

GLOBAL COMPACT ANNUAL COMMUNICATION ON PROGRESS – SME VERSION

Company Name	Futerra Sustainability Communications	Date	9 November 2010
Address	4 Charterhouse Square EC1M 6EE	Membership date	
Country	England	Number of Employees	25
Contact name	Jennifer Johnson	Sector	Consulting
Contact Position	New Business Manager		
Contact telephone no.	020 7549 4703		

Brief description of nature of business

Futerra is a sustainability communications agency. Our company was founded in 2001 to fill a gap in the market – we could see that the need to move toward a more sustainable society would require effective communications between many different groups of people. Yet we found the general quality of sustainability communications to be poor. People and organisations were struggling to understand the audiences and how to engage them in the right way. Futerra was founded to set out to address that problem.

We offer real and impactful solutions to a broad range of businesses, governments and NGOs within Europe, Asia, South America and North America.

Our range of services makes us one of the new breed of ‘360 degree’ agencies. Futerra has five main practice areas:

Strategy

Strategy has always been at the heart of Futerra. We work across the spectrum of strategic needs:

- Communications strategy and message development
- Stakeholder mapping and engagement
- Competitor messaging analysis
- Campaign management
- Measurement and evaluation
- Full strategic marketing campaigns

PR and Media

We know that it is difficult to get PR benefits out of doing the right thing. In order to succeed we bring our in-depth knowledge of sustainability issues to raise our clients' green profile. Our team has expertise across a range of disciplines:

- Strategy development and implementation
- Media relations
- Media training
- Media launches
- PR toolkits
- Thought leadership

Advertising and Brand

Our ad practice specialises solely in green and ethical messages and we know how to reach both the traditional green consumer and the new ethically interested. We deliver:

- Market research and insights (in partnership with the research company OnEarth)
- Creative briefs, campaign strategy and messaging
- New media dedicated campaigns
- Media planning

Employee Engagement

Futerra's internal engagement team live and breathe by example and know that the secret to the success and longevity of sustainability campaigns lies in an organisation's employees. We create bespoke internal sustainable development communications solutions aligned to each client's brand, including:

- Messages and campaigns, including development of visions
- Print, live and online customised learning materials
- Innovative and engaging communications tools
- Events and facilitation
- Masterclasses to engage the business community

Visual and Digital

The visual and digital team are passionate about making sustainability communications visually relevant, immediate and engaging. Our team delivers marketing materials of the highest creative quality in various media, including:

- Printed materials
- Online
- Video and digital


Statement of support

Futerra wholeheartedly supports the principles of the United Nations Global Compact (UNGC). We are committed to living out those principles as a business internally as well as with our work for clients.

The Futerra team is personally as well as professionally committed to sustainable development and it is our core business to promote more ethical practices, particularly for environmental and social responsibility in business but also more generally in the interest of international justice and human

rights. We therefore look forward to improving our action in these areas and further integrating the compact principles into our business.

We firmly believe that belonging to the UNGC is helpful to our business and are proud to be part of such a worthwhile initiative.

Signature		Position	Chief Executive
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HUMAN RIGHTS

PRINCIPLE 1

BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS

Futerra has no direct experience of human rights abuses and no specific mechanism to monitor this. Nevertheless, we are committed to respecting the human rights of our employees and suppliers. We try to treat people with respect at all times. Avoiding discrimination, promoting tolerance and encouraging freedom of expression are particularly relevant to this.

We are still undergoing a complete, companywide regrouping and reassessment process. This will include: continued integration of our Environmental Policy, registration with ISO 14001 or BS8885, and Investors in People.

We have redesigned our Staff Handbook to give a clear indication of lines of responsibility and where to go for help if there is a problem. Since the introduction of an HR manager and Office manager we have initiated improvements to facilitate Futerra reaching our UNGC COP goals and to exceed required levels of compliance to environmental and social legislation. We refer to the UNGC in both our Procurement Policy and our Environmental Policy.

Our cleaning service only uses natural products and pays a full Living Wage. We buy second hand, recycled, long life or low energy equipment and prefer to buy fair-trade or from independent retailers where possible.

We have been classified a "Living Wage Employer" by the Living Wage campaign organised by the London Citizens community organising network (<http://www.livingwage.org.uk>)

PRINCIPLE 2

BUSINESS SHOULD ENSURE THAT THEY ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES

We have a stated policy only to work on projects which we believe to be contributing to sustainable development. Being complicit, actively or passively, with human rights abuses would fundamentally undermine this mission and our core business. We are under scrutiny from our clients, advisory board and other stakeholders in this regard. We discuss any areas of controversy internally to ensure that we do not conflict with this.

Weekly team and management meetings alongside continuous individual assessment sessions give multiple opportunities for debate and feedback.

LABOUR

PRINCIPLE 3

BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING

We see equity as a central element of Sustainable Development. Being complicit, actively or passively, with human rights abuses would undermine this mission and our core business. We are under scrutiny from our clients, advisory board and other stakeholders in this regard.

We discuss any areas of controversy internally to ensure that we do not conflict with this. Weekly team and management meetings alongside continuous individual assessment sessions give multiple opportunities for debate and feedback.

PRINCIPLE 4

BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR

We see equity as a central element of Sustainable Development. Being complicit, actively or passively, with human rights abuses would undermine this mission and our core business. We are under scrutiny from our clients, advisory board and other stakeholders in this regard.

