



United Nations Global Compact: Communications on Progress

By Generation Alliance Pty Ltd
For the period 23 July 2015 – 30 July 2016

CONTACT: info@generationalliance.com

Tel: +61 (0)2 8292 1900

Image supplied courtesy of Pacific Islands Trade & Invest

gen.a

1. INTRODUCTION - STATEMENT OF CONTINUED COMMITMENT

Generation Alliance Pty Ltd (Gen.a) is proud to be a signatory to the United Nations Global Compact (UNGC) and a member of the Global Compact Network Australia (GCNA).

This Communication on Progress Report demonstrates our continued support for the Global Compact and its Ten Principles.

Since 2009, Gen.a has been a signatory to the United Nation's Global Compact, a foundation member of the GCNA Steering Committee and until recently, a Board member. We are a small business committed to social development and compliance with the Ten Principles of the UN Global Compact.

Within Australia, our business has played a leadership role in helping to promote the work of the GCNA and the value of the Global Compact to small businesses, particularly within the creative industries sector. We also actively promote the Ten Principles of the UNGC through our work with international clients, particularly in Africa, the Caribbean and the Pacific Islands.

I have pleasure in presenting our 2016 Communication on Progress.



David Faulks
Managing Director

23 July 2016

2. EMBEDDING THE TEN PRINCIPLES IN OUR ORGANISATION

This section details Gen.a commitment to the UNGC's Ten Principles across areas including human rights, the environments, labour and anti-corruption. In 2015 and 2016, Gen.a has actively furthered its commitment to the Ten Principles through numerous activities, procedures and systems. Gen.a intends to continue and develop this commitment over the next 12 months.

In our 2015/16 Business Plan goals, we have made specific commitment to ensure we work with clients that are engaged in international development agenda and the principles of the UNGC. As strategic brand and communications consultants we have worked with international clients and stakeholders including the African Caribbean and Pacific Group of States, World Intellectual Property Organization (WIPO), Pacific Islands Trade and Invest, the State Secretariat for Economic Affairs (Switzerland) and the Department of Foreign Affairs and Trade (Pacific Women in Business and Partnering Pacific).

Our commitment to human rights and labour has been supported by our recent hire of a researcher, Raphael Manirakiza, who is a political refugee seeking asylum in Australia from Burundi. Raphael is engaged across Gen.a's business and is an important part of our team. We have written, designed and produced a children's book 'Dream a Little Dream' which is being distributed as a welcome gift to refugee families in Australia.

The details of our commitment is further demonstrated on the following pages.

2. EMBEDDING THE TEN PRINCIPLES IN OUR ORGANISATION

Gen.a is committed to embedding the principles of the UNGC in their everyday business. Below is a summary of our progress and development over the past 12 months working towards the 10 principles of the UN Global Compact.

Principle	Gen.a	Examples	Measurement of outcomes
HUMAN RIGHTS Principle 1 - Businesses should support and respect the protection of internationally proclaimed human rights; and Principle 2 - Businesses should make sure that they are not complicit in human rights abuses.	<ul style="list-style-type: none"> • Supports the Universal Declaration of Human Rights • Acknowledges the Traditional Custodians and the present Aboriginal and Torres Strait Islander people who reside in this area. • Is committed to maintaining and supporting the health and safety of all employees, contractors and visitors. 	<ol style="list-style-type: none"> 1. As part of a World Bank initiative, Gen.a has worked on the creation of a country brand for The Gambia with the aim of increasing international perception and addressing human rights record, to increase investment, visitation and export potential. Gen.a continue to provide communications support and advice to the Government of Gambia. 2. Gen.a has provided high-level strategic advice to the Government of Vanuatu related to leveraging their national brand strategy to deliver greater value back to the people of Vanuatu. Gen.a will aim to continue this work throughout 2016/17. 3. Through a joint initiative between the Australian Government's Department of Foreign Affairs and Westpac, Gen.a has provided design and editorial services to a new initiative around encouraging women in the Pacific to engage in business and finance projects titled Pacific Women in Business. 4. Writing and production of a children's book, 'Dream a Little Dream' which was donated as a gift to welcome refugee families and children to Australia. 	<ul style="list-style-type: none"> • Code of Conduct developed to deal with abuses of human rights, no reports registered. • No investigations, legal cases, rulings, fines or other relevant events to report.

