

# Siteimprove CSR REPORT 2013 / 2014

## Letter from the CEO

Welcome to Siteimprove's fourth report to the UN's Global Compact, an important initiative that we joined in 2010. Global Compact is a program that has received worldwide recognition, which is why its 10 Principles function as the framework of our Corporate Social Responsibility (CSR) work for our primary markets in the UK, US, Sweden, Germany and Denmark. We are very proud to show the progress we have made in regards to CSR, and to demonstrate which goals we have achieved. This report also includes the ideas and goals we have for 2014/15.

Our main focus this year has once again been accessibility, as we are still firm believers that everyone has the right to access the web. We believe this is a basic human right and hence a focus area where Siteimprove has the ability to make a difference. Knowing that 20 percent of the population has a disability, we have fulfilled our goal from last year to hire a second accessibility expert, Kevin Rydberg, in our US office. Kevin has more than 20 years of experience in the accessibility field, so we plan on utilising his experience going forward. We have worked hard the last year to develop new initiatives toward a more accessible web for our clients, through online webinars and a new PDF checker. Furthermore, we now provide online accessibility certification courses to our customers, the first private company to do in the US. We have now expanded the courses to cover the UK, Germany, Sweden and Denmark as well.

## A sound working environment

While our focus lies within accessibility, we are dedicated to providing our employees with a psychologically and physically sound working environment. These people are the force of the company, and we believe that providing a stable and positive working environment will ensure a

better quality of work as well as a strong determination. In an attempt to secure a positive working environment, Siteimprove has taken the initiative of creating our own soccer team. Furthermore, we held a pedometer challenge along with multiple social events that strengthen the bond between our employees. This ensures that the heart of Siteimprove keeps beating healthily. In the effort to minimise our carbon footprint, we have encouraged each other to ride bikes to work, take public transportation or even carpool. We have planted trees in Malawi through the UK 'Fruitful Office' program, and we are recycling paper, cardboard, plastic and cans with consideration to the environment. We have also begun sponsoring the Hammerhead shark in an effort to protect this endangered species. These are merely some of our steps towards lowering Co2 emissions and contributing towards a cleaner environment this year.

## Charity and fundraising

As a new angle within our CSR, we have chosen to extend our focus on charity and fundraising. We received a prize for our last CSR report, which made us even more enthusiastic about developing our efforts in regards to being a socially responsible company. We have collaborated with the 'Family-to-Family' NGO, we have put on our running shoes for the Syrian Refugees, and we have hosted a cake sale fundraising for 'Children In Need'. Developing CSR initiatives is a continuous journey for Siteimprove, and we know that our job is not done yet. We want to increase our ambitions and spread our initiatives to all of our offices. We want to work with CSR in new ways, and ensure that our indirect influence through our supply chain is socially responsible. With this CSR report, we want to share our journey with you and demonstrate that even a Software as a Service company can be both socially and corporately responsible. We still hope that other IT-companies will be encouraged to share our vision of contributing to a sustainable information society for all.

**By Morten Ebbesen, CEO - Siteimprove**

# Human Rights

## Global Compact principles 1-2

1. The company should support and respect the protection of internationally declared human rights, and
2. Ensure that the company does not contribute to the violation of human rights

Accessing the web has gone from being a superfluous utility to becoming a necessity in the increased digitisation of our society. To us at Siteimprove, this means that web access has become a basic human right. Having a disability should not exclude anyone from accessing the internet. Since one fifth of the population is estimated to have a disability, it is our firm belief that it will prove essential for businesses and organisations - private as well as public - to increase the accessibility of their websites. As online self-service solutions increase, we at Siteimprove continue to work for and support the rights of those affected by websites with poor accessibility. As such, we have come up with various initiatives to improve digital accessibility. You can read more about this below, as well as our plans for the coming year.

### **Why make it more difficult?**

## Experts on Accessibility

At Siteimprove, we have provided tools to help identify website accessibility issues since 2007. This has been a great asset for our customers, but we have learned that many find it difficult to solve accessibility problems. Due to this, in 2011, Siteimprove DK hired Senior eAccessibility Specialist, Helene Nørgaard Bech, to educate and provide support to our customers. Since the accessibility issues that companies experience on their websites have only grown over time, our US office also hired an Accessibility consultant last year, Kevin Rydberg. With experts like these, we are even more capable of assisting our customers to help them make their websites accessible to everyone. To further understand the needs of our clients, we rolled out a survey asking them about their accessibility efforts and how our tool has helped them. The results of the survey were overwhelmingly positive as many Siteimprove customers find our tool helpful in making their

websites accessible. This confirms our belief that digital accessibility is an important focus area. In the survey, our customers commented:

*"It's hard to make sure everything is correct if it is not your area of expertise!"* – Client from United Kingdom.

