

UN Global Compact CoP

ikp PR & Lobbying

Vienna, Austria, September 2009

1. About ikp

ikp PR & Lobbying has been one of Austria's leading PR agencies for over 20 years. It employs over 30 staff in Vienna, Salzburg and Dornbirn, and offers a comprehensive range of integrated communications management tools. ikp is currently developing long-term communication solutions for more than 40 clients across a variety of industries.

ikp is Austria's sixth-largest PR agency, with clients from various sectors, including finance, industry, retailing, IT, telecoms, high tech, services, pharmaceuticals, health and wellness, as well as public sector bodies and NPOs. ikp's service portfolio includes a wide range of integrated communication management tools, from corporate identity and design development through to corporate and product PR, media relations and crisis communications, as well as corporate language policies, corporate publishing, online relations and impact tracking.

The agency is the longstanding exclusive Austrian partner of Porter Novelli, one of the world's largest international PR networks. This gives ikp access to an extensive network of agencies in CEE, Germany, Switzerland and Austria, and it can draw on the expertise of over network members in 65 countries for its international projects.

At a glance

Facts and figures

- Ranked among the top six Austrian PR agencies
- Annual revenue: EUR 2.68 million (m)
- Offices in Vienna, Salzburg, Dornbirn and Graz
- Independent and owner-managed since 1990
- CMS II certified

Awards

- Three Austrian National Awards for Public Relations (1993, 1995 and 1999) and four nominations (1992, 1996, 2003 and 2008)
- IPRA Golden World Award 1995
- Best PRactice Award 2006 and 2007
- Goldenes Skalpell 2009

International network

- Exclusive Austrian partner of Porter Novelli
- (over 100 members in 65 countries)

Memberships



PRQualityAustria



2. About this report

ikp Wien PR & Lobbying GmbH committed to the UN Global Compact in late 2007.

This is our first communication on progress. As our key stakeholders are based in Austria, this report appears in German as well as English.

The structure of the report is based on the UN Global Compact's Ten Principles. For each of the principles we outline the nature of our commitment, the importance of the principle in our sphere of influence and the action taken in the past two years.

This communication on progress is available for download from www.ikp.at and the Global Compact website www.unglobalcompact.org.

3. Introduction

Dear reader,

We assume and display responsibility. We take care to use resources efficiently, but take our business decisions not just in the light of the financial consequences but also in that of social and environmental sustainability.

We are committed to the high ethical standards set by the principles of the UN Global Compact, and by Austrian and international public relations associations, including the PRVA code of conduct. We see active involvement in promoting compliance with, and continued development of these standards as part of our social responsibility.

This is an excerpt from the mission statement drawn up by all employees during a mission, vision and values workshop in autumn 2007 — our first step after committing to the UN Global Compact.

This report gives an overview of ikp's implementation of the ten Global Compact principles, how they are put into practice in our day-to-day work, and our progress milestones.

This communication on progress also emphasises the obligations to which we committed when becoming a Global Compact participant, and reaffirms the heartfelt desire of all at ikp to support the achievement of the Global Compact's objectives.



Peter Hörschinger
Managing Partner



Andreas Windischbauer



Martin Dechant

4. Our mission statement

As a result of committing to the Global Compact we recently revised our mission statement, originally adopted in 2006, and our statement of values at a workshop led by an independent moderator. The new mission statement is as follows:

We create value

Thanks to their long and varied experience our consultancy teams are familiar with the workings of many different industries. We draw on this market knowledge and our professional expertise to develop innovative solutions that create value for our clients. We deliver clear strategies, creative ideas and professional execution.

We want to be judged by the results of our work

We seek long-term partnerships with our clients and all our business associates, and are open and respectful in our dealings with them. We develop top-quality, bespoke solutions for our clients, and are goal driven, proactive and passionate about our work. We also maintain the necessary critical distance to view situations from all angles and get to the heart of the matter. Since what counts in PR is results, we want to be judged by the success of our work.

