

**ZED EVENT MANAGEMENT AND CONSULTANCY  
UN GLOBAL COMPACT COMMUNICATION ON PROGRESS REPORT  
(31 May 2007–31 May 2008)**

**General Information**

**Type of organisation** : Professional Congress Organisation

**Name of the organisation:** ZED Event Management and Consultancy

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**Number of employees** : 48

**Type of activity** : Professional Congress Organisation,

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**Company Information**

As one of the rising stars of tourism, "Congress Tourism", being both international and national, has been continuously gaining pace in today's world. Each national or international meeting provides the opportunity to share information and experiences through exchange of ideas and thousands of interaction fields and each meeting also contributes to global dynamism with the new horizons opened up to the world. With its increasing value, the concept of "Professional Congress Organization" has gained importance, especially in the recent years.

ZED that has been operating for 16 years and leading in the Congress Tourism sector with its high quality services and its values. ZED is proud of reaching a high point in the sector with its successful organizations and has the title of "Professional Congress Organizer" by bearing in mind the responsibilities that the title brings along.

Since 1992, its development has been rooted in a strong philosophy and respect for human values. ZED has been working in the fields of organization of professional events, public relations and advertisement with its, modern and expert team; and in the light of innovations and developments in the sector and in the business world it increases the level of its targets each year. By being aware of the fact that the most important communication tool that will carry our country to information and knowledge era are the successful organizations, effective advertisement campaigns and public relations activities; ZED carries out its activities with its dynamic and expert team in Ankara, İstanbul and İzmir offices which are modern and fully equipped with the latest technology of the century.

ZED is the member of the leading international institutions of the travel agencies, professional congress organizations, meetings sector, including TÜRSAB (Association of Turkish Travel Agencies), UFTAA (Universal Federation of Travel Agents Association), ICCA (International Congress & Convention Association), IAPCO (International Association of Professional Organizers), HCEA (The Healthcare and Medical Convention & Exhibitors Association), UN Global Compact, CSR in Turkey (Corporate Social Responsibility Association) and ICVB (İstanbul Convention & Visitors Bureau). ZED also has successfully achieved ISO 9001 Quality Management System Certificate.

### **ZED Event Management and Consultancy's Services**

- Services regarding the project management, planning and coordination of the activities
- Budgeting and financing services,
- Service for the selection of destination and location,
- Transportation services, (Sea and land transport, provision of domestic and international flight tickets and transfers)
- Private vehicle rental services, (Boat, helicopter, airplane, bus, minibus, etc.)
- Welcoming, accommodation, information and registration services,
- Technical services for events, (Audio/lighting systems, computer, network systems, photocopy and fax machinery, imaging and record systems, simultaneous interpretation systems, etc.)
- Organization of the social activities before, after and during the meetings,
- Decoration of the meeting venues,
- Organization of the activities of public relations,
- Provision and decoration of exhibition and fair stands,
- Organization of special parties and performances,
- Translation services, (Consecutive, simultaneous interpretation and translation)
- Designing and manufacturing of printed and stamped materials, (Announcement and invitation cards, booklets, bags, ID badges, memo pads, pens, flag and pennants, clipboards, display posters, directional signs, name plates for doors and tables, etc.)
- VIP services (Accommodation, transportation, welcoming, ticketing etc.)
- Staffing services, (Host / Hostess, Security, Cleaning, etc.)
- All kinds of insurance services within the scope of the meeting.

Private Organizations, State Institutions and Occupational associations with their congresses, conferences, seminars, symposiums, inauguration and groundbreaking ceremonies and grand sports activities etc.

Companies with their trainings, incentives, excursions, meetings for the launching and presentation of their products,

## **ZED - UN GLOBAL COMPACT COMMUNICATION ON PROGRESS REPORT (31 May 2007–31 May 2008)**

The Global Compact's operational phase was launched at UN Headquarters in New York on 26 July 2000. Today, more than 4000 companies from all regions of the world, international labor and civil society organizations are engaged in the Global Compact, working to advance [ten universal principles](#) in the areas of [human rights](#), [labour](#), [the environment](#) and [anti-corruption](#).

The Global Compact offers facilitation and engagement through several mechanisms: Policy Dialogues, Learning, Country / Regional Networks, and Partnership Projects.

