



**Branching out to new communities**

Expanding our markets and creating new means of communication despite challenging conditions

# Global responsibility

Communication on Progress

June 2013





## Statement by the CEO

by Lars Kirstein Andersen, Managing Director of Danimex Communication A/S:

Danimex Communication A/S has now been a member of the UN Global Compact since 2008 and this year's COP will be our fourth report stating the continued support of the Global Compact principles of human rights, labour rights, environmental protection and anti-corruption.

Our report reflects our improvements on all four principle columns and our report will offer the UN as well as our clients an update on the practical actions, targets and outcomes from our work with the implementation of the principles in our daily work.

Continued support of the UN Global Compact as part of our commitment to the United Nations reflects the goals and values already set and followed at Danimex Communication: We take responsibility for our work and our actions, and will conduct our business in a socially responsible and ethical manner.

The coming year will be full of opportunities for our company, as well as for our many business partners internationally. On the African continent we expect to establish new regional offices, hire local staff and blend our values with the best of local cultures. More than ever, we shall strive to become model citizens of the world.

I would like to invite you to read our Communication on Progress 2013, explaining our approach to issues in focus, our progress and our way ahead.

Lars Kirstein Andersen  
Managing Director  
Danimex Communication A/S



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# Danimex Communication in brief

Danimex Communication A/S is a global distributor of communications solutions and equipment with more than 30 years of experience in deliveries to humanitarian organizations, NGOs, defence, security and government organizations as well as modern industry.

The head office is located in Denmark, with subsidiaries in UAE, Afghanistan, Iraq, Nigeria and USA.

## Radio based communication

The core expertise of Danimex is to set up local, radio based networks. Analog or digital. Mobile, handheld or fixed installations. Anything from small and nimble to extensive networks, serving all communication needs.

Danimex delivers basic hardware as well as customised, integrated systems for special purposes. Danimex is a certified Motorola distributor, but handles other brands as well, such as Vertex, Damm and Thrane & Thrane.

## Satellite based and high capacity communication solutions

Satellite phones from Iridium, Thuraya and Inmarsat are available along with BGAN and VSAT solutions. Where high capacity over medium ranges is called for, mobile troposcatter solutions are at hand.

## A partner to be trusted

Danimex has years of experience working in the developing part of the world, where people trust us to deliver communication solutions tailored to local needs, funding and infrastructure. We are committed to building good and lasting partnerships with our customers. Good ethics, cultural insight and skilled employees are the tools of our trade.

## Resources

- Customer service – educated, forthcoming and responsive
- Large stock – rapid deliveries worldwide
- Dedicated emergency stock - equipment reserved for LTA holders for instant deployment
- Full cycle - solutions are conceived, designed, built, implemented and serviced worldwide
- Skilled technicians – manufacturer-approved, combine theory and experience
- On-site support, delivered by field engineers via local offices under the label DanimexSupport™
- Technical training - in the field or at one of our offices

## Your partner in times of need

Danimex responds quickly and effectively when sudden demands develop as disasters erupt. Both temporary setups and permanent solutions are handled. There is a firm focus on instant priorities. Hot fixes are presented instantly, but a strategic decision involving durability, serviceability and ease of continued operation is always made in the process.

### **Ready for action**

Danimex has the capability to make a difference and is a dynamic and flexible partner trusted by our customers worldwide. We work with empathy and passion, and know our business to the core.

Our organisation has a flat structure, allowing skilled personnel to take action in places and situations, where speed and decisiveness can be a life saving factor.

### **A long-time humanitarian partner**

Danimex holds Frame Agreements regarding delivery of communications equipment with four major UN organizations and has price agreements with the largest NGOs.

### **Memberships**

Danimex Communication is a member of The UN Global Compact, and the IASC Sub-Working Group on Emergency Telecommunications (WGET). Furthermore, Danimex has signed a MoA with the Office for the Coordination of Humanitarian Affairs (OCHA) with the aim of creating a partnership agreement from which all UN organisations, can benefit.





# UN Global Compact

The United Nations Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

Launched in July 2000, the UN Global Compact is both a policy platform and a practical framework for companies that are committed to sustainability and responsible business practices.

## The 10 Principles

### Human Rights

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

Principle 2: Make sure that they are not complicit in human rights abuses.

### Labour

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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.

Principle 6: The elimination of discrimination in respect of employment and occupation.

### Environment

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Principle 7: Businesses should support a precautionary approach to environmental challenges.

