

UN Global Compact Communication on Progress

Submitted by



23 March 2011

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Information

Company	Cambre Associates
Sector	European public affairs and public relations
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Membership date	15 March 2010
Staff	25

Brief description of nature of business

Our hallmark is straightforward action based on analysis, strategic advice and creativity, yielding desired results.

Cambre Associates is a wholly owned, independent consultancy. We offer clients better rates because we aren't driven by centrally-set margin requirements or constricted by massive overheads like many firms.

Founded 10 years ago, Cambre has pioneered an integrated approach to public relations and public affairs, based on best practice and in-depth knowledge of PR and PA landscapes both in Brussels and internationally.

Our independence allows us to be genuinely client-focused. As a growing business, we are keenly aware of the financial pressures faced by clients so we carefully consider their requirements before devising packages to ensure their investments yield maximum, tangible results.

We work across the entire communications spectrum rather than in issue or practice silos, drawing on a range of disciplines to create unique and creative solutions. We regularly evaluate our work and review progress, measuring our success against concrete deliverables agreed with clients.

Statement of support

Cambre Associates has committed itself to the continued support of the UN Global Compact and its principles, as a member of the business community and of society at large.

Our support is reflected in our daily work with clients, business partners, our global network, suppliers and staff members. In order to integrate corporate responsibility within Cambre's activities, we have adopted a CR policy. The policy serves as a reference point which respects the values that determine how we manage our business and how we build and maintain relationships within the world in which we operate.



Tom Parker, Managing Partner

Initiative and progress relating to the ten principles of the UN Global Compact

Human Rights

Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights; and

Principle 2: make sure that they are not complicit in human rights abuses

Assessment, policy and goals

Cambre Associates supports the Voluntary Principles on Security and Human rights. These include the guidelines and restriction on the use of force, training and ensuring that equipment and facilities are not misused.

Principle one and two are part of the Belgian constitution and are partially repeated in our general labour regulation policy. As such we adhere to both principles as part of our standing as a company in Belgium.

Implementation

We have developed a 'Code of Conduct' as part of our Corporate Manual available to all employees.

We are a member of the European Public Affairs Consultancies Association, EPACA, which is the representative trade body for public affairs consultancies working with EU institutions. As such, Cambre also adheres to the EPACA code of conduct and supports the introduction of voluntary registration system for all lobbyists.

In addition to this, we offer training and guidance to all of our co-workers so that everyone in our company is aware of, understands and acts in accordance with these principles.

Measurement of outcomes

Cambre Associates has committed itself to integrating these principles in our Code of Conduct, and where applicable, legal framework and policies.

Periodic review and an internal mentoring programme provide a mechanism for assessment of compliance with the Code. The Code of Conduct is part of the day-to-day engagement of Cambre staff at all levels in the company.

Labour

Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;

Principle 4: the elimination of all forms of forced and compulsory labour;

Principle 5: the effective abolition of child labour; and

Principle 6: the elimination of discrimination in respect of employment and occupation.

Assessment, policy and goals

Cambre Associates recognizes and respects the rights of everyone who chooses to be represented, either independently or collectively. As we are a small company with less than 30 employees, our organisation promotes open communication which results in direct and open dialogue between all members of staff.

Force and compulsory labour are not applicable, as reflected in our company Code of Conduct. We provide a flexible work schedule for each employee; they can choose to start or leave within reasonable margins and a maximum of 39.5 working hours per week is compensated by 6 days extra holiday.

As 95% of our employees are lawyers, communication experts, public policy practitioners and business developers, the minimum age of a new employee is 23, upon completion of a university degree. If applicable, for trainees we respect the minimum age as regulated by Belgian law.

Cambre Associates employs on the basis of job requirements and does not discriminate on the grounds of age, ethnic or social origin, gender, sexual orientation, politics or religion.

Implementation

This year the Junior Forum was created for all intern and junior staff members. This platform was established so as to share ideas and experiences about how to work better or highlight problems faced in the office. The platform meets once a month and Forum representatives meet with the partners to discuss any issues on a bi-monthly basis.

Furthermore, we are planning training and guidance to all of our co-workers so that everyone in our company is aware of, understands and acts in accordance with these principles.

Next year we shall be participating in English@Work: a British Chamber of Commerce in Belgium programme. The programme offers 20 Belgian and British students the opportunity to shadow one or more employees in Brussels-based English speaking companies to experience real-life business.

Measurement of outcomes

Cambre Associates commits itself to integrating these principles in our Code of Conduct, and where applicable, legal framework and policies.

Environment

Principle 7: Businesses should support a precautionary approach to environmental challenges;

Principle 8: undertake initiatives to promote greater environmental responsibility; and

Principle 9: encourage the development and diffusion of environmentally friendly technologies.

Assessment, policy and goals

Cambre Associates operates on a small scale however we are in full compliance with all environmental laws and regulations, not only in our activities but also in our selection process of suppliers.

The nature of our company and the goals of the products we offer are environmentally friendly – the advice service we offer our clients has minimal environmental impact. If we are required to produce materials, we work to ensure that the most sustainable option is used.

To reduce our carbon footprint and to integrate sustainable development practices into our business, Cambre Associates has implemented a Sustainability Action Plan.

To implement this plan we have appointed an in-house sustainability officer to analyse our overall environmental impact. As part of this process we will be continuously assessing how we use resources such as energy and water; how we deal with waste; how we travel to work; and what services and products we use. A sustainable approach to consumption in our offices will contribute to increased environmental and economic efficiency. As we change our practices, our ecological footprint will be reduced.

We are working to ensure that the principles of sustainable development are integral to all we do. Raising awareness amongst our staff in order to influence behaviour at work is a key strategy.

Achievements to date are numerous and include, but are not limited to:

- Development of energy and water consumption benchmarking schemes;
- Implementation of a fully integrated recycling regimen;
- A sustainable purchasing policy for furniture and electronic equipment;
- Replacement of all high energy consuming light bulbs;
- Power saving features on all electronic equipment;
- Use of recycled and chlorine free paper;
- Standard settings on printers to use ink light fonts and double sided printing; and
- Membership in the United Nations Global Compact.

Implementation

We foresee training and guidance to all of our co-workers so that everyone in our company is aware of, understands and acts in accordance with these principles as part of the Cambre Sustainability Action Plan.

Measurement of outcomes

Cambre Associates commits itself to integrating these principles in our Code of Conduct, and where applicable, legal framework and policies.

Anti-Corruption

Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

Assessment, policy and goals

Cambre Associates values transparency and transparent business practices. We do not participate in politics (regional, local or pan-European) nor do we make payments to political parties.

We are a member of the European Public Affairs Consultancies Association, EPACA, which is the representative trade body for public affairs consultancies working with EU institutions. As such, Cambre adheres to the EPACA code of conduct, which expressly prohibits corrupt practices, and supports the introduction of voluntary registration system for all lobbyists.

Implementation

In addition to this, we plan to offer training and guidance to all of our co-workers so that everyone in our company is aware of, understands and acts in accordance with these principles.

Measurement of outcomes

Policies and Codes of Conducts are part of the day-to-day engagement of Cambre staff at all levels in the company.

Cambre Associates commits itself to integrating these principles in our Code of Conduct, and where applicable, legal framework and policies.