



PUBLICIS MACEDONIA

Communication on Progress

Year 2011

Contents

STATEMENT OF CONTINUED SUPPORT

HUMAN RIGHTS

LABOUR STANDARDS

ENVIROMENT

FIGHT AGAINST CORRUPTION



STATEMENT OF CONTINUED SUPPORT

In the society that becomes more and more demanding it is expected that we act more and more responsibly. We have to create and participate in the projects that help make the world more ethical, honest and fairer place. In its basic Publicis Skopje has applied the principles and ethics for honesty, truth and transparency.

Our duty is to unite our employees and clients around common values, goals and projects. We also have the responsibility to lead our clients, communicate on their behalf and create their communication beyond only commercial. As a company we believe that we can have impact on the social matters, society and environment and therefore we pay great attention to corporate social responsibility.

Aleksandra Dilevska Simova, CEO



HUMAN RIGHTS

Principle

1.

Businesses should support and respect the protection of internationally proclaimed human rights within their sphere of influence; and

Principle

2.

Businesses should make sure they are not complicit in human rights abuse.

Our Commitment and brief description of our Systems

Publicis Macedonia as a part of Publicis Groupe supports the universally accepted human rights and contributes to achievement of a higher level of social responsibility. We are aware of the importance and we give full support to achieving better living conditions in a better society.

By putting our communication and advertising expertise at service for social and community issues we actively participate in improving and respecting internationally proclaimed human rights.

Respect for people, whether they are clients, suppliers, shareholders or staff members is a base of our everyday practise.

In that spirit we refuse to cooperate with companies that use any kind of human rights abuse.

Practical actions implemented and Outcomes

In the spirit of respect to the individual rights and freedom of people Publicis Macedonia participates and supports NGO that are involved in campaigns for human rights and against any kind of abuses. As experts in the communication field we give full support to their communication pro-bono and we believe that it is the best way to make difference and contribute to a better society.

All our employees are encouraged to give their full personal and creative support that makes the campaigns even more successful.



Domestic violence

As a part of global UNDP activities directed to global program "Unite to end violence against women" Publicis conducted campaign and social mobilization that intended to rise public awareness and increase political will and resources for preventing and responding to all forms of violence against women and girls. Starting from 2009, 2010 and 2011 year Publicis Skopje was actively involved and participated in creation, organization and execution of public awareness campaign pro-bono.

The task was creation of communication and creative platform and production of all campaign materials as well as organization of event, extended PR coverage and engaging celebrities that will raise the awareness and creates action.

The creative approach and intensive media coverage had huge result. People started talking, blogging and posting and most importantly, things started to change.

In one month after the campaign launch the number of calls to the national SOS line for victims of violence has increased by 97%.

In addition to the mentioned active participation in activities in protecting the female rights Publicis has donated financial aid to NGO that holds SOS Shelter for victims of domestic violence.

Helping Children

Publicis Skopje makes donation for New Years Eve every year to a different socially vulnerable group

This 2011/2012 Publicis donated X-mass gifts for the children of the Association of blind people.



LABOUR STANDARDS

Principle

3.

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle

4.

Elimination of all forms of forced and compulsory labor;

Principle

5.

Effective abolition of child labor; and

Principle

6.

Eliminate discrimination in respect of employment and occupation.

Our Commitment and brief description of our Systems

As a company that works with intellectual services we consider the employees to be the greatest capital and therefore we carefully cherish their talent and skills.

We motivate and invest in talent development that will enable our employee to achieve excellence and fulfilling career.

We are committed to the principle; to eliminate any form of discrimination and all our employees have equal employment rights and opportunities.

Open and honest dialogue with our employees is an important contribution to our company performance and in that spirit we disagree with any kind of forced labor and any kind of violation of children rights.



Practical actions implemented and Outcomes

- Our business policy excludes any form of forced work and discrimination on all the levels and each employee has a contract of employment stating the conditions
- Career moves and advancements are result to achieved progress and performances and are not influenced by potential discrimination
- High performing employees and excellent results are recognized by management and appropriately rewarded. Every year top 5 workers are pronounced.
- Employees have full freedom of making a choice, whether to leave or stay in the company and continue the career.
- The rights and obligations arising from the employment are not influenced by the gender, nationality, race, sexual orientation, religion or political beliefs. The equality is clearly visible on all working and managerial positions: from 7 senior managers - 5 are female; many of the employees have non-Macedonian origin (2 Albanian, 2 Serbs, 1 Montenegrin, 1 Aromany, and 2 Croat);
- We are always open to hire young people with no work experience and invest in their further education and professional development.
- This year (as a novelty) each employee attended specialized Training program for workers rights and safety at work place
- Since 2006 every year we have annual medical examination for all employees which includes advanced examinations more detailed and extensive then those required by law, specially for the categories of women and men above 40 years old
- We organize team building events 2 times a year for all employees
- Sports and recreation activities supported by the company are financially covered. Publicis has football team that practices once a week and participates in football tournaments and charity events



ENVIRONMENT

Principle

7.

Business 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 environmental friendly technologies.

Our Commitment and brief description of our Systems

Environment challenges of today have become harder and heavier and they demand a global response. Our company is fully aware of the challenges that we are facing and in that manner we are prepared to promote greater environmental responsibility.

Practical actions implemented and Outcomes

Our company took different actions in environmental related operations within the company such as reducing overall energy consumption, recycling and contributing in environmental enhancement

- Improvement of the lighting systems by using saving energy lighting equipment
- Non-printing policy - majority of the materials are presented, distributed and archived in electronic format
- Supporting internal use of recycling paper and internal electronic communication
- Collecting and sending for recycling the used paper/newspapers
- Not usage of plastic materials
- Internal communication for responsible attitude towards energy
- Restrain supporting environmentally harmful projects



FIGHT AGAINST CORRUPTION

Principle 10.

Business should work against corruption in all forms, including extortion and bribery.

Our Commitment and brief description of our Systems

Publicis is committed to the fight against corruption, no matter in which forms it appears.

The laws and regulations must be respected by all our employees.

Our company competes with the quality of the service and has highest ethic standards: no corruption; no fraud; no conspiracy; no compulsion.

Practical actions implemented and Outcomes

Publicis has strengthened the Procurement procedures based on highest standards.

All our dealings and negotiations with suppliers are transparent and based on “best offer” criteria which are properly recorded and documented.

The company does not accept payments in cash and all transactions have to be recorded and back-upped with invoices and receipts.