*"We don't have an accessibility specialist. One on the web team looks through the Siteimprove accessibility reports monthly to identify areas we need to improve."* – UK client

These quotes clearly state that accessibility is far from an easy fix. Accessibility takes time which is why we believe that our services make a significant difference in helping companies provide accessible websites. Web Accessibility is an Eye-Opening.

## Web Accessibility is an Eye-Opening Experience

We work actively to put digital accessibility issues on the public and private agenda, informing people about challenges that disabled users experience when navigating the web and utilising self-service solutions. As true believers of the fact that first hand experiences are one of the best methods for teaching, we have begun collaborating with a Danish consultant, Jacob Nielsen, who has been blind almost his whole life. Jacob uses the web every day and is often challenged by websites with poor accessibility. During his talks he often points out common website accessibility problems such as websites that require the user to activate various features by using the mouse, or important information that is embedded in graphics on a site making it impossible for a screen reader to identify. Jacob says that he is happy to help anybody who works to increase focus on digital accessibility. Therefore, he often takes active part in Siteimprove customer events, as well as participating in our other various projects such as our 2012 accessibility documentary that we produced together with the Danish Institute for Human Rights.

*"Siteimprove helps us to create a better web for all."* – Client from Sweden.

# Helping people see clearly

We've written 41 blog posts, 10 whitepapers and hosted 24 webinars on the topic of accessibility.

## Siteimprove's online Accessibility Certification Program

In 2013, we introduced a free of charge accessibility certification program for Siteimprove's US customers. The certification is designed for customers who want to enhance their web skills, best practices and develop their Siteimprove-specific product training and knowledge on accessibility. The two courses, technical and non-technical, are offered online and available for the participant any time anywhere. Each course consists of a series of videos and corresponding quizzes. The customer has to pass all quizzes with at least an 80 percent final score to be awarded a certificate that they can display (and show off) in their office. In April 2014, 248 customers had passed the test. In February 2014, we identified a pilot group of customers from Denmark, Germany and Great Britain in order to test the American initiative within the European market. The feedback was overwhelmingly positive and we are contemplating rolling out the program in 2014 for all European customers as well.

## Siteimprove's PDF Checker

As part of our continued focus on accessibility and making the web more accessible for everyone, we are constantly looking for new ways to improve our accessibility product offering. One major area in which we have made substantial improvements this year is within the field of checking Portable Document Formats (PDFs) for possible accessibility issues. It is a common misunderstanding that PDFs are inaccessible but in fact, a PDF is a document format that can be greatly accessible to many users. Here at Siteimprove we know that accessibility can seem overwhelming, and so, one major product enhancement we focused on and released in early 2014 was the ability to check PDFs on websites for accessibility. With an easy and simple layout, the new product enhancement makes it easier for businesses and organisations to ensure that all web content, including the often forgotten PDFs, are meeting accessibility standards.

## Accessibility Workshop in London

In an effort to contribute to educating the UK on digital accessibility, Siteimprove UK held a website workshop in October 2013, which was attended by over 80 customers over two days. The overall topic was website accessibility, and as such one of Siteimprove's senior e-Accessibility specialists was there teaching the latest methods in ensuring accessible websites.

## Siteimprove Collaborates with Swedish ETU

In early 2014, Siteimprove SE entered into collaboration with the Swedish Accessibility consultancy firm ETU that provides companies with an overview of accessibility issues on their websites. They help provide a tailored solution to the individual company, using the Siteimprove Accessibility tool along with their personal assistance.

## Global Accessibility Awareness Day (GAAD)

In May 2013, Siteimprove kindly asked our customers to perform a series of website accessibility tasks. For each customer who participated, we donated money to various charities for blind people. After the event, one of the customers told us that:

*"It was frustrating! I definitely have new appreciation for accessibility and why it is so important. Two very popular news sites were selected for the test. One of the sites is known for being accessible and it was a breeze to navigate through. There were a few instances where I couldn't navigate as smoothly as I wished, but I was very impressed by the "skip to content" feature. The second site, which I assumed would be accessible, was very difficult to navigate and I quickly found myself in a never-ending keyboard loop. This GAAD experience will certainly kick-start our team's work towards making our website more accessible."*

Statement by Web Architect Marian Doucette from County of Huron, Canada.

