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# Corporate Social Responsibility Report 2017

 Siteimprove

[siteimprove.com](https://siteimprove.com)



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# Letter from the CEO

The past year has been a busy one for Siteimprove, both in regards to our Corporate Social Responsibility efforts and our company as a whole. Again we witnessed unprecedented growth, having increased our employee numbers from 185 in May 2015 to over 440 in May 2017. Along with our continued growth, we have taken a more focused approach to our CSR efforts by implementing more formal processes, expanding our efforts globally, and taking on more responsibility as a global advocate for an inclusive World Wide Web.

One way in which we continued to work hard to raise awareness about digital accessibility, and assist us in our goal of promoting a web that is accessible for all, was by hosting our largest accessibility event to date. On May 18th we celebrated Global Accessibility Awareness Day (GAAD) in Copenhagen with a huge not-for-profit outdoor event where a number of great guest speakers and experts donated their time to come along and educate and inspire the audience. It was a fantastic day and helped gain much needed awareness of digital accessibility. Members of the public, Siteimprove employees from around the world and web professionals heard from great minds such as Sir Tim

Berners-Lee, inventor of the World Wide Web, and Jen-nison Asuncion, Co-founder of GAAD.

Becoming a member of the World Wide Web Consortium (W3C), hosting the Global Accessibility Awareness Day event, and hiring the best experts in the field are all just small ways in which we continue to work towards our mission. At the same time, we have re-evaluated our CSR mission and goals, and have established local CSR committees in each of our offices, as well as implementing a global CSR Code of Conduct to ensure that we are working consistently as a company towards one goal. Quality over quantity will be the buzz words for the future, as we work together to be more strategic in our undertakings.

With many new people joining the company, it is with great happiness that we continue to witness a consistently high level of satisfaction among our employees. Once again, we were recognized as a great place to work in multiple locations. The Great Place to Work<sup>®</sup> survey named us in the top 10 best IT companies to work for in Denmark, and we even managed to move from number eight to number seven. In the U.S., we were named one



of the Star Tribune's Top Workplaces in Minneapolis for the second year running.

I hope that you enjoy reading our latest CSR report, and that it may inspire you to join us in our mission of making the web better for all.

Morten Ersbøll Ebbesen,  
Chief Executive Officer

A handwritten signature in black ink, appearing to read 'Morten', with a stylized flourish extending to the right.



# who



# is Siteimprove?

Siteimprove is an international software-as-a-service company founded in Copenhagen, Denmark, in 2003 by Morten Ebbesen who is still CEO of the company today. We provide digital certainty for companies and organizations, who control, manage and maintain their websites with help from our tools. Our product suite is used by more than 5,000 customers across North America, Australia and Europe.

The majority of our 400+ employees work within our headquarters in the heart of Copenhagen, and our Minneapolis office, however, we also have offices in London, Berlin, Vienna, Amsterdam, Oslo, Toronto and Sydney. 25 different nationalities are represented in our headquarters alone, making Siteimprove an incredibly diverse workplace.

## **Who benefits from Siteimprove's services?**

Siteimprove's product suite automates the process of identifying errors and problems on websites and helps web teams and editors create strong web content strategies. Our scalable software brings value to both newly established companies and large corporations with websites containing vast amounts of information.

Organizations and companies with complex, resource heavy websites particularly benefit from our product suite as it makes the daily web management process much more efficient. In the public sectors, our customers are typically ministries, educational institutions and councils. In the private sectors, our customers are found in various industries including financial, insurance, and medical industries.



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# Siteimprove's innovative product suite

Our product suite consists of six solutions: **Quality Assurance, Policy, Analytics, SEO, Response and Accessibility**. We have improved and fine-tuned our suite for more than ten years and usability has always constituted a main priority. We want everyone with web responsibilities to be able to utilize our tools successfully regardless of technical skill. We therefore offer our customers unlimited training and support.

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**Quality Assurance** automatically identifies website errors such as misspellings and broken links. Our tool crawls the website every five days and communicates content issues in easy to understand reports.

**Policy** allows web teams to make sure that content, media files, branding and HTML language comply with organizational standards. This tool scans the website for everything inconsistent with legal, branding and style policies. It is possible to create rules concerning offensive language, consistency in branding and trademarks, file sizes for documents and images, page structure, and much more.

**Analytics** measures, simplifies and reports web analytics data. This information can be used to sort and optimize website content and target web teams' efforts strategically. Many web analytics tools are difficult to understand and use, but Siteimprove Analytics provides the user with the necessary information and overview to make important decisions.

