



# PREFACE

MediaMonks is one of the biggest global creative digital production agencies, with work ranging from web design, campaigns and films to games and mobile applications. Over the years, we've come to hold a leading position in the sector: moving our four-man operation out of our basement office to set up shop on three different continents. Today – as a company with almost 200 employees and a truly global reach – we've come to acknowledge that we have an important role to play in sharing both our vision and our performance, in relation to people and the planet.

At MediaMonks, we see the digitization of media as a great opportunity to contribute to a green economy. Think about all the savings in printed materials and make/take/waste processes that such digital media represents! At the same time, we feel it's important to share our digital knowledge and experience, in order to give talents in the sector the opportunity to grow and develop. This is something we do internally at MediaMonks by training our employees, as well as across the industry by sharing our innovative work and ideas with customers, suppliers and other partners.

Similarly, MediaMonks has a unique opportunity to make use of its expertise in digital technology to build campaigns for societal good. 2013 has seen us produce a large number of projects that harness digital communications to raise awareness of, and contribute to, extremely worthwhile causes. I recently hosted the Middle-Eastern launch in Dubai for one such campaign, called Feedie. This mobile application – which converts shared food photos into actual shared food with impoverished children – could not have existed before the digital age. Already well-established in the US, we also plan to launch the application in Europe from Amsterdam later this year, in the hope of creating truly global impact.

**VICTOR KNAAP**

*Main Monk*

Regrettably, in some ways the digital age has also had a number of harmful repercussions. Technology has facilitated some new phenomenons, such as webcam child sex tourism, which could not have existed before. Fortunately, technology has also contributed solutions. A powerful example of this is *Sweetie*, a campaign by Dutch creative agency Lemz, for which MediaMonks contributed its time and expertise. The campaign tracked and traced more than a thousand men worldwide, complicit in online child sexual abuse, by using a CG (computer-generated) character made to look like a 10-year old Filipino girl. The project successfully raised international awareness of webcam-related child sexual abuse and even helped contribute to the arrests of a number of its perpetrators.

Finally, in its role as a production company, MediaMonks has created a large number of jobs for a rising class of individuals with digital skill-sets. While the digital sector is typically characterized by short-term, freelance contracts, we keep all of our production capabilities in-house. This provides MediaMonks employees with consistent work and job security, in a fiercely competitive and emerging industry.

Over the next few years, MediaMonks will continue to play its part in leading the development of the digital industry. For the meantime, this CSR report demonstrates the results of our performance in 2013 when it comes to both our daily operations and the influence we have in the choices we make: From our careful selection of supplier, to the conditions we create for our Monks to religiously produce great work.

This report reviews MediaMonks' Corporate Social Responsibility performance in 2013. Complying with United Nations Global Compact, the report follows the GRI guidelines. MediaMonks has been a member of the United Nations Global Compact since 2012.

#### **GLOBAL REPORTING INITIATIVE (GRI)**

The Global Reporting Initiative is a non-profit organization that promotes economic, environmental and social sustainability. GRI provides all companies and organizations with a comprehensive sustainability reporting framework that is widely used around the world.



#### **UNITED NATIONS GLOBAL COMPACT (UNGC)**

The United Nations Global Compact is a strategic policy initiative for businesses that are committed to aligning their operations and strategies with 10 universally accepted principles in the areas of human rights, labour, environment and anti-corruption.

#### **CORPORATE SOCIAL RESPONSIBILITY (CSR)**

Corporate Social Responsibility is a form of corporate self-regulation integrated into a business model. CSR is titled to aid an organization's mission as well as a guide to what the company stands for and will uphold to its consumers.



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# MANAGEMENT SUMMARY

## MEDIAMONKS

MediaMonks is an independent creative digital production company that works with and for advertising agencies to craft amazing digital work for global brands. You can find us anywhere on the Web as well as in Amsterdam, London, New York and Singapore. MediaMonks boasts an in-house team of 172 Monks that are versed in a virtually infinite range of digital disciplines, collectively covering almost anything you could possibly throw at a digital campaign.

