



## GLOBAL COMPACT ANNUAL COMMUNICATION ON PROGRESS

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|--|--|----------------------------|---------------------------------------|
| <b>Company Name</b>                            | Global Tanitim (Global Public Relations and Consultancy)             | <b>Date</b>                | 18 December 2007                      |
| <b>Address</b>                                 | Haci Adil Caddesi<br>Feslegen Sok.<br>No: 4 Levent 34330<br>Istanbul | <b>Membership date</b>     | 19 November 2002                      |
| <b>Country</b>                                 | Turkey   | <b>Number of employees</b> | 40                                    |
| <b>Contact name</b><br><b>Contact Position</b> | Ceyda Aydede<br>President  | <b>Sector</b>              | Media, Communications & Entertainment |
| <b>Contact telephone no.</b>                   | +90 (212) 279 30 15  |                            |                                       |

### Brief description of nature of business

Global Public Relations Consultancy, which was founded in 1989, has been providing public relations and communications consultancy to both local and international clients.

It is one of the three biggest PR companies in Turkey in terms of its portfolio. Global offers expertise to wide range of clients from different sectors including durable consumer goods, agriculture, food and beverage, retailers, finance, automotive, IT, tourism, cosmetics and construction.

Global's services include, forming communication strategies and managing media relations of its clients, handling their corporate social responsibility activities, creating awareness, sponsorships, exhibitions, press conferences and all forms of public relations practices.

### Statement of support

Global Tanitim expresses its support for [10 principles](#) of United Nations [Global Compact](#) on human rights, labour, environment and anti-corruption. Our commitment to Global Compact principles is publicly declared in our corporate profile presentation and our official website.

Since we signed Global Compact in 2002, we have been advocating the compact's principles and trying to establish a better understanding of the initiative in our country. We believe that as a PR Consultancy company, we have chance to promote Global Compact principles among our clients and business partners.

Besides following the duties of the Global Compact agreement, in 2007, we also became a signatory of the new initiative: "Caring for Climate: A Business Leadership Platform". We started the "Global Green" campaign to fulfil our corresponding responsibilities. The campaign aims to educate the public, our clients, employees and other stakeholders about the global warming problem. The details of the campaign are presented as a case study.

**CEYDA AYDEDE**  
President

## **PRINCIPLE 1 BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS**

### **Our Commitment or Policy**

Global Tanitim endorses the principles laid down in the Universal Declaration of Human Rights and regards the declaration as an essential part of the ethical foundation for our company.

### **A brief description of our Processes or Systems**

- Global Tanitim employees are treated with dignity and given fair and just rewards for their work. We provide healthy working conditions and ensure non-discrimination in our business practices.
- Global Tanitim maintains a policy of strong commitment on health and safety issues.
- As a responsible employer Global Tanitim ensures the highest standards both in physical conditions such as lighting, heating, ventilation and air-conditioning and in safest work practices, thus promoting employee welfare and health.

### **Actions implemented in the last year / planned for next year / Measurable Results or Outcomes**

- Because of the fact that the national healthcare insurance system is not at a desired level in Turkey, Global Tanitim supplies private health insurance policy for the employees who completed their first year within the company.
- 19 of our employees were insured with private health insurance policy.
- We created a transparent and democratic working environment where all employees could express their views on any issues related with our company. We organize weekly staff meetings where employees raise their suggestions and grievances.
- Global Tanitim's grievance procedures allow staff to voice their concerns.
- Following the weekly staff meetings we circulate the meeting notes to all attendants. All decisions taken are stated in meeting notes so that we make sure that decisions are applied.

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

### **Our Commitment or Policy**

We are committed to ensure that all our activities are conducted in accordance with basic human rights standards.

### **A brief description of our Processes or Systems**

- It is Global Tanitim's policy to provide a safe workplace for all employees. Threats, threatening language, or any other acts of aggression or violence made toward or by any Global Tanitim employee are not tolerated.
- We do not work with companies which are complicit in human rights abuses

### **Actions implemented in the last year / planned for next year / Measurable Results or Outcomes**

- We have not experienced any breaches of our human rights policy, and have no investigations going on alleged human rights abuse.
- To our best knowledge, we have not participated in any business making complicit in human rights. Besides, up to now, 2 of our clients have already signed the Global Compact agreement and following its requirements.

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

### **Our Commitment or Policy**

Global Tanitim regards the freedom of association as a fundamental right for the employees. We recognize the right to collective bargaining for the employees.

### **Actions implemented in the last year / planned for next year / Measurable Results or Outcomes**

Even though we clearly recognize the right to collective bargaining, as there isn't any existing association for PR sector employees, we haven't experienced any collective bargaining situation yet.

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

#### **Our Commitment or Policy**

Global Tanitim upholds the elimination of all forms of forced and compulsory labour.

