

## Communication on Progress Report

Name of the participating company/organization: **Marketing, Advertising and PR Agency “Alfamarket”**

Country: Bulgaria

Sector: PR and Communication

Reported period: January 2006 – December 2006

### Part I. Communication on Progress Report:

1. Statement of continued support for the Global Compact by the CEO or other senior executive

Herewith “Alfamarket” declares its continued support for the Global Compact initiative, as well as for the values and principles it promotes.

The Marketing, Advertising and PR Agency “Alfamarket”, based in Stara Zagora is a Global Compact member since 13 May, 2004. For two years our team is mainly focused on the implementation of the 3<sup>rd</sup> and 8<sup>th</sup> principle of the initiative. In 2007 we plan to direct our efforts to the promotion of documents and tools, facilitating the GC activities and ideas. We have the ambition to partner with companies and organizations from the EU and Africa. The principle, on which we intend to focus our attention in 2007, is the elimination of discrimination in respect of employment and occupation. Our team declares its readiness to share knowledge and work together with other members of the Global Compact with the objective of creating a global partnership for development. We will publish this document on our web page at: [www.alfa-market.com](http://www.alfa-market.com)

Sincerely,  
Veni Petrova,  
Managing Director

2. Description of practical actions taken to implement the Global Compact principles and Quantative measurement of performance

	Commitment <sup>1</sup>	Systems <sup>2</sup>	Actions <sup>3</sup>	Performance <sup>4</sup>
Principle 1: Business should support and respect the protection of internationally proclaimed human rights	Protection of the internationally proclaimed human rights in accordance with the Universal Declaration of Human rights; abidance to a whole set of EU regulations on the labour standards	A baseline set of policies in the area of labour standards for education, monitoring and results analyses. Systems for implementation of healthy and safe working conditions	Introduction of the UN publication “A guide for integrating human rights into business management”  Launch of diverse programmes for risk management set according to priorities  Consultations with the office for labour medicine “Valjan”, Stara Zagora  Audit by a control body ELOT “EGUIT-Plovdiv”	Elaboration of a new type of system for quality human resources management       Ensuring an access to specialized medical services on the company’s account.
	Activities within the community: proactive position on the air pollution problem in Stara Zagora		Participation in meeting and rallies  Public Opinion poll “No to lies, yes to transparency” enacted in cooperation with Stara Zagora Municipality.  Participation in the draft stage and promotion of Declaration on the constant pollution in Stara Zagora	

Principle 8: Business should undertake initiatives to promote greater environmental responsibility	Encouraging the community responsibility towards environmental protection	Participation in the draw up of strategies and sponsor policies towards environmental protection	Participation with initiatives in the realization of the Linden Fest from 12 to 25 June, 2006	Decoration of 200 linden trees and rally for the preservation of that unique wealth.  Promotion of herb fest Eniovden with the prime purpose of traditions renaissance
Participation in one of the implementation stages of UNDP “Rhodopi Project”- elaboration of 65 directing shields for Eastern Rhopodi mountains				

- **1 - Commitment** – a statement of specific commitments – protecting human rights, using words of your policy, or a reference to industry or international standards (e.g. Universal Declaration of Human Rights, etc.);
- **2 - Systems** – a description of policies, programmes, management systems used to address each principle communicates that your company is on a continual improvement journey;
- **3 - Actions** – a description of practical actions taken in the past year shows that you are taking steps to live up to your commitment. This might include: programmes or actions implemented, training, communications, auditing, reviews or other monitoring activities;
- **4 - Performance** – a description of the impact of systems and outcomes of actions in tangible rounds out reporting to connect commitment to action to improved conditions.

2. Sharing the COP with the company's stakeholders – available links to the company's

Communication on Progress and additional information on the location of the COP report  
We are going to prominently display our COP on [www.alfa-market.com](http://www.alfa-market.com)

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For more information, please visit: [A practical guide for preparation of Communication on Progress Report](#) or [www.unglobalcompact.BG](http://www.unglobalcompact.BG) or contact the Bulgarian Secretariat of the Global Compact:  
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e-mail: [Ralitza.germanova@undp.org](mailto:Ralitza.germanova@undp.org) or [Global.Compact@undp.bg](mailto:Global.Compact@undp.bg)