

GLOBAL COMPACT ANNUAL COMMUNICATION ON PROGRESS – SME VERSION

Company Name	Futerra	Date	21 February 2007
Unit (if applicable)		Membership date	
Address	84 Long Lane London SE1 4AU	Number of employees	12
Country	United Kingdom	Sector	Consulting
Contact name	Solitaire Townsend		
Contact Position	Managing Director		
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Brief description of nature of business

Futerra is one of the few UK communications consultancies which specialise solely in sustainable development and corporate social responsibility. Our company established in 2001 to fill a gap in the market. We believed that the world must move towards more a more sustainable way of functioning, and could see this would require effective communications between many different groups of people. We offer communications training, communications strategy advice, PR and marketing, and design and branding to clients including multi-national corporations, international organisations, local and national Government, Government agencies and small NGOs in the UK.

Statement of support

Futerra wholeheartedly supports the principles of the United Nations Global Compact (UNGC). We are committed to living out those principles as a business internally as well as with our work for clients.

The Futerra team is personally as well as professionally committed to sustainable development and it is our core business to promote more ethical practices, particularly for environmental and social responsibility in business but also more generally in the interest of international justice and human rights. We therefore look forward to improving our action in these areas and further integrating the Compact principles into our business.

We firmly believe that belonging to the UNGC is helpful to our business and are proud to be part of such a worthwhile initiative.

Signature

Position

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

Our Commitment or Policy

We are committed to respecting the human rights of our employees and suppliers. We try to treat people with respect at all times. Avoiding discrimination, promoting tolerance and encouraging freedom of expression are particularly relevant to this.

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

We are currently preparing a Staff Handbook which gives clear indications of lines of responsibility and where to go for help if there is a problem. For our suppliers, we have recently signed up to a cleaning service whereby we pay a full Living Wage.

We buy second hand, fairtrade or from independent retailers where possible.

Measurable Results or Outcomes

We have been classified a "Living Wage Employer" by the Living Wage campaign organised by the London Citizens community organising network (<http://www.livingwage.org.uk>)

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

Our Commitment or Policy

We have a stated policy only to work on projects which we believe to be contributing to sustainable development. Being complicit, actively or passively, with human rights abuses would undermine this mission and our core business. We discuss any areas of controversy internally to ensure that we do not conflict with this. We are also under scrutiny from our clients, advisory board and other stakeholders in this regard.

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

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

Measurable Results or Outcomes

PRINCIPLE 4 BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR
Our Commitment or Policy

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

Measurable Results or Outcomes

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

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

Measurable Results or Outcomes

PRINCIPLE 6 BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION

Our Commitment or Policy

Our policy is never to discriminate against an employee on the grounds of sex, sexual orientation, status as a married person, age, race, colour, nationality, ethnic origin, religion, beliefs or because of a disability, pregnancy or childbirth, or subsequent maternity leave or because they are a member or non-member of a trade union. We recruit through what we believe to be fair channels.

A brief description of our Processes or Systems

We seek to avoid discrimination in our recruitment. All recruiters are made aware of our recruitment policy and interview questions are set so as to comply with it. Decisions are made on the basis of ability and nothing else. This extends to decisions about status within the company, salary etc.

Actions implemented in the last year / planned for next year

This year we wrote down our recruitment policy and made it known to all company staff. It has also been made known to clients who have requested it. We plan to publish it on our forthcoming revised website.

Measurable Results or Outcomes

We have a degree of diversity in the workforce which may not be a direct result of our policies but we feel that it reflects positively on our commitment to this principle.

PRINCIPLE 7 BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES

Our Commitment or Policy

We operate an ethical purchasing policy which includes a strong environmental element. In practice, the leadership of Futerra seek to promote a corporate culture which respects the environment. We are also committed to promoting respect for the environment in our work for clients, which often includes encouraging pro-environmental behaviour through innovative communications.

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

A major part of the ingredients for our daily communal lunch is ordered from Abel & Cole, a local organic food supplier. We recycle or reuse all our waste paper. Our office is heated by a large and rather inefficient fan heater so we are currently campaigning for renewable energy for our building, with no firm outcome as yet. However, we continue to save energy wherever possible, and have raised awareness among staff of the importance of switching off equipment and lights when not in use. We also use environmentally friendly paint in painting the office

and favour environmentally friendly suppliers for projects.

The impact of our client work on the environment is hard to quantify but most of our projects aim to have a direct or indirect positive impact on the environment – from internal communications campaigns to large scale national communications strategies. We continue to promote the agenda on effective communication through the Compass Network which we run in partnership with the UK Sustainable Development Commission. It's a network of communicators on environmental issues with over 700 members worldwide.

We have also published a document entitled "new rules: new game" which summarises research into how to change public behaviour in response to climate change. Other work with clients can be found on our website, www.futerra.co.uk.

Measurable Results or Outcomes

PRINCIPLE 8 BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY

Our Commitment or Policy

Nearly all of the projects we do have some element of promoting environmental responsibility. We are committed to furthering sustainable development by everything we do so environment forms a major part of that. Our policy is to seek sustainability and we do so by promoting an understanding of the relationship between public behaviour, the environment and corporate responsibility.

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

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We have also published a document entitled "new rules: new game" which summarises research into how to change public behaviour in response to climate change. Other work with clients can be found on our website, www.futerra.co.uk.

Measurable Results or Outcomes

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

Our Commitment or Policy

We promote environmentally friendly technologies as part of our consultancy work and are seeking to gain more experience with projects which promote such technologies. We believe that many companies in this field are in an emerging market and will benefit from strong and cost-effective communications.

A brief description of our Processes or Systems

Actions implemented in the last year / planned for next year

We were engaged to develop, plan, and do large scale promotion and PR for Shell Springboard, a fund for innovative technologies to tackle climate change. This has been successful at raising the profile of environmentally friendly technology, with 265 applications received last

year and over 300 pieces of press coverage across the UK. Additionally, on our own initiative, on an ongoing we raise awareness of interesting or provocative initiatives and ideas via our website “Hot Topics” at www.futerra.co.uk. We also promote such ideas on our email networks on an informal basis.

Measurable Results or Outcomes

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

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?

We will publish the COP on our new website. We will refer to it in communications with our suppliers, particularly in proposals and marketing materials.

We will encourage all Futerra staff to read and comment on the COP with a prize for the most helpful comment. We will also circulate the COP to members of our advisory group if appropriate and invite their comments and suggestions on how to improve.

We will discuss the COP at our forthcoming away weekend with staff and use it as a tool for picturing the company's future in the year to come.