The Global Compact involves all the relevant social actors: **governments**, who defined the principles on which the initiative is based; **companies**, whose actions it seeks to influence; labor, in whose hands the concrete process of global production takes place; **civil society** organizations, representing the wider community of stakeholders; and **The United Nations**, the world's only truly global political forum, as an authoritative convener and facilitator.

### **The Global Compact in Turkey and ZED Event Management and Consultancy**

The Global Compact in Turkey has begun a series of seminars in eight cities (Konya, Erzurum, Trabzon, Bursa, Gaziantep, Denizli, Ankara and Adana) in Turkey to introduce the Global Compact and corporate governance principles. The remainder of the day involved presentations from the Global Compact.

The Global Compact in Turkey was organized by UNDP in 2002 together with the Turkish Confederation of Employers Association (TISK). The growing membership includes more than 90 signatories of which several are large size conglomerates that have signed on behalf of all of the companies in their group.

International Public Private Partnership (PPP) Summit held by ZED Event Management and Consultancy and Corporate Social Responsibility (CSR) Association in Turkey with UNDP in Ankara. Opportunities for promoting partnerships within Turkey were the focus of "International PPP Summit", where representatives from the private sector, government, civil society and international development agencies gathered. The main topics of discussion centered on aligning the conventional PPP approach with the concept of Corporate Citizenship and the principles of the Global Compact.

**ZED Event Management and Consultancy** is the primary occasion for **ZED** from Turkey to share experiences, review and compare progress, identify best practices, and adopt recommendations intended to enhance the effectiveness of ZED in achieving quality improvements. The goal is that over time ZED will take more responsibility for its own self-governance and for the agenda and outcomes of ZED Events.

The purposes of the ZED Events are to:

- Recognize and foster learning around best practice ZED activities
- Identify opportunities for ZED to work together and support each other
- Identify congress tourism in Turkey needs, including for capacity building
- Develop policies and procedures for congress tourism in Turkey, including relating to quality assurance, brand management and integrity measures

ZED Event Management and Consultancy has a vital and creative role in deepening the engagement of all participants at the local level—making globalization inclusive – locally."

Identifying ZED priorities relating to responsible business practices

- Organizing learning and dialogue events
- Mobilizing collective action on different priority issues and examples

- Motivating participating companies to develop partnership projects to contribute to the UN and Millennium Development Goals
- Sharing information and exchanging experiences through their participation in local, regional and global events
- Showcasing on a global platform good practice with regard to the implementation and partnerships at the local level

### **ZED Head Quarters Activities (31 May 2007–31 May 2008)**

	<b>Name of the Event</b>	<b>Host of the Event</b>	<b>Date</b>	<b>Place</b>	<b>Number of Participants</b>	<b>Staff Part-Time (worked)</b>	<b>Staff Full-Time (worked)</b>	<b>Suppliers (contracted)</b>
<b>1</b>	Turkey-Pacific Island States Ministerial Conference	Ministry of Foreign Affairs of Turkey	9-11 April 2008	İstanbul	250	43	9	12
<b>2</b>	EXPO 2015 Izmir 2. International Symposium	Ministry of Foreign Affairs of Turkey	13-16 February 2008	İstanbul	1200	79	13	21
<b>3</b>	UNCTAD 12 Meeting	Ministry of Foreign Affairs of Turkey	4-5 March 2008	İstanbul	60	22	8	11
<b>4</b>	Expo 2015 İzmir I. International Symposium & International Exhibitions Bureau (BIE) Examination Committee Visit	Ministry of Foreign Affairs of Turkey	5-9 November 2007	İstanbul	45	10	4	7
<b>5</b>	EXPO 2015 İZMİR - I. Uluslararası Sempozyumu	Ministry of Foreign Affairs of Turkey	15-20 October 2007	İstanbul	800	71	12	19
<b>6</b>	Expanded Neighbouring Countries of Iraq Foreign Ministers Meeting	Ministry of Foreign Affairs of Turkey	02-03 November 2007	İstanbul	735	60	12	22
<b>7</b>	BSEC Council of Ministers of Foreign Affairs 17. Common Meeting	Ministry of Foreign Affairs of Turkey	23-24-25 October 2007	İstanbul	550	47	6	16
<b>8</b>	Entrepreneurship and Investors Summit	Middle East Technical University	31 October / 01-02 November 2007	İstanbul	180	15	4	12
<b>9</b>	38. ICANAS Meeting	Turkish Prime Ministry, Atatürk Culture, History and Language Association	08- 17 September 2007	Ankara	1750	65	7	13
<b>10</b>	15 <sup>th</sup> Anniversary Summit of Black Sea Economic Cooperation (BSEC)	Ministry of Foreign Affairs of Turkey	25 June 2007	Ankara	110	22	5	12
<b>11</b>	2. Blacksea Caspian Regulatory Conference	Turkish Telecommunication Establishment	22 - 23 June 2007	İstanbul	230	23	5	15
<b>12</b>	Uluslararası Uygunluk Değerlendirme Sempozyumu (ICAS)	European Union	7 - 8 June 2007	İstanbul	300	21	6	13
<b>13</b>	62nd Session of the Steel Committee Meeting and Roundtable on Consolidation in the World Steel Industry	Undersecretariat of Foreign Trade	17 - 18 May 2007	İstanbul	150	15	4	14
<b>Total</b>					<b>6360</b>	<b>492</b>	<b>95</b>	<b>187</b>