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LABOUR Principle 3 - Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining; Principle 4 - Businesses should uphold the elimination of all forms of forced and compulsory labour; Principle 5 Businesses should uphold the effective abolition of child labour; and Principle 6 Businesses should uphold the elimination of discrimination in respect of employment and occupation.	<ul style="list-style-type: none"> Has systems in place to monitor and manage labour rights issues within the business. Creates a safe and secure workplace for employees. Supports the elimination of employment discrimination, child labour and forced labour. Committed to ensuring comparable pay for comparable work. Is committed to the development of principles to support employment conditions in the coming year. 	<ol style="list-style-type: none"> As per 1. To 3. above under Human Rights. Through a joint initiative between the Australian Government's Department of Foreign Affairs and Westpac, Gen.a has provided design and editorial services to a new initiative around encouraging women in the Pacific to engage in business and finance projects. Implementation and monitoring of an internal Code of Conduct ensures that employees understand their rights, responsibilities, compensations and benefits. Regular internal discussions with employees about topical human rights and labour issues and suggestions to improve the business and support mechanisms, including accessible professional development. A commitment of 10% of profits to low-bono and pro – bono work with clients who encourage businesses to work in ways which support the UNGC's 10 principles. Employ and support individuals across various demographics - including the recent hire of Researcher who is a political refugee in Australia from Burundi. 	<ul style="list-style-type: none"> Significant support for gender equality in the workplace - 50% of employees are female. Introduction of intern policy – ensuring a good representation of age groups within the business and reward for effort. No investigations, legal cases, rulings, fines or other relevant events to report

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ENVIRONMENT Principle 7 - Businesses should support a precautionary approach to environmental challenges; Principle 8 - Businesses should undertake initiatives to promote greater environmental responsibility; and Principle 9 - Businesses should encourage the development and diffusion of environmentally friendly technologies.	<ul style="list-style-type: none"> Is committed to reducing the impact of its operations and services on the environment. Is committed to the ongoing measurement and monitoring of environmental initiatives and protocol within the business. Aims to continue to reduce its impact on the environment in the coming year. 	<ul style="list-style-type: none"> Purchasing of recycled paper products (including paper towels, printing paper, toilet paper etc.) Recycling and proper disposal of printer cartridges, excess electrical equipment and e-waste. A preference to work with Forest Stewardship Council (FSC) certified printers wherever possible. Development of car-pooling programs and walk to work incentives for employees. Election to pay the carbon-offset surcharge (i.e. when travelling). Participation in an internal clothes recycling project "Exchange for Change." 	<ul style="list-style-type: none"> Quarterly reports on recycling of cartridges and office products, from Close the Loop – total of 27.5 kg of waste diverted from landfill in Australia. Internal awareness of environmental awareness tested through weekly WIP sessions for all staff. No investigations, legal cases, rulings, fines or other relevant events to report
ANTI-CORRUPTION Principle 10 – Businesses should work against all forms of corruption, including extortion and bribery.	<ul style="list-style-type: none"> Is committed to high standards of personal, ethical and professional conduct. Supports the UN Convention against Corruption. Will continue to develop its support against corruption in the next year. 	<ul style="list-style-type: none"> Change of Conduct enforced for all employees, suppliers and contractors to maintain ethical and professional standards within the business. 	<ul style="list-style-type: none"> No reports of corruption, extortion or bribery within the business through internal issues management mechanism. No investigations, legal cases, rulings, fines or other relevant events to report.

3. SUPPORTING OUR COMMUNITY

In 2015/16 Gen.a continued its work in social development and community support locally and internationally. The following examples demonstrate Gen.a's commitment to in the Ten Principles and the impact of this within our local community over the past 12 months.

Dream a Little Dream

Gen.a have demonstrated our support of human rights within the local community through writing, designing and producing a children's book, 'Dream a Little Dream.' The book is a gift for refugee families and is illustrated with a series of Australian images about waking up full of joy and hope. Through a crowdfunding project, we raised \$11,000 to help cover the cost of printing 4000 copies that we have donated to refugee families.

We want to create a sense of optimism, a joy of family and hope for the future.

The book has a special connection to the Australian environment through the inclusion of uniquely Australian animals, but is relevant to children anywhere.

Volunteering Support

Gen.a supports employees who wish to volunteer their time and make a difference in the local community. This commitment is outlined in Gen.a's internal Code of Conduct.

Exchange for Change

Gen.a employees hold a regular clothing swap and make a donation to the charity of their choice including the Australian Red Cross and Sydney Children's Hospital.

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