

Communication on Progress
2016-2017 Advanced Level

Phoenix Design Aid CSR Report



Produced by Phoenix Design Aid A/S, a CO₂ neutral company accredited in the fields of quality (ISO 9001), environment (ISO14001) and CSR (DS49001) and approved provider of FSC CoC™ certified products with license no. C130488.

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It is **PDAid's Vision** to be the leading graphic design agency within efficient design implementation and the management of design and production. We believe that the value of diligence and hard work combined with professional expertise and sublime customer service will make us succeed.

Brief description of nature of business

Phoenix Design Aid (PDAid) **is an international design and communication agency with expertise in total graphics and digital solutions for the United Nations, the European Union and NGO's.**

With a passion for design, we provide services for clients across the world. The PDAid team serves as project managers and coordinators, navigating a network of skilled, international partners – a set-up that allows the company to meet client demands for high quality products in all languages.

CEO, Dennis Lundoe Nielsen, founded PDAid in 1998, putting in play more than 30 years' experience from the graphic industry. With particular emphasis on serving international and intergovernmental organizations, including United Nations, European Union, NGOs and public authorities, the company performs all projects in compliance with internationally recognized principles of social responsibility as well as UN requirements.

PDAid currently holds Long Term Agreements with 18 UN agencies, 1 EU agency and 1 development bank. Based on our long-term partnerships, we have gained in-depth understanding of clients' expectations, constraints and culture, allowing us to deliver best value for all.

We are all about respect. Respect for our clients, employees and the world around us. Respect makes demands on all of us, to think and act responsibly.

Constantly striving to provide our clients with sustainable and cost effective solutions, we are certified in the fields of quality (ISO 9001), environment (ISO 14001), health and safety management (OHSAS 18001), corporate social responsibility (DS 49001), CO₂ neutrality, and more recently the production of printed material, following the international FSC Standard for CoC™ (Chain of Custody) Certification. As holder of a trademark license (FSC-C130488), PDAid provides a credible guarantee to clients that products, sold with their trademark license (FSC-C130488), originate from well-managed forests, controlled sources, reclaimed materials, or a mixture of these. As such, PDAid's certificates function as a guarantee to partners and clients that it will strive to deliver best practice within environmental and social responsibility – in terms of internal activities and supplier network.



Our reach is global. Full-time employees stationed in Denmark serve as project managers in a network of trusted and qualified partners across the world.

We hold the best competences needed in order to bring each project to a successful execution. Our project managers act as key contributors to our success, representing focal points of our network of partners. Our project managers consider it their main responsibility to bring together the best team for each individual project, assigning tasks to each member and conducting high-quality management throughout the subsequent processes.

Our network of partners include formally associated local and foreign editors, UN-trained translators, graphic and digital designers, print facilities, and logistics companies, among others.

We have integrated the Sustainable Development Goals (SDGs) into our CSR strategy. Throughout this report on progress, information on the 17 SDGs is integrated by communicating visual links in the form of SDG icons.

Services and products provided by PDAid

Design and layout

Concept design

Visual branding of campaigns and content

Design and layout of communication material

Translation and Editing

Printing and Distribution

Exhibitions and Events

Web and mobile applications

Interactive data visualizations

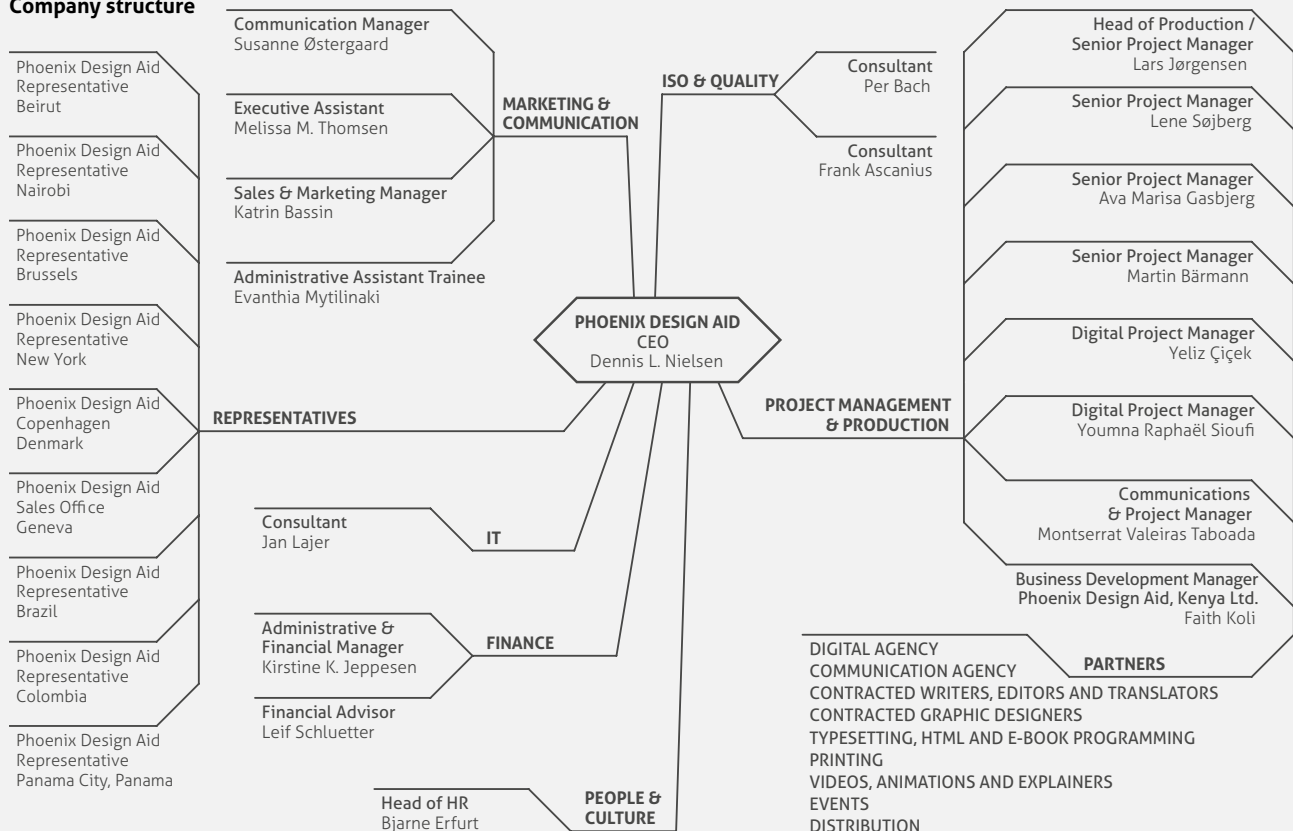
Websites incl. microsites and a wide range of CMS