In Denmark, we chose to donate the money to 'Dansk Blindesamfunds Ungdom' (Danish Blind Youth Society) for the children's canoe trip in Sweden. Afterwards, they told us that:

*“The trip was a great success! The weather was wonderful and luckily, no one fell overboard! In the evening, we joined a big barbecue dinner with live music on the camping site, which wouldn’t have been possible for us without your donation. We returned home the next day, tired but happy!” Statement by Mark Sonne from Dansk Blindesamfunds Ungdom*

## Accessibility Advisory Board

In November 2011, Siteimprove assembled an Accessibility Advisory Board consisting of various stakeholders, many of which work for large Danish public organisations. Since the assembly of the board, it has provided us with a forum in which to receive feedback on how we can improve our services. We convene throughout the year to remain up to date and have invited the board to act as BETA testers on several occasions in connection with planning and developing new features in our Accessibility tool.

## People comes first and we believe in our employees

Siteimprove has a total number of customers of 1,904 and 35,522 users in all.

## Siteimprove Employee Numbers

Siteimprove employs a total number of 107 individuals. 38 of these women and 69 of these are men.

We’ve had 50 new hires since May 2013.

The average age is 32 years, 9 months and 16 days old.

The average time of employment is 2 years, 2 months and 25 days.

In management the gender division is 54% women and 46% men.

## We are close to you

Siteimprove has offices in the following locations:

### Unites States

In Minneapolis, with 48 employees, 1,091 customers and 19,431 users.

## Denmark

In Copenhagen, with 39 employees, 225 customers and 7,405 users.

## United Kingdom

London, with 11 employees, 432 customers and 6,913 users.

## Sweden

In Malmö, with 4 employees, 99 customers and 1,406 users.

## Germany

In Berlin, with 5 employees, 57 customers and 367 users.



# Labour Rights

## Global Compact principles 3-6

3. The company should support the right to unionize and effectively recognise the right of collective bargaining
4. Support the eradication of all forms of forced labour
5. Support the effective eradication of all forms of child labour
6. Eradicate discrimination in respect to employment and occupation

Siteimprove's success relies 100 percent on every single employee and therefore it is fundamental to our success that everybody is in the game with all they have got. We believe that happy people work better, and we enjoy finding new ways and reasons to improve the working environment and celebrate our successes (both small and big) with each other. In the past year we once again broke all records in terms of growth and new hires. We went from 76 to 107 employees across our offices in London, Minneapolis and Copenhagen. Our success adds a lot of energy and positivity to the organisation, but it also brings a fast pace and continuous change, which may affect the work environment in both positive and negative ways. In order to keep track of the general employee satisfaction we rolled out an annual workplace assessment (AWA) for the fourth time in February 2014. The results of the AWA build the foundation for the evaluation of goals for the next year, and also help us pinpoint which areas to focus on in 2014 in order to make Siteimprove an even better workplace.

## Physical work environment

The physical work environment is the base of our company and our employees deserve only the best. Every year, we look to improve the working environment and in 2013, the US office took the biggest step by moving the entire office. This has resulted in much more suitable conditions for all employees. In 2013, we set a goal to have a patio in our Copenhagen office and this work began in 2014. It is estimated that by the end of 2014, employees will be able to enjoy a 'Bavarian' beer-style garden where fresh air is in abundance and employees can socialise.

## Nominated for best place to work in Minneapolis

We are very proud to announce that for the third year in a row, Minnesota Business Magazine has named the US office as one of the '100 best Companies to Work For'.

## Pru Health: Prevention is the best cure!

Whilst Siteimprove strives to help and motivate employees to utilise their potential in the workplace, we also recognise the importance of a healthy work – life balance. Siteimprove provides private healthcare to every employee in the UK. Our provider Pru Health not only caters for any employee's medical needs, but also embodies the idea that prevention is the best cure, offering excellent benefits and rewards for daily activities with exercise. We have been members of Pru Health for over a year now, and the benefits have contributed to many employee's sporting achievements.

## Health and Sports

In the fall of 2013, a dozen Danish Siteimprovers decided to get to know each other on a whole new level by creating a Siteimprove DK soccer team. The players meet up twice a month for a few hours of adrenalin pumping soccer playing in a central indoors facility in Copenhagen. This is a fun way to exercise and unwind in the company of great colleagues. In the spring of 2014, Siteimprove US signed up a softball team with the local softball league in Bloomington, MN. We see this as a great way to support an active and social lifestyle for the participating employees and have therefore decided to cover the league's fees so the employees can play free of charge.

