



## COMPANY INFORMATION

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Sector: Design, Media, Communications

## DESCRIPTION OF BUSINESS

LUCITÀ is a high-end design and communications company specializing in sustainability and CSR-related projects and initiatives. We provide high-end web design and development, print design and layout, original and stock photography, video production, strategic communications and marketing services, and writing/editing services, working across a broad range of platforms—online, print and video—to support, enhance and energize the work and efforts of organizations engaged in addressing the social, cultural, environmental and/or economic issues of our times. The company is formally certified in the U.S. as a woman-owned corporation and has been in business since late 1999.

Our clients span three continents and include well-regarded companies and organizations active in the worlds of corporate and social responsibility and sustainability such as ICLEI, CSRwire, Navigant Consulting, EABIS (European Academy of Business in Society) and EFMD (European Foundation for Management Development), Business Ethics Magazine, and Central America Today, among others. The industries our clients operate in range from consulting & research to energy & climate change, from media & publishing to health & wellness and food & beverage. Fully committed to social responsibility in our own industry, we also conceive, develop, implement and fund special inhouse and collaborative projects that engage media and communications to positively impact communities and societies throughout the world.

## STATEMENT OF SUPPORT FOR THE GLOBAL COMPACT FROM THE CEO

LUCITÀ was founded upon three core concepts: a passion for people, nature and the planet we all inhabit, a love of high end design and powerful communications, and an immutable, profound commitment to the principles of integrity, ethics, equality and dignity for all human beings. We have grown perhaps slower than other companies as a result, not being driven primarily by a desire for profit, but we have also followed a path of stability, personal fulfillment and happiness. We have touched many lives in multiple ways, and will continue to do so throughout our existence. My personal passion to leave a lasting legacy through LUCITÀ's work, for present as well as future generations, only grows stronger with time.

As a result of these founding principles, we were one of the first SME companies to sign the Global Compact when it was first launched. We signed not because we wanted to follow the lead, but because we were already leading the way, in our own industry sector, to harnessing design and communications for the advancement, support and promotion of sustainability and corporate social responsibility throughout the international business community. We signed because the Ten Principles resonated with our own outlook and practices. We signed because we agreed with and actively supported the Principles in every way that we could, in our work and our business relationships—and we still do. We've participated in the North America Network and we've talked about the Global Compact with our peers, partners and the general public. Our support of the Global Compact and its Principles is a natural part of our everyday practice and experience, as this COP aims to demonstrate.

What has proven to be challenging, throughout the years since our initial signing, is finding ways to align our work, which focuses on design and communications for sustainability and social responsibility, with the Ten Principles which focus on Human Rights, Labor, the Environment, and Anti-Corruption. Often we found ourselves unsure how our work and our unusual business structure and model could possibly fit into these Principles, which seemed designed rather for larger companies. Another challenge has been to figure out how to measure, assess and report on the outcomes and impact of our business and our work. Perhaps others might jump quickly to conclusions and public statements, but for us, unless what we say can be backed up by facts, we won't say it or claim it.

I am happy to report that over time, with a growing body of work and experience, and as a result of our own inhouse research and a 130-page report on the meaning and impact of social responsibility in our sector, we are finally in a position to tie all these threads together and share with the rest of the world how we believe a company of our size and service can align itself with the Ten Principles of the Global Compact. We are pleased to present our 2008 COP to the Global Compact office, and to share it with all of our peers and stakeholders.

We hereby iterate our heartfelt support for, and look forward to continuing to support and promote, the Principles of the Global Compact throughout our corporate lifetime.

Sincere regards,



Birgitte Rasine  
Chief Evolution Officer

# LUCITÀ 2008 COMMUNICATION ON PROGRESS

## PRINCIPLE 1

Businesses should support and respect the protection of internationally proclaimed human rights.

### COMMITMENT AND SYSTEMS

LUCITÀ abides by and is committed to the Universal Declaration of Human Rights, introduced in 1948 by the General Assembly of the United Nations. As a service company not engaged in the manufacturing of products, or other sectors or activities with clear potential for human rights abuses, LUCITÀ has no direct experience with human rights abuses within its sphere of service and influence. However, the mission and purpose of LUCITÀ is to work exclusively on projects, partnerships and initiatives that support, enhance or help advance sustainability, corporate social responsibility, and the protection of the natural environment, all of which inherently imply respecting and supporting human rights, whether those of our staff, clients and collaborators or those of the communities which our services and projects impact. In line with this practice, we follow a strict policy to collaborate and partner only with those entities and organizations that also demonstrate respect for and support of the rights and dignity of their people, customers and communities.