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**SEO** (search engine optimization) helps the users strengthen their online presence by identifying website problems that should be addressed in order to achieve a higher ranking in search engines.

**Response** monitors the website's performance and potential downtime 24/7 and immediately alerts the one(s) responsible.

**Accessibility** identifies violations of the globally accepted guidelines for digital accessibility, WCAG 2.0, that hold the purpose of improving the accessibility of websites all over the world and make them more inclusive to people with disabilities. Including an accessibility tool in the web management supports legal compliance and increases the general usability of the website allowing everyone regardless of decreased functionality to visit and utilize the website.

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Siteimprove helps web teams reclaim control of their websites. Functional websites are crucial in a digitalized world where an increasing number of self-service and business critical activities are exclusively available online. We have positioned ourselves as a global pioneer and leader in digital certainty software that allows customers to strengthen their digital presence through the effective management of the user experience on their websites. As companies and organizations increasingly recognize the importance of managing their websites demand for Siteimprove's software increases.

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## Accessibility:

our weapon against digital exclusion

Since 2010, Siteimprove has been a member of the United Nations' Global Compact. The Global Compact is the largest corporate sustainability initiative in the world, working for a sustainable and inclusive global economy that delivers lasting benefits to people, communities and markets.

We have made it our mission to make the web better and more inclusive for all. We believe that accessing and utilizing websites is a fundamental right and that it is wrong to exclude people with disabilities from utilizing websites. Increasing awareness of the importance of accessible websites has become an important social responsibility concern for Siteimprove.

Disabilities include everything from colorblindness or age-related conditions, to complete vision impairment. People with disabilities are not necessarily able to access and utilize websites as intended. The potential accessibility issues are many, ranging from simple content problems such as poor color contrast between text and background, to more technical problems that ultimately exclude those who utilize assistive technologies.



Human





# Rights

# Spreading the word worldwide for a better web!

## Global Compact Principles 1-2:

1. The company should support and respect the protection of internationally declared human rights
2. Ensure that the company does not contribute to the violation of human rights

As part of Siteimprove's on-going work to actively put digital accessibility on the public and private agenda and to support an inclusive web for all, we have held several web accessibility conferences around the world in the past year, and we have entered into official partnerships with accessibility professionals who share our passion for making the web better and accessible to all regardless of disability or level of technical expertise. Read about our efforts within digital human rights in this section.

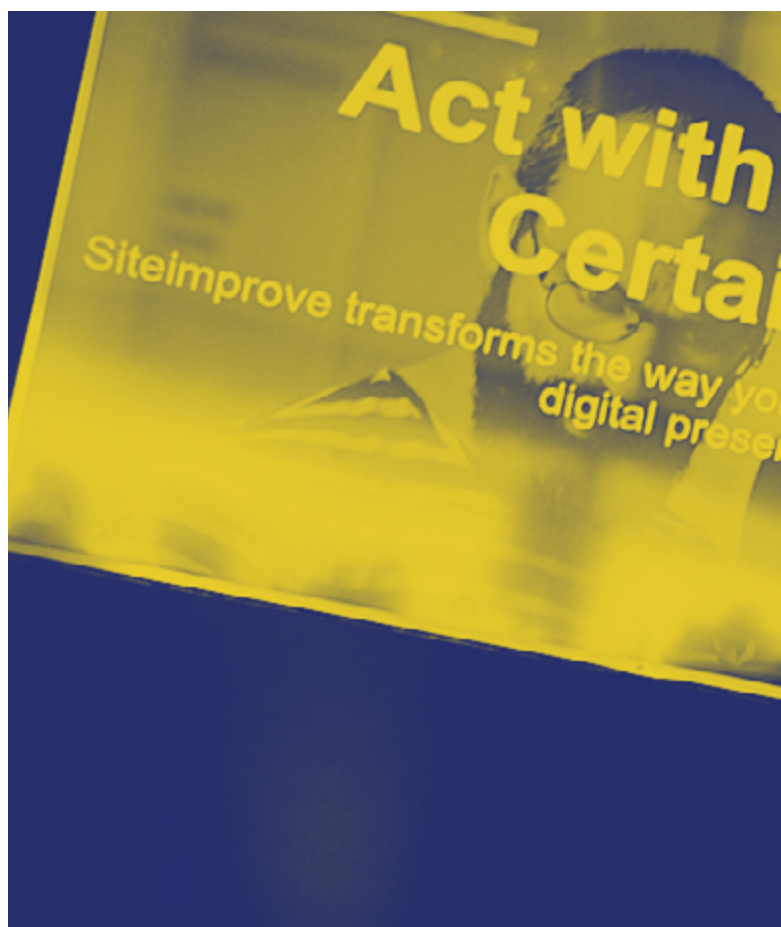
As Siteimprove continues to grow so too does our commitment to ensure that we are doing our absolute best to also grow our efforts to meet our company mission of making the web a better place for all.

