

UN Global Compact CoP

ikp

Vienna, February 2014



THE GLOBAL COMPACT

COMMUNICATION ON
PROGRESS

This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.

[ikp. Communication that makes the difference.](#)

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1 About ikp

ikp has been one of the top PR agencies in Austria for almost 25 years. With approx. 35 employees in its offices in Vienna, Salzburg and Dornbirn, ikp offers all instruments of integrated communications management and is currently developing and implementing communications strategies and solutions for more than 55 clients from a wide variety of different branches of the business arena.

As the fourth largest communications agency in Austria, ikp provides comprehensive consultation to clients from the sectors finance, industry, trade and commerce, IT, telecommunications and high-tech, the services industry, the public sector, non-profit organisations and pharmaceuticals / health / well-being. The range of ikp services encompasses all instruments of integrated communications management, from CI and CD development to company/product PR, media relations and crisis communication, lobbying and public affairs through to wording, corporate publishing, online relations and success controls.

As the long-term preferred partner in Austria of Porter Novelli, one of the largest international PR networks, ikp has one of the most comprehensive agency networks in CEE and GSA at its disposal and can call upon the know-how from over 100 offices in 65 countries around the globe.

Overview:

Dates and facts

- ▶ Ranked among the top 4 PR agencies
- ▶ € 3.5 million in professional fees earned in 2012
- ▶ Offices in Vienna, Salzburg and Dornbirn; partners in Klagenfurt and Graz
- ▶ An independent and owner-run company since 1990
- ▶ Certified in accordance with CMS III



Awards received

- ▶ Numerous national awards; awards and nominations in various categories (1992, 1993, 1995, 1996, 1999, 2003, 2008, 2010, 2012, 2013)
- ▶ European Excellence Award 2009
- ▶ IPRA Golden World Award 1995
- ▶ Best PRactice Award 2006, 2007 and nominated in 2012
- ▶ Goldenes Skalpell + Platinum & Gold EFFIE 2009
- ▶ Salzburger Landespreis für Marketing und Kommunikation (2008, 2010, 2012)
- ▶ AdWin Vorarlberger Werbepreis 2009

International Network

- ▶ Preferred Partner of Porter Novelli in Austria
- ▶ Over 100 offices in 65 countries worldwide

Memberships



PRQualityAustria



ÖSTERREICHISCHE
PUBLIC AFFAIRS
VEREINIGUNG

VIKOM

2 About this report

2013 was an eventful year for the ikp Taskforce CSR: We developed a work programme for the entire year to which all employees contributed and implemented this on a step-by-step basis.

To strengthen our CSR programme, we increased the size of our Taskforce CSR in the summer. The CSR team is now made up of Susanne Hudelist, Silvana Grisseemann, Denise Böhm and Elizabeth Boyewa.



Susanne Hudelist
Managing Partner
Supervision



Silvana Grisseemann
Junior Consultant
Lead



Denise-Tina Böhm
Junior Consultant



Elizabeth Boyewa
Office Management

ikp has comprehensively pledged its commitment since 2007 to the ten principles of the UN Global Compact. With this commitment, we underline that we refrain from any actions which contradict or could be seen as contradicting these principles. As a national PR agency, we are, however, not directly involved with certain topic areas. It is for this reason that we focus in our day-to-day work on what we can tangibly influence with our actions.

The most important areas where we can act is shaping the relationship with our employees, our contributing to the community socially and heightening our environmental awareness. In this Communication on Progress, we primarily report on what actions ikp has undertaken with respect to these three issues, what we indeed implemented in 2013 and how we gauge our level of commitment to these issues.

In the chapter "In Focus" we additionally explain what our CMS III certification means for the issue of sustainability, how we support and foster the next generation of PR and marketing experts and how we attempt to contribute to a better working relationship between PR and journalists in Austria.

3 Editorial

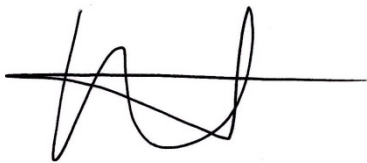
Dear Readers,

The year 2013 was one strongly characterised and influenced by the issue of sustainability for ikp. We transformed and expanded our internal CSR Taskforce, developed a work plan and successfully implemented a number of measures: moving into an energy-efficient office, redesigning the employee work stations with back support cushions as well as new pro bono services for social initiatives.

