

ACCELERATING COMMITMENT

CORPORATE SOCIAL RESPONSIBILITY 2012 ANNUAL REPORT



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SECTION 1

OUR RESPONSIBILITY ROADMAP

STATUS QUO **ACCELERATING OUR COMMITMENT**

When in the late 1990s the discussion on sustainability started to pick up, the focus was mainly on natural resources. The motto of the 1998 world exhibition in Lisbon put that view quite perfectly into word, albeit with a focus on the seas: «The Oceans, a Heritage for the Future».

Today, our stance on sustainability has widened. We talk about the social responsibility of corporations, based on the assumption that corporations are citizen as well. Accordingly we have a corporate conscience and must aim to embrace responsibility for our actions.

While there is quite some research on the improved longterm profitability of a more sustainable business model, critics argue that the sustainability discussion might lead away from our economic role. This is certainly the case for a small company, like ours. While it makes sense for large entities to implement quality standards and detailed reporting procedures, we look at our corporate citizenship with a much more pragmatic, practical view: We want to live the standards of corporate social responsibility, rather than just fill in documents.

In this report for 2012 we would like to present our efforts as corporate citizen. We accelerated our efforts by formalizing our processes and rules, but we are also happy to implement some practical elements with which we contribute daily for a better world.

STATUS QUO WHERE WE ARE ON OUR ROADMAP

	Issue	Yes	No	F/A	N/A
Assess	Does the company comply with all relevant regulation on issues covered by the Global Compact principles?	x			
	Does the company identify and assess the risk, opportunity and impact of its operations on issues covered by the Global Compact principles?	x			
Define	Does the company have a policy statement in line with the Global Compact principles?	x			
Implement	Do the company's decision-making processes and management systems include issues covered by the Global Compact Principles?	x			
	Does the company promote issues covered by the Global Compact principles in its interactions with suppliers and business partners?			x	
	Does the company positively contribute to community development?	x			
	Does the company have a trusted procedure for hearing, processing and settling internal and external concerns/complaints?	x			
Communicate	Does the company communicate progress on the Global Compact principles with stakeholders?	x			

Source: Produced with the Global Compact Self Assessment Tool. Tool shared property by the Danish Institute for Human Rights, the Confederation of Danish Industries, the Ministry of Economic and Business Affairs and the Danish Industrialisation Fund for Developing Countries.

SECTION 2

REPORTING BASED ON THE UN GLOBAL COMPACT FRAMEWORK

UN GLOBAL COMPACT STATEMENT OF CONTINUED SUPPORT



Dear reader

We are very pleased to confirm that McKinivan Moos, Inc. reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of human rights, labour, environment and anti-corruption.

In this communication on progress, we describe our actions to integrate the UN global compact and its principles into our business strategy, culture and daily operations. We are also committed to share this information with our stakeholders using our primary channels of communication.

Best regards

Pius Sidler
Senior Partner, Managing Director

GOALS HUMAN RIGHTS

«Businesses should support and respect the protection of internationally proclaimed human rights and make sure they are not complicit in human rights abuses..»

Our statement on human rights

In our operations as a private company we aim at supporting governments in implementing human rights.

We therefore promote and respect human rights standards within our small sphere of influence. Our endorsement of the UN Global Compact and its underlying principles constitutes the guiding framework for our efforts. We aim at promoting and respecting the human rights standards in our relationships with our stakeholders, being our employees, our suppliers and contractors and our clients. The level of influence is defined by the nature and contractual context of our respective relationships. Accordingly our efforts to promote and respect human rights always describe our aspiration to integrate them into the principles of our culture and our daily life.

Employees

We respect and support human rights standards through our human resources policies and practices.

Suppliers and Contractors

We consider the business practices of significant suppliers in light of human rights standards and integrate relevant aspects into our contractual relationships with them.

Clients

We aim to promote the responsible use of our products and services by taking human rights standards into account when vetting prospective clients and executing transactions.

Complicity

We assess the situation in countries where we do, or intends to do, business so as to identify the risk of involvement in human rights abuses and our potential impact on the situation?

Within our purely Swiss based franchise we believe to have a sound national legal framework established that protects the various aspects human rights of workers in

their direct employment and throughout the supply chain. If we would expand our scope of activity and our presence we will reconsider necessary action, also in our relationship with suppliers and contractors.

We regularly document on our progress in implementing this statement as part of our annual corporate social responsibility reporting.

