

Communication on Progress

The United Nations Global Compact
media consulta International Holding AG
Reporting Time: 2013/2014



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Statement by CEO and Managing Director Harald Zulauf



“If you really want to make the most of CSR, do good and let people know.” I said these words six years ago when I attended a roundtable at the First Global Forum for Responsible Management Education in New York. Back then I was speaking as a representative of the Public Relations sector. Of course my remarks also reflected my experience. media consulta has realised many campaigns in the field of Corporate Social Responsibility on an international level. For

example, we presented the supermarket chain Lidl as a fair training company and a business staunchly committed to teaching youngsters a healthy way of living. We have been working for the German Cancer Aid, raising awareness of the fight against cancer and tobacco. In addition, we realised anti-smoking campaigns for the German government authority BZgA and the European Commission’s Directorate-General for Health and Consumers – which was, by the way, our first pan-European campaign. On behalf of the Directorate-General for Employment, we spoke out against discrimination at the workplace. There are numerous other examples.

In all of these campaigns, however, we acted as an extension of our clients. Even though we have always shared these clients’ views on CSR, I really appreciate the Global Compacts Communication on Progress as an opportunity to let people know about our own Corporate Social Responsibility efforts. The United Nations’ Global Compact initiative has undoubtedly become one of the main influences for our code of conduct, setting the guidelines according to which sustainable entrepreneurship and growth can be realised.

mc fully embraces the Global Compact’s ten principles. We strive to protect the environment, to leave the next generation a greener planet. We guarantee our staff a daily routine free from needless pressure and compulsion. We consider human rights inalienable and will protect them throughout our global network. And we will fight against corruption, since we are convinced that it is a major constraint on progress.

We live by the principles of the Global Compact throughout our global network – in our Berlin headquarters, in our continental hubs in Brussels, Moscow, Rio de Janeiro, in North America, Asia-Pacific, and in Bahrain, where we founded our latest business venture.

I hereby confirm my continued support for the Global Compact and my renewed commitment to the initiative and its principles.

A handwritten signature in blue ink, appearing to read "H. Zulauf".

Harald Zulauf
CEO of media consulta International Holding AG

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1 Company Profile

Following media consulta's COP for the United Nations Global Compact the company presents its objectives focusing on working conditions at its headquarters in Berlin as **a positive and productive example for all media consulta network and partner agencies.**

1.1 Full Service Agency Network

Over the last several years, mc has become the only German-led global agency network, consisting of more than 80 network agencies present in all continents. The network agencies are coordinated by continental hubs: Brussels for Europe; Moscow for CIS; Rio de Janeiro for Latin America; Johannesburg for Africa; New York for North America; Jakarta for Asia-Pacific; and Bahrain for GCC.

Our biggest asset is our **integrated approach**. media consulta is probably the only truly integrated agency network worldwide. mc offers all communications disciplines in-house: public relations, advertising, media planning, corporate publishing, digital, sport, youth, music marketing, event management and TV production.



The agency network has four main target groups: **politics, business, sports and media**. In politics, media consulta is on its way to becoming the world market leader in nation branding. We work for more than 30 governments in the fields of **public diplomacy** (e.g., German Year in Brazil, French Year in Russia, public diplomacy campaigns of the EU in the Philippines and India); **tourism** (e.g., Malta, Bulgaria, Turkey, Egypt); **investment promotion** (e.g., Qatar Investment Forum in Berlin, APEX and WAIPA conferences worldwide), and **export promotion** (e.g., PromPeru at the Fruit Logistica, etc.).



1.2 Committed to Quality and Efficiency

Our approach to communications was honoured twice in 2013. For example, the German newspaper “Handelsblatt”, the magazine “absatzwirtschaft” and the polling institute Innofact conducted a survey among 455 marketing decision makers of Germany’s leading companies. They were asked to give marks to the 32 most renowned German agencies. **media consulta ranked first in the category “efficiency” and third in “strategic branding”**. Overall, the agency ranked third. Furthermore, the Holmes Group voted mc the “DACH Consultancy of the Year” (DACH: Germany, Austria and Switzerland).

As an agency committed to providing its clients high-quality services regarding all communication measures, mc is certified to **ISO 9001:2008**, the decisive European standard when it comes to quality management. At the same time, media consulta is an environmentally-aware company, so that it is certified to **ISO 14001:2008**, a standard defining the framework for an environmental management system.

1.3 Employees

According to the latest ranking published by Advertising Age, media consulta has **2.467 specialists across the globe and 297 in Germany**, each of whom is part of a team performing a whole range of modern communication services. All our consultants have specialist know-how of various PR and advertising instruments and sustain good contacts to editorial offices of national and international media.

In order to maintain our services up-to-date and in line with the most specific communications needs media consulta **runs its own training mc Academy**. With its regulated and inspirational training sessions mc Academy enhances further education of the employees, developing their know-how in the various areas of expertise.

1.4 Client Structure

media consulta's clients include institutional and private organisations. About fifty percent of all clients are public organisations including political institutions such as the **German government and numerous Ministries**, the German Bundestag, the **European Commission**, and various national **governments and associations (e. g. Gesellschaft für Internationale Zusammenarbeit/Association for International Cooperation, GIZ)**. In the NGO sector, the German Cancer Aid is one of the agency's longstanding clients.

In the area of business, our clients include big German, **European and international brands**, including Lidl, Generali, Zain, TMD Friction, mhplus Betriebskrankenkasse (a German health insurance company), LC Waikiki, Gazprom, Goodyear, Werner&Mertz and Rock in Rio. We also work with internationally renowned football clubs such as Real Madrid, Manchester City, Corinthians Sao Paulo and Flamengo Rio de Janeiro, and have implemented communication measures for FIFA World Cups, the UEFA Champions League and Olympic Games. In the field of media, mc relies on its own publishers and its own TV network, and realises diverse media collaborations in print, TV and online.

