

The logo for GlobeScan, featuring the word "GLOBE" in white on a dark blue square, followed by "SCAN" in white on a white background. A white curved line underlines the text.

GLOBE SCAN



United Nations Global Compact

GlobeScan's 2013 Global Compact Communication on Progress

STATEMENT OF CONTINUING SUPPORT FOR THE UN GLOBAL COMPACT 2013

We are pleased to submit this, our ninth annual Communication on Progress since our company joined the UN Global Compact in 2004.

Over our 25-year history as a company, we have come to see the achievement of a sustainable and just world as the single largest imperative and principal challenge of our generation. As a result, we have dedicated ourselves to focus exclusively on this goal, both through our company's work and through our new GlobeScan Foundation.

In our client work, we are fortunate to be able to help some of the world's most respected companies, NGOs and multilateral organizations to more effectively engage their full range of stakeholders to advance their reputation, brand and sustainability. In the process, we help build trust, drive engagement and inspire innovation within, around and beyond their organizations.

Through our Foundation this year, we have launched a major initiative called the Hope Index based on our self-funded 12-nation public opinion poll exploring citizen perceptions about the magnitude of Humanity's challenges and the extent of optimism (or pessimism) about meeting them. In a world rife with dystopian views of the future portrayed in films, books and popular culture, we see the Hope Index as one of the GlobeScan Foundation's on-going contributions to progress. Because, without hope, there will be no desired future.

We very much look forward to reporting on further relevant progress and initiatives of both our company and our foundation next year to mark a decade of proud membership in the Global Compact.



Sincerely,
Doug Miller,
Chairman, GlobeScan
Incorporated
President, GlobeScan
Foundation

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.

Our Commitments

GlobeScan is dedicated and committed to upholding the United Nations' Universal Declaration of Human Rights and any other international, national, regional and local laws and bylaws 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 market and public opinion research we have conducted will not be exploited in any way that would 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.

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

2013 Outcome

Pro bono research: dedicate at least 50 working days and \$5000 to cover direct costs of conducting research

GlobeScan's pro bono budget and time were put toward the following projects:

- Launching The Regeneration Roadmap's summative report Changing Tack,
- Open-sourcing the GlobeScan/SustainAbility Survey to help support the sustainability community to be more effective,
- Boys and Girls Club of Canada survey of Canadian youth,
- Support to Canadian launch of UN Global Compact,
- A study with Ethical Markets on how economies should "Go Beyond GDP",
- Intel and Dalberg project on women and development.

Future Commitment

GlobeScan will continue with its pro bono commitment of a minimum of 50 staff working days in 2014, as well as \$5,000 to cover direct costs of conducting research.

Lord Holme Memorial LEAD Bursary

In memory of the former Chairman of GlobeScan and LEAD International, the late Richard Holme, GlobeScan provides an annual grant to an individual or groups of candidates from developing nations with a commitment to sustainable development. In 2013 we provided £7000 to cover travel expenses and tuition fees for Shamim Haider from Lahore, Pakistan, a Manager for Planning, Monitoring, Evaluation and Research with the Rural Community Development Society (<http://www.rcdspk.org/>). His organisation works for Institutional development through social mobilization, capacity building and poverty alleviation in rural communities. In his application Shamim said that "It is my mission to create a linkage between public and private sector and make poor people aware of their rights and responsibilities. Once the people are aware of their roles and responsibilities they will be ideally positioned to take control of their development." We felt that his goals and the fact that he works in social research were in perfect alignment with the Foundation's vision

GlobeScan will continue to financially support The Lord Holme Memorial LEAD Bursary moving forward. GlobeScan will provide our 2014 candidate, Gabriel Voto of Brazil with £7000 toward expenses to attend the 2014 LEAD Europe Sustainability Leadership Programme in London, UK. Gabriel is working on participatory community engagement methods to create livelihoods in the favelas in Brazil while also protecting the local biodiversity

2013 Outcome

The GlobeScan Foundation

GlobeScan Incorporated financially supported the GlobeScan Foundation, which is dedicated to helping achieve a sustainable and just world for all. The Foundation focuses on developing and applying a range of social science tools to help collaboration and accelerate progress (see box on page 21 for more information about the GlobeScan Foundation).