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PRINCIPLE 5

BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR

We see equity as a central element of Sustainable Development. Being complicit, actively or passively, with human rights abuses would undermine this mission and our core business. We are under scrutiny from our clients, advisory board and other stakeholders in this regard.

We discuss any areas of controversy internally to ensure that we do not conflict with this. Weekly team and management meetings alongside continuous individual assessment sessions give multiple opportunities for debate and feedback.

PRINCIPLE 6

BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION

We seek to avoid discrimination in our recruitment, be it on grounds of religion, race, sex, age, sexual orientation, gender identity or any other form. All recruiters are made aware of our recruitment policy and interview questions are set so as to comply with it. Decisions are made on the basis of ability and nothing else. This extends to decisions about status within the company, salary, bonuses and promotions.

This year we have improved our recruitment policy, revising company structure and job titles and educating all managers. We have also made our recruitment policy available to clients who have requested it.

We have a degree of diversity in the workforce which may not be a direct result of our policies but we feel that it reflects positively on our commitment to this principle.

ENVIRONMENT

PRINCIPLE 7

BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES

We operate an ethical purchasing policy which includes a strong environmental element. In practice, the leadership of Futerra seeks to promote a corporate culture which respects the environment. We are also committed to promoting respect for the environment in our work for clients, which often includes encouraging pro-environmental behaviour through innovative communications.

The impact of our client work on the environment is hard to quantify but most of our projects aim to have a direct or indirect positive impact on the environment – from internal communications campaigns to large scale national communication strategies. We continue to promote the agenda on effective communication through the Compass Network which we run in partnership with the UK Sustainable Development Commission. This is a network of communicators on environmental issues with over 700 members worldwide.

We have also published a document entitled “New Rules: New Game” which summarises research into how to change public behaviour in response to climate change. Other work includes “The Greenwash Guide” which helps educate on the dangers of misleading or unsubstantiated environmental claims in advertising, and, most recently, “Branding Biodiversity”, a piece on new ways with which biodiversity can be communicated in order to protect it long-term.

Our thought leadership is central to our business, informs our client work and wins us plaudits from clients and independents alike. They can be viewed at http://www.futerra.co.uk/revolution/leading_thinking.

Further to this, in our client work, Futerra evaluates three elements of each piece of communication work we deliver:

	What does it measure?	For example?
1. Process	The success of the communications delivery process	<ul style="list-style-type: none">• Hits on websites• Visitors to events• Posters/emails seen and read• Number of pieces of positive feedback
2. Outcome	The degree to which the communication has changed attitudes and behaviours	<ul style="list-style-type: none">• Attitudinal or reputational surveys• Feedback forms at events• Surveys of behaviours undertaken• Increase in sales
3. Impact	The amount of impact the communications have had on your overall sustainability objectives	<ul style="list-style-type: none">• Tons of carbon or waste avoided• Reduction in energy bills or travel miles

Our own measurement tool, which is currently in development, evaluates these three areas in order to determine the impact of communications on sustainable development as a whole.

PRINCIPLE 8**BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY**

Nearly all of our projects have some element of promoting environmental responsibility. We are committed to furthering sustainable development in everything we do so “environment” forms a major part of that. Our policy is to seek sustainability and we do so by promoting an understanding of the relationship between public behaviour, the environment and corporate responsibility.

Since November 2008 we have been focusing on our own environmental footprint with our ‘Futerra Filter’ project, which aims to ensure that we are as sustainable as possible. This is a continuous and evolving process. Our goal is to be an environmentally positive company doing more good than bad.

Our London office recycles, reuses and composts where possible and staff are conscious of energy and water use. All our electricity comes from renewable sources. As an office based company we have relatively low emissions and all harmful chemicals are listed in our COSH document. The company owns no vehicles and encourages the use of public transport (and when we need to use taxis to get around the city at short notice, we use a green provider that has a fleet of hybrid taxis). We also operate a lunch club where staff can eat local, organic food freshly prepared reducing the consumption of packaged and high embodied energy foods.

The impact of our client work on the environment is hard to quantify but most of our projects aim to have a direct or indirect positive impact on the environment – from internal communications campaigns to large scale national communications strategies.

We continue to promote the agenda on effective communication through the Compass Network which we run in partnership with the UK Sustainable Development Commission.

In spite of our international client work increasing by 15%, our international air travel has decreased by 10%. Some of our biggest clients are based in Europe, and we take the train to every single client meeting in Paris (for our client AXA), in Copenhagen (Novo Nordisk) and Amsterdam (Global Reporting Initiative). This substitution has resulted in 6.13 **less** tonnes of carbon dioxide entering the atmosphere than would have done had we used air travel.

PRINCIPLE 9**BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES**

Whilst Futerra’s core business is in service provision, and not in environmental technology, we do integrate the diffusion of green technical innovations wherever possible. For instance, a project with our client Unilever aims to inspire senior members of their Board to encourage sustainability innovation within the company. In this, and other similar projects, Futerra’s role is to actively assist in embedding these innovations into their mainstream corporate strategy and help our clients move forward.

ANTI-CORRUPTION**PRINCIPLE 10****BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY**

While Futerra has always had an implicit, underlying commitment to the fight against corruption, the company realises that, in order to ultimately comply with the totality of the UNGC’s principles, it will need to formalise this recognition into a policy or statement of policy. The formulation of such a policy is currently ongoing, and will be ready for our next COP in early 2011.