#### **A brief description of our Processes or Systems**

- Prior to employment, it is our policy to be transparent about the working terms and conditions.
- Staff wages are paid regularly at the end of each month and indemnities are paid in full for the ones who leave the job.

### **Actions implemented in the last year / planned for next year / Measurable Results or Outcomes**

- In our employment contract we clearly stated the terms and conditions of employees' service, such as; the voluntary nature of employment, hours of work and rest, paid holidays, social security, the freedom to leave (including appropriate procedures)

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

#### **Our Commitment or Policy**

Global Tanitim supports the effective abolition of child labour at all the levels of our business.

#### **A brief description of our Processes or Systems**

- In accordance with Turkish law, which states the legal age of employment being 18, Global Tanitim does not recruit anybody below the legal age.
- Global Tanitim supports the effective abolition of child labour.
- We do not work with any company which use child labour.

### **Actions implemented in the last year / planned for next year / Measurable Results or Outcomes**

- We stated the minimum age to be recruited as a Global Tanitim employee in our corporate Handbook. According to this statement, Global Tanitim requires a candidate to be above the age of 18 in order to be recruited.
- We do not employ any child labour. Presently, employee age vary between 22-50.

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

#### **Our Commitment or Policy**

Global Tanitim upholds the elimination of discrimination in respect of employment and occupation.

#### **A brief description of our Processes or Systems**

- We regard the rights of our employees as fundamental, and engage in constructive and open dialogue with them. We believe that it is important that the organization at all levels represent diversity with respect to experience, age, gender and cultural background. Global Tanitim gives its employees fair treatment. We do not accept any form of harassment or discrimination on the grounds of gender, sexual orientation, marital status, age or political opinions. Appointments, promotions, training and remuneration are therefore based on qualifications such as education, experience and performance evaluation results
- In accordance with CMS (Corporate Management Standards), qualifications, skill and experience were set as the basis for recruitment placement, training and advancement of staff at all levels.

- Employment is based on experience and qualifications of the applicants. The company is providing equal employment opportunities and has a clear and explicit policy on the issue. No discrimination as to age, religion, nationality, gender and ethnic backgrounds are accepted or implied.

#### **Actions implemented in the last year / planned for next year / Measurable Results or Outcomes**

- The remuneration packages offered by the company are designed to reflect the employees' real contribution to the achievement of Global Tanitim's business objectives and to ensure that employees have competitive social status.
- We have no reported cases on discrimination of employees or potential employees.
- At Global Tanitim, we believe it is our corporate social responsibility to hire young people with no work experience from universities, and invest in their training and professional development. We had 3 interns in Global Tanitim last year (one from our business partner in Bulgaria).
- We carry out employee assessments once a year to harmonize goals and expectations at all levels of the organization, and we provide feedback and coaching to less experienced colleagues and to those whose performance is lagging.
- To let our employees follow the latest trends in the industry, we give them the opportunity to participate to seminars, presentations and workshops. The participants later share their knowledge to other employees.
- In Global Tanitim Handbook, we stated the necessary requirements for each position. These were printed in Global Tanitim Handbook and circulated within the company. In terms of an orientation program, each newly hired is asked to read Global Tanitim Handbook.
- To promote diversity among the employees, we use our website to make it possible for all potential employees to access us for job application. The diversity of potential employees have increased after we started to receive applications from our website. Within a month, we receive 50 job application forms on average. Each of them is assessed carefully.
- Apart from the applications in our website, following the recent job seeking patterns of candidates, we started working with the largest job search site in Turkey.
- Global Tanitim maintains an up-to-date record of recruitment, training and promotion. These records provide a transparent view of opportunities for employees and their career progression.

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

#### **Our Commitment or Policy**

Global Tanitim's ambition is to demonstrate foresight, respect and a strong sense of responsibility for the environment.

#### **A brief description of our Processes or Systems**

It is our policy to support and get involved in the projects in the field of environmental protection.

#### **Actions implemented in the last year / planned for next year / Measurable Results or Outcomes**

- Water scarcity will be a big problem of Turkey in the coming years. To be proactive on the issue, we trained our employees regarding the threat.
- During the day, employees used to use a different glass each time they drink water. To save the water consumed during this process, employees were provided glasses made to their names.
- The drivers used to wash the cars with hose. They were warned to wash them with bucket and sponge.
- Another important issue is the energy consumption in the company. Besides the renewable energy sources, all kinds of energy production is damaging the environment and ecosystem. We should be using this valuable source more carefully.

- The employees were educated about possible energy saving methods. Regarding the issue;
- All computer screens are turned off before leaving work
- The laptop and cell phone charges are unplugged when they are not used
- Energy saving bulbs are being used in the office
- Dress code is business casual during summer

## **PRINCIPLE 8 BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY**

### **Our Commitment or Policy**

Global Tanitim contributes to the environmental protection by taking actions to promote greater environmental responsibility.

### **A brief description of our Processes or Systems**

We demonstrate our commitment to greater environmental responsibility by creating a generic and sustainable case that can also be implemented to other companies with similar profiles.

