



Sustainability Report

Siteimprove

COP 2010



WE SUPPORT



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Introduction

Information search and self-service on the internet have exploded in recent years. Most users find that the digital age has made life easier enabling online-banking, online shopping for consumer goods, or quick interaction with public services through the internet. But the needs of all users aren't always being considered in this rapid development and it's impossible to prevent some users from falling through the cracks of the digital age. Siteimprove has a stated mission of helping both public authorities and private companies maintain quality homepages and ensure web accessibility for all users.

Siteimprove is a small, Danish owned, software provider. We have 35 employees between three offices, in Denmark, England and the United States. This is the first edition of our Global Compact Communication on Sustainability Report (COP).

Siteimprove is a slightly atypical Global Compact participant but we have chosen to participate because it is important to us that our employees feel that we are a great place to work and that the world around see that we are a socially responsible partner.

Why this report?

The last few years have been a landmark for Siteimprove. In 2010 our gross profits increased by 62% and that same year we put a lot of work into our first written strategy for the company. An important area has been to ensure that our growth isn't just focused on financial progress but that we grow in a socially responsible manner. For this reason we chose to join the UN Global Compact initiative in 2010 and we support the 10 Global Compact principles for socially responsible business management.

The purpose of this report is to share with the world around us, who we are and why we believe it makes sense for us as a company to work with these 10 principles. In addition, we wish to contribute to an increased awareness of the Global Compact in the hope that more IT companies will follow suit. In this way we are living up to Siteimprove's CSR vision: To contribute to a

sustainable information society for all!

This report is only the first step and it is important for us to acknowledge that we are still learning and evolving. Even though we have launched initiatives at all three office locations, this first report is written primarily from the point of view of the headquarters in Denmark.

This report presents what we did in 2010, the activities and objectives that we have completed and what we have planned for 2011.

Siteimprove's mantra is "We can always get even better"- and we trust that this report will generate feedback and start a dialogue with employees, customers, partners and other stakeholders who can provide valuable input to the direction we must steer Siteimprove to strengthen our social responsibility work in the future.

I would like express my sincere gratitude to Camilla Simonsen, CSR responsible for Siteimprove. She has prepared this report and it is very much to Camilla's credit that this Sustainability report has come to be. I sincerely hope that her efforts can serve as an inspiration for other service companies. It has been very beneficial for me to view my business through a CSR lens. Happy Reading!



About Siteimprove



Siteimprove is a Danish owned company founded in 2003 by Morten Ebbensen.

Siteimprove develops and markets quality tools for websites. We have more than 1,100 customers in cities, counties, educational institutions, libraries, charitable organizations, global organizations as well as large and small private companies. 74% of our revenue is generated in the UK and US market.

Our products are:

- Siteimprove Check: Checks for broken links, spelling errors and accessibility issues.
- Siteimprove Analyze: Web analytics.
- Siteimprove Search: Internal search engine.
- Siteimprove Monitor: Tool that measures whether a site is up as well as response time.
- Siteimprove SEO: Search Engine Optimization.

We presently have 35 employees at our offices in Copenhagen, London and Minneapolis. Product development, sales and

administration is handled by our office in Copenhagen where 20 of our 35 employees are located. The other two offices, in England and the U.S., handle sales and support to our two English speaking markets.

The market today has changed dramatically over the 8 years that we have been in business. From offering a simple link check service and a web stats program to now offering tools that can streamline any web based business, private as well as public. In that regard, we experience less of a difference between public and private websites today and we work diligently to meet market demands.

To better serve our clients' needs, we expanded our business in 2010, to include a consulting department that assists our clients in achieving maximum usability of their site. Reducing, for example, the number of phone inquiries, emails or customers who show up in person(channel strategy).

CSR Vision



WE SUPPORT

Siteimprove's CSR-vision:

“Contributing to a sustainable information society for all.”