STATUS QUO HUMAN RIGHTS

	Issues	Yes	No	F/A	N/A
Health and safety	Does the company ensure that its workers are provided safe, suitable and sanitary work facilities?	x			
	Does the company ensure that workers are provided with the protective equipment and training necessary to perform their tasks safely?	x			
	Does the company actively involve workers in health and safety work?	x			
Hours, wages and leave	Does the company ensure that the workweek is limited to 48 hours; that overtime is infrequent and limited; and that workers are given reasonable breaks and rest periods?	x			
	Does the company provide a living wage that enables workers to meet the basic needs of themselves and their dependents?	x			
	Does the company ensure that workers are paid holiday leave, sick leave, and parental leave in accordance with international minimum standards?	x			
	Does the company ensure that all workers have an official employment status?	x			
Fair treatment	Does the company protect workers from workplace harassment including physical, verbal, sexual or psychological harassment, abuse, or threats?	x			
	Does the company respect the privacy of its employees whenever it gathers private information or monitors the workplace?	x			
Community impacts	Before buying, renting, acquiring or otherwise accessing land or property, does the company ensure that all affected owners and users of the land or property, have been adequately consulted and compensated?	x			
	Does the company take steps to ensure that company security arrangements are in accordance with international principles for law enforcement and the use of force?	x			
	Does the company engage with local communities on the actual or potential human rights impacts of its operations?	x			
Product stewardship	Does the company take steps to prevent risks to human rights arising from product defects or improper use or misuse of company products?	x			
Country risk	Does the company seek to avoid involvement in human rights abuses owing to government or societal practices?	x			

Source: Produced with the Global Compact Self Assessment Tool. Tool shared property by the Danish Institute for Human Rights, the Confederation of Danish Industries, the Ministry of Economic and Business Affairs and the Danish Industrialization Fund for Developing Countries.

GOALS LABOR STANDARDS

«Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining, the elimination of all forms of forced and compulsory labour, the effective abolition of child labour, and eliminate discrimination in respect of employment and occupation.»

Our Statement on labor standards

In our operations as a private company we aim at supporting governments, sectoral associations, employer's organizations, trade unions and respective non-government organizations in fostering, defining and protecting labor standard.

We therefore promote and respect labor standards within our small sphere of influence. Our endorsement of the UN Global Compact and its underlying principles constitutes the guiding framework for our efforts. We aim at promoting and respecting the respective labor standards in our relationships with our stakeholders, being our employees, our suppliers and contractors and our clients. The level of influence is defined by the nature and contractual context of our respective relationships. Accordingly our efforts to promote and labor standards always describe our aspiration to integrate them into the principles of our culture and our daily life.

Freedom of association and effective recognition of the right to collective bargaining

We ensure that all workers are able to form and join a trade union of their choice without fear of intimidation or reprisal, in accordance with national law. We provide workers' representatives with appropriate facilities to assist in the development of effective collective agreements.

Elimination of all forms of forced and compulsory labor

We aim at understanding the causes of forced labor as a step towards taking action against forced labor. Where forced labor would be identified, we take both workplace and community actions in order to eradicate forced labor practices.

Effective abolition of child labor

We are aware of and understand the causes and consequences of child labor. However we believe that child

labor is no issue in our relationships with our stakeholders, we are particularly vigilant in our supply chain and will be permanently alert for the issue when indicated.

Elimination of discrimination in respect of employment and occupation

We respect all relevant local and national laws. We are aware of the diversities of language, culture and family circumstance that may exist in our workforce. We seek to develop an understanding of the different types of discrimination and how this can affect our workforce.

We regularly document on our progress in implementing this statement as part of our annual corporate social responsibility reporting.

STATUS QUO LABOR STANDARDS

	Issues	Yes	No	F/A	N/A
Freedom of association	Does the company recognise the rights of its workers to freedom of association and to bargain collectively?	x			
	If independent trade unions are either discouraged or restricted, does the company enable workers to gather independently to discuss work-related problems?	x			
Forced labor	Does the company take all necessary measures to ensure that it does not participate in any form of forced or bonded labour?	x			
Child labor	Does the company comply with minimum age standards?	x			
Discrimination	Does the company ensure that employment-related decisions are based on relevant and objective criteria?	x			

Source: Produced with the Global Compact Self Assessment Tool. Tool shared property by the Danish Institute for Human Rights, the Confederation of Danish Industries, the Ministry of Economic and Business Affairs and the Danish Industrialization Fund for Developing Countries.

