



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

2009

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# STATEMENT OF CONTINUING SUPPORT FOR THE GLOBAL COMPACT

2009

I am pleased to submit GlobeScan's fifth Annual Communication of Progress since the company joined the Global Compact in 2004. Membership in the Compact has had a positive impact on our company over the years—in particular it has been a source of pride amongst among our employees.

The Global Compact has solidified GlobeScan's commitment to being an exemplary company and it has helped us focus on our broader societal purpose beyond serving our clients and providing meaningful employment.

The requirement to produce an annual Communication of Progress gives us an opportunity to measure our success in supporting the key principles of the Global

Compact: human rights, labour rights, the protection of the environment, and anti-corruption. While the difficulties of the current business environment have limited our achievements in 2009, we are well-positioned to move substantively forward in the coming year.

One initiative I am particularly proud of is the formation of the GlobeScan CSR program—a committee of 16 staff members supported by the management team. The CSR committee recommends important environmental and social improvements to both our workplace and in the community.

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

Lloyd Hetherington  
CEO



# 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 any other international, regional and/or local bylaw that applies 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. This includes the standards of the World Association of Opinion and Marketing Research Professionals (ESOMAR), which 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, and Marketing Research and Intelligence Association.

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

Additionally, GlobeScan took the first steps in implementing a corporate CSR Program. This first phase of the program garnered interest from a 16-member committee comprised of GlobeScan staff and management. This Committee was tasked with a bottom-up review of current GlobeScan commitments and to

brainstorm future opportunities for GlobeScan in the CSR and sustainability realm. Based on GlobeScan's current CSR footprint, the Committee identified five key areas and goals for the CSR Program:

- **Employees:** Focusing on workplace ethics, employee retention through motivation, respect, amicable workplace culture, and enthusiasm about the work we do at GlobeScan.
- **Internal Footprint:** Ensuring sustainable and responsible internal (workplace) processes relating to supply chain management and sourcing of materials, equipment, and facilities management.
- **Sustainable Supply Chain and Partner Management:** Focus on support and being catalysts for more responsible practices amongst our research supply chain, by helping our partners and suppliers become more committed to CSR and SD. Our goal is to be the BEST public opinion research company in terms of CSR and sustainable development and to act as a leader in our industry.
- **External Programs:** Leveraging our research to facilitate a sustainable and prosperous world by ensuring our research is widely available to as many organizations as possible, and by giving a voice to under-represented populations.
- **Measurement, Reporting and Communications:** Effectively measure and report on commitments, progress, and goals, both internally to ensure we are fulfilling our commitments and to motivate employees, and also externally to reassure our stakeholders that we are putting our own recommendations into practice.

## Outcomes

- For the second year, GlobeScan staff collected and donated food to the Daily Bread Food Bank.
- GlobeScan implemented a corporate CSR Committee, comprised of 16 staff members and supported by management. The Committee conducted a review of the Company's current CSR footprint and activities and made recommendations for further implementation.
- Continuous donations have been made to Pollution Probe, The Steven Lewis Foundation, Médecins Sans Frontières (Doctors Without Borders), and Helping Schools in Kenya.
- Charitable 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. Each year over the last four years, GlobeScan and its employees have contributed about \$600 per capita in staff donations.
- GlobeScan has continued its commitment of dedicating 50 working days and \$5,000 to cover direct costs of conducting research for pro bono work. The pro bono work was presented for The Climate Change Decision Makers study which 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 around climate change.
- To better inform professionals and the public of CSR, GlobeScan hosts a series of free educational seminars called Salons.
- GlobeScan developed an interactive blog which allows the company to have a free and open dialog with the public on current issues and research trends.
- GlobeScan recognizes the importance of non-government organizations and academics. To assist them with their work GlobeScan offers discounted rates for these clients.
- In 2009 GlobeScan provided the following organizations with in-kind research:
  - *Business for Social Responsibility (USA)*
  - *Schulich School of Business (related to sustainability and corporate social responsibility in their core MBA curriculum)*
  - *World Public Opinion*

