

IFOK

Institute for Organisational Communication

Global Compact - Communication on Progress

Year: 2006

IFOK

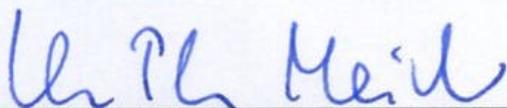
Institute for Organisational Communication

STATEMENT OF CONTINUED SUPPORT

We hereby declare that IFOK - located in Germany, Belgium and the USA - continues to embrace the United Nations Global Compact and its ten principles as well as to integrate the principles in our business activities. IFOK participates since August 2003 in the initiative, since we believe strongly in the value of such a global network and its emphasis on the enlightened self-interest of all relevant social actors, including companies.

Sustainability represents one key field of our activity and hence, we feel inevitably constrained to work towards a more sustainable global economy and to advance corporate citizenship. In the pursuit of sustainable outcomes, IFOK, as a consulting firm, implements projects with its clients - *inter alia* companies, public institutions and non-governmental organisations - in the area of corporate responsibility and thereby supports them in gaining recognition as responsible actors.

As a signatory of the UN Global Compact, we appreciate the importance of a Communication on Progress as a demonstration of a participant's commitment to the Global Compact and its principles. In September 2005 we communicated for the first time about progress in implementing the ten principles, and in the course of our last Communication on Progress we summarize in the following the progress we have made in the previous year against the Global Compact principles.



22 December 2006, Dr. Hans-Peter Meister, CEO



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Principle 8: Businesses should undertake initiatives to promote greater environmental responsibility

Our commitment

IFOK embraces responsibility towards the environment, as laid down in principles seven, eight and nine of the United Nations Global Compact. Being convinced that initiatives undertaken by companies to promote greater environmental responsibility are of vital importance, in 2006 we have focused in particular on principle 8.

We work continuously to integrate the eighth principle into our business activities and our corporate culture. National and international standards provide a basis for our commitment to advance responsibility in environmental matters. We align, *inter alia*, with the following provisions/paragraphs:

“In order to achieve sustainable development, environmental protection shall constitute an integral part of the development process and cannot be considered in isolation from it.” (Principle 4 of the Rio Declaration on Environment and Development)

“Business and industry (...) should recognize environmental management as among the highest corporate priorities and as a key determinant to sustainable development.” (Agenda 21: Chapter 30.3.; Principle 1 of the ICC Business Charter for Sustainable Development)

Actions taken

In 2006, we have taken the following practical actions to implement principle eight:

Actions to reduce greenhouse gas emissions

Being aware that the primary causes of the human-induced part of global warming are the increased amounts of carbon dioxide along with other greenhouse gases, we contribute concretely through our travel and car policy to the reduction of greenhouse gas emissions, as required by the Kyoto Protocol.

Being a consulting firm, our employees travel extensively and we expect from our consultants to use the most environmentally-friendly means of transportation whenever possible. Hence our consultants use primarily rail traffic and public transport, which is linked, as far as energy consumption and emissions of concentrations are concerned, with low environmental impacts.

Furthermore, we record monthly data of our company cars according to European Union standards for economic fuel consumption and CO₂ emissions. IFOK demands from all its employees using company cars that they drive in a foresighted and ecology-minded manner. In the case of a permanent exceeding of the fuel consumption by an employee, IFOK calls on the employee to take part in an Eco-Drive Training.

Use of whole food and regional products

IFOK attaches great importance to the use of whole food and regional products in our business premises. Believing in the merit of unprocessed and local foods and the avoidance of using excessive chemically assisted agricultural techniques, groceries and especially fruit, that are displayed in our business premises, stem for the most part from local and/or organic farming. Besides, we purchase regional products, such as wines of the Hessian ‘Bergstrasse’ as well as regional water and juices.

Further actions and plans

Apart from our focus on principle 8 of the Global Compact, IFOK has taken in 2006 further actions and measures to support the initiative and its principles and to work towards sustainability goals:

We have extended the IFOK-Guide, which provides our employees with useful information in relation to our firm and which can be found in our intranet, by a passage dealing with 'Responsible Entrepreneurship'. We have installed in this context a bulletin board where employees can make suggestions and exchange views about the Global Compact and its principles. In the upcoming year we plan to expand the bulletin board and to intensify opportunities for employee proposals.

Moreover, IFOK has been engaged in the subject matter of anti-corruption. We have looked at various types of corruption, its extent and damaging effects along with suitable measures and instruments combating corruption. Particular attention has been paid to the tenth principle of the Global Compact stating that businesses should work against corruption in all its forms, including extortion and bribery. The explanations on the Global Compact website concerning the definition of corruption and the objectives of principle 10 have provided a basis for our analysis. In 2007 we will raise business awareness on the topic of anti-corruption.

First Pan-European Citizens' Consultations on Energy and the Environment



Ultimately, IFOK and its partners – mainly the European Commission and the King Baudouin Foundation – have developed the first pan-European Citizens' Consultations. The *European Citizens' Consultations* are the first-ever pan-European debate involving citizens from all 27 Member States to debate the future of the European Union across the boundaries of geography and language. At the Agenda-Setting Event, which took place in Brussels on October 7th and 8th, citizens selected three topics they found most important for a debate on the future of Europe: Environment & Energy (Topic 1), Social Welfare & Family (Topic 2) and Global Role, Outside Borders and Immigration (Topic 3).

IFOK is responsible for the coordination and conception of the consultations, the organisation of a partner network and for all communications. Additionally, IFOK wrote an in-depth feasibility study, which analysed existing European dialogue formats and which constitutes the basis of the *European Citizens' Consultations* design. Thus, we make a substantial contribution to identify and advance future topics relevant to sustainability aims and accordingly, to the United Nations Global Compact.