## THE DIGITAL MEDIA SECTOR

Since MediaMonks was founded in 2001, the digital advertising and marketing industry has expanded and diversified significantly: moving from the production of web banner adverts and website design to include social media campaigns, video games, interactive film, smartphone and tablet applications, digital-out-of-home displays and more. Technology's sustained expansion into new territory also brings with it innovative opportunities such as virtual reality and motion control. As a digital production company, the core focus at MediaMonks is the construction of digital products across the entire spectrum of these technologies and platforms.

Digital advertising and marketing is also one of the few industries to have countered the economic crisis of recent years. According to Nielsen, the leading global information and measurement company, digital has experienced double-digit growth year-on-year for the last half decade. The industry is the fastest-growing advertising and marketing sector globally, recently surpassing global revenues of \$100 billion in 2013.<sup>1</sup>

## CSR @ MEDIAMONKS

This document reports on CSR at MediaMonks in 2013. It complies with the 10 United Nations Global Compact principles and follows the GRI guidelines.

The report consists of two parts. The first part describes the performance of our daily business, distinguishing four themes: people, environment & energy, procurement and clients.

The second part focuses more on our industry leadership, presenting our efforts in 2013 regarding research, innovation, education within the digital media sector, and giving back to the community.

All topics have been assessed through on-site measurements, interviews and sector research. This document reflects the findings; it includes performance metrics as well as contextual description.

## PERFORMANCE 2013

MediaMonks started measuring performance according to CSR indicators in 2012. This assessment will be repeated every year and forms a basis for continual improvement policy. The remainder of this summary offers an elaboration of our scores from 2013.

<sup>1</sup> Nielsen, "Global Ad Spend: With double digit gains, display ads drive in-your-face results,"  
<<http://www.nielsen.com/us/en/newswire/2013/global-ad-spend-with-double-digit-gains-DISPLAY-ADS-DRIVE-IN-Y.HTML>>.

## 2013 IN NUMBERS

**4**

**OFFICES (AMSTERDAM, LONDON, NEW YORK, SINGAPORE)**

**172**

**EMPLOYEES**

**1342**

**PROJECTS DELIVERED**

**15.3m**

**APPROXIMATE TURNOVER IN EUROS**

**509 tonnes**

**CO2 EMISSIONS**

**10**

**CHARITIES SUPPORTED**

## MOST IMPORTANT FIGURES

### PEOPLE

Employee / Employer ratio	<b>0.23</b>	<i>lowest gross income / highest gross income [ratio]</i>
Health & Safety		
<i>Absenteeism</i>	<b>1.51</b>	<i>absent hours / yearly worked hours [%]</i>
<i>Accidents</i>	<b>0</b>	<i>number / year [#]</i>
Training & Education	<b>60</b>	<i>€ / FTE [€]</i>
Nationalities	<b>17</b>	<i>number [#]</i>
Diversity	<b>0.17</b>	<i>female / male [ratio]</i>

### ENVIRONMENT & ENERGY

	CO2 emission [tonnes]	CO2 emission [kg] / FTE
Mobility		
<i>Car</i>	<b>77</b>	<b>484</b>
<i>Public Transport</i>	<b>90</b>	<b>562</b>
<i>Flights</i>	<b>153</b>	<b>954</b>
Energy	<b>170</b>	<b>1,062</b>
Water	<b>0.33</b>	<b>2.05</b>

BUSINESS

Innovation	11,944	hours worked [#]
Suppliers		
CSR policy	50.13	number of top 20 suppliers [%]
Publicly disclosed CSR policy	45.41	number of top 20 suppliers [%]

COMMUNITY

Donations		
Projects for Public good	10	projects per year [#]
Unpaid / voluntary hours	866	hours per year [#]



# DAILY PRACTICE

# I PEOPLE

## PERFORMANCE 2013

Employee / Employer ratio	<b>0.23</b> <i>lowest gross income / highest gross income [ratio]</i>
Health & Safety	
<i>Absenteeism</i>	<b>1.51</b> <i>absent hours / yearly worked hours [%]</i>
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Nationalities	<b>17</b> <i>number [#]</i>
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### A CULTURE OF MEDIAMONKS

Our employees make our company what it is – after all, they put the Monks in MediaMonks. They are the reason we're proud to promise premium quality production to our clients all over the world. Therefore, fair remuneration; the development of their talents; stimulating new challenges and opportunities; building a cohesive culture and creating awareness of social and environmental responsibility are the foundations of our sustainability policy.