In support of our vision, we chose to endorse UN's initiative, Global Compact in 2010. This is the world's largest network of companies that want to work with CSR. It may sound like a lofty aim for a small company, but the Global Compact provides a sound framework and a good foundation for Siteimprove's CSR efforts. We commit ourselves to working with the 10 international principles in a manner that makes sense for our company. The Global Compact serves as a major inspiration and is recognized throughout the world which is helpful as we broaden our CSR work to include our offices in the U.S. and England.

We work with CSR in 4 main areas:

1. Human Rights
2. Work Environment
3. Climate
4. Anti Corruption

In 2010 and 2011, we have launched a series of activities and objectives for areas 1-3 at the Danish office. It is for these 3 areas that the rest of this sustainability report will present an initiative status update. With the experience that we are gaining in Denmark, we will later introduce and develop our activities at the U.K. and U.S. offices in 2011 and 2012.

Anti-corruption is the fourth area under the Global Compact. Siteimprove's position on this issue is listed in our employee handbook and expanded upon at the end of this report under the 10th principle 'Anti Corruption'. It must be stressed that corruption isn't widespread in the markets where Siteimprove operates and for this reason, anti-corruption will not be of major focus in this report.

Human Rights

EVERYONE MUST HAVE EQUAL ACCESS TO THE INTERNET

Global Compact Principles 1-2

1. The company should support and respect the protection of internationally declared human rights, and
2. Ensure that the company does not contribute to the violation of human rights.

EVERYONE MUST HAVE EQUAL ACCESS TO THE INTERNET
Siteimprove's CSR vision is "to contribute to a sustainable information society for all". In the context in which Siteimprove operates, we believe that it is a human right that all users have equal access to the Internet. We do not see it as our task to ensure that all people have access to computers and the Internet, but to develop services that promote Web accessibility¹.

Digital self-service is a buzz word these days and the goal of the Danish government is that all communication between the government and its citizens is made digital by 2012. Since the public sector is Siteimprove's primary customer group in Denmark, (we serve 75 counties out of a total of 98, all regions and more than 40 governmental authorities in Denmark), we are able to contribute in a very important way to Web accessibility in Denmark.

Digital self-service saves society and taxpayers a staggering

amount of money, which contributes to sustainability in and of itself. But the focus on digital rather than analog channels currently restricts the options of many users, when personal contact is lost. Many public websites (and private, for that matter) do not fulfill the technical conditions required for Web accessibility - and that's where Siteimprove wants to make a difference! Poor Web accessibility means that users with physical impairments² do not have equal access to the network. Poor Web accessibility, for example, means that the user cannot use voice software to read a page or make use of the shortcut keys as an alternative to the mouse

In 2010, we have worked intensively on optimizing Siteimprove's Accessibility Tool which is part of the "Check" service. With this, we make it even easier for our users to work with Web accessibility, which many webmasters perceive as a very complex area. There is a long way to go and Siteimprove will continue to contribute to a greater focus on accessibility of Danish public and private websites in 2011.

We do this within 4 areas:

- Offering free advice through blogs and education for public and private web content providers.
- Collaboration with a Danish NGO with the goal of offering a certification and a stamp of approval for the homepages working in a targeted manner with web accessibility.
- Offering a tool that improves accessibility for web pages.
- Facilitation of a network where public clients can meet and exchange experiences in this area.

Facts

- Since 1st January 2008, all new websites created by the Danish public authorities must comply with the international guidelines for accessible content on the internet (WCAG2 level AA).

- Studies show that more than 50% of the public authority websites fail or have poor accessibility, and do not comply with the international guidelines.

Source: Report on the Authority's work with website accessibility. Rambell Management Consulting

- It is estimated that approximately 25% of all Danish internet users (where users with disabilities make up the majority) experience varying degrees of accessibility problems..

Source: Sensus

1) Website accessibility means, in a few words, that "a website can be accessed by as many people as possible in the majority of situations, including users with disabilities using assistive technology". Source: lst.dk

2) Within this context, users with disabilities are those with visual impairments/blind internet users or users with a physical disability, who cannot navigate using a mouse.



