



Communication on Progress

Year: 2006

STATEMENT OF CONTINUED SUPPORT

Publicis Macedonia as part of the Publicis Groupe has always been dedicated to fundamental principles that include honesty, ethical business practise and respect for people, whether they are clients, suppliers, shareholders or staff members. In regard to our communication, ethics means that it is honest, sincere and respectful, as well as creative.

Our association with UN Global Compact in 2005 further demonstrated our dedication in that respect. With our commitment to support and promote the Ten Principles regarding the human rights, labor and environmental standards and anti-corruption we sincerely hope to give our humble contribution to making the world a better place.

In continuation, you can find our policies for corporate social responsibilities as well as some information about our practices and initiatives in the passed years.

22.11.2007, Aleksandra Dilevska Simova, CEO

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Brief description of nature of business

Publicis Macedonia is established in 1996 and is a fully-fledged agency on the market. Owned by one of the biggest communication groups in the world Publicis Groupe, we have incorporated the group standards and corporate policies in our daily work.

We are a full-service agency and our activities include advertising, strategic planning, brand consulting, creative concepts development, corporate communication, media counselling and buying and various marketing services like public relations, direct marketing, event management and other.

Publicis Macedonia operates as multi door operation of several group brands: Publicis, Saatchi & Saatchi and media agency ZenithOptimedia.

In 11 years we have grown into one of the biggest advertising agencies in the country with 40 employees and many co-workers.

HUMAN RIGHTS

PRINCIPLE 1	BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS
PRINCIPLE 2	BUSINESS SHOULD ENSURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES

Our Commitment and brief description of our Systems

Publicis Macedonia always aims to be a good citizen which is never indifferent to the problems that are facing the society. We are ready to put our communication and advertising expertise at service for social and community issues. We are committed to support and respect internationally proclaimed human rights and we expect the same responsible approach from our suppliers and clients.

We give equal approach opportunities to the Agency services to all clients. Nevertheless we refuse to engage in campaigns which spread ideological, racial or nationalistic propaganda. Our communication is always honest, legal, true and respectful.

Practical actions implemented and Outcomes

During the passed years Publicis Macedonia has been involved and organized several humanitarian and socially responsible events and activities.

“Sakani i Sreknii” (*“Happy and Beloved”*)

In order to increase awareness for the foster families in Macedonia, as well as to promote the ways of helping those families and children fostered, Publicis Skopje was actively involved in organization of bigger events under the motto “Happy and Beloved”.

Our task was to create and organize promotional events for the kinds and families, and involve Publicis partners and clients in obtaining help in packages with material goods (food and beverages, hygiene products) for the families and adopted kids. The agency has carried out the technical organization of the event, production of all necessary materials and engaged local celebrities to participate in the program free of charge, in order to further attract the attention of public. At the same time Publicis has created visual identity of the event, arranged free of charge media coverage and PR activities for the event.

“Face of the Human Rights” Exhibition

In the organization of Swiss Embassy in Skopje in the City Museum there was exhibition of photographs as well as film program under the name The Face of Human Rights.

Publicis provided service pro-bono, including organization and promotion of the exhibition and film program, negotiating of free media support as well as extensive PR activities for promotion of the human rights. We have also negotiated to have one TV debate show focused on to the human rights topics (TV show “Nie” at A1 Television)

LABOUR STANDARDS

PRINCIPLE 3	BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING
PRINCIPLE 4	BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR
PRINCIPLE 5	BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR
PRINCIPLE 6	BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION

Our Commitment and brief description of our Systems

Publicis treasures its employees as their greatest asset as their talent, creativity, dynamism and passion are the source of energy that drives our company.

- We are committed to offer our personnel a humane and friendly working environment that will allow each person to find fulfillment in their work and to be free in their expression.
- We are committed to personal development – through our policy of education and training we give our staff the necessary means to develop their professional abilities, to maintain and exceed their potential. Our personnel development program gives the necessary support to their determination to achieve excellence.
- We are committed to the truth – our staff is fully informed about the current situation, long-term and short-term strategies and projects. Only limitations imposed are those of confidential nature in the competitive environment we live in.

Practical actions implemented and Outcomes

- We give equal employment opportunities regardless of gender, nationality, race, sexual orientation, religion or political beliefs. From 7 senior managers - 5 are female; 18% of all employees have non-Macedonian origin (1 Albanian, 2 Serbs, 1 Montenegrin, 1 Aromany, 1 Croat and 1 with Syrian origin).
- We are always open to hire young people with no work experience and to invest in their further education and professional development.
- Our Program for education and training of employees includes various trainings during the year according to the current needs. Some of these trainings/workshops are organized locally or within the Publicis Groupe. The program includes orientation training for newly-employed, Account Planning Workshops, The Roles of Account Executive and CSD training, Media planning; New Business, Presenting Techniques, Creative Workshops and many others.
- Since 2006 we have annual medical examination for all employees completely covered by the Agency
- Team building events 3-4 times a year.
- Open Door Policy - Publicis Macedonia nurtures open and honest dialog with its employees – therefore each employee can have formal or informal meeting with senior managers and CEO in order to present and discuss various concerns and problems related to work or personal life.
- Flexibility in work time and usage of holiday/days off

ENVIROMENT

PRINCIPLE 7	BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES
PRINCIPLE 8	BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY
PRINCIPLE 9	BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES

Our Commitment and brief description of our Systems

Our company is fully aware that saving the planet has become one of the biggest challenges at the present time. We are always prepared to support projects that will raise the awareness among society of the environmental issues – address the importance of energy savings and development of alternative sources of energy; promote greater environmental responsibility and support the development of environmentally friendly technologies.

Practical actions implemented and Outcomes

Our practise in this field is mainly related to waste management and minimisation of unnecessary travel. Non-printing policy has been imposed and majority of the materials are presented, distributed and archived in electronic format. Also the used paper/newspapers are collected and sent for recycling.

We have sent proposal to participate pro-bono in NGO campaign that will raise the awareness of environmental issues in Macedonia in 2007.

FIGHT AGAINST CORRUPTION

PRINCIPLE 10	BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY
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Our Commitment and brief description of our Systems

Our company and their employees must comply with all applicable laws and regulations in the country. They must be fair and honest in their dealings with the clients, partners and stakeholders and committed to fostering sustainable, trustworthy relationships. Our employees must not take for themselves personally opportunities that are discovered through the use of corporate property, information or position.

The agency and all employees should endeavor to deal fairly with our clients, suppliers, competitors and other employees. No employee should take unfair advantage of others through manipulation, concealment, abuse of privileged information, misrepresentation of material facts or any other unfair-dealing practice.

Our Agency competes solely on the quality of its services. Accordingly:

- bribery in any form is prohibited, and
- no employee should make any direct or indirect payment to any government official or other person improperly to obtain, retain or conduct business, or for any other improper purpose.

Practical actions implemented and Outcomes

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.

How do you intend to make this COP available to your stakeholders?

This COP could be found at our web site www.publicis.com.mk