### ACTIONS

We actively respect and protect the rights of our people and the people of our partner and client companies, as well as suppliers and any other entities with whose personnel we come into contact. In particular, this means extending the same level and quality of treatment toward all, regardless of their rank, job description or title, salary level, or history with the company, and regardless of race, ethnicity, nationality, gender, age, sexual preference, religious belief, or other distinguishing characteristic or circumstance. Furthermore, if we perceive that any of our people are directly or indirectly disrespecting any other person within our circles of influence, we consider it our responsibility to provide positive guidance or, should the need arise, intervention and enforcement of our policies to ensure no one's rights are being denied or disrespected.

To illustrate how a design and communications company can utilize its talents and knowledge to help protect human rights, we would like to cite two specific examples:

In early 2005 after the humanitarian disaster caused by the Asian Tsunami, we contacted the US office of ICLEI, one of our non profit clients, and proposed to them the idea of a photojournalistic project to capture the strength and resilience of the survivors. We wanted to create a different kind of media project, one that would celebrate and honor the human spirit instead of capitalizing on sensationalist images of death and destruction that were splashed on the pages of newspapers and the screens of televisions and the Internet. ICLEI USA was intrigued by our proposal and joined us in what was to become a permanent online collection of 279 photographs—and a collective offline library of over 4,000 images—by photojournalist Daniel Root. Letting the images each tell their story, we named it “Tsunami—stories of human resilience.” The web site is online at <http://tsunami.lucita.net>.

More recently, in 2007, we began working on a pro bono basis with a non profit organization in California working toward international peace and human rights on individual as well as collective levels. We initially provided design services, but that relationship evolved into strategic communications as the founder of Common Passion learned more about LUCITÀ and the communications services that we provide. In August of 2008, we produced and donated a press release to announce the naming of Don Alejandro Oxlej, Head of the Council of Elders of the Maya, to the post of Ambassador of the Council of Indigenous Peoples of Guatemala by Guatemalan President Álvaro Colom Caballeros. LUCITÀ provided writing and editing services, strategic communications services, and donated the distribution of the press release via CSRwire. LUCITÀ has, in addition, offered ongoing support to new initiatives that might spring from this historical event in the future, particularly for education of young people. The press release can be viewed online at <http://www.csrwire.com/News/12876.html>.

# LUCITÀ 2008 COMMUNICATION ON PROGRESS

## PERFORMANCE

As a result of our active commitment to the support of human rights, our internal workforce demographics have reached a well-balanced distribution of gender; at this writing, 50% of our people are women and 50% are men. Our founder and president, head of design and many of our senior-level contractors are women, and we are a certified woman-owned business. In addition, we work with several foreign-born professionals (United Kingdom, Venezuela and New Zealand). As we grow, we expect to welcome professionals from many other nations.

Results so far from the Tsunami project: the most significant result, for us is that we are committed to keeping the site alive permanently, at our own expense, in honor and celebration of the extraordinary human spirit, its strength and resilience in the face of such massive destruction. The images need no words; all of the people who have visited our site and have written in to us about it are struck by the fierce desire to live that emanates from the faces of the people photographed. It is difficult to measure the impact that these images might have on any particular individual. We also presented the web site at ICLEI's annual meeting of directors in Japan in 2005, and did an exhibit at a SRI/CSR conference in Switzerland in the fall of 2006. We would of course have wanted to be able to do more with the project, but in some ways the momentum was cut short by Hurricane Katrina, which struck 9 months after the Tsunami, effectively washing away the world's attention from one natural disaster to the other. This is our greatest challenge in the current media environment: news events are short-lived and audiences' attention spans are even shorter. Undeterred, we will continue to create, develop, produce and publicize media properties that celebrate and uphold human rights and the human spirit.

Results so far from the Council of Indigenous Peoples of Guatemala: as this event just took place in August 2008, it is too early to quantify or measure specific results. However, our help was critical in bringing the news of the historical event here to the U.S., as few to no media outlets, to our knowledge, have picked it up. CSRwire, the news distribution service we used to release the news, receives 60,000+ unique monthly visitors, and is distributed to thousands of journalists and 16,000 news alert subscribers. More information about CSRwire's reach can be accessed online at <http://www.csrwire.com/distribution>.

