

Bersay Communications Group
UN Global Compact
Communication on Progress (COP) Report
8 March 2013

Message from the President

As one of the leading players of the public relations industry in Turkey, Bersay has been among the pioneers in adopting the international professional standards and has continuously taken steps towards bringing the industry to higher levels.

This really is a hard mission when the business world gets more and more communication-educated and new tools like social networks are constantly changing the game. Primary component of our service is our workforce, which we at Bersay call as Human Assets as a substitute for Human Resources. We have been putting great effort in providing our employees unique training opportunities to broaden their vision and deepen their world view. In 2012, we started taking steps in broadening these efforts to the other players in the industry and also initiated a new career model for our employees that we'll push the button in 2013.

Since signing the UN Global Compact protocol in 2007, we are proud to be recording a continuous progress towards the principles and we are well aware that this is a never-ending journey. It is my pleasure to present the fourth Communication on Progress report that represents our commitment to the Global Compact principles on behalf of all Bersay Communications Group employees.

Arin Saydam

President of the Board



About Bersay Communications Group

Having its roots from [Bersay Communications Consultancy](#) established in 1990, [Bersay Communications Group](#) (BIG) was founded in 2005 to meet the communication needs of its clients from a single source through integrated solutions approach. Together with Bersay Communications Consultancy, the Group is comprised of [Saydam Event Management](#), [Kesisim Publishing and Design Studio](#), [Dortok & Bersay Health and Wellness Communications](#), and [Bersay Communications Institute](#).

Bersay Communications Group is a member of [Ketchum](#), one of the leading global communications consultancy networks.

Progress in 2012

A. Core Business

Like many other countries, communications environment in Turkey is room to a range of agencies from big scale institutionalized corporations to freelancers with media background. As the industry standards cannot be settled within this range, the establishment of a regulated public relations industry gets more and more complicated every year.

The agencies are struggling to keep the talented workforce, which is the primary element for value-added consultancy services. Agency teams are facing the challenge of getting behind the knowledge level of the client teams, especially in terms of sector expertise, where client teams enjoy the luxury of focusing only on limited areas and feeding on better information sources. On the other hand, agency teams continue living the same dilemma: Media coverage is never enough to achieve the communications goals but it still is the *sine qua non* of public relations.

The era of agency professionals trained as generalists having average knowledge and expertise on every communications discipline and sector is now over. With this understanding, we started building our new organisation model on creating specialists in priority disciplines and sectors that offer the highest potentials in the upcoming years for getting consultancy services. Getting ready to start the system as of June 2013, our new organisation model offers a 5-step career path with defined KPIs and awards. This organisation is designed with the contribution of Bersay employees after 4 workshops of 12 hours held throughout the year by participation of 15 consultants.

Another contribution by Bersay to the industry of public relations is the recently developed 4+1 Model. As Bersay, we adopt a consultancy manner that takes into consideration the engineering side of the communications beside its applied side. With this approach, we are aiming to maximize the contribution of communications activities to the business results. This can be done by measuring communications efforts in every

phase and analyzing the results in accordance with business objectives. Under 4+1 Model, communications strategy and actions are built upon Corporate & Products/Services Performance, Issue Management, Agenda Setting and Leadership Communications; then the Corporate Brand Promise is framed in line with the 4. Consisting of its own measurement systematic, the 4+1 Model enables the management of all communications processes under a main strategy as well as in full integration and harmony.

B. Education & Awareness Raising

With the understanding that our employees are in the heart of our core business, we transformed our human resources organisation to Human Assets Department in 2010, and since then, we have been spreading this approach also to our clients, business and solution partners. Human Assets is not a support unit for Bersay and with the vision that our most important assets are our employees, we are continuously taking steps in terms of keeping the best talents at Bersay.

Among these steps are the great educational track record of BIE since 2008. As Bersay Communications Group, we have established BIE with the aim of providing training opportunities to both Bersay employees as well as the industry professionals. Since its establishment, BIE has hosted numerous conference and seminar programs that have greatly contributed to the world views of the participants.

In 2012, we have organized the following training programs at BIE:

Cinema Conversations with Ali Saydam:

Second year of the program of 75 hours in 10 weeks ended in July 2012 with its 15 participants that enjoy how to evaluate life, arts, human beings and history over detailed analysis of the movies. During the second year of the program, the participants analyzed over 80 films and 5 books.