Yet even against the background of our aim to grow and acquire new clients, **we do not neglect the aspect of Corporate Social Responsibility**. For example, we commit ourselves to the United Nations Global Compact and its principles in the fields of environment, anti-corruption, diversity and human rights – which are, by the way, the same fields covered by our mc Foundation.



Social ethics is not just empty words for us; they form the genuine basis for the corporate conduct of our entire network. Communication campaigns help to raise the public awareness for socio-political issues. Thus, we realize communication campaigns for public clients, which are related to **our socio-political aims**. To name a few examples: We implemented a media relation and advertising campaign for the European Destinations of Excellence (EDEN)

programme. One target of this programme is to support sustainable tourism. Another example is provided by our numerous campaigns for the Directorate-General for Enlargement, striving for international understanding by familiarising the accession candidates with the EU Member States and vice versa. Furthermore, mc promotes renewable energies for the **Federal Ministry of the Environment, Nature Conservation and Nuclear Safety**, gender equality for the European agency EIGE, helps the European Commission raise awareness for citizen rights. By conducting an **integrated campaign for the German Year in Brazil 2013-2014**, mc shows its commitment to understanding among nations and also highlights the project's guiding theme "Where will we

live tomorrow? Innovation, Sustainability and urbanity". On behalf of the **German Bundestag** and against the background of the upcoming election in the Federal Republic, media consulta **promoted the right to vote, and stressed that everyone – regardless of gender, origins or religious beliefs – is invited to help shaping the country's future.**

Taking social ethics seriously also means that sometimes lucrative business must be renounced. So, mc will never work for the tobacco industry, and it will never promote environmentally harmful products or services. Rather we try to increase the awareness about the importance of Corporate Social Responsibility and to secure that our private clients include **important socio-political issues** in their agenda.

2 media consulta and Corporate Social Responsibility

Corporate Principles are one of the highest priorities for mc. Thus the following guidelines were initiated and play an important role in mc's work:

- mc takes on social responsibility and **refuses assignments that contradict the corporate principles** (e.g. campaigns for the tobacco industry or for products and companies that pollute the environment)
- mc is **staunchly committed to environmental and climate protection**, and incorporated into the daily work of the agency
- mc's corporate principles are valid for its entire network
- As market leader in the field of political communication, mc especially **supports democracy and human rights** (e.g. the initiative "Reporters without Borders")
- With the European Commission as one of its main clients, mc explicitly supports a better European and also international understanding
- mc is committed to the UN Millennium Goals by financing schools in Africa
- mc offers excellent development opportunities for its employees
- **For paper waste disposal mc cooperates with "Delphin Werkstätten"**, an institution **employing handicapped people** giving them an opportunity to work in a normal environment.

mc developed a profound plan to achieve these principles. This plan includes **direct funding activities** (building schools in Africa on behalf of UNICEF and the Nelson Mandela Foundation, financing of the teachers' pay and daily a warm meal, printing of the schoolbooks), **indirect funding activities** (supporting organisations such as the Human Rights Organisation "Reporters without Borders"), supporting various charters and initiatives (e.g. the Charta of Diversity or the initiative 'Fair Company'), and **pro-actively supporting environmentally friendly working and procurement processes** on a daily basis.



2.1 media consulta and the UN Global Compact

In April 2008, **CEO Harald Zulauf personally signed up for mc's membership in the United Nations CSR initiative, the Global Compact (GC), at the United Nations in New York.** This means that mc officially supports the ten principles of the GC initiative, whose goal is to promote sustainable economic management. With mc's participation in the UN Global Compact, the agency committed itself, amongst other principles, to protecting international human rights, to creating socially compatible working conditions, as well as to promoting environmental protection and fighting corruption. By joining the Global Compact, **Harald Zulauf, himself a long-standing member of the International Business Leaders Forum (IBLF) for sustainable economic management,** further extended the CSR agenda of the worldwide agency network.

2.2 The Global Forum on Responsible Management Education



Having already worked on both the 1st and 2nd **Global Forum for Responsible Management Education for the UN/Global Compact Office**, mc Event in 2012, also supported the UN with the preparation of the third Forum in June 2012 within the scope of the Rio+20 Summit in Rio de Janeiro. mc provided support with the clarification of the target • groups, target media

and core messages. It also prepared a worldwide press mailing list, translated a press release into nine languages, and distributed it in 11 countries on all continents. Furthermore, the agency was responsible for the Forum's clipping service (430 clippings), drafted and produced a three-minute opening movie, and layouted adverts as well as conference materials. **Harald Zulauf, CEO of mc, attended the event** and was a speaker at a panel discussion.

A large number of media consulta's clients dealing with issues such as the violation of human rights, pro-democracy conflicts, prevention of damage to people's lives, health and the environment demonstrates that media consulta is willing to bring more public and political attention to these issues. Therefore, we take on project after project to raise awareness worldwide with its campaigns.

2.3 The mc Foundation

The mc Foundation fits the Global Compact's purpose and principles perfectly. According to its statutes, it will not only support education measures in the field of communications and marketing, but shall also promote:

- **Environmental and climate protection:** mc wants to support such projects, particularly by commissioning surveys accessible to the public. At the same time, mc plans to fund certain projects in cooperation with renowned sponsors such as the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety, the EU, the UN or international NGOs.
- **International understanding:** Above all, the foundation will use mc's key competence to secure this goal: conducting (awareness-raising and prevention) campaigns. In addition, it could commission surveys or use its expertise by organising seminars.
- **Cooperation in the field of aid in developing and emerging nations:** By providing personnel, equipment or financial resources, the foundation wants to meet the aim of supporting projects in the field of development assistance. Institutions such as the EU, the UN, the Federal Ministry for Economic Cooperation and Development or internationally renowned NGOs are regarded as appropriate partners.
- **Public health and the healthcare sector:** Awareness-raising and prevention campaigns are planned.
- **Sports:** The mc foundation will subsidise respective offers of sports clubs. Furthermore, it will conduct prevention campaigns.