GOALS ENVIRONMENT STANDARDS

«Businesses should support a precautionary approach to environmental challenges, undertake initiatives to promote greater environmental responsibility, and encourage the development and diffusion of environmentally friendly technologies.»

Our statement on environment standards

In our operations as a private company we aim at addressing both local and global key environmental challenges. In particular, we reconsider our activities in areas such as research, innovation, co-operation, education, and self-regulation to positively address the significant environmental degradation, and damage to the planet's life support systems, brought by human activity.

Precautionary approach to environmental challenges

In relevant cases we aim at best practice in addressing and communicating potential risk for clients and consumers, the public or the environment. We are committed to care for health and the environment and consistently apply such approach throughout the company. In relevant cases we support scientific research, including independent and public research, on the issue involved, working with national and international institutions concerned. We shall join relevant collaborative efforts in our industry to share knowledge and deal with issues, in particular production processes and products around which high level of uncertainty, potential harm and sensitivity exist.

Initiatives to promote greater environmental responsibility

We aim in all our activities towards the «triple bottom line» of sustainable development – economic prosperity, environmental quality and social equity. We therefore both develop sustainability targets and economic, environmental and social indicators as well as establish a sustainable production and consumption program with clear performance objectives to take the organization beyond compliance in the long-term.

We work with suppliers to improve environmental performance, extending responsibility up the product chain and down the supply chain. We shall propose a set of rules of internally as well as through industry or other initiatives to confirm acceptable behavior and performance.

We measure, track and communicate progress in incorporating sustainability principles into business practices, including reporting against global operating standards as far as such efforts make sense in the context of our small organization.

Encourage the development and diffusion of environmentally friendly technologies

We How can business promote the use and diffusion of environmentally friendly technologies?

At the basic factory site or unit level, improving technology may be achieved by (i) changing the process or manufacturing technique, (ii) changing input materials, (iii) changes to the product and (iv) reusing materials on site.

Strategic level approaches to improving technology include the following:

Establishing a corporate or individual company policy on the use of environmentally sound technologies.

Making information available to stakeholders that illustrates the environmental performance and benefits of using such technologies.

Refocusing research and development towards 'design for sustainability'.

Use of life cycle assessment (LCA) in the development of new technologies and products.

Employing Environmental Technology Assessments (EnTA).

Examining investment criteria and the sourcing policy for suppliers and contractors to ensure that tenders stipulate minimum environmental criteria.

Co-operating with industry partners to ensure that 'best available technology' is available to other organizations.

are aware of and understand the causes and consequences of child labor. However we believe that child labor is no issue in our relationships with our stakeholders, we are particularly vigilant in our supply chain and will be permanently alert for the issue when indicated.

Elimination of discrimination in respect of employment and occupation

We respect all relevant local and national laws. We are aware of the diversities of language, culture and family circumstance that may exist in our workforce. We seek to

STATUS QUO ENVIRONMENT STANDARDS

	Issues	Yes	No	F/A	N/A
Precaution	Does the company support a precautionary approach to environmental issues?	x			
	Does the company have emergency procedures in place to prevent and address accidents affecting the environment and human health?			x	
Responsibility & performance	Does the company take measures to reduce energy consumption and emissions of greenhouse gasses?	x			
	Does the company take measures to reduce water consumption and treat waste water?	x			
	Does the company take measures to prevent and reduce the production of waste and ensure responsible waste management?	x			
	Does the company prevent, reduce and treat air emissions?	x			
	Does the company prevent and reduce impacts on the surrounding environment from noise, odor, light and vibrations?	x			
	Does the company minimize the use and ensure safe handling and storage of chemicals and other dangerous substances?	x			
	Does the company prevent, minimize and remedy significant impacts on biodiversity?	x			
	Does the company ensure that natural resources are used in a sustainable manner?	x			
Technology	Does the company encourage the development and use of environmentally friendly technologies?	x			

Source: Produced with the Global Compact Self Assessment Tool. Tool shared property by the Danish Institute for Human Rights, the Confederation of Danish Industries, the Ministry of Economic and Business Affairs and the Danish Industrialization Fund for Developing Countries.

GOALS ANTI-CORRUPTION

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

Our statement on corruption, extortion and bribery.

In our operations as a private company we do not tolerate or engage in corrupt practices.

