

GLOBAL COMPACT ANNUAL COMMUNICATION ON PROGRESS – SME VERSION

Company Name	Futerra Sustainability Communications	Date	8 December 2011
Address	4 Charterhouse Square EC1M 6EE	Membership date	21 February 2007 (date of first COP)
Country	England	Number of Employees	27
Contact name	Jennifer Johnson	Sector	Consulting
Contact Position	Head of Business Development		
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Brief description of nature of business

Futerra is the world's leader in sustainable development communications.

Together, our team offers clients a unique combination of professional communications skills and in-depth knowledge of sustainability

From green marketing to corporate responsibility, brand strategy to public relations, we make sustainable development so desirable it becomes normal.

We offer real and impactful solutions to a broad range of international businesses, governments and NGOs.

Futerra has five main practice areas:

Strategy

Strategy has always been at the heart of Futerra. We work across the spectrum of strategic needs:

- Communications strategy and message development
- Stakeholder mapping and engagement
- Competitor messaging analysis
- Campaign management
- Measurement and evaluation
- Full strategic marketing campaigns

PR and Media

We know that it is difficult to get PR benefits out of doing the right thing. In order to succeed we bring our in-depth knowledge of sustainability issues to raise our clients' green profile. Our team has expertise across a range of disciplines:

- Strategy development and implementation
- Media relations
- Media training
- Media launches
- Social media strategy and execution
- PR toolkits
- Thought leadership

Advertising and Brand

Our ad practice specialises solely in green and ethical messages and we know how to reach both the traditional green consumer and the new ethically interested. We deliver:

- Market research and insights (in partnership with the research company OnEarth)
- Creative briefs, campaign strategy and messaging
- New media dedicated campaigns
- Media planning

Employee Engagement

Futerra's internal engagement team live and breathe by example and know that the secret to the success and longevity of sustainability campaigns lies in an organisation's employees. We create bespoke internal sustainable development communications solutions aligned to each client's brand, including:

- Messages and campaigns, including development of visions
- Print, live and online customised learning materials
- Innovative and engaging communications tools
- Events and facilitation
- Masterclasses to engage the business community

Visual and Digital

The visual and digital team are passionate about making sustainability communications visually relevant, immediate and engaging. Our team delivers marketing materials of the highest creative quality in various media, including:


- Printed materials
- Online
- Video and digital

Statement of support

Futerra wholeheartedly supports the principles of the United Nations Global Compact (UNGC). We are committed to living out the principles as a business internally as well as with our work for clients.

Futerra is personally and professionally committed to sustainable development. Our business promotes ethical practices, particularly for environmental and social responsibility in business but also more generally in the interest of international justice and human rights. We therefore look forward to improving our action in these areas and further integrating the compact principles into our business.

We firmly believe that belonging to the UNGC is helpful to our business and are proud to be part of such an impactful initiative.

Jennifer Johnson Head of Business Development	Signature 	Date 8 December 2011
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HUMAN RIGHTS

PRINCIPLE 1

BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS

Futerra has no direct experience of human rights abuses and no specific mechanism to monitor this. Nevertheless, we are committed to respecting the human rights of our employees and suppliers. We strive to treat people with respect at all times. Avoiding discrimination, promoting tolerance and encouraging freedom of expression are particularly relevant to this.

Our cleaning service only uses natural products and pays a full Living Wage for London. We buy second hand, recycled, long life or low energy equipment and prefer to buy fair-trade or from independent retailers where possible.

We have been classified a “Living Wage Employer” by the Living Wage campaign organised by the London Citizens community organising network (<http://www.livingwage.org.uk>).

PRINCIPLE 2

BUSINESS SHOULD ENSURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES

We have a stated policy only to work on projects which we believe to be contributing to sustainable development. Being complicit, actively or passively, with human rights abuses would undermine this mission and our core business. We are under scrutiny from our clients, advisory boards and other stakeholders in this regard. We discuss potential areas of controversy internally to ensure that we do not conflict with this.

We refer to the UNGC, including the issue of human rights, in both our procurement and our environment policy, to ensure that we are not complicit in abuses of human rights. Our recently revised Employee Handbook, as well as our recruitment and equal opportunities policies ensure that we safeguard the human rights of all who are connected with our work.

Further to the policies in place, our employees also benefit from internal processes and feedback mechanisms to ensure the company supports them in their progression. These include individual line management dedicated to professional and personal development with monthly progress meetings, weekly team and management meetings and regular coaching and daily catch-ups.

LABOUR

PRINCIPLE 3

BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING

Freedom of association and the right to collective bargaining are fundamental rights, enshrined by law in the countries in which we operate. We are committed to fulfilling and surpassing these requirements; if we were to become aware of any individual or organisation in our sphere of influence to be acting in violation of these principles, we would act immediately to remedy the situation.

There are multiple formal and informal wage bargaining mechanisms in the company, including during the six month reviews.

PRINCIPLE 4

BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR

Eliminating forced and compulsory labour is a vital element of equity in the context of sustainable development. We are committed to fulfilling this principle by promoting awareness of it to all in our sphere of influence. If we were to become aware of any individual or organisation linked to us to be acting in violation of this principles, we would act immediately to remedy the situation.

PRINCIPLE 5

BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR

Abolishing child labour is a core part of the social element of sustainable development, which we strongly believe in. We are committed to fulfilling this principle by promoting awareness of it to all in our sphere of influence. If we were to become aware of any individual or organisation linked to us to be acting in violation of this principles, we would act immediately to remedy the situation.