As this is a recent development, we shall again report on this initiative in next year's COP.

## PRINCIPLE 2

Businesses should ensure sure that they are not complicit in human rights abuses.

## COMMITMENT AND SYSTEMS

Please see Principle 1. In addition, we follow a strict policy to collaborate and partner only with those third-party entities and organizations that also demonstrate respect for and support of the rights and dignity of their people, customers and communities. We also perform due diligence, to the extent that our resources enable us, on prospective clients, partners and suppliers to ensure they are not implicated in human rights abuses. If we determine beyond reasonable doubt that a client, partner, or other entity with whom we are doing business, are partnering or in some other way collaborating, is disrespecting, denying or denigrating the rights of their people, or those of the people their products or services impact, our corporate mandate is to sever the relationship.

## ACTIONS

As a service company not engaged in the manufacturing of products, or other sectors or activities with clear potential for human rights abuses, LUCITÀ has no direct experience with human rights abuses. However, to us it is not sufficient simply not to be "complicit in" abuse of any kind, be it human rights, environmental protection, or other basic rights; it is essential that businesses go above and beyond avoiding rights abuses, but indeed act proactively to support and promote human rights within as wide a sphere of influence as possible.

# LUCITÀ 2008 COMMUNICATION ON PROGRESS

As we grow and collaborate with an ever wider range of companies and organizations in more countries, we foresee the need to develop a specific human rights policy and best practices that we can align with our business model and represent our mission and purpose as a company. We are in the early stages of formulating this policy, which when finalized will be freely available to all of our stakeholders via our company web site.

## PERFORMANCE

Please see Principle 1. Future performance shall be reported in the 2009 COP.

### PRINCIPLE 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

## COMMITMENT AND SYSTEMS

The mission and purpose of LUCITÀ is to work exclusively on projects, partnerships and initiatives that support, enhance or help advance sustainability, corporate social responsibility, and the protection of the natural environment, all of which inherently imply respecting and supporting human rights and labor standards. We comply with applicable labor laws in our state.

## ACTIONS

While LUCITÀ is not set up in a traditional corporate structure vis-à-vis its workforce, the company provides each staffperson and independent contractor direct access to senior management as well as to each other, which creates a supportive, non-hierarchical atmosphere. While we may recommend or suggest, from time to time, specific networks, organizations or associations to our workforce, we do so exclusively out of an interest to support the personal and professional growth of our people, and certainly never as an obligation or requirement of any kind. All matters of a business, or personal nature that might affect business, are discussed either in private or as a group, depending on the wishes or needs of the person who initiates the discussion.

## PERFORMANCE

To date, we have not had any experience with labor unions or collective bargaining agreements, and therefore cannot report specific outcomes.

### PRINCIPLE 4

Businesses should support the elimination of all forms of forced and compulsory labor.

## COMMITMENT AND SYSTEMS

The mission and purpose of LUCITÀ is to work exclusively on projects, partnerships and initiatives that support, enhance or help advance sustainability, corporate social responsibility, and the protection of the natural environment, all of which inherently imply respecting and supporting human rights and labor standards. We comply with applicable labor laws in our state.

## ACTIONS

LUCITÀ provides detailed professional service contracts to every person it hires. These contracts provide clear terms and conditions of service, clearly state minimum fees per type of work to be performed that we guarantee, as well as compensation for work-related expenses, and provide a clear termination clause along with the duties and responsibilities of both LUCITÀ and the engaged contractor following termination. Regardless of the nature of the service each person is hired to perform, the founding or core principles of each contract are the same. All of our

# LUCITÀ 2008 COMMUNICATION ON PROGRESS

personnel earn hourly rates that are on par with independent contractor fees in our industry, and certainly higher than the minimum wage in their place of residence.

Given the fact that most of our workforce are independent contractors rather than employees, the work they perform for LUCITÀ is entirely voluntary; they are free to leave their engagement with LUCITÀ at any time. While LUCITÀ does expect its workforce to perform their duties and responsibilities in a professional and timely manner, we do not dictate the specific hours during which a person must perform their work, instead allowing all of our people to set their own schedules according to their individual needs and circumstances.

## PERFORMANCE

Despite the multiple locations of our workforce, and the lack of enforced daily schedules, we have found that our people are highly self-motivated to perform and in most cases do not require more than what would be considered normal supervision within our industry. Some of our contractors have told us that they deeply appreciate the freedom and flexibility that their work arrangement with us allows them, especially those with children or other family duties and obligations.