Steps to maintain a corruption free environment

We agree with the many sources that corruption in all its forms is wrong and detrimental both from an ethical and a business perspective. Within our currently Swiss dominated franchise corruption in all its forms is a minor issue. But we are dedicated to give this issue due attention and implemented the following steps:

- › We introduced anti-corruption policies within our organizations.
- › If we think it suitable and appropriate we shall share experiences and best practices through the submission of examples and case stories to the Global Compact Network Switzerland.
- › We join forces with industry peers and with other stakeholders if relevant to us or the respective community.

We regularly document on our progress in implementing this statement as part of our annual corporate social responsibility reporting.

STATUS QUO ANTI-CORRUPTION

	Issues	Yes	No	F/A	N/A
Company culture and procedures	Does the company take a clear stand against corruption?	x			
	Does the company assess the risk of corruption when doing business?	x			
	Does the company ensure that relevant workers are properly trained?		x		
	Do the company's internal procedures support its anti-corruption commitment?	x			
	Does the company's anti-corruption initiative cover agents, intermediaries and consultants?	x			
Joint actions	Does the company take joint actions with others to engage in and promote anti-corruption initiatives?			x	

Source: Produced with the Global Compact Self Assessment Tool. Tool shared property by the Danish Institute for Human Rights, the Confederation of Danish Industries, the Ministry of Economic and Business Affairs and the Danish Industrialization Fund for Developing Countries.

SECTION 3

REPORTING BASED ON THE GRI FRAMEWORK

GLOBAL REPORTING INITIATIVE **MANAGEMENT STATEMENT**

We are very pleased to report our vision, strategy, goals and achievements with regard to managing the key challenges associated with economic, environmental and social performance of our company.

With this first report we apply under the G3 profile. There could have been an option to report under the G3.1 profile. But as our business focus as a communication, marketing and branding agency goes beyond event services. We might reconsider integrating the additional questions under the G3.1 protocol in the future.

While we do not intend to expand our reporting on economic performance indicators, we intend to expand over the next couple of years first with social indicators that will require training and later if deemed appropriate at that time with environmental indicators.

We will continue to stick to best practice and if for a small company as we are it might make sense, we plan to contribute to our community in regards of sustainability.

As this is the first report it's mainly a moment of recording the status quo. We will see over the next years if we can achieve goals within our environment in economical, social and environmental performance.

The management of McKinivan Moos, Inc.

G3 PROFILE DISCLOSURE SECTION ORGANIZATIONAL PROFILE

Primary brands and services (GRI G3, p 21)

Our primary brand is McKinivan Moos. Our core services are communication advisory services.

Organizational structure (GRI G3, p 21)

Our company lines under the management three departments: consulting, creation and implementation. We are located at Hünenbergerstrasse 5, Cham. This is our only operation.

Nature of ownership and legal form (GRI G3, p 21)

McKinivan Moos, Inc. is a privately held limited company founded under Swiss law.

Markets served (GRI G3, p 21)

We primarily target the Swiss market, but also serve to a limited amount the UK, the United Arab Emirates and Colombia.

Scale of reporting organization (GRI G3, p 21)

McKinivan Moos is a SME. As a privately held company we do not report any figures to the public. Our services are communication, marketing and brand consulting, production and implementation services. There were no significant changes regarding size, structure or ownership during the reporting period.

G3 PROFILE DISCLOSURE SECTION

GOVERNANCE, COMMITMENTS AND ENGAGEMENT

Governance structure (GRI G3, p 22)

As a SME our governance structure is solely focused to the management that is responsible for setting strategy and organizational oversight.

The chair of our highest governance body is accordingly an executive officer.

There are three members in the highest governance body. All of them are executive.

Mechanisms for recommendations or direction to the highest governance body (GRI G3, p 23)

Our shareholders can access the highest governance body informally at any time or during the general meetings. Our employees can inform and consult about working relationships with their contact in the highest governance body at any time. The issues raised by both the shareholders and the employees are taken into reconsideration and reported if appropriate.

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As a privately held company we do not report any figures to the public.

Our services are communication, marketing and brand consulting, production and implementation services.

There were no significant changes regarding size, structure or ownership during the reporting period.

Reporting period, date of last report (GRI G3, p 21)

The reporting period covers the calendar year 2012.

This is our first report under GRI standards.

We aim at reporting annually.

For inquiries contact: info@mckinivan.com

Report scope and boundary (GRI G3, p 22)

This report covers all our activities. We do not report our event services under G3.1 currently, as they are an integrated activity of our communication, marketing and branding advisory franchise.

There are no previous reports.