PRINCIPLE 6

BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION

We seek to avoid discrimination in our recruitment, be it on grounds of religion, race, sex, age, sexual orientation, gender identity or any other form. All recruiters are made aware of our recruitment policy and interview questions are set so as to comply with it. Decisions are made on the basis of ability and nothing else. This extends to decisions about status within the company, salary, bonuses and promotions.

We have a degree of diversity in the workforce which may not be a direct result of our policies but we feel that it reflects positively on our commitment to this principle.

ENVIRONMENT

PRINCIPLE 7

BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES

Futerra has two main areas of environmental impact. These include the client projects we create and deliver and our own personal and collective environmental footprint.

Our own footprint

We operate an ethical purchasing policy which includes a strong environmental element. In practice, the leadership of Futerra seeks to promote a corporate culture which respects the environment.

Over the past year, we have taken huge strides to reduce our own environmental footprint, particularly in our London offices. Since taking full control of our office building by taking on the full lease, we have implemented a range of changes. The green refurbishment of our offices are being led by the company's recently hired Environment Manager, who is driving forward these adaptations to our workspace. This includes, but is not limited to:

- *Saving paper*
As a creative company, we use large amounts of flipchart paper for brainstorming and meeting notes. As part of the green refurb, we have replaced flipcharts with whiteboards, including an entire meeting space which has been covered with "whiteboard paint", meaning the walls can be drawn on and wiped off, with no waste paper.
- *Recycling*
Not only do we actively recycle all waste that can be, but we also send other items we no longer need to a recycling company. This includes crockery and kitchenware, which is often passed on to homeless charities for instance. Old IT kit that can no longer be used is sent to a college for educational purposes.
- *Furniture*
New pieces of furniture are not purchased new, but either sourced from an office clearing company, or is repurposed existing material. For example, our refurbished design studio has a single long table, which is made from Thames driftwood and old scaffolding boards, refashioned by a charity that works with adults with learning difficulties, teaching them carpentry skills.
- *Waste*
We send no waste to landfill. Waste that is not recycled gets sent to a local incinerator, which produces energy. The company also composts its own food waste for its in-house worm-farm.

Client work

We are also committed to promoting respect for the environment in our work for clients, which often includes encouraging pro-environmental behaviour through innovative communications.

The impact of our client work on the environment is hard to quantify but most of our projects aim to have a direct or indirect positive impact on the environment – from internal communications campaigns to large scale national communication strategies. We continue to promote the agenda on effective communication through the Compass Network. This is a network of communicators on environmental issues with over 700 members worldwide.

We also publish regular pieces of thought leadership – in the last year, this has included a report on CSR and sustainability reporting ([Reporting Change](#)), and [Games Theory](#), a publication on the power of large-scale sporting events to encourage pro-environmental behaviours. Our thought leadership is central to our business, informs our client work and wins us plaudits from clients and independents alike. They can be viewed at <http://www.futerra.co.uk/work>.

Measuring our wider impact

Last year, we reported on how we measure the process, outcome and impact of all our communications work. Over the past year, we have taken significant steps to develop our own tool to assess the impact of our work on sustainable development. This includes pro-environmental behaviour change, and combining that with tangible, physical measures such as emissions, water use or waste to landfill. By the time of our next COP, we intend to have piloted this measurement tool and furthered its development.

PRINCIPLE 8

BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

Nearly all of our projects have some element of promoting environmental responsibility. We are committed to furthering sustainable development by everything we do so environment forms a major part of that. Our policy is to seek sustainability and we do so by promoting an understanding of the relationship between public behaviour, the environment and corporate responsibility.

Since November 08 we have been focusing on our own environmental Footprint with our, 'Futerra Filter' project which aims to ensure that we are as sustainable as possible. This is a continuous and evolving process. Our goal is to be an environmentally positive company doing more good than bad.

We continue to promote the agenda on effective communication through the Compass Network which we run in partnership with the UK Sustainable Development Commission.

In the wake of our green office refurb (see above), the company is furthering the promotion of pro-environmental behaviour amongst its workforce. We encourage employees to cycle into work by offering them participation in the government-subsidised Cycle To Work Scheme (whereby the company covers all the upfront cost of a bicycle and kit, and the employee repays through monthly salary deductions), the Slow Travel Policy, and recycling awareness (for instance through changing printing habits). We have also started a green growing club on our roof terrace, whereby employees are encouraged to grow their own vegetables. This uses pots made from repurposed pallets, as well as compost from a local city farm.

As an office based company we have relatively low emissions and all harmful chemicals are listed in our COSH document. The company owns no vehicles and encourages the use of public transport. We also operate a lunch club where staff can eat local, organic food freshly prepared reducing the consumption of packaged and high embodied energy foods.

PRINCIPLE 9

BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES

Whilst Futerra's core business is in service provision, and not in environmental technology, we do integrate the diffusion of green technical innovations wherever possible. Futerra's role is to actively assist in embedding these innovations into clients' mainstream corporate strategy and help them move forward.

In our own building, we are in the process of replacing all our MR16 halogen light bulbs with LED's, which will be completed in early 2012. We have calculated that this will save over 10 tonnes of CO2 equivalent in one year alone.

ANTI-CORRUPTION

PRINCIPLE 10

BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY

While Futerra has always had an implicit, underlying commitment to the fight against corruption. The company realises that, in order to ultimately comply with the totality of the UNGC's principles, it will need to formalise this recognition into a policy or statement of policy.

Since our last COP, we have reviewed creating a separate policy on fighting corruption and bribery. We plan to incorporate these elements into our existing procurement policy, and other guidelines. This will form part of our regular policy review in early 2012.