Future Commitment

In line with the company's commitments to sustainable development, GlobeScan will continue to support the GlobeScan Foundation, and will provide funding to the foundation through a small percentage of the company's pre-tax income.

In 2014 the GlobeScan Foundation will formally launch its first projects:

- A study of rural Haitians on the impacts and effectiveness of MPOWERD solar lanterns on improving daily life;
- A global poll and Index for the BBC around Freedom
- The Hope Index: a survey of 12,000 people across 12 countries to gather their perspective on the current economic, social and environmental challenges we face, and whether they are optimistic that we as a global population can overcome these pressing problems.

Foundation President, Doug Miller, will continue work on his forthcoming book reflecting on 25 years of public opinion research on societal trends.

Encouraging charitable giving through company-matched employee donations and survey participant incentives

GlobeScan encourages its employees to contribute to charities by matching employee donations dollar for dollar. In 2013, the employee donations and company match in Toronto totaled \$2,870, donated entirely to CAP/AIDS Canada Africa Partnership on AIDS. In London the total was GBP2,120 donated to Lend with Care, a micro-financing aid development organization. Our San Francisco office donated \$400 to Every Mother Counts.

GlobeScan also actively encourages its clients to make charitable donations—between \$25 and \$100—on behalf of survey respondents. GlobeScan annually helps a number of its clients donate on average between \$10,000 and \$15,000 collectively to hundreds of charities worldwide.

Additionally, for the sixth consecutive year, GlobeScan staff collected and donated food to Second Harvest in Toronto.

GlobeScan will carry on its charitable commitments through company-matched donations to charities to be chosen by way of staff vote.

GlobeScan will continue to encourage its clients to make charitable donations as incentives for respondent participation.

In 2014 GlobeScan staff will continue to support Second Harvest, the main provider of fresh food to people in need in Toronto, Canada; as well as their personal financial contribution to the CAP/AIDS.

2013 Outcome

Future Commitment

No-cost research findings via Salons, website, webcasts, blog, and social media

To better inform professionals and the public of CSR-related issues and trends, GlobeScan hosts a series of free seminars - both online and in person.

In 2013 GlobeScan hosted a number of these events, highlighted by the launch of the Regeneration Roadmap's summative report Changing Tack via a live streaming video presentation hosted by Cisco. (see box on page XXX for more information on The Regeneration Roadmap and Changing Tack)

GlobeScan also actively blogs, and provides research findings via various social media outlets (i.e., Facebook, Twitter, LinkedIn, Google+).

GlobeScan continues offering its Sustainability Survey—which regularly tracks sustainability professionals opinions—at no charge to its clients.

GlobeScan will continue to educate professionals and the public on CSR, sustainability, and other issues through our Salons, website, webcasts and social media outlets.

In 2014 GlobeScan will host a small gathering of South African business leaders in Johannesburg to discuss the challenges and opportunities of stakeholder engagement in the African continent.

Promote and champion the protection of human rights within our supply chain

GlobeScan began the process of adding appropriate clauses reflecting the requirements of Global Compact membership to all contracts and license agreements that it has with its partners and suppliers around the world, thus introducing our research suppliers and major partners to the Global Compact and encouraging their participation as well.

GlobeScan will continue to promote and champion the protection of human rights within its supply chain.

Maintain a management-supported corporate CSR committee

GlobeScan committed a small percentage of its 2013 pre-tax income to further develop and enhance its CSR program. The committee's responsibilities include conducting reviews of the company's CSR footprint and activities, making recommendations for further implementation, and writing this UN Global Compact Communication of Progress.