### **Actions implemented in the last year / planned for next year / Measurable Results or Outcomes**

- After being a signatory of the new initiative, "Caring for Climate: A Business Leadership Platform", Global Tanitim started a new campaign to fulfil its responsibilities: "Global Green".
- The objective of the campaign is to educate the public, NGO's, clients, employees and other stakeholders about global warming threat.
- The campaign is executed as follows (the details of the campaign is presented as a case):
- Employee suggestions about the possible steps were collected.
- An internal seminar was held to the employees.
- The employees were then asked to educate their surroundings.
- The "Global Green" declaration was prepared and mailed to stakeholders, including opinion leaders, media and company executives.
- To create public awareness, media channels were used extensively.
- To gather all interested parties under one roof, a "socially responsible investing" seminar was organized.
- After the seminar, a "fund raising" workshop was made to the 14 NGO's of Turkey.

## **PRINCIPLE 9 BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES**

### **Our Commitment or Policy**

Global Tanitim encourages using environmentally friendly technologies in its business activities.

### **A brief description of our Processes or Systems**

We encourage our staff and clients to use environmentally friendly technologies.

### **Actions implemented in the last year / planned for next year / Measurable Results or Outcomes**

- Even though its not among our business field, we encourage our respective clients to use and develop environmentally friendly technologies within their business fields.
- On 28<sup>th</sup> of September 2007 we organized a "socially responsible investing" seminar in order to guide our clients for using environmentally friendly technologies and behaving socially responsible.
- We ensure almost %80 of the internal communication but also a considerable part of the communication with our clients through the Internet. We are taking advantage of the computer technology and minimizing the use of hardcopy.
- We are conducting a great part of the communication with our clients through e-mails.
- We encourage our clients to use softcopies rather than hardcopies for their internal and external communication
- For fax and photocopy scratch papers are being used
- We are encouraging the employees to use public transportation as much as possible
- Glass, plastic, battery and metal recycling bins are placed in the company as well as paper recycling bins

## **PRINCIPLE 10 BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY**

## **Our Commitment or Policy**

Global Tanitim works against corruption in all its forms, including extortion and bribery. In Global Tanitim, integrity and transparency are highly emphasized principles. We are to be honest and fair in all our dealings, and we shall not allow engagement in either bribery or other types of corruption.

## **A brief description of our Processes or Systems**

- Global Tanitim is a member of ICCO (International Communications Consultancy Organization). The ICCO has formally adopted the IPRA's (International Public Relations Association) Charter on Media Transparency. The ICMT has the goal of reducing the incidence of unethical and sometimes illegal practices in the relationships between public relations professionals and the media, and then of creating transparency in the dealings between public relations professionals and the journalists, editors, and staff of publishing and broadcasting organisations with whom we interact. In accordance with the charter:
- We do not have interests that might compromise our role as an independent consultant. We approach our clients with objectivity, in order to help the client adopt the optimum communication strategy and behaviour.
- Trust is at the heart of the relationship between client and our company. Information that has been provided in confidence by a client and that is not publicly cannot be shared with other parties without consent of the client.
- An open society, freedom of speech and a free press create the context for the profession of public relations. Global Tanitim operates within the scope of this open society, comply with its rules, and work with clients that have the same approach.
- Global Tanitim does not knowingly mislead an audience about factual information, or about the interest a client represents. We make our best efforts to strive for accuracy.
- We work with clients to establish clear expectations in advance about the output of our efforts. We define specific goals for communications actions and then work to deliver on our promises. We do not offer guarantees which are not supportable, or which compromise the integrity of the channels of communication.
- We may represent clients with conflicting interests. Work may not commence for a new and conflicting interest without the current client first being offered the opportunity to exercise the rights under any contract between the client and us.
- Global Tanitim may refuse or accept an assignment based on the personal opinions of the firm's management or the organization's focus.
- Global Tanitim is committed to ethical behaviour and implementation of best business practices in dealing with all audiences.
- Our policy relating to the accuracy of company records extends to financial statements, commercial documents and servicing records. Reputable auditing companies certify the integrity of our financial reports.

## **Actions implemented in the last year / planned for next year / Measurable Results or Outcomes**

- The Code describes and reinforces conduct that is based on our core values, which we have consistently striven to implement in our daily work.
- Global Tanitim's employment contract states that any employee engaged in an unethical business practice shall be thrown out of employment. Each newly hired person is asked to read and sign the ICCO Code of Ethics.
- We have no false financial reporting. Our financial reports are audited by Ernst Young.
- We have no reported cases on corruption or bribery and have not been under any investigation of such sort.

**How do you intend to make this COP available to your stakeholders?**

We dedicated a web page for COP in our corporate website  
[http://www.globaltanitim.com/eng/Cop\\_2007.html](http://www.globaltanitim.com/eng/Cop_2007.html)