MediaMonks has a task-oriented culture, where everyone works together passionately towards a bigger (collective) goal. Within our company structure we try to avoid strict hierarchies: our team leaders manage and coordinate projects and ensure that deadlines are met, but all team members are wholeheartedly committed to making the best work possible in the time available. As employers, we try to nurture relationships with our employees by having regular and personal contact with them. What's more, MediaMonks is known for its carefully cultivated culture: we organize a whole host of team building events, culminating in our yearly winter

sports trip and "Summer Soirée". However, we aren't only focused on keeping things fun outside of the office. Due to the nature of their work, our Monks spend most of their time sitting at their desks behind screens. We therefore try to stimulate a healthy, safe, and above all creative and vibrant work environment. We also provide opportunities for our staff to get away from their desks by paying careful attention to creating spaces for relaxing, gaming and even partying.

### TRAINING, EDUCATION

Due to the accelerating pace of change in digital technology, fostering a culture of development in our employees is integral to the continued growth of our company. Our employees receive bi-annual evaluation sessions, where we seek to understand how they would like to grow, both inside and outside of their working lives. We routinely cover any costs associated with our staff attending cutting edge technical and creative conferences; as well as requests for learning materials, supplies (such as books and software) and other work-related training. In addition, MediaMonks actively offers Business English for those involved with international relations and Dutch courses for our expatriates. In 2013, eight monks participated in a twelve-class training course in Dutch for expats.

## TRAINEE- AND INTERNSHIPS

MediaMonks believes in training on the job. Therefore, we offer students from different educational backgrounds the opportunity to follow an internship at our offices. MediaMonks offers a broad spectrum of internship opportunities for different roles within the company.

What's more, certain education trajectories such as MBO (vocational education) require certification for a company to offer internships. In these instances, MediaMonks is certified by both relevant Dutch organizations:

- ECABO, for a future as a Communications Assistant, Marketing employee, Management/CEO assistant
- GOC for the creative industry: graphic and interactive media design, game designer, web developer, game developer, animation, audiovisual design and authoring.

## HEALTH & SAFETY

In the sports domain, MediaMonks encourages healthy habits amongst its Monks by means of a discount at the local fitness centre, as well as a company cycle scheme that provides large tax deductions on bicycle purchases. Many of our employees take part in the MediaMonks indoor soccer and basketball teams, while we also participate in running competitions such as the Dam to Dam race, the Hilversum City Run and Mud Masters.

When it comes to prevention and safety, MediaMonks has all important procedures and standards in place. All of our offices have emergency response qualified staff (in Dutch: "BHV"), and adhere to all health and safety regulations (in Dutch: "ARBO"). Our catering staff have also completed hygiene courses. In some cases, staff require special attention; we seek to provide any feasible support, ranging from physical therapy to standing workplaces. This approach has led to a minimum of absenteeism and the successful prevention of any accidents.

Finally, catering has become an additional focus point at MediaMonks – 30% of our food and drink is organic, fair trade, or produced locally, which has the added benefit of decreasing the distance it must travel and thus our carbon footprint. However, our catering team makes sure these organic, locally sourced products go a long way when it comes to the different meals they prepare. Aside from our grab-and-go breakfasts and daily salad-and-sandwich bar, our catering team also provide hot, healthy lunches twice a week; as well as dinner every single evening for those that have to stay a little later than planned.