## **ZED Istanbul Department Activities (31 May 2007–31 May 2008)**

43 different events in Turkey made by ZED Event Management and Consultancy Istanbul Department during the dates period of 31 May 2007–31 May 2008. These events details;

**Host of the Event:** Private sector companies (Mercedez Benz, Eczacıbaşı Yapı-İntema, Türkcel İletişim, Anka Film, DHL Taşımacılık etc.)

**Places and Dates:** İstanbul, Ankara, İzmir, Antalya, Adana, Aksaray, Nevşehir Samsun, Trabzon, Kıbrıs. - 31 May 2007–31 May 2008

**Number of Participants:** More than 20.000

**Staff Full-Time (worked):** 300

**Staff Part-Time (worked):** 400

**Suppliers (contracted):** 750

Companies with their trainings, incentives, excursions, meetings for the launching and presentation of their products made by ZED

## **ZED-The Communication on Progress (COP)**

The Communication on Progress (COP) is a report designed to demonstrate the continual improvement of a company's implementation of the ten principles. ZED Company has one full year from initial engagement to send its first COP last year.

We have chosen the values to share with ZED employees throughout the world: team spirit, service spirit and the spirit of progress.

In 2006, we formalized our ethical principles, trust and respect for people, transparency and non-tolerance of corrupt practices, through a contract signed by our partners.

The contract commits us to pursue continuous improvement and the achievement of measurable progress targets, for our customers, associates, suppliers and shareholders.

The diversity of our teams is an asset and our commitment to equal opportunities, respect for people and fighting discrimination permeates our organizations and all our dealings with stakeholders

This fundamental responsibility is formalized through policies and programs that increasingly take into account environmental and social criteria.

Respecting the environment means creating the setting for a better quality of life for everyone. Although ZED is classified as a non-polluting company, we have always been attentive to the environmental concerns of our clients and partners.

The Global Compact requires participating companies to produce, annually, a Communication on Progress (COP) in order to promote transparency and accountability, share corporate practices, and protect the integrity of the initiative. The Global Compact has created one of the largest repositories of corporate citizenship reports, and further strong growth is expected.

We have also continued for the development of the following items

### **A- Human Rights (Principle 1 and 2)**

ZED Event Management and Consultancy supports the UN Universal Declaration on Human Rights and regards the declaration as an essential part of the ethical foundation

for our company. We seek to advance human rights in our day-to-day operations by enhancing diversity and creating a safe and fair work environment. Our affiliations with clients, stakeholders, and outside organizations have helped us develop a culture of respect for others and a compulsion for progress in human rights

- ZED employees are treated with dignity and given fair and just rewards for their work. We provide healthy working conditions and ensure non-discrimination in our business practices.
- ZED maintains a policy of strong commitment on health and safety issues.
- To introduce a training programme for staff to discuss complicity.
- As a responsible employer ZED Event Management and Consultancy ensures the highest standards both in physical conditions such as lighting, heating, ventilation and air-conditioning and in safest work practices, thus promoting employee welfare and health.
- ZED supplies health insurance policy for the employees who completed their first year within the company.
- We created a transparent and democratic working environment where all employees could express their views on any issues related with our company. We organize a few staff meetings each month employees raise their suggestions.
- We have been giving CSR consultancy service to number of voluntary organizations such as Corporate Social Responsibility Association ([www.kssd.org](http://www.kssd.org)) and Turkish Public Health Association ([www.t-hasak.org](http://www.t-hasak.org))
- ZED's policy to provide a safe workplace for all employees. Threats, threatening language or any other acts of aggression or violence made toward or by any ZED employee are not tolerated.
- ZED doesn't work with companies which are complicit in human rights abuses.
- ZED believes that every human has the right of education and that education will create the way of keeping human rights. Thus, as ZED provides Scholarships for many students.
- ZED works with many organizations from Europe, America and all around the World. We select those companies based on who follow and respect of human and social principles. Also, many of the multinational agencies and companies that we work together have the same principles.