## Pedometer challenge –let's get moving!

Siteimprove DK decided that it was time to get up and get moving. In that spirit, a four day pedometer challenge was arranged. Every employee wore a pedometer, measuring their every step, and with a luxurious spa treatment prize so close they could almost feel the massage, motivation was not an issue. Other incentives included diplomas, inspiring posters around the office and goodie-bags for all daily winners that contributed towards making the challenge a big

success. This is a new tradition at Siteimprove, and one which we look forward to expanding in 2014 and 2015.

The winner walked 47,552 steps out of 420,662 steps.

The average step length was 45 cm.

We had 35 participants.

We walked a total length of 189.3 km.

## Psychological work environment

Siteimprove never sleeps and therefore the pace is high, which can lead to stress. A wide range of initiatives were implemented in 2013 and 2014 to help keep a good work-life-balance, and the latest AWA findings proved that we are moving in the right direction as employees indicated that they feel less stressed compared to last year. Management will keep focusing on the subject, as will the employees who were appointed HR-responsible. Another positive result of the AWA in 2014 was that employees feel that management has gotten better at communicating goals and expectations, and that the wellbeing of the employees has improved. Employees feel that they can come to management with their problems and concerns to a greater extend. We expect that this improvement also reflects positively on the level of stress. Finally, we are doing our best to nurture a culture where all Siteimprovers not only watch out for themselves, but also for their colleagues and that they raise a red flag if the pace gets too high.

- The employees felt less stressed in 2013 compared to 2012
- HR-responsible employees appointed in all offices
- Improvement in clear expectations and goals

## Employee Satisfaction

The AWA 2014 showed that the overall job satisfaction across all markets grew positively and that a stunning 96 percent of employees stated that they are either satisfied or very satisfied.

## Training and Competence Development

At Siteimprove, we care about the personal development of our employees, and we are passionate about investing in our work force. We believe that improving the teams' personal skills will enable them to expand their job skill repertoires which both benefits Siteimprove as well as their future employability. There is also the added benefit of stimulating the mind and improving morale through learning new things and taking on new challenges. With a growth rate close to 100 percent per year, the US office has decided to implement a two week on boarding program designed to give new employees a better understanding of our values, business model, work ethics, requirements, company and history. This program allows us to bring on a large number of new employees whilst embracing the spirit of Siteimprove and better utilising the resources required for training. The feedback from the employees has been extremely positive and as a result, we have started to have new employees from Siteimprove's other offices flown in to participate. Between June 2013 and June 2014, the UK office ran over 16 training sessions. We are lucky enough to have a wealth of knowledge and experience across all three offices (UK, Denmark and USA), and we channel this through internal training to empower the rest of the Siteimprove community. We are proud of the fact that all European sales staff members participated in a three day sales training program in London in January 2014 and that a total of 63 per cent of the Danish full time staff have received competence development in the period May 2013 to May 2014. In 2014, we have external training plans for the Customer Experience team and office management and we will expand the US on-boarding program to the EU markets in order to provide new hires with better training and to meet the plans for EU market expansion. The AWA results reflect the satisfaction of employees with regards to Siteimprove meeting their training needs.

## Knowledge Sharing

Knowledge sharing has not always been Siteimprove's strongest suit, which has caused some frustration among the employees. To bridge this gap we introduced a 'new ideas' forum in 2013 in our customer relationship management system that allows sales staff to give their input and vote on their favourite ideas, thereby influencing the development process to a higher degree. Additionally our project manager and head of development now present every sprint

(development cycle) to all employees in order for everybody to get a better understanding of the coming releases.

## Social Activities

At Siteimprove, we place a high value on employee satisfaction, and one way in which we assure this remains high is through the planning of numerous social activities. These activities are a great opportunity for employees and their families to spend time together. Throughout 2013 and 2014, we arranged a number of social events, which is a great way for management to show their appreciation, and for everyone to get to know each other outside the offices. We definitely work hard and play hard!

### Social events in the US office

- A summer party where the entire office and their significant other went on a boat cruise around Lake Minnetonka
- A Halloween pumpkin carving contest
- A winter holiday party in downtown Minneapolis with car service before and after the event in line with Siteimprove's strong stand on drinking and driving
- A roller derby game

After the boat cruise, Senior Product Specialist, Steve Hennigs, said:

*"I am grateful that our leadership places a premium on the 'work hard, play hard' culture. It was great seeing everyone and meeting some new people on this year's cruise. Here's to another year of success and next year we may need a bigger boat!"*

### Social events in the Copenhagen office

- A circus themed party where all employees learnt new circus skills such as juggling, tightrope walking and acrobatics.
- A gala held at the National Aquarium Denmark to celebrate Siteimprove's 10-year anniversary. With well over 100 people in attendance - employees and their partners - the event was the roaring success with guests enjoying personalised behind the scenes tours,

as well as being treated to an exclusive three-course meal whilst surrounded by floor to ceiling tanks.