Initiatives

Human rights areas of focus	Activities implemented in 2010	Målsætninger 2011
Offering a user-friendly tool that improves accessibility on private and public homepages.	<ul style="list-style-type: none"> • Optimizing Siteimprove's Accessibility Tool with focus on the new WCAG 2.0 standard, improved usability and simplicity. The optimization makes it easier for web content providers at all levels to provide their users with accessible websites that meet international standards and regulatory requirements. 	<ul style="list-style-type: none"> • First 6 months: 1st version of Siteimprove's Accessibility Tool version 2.0 will be launched.
Free advice through blog entries and education for public and private web content providers.	<ul style="list-style-type: none"> • Project 'New Website' launched: as a new initiative we will start blogging and sharing experiences regarding i.e. web accessibility. • 12 free seminars on the tool 'SiteCheck' including a review of web accessibility and recommendations for improvements. 	<ul style="list-style-type: none"> • First 6 months: new website launched • A minimum of one seminar per quarter with training in web accessibility • A minimum of 2 blog entries annually dealing with web accessibility
Collaboration with Danish NGO that offers certification and 'stamp of approval' for homepages working in a targeted fashion with web accessibility.	<ul style="list-style-type: none"> • Meetings held and collaboration established with NGOs in the field. (This collaboration is not yet official and will not be elaborated upon any further in this report). 	<ul style="list-style-type: none"> • First 6 months: definition of terms, expectations and objectives, collaboration announced and pilot launched • Second 6 months: certification of a minimum of 5 Danish websites.
Facilitation of a network where public, municipal clients can meet and exchange experiences regarding this topic.	<ul style="list-style-type: none"> • Brainstorm and definition of networking, informal conversations with municipal clients on ideas. 	<ul style="list-style-type: none"> • First 6 months: preliminary meeting with the steering committee of selected cities. • Second 6 months: municipal network launched. 98 Danish municipalities are invited to a kick-off networking event by establishing a LinkedIn group. A minimum of 50% municipal participation.

Workers' Rights

Global Compact Principles 3-6

3. The company should support the right to unionize and effectively recognize the right of collective bargaining.
4. Support the eradication of all forms of forced labor.
5. Support the effective eradication of child labor.
6. Eradicate discrimination in respect to employment and occupation.

Siteimprove has no sub-contractors in third world countries, because all of our 'production' is software and developed entirely at the headquarters in Copenhagen. For this reason, forced labor, child labor and discrimination are not issues for Siteimprove. We have chosen to focus on Workers' Rights from a different perspective:

OUR EMPLOYEES = THE HEART OF SITEIMPROVE

The core of our business is our employees. They are specialists and as a small business we are very dependent on their skills and commitment. An important step in attracting and retaining excellent employees is to offer a great work environment; this was Siteimprove's primary CSR focus in 2010.

As a Danish company we naturally comply with Danish labor laws. But we wish to go much further than that to make sure that our employees are thriving in a pleasant work environment at our offices in Copenhagen, London and Minneapolis. We have already launched several initiatives in London and Minneapolis but this report will only be dealing with initiatives at our headquarters in Copenhagen.

A HEALTHY PSYCHOLOGICAL WORK ENVIRONMENT

In order to keep close tabs on the psychological well-being of our employees, we conducted the first yearly work-place-

assessment, with focus on the psychological work environment in 2010. This was followed by individual performance appraisals as well as semi-annual satisfaction interviews.

The work-place-assessment and the staff interviews made it clear that the employees were missing a clear sense of company goals as well as 'where we are going'. Management listened and drafted Siteimprove's first written strategy which was subsequently presented to the employees.

Furthermore, 2010 was the first year that we introduced an employee manual. Starting sometime during the first six months of 2011, we will be introducing monthly staff meetings to ensure greater transparency and knowledge sharing between employees.

