

Communication  
on Progress

Article 13 Ltd.

2010

# SUSTAINABILITY

*Promoting It, Living It*

*Article 13's Commitment to*

*The United Nations Global Compact*

article 

THE RESPONSIBLE BUSINESS EXPERTS

13

13

Article 13 are experts in business responsibility, typically in the areas of CSR, Sustainability, Materiality, Stakeholder Engagement, Communications and Governance and Behaviour Change through Social Marketing.

Article 13 seek to embed and integrate responsible business practices in organisations by means of research and consultancy services, training, coach-mentoring and thought leadership.

ISO 9001:2008 accredited

Recognised as an Investor in People

CoP signatory of the United Nations Global Compact – [www.unglobalcompact.org](http://www.unglobalcompact.org)

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INVESTOR IN PEOPLE

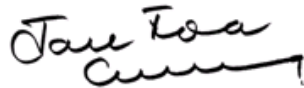


# STATEMENT OF COMMITMENT

Because promoting sustainability is at the heart of our business, so too is our commitment to the 10 UNGC principles. And throughout 2010, we have made significant progress in getting the message across – not just through the specific work we have done with individual clients but also through the wide range of case studies we have researched, prepared and presented to an ever widening audience.

But how have we been doing ourselves? Have we been living up to the ideas, beliefs and standards that we've been advocating for others? Throughout 2010, we have worked hard to incorporate the full sustainability agenda into our own operations – particularly in the areas of reducing our carbon footprint and engaging our people.

So, we're proud of our progress. But we never forget that it's an ongoing process. And we're ready to renew our efforts in 2011.



Jane Fiona Cumming  
Director  
Article 13



## OUR PROGRESS

- ❑ As specialist consultants in all areas of CSR, sustainability, corporate governance and social innovation, we exist to promote business sustainability, using levers such as the UNGC principles and the Millennium Development Goals.
- ❑ Throughout 2010, we have maintained our record of researching and disseminating case studies, several of which are highlighted in this communication, that address many of the issues raised by the 10 principles.
- ❑ We have also redoubled our efforts to ensure that both as an organisation and as individuals, we ourselves are living by the standards we promote.
- ❑ We have continued to work hard to engage our own staff, both paid employees and volunteers, and to give full recognition to their ideas and contributions.

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| AREA / PRINCIPLE   | 2010 COMMITMENT   | PROGRESS  | AREAS OF ACTIVITY FOR 2011  |
|--|---|---|---|
| <b>HUMAN RIGHTS</b><br>1. Businesses should support and respect the protection of internationally proclaimed human rights                          | To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.   | <ul style="list-style-type: none"> <li>▪ 2 Case studies published supporting the protection of Human Rights <a href="http://www.article13.com/csr/ungc_our_csr.asp">www.article13.com/csr/ungc_our_csr.asp</a></li> <li>▪ 20 000 visitors to the site</li> <li>▪ 3 500 more recipients of our Newsletter</li> </ul>                 | <ul style="list-style-type: none"> <li>▪ Increase awareness and understanding of our stakeholders of protecting Human Rights issues through business activities, i.e. training workshops and communication strategy</li> </ul>                                |
| <b>HUMAN RIGHTS</b><br>2. Businesses should make sure they are not complicit in human rights abuses  | Update our policies once in 2010 relating to Human Rights   | <ul style="list-style-type: none"> <li>▪ All policies audited, updated and published internally and externally</li> <li>▪ Made clear reference to all relevant legislation and guidelines</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Monitor supply chain issues, especially around Human Rights abuses towards a target of zero negative impact</li> <li>▪ Maintain ambitious Human Rights policy and regulation</li> </ul>                              |
| <b>LABOUR RIGHTS</b><br>3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining | Work with one Trade Union to promote and transfer knowledge around Sustainability   | <ul style="list-style-type: none"> <li>▪ We are working closely with a Trade Union to promote and transfer understanding of Sustainability</li> <li>▪ Delivered training and toolkit to diffuse Sustainability best practice to member organisations</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Increase awareness and understanding of our stakeholders of the right to freedom of association and collective bargaining through business activities, i.e. Training workshops and communication strategy</li> </ul> |
| <b>LABOUR RIGHTS</b><br>4. Businesses should uphold the elimination of all forms of forced and compulsory labour                                   | To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.   | <ul style="list-style-type: none"> <li>▪ 2 Case studies published supporting the elimination of forced or compulsory labour <a href="http://www.article13.com/csr/ungc_our_csr.asp">www.article13.com/csr/ungc_our_csr.asp</a></li> <li>▪ 20 000 visitors to the site</li> <li>▪ 3 500 more recipients of our Newsletter</li> </ul> | <ul style="list-style-type: none"> <li>▪ Monitor supply chain issues, especially those around forced or compulsory labour towards a target of zero negative impact</li> <li>▪ Maintain ambitious Labour Rights policy and regulation</li> </ul>               |
| <b>LABOUR RIGHTS</b><br>5. Businesses should uphold the effective abolition of child labour  | We will give our annual donation to support the wellbeing and education of children & one of our members will volunteer at least once a quarter with the chosen organisation in 2010. | <ul style="list-style-type: none"> <li>▪ Made our annual donation to NGO, 'Colores of Camerun' who work with children and issues on inclusion, education &amp; health</li> </ul>  | <ul style="list-style-type: none"> <li>▪ Monitor supply chain issues, especially the abolition of child labour towards a target of zero negative impact</li> <li>▪ Maintain ambitious Labour Rights policy and regulation</li> </ul>                          |