G3 PROFILE DISCLOSURE SECTION

GOVERNANCE, COMMITMENTS AND ENGAGEMENT

List of stakeholders (GRI G3, p 22)

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Our stakeholders (GRI G3, p 24)

- › shareholders,
- › employees,
- › business partners and suppliers,
- › customers,
- › communication industry, specifically the live communication industry,
- › education institutions and media,
- › civil society.

Defining report content (GRI G3, p21)

This report is currently focused on our shareholders, employees, supply chain partners and customers. We will evaluate new stakeholder group focus in the future.

G3 PERFORMANCE INDICATORS REPORTING ON ECONOMIC INDICATORS

ECONOMIC PERFORMANCE

EC1 *Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.*

As a privately held company we do not publish figures and therefore exclude this indicator.

EC2 *Financial implications and other risks and opportunities for the organization's activities due to climate change.*

The management has discussed the risks and opportunities mentioned under above paragraph.

We don't see an impact of related risks, regulatory risks or costs in the short or medium term for our organizations. We see however opportunities to expand services in the tourism and leisure industry for our agency in the medium term.

We have not quantified potential financial implications of climate change for the organization as of now, because this risk was judged low in the respective risk matrix.

EC3 *Coverage of the organization's defined benefit plan obligations.*

Our benefit plans are defined by the Swiss law on mandatory occupational welfare according to BVG. The obligation to pay pensions under such plan are through a separate and independent legal entity. Once the company paid the annual dues in relation to its payroll there are no further legal, financial or other obligations.

McKinivan Moos contributes 100% of the installments due to the occupational welfare plan.

EC4 *Significant financial assistance received from government.*

In the reporting period McKinivan Moos has not received any financial assistance from government.

The government is not present in the shareholding structure.

MARKET PRESENCE

EC6 *Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.*

Our definition of local is Switzerland. We have no policy on preferring locally based suppliers. However we have a common practice for preferring locally based suppliers, because in most cases we work closely together with our suppliers, which limits the geographical scope.

In the limited area where we can influence purchases in our project work we aim at purchasing products with limited grey energy (transportation) and with a seasonal context.

The factors that influence our supplier selection in addition to geographic location are quality of services and cost. Environmental and social performance are included in our quality assessment.

EC7 *Procedures for local hiring and proportion of senior management hired from the local community at significant locations of operation.*

We currently only hire local staff without preference to local Swiss staff.

EC8 *Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.*

We are engaged, invest and support on a pro bono base in the field of urban planning and the arts both in Switzerland and Colombia. In Switzerland we have supported substantially with our infrastructure and pro bono work the edition of a new architecture guide of our region (Zuger Bautenführer). In Colombia we supported the brand and business plan definition of a new art biennale in Bogotá with a very high social impact (La Otra Bienal).

G3 PERFORMANCE INDICATORS REPORTING ON ENVIRONMENT INDICATORS

SELECTION OF INDICATORS

We decided to currently only report on the aspects of emissions and waste because as a small service company these aspects as of now are reconsidered as low environmental impact by us.

EMMISSIONS AND WASTE

EN18 *Initiatives to reduce greenhouse gas emissions and reductions achieved.*

We systematically offset the CO₂-footprint of our corporate air travels through MyClimate.

EN22 *Total weight of waste by type and disposal method.*

There is no economic way of assessing the total weight of waste of our operations for our primarily office work. However we have defined a strict recycling policy and recycle up to 15 different types of waste: PET, cardboard, paper, cork, aluminum, metal, CD/DVD, nespresso capsules, glass, printer cartridges, electric machines, ceramics, styropor, miscellaneous plastics, newspapers, garments and textiles.

We therefore have built proper separation spaces and boxes. Recycling is organized through our local recycling facility (Oekihof).

We separate organic waste from the other waste for separate weekly collection.

EN26 *Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.*

We are in process of defining policies and try to stimulate our clients to obligate suppliers to stick to such policies. Further action necessary.

COMPLIANCE

EN28 *Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with environmental laws and regulations.*

Zero.

G3 PERFORMANCE INDICATORS REPORTING ON SOCIAL INDICATORS

LABOR PRACTICES AND DECENT WORK

Working within a standard frame work aiming at best practice in labor practices and decent work we currently focus on reporting our position and goals in diversity and equal opportunity only.

DIVERSITY AND EQUAL OPPORTUNITY

LA13 Composition of governance bodies and breakdown of employees per category according to gender, age group, minority group membership, and other indicators of diversity.

