduce the risk of supporting human rights abuses</i></li> </ol> <p><b>Outcomes:</b>            Being resident in new offices with full control over purchasing has meant the office management team has been able to make more considered decisions regarding office supplies in 2007. 100% of the main catering supplies used internally are fair trade.</p> <p>During the year a set of procedures, including recommendations on ethical suppliers, was developed by an intern and communicated to the team. This has formalised purchasing processes and will feed into an even more systematic approach in the coming year. In 2008, Article 13 will continue to keep responsible purchasing decisions at the forefront of all company employees and key suppliers by means of regular e-newsletters and a poster campaign. The company will also implement systems to ensure catering supplies provided at external venues are fair trade or produced ethically.</p>	
<b>Other actions implemented in the last year</b>	
<p>➤ <b>Fairtrade Fortnight – 26 February to 11 March 2007</b></p> <p>Article 13 used Fairtrade Fortnight – the annual push to raise awareness and sales of Fairtrade products – as a platform for promoting the fair trade choice amongst consumers. A short opinion piece, written by Andy Redfern of EthicalSupermarket.com, was released on <a href="http://www.article13.com">www.article13.com</a> and distributed as a dedicated fair trade e-newsletter. The article encouraged people to try shopping fair trade, offered suggestions on how they could do this, pinpointed personal taste and lack of availability as the primary barriers needing to be overcome to increase the percentage of purchases fair trade accounts for and gave readers a promotional discount code enabling them to get a discount on purchases made on EthicalSupermarket.com throughout Fairtrade Fortnight.</p> <p><b>Outcomes:</b>            Article 13 advocated fair trade products to 1,500 people on its mailing list and gave each of these individuals an opportunity to purchase goods online at a discounted rate. A link to EthicalSupermarket.com has been retained on the company’s website.</p> <p>➤ <b>Not-for-profit clinical trials</b></p> <p>Throughout 2007, Article 13 has been working closely with a commercial client in the pharmaceutical sector on developing a new service offering not-for-profit clinical trials. Not only does this work endorse the intention of the UNGC’s human rights principles, but with this project being part of Article 13’s core business activity it also demonstrates active</p>	

<b>CATEGORY 1</b>	<b>HUMAN RIGHTS (UNGC Principles 1-2)</b>
commitment to Millennium Development Goals 4 (reducing child mortality) and 6 (combating HIV/AIDS, malaria and other diseases).	
<b>Outcomes:</b> Article 13's work has raised the profile of this clinical trial offering and developed a number of mutually beneficial relationships between the corporate and not-for-profit sectors.	

<b>CATEGORY 2</b>	<b>LABOUR (UNGC Principles 3-6)</b>
<b>Policies</b>	
Sustainability Policy Staff Diversity and Equal Opportunity Policy Supply Chain Policy	
<b>Targets</b>	
<i>The achievements we were working towards on labour issues in 2007 were:</i>	
<ol style="list-style-type: none"> <li>1. 100% of the products we buy are fair trade, if at all possible, including grocery and other supplies</li> <li>2. Staff development through staff coaching and work experience to continue and remain a regular occurrence</li> </ol>	
<b>Outcomes:</b> As detailed in the human rights section of this report, Article 13 has achieved a pleasing improvement on ethical purchasing in 2007.	
In-house coaching, originally introduced into the organisation by one of the company directors, has continued regularly in 2007. In fact, individuals who themselves have been receiving coaching have adopted a similar approach with the people they manage.	
<b>Actions implemented in the last year</b>	
<p>➤ <b>Stakeholder feedback</b></p> <p>The review sessions held with clients at the end of each project were first started in 2006. Results of these independent reviews are communicated to the board and, where relevant, process improvements are implemented. In the latter part of this year, ISO procedures have been updated to incorporate the step of sending the review report directly to the client contact. The review sessions have also been extended to encompass interns and work placement students, thus ensuring the opportunities being provided to these individuals meet their requirements and aid personal and professional development.</p>	
<b>Outcomes:</b> The quality of projects has improved noticeably in 2007, thanks to an additional review step that was built in as a result of a client project review session earlier in the year. People involved in these review sessions have been extremely complimentary of the process, often stating that it is the first time they have had the opportunity to feedback in such away. Article 13 project teams have been able to make their clients feel like they have been listened to.	