One way in which we do this is by holding various conferences and host informative networking events all over the world that focus on highlighting digital accessibility, explaining what and why it's important, and giving practical advice on how best to implement it.

In June, 2016, our Accessibility Product Owner co-founded the networking group on digital accessibility "Interessegruppen for Digital Tilgængelighed" under the network "Design for Alle", the Danish branch of Design

for All Europe. The group consisting of accessibility professionals and people with an interest in accessibility meet on a regular basis in the Copenhagen area.

Siteimprove has also awarded a number of prizes to the best and most improved websites, including "UX-prisen", which was awarded in collaboration with our partner, the Norwegian Association of the Blind and Partially Sighted. E-helse in Norway, a public health portal, was awarded the prize for Norway's best user experience by an expert panel looking at several accessibility criteria.





In Denmark, we launched a competition for the local councils, challenging them to improve the accessibility on their websites which resulted in great improvements to public websites in Denmark.

Siteimprove participates in accessibility events for developers and in September 2016, we hosted Copenhagen Frontenders Meetup. Developers are crucial in securing digital accessibility, as they produce and develop the code and the technologies behind the websites that we all use.

Our highly qualified accessibility consultants and partners continue to share their knowledge and experience to raise awareness about digital accessibility. In February and March 2017, we participated in the CSUN Conference on Assistive Technologies in California, and on May 18, we celebrated Global Accessibility Awareness Day by hosting an amazing event in Copenhagen where all Siteimprove employees participated.



# Siteimprove celebrate biggest **Global Accessibility Awareness Day** in Copenhagen to date!





Since 2012, Siteimprove has been a strong supporter of Global Accessibility Awareness Day (GAAD), which is an annual advocacy day which aims to get people talking, thinking and learning about digital (web, software, mobile, etc.) accessibility and people with different disabilities. The day occurs on the third Thursday in May every year.

In 2015, Siteimprove celebrated the day by holding the world's largest blind tandem cycling event in collaboration with the Danish Association for the Blind. This event was a great success and concluded with Siteimprove donating 100 tandem bicycles to the members of the community who had visual impairments.

Never wanting to rest on its laurels, Siteimprove pushed itself to contribute to this day in an even bigger and more educational way and as such world-famous inventor of the World Wide Web, Sir Tim Berners-Lee, along with respected accessibility experts from around the world, gathered in Copenhagen, Denmark, to celebrate the sixth Global Accessibility Awareness Day (GAAD) on May 18th.

The well-attended not-for-profit event, took place in central Copenhagen, on a custom-built 16,000 m<sup>2</sup> man-made island. Hosted by Siteimprove, the free event was enjoyed by over 1,000 members of the public, as

well as close-knit members of the global accessibility community and Siteimprove employees from the company's nine global offices.

The day's celebration started with welcoming remarks by Siteimprove CEO Morten Ebbesen, and was followed by a powerfully insightful keynote speech from Canadian Jennison Asuncion, who along with Los Angeles-based web developer, Joe Devon, founded the now widely celebrated Global Accessibility Awareness Day initiative. Jennison, who is legally blind, explained what led them to launch the day, as well as his personal thoughts on the future of accessibility.





Comedy and advocacy duo Karl Groves and Billy Gregory, who are better known by their stage name ‘The Viking and The Lumberjack’ showed the audience that it’s okay to have a laugh and still be serious about accessibility.

Throughout the day, the local organizations The Danish Association for the Blind and Living IT Lab participated. The Danish Association for the Blind had a booth where participants could learn more about their specific competencies and services. Living IT Lab shared information about their IT solutions that help companies and organizations ensure accessibility from early user to launch.

Veterans in Motion (VIM), a charity association initiated by a group of injured veterans, also participated on the day. VIM’s purpose is to utilize activities and experiences to promote personal qualities of wounded veterans and corresponding injured persons as steps towards their unfolding as whole people. They set up an exercise field where they demonstrated the activities they do to strengthen their physical form, and also competed against participants in a series of fun exercise contests.

Siteimprove’s employees who work with an accessibility focus also had a small tent on the day where they highlighted how Siteimprove’s services can help those working with the web to better ensure accessibility, as well as demonstrated different empathy exercises such as Parkinson’s gloves, which participants could try out.



A true highlight of the day was the second keynote speech, this time by Sir Tim Berners-Lee, inventor of the World Wide Web, who shared his exclusive insights into how the idea for the web came about, as well as insights into how the medium positively helps those with disabilities to stay connected.

