



Ketchum and the United Nations Global Compact

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Our Communication on Progress

Ketchum is proud to be a member of the [United Nations Global Compact](#), a worldwide corporate citizenship initiative encompassing [10 universal principles](#) and involving hundreds of companies around the world.

Since 2001, Ketchum has practiced the principles of the Compact through our own active participation in the Compact as well as through the promotion of this international initiative to our clients and other prospective members.

I. About the Global Compact

In an address to the World Economic Forum on Jan. 31, 1999, United Nations Secretary-General Kofi Annan challenged business leaders to join an international initiative – the Global Compact – that would bring companies together with U.N. agencies, labor and civil society to support universal environmental and social principles. The Global Compact's operational phase was launched at U.N. headquarters in New York on July 26, 2000. Today, many hundreds of companies from all regions of the world, international labor and civil society organizations are engaged in the Global Compact, working to advance 10 universal principles in the areas of human rights, labor, the environment and anti-corruption:

Human Rights

- **Principle 1** - Businesses should support and respect the protection of internationally proclaimed human rights; and
- **Principle 2** - make sure that they are not complicit in human rights abuses.

Labor Standards

- **Principle 3** - Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
- **Principle 4** - the elimination of all forms of forced and compulsory labor;
- **Principle 5** - the effective abolition of child labor; and
- **Principle 6** - the elimination of discrimination in respect of employment and occupation.

Environment

- **Principle 7** - Businesses should support a precautionary approach to environmental challenges;
- **Principle 8** - undertake initiatives to promote greater environmental responsibility; and
- **Principle 9** - encourage the development and diffusion of environmentally friendly technologies.

Anti-Corruption

- **Principle 10** - Businesses should work against all forms of corruption, including extortion and bribery.

Through the power of collective action, the Global Compact seeks to promote responsible corporate citizenship so that business can be part of the solution to the challenges of globalization. In this way, the private sector – in partnership with other social actors – can help realize the Secretary-General's vision: a more

sustainable and inclusive global economy.

II. A Proud and Active Member of the Global Compact

Ketchum has been a member of the United Nations Global Compact since 2001. We have interpreted membership to include not only adherence to the Compact's 10 principles but also voluntary initiatives in the spirit of the Compact's global mission.

A. Ketchum Policies, Performance Consistent with Global Compact Principles

Each of the 2,200 member companies of the Global Compact must fulfill its social responsibilities in accord with the nature of its business. As a global communications counseling organization, Ketchum's corporate citizenship profile is quite different from, say, a manufacturing company with a primary obligation to environmental stewardship. Therefore, our Communication of Progress addresses those Global Compact principles that are particularly relevant to the way we operate our business in society.

Labor Rights/Human Rights

Ketchum is in a knowledge-based business. Our human resources policies are therefore tailored to a global workforce that is highly educated and professional. Our services to clients – strategic and tactical communications counsel – require a highly motivated workforce performing in optimum working environments. Many of the Compact principles on human rights and labor standards are not directly relevant to our operations. However, several Ketchum labor policies, a few of them amended recently, implicitly relate to Compact principles:

- **Harassment and Discrimination Policy** - All employees should be able to enjoy a work environment that is free from harassment, including sexual harassment; and free from discrimination including that of race, color, national origin, ancestry, religion, disability, medical condition, marital or veteran status, sexual orientation, age or gender. Any harassment or discrimination of employees or others at Ketchum undermines the integrity of our employment and our relationships. This conduct is unacceptable and will not be tolerated. Ketchum expects its vendors and clients to support these guidelines.
- **Equal Employment Opportunity Policy** - Ketchum is an equal opportunity employer with individuals hired and promoted solely on the basis of ability, training and experience. The company will make every reasonable accommodation to the known physical or mental limitations of qualified employees with disabilities unless the accommodation would impose an undue hardship on other employees or inhibit the efficient service of our clients.
- **Non-Disclosure, Non-Solicitation and Code of Business Ethics Agreement** - At the request of the Ketchum Chief Executive Officer, this policy document is formally acknowledged by each employee. It provides standards for virtually all operations of the company, including truth and accuracy in communications; record-keeping; gifts and entertainment; union agreements; conflicts of interest; and privacy.
- **Workplace Violence** - It is Ketchum's intent to provide a safe workplace for all employees. Threats or any other implied or actual act of aggression made to, or by, any employee will not be tolerated. Reports of threats may be made anonymously and will be investigated promptly. A brochure on workplace violence is made available for all employees.
- **Anti-Corruption/Transparency** - Ketchum is acutely aware of its responsibility as an active participant in the free flow of information and ideas in our society. The integrity of independent media is a cornerstone of this vital process. A national debate on the public relations-media interface