## PRINCIPLE 5

Businesses should support the effective abolition of child labor.

## COMMITMENT AND SYSTEMS

The mission and purpose of LUCITÀ is to work exclusively on projects, partnerships and initiatives that support, enhance or help advance sustainability, corporate social responsibility, and the protection of the natural environment, all of which inherently imply respecting and supporting human rights and labor standards. We comply with applicable labor laws in our state, and have a zero-tolerance policy regarding child labor: no children are allowed to be hired to work for LUCITÀ under any circumstances. We consider children to be the future stewards of not only our planet but our societies, cities and nations; it is therefore critical that children be given the chance to live a safe and happy childhood.

## ACTIONS

LUCITÀ employs no individual under the age of 20. As a small business, it is fairly simple for us to ensure that no children are employed anywhere in our company, as our CEO personally approves each new hire. Mechanisms for verifying the age of new hires include the requirement of provision of two forms of personal identification, at least one of which must display the individual's date of birth.

Furthermore, we hire and make special arrangements for those of our people who are parents and whose work schedules need to take their children into consideration.

In addition, our CEO personally avoids purchasing products from companies known to be child labor offenders.

## PERFORMANCE

As a result of our firm stance regarding child labor, no children have ever been employed by LUCITÀ in any capacity. We have not had any experience with child labor law violations. We are however now looking at ways in which we can take the next step, and either work for, partner with or in some way collaborate with companies and organizations whose influence can improve the situations of children forced to work as well as families who find themselves obliged to send their children to work.

## PRINCIPLE 6

Businesses should support the elimination of discrimination in respect of employment and occupation.

### COMMITMENT AND SYSTEMS

The mission and purpose of LUCITÀ is to work exclusively on projects, partnerships and initiatives that support, enhance or help advance sustainability, corporate social responsibility, and the protection of the natural environment, all of which inherently imply respecting and supporting human rights and labor standards. We comply with applicable labor laws in our state, and actively employ equitable, non-discriminatory policies in our recruitment and hiring practices.

### ACTIONS

We look for well-rounded, dynamic individuals with diverse experiences, backgrounds and points of view, as we feel that diversity and variety not only help bring the kind of depth and quality of service we provide to our clients and that we are known for, but also support LUCITÀ's own evolution and progress. We consider that a company is much like a family or community, whose members all play a vital role in the overall group's vitality, health, happiness and success. Traditional management hierarchies and employment arrangements have historically tended to suppress the full creativity, dynamism and talents of employees and personnel; we are continually working to refine our approach to employment and our people's experience while engaged on our projects.

We are also aware that the unspoken practice in many companies and many countries is to hire young people, due to their higher levels of energy and stamina as well as a willingness to work longer and harder for less pay. We vehemently disagree with this practice; our hiring policy focuses upon a person's professional skill set and experience, their education and number of languages spoken, their interpersonal and communications skills, their willingness to learn new skills and gain new experiences, and is completely blind to characteristics such as age, gender, ethnicity, nationality or country of origin, sexual preference, religious beliefs and others.

### PERFORMANCE

LUCITÀ works with professionals in multiple locations throughout the United States and Europe: our people come from three continents and represent both genders (50% women and 50% men) and a variety of ethnicities including Caucasian, Hispanic and Asian people. The age range represented by our workforce is also ample, ranging from under 30 to over 50.

To date, we have had no complaints or incidences of discrimination of any kind related to hiring or employment. On the contrary, the older workers we have hired have expressed gratitude for having found a client that does not consider their greater age as an impediment. We consistently receive proactive feedback from our people who tell us they "enjoy working with [us]" and often compare—favorably—LUCITÀ with their other employers or clients. This, more than any formal metric, tells us that we are succeeding in creating a professional environment in which our people feel rewarded, motivated and supported. Never ones to rest on our laurels however, we continue to engage directly with our people to make sure we understand how they feel, what drives and motivates them, and how best to ensure a positive working experience.

We are also aware that our small size has in no way the same kind of impact as a company with thousands or tens of thousands of employees. However, we hope that by sharing our practices and experiences through the Global Compact COP, we may inspire our larger business peers to implement some of the approaches we have found to be valuable on our own small scale. In addition, as we grow, we are planning to implement more formal metrics and measurements to assess the continued success of our approach and methodology vis-à-vis our workforce's professional experience and happiness.

