

# GLOBESCAN'S 2014 GLOBAL COMPACT

COMMUNICATION ON PROGRESS

GLOBESCAN



United Nations Global Compact

## *STATEMENT OF CONTINUING SUPPORT FOR THE UN GLOBAL COMPACT 2014*

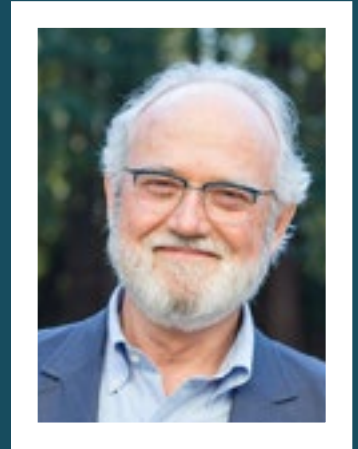
We are very pleased to present our 2014 Communication on Progress, marking a decade of GlobeScan's proud membership in the Global Compact.

Since 1987 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 on this goal, both through our company's work and that of the 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. By delivering the sophisticated intelligence required for effective stakeholder engagement, GlobeScan helps our clients thrive by enabling them to build the trusted and enduring stakeholder relationships required to drive long-term value for themselves and society. In doing so, GlobeScan and its clients help foster a more equitable and sustainable world.

In September 2014, the GlobeScan Foundation released the first 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. The GlobeScan Foundation believes that hope can predict our potential as a global society to overcome the social, economic, and environmental challenges we face. We see the Hope Index as one of the GlobeScan Foundation's ongoing contributions to progress.

As Albert Einstein said, "Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning."



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.*





# HUMAN RIGHTS

## *Our Commitments*

GlobeScan is dedicated and committed to upholding the United Nations' Universal Declaration of Human Rights and all other international, national, regional, and local laws and bylaws that apply to GlobeScan.

To ensure that we are constantly improving on our commitments to the UN's Universal Declaration of Human Rights, GlobeScan regularly reviews and revises our internal and external policies. This includes a biennial review of our internal standards for conducting business by all GlobeScan staff, to ensure 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.

GlobeScan also subscribes to the World Association for Public Opinion. GlobeScan has continued with its previous year's commitments to various charities, not-for-profit organizations, partnerships, in-kind donations, and pro bono work.



# HUMAN RIGHTS

**Pro Bono Research: dedicate at least 50 working days and \$5,000 to cover direct costs of conducting research**

## *2014 Outcome:*

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

- A report for Amnesty International in support of their "Stop Torture" campaign
- A study for Fairtrade Foundation UK on "Generation Fairtrade"
- A consumer perceptions study with Fairtrade International
- Open-sourcing the GlobeScan/SustainAbility Survey to help support the sustainability community in being more effective
- A membership survey for the Girl Guides of Canada to better understand how they are delivering on their strategic priorities and a benchmarking survey around cultural diversity

## *Future Commitment:*

GlobeScan will continue with its pro bono commitment of a minimum of 50 staff working days in 2015, as well as \$5,000 to cover direct costs of conducting research.

In 2015, we will also be launching a new partnership with the START Network—a consortium of 24 leading NGOs working together to connect people in crisis—and we hope to support them in stakeholder engagement as they continue to grow and globalize the network.

## **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 who have a commitment to sustainable development.

In 2014, GlobeScan provided our candidate, Gabriel Voto of Brazil with £7,000 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 local biodiversity.

After completing the program, Gabriel wrote to us: "This course was an amazing opportunity for me professionally and will open a brilliant and coherent track for us in the project, in regards to our quality of work and methodologies."

GlobeScan will continue to financially support The Lord Holme Memorial LEAD Bursary moving forward and will be reviewing the framework for the bursary to make it a more engaging and accessible experience for GlobeScan employees as well as the beneficiary.



# HUMAN RIGHTS

## The GlobeScan Foundation

### *2014 Outcome:*

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 second, when we let everyone speak we open up the possibility of collaboration, which we believe is essential for meeting humanity’s challenges.