convinced Ketchum to restudy its policies in this area. As a result, Ketchum has issued a new policy document, "Ketchum Disclosure Guidelines," to better ensure that all information we distribute will identify the client or other entities as sources of the information.

B. Ketchum Voluntary Initiatives Supportive of the Global Compact Mission

A company with a more than 80-year history of voluntary public service through employee volunteerism and corporate contributions, Ketchum has, in recent years, applied this commitment to global and local pro bono assignments consistent with Global Compact objectives. A few examples:

- **"Good News & Bad: The Media, Corporate Social Responsibility and Sustainable Development"** - In this 2002 pro bono project, Ketchum teamed with the United Nations Environment Program and SustainAbility in an in-depth analysis of how media organizations can, and have, impacted the progress of corporate social responsibility – in their reporting and in their functioning as organizations in society.
- **World Economic Forum** - In 2004, Ketchum agreed to contribute services to the World Economic Forum (WEF) to increase public visibility and appreciation of three key WEF initiatives – The Global Health Initiative, The Global Greenhouse Register and The Global Governance Initiative. Ketchum services, involving a dozen of its offices, are estimated to be in excess of 1 million Swiss Francs in donated fees. As a measure of effectiveness, WEF has reported, "the increased coverage and profile has helped us demonstrate to existing members the value of their support while allowing us to attract new members."
- **"A Caring Company"** - That is the designation bestowed upon Ketchum's Hong Kong operation, Ketchum Newscan, in recognition of the office's achievements in "employing the vulnerable" and corporate giving. For several years the company has employed the hard of hearing in its news-clipping department. Recently, Ketchum Newscan installed special software in the office of a blind summer intern. In its longstanding contributions program the office has consistently supported the Hong Kong Community Chest. It made a special contribution to the organization's tsunami relief fund. Also, the office has supported another philanthropic organization, "Touch an Orphan's Life," with event management, logistics and outreach for its annual gala fundraising dinner.

III. Preaching What We Practice

We believe that the Global Compact message is well worth sharing. So we continuously promote not only Compact principles but membership as well. We do that at meetings large and small with speeches and presentations and with bylined articles in influential publications. A sampling:

A. Global Compact Meetings

Ketchum has participated in and/or helped develop several Global Compact meetings of members and potential members:

- Berlin, December 2002 - Compact meeting on communications
- Paris, April 2004 - Compact Learning Forum on marketing
- United Nations, New York, June 2004 - Compact Summit meeting

B. Speeches/Presentations

- Grand Rapids, Michigan, Economics Club, September 2004 - "The Emerging Corporate Responsibility Business Model – Communicate or

Perish”

- Buenos Aires, November 2004 - “CSR and Reputation Management”
- Beijing, Shanghai, Hong Kong, March 2005 - “CSR and the Global Compact”
- New York Association of the Bar of NYC, June 2005 - “American Company Membership in the Compact”
- Trieste, World Public Relations Festival, June 2005 - “Global Diversity, UN MDGs and the Global Compact”

C. Articles

- “How Do We Fit Into the World?”, *The Public Relations Strategist*, January 2004 in
- “A New Laffer Curve: Trickle Down Logic on CSR,” *Impact* (Public Affairs Council, Washington D.C.), February 2005



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