Total number of employees per category:

- › board 2/12, male/female ratio 0%.
- › senior management 3/12, male/female ratio 33%
- › advisory, creation and implementation 12/12, male female ratio 50%.

Minority groups:

- › we do not segregate but rather include minorities.

Age groups:

- › under 30 years old: 50%.
- › 30-50 years old: 40%
- › over 50 years old: 10%

LA14 *Ratio of basic salary of men to women by employee category.*

It is a clear policy of McKinivan Moos that the ratio of the basic salary of women versus that of men in each employee category is identical.

HUMAN RIGHTS

After assessing our human rights scenario we decided to report in following years on investment and procurement practices, non-discrimination, freedom of association and collective bargaining, child labor, forced and compulsory labor as well as security practices and indigenous rights, as they are not highly relevant to our daily work. However we refer to the respective sections in our reporting under the UN Global Compact.

COMMUNITY

SO4 *Actions taken in response to incidents of corruption.*
There have been no incidents of corruption reported

PUBLIC POLICY

SO5 *Public policy positions and participation in public policy development and lobbying.*

We are engaged in contributing as citizen to build the awareness of urban planning and architecture because we believe that the old and new architecture, engineering works, gardens and free landscapes are an important value to society. We therefore support both government and NGO activities in this field.

The stance we hold is ideally not linked to our commercial activities. However some commercial activities, especially in the reporting period, might result from these activities but are not the reason or driver for this engagement.

SO6 *Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.*

Switzerland: approximately CHF 1,500 through work.

COMPLIANCE

SO8 *Monetary value of significant fines and total number of non-monetary sanctions for noncompliance with laws and regulations.*

Zero.

PRODUCT RESPONSIBILITY

As a small service company we currently do not focus on reporting on product responsibility.

We practice honest and appropriate communication. Legal aspects of branding, marketing and communication programs are clarified if necessary. We respect customer privacy and comply with all relevant laws.

SELF DECLARATION GRI APPLICATION LEVEL C

G3 PROFILE DISCLOSURES

We have reported on 1.1, 2.1-2.10, 3.1-3.8, 3.10-3.12, 4.1-4.4, 4.14-4.15.

G3 MANAGEMENT APPROACH DISCLOSURE

Not required.

G3 PERFORMANCE INDICATORS

We reported on 6 economic, 4 environmental and 6 social performance indicators. The reported 16 indicators are above the required 10 indicators for the GRI application level C.

As the managing director of McKinivan Moos, Inc. I hereby declare that to the best of my understanding this report fulfills the requirements for a GRI G3 Application Level C.

Pius Sidler
Senior Partner, Managing Director
April 2013

SECTION 4

REPORT ON ACTIONS TAKEN

ACTIONS TAKEN IMPLEMENTING THE FIRST QUICK WINS

LEARNING FROM THE FIRST STEPS

We decided in 2010 to join the UN Global Compact but when faced with the necessity to produce a progress report did not find our way so well.

In the meantime we are a member of the local Swiss network of the UN Global Compact and made our first steps in establishing base documents like basic statements, policies and establishing procedures.

We are now curious and committed to find out how we as a small enterprise can contribute to sustainability. However we made already our first steps.

OPTIMIZING WASTE HANDLING

In 2011 we implemented very strict rules on separating waste and forwarding a maximum out of this waste either to the organic waste collection or then to recycling. In our region communities provide great recycling centers, they even have converted an old public transport bus into a mobile recycling center touring the canton.

So we started collecting up to 15 different elements of waste: PET, cardboard, paper, cork, aluminum, metal, CD/DVD, nespresso capsules, glass, printer cartridges, electric machines, ceramics, styropor, miscellaneous plastics, newspapers, garments and textiles.

Storage of this waste dedicated to recycling however was a nuisance. So when in 2012 we decided to rebuild parts of our offices, we wanted to support our recycling mission with adequate storage.

Now we have in our printer room sufficient and well labeled containers for general and confidential printouts, for newspapers and cardboard. And in our office kitchen we have an elegant storage area space for all the other types of waste we consistently save for recycling.

The impact of this new storage facilities is that our employees know perfectly where all the resources must go to but recycling is made easier to them too. And we recycle more.

To build and sustain awareness further, one senior manager takes every month another of our colleagues to the local recycling center to take our waste to recycling and

to show how this is done and how popular recycling is in our region. As an effect employees are not only more aware of the need for recycling, they also adhere more strictly to our recycling policy.