The event ended with a panel session on ‘The present and future of digital accessibility’ chaired by Jennison Asuncion. Among the panelists was Shadi Abou-Zahra, Accessibility Strategy and Technology Specialist, from the World Wide Web Consortium (W3C), which is an international community led by Sir Tim Berners-Lee, that has the mission to lead the Web to its full potential. Other panelists included Alejandro Moledo, New Technologies & Innovation Officer for the European Disability Forum, Timothy Creagan, Senior Accessibility Specialist for the US Access Board and Raph de Rooij, Directorate-General for Public Administration at the Dutch Ministry of the Interior and Kingdom Relations.





# Expanding our expertise on accessibility

The past year, we have established a number of positions specifically focusing on digital accessibility. Not only are they the best at what they do, they are also helping us to walk the talk as three of our new employees are legally blind and one has a visual impairment. Our new hires within accessibility include:

## **Accessibility testers:**

April Sandquist and Jennifer VonYeast

## **Digital Accessibility Consultant and Trainer:**

Keith Bundy

## **Digital Accessibility Consultant and Trainer:**

Bryn Anderson

## **Project Manager on accessibility projects:**

Daniela Di Gianantonio

## **Web Accessibility Strategy Specialist:**

Stein Erik Skotkjerra

## **Web Accessibility Technology Specialist:**

Lars Holm Sørensen

## Signing the ADA Pledge

Sunday July 26, 2016 marked the 26th Anniversary of the Americans with Disabilities Act (ADA). In 2015, employees signed the ADA pledge to become part of the nationwide celebration and recommitment to the

ADA. In 2016, we encouraged new employees and others to take the pledge with us by sharing social posts and publishing a press release.

The ADA was signed on July 26, 1990 to ensure the civil rights of people with disabilities. By pledging, our team at Siteimprove is recognizing the progress of ADA and recommitting our support towards their efforts to continue to strive for full ADA compliance.

## Improvements to Siteimprove's Accessibility Service

Updates and improvements to Siteimprove tools continue to be released every two weeks and during the past year, the accessibility tool received a number of major upgrades, including:

### WAI-ARIA Checks

WAI-ARIA is a way of improving the accessibility on websites and since May 2016, our tool has been checking for WAI-ARIA related issues on customer websites. WAI-ARIA is short for Web Accessibility Initiative - Accessible Rich Internet Applications, which is a technical specification that defines a way of making websites more accessible to people with disabilities, and it has been recommended by W3C since 2014.

### New Checker Engine

In September 2016, we rewrote the whole checker engine that we use for checking accessibility and highlighting issues in order to provide a more accurate and speedy service. A better service means that it is even



easier and more hassle-free for our clients to work with digital accessibility.

#### **Fuller Descriptions of Accessibility Issues and How to Fix It**

We continue to improve our descriptions and recommendations within our Accessibility tool to make it as straightforward as possible for clients to correct their accessibility issues on their websites. Providing fuller and more accurate descriptions of problems enables clients to better understand what causes an issue, equipping them with the information to solve the

problems without needing further assistance.

#### **Siteimprove's Google Chrome Accessibility Checker**

In February 2017, Siteimprove launched the Siteimprove Accessibility Checker, a free extension for the internet browser Google Chrome. The free extension is available for everyone with or without a Siteimprove subscription and it enables users to check individual pages for compliance issues. The extension is yet another step in Siteimprove's fight for making the web more accessible for everyone.

Human Rights	Goals achieved 2016/2017	Goals for 2017/2018
Contribute to making the web better and more inclusive for all	<p>We improved our Accessibility service by adding new checks and fuller descriptions, making it even easier to improve your digital accessibility. Furthermore, we launched our free Accessibility Checker plug-in for Google Chrome. Now everyone can check a page for accessibility issues free of charge.</p> <p>We hosted a number accessibility conferences and events including the Global Accessibility Awareness Day celebration on May 18, 2017 in Copenhagen.</p> <p>We continue to offer Siteimprove Accessibility Certifications free of charge to customers.</p> <p>We hired a project manager to organize and increase our accessibility efforts. She now runs a dedicated accessibility work group that meets voluntarily every two weeks.</p> <p>We hired the best accessibility experts for roles within development, training, and consultancy in the company.</p>	<p>Continue development on the Siteimprove Accessibility module to support private and public web teams increasing the accessibility of their organization's website.</p> <p>Continue offering Siteimprove Accessibility Certifications free of charge for customers</p> <p>Increase our support for the Global Accessibility Awareness Day in 2018. GAAD and Siteimprove have a common goal, and we will continue to support GAAD in the fight for a more inclusive World Wide Web.</p>
Free consulting and education	<p>The team of accessibility experts provided consulting and education within digital accessibility for employees as well as customers.</p> <p>We regularly published blog posts on the subject of digital accessibility, while we continued to educate and inform internal and external stakeholders about the importance of accessibility through networking meetings, conference speeches and a wide variety of events.</p>	<p>Continue offering educational material on web accessibility on Siteimprove's website free of charge.</p> <p>Continue to offer expert consultancy and education within accessibility to Siteimprove employees, customers, and the general public.</p>



