



2009 UN GLOBAL COMPACT COMMUNICATION ON PROGRESS REPORT

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yayıncılık ve tasarım hizmetleri

saydampr&event

Bİ'E
Bersay İletişim Evi

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The Chairman's Statement

As the Chairman of Bersay Communication Group, it is my pleasure to introduce our first UN Global Compact Communication Progress report. Our commitment to UN Global Compact and its 10 principles is declared on our official website, emphasized in our weekly BIG (Bersay İletisim Grubu) presentations and also in our business practices.

As a leading communication company in Turkey, we act as a driving force by establishing a better understanding of Global Compact principles among our customers and partners through our commitment and effective consulting strategies.

Sustainable development is a necessary process in maintaining corporate growth with the protection of environment quality, human rights, labor standards and anti-corruption principles. It will enable us to develop a more sensitive approach, effective strategies and responses to the social, environmental and economic challenges faced by our organization and also society.

With our 2009 action plan, we aimed to promote Global Compact principles in our corporate culture and practices and among our customers.

About Bersay

The Bersay Communication Group, which was founded in 1990 as Bersay Communication Consultancy, is comprised of Bersay Communication Consultancy, Kesisim Publishing and Design Studio, SaydamPR and Event and Bersay Communications Institute companies.

Bersay Communication Group was founded in 2005 to answer the communications needs of its clients from a single source through the integrated solutions it offers.

Bersay Communication Group is a member of Pleon/Ketchum, one of the leading

communications consultancy companies in the world. Bersay also carries out projects for Pleon/Ketchum's international clients in Turkey.

Bersay Communication Consultancy

Bersay Communication Consultancy was founded in 1990 by Ali Saydam.

Attempting to raise the quality standards in the communication industry as a member of ICCO (International Committee of Public Relations Consultancies Association) and İDA (Communication Consultancies Association) its representative in Turkey, Bersay became the first company in 1999 to receive ISO 9002 certificate in the communication industry in Turkey.

In order to actualize its customers' business goals, Bersay strategically plans, manages, and applies communication within the framework of "Reputation Management." With its result-oriented communication approaches and solutions, the company gives its customers the opportunity to be unique and helps them to gain competitive advantage.

Services

1. Reputation Management
 - Brand Management
 - Leadership Communication
 - Media Relations
 - Financial Communication
 - Marketing Communication
 - Internal Communication
 - Corporate Social Responsibility
 - Event Management
 - Issue and Crisis Management
 - Sponsorship Management
2. Media Relations Training
3. Social Media Communications Consultancy
 - Social Media Tracing, Analysing and Reporting
 - Constituting a Strategic Approach

- Project Designing
- Managing Communication with Bloggers

Saydam PR and Event

Founded in February 2005' and affiliated with Bersay Communication Group, SaydamPR and Event offers services in Public Relations, Marketing Communication and Event Management Fields. SaydamPR and Event operates in two separate units, Event Management and Public Relations. It creates a difference in its sector with creative and dynamic services and solutions.

Services

Events

- Event Consultancy
- Event Applications
- Production Services
- Logistic Services

PR

- Marketing Communication
- Media Relations
- Leadership Communication
- Corporate Social Responsibility Communication
- Internal Communication
- Project Based/Periodical PR Service

Kesisim Publishing and Design Services

Kesisim is a company with 15 years of experience in advertising and publishing industry. As a custom publishing company with its expert editorial and design team, Kesisim provides B2B corporate magazines, prestige books, and annual reports for corporate clients, using creative techniques and original layouts.

Kesisim offers the followings as a "full service advertising agency":

- Creating corporate identity,
- Creating advertising campaigns including TV commercials, radio spots, press ads, outdoor and indoor advertisements, etc,
- Preparing promotional materials such as brochures, flyers, advertorials,
- Creating promotional POP and POS products,
- Developing web sites and interactive solutions.

Kesisim's first principle is to develop and execute custom projects for its clientele. This approach puts Kesisim on top of the list as a well known company among its clients, through its "value-added creativity."

Services

- Corporate Publishing
- Corporate/Prestige Books
- Activity Reports
- Corporate Identity Studies
- Corporate Promotion Videos
- Print Promotion Materials
- Advertising
 - Commercials
 - Media Campaigns
 - Radio Spots
 - Outdoor Advertisement
- Selling Point Promotion Products
- Promotion Studies
- Web Site and Interactive Solutions

Bersay Communications Institute

Bersay Communications Institute (BIE) was established in January 2008 within our group as a nonprofit Institute. We aim to respond to the qualified human resources need of the sector through conferences and training programs. BIE also offers its business profits as a scholarship opportunity to master and doctorate degree students. There are three

concepts in one space. BİE has embarked upon with a brand new understanding to create new “species”. Education, entertainment, esthetics... All in one in the BİE.