Principle 8: Undertake initiatives to promote greater environmental responsibility.

Principle 9: Encourage the development and diffusion of environmentally friendly technologies.

### Anti-Corruption

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



## About “Communication on Progress”

Since Danimex Communication A/S joined the UN Global Compact in 2008 we have carried out many approaches and initiatives to enforce the commitment towards the ten principles of the Global Compact in respect to human rights, labour rights, environmental protection and anti-corruption. Our annual COP demonstrates our commitment to the UN Global Compact and its principles, as well as reflects our transparency and openness towards our stakeholders regarding our activities within the ten principles.

## Core Values of Danimex Communication

Danimex received its ISO 9001 certification in 2012. The core, ethical values are stated within the ISO documentation.

These values are appreciated by all staff within our company, and we demand they are practiced by our offices and dealers worldwide.

We take responsibility for our work and our actions, and conduct our business in a socially responsible and ethical manner.

### Customers

We are committed to being a good partner, focused on delivering the expertise and solutions that support our promise of enabling people to communicate without limits, and strive to build collaborative, trusting relationships with institutions and customers.

### Communication and Learning

There are two great equalizers in Danimex: Communication and learning. Our employees have the knowledge and skills critical to achieving our goals and providing customer solutions. We are committed to constant learning and communicating new ideas about communication for the benefit of customers.

### Diversity

We work around the world and often in underdeveloped countries where people trust us to deliver sound communications solutions. One of our most important values is respecting the diversity of cultures in which we work and the way in which they enrich our lives professionally and personally.

### Accountability

We are accountable - as individuals and as a company - for our work and our actions. We will be transparent, develop clear, measurable objectives and be responsible for the results we set out to achieve.

### Growth

Through constant innovation and by delivering the best customer support in the markets we serve, Danimex will meet its goals for growth and competitive advantage.

# Code of Conduct for Danimex Communication

## **Equal rights of women and men**

It is the responsibility of Danimex Communication to work for equal rights to women and men.

## **Valuing multicultural influence**

Danimex Communication values the every day influence we get from other cultures and respects the rights of all individuals regardless of ethnic, cultural, religious or sexual background.

## **Child labour**

Danimex Communication do not use, nor approve of the use of child labour.

## **Environment**

Danimex Communication is committed to work in a way that does not harm the environment.

## **International laws**

Danimex Communication is committed to fulfill our obligations to local as well as international laws, regardless where we operate.

## **Working against fraud and corruption**

Danimex Communication is committed to avert fraud and corruption.

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## **Freedom of association and protection of the right to organise**

Danimex Communication is committed to respect the individual right of labour protection.

## **Occupational health and safety**

Danimex Communication is committed to avoid risks on occupational health and safety.

## **Working against forced labour**

Danimex Communication will work against forced labour and slavery of all kinds.

## **Human rights**

Danimex Communication is committed to work in accordance with the UN Human Rights Declaration.



Accepting differences enhances variety



## **Labour/Human rights - Principle 6: The elimination of discrimination in respect of employment and occupation**

With offices in the Middle East, Africa, USA and Europe, Danimex is working in a multicultural environment. For us the competences required for the specific positions matter more than for example nationality and sex. This is reflected in the first two rules in our Code of Conduct which are also part of this report.

Equal rights of women and men: It is the responsibility of Danimex Communication to work for equal rights to women and men.

Valuing multicultural influence: Danimex Communication values the everyday influence we get from other cultures and respects the rights of all individuals regardless of ethnic, cultural, religious or sexual background.

Danimex is thus committed to work for elimination of discrimination that is founded on race, colour, sex, age, religion, political opinion, national extraction or social origin.

The commitment applies to hiring, employment opportunities and promotion decisions.

### **Policies, programmes and management systems to support our commitment**

Danimex' company policy in regards to non-discrimination is clearly stated in our code of conduct.

All managers are instructed to focus on the applicants' competences during job interviews, and not the applicants' race, colour, sex, age, religion, political opinion, national extraction or social origin.

All employees have minimum one yearly formal meeting with their managers. At this meeting notes are taken on performance and competences. All managers are instructed to base all promotion decisions on the stated outcome of these formal meetings and not on the employees' race, colour, sex, religion, political opinion, national extraction or social origin.

If a case of discrimination is identified, complaints will be handled by the top management. Furthermore, Danimex complies with the laws and regulations in the country of the local office.

