

## Salterbaxter's Communication on Progress UN Global Compact

30 April 2007

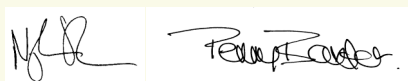
*This document is to be read alongside Salterbaxter's corporate responsibility review which can be found at [www.salterbaxter.com](http://www.salterbaxter.com). The two documents together form Salterbaxter's Communication on Progress (COP). This is the first COP submitted by Salterbaxter. The corporate responsibility review describes the way Salterbaxter approaches CR, the activities it is involved in and the performance in key areas. This document links key activities to the ten principles of the UNGC. Salterbaxter will produce a CR review and COP on a yearly basis. We welcome all feedback and contact details can be found in the CR review.*

### About Salterbaxter

Salterbaxter is a design and communications company based in London which advises companies on strategy, branding, corporate communications and design. Our clients are extremely varied and include FTSE 100 companies; some of the world's most exclusive brands; independent, entrepreneurial businesses; world leading educational establishments; law firms; private equity firms and media companies. At the time of writing there are 29 full time employees. The company was founded in 1998 by Nigel Salter and Penny Baxter.

### Statement of support

Running a responsible business has always been important to us. It is a significant part of the culture of the company and all employees are aware and involved in our CR work, programmes and activities. We tailor our CR activities to the areas where we can have most effect, and regularly review issues which might become relevant for us in the future. We are active supporters of UNGC and take part in the UK Network working groups for Communications and SME issues.



Nigel Salter

Penny Baxter

## Human Rights

1. Principle 1 – Business should support and respect the protection of internationally proclaimed human rights
2. Principle 2 – Business should ensure that they are not complicit in human rights abuses
  - Salterbaxter operates in the UK and Europe.
  - We support human rights and uphold equal opportunities policies.
  - Our supply chain is based in the UK and Europe.
  - We assess our impacts on a yearly basis but believe we do not have human rights impacts at this time.

## Labour Standards

3. Principle 3 – Business should uphold the freedom of association and the effective recognition of the right to collective bargaining
4. Principle 4 – Business should support the elimination of all forms of forced and compulsory labour
5. Principle 5 – Business should support the effective abolition of child labour
6. Principle 6 – Business should support the elimination of discrimination in respect of employment and occupation
  - Salterbaxter employees are free to join a union should they wish.
  - We conduct annual reviews on performance and salary. See CR review
  - We operate an open and honest culture to discuss issues and have a grievance procedure. See CR review
  - We monitor working hours and manage them throughout the year to encourage a work/life balance and well-being. See CR review
  - All permanent employees are on a contract stating their terms and conditions of employment and have a staff handbook explaining their benefits.
  - We recognise that the design industry has issues surrounding diversity and have conducted research in this area. We are using this research to promote careers in this industry to more diverse groups in an effort to improve the situation. See CR review
  - We run a programme called 1% where all employees are involved in activities which enhance the culture and the running of the business. Many of the CR activities are run and managed via the 1% programme. See CR review
  - We operate an equal opportunities policy. See CR review

## Environment

7. Principle 7 – Business should support a precautionary approach to environmental challenges
  8. Principle 8 – Business should undertake initiatives to promote greater environmental challenges
  9. Principle 9 – Business should encourage the development and diffusion of environmentally friendly technologies
- We are committed to minimising all our environmental impacts.
  - The biggest impact we have is through our supply chain and the production of printed materials for our clients. We work hard to ensure we use the best printers and papers in order to keep that impact as low as possible. We work with printers to improve their environmental credentials. We review our performance and related issues on a quarterly basis. See CR review
  - We research the best papers for use in communications materials and advise clients on what to use. See CR review
  - We buy recycled and FSC paper for office use, and recycle all paper used. See CR review
  - We recycle office waste as much as is possible. See CR review
  - We save energy as much as possible and are signed up to a green electricity tariff. We offset carbon emissions when they are unavoidable. See CR review
  - In the future we will be researching the carbon footprint of papers and printers which is an area currently not well addressed in the industry.

## Anti-corruption

10. Principle 10 – Business should work against corruption in all its forms, including extortion and bribery
- We are committed to work against corruption and to work ethically at all times.
  - We have terms and conditions for working with suppliers and with clients.
  - We only accept gifts of a modest nature and ensure they are distributed amongst all staff to prevent any undue influence developing with our client or supplier relationships.