3 Environment: Sustainable Agency According to Principles 7, 8 and 9

- Principle 7: mc supports a precautionary approach to environmental challenges
- Principle 8: mc undertakes initiatives to promote greater environmental responsibility
- Principle 9: mc encourages the development and diffusion of environmentally friendly technologies

As the first communication agency in Europe, mc will implement its own ECO audit. The ECO audit is based on **ISO 14001** and the **EU Eco-Management and Audit Scheme (EMAS)** and consists of an environmental review. Furthermore, it establishes an environmental management system; carries out an environmental audit thoroughly assessing both the management system in place and conformity with the organisation's policy and programme; and finally, **describes the extent to which the environmental objectives have been achieved**, as well as the future steps to be undertaken in order to continuously improve the organisation's environmental performance. mc encourages environmentally-friendly transportation to and from the office among all employees. As a result, 95% of mc's staff uses bicycles or environmentally friendly public transportation.

We developed a **key index system** that makes it possible to measure and to continuously improve environmental management performance. The following key indices are relevant for a communication service provider:

Category	Absolute Key Data	Relative Key Data
electric power consumption	kWh p.a.	kWh per employee
heat energy consumption	kWh p.a.	KWh per sqm
water consumption	cubic meter p.a.	cubic meter per employee
paper consumption	kilogram p.a.	kilogram per employee averaged according to paper grade
paper waste disposal	kilogram p.a.	kilogram per employee according to disposal route
disposal of electronic waste quantity	quantity p.a.	quantity p.a. averaged by disposal routes and recycling

mc actively pursues the reduction of electric power consumption, for example by using an efficient lighting system. Corridor **lights are automatically turned off** after 3 minutes, while office lights are controlled manually. Having divided the lighting into sections, we have lights only where we need them, instead of lighting up the entire premises. Each unit has rotas, which allocate staff members responsible for turning all electric devices off by the end of each day. This rota is maintained and updated regularly, ensuring its functionality. Furthermore, in the field of technical and PC equipment, mc minds **environmentally friendliness** and solely uses **energy efficient**

models which are produced from **reusable and recyclable materials** (e.g. Lenovo ThinkVision® flatscreens and ThinkCentre® desktop PCs etc.).

The high levels of paper consumption make paper waste disposal particularly important. Hence, mc pays special attention to the use **of environmentally friendly paper** in the agency's daily work and to the implementation of paper recycling in the waste disposal management. For example, **we use exclusively FSC-certified and recycled paper for all office purposes**. In addition, mc advises its employees to print sheets on both sides in order to keep paper consumption at a minimum. Furthermore, when purchasing products across Europe, mc pays attention not only to the traditional criteria of price and quality, but also to environmental factors. Increasingly, mc places an emphasis on **recyclable products** and advises its clients accordingly.

Moreover, media consulta demonstrates its ecological awareness by separating waste for recycling purposes, by relying on bicycle messengers, and by replacing normal with energy-saving bulbs. mc has installed its own **internal quality management system**, which is also responsible for the agency's **environmental management** and its permanent development. Regular training of the **environmental management appointee** is part of the environmental management system. For the continuous improvement of internal environmental performance, staff training is also of great significance in the framework of mc's in-house educational instrument, the mc Academy. All mc employees are regularly informed about past performances and further developments of the environmental management system, and are hence in a position to communicate and actively contribute to the maintenance of the environmental standards.

Energy Consumption in mc's Headquarters and its Cologne Office

Part of the HQ	Energy Consumption (in kWh)	Emissions (in kg)
Wassergasse	139.626	97.599
Inselstraße	72.840	36.639
Rungestraße	26.559	13.359
Brückenstraße	9.900	4.980
Hildeboldplatz Cologne	83.255	41.877
Overall	332.180	194.454

One way of neutralising the emissions is **planting trees**, something mc has already done in Malta and Cyprus, and is going to do throughout this and the next year with possible partners like the World Wildlife Fund (WWF) and the Nature Fund.

In the future acquirement of new agency real estate, mc will optimise internal energy household by

- using **photovoltaic elements** for producing electricity and supporting the agency's electricity supply
- using **solar-thermal and geothermal elements** for producing heat
- **supporting the agency's further climate-friendly measures**, such as planting green shrubbery on the agency's roof and compounds



Cert 1U Iss 0408



Certificate of Registration

This certificate has been awarded to

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Wassergasse 3, 10179 Berlin, Germany

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The scope of activities covered by this certificate is defined below

**Public Relations, Advertising, Media and Online Services,
Event Management (Sports Marketing) and Related Translation and
Travel Services**

**Public Relations, Werbung, Medien- und Online-Dienste, Event
Management (Sport Marketing) und damit in Zusammenhang
stehende Übersetzungs- und Reisemanagement-Dienstleistungen**

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It is the responsibility of the certificate holder to ensure that the scope of the certificate is correct and that the certificate is used only for the purposes for which it was issued. The United Registrar of Systems is not responsible for the use of the certificate by the holder.