| AREA / PRINCIPLE   | 2010 COMMITMENT  | PROGRESS  | AREAS OF ACTIVITY FOR 2011   |
|--|--|---|--|
| <p><b>LABOUR RIGHTS</b><br/>6. Businesses should uphold the elimination of discrimination in respect of employment and occupation</p>                | <p>Fulfil our Investors in People (IiP) status and the associated requirements and commitments.</p>                  | <ul style="list-style-type: none"> <li>▪ All policies audited, updated and published internally and externally</li> <li>▪ Made clear reference to all relevant legislation and guidelines</li> <li>▪ Achieved monthly actions to maintain an open and equitable working environment</li> </ul>                                      | <ul style="list-style-type: none"> <li>▪ Monitor supply chain issues, especially around discrimination in respect of employment and occupation towards a target of zero negative impact</li> <li>▪ Maintain ambitious employment policy and regulation</li> </ul>                  |
| <p><b>ENVIRONMENT</b><br/>7. Businesses should support a precautionary approach to environmental challenges</p>                                      | <p>Reduce overall carbon footprint by 10% compared to 2009 levels.</p>   | <ul style="list-style-type: none"> <li>▪ Monitored and reported on our consumption levels of electricity, paper, fuel and travel</li> <li>▪ Reduction of 22% compared to 2009 levels</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Monitor supply chain issues, especially pertinent to taking the precautionary principle in environmental management towards a target of zero negative impact</li> <li>▪ Maintain ambitious environmental policy and regulation</li> </ul> |
| <p><b>ENVIRONMENT</b><br/>8. Businesses should undertake initiatives to promote greater environmental responsibility</p>                             | <p>Reduce overall carbon footprint by 10% compared to 2009 levels.</p>   | <ul style="list-style-type: none"> <li>▪ Monitor and reporting our consumption levels of electricity, paper, fuel and travel</li> <li>▪ Reduction of 22% compared to 2009 levels</li> </ul>   | <ul style="list-style-type: none"> <li>▪ Increase awareness and understanding of our stakeholders of environmental responsibility through business activities, i.e. training workshops and communication strategy</li> </ul>   |
| <p><b>ENVIRONMENT</b><br/>9. Businesses should encourage the development and diffusion of environmentally friendly technologies</p>                  | <p>To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.</p> | <ul style="list-style-type: none"> <li>▪ 2 Case studies published promoting environmental responsibility</li> <li>▪ <a href="http://www.article13.com/csr/ungc_our_csr.asp">www.article13.com/csr/ungc_our_csr.asp</a></li> <li>▪ 20 000 visitors to the site</li> <li>▪ 3 500 more recipients of our Newsletter</li> </ul>         | <ul style="list-style-type: none"> <li>▪ Increase awareness and understanding of our stakeholders of environmentally friendly technologies through business activities, i.e. training workshops and communication strategy</li> </ul>  |
| <p><b>TRANSPARENCY &amp; ANTI-CORRUPTION</b><br/>10. Businesses should work against corruption in all its forms, including extortion and bribery</p> | <p>To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.</p> | <ul style="list-style-type: none"> <li>▪ 2 Case studies published on working against corruption in all its forms</li> <li>▪ <a href="http://www.article13.com/csr/ungc_our_csr.asp">www.article13.com/csr/ungc_our_csr.asp</a></li> <li>▪ 20 000 visitors to the site</li> <li>▪ 3 500 more recipients of our Newsletter</li> </ul> | <ul style="list-style-type: none"> <li>▪ Monitor supply chain issues, especially around transparency and anti corruption towards a target of zero negative impact</li> <li>▪ Maintain ambitious anti corruption and bribery policy and regulation</li> </ul>                       |

