



# Sustainability Report

## COP '12





**United Nations** Global Compact

Please mail feedback to

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# Letter from the CEO

Welcome to Siteimprove's third report to the UN's Global Compact, an important initiative that we joined in 2010. Since then we have been actively committed to helping spread the message about the Global Compact, and have done so again this year through our Communication on Progress Report.

Global Compact is an important initiative and a program recognized world-wide, which is why its 10 principles function as the framework of our Corporate Social Responsibility (CSR) work for our primary markets in the UK, USA and Denmark. We are proud to show the progress we have made in regards to CSR throughout the past year, as well as demonstrate which goals we achieved. This report also includes the ideas we have on the drawing board for 2013.

Whilst we have been dedicated to acting socially responsible since our establishment in 2003, this initiative has naturally helped us incorporate it largely into our daily work. In 2012, we showed our continuing support to the Global Compact by supporting UN run initiatives such as End Poverty 2015 UN Millennium Campaign.

2012 and the first quarter of 2013 have been a busy and innovative time for Siteimprove. We once again chose to focus on accessibility, as we believe that it is a basic 21st century human right to be able to access the web.

Over the past year we have done our best to shed light on the often forgotten members of our society - those who have some form of disability. As part of this societal focus, we participated for the second time in Global Accessibility Awareness Day (GAAD), which aims to encourage people to think about how disabled users access the computer and internet. Developing on from last year's employee-only participation, this year we chose to include our stakeholders in the dialogue by encouraging our customers to participate with us. To sweeten the deal we donated money to a good cause for each one participating. For more information about GAAD see page XXX.

Furthering our focus on web accessibility was the driving force behind our latest accessibility focused pro bono collaboration with the Danish Institute of Human Rights. Hoping to highlight the experiences that users with disabilities experience when accessing public Danish homepages, our focus for 2013 was on completing our 'The Forgotten Users - Web Accessibility' project. A cleverly insightful documentary, which will go live later in 2013 alongside a report that describes the potential problems people face, and provides recommendations on how these issues can be overcome in order to ensure digital accessibility for all.



Continuing our focus on human rights was also on the agenda and our offices participated in a number of externally run events that aimed to bring a focus onto those vulnerable to extortion in our society. Our UK office was particularly dedicated to this cause and chose to partner with 'Go ON Gold', a national UK campaign that aims to raise awareness about the barriers faced by disabled people in accessing computers and the Internet. Their partnership, which coincided with the 2012 London Paralympics, involved a number of blog posts, press releases, as well as a radio interview.

The US office also chose to focus on giving back to the greater community, and did so by participating in an Earth Day Clean Up initiative that aimed to rid the local area of rubbish, and other pollutants. In 2012 and 2013, we continued to grow as a company, and our sales office located in Minneapolis, MN, USA continues to represent the fastest growing market in terms of revenue. As such, we have again seen a significant rise in employment, and across the board, our employee numbers have grown by a third compared to last year's report. These changes resulted in both our Danish and UK offices continuing to increase the sizes of the offices.

We are on a journey as a company, and we are nowhere near done yet. Over time, we want to be more ambitious and spread our initiatives to all our offices, but also to work with CSR in areas where we have an indirect influence, like ensuring that our supply chain is socially responsible. With this CSR report, we want to bring you along on our journey and set a good example, and show that even a softwareservice company can be both socially and corporately responsible. Hopefully, this will encourage other IT-companies to share our vision of 'contributing to a sustainable information society for all.

**Morten Ebbesen, CEO - Siteimprove**

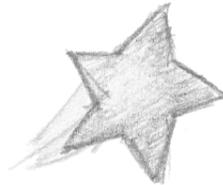
# About Siteimprove

## The Siteimprove story



### Early 2000's - Danish Entrepreneur Morten Ebbesen is Struck by Lightning

Figuratively speaking that is. While working as a consultant for a public Danish company, Morten was asked to check a website for broken links. He quickly realized there was a serious gap in the market for a group of diagnostic tools that could take the hassle out of performing tasks manually. Starting out with just himself and a couple of programmers it was not long before a baby was born.



### 2003 – A Star is Born

Born in central Copenhagen during a warm October, Siteimprove was not always an easy baby, although it proved early on in its infancy that it had a talent for setting itself apart from the crowd. Intelligent and intuitive, it quickly found itself at the front of the class when it came to quality checking tools. Counting many of Denmark's best-known companies and institutions, such as Grundfos, Novo Nordisk and the Danish Foreign Ministry, amongst its friends the future seemed bright.



### 2004 – Chasing New Challenges

Looking to spread its wings and test its universal appeal Siteimprove travels to London. Taking quite a liking to a nice lager and beans on toast, it decides to leave its mark, and before leaving Siteimprove Ltd. UK is established.



### 2007 – The Gamble Pays Off

Well and truly bitten by the travel bug Siteimprove's next big trip is a visit to the good old U.S of A. Enjoying the sites it ventures further into the market before finally settling on an office in Minneapolis. A gamble that pays off. Today the English speaking markets account for around 80% of Siteimprove's business.



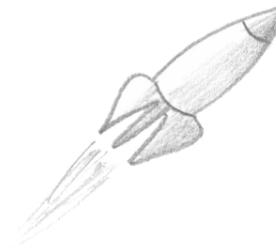
### 2009 – Seizing Sweden

Not content to rest on its laurels, Siteimprove continues to enjoy its travels, and after a visit to Scandinavia's most populous country, Sweden, decides to set up shop.



### 2012 – European Domination

Deciding no trip is complete without a good place to call home for a Bratwurst and a Pringle, Siteimprove expands into Europe's strongest economy – the German market.



### Present – Looking Towards The Future

Since its birth into humble beginnings, Siteimprove has only continued to grow and improve. With offices in five countries, and a client base of more than 30,000 web editors and 3000 websites in the public and private sectors, it is truly one of the world's leading suppliers of web governance tools. Looking forward to the excitement and challenges the next decade brings, Siteimprove looks forward to getting to know you.

