

Bersay Communications Group UN Global Compact Communication on Progress (COP) Report

31 March 2017

Chairwoman's Remarks

As one of the leading players of the public relations industry in Turkey, Bersay has been among the pioneers in adopting the international professional standards and has continuously taken steps towards bringing the industry to higher levels.

Bersay opted for a new organizational structure which would ensure further and deeper specialization by training the employees based on industries and functions. Each individual is offered a career plan tailor-made in line with his/her traits, specialization programs and mentorship support is provided. In office specialization programs are reinforced with seminars, conferences and workshops whereby individuals gain practice.

This really is a hard mission when the business world gets more and more communication-educated and new tools like social networks are constantly changing the game. As we stated in last years report, our approach to Human Resources shifted to Human Assets. Now, in the purpose of orienting our organization to a changing global order, we are moving our server systems to cloud for creating a working environment everywhere in the country or in the world. In addition, focusing on marketing communication is a new focus area for us in our communication skills.

Since signing the UN Global Compact protocol in 2007, we are proud to be recording a continuous progress towards the principles and we are well aware that this is a never- ending journey. It is our pleasure to present the eighth Communication on Progress Report that represents our commitment to the Global Compact principles on behalf of all Bersay Communications Group employees.

Arin Saydam
President



About Bersay Communications Group

Having its roots from [Bersay Communications Consultancy](#) established in 1990, [Bersay Communications Group](#) offers basic (i.e. public relations services) communication consultancy as well as other forms of communications services to the clients like digital, social media, marketing and leadership communication consultancy, event management, publishing & design, corporate social responsibility project development, marketing and social research design and implementation. These services are provided either by Bersay or through a network of best-in-class strategic partners supervised by Bersay based on integrated solutions approach; in line with the practices of similar network agencies around the globe.

Bersay Communications Group is an exclusive affiliate of [Ketchum](#), one of the leading global communications consultancy networks.

Progress in 2015

A. Core Business

World is changing day-by-day and companies should keep in pace with that change. So Bersay decided move to cloud system in mails, meetings and practices. This will provide for employees to reach their files, server files anywhere which have access to internet. The main purpose of this change to create closer relationship with our clients, spending time and sharing experience with them. After the complete establishment of this system, communication executions, strategies will become more effective and much faster.

In addition, we established an agency called “Gravital” and gathered our marketing communication, publishing, event management and digital services in it. It can be called as sister company of Bersay. We are providing such services to our clients according to their requests. This movement in our business created a division of services and much more organized structure based on expertness.

Education & Awareness Raising

With the understanding that our employees are in the heart of our core business, we transformed our human resources organisation to Human Assets Department in 2010, and since then, we have been spreading this approach also to our clients, business and solution partners. Human Assets is not a support unit for Bersay and with the vision that our most important assets are our employees; we are continuously taking steps in terms of keeping the best talents at Bersay.

Bersay Human Assets Policy lies on a framework where establishing a healthy work environment, cultivating team collaboration, enabling the employees to improve themselves on a continuous basis with the help of training programs and employing qualified and efficient personnel at all positions is aimed.

Firstly in 1999, the concept of Human Assets rather than Human Resources was revealed by Ali Saydam; followed by an article in 2000 and later in 2005, in his book "Perception Management" Saydam continued sharing his knowledge which contributed to the structural changes made within the group. "Human Assets" concept has been registered by the Turkish Patent Institute Bersay Communications Consulting.

Our main purpose is to have all our employees to be successful and happy, respect & love their job with continuous excitement.

This philosophy, no matter what position, throughout their career, employees self improvement and continue to develop themselves.

Human Assets Policy Concept; Human Assets Management Procedure based on qualifications;

As pointed out among 2015 targets, New Bersay Organizational structure have been put into use. Bersay fire, earthquake, sabotage and first aid action plans were drafted and training activities were started.

A new salary and premiums system was developed.

Another one among these steps is the great educational track record of BIE since 2008. As Bersay Communications Group, we have established BIE with the aim of providing training opportunities to both Bersay employees as well as the industry professionals. Since its establishment, BIE has hosted numerous conference and seminar programs that have greatly contributed to the world views of the participants.

Now we set up a new talent raising program, which will raise PR professionals through our own system and way of doing business. This will create an organic and efficient growth to our company.