3.1 Green Energy for media consulta



mc's **commitment to sustainability and a greener world** is also embodied by the agency's German electricity provider. With about 23 000 members, **Greenpeace Energy** is the largest energy cooperative in Germany, and it aspires to help securing the energy turnaround in the Federal Republic. **Greenpeace Energy not only rejects supplying electricity from nuclear power plants, but also from coal power stations**, where energy production is connected with

extremely high CO₂ emissions. So, the electricity mc consumes can be referred to as truly clean. But the contract with Greenpeace Energy is more than a guarantee for truly clean electricity. It is a contribution to cooperative's activities for a healthier planet. Greenpeace Energy builds clean plants, provides innovative solutions such as wind gas, conducts surveys, and remains an active participant in the political debate. Every two years, it organises its Energy Congress, aiming at the provision of solutions that may pave the way for a clean energy sector.

In 2012, mc negotiated its first contract with Greenpeace energy, which became the primary electricity provider for selected parts of our agency complex. In 2013, the **contract's scope was extended** to include the few buildings that had been supplied with energy from more "classic" sources as well as our Cologne office. Since then, our whole business in Germany has been driven not only by creativity and dedication to integrated communication, but also by electricity from sustainable sources.

3.2 Network and system of Continental Hubs

Admittedly, establishing a global network and continental hubs responsible for coordinating regional activities was a decision based on business considerations. And, of course, building the current structure required numerous business trips. However, the collaborations are now in full swing, so that we can rely on a seamless workflow. This in turn **saves our German team members the necessity of being present on-site** – therefore avoiding exhausting as well as CO₂ intense flights to other continents.

During the last COP, we mentioned the example of the German Year in Brazil, "Alemanha + Brasil 2013/2014", for which mc provided an integrated communication campaign. Due to our continental hub in Rio de Janeiro and our office in São Paulo, **no German staff was involved in the implementation process in Brazil**. Our campaigns for the Federal Government, "Make it in Germany" and "Recognition in Germany", provide two more examples. Both campaigns aimed to attract professionals from foreign countries and were thus run in other parts of Europe, in the CIS and in Asia. Again, the long-standing and close ties to our network agencies in these regions prevented the necessity of an on-site presence.

3.3 Certified printing houses

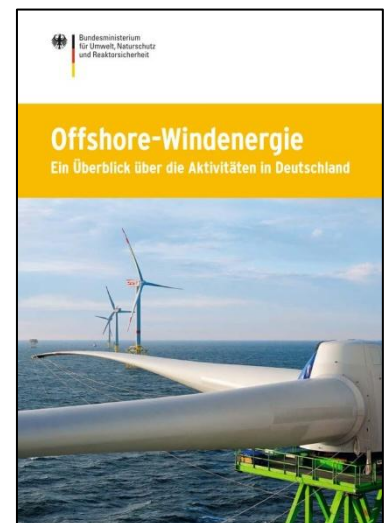
Regarding the production of print publications, mc relies on the services of printing houses that fulfill the standards and requirements set by the **Forest Stewardship Council (FSC)** and/or the **Programme for the Endorsement of Forest Certification (PEFC)**. One of mc's key service providers in the field of printing, Hofmann Infocom, complies with the standards of both initiatives. Furthermore, like mc, Hofmann Infocom also pursues a climate-neutral approach, meaning that CO₂ emissions caused by the printing process are offset by climate protection measures.



3.4 Client Campaigns

3.4.1 Federal Ministry of the Environment, Nature Conservation and Nuclear Safety

In addition, media consulta applied for and won a **framework contract of the Federal Ministry for the Environment, Nature Conservation and Nuclear Safety** including the production of publications about renewable energies (from wind energy to hydropower) and their integration into the German electricity grid. In 2012, the agency started working on a brochure about the promising offshore energy, which was published in early 2013. For the ministry, the editors of media consulta's corporate publishing team **attend conferences and congresses** focusing on renewable energies. In 2013, online articles for the website www.erneuerbare-energien.de were the agency's main task.



3.4.2 Green Talents



The agency's latest campaign in the area of sustainability and environmental protection is conducted for the German Aerospace Center (DLR). In cooperation with the German Federal Ministry of Education and Research (BMBF) the DLR initiated a competition named **"Green Talents - International Forum for High Potentials in Sustainable Development"**. The initiative is aimed at young researchers in the process of finding practical answers to challenges ranging from climate change to the shortage of raw materials. Since the Federal Ministry of Education, which launched the project, is convinced that solutions are more likely to be found through cross-border cooperation, the competition focuses on overseas scientist and thus promotes internationalism as well. In 2014, mc has organised the competition once again.

3.4.3 European Environment Agency

The European Environment Agency (EEA) was founded in 1990 and has been operating since 1994, providing information for stakeholders in the environmental sector and for the general public. **media consulta provides strategic consultancy to the European Environment Agency** on all of its communications activities. These activities have included the development and moderation of a series of communications planning workshops for the EEA communication planning team, the development and moderation of a 2-day project and team management workshop for the EEA SOER 2015 Taskforce and the development of a stakeholder methodology. In addition, mc evaluated the EEA's annual communications plan incl. post ante and ex ante surveys among key stakeholders incl. personal interviews with European environmental policy-makers.



4 Labour Regulations According to Principles 3, 4, 5 and 6

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

media consulta deplores any form of behavior contradicting the principles mentioned above. Of course, the agency **secures compliance with principle 3, 4, 5, and 6 of the Global Compact in its Berlin Headquarters and makes sure that none of its network agencies violates them.** Yet to fight violations mc thinks beyond its own network. We not only reject assignments from clients subverting fair labour regulations, but also ascertain that our service providers and suppliers comply with the four principles.

A good example might be the selection of an appropriate supplier of running shirts we purchased for a relay in Berlin. Instead of choosing the cheapest supplier for this single event, mc relied on KONA Sports, a subsidiary of KONA International GmbH. KONA has imposed a very strict [CSR codex](#), which perfectly fits the principles mentioned above. According to the codex, the company rejects child and compulsory labour, the freedom of every worker to join a trade union and the exploitation of workers. It supports acceptable working hours and an active health and security policy.