Since 1987, GlobeScan Incorporated has done a great deal of pro bono work for global NGOs, Complus, UN agencies, and various not-for-profit foundations. Now, with our own 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 voice to influential experts and stakeholders on important topics
- To develop and apply engagement processes that can unlock mass collaboration to solve problems

In 2014, the GlobeScan Foundation launched 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 perspectives 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

### *Future Commitment:*

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

The GlobeScan Foundation expects to launch the following projects in 2015:

- A global survey on “The Poor,” which aims to let the poorest of the poor use their voice and be heard. Our goal is to help an often-silent population tell their fellow citizens and the international community what they need, what they want, and what interventions have made the largest impact on their lives.
- Foundation President Doug Miller’s forthcoming book, reflecting on 25 years of public opinion research on societal trends, will be published in the fall of 2015.

For more information about the GlobeScan Foundation, please visit [www.globescan.com/globescan-foundation.html](http://www.globescan.com/globescan-foundation.html)



# HUMAN RIGHTS

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

### *2014 Outcome:*

GlobeScan encourages its employees to contribute to charities by matching employee donations dollar for dollar.

In 2014, the employee donations and company matching in Toronto totalled \$2,600, donated entirely to the Canadian Red Cross. In London, £1,150 in total was donated to the British Red Cross. 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 seventh consecutive year, GlobeScan staff collected and donated food to Second Harvest in Toronto. Our fundraising efforts helped provide 240 healthy meals for underserved people in the fall of 2014.

### *Future Commitment:*

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 2015, GlobeScan staff will continue to support Second Harvest, the main provider of fresh food to people in need in Toronto, Canada.



# HUMAN RIGHTS

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

**Promote and champion the protection of human rights within our supply chains**



## *2014 Outcome:*

To better inform professionals and the public of CSR-related issues and trends, GlobeScan hosts a series of free seminars online and in person. In 2014, GlobeScan hosted a number of these events, most notably including a small gathering of South African business leaders who met in Johannesburg to discuss the challenges and opportunities of stakeholder engagement in the African continent.

GlobeScan also actively blogs and provides research findings via various social media outlets (e.g., Twitter, LinkedIn, Google+). GlobeScan continues offering its Sustainability Survey—which regularly tracks sustainability professionals' opinions—at no charge to its clients and non-clients.

GlobeScan continued the process of adding appropriate clauses to all contracts and license agreements that it has with its partners and suppliers all around the world, reflecting the requirements of Global Compact membership, thereby introducing them to the Global Compact and encouraging their participation.

## *Future Commitment:*

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 2015, GlobeScan will host Brazilian business leaders in Rio de Janeiro to discuss the challenges and opportunities of stakeholder engagement in South America.

GlobeScan will also launch a landmark study conducted with National Geographic on issues related to the ivory trade.

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



# HUMAN RIGHTS

**Maintain a management-supported corporate CSR committee**

## *2014 Outcome:*

GlobeScan committed a small percentage of its 2014 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 and making recommendations for further implementation.

## *Future Commitment:*

GlobeScan will continue to financially support a CSR program and budget. 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
- Funding to support the GlobeScan Foundation

**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.

GlobeScan will continue to offer discounts of 25 percent to our not-for-profit clients and provide research on request to academics, as well as providing in-kind research where appropriate. We will launch our partnership with the [Start Network](#) in 2015.

In 2014, GlobeScan provided the following organizations with discounted and/or in-kind research:

- Business for Social Responsibility (BSR)
- Canadian Business for Social Responsibility (CBSR)
- RBC Blue Water Project
- CSR Europe
- Academic student requests



# 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.*



# LABOUR STANDARDS

## *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 in which all employees are invited to participate. Maternal/paternal benefits are available to all employees. GlobeScan encourages staff to save for retirement, offers group pension plans 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 which directly affect their well-being and progress.

GlobeScan maintains a strong commitment to equal employment opportunities and non-discrimination policies.



# LABOUR STANDARDS

## Joint Health and Safety Committee

### *2014 Outcome:*

GlobeScan has a small Joint Health and Safety Committee to review in-office safety issues and make recommendations for improvement if required.

### *Future Commitment:*

In 2015, GlobeScan is committed to ensuring that safety procedures are incorporated into its revised onboarding process.

## Quarterly financial updates

To maintain the highest standards of transparency throughout the company, GlobeScan provides monthly financial updates to all members of the Senior Leadership Team and quarterly financial updates to all employees. Management invites questions about the company's financial position, budget, and future growth potential and answers all of them openly.