Bahcesehir CO-OP Project:

Consultants of Bersay Communications Group are also the lecturers of the [CO-OP Education Model](#) applied by Bahcesehir University with BIE support. The program included major communications disciplines like Reputation Management, Stakeholders and Target Audience, Crisis Management, Media Relations, Corporate Responsibility,

Financial Communications, Online Communications, Event Management, Celebrity Communications and Leadership Management, Issue Management and Agenda Setting. 60 students participated in 2014-2015 spring & 2015-2016 fall classes.

Communications Profession Trainings:

Bersay consultants that contribute to the CO-OP projects presented their trainings to Bersay Group employees as well as participants from client teams. Around 50 participants attended to several lectures at BIE including Strategic Marketing at Crisis Era, Presentation Techniques, Public Relations Authorship, and Client Relations Management topics

All Bersay consultants enjoy participating in webinars arranged by Ketchum to betterify Ketchum / Bersay relations and to increase the industry know-how. Bersay also supports TUYID (Turkish Investor Relations Association) since its establishment and Bersay consultants that aim to specialize in finance sector benefit from regular finance trainings of TUYID. Bielog, the online platform of BIE, was kept open to contribution of all Bersay employees as well as PR industry professionals.

Internal Meetings:

Internally, we set up two meetings in a month. One of those meeting is related with client experience. We will invite our clients to our meetings in order to share mutual experience in communication executions. Other type of meeting will be about employee experience. We will share our client experience between us and create flowing knowledge in the company.

B. Social

Having about 8279 and gradually increasing online and offline materials including books, DVDs, magazine subscriptions focused on communications, BIE library is open to Bersay employees and client teams as well as communications professionals, students, interns, academicians,

BIE's revenue sources are generally the conferences such as Ducane Cündioğlu seminar on Philosophy, webinars and seminars, as well as all kinds of corporate programs including media trainings. Among these sources are the revenues of books and lectures of Ali Saydam, founder and Honorary President of Bersay Group, who is among the leading communications experts in Turkey. As a non-profit organization, BIE donates its profits to communications master and doctorate students as scholarships.

C. Ethics

Handling its business in full transparency with its clients and the industry, Bersay and Gravitel companies are audited every two years in respect of being suitable to Consultancy Management Standard (CMS). Bersay continues to work with Turkish Ethics and Reputation Society after becoming a corporate member in 2011. Furthermore BIE maintains its activities according to the Ethics Declaration signed in 2012.

D. Environment

In order to develop a healthier and more clear environment for our employees, Bersay has moved to an office which offers an open working area for an easier internal communication atmosphere. This new working condition also includes an open living room which stores movies, books, magazines, projection and couches for comfort. This is an area where Bersay employees meet once a week to discuss client cases, media and everything related to both global and domestic subjects within the public relations sector.

Forward Looking

We remain committed to Global Compact and its principles in all our strategies, throughout our organisation and during our consultancy services to our clients. In the upcoming years, we'll continue adding value to our employees and clients, as well as actively contributing to the development of PR industry in Turkey.

UN Global Compact Principles

GC	GRI	Definition	Bersay Approach	Bersay Practices
1	HR1, HR2, HR3, HR4, HR5, HR6, HR7, HR8, HR9	Business should support and respect the protection of internationally proclaimed human rights	Bersay Communications Group believes that every people has right to work, choose his/her job, freedom of expression, liberty and security, health care and equality. Bersay also consults its suppliers and clients to support the same principles.	Recruitment process Rewarding system (Finder/Success Fee) Employee satisfaction survey Health insurance Trainings Internal Communication Internship Program
2	HR1, HR2	Business should ensure that they are not complicit in human rights	Bersay policies on harassment, employment equity, safety and health ensure that basic human rights are firmly respected.	Employee satisfaction survey Employee contracts and confidentiality Fire, sabotage, first aid trainings Trainings on health insurance Offering private pension funds & trainings
3	LA2, LA4, LA5, LA13, LA14, HR4, HR5	Business should uphold the freedom of association and effective recognition of the right to collective bargaining	Bersay policy on employment equity ensures the provision of good working conditions in which all employees could express their ideas.	Accessible management team Bielog communication platform Weekly regular group meetings Participative management Information sharing Profit sharing Bonuses
4	HR7	Business should support the elimination of all forms of forced and compulsory labor	Bersay is strictly against forced labor considered as a potential risk also in service sector.	Bersay employee policies are specified within employment contracts. Employee contracts cannot be against the labor law. The contracts state the actual working terms and conditions and their rights clearly. Thus, all of our employees are aware of these working conditions and their rights.