Over the year, **media consulta receives a myriad of applications** from all over the world. Yet due to the special requirements of the communications sector and the need for intercultural competence, **potential mc employees have to pass a comprehensive legal and professional selection procedure.** Currently, the agency is planning the establishment of its own assessment center. The highly selective approach of media consulta can on no account be regarded as an obstacle for young and ambitious professionals. Rather it is the first measure for a pleasant everyday work. Only those who really fit a job profile will appreciate their daily work.

Once having become a member of the mc family, **employees enjoy constant protection of their working conditions, encouraging** a better work-life balance. For this, the company created a few highly efficient schemes: pension, **healthcare and childcare.** mc promotes and realises in good faith the right of workers and employers to freedom of association and the effective recognition of the right to collective bargaining, works towards the elimination of all forms of forced or compulsory labour, effectively abolishes child labour and eliminates discrimination in respect of employment and occupation.

media consulta's CEO Harald Zulauf considers **transparency as a prerequisite for a healthy business environment and smooth operations**. So, he does not only constantly inform his employees about upcoming changes and new undertakings, but seeks regular meetings with team leaders and account managers to get their feedback and ideas.

4.1 Staff Participation – mc's Employee Survey

mc's **staunch dedication to treat its employees fairly and respect their rights** is also underpinned by the decision to conduct an employee satisfaction survey in the company's Berlin headquarters and its Cologne branch. Employees **got the opportunity to assess their situation** in the following areas of "Daily Work Life" and "Career". At the same time, they were asked to assess the company's further-training offer and its approach to "Corporate Social Responsibility".

In a fourth part, all **employees could make comments and propose their own ideas** for improving the agency's policies in the areas of "Daily Work Life", "Career", as well as "CSR and Further Training" , **thus having a chance to fashion progress**. Of course, the survey was **completely anonymous**. The survey's results were evaluated by an **independent service provider, the "Institut für Personalforschung"** (institute for personnel research), led by Professor Dr Christian Ernst, an expert in the field of human resources lecturing at the renowned Cologne University of Applied Sciences. The Institute provided mc with a highly detailed report.

Average marks in the various categories on a scale of 1(best possible) to 4 (worst possible)

I. Everyday Work	
Question	Mark
My field of work matches my abilities preferences.	1.63
I'm aware of my unit's goals.	1.65
My direct superior always gives me feedback regarding my work.	2.07
How content are you with the leadership skills of your direct superior?	2.20
How is the working atmosphere between colleagues and superiors in your unit?	1.69
Would you accept additional work for your unit or take on additional tasks for it?	1.70
To what extent are you aware of the results, successes and profits of your unit?	2.05
I have good knowledge of the work done in other units.	2.59

II. Career	
Question	Mark
There are regular appraisal interviews and interviews providing feedback to my personal development.	2.81
I'd like to take further career steps in mc, and would be pleased about respective support.	2.01
My unit offers good advancement opportunities.	2.63

III. Further Education	
Question	Mark
How important do you consider further education?	1.44
How do you assess the existence of the further education offer mc Academy?	2.06
How do you assess your company's corporate social commitment?	2.82
There is compatibility between family and career.	2.85

The average mark across all questions was 2.1, meaning “**good**”. Yet our employee survey was not merely a tool for checking whether the atmosphere within the teams and the agency is good, but also meant to be a source for improvement. media consulta is developing concepts in the fields in which the survey showed rather weak results. We also started an employer branding campaign.

4.2 Employer Branding – serving our staff

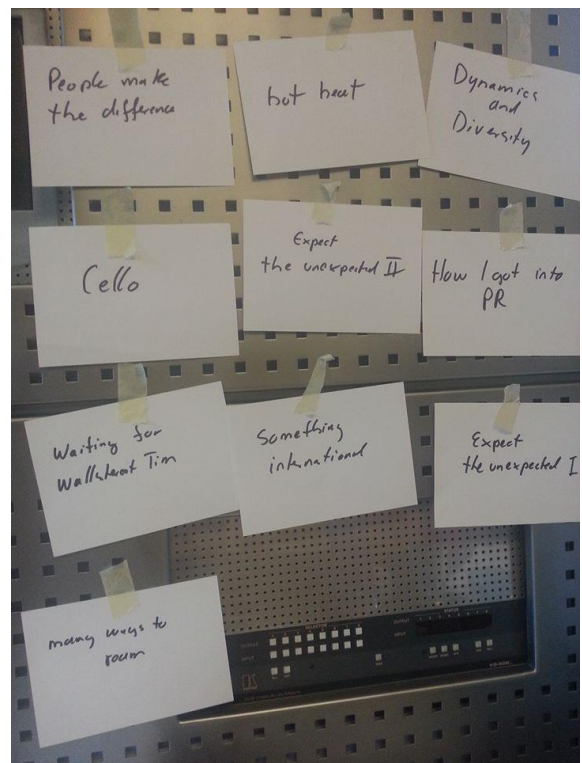
4.2.1 Clear and fair labour regulations

It goes without saying that in the project-oriented world of communication agencies a 9 to 5 day is not always possible. Short-time client needs or pitches might require extra hours. But mc has established a set of rules, **guaranteeing its employees a balanced daily routine**. Our employees work 41 hours per week on average. The very unlikely case of working at weekends generally leads to a day off in the working week. In addition, each employee regularly having been in the agency for more than 45 hours a week will also get leisure time in compensation. Working more than 50 hours a week is strictly forbidden. In addition, we offer our employees flexible working time arrangements.

