

UN Global Compact CoP

ikp PR & Lobbying

Vienna/Austria, November 2010

1. About ikp

ikp PR & Lobbying has been one of Austria's leading PR agencies for over 20 years. It employs around 40 staff in Vienna, Salzburg and Dornbirn, and offers a comprehensive range of integrated communications management tools. ikp is currently developing long-term communications solutions for more than 40 clients in a number of different industries.

ikp is Austria's fifth-largest PR agency, with clients from various sectors, including finance, industry, retailing, IT, telecoms, high tech, services, pharmaceuticals, health and wellness, as well as public sector bodies and NPOs. ikp's service portfolio includes a wide range of integrated communication management tools, from corporate identity and design development through to corporate and product PR, media relations and crisis communications. We also provide support with lobbying and public affairs, corporate language policies, corporate publishing, online relations and impact tracking.

The agency is the longstanding exclusive Austrian partner of Porter Novelli, one of the world's largest international PR networks. This gives ikp access to an extensive network of agencies in CEE, Germany, Switzerland and Austria, and enables it to draw on the expertise of over 100 network members in 65 countries for its international projects.

At a glance

Facts and figures

- ▶ Ranked among the top five Austrian PR agencies
- ▶ Annual revenue: EUR 2.68 million (m)
- ▶ Offices in Vienna, Salzburg, Dornbirn and Graz
- ▶ Independent and owner-managed since 1990
- ▶ CMS II certified

Awards

- ▶ Three Austrian National Awards for Public Relations (1993, 1995 and 1999) and seven nominations (1992, 1996, 2003, 2008 and 2010)
- ▶ IPRA Golden World Award 1995
- ▶ Best PRactice Award 2006 and 2007
- ▶ Goldenes Skalpell + Platinum & Gold-EFFIE 2009

International network

- ▶ Exclusive Austrian partner of Porter Novelli
- ▶ Over 100 members in 65 countries

Memberships



PRQualityAustria



2. About this report

ikp Wien PR & Lobbying GmbH committed to the UN Global Compact in late 2007.

This is our **second annual Communication on Progress (COP)**. As our key stakeholders are based in Austria, this report appears in German as well as English.

In our first report, the structure of the report was based on the UN Global Compact's Ten Principles. For each of the principles we detailed the nature of our commitment, the importance of the principle in our sphere of influence and the action taken.

This second report focuses on **measures and activities introduced since the first report**, and provides an **update on ongoing initiatives**. Detailed information can be found in the first COP.

Both communications on progress can be downloaded from www.ikp.at and the Global Compact website www.unglobalcompact.org

Dear reader,

We assume and display responsibility. We take care to use resources efficiently, but take our business decisions not just in the light of the financial consequences but also in that of social and environmental sustainability.

We are committed to the high ethical standards set by the principles of the UN Global Compact, and by Austrian and international public relations associations, including the PRVA code of conduct. We see active involvement in promoting compliance with, and continued development of these standards as part of our social responsibility.

This is an excerpt from the mission statement drawn up by all employees during a mission, vision and values workshop in autumn 2007 — our first step after committing to the UN Global Compact.

This report gives an overview of ikp's activities in the area of Corporate Social Responsibility in the last year, how they were put into practice in our day-to-day work, and our progress milestones.

This communication on progress also emphasises the obligations to which we committed when becoming a Global Compact participant, and reaffirms the heartfelt desire of all at ikp to support the achievement of the Global Compact's objectives.