CATEGORY 2	LABOUR (UNGC Principles 3-6)
<p>Feedback from interns and work placement students has led to better induction and guidance documentation for individuals working at Article 13 for a limited period (see Work Experience section below).</p>	
<p>➤ <b>Work experience</b></p>	
<p>This year Article 13 has formalised its approach to bringing in interns and work placement students. For interns, a structured recruitment and induction process was implemented. Additionally, a guide outlining the key information interns need to be aware of in their role has been developed and ongoing weekly coach-mentoring sessions are now being run by their line manager. When hosting work placement students a narrowed down version of the internship cycle is followed and work plans are prepared to allow the students to participate in a range of internal and external activities across the organisation.</p>	
<p><b>Outcomes:</b></p> <p>All interns and work placements students who spent time at Article 13 in 2007 gave positive feedback on the experience through the informal exit interview or questionnaire. Constructive feedback on how to improve the experience has also been taken on board and implemented.</p>	

CATEGORY 3	THE ENVIRONMENT (UNGC Principles 7-9)
<p><b>Policies</b></p>	
<p>Sustainability Policy Environment Policy Supply Chain Policy</p>	
<p><b>Targets</b></p>	
<p><i>The achievements we were aiming for on environmental issues in 2007 were:</i></p> <ol style="list-style-type: none"> <li>1. <i>Switch to the supply of 100% green energy</i></li> <li>2. <i>Audit the new building regularly – at least twice a year – to ensure maximum energy efficiency</i></li> <li>3. <i>Enhance our carbon-offsetting reporting to ensure we capture all aspects of carbon usage throughout the business</i></li> <li>4. <i>Increase the amount of public relations appearances from last year, including print and broadcast appearances, promoting a responsible business approach to the environment</i></li> </ol>	
<p><b>Outcomes:</b></p> <p>The Article 13 headquarters is now supplied with a 100% green energy mix. Building audits in combination with the SmartWorks audit have brought small modifications to reduce energy usage and led to more proactive ‘switch off’ communication campaigns (see below for a more detailed explanation). The number of time Article 13 received mention or wrote for print and broadcast media and specialist publications on environmental issues doubled on the figures from the previous year.</p>	

CATEGORY 3	THE ENVIRONMENT (UNGC Principles 7-9)
<b>Actions implemented in the last year</b>	
<p>➤ <b>SmartWorks audit</b></p> <p>Efforts to increase momentum in relation to environmental activities were bolstered through Article 13's participation in SmartWorks, a Global Action Plan initiative which is funded by the London Development Agency. An environmental audit and assessment was carried out of the office by phone conference and covered the operations and business travel of the London site. Three of the company's 'green champions' were involved in the audit which revealed a number of previously overlooked quick wins and longer term actions that could be carried out in the company headquarters to improve energy conservation.</p> <p><b>Outcomes:</b></p> <p>The participants in the audit reported feeling inspired as a result of the process. They went away from the audit content that the company's environmental practices were robust and excited about having a range of concrete steps to make even more improvements. As a direct result of the SmartWorks audit, power supply timers were fitted onto communal equipment (also referenced below), temperatures were monitored to prevent overheating or overcooling, the 'green' element of the induction process was improved and internal and external communications around environmental matters was enhanced. Moreover, longer-term recommendations have been input into the 2008 UNGC action plan.</p> <p>Alongside these actions, Article 13 has increased the momentum of its staff awareness raising campaign through the use of regular e-communications, information posters the office and reminder stickers on various energy consumables. A noticeable change has occurred in the company culture this year, with employees being more engaged in energy saving and other initiatives designed to reduce the company's environmental footprint. The level of banter between individuals has shown that these issues are in their consciousness and the resulting peer pressure has led to real actions being taken.</p> <p>➤ <b>Carbon clause</b></p> <p>Ongoing disappointment at how few clients were signing up to our carbon clause led us to review the procedure via a process of engagement with our in-house teams, senior associates and a number of leading practitioners in the field. As a result, in mid 2007, we switched to a process whereby we include a one-off £10 contribution – equivalent to 1.33 Tonnes of CO<sub>2</sub> – in the proposed costs for each project. These contributions cover project-related carbon emissions, including travel and couriers, energy use, paper and stationery consumption, printing, etc. When the funds are received from the client they are set aside to be included within the year end annual environmental footprint and offsetting calculation. A similar annual system has been set up with associates, although this is on a voluntary basis. Through this approach to carbon management, Article 13 is focused on encouraging action and debate on climate change.</p> <p><b>Outcomes:</b></p> <p>Since August 2007, 100% of client contracts issued have incorporated the newly launched</p>	

<b>CATEGORY 3</b>	<b>THE ENVIRONMENT (UNGC Principles 7-9)</b>
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carbon clause. This one-off £10 contribution has been invoiced to clients along with project fees and the payments will be included in the end of year calculation of the company's environmental footprint.

➤ **Office move – a year on**

Our office move project at the end of 2006 incorporated environmental management at every stage of the process, both in terms of building design and utilities and the systems being put in place in relation to the day-to-day running of the office. Throughout the past year, these systems and processes have been finely tuned as new opportunities for improvement have been identified. For example, following a suggestion in the SmartWorks audit (see above), we have put timers on our water feature and water filter so that they switch off automatically overnight. We have also put a 'hypo' water saving device in the water tank of the toilet.

