

**GLOBAL COMPACT END OF YEAR  
COMMUNICATION ON PROGRESS REPORT  
(2007-2009)**



**TactiX Strategic Consulting**

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## **Part I:** **Statement of Continued Support**

Nowadays, the environment has grown to become a vital issue across the globe, for organizations as well as individuals. The dream of a greener future is one that is shared by millions of people. TactiX Strategic Consulting took its part to add its bit to the efforts taken worldwide.

As avid supporters of the environment we have encouraged our clients to become more environmentally aware and accordingly achieved great results.

Our approach was to start with small steps that will eventually lead the company towards a better atmosphere. Internally, we have instilled the value of environment in each individual through altering certain habits and procedures towards building a solid belief within team members that adopting green practices is not a set of policies and procedures but rather a lifestyle that needs to be nurtured day by day.

But our responsibility does not stop here; the initiatives show cased in this report represent some of the proactive steps TactiX is taking to manage the consumption of resources within its workplace becoming a "Greener" TactiX.

Environment is a vital issue at TactiX. We acknowledge the importance of making our surrounding a healthier and a better place to live in. We realize that if the issue was left unaddressed, the implications will gradually increase to negatively affect the well being of our families, workplaces and the community at large.

Complementing these efforts, we joined the Global Compact initiative back in 2007, adopting the environmental principle that comes in harmony with our beliefs and motto.

Global compact principles are the absolute reference that guides all businesses onto the right path. It can be hard for people to tackle overwhelming environmental issues, so we break them down into small steps and habits that everyone can take, smallest things do add up.

Nasif Khoury  
Managing Partner



## **Part II:** **TactiX Strategic Consulting**

### About Us

TactiX Strategic Consulting was established in 2003, and grew up to have the uniqueness that its creators had hoped for. It provides innovative strategic and tactical directions on the public relations and marketing needs of the market offering local solutions with global outlook.

With continuous efforts, TactiX turned into a popular firm with growing list of partners and associates that includes MEPRA (Middle East public relations associations). TactiX was the first Jordanian born company to become a member.

In 2007, TactiX made a new friend, and became an affiliate with the Global Compact since it reflected its values and commitment to being socially responsible. TactiX was the second Jordanian company to join the initiative.

TactiX is continuing to grow and enhancing its services aiming to a level of customer service never seen in Jordan.

### Mission

TactiX mission is to be recognized regionally and internationally as the premiere marketing and Public Relations consulting service provider. We will achieve this by providing our clients with an experience superior to our competition. While achieving our clients' targets with the lowest possible costs we will help them accomplish distinctive, Lasting, and substantial improvement in their performance; thus building a firm that is able to attract, develop, excite and retain exceptional partnerships with clients.

TactiX will play a role in improving innovation within the management consulting services industry with emphasis on hands on approach to helping its clients improve and upgrade their businesses.



## Vision

TactiX Strategic Consulting vision is to provide strategic and tactical direction to its clients, for the enhancement of their big image among their specified audiences. We aim to enable partners, their services and products to become renewed and perceived as premium through scientific approaches, hence, achieving the most effective and efficient bottom-line performance.

To assist partners with the formulation, facilitation and implementation of practical communications solutions that address marketing challenges and perceptions.

## Values

- ❖ We value our dedicated employees and their families and encourage balance in their lives.
- ❖ We value the good reputation our company has earned. We expect all of our employees to protect and grow our reputation as an employer and as a service experience.
- ❖ We appreciate all customers, but we especially value those clients who subscribe to a partnership approach to service.
- ❖ Together we can produce superior results.
- ❖ We value teamwork, initiative and innovation. We triumph when we are responsive.
- ❖ We value productivity. It is the lifeblood of an organization and must be achieved in order to ensure continued growth and financial success.
- ❖ We believe in history, personal integrity and fairness. We keep these beliefs in mind at all times when representing TactiX.



## Code of ethics

Tactix Strategic Consulting is committed to the highest levels of ethics, integrity and quality. In fact, ethics, integrity and quality are at the core of Tactix's success. We strive to do not only what is legal, but what is right. The people of Tactix have high professional and ethical standards and demonstrate these standards every day through the delivery of quality professional services. We understand that doing the right thing means operating with the letter and the spirit of the laws that govern our professionals and the global marketplace.