- A Halloween pumpkin carving contest
- A festive Christmas party driving go-karts, followed by a restaurant dinner, cocktails and all night dancing
- A Mexican Friday Bar

## Social events in the UK office

- A summer party with bowling, cocktails and flamingos, 1950's style at the All Star Lanes in Holborn. Followed by dinner at the South Kensington Gardens
- A Halloween pumpkin carving contest
- A Christmas party at the Artillery Gardens HAC in London
- An 'Into the wild' costume day in favour of "Children in Need" fundraising Day
- Santa's little helpers costume day for the "Save the Children" cause

# Where can we do better?

## Support & Acknowledgement

The AWA 2013 indicated a decrease in support and acknowledgement from management. We have added a significant amount of new people to the Siteimprove family in the past year, and combined with the US office relocation there is no doubt that every single manager on all markets has been extremely busy. However, this is not an excuse, and as mentioned earlier, Siteimprove relies 100 percent on every single employee, and therefore it is fundamental to our success that everybody is in the game with everything they have. In 2014, management will focus on doing everything they can to help everyone be successful in their role.

## Profit Sharing

Since 2011, a yearly bonus based on a percentage of Siteimprove's annual profits has been divided between all employees based on length of service seniority. The purpose of the Profit Sharing

program is to recognise and award the staff's efforts and hard work. The program will continue in 2014, allowing us to once again share the company's success with all of our employees.

**Making the world a better place**

# Environment

## Global Compact principles 7-9

7. The company should support a careful approach to environmental challenges
8. Take initiatives to promote increased environmental responsibility
9. Encourage the development and dispersion of environmentally friendly technologies

At Siteimprove, we are very committed to minimising our carbon footprint, which is why we strive to live up to climate and environmental principles. Due to this commitment, we have since the beginning of 2011 been a member of a climate partnership with Denmark's largest energy producer; DONG Energy. This climate partnership means that we buy our electricity from wind turbines. Through this, we furthermore contribute to the construction of the new wind turbines on Avedøre Holme. You can read more about our commitment to the environment and our green initiatives below.

## Siteimprove DK travels on two wheels

At Siteimprove Denmark, we are very committed to reducing our carbon footprint. As a result, and in a bid to aid the well-being of our co-workers, everyone in the Copenhagen office is encouraged to ride their bike to work. With the infrastructure in Copenhagen developed to make it easier to ride a bike, it is not only the healthy option but the smart option, especially since it is often both faster by bike, and easier to find a parking spot. An internal poll actually showed that 70 percent of our employees ride their bike to the office, whilst 27 percent takes public transport and the last 3 percent arrives to the office by foot. While Siteimprove does not wish to dictate that all of our co-workers should ride their bike to work, we do find it important to increase awareness of a healthier lifestyle.



## Carpooling

Since the office move in January 2014, a few US Siteimprovers have been carpooling to work for environmental, ethical and financial reasons. Two colleagues make the trip together four days a week, and sometimes more colleagues join in as well. The roundtrip is on average 30.5 miles/ 50 kilometres a day, amounting to 122 miles/200 kilometres a week. This great initiative saves both gas and the environment.

## Prestigious green award for our Data Centre

Being a SaaS-company, Siteimprove is very concerned with the inevitable CO<sub>2</sub>-emissions caused by our many servers. For more than ten years, our data centre Interxion has worked actively with optimising energy efficiency, reducing CO<sub>2</sub>-emissions and minimising their overall environmental impact. Interxion have proven to be experts in their field, as they were appointed Denmark's greenest data centre both in 2012 and 2013.

## More people – More Space

During 2013, Siteimprove US employee numbers grew from 18 to an impressive 31. This growth pushed the limits of our 5,500 ft. Minneapolis office to a point where it was no longer possible to uphold the level of comfort for our employees that we feel they deserve. As a result, we started looking for a new space in October 2013.

After researching all the different options the Twin Cities have to offer, a 14,000 ft. office in the 8000 Tower in the Normandale Lake Office Park in Bloomington was selected – almost tripling the square footage. The 8,000 Tower is a 'Class A' office building and offers a ton of amenities, including a free-to-use gym, covered parking, day care, an outdoor patio, and several restaurants. The new building is a much more energy efficient building and offers a more comfortable and tranquil indoor climate due to multi zone HVAC and high efficiency windows. The noise levels are also handled more efficiently in the new space with a sound absorbing dropped ceiling, a white noise system, and 28 private offices. We started working out of the new office on January 2, 2014.