GlobeScan will continue to financially support a CSR committee. The financial commitment will total 1 percent of the company's pre-tax income. The budget will cover:

- Administration time
- Pro bono work (minimum of 50 staff working days)
- Funding for CSR-related activities

2013 Outcome

Discounted rates for non-governmental organizations and academics and in-kind research

GlobeScan recognizes the importance of not-for-profit organizations. To assist them with their work, GlobeScan offers discounted rates to these clients. Additionally, GlobeScan has always provided single historical results to university students for academic purposes at no cost.

In 2013, GlobeScan provided the following organizations with discounted and/or in-kind research:

- Business for Social Responsibility (BSR)
- Canadian Business for Social Responsibility (CBSR)
- The Yale Project on Climate Change Communication
- RBC Blue Water Project
- BBC World Service

Future Commitment

GlobeScan will continue to offer discounts of 25% to our not-for-profit clients and provide research upon request to academics, as well as providing in-kind research when requested.

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.

Our Commitments

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 for our organization we strive to assist all of our employees in maintaining a work-life balance 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 that all employees are invited to participate in. Maternal/paternal benefits are available to all employees to take advantage as required. GlobeScan offers group pensions to staff members and supports them by matching contributions.

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 regard 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.

2013 Outcome

Future Commitment

Joint Health and Safety Committee

As GlobeScan Toronto relocated in 2013 – the Joint Health & Safety Committee was put on hold until 2014.

GlobeScan is committed to re-launching its Joint Health and Safety Committee in 2014, and ensuring that all staff across all offices has participated in a Health & Safety refresher course.

Quarterly financial updates

To maintain transparency throughout the company, GlobeScan provides quarterly financial updates to employees and openly answers questions about the company's current financial position and future growth potential.

GlobeScan is committed to maintaining the highest standard of transparency and communication with all of its employees.

Compensation and benefits

GlobeScan conducted a full compensation and benefits review with staff in 2013 which resulted in enhanced benefits effective January 2014

Enhanced benefits beginning in 2014:

- Matching pension contributions to 2% of salary annually.
- Additional day off at Christmas increased from 3 days to 4 days.
- Improved vacation entitlement – longer vacations earned earlier.
- Annual travel pass advances
- Improved Performance and Professional Development process

Employee Intranet "The Hub"

To sustain the highest standards of honesty, openness, and accountability, GlobeScan maintains an Intranet web forum for all its employees to access. All news, developments, and announcements are regularly communicated to employees via "The Hub." The website is updated on a daily basis.

GlobeScan will continue to maintain "The Hub" for communicating and interacting with employees.

Staff survey

Every two years, GlobeScan embarks on a staff survey. The survey is used to:

- assess views about GlobeScan's brand and corporate culture,
- understand engagement at GlobeScan, and
- track employees' job satisfaction (from as far back as 2007)

GlobeScan will conduct the Biennial Staff Survey again in 2014.

2013 Outcome

Future Commitment

Working conditions and work-life balance

GlobeScan is committed to ongoing enhancement of its workplace conditions and to providing all of its staff with a good work/life balance. The company provides flexible working schedules and permits staff to work from home when required.

In 2013, GlobeScan continued a Workplace Wellness Initiative to encourage and support staff in living healthy and active lifestyles by supplying all interested staff with pedometers to use in an online, virtual trek. The friendly competition rewarded those who took the most steps and reached the furthest along our virtual treks.

In 2013, GlobeScan moved its Toronto office to a location more centrally located for staff (to shorten commute times) and smaller in size (to minimize our carbon footprint and control costs).

In 2013, GlobeScan San Francisco moved offices to a shared workspace called The Hub in order to shorten commute times and minimize our carbon footprint, control costs, and benefit from the collaborative working environment the shared space provided.

We are committed to continuous improvement of the quality of our working conditions and for providing our staff with flexibility so that they may endure a balanced work-personal life.

Global teams

In 2013 we focused on developing a “One Team” culture.

In 2014, GlobeScan will host its full staff complement on a 4-day Corporate Retreat that will focus on “One Team” and our high-performance culture and will involve everyone in the execution of our 2014 business plan.

