

KONTRAPUNKT GROUP / GLOBAL COMPACT ANNUAL COMMUNICATION ON PROGRESS

About us

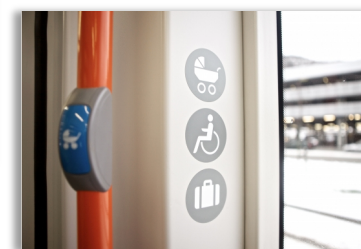
Communication of Progress (COP) information

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Company information

Company name	Kontrapunkt Group A/S
Registration no.	10 17 92 38
Address	Nikolaj Plads 2 1067 Copenhagen K. Denmark
Sector	Media / Creative brand design
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Employees	50-60
Web site	www.kontrapunkt.com

Examples of Kontrapunkt's work:



The nature of our business

Kontrapunkt is an independent creative brand design agency. We have worked with national and international brands for more than 30 years. Today we are more than 50 professionals crafting from offices in Copenhagen (Denmark) and Tokyo (Japan).

We work on all platforms and cover every brand discipline - from brand strategy and concept development, through design, brand communication, implementation and activation.

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 on all brand touch points. Our passion is to help our customers to express their genuine identity and core promise - and keep it.

Kontrapunkt has among others developed the visual identity for the UN Global Compact and most recently a digital newsroom regarding climate changes for UNFCCC. See the case story and learn more about us at our website, www.kontrapunkt.com.



Kontrapunkt's dedicated design team guided us smoothly through the process, all the way from establishing the strategic foundation and direction for the project, through developing the concept and finalizing the details of the design.

- Communications Officer, UNFCCC,
Alexander Saier

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 3 September 2015

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 all based in the developed countries (Denmark and Japan) and hence they operate in well-regulated markets, in which we have a high level of control. Hence we are confident that our operations comply with the human rights and associated 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", which consists of an employee (selected by the employees), a management representative and a chairman. This board among others reviews the work place four times a year to ensure that we have a satisfactory physical and psychical working environment. Furthermore we conduct an employee survey regarding "Safety at work & Work motivation" once a year, which has so far not revealed any major issues. **This survey will be carried out again in September/October 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**

The principles related to the environmental aspects continue to gain attention within our organization.

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

Since we decided to actively support the UN Global Compact principles in 2006 we have implemented a range of initiatives to reduce our environmental footprint.

We have among others carried through a waste reduction, disposal and recycling project, which among others significantly reduced our paper consumption.

Furthermore we have aimed to reduce our CO2 emission, e.g. by setting up videoconference equipment to reduce travel activity, e.g. between Denmark and Japan.

Finally we have implemented several specific initiatives to reduce electric power consumption, e.g. by reducing amount of servers

and replacing server cooling facilities, changing the climate control system and having intelligent light controls in our head quarter premises. We have managed to reduce our power consumption with 5% p.a. during the recent 4 years.

We continue our efforts to reduce our power consumption, with an annual target of 5% (compared with the average for the past three calendar years). This is monitored on a quarterly basis.

Worth mentioning in this context is that we are certified by the 'Det Norske Veritas' (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 an objective that **at least 85% of the volume in our print jobs must be carried out by environmental certified vendors**. The previous three years the actual usage has been 95%, 96% and 99%.

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.