## Preserving the Beautiful Nature of the World

Interior landscaping is great for buildings and people. Although the effects may be subtle, plants are fundamental in a tranquil and stress relieving work environment. 'Enterprise Plants' supplies the Siteimprove UK office with leafy friends from near and far. Through our work with Enterprise Plants, we are also contributing to efforts and projects on a much larger scale. Over the past year we have helped towards safeguarding forests in Central and South America, in turn protecting some rare breeds of animals such as Pygmy Elephants, Orangutans, Proboscis Monkeys, Silver-leaf monkeys and macaques!

## Fruitful Office

Fruit is available to employees in every Siteimprove office. In the UK, the fruit is delivered by the company 'Fruitful Office' that plants trees in Malawi. As a result of our fruit consumption, Siteimprove UK planted 24 fruit trees in Malawi, Africa, during the period July 2013 to December 2013. The UK team is proud of this achievement, and it makes eating from the fruit basket even more enjoyable!

## Going Green! Literally!

Siteimprove is passionate about preserving the environment and endeavour to do so at any given opportunity, whether it is through creating a more environmentally friendly office environment, or educating the employees on being pro-eco! We also have a 'Head of Recycling', who is constantly looking for new ways we can be more green! To kick start our 'Going Green' campaign in 2013, Siteimprove UK invested in 14 eye-grabbing illuminous green recycling bins. They are stationed all around the office, leaving no room for stray paper! With the excellent effort of the UK team, we were able to recycle 14 bin loads of paper within the first few months.

## Siteimprove and the Hammerheads

In 2013, Siteimprove Denmark entered into a sponsorship agreement with the newly opened National Aquarium Denmark, which is the largest aquarium in Europe. As a sponsor, we were also given the chance to choose an endangered species close to our heart that we could support. After

a lot of fun discussion, we chose to support the Hammerhead Shark, which features on the WWF (World Wide Fund for Nature) and the IUCN (International Union for Conservation of Nature and Natural Resources) list of endangered species. We chose this animal not only because we are dedicated to protecting the marine environment around us, but also because of the close relationship between the Hammerhead's name and what we here at Siteimprove do best – which is helping our customers hit website errors on the head! As a sponsor, we get entry passes that we use to spoil our customers and employees.

## Something Old, Something New

Each UK team member has recently been treated to brand new mouse mats. We say 'new' but, ironically, these mouse mats have been made from old, disused car tyres! Remarkable Mouse Mat is an innovative UK eco-manufacturing company, driven by a passion and belief that the environment needs to be treated with care. They make economically viable, good quality 'new life', cool everyday products.

## Fighting corruption

# Anti-Corruption

## Global Compact principle 10

10. Businesses should work against all forms of corruption including extortion and bribery

In spite of us working in a low risk market, we at Siteimprove have a very firm policy in regards to corruption and bribery. In the event that an employee should receive a present, or any form of bribery from a supplier or customer, the employee must notify his or her manager immediately. Failure to report may have consequences for future employment.

Helping where we can

# Charity and Prizes

## Siteimprove principles

1. Provide clear guidelines as to how our CSR work progresses and especially in regards to what we can do better from year to year
2. Strive to keep focusing on charity and provide a helping hand wherever we can. At Siteimprove, we believe in good karma.

We value charity work and giving back to the communities around us. In this spirit, employees across all our offices have been volunteering to participate in charity events and supporting charity organisations. You can read about these activities in the sections following. Siteimprove Receives CSR Award for Social Responsibility At Siteimprove, we proudly look back on the year 2013 as being the year we received our first CSR award. In September, FSR – Danske Revisorer (Danish Accountants), granted us with the award of Best Emerging CSR Report at their annual conference 'Revisordøgnet'. We share the award with Dansk Almennyttigt Boligselskab, which is a Danish housing association. Our dedicated focus on making the web available to everyone impressed the panel of judges, and Birgitte Mogensen, chairperson of Danske Revisorer's CSR Committee, said:

*"Siteimprove has chosen to concentrate their efforts on making the web accessible to people who are e.g. visually impaired or have a physical disability. Being web specialists, Siteimprove sees it as their joint responsibility to support the development of accessible websites, and they have delivered a solid presentation of that work in their CSR report."*

In 2010, Siteimprove joined The UN Global Compact, which is the largest voluntary corporate responsibility initiative in the world. Hereby, we committed to meeting certain standards in the areas of human rights, labour rights, environment and anti-corruption, as well as creating yearly CSR reports. Chief of Communications and Markets, Camilla Simonsen, says:

*“We perceive it as one of our core social responsibilities to create awareness and increase focus on the approximately 20 percent of the Danish population that daily experience severe difficulties when utilising the web and self-service solutions.”*

At Siteimprove, we are excited and honoured to receive such recognition and appreciation for our CSR focus. We are a passionate and goal-orientated company, and we will continue to work hard and hopefully earn our right to more awards in the future.