## AWAY FROM THE MONASTERIES

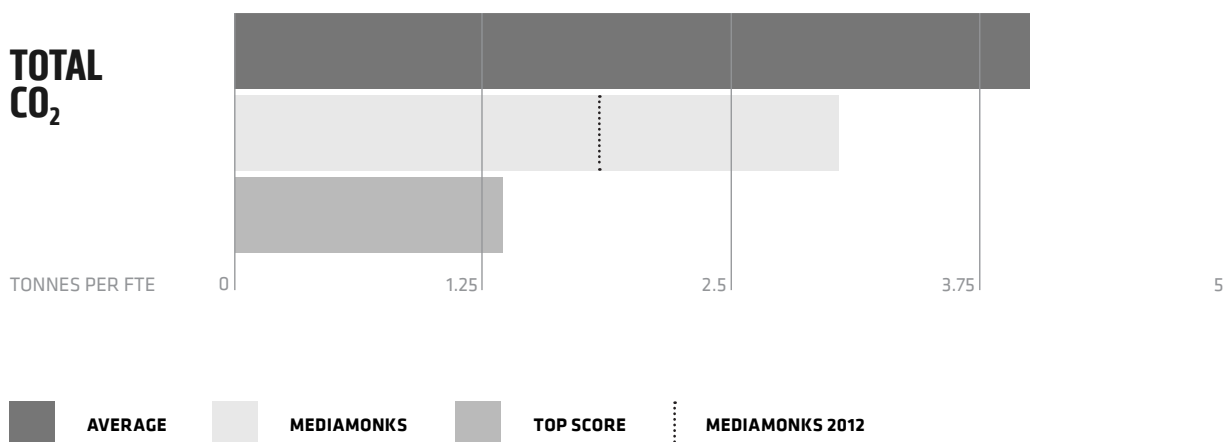
Aside from our competitive salaries, comfortable offices and unique culture, MediaMonks also gives above-and-beyond support for our employees in their personal lives. If needed, we will provide loans, assistance with debt, as well as general advice and administrative support. With many of our staff coming from all over the country and even overseas, MediaMonks also pays careful attention to housing and accommodation. Aside from offering assistance in finding a home, each MediaMonks office also has its own MediaMonks house. Rooms are offered for free to interns, and at a low cost for full employees. Such premises drastically improve the potential for individuals all over the world to work for MediaMonks, making their move and relocation a far less stressful experience.

*Many of our employees take part in the MediaMonks indoor soccer and basketball teams, while we also participate in running competitions such as the Dam to Dam race, the Hilversum City Run and Mud Masters.*

## II ENVIRONMENT & ENERGY

### PERFORMANCE 2013

		Amount	CO <sub>2</sub> emission [tonnes]	CO <sub>2</sub> emission [kg] / FTE
Mobility				
<i>Commuting</i>	<i>Car</i>	222,500 km	46	286
	<i>Public Transport</i>	2,042,129 km	90	562
<i>Business</i>	<i>Car</i>	146,993 km	32	197
	<i>Flights</i>	943,562 km	153	954
Energy	<i>Gas</i>	9,506 m <sup>3</sup>	17	108
	<i>Electricity</i>	335,350 kWh	153	954
Water		1,100 m <sup>3</sup>	0.33	2.05



Source: <http://milieubarometer.nl>

*Encouraging our Monks to use public transport is an effective way to keep our carbon footprint from travelling to a minimum. We offer every employee a yearly subscription for free public transport to and from work.*

Digital production agencies are large consumers of electricity due to the nature of their work, which requires intensive use of computers, displays and servers. To grasp the global impact of the total digital traffic worldwide: all the data centers in the world together consume 2% of the global electricity supply.

On the other hand, the ICT industry is a key player in creating a low carbon society and could provide a hugely significant contribution to pushing the world in this direction. According to the report "SMART 2020: Enabling the low carbon economy in the information age" written by The Climate Group, ICTs could create approximately 7.8 GtCO<sub>2</sub> of emissions savings by 2020. This represents 15% of predicted total emissions in the same year. The spectrum of emission savings contributed by ICT ranges from smart communications to smart buildings and cities.

MediaMonks believes that, in its core business, the company can play an important role in this. We have therefore focused on all business processes that can improve our performance and reduce emissions, distinguishing three key areas: energy, mobility and waste. We feel that innovating and changing our behaviour in these areas can contribute significant improvements to MediaMonks' environmental impact.