4.2.2 Keeping our employees informed

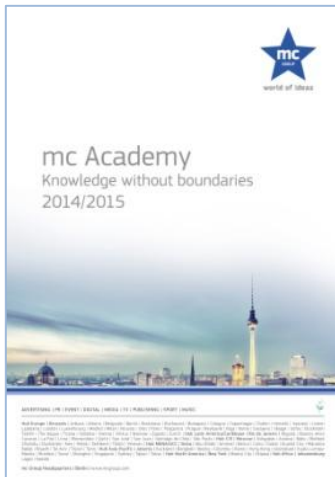
There is hardly a better way of showing respect for employees than by keeping them informed about the company’s future strategy and the individual steps taken to follow it. To that end, our CEO not only offers **monthly company introductions** for new employees, but also regularly presents **new regulations, the latest developments and strategic approaches** in our mc Academy’s “mc Insights”. This is supported by biannual feedback meetings with the heads of unit and annual meetings with the CEO. Additionally, besides our biannual print newsletter, we have a bimonthly internal online newsletter. Another information resource is media consulta’s intranet, also providing a bulletin board, and our online newsletter.

Our mc **ambassadors**, longterm-members of the various units, can be regarded as the **connection between the individual employee and the CEO**. The ambassadors receive all requests made by employees and discuss them with the CEO. Our staff can also approach them with individual problems and concerns. Those concerns, requests and ideas then serve as the basis for



improvements implemented by the ambassadors, who are also responsible for organising team building measures within or across the single units.

4.2.3 mc Academy



mc Academy, our internal further education programme, enables our staff to stay informed about the latest industry trends. It therefore benefits our employees, who acquire new knowledge and thus upgrade their CVs, and the company, which can use the acquired knowledge to remain competitive. mc Academy consists of **nine modules** and covers **all areas needed for integrated communication solutions**. To guarantee the added value of our workshops, we rely on renowned and certified lecturers. mc Academy also regularly provides an internal transfer of knowledge, when unit leaders hold **introductory presentations** on their daily business. In 2013, we asked our employees for their opinion towards the Academy and received an evaluation mark of 1.6 (between “very good” and “good” in Germany).

4.2.4 Support for Young Parents

Germany’s communications sector is known for the high degree of flexibility it demands from employees. So, it seems that the ideal person employed by an agency has to be male, single and childless. **media consulta does not believe that having children and working in an agency contradict each other**. There might hardly be any agency in Germany employing as many mothers as media consulta. One key to the compatibility of family and career are part-time schemes, allowing mothers to work half a day, or to leave two hours before the workday regularly ends. In addition, regarding preschoolers, mc grants **subsidies of € 1.200 a year for the childcare offers** of day nurseries, kindergartens, and similar institutions.

In cases where a full-time female employee’s contract expires during her pregnancy, she can **get her contract renewed, go on maternity leave and then return to more flexible working conditions** if required, for example she could combine part-time office work with part-time work from home.

4.2.5 Pension Scheme

mc offers its employees the option of a company pension scheme. Following demographic change, pensions are growing in importance. The company pension scheme is part of the second pillar of pension plans and is defined in Article 1 of the German Company Pension Act (BetrAVG). Apart from that mc contributes to private pension schemes.

4.2.6 Sports and Healthcare

In order to promote the health of our employees mc offers a **financial subsidy** of 50% for membership fees e.g. **gyms or sports clubs up to 150 euro per year**. Furthermore, our in-house mc News Cafés provide our employees with healthy and fresh-made food to attractive prices including a fruit basket every morning. Every year, our headquarters' employees are invited to participate in the Berlin amateur team run.



4.3 Diversity and Internationalism

4.3.1 International Headquarters

media consulta maintains a global network in all continents. Its clients are spread all over the world. Thus, **respect for cultural backgrounds and a high degree of intercultural competence is a must for the agency**. mc lives its dream of a world without any ethnic or religious boundaries in its Berlin headquarters, where people from **27 different countries** are employed. They come from the United Kingdom, France, Turkey, China, Israel, Greece, the United States of America, Brazil, or Nigeria. Additionally, about **70 percent of mc's employees and all but two unit leaders are female**.



4.3.2 Charter of Diversity

So, little wonder that mc is also signed the initiative **“Charta der Vielfalt”** (Charter of Diversity), which was **initiated by leading German companies and is under the patronage of Dr. Angela Merkel**, Chancellor of the Federal Republic of Germany. The Charta strives for **fostering the recognition of and appreciation for diversity in Germany's corporate sector**. No employee should be discriminated because of his sex, nationality, cultural background or worldviews.

4.3.3 GWA Membership

media consulta is a long-term **member of the “Gesamtverband Kommunikationsagenturen”** (General Association of Communications Agencies) in Germany. As such the agency follows the association’s guidelines. Regarding “employees and colleagues”, the GWA’s statutes say:



The people in our agencies are our most important capital because their work creates values for our clients and our agencies. Therefore, we ensure appropriate working conditions, basic and advanced training and reasonable remuneration. We undertake to ensure that our employees have equality of opportunity and can work free of any discrimination.

According to the charter, the agencies “every GWA agency undertakes to invest in junior staff and in employee training”.

4.3.4 Fair Company

Indeed, media consulta aspires to meet the GWA’s rules. Supporting young people on their way to professionalism is of utmost importance to us.

Graduates have the chance to **take their first steps in their chosen profession by completing an internship or traineeship with fair conditions**. We offer them genuine prospects for the future and actively avow for an end to the practice of underpaying qualified newcomers to our professions. Besides being paid appropriately, interns can work at maximum of six months at mc. After this time, they have the chance to start a traineeship. Furthermore, interns are supported by a contact person in their units. In recognition of this policy, **we were awarded the Fair Company seal of approval from the business magazine 'karriere'**.