**Outcomes:**

Although finalised annual accounts are not yet available for the period, early indications from the finance team are that savings have been made. It is estimated that monthly energy consumption has dropped by more than 25% on the previous year.

➤ **Environmental footprint**

This year is the third in which Article 13 has formally reported on the Group's overall environmental impact. Data is recorded on a monthly basis, before being collated with funds from the carbon clause and compared to previous years' figures. Research has also been undertaken to assess the relative merits of the carbon offsetting companies and associated offsetting standards that are available. Consequently, a set of guidelines has been produced, according to which the Article 13 team can decide on the company through which to offset its carbon emissions in any given year.

The scope of the information being captured in monthly environmental reporting has also been extended. For example, in 2007, downloads from the corporate website have been captured with a view to developing a calculation to understand how many pages have been printed by visitors to the website.

**Outcomes:**

Article 13's environmental footprint reporting has become more robust, enabling the report to be used by the nominated offsetting company to calculate Article 13's annual carbon emissions. When this process has been completed in January 2008, Article 13 will be officially recognised as being carbon neutral.

➤ **Individual carbon footprints**

For the first time in 2007, company employees were invited to complete an online carbon calculator (<http://actonco2.direct.gov.uk/index.html>) and report the results to the UNGC champion in charge of monitoring the company's footprint. The purpose of this was to increase people's understanding of the link between individual action and climate change,

CATEGORY 3	THE ENVIRONMENT (UNGC Principles 7-9)
<p>through carbon dioxide emissions. Article 13 wanted to encourage employees to take practical steps to reduce their emissions at home, as well as in the workplace. The individual with the lowest carbon footprint was presented with a 'hippo' water saving device.</p>	
<p><b>Outcomes:</b></p>	
<p>Having people submit their own carbon footprints for comparison with their peers introduced an element of friendly rivalry into the organisation and now individuals often bring stories into the office about changes they have made at home to reduce their emissions. The process will be repeated every six months to enable individuals to see the results of their actions for themselves.</p>	
<p>➤ <b>Recycling collection</b></p>	
<p>As reported in last year's COP, the move of the company headquarters provided an opportunity for the company to refine its recycling procedures. In 2007, Article 13 developed a link with the company next door and now both companies recycle their paper together.</p>	
<p><b>Outcomes:</b></p>	
<p>By developing a link with its neighbouring company, Article 13 has advocated paper recycling practices externally and enabled a company which did not previously recycle its waste to become more responsible.</p>	
<p>➤ <b>Climate change resource centre</b></p>	
<p>A climate change micro-site was added to the corporate website in the latter half of 2007. This was provided as a resource for website visitors to learn about climate change and find links to a wide range of websites on the subject. The launch of these pages was marketed through the company's networks and the website team is engaged in ongoing optimisation to ensure visibility on search engines. The pages are being added to on a regular basis as new information becomes available.</p>	
<p><b>Outcomes:</b></p>	
<p>Through this micro-site, Article 13 has been able to advocate responsible business practice with a view to encouraging companies to look at ways of reducing their emissions. It has also made it easier for companies to source relevant and up-to-date information.</p>	

CATEGORY 4	ANTI-CORRUPTION (UNGC Principle 10)
<p><b>Policies</b></p>	
<p>Sustainability Policy Integrity Policy</p>	
<p><b>Targets</b></p>	
<p><i>The achievement we were aiming for on anti-corruption in 2007 was:</i></p> <ol style="list-style-type: none"> <li><i>1. Participate on a steering committee or working group, or respond to a consultation request</i></li> </ol>	



**Outcomes:**

Owing to ongoing business transformation in 2007, this KPI was not met. However, this was a conscious decision and the website resource referred to in the next section was the activity carried out in its place.

**Actions implemented in the last year**➤ **Website resources**

In a bid to take our activities on anti-corruption to the next level, we met with a member of the International Business Leaders Forum to learn about the latest national, international and global initiatives being undertaken by government and business. We also learnt about what other SMEs involved in the UNGC are doing in this respect. Following this initial information gathering stage, we carried out our own research and prepared a number of documents to provide members of our networks with information on the main legislation, initiatives and standards on transparency. We also took the opportunity to feature an article by one of our associates, Ghalib N Jafferji, entitled “The consequences for corporate governance and identity of investing in corrupt environments”.

**Communicating this COP with our stakeholders**

This COP is available online at [www.unglobalcompact.org](http://www.unglobalcompact.org), [www.article13.com](http://www.article13.com) and [www.wheelhousecoaching.com](http://www.wheelhousecoaching.com).

It will also be distributed to company employees, board members, clients, suppliers, associates and other members of the Article 13 network, as appropriate. Distribution is primarily managed internally through our regular internal electronic bulletin and externally by means of our quarterly update e-newsletter. Other close stakeholders are informed via PowerPoint presentations given in face-to-face meetings, workshops or training programmes.