# Human Rights

In the area of human rights, we were particularly keen throughout 2010 to ensure that we were both maintaining and promoting the importance of a sustainable and ethical supply chain. Collective discussions resulted in the following key actions being identified:

- Disseminate good practice via our case studies
- Buy responsibly from other companies
- Maintain the Company's preferred supplier list by monitoring and updating when required

## 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.

## Policies & Procedures

- 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

## Available:

[http://www.article13.com/csr/ungc\\_iip\\_values.asp](http://www.article13.com/csr/ungc_iip_values.asp)

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

## Commitment

To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.

## Activities:

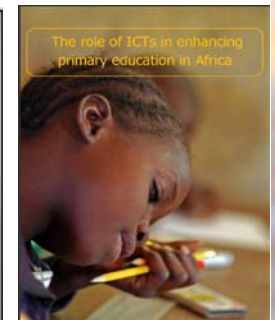
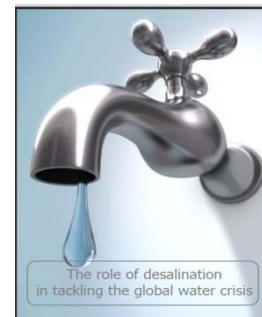
Two case studies have been written as a result of research done by our London team. These were published on our website on 26 October and promoted to our network and client base to increase their awareness of this particular UNGC principle.

- Case Study 1: [The role of ICT in enhancing primary education in Africa](#)
- Case Study 2: [The role of desalination in tackling the global water crisis](#)

In addition, the case studies also addressed three of the Millennium Development Goals: achieve universal primary education; reduce child mortality; improve maternal health.

## Outcomes:

- There have been more than 20,000 visits to our website every month this year; in addition around 3,500 people who are signed up to our monthly newsletter have received notification of our latest publications on a regular basis.
- On average, there are over 85 visitors to the page where the case studies are each month based on September, October and November 2010 stats).
- The eNewsletter in which they were promoted was only sent on 3 December 2010, so final stats won't be available until January 2011. However, reporting shows that 3,115 received the email; (with an open rate of 10% and a click through rate of 15% currently as of December 15<sup>th</sup> 2010).





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

## Commitment

Update our policies once in 2010 relating to Human Rights

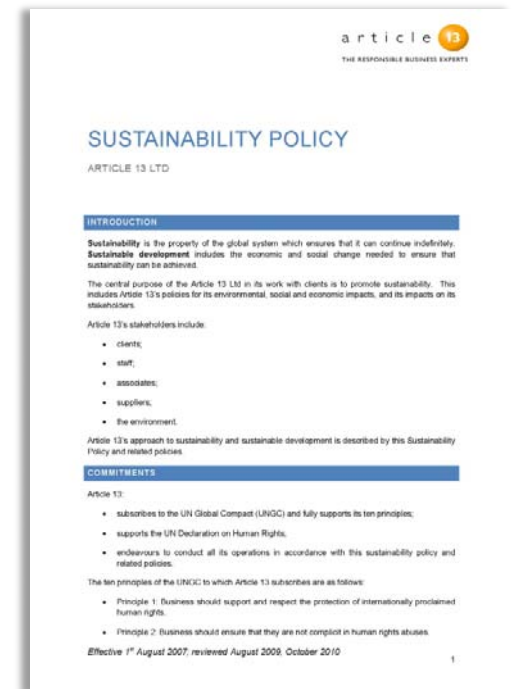
### Activities:

In our annual policy review we ensured reference to all relevant legislation and guidelines to ensure Article 13 and its suppliers are not complicit in human rights abuses. Policies updated during 2010 include:

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

### Outcomes:

As part of a process of maintaining, reinforcing and actively disseminating our policies, through our website and through an internal communication exercise, we have audited our policies and communicated the updates amongst our team via internal communication, and our wider stakeholders via updates on the website [http://www.article13.com/csr/ungc\\_iip\\_values.asp](http://www.article13.com/csr/ungc_iip_values.asp)



# LABOUR RIGHTS

The Article 13 team has a strong interest in helping those children who are forced to work to the detriment of their education. In particular, we want to support education programmes and initiatives that provide alternatives for child workers, e.g. community projects that can replace the income which children are often forced to work for.

**Human Resource management system:** Article 13 operates a transparent human resources system, with built in accountabilities for staff and management. 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 given the opportunity to contribute to the development of company strategy. In November 2008 we successfully renewed our Investor in People and ISO 9001 status and we have maintained our commitment to employee engagement by regular monitoring and monthly activities.

## **Policies & Procedures:**

- 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

## **Available:**

[http://www.article13.com/csr/ungc\\_iip\\_values.asp](http://www.article13.com/csr/ungc_iip_values.asp)





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

### Commitment

Continue work with Trade Unions and NGOs in connection with Sustainable Development and the Millennium Development Goals

### Activities:

During 2010, Article 13 continued to work closely with Prospect, a UK trade union which represents engineers, managers, scientists and other specialists in both the public and private sectors, to promote and transfer understanding of sustainability. This was the second phase in an ongoing project which represented a natural extension of the sustainability training and coaching work - designed to change behaviours - which we have been increasingly undertaking over the last three years.

### Outcomes:

Through an effective partnership with Prospect, we continued to promote and transfer knowledge around the significance of sustainability from a Trade Union perspective. The Article 13 team delivered training and masterclasses to key trade union representatives with the aim of building capacity for the representatives to communicate what a CSR policy should look like from a union perspective and how it incorporates, or should incorporate, the MDGs by using a toolkit. This enabled union representative members to take back to their company, a checklist and identify best practice CSR policy, tips on how to demonstrate the incorporation of the MDGs into a company's policy, and links to other information about employee engagement around CSR.

union for professionals



Corporate Social  
Responsibility (CSR)  
& the Millennium  
Development Goals (MDG)

PROSPECT

# PRINCIPLE 4: Businesses should uphold the elimination of all forms of forced & compulsory labour

## Commitment

To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.

## Activities:

Members of our team researched and disseminated two case studies on the subject of labour rights.

These were published on our website on 22 November and promoted to our network and client base to uphold the elimination of forced and compulsory labour practices.

- Case Study 1: [Age and Employment: How may willing older workers keep on working?](#)
- Case Study 2: [Making the connection between employee wellbeing and occupational health](#)

The first case study focuses on the ways in which age discrimination can be turned into an opportunity for business by harnessing the knowledge of experienced workers; whilst the second explores why employee wellbeing and occupational health are keys to enhancing labour issues and human rights.

## Outcomes:

- There have been more than 20,000 visits to our website every month this year; in addition around 3,500 people who are signed up to our monthly newsletter have received notification of our latest publications on a regular basis.
- On average, there are over 85 visitors to the page where the case studies are each month (based on September, October and November 2010 stats).
- The eNewsletter in which they were promoted was only sent on 3 December 2010, so final stats won't be available until January 2011. However, reporting shows that 3,115 received the email; (with an open rate of 10% and a click through rate of 15% currently as of Dec 15<sup>th</sup> 2010).





## PRINCIPLE 5: Businesses should uphold the effective abolition of child labour

### Commitment

We will give our annual donation to support the wellbeing and education of children



### Activities:

This year Article 13 gave its annual donation of £1000 GBP to an NGO in the Republic of Cameroon, 'Colores of Camerun', which is addressing issues of social inclusion, education and care of disabled children. Our contribution will cover the costs of a water access project that will be completed in March 2011. The project involves the repair of the existing borehole by December and, by March, the drilling of a second well. With this, access to clean water will be ensured during the dry season, tackling problems that the lack of clean water has for sanitation and the spread of disease.