The latest approach towards our commitment to the ten principles of the UN Global Compact is the implementation of the Code of Conduct and the Danimex core values into the ISO 9001 certification, thus imprinting the principles throughout the whole value chain.

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## Actions implemented in the last year and planned for the next year

Until now we have implemented the following in regards to principle 6:

- Policies implemented into ISO 9001 certification (as stated in our code of conduct).
- Instructed our managers to follow the policy
- Yearly formal meetings between employees and their managers in our offices in Europe, USA, Africa and the Middle East.
- Evaluated the policies by the board of directors at board meetings.

### For 2013/2014 we continue our work in:

- Continued instruction of our leadership team to follow the policy
- Identify and support organizations in the area where our offices are located, that support the elimination of discrimination that is founded on race, colour, sex, age, religion, political opinion, national extraction or social origin. It is our goal to develop and implement firm politics and procedures to be used as guidance for employees, who discover discrimination among business partners and resellers.
- Continued evaluation by the board of directors at board meetings.

### Performance indicators 2012/2013

	Performance indicators	2011	2012	2013 goal
1	Number of incidents of discrimination	zero	zero	zero
2	Continued instruction of operational management to secure implementation	yes	yes	yes
3	Implementation of yearly formal meetings between employees and their managers with focus on performance and competences at the subsidiaries in Europe, Africa and the Middle East	yes	yes	yes
4	Identify and support organisations in the area where our offices are located, that support the elimination of discrimination that is founded on race, colour, sex, age, religion, political opinion, national extraction or social origin.	none	none	South Africa in progress
5	Evaluation by the board of directors at board meetings.	yes	yes	yes

## **Anti-Corruption - Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.**

### **Working against fraud and corruption**

Danimex Communication is committed to avert fraud and corruption.

As stated in Danimex Code of Conduct rule no. 6, Danimex works against fraud and corruption:

Danimex complies with all applicable laws and regulations all the places we do business. Furthermore, Danimex complies with the anti-corruption treaties and laws of the countries in which we do business.

Corruption is unfortunately more common in some of the areas, where Danimex is working, and thus it is consequently even more important for us to have focus on anti-corruption.

Danimex is thus committed to work for elimination corruption in all its forms.

### **Policies, programmes and management systems to support our commitment:**

Danimex' company policy in regards to corruption is clearly stated in our code of conduct.

### **Work in Progress**

All employees in the head office in Denmark have signed an anti-corruption clause in connection with their employment contract. This clause has been added to all employment contracts, including those for our local offices.

Starting in the year 2010, all employees in Danimex subsidiaries worldwide have signed an anti-corruption clause.

From January 2011 and forward all Danimex certified dealers have had to sign an anti-bribery pledge in order to become a certified Danimex channel partner. Each certification is valid for a year, where after the dealer has to renew the anti-bribery pledge.

### Performance indicators

The table below is a summary of our activities and steps in regards to principle 6, which deals with the elimination of discrimination in respect of employment and occupation.

	Performance indicators	Achieved in 2011	Achieved in 2012	Goal for 2013
1	Number of incidents relating to corruption.	zero	zero	zero
2	All employees at the Danish HQ have signed an anti-corruption clause in connection with their employment contract.	yes	yes	yes
3	All employees at Danimex' offices have signed an anti-corruption clause in connection with their employment contract.	yes	yes	yes
4	Number of Danimex dealers who have signed the anti-bribery pledge.	34	36	45
5	Evaluation of policies and results at the annual board meeting.	yes	yes	yes

### Actions implemented

Until now Danimex have implemented the following:

- Policies, as stated in our code of conduct.
- All employees at the Danimex offices worldwide have signed an anti-corruption clause in connection with their employment contract.
- All new employees of Danimex have signed an anti-corruption clause in connection with their employment contract.
- Evaluated the policies by the board of directors at the annual board meeting.
- All Danimex certified dealers have signed an anti-bribery pledge which has to be renewed once a year.
- New Danimex certified dealers must sign an anti-bribery pledge before the co-operation is started.
- Identify and support organisations in the area where our offices are located, that support the work against corruption.
- Co-operate with our suppliers on their work against corruption.
- All reseller contracts have been rewritten to include an anti bribery pledge effective from April 1, 2013.

## General actions monitored continuously:

- Policies - as stated in our code of conduct.
- All new employees at the Danimex offices worldwide have to sign an anti-corruption clause in connection with their employment contract.
- Evaluated the policies by the board of directors at the annual board meeting.
- Increase the number of dealers who sign the anti-bribery pledge.
- Identify and support organisations in the area where our offices are located, that support the work against corruption.
- Co-operate with our suppliers on their work against corruption.