Peter Hörschinger

Andreas Windischbauer

Martin Dechant

3. Pro bono work – social projects

We are committed to the high ethical standards set by the Austrian and international public relations associations, including the PRVA code of conduct. We see working for compliance with, and ongoing development of these standards as part of our social responsibility. We are also committed to providing support to various social projects on a pro bono basis:

3.1. Reporter Without Borders

As part of our contribution to respect for and the proclamation of human rights, we have been assisting an international organisation, **Reporters Without Borders**, with its media relations work in Austria on a pro bono basis since the start of 2008. Reporters Without Borders Austria fights for press freedom throughout the world, and supports the families of journalists killed or imprisoned in the course of their work. This independent Paris-based organisation, which has a branch in Austria and over a hundred correspondents around the world, campaigns for respect for human rights, citing Article 19 of the Universal Declaration of Human Rights on the freedom to receive and impart information.



3.2. Apropos

In Salzburg we have been assisting the **Apropos street newspaper** on a pro bono basis



for the past ten years. Apropos sets out to provide quick, unbureaucratic support for people in need. Vendors receive the first 20 copies free, and retain half of the cover price of EUR 2.50 for the rest of the papers they sell. For some, selling the street paper is a top-up for welfare benefits or early retirement pensions, but for many it is their only source of income. From the start, part of the idea behind the paper was to give a voice to victims of poverty, addiction or homelessness, and about one-third of stories are written by them.

3.3. Sonnenblume

ikp supports Sonnenblume (*sunflower*), an association for chronically ill children. We provide press work and help to organise the annual charity event free of charge.
www.sonnenblume.or.at.



We also provided press work on a pro bono basis for the **“Konzert für Haiti” fundraising concert** at the Festspielhaus Bregenz.

4. Key stakeholders: our people

4.1. Our team

The ikp team consists of diverse people with widely differing personalities, and outstanding social and professional skills. What we share is a passion for our work.

To us, enjoying our work means constantly accepting new challenges, developing fresh, creative ideas, and implementing them quickly and efficiently. It also means regular information flows between teams and offices, attractive workplaces, a pleasant working atmosphere, performance-related pay and good long-term career prospects.

We currently employ **40 people** at our three offices, and over 70% of the staff there are female. We also frequently take on interns. This enables us to give students from university communication studies departments and relevant “Fachhochschulen” (*universities of applied sciences*) a first impression of working life in our industry and to train them.



In 2009 **CSR** was defined as a **distinct management responsibility**, alongside internal and external communications, finance and controlling, client service, etc. At the same time we introduced an internal **CSR taskforce**, comprised of three employees. In the last two years, all three have attended the PRVA CSR Lab for CSR management training and are now still participating in on-going activities and initiatives of the Lab..

4.2. Staff development

In order to step up our training and development effort we launched our own internal training scheme, the **ikp Academy**, in 2006. This provides a framework for internal knowledge transfers and invitations to outside speakers.

The seminar topics in 2009/2010 included:

- ▶ Digital search machines
- ▶ Using killer phrases
- ▶ Wording and CI
- ▶ PowerTalking – presentations with personality
- ▶ Brand creation
- ▶ What makes a successful pitch

We also organise **trips** to various work-related exhibitions – the Salzburg Team for example attended the Press Art exhibition at the Museum der Moderne Salzburg.



In addition, all our employees have opportunities to attend **external training courses**. These are outlined and selected during the annual appraisals and twice-yearly reviews.

4.3. Focus on family-friendly

We take our people's **work-life balance** very seriously. As in any business, there are periods when staff are under considerable pressure. This is all the more reason to ensure that employees can reconcile their professional obligations with a healthy lifestyle and family commitments, for instance by allowing them to switch to half-day working on a temporary or permanent basis.

An enlightened approach to work-family balance is one of our core principles, and we are strongly committed to family and employee-friendly policies. We take account of

employees' training and family commitments when assigning work and approving requests for leave. To help ensure optimal alignment of work and family commitments we have introduced a **representatives system**. Each customer is assigned at least two contacts to provide them with expert advice and support. This ensures that a family-friendly approach is compatible with uninterrupted customer support.