**Human Rights****Goals achieved 2016/2017****Goals for 2017/2018**

## Partnerships within accessibility

We entered into an official partnership with the Norwegian Association of the Blind and Partially Sighted. They have an unmatched experience with consulting within web accessibility in Norway.

We joined W3C, the world's leading accessibility body, who are behind the WCAG 2.0. We look forward to contributing to global accessibility standards, making the web a better place for all.

We became a member of Danish Standard and UNINFO, which are national standardization bodies.

We stepped up our membership of IAAP, the International Association of Accessibility Professionals. The IAAP is a place for accessibility professionals around the world to gather and share experiences and enrich their knowledge of accessibility.

We will continue to look for partnerships that can support our mission of making the web more inclusive to all.

**Human Rights****Goals achieved 2016/2017****Goals for 2017/2018**

## Facilitation of networking

Siteimprove continues to host networking events with the public sector in Denmark. For years, we facilitated networking for local councils, and in 2017, we have established meetings for central government employees, where web accessibility was the primary subject on the agenda.

Anne Thyme, Accessibility Product Owner in Siteimprove, co-founded a networking group for digital accessibility under the Danish branch of Design for All Europe.

We will continue to facilitate networking and participate in networking groups and communities to create awareness of web accessibility both on a global and local level



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# Labor Rights

## **Global Compact Principles 3-6:**

3. The company should support the right to unionize and effectively recognize the right of collective bargaining
4. Support the eradication of all forms of forced labor
5. Support the effective eradication of all forms of child labor
6. Eradicate discrimination in respect to employment and occupation

# Siteimprove

## Employee Satisfaction

Our employees are our biggest asset and their happiness determines our success. It therefore brings us great joy to announce that we again have been officially recognized as a top workplace by Great Place to Work®, a global research, consulting, and training firm.

We ran the Great Place to Work® survey in September 2016 for the second year running, and this time we included all our European locations and our Sydney office. In Denmark, we moved up on the list of the 10 best IT workplaces, rising from number 8 in 2015 to number 7 in 2016. The company scored 92 percent on the Great Place to Work Index. The Great Place to Work index indicates the score of one question: Taking everything into account, I would say this is a great place to work.

### High degree of satisfaction amongst Siteimprove employees

Main results from the employee satisfaction survey conducted by Great Place to Work®:

- We feel we are treated fairly regardless of race, age or sexual orientation
- We think our facilities contribute to a good working environment
- We think it's a friendly place to work
- We think we're good at celebrating special events
- We are proud to tell others we work at Siteimprove

### Focus on where we can do better

We are very proud of the assessments, as they confirm our perception of Siteimprove as a great workplace. There are, however, areas where we as an ambitious, fast growing organization wish to improve. Increasing our focus on professional employee development is currently a main priority which is why we in May 2016 hired an experienced Human Resource Director. With her expertise, we have been able to improve our approach to employee development and address the employee wishes revealed by the satisfaction surveys, and several leadership development courses are now offered for employees with managerial responsibility.

### Diversity and anti-discrimination

Diversity is one the key strengths in Siteimprove, as our employees come from all over the world with all sorts of different backgrounds bringing valuable knowledge and experience to our company. With Siteimprove offices in nine countries and a customer base spread across three continents, employing different nationalities comes naturally to us.

At Siteimprove, we have a dedicated team working with education and awareness of the importance of an open environment that supports and respects diversity. The Siteimprove Diversity and Inclusion Group is an employee led team in Minneapolis which is open, supportive and responsive to all diverse talent internally and externally.