A HEALTHY PHYSICAL WORK ENVIRONMENT

In 2009, the Danish Labor Inspection Agency carried out its first audit at Siteimprove. We received a 'happy smiley' and in collaboration with the Work Environment Consultant, we drew up an action plan detailing improvements to the physical workplace. This led to a lot of initiatives in 2010 with everything from new carpet and energy efficient computers to better lighting and art on the walls.

NEW OFFICE, NEW FRAMEWORK

Siteimprove's current headquarters is located in a zoned, historical building in Copenhagen, which limits the possibilities for improving the psychological and physical work environment.

This coupled with our projected economic growth and additional, new employees make it even more important to focus on our work environment in 2011. As a consequence, we have terminated our present lease and will be moving to a new and larger office space in Copenhagen in early 2012. The 600 square meters at the new office location will be a substantial increase in space to our current 250 square meters.

This new office space will give us a unique opportunity to focus on the working environment and pamper our employees in the new environment.

HEALTH, SICK LEAVE AND STRESS

An important area of focus in 2010 has been health, sick leave and stress. In January 2010 we purchased software to record employee absence. This allowed us to systematically track all types of absence at the Danish office. In 2010, the rate of absence averaged 3.52% at the Danish office, equivalent to 8.9 sick days a year per person, which is considered to be too high.

The reason for the high rate of absence was primarily due to the fact that 4 out of 5 female employees, at the Danish office, became pregnant in 2010. This resulted in some sick days for this employee group.

We have set the goal of reducing sick days in 2011 to 2.5% which equal approximately 6 sick days per year per average employee.

Based on the work-place-assessment survey, it became clear that the stress level among employees at the Danish office is above the national average. In 2011, we will focus on initiatives aimed at reducing stress triggers and promoting health and wellbeing.

Initiatives to promote health and well-being:

2010

- Healthy lunch offerings
- Free organic fruit
- Flexible work hours
- Option to work from home
- Several yearly social and sporting events

2011

- Bonus to all employees based on company profit.
- Annual weekend event; gathering all employees internationally for team building, knowledge sharing and social activities.





Workers' rights areas of focus	Activities implemented in 2010	Goals for 2011
The Physical Work Environment	<p>Initiatives implemented in 2010 based on the 2009 work-place-assessment :</p> <ul style="list-style-type: none"> Interior decorator hired; work stations and interior decorations moved around. Lighting replaced. Noise reducing carpeting in large room. Agreement with The Art Library's' Picture-Bus' which now comes around to replace art once every quarter. Carpets that reduce noise Heat producing servers reduced and moved to 'server park'. Research of potential AC/ventilation installation for large room. Replacement of 50% of computers, monitors with more energy efficient and less heat producing models. 	<ul style="list-style-type: none"> 2nd Quarter: Sign lease for new offices 4th Quarter: Move to the offices (late 2011 or early 2012).
The Mental Work Environment	<ul style="list-style-type: none"> First mental work environment tests carried out in Denmark (with expansion to the U.K. and the U.S.) One employee assessment interview conducted with all employees. First written strategy drafted and presented to staff. 	<ul style="list-style-type: none"> 4th Quarter: Complete annual, anonymous work-place-assessment survey with a focus on the psychological work environment Increase in employee satisfaction and decrease of stress as compared to 2010. Employee Assessment interview will, on a trial basis, be followed up with 1-2 'well-being interviews'. 1st Quarter: Begin monthly staff meetings.
Health, Sick Days and Stress	<ul style="list-style-type: none"> Ongoing registration of employee absence. 2010 was the first year that we were able to get an overview of sick leave=3.52% in 2010. Sick leave incorporated as a topic in employee assessment interviews. 	<ul style="list-style-type: none"> Continued focus on sick leave and a goal of reducing to 2.5%
Social Events	<p>Social events:</p> <ul style="list-style-type: none"> Company Brunch (April) Summer Party (June) DHL Relay run(August) Beer tasting (September) Release party for employees (October) Holiday lunch at Swedish Castle (December) 	<p>Planned events:</p> <ul style="list-style-type: none"> Beer tasting (March) Employees from Copenhagen, London and Minneapolis will meet in New York City for teambuilding and company event (May). Summer party (August). Holiday Lunch (December). <p>A minimum of 75 % employee participation.</p>
Exercise and Health	<p>Activities:</p> <ul style="list-style-type: none"> DHL Relay Run Shift to organic fruit and healthier lunch offerings. 	<p>Activities Planned:</p> <ul style="list-style-type: none"> Sport Day (in June). DHL Relay run (August). Sport Day (November). <p>A minimum of 50 % employee participation</p>