GlobeScan is committed to having an 'open door' policy and actively encourages its staff to discuss issues of concern, both personal and professionally, with their formal Director or with other various senior staff and members of management

2013 Outcome

Future Commitment

Professional development

GlobeScan provides opportunities for all employees to partake in professional development courses that are aimed at evolving their professional skills, and in turn, that of GlobeScan as a whole.

A variety of on-site and off-site courses were taken by staff, including:

- Market Research Society course
- Media communications training
- Client relations/management

We will continue to expand the GlobeScan University for the professional development of GlobeScan staff.

In 2014, GlobeScan will host a staff orientation week, convening all new staff to the Toronto HQ for a series of training sessions aimed at introducing company policies and developing professional skills.

In 2014 a “buddy system” will be implemented, designed to:

- encourage cross-office collaboration and sharing,
- build personal connections between colleagues, and
- Build interdisciplinary understanding of GlobeScan work

Supply chain labour standards

GlobeScan has various screening policies in place 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.

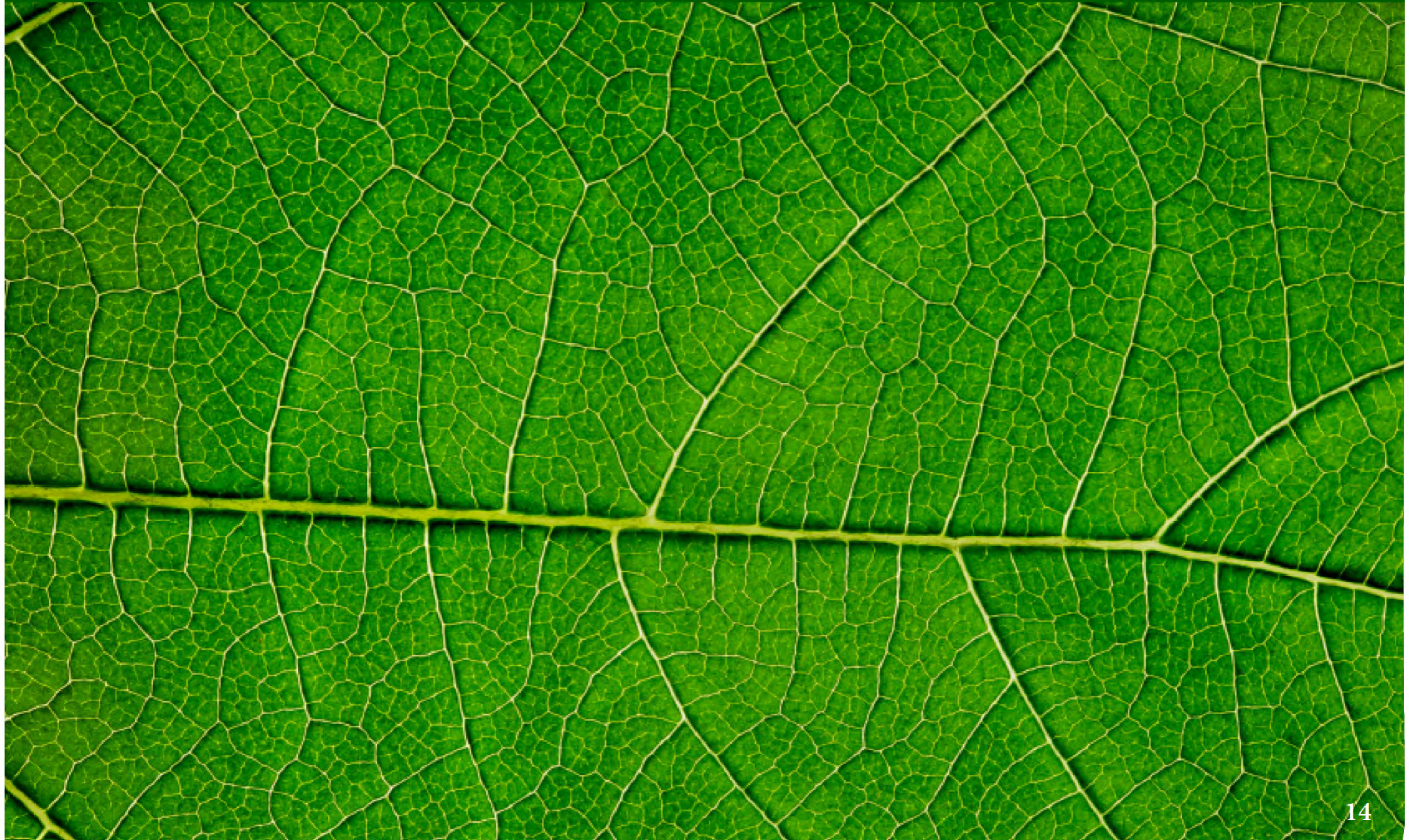
We will continue our screening policies of new suppliers and supply chain.