#### MOBILITY

Encouraging our Monks to use public transport is an effective way to keep our carbon footprint from travelling to a minimum. We offer every employee a yearly subscription for free public transport to and from work; while the careful choice of our headquarters next to the train station enables our Monks to commute from either Amsterdam or Utrecht in 20 minutes.

On the other hand however, as our international business endeavors continue to grow, 2013 has seen us book an unavoidably increasing number of flights abroad. To challenge this growing impact and further reduce our footprint we have:

- Opened another foreign branch in Singapore, in addition to our offices in London and New York;
- Made intensive use of our video conference call system between the offices, as well as other networked working practices.

#### ENERGY

The main focus of our environmental work is the conservation of energy. Our agency makes use of a large number of computers and displays, which – together with servers, climate control and lighting – contributes to making electricity the largest part of our carbon footprint. Last year, we implemented efficiency measures such as central power switches and energy saving lights, as well as purchasing green-certified electricity.

In addition, alongside our strategic partners we have been exploring and executing ways to improve our energy efficiency further. Our data center, for example, makes use of cold corridors, smart meters, and extensive virtualization of its servers. Next year, they plan to install heat pumps to recycle warm air generated by its servers, which will be transported and supplied to surrounding buildings for use as heating.

#### WASTE

MediaMonks produces minimal physical waste. Communication via e-mail already reduces our printing and the use of ink and paper, whilst in 2013, our paper waste has decreased further due to an increased focus on the digitization of administrative processes. Notably, the majority of waste produced at MediaMonks is organic, and therefore biodegradable. What's more, in addition to paper and glass recycling, this year MediaMonks have also started collecting plastic waste. We utilise 'Van Ganswinkel' for our waste collection, which is famed for its sustainability vision and practice.

MediaMonks also uses a sustainable end-of-life policy regarding old hardware. This policy distinguishes three scenarios:

1. If hardware is not working, we will first try to repair it. If this is not possible the hardware will be recycled in appropriate ways;
2. Workable parts of old hardware will be re-used;
3. Hardware (or parts of old hardware) that we cannot use anymore will be sold.

# III PROCUREMENT

## PERFORMANCE 2013

Suppliers	
CSR policy	50.13 number of top 20 suppliers [%]
Publicly disclosed CSR policy	45.41 number of top 20 suppliers [%]

*In the light of MediaMonks' CSR efforts, a conscious choice of suppliers is key to our impact. In 2014, we therefore intensified our efforts with regards to sustainable supply chain management. Energy, office supplies and other facility requirements have our full priority.*

### SUSTAINABLE PROCUREMENT POLICY

To institutionalize this, this year we have set up a basic sustainable procurement policy: for new tenders, we take into account our sustainability principles and ask our suppliers what they do to reduce their environmental impact. Based on the size of the potential order and influence this has on our operational excellence, we're able to make the best choice for sustainability.

For those companies who do not yet take part we try our best to bring CSR to their attention by informing them of its benefits, both to MediaMonks and their own business. Next to this, contracts with our staff explicitly state that MediaMonks employees cannot accept any gifts from suppliers. This helps us to maintain a fair and transparent relationship with all parties involved.

### SUPPLIER ASSESSMENT

From a value chain perspective, we realize that our choice of suppliers has a significant impact on our total CO2 footprint. To ensure our sourcing is transparent, we assess the sustainability behavior of our current suppliers by tracking annually the CSR policies and publications of the largest 20 suppliers.

More than 50% of our suppliers already present their CSR policies online. What's more, they are increasingly offering transparency regarding their activities. Where in 2012 only 30% of our suppliers provided sufficient insight into their CSR policies, this year almost half of them do so by publishing the necessary reports and accompanying figures.

It is great to see that amongst our top 5 suppliers, NS, Sligro and Colliers are taking their CSR policy very seriously. These companies not only publish their CSR reports online, but also actively raise awareness regarding the corporate responsibility of their suppliers and clients.