### Outcomes:

Through our donation to "Colores of Camerun", we are making a direct impact on the Cameroon community of Bamenda. This project was chosen by the team for the reasons that it aims to ensure access to clean water and improved sanitation in the centre where more than 38 disabled children, mostly girls, live, making a significant contribution to their health and welfare.

These issues were identified in our 2010 strategy as a priority for the team and this donation has contributed towards our target of supporting innovative initiatives that work against child labour and enable children to go to school.





# LABOUR RIGHTS

Article 13 strives to maintain an open and equitable working environment that encourages inclusion and innovation.

**Labour Practices management system:** Article 13 operates a transparent and accountable labour practices management system. All staff are involved in the regular review and update of job descriptions, biannual reviews of employer and employee satisfaction, and enjoy 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. Article 13 also enforces our policy of preferred supplier selection, ensuring where possible, we are not complicit in forced and compulsory labour practices.

## **Policies & Procedures:**

- 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

## **Available:**

[http://www.article13.com/csr/ungc\\_iip\\_values.asp](http://www.article13.com/csr/ungc_iip_values.asp)



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

### Commitment

Fulfil our Investors in People (IiP) status and the associated requirements and commitments.

### Activities:

In our annual review of policies, we have ensured there is a clear reference to all relevant legislation and guidelines so that we, and our suppliers, continue to support the elimination of discrimination in employment and occupation.

Steps have also been taken to maintain/continuously improve performance in this area. Monthly actions include updating job descriptions, conducting training needs analyses, maintaining training records, and holding regular status meetings with and between the management team to identify any areas for improvement and agree steps taken to rectify any areas for concern.

### Outcomes:

Following the IiP agenda, our monthly activities as outlined above have resulted in increased awareness of the issues around employment and occupation via our update of policies. We have also recorded an increase in the Company's sense of inclusion and work ethic through feedback from employees; *"the monthly meetings and team agreed activities have given me a real sense of confidence in my role and responsibilities. Further, clearly defined job descriptions and weekly action plans have enabled me to develop my personal planning and management skills."*





# ENVIRONMENTAL PROTECTION

In the area of Environment, we have worked particularly hard to ensure that we are **living Sustainability** as well as promoting it. In particular, we wanted to **reduce our own carbon footprint** at the same time as **supporting community actions against climate change**. In addition, we have been supporting the development of **green technology** and the application of **innovative carbon offsetting**.

## 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.

## Policies

- Sustainability Policy
- Environment Policy
- Supply Chain Policy
- Sustainable Event Guidelines
- Environmental Code of Conduct

## Available:

[http://www.article13.com/csr/ungc\\_iip\\_values.asp](http://www.article13.com/csr/ungc_iip_values.asp)



**PRINCIPLE 7:** Businesses should support a precautionary approach to environmental challenges

**PRINCIPLE 8:** Businesses should undertake initiatives to promote greater environmental responsibility

## Commitment

Reduce overall carbon footprint by 10% compared to 2009 levels

### Activities:

We have continued to report and monitor our environmental impact across the areas of transport, energy use and paper consumption, and have taken a range of actions to raise awareness and change behaviour. Our 2010 commitment to reduce our CO2 footprint by 10% encompasses Fuel, Electricity & Air Travel emissions.

### Fuel (CO2)

- Replaced 25% of our face-to-face meetings with conference calls
- Increased the use of public transport for business related travel
- Supported 'Liftshare' day, designed to persuade commuters to share rides rather than drive alone

### Electricity (CO2)

- 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

### Air Travel Emissions (CO2)

- Replaced 50% of our face-to-face meetings, which would have otherwise required air travel, with conference calls

### Public Transport (CO2)

- Our preferences and procedures remained the same over 2010, however there was no change in numbers of people and distances travelled