Our Code of Conduct includes the following policy for equal opportunities across all our offices:

*People Are Our Greatest Resource*

Siteimprove's commitment to caring for people is manifested in the workplace through a variety of programs designed to promote and reward individual and team achievement. In the end, it is the efforts of our talented and skilled people all over the world that make the success of our business possible. Specifically, in matters of employment:

- It is the policy, practice, and desire of Siteimprove to provide employment opportunities to all qualified persons on an equal basis. Siteimprove will not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender identity, national origin, ethnicity, age, sexual orientation, disability, marital status, veteran status, or any other characteristic protected by law in any of the terms or conditions of employment.
- Siteimprove does not use child labor. Child labor is defined as employing any person younger than the minimum age allowed by law in the jurisdiction in question. However, in no event will we knowingly employ anyone younger than sixteen (16) years of age.
- Siteimprove maintains an inclusive work environment and achieves excellence by attracting and retaining people of all backgrounds in our workforce.
- Siteimprove prohibits sexual or any other kind of harassment by any person in the workplace or while conducting Siteimprove business.
- Siteimprove strives to eliminate potential hazards from the workplace and to comply with all applicable occupational safety and health laws and standards.
- Siteimprove helps maintain a safe, healthy,

and productive work environment for all Siteimprove employees by:

- prohibiting the possession, use, sale, or transfer of illegal drugs or drug paraphernalia on Siteimprove property or time; prohibiting the conduct of Siteimprove business while under the influence of alcohol;
- prohibiting any acts that could be perceived as violent, threatening, degrading or intimidating; and
- requiring that any instance of drug or alcohol abuse, violence, or unlawful weapons possession be reported to management immediately.

## Employee Committees

In our Copenhagen office, a working environment organization has been established. It consist of two levels: one level with two working environment groups and a top level consisting of a working environment committee. Each of the two groups consists of one working environment representative elected by employees and one member appointed by the executive management team. Each group is representing different departments. The top level committee includes the two groups and the COO, who has the authority to approve all matters raised at work environment committee meetings.

In our Minneapolis office, the CSR Committee consists of a group of CSR Coordinators and two Office Heroes. The Office Hero position is a rotating CSR role where two employees plan a variety of activities for the Siteimprove staff working together with the CSR Coordinator. Celebrating the Olympics with a blindfolded obstacle course race, a monthly trivia, and a winter week full of events to get employees in the holiday spirit were among the activities organized by the Office Heroes and CSR Coordinators this past year.



Labor Rights	Goals achieved 2016/2017	Goals for 2017/2018
<p>Ensure a healthy psychological working environment for all Siteimprove employees</p>	<p>Siteimprove was officially recognized as a great workplace in 2016 by Great Place to Work®, being ranked as number 7 within IT companies in Denmark.</p> <p>We established working environment committees in our offices to look after our employees' best interest and improve our working environment.</p>	<p>Continue our focus on creating a good and inspiring working environment for all Siteimprovers. We will track our progress with yet another Great Place to Work® assessment amongst all Siteimprove employees in the fall of 2017.</p>
<p>Ensure that employees have equal opportunities</p>	<p>We have established a Code of Conduct to ensure that employees are treated equally and to avoid discrimination.</p> <p>We continue to hire employees based on their skills and do not discriminate against any applicant for employment because of race, color, religion, sex, gender identity, national origin, ethnicity, age, sexual orientation, disability, marital status, veteran status, or any other characteristic protected by law in any of the terms or conditions of employment.</p>	<p>Make the Code of Conduct an integrated part of the employee mindset in all offices and continue to provide equal rights to all employees and applicants.</p>
<p>Ensure and encourage a physically healthy working environment for Siteimprove employees</p>	<p>In-house gym spaces in our Copenhagen and Minneapolis offices make it as easy as possible for our Siteimprovers to take care of their physical health.</p> <p>In-house kitchen staff provide healthy and delicious lunch options, proving that it is easy to make healthy food enjoyable to eat.</p> <p>Once again, our Copenhagen office participated in the 5 km relay race "DHL Stafetten" in September 2016.</p> <p>Fitness and yoga classes are offered each month in our Copenhagen office for the physical and mental well-being of our employees.</p>	<p>Continue our focus on health-improving initiatives in all Siteimprove offices.</p> <p>Our Copenhagen office will participate in "DHL Stafetten" again this year.</p>

**Labor Rights****Goals achieved 2016/2017****Goals for 2017/2018**

Continuous focus on employee welfare

Monthly staff meetings in Siteimprove's Copenhagen and Minneapolis offices with the attendance of satellite offices via video.

We have continued to improve our introduction program based on feedback from both new and experienced Siteimprove staff.

With the hiring of our HR Director in Copenhagen, our Human Resources Manager in Minneapolis, and our Director of Finance & HR in Sydney, we continue to strengthen our HR organization focusing on the well-being of our employees.

Continue monthly staff meetings to share internal news and updates. Introduce an internal business magazine to make this information more accessible to all employees.