## IV CLIENTS

A strong bond of trust between MediaMonks and its clients is integral to the continued existence of our business. Therefore, we take our relationship with our clients and their data security and privacy very seriously. In the first place, client data and information about productions are treated as confidential at all costs. Every MediaMonks employee has signed a confidentiality agreement, acknowledging that they cannot disclose data or information from MediaMonks nor our clients or other business partners. The same also goes for all of our suppliers that deal with our core business, or are in direct contact with our clients.

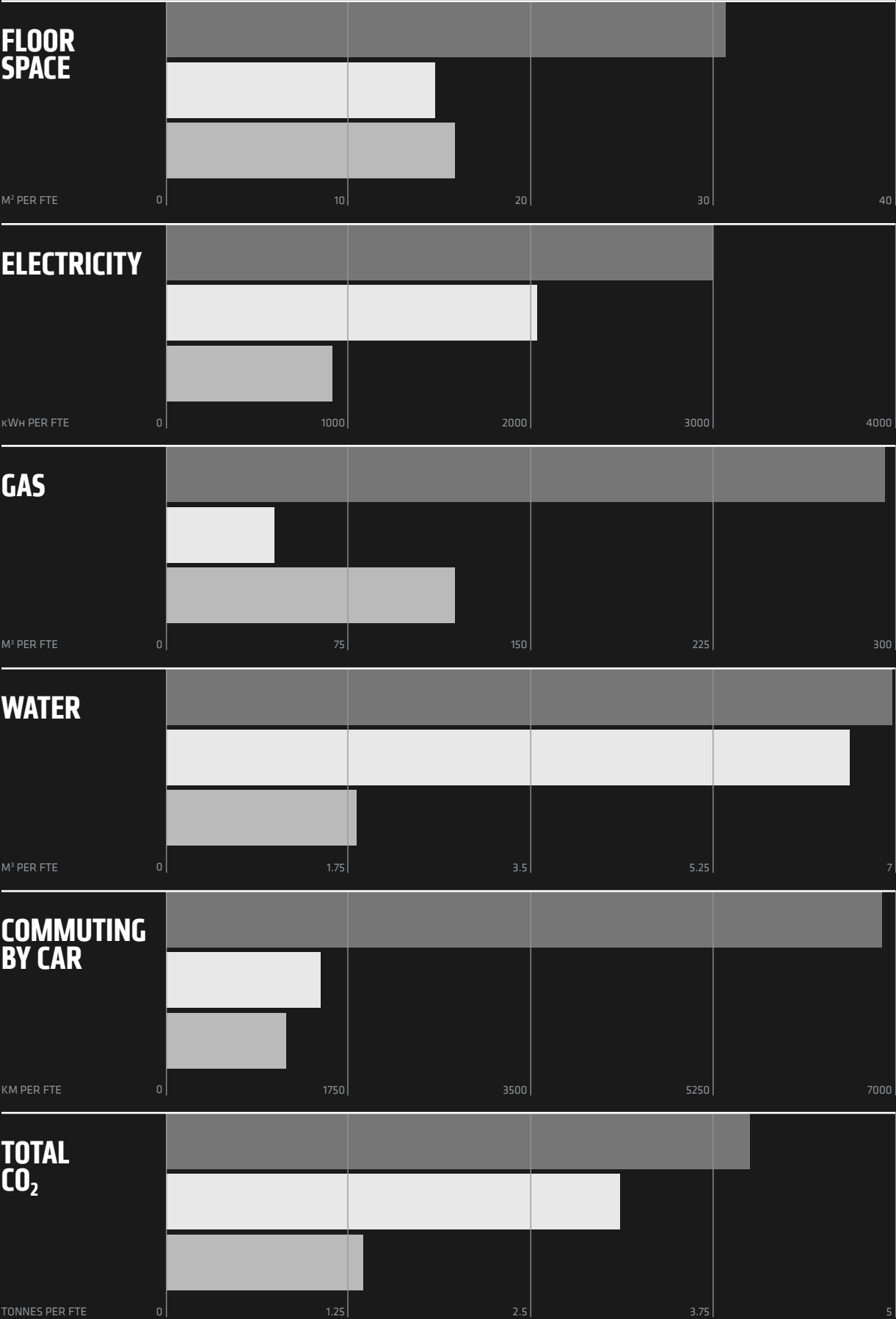
On a more regular basis, employees are informed by their team leader about developments regarding clients' data, privacy and integrity on specific assignments. Sometimes, a client even requires the individual MediaMonks project team members to sign special non-disclosure agreements.