## Our Values

Created in 2003, Siteimprove is an organization focused on people. As part of our commitment to each other, our customers, and the work we do, we have established a set of values, a mission and a vision to help guide us. It is these principles that support us daily in our quest to be the worlds' leading provider of web governance tools.

### Pride

At Siteimprove we believe that pride is vital to our business success. It helps us strive to be the best we can, and to be proud and responsible of our actions, work and environment. Hence, we are proud to be responsible world leaders of web governance, and to be able to provide our customers with intuitive tools that help empower them.

### Passion

It is our passion that fuels our work, and that motivates us not only to want to come to work each day, but to take responsibility and pride in what we do. Whether it be meeting a project deadline or finding the perfect solution for a customer, we know that when motivated by passion amazing things happen.

### Thoroughness

Although we love that our work is fun, we also know that sometimes it calls for knuckling down. Here at Siteimprove we know that mistakes happen, but they do not happen twice. Which is why we are dedicated to ensuring that

every aspect of our work is of the highest quality, and we do not stop until the quality of our products is second-to-none.

### Our Mission

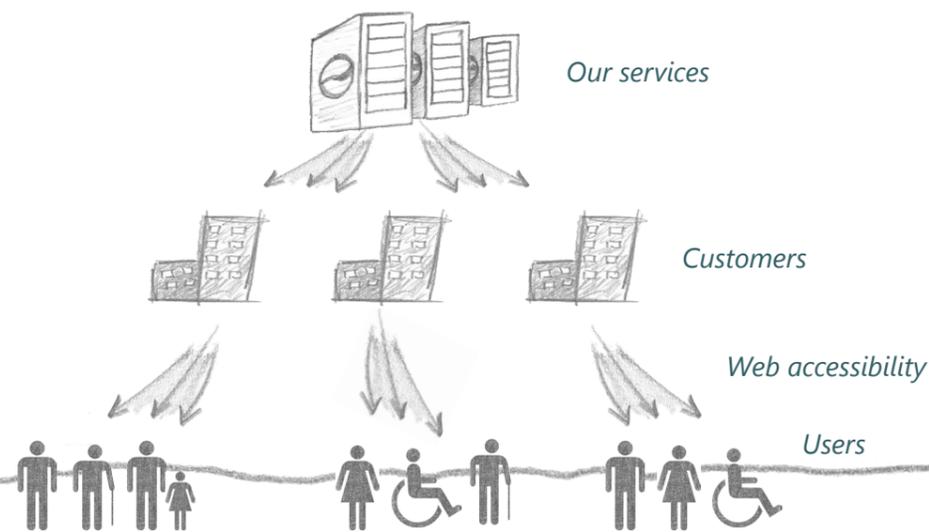
To be the world leading providers of web governance tools, solutions, and strategies; assisting in making the web accessible to everyone.

### Our Vision

We will remain committed to providing our customers, both current and future, with the best web governance solutions from beginning to end. It is our responsibility to remain committed to continuously improving all aspects of the world in which we operate – environmentally, socially and economically – in order to create a better tomorrow today.

### What we do

Siteimprove is a world-leading provider of web management and governance tools that are cleverly simple for ease of use. Our range of diagnostic tools help businesses of all sizes, and across all industries, to find and fix content errors, control and optimize their sites, and collaborate for easy task management. It is our accessibility tool that primarily influences the focus of this report as it the area in which we are most able to contribute to greater society, as well as provide business and organizations with the opportunities to better themselves in the field of web accessibility.



## Statistics from 2012



Customers  
**1,445**



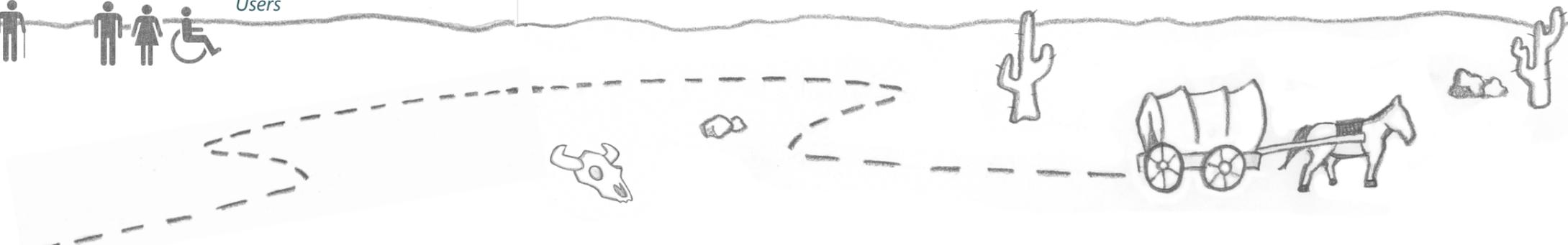
Users  
**22,427**



Links checked each week  
**~50,000,000+**



Page views logged each week  
**~55,000,000+**



# Human Rights

## GLOBAL COMPACT PRINCIPLES 1-2.

1. The company should support and respect the protection of internationally declared human rights, and
2. Ensure that the company does not contribute to the violation of human rights

## Web Accessibility is a Human Right!

The first Global Compact Principles are about the respect and protection of human rights. Here at Siteimprove we believe that it is a basic 21st century human right to be able to access the web.

To us this means that everyone, including those who have some kind of disability, should be able to access the Internet, and be part of the increasingly digital world. With figures estimating that around 20 percent of the population has a disability, we believe that it is essential for public and private businesses and organizations to make their websites as truly accessible as possible<sup>1</sup>.

As the prominence of online services, and digital self-service increases, we at Siteimprove are aiming to support the rights of those users affected by poorly accessible websites, and as such, we created a broad range of initiatives for 2012/13.