In the last few years, media consulta opened up **additional apprenticeship positions**. In the meantime, the agency has **13 apprentices** and is helping them become qualified for management assistant professions in different areas of expertise, ranging from public relations, advertising, event and office organisation, to TV and film production, accounting and human resources.

4.4 Cooperation with Delphin Werkstätten



For several years now, mc has maintained a partnership with “Delphin Werkstätten”, which **serves two causes at once**. Delphin Werkstätten is an institution founded by the German Caritas and aims to professionally and socially integrate handicapped people. One branch of its operations recycles paper. mc is obliged to dispose of outdated but sensitive print material professionally, and thus relies on the project of the Berlin Caritasverband.

4.5 Client Campaigns

4.5.1 EIGE

Both media consulta’s Event unit and the Corporate Publishing team **still work for the European Institute for Gender Equality (EIGE)**. Based in Vilnius, Lithuania, the Agency supports the EU and its 28 Member States in their fight for the **complete enforcement of gender equality**. For this purpose, EIGE gathers and analyses comparable data, and makes the results the basis of various tools it develops.

mc Event regularly organizes Management Board and working group meetings, roundtable talks, seminars, and conferences for the Institute. mc Corporate Publishing produces various printed publications. In cooperation with mc TV & Film Production, video clips regarding the issue of gender equality have been produced.

4.5.2 Wirtschaftsjunoren

mc’s advertisers are currently supporting the Wirtschaftsjunoren Deutschland e. V., an initiative **sustained by young entrepreneurs committed to providing a solid economic base for Germany’s future**. The organisation also provides funding for education and vocational training projects aimed at young people who – because of their rather low education levels – are likely to encounter problems in their efforts to integrate into the labour market.

4.5.3 “Make it in Germany” and “Recognition in Germany”

On behalf of the Cologne Institute for Economic Research, mc has been implementing PR and media-planning activities to promote the portal “Make it in Germany”, an integral part of the German Federal Government’s strategy to **attract skilled professionals from foreign countries**. Another part of this campaign is the website “Recognition in Germany”, maintained by the Federal Institute for Vocational Education and Training and also supported by media consulta’s communication experts. The portal explains how professional qualifications acquired in foreign countries can be recognised as equivalent to German degrees and qualifications.

5 Human Rights According to Principles 1 and 2

- Principle 1: Businesses should support and respect internationally proclaimed human rights; and
- Principle 2: ensure that they are not complicit in human rights abuses

Since its foundation in 1993, media consulta has become the European **market leader regarding political communication**. Since 1998, the agency has been working for the “Bundestag”, the German parliament. In addition, the agency has been a long-term communications service provider of the German Federal Government as well as of the European Commission and its various Directorates-General. Due to its worldwide network, media consulta also coordinates campaigns for institutional clients outside Europe.

Of course, mc’s position makes the agency an advocate for democracy, for citizen rights and for the freedom of opinion. It also obliges media consulta to **permanently keep track of political developments on a global level**.

mc generally advocates the payment of a **fair price** as well as social standards in areas related to the production of a wide variety of goods. So, we reject service providers guilty of human rights violations. The example of the purchase of our running shirts mentioned in point ???? also applies for the issue of human rights.

5.1 IPRA Membership



As a **member of the International Public Relations Association (IPRA)** media consulta binds itself to the principle of human rights protection. The IPRA’s code of conduct recalls “the Charter of the United Nations which determines ‘to reaffirm faith in fundamental human rights, and in the dignity and worth of the human person’”. Furthermore, it refers to the “Universal Declaration of Human Rights” and especially recalling Article 19”. Consequently, the IPRA’s members “shall observe the principles of the UN Charter and the Universal Declaration of Human Rights”.

5.2 Client Campaigns

5.2.1 European Year of Citizens

media consulta has been providing its expertise for the European Union’s Directorate-General for Communication by **organising and implementing a campaign for the European Year of Citizens**. The year’s objective is to raise Union citizens’ awareness of the right to move and reside freely within the EU borders and, in this context, of all other rights guaranteed to citizens. Particularly young people will see how they can tangibly benefit from Union rights, as well as

about policies and programmes that exist to support the exercise of those rights. At the same time, there shall be a debate about the impact and potential of the right of freedom of movement and residence.

The communication and information campaign media consulta drafted and implemented included the support regarding the organisation of events as well as editorial tasks and graphic work. All the measures were monitored and finally evaluated. The agency was responsible for the media strategy and the media plan, as well as drafting press releases. It also supplied information and promotion materials in all EU languages. Until now has organized several events by teaming up with partners.

**LET'S TALK ABOUT
YOUR RIGHT ...**

to retire and receive your pension abroad,

to EU-wide health care access,

to help and compensation if your flight is cancelled.

**IT'S ABOUT EUROPE
IT'S ABOUT YOU**

Join the debate

European Year of Citizens 2013
You can live and work in any Member State and enjoy many other rights as an EU citizen. Find out what's in it for you, join the debate and have your say on the future of Europe.

www.europa.eu/citizens-2013

[Twitter](#) [Facebook](#) [Google+](#)

**HABLEMOS DE
TU DERECHO ...**

a tarifas asequibles de roaming para el teléfono móvil,

a estudiar en cualquier lugar de la Unión Europea,

a tener garantías en tus compras online.

