

GLOBAL COMPACT ANNUAL COMMUNICATION ON PROGRESS - SME VERSION

Company Name Unit (if applicable) Address	Kontrapunkt Group Refshalevej 153 1432 Copenhagen K	Date	27 May 2009
Country	Denmark	Membership date	
Contact name Contact Position	Trine Nielson Senior Project Manager	Number of employees	65
Contact telephone no.	+45 33 93 18 83	Sector	Brand strategy, brand expression and brand implementation

Brief description of nature of business

The Kontrapunkt Group's vision is to create world-class brands centred on a strong idea. We help our clients create new coherent brands or strengthen already existing brands across all touch-points. The idea is to be reflected in the product, environment, communication and behaviour. We work in all areas: Brand Strategy, brand expression and brand implementation. Our strategy is to deliver the highest quality in our strategic, creative output, in the implementation and in our service towards our clients. We work hard to make sure our solutions are in line with our clients needs and organisational realities.

Statement of support

As a member of the Global Compact, we believe our business policies incorporate the ten principles, which all comply with Danish national legislation. Our board fully supports our actions in working towards sustainability goals - in particular those contained in the UN Global Compact. Through our support of the United Nations Global Compact, we also aim to move the agenda forward on performance related to human rights, labour rights, environment and the fight against bribery and corruption. One way of doing this has been to develop the new UN Global Compact identity and brand strategy, which we hope have contributed to promote the ten principles on the international agenda.

Signature		Position	CFO
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PRINCIPLE 1 BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS

Our Commitment or Policy

We fully comply with Danish National Legislation, which meets international conventions

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

Measurable Results or Outcomes

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

Our Commitment or Policy

We fully comply with Danish National Legislation, which meets international conventions

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

Measurable Results or Outcomes

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

Our Commitment or Policy

We fully comply with Danish National Legislation, which meets international conventions

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

Kontrapunkt has a collective agreement with HK (Danish Trade Union), which will be renewed, at the next collective bargaining (2010/11).

In 2009 Kontrapunkt has elected two new employee representatives for the Board of Directors and a company safety representative for the next 4 years.

Measurable Results or Outcomes

New collective Agreement

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

Our Commitment or Policy

We fully comply with Danish National Legislation, which meets international conventions

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

In Kontrapunkt we continue reviewing our purchasing policy in terms of fair-trade alternatives. For instance Kontrapunkt has for years bought fair-trade coffee.

Measurable Results or Outcomes

PRINCIPLE 5 BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR **Our Commitment or Policy**

We fully comply with Danish National Legislation, which meets international conventions

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

In 2009 Kontrapunkt is undertaking steps to support SOS-Kinderdorf International as well as Medecins sans Frontieres.

Measurable Results or Outcomes

Becoming donors to SOS-Kinderdorf International and Medecins sans Frontieres in 2009.

PRINCIPLE 6 BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION **Our Commitment or Policy**

We fully comply with Danish National Legislation, which meets international conventions

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

Kontrapunkt has a female Director, as well as two female employee representatives for the Board of Directors (2009).

Measurable Results or Outcomes

PRINCIPLE 7 BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES **Our Commitment or Policy**

Environmental aspects continue to gain importance in Kontrapunkt's working routines with particular emphasis on energy-saving initiatives as well as classification of waste and responsible waste disposal

steps. Also we have plans of introducing a "reduce paper" policy in 2009/10.

Also the Kontrapunkt Group is qualified for the following ISO-certificates:

- 1) Occupational Health & Safety Management System Certificate (ISO# 36187-2006-AHSO-ABG)
- 2) Quality Management System Certificate (ISO# 16362-2006-AQ-ABG-DANAK)
- 3) Environment Management System Certificate (ISO# 26377-2006-AE-ABG-DANAK)

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

In 2009 Kontrapunkt has taken action to reduce our energy consumption. For instance all our machines (e.g. computers and printers) are now set to automatically sleep-mode function when not in function. Air-con temperature keeping our servers at low temperature has been raised from 18 C to 24 C.

In 2009 we have furthermore reduced the number of servers with 50 %.

Also in 2009/10 - we are planning to check out the possibility for installing a central main switch to eliminate use of energy outside office working hours (ex. important functions like serves etc.).

To reduce CO₂, we are using videoconference facilities to avoid unnecessary transport (airplane/car). We have undertaken to steps to classification of waste and plan a "reduce paper" policy in 2009/10. For the year ahead we will also identify possibilities to buy energy with a higher green profile, than today.

Measurable Results or Outcomes

To reduce our energy consumption with 5 % in 2009 and furthermore 5 % in 2010, as well as implement a "reduce paper policy"

2009: Renewal of our ISO-certificates:

- 1) Occupational Health & Safety Management System Certificate (ISO# 36187-2006-AHSO-ABG)
- 2) Quality Management System Certificate (ISO# 16362-2006-AQ-ABG-DANAK)
- 3) Environment Management System Certificate (ISO# 26377-2006-AE-ABG-DANAK)

PRINCIPLE 8 BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

Our Commitment or Policy

See principle 7

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

Measurable Results or Outcomes

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

Our Commitment or Policy

See principle 7

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

Measurable Results or Outcomes

PRINCIPLE 10 BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY
Our Commitment or Policy

We fully comply with Danish National Legislation, which meets international conventions

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

Measurable Results or Outcomes

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

By promoting our adherence to the Global Compact principles actively in our external communication, by our corporate website and e-mail signature