What is new is that we have identified three central areas with respect to sustainability which we plan to develop further on an ongoing basis. For our primary stakeholders, the ikp employees, we are expanding the topic of "Sustainability in the Team". In order to benefit the stakeholder group that is the community or the wider society, we are concentrating on our "Commitment to the Community" and our, what has now become traditional, pro bono work. In relation to the third topic area of energy-efficiency and environmental protection, we have developed a catalogue of measures for "Environmental Sustainability".

Our actions have been honoured with the CMS Standard III certification for which sustainability is one of the focal points. In terms of sustainability, we achieved a rating of 90% maturity right from the start.

The report should provide an overview of what CSR means in concrete terms for ikp, how we use it in our day-to-day work and how we live these values on a daily basis.



Susanne Hudelist

On behalf of the ikp Taskforce CSR

4 Sustainability in the team

4.1 Our team

Our team is made up of very different personalities, each with high social and professional knowledge and skills. What unites us is the passion for what we do each and every day.

We want that our employees enjoy their work and have fun doing it. They should enjoy tackling new challenges, develop creative and fresh ideas and then implement them quickly and effectively. This involves the regular exchange and sharing of information among teams and offices and the integration into the company strategy. Besides being an attractive company to work for, with a performance-oriented salary and the prospect of a long-term career, ikp also places a great deal of importance on creating a pleasant and healthy working environment for all its employees.

In the three ikp offices in Vienna, Salzburg and Dornbirn, we employed around 35 full-time employees on average over the year. Over 70% of all ikp employees are female. In addition to the full-time employed members of the team, we also regularly offer opportunities for work-placement students. Over the course of a six-month internship, we give students of communication science and those attending relevant courses at universities of applied sciences their first chance to get a glimpse of daily business practices. The students support the teams with important tasks and projects and can, as a result, learn and gain invaluable knowledge and experience for a later career in the PR business.

4.2 Employee development

► Integrating a new team member

In order to make the start for all new employees easier, ikp has developed a time-table for their first week. Each new employee is greeted with a "welcome breakfast" on their first day in order to meet and get to know their new colleagues and they also receive the ikp employee handbook with our organisational chart, customer-care teams and guidelines explaining our services and our working principles. Within their first five days, each new team member has the so-called ikp global conversations during which the company management explains who we are and what we do. A great deal of importance is placed on the company values and codes of honour. The new employee also learns the basics of the various data banks and platforms and is introduced to the work with clients. On the second evening, a "welcome drink" is shared with the rest of the team. A first feedback review is then held after the first

week. Each new team member is assigned their very own "buddy" who is there to help them at any time as they adapt to their new job.

▶ **Further education and training**

In order to be best able to support the further education and training of our employees, we initiated the internal further education scheme **ikp Academy** as far back as 2006. Within the framework of a variety of presentations, our employees share and pass on their knowledge and expertise internally to their colleagues. External consultants and experts are also invited to expand the professional, social and personal skills and competencies of our teams.

The ikp Academy seminars held in 2013 addressed, among others, the following issues and subject matter:

- ▶ Wording
- ▶ Talk with the journalist Robert Kleedorfer / Kurier newspaper (deputy departmental head for Business, Automobiles, Travel)
- ▶ Conception technique
- ▶ Print academy
- ▶ Media agency insights
- ▶ Marketing agency insights
- ▶ How company evaluation platforms function
- ▶ How monthly magazines work

Each ikp team member can also take part in **external further education and training events** in addition to the opportunities offered internally. These events are discussed within the annual employee reviews and are selected and decided upon in accordance with the individual employee's know-how and interests. In 2013, each employee on average took part in 2 to 3 external seminars/workshops.

▶ **Employee review**

We developed a new system for the employee reviews in 2013. In the "development review" in autumn, work performance, client service, work within the team, the employment situation and the further education and training situation are discussed with the direct supervisor. In the "business review" which takes place with a member of the management in spring, hard facts are discussed: profitability, productivity, turn-over, working hours, achievement of objectives and salary discussions.

