

# KONTRAPUNKT GROUP - GLOBAL COMPACT ANNUAL COMMUNICATION ON PROGRESS

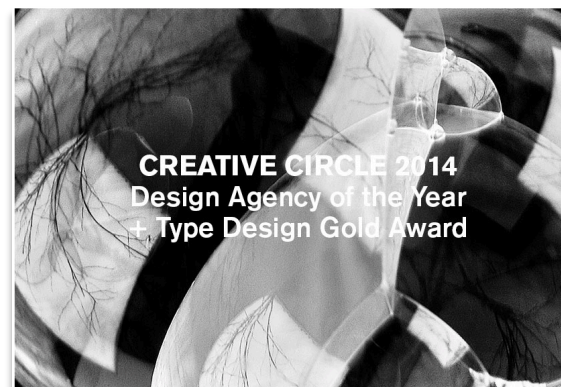
## About us

### Communication of Progress (COP) information

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### Company information

Company name	Kontrapunkt Group A/S
Registration no.	10 17 92 38
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Sector	Media / Strategic brand design
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## The nature of our business

Kontrapunkt is an independent strategic brand design agency. We have been working with both national and international brands for nearly 30 years. Today we are more than 50 professionals crafting from offices in Copenhagen (Denmark) and Osaka (Japan).

We cover every brand discipline - from brand strategy, concept and design development, brand communication, implementation and brand guardianship.

To us a brand is a promise. A promise about consistency - where all of a brand's fundamental elements come together and point in a clear direction independent the platform. Our passion is to help our customers identify and express their promise - and keep it.

Kontrapunkt has among others developed the visual identity for the UN Global Compact, which has contributed to promote the ten principles on the international agenda. In late 2010 we added some extra to the brand by developing the UN Global Compact 10<sup>th</sup> anniversary logo. See the case story and learn more about us at our website, [www.kontrapunkt.com](http://www.kontrapunkt.com).

*"The compelling visual identity created by Kontrapunkt for the Global Compact's 10th anniversary did much to highlight this very special occasion and resonated extremely well with our Summit audience. As so many times before the Kontrapunkt team have demonstrated the importance of a strong brand for the Global Compact's mission. Managing this brand well and building further brand equity will be an important component of our work in the years to come. We look forward to collaborating with Kontrapunkt again."*

Georg Kell, Executive Director, United Nations Global Compact



## How we intend to make this COP available to our stakeholders

Besides the availability through The Global Compact organisation website we also promote our adherence to the Global Compact principles through our corporate website and intranet.

## Statement of support

As a participant in The Global Compact program we have aligned our corporate values and business policies and procedures with the ten principles of The Global Compact as well of the Danish national legislation, which incorporates the international human rights conventions as well as the EU regulation on environmental affairs.

Through our support we strive for continuously improving our efforts and results towards the ten principles.

Copenhagen 8 September 2014

Thomas Gamst  
Managing Director  
Kontrapunkt Group



## OUR PRINCIPLES TO SUPPORT THE GLOBAL COMPACT

In the sections below you will find our commitments and policies regarding The Global Compact program, including descriptions of relevant processes and systems that helps us to live out the ten principles. Furthermore you will find information about past, present and future activities for initiatives and outcomes.

### Human rights

**Principle 1: OUR BUSINESS SHOULD SUPPORT AND RESPECT THE PROTECTION OF INTERNATIONALLY PROCLAIMED HUMAN RIGHTS**

**Principle 2: OUR BUSINESS SHOULD ENSURE THAT WE ARE NOT COMPLICIT IN HUMAN RIGHTS ABUSES**

The human rights principles are a natural ingredient in our business ethics and we fully comply with the international conventions as well as any national and international legislation in this area.

Our employees and vendors are primarily based in the developed countries (Denmark and Japan) and hence we have a high level of control and are thereby confident that our operations comply with the human rights and relevant legislation.

We have never been involved - directly or indirectly - in any issues regarding human right abuses in our business affairs.

Since we joined The Global Compact we have made annual financial contributions to the "SOS-Kinderdorf International" as well as the "Medecins sans Frontieres", which are both organisations aimed to improve the lives of those suffering the most. Also for the year to come **we will continue to make an annual financial contribution to these organisations.**

### Labour standards

**Principle 3: OUR BUSINESS SHOULD UPHOLD THE FREEDOM OF ASSOCIATION AND THE EFFECTIVE RECOGNITION OF THE RIGHT TO COLLECTIVE BARGAINING**

**Principle 4: OUR BUSINESS SHOULD SUPPORT THE ELIMINATION OF ALL FORMS OF FORCED AND COMPULSORY LABOUR**

**Principle 5: OUR BUSINESS SHOULD SUPPORT THE EFFECTIVE ABOLITION OF CHILD LABOUR**

**Principle 6: OUR BUSINESS SHOULD SUPPORT THE ELIMINATION OF DISCRIMINATION IN RESPECT OF EMPLOYMENT AND OCCUPATION**

We comply with all national legislation, which fully incorporates the above listed principles for labour standards.