Below you can read more about what we have been up to in 2012/13, as well as our plans for the rest of 2013 and 2014.

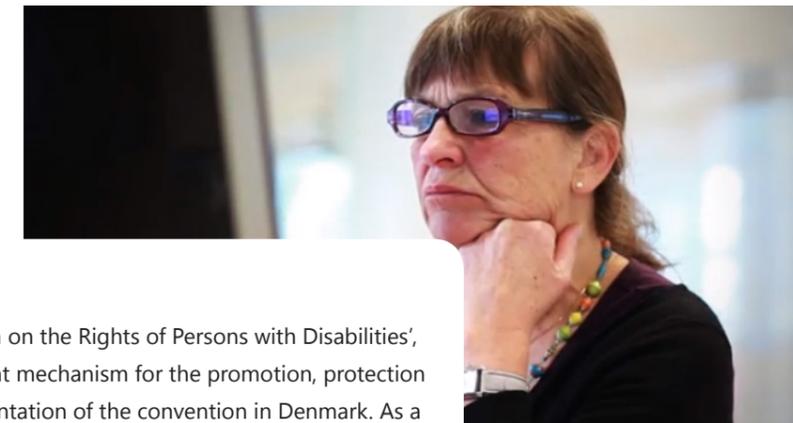
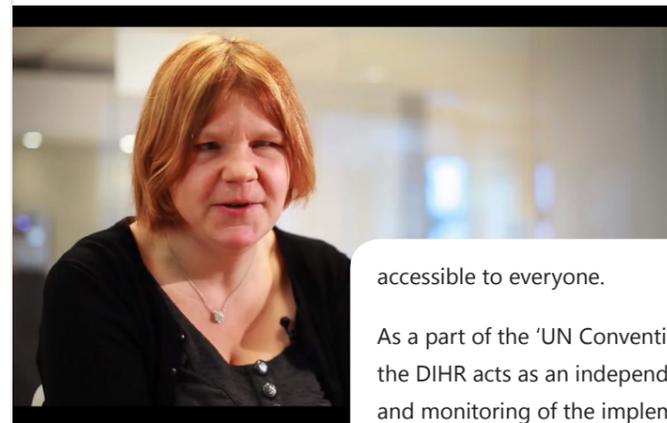
## Collaborating Towards a Better Future with the Danish Institute for Human Rights

One of our stated goals for 2012 was to form a partnership with a non-government organization that had relevant experience within human rights and accessibility issues. Therefore, it is with great pride to announce that since August 2012 we have been in a pro-bono collaboration with the Danish Institute for Human Rights (DIHR), as part of our mission to make the internet



THE DANISH INSTITUTE  
FOR HUMAN RIGHTS

<sup>1</sup> Good web accessibility means that all users of the Internet, including users with physical impairments and reading disabilities, are still able to fully access and utilize the website.



accessible to everyone.

As a part of the 'UN Convention on the Rights of Persons with Disabilities', the DIHR acts as an independent mechanism for the promotion, protection and monitoring of the implementation of the convention in Denmark. As a result, by mandate the DIHR must advance accessibility issues on the political agenda, as well as raise awareness of the cause, and ensure that public pages meet the 'Web Content Accessibility Guidelines 2.0' (WCAG)<sup>2</sup>.

Our collaboration with the DIHR also aims to highlight the experiences that users with disabilities experience when accessing public Danish homepages, and is part of our 'The Forgotten Users - Web Accessibility' project. The focus point of this project arose following the latest report from the Danish Agency of Digitization, which showed that users with disabilities continuously experienced accessibility issues online.

This ongoing relationship between the DIHR and ourselves has so far resulted in a documentary that follows five user groups with different disabilities in order to highlight some of the difficulties they experience when using digital self-service. The represented user groups are; visually impaired, blind, dyslexic, cognitively disabled, and elderly people with minor disabilities. During the second quarter of 2013, this documentary will go live alongside a report that describes the potential problems people face, and provides recommendations on how these issues can be overcome in order to ensure digital accessibility for all (see link box on the left, only in Danish).

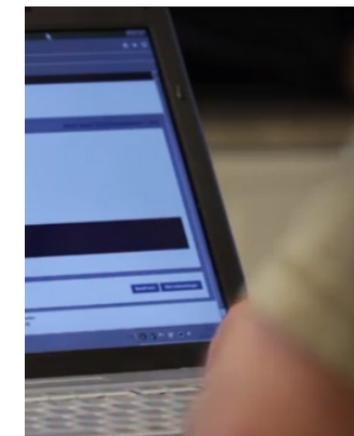
<http://www.menneskeret.dk/handicapkonvention/digital-top5>  
(Danish only)



*"The Danish Institute for Human Rights is appointed to promote, protect and monitor Denmark's implementation of the UN Convention on the Rights of Persons with Disabilities. The Department is focused on the areas where there are problems with living up to the Convention. One of these areas is the accessibility of public websites. We have therefore been super excited to partner with Siteimprove to examine the accessibility problems that affect different users on public websites. Siteimprove has an expertise in digital accessibility, which is important in terms of being able to both identify accessibility problems and find possible ways of resolving them. It gives the institution the knowledge that needed to identify areas that must be made to live up to the UN Handicap Convention regarding digital accessibility for people with disabilities"*

**Maria Ventegodt Liisberg, Team Leader of the Danish Institute for Human Rights Disability Team.**

<sup>2</sup> <http://www.w3.org/>



## Knowledge - the Key to Longevity

Here at Siteimprove, we believe that knowledge is the key to longevity, which is why we are thrilled to announce that since hiring Senior eAccessibility Consultant Helene Nørgaard Bech, we have had the opportunity to formulate and share a substantial amount of free and educational information via blog posts, webinars, and whitepapers. Due to increasing customer interest, and the hard work of our productive employees we were able to produce an impressive 17 blog posts in 2012 and 2013. All of which are freely available on our website in Danish, English, Swedish and German, and contain tips and tricks for making a website accessible<sup>3</sup>.