Services

- Certificate Programs
- Seminary and Conferences
- Panel and Meetings
- Personal Development Trainings
- Performances
- Stand-up Shows
- 4 Seminary/Meeting Rooms
- BİE Multi-purpose Hall with a Capacity of 115 People

Our Mission

Creating value for our customers locally, nationally and internationally through communications solutions relying on knowledge and creativity, and effective application services; thus contributing to the development of the industry.

Creating value for our customers locally, nationally and internationally through both knowledge and creativity based communications solutions and effective application services; thus contributing to the development of the industry.

Our Vision

To be the most effective communications group of Turkey in the national and international markets, by integrating the universal understanding of communication with local culture and values through its expertise.

Our Values

- We are proud and excited to be a member of Bersay
- We believe in the power of knowledge and creativity
- We believe in continuous development and innovation
- We understand the differences and respect them
- We act socially responsible

- We understand local-universal values and the relation between them, and accordingly develop our intellectual capital
- We believe in “growing together” with our clients and industry.

Our Notion of Service

We have adopted the “Integrated Communications” approach which offers various communications disciplines (Consultancy, Public Relations, Event Management and Organization, Corporate Publishing, Advertising and Design, Education) from a single source.

Why did we participate?

Bersay Communication Group has decided to join UN Global Compact because Corporate Social Responsibility is an essential part of the mainstream business practices. As a corporation, we always emphasize the importance of Corporate Social Responsibility and encourage our clients to practice it in their business activities. Thus, we believe that our mission, vision and values overlap with Un Global Compact’s overall corporate perception. In addition, our company is willing to enhance its business performance and gain different perspectives through practicing 10 universal principles of GC, which we gladly embrace.

What happened after our participation?

As Bersay Communication Group, we signed The Global Compact on 13th of December, 2007, at the ceremony held by Turkish Quality Society (KalDer) with the cooperation of Koç Holding.

As Bersay Communication Group, we have put all our efforts in the spread of the 10 principles of Un Global Compact among our employees and customers who now become more conscious about it. We made GC principles visible in common employee spaces.

About The Report

This report aims to be the first report given by the company and it provides an introductory overview of the company’s strategies on GC principles.

HUMAN RIGHTS

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights.

Principle 2: Businesses should make sure that they are not complicit in human rights abuses.

Aproach	Practices
<p><i>We believe that every people has the right to work, right to choose his/her job, right to work on equal conditions, right to freedom of expression, right to liberty and security, right to health care and right to equality.</i></p>	<p><i>Bersay endorses the principles laid down in the Universal Declaration of Human Rights. Bersay employees are treated fairly and with dignity, and rewarded for their works.</i></p> <p><i>In July 2009 an internal communication survey had been carried out to measure our employees' satisfaction in Bersay. The survey was implemented to 83 employees. According to the results: 49.4% of the employees agreed and 29.1% of the respondents strongly agreed that they are satisfied with working Bersay Communication Group.</i></p> <p><i>Our customers' privacy is well protected through the contracts between the customer and the company. We haven't experienced a substantiated complaint regarding breaches of customer privacy and losses of customer data.</i></p> <p><i>Also in July 2009, to measure our customers' satisfaction level for Bersay Communication Consultancy, Saydam PR and Kesisim Publishing and Design Services, a customer satisfaction survey had been carried out.</i></p> <p>➤ <i>47.4% of the interviewers stated that they are satisfied and 10.5% of the</i></p>

	<p>customers declared that they are over satisfied with the service they get from Bersay Communication Consultancy.</p> <ul style="list-style-type: none"> ➤ The customer satisfaction survey results for Saydam PR showed that 15.4% of the respondents are very satisfied and 46.2% of the interviewers are satisfied. ➤ The survey results illustrated that 90% of the customers doing business with Kesisim Publishing and Design Services are satisfied customers.
<p><i>There is not an occupational disease or work related fatality recorded. Bersay ensures the highest standards in its working environment such as ventilation, heating, air conditioning.</i></p>	<p><i>The degree is immobilized in 23 degree in both summer and winter.</i></p> <p><i>Bersay supplies office chairs from Burosit who supports nature friendly fuel technologies against environmental pollution and global heating.</i></p> <p><i>Bersay maintains a policy of strong commitment on health and safety issues. Although all Bersay employees are covered with Governmental social security insurance policy, we supply extra private health insurance policy for the employees who completed their first year within the company. Due to our company's data dated 29th of July 2009, 40 of our employees were insured within in and out patient coverage and 19 of our employees were insured within in patient coverage.</i></p>
<p><i>Bersay ensures that every individual has the right of education and its education policy was shaped by the notion of lifelong learning.</i></p>	<p><i>Bersay offers education and training programs for its employees. Bersay organizes in-house training programs at least twice a month and compensates half of the open training programs. Last year, number of</i></p>