4.3 Integration of employees

Transparency is very important to ikp. At ikp, the entire team is informed on a monthly basis through **ikp Jour Fixes** about the current status of the company using the Balanced Scorecard System with the business areas internal processes & organisation, communication & self-marketing, and new business. In special open categories, employees have the opportunity to express their wishes, requirements and suggestions and to actively influence in which direction the company develops:

- ▶ Space for remarks/questions
- ▶ News from the teams, news from the competence centres
- ▶ Key learnings in the area of client service

In the **ikp Stopovers** which take place every quarter, the company management presents to the employees how the company is developing in the areas financial system / management & communication / client service / client satisfaction / new business / human resource management / company development and company planning. Holding such events keeps the employees up-to-date on the current state of the company's development. In the round of discussion known as "What remains to be said", which then takes place, each employee has the opportunity to voice their own opinions and ideas. Such measures allow the employees to be directly involved in the strategy development and increase their sense of attachment to and solidarity with the company.

A new tool that was developed by the CSR Taskforce in 2013 is the **ikp Open Forum** – a brainstorming tool that can be contributed to by all team members on all manner of topics and issues, both external and internal. It is a valuable tool when, for example, we need to develop a special idea for a client event, we need to come up with a new name for a magazine, or when we want to bring together new ideas and measures for our own self-marketing. Meetings are often called when new ideas need to be found. Those taking part are from different teams which means that they often are not from that particular branch of business – this delivers fresh ideas and completely new insights from outside the box.

4.4 Health at work

A particular focus for us in this year's programme was health at work. In addition to the visit of an occupational physician who checked each work station and asked each employee in detail about their working situation, we also put a great degree of time and effort into the topics of catering, exercise and greening.

In terms of catering, we offer all employees:

- ▶ Food vouchers valued at €4.40 for each work day

- ▶ An organic fruit basket twice a week from the organic farm Biohof Adamah
- ▶ Non-alcoholic drinks (coffee, organic teas, various fruit juices, mineral water)
- ▶ Alcoholic drinks (beer, sparkling wine, wine).

Each employee was allowed to decorate their own work station or desk in the new office which we moved into in March 2013. This meant that they could decide on which pictures would hang on the walls, avail of professional greening advice, hang up their own pinboards, etc. There are now also active sitting balls and sitting cushions which help to strengthen the back muscles and so prevent back pains.

The **ikp Exercise room** is also new: During the half-hour "PE lessons for everybody", Taskforce team members demonstrate simple eye and back exercises for example, which each employee can do at their work station or desk.

4.5 Team spirit and activities programme

In order to promote a positive working environment in our offices, we regularly organise activities and trips for all the staff.

Another useful tool is the **ikp Update** – this involves round-table discussions of current news and issues such as new client acquisitions. The **birthday toast** takes place for each employee on the day of their birthday at half past five in our staff room. The relevant team to which the employee belongs organises a cake or snacks which ikp pays for.

Following the discussion about the company development at the stopover meetings, which take place every quarter, there is always a **joint evening programme** organised by two employees. Last year employees got to know each other better through, for example, video clip dancing, a "blind" trip through a darkened city, a puzzle rally race around the local area or a tour through Vienna's Spittelberg city district.

A highlight in 2013 was the **company excursion** with the employees from **all the offices** together. The team members from all three offices had the opportunity to get to know each other better over the course of a fun-packed weekend in Vorarlberg. The shared time and experiences helped to strengthen the sense of togetherness and give further character to ikp's company culture.

Besides the joint activities undertaken with the other offices, each office also enjoyed its own office excursion. ikp Vienna spent its first **Social Day** at the wine harvest which raised money

for the charity project WineAid which benefits the Kinderkrebshilfe charity supporting children with cancer.



At our **Christmas party** we were able to practice our ice stock sport skills and afterwards we enjoyed a 7-course menu in a cosy little restaurant close to the agency office.

4.6 Family-friendly

The work-life balance of our employees is also an important issue for us. Just like in every other company, there are times when the workload is higher than at other times. Despite, or more than anything because of this, we make it possible for our employees to find the right balance between, job, family and free time. This is because we are fully conscious of the fact that the physical as well as psychological well-being of our employees are decisive factors for their working performance and if they enjoy what they do.