We know our way around the marketplace of ideas

With branches in Vienna, Salzburg and Dornbirn, as well as partners in Graz and Klagenfurt, we are strongly rooted in Austria's regions. And our partnership with the Porter Novelli global PR network gives clients direct access to the services of over 100 agencies in more than 60 countries.

We take responsibility

We take care to use resources efficiently, but take social and environmental sustainability, as well as the financial dimension into account in our business decisions.

We are committed to the high ethical standards set by the Austrian and international public relations associations, including the PRVA code of conduct. We see working for compliance with, and ongoing development of these standards as part of our social responsibility.

We are proud of ikp

Since 1986 our name has stood for successful, award-winning communication solutions in the service of our clients. Our academic background, constant contact with universities and research institutes, and cooperation with Porter Novelli ensure that our clients benefit from the latest developments in the industry. They are entitled to expect nothing less of us, as the local quality leader. Through active involvement in staff training and development, and the work of the professional associations, we contribute to progress in our industry.

We enjoy our work

Our team consists of people with widely differing personalities, and outstanding social and professional skills. What we share is a passion for our work.

To us, enjoying our work means constantly accepting new challenges, developing fresh, creative ideas, and implementing them quickly and without unnecessary red tape. It also means regular information flows between teams and offices, attractive workplaces, a pleasant working atmosphere, performance related pay and good long-term career prospects.

5. Progress in 2008/2009

5.1. Human rights

Principle 1	Businesses should support and respect the protection of internationally proclaimed human rights; and
Principle 2	make sure that they are not complicit in human rights abuses

It goes without saying that we are fully committed to support for human rights and prevention of human rights abuses.

As part of our contribution to respect for, and the proclamation of human rights we have been assisting an international organisation, **Reporters Without Borders** with its media relations work in Austria on a pro bono basis since the start of 2008.

Reporters Without Borders Austria fights for press freedom throughout the world, and supports the families of killed or imprisoned journalists. This independent Paris based organisation, which has a branch in Austria and over a hundred correspondents around the world, campaigns for respect for human rights, citing Article 19 of the Universal Declaration of Human Rights, on the freedom to receive and impart information.

In support of this fundamental right, which directly concerns our working environment as a PR agency and our stakeholders, we write press releases, organise press conferences and panel discussions, and publicise World Press Freedom Day and the World Press Awards.

Releases and activities to date include:

- ▶ Chinese government creating information vacuum with backing of the Olympic Committee
- ▶ Violence against journalists on the increase throughout the world
- ▶ “Gutenberg’s Nightmare”: opening event, held on 18 February 2009, of a series of panel discussions entitled “From Press Freedom to Freedom of Information”
- ▶ Panel discussion entitled “Today Beijing, tomorrow Sochi — is press freedom at Olympic Games merely a façade?”
- ▶ Eutelsat suppresses independent Chinese-language station: critical coverage of China endangered by satellite operator

- ▶ Press Freedom Award 2008: Reporters Without Borders honours investigative journalism in the new EU member states
- ▶ Global media crisis: encroachment on press freedom also apparent in Austria
- ▶ Violence against journalists growing in the EU
- ▶ Press Freedom Award 2009 invites entries from Armenia, Azerbaijan and Georgia: Reporters Without Borders to honour investigative journalists

In Salzburg we have been assisting the **Apropos** street newspaper on a pro bono basis for almost ten years. This sets out to provide quick, unbureaucratic help for people in need. Vendors are given the first 20 copies free, and retain half of the cover price of two euro for the rest of the papers they sell. For some, selling the street paper is a top-up for welfare benefits or early retirement pensions, but for many it is their only source of income. From the start, part of the idea of the paper was to give a voice to victims of poverty, addiction or homelessness, and about one-third of stories are written by them.

To date over 340 men and women have sold the paper and 420 have contributed to it. The sales team currently numbers 50.

Buying Apropos is a way of giving that has already become second nature to many people in Salzburg. Working on a pro bono basis, ikp recently developed and implemented a communication campaign which helped win support from political decision-makers for continued project funding. Our efforts increased awareness of the project and boosted the sales figures as a result.