## Family-to-Family

Siteimprove's US office collaborates with Family-to-Family (F-to-F), a 501 © (3) non-profit organisation based in New York with a primary focus on national hunger and poverty relief in the US. Currently, Siteimprove is assisting 11 partner families in three different communities (Kermit, WV; New Orleans, LA; and Hopkins Park, IL) through the Shop/Pack/Ship program. These locations were targeted due to the limited resources available in the community, especially in light of the average per capita income in Kermit, WV, which is less than \$15,000, with approximately 10 percent of the community living under the national poverty line. The Shop/Pack/Ship program connects Siteimprove staff families with partner families in economically-depressed communities through a monthly box of non-perishable groceries and basic toiletries. Families were matched based on the ages of the children to ensure 'hand-me-downs' were available as well as to assist staff in teaching their own children about charitable giving. Our first box was packed in December 2013 and we will continue onwards with a one-year commitment.

## Copenhagen Charity Run for Syrian Refugees

In September 2013, a number of Danish Siteimprovers were actively involved in raising money for Syria through a charity run for Dan Church Aid's Syrian Refugee Program. This project caught the attention of Siteimprove CEO Morten Ebbesen, who decided to support the cause along with the rest of the Copenhagen office. The run was a huge success and enough money was raised to feed no less than 4,600 refugees for an entire day!

## Siteimprove UK goes wild- 'Children in Need' fundraising Day

In November 2013, Siteimprove UK embraced their inner child, donned animal onesies (much to the amusement of twitter followers) and raised money for the wonderful charity 'Children in Need'. Siteimprove UK kicked off proceedings with a cake sale. The irresistible selection of cakes to indulge in attracted people from near and far, and in no time at all a selling frenzy erupted and items sold like hotcakes! But that was not all; another exciting and exhilarating event on the day was Siteimprove's London 2013 Office Olympics. Precision, power and strength were themes for the day as employees competed to see who could score the most baskets in a minute and who had the best arrow accuracy in darts all at 50p per play! The animal onesies turned out to be excellent for mobility, but the humungous feet did put some at a slight disadvantage, but rules are rules! The wild and whacky day was a roaring success and over 300 pounds was raised for Children in Need!

## Save the Children

The UK Siteimprove team certainly is not deterred by the prospect of looking silly, especially not when there are donations for a great cause at stake! In December 2013, they embraced the festive season dusting off their holiday jumpers and attending work looking like nothing less than Santa's little helpers! This was all in the name of a worthy cause – Save the Children.

## Airplane Travel Bags for Children with Life-Threatening Conditions

In 2014, Siteimprove US increased its charitable giving through the installation of quarterly community engagement events that collaborate with local philanthropic endeavours. For the first quarter, they partnered with Make-A-Wish's Minnesota Chapter, an international 501 © w(3) non-profit organisation focused on granting wishes for children diagnosed with life-threatening medical conditions. Because over 75 percent of Minnesota Wishes involve travel, with a majority to a beach location, Siteimprove staff packed approximately 50 'Airplane Travel bags'. These 'Airplane Travel Bags' provide the Wish Child with themed entertainment and games during their flight including a beach ball, a pair of sunglasses, candy, Legos, and other fun games. In addition to

these items, Siteimprove also wrote personalised cards to each child to help them through their struggles.



# Goals past and present

	Goals achieved 2013/14	Goals for 2014/15
Human Rights		
Contribute to making public and private websites more accessible.	<p>PDF accessibility checker was released in April 2014.</p> <p>We hired an accessibility expert to support the US team and US/Canadian customers.</p> <p>Included a question in our yearly customer satisfaction survey asking whether they have hired a disabled user because of our initiatives.</p> <p>We took part in the GAAD in May 2013 and donated the money raised to the Danish Blind Youth Society.</p> <p>In May 2013, our UK office raised funds for the Royal National Institute of the Blind.</p>	<p>Continue development on the Siteimprove Accessibility tool to support private and public webmasters in quality assuring accessible websites.</p> <p>Plan to offer the Accessibility Certification to all European customers in 2014.</p> <p>Produce more blogs and whitepapers on accessibility.</p> <p>Participation in GAAD May 2014, to further increase awareness.</p> <p>The UK team will be offering the Accessibility Certification course free to all clients and prospective clients.</p>
Free consulting and education.	<p>We completed 24 webinars across all markets.</p> <p>UK office Accessibility Workshop completed in October 2013 with over 120 customers subscribing to the event and material.</p>	<p>Continue our focus on providing customers with free webinars as needed.</p> <p>UK event in October 2014 for clients and potential clients. With expert speakers providing workshops and round table discussions.</p>

