



GlobeScan's Communication on Progress Report 2005

FOR MORE INFORMATION, PLEASE CONTACT:

Chris Coulter
Director, CSR Research
GlobeScan Incorporated
Toronto, Canada
Tel: 1+ (416) 969-3088
Fax: 1+ (416) 920-3501
Email: Chris.Coulter@GlobeScan.com
www.GlobeScan.com

In June 2004, GlobeScan was accepted as a United Nations Global Compact member. The UN Global Compact “brings together with UN Agencies, labour and civil society to support ten principles in the areas of human rights, labour, the environment, and anti-corruption.”

GlobeScan believes that the Global Compact’s goals and underlying values align with its own, making it a natural working relationship. While GlobeScan has already incorporated many of the Global Compact’s principles into their daily operations, the staff believe that being part of the Compact’s network, and increasing the transparency of their efforts, can only benefit the company and will help to spread the word of their growing efforts to their partners and clients along with the importance of the Compact itself.

COMMUNITY / SOCIETY

Focusing on Global Compact Principles 8 & 9

Participant Incentive Donations

Traditionally, research offers respondents money in return for their opinions. In an effort to enhance their custom stakeholder research, GlobeScan revised this approach and implemented a strategic two-pronged CSR initiative. In-kind donations on behalf of participating respondents are now made to a predetermined NGO or charity in place of the respondents themselves. This initiative has been effective in both increasing GlobeScan’s respondent numbers and raising generous donations for important charities and NGOs.

To date, GlobeScan has forwarded in-kind donations to the following organizations:

- World Wildlife Fund - High Conservation Value Forest Project
- Oxfam
- International Youth Foundation
- Rainforest Alliance
- The Aspen Institute
- American Lung Association
- UNICEF

Partnerships and In-Kind Donations

In an effort to become a truly responsible company, GlobeScan works in collaboration with organizations that focus on the social improvement of companies.

Currently, GlobeScan offers the following organizations in-kind research, counsel, or briefings to assist them in their efforts to promote the integration of CSR:

- International Business Leaders Forum (IBLF): promotes responsible business practices internationally that benefit business and society.
- Imagine Canada: supports Canada's charities, nonprofit organizations, and socially conscious businesses and champions the work they do in our communities.
- Boston College Center for Corporate Citizenship: works with global corporations to help them define, plan, and operationalize their corporate citizenship.
- Canadian Business for Social Responsibility: a network of innovative companies working to improve their social, environmental, and financial performance.
- World Social Forum: an open meeting place where social movements, networks, NGOs and other civil society organizations come together to pursue their thinking, debate ideas democratically, share their experiences freely, and network for effective action.
- United Nations: is committed to preserving peace through international cooperation and collective security.
- Oxfam: a confederation of 12 organizations working together with over 3000 partners in more than 100 countries to find lasting solutions to poverty, suffering, and injustice.

Charities and Fundraising

GlobeScan supports a range of charities and initiatives. Donations are made both by the company and by employees as a collective. In 2004, GlobeScan made donations to the following organizations:

Employee Donations

- Stephen Lewis Foundation

Company Donations

- King Baudouin Foundation - 2020 Fund
- WindShare (local wind turbine co-op)
- Stephen Lewis Foundation (company donation matches that raised by employees)
- Pollution Probe

Memberships

GlobeScan holds membership in a variety of organizations and networks that focus on promoting socially responsible businesses practices.

Currently, GlobeScan is a member in the following organizations:

- United Nations Global Compact
- Canadian Business for Social Responsibility
- Com + : the Alliance of Communicators for Sustainable Development

Members of the GlobeScan staff also hold board positions in the following organizations:

- Friends of the Earth - Canada
- 2020 Global Alliance, a New York-based NGO focused on achieving a sustainable development path by the year 2020

THE ENVIRONMENT

Focusing on Global Compact Principle 7

GlobeScan recognizes that environmental management and sustainability are important factors to be considered in the daily functioning of the office and the long term success of the business.

In order to ensure a work-place and business ethic that fulfills this, GlobeScan has set 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 and their representatives to minimize the environmental impacts of GlobeScan operations.

Sustainable Transport

GlobeScan aims to reduce CO₂ emissions through business travel by using public transportation and implementing systems that cut down on business travel.

The following are examples of GlobeScan's on-going sustainable transportation efforts:

- All GlobeScan employees use public transit or self-propelled transportation to commute to work.
- In 2004, GlobeScan became one of Toronto's new in-office bicycle-user groups (www.toronto.ca/bug/bugsintoronto.htm).
- In an effort to avoid unnecessary travel, GlobeScan now offers Webinars as an alternative to in-person presentations which often would require extensive travel.

Products and Services

GlobeScan aims to develop and provide products that have no undue environmental impact and are safe in their intended use, that are efficient in their consumption of energy and natural resources, and that can be recycled or reused.

- GlobeScan syndicated research reports are printed on Mohawk brand paper which uses 100% post-consumer recycled fibre manufactured with wind power. (www.MohawkPaper.com)
- All custom client reports printed in-house are printed on paper containing post-consumer recycled fibres.
- GlobeScan encourages clients and staff to utilize electronic versions of reports in order to reduce or eliminate the number of paper copies needed.