Infographics, animation workand explainers

Digital marketing and social media management

PDAid is a full-service provider, offering professional management within a variety of tasks – from concept development to print and distribution. We manage all parts of the graphic process and take pride in delivering a product in accordance with the standard and quality expected by our clients. We ensure on-time delivery of our products.

Company structure



PDAid's Mission is to be an agency, which has the competences and the flexibility to solve large and complicated projects. We create new, exciting and visionary solutions in collaboration with our clients. We base our solutions on graphic proficiencies, ensuring that creative ideas are translated into practice in the form of distinctive designs.

Ownership

Profit and loss account	2013 DKK'000	2014 DKK'000	2015 DKK'000	2016 DKK'000
Net turnover	30,375	20,398	32,025	26,154
Gross profit	7,188	5,346	7,055	6,498
Staff expense	-4,817	-4,894	-5,888	-5,826
Depreciation	-108	-109	-149	-132
Net financial items	-584	241	-156	-9
	1,679	584	862	531
Corporate tax	-426	-146	-198	-140
	1,253	438	664	391

Illustrated above is the summary of the financial statement for PDAid's total company structure for the years 2013-2016.

Phoenix Design Aid A/S VAT/CVR no. DK 20 77 12 91

DPN Holding LLC (90%) and Malaj LLC (10%) own Phoenix Design Aid A/S. The company enjoys the support from a professional and experienced Advisory Board, serving PDAid's interests by offering their opinion on legal, strategic and financial matters.

"The management of Phoenix Design Aid A/S believes that payment of taxes is a significant part of being a responsible member of the local community. PDAid contributes to the Danish society with payment of Company tax, Payroll tax and VAT. All of which is based on a compliant approach to the Danish ethical and regulatory standards"

Anders Hübertz Mortensen
State Authorized Accountant



Commitment to the UN Global Compact



At this time of rapid change, stakeholder demands for accountability and transparency is more prevalent than ever. Sustainability and social responsibility are prerequisites for sound business practice, and the daily conduct of organizations across the world is often subject to scrutiny and evaluation. Corporate Social Responsibility (CSR) is all about addressing such issues.

In our business – like in most human activities – we come up against challenges and dilemmas along the way. Our UN Global Compact membership dates back to year 2007, providing the company with valuable tools in meeting the strict requirements of the industry in which we operate. The ten principles of the Global Compact provide a frame of reference with respect to the issues of human rights, labor, environment and anticorruption, while at the same time offering guidance in our quest to practice CSR through daily operations.

Our CSR strategy is ambitious and we work beyond the mere compliance wherever possible. We continuously invest in CSR activities in order to augment standards to ever higher levels. We follow this path out of a commitment to openness and respect for the communities in which we operate, and we are committed to share the progress we make with our stakeholders. Our business

partners are encouraged to join the UN Global Compact. Recently, we took a step forward in our efforts to achieve enrolment of Design Denmark – the Danish design alliance of designers, design thinkers and design businesses working to promote design in business and society.

Furthermore, Our CSR strategy is focused on the Sustainable Development Goals (SDGs) and we spread wherever possible the message about companies' and organizations' opportunities to support CDG.

Statement of continued support

We are pleased to reaffirm our support of the UN Global Compact and its guiding principles. As high standards are essential to our business approach, we intend to do our utmost to improve the integration of the ten principles into business strategy and daily operations. Because of our devotion to the guiding principles, we strive to maintain a sound dialogue with our stakeholders, enhance our labor practices where possible, protect human rights throughout our supply chain, minimize our environmental impact and promote anticorruption.