Furthermore, our data and office have been secured following the highest industry standards. All our work is processed on in-house servers, managed by an ISO 27001 certified datacenter manager and secured by a hardware firewall. We do not make use of cloud-services, and only our IT staff has access to these servers. Furthermore, the in-house servers are protected by an alarm and electronically secure gates. All these measures ensure that our data and that of our clients are optimally secured.

Finally, in order to maintain fair relationships with our customers, MediaMonks employees are prohibited from purchasing goods or services from a client, unless the purchase is made at the same price and subject to the same conditions as for the public. It is also forbidden to accept money, gifts or goods from clients.

MEDIAMONKS ENVIRONMENTAL PERFORMANCE

The results below indicate MediaMonks' performance relative to the 'average' office and best practices in the Netherlands. These scores are based on a benchmark set by the Dutch government.





# INDUSTRY LEADERSHIP

# I RESEARCH & INNOVATION

## PERFORMANCE 2013

Innovation

**11,944** hours worked [#]

MediaMonks is at the heart of a vibrant and rapidly developing industry. As this industry undergoes remarkable developments, collaboration has become a new form of competition. By means of business associations, the industry as a whole is organizing innovation by sharing experiences, knowhow and best practices. MediaMonks is a member of the IAA (International Advertising Association), PIBN (Platform Internet Bureaus Nederland), Global Compact, and finally SoDA (Society of Digital Agencies). SoDA serves as the voice of industry leaders, speaking on behalf of agencies on the topics of training and the future of the discipline. Not only is MediaMonks an associate of SoDA, but our co-founder and Chief Operating Officer, Wesley ter Haar, was recently made European Chair of the organization. A number of other key employees have also been approached to write opinion pieces for their industry publications.

MediaMonks is also a member of the APA (Advertising Producers Association): a trade body for production companies, postproduction and VFX and editing companies. Based in the UK, their objective is to create the best possible business environment for its members to operate in, through offering advice and organizing events.

### INNOVATION

Our Research and Development department is based at our Amsterdam (NL) headquarters, making their work eligible for the Dutch fiscal stimulus of WBSO (Wet Bevordering Speuren Ontwikkelingswerk). This fiscal benefit considerably reduces research & development labour costs. It includes R&D activities with new products, production processes and software. In 2013, 11,944 hours were assigned to MediaMonks and subsidised according to the WBSO, amounting to 3.73% of the total amount of hours worked. This has enabled MediaMonks to increase its capacity for innovation and respond aptly with new software and creative products.

### INDUSTRY LEADERSHIP

We think it is important to promote digital communication within the sector, giving others in the industry the opportunity to grow with us. Therefore, as part of our industry leadership, the MediaMonks development department shares relevant innovations via presentations, events or congresses with the world around us - including clients, suppliers and other partners. Also, some developments and software updates, such as Flash development, are openly shared with anybody who is interested via an online platform. In the years to come, we will intensify our efforts to educate the world around us, focusing even more on contributing to the development of young talents in the sector.

### AWARDS

*MediaMonks has received a wealth of awards due to the cutting edge nature of its work. In 2013, we were inducted into the prestigious FWA (Favourite Website Awards) Hall of Fame, a dedicated showcase for companies that have "paved the way for forward-thinking." Last year also saw us win awards for innovation at Eurobest, Cannes Lions, the Lovies and the Webby's, amongst others.*

# II COMMUNITY

## PERFORMANCE 2013

Donations	
<i>Projects for Public good</i>	<b>10</b> projects per year [#]
<i>Unpaid / voluntary hours</i>	<b>866</b> hours per year [#]

Knowing that our skills can serve projects and organizations for the public good, we seek actively to further contribute our expertise, network and resources to the social development of our community. With this, we do not only help the charities in the countries in which we operate, but also stimulate the uptake and use of digital communication for positive social change in general.