Danimex employee after a long day  
of installing communication networks in Africa



## Overview: Specific actions being implemented

### Implementation of Responsible Sourcing

Careful selection of our suppliers is one of the best ways to ensure continuity and long-term efficiency of the global supply chain as well as enduring brand support.

When choosing our suppliers, in addition to making a final determination on cost, we often need to evaluate a range of supply chain issues: product quality and safety, continuity of supply and speed of delivery, and intellectual property protection. Criteria such as working conditions, environmental practices, safety standards, and human rights policies will now also be factored into the selection process.

Currently, Danimex is working on preparing a Key Supplier Code of Conduct incorporating the major principles of the United Nations Global Compact:

Human Rights and Labor	Environment	Anti-Corruption
1. Forced labour	15. Material toxicity and chemicals	23. Conflict of interest
2. Child labour	16. Raw material use	24. Gifts, meals and entertainment
3. Working hours	17. Recyclability and end of life of products	25. Bribery and kickbacks
4. Wages and benefits	18. Greenhouse gas emissions	26. Accounting and business records
5. Humane treatment	19. Energy use	27. Protecting information
6. Nondiscrimination	20. Water use and waste water treatment	28. Reporting misconduct
7. Freedom of association and collective bargaining	21. Air pollution	
8. Occupational safety	22. Biodiversity	
9. Emergency preparedness		
10. Occupational injury and illness		
11. Fire safety		
12. Industrial hygiene		
13. Physically demanding work		
14. Machine safeguarding Environment		

#### Status for 2012/2013

Although a formal code of conduct for suppliers is still in the making, the spirit of the above principles is present in the way we deal with suppliers. Recently, a new supplier was disregarded for lacking commitment to these principles and a less competitive but more compatible supplier was chosen instead.

Our practice is to ask a new supplier for their formal code of conduct. If they have one, it is scrutinized. If not, the supplier will be asked to honor the Danimex code of conduct on page 8.

## Global Compact Principle 7 - "Businesses should support a precautionary approach to environmental challenges."

In the course of 2013, Danimex has been hiring 15% more employees and has started in-house production. Hence an increase in power consumption may be expected. It is our goal to maintain status quo, despite new activities.

### Power consumption

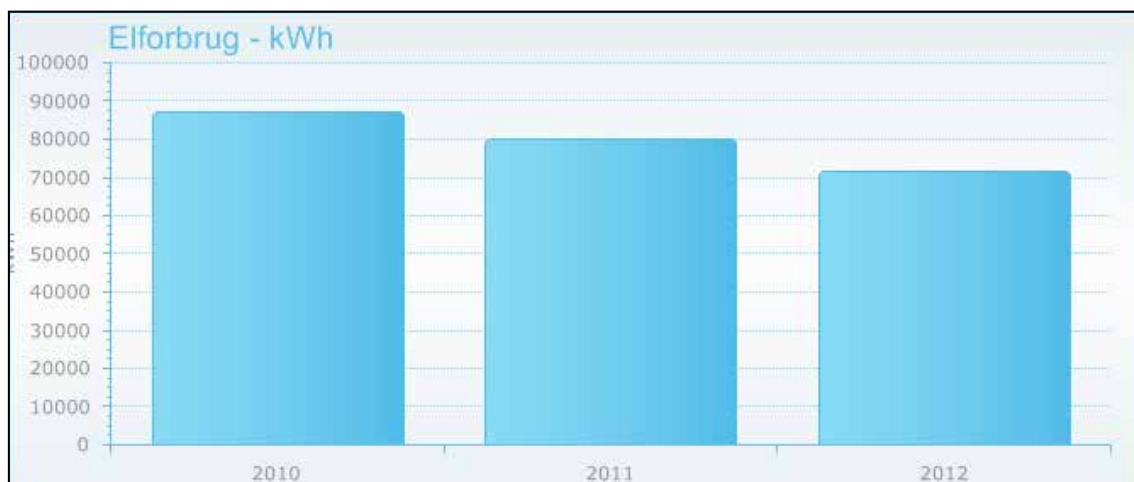
#### Work concluded up to 2012

- 1) Installed timers on most electrical equipment like copying machines, printers, coffee-makers, the PCs, screens and printers of the warehouse.
- 2) Installed lamp sensors in the warehouse at workshop: by this, one can omit switching on all lights in the warehouse when entering or exiting the workshop which is connected to the warehouse.
- 3) Installation of a light switch in the warehouse for turning on/off the last row of lights, which are not necessary under normal conditions.
- 4) Outdoor lighting: the operation time of the outdoor lighting was reduced by three hours and a light sensor was installed.