	<b>Goals achieved 2013/14</b>	<b>Goals for 2014/15</b>
<b>Human Rights</b>		
Partnership within accessibility.	<p>We started collaborating with the Swedish accessibility consultancy firm ETU.</p> <p>Collaboration with Danish consultant Jacob Nielsen, who has been blind almost his entire life.</p>	<p>Establish a partnership with a UK or US NGO promoting accessibility.</p> <p>Continue to work closely with the disabled community in regards to accessibility.</p>
Facilitation of network.	No activities.	Continue to be in contact with the Accessibility Advisory Board.

	<b>Goals achieved 2013/14</b>	<b>Goals for 2014/15</b>
<b>Labour Rights</b>		
The Psychological Work environment	<p>Performance reviews for all employees across all markets.</p> <p>Online workplace assessment completed on all markets.</p> <p>HR-responsible employees have been appointed in all offices.</p> <p>A decrease in stress levels compared to the previous year.</p> <p>Events completed on health and physical activities:</p> <ul style="list-style-type: none"> <li>• DHL participation 2013</li> <li>• Pedometer challenge</li> </ul> <p>Increased job satisfaction across all markets.</p>	<p>Increase levels of support and acknowledgement from management.</p> <p>In 2014, we will expand the US on-boarding program to the EU markets in order to provide new hires with better training.</p> <p>Decrease stress levels further in 2014/15.</p> <p>Complete more events on health and physical activities Increase overall job satisfaction across all markets even further.</p>

Labour Rights	Goals achieved 2013/14	Goals for 2014/15
The Physical Work Environment	US expanded their new office by adding additional footage.	Finish ongoing work on the outdoor patio at the Copenhagen office.  To upgrade UK office facilities: Water dispenser and improvements to the lunch area and game room.
Employee Welfare and Social events	Weekly (UK + US) and biweekly (DK + SE + DE) staff meetings  The number of social events has exceeded the expectations with an average of four events per office in the past year.  Internal training completed for sales staff on all markets.  UK decided to offer private health care to UK employees.	Continue weekly/biweekly staff meetings.  Continue to prioritise fun social events in the offices.  Improve in-house knowledge sharing.  The UK office has external training plans for the Customer Experience team and office management in 2014.  Thorough update of all employee handbooks.  UK plans to continue the programme throughout 2014/15.
Bonus Scheme	Profit sharing from 2013 completed among all Siteimprove employees in June 2012.	

Environment	Goals achieved 2013/14	Goals for 2014/15
Reducing carbon footprint	<p>DK office rides bikes and uses public transportation to get to work.</p> <p>US carpooling four days a week - saving both gas and the environment.</p> <p>Climate partnership with DONG Energy still going strong.</p>	<p>To provide a “Bicycle emergency kit” for DK employees containing: a bicycle pump, puncture repair kits and bicycle lamps.</p> <p>Continue successful climate partnership with DONG Energy.</p> <p>Continuous collaboration with green primary suppliers.</p>
Environmental policy	<p>Started sponsoring the Hammerhead shark at the National Aquarium Denmark in order to help preserve the species.</p> <p>Helped safeguarding forests in Central and South America.</p> <p>Planted 24 fruit trees in Malawi, Africa.</p>	No activities.
Recycling policy	Recycling system for bottles, cans, paper and cardboard.	Use recycled materials for office supplies to a larger extent.

Charity and prizes	Goals achieved 2013/14	Goals for 2014/15
Charity and prizes won	<p>Awarded 'Best Emerging CSR Report' by FSR - Danske Revisorer (Danish Accountants).</p> <p>Siteimprove US started collaborating with the non-profit organisation Family-to-Family to help families who have limited resources.</p> <p>We partnered with Make-A-Wish Minnesota, granting wishes for children diagnosed with life-threatening medical conditions by packing 50 "Airplane Travel Bags".</p> <p>Raised money for Syrian refugees through a charity run in Copenhagen.</p> <p>Held a fundraising day for the charity 'Children in Need'.</p> <p>Funny Christmas jumpers' day in the UK office.</p> <p>December 2013 for Save the Children.</p>	<p>US: Establish an employee run board that can decide which social activities we participate in. Siteimprove will give the board monetary budget and the ability to ask employees to volunteer up to three full work days per year.</p>

# Contact us with feedback

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