We will continue to improve our introduction program based on feedback from both new and experienced Siteimprove staff.

A non-discriminatory company bonus plan

Each and every Siteimprove employee contributes to the success and rapid growth of the company. For that reason, every full and part time employee (hired before 2017) is eligible to receive the 2017 company bonus based on 2016 results.

In future years, the company bonus may be paid as determined in the sole discretion of the board of directors







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# Environment

# Minimizing Siteimprove's carbon footprint

As a software-as-a-service company, we are concerned with the amount of energy used to cool our data servers. As such, we have chosen a data center that meets our expectations regarding sustainable energy consumption and optimal data security.

Our data center, Interxion, has received multiple environment awards. They support and consume energy from sustainable and low carbon sources to the greatest extent practical, and 90% of their power comes from sustainable sources, including water, solar, and wind.

Interxion operates with innovative technology that utilizes groundwater as a cooling agent for the servers. The system makes it possible to store cold winter air 70 meters below ground and utilize it for continuous cooling in the summer. This ensures the right temperature for the servers at all times, whilst minimizing the need for traditional cooling compressors.

Interxion's continuous focus on optimizing their energy efficiency, reducing carbon emissions, and cutting waste reassures us that they are the right data center for Siteimprove.

## Global Compact Principles 7-9:

7. The company should support a careful approach to environmental challenges
8. Take initiatives to promote increased environmental responsibilities
9. Encourage the development and dispersion of environmentally friendly technologies

## Recycling and reducing waste

In our offices, we have procedures in place for recycling paper, cans and bottles. Employees are aware of the importance of recycling and successfully use dedicated bins for collecting paper, cans and bottles in order for it to be recycled.





At our global meet up in May 2017, we eliminated the use of plastic bottles as all 450 participants received a reusable water “pack” at the beginning of the three-day event. Clean, Danish tap water was the only water source supplied at the event, and the refillable water packs enabled participants to store and carry the water with them, eliminating the need for plastic bottles and cups.

### New committee focus on the environment

The working environment committees has been assigned the task of identifying opportunities for improving our environmental efforts in our office. We want to be more effective in our use of resources, improve our recycling and encourage employees to use environmentally-friendly technologies.

### No reason for food waste

We continue to work on eliminating food waste, and in 2016 we hired our own kitchen staff in our two largest offices to plan the lunch menu on a weekly basis. Better planning means better use of resources, and now any food leftovers will be taken home by employees or included in the lunch menu for the next day by our chefs. Not only does this result in a minimal food waste by the kitchen, all employees now look forward to lunch as the quality of the food has increased after the arrival of our own kitchen staff.



Environment	Goals achieved 2016/2017	Goals for 2017/2018
Continuous focus on employee welfare	We continuously collaborate with environmentally responsible data centers.	We will continue our collaboration with green primary suppliers.
	We continue to improve our efforts within recycling both internally at our offices and externally at events. In 2017, we have been focusing on eliminating waste and encouraging recycling at our events.	We will use recycled materials for office supplies to a larger extent.  We will continue to encourage employees and external stakeholders to consider the environment in their activities and their use of resources.





# Anti- corruption

Despite working in a low risk market, we have implemented a company-wide code of conduct. We now have a written document addressing the issues of bribery and corruption. Our global Code of Conduct describes what Siteimprove employees can and cannot do when they deal with suppliers and customers. Failure to comply with the Code of Conduct may have consequences for future employment in Siteimprove.

## Global Compact Principle 10:

10. Businesses should work against all forms of corruption including extortion and bribery

As a global company, Siteimprove follows the strictest ethical and business standards of behavior, regardless of the leniency of local standards. Complying with the Code of Conduct is based on the use of good judgment and seeking guidance when questions arise.

In the corporate Code of Conduct, the section “Building Business Relationships” states that “Honest dealing with customers and suppliers is essential to Siteimprove’s relationships. Giving or receiving any kickbacks, bribes, or similar payments of any sort is prohibited.”

Furthermore, it informs employees of their responsibility in their dealings with government employees, to whom they are not allowed to offer any gifts, gratuity, or things of value, unless pre-approved of the Legal Department. Finally, Siteimprove always advises vendors of the

requirement to adhere to the Code of Conduct when working with us. If vendors fail comply, they face the possibility of losing our business. Siteimprove also respects and adheres to customer or supplier

policies to the extent that they do not contradict our own policies.



# Donations and charity

## Copenhagen

This past year, the major focus in our Copenhagen office has been on hosting accessibility events. With the new EU directive on the accessibility of public websites and mobile applications, we organized a number of seminars in both eastern and western Denmark. We made sure to make a webinar as well to make the knowledge available for those who could attend the seminars, and for those who wanted to store the information that we provided.