#### New initiatives for 2013/2014

Procurement of new printers to lower energy consumption. They will be "A" rated, they will have power Save mode and 2 new printers will be able to replace 5 older and less efficient printers.

Performance indicator	kWh	2009	2010	2011	2012	2013
Power consumption	Goal				76,028	71,000
	Achieved	93,337	87,061	80,029	71,413	
	per day	256	239	219	196	



# Recycling

## Concluded efforts and ongoing issues

1. The Danimex warehouse recycles and re-uses almost all packaging received from suppliers. Additional packaging materials are environmentally friendly and made of recycled materials.
3. We use and purchase only ECO-labeled printing paper (<http://www.eco-label.com/default.htm>). For the next years we have planned to reduce the amount of prints and copies, thus reducing the amount of paper used. A corresponding KPI is now established below.
4. We only use ecological cleaning agents (<http://www.cleancare.dk/Miljoe/Svane-produkter.aspx>)

Performance indicator	Sheets of paper	2011	2012	2013
Consumption of white paper, A4	Goal		190,000	160,000
	Achieved	200,000	172,000	
Consumption of letterhead paper, A4	Goal		19,000	19,000
	Achieved	20,000	21,700	



## Waste Management

In Denmark we have a close interplay between EU regulation and national regulations on waste. EU regulations lay down overall frameworks and principles, whereas the Danish Parliament decides on organization and legislation in the area of waste. In contrast to many other countries – we have chosen to manage industrial and commercial waste in a comprehensive waste management system, covering both packaging waste and hazardous waste.

The principle of source separation at Danimex is a key element of the Danish model. For some types of waste, e.g. paper, cardboard, glass, metal, wood, etc. we have collection systems with source separation. This method enjoys widespread acceptance and is used extensively, also by our employees.

### Concluded improvements in 2012

All offices are equipped with paper baskets where only paper must be placed. All other waste (food, plastic, etc.) must be placed in centrally-positioned extra waste-bins. This measure will help us separate the recyclable waste from the non-recyclable waste.

In January 2012 Danimex had a voluntary inspection by one of the city's waste management consultants and the results were as follows:	
Cardboard	Used as packaging material for new shipments.
Paper	To be recycled (see new approach below)
Confidential papers	To be destroyed and removed according to regulation
Plastic foil	To be recycled
Iron and Metal	To be recycled
Glass	To be recycled
Wood	Mainly for pallets – used for new shipments
IT equipment	To be recycled on local recycling center
Bulbs, batteries	To be recycled on local recycling center
Organic waste	Collected for municipal waste treatment

### New initiatives for 2013/2014

WEE: Danimex has obliged to treat electrical and electronical waste according to EC directive 2002/96/EC.

## "The World's Best News"

Campaign formed by the UN, Danida and more than 80 Danish aid organisations.

**Danimex Communication is a partner**

Since 2009, Danimex has supported “The World’s Best News” campaign. The goal of this campaign is to boost awareness of the fact, that aid programmes and support of projects in the developing countries matters. With the right incentives, poverty can be reduced considerably.

The World Bank predicts that two out of three developing countries will meet the UN's ambitious Millenium Development Goals. Poverty has already been cut by half and over the years there has been series of other important improvements.

Governments all around the world as well as NGOs and many companies actively support the cause and thanks to the joint efforts, real progress is being made. Many challenges still remain – and many people are still in need. But if we want to, we are in fact able to end extreme poverty within a couple of decades.

Promoting these facts and promoting awareness about the opportunities, which exist, is what the project "The World's Best News" is all about.

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## Emerging middle class

The African Development Bank says that one of every three Africans can now be considered middle class as defined by having up to 20 dollars a day to spend.

The development isn't just true for Africa. Extreme poverty is reduced all over the world. For the first time since the beginning of statistics about poverty trends, both the total number of people who live in extreme poverty and the proportion of poor have fallen.

The conclusion of Danimex is, that there is progress, yet still a long way to go.

Supporting local initiatives and doing business in the developing countries does have a positive effect.



**Danimex is  
prepared  
and ready  
to serve  
when  
crisis strikes**





## Facts

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