#### **B- Labour Standards (Principle 3, 4, 5, 6)**

- ZED's employment policies and practices codify our support for a fair, safe and diverse workplace everywhere we operate. We cannot deliver for our clients if our employees do not feel safe or are not treated fairly.
- Prior to employment, it is our policy to be transparent about the working terms and conditions. ZED's employee policies are specified within employment contracts. These contracts clearly state the actual working conditions and their rights. So, all employees are aware of them and agree upon it before signing.
- In accordance with Turkish law, which states the legal age of employment being 18, ZED is against child labour and never works together those who condone this problem. ZED doesn't work with any company which uses child labour.
- ZED has always been supporting the freedom of association and the effective recognition of the right to collective bargaining.

- ZED has the highest understanding of professional equity, by believing that our success is not based on abilities of a couple of individuals, rather it comes from real team work practices. Diversity helps us attract and retain the best talent, be more creative, create a better work environment and provide our clients with the most informed counsel possible.
- All employees' salary increase is depending on their performance and on their added value to their work. All employees are accorded equal opportunities to develop the knowledge, skills and competence that are relevant to their job. ZED started to conduct a training needs analysis for specific roles within the organization. ZED arranged several training programmes for our staff according to specific role's training needs. ZED seeks to eradicate discrimination, increase cross-cultural understanding and eliminate workplace violence and harassment. In addition to all above, ZED organize in-service training which are learning languages, training first aid, rules of protocol, training occupational courses, congress software, and personal developing courses, team work and regular social events which are birthday parties, weekend activities, barbecues, table tennis, football match etc.
- Many of the Compact principles on human rights and labour standards are not directly relevant to our operations. However, several ZED labour policies are all employees should be able to enjoy a work environment that is free from harassment and free from discrimination including that of race, colour, national origin, ancestry, religion, marital, age or gender. Any harassment or discrimination of employees or others at ZED undermines the integrity of our employment and our relationships. This conduct is unacceptable and will not be tolerated. ZED expects its stakeholders and clients to support these guidelines.

### **C- Environment (Principle 7, 8, 9)**

We believe that every generation should live better than the last.

Business has the know-how, the skills and the resources to tackle the social, ethical and environmental issues with the potential to impact our long-term prosperity. And we are. This report sets out how we are working to build value for our customers, employees and shareholders.

- ZED applies the precautionary principle and seeks to minimize the environmental impact of its activities. Social and environmental impact assessments and reviews are performed regularly throughout project cycles in accordance with international standards and requirements. ZED will promote environmental responsibility
- Training and awareness programmes for our staff in order to achieve continual progress in environmental protection performance.
- ZED aims at collaborating with stakeholders for protection of environmental quality and environmental values, to use every effort in use of energy and natural resources for a sustainable life and environment, to work for the development and implementation of environmental friendly clean technologies, voluntary environmental management systems and environmental standards and to collaborate and exchange information with local, national and international organizations to that end.
- ZED started to reduce paper consumption and increase paper and other materials and avoiding unnecessary expenses. ZED encouraged its staff to correspond and communicate from electronic issues and minimize paper usage.
- Improve and strengthen our water consumption reporting.

#### **D- Anti-Corruption (Principle 10)**

- ZED Event Management and Consultancy always do against corruption in all its forms, including extortion and bribery.
- ZED has developed its own code of conduct. We are the first congress tourism firms to have a code of conduct governing our actions directly related to the practice of congress tourism.
- The corporate social responsibility report that ZED is developing will be a mechanism for increased operating transparency. By making our social and environmental operations public, we hope to increase our openness with our stakeholders.
- ZED will make no contributions or payments to political candidates or movements. ZED will not accept or offer gifts, gratuities, entertainment or favors unless they are of nominal value and are normal and customary in the business circumstances.