The communication activities centred on two press briefings, a relaunch of the project website and the paper, a tenth-anniversary party, and a print and backlit transit poster campaign featuring the claim, "Costs little. Does a lot of good". To kick the campaign off, the entire ikp team entered the Salzburg Amref Marathon, wearing T-shirts specially designed for the project. The run was billed as "strong on the street for Apropos".

Meanwhile, Peter Hörschinger and Susanne Hudelist are pushing for the **adoption of the Global Compact principles by the Austrian PR industry**. Mr Hörschinger has been doing so in his capacity as vice-president of our trade association, the PRVA, and Ms Hudelist in hers as a member of the ethics and CSR working groups. The outcomes of PRVA activities are discussed in depth at our monthly staff meetings to keep employees up to date with the latest developments at association level in the interests of **awareness**

raising. It is particularly useful to sensitise young staff members to these vital issues, so that CSR becomes a habitual part of their everyday work.

We recently sent two staff members on a two-term **CSR management training course** at the PRVA CSRLab. The knowledge gained helps us to advise our clients on their CSR and sustainability activities. The CSRLab is also working on the PRVA's first CSR report — another [RF1] way in which good corporate citizenship has become an integral part of our work.

Our membership of the **Porter Novelli (PN) PR network** enables us to participate in frequent information exchanges with other PN members. Cross-border cooperation on events and projects not only promotes mutual respect but also directly furthers the European idea and international understanding in everyday working life.

5.2. Labour standards

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; and
Principle 6	the elimination of discrimination in respect of employment and occupation

Child and forced labour do not directly impinge on our activities as a PR agency or our consultancy services. We hardly need say that we support all four principles relating to labour standards.

Our people

Our team consists of people with widely differing personalities, and outstanding social and professional skills. What we share is a passion for our work.

To us, enjoying our work means constantly accepting new challenges, developing fresh, creative ideas, and implementing them quickly and without unnecessary red tape. It also means regular information flows between teams and offices, attractive workplaces, a pleasant working atmosphere, performance related pay and good long-term career prospects.

We currently employ almost **30 people** at our three offices. Over 70% of our staff at all three sites are female. We also frequently take on interns. This enables us to give students from university communication studies departments and relevant *Fachhochschulen* (universities of applied sciences) a first impression of working life in our industry and train them.

Staff development

In order to step up our training and development effort we launched our own internal training scheme, the ikp Academy, in 2006. This provides a framework for internal knowledge transfers and invitations to outside speakers.

- ▶ The seminar topics during the 2008/2009 period included [RF2]:
- ▶ Photoshop user training
- ▶ Reputation management
- ▶ How to use pictures and infographics in PR
- ▶ The effectiveness of newswire releases
- ▶ Six-month strategic [RF3] planning workshop
- ▶ MVV workshop
- ▶ Social networks
- ▶ Political PR
- ▶ Video PR

In addition, all our employees have opportunities to attend a number of external training courses.

We also take our people's **work-life balance** very seriously. As in any business, there are periods when staff are under heavy pressure. This is all the more reason to ensure that employees are able to reconcile their professional obligations with a healthy lifestyle and family commitments, for instance by allowing them to switch to half-day working on a temporary or permanent basis.

An enlightened approach to work-family balance is one of our central principles, and we are strongly committed to family and employee-friendly policies at ikp. We take account of employees' training and family commitments when assigning work and approving requests for leave. Accolades such as the Vorarlberg provincial government's **Most Family-Friendly Business** award, conferred on ikp in October [RF4] 2009, show that work-life balance is lived at our agency.

Our meeting schedule

Our schedule of regular meetings is aimed at creating a permanent multilogue forum that gives our people a hearing at all times. The events attended by all employees include monthly staff meetings, biannual interim reviews followed by evening social programmes, excursions and Christmas parties.