Family and employee-friendly measures are lived each and every working day. We take the family-related and further education and training needs of our employees into consideration when deciding on work schedules and when holidays can be taken. Our deputising system also makes greater flexibility possible: at least two consultants are assigned to each client. This guarantees consistent client service and allows our employees more flexibility when organising family duties and attending further education and training measures.

ikp Vorarlberg GmbH incorporates family, privately as well as professionally: In January 2014 ikp Vorarlberg has been awarded the title "Certified Family-friendly Company". It is already the third time that ikp Vorarlberg has received this coveted seal of approval.



The initiative recognises on a bi-annual basis companies that foster a family-friendly company culture and staff policy. The award was presented for the ninth time in 2014. ikp Vorarlberg was recertified in the middle of January. "We live family, privately and professionally. Family-friendliness is a firmly anchored guiding principle for our company: we take the school timetables and child-care and kindergarten times of our employees' children and the working and holiday times of their partners and spouses into consideration when deciding on work schedules. I'm delighted about this award, both as Managing Director but also as a father," says Martin Dechant, Managing Director of ikp Vorarlberg GmbH. The decisive factors for receiving this seal of approval are the family-friendly possibilities that the company has, but more importantly, implements.

5 Community commitment

Our community commitment is based on two activities. The first is providing our expertise and services free-of-charge to a selected group of NGOs and the second being donation and charity campaigns which we organise and support on a regular basis.

5.1 Pro bono work tackling social issues

Our know-how should not only benefit our clients. We want to make an active contribution to social development. We do this by making our know-how available to community-relevant initiatives for free. We work on a pro bono basis for the following initiatives:

► Reporters without borders

The global proclamation and respect for human rights is something of great importance to us. PR represents an important element within a functioning democracy, freedom of the press and the right to free speech are fundamental conditions which need to exist so that democracy can too. It is for this reason that we have been supporting the globally-active organisation "**Reporters without borders**" with its media work in Austria since the beginning of 2008.

Reporters without borders fights for the freedom of the press and journalists worldwide and supports the families of those journalists who are imprisoned or have been murdered. The independent organisation based in Paris and with a branch office in Austria has over one hundred correspondents around the world. It demands that human rights be respected and refers to Article 19 of the Universal Declaration of Human Rights: the freedom to inform and be informed.

In 2013 we supported Reporters without borders, among other activities, with the following activities in the field of classic media work:

Podium discussion: Saving at the cost of freedom to information. Greece's democracy deficit – are public broadcasters in danger of extinction?

No public broadcaster could be received for a week in Greece. In a coup d'état, the Greek government announced the shut-down of the public broadcaster ERT on the 11th of June. Just a few hours later, the broadcasting facility was taken out of operation under police protection. A total of 2700 people lost their jobs in one foul swoop. Following a decision by the Greek constitutional court, ERT has been allowed back on air since June 17th. The future for the broadcaster remains very uncertain however. The perilous situation in which the

freedom of the press and media currently finds itself in Greece as well as the evaluation of its economy by the EU were analysed in a top-class podium discussion. The future of public broadcasters was also scrutinised in the discussion.

Press Briefing by the Honduran journalist Dina Meza

Since the 2009 coup d'état in Honduras, 33 journalists have been murdered. Together with Mexico and Brazil, Honduras is one of the most dangerous countries in Latin America for members of the press; it ranks sixth worldwide. Dedicated Honduran journalist Dina Meza was invited by the University of York to spend some time in safety there due to numerous threats currently being made against her life. Meza points out the responsibility on the part of European governments; she calls on all to demand that the Honduran government complies with its duty to disclose exactly where the development funds that it receives do indeed go. In the course of the discussion with the press, she also reported on: the human rights situation in her homeland, her current professional situation and the growing importance of alternative media in Honduras.



Press Freedom Award – A signal for Europe



The prize makes those people visible who live and work for democratic values. The 2013 award is dedicated to Turkish journalists. Their courage and commitment to the cause of democracy is an example which all should follow – including us.