Human-Society-Culture Heritage:

In collaboration with [Bosphorus University's Lifelong Learning Center](#), the certificate program started in 6 modules of Fine Arts, Philosophy, Psychology, Sociology, History and Literature that are presented in 42 hours in 7 weeks for each. 14 people (7 of which are Bersay employees) participated in the first two modules.

Bahcesehir CO-OP Project:

Consultants of Bersay Communications Group are also the lecturers of the [CO-OP Education Model](#) applied by Bahcesehir University with BIE support. The program included major communications disciplines like Reputation Management, Stakeholders and Target Audience, Crisis Management, Media Relations, Corporate Responsibility,

Financial Communications, Online Communications, Event Management, Celebrity Communications and Leadership Management, Issue Management and Agenda Setting. 25 students participated in 2011-2012 classes.

Communications Profession Trainings:

Bersay consultants that contribute to the CO-OP projects, presented their trainings to Bersay Group employees as well as participants from client teams. 23 people, 8 of which from clients, participated to the training sessions.

Around 50 participants to several lectures at BIE including Strategic Marketing at Crisis Era, Presentation Techniques, Public Relations Authorship, and Client Relations Management topics.

Around 15 participants to workshops by Ketchum professionals including New Business, Creativity and Online Communications Strategies. All Bersay consultants enjoy participating in pop-up webinars by Ketchum.

Bersay also supports TUYID (Turkish Investor Relations Association) since its establishment and Bersay consultants that aim to specialize in finance sector benefit from regular finance trainings of TUYID.

This year we took our training efforts further and after becoming again a more active member of [IDA](#) (Communications Consultancies Association of Turkey) at the vice presidency level, we have initiated a series of conferences together with the other leading big scale member agencies for the capacity development of young communications professionals.

Bielog, the online platform of BIE, is open to contribution of all Bersay employees as well as PR industry professionals.

C. Social

Having about 6500 online and offline materials including books, DVDs, magazine subscriptions focused on communications, BIE library is open to Bersay employees and client teams as well as communications professionals, students, interns, academicians, media members, and the attendants of BIE training programs through a simple membership process. Managed by a professional information management specialist, BIE library has 450 members 70 of which are Bersay employees.

BIE's revenue sources are generally the conferences and seminars, as well as all kinds of corporate programs including media trainings. Among these sources are the revenues of books and lectures of Ali Saydam, founder and Honorary President of Bersay Group, who is among the leading communications experts in Turkey. In 2012, 5th edition of "Perception Management", English version of "How to Loose Wives and

Clients” as well as “Power is Solitude” are published and all revenues are donated to BIE.

As a non-profit organisation, BIE donates its profits to communications master and doctorate students as scholarships. 9 projects are funded so far, 7 of which belong to women’s projects. One of the scholars joined BIE as an assistant, then Bersay’s consultancy team as a junior project manager.

D. Ethics

Handling its business in full transparency with its clients and the industry, Bersay and Saydam companies are audited every two years in respect of being suitable to Consultancy Management Standard (CMS).

After becoming a corporate member of [TEID](#) (Turkish Ethics and Reputation Society) in 2011, BIE signed the Ethics Declaration in 2012.

E. Environment

In 2012, we have moved our offices to a smarter plaza building. By this move, we have achieved 40% productivity in electricity consumption and 60% in water consumption.

Our wastes are clustered into categories according to their raw materials: Glass, plastic, battery and metal recycling bins are placed in the company and collected by the municipality weekly.

Forward Looking

We remain committed to Global Compact and its principles in all our strategies, throughout our organisation and during our consultancy services to our clients. In the upcoming years, we’ll continue adding value to our employees and clients, as well as actively contributing to the development of PR industry in Turkey.