## Future Commitments

- GlobeScan will carry on its charitable commitment through company-matched donations to Pollution Probe, Canadian Physicians for Aid and Relief (CPAR), and Stepping Stones, Nigeria.
- In line with the company's commitments to sustainable development, GlobeScan will continue to set up the GlobeScan Foundation, and will provide funding to the foundation through a percentage of the company's pre-tax income.
- GlobeScan will commit a percentage of its 2009 pre-tax income to further develop and enhance its CSR program.
- We will be dedicating another 50 working days and \$5,000 to cover direct costs of conducting research for pro bono work.
- In 2010, GlobeScan will implement The Lord Holme Memorial LEAD Scholarship, in memory of the former Chairman of GlobeScan and LEAD International, the late Richard Holme. GlobeScan will provide an annual grant of €7,700 for a candidate from Africa with a commitment to sustainable development, to participate in all core modules of LEAD training to graduate as a LEAD Fellow.
- GlobeScan will continue to inform professionals and the public on CSR through our free educational Salons.
- GlobeScan will continue with the evaluation of client satisfaction and improving its practices and processes while adhering to rigorous international research standards.
- 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 a competitive health plan coverage that all employees are invited to participate in. Maternal/paternal benefits are available to all employees to take advantage of as required. 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 in regards to internal practices and the 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 9001:2008 certified.
- For the past seven years, GlobeScan has provided three months of training to at least one intern per year from Georgian College. In 2009, we also took on an additional intern from York University.
- To date we have provided nine 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.
- In 2009 GlobeScan implemented a joint health and safety committee comprised of members of GlobeScan management and staff. These representatives received professional training and certification from the Ontario Workplace Safety and Insurance Board, Joint Health and Safety Certification Program. GlobeScan will have at all times two certified members on the Occupational Safety Group—Accident and Workplace Injury Management, Joint Health & Safety Committee. The certified members meet regularly, conduct safety audits, and submit recommendations to the management team for evaluation and remedial action.
- 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.
- 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, that of GlobeScan as a whole.

## Future Commitments

- GlobeScan is committed to the continuous improvement of our ISO 9001:2008 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 will continue our screening policies to ensure that all of our suppliers and supply chain is free of all forms of forced and compulsory labour and any other unethical labour practices.
- We shall continue with our commitments to our Occupational Safety Group—Accident and Workplace Injury Management, Joint Health & Safety Committee.

# 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

- Most 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 GlobeScan staff participate in the annual Clean Air Commute week and as a result, the company was declared a winner based on 100 percent participation for the fourth year in a row. In 2010, the Toronto HQ combined to save 736 kilograms of pollutants from the air.
- Since 2007, Climate Care has assisted us with offsetting 100 percent of all our CO<sub>2</sub> emission from air travel. Moreover, CO<sub>2</sub> emission off-sets from air travel are included in all GlobeScan contracts.
  - *Our 2009 Carbon Offsets:*
    - *Headquarters: 6162 kg CO<sub>2</sub>, equal to 1682.2 kg carbon*
    - *Employee travel: 38.18 tonnes CO<sub>2</sub> emissions*
- 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.
- New paper-less office systems—replacing printed hard copies with electronic versions—helped GlobeScan achieve a 40 percent reduction in paper use from 2008 (measured in relation to company revenue). This translates to a 25 percent reduction in the total number of sheets of paper used.
- Municipal recycling boxes are present at each work and printer station to divert from 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.
- 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:
  - *Purchasing only fair-trade coffee*
  - *Using independent office occupant control of HVAC settings*
  - *Using tap water filtration system rather than bottled water*
  - *Providing reusable dishes and cutlery*
  - *Using energy-efficient appliances and office equipment*

- *Providing biodegradable soap and cleaning supplies*
- *The kitchen supplies come from recycled products*

## Future Commitments

- To continuously decrease our ecological footprint;
  - *We will offset current energy supply by using Bullfrog Power in the Toronto HQ by early 2010. Bullfrog is an energy company committed to providing its power from renewable and green energy sources.*
  - *We will improve the ecological footprint of our London office by early 2010 through greener power initiatives, and better location for commuting staff, amongst other.*
  - *We will switch our current printer paper (30% recycled content, non-FSC) to 100% recycled, FSC paper by early 2010.*
  - *For office paper use, we will commit to a 10% reduction from 2009 volume, measured in relation to company revenue*
  - *We will replace an old, energy-inefficient printer, with a new, EnergyStar, high-efficiency printer by mid-2010.*
- 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 clearly 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.