The winner this year is the Turkish platform "Bianet" which fights for independent and critical journalism in Turkey. Founder and head Nadire Mater accepted the prize at the awards ceremony.

► WineAid

The private **fund-raising initiative "WineAid - We help children"** was started in 2009. Since then, children's charity projects have received the money raised from the sale of wines produced from donated grapes or the auctioning off of renowned wines. WineAid would also like to function as a platform through which Austrian wine-growers and wine companies can live out and communicate their social responsibility. The Austrian children's charities Kinder-Krebs-Hilfe and Gesellschaft Österreichischer Kinderdörfer, among others, are financially supported through creative and palate-pleasing projects.

In October 2013 ikp took part in the charity grape harvest initiated by WineAid. We have supported WineAid with its media work since then.

► **Apropos – Salzburg street newspaper**



In Salzburg we continue to support the **Apropos street newspaper** on a pro bono basis. It tries to help people in need both quickly and as unbureaucratically as possible. The vendor receives the first twenty copies for free and for all the other copies that they sell, the vendor receives half of the €2.50 selling price. For some selling the street newspaper, it is a way of topping up their social welfare payments, pension payments or emergency social assistance benefits, while for many more, it is their only source of income. It was part of the concept from the very outset that the newspaper would offer those people affected by poverty, addiction or homelessness a mouthpiece where they could also have their say. A third of all articles are written by them.

In the years 2007 to 2011, the main objective was to support Apropos in its public relations efforts with targeted communication measures (press conferences, support with organising events to mark the 10th anniversary of Apropos, development of an advertising campaign). In 2012 we consulted the Apropos leadership team during the editorial relaunch of the street newspaper. In 2013, a concept was developed which was to help Apropos deal with the problem of the lack of acceptance experienced by immigrant vendors. This was particularly important because of the numerous sales bans brought about by many business enterprises which led to a deterioration of the situation.

► **Network for children**

In our most westerly located office we provide pro bono support for children: "**Netz für Kinder**" (Network for children) is a non-profit organisation supporting children. With personal commitment and financial support, children's charity projects are made a reality. An example is a children's home in which children whose lives are characterised by violence, neglect and abuse can get the help they need on a daily basis.



Children's groups in which children are supported through difficult situations in their lives over the course of one year and intensive emotional build-up weeks in a small group are aspects of

the comprehensive package offered by "Netz für Kinder". The parents are of course also integrated into the long-term process.

ikp Vorarlberg supports "Netz für Kinder" not only through personal efforts, but also provides the organisation with consultancy support and helps it with its press and media work.

In 2013, ikp implemented a campaign to attract more people to give up their time and do some volunteer work for the organisation. The Dornbirn team also collects money for the "Network" at the annual client event "Christbaumschneiden" (Christmas tree cutting).



5.2 Social commitment

We regularly plan and organise activities that strengthen the feeling of togetherness and during which the employees can relax and chat away from daily office environment. In the past two years, the "social activities" have been combined with social commitment activities for the first time and a new tradition has been born.

The festive season has always been a time for ikp to demonstrate its social commitment. Instead of expensive Christmas cards and presents for clients, ikp makes donations to various NGOs, for example, the Ute Bock refugee relief or Pro Juventute.

We used the occasion of our Christmas party in December 2012 to serve punch for charity. All the money earned at the "**Lions Club Punch Stand**" in Vienna's city centre went to children with disabilities.



Under the motto "**Social Day – Grape harvest for a good cause**" the ikp team in Vienna exchanged their desks and computers for bucket and shears for a day in October 2013. The charity grape harvest in Grinzing was organised by the initiative WineAid. All the money earned during the day went to children's and young people's organisations.

The ikp Christmas party in Salzburg in 2013 was made up of two parts. Before going to eat dinner, have a drink and partying together, we first went to three supermarkets and collected food for the **VinziBus** whose best-before date was about to expire and would otherwise have been thrown away. Just like the second-hand clothes that had been collected by the ikp Salzburg team in their office, this food was given to people in need in the Pfarre Maxglan parish.



6 Environmental sustainability

We do not make business decisions just on the basis of economical or social efficiency, but we also go to great lengths to work as environmentally as possible.