In Denmark, the team launched a competition for the local councils, challenging them to improve their accessibility from end of September to end of December. Vejen Kommune won by decreasing their number of accessibility issues by 80 percent! They were rewarded with a check of DKK 5,000 for a charity of their own choosing. We were tracking the progress of all local councils during the competition, witnessing a serious decrease in accessibility issues on many public sites.

Our main event was our Global Accessibility Awareness Day event, a free event with more than 1,000 members

of the public participating. Attending were Danish organizations and close-knit members of the global accessibility community and Siteimprove employees from the company's nine global offices.

After welcoming remarks by Siteimprove CEO Morten

Ebbesen, the celebrations continued with a powerfully insightful keynote speech from Canadian Jennison Asuncion, who along with Los Angeles-based web developer, Joe Devon, founded the now widely celebrated Global Accessibility Awareness Day initiative. Jennison, who is legally blind,

explained what lead them to launch the day, as well as his personal thoughts on the future of accessibility.

Comedy and advocacy duo 'The Viking and The Lumberjack' then showed the audience that it is okay to have a laugh and still be serious about accessibility, while local organizations such as 'The Danish Association of the Blind' and 'Living IT Lab' occupied tents where participants could learn more about their specific competencies and services.



A true highlight of the day was the second keynotespeech, this time by Sir Tim Berners-Lee, inventor of the World Wide Web, who shared his exclusive insights into how the idea for the web came about, as well as insights into how the medium positively helps those with disabilities to stay connected.

## London

In London, the team organized a range of charity initiatives the past year. The CSR Champions, as they are known around the office, collected used laptops and donated them to an organization in Uganda who works with sustainable agriculture. Access to computers is a small step in our fight for making the web accessible across the globe, and for the project in Uganda, computers enable farmers to work with partners abroad and bridge the global digitalization gap.

In the London office, it is a monthly occurrence to get together for a “Siteimprove Cook Off”, where employees compete in making the best version of a selected dish. A wide variety of food from different cultures have been enjoyed, and each time the team makes a contribution to a charity that they wish to support.

The team has chosen to sponsor a guide dog from birth to adult age as part of our commitment of giving back to the community and our commitment toward accessibility. Guide dogs are crucial for making the world accessible to people with disabilities.

In November 2016, all male members of the London office participated in Movember, raising money for the Testicular Cancer Foundation. Taking their social responsibility a step further, the team decided to donate more than their time and money. Together, they went to a local blood bank in London to donate blood, supporting a fantastic cause in the local community.

## Minneapolis

Our Minneapolis office has also been engaged in several projects for the local community during the past year. We worked alongside Our Savior’s Housing Emergency Shelter, who work to end homelessness by providing

shelter and support. Siteimprove employees spent time volunteering to prepare food and hygiene kits for the people that Our Savior’s Housing serves. We ended up providing a total of 150 meals and 80 hygiene kits for the 40 individuals they take in each night of the year.



Two of our dedicated employees, Darryl and Patrick, coach youth football teams outside of work. Several of the families are unable to afford equipment and registration fees, which led our CSR team to organize a raffle to raise funds for the young people on the football teams. Siteimprove employees ended up donating a total of \$4,545 and when Siteimprove decided to match the amount a dollar for a dollar, the final amount totaled \$9,090!

Darryl and Patrick have been involved with the Harrison Park Recreation Center in Minneapolis, where they primarily coach 12u and 14u football programs, for more than 4 years. It is a diverse community comprised almost entirely of minorities, and many of the young men that



Darryl and Patrick work with come from broken homes, deal with social issues, and many experience violence on a daily basis. Thus, the resources are always limited, and equipment and jerseys are hard to come by. Over the years, Darryl and Patrick have seen significant improvements in not only the boys’ football skills but

also their behavior, academics, and social skills! Their efforts clearly make a difference to the boys and their families. The goal is to continue to grow these young men into responsible adults and productive members of the community.

Social activities and Charity	Goals achieved 2016/2017	Goals for 2017/2018
Continuous focus on employee welfare	<p>In the past year, we have arranged several social events and parties for our Siteimprovers to enjoy, including our big Global Meet Up where all our employees gathered in Copenhagen.</p> <p>In the past year, we have provided a helping hand to a number of local charities through the initiatives of local employee groups and individuals.</p>	<p>We will continue prioritizing social events such as Christmas and summer parties in the year to come.</p> <p>We will continue to search for charities and initiatives that support Siteimprove’s ultimate goal of securing an accessible web for all.</p>







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