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





# LABOUR STANDARDS

## Compensation and benefits

### *2014 Outcome:*

GlobeScan enhanced its compensation benefits in January 2014 with the following:

- Matching pension contribution to 2 percent of salary annually
- Additional day off at our December break increased from 3 days to 4 days
- Improved vacation entitlement, with longer vacations being earned earlier
- Annual travel-pass advances
- Improved Performance and Professional Development process

### *Future Commitment:*

Enhanced benefits beginning in 2015:

- Matching pension contributions to 3 percent of salary annually:

## 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," which provides them with the opportunity to comment and provide feedback in real time to the full team. The website is updated on a daily basis.

GlobeScan is committed to update and streamline "The Hub" for better usability and engagement from staff.



# LABOUR STANDARDS

## Staff survey

### *2014 Outcome:*

Every two years, GlobeScan conducts 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 (dating back to 2007).

In 2014, GlobeScan carried out the fourth iteration of its staff survey with systematic tracking of the company's core KPIs. The survey also provided an opportunity to provide feedback on other aspects of the business to help in the growth and optimization of the business.

Core topics included:

- Overall satisfaction and future expectations
- Management and company's core objectives
- Compensation
- Employee satisfaction
- Feedback on the company's corporate purpose
- Feedback on the company's employee share ownership program
- The GlobeScan Foundation

Key findings from the survey demonstrated high levels of employee satisfaction, with continuous improvement since 2012, as well as optimism about the direction and future of the business.

### *Future Commitment:*

Areas that remain a challenge for 2015 include:

- Collaboration and knowledge-sharing challenges across different locations
- Workload
- Opportunities for professional development
- Effective use of time

GlobeScan will conduct the biennial Staff Survey again in 2016.

## Working conditions and work-life balance



GlobeScan is committed to the ongoing enhancement of its workplace conditions and to providing its entire staff with a good work-life balance. The company provides flexible working schedules and permits staff to work from home when required, as well as attend to unexpected family needs as they arise.

We are committed to continuous improvements in the quality of our working conditions and to providing our staff with flexibility to enable balance between their work and personal lives.

# LABOUR STANDARDS

## Global teams

### *2014 Outcome:*

In 2014, GlobeScan hosted its full staff complement on a four-day corporate retreat that focused on “One Team” and our high-performance culture, and also involved everyone in the execution of our 2014 business plan.

### *Future Commitment:*

In 2015, GlobeScan will host its full staff complement on a four-day corporate retreat that will focus on our “corporate purpose,” and will involve everyone in the execution of our 2015 business plan.

GlobeScan is committed to having an open door policy and actively encourages its staff to discuss issues of concern, both personal and professional, with their Line Manager, other senior staff, and members of management.

## 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 attended by staff, including a staff orientation week hosted by GlobeScan that convened all new staff to the Toronto office for a series of training sessions aimed at introducing company policies and processes and developing professional skills.

In 2014, a buddy system was implemented, designed to:

- Encourage cross-office collaboration and sharing
- Build personal connections between and among colleagues
- Build interdisciplinary understanding of GlobeScan work

In 2014, the first of a series of bi-monthly “Innovation” sessions was also held. These sessions expose the full team to recent innovative projects so that they can share the learning and outcomes of projects with which they were not directly involved.

We will continue to expand GlobeScan internal learning sessions for the professional development of GlobeScan staff, as well as offering opportunities for external learning in alignment with the company’s business goals. The Innovation sessions will continue throughout 2015.



# LABOUR STANDARDS

## Supply chain labour standards

### *2014 Outcome:*

GlobeScan has various screening policies in place to ensure that all of our suppliers and supply chains are free of all forms of forced and compulsory labour and any other unethical labour practices.

### *Future Commitment:*

We will continue our screening of new suppliers and supply chains.

## Student internships

For the past 12 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 the company. Interns are provided with training and skills development to help them succeed in the marketing and public opinion industry.

In 2014, GlobeScan Toronto took on one 3-month internship candidate.

GlobeScan will continue to offer internship placements to students when opportunities or needs arise and we expect to take on at least one additional intern in 2015.





# 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.*



# ENVIRONMENT

## *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

## Carbon offsets for all GlobeScan air travel

### *2014 Outcome:*

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

Our 2014 carbon offsets amounted to 162.16 tons.