Student internships

For the past 11 years, GlobeScan has provided training to at least one intern per year in the Toronto or London office. To date, we have provided 13 students with a placement at our company. During their internship, we have provided them with training and the necessary skills to be able to succeed in the marketing and public opinion industry.

GlobeScan will continue to offer internship placements to students when opportunities or needs arise.

ENVIRONMENT



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.

Our Commitments

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 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.

ENVIRONMENT

2013 Outcome

Future Commitment

Carbon offsets for all GlobeScan air travel

Since 2007, Climate Care has assisted GLOBEscan with offsetting 100% of all our CO² emissions from air travel for all three GLOBEscan offices. GLOBEscan also includes carbon offsets from air travel in all contracts.

Our 2013 carbon offsets amounted to 133.96 tonnes.

Additionally, to avoid unnecessary travel, GLOBEscan offers “webinars” and online meetings as an alternative to in-person meetings.

GLOBEscan will continue to offset all emissions related to air travel and offer online meetings and webinars to clients in order to avoid unnecessary travel-related emissions.

Promote an environ- mentally conscious office lifestyle

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 control of HVAC settings,
- using a tap water filtration system rather than bottled water,
- providing reusable dishes and cutlery,
- using energy-efficient appliances and office equipment, and
- providing biodegradable soap and cleaning supplies that come from recycled products

GLOBEscan will continue to set an example as an environmentally conscious company and encourage its employees to be similarly minded.

ENVIRONMENT

2013 Outcome

Future Commitment

Reduce office paper use by 10% of 2012 volume, measured in relation to company revenue (number of sheets per \$1000 of revenue)

GlobeScan fell short of its goal of reducing our internal paper use by 10% of 2012 volume.

In 2013, Toronto, London, and San Francisco combined for a minor increase of 2.4%.

To help meet our targets, GlobeScan:

- has all staff computers automatically set to print double-sided
- actively encourages staff to only print what is absolutely necessary, and
- delivers all research reports in an electronic format. Any other documents required were printed in limited edition on FSC certified paper to ensure that the paper products that are consumed come from responsibly managed forests and verified recycled sources.

In 2014, GlobeScan will recommit to reducing its paper-use. We will once again aim to reduce paper use by 10% of 2012 volume.

Reduce the overall environmental footprint in all areas related to printing and paper use

- GlobeScan participates in the Canon Toner Recycling program.
- GlobeScan uses only 100% recycled, FSC paper.
- Headquarters uses EnergyStar high-efficiency printers, designed to use significantly less energy and less toner.
- Municipal recycling boxes are provided at each working and printing station to divert paper from the waste stream.
- 'Shred It' boxes are stationed in the headquarters office to ensure shredding and proper recycling of sensitive documents. In 2013, GlobeScan saved 27.8 trees by recycling paper via 'Shred It' boxes.

GlobeScan remains committed to lessening the overall environmental impact of our paper consumption.