# LUCITÀ 2008 COMMUNICATION ON PROGRESS

## PRINCIPLE 7

Businesses should support a precautionary approach to environmental challenges.

### COMMITMENT AND SYSTEMS

The mission and purpose of LUCITÀ is to work exclusively on projects, partnerships and initiatives that support, enhance or help advance sustainability, corporate social responsibility, and the protection of the natural environment, all of which inherently imply respecting and supporting human rights, labor standards and the preservation of natural resources and ecosystems.

LUCITÀ has an active environmental policy that it enforces and abides by on a daily basis. The policy has been designed to prevent environmental degradation rather than employ measures to fix problems after the fact. This includes conserving energy and natural resources, effectively preventing their use, particularly those in great demand by our industry sector such as paper and ink. Moreover, since we focus on clients and projects with a strong component of sustainability and/or corporate social responsibility, we are committed to educating our clients, as well as helping them educate their customers and other stakeholders, about the importance of preventing environmental damage and/or destruction.

### ACTIONS

It is this desire to preserve natural resources that has strongly and directly influenced the very business model of LUCITÀ: as a design and communications firm, we have decided to focus heavily on digital, interactive and other electronic forms of design and communications, avoiding to a significant extent print projects destined for physical printing or manufacture, and granting special discounts to clients who print responsibly. We also refuse to take on any direct mail marketing campaigns, as direct mail is a significant factor in wasted paper resources and carbon emissions associated with transportation and distribution of the same.

On the energy front, we are located in a mixed-use community in the downtown area of our city which enables us to walk to all of the businesses we need on a daily basis, such as the bank, post office, lunch places, etc. We allow all of our people to telecommute to avoid unnecessary carbon emissions in transportation. Our CEO has minimized her business air travel to only the most critical meetings and conferences.

We educate our people, clients, partners and other stakeholders on the importance of living in balance within, rather than apart from, nature and the environment. For example, we have been instrumental in getting one of our clients in Central America, an English-language publication on business, trade and investment, to publish stories about CSR and sustainable development in their magazine. In the editing process, we also routinely question and challenge articles about economic activities that do not seem to take the environment into consideration.

We have worked with such clients as ICLEI, a well-known international non profit organization that collaborates with local governments on numerous environmental initiatives; our work on re-designing ten of their regional office web sites has been instrumental in supporting their overall message and branding, and presence online. Another client is Navigant Consulting, a consulting firm working in partnership with a public utility company on statewide sustainability initiatives in the State of California; our work for Navigant involves interactive design, flash animation, and communications.

In addition, LUCITÀ's CEO regularly blogs, on a pro bono basis, for two green business Internet media entities, focusing on topics related to personal work-life balance, sustainability and environmental preservation.

### PERFORMANCE

We can cite, as an indirect measure of our impact, the reach that our clients have. For example, the new business publication *Central America Today* we were working with, has a current start-up circulation of 20,000 and expects



## LUCITÀ 2008 COMMUNICATION ON PROGRESS

that number to increase to 120,000 within the next year and 575,000 by 2011. In addition, our client is working with Delta Airlines and other airline companies to distribute the magazine on airplanes and VIP salons in airports, with hotels, business schools, business associations and other entities to help expand its reach. This means our work could potentially reach hundreds of thousands of people throughout Central America and the U.S.; but we cannot state with any certainty what sort of actual impact the articles we edit will have on their readers, until we begin receiving specific feedback from our client's readers, which may take some time.

Measuring environmental preservation in our industry sector is notoriously difficult, primarily because design and communications are highly subjective, and even metrics such as unique site visitors or clicks on a web page are in fact poor indicators of the actual impact of a particular web site, article, press release or other material. One of the challenges we face, as a design and communications company, is that while we may refuse to take part in a direct mail campaign due to its harmful impacts on the environment, another design company surely will, preferring profits over planet. Other considerations are, if our CEO decides to fly less, will there be an empty seat or will someone else purchase it, thus effectively cancelling out any environmental benefit of one less person flying? We are exploring ways to connect with the design and communications business communities and empower our fellow businesses to make the right choices when selecting projects and clients to work with.