In accordance with the Danish labour market regulation we have appointed a "Work Environment & Safety Board" (in Danish "Arbejdsmiljøorganisation"), which consists of an employee (selected by the employees) and a management representative. This board among others reviews the work place four times a year to ensure that we have a satisfactory physical and psychical work environment. Furthermore the board a "Safety at work & Work motivation" survey every three years, which has so far not revealed any major issues. **This survey will be carried out again mid 2015, with the overall objective to obtain an "above average" general satisfaction score.**

Furthermore our employees are represented with two seats in our Board of Directors, in which all major strategic decisions for the company are made

Our company is covered by one of the major national collective labour agreements ("Industriens Funktionær Overenskomst"), which has been renewed through collective bargaining in early 2014.

Our employees participate in an age pension scheme, which also includes insurance coverage for death, disability and psychical and physical health.

We encourage equality between sexes and different ethnic groups, by providing the same status, rights, and responsibilities for

equally skilled employees. We employ an approximate equal number of females vs. males and both sexes are represented in our management team as well as in our Board of Directors.

As mentioned in the section above, we provide financial support to the "SOS-Kinderdorf International" organisation, which among others works against child labour.

## Environment

Principle 7: **OUR BUSINESS SHOULD SUPPORT A PRECAUTIONARY APPROACH TO ENVIRONMENTAL CHALLENGES**

Principle 8: **OUR BUSINESS SHOULD UNDERTAKE INITIATIVES TO PROMOTE GREATER ENVIRONMENTAL RESPONSIBILITY**

Principle 9: **OUR BUSINESS SHOULD ENCOURAGE THE DEVELOPMENT AND DIFFUSION OF ENVIRONMENTALLY FRIENDLY TECHNOLOGIES**

Environmental aspects continue to gain importance to our organization.

We fully comply with Danish national legislation, which - as for other EU countries - has high requirements in terms of environmental standards.

In addition to this, we have improved our routines with particular emphasis on energy-saving initiatives, which has resulted in more than 20% reduction of our electric power consumption during the past 3 years. Our original aim was 5% per year, so this result is very satisfactory.

Also, we have examined the possibility of purchasing "green energy" (wind/sun energy) instead of energy from traditional energy sources. This however has not been possible so far as we are currently restricted to use the same provider as our landlord. We have proposed our landlord to switch into green energy.

In 2009 we implemented an initiative regarding classification of waste and responsible waste disposal, and introduced "reduce paper" policy, which among others meant that we no longer print invoice copies and other financial documents for our own archive

(we keep them electronically only). In late 2010 we also converted to invoice our customers electronically (instead of paper invoices by ordinary mail).

In 2010 we set up videoconference equipment, which have reduced our travel activity (CO2 emission), e.g. between Denmark and Japan, as most meetings are now held per videoconference.

In 2011 we moved our head office to a new domicile, which provides state of the art power saving light installations, such as automated light controls and high efficiency IT server-cooling facilities.

During 2011 and 2012 we updated our IT server park and thereby went from 15 to only 2 physical servers. By this improvement we reduced the power consumption to both run and cool the servers.

In 2013 we changed the setup for the climate control system in our premises (reduced/intelligent usage), which further reduced our power consumption.

Despite previous electric power reductions **we still aim for an annual electric power reduction of 5%, which will be evaluated on a quarterly basis.**

Finally, worth mentioning is that we are certified by the "Det Norske Veritas" ([www.dnv.com](http://www.dnv.com)) within the areas of Quality Management Systems (ISO certificate # 16362-2006-AQ-ABG-DANAK) and Environment Management Systems (ISO certificate # 26377-2006-AE-ABG-DANAK). As part of these certifications we have the objective that **at least 85% of the volume in our print jobs must be carried out by environmental certified vendors.** The previous two years the actual usage has been 95% and 96%.

## Anti corruption

Principle 10: **BUSINESS SHOULD WORK AGAINST CORRUPTION IN ALL ITS FORMS, INCLUDING EXTORTION AND BRIBERY**

We fully comply with the Danish national legislation, which incorporates the principles for anti-corruption. We have never been involved - directly or indirectly - in any matters of this regard.