Furthermore, we were extremely proud to present Siteimprove's first whitepaper in August 2012. It focused on making websites accessible, and the responsibilities of web editors and designers when creating sites. Web Accessibility can be a complicated matter, which is why we also held nine free webinars that offered thorough explanations on this matter.

As we look towards the future, we are committed to continuing these developments, and as such, we are planning three accessibility events in 2013 that will focus on helping customers comply with the international standards for web accessibility(WCAG 2.0 globally, plus Section 508 for US Federal Agencies).

## Accessibility Advisory Board

In November 2011, we assembled the Accessibility Advisory Board, most of whose members are direct stakeholders of ours, and work mostly for large Danish public organizations. We meet up throughout the year to talk about what is happening in the community, as well as receive feedback on how we can improve our services, to better ensure website accessibility for all members of society.

Our last meeting was held on January 8 2013, during which time we discussed the yearly evaluation of public websites called 'Bedst på nettet' (The Top of the Web). We also received feedback on which backlog items for our accessibility tool required development prioritization.

### 2012/2013 in review

A white paper on accessibility

Nine free webinars focused on how to make websites accessible

17 accessibility driven blog posts, available in Danish, English, German and Swedish



## Siteimprove invites Stakeholders to participate in Global Accessibility Awareness Day!

All too often businesses and organizations focus on profit first, and people second. Here at Siteimprove, we believe that people deserve to come first, which is why in 2012, and again in 2013, we have chosen to actively participate in 'Global Accessibility Awareness Day' (GAAD). This time we even encouraged our stakeholders to take part, in an aim to increase stakeholder engagement.

With estimates that 20 percent of the population has some kind of disability<sup>4</sup>, GAAD aims to get people talking, thinking, and learning about digital accessibility and how it affects different users. The first GAAD took place in May 2012, and as part of our initial participation, we rolled out our campaign internally across all offices.

Led by our Senior eAccessibility Consultant Helene Nørgaard Bech, employees were asked to spend half an hour trying to work on their computers in the same way that disabled users might. This included exercises such as using only a keyboard to navigate, zooming browsers to at least 200%, using a screen reader or read-aloud tool to access web information, and turning off style sheets when using web applications.

The feedback was overwhelmingly positive, and a number of staff-members, such as Steve Hennings, US Senior Account Executive, commented on what a great learning experience it was. After just 10 minutes of trying to read a web page with enlarged text, Hennings said,



*"it is simply such a pain having to scroll so much just to accomplish any little thing. Such a hassle!"*

**Steve Hennings, Siteimprove**

As a show of our dedication, we also pledged to donate money to four different the charities Junior Blind of America (US), Action for Blind People (UK), Dansk Blindesamfunds Ungdom (DK) and Synskadades Riksförbund (SE), for every customer that took part and shared their experience with us. It was a great success, and as a company, we were thrilled to be able to donate to so many worthy causes. A number of our customers provided us with great feedback, and the best three featured in a blog post called

<sup>3</sup> Please visit [www.Siteimprove.com](http://www.Siteimprove.com) to download blog posts and whitepapers

<sup>4</sup> WebAim website, <http://webaim.org/intro/#people>

Raising Digital Discrimination Awareness<sup>5</sup>. We look forward to expanding the ways in which we can participate in 2014.

## GAAD Stakeholder feedback



*"It was frustrating! I definitely have new appreciation for accessibility and why it is so important. Two very popular news sites were selected for the test. One of the sites is known for being accessible and it was a breeze to navigate through. There were a few instances where I couldn't navigate as smoothly as I wished, but I was very impressed by the "skip to content" feature. The second site, which I'd assumed would be accessible, was very difficult to navigate and I quickly found myself in a never-ending keyboard loop. This GAAD experience will certainly kickstart our team's work towards making our website more accessible"*

**Marian Doucette, County of Huron, Web Architect, Canada**



*"I had thought or maybe just hoped that I wouldn't have had as hard a time using the tab key to navigate as I did. I applied both restrictions when accessing ...our own website... I am relieved to know that the two main entry points for citizens and business ...is able to accommodate the 200% increase, though unfortunately on the individual pages the photos are indistinct, and the content difficult to read"*

**Stine Boeck, Furesø Municipality, Communication Consultant, DENMARK**



*"I found the experience very eye opening. We have just carried out an accessibility audit on our website, so this area is something that is very much a key priority on our agenda at present"*

**Rachel Daly, Preston City Council, Assistant Web Manager, UK**

<sup>5</sup> <http://siteimprove.com/blog/2013/5/21/raising-digital-discrimination-awareness.aspx>



## Go ON Gold UK Initiative

### GOING FOR GOLD WITH 'GO ON GOLD'

In 2012 our UK office was one of the first companies to partner with 'Go ON Gold', a national UK campaign that aims to raise awareness about the barriers faced by disabled people in accessing computers and the internet.

With 'Go ON Gold' reporting alarming statistics that up to 43% of the United Kingdom's disabled people had never been online<sup>6</sup>, the UK office saw this as a great opportunity to provide the community at large, and especially businesses, with information about our products that ease the difficulty of making websites more accessible.

As part of their dedication to spreading 'Go ON Gold's message, the UK office also formulated a number of educational materials, such as their London Paralympics themed blog 'Just like sport, websites should be accessible to everyone too'. This blog highlighted sports ability to be readily enjoyed by everyone, regardless of disability, whilst websites on the other hand still suffer from accessibility issues. It also addressed how those responsible for websites could use specific web based tools to tackle and prevent accessibility issues.