One project, however, that we can cite as a direct outcome of our ever-present desire to educate and improve our own industry sector's ability to understand itself and exercise a greater impact on the sectors it in turn serves and supports, is *The Colors of Perception*, a 130-page report on social responsibility in the media and communications (M/C) sector in the United States. We funded this report completely inhouse; it was published in 2005 after 2 years of work. It grew out of our own desire to define what a socially responsible communications company actually is, as no such definition or benchmark existed at that time. The report discusses perception, a fundamental element in the M/C sector that has thus far been largely overlooked, examines how perception impacts the relationship between an organization and its communications efforts, explores what actions organizations take to ensure they're communicating responsibly, and proposes a path toward possible solutions. It also features frank, extensive interviews with leading figures in sectors ranging from climate science and technology to financial services and mainstream news media. More information about the report can be found online at <http://market.lucita.net/product/report>.

While clearly not a publication that focuses on preventing environmental damage or degradation, we feel work like this is critical to helping organizations understand the impact that their internal as well as external communications have on all of the stakeholders within their spheres of influence. The report was purchased by such companies as the Walt Disney Company and Ketchum Communications in the U.S., Futerra in the UK and the Water Corporation in Australia, which gives us hope that we have been able to influence these organizations and their spheres of stakeholders to some degree.

### PRINCIPLE 8

Businesses should undertake initiatives to promote greater environmental responsibility.

### COMMITMENT AND SYSTEMS

The mission and purpose of LUCITÀ is to work exclusively on projects, partnerships and initiatives that support, enhance or help advance sustainability, corporate social responsibility, and the protection of the natural environment, all of which inherently imply respecting and supporting human rights, labor standards and the preservation of natural resources and ecosystems.

Please see Principle 7 for information about our environmental policy.

## ACTIONS

In addition to the actions described in Principle 7 above, we employ every possible strategy to minimize our impact on the environment and the natural resources we use. We do big things like work with our large corporate clients on sustainability initiatives and campaigns, especially in the energy and technology sectors; we do little things like reusing paper for internal printing and faxing, not printing out emails or digital documents, and recycling everything our building allows us to recycle; and we do indirect things like promote social and environmental responsibility within our own industry sector (this is the report we mentioned in Principle 7).

One initiative in particular that we believe can have a significant impact here in the U.S. is the California Sustainability Alliance, a partnership between one of our corporate clients and a public utility company. The Alliance addresses topics related to sustainability such as planning & development, water, energy, transportation, green building and waste management, and provides tools and information to its target audiences which include facilities managers and other senior management in a variety of public and private organizations in California. It is hoped that the Alliance will serve as a model for a greater, nationwide effort to get businesses throughout the United States to take greater action on the environmental front. The web site of the Alliance is <http://sustainca.org>.

On the energy front, we detailed our actions above in Principle 7—we feel precaution and action should go hand in hand. In addition, as our building does not permit individual tenants to select their energy provider, we have signed up with the CTCleanEnergy-Options<sup>SM</sup> Program, a customer-paid voluntary initiative that allows Connecticut customers to support renewable forms of electricity.

In our own supply chain, we categorically do not work with printing companies or other suppliers that are not sustainable or environmentally responsible. If we receive unsolicited sales or promotional calls or materials, we take the time to educate the individual contacting us about our environmental policy and make it clear we only do business with socially responsible suppliers.

We also firmly believe that happier, healthier people tend to appreciate and protect the natural world around them more; we therefore actively encourage healthy and balanced lifestyles and work schedules for our people.

## PERFORMANCE

Currently, the environmental impact we are best able to measure is our own, on a personal/individual and on a business front; assessing the impact of our client work is considerably more challenging, as detailed above in Principle 7. In terms of LUCITÀ's environmental impact, our estimated carbon footprint for the period of September 2007 through August 2008 was 3.82 tons of carbon, achieved by limiting national and international air travel, taking public transportation for business instead of private passenger cars, and limiting the energy usage in our office. (Source: <https://www.climatecare.org/business/business-co2-calculator/>). We have also avoided purchasing any new printing paper, whether new or recycled, since 2005; LUCITÀ CEO Birgitte Rasine has limited her personal driving to 2,000 miles per year (as opposed to the 12,000 that the average American drives per year, as per <http://www.climatecrisis.net/takeaction/carboncalculator/>)

As for measuring the impact of the work we do with our clients and partners, we have begun the process of assessing and determining the best methodology therefor. We hope to be able to report significant progress in this area in next year's COP.

## PRINCIPLE 9

Businesses should encourage the development and diffusion of environmentally friendly technologies.