About this Communication on Progress

This Communication on Progress provides a status on PDAid's activities within the field of CSR for the period September 2016 to September 2017. Management in close dialogue with consultants and stakeholders has selected focus areas. The overall purpose of the report is to provide an informative and systematic account of PDAid's CSR activities.

This report includes facts, case descriptions and clarifications on the fulfillment of our targets and goals. Furthermore, this Communication on Progress contains detailed descriptions of our progress within selected focus areas and specific supporting initiatives, which we consider of great importance to our business operations.

We have made an effort to integrate information on the SDGs, applying visual links in the form of icons. As such, we hope to benefit from acknowledging the links between the SDGs and the CSR elements covered throughout the report.

This PDAid Communication on Progress 2016-17 is available for downloading at the PDAid website. A printed version will be distributed widely among stakeholders. This report was prepared in cooperation with external experts and consultants, brought in to analyze the content for inaccuracies, and to ensure that no greenwashing occurs. In addition, the report is part of the PDAid system documentation within an integrated and certified management system. The Norwegian certification body 'DNV GL', which is a world leading certification body, responsible for delivering annual, independent audits, will verify the content.



Dennis Lundoe Nielsen
CEO

The PDAid approach to Corporate Social Responsibility

At PDAid we have a clear strategic intent to base our operations on core values and honor obligations towards the communities in which we operate. Certification and industry standards guide our approach and actions.

We have achieved certification in the field of environment according to ISO 14001 since 2004, health and safety management according to OHSAS 18001 since 2008, quality according to ISO 9001 since 2008, and in 2011 PDAid was the first graphics agency to receive formal approval of corporate social responsibility according to the Danish standard DS 49001, following the ISO 26000 guidelines. In 2016, we received the trademark license (FSC-C130488) for the production of printed material, following the international FSC Standard for CoC™ (Chain of Custody) Certification. As holder of a trademark license, we provide a credible guarantee to clients that products, sold with the FSC label, originate from well-managed forests, controlled sources, reclaimed materials, or a mixture of these.

We operate an integrated certified management system, covering all of the fields mentioned. Everyday life and working conditions are consistent with the principles of environmental responsibility, social responsibility and human rights. As such, PDAid complies with laws and general standards of good practice within these areas. Devoting its services exclusively to international and intergovernmental organizations, and inspired by the work conducted by international players, we are committed to promote values of sustainability, environment, community development, human rights, etc.

A company driven by CSR values and strategic planning

PDAid bases its business concept upon CSR values and continuous development. The primary focus has moved from “good housekeeping” in the areas of environment, health and quality to a much broader CSR approach.

The concept of CSR is included in all major decisions and procedures. Similarly, we consider CSR increasingly important in daily operations and strategies, which in effect facilitates strong connections to stakeholders, clients and suppliers. In addition, we embrace the Sustainable Development Goals, and work hard to contribute to their fulfillment and to the dissemination of knowledge of the SDGs.

PDAid represents a mindset dominated by long-term perspectives. Thus, we regard our trust-based and long-lasting partnerships as a corner stone in our business strategy.

On our quest to influence future leaders and decision makers locally, nationally and globally, we invest our resources in spreading the CSR message. In this regard, we have successfully established partnerships with Danish Universities. In addition, we have given various presentations and lectures on CSR, and have engaged in discussion meetings.

In 2015, we helped found the PDAid Foundation, which aims to improve local conditions for young talent in disadvantaged communities through a structured and global support program. Through education, financial assistance, personal communication and mentoring, the foundation supports talented youth in becoming agents of positive change in future corporate and societal management. The Kenyan NGO, Kilimanjaro Initiative, has been the major inspiration for the concept of the PDAid Foundation. Read more about the PDAid Foundation case on page 44-50.

Our approach to and involvement in CSR activities is considered an important competitive resource in our line of business. At the same time, it enables us to run a sound business under continuous development. PDAid will maintain its commitment and confirms its future support of a variety of CSR-related projects.



A value-based management approach

Founded on core values such as respect, credibility and professionalism, we offer high-quality, cost-effective solutions, whilst minimizing our environmental impact. At the same time, we wish to honor our obligations as a global player by setting high standards in terms of promoting sustainability, sound business practices and community development.

PDAid adopts a holistic approach to business and operates an integrated management system. By doing so, we possess a comprehensive understanding of our potential impact on matters relating to human rights, working conditions, climate, environment, and ethical issues such as anti-corruption. The PDAid management system comprises an all-embracing description of our policies, goals, actions, procedures and monitoring mechanisms.

We engage in numerous CSR activities every year. In addition, we continue to put in the effort to promote sustainable management and community involvement among stakeholders. On a strategic level, we intend to support initiatives and actions among international organizations - either through direct funding or by making PDAid skills available (printing, design services, etc.).



PDAid actively engages in a number of forums, networks and meetings with primary stakeholders.

We do this with the objective