Jack Oldham, the UK Marketing Coordinator, also appeared on GovLoop's 'Dorobek INSIDER' radio program where he chatted with host Chris Dorobek about why making websites accessible is key. GovLoop, the US's largest government niche network, aims to inspire public sector professionals to better service by acting as the knowledge network for government. It has been widely recognized across the public sector - federal, state, local, industry and academia - as a leading site for addressing public sector issues.

Looking towards the future, our UK office looks forward to continuing their ongoing partnership with 'Go ON Gold', as well as working on new initiatives throughout the coming year.

## The World's Best News

In 2012, we once again participated in 'The World's Best News' a Danish campaign formed by the UN, DANIDA<sup>7</sup>, and more than 80 Danish aid organizations. This campaign aims to fight poverty, as well as spread the good news about the positive progress being made in developing countries, most of which the world's poorest people call home.

<sup>6</sup> Go On Gold website, <http://www.go-on-gold.co.uk/home>

<sup>7</sup> Danida is the term used for Denmark's development cooperation, which is an area of activity under the Ministry of Foreign Affairs of Denmark - <http://um.dk/en/danida-en/about-danida/>

As part of our participation, we communicated the good news, and brought a focus to the 'UN End Poverty 2015 millennium campaign', by placing a banner advertisement on our website, passing out flyers in our common areas, and including a news article in both our internal and external newsletters. Additionally we donated 10,000 Danish Kroner to 'Afrika NU!' (Africa Now!), a telethon event run by the Danish UNICEF branch.

We expect to continue supporting the 'UN End Poverty 2015 millennium campaign' again in 2013/2014.



## What We Did Not Get Round To

One of our goals for 2012/2013 was to develop a professional version of the Siteimprove accessibility tool. However, by the end of 2012 the Siteimprove management and board decided to focus resources on the existing accessibility tool, as well as training materials, due to the complex nature of accessibility and increasing customer interest.

## Human rights recap

Human rights	Goals achieved in 2012/13	Goals for 2013/14
Contribute to a higher accessibility on public and private websites in Denmark, USA and UK	<p>Use the consultants' extensive knowledge and experience to further develop Siteimprove's tools and create increased knowledge among employees and customers regarding accessibility</p> <p>Beta-version of Accessibility released in January 2012</p> <p>All offices took part in the Global Accessibility Awareness Day on May 9th challenging customers to access their own websites as a disabled user would. For every user that signed up Siteimprove donated 5 dollars to a country specific charity for each market</p>	<p>Continue further development on the Siteimprove Accessibility tool in order to support private and public webmasters in quality assuring accessible websites</p> <p>Offer customers check of accessible PDFs</p> <p>Hire an Accessibility expert to support the US team and US/Canadian customers</p> <p>Take part in Global Accessibility Awareness Day 2014, and use the information gathered from 2013 to formulate free educational materials.</p> <p>Include an extra question in the yearly customer satisfaction survey that asks whether the web team has hired or worked together with a disabled user as a result of Siteimprove initiatives</p>
Free consulting and education	<p>Nine webinars completed: One for UK customers, seven for DK customers, one for US customers (exceeded 2011/12 goal of eight)</p> <p>17 blog posts on accessibility, available in Danish, English, Swedish and German (2011/12 goal was six)</p> <p>Siteimprove's first white paper on accessibility published August 2012</p>	<p>Complete minimum of two accessibility webinars for each market</p> <p>Hold an accessibility event in DK, UK and US educating customers about the importance of accessible websites with free training, tips and tricks on accessibility</p>
Partnership within accessibility	Partnership established with the Danish Institute for Human Rights	Establish a partnership with a UK or US NGO promoting accessibility
Facilitation of network	Two meetings held with the Danish Accessibility Advisory Board	Hold two meetings with the Danish Stakeholder Accessibility Advisory Board
Support UN's goals for 2015	Participated in the campaign 'The World's Best News' in 2012, and donated 10,000 DKK to 'Africa Now'	Participate in 'The World's Best News' 2013

# Workers' Rights

## GLOBAL COMPACT PRINCIPLES 3-6

3. The company should support the right to unionize and effectively recognize the right of collective bargaining

4. Support the eradication of all forms of forced labor

5. Support the effective eradication of child labor

6. Eradicate discrimination in respect to employment and occupation

At Siteimprove, workers' rights and employee satisfaction are paramount, as is a positive psychological and physical work environment where there is room for everyone.

2012 was undoubtedly another year of rapid growth for Siteimprove. In the past year, the number of employees has grown substantially and we are approaching 80 employees across our three offices in London, Minneapolis and Copenhagen.

In order to track general employee satisfaction, we once again rolled out our annual workplace assessment (AWA) survey for the third time in February 2013. The results of the assessment create the foundation for the following section, and indicate whether we reached our goals in 2012, as well as what aspects to focus our attention on in 2013 and 2014.

## Siteimprove Employee facts

In the Danish office, absence due to sickness decreased from 1.89% in 2011 to 1.02%, which corresponded to an average of 2.68 sick days in 2012.

76



Employees from 11 Countries;  
  
Australia, Austria, Canada, Denmark, Faroe Island, Germany, Ireland, Sweden, Switzerland, United Kingdom, and United States

In 2012, our US Siteimprove office was once again chosen in the top 100 of 'Minnesota's best workplaces', as decided by Minnesota Business Magazine.

Gender division in management



Average time of employment



Average age of employees



## Physical Working Environment

It is of great importance for Siteimprove to secure optimal working conditions for all employees. Therefore, we continuously strive to ensure that the physical surroundings are of the highest standards for all our offices, both in terms of employee facilities and environmental demands.

The past years' growth has had a significant impact on our physical working environment, and in 2012, the US office doubled in size in order to ensure more space and better working conditions. This also occurred in the UK, with the office being moved to a larger refurbished premise, in central London. The Danish office also chose to occupy another floor in the building to ensure space for even more employees in the coming years. Overall, the physical surroundings are now prepared for another year of growth and success in 2013 and 2014.