- ▶ The **monthly staff meetings** receive team reports on particularly interesting projects and discuss requests for office equipment, training and attendance of events.
- ▶ During the **interim reviews** — a requirement of our CMS certification — the top executives give presentations on our finances, management and communications, customer care and satisfaction, new business, HRM, and business development and planning. These keep staff up to date with our overall business performance. Afterwards there is an open-ended discussion that gives employees a chance to talk about anything that is on their minds. The evening social programme is devoted to activities such as bar keeping or linedancing courses, or bowling.
- ▶ The **excursions** feature sporting activities such as hiking, cycling and pedalo racing, and good food, and are also used to strengthen our corporate culture and team spirit.
- ▶ Our **Christmas parties** kick off with an annual presentation that outlines our performance in terms of indicators from revenue to staff development. In 2009^[RF5] the highlight of the evening was a cooking demonstration; we joined forces to conjure up a seven-course dinner under the guidance of an award-winning chef.

Contact points

In Dornbirn and Salzburg the CEOs are the initial points of contact for staff, and in Vienna it is the agency manager. They are the contacts for all human resources issues including contracts, salaries and sick leave. In order to take a structured approach to HR, we hold annual performance reviews in the spring and so-called “pit stops” — half-yearly reviews — in the autumn.

5.3. Environment

Principle 7	Businesses should support a precautionary approach to environmental challenges
Principle 8	undertake initiatives to promote greater environmental responsibility; and
Principle 9	encourage the development and diffusion of environmentally friendly technologies

We see **energy efficiency** as one of the key elements of a “precautionary approach to environmental challenges”. We encourage our staff to husband resources wherever possible. We do without power guzzling appliances such as air conditioners entirely.

ikp's energy saving measures include:

- ▶ Printing of documents on both sides of the paper
- ▶ Switching off equipment when leaving the office, instead of leaving it in stand-by mode
- ▶ Minimising water use in kitchens and toilets
- ▶ Not overheating rooms
- ▶ Using energy-efficient ventilation systems
- ▶ Using energy-efficient kitchen appliances such as refrigerators and dishwashers

Our **transport** policy is aimed at minimising CO₂ emissions. Wherever possible, our staff use public transport, cycle or walk and avoid using cars, even when travelling to appointments with clients.

Other measures include

- ▶ Providing staff with annual season tickets for public transport
- ▶ Short-notice car hire under a car sharing agreement; ikp does not have a car pool
- ▶ Using rail transport for business trips
- ▶ Providing two company bicycles at the Dornbirn office for appointments and errands

As a consultancy ikp is a service provider and not a manufacturing company, so we are unable to develop environmentally friendly technologies ourselves.

However, we promote initiatives in this area by offering green-tech start-ups **reductions of up to 10% on our fees**. We are currently applying this scheme to an Indian electric vehicle manufacturer which plans to launch its vehicles and innovative charging technology in Austria in 2010.

We are also working on behalf of many initiatives which promote **energy efficiency and environmental protection**, including:

▶ **Power guzzling appliances**

As part of a campaign (www.stromfresser.at) mounted for utility Salzburg AG, ikp has been highlighting simple ways of using electricity efficiently and saving money as a result. Examples of successful energy savings have been had a stronger emotional and rational appeal than finger wagging. A schools project aimed at “tracking down power guzzlers” went ahead for the third time in 2009. The project — jointly organised by Salzburg AG and the provincial education authority — asked fourth-year primary school pupils to come up with ideas for avoiding electricity wastage. The scheme was a great success and will be repeated in future.

▶ **Energieinstitut Vorarlberg (Vorarlberg Energy Institute)**

Energieinstitut Vorarlberg is a non-profit organisation that promotes energy efficiency and the use of renewable energy sources. The institute employs 25 full-time staff and 40 freelancers, and offers advisory, education and research services for domestic, public sector and small business consumers. It provides the public with information on energy saving technologies, implements research and pilot projects, and advises local authorities and other public bodies.

ikp Vorarlberg managed the communications planning and public relations for an impressive energy exhibition at the 2008 Dornbirn Spring Fair which brought the issue to life for fairgoers. The centrepiece was an energy world record attempt during which 2,500 people at 21 cycle points used pedal power to generate 12,953 kWh of energy — three times as much as the previous Guinness record set in Italy. ikp also staged an energy cabaret, market and children’s obstacle course.