UN Global Compact Principles

GC	GRI	Definition	Bersay Approach	Bersay Practices
1	HR1, HR2, HR3, HR4, HR5, HR6, HR7, HR8, HR9	Business should support and respect the protection of internationally proclaimed human rights	Bersay Communications Group believes that every people has right to work, choose his/her job, freedom of expression, liberty and security, health care and equality. Bersay also consults its suppliers and clients to support the same principles.	Recruitment process Rewarding system (Finder/Success Fee) Employee satisfaction survey Health insurance Trainings Internal Communication Internship Program
2	HR1, HR2	Business should ensure that they are not complicit in human rights	Bersay policies on harassment, employment equity, safety and health ensure that basic human rights are firmly respected.	Employee satisfaction survey Employee contracts and confidentiality
3	LA2, LA4, LA5, LA13, LA14, HR4, HR5	Business should uphold the freedom of association and effective recognition of the right to collective bargaining	Bersay policy on employment equity ensures the provision of good working conditions in which all employees could express their ideas.	Accessible management team Biolog communication platform Weekly regular group meetings Participative management Information sharing Profit sharing Bonuses
4	HR7	Business should support the elimination of all forms of forced and compulsory labor	Bersay is strictly against forced labor considered as a potential risk also in service sector.	Bersay employee policies are specified within employment contracts. Employee contracts cannot 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.
5	HR6	Business should support the effective abolition of child labor	Bersay is against the child labour and complies with the minimum age provisions of Turkish labor laws and regulations.	Bersay does not recruit anybody below the legal age of 18.
6	LA2, LA13, LA14, HR6	Business should support the elimination of discrimination in respect of employment and occupation	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.	Recruitment process Discipline code

7	4.11	Business should support a precautionary approach to environmental challenges	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. Bersay will also sign the Ethics Declaration.	Waste handling applications Decreasing paper usage
8	EN2, EN5, EN6, EN7, EN10, EN13, EN14, EN18, EN21, EN22, EN26, EN27, EN30	Business should undertake initiatives to promote greater environment responsibility	One of the priorities of Bersay Communication Group is to create environmental awareness first for our employees and for all of our clients, suppliers and stakeholders.	Bersay develops 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.
9	EN2, EN5, EN6, EN7, EN10, EN18, EN26, EN27	Business should encourage the development and diffusion of environmentally friendly technologies	Bersay encourages its staff to use environmentally friendly technologies.	Water, Paper, Electricity, Natural Gas, Energy Saving Supporting Recycling Process
10	SO2, SO3, SO4	Business should work against corruption in all its forms, including extortion and bribery	Bersay is against all forms of corruption, including extortion and bribery.	Bersay's employment agreement states that unethical business practice is a reason for ending employment contract. Bersay Memberships: ICCO, IDA, TEID Individual Based Memberships: TUHID, TBV, TUSIAD

Performance Indicators

	Actions	Aims	2012 Targets	2012 Results	2013 Targets
Human Rights	Recruitment Process	Fair treatment	100% job application responding rate	98% job application responding rate	100% job application responding rate
	Training	To give individual development opportunities to our employees	10 corporate trainings 15 optional trainings	13 corporate trainings 18 optional trainings	10 corporate trainings 15 optional trainings
	Internal Communication	Motivation / Participation to company processes / Information sharing	1 year end organization / Weekly Bizbize Meetings / 1 year end Kick-off	1 year end organization / Weekly Bizbize Meetings / 1 year end Kick-off	1 year end organization / Weekly Bizbize Meetings / 1 year end Kick-off
Labour Standards	Non-Discrimination	Fair treatment	Revised Discipline Code	Discipline Code is revised	To sustain the fair and proper policy
	Number of Woman Employees / Number of Total Employees	Fair treatment	Increase the ratio of women employees (65% in 2011)	70% of our employees are women	To sustain the fair and proper policy
Anti-Corruption	Memberships	Ethical Business Practices	To sustain the ethical approach in business practices	TEID membership completed and Ethics Declaration signed	To sustain the ethical approach in business practices
Environment	Water & Electricity Usage and Waste Management	Environmentally friendly applications and less consumption	To reduce consumption and continue supporting the recycling process	40% productivity in electricity consumption and 60% in water consumption	To reduce consumption and continue supporting the recycling process
Volunteer Activities	Scholarships	For our nonprofit enterprise BIE to deliver its first scholarships	8 scholarships / 400 TL for each scholar by month for 12 months	9 scholarships / 400 TL for each scholar by month for 12 months	Sustain the scholarship program
	Publications	To publish nonprofit books supporting the development of the sector and to donate their income	Sustaining the ongoing book publishing and BIELOG plannings	2 books of Ali Saydam: "Perception Management", English version of "How to Loose Wives and Clients", "Power is Solitude" Sustaining of BIELOG	Sustaining the ongoing book publishing and BIELOG plannings