- ✨ The new facilities have resulted in:
- ✨ More square meters per employee across all offices
- ✨ Reduced noise levels via noise minimizing panels in the US office
- ✨ More comfortable seating and lounge areas with sofas and a game room in the UK office
- ✨ Work in progress on an outdoor terrace in the Danish office

## Making Changes Now, For All To Enjoy

We at Siteimprove believe that it is necessary to make changes now, in order for others to benefit in the future, which is why we hope that our human rights initiatives will have a lasting effect. This is particularly true of our increasing focus on making websites accessible for everyone, and we hope that via our actions more disabled people will be able to enter the workforce, and that our customers will increase their focus on making their sites accessible. This would ideally include collaborating to a higher degree with disabled users to actually test the accessibility level of their websites, hence assuring a higher quality site for all users. While this is of course an intangible goal that is difficult to measure, we will look to include an extra question in the yearly customer satisfaction survey that asks whether the web team has hired or worked together with a disabled user as a result of Siteimprove initiatives.

## Psychological Working Environment

### The Ever Present Subject – Stress!

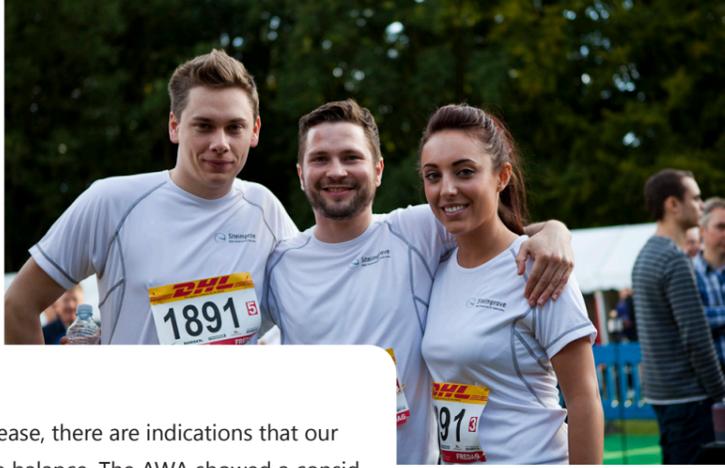
For a company like Siteimprove that is experiencing significant growth, stress is always going to be a hot topic, especially as our employees work in a fast-paced environment with tight deadlines. For Siteimprove, it is of significant importance that our employees have a good work-life balance in their daily life. Unfortunately, we need to recognize the fact that some employees have felt stressed and irritated throughout the past year. The AWA shows a slight increase in both stress levels and emotional exhaustion in 2012 compared to 2011 in both the DK and UK offices.

However, the increasing stress levels do not reflect a lack of focus on this subject, especially as we have introduced several initiatives in 2012 in order to target stress levels. These included:

- ✨ Hiring a human resources employee with experience within stress management.
- ✨ Putting stress at the forefront of the agenda for employees' annual performance reviews. In this regard, we systematized the process in order to meet every employee's issues in the best possible way.
- ✨ Strategy work in progress, which clearly defines the employees' division of labor and goals.
- ✨ Voluntary after hours meetings that focus on work-life balance in order to open up and facilitate talks about expectations for our workplace, colleagues, tasks and management.

Only the US office experienced a minor decrease in stress levels. In 2011, several initiatives such as biweekly one-on-ones, weekly staff meetings, and clearly defined goals for the sales staff were organized, which has resulted in an immediate positive development. The UK and DK offices will strive to learn from the US case.

Despite increasing stress levels in two of our three offices, we believe it is important not to forget that initiatives to fight stress do not always return positive results over night. We consider the fight against stress to be a long-term and important investment that hopefully will reduce stress levels gradually across all our offices.



## Work Life Balance

Even though stress levels need to decrease, there are indications that our employees experience a good work-life balance. The AWA showed a considerable improvement compared to 2011, via the question regarding 'if work takes up time and energy that affects one's personal life'. It is also noteworthy to mention that all three offices ranked better for that question than the national average. This is a considerable improvement compared to 2011.

## Health

While Siteimprove does not wish to dictate a healthy lifestyle, we do find it important to facilitate a healthy lifestyle both at work and at home. We do this by providing the right frameworks such as sporting events, health plans, and free fruit across all offices. In general, the AWA showed that all three offices ranked higher in perceived health than the national average in Denmark.

Once again in 2012, Siteimprove participated in the DHL-relay with participants from the UK, SE and DK offices.

In the US, we have a health plan that provides a discount on gym membership when used frequently, while bike rags are on the agenda in order to make it easier for employees to bike to work.

## Employee Satisfaction

### Knowledge Sharing and Increased Sales Training

One of our goals for 2012 was to increase knowledge sharing across the offices. Particularly, between our sales staff and product managers. We met our goal for 2012 by initiating and completing an extensive sales training program across all offices. This included product managers and the US Sales Director travelling around all offices training sales staff so that they would feel better prepared to engage customers during the demonstration stage.

A development program was also unveiled in the Danish office, and involved sending a large percentage of our full-time employees from the development, support and management teams to course that ranged in time from one day to three months.