Climate & Environment

Global Compact Principles 7-9

- The company should support a careful approach to environmental challenges.
- Take initiatives to promote increased environmental responsibility.
- Encourage the development and dispersion of environmentally friendly technologies.



Climate change is one of the biggest, global challenges. All companies - large and small - must take responsibility for the climatic development. Siteimprove is developing rapidly. In 2010, our gross profit increased by 62% and our headcount by 40%. Our participation is about caring for the climate and environment but it also makes perfect economic sense to ensure that our growth is sustainable.

SITEIMPROVE'S CLIMATE PARTNER

Climate change is one of the biggest, global challenges. All companies - large and small - must take responsibility for the climatic development. Siteimprove is developing rapidly. In 2010, our gross profit increased by 62% and our headcount by 40%. Our participation is about caring for the climate and environment but it also makes perfect economic sense to ensure that our growth is sustainable.

Facts

3 out of 4 Danes believe that cities and companies must take active responsibility for climate change.

Source: Monday Morning (Danish business newsletter)

As a climate partner we are also part of a network, where we have the opportunity to spar with other companies, cities and organizations and seek inspiration for future initiatives for the Danish market. The inspiration we gain from this network combined with experiences from our own efforts at the Danish office, will be expanded to the U.K. and U.S. offices in 2011/2012. .

[MAPPING SITEIMPROVE'S CONSUMPTION AND CO2 FOOTPRINT](#)

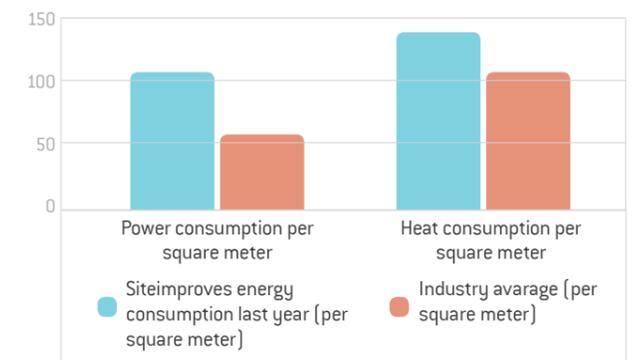
Based on the Siteimprove's report to DONG Energy, we have mapped out our consumption and CO2 footprint for 2010 in several areas:

Last year's energy consumption³

Power	Heating	Total consumption	Consumption per employee
42.646 kWh/yr	53 MWh/yr	95.776 kWh/yr	2680 kWh/yr ⁴

Compared with other IT companies, DONG Energy has indicated that our consumption is relatively high; both power and heating. Blue = last year's energy consumption per. m2 / red = average for the industry per. m2. The two areas will be primary focus areas.

Siteimprove's consumption in relation to the industry



³) The energy consumption is reflective of both Siteimprove and our sister company, Netmester. Because we share office space, it has not been possible to divide the total consumption. Both companies have signed a climate partnership with DONG Energy.

⁴) To find the per employee consumption, the total consumption has been divided between the 36 employees who worked at Netmester and Siteimprove in 2010.