Along with GlobeScan's efforts to use sustainable materials when producing products, its ongoing syndicated research services on environment and sustainable development issues support environmental leadership in both client and non-client organizations.

GlobeScan aims to continue to contribute to the development of public policy and to business, governmental and intergovernmental programs, and non-governmental organizations' initiatives that will enhance environmental awareness and protection.

Facilities and Operations

GlobeScan strives to design and operate facilities and conduct activities taking into consideration the efficient use of energy and materials, the sustainable use of renewable resources and the minimization of adverse environmental impact and waste generation.

In order to support its environmental commitment within the office, GlobeScan does the following:

- Purchases organic and/or fair-trade coffee.
- Uses independent office occupant control of HVAC settings.
- Uses a tap-water filtration system rather than bottled water.
- Uses energy efficient appliances and office equipment.
- Participates in the Canon toner-recycling program associated with its photocopy/printing equipment.
- Participates in the Pembina Institute's Wind Powered PCs program which allows people to feed wind power into the grid, displacing the amount of conventional energy that would have been used to power their computers. (www.Pembina.org)

Recycling

GlobeScan recognizes its intensive use of paper products and makes efforts where possible to reduce the quantity used as well as implement recycling measures to offset consumption. The following recycling programs are utilized in the office:

- Municipal recycling boxes are present at each work and printer station to divert paper from the waste stream.
- Two “Shred-It” boxes are stationed in the GlobeScan office to ensure proper shredding and recycling of sensitive documents. In 2004, GlobeScan “saved” 23 trees through its participation in this program.

Along with participating in traditional recycling efforts supported by their local municipality, GlobeScan has become a member of the International Freecycle Network (www.freecycle.org) which provides individuals and non-profits an electronic forum to “recycle” unwanted items. Membership in this organization allows GlobeScan to discard of old computer hardware and furniture in both an environmentally and socially friendly way.

WORKPLACE

Focusing on Global Compact Principles 1 through 6 and Principle 10

Human Resources

GlobeScan makes every effort to support and contribute to the overall health and professional development of all its employees. All employees are included in discussions surrounding the creation of policies that directly affect their well-being and progress within the company.

Benefits and Bonuses

Each employee at GlobeScan is invited to participate in the company's group health benefit program which goes above and beyond traditional health benefits offered by private companies. Maternity/paternity benefits are available for all employees to take advantage of as necessary.

Performance bonuses and profit sharing payouts are awarded to each employee on a yearly basis. Employee share of the company's profit sharing program is related to their position's ability to impact the company's profit.

GlobeScan strives to assist all its employees in maintaining a balanced work/personal life and works to provide flexibility to employees on an individual basis.

Professional Development

GlobeScan encourages its employees to develop their skills in order to enhance their careers. A combination of peer tutoring, enrollment in courses, and attendance at conferences are all offered to employees to expand their professional skill base and knowledge of current developments in the industry.

A formal peer mentoring system has also been established at GlobeScan which significantly increases communications within the company. The mentoring program offers a personal channel for employees to air any concerns or challenges that they may be facing in their personal or professional life. Mentors are also able to expand employees' understanding of the company's goals, values, overall focus, and culture.

Communication

News and developments within GlobeScan are regularly communicated with all employees. Employees attend a weekly business meeting where a portion of the meeting includes an open forum to raise concerns, share thoughts, and make announcements with the broader team.

GlobeScan considers all employees to be personally invested in the company and therefore provides quarterly financial updates to employees and openly answers employees' questions surrounding the company's current financial position and future growth potential.

In order to maintain the highest standards of honesty, openness, and accountability, employees are encouraged to express opinions and concerns about any practice within the office and within the company's network of suppliers or subcontractors.

Along with protecting the rights of GlobeScan employees, the very nature of much of GlobeScan's research addresses human rights issues of employees worldwide.

Labour Rights

All GlobeScan employees, contractors, students, and visitors are entitled to be treated with dignity, free from harassment based on the protected grounds of race, colour, national or ethnic origin, sex, religion, age, marital or family status, sexual orientation, disability or any other ground prescribed by any law that applies to GlobeScan.

FUTURE COMMITMENTS

GlobeScan commits to implementing the following three initiatives to further its efforts toward improved corporate citizenship:

1. GlobeScan will reduce its net greenhouse gas emissions due to corporate travel so that by the end of 2007 the company fully neutralizes the effect of these carbon emissions. This will be done through two approaches:
 - Reduce the amount of corporate travel, per dollar of revenue, by making greater use of video conferencing, Webinars and other electronic communications.
 - Purchase of GHG offsets to account for the balance of GHG emissions.
2. GlobeScan will further reduce its overall internal paper consumption by 10 per cent per year during the period 2006-2008, measured in terms of sheets per dollar of revenue and compared with the fiscal year ended 2005.
3. Starting in 2006, GlobeScan will 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. GlobeScan will introduce its research partners and major suppliers to the Global Compact, and encourage them to join as well.