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

### *Future Commitment:*

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 environmentally conscious office lifestyle

GlobeScan and its employees recognize the importance of living an environmentally conscious lifestyle and have incorporated it into every aspect of our office life by:

- purchasing only Fairtrade coffee
- providing reusable dishes and cutlery
- providing biodegradable soap and cleaning supplies that come from recycled products
- using a tap water filtration system rather than bottled water
- using energy efficient appliances and office equipment

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



# ENVIRONMENT

**Reduce office paper use by 10 percent of 2012 volume, measured in relation to company revenue (number of sheets per \$1,000 of revenue)**

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



## *2014 Outcome:*

GlobeScan committed to reducing its internal paper use by 10 percent of 2012 volume. In 2013, we had a minor increase in usage of 2.4 percent.

In 2014, our Toronto, London, and San Francisco offices combined accounted for a 16 percent reduction in paper use compared to 2013.

To help meet our targets, GlobeScan:

- Has all staff computers set to print double-sided automatically
- Actively encourages staff to only print what is absolutely necessary
- 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.

GlobeScan participates in the Canon Toner Recycling program. We use only 100 percent recycled FSC paper.

Our office in Toronto 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.

Special recycling boxes are stationed in the Toronto office to ensure shredding and proper recycling of sensitive documents. In 2014, GlobeScan shredded 1.5 tons of paper and saved 16.15 trees. We also saved an additional four trees through recycling paper and cardboard with PaperSavers.

This is compared to a total saving of 27.8 trees last year, which indicates that we are using and recycling less paper.

## *Future Commitment:*

In 2015, GlobeScan is committed to reducing its internal paper use by a further 10 percent across all of its offices combined.

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



# ENVIRONMENT

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



### *2014 Outcome:*

GlobeScan's Toronto office continues to be supplied 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.

We continue to improve the ecological footprint of our London office. The location makes it easier for staff to commute by public transit, bicycle or foot, and is also more energy efficient via motion sensor lighting.

GlobeScan's San Francisco office location also shortens commute times, minimizes our carbon footprint, controls costs, and we also benefit from the collaborative working environment that the shared space offers.

### *Future Commitment:*

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.

In 2015, GlobeScan will implement a "Bike to Work" plan for our London office to enable employees to easily purchase a bicycle for commuting to work.

# ANTI-CORRUPTION

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



# ANTI-CORRUPTION

## *Our Commitments*

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



# ANTI-CORRUPTION

## Audit of financial statements

### *2014 Outcome:*

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

### *Future Commitment:*

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 \$100 from any business or person.

All consultant agreements have additional anti-corruption clauses.

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

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



## *SEE CHANGE: HOW TRANSPARENCY DRIVES PERFORMANCE*

The GlobeScan/SustainAbility Surveys offer a unique, collaborative platform that uses research-driven insights—including targeted surveys of the most influential thought leaders in the sustainability arena from over 90 countries—to explore the biggest sustainability challenges.

Our 2014 “See Change” report showcases research findings from a GlobeScan/SustainAbility Survey of industry experts on corporate transparency.

Sustainability experts often point to stakeholder engagement and enhanced reputation as some of the benefits of corporate transparency. This survey reveals that corporate transparency brings even more value to companies. Seventy-nine percent of survey respondents indicated that corporate transparency positively impacts a company’s sustainability performance. While there are barriers to transparency driving change within companies, there are a number of transparency practices that can help better guide decision making and work towards sustainable change.

Download a copy of the report [here](#)

## *THE HOPE INDEX*

Just as the Consumer Confidence Index is a reliable predictor of our economic future, the GlobeScan Foundation believes that hope can predict our potential as a global society to overcome the social, economic, and environmental challenges we face.

In 2014, we launched the first Hope Index, reflecting the degree to which 12,000 citizens across 12 countries express optimism on current trends and hope for humanity’s future.

A majority of citizens (59%) believe “the social, environmental and economic challenges the world faces today are more difficult than the ones we have faced in human history.” Only one in four (25%) believe our challenges are less difficult.

In spite of this, a similar majority (63%) believe that “humanity will find a way to overcome our current challenges,” although almost a third of citizens (31%) think it is “very or somewhat unlikely” that we will be successful.

Download a copy of the report [here](#)