## Bonus Scheme

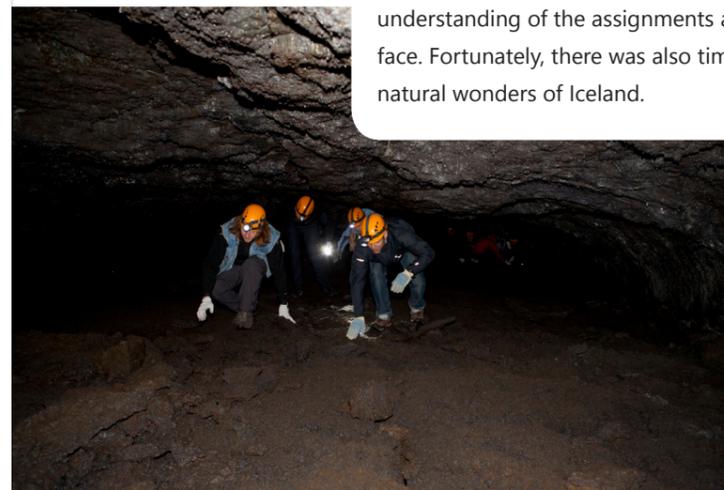
In 2011, both management and the board of directors were pleased to introduce a bonus scheme in which a percentage of the company's profits are divided between all employees based on seniority. The purpose of the bonus scheme is to recognize and award the efforts of staff. Additionally, the scheme successively secures an effective organization with motivated employees. In 2013, we will again share the success of Siteimprove with all employees.

## Social Initiatives Strengthen Relations

At Siteimprove, we value good social relations between colleagues, as we believe it fosters a good working environment. Therefore, we arrange several social arrangements across our offices every year. Not only do we have summer and Christmas parties, we also hold a monthly staff meeting that is followed by an afternoon bar event where colleagues can socialize outside of work. This was one of our initiatives from 2012.

## Teambuilding in Iceland

In September 2012, the Danish department went to Iceland on a team-building trip. The purpose was to strengthen the collaboration between the different departments in the Danish office in order to achieve a better understanding of the assignments and challenges different departments face. Fortunately, there was also time to socialize and explore some of the natural wonders of Iceland.



## Working rights recap

Worker's rights	Goals achieved in 2012/13	Goals for 2013/14
<p><b>The Psychological Work Environment</b></p> <p>Increased employee satisfaction, visible management and clear goals</p> <p>Focus on stress</p> <p>Health</p>	<p>Performance reviews done in February in Denmark.</p> <p>Workplace assessment survey done in February in all markets.</p> <p>Maintain/increase employee satisfaction.</p> <p>Increase employees' insight into goals and expectations.</p> <p>Hire human resource employee with experience within stress management.</p> <p>Improve rates of stress in UK and DK. Maintain stress level in US.</p> <p>Plan activity schedule and complete at least four initiatives within health and lifestyle in DK and UK.</p>	<p>Complete yearly performance reviews for all employees.</p> <p>Start-up performance reviews for DE, SE, UK and US employees.</p> <p>Complete workplace assessment survey on all markets, focus on</p> <ul style="list-style-type: none"> <li>⚙️ Employee satisfaction</li> <li>⚙️ Progress in clear goals and expectations</li> <li>⚙️ Decline in rates on stress from 2011/2012</li> </ul> <p>Complete activities on all markets promoting health and physical activities.</p>
<p><b>The Physical Work Environment</b></p> <p>New settings</p>	<p>US doubled the size of their office, getting more space and better working conditions.</p> <p>UK moved to a bigger office in their new building, getting more square meters, improved seating areas comfy sofa and lounge area and a game room.</p> <p>DK took on another floor creating more space.</p>	<p>DK completion of an outdoor terrace.</p>
<p><b>Health</b></p>	<p>Health has to be on the agenda in 2012 by creating better initiatives, which motivate the employees to live healthily and have a more active lifestyle.</p> <p>DHL completed with DK, UK and SE runners.</p>	<p>DHL participation for UK, SE, DE and DK employees.</p>
<p><b>Sickness Absence</b></p>	<p>DK Sickness absence decreased from 1.89% in 2011 to 1.02% (corresponding to an average of 2.68 sickness days) in 2012.</p>	<p>Keep sickness absence below 2% in 2013</p>

<p><b>Employee Welfare</b></p> <p>Social events</p> <p>Knowledge sharing</p>	<p>Weekly (UK+US) and biweekly (DK) staff meetings.</p> <p>Summer party.</p> <p>DHL Relay run with dinner afterwards for DK and UK employees.</p> <p>Christmas lunch.</p> <p>An official teambuilding event for all offices. Teambuilding event in Iceland for DK employees.</p> <p>Internal sales training completed on all markets.</p> <p>Competence development program rolled out for support, development and management.</p>	<p>Continue weekly/biweekly staff meetings.</p> <p>Arrange a minimum of three social events for employees in each office.</p> <p>Provide internal training for sales staff on all markets.</p>
<p><b>Bonus scheme</b></p>	<p>Profit sharing from 2011 completed among all Siteimprove employees in June 2012.</p>	<p>The board has once again decided on profit sharing from 2012 to all Siteimprove employees based on seniority.</p>

# Climate & Environment

## GLOBAL COMPACT PRINCIPLES 7-9

*7. The company should support a careful approach to environmental challenges*

*8. Take initiatives to promote increased environmental responsibility*

*9. Encourage the development and dispersion of environmentally friendly technologies*

At Siteimprove we have remained committed over the years to ensuring that we adhere to climate and environmental principles that assist us in reducing our carbon footprint. Since 2011, we have been actively committed to reducing energy consumption, something that is evident through our climate partnership with Denmark's largest energy producer, DONG Energy.

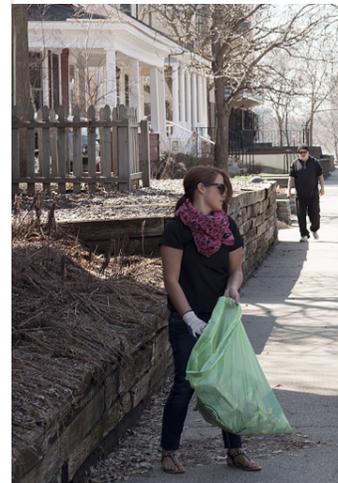
Since moving headquarters to the new office in 2011, we have been tracking our total energy consumption and CO2 emissions.

The partnership agreement with DONG Energy has continued functioning as a learning process in 2012 and fortunately, many of the new and smarter energy efficient measures that we undertook during 2011 are still paying dividends. As part of our commitment to ongoing development, we are still consistently looking for new energy efficiency initiatives that can be incorporated across all our offices.

