

GLOBAL COMPACT ANNUAL COMMUNICATION ON PROGRESS – SME VERSION

Company Name	Futerra Sustainability Communications	Date	27.04.2009
Address	4 Charterhouse Square EC1M 6EE	Membership date	
Country	England	Number of Employees	16
Contact name	Doug Stewart	Sector	Consulting
Contact Position	Office and Sustainability Manager		
Contact telephone no.	020 7549 4705		

Brief description of nature of business

Futerra is one of the few UK communications consultancies which specialise solely in sustainable development and corporate social responsibility. Our company established in 2001 to fill a gap in the market. We believe that the world must move towards a more sustainable way of functioning. This requires effective communications between many different groups of people. Our goal is to make sustainable development so desirable it becomes normal.

We offer communications training, communications strategy advice, PR and marketing, and design and branding to clients including multi-national corporations, international organisations, local and national Government, Government agencies and small NGOs in the UK.

Statement of support

Futerra wholeheartedly supports the principles of the United Nations Global Compact (UNGC). We are committed to living out those principles as a business internally as well as with our work for clients.

The Futerra team is personally as well as professionally committed to sustainable development and it is our core business to promote more ethical practices, particularly for environmental and social responsibility in business but also more generally in the interest of international justice and human rights. We therefore look forward to improving our action in these areas and further integrating the compact principles into our business.

We firmly believe that belonging to the UNGC is helpful to our business and are proud to be part of such a worthwhile initiative.

Signature		Position	Office and Sustainability Manager
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PRINCIPLE 1**BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS**

Futerra has no direct experience of human rights abuses and no specific mechanism to monitor this. Nevertheless, we are committed to respecting the human rights of our employees and suppliers. We try to treat people with respect at all times. Avoiding discrimination, promoting tolerance and encouraging freedom of expression are particularly relevant to this.

We are still undergoing a complete, companywide regrouping and reassessment process. This will include; continued integration of our Environmental Policy, registration with ISO 14001 or BS8885, and Investors in People.

We have redesigned our Staff Handbook to give a clear indication of lines of responsibility and where to go for help if there is a problem. Since the introduction of an HR manager and Office manager we have initiated improvements to facilitate Futerra reaching our UNGC Cop goals and to exceed required levels of compliance to environmental and social legislation. We refer to the UNGC in both our Procurement Policy and our Environmental Policy.

Our cleaning service only uses natural products and pays a full Living Wage. We buy second hand, recycled, long life or low energy equipment and prefer to buy fair-trade or from independent retailers where possible.

We have been classified a "Living Wage Employer" by the Living Wage campaign organised by the London Citizens community organising network (<http://www.livingwage.org.uk>)

PRINCIPLE 2**BUSINESS SHOULD ENSURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES**

We have a stated policy only to work on projects which we believe to be contributing to sustainable development. Being complicit, actively or passively, with human rights abuses would undermine this mission and our core business. We are under scrutiny from our clients, advisory board and other stakeholders in this regard. We discuss any areas of controversy internally to ensure that we do not conflict with this.

Weekly team and management meetings alongside continuous individual assessment sessions give multiple opportunities for debate and feedback.

Futerra continues to evaluate opportunities to promote the UNGC.

PRINCIPLE 3**BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING**

We have a stated policy only to work on projects which we believe to be contributing to sustainable development. We see equity as an element of Sustainable Development. Being complicit, actively or passively, with human rights abuses would undermine this mission and our core business. We are under scrutiny from our clients, advisory board and other stakeholders in this regard.

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PRINCIPLE 4**BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR**

We have a stated policy only to work on projects which we believe to be contributing to sustainable development. We see equity as an element of Sustainable Development. Being complicit, actively or passively, with human rights abuses would undermine this mission and our core business. We are under scrutiny from our clients, advisory board and other stakeholders in this regard.

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PRINCIPLE 5**BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR**

We have a stated policy only to work on projects which we believe to be contributing to sustainable development. We see equity as an element of Sustainable Development. Being complicit, actively or passively, with child labour would undermine this mission and our core business. We are under scrutiny from our clients, advisory board and other stakeholders in this regard.

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PRINCIPLE 6**BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION**

We seek to avoid discrimination in our recruitment. All recruiters are made aware of our recruitment policy and interview questions are set so as to comply with it. Decisions are made on the basis of ability and nothing else. This extends to decisions about status within the company, salary, bonuses and promotions.

This year we have improved our recruitment policy, revising company structure and job titles and educating all managers. We have also made our recruitment policy available to clients who have requested it.

We have a degree of diversity in the workforce which may not be a direct result of our policies but we feel that it reflects positively on our commitment to this principle.

PRINCIPLE 7**BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES**

We operate an ethical purchasing policy which includes a strong environmental element. In practice, the leadership of Futerra seek to promote a corporate culture which respects the environment. We are also committed to promoting respect for the environment in our work for clients, which often includes encouraging pro-environmental behaviour through innovative communications.

The impact of our client work on the environment is hard to quantify but most of our projects aim to have a direct or indirect positive impact on the environment – from internal communications campaigns to large scale national communications strategies. We continue to promote the agenda on effective communication through the Compass Network which we run in partnership with the UK

Sustainable Development Commission. This is a network of communicators on environmental issues with over 700 members worldwide.

We have also published a document entitled “new rules: new game” which summarises research into how to change public behaviour in response to climate change. Other work includes The ‘Greenwash Guide’ which helps educate on the dangers of misleading or unsubstantiated environmental claims in advertising.

Other work with clients can be found on our website, www.futerra.co.uk.

PRINCIPLE 8

BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

Nearly all of our projects have some element of promoting environmental responsibility. We are committed to furthering sustainable development by everything we do so environment forms a major part of that. Our policy is to seek sustainability and we do so by promoting an understanding of the relationship between public behaviour, the environment and corporate responsibility.

Since November 08 we have been focusing on our own environmental Footprint with our, ‘Greening Futerra’ project which aims to ensure that we are as sustainable as possible. This is a continuous and evolving process. Our goal is to be an environmentally positive company doing more good than bad.

Our London office recycles, reuses and composts where possible and staff are conscious of energy and water use. All our electricity comes from renewable sources. As an office based company we have relatively low emissions and all harmful chemicals are listed in our COSH document. The company owns no vehicles and encourages the use of public transport. We also operate a lunch club where staff can eat local, organic food freshly prepared reducing the consumption of packaged and high embodied energy foods.

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In the year since our last submission our carbon footprint including scope1,2&3 emissions was about 19.5 tCO₂e/yr.