	<p><i>Bersay employees attended training programs abroad with the financial support of the company.</i></p> <p><i>In Bersay, internship period continues for two months. Each intern is assigned a mentor and is asked to prepare a project on a topic decided by the mentor and the intern. The interns are expected to attend the in-house training programs.</i></p> <p><i>Bersay Communications Institute was established in 2008 as a not-for-profit Institute within our group with the objective to contribute to the growth of communication sector in Turkey. Through conferences and the training programs it offers, the Institute aims to establish a better-trained communication workforce with the intellectual, technical and social ability to assess and manage the situations they face in everyday professional life. All employees of Bersay Communication Group receive discounts from Bersay Communications Institute's training programmes.</i></p>
	<p><i>Bersay Communications Institute provides facility and beverage support for E-tohum meetings. E-tohum is an organisation intending to bring together internet entrepreneur and investors.</i></p>

LABOUR

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.

Approach	Practices
<i>Bersay is strictly against forced labour considered as a potential risk also in service sector.</i>	<i>Bersay employee policies are specified within employment contracts. Employee contracts can not be against the labor law. The contracts state the actual working terms and conditions and their rights clearly. Thus, all of our employees are aware of these working conditions and their rights.</i>
<i>Bersay is against the child labour and complies with the minimum age provisions of Turkish labor laws and regulations.</i>	<i>Bersay doesn't recruit anybody below the legal age of 18.</i>
<i>Bersay believes every individual has to be treated fairly without considering what their gender is, what their contract type is, what their job is and so on.</i>	<i>Bersay provides equal employment opportunities and there is no discrimination against any present or future employees by reason of age, religion, nationality, gender, marital status or ethnic background. 51% of our employees are women, 58 % of our partners are women and 60% of our managers are women.</i>
	<i>Salaries depend on the job description and experience of the employees in Bersay Communication Group. There is no difference between the basic salaries of men and women.</i>

	<p><i>On the day called "quilt vacation" all Bersay employees have the right to take one day off in addition to their annual leave.</i></p>
	<p><i>The employees working as a "Consultant" and "Customer Director" for at least 3 years have the right to be a partner with 1% share. Every year, partners are getting an increasing percentage of company shares. The annual profit is apportioned among the partners according to their share rate. 17% of our employees are partner of the company.</i></p>

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.

Approach

Bersay, like the rest of the society, faces the global challenge of ensuring a healthy and sustainable environment in the future. By signing the Global Compact Bersay commits itself to approach more carefully to environmental issues.

Practices

Our 2008 Kick-off meeting hosted "Doga Dernegi" which is Turkey's leading bird and nature protection association. The presentation focused on forecasting possible future environmental, social and economic challenges that Turkey would face in 10 years time if immediate action is not taken.

By signing the Global compact, we began to train our employees on environmental issues. We bought Dvds for our company's library and encourage the employees to watch those films and documentaries which is about climate change, global warming, ozone depletion, nuclear issues and so on.

Bersay encourages its staff to communicate via electronic devices and to use less paper.

Waste recycling: Bersay wastes are clustered into categories according to their raw materials. Glass, plastic, battery and metal recycling bins are placed in the company. These bins are collected by the Sisli

Municipality every Thursday.

Food left over from the cafeteria are being collected and sent to Yedikule Shelter once or twice a week.

We apply energy conservation technique (detecting lighting) in all our bathrooms and the batteries are being recharged by administrative affairs.

Our Chairman of Board, Ali Saydam, discusses issues such like climate change in the newspaper and journal columns he writes to increase awareness.

Also environment related issues are mentioned by our editors at the journals that Kesisim publishes.

Bersay developes either Corporate Social Responsibility projects and the projects aiming to promote greater environmental responsibility. The clients are encouraged to apply those projects as their environmental and Corporate Social Responsibility projects.

ANTI-CORRUPTION

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

Approach

Bersay is against all forms of corruption, including extortion and bribery.

Practices

Bersay's employment agreement states that unethical business practice is a reason for ending employment contract.

Bersay is a member of ICCO (International Communications Consultancy Organization) ICCO adopts IPRA's Charter on Media Transparency. Due to the charter Bersay is committed to ethical behavior, objectivity and accuracy.