Energy consumption break down chart

Source	Energy distribution	CO2 emissions (kg/yr)	CO2 per employee (kg/yr)
Heating	55,5%	6.900	
Pumps	0,2%	100	
Lighting	6,0%	3.500	
Office equipment	21,4%	11.200	
Server space ⁵	2,7%	1.400	
Automats	5,0	2.600	
Appliances	0,3%	100	
Unknown consumption (power)	8,1%	4.250	
Last year's total consumption	100%	30.050	835

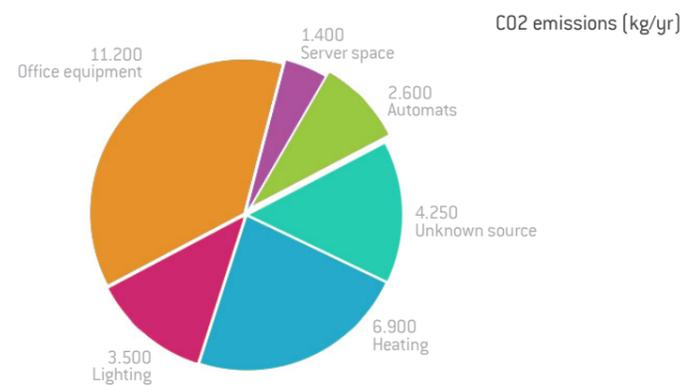
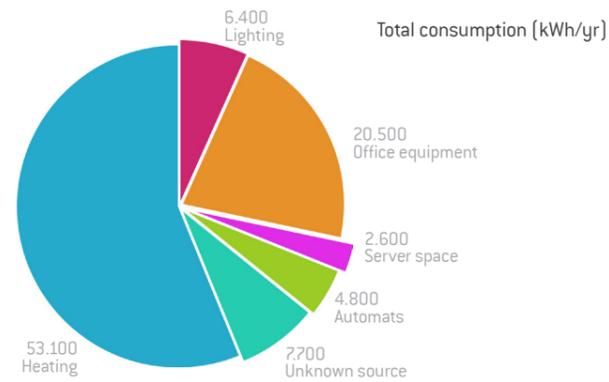
SAVINGS POTENTIAL AND GOALS

Based on our 2010 consumption, DONG Energy estimates that for 2011, and the years ahead, we can reduce our annual energy consumption by a total of 22,650 kWh / year. This saving is equivalent to a 24% reduction as compared to last year's total energy consumption, which equals an annual 6-ton CO2 reduction.

2010 was the year that we focused on a 'greener culture'. This has resulted in a number of initiatives such as proper disposal of glass bottles and recycling of plastic and cans. We also took other energy saving measures like replacing old electronics and switching to energy saving light bulbs for most light sources at the office.

But to achieve full savings, it will be necessary to invest in a number of specific energy saving measures in the coming years.

Our projected growth combined with the building restrictions at our office location in a zoned, historical building from 1805, have made it clear that we need to focus on a longer term solution.



This means that we have chosen to move to a new office location in early 2012. This new location has a more energy efficient profile and we will be able to adjust our surroundings to meet environmental needs.

But since DONG Energy's calculations are based on Siteimprove's current lease, it only makes sense to continue to invest in energy saving features that are portable such as on/off timers, motion sensors, and energy efficient power strips. We could also choose to continue replacing light sources at the current office which will have a positive effect on our energy consumption for remainder of 2011.

Because we are moving to a new location, it does not make sense to use DONG Energy's reduction targets.

But then why this climate partnership?

When Siteimprove entered into the climate partnership it was not yet known that we were about to change location. The work, however, is not wasted as we have gained a great deal of

5) Servers placed in the remote server park are not included in the DONG Energy's climate records so therefore not included in this report.

experience that we can put to good use at the new office and use as we work with architects to remodel the new office.

Experiences gained between 2010 and 2012 will be difficult to compare directly, instead the objective will be that the work during this period will culminate in a new mapping and climate action plan to be formulated in 2012/2013.