### COMMITMENT AND SYSTEMS

The mission and purpose of LUCITÀ is to work exclusively on projects, partnerships and initiatives that support, enhance or help advance sustainability, corporate social responsibility, and the protection of the natural environment, all of which inherently imply respecting and supporting human rights, labor standards and the preservation of natural resources and ecosystems.

Please see Principle 7 for information about our environmental policy.

### ACTIONS

Although our line of work does not involve us directly in the development or production of environmentally friendly technologies, some of our clients are engaged in technologies and/or methodologies with the potential for improving or protecting the environment, while others are developing or producing products that help the environment in an indirect manner.

For example, our corporate client working in partnership with a public utility company is now working on a special initiative to identify and promote new environmentally friendly technologies and systems. One of our local clients, NatureSeal, together with the USDA has developed a formula based on vitamins and minerals to help keep sliced fruit and vegetables from browning, thereby making it possible for schools to serve healthier food to children, grocery stores to offer customers healthier snacks and more ways to eat raw fruit and vegetables rather than processed food, and restaurants to introduce healthier menu options to their clients. We support these clients in the same ways as we do any other clients working on non-technology related projects and initiatives: through design, communications and strategic communications consulting.

### PERFORMANCE

We have discussed the difficulty of measuring the impact of our services on our clients' work and in turn on the audiences they serve. In the case of NatureSeal, we can however say that we have been instrumental in helping our client increase the awareness and practice of healthy eating habits of the general public that eventually purchases or consumes their products, as this not only helps the environment by not introducing harmful hormones or chemicals into the soil and water systems, but also helps the individual's personal health directly.

As indicated in the Performance section of Principle 8 above, we have begun the process of identifying the right methodology to assess and measure the impact of our client work; this stands for Principle 9 as well.

## PRINCIPLE 10

Businesses should work against corruption in all its forms, including extortion and bribery.

### COMMITMENT AND SYSTEMS

LUCITÀ has a zero-tolerance policy on corruption in all forms, including extortion or bribery. While we have not experienced, at this writing, any direct forms of corruption either internally or with any of our clients, partners or stakeholders, we continually watch for the more subtle forms of corruption that may present themselves in the course of business. What is more, we do not tolerate hypocrisy, deceptive practices in our industry, or unethical or unjust treatment of our people by clients, partners, suppliers or other third-party stakeholders, and do take action when necessary to uphold our values.

## ACTIONS

We do unfortunately see a fair amount of hypocrisy and deceptive practices in the green business movement, which, while a much more subjective and less easily defined matter, in our opinion does impact and cause harm to the overall global effort to ensure a more just, equitable, healthy and sustainable world. For us, neither ignorance nor the old-guard “single bottom-line” thinking is an excuse for unethical or unjust behavior of any kind. To make a strong statement and ensure that those working with us understand our commitment to ethics, our personnel as well as client contracts include an “Ethics and Integrity” clause—which we have had to enforce on a number of occasions. For example, we have on at least one occasion severed a client relationship upon discovering that the company is treating its own internal staff in a highly unethical manner, while publicly touting its commitment to corporate social responsibility. As a socially responsible company, profit is not and cannot be the sole bottom line.

We also actively practice and promote transparency within our organization: we use a web-based time-tracking, project management and reporting tool that provides our clients with direct access to their projects as they progress in real time, along with the hours spent on each task per team member.

## PERFORMANCE

We do not have direct experience with corruption and therefore cannot report specific outcomes. However, we are continually assessing our experiences with all forms of unethical practices, whether it be false marketing or communications, mistreatment of staff or other stakeholders, unethical behavior, activities or practices, or outright corruption in any form, and continue to revise our policies and legal contracts accordingly. The “Ethics and Integrity” clause in our contracts, for example, is the direct result of several unwelcome experiences we have had in the past with clients whose behavior we found to be less than honest or in some way lacking in integrity or equitable treatment of our people.

We are finding, to our great delight, that the tougher we get in enforcing the principles that we abide by, the more respectful our clients become of the same; the result is a much more enjoyable working relationship for all parties involved. This is purely anecdotal and could be just a feeling, but we firmly believe that one must stand by one’s values and principles not only in word but also in action—whether one is an individual human being or a multinational company.

\* \* \*

This is why we support the Global Compact, and all of our peers throughout the international business community striving to make the world we all live in a better and more equitable place.

We welcome any questions or comments on this COP. Please email us at [info@lucita.net](mailto:info@lucita.net).