▶ **plan-b**

plan-b is a joint initiative launched by the Bregenz, Hard, Kennelbach, Lauterach, Schwarzach and Wolfurt local councils in Vorarlberg. The project aims to create and raise

awareness of “soft mobility” at schools and businesses, and among members of the public from all walks of life [JOS6]. Special attention is being paid to coordinating roll-out across the entire region. ikp is in charge of all press relations work.

► **ÖKOPROFIT**

The ÖKOPROFIT project is designed to promote sustainable environmental management and resource conservation among the Vorarlberg business community. The ÖKOPROFIT [JOS7] scheme has enabled the 210 businesses to introduce and certify process-oriented environmental management systems. It is based on consultancy services tailored to firms’ needs, workshops and cooperation with local politicians, administrators and public authorities.

ikp has been responsible for ÖKOPROFIT’s press relations work since 2006.

As a result of the close cooperation between the ÖKOPROFIT office and ikp, the ÖKOPROFIT brand is becoming synonymous with sustainable environmental management.

► **Verkehrsverbund Vorarlberg (Vorarlberg Transport Association)**

Verkehrsverbund [JOS8] Vorarlberg unites the province’s public transport operators. Established in 1991 by the federal province of Vorarlberg, the association became a private limited company, Verkehrsverbund Vorarlberg GmbH, at the end of 1999. Some 25,000 passengers currently have annual season tickets for the integrated Verkehrsverbund Vorarlberg transport network. Besides providing timetable information, the Verkehrsverbund Vorarlberg website www.vmobil.at, launched in 2008, advocates soft mobility in the province. ikp handles the company’s press relations.

► **Umweltverband Vorarlberg (Vorarlberg Environmental Association)**

Umweltverband Vorarlberg coordinates the environmental activities of its members — the 96 local authorities in the province of Vorarlberg — at regional level. Apart from assisting with their environmental activities, the association represents its members’ environmental interests in dealings with the provincial and federal government, and the private sector. It also develops environmental quality standards in collaboration with local authorities, experts and pressure groups, and acts as a forum for exchanges of opinions on current waste management and environmental issues.

ikp and the project management team from mprove are taking a proactive approach to the PR work, focusing on measures aimed at specific target groups, such as creative press events.

5.4. Anti-corruption

Principle 10	Businesses should work against corruption in all its forms, including extortion and bribery
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In our line of business we are seldom confronted with cases of corruption, bribery and the like. However as a PRVA member agency, we are committed to the **PRVA code of conduct** as well as the **Code of Athens**, the **Code of Lisbon** and the **Stockholm Charter**.

ikp was closely involved in drafting the **new PRVA code of conduct in 2008**, and Susanne Hudelist was a member of the working party concerned.

The new code of conduct contains several sections dealing with corruption, including:

Section 6	Paid-for space must readily identifiable as such. Surreptitious advertising is deemed to have taken place if remuneration is received in return for discussing a company, product or service in the editorial section of a media product, but this is not recognisable for readers, listeners or viewers.
Section 10	Quid pro quo transactions are not permitted. These occur where financial contributions are paid to media organisations in return for news coverage, or the latter is made conditional on the receipt of such payments.
Section 17	The value of all payments, gifts or favours made by PR practitioners to journalists, politicians, etc. should be such that the recipient is not obliged to conceal acceptance, and that acceptance does not impose any form of obligation on the recipient.
Section 22	A PR practitioner representing an organisation whose communications show contempt for the dignity of the individual or are unfair to other organisations shall — if necessary, and to the best of their ability — encourage the client to change its behaviour. If the client does not desist, the PR practitioner shall terminate the assignment.

The full text of the code of conduct can be found at <http://www.prva.at/index.php?id=ethik-ehrenkodex> (German only).

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