SITEIMPROVE SUPPORTS THE DEVELOPMENT OF WIND ENERGY & A SUSTAINABLE INFORMATION SOCIETY

Through our partnership with DONG Energy, Siteimprove also supports the development of ongoing energy production in Denmark. As a climate partner we reserve "green power" in the windmill park in Horns Rev II and contribute to a sustainable society by paying a slightly higher than market price for the power we use. We believe this is a cause worthy of our support.



Facts

In 2010 Siteimprove signed a partnership agreement with FAIR Denmark. This agreement involved the replacement of 50% of the office PCs with more energy efficient models. The used IT equipment was donated to Fair Denmark. In a sustainable manner they send usable electronics off to benefit the world's poorest, developing countries. This may well contribute to the development of these countries and gives more people access to IT.

The manufacturing of IT equipment is in itself very stressful to the environment, which means that it is good, green practice to ensure a longer life for IT equipment. Every time a PC is recycled, it saves the environment up to 20% CO2 emissions according to the UN. It is, however, important to ensure that the equipment sent to developing countries does not end at local landfills, where they do not have the knowledge and technology for environmentally safe disposal.

Kilde: Fair Danmark



Climate and environmental areas of focus	Activities implemented in 2010	Goals for 2011
Decrease Siteimprove's energy consumption	<p>For the first time we focused on our energy consumption:</p> <ul style="list-style-type: none"> • Energy consumption measured. • Dialogue with employees in regards to possible areas of saving. <p>Energy Saving Equipment:</p> <ul style="list-style-type: none"> • Purchased energy saving computers for 50% of staff. • Partnership with FAIR Denmark. IT equipment donated to sustainable recycling. • Purchase of several new energy saving PC monitors. • Switch to energy saving light bulbs. 	<ul style="list-style-type: none"> • First 6 months: entered climate partnership with DONG Energy. <p>Reporting completed and energy consumption calculated.</p> <ul style="list-style-type: none"> • Second 6 months: Summarize areas of focus for the new office space, identifying the problem areas in our current office. • Identify what the item: 'unknown power consumption' is. It was named the third biggest area of recommended reduction by DONG Energy.
Promote a 'green' culture	<ul style="list-style-type: none"> • Signed up for a recycling program: Dansk Retursystem. Two recycling boxes for plastic and cans in place at the office. 	<ul style="list-style-type: none"> • Collect data and create an action plan for how to promote a 'greener' culture.
Limit travel and utilize video conference equipment	No concrete action in 2010. It was, however, determined that travel will be an area of focus in 2011 and we will be investing in video conferencing equipment when we move to the new office space.	<ul style="list-style-type: none"> • All 2011 travel activity will be recorded so that we can determine where to make cuts. • Purchase and implement video conferencing equipment.
Environmental Policy	No concrete action in 2010.	<ul style="list-style-type: none"> • Second 6 months: Preparation of environmental policy which all employees agree to support.

Anti-corruption

Global Compact Principle 10

10. Businesses should work against all forms of corruption, including extortion and bribery.

is firmly opposed to corruption and bribery. If an employee experiences or exercises any form of bribery, or he or she receives gifts while in the dialogue with suppliers or customers, the employee must inform a manager immediately.

Violations may have employment consequences.

Siteimprove operates in markets characterized by low levels of corruption. Our position on this issue is listed in Siteimprove's employee handbook which was drafted in 2010. Siteimprove

Integrating CSR

INTEGRATING CSR AT SITEIMPROVE

Global Compact Dilemma Game

To integrate CSR into a business can be challenging. On one hand, accountability has always been an implicit part of Siteimprove's business and we have always done a little extra for our staff and donated to charity on an ongoing basis. On the other hand, it is necessary that all employees are made even more aware of our "new CSR profile". Especially because we have chosen to support the Global Compact and we are starting to communicate our position externally, through this report for example.