The conscientious use of energy is at the very centre of this thinking: we keep the amount of resources we use down to the absolute minimum and always have environmental sustainability in mind.

Our environmental guidelines are not just words on a sheet of paper: we actively implement these guidelines on a daily basis in our offices. All employees – especially new employees – are given a detailed run down on the concrete measures that they are expected to follow. An important motto in this regard is: even small gestures can have big impacts.

What we do for our environment every day:

- ▶ The paper towels we use are from 100% recycled paper.
- ▶ The paper used in our offices is environmentally-friendly.
- ▶ Both sides of the sheet are always used when printing.
- ▶ Colour printers are only used when absolutely necessary.
- ▶ Drinks are only bought in glass or returnable bottles.
- ▶ All devices are switched off before leaving the office – no stand-by mode (light, computer screens, etc.).
- ▶ No excessive heating of the rooms and office spaces, air-conditioner is only used for the EDP system.
- ▶ Energy-efficient airing
- ▶ Use of only modern energy-efficient electric devices (fridge, dishwasher, computers, processors, etc.)
- ▶ Waste separation in the office as well as in the kitchen; drinks cartons are also collected for recycling
- ▶ and much more besides.

Our environmental guidelines are not only an internal matter for us, we also promote them outside the office. All our stakeholders for example know that when it comes to travel, we consequently keep all CO₂ emissions down to the lowest level possible. Tangible measures such as providing annual tickets or advantage cards for rail travel to employees starting from the consultant level or cooperating with car sharing companies are just further examples of our efforts to be as good as we can to our environment.

The move into the new offices in March 2013 was for the most part due to energy costs because our offices in the Liechtensteinstraße were not up to a modern standard in terms of energy efficiency: for example, the windows and pipes were not properly insulated. Though we contacted the property management company responsible for the building on many occasions, nothing was done and with a heavy heart, we were unfortunately forced to seek new offices elsewhere.

The new office space in the Museumstraße is constructed and furnished to the most modern of standards. Thanks to energy-efficient devices, tightly closing windows, new radiators and a new warm-water heater, we expect to see significant savings in energy use and costs. However, we will only be able to put an exact number on these savings after our first year in the new office has been complete in the second quarter of 2014.










7 Evaluation

In addition to continuing and further intensifying our activities up to now, we have set ourselves the following goals for 2013:

- ▶ Greater integration of the employees in the activities of the Taskforce CSR
- ▶ Increasing the awareness on the part of all team members for our company's CSR activities
- ▶ Increasing the awareness for the environmental measures (e.g. waste separation, correct heating and airing) in the office

In order to achieve these goals, we have introduced corresponding measures, a number of which have already been described in this report. In the effort to better integrate our employees in the work carried out by the Taskforce CSR, an open forum was held in which CSR activities which an employee might like to see implemented could be suggested. Still further, we have begun informing the entire team about the Taskforce's activities with regularly issued **Friendly CSR Reminders**. In our reminders we also talk about important environmental measures and ask the employees to get active themselves on these issues.

Because the goals set out for 2013 were purely qualitative in nature, the evaluation of the degree to which these goals were achieved was determined on a self-evaluation basis using the so-called traffic light system. If the green field was marked, this means that the respective goal was very well achieved. The yellow field means that the goal was achieved, but there is however still potential for improvement. The red field on the other hand means that the goal was not achieved. The self-evaluation of the individual goals set for 2013 is illustrated in the table below.

Goal	Evaluation of goal achievement
Greater integration of the employees in the activities of the CSR Taskforce	  
Increasing the awareness on the part of all team members for our company's CSR activities	  
Increasing the awareness for the environmental measures in the office	  

The self-evaluation shows that the goal of increasing the level of integration of the employees in the activities of the Taskforce as well as increasing the awareness for the CSR activities was achieved to our fullest satisfaction. The awareness for the environmental measures in

the office did show room for improvement however. Despite the various measures introduced by the Taskforce CSR in order to make the employees more familiar with environmental protection measures such as waste separation, awareness in relation to all points has not yet been achieved. It is for this reason that a particular focus will be placed on the topic "Awareness for environmental protection" in 2014.