**SE TRATA DE EUROPA,
SE TRATA DE TI,**

participa en el debate

Año Europeo de los Ciudadanos 2013
Como ciudadano de la Unión Europea puedes vivir y trabajar en cualquier Estado miembro y beneficiarte de otros muchos derechos. Descúbrelas que beneficios hay para ti, participa en el debate y expresa tu opinión sobre el futuro de Europa.

www.europa.eu/citizens-2013

[Twitter](#) [Facebook](#) [Google+](#)

5.2.1 European Agency for fundamental rights

From 2009 to 2013, mc Event was one of the service providers to the European Union Agency for Fundamental Rights (EU FRA). FRA consists of 90 members from the fields of politics, social sciences, statistics, communication and law. The agency acts as an advisory authority for EU institutions, offering evidence-based consulting concerning fundamental rights. mc organised multiple events, ranging from workshops to the Diversity Day.



5.2.2 European Development Days

eudevdays.eu At the end of 2013, media consulta assisted the European Commission's Directorate-General for Development before, during and after the European Development Days 2013. The EDD consisted of a myriad of workshops, plenary sessions and discussions and pursued "a comprehensive approach" to development assistance and cooperation. The approach also considered the **full enforcement of fundamental rights as crucial for a better future**. For example, the event in Brussels included sessions on topics such as "Human rights, a sustainable development imperative", "Promoting prisoners' human rights", "womens' economic empowerment", and the auditorium "Will a rights-based approach make development more human?". mc was responsible for the press and media relations work around the two-day event. In addition, the agency organised a video competition.

5.2.3 German Development Day and Open House event

At the national level, the EDD were preceded by the German Development Day as well as the Open House event. Acting as the PR agency of the Federal Ministry of Economic Cooperation and Development, one of mc's tasks was ensuring high levels of participation, especially among the African Embassies. The issue of human rights was one of the main concerns raised during the events, e. g. in a panel discussion about the sensitive issue of women's rights.



6 Embracing Anti-Corruption According to Principle 10

media consulta sees corruption not only unethical and damaging, but also unprofitable flow. Corruption adds additional expense throughout the corporate value chain and can lead to costly operational disruptions. Current studies suggest that corruption adds more than 10 % to the cost of doing business in many countries, and that moving business from a country with low levels of corruption to a country with medium to high levels is equivalent to a 20 % tax.

However, as a transparent international agency, media consulta **encourages anti-corruption actions worldwide**. Therefore, all of mc's network agencies comply with strict rules to avoid corruption.

6.1 Memberships

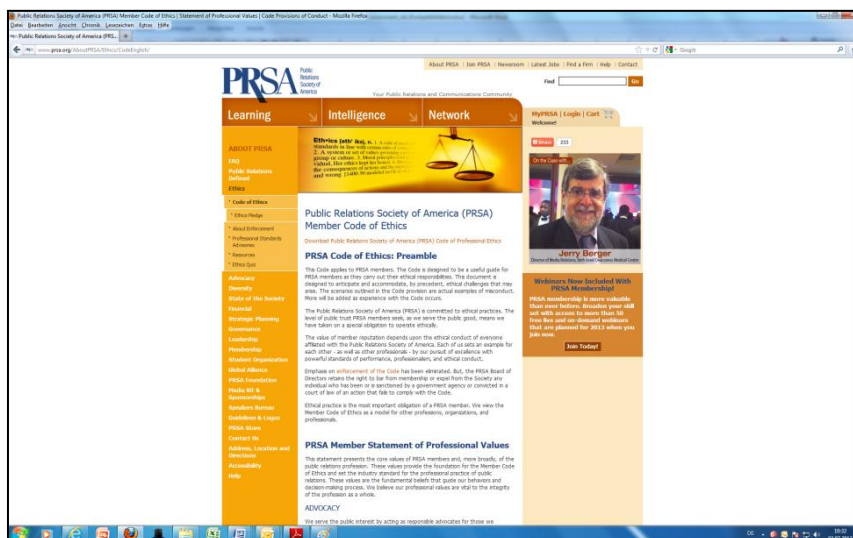
As an international network, mc is a member of both the **International Public Relations Association (IPRA)** and the **Public Relations Society of America (PRSA)**. Both organisations attach great value to preventing their members to become involved in any corruption cases. This is visible in their Codes of Conduct.

Excerpt from the IPRA's Code of Conduct

Principle	All members shall ...
Integrity	... act with honesty and integrity at all times so as to secure and retain the confidence of those with whom the practitioner comes into contact
Transparency	... be open and transparent in declaring their name, organisation and the interest they represent
Conflict	... avoid any professional conflicts of interest and to disclose such conflicts to affected parties when they occur
Confidentiality	... honour confidential information provided to them
Accuracy	... take all reasonable steps to ensure the truth and accuracy of all information provided
Falsehood	... make every effort to not intentionally disseminate false or misleading information, exercise proper care to avoid doing so unintentionally and correct any

	such act promptly
Deception	... not obtain information by deceptive or dishonest means
Disclosure	... not create or use any organisation to serve an announced cause but which actually serves an undisclosed interest
Profit	... not sell for profit to third parties copies of documents obtained from public authorities
Inducement	... neither directly nor indirectly offer nor give any financial or other inducement to public representatives or the media, or other stakeholders
Influence	... neither propose nor undertake any action which would constitute an improper influence on public representatives, the media, or other stakeholders

The PRSA has a similar and very comprehensive code of conduct that can be viewed [here](http://www.prsa.org/aboutPRSA/EthicsCode.cfm).



6.2 Client Campaigns

In 2013, several projects mc realised touched on the issue of corruption. One example is provided by the European Development Days 2013, which also raised the question of government spending. In addition, the “Enterprise & Industry Magazine” sporadically addressed the problem, e. g. in articles about businesses’ efforts at globalisation. On behalf of the European Commission’s Directorate-General for Enlargement, mc has been raising awareness of the **Instrument for Pre-accession Assistance (IPA)**. This campaign sensitises the European public for the requirements connected with IPA. One of the topics related to IPA is the fight against corruption in the candidate countries.

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