The orientation towards integrity and ethical behaviour is an integral part of the culture at Tactix; it is embedded in the way we make decisions, the way we take action, the way we treat our clients and in the way we treat each other.

We respect dignity, well being and the right of all individuals, and through that respect we bring appropriate skills and capabilities to every client assignment using our shared values as our foundation, as for we are objective in forming our professional opinions and the advice we give.

We respect the privacy and confidentiality of our company, clients, and fellow employees, and only discuss matters with people who have a right and need to know.



### **Part III:** **Actions**

Driven by its long-term motto to live in a better place and healthier environment, TactiX Strategic Consulting is committed to the environment and takes full responsibility towards fulfilling its dream of a cleaner community and a better surrounding. Based on its solid belief that commitment should start from the inside, TactiX Strategic Consulting started with its employees to grow to the outside and spread awareness, by performing actions that will trigger positive jealousy amongst its partners, clients, friends and families allowing them to gain the friendship of the surrounding environment. Mr. Nasif Khoury, Managing Partner of TactiX Strategic Consulting, stated: "We believe that change is not going to happen in the nation unless each individual starts with himself; so we pledge to raise the flag of a greener country and support environment starting with our team, internally at our offices."

To translate its beliefs and wishes into actions, TactiX Strategic Consulting adopted the Global Compact's eighth principle: the environmental responsibility, with the promise of its team to become ambassadors of the environment wherever they go. Afterwards, the firm applied strict environmental policies and daily practices at the offices asking its employees - and later its guests - to practice them towards adopting a greener life style showing their belonging to this issue, not only during their working hours, but also throughout their personal life.

On the practical front, TactiX Strategic Consulting undertook practical activities to include energy, water, electricity, paper and office supplies savings. Hence, team members signed a certificate symbolizing their dedication to the cause and their willingness to achieve this valuable goal.

The firm created a routine for electricity, water and energy saving at the office and started to make a difference. One delivery route per day is being taken to minimize fuel consumption and CO2 emission. Minimal use of printers is being encouraged, asking team members to double-face print and use draft papers for internal use. TactiX Strategic Consulting also considers environmental friendly suppliers when buying new gadgets; hence, all computers have energy efficient screens, controlling extra waves and rays. Light bulbs in the office are energy efficient too.



Day light saving techniques are also taken into consideration; working hours at TactiX changes twice a year to make the best use of natural sun light.

In addition to the above procedures, the company also chose to have a smoke free atmosphere, through banning both employees and visitors from smoking at the office decreasing the negative effects of smoking and decreasing the passive smoking percentage. Besides having green plants in every room at the office, TactiX Strategic Consulting also considered having a garden a major element of its new premises; hence, our new offices have a green garden with planted trees around the offices, allowing a special natural beauty in addition to cleaner fresh air.

Since greener is better at TactiX, we also encourage our clients to implement green initiatives with the main focus on sustaining them towards achieving the maximum impact; along the past period, TactiX Strategic Consulting and on behalf of one of the leading automotive dealerships in the Kingdom, formulated a green initiative to plant the exact number of trees needed to create amounts of O<sub>2</sub> that offsets the CO<sub>2</sub> emissions released by the automobiles based on thorough researches and well calculated formulas. The initiative is currently being studied to be implemented.

Other clients have also been encouraged to take part of environmental events such as the "Dead Sea Clean up day" and the "Water Day" held by one of the banks in Jordan.

Terra Virtus, previously known as MEPower, is also one of TactiX Strategic Consulting clients. Terra Virtus serves as a professional consultant and service provider on the regional level helping industrial, commercial, residential, healthcare and governmental institutions to reduce their energy consumption and expenditures through a variety of energy-saving solutions and improvements.





#### **Part IV:**

##### **Measurement of Outcomes**

Since its participation in the Global Compact, Tactix strategic consulting set several policies, procedures and routine for saving energy, water and electricity.

Towards the end of 2008, Tactix moved its offices to bigger offices hired more employees increasing the total number of staff by 50%. Due to this variable, the comparison calculations were no longer valid; hence, actual figures can not be officially submitted by the time of this report.

However, since it moved to its new offices, the firm noticed a fine decrease in water usage and electricity consumption although several more AC units were installed.

Paper usage also witnessed a decrease in terms of employee usage per month as a result of reducing paper printing.