### IN KIND SUPPORT

MediaMonks has a huge reach across a very diverse audience through their digital projects. Because these projects – such as web design, social media, games and applications – are such good tools for charity campaigns, we are investing a substantial amount of time and resources into a number of worthwhile charitable projects. In 2013, we have donated in kind a total of 833 hours of our professional ability to ten foundations and projects for the public good across the Netherlands, the US and the UK.

Interesting to note is that many of these charities focus on the development and rights of children all over the world, such as Plan Netherlands, Save the Children, The Serco Foundation and Kidsco. Furthermore, a number of governmental campaigns on health and safety have also been supported with our creative work.

### FEEDIE

*Feedie is an excellent example of a project that harnesses the potential of digital technologies for an extremely worthwhile cause. Feedie is a mobile photography application, which allows users to capture photos of food and share them with their social network. However, the difference between Feedie and other social photography applications (such as Instagram), is that any photograph shared of a meal at a participating restaurant results in a real meal being shared with impoverished schoolchildren in South Africa. The mobile application demonstrates an extremely effective way in which the digital industry can harness existing technologies and current consumer behavior to produce outcomes for the public good.*

# APPENDIX

## TEN UNIVERSALLY ACCEPTED PRINCIPLES

The UN Global Compact asks companies to embrace, support and enact, within their sphere of influence, a set of core values in the areas of human rights, labour standards, the environment and anti-corruption:

PRINCIPLES UNITED NATIONS GLOBAL COMPACT		PAGE
Principle 1	Support and respect protection of internationally proclaimed human rights. MediaMonks takes a clear position against violations of basic human rights, such as the right to privacy and integrity.	7, 10, 11
Principle 2	Make sure business is not complicit in human rights abuses. MediaMonks contribute to this by promoting fair labour conditions in all our offices, and have integrated this into our human resource policy and procurement policy.	6, 7, 10
Principle 3	Uphold freedom of association and right to collective bargaining. MediaMonks respects the freedom of association and employees' rights to organize or join employee organizations.	6
Principle 4	Support elimination of all forms of forced and compulsory labor. Diversity is a prerequisite for success and all discrimination is prohibited. For example, in total 17 different nationalities are working at MediaMonks.	6, 10
Principle 5	Support effective abolition of child labor We do not tolerate bullying or other physical or verbal acts of an abusive nature. Decisions that concern employment, promotions, development and compensation are based on the employee's job knowledge and competence.	6, 10
Principle 6	Eliminate discrimination in employment and occupation Active responsible supply chain management helps us track possible human rights violations such as child, forced or compulsory labor.	10
Principle 7	Support a precautionary approach to environmental challenges MediaMonks works actively towards minimizing our environmental impact - it is part of our daily practice. Focus areas within our environmental policy are energy, mobility and waste.	8, 9, 10
Principle 8	Undertake initiatives to promote greater environmental responsibility Active sustainable supply chain management helps us raise awareness on energy efficiency amongst our suppliers, and work with them on innovations.	9, 10
Principle 9	Encourage the development and diffusion of environmentally friendly technologies Knowledge is an important factor to our environment and energy management. We work together with our strategic partners on innovative energy measurements - for example, with our datacenter supplier.	10, 14
Principle 10	Work against all forms of corruption, including extortion and bribery MediaMonks has zero tolerance with regards to all forms of bribes and corruption. We neither offer nor accept gifts and hospitality that are improper. This is integrated into our contracts with our employees, who have also signed a non-disclosure agreement to prevent data breaches.  Our undertaking is to conduct ourselves in an ethically correct manner in everything we do, in compliance with applicable legislation and our company values, industry standards and international guidelines.	10, 11

# OUR CSR PROGRAM

For questions, recommendations or ideas about the MediaMonks policy, please contact us:

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