In 2010, we focused on developing a CSR strategy both internally and in collaboration with a consulting business called Sustain Consulting.

In 2011, we will focus on integrating CSR, making it a natural part of our 'mind set' and company culture

We kick-started the process with a small game experiment. It was initiated by DI (Confederation of Danish Industry) in April of this year. DI challenged 7 Siteimprove employees to play a board game called Compact Dilemma Game, which is developed by Responsible Business Solutions. The purpose of this experiment was to test whether a small Danish service company, such as Siteimprove, could benefit from the game. Global Compact's Dilemma Game is developed by companies, for companies, and deals with 40 dilemmas within the Global Compact's 4 main areas: Human Rights, Labor, Environment and Anti Corruption.

The game really emphasizes just how challenging it can be to take all corporate stakeholders into account. In addition, the game provides a healthy reality check and shows just how fortunate we are at Siteimprove - with offices in Copenhagen, London and Minneapolis, where child labor and corruption isn't commonplace. The game also helped us gain an appreciation for the many benefits there are in keeping product development in Denmark and not outsource these activities to Third World countries.

DI wrote an article that appeared in DI Business, read the article here: <http://publikationer.di.dk/di/1367085319/>.



Photography by Joachim Rode

Everyday heroes

Environmental enthusiasts working at the office is an effective way of getting CSR well integrated into the daily life of a business. Siteimprove's Irish co-worker at the Danish office, Seán Needham, is truly a 'green enthusiast' when it comes to raising awareness about recycling paper for example. Seán has, on his own initiative, placed a recycling box in the office. He carries it manually to the neighboring property where they have a recycling dumpster, because we do not have the option of getting a recycling dumpster placed at our historical property.

It is enthusiasts like Seán who makes CSR real and helps integrate it into our daily life at Siteimprove.





OTHER CSR INITIATIVES/CASES

In 2009, Siteimprove began naming a "Web Enthusiast of the Year" selected among Danish municipal customers, and in 2010, we declared it an annually recurring event. With this award we want to draw attention to some of the many talented web enthusiasts that exist among local webmasters while we support a good cause in their community.



Web Enthusiast, 2009: Bente Frisch from the City of Slagelse . The check for \$2,000 went to Project Korsør on a Diet.

A web enthusiast is a webmaster, among Siteimprove's customers, who has distinguished him or herself during the year by making extra effort to ensure that local citizens get a good website and therefore deserve a pat on the back. With the honorable title comes a check for \$2,000 given to volunteer work in the specific municipality named by the web enthusiast



Web Enthusiast 2010: Peder Andersen from the City of Aarhus. The check for \$2,000 went to a girls' soccer team in Skovbakken.

We look forward to naming a Web Enthusiast 2011.

THIS IS ONLY THE BEGINNING!

You have reached the end of Siteimprove's first sustainability report, where we have attempted to give you insight into the activities conducted in 2010 as well as the activities that we have planned for 2011.

CSR is still new to companies like ours. We are not aware of others in the IT services sector who prepare similar reports and that is too bad!

Siteimprove's strategic work with CSR, as well as the preparation of this sustainability report, has been a learning experience. We see Siteimprove from a whole new perspective. We have high expectations for 2011/2012 where we will be moving into the new office and will begin the work of broadening our CSR work to include our offices in the U.S. and the U.K..

Since CSR and accountability is new territory for Siteimprove, it is important for us to get feedback on our initiatives and this report so that we can get an idea of what the world thinks of our work. Are we on the right track or should we focus on other areas? We are always looking for experience and exciting new networks of companies with similar goals.

We welcome both positive and negative feedback at csr@siteimprove.com

Thanks to the UNDP Global Compact network for small businesses. It always helps us with good inspiration. Also a big thank you to our sparring partners, Peter Haisler and Louise Gammelmark from Sustain Consulting and Iben Tjelum from Denmark's export credit agency EKF.

Camilla Simonsen, CSR-responsible, Siteimprove



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