In addition to what could be regarded as a subjective evaluation of the level of goal achievement using the traffic light system, we have also evaluated the maturity of our sustainability using a standardised tool. The **online sustainability check on the platform "Grüne Wirtschaft"** (Green Business) was used as part of this evaluation. This online survey is a tool for self-evaluation of a company's sustainability and provides in addition to the assessment of the results, interesting ideas and suggestions for further activities in the CSR area.

The survey has been designed as a self-evaluation tool and is divided into five categories; core business, environment, community commitment, employees as well as company culture and strategy. The statements made in relation to measures enacted in the respective category allow an evaluation to be made about the level of commitment shown by one's own company on a four-point scale. The evaluation is carried out automatically and the maturity of the commitment in the respective category is illustrated in a short evaluation report. ikp was able to achieve the following results:

- ▶ Core business: 24 from 30 possible points
- ▶ Environment: 24 from 30 possible points
- ▶ Community commitment: 26 from 30 possible points
- ▶ Employees: 26 from 30 possible points
- ▶ Company culture and company strategy: 28 from 30 possible points

In total, ikp recorded a score of 128 from 150 possible points in the online sustainability check on the platform "Grüne Wirtschaft" and is, according to the evaluation of the tool, a **"Forerunner in Company Sustainability"**. We are still very much aware however that CSR is a long-term process, by which new categories arise and where there is always potential for improvement. It is for this reason and on the basis of the results recorded in 2013 that we are setting new goals for 2014 which we will work hard to achieve.

8 In focus:

Supporting the next generation, branch image and CMS certification

In addition to the CSR work programme, in 2013 we also concentrated on three topic areas: supporting the next generation coming into the Public Relations profession, working on the image of the branch with a focus on fostering a positive working relationship between journalism and PR and our re-certification in accordance with CMS III considering the new point sustainability.

8.1 CMS III Certification with focus on sustainability

For many years now, ikp has been one of only nine agencies in Austria which have been certified in accordance with the CMS II standard, an international quality management system for PR agencies. In 2013, the standard was raised to the next level and complemented with the category sustainability. A specification was to verify how we find solutions for the following tasks: communicating visions and core values, supporting and implementing sustainability and many others.

The certification audit for the CMS III standard took place in September 2013 and we are delighted that the certification has not only been officially confirmed, but the number of points which we received puts us among the very best 5%. In the new category sustainability, we achieved a maturity level of 90% right from the start.

8.2 Hands-on support of the next generation of PR professionals

Journalism and communication science are two of the most sought-after courses in universities and universities of applied sciences in Austria. However, students often have hardly any insights into the practical aspects of the profession. It is for this reason that we have taken it upon ourselves to open our doors to young PR workers:

- ▶ In 2013, three of our employees were members of the young PR association PRNA and took part in events such as the annual BarCamp.
- ▶ In summer we invited all PRNA members to an "Agency Inside" event in the ikp Vienna offices and combined this with a presentation on crisis communication.
- ▶ In April, a journalism tutorial group from Vienna University visited our agency so as to learn more about what the profession entails and to take part in a discussion on crisis communication.

- ▶ A member of our company management is a member of WoMentoring and took on for the entire year the task of mentoring a young newcomer to the profession with monthly meetings.

8.3 For a better working relationship between journalism and PR

In order to foster a good understanding between both the PR and journalism professions, we regularly invite journalists from various editorial offices and departments to us. Within the framework of a "journalist talk", they tell us about their working day and answer the questions put to them by our staff. In 2013, Robert Kleedorfer from the KURIER newspaper and Melanie Gleinser from DIVA / Wienerin magazine were our guests. We also ask journalists each month to submit a word-rap which we then publish in our e-newsletter and/or on our facebook page.

What we want to know is:

- ▶ What is the best thing about your profession?
- ▶ What don't you like?
- ▶ What do you expect from PR agencies?
- ▶ Who would you like to interview if you could choose anyone?
- ▶ How useful are social networks to you in your work?
- ▶ What is your favourite fan page on facebook?
- ▶ What annoys you about social networks?
- ▶ What in your opinion are the biggest trends and changes currently taking place on the media landscape?

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