

UN Global Compact Report  
Communication on Progress 2010

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TAYBURN  
KURUMSAL

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Tayburn Kurumsal is a member of  
The Turkish Investor Relations Society



## Statement of Support

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Tayburn Kurumsal aims to realize a better world and happiness for all through its activities as a value-creating enterprise.

### **Our aims**

Tayburn Kurumsal targets to contribute to creating a positive future for its business and society through combining

- long-term economic value,
- environmental stewardship,
- social responsibility.

**The Company plans to do this through all its business processes, products and services.**

It is a global commitment that Tayburn Kurumsal takes seriously, whether it involves developing new products for some of Turkey's largest conglomerates or providing innovative corporate communication solutions for SMEs. Sustainable development values have always been, by nature, an integral part of its business and they are increasingly becoming a strategic focus for Tayburn Kurumsal.

The Company's continued commitment to the UN Global Compact's 10 principles on universal, social and environmental practices is reflected in part by its progress against its goals. This commitment is relevant to every Tayburn Kurumsal employee, no matter where they are within the Company.

Tayburn Kurumsal agrees with and supports the 10 principles of the UN Global Compact with respect to human rights, labor rights, the protection of the environment and anti-corruption and has participated in the Compact in September 2009.

The Company is committed to making the Global Compact and its principles part of the strategy, culture and day-to-day operations of Tayburn Kurumsal and to clearly stating this commitment to its employees, partners, clients and public.

Ronaldo Manosa  
Managing Director

Ediz Usman  
Client Relations Director

**September 2010, Istanbul**

For more information about the Global Compact Charter please click [here](#).

## Tayburn Kurumsal in Brief

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Headquartered in Istanbul-Turkey, Tayburn Kurumsal, a pioneer corporate communications agency started its business activities in 1994.

The Company provides services in reporting (annual reports and sustainability reports, COPs), specialized editorial services, branding, marketing, web and electronic products. For further details about the Company's services and products, please visit <http://www.tayburnkurumsal.com/en/raporlama.php>

The customer portfolio of the Company is mainly constituted of Turkey's largest corporations, banks, SMEs and other companies. Tayburn Kurumsal also works for customers from different parts of Europe.

Tayburn Kurumsal, which has had a group of 17 employees as of September 2010, is a member of the Tayburn Group whose headquarters are located at Edinburgh-Scotland. For further information about Tayburn please visit [www.tayburn.co.uk](http://www.tayburn.co.uk)

## The 5 Pillars of Our CSR Strategy

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### **Ethical Business Practices**

Tayburn Kurumsal's business practices must be consistent with the ethical business practices in the markets in which it operates. Tayburn Kurumsal's activities are to be based on honesty, integrity and respect.

### **People**

Tayburn Kurumsal is committed to providing a workplace free of discrimination where all employees can fulfill their potential based on ability and merit. Tayburn Kurumsal strives to deal with everyone in a fair and open manner.

### **Sector-Community**

Tayburn Kurumsal is committed to being a contributor of positive change within its sector and community. The Company encourages its employees' efforts to support the communities in which they live through social investment, business relationships, and participation in charitable endeavors.

### **Environment**

Tayburn Kurumsal is committed to protecting the environment and health and safety of its employees. The Company is conscious of its responsibility to conserve resources and continuously look for ways to more efficiently use resources to reduce the environmental burden of waste generation.

### **Data Protection**

Unauthorized disclosure of sensitive information can result in Tayburn Kurumsal and its customers failing to comply with industry best practices, compliance or legislative requirements. These events impact customer retention and result in financial or reputation damage. Tayburn Kurumsal takes great care and responsibility with customer data.

## Human Rights

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### Principle 1

Businesses should support and respect the protection of internationally proclaimed human rights.

### Principle 2

Businesses should make sure that they are not complicit in human rights abuses.

**Tayburn Kurumsal employees are the backbone of its business. Their dedication, productivity and experience make it possible for the Company to remain innovative and competitive. Tayburn Kurumsal's continued success is dependent upon its ability to meet the needs of its workforce.**

Tayburn Kurumsal is committed to providing a workplace free of discrimination where all employees can fulfill their potential based on ability and merit. The Company strives to deal with everyone in a fair and open manner.

Tayburn Kurumsal encourages its employees' efforts to support the communities in which they live through social investment, business relationships, and participation in charitable endeavors.

The Company is committed to providing a violence-free workplace. Acts or threats of physical violence, including intimidation, and harassment that involve or affect the Company or that occur in the workplace will not be tolerated. This prohibition against threats and acts of violence applies to all persons involved in Company operations, including, but not limited to, Tayburn Kurumsal personnel, contract workers, temporary employees, and anyone else in the workplace.

Tayburn Kurumsal is committed to user privacy in its products and services and seeks to provide a secure business environment for the protection of employees' and customers' private information. Security measures are employed regardless of the media on which information is stored (paper, overhead transparency, computer bits, etc.); systems which process it (personal computers, voicemail systems, etc.); or methods by which it is moved (electronic mail, face-to-face conversation, etc.). Information is also protected in a manner consistent with its classification.