## A Greener Environment with Focus on Recycling

In 2012, our employees' clear awareness, and commitment to green initiatives continued. As a result of the internal awareness of choosing responsible suppliers, many employees continued to order green-labelled print paper and office supplies on their own initiative in 2012 and 2013.

Since 2012, all of our offices have gone paperless, with all customer invoicing now being done via online methods. A concrete and official



environmental and recycling policy has also been formulated and will begin taking complete shape during 2013 and 2014. Currently all offices ensure that waste is properly separated, and that proper recycling procedures are adhered to.

## Siteimprove's Data Center appointed Denmark's Greenest Data Center

As a SaaS-company we offer hosted solutions, meaning that the majority of our energy consumption comes from our many servers installed in a server park at Interxion in Ballerup. In 2012, Interxion was appointed Denmark's greenest data center, and the center continuously invests in infrastructure and routines, which should secure the green status in the future. It is important to Siteimprove that all our primary suppliers (e.g. Interxion) show great responsibility in the area of climate and environment.

## Saving Earth One Garbage Bag At A Time

Despite being unseasonably snowed out on their first attempt to participate in the East Calhoun Community Organization (ECCO) Earth Day Clean Up, our US office came back more determined than ever to beautify their surroundings.

Subsequently held on April 29, this event was an initiative from ECCO, a group that aims to enhance and maintain the unique parts of South Minneapolis and Uptown, by working together with the community.

Originally intended to coincide with Earth Day, we voted to support this initiative after examining several others in their area. In the end, we decided we were most interested in trying to help clean up the area surrounding the office because of the close proximity of the office to Lake Calhoun, one of Minneapolis' largest and most popular beaches.

Kicking off the belated Earth Day Clean Up was Sarah Sponheim, the president of the ECCO board, who started by holding a meet and greet with the office, where she was able to educate about future initiatives that the ECCO team is working on. After that, the team headed out in pairs, aimed only



with a garbage bag, and the drive to revamp the neighborhood, a goal that they achieved.

According to Inside Sales and Pre-Qualification Representative Kitty Ng, the event was an ideal way to interact with, and help the community.



*"Siteimprove saw Earth Day as a great way to contribute to the local community, as well as further our partnerships with local organizations... it was a chance for our team to contribute to local green initiatives that make a lasting impact on how we enjoy Lake Calhoun and the neighborhood"*

**Kitty, Siteimprove**

Siteimprove looks forward to continuing the relationship with ECCO, and contributing to more community based initiatives in the coming years.



## Recap of Climate & Environment

Climate & Environment	Goals achieved in 2012/13	Goals for 2013/14
<b>Climate partnership and energy optimization</b>	Continued our successful climate partnership with DONG energy.	Further reduce our energy consumption and CO2 omissions.
<b>A greener culture &amp; environmental policy</b>	<p>Recycling and environmental policy in place.</p> <p>Waste separation and proper recycling procedures are adhered to.</p> <p>Neighborhood clean-up volunteering through East Calhoun Community Organization.</p> <p>Paperless invoicing.</p> <p>Continued our emphasis on ordering green-labelled office supplies.</p>	<p>Find further volunteering opportunities, at least 1-2 days per year</p> <p>Further establishment of a concrete and official environmental and recycling policy, and put it into effect across all offices</p>

# Anti-Corruption

## GLOBAL COMPACT PRINCIPLE 10

*10. Businesses should work against all forms of corruption, including extortion and bribery*

At Siteimprove we have strict rules when it comes to corruption and bribery. Even though we operate in low risk markets, we have chosen to manifest our own clear position on the subject in Siteimprove's staff manual that was created in 2010.

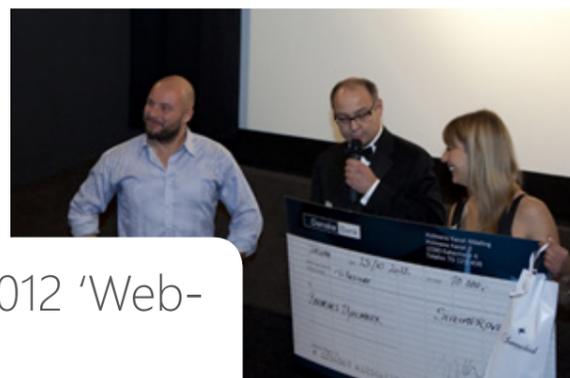
Should an employee experience a form of bribery or receive presents from a supplier or customer, the employee must notify his or her manager immediately. Failure to do so may have consequences for the conditions of employment.

## Other CSR Initiatives

### Siteimprove Announces 2012 'Web-Enthusiast of the Year'

Since 2008, Siteimprove has annually awarded one lucky webmaster the 'Web-Enthusiast of the Year' award for an ongoing dedication to making the web a better place for everyone. Siteimprove was proud to announce that the 2012 winner was Rasmus Espholm, who is the webmaster for citizen services website [www.borger.dk](http://www.borger.dk). Espholm was selected based on the enthusiastic and central role he played in developing the site. In addition to being an active member of his team, Espholm participates in numerous events and enjoys visiting municipalities and suppliers to help them learn more about integrating their services onto [borger.dk](http://borger.dk).

Along with the honor that accompanies the title, Espholm was also given 10,000 DKK that he could donate to a charity of his own choosing.



Managing Director Morten Ebbesen presenting the award

## Børnenes Dyremark receives kr. 10,000

Espholm chose to donate his prize money to Børnenes Dyremark, a voluntary organization based in Copenhagen that aims to provide children of all socio-economic backgrounds with the opportunity to experience the nature, and learn about caring for animals. The public hand over took place at the Dagmar Theatre, with several Siteimprove customers and employees from the headquarters in Copenhagen present.