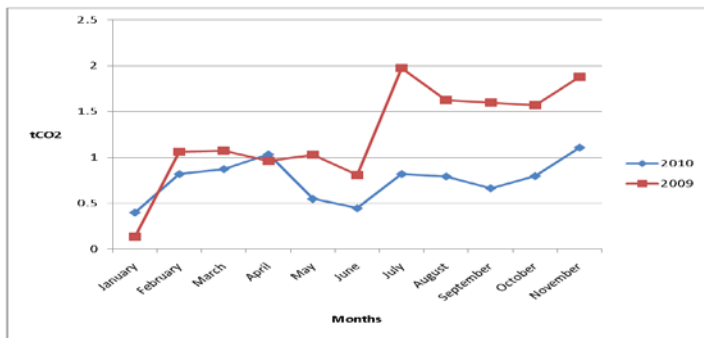
### Paper

- Decreased the volume of our internal printed communications by increasing internal use of email
- Enhanced our signage and awareness raising to promote double-sided printing and re-use of scrap paper
- Participated in the Trees for Cities Tree-Athlon in Battersea Park <http://www.treesforcities.org/page.php?id=88>

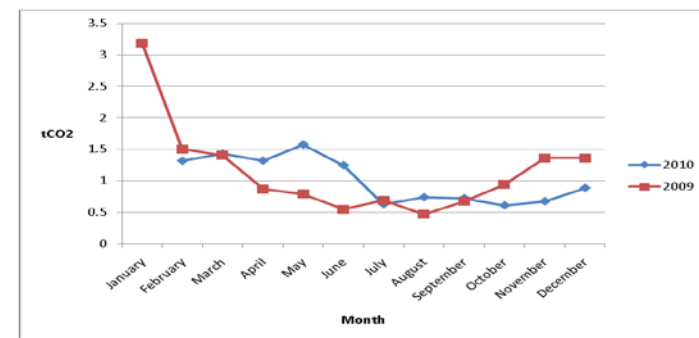
## Outcomes:

We have reduced our carbon footprint by 22% relative to our 2009 consumption levels. As seen below, our air travel has increased dramatically as of April 2010, however as this is due to an increase in clients and our network abroad which did not take place in 2009, we have excluded air travel from the year-on-year comparison. Given that our environmental reporting will continue on a monthly basis however, the below 2010 air travel figures give a good comparative basis for our 2011 figures.

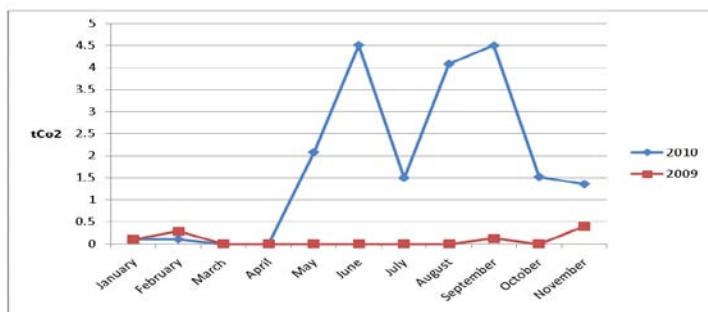
### Public transport decrease of 0.75 tCO<sub>2</sub> on 2009 levels



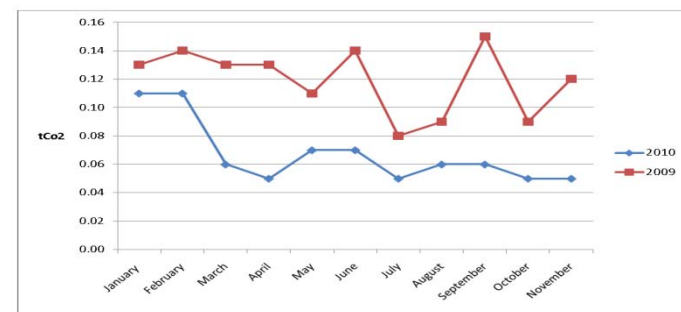
### Electricity decrease of 1.02 tCO<sub>2</sub> from 2009 levels



### Air travel increase of 18.84 tCO<sub>2</sub> from 2009 levels



### Fuel decrease of 0.62 tCO<sub>2</sub> from 2009 levels



Our comparative decrease in CO<sub>2</sub> consumption levels from 2009 is **22%**

*Including air travel emissions, which were not applicable in 2009, our total increase in CO<sub>2</sub> for 2010 is 138%*

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

### Commitment

To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.

### Activities:

Research and dissemination of best practice case studies that have showcased new and upcoming green technologies.