Tayburn Kurumsal considers it to be its duty to invest in the development of its employees. Innovation and excellence are the at heart of the Tayburn Kurumsal culture, and constitute the reason why its commitment also includes investment for the development of new, more environmentally friendly technologies and other innovations to improve its standards of quality.

In addition, Tayburn Kurumsal ensures that its employees:

- are aware of their own human rights and respect the rights of others;
- receive a fair compensation and have a flexible workplace that serves the requirements of both the Company and the employee;
- have the opportunity to voice their complaints or concerns regarding the business environment;
- have the opportunities and resources needed to enhance their competencies and performance.

## Labor Standards

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### Principle 3

Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining.

### Principle 4

Businesses should support the elimination of all forms of forced and compulsory labor.

### Principle 5

Businesses should support the effective abolition of child labor.

### Principle 6

Businesses should support the elimination of discrimination in respect of employment and occupation.

**Tayburn Kurumsal respects employees' right to bargaining. The Company also requests that suppliers recognize their employees' right to choose whether or not to associate with or establish any organization including labor organizations.**

Forced or involuntary labor is not tolerated by Tayburn Kurumsal. This includes work on a forced contract, slavery and other forms of work against one's will. Tayburn Kurumsal does not accept employment through fee charging employment agencies.

Tayburn Kurumsal respects children's rights. Therefore, the Company does not support child labor and does not use children as part of its work force.

Tayburn Kurumsal assists education systems, where it can, in providing work placements or internships as part of university or vocational courses of study.

Tayburn Kurumsal employs individuals of different ages, genders, ethnicities, physical and mental abilities and lifestyles and values the unique background of each of its employees.

Tayburn Kurumsal will not discriminate (or tolerate discrimination by its employees) against any applicant or employee based on age, gender, race, color, religion, national origin, ancestry, sexual orientation, disability, marital status.

All employment decisions related to new hires, transfers, promotions and compensation are based on experience, skills, qualifications and responsibilities.

## Environment

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### Principle 7

Businesses should support a precautionary approach to environmental challenges.

### Principle 8

Businesses should undertake initiatives to promote greater environmental responsibility.

### Principle 9

Businesses should encourage the development and diffusion of environmentally friendly technologies.

**Tayburn Kurumsal is committed to protecting the environment and promoting greater environmental awareness. The Company is conscious of its responsibility to conserve resources and continuously look for ways to use resources more efficiently to reduce the environmental burden of waste generation.**

Tayburn Kurumsal establishes and continuously improves its policies, programs and practices for conducting its business in a safe, environmentally sound manner and in accordance with relevant safety and environmental legislation and regulations in force in Turkey.

Tayburn Kurumsal conducts its operations in a manner that is committed to recycling, conservation of resources, prevention of pollution, and promotion of environmental responsibility among its employees, its customers and the supply chain.

The Company provides products and services to its customers that promote sustainability, CSR and environmental issues. Tayburn Kurumsal believes that by supporting actively such projects it contributes to an environmentally sound economy and world.

Tayburn Kurumsal informs suppliers and other industry business partners of its environmental principles and encourages the adoption of environmental management practices aligned with these principles.

Tayburn Kurumsal conducts formal reviews of the Company's activities to ensure compliance with environmental regulations and internal practices.



## Anti-Corruption

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### Principle 10

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

**Tayburn Kurumsal is committed to upholding high moral and ethical principles and specifies the basic norms of behavior for its employees.**

**While Tayburn Kurumsal's business practices must be consistent with the ethical business practices in the markets in which it operates, the Company believes that honesty is the essential standard of integrity throughout the globe. Tayburn Kurumsal's activities are to be based on honesty, integrity and respect.**

Tayburn Kurumsal believes that good business cannot be achieved without caring about ethics. Only the combination of both produces the best long-term results for all its stakeholders.

Ethical business lies at the heart of the Tayburn Kurumsal's CSR pillars. Tayburn Kurumsal wants to play a positive part in society, grow value, attract and develop the best kind of people. The Company's reputation and its future success are critically dependent on compliance, not just with the law, but with the highest ethical standards.

Fees, commissions, or any form of payment intended to induce or reward favorable decisions and actions are unacceptable and prohibited. Employees of Tayburn Kurumsal may not, in violation of any law, pay or offer to pay or give anything of value to induce or reward favorable action in any business transaction. These provisions are not intended to apply to routine, reasonable business entertainment or gifts of minor value, customary in business relationships.

TAYBURN  
KURUMSAL

Süleyman Seba Cad. Acısu Sok. 1/15 Maçka 34357 İstanbul

Tel (212) 227 0436 / (533) 519 5517 / (542) 829 2924

Faks (212) 227 8857

[www.tayburnkurumsal.com](http://www.tayburnkurumsal.com)