5	HR6	Business should support the effective abolition of child labor	Bersay is against the child labor and complies with the minimum age provisions of Turkish labor laws and regulations.	Bersay does not recruit anybody below the legal age of 18.
6	LA2, LA13, LA14, HR6	Business should support the elimination of discrimination in respect of employment and occupation	Bersay believes every individual has to be treated fairly without considering what their gender is, what their contract type is, what their job is and so on.	Recruitment process Intensive education&training program promoted with the scorecard system Discipline code

7	4.11	Business should support a precautionary approach to environmental challenges	Bersay, like the rest of the society, faces the global challenge of ensuring a healthy and sustainable environment in the future. By signing the Global Compact Bersay commits itself to approach more carefully to environmental issues. Bersay signed the Ethics Declaration in 2013.	Waste handling applications Decreasing paper usage Gradually falling electricity and gas consumption
8	EN2, EN5, EN6, EN7, EN10, EN13, EN14, EN18, EN21, EN22, EN26, EN27, EN30	Business should undertake initiatives to promote greater environment responsibility	One of the priorities of Bersay Communication Group is to create environmental awareness first for our employees and for all of our clients, suppliers and stakeholders.	Bersay develops Corporate Social Responsibility projects and projects aiming to promote greater environmental responsibility. The clients are encouraged to apply those projects as their environmental and Corporate Social Responsibility projects.

9	EN2, EN5, EN6, EN7, EN10, EN18, EN26, EN27	Business should encourage the development and diffusion of environmentally friendly technologies	Bersay encourages its staff to use environmentally friendly technologies.	Water, Paper, Electricity, Natural Gas, Energy Saving Supporting Recycling Process
10	SO2, SO3, SO4	Business should work against corruption in all its forms, including extortion and bribery	Bersay is against all forms of corruption, including extortion and bribery.	Bersay's employment agreement states that unethical business practice is a reason for ending employment contract. Bersay Memberships: ICCO, IDA (Communication Consultancies Association of Turkey), TEID (Turkish Ethics and Reputation Society) Individual Based Memberships: TUHID (Turkish PR Foundation), TBV (Turkish Information Foundation).

Performance Indicators

	Actions	Aims	2015 Targets	2015 Results	2016 Targets	2016 Results
Rights	Recruitment Process	Fair treatment	100% job application responding rate	97% job application responding rate	100% job application responding rate	99% job application responding rate reached
	Training	To give individual development opportunities to our employees	10 corporate trainings 15 optional trainings	11 corporate trainings 15 optional trainings	12 corporate trainings 17 optional trainings	9 corporate trainings 16 optional trainings conducted
	Internal Communication	Motivation / Participation to company processes / Information sharing	1 year end organization / Weekly Bizbize Meetings / 1 year end Kick-off	1 year end organization / Weekly Bizbize Meetings / 1 year end Kick-off	1 year end organization / Weekly Bizbize Meetings / 1 year end Kick-off	1 year end organization / Monthly client meetings / Monthly internal meetings / 1 year end Kick-off
Social	Non-Discrimination	Fair treatment	Revised Discipline Code	Discipline Code is revised	To sustain the fair and proper policy	Discipline Code Revised
	Employees / Number of Woman Number of Total Employees	Fair treatment	proper To sustain the fair and policy	Fair and proper policy was sustained	To sustain the fair and proper policy	Fair and proper policy was sustained
Anti-	Memberships	Ethical Business Practices	To sustain the ethical approach in business practices	Ethical approach in business practices was sustained	To sustain the ethical approach in business practices	Ethical approach in business practices was sustained
	Water & Electricity Usage and Waste Management	Environmentally friendly applications and less consumption	To reduce consumption and continue supporting the recycling	Consumption rate was reduced. Recycling process	To reduce consumption and continue supporting the recycling process	Consumption rate was reduced. Recycling process maintained
	Scholarships	For our nonprofit enterprise BIE to deliver its first scholarships	8 scholarships / 400 TL for each scholar by month for	9 scholarships / 400 TL for each scholar by month for 12 months	Sustain the scholarship program	5 more scholarships / 400 TL for each scholar by month for 12 months

Activity	1	2	3	4	5	6
	Publications	To publish nonprofit books supporting the development of the sector and to donate their income	Sustaining the ongoing book publishing and BIELOG plannings	2 books of Ali Saydam: "Perception" English version of "How to Loose Wives and Clients", "Power is Solitude" Sustaining of BILEOG	Sustaining the ongoing book publishing and BIELOG plannings	BIELOG and Publication activities Continued Dr. Arin Saydam's book: "Sustainability"