- Case Study 1: [Panga: a sustainable and safe substitute for endangered fish](#)
- Case Study 2: [Tackling food waste: a review of good practice in the UK](#)

These two case studies covering food waste and the protection of endangered species were published on the 10 November 2010. They cover key environmental issues addressing malnutrition and biodiversity problems giving us solutions in terms of available structures and systems that can help us to tackle these problems at a micro-level.

In November 2010 we also launched a website feature which explores Green technology and profiles the current technologies for low emission and renewable energy as well as transport and recycling solutions - where they are being developed - and the advantages and disadvantages associated with each. We also published briefing papers to examine how to set up renewable energy technology projects for success from the outset, taking into consideration the full life cycle impacts <http://www.article13.com/csr/whatsnew.asp>

### Outcomes:

There have been more than 20,000 visits to our website every month this year; in addition around 3,500 people who are signed up to our monthly newsletter have received notification of our latest publications on a regular basis.

- On average, there are over 85 visitors to the page where the case studies are each month (based on September, October and November 2010 stats).
- The eNewsletter in which they were promoted was only sent on 3 December 2010, so final stats won't be available until January 2011. However, reporting shows that 3,115 received the email; on average we have an open rate of 16%; thus far around 10% of people who have opened the eNewsletter have clicked through to the page with the case studies.
- Also, 2,972 people received the Green tech feature in our November eNewsletter (with an open rate of 15% and a click through rate of 22%), and thus far for the December eNewsletter 3,115 have received it (with an open rate of 10% and a click through rate of 15% currently as of Dec 15<sup>th</sup> 2010).





# Transparency and Anti-Corruption

Our initiatives this year have been concentrated on providing **best practice examples**. During internal group meetings, the key issues that arose were:

- i) Provide **support to community and local governments**
- ii) Support the **UK in its fight against corruption**
- iii) What does corruption look like in **local organisations in the UK?**

## **Human Resource management system:**

Article 13 operates a transparent human resources system, with built in accountabilities for staff and management. All staff are given a full induction that involves training and development, health and safety, environmental code 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 development of company strategy. In 2008 we included an Integrity Clause in our client contract 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 ongoing regular activities to maintain high levels of Investors in People commitments.

## **Policies**

- Sustainability Policy
- Integrity Policy
- Fair Commercial Terms Policy
- Supply chain policy
- Client Engagement Policy

## **Available:**

[http://www.article13.com/csr/ungc\\_iip\\_values.asp](http://www.article13.com/csr/ungc_iip_values.asp)



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

## Commitment

To publish 2 case studies on our website to be disseminated throughout our network and client base over 2010.

## Activities

Research and disseminate case studies which are focused on UK examples of transparency and anti-corruption initiatives.

- Case Study 1: Fighting Greenwash
- Case Study 2: Genetically modified food and labelling: the need for transparency

These two case studies addressing the highly controversial and topical issues of transparency and anticorruption were published on our website on 15 November 2010. We have focused our research on Green wash and Genetically Modified Products. The lack of awareness on these issues and the efforts made by companies to keep up appearances for their customers sometimes hides a lack of transparency that has been analysed in these two case studies.

## Outcomes

- There have been more than 20,000 visits to our website every month this year; in addition around 3,500 people who are signed up to our monthly newsletter have received notification of our latest publications on a regular basis.
- On average, there are over 85 visitors to the page where the case studies are each month (based on September, October and November 2010 stats).
- The eNewsletter in which they were promoted was only sent on 3 December 2010, so final stats won't be available until January 2011. However, reporting shows that 3,115 received the email; on average we have an open rate of 16%; (with an open rate of 10% and a click through rate of 15% currently as of Dec 15<sup>th</sup> 2010).



# FOR US, IT'S A MATTER OF PRINCIPLES

Upholding and promoting the 10 UNGC Principles and the Millennium Development Goals is not simply an addition to what we do. It is at the very heart of our business. And we seek to live up to our commitment using all of the following methods:

- **Events** – attending, contributing to, and keeping people informed
- **Donations** – giving and encouraging others to give
- **Initiatives** – implementing, advertising and participating
- **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

As we hope our comments on each of the Principles above indicates, we are as keen to live the principles ourselves as we are to promote them to others. And to ensure that we continue to do so, we both measure and monitor our activities in all of the following ways:

## **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 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.

This CoP will be available on [www.unglobalcompact.org](http://www.unglobalcompact.org) & [www.article13.com](http://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.

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