In Vorarlberg we organise several child development initiatives:

- "Wif-zack-Schaffar" day (translates as something like work experience day for Whizkids from primary school)
- Girls' Day (open house careers day for girls)
- Preview week for students of the Lustenau commercial college



Accolades such as the Vorarlberg provincial government's **Most Family Friendly Business** award, conferred on ikp in October 2009, and another nomination in 2010, show that work-life balance is part of the fabric of our agency.

In the Dornbirn office, where there is a higher proportion of parents with small children, we have a special partnership with the **Zwergennest** (*dwarf's nest*) kindergarten, which is attended by a number of children of ikp employees. ikp paid for the transportation of a play hut and is helping to secure longer opening hours through sponsorship activities.

For Christmas 2009 we decided to support the **Rettet das Kind** (Save the child) campaign by creating a virtual Christmas tree. Visitors to our website were able to send Christmas baubles containing personal messages to their friends. ikp donated EUR 1 to Rettet das Kind For each bauble sent, raising a total of EUR 1,000. The promotion is set to enter its

second year in 2010, with proceeds from the Christmas baubles going to the **Ute Bock refugee organisation**.

4.3. Shared company and new experience

During the quarterly **interim reviews** – a requirement of our CMS certification – the senior managers give presentations on our finances, management and communications, customer care and satisfaction, new business, HRM, and business development and planning. These keep staff up to date with our overall business performance. They are always followed by an open-ended discussion that gives employees a chance to talk about anything that is on their minds. The evening social programme is devoted to activities such as barkeeping or line dancing courses, or bowling.

Company excursions feature sporting activities such as hiking, cycling and pedalo racing, and good food, and are also used to strengthen our corporate culture and team spirit. In summer 2010 the Vienna and Salzburg teams enjoyed a trip to Burgenland.



Our joint **Christmas parties** kick off with an annual presentation that outlines our performance in terms of indicators from revenue to staff development. In 2009 we staged a treasure hunt at a Christmas market to see out the year together in style.





The highlight of the year was a special event marking ikp's 20th anniversary, and employees from all ikp sites travelled to Café Leopold in Vienna for the celebration.

5. Protecting the environment

We take care to use resources efficiently, and also make business decisions not just in the light of the financial consequences, but also with an eye on social and environmental sustainability.

We see **energy efficiency** as one of the key elements of a precautionary approach to environmental challenges. We encourage our staff to conserve resources wherever possible, and do without power-guzzling appliances such as air conditioners entirely.

ikp's energy-saving measures include:

- ▶ Double-sided printing
- ▶ Switching off equipment when leaving the office, instead of leaving it in stand-by mode
- ▶ Minimising water use in kitchens and toilets
- ▶ Not overheating rooms, no air conditioning
- ▶ Using energy-efficient ventilation systems
- ▶ Using energy-efficient kitchen appliances such as refrigerators and dishwashers

Our **transport** policy is aimed at minimising CO₂ emissions. Wherever possible, our staff use public transport, cycle or walk and avoid using cars, even when travelling to appointments with clients.

Other measures include:

- ▶ Providing staff with annual season tickets for public transport and rail cards
- ▶ Short-notice car hire under a car-sharing agreement; ikp does not have a car pool
- ▶ Using rail transport for business trips
- ▶ Providing two company bicycles at the Dornbirn office for appointments and errands

In addition to their salary, employees are given **food vouchers** each month. We usually order food from a caterer that supplies all meals on real crockery. This saves energy (by reducing dishwasher use) and cuts waste.

We promote eco-friendly initiatives by offering green-tech start-ups **reductions of up to 10% on our fees**. For several years now we have been working on behalf of a number of **energy efficiency and environmental protection** initiatives, including:

- ▶ Smart Grids Modellregion Salzburg
- ▶ ARGE Biokraft
- ▶ Stromfresser
- ▶ Energieinstitut Vorarlberg
- ▶ plan-b
- ▶ ÖKOPROFIT
- ▶ Verkehrsverbund Vorarlberg
- ▶ Umweltverband Vorarlberg

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