ENVIRONMENT

2013 Outcome

Future Commitment

Improve the ecological footprint of our Toronto, London and San Francisco operations

- In 2013, GlobeScan moved its Toronto office to a location more centrally located for staff (to shorten commute times) and smaller in size (to minimize our carbon footprint and control costs).
- GlobeScan's Toronto new HQ office continues to be powered by Bullfrog Power – a Canadian green energy provider. GlobeScan pays a premium on its energy bill and the money is put toward developing renewable and cleaner energy in Canada.
- With the relocation of our London office, we have improved the ecological footprint of our London operations. The new location makes it easier for staff to commute by public transit, walking, or biking, and is more energy efficient via motion sensor lighting.
- In 2013, GlobeScan San Francisco moved offices to a shared workspace called The Hub in order to shorten commute times and minimize our carbon footprint, control costs, and benefit from the collaborative working environment the shared space provides.

GlobeScan will continue with Bullfrog Power at its Toronto location and will seek out similar green energy alternatives at its London and San Francisco locations.

ANTI-CORRUPTION



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

Our Commitments

GlobeScan is committed to working against all forms of corruption, and is dedicated to developing clear and precise policies and procedures.

2013 Outcome

Future Commitment

Audit of financial statements

GlobeScan's financial statements are independently audited each and every year.

GlobeScan will continue to have financial statements audited annually.

Anti-corruption policies and procedures

All employment and consultant agreement contracts clearly state that the recipient cannot accept gifts or hospitality over \$25 from any business or person.

GlobeScan is committed to developing clear and precise policies and procedures that would prevent all forms of corruption in our supply chain.

All consultant agreements have additional anti-corruption clauses.

GlobeScan will continue to require new suppliers to state their commitment to anti-corruption policies and to the protection of human rights.



The Regeneration Roadmap, a collaborative and multi-faceted initiative by GlobeScan and SustainAbility, aims to provide a way forward for achieving sustainable development within the next generation, focusing in particular on ways the private sector can improve sustainability strategy, increase credibility and deliver results at greater speed and scale.

Nearly 25 years after the Brundtland Commission released *Our Common Future*, and 20 years after the first Earth Summit in Rio de Janeiro, The Regeneration Roadmap assesses progress made on the sustainable development agenda and offers a new path forward.

This project is inspired by interviews with sustainable development Pioneers, the Ray Anderson Memorial Interviews, conducted over the last year and will include perspectives from a new generation of innovators and entrepreneurs.

The beauty and challenge of The Regeneration Roadmap lies in its design: a reflective process of progressive and participatory problem-solving whose outcomes will be substantial and valuable, but which will reveal themselves gradually.

The final output of The Regeneration Roadmap, *Changing Tack* was launched in June 2013 and offers the private sector a method for piloting the unfamiliar seas of sustainable development that lie ahead.

For more information about The Regeneration Roadmap, please visit www.theregenerationroadmap.com



The GlobeScan Foundation is dedicated to helping achieve a sustainable and just world for all. We focus on developing and applying a range of social science tools to help unlock collaboration and accelerate progress. We have chosen the theme “Letting Everyone Speak” to manifest our mission for two reasons. First, we believe everyone has the right to speak on matters that affect their lives. And secondly, when we let everyone speak we open up the possibility of collaboration, which we believe is essential for meeting humanity’s challenges.

Over the last 25 years, GlobeScan Incorporated has done a great deal of pro bono work—for global NGOs, Complus, UN agencies, and foundations, among others. Now, with our Foundation, we are able to focus and magnify our non-commercial work in order to advance progress for all.

The GlobeScan Foundation Goals:

- To conduct non-commercial global polls on matters of public interest.
- To give a voice to influential experts and stakeholder on important topics.
- To develop and apply engagement processes that can encourage mass collaboration to solve problems.

In 2014 The GlobeScan Foundation will formally launch its first projects:

- A study of rural Haitians on the impacts and effectiveness of MPOWERD solar lanterns on improving daily life;
- The Hope Index: a survey of 12,000 people across 12 countries to gather their perspective on the current economic, social and environmental challenges we face, and whether they are optimistic that we as a global population can overcome these pressing problems.
- A global poll and Index for the BBC around Freedom

Foundation President, Doug Miller, will continue work on his forthcoming book reflecting on 25 years of public opinion research on societal trends.

For more information about the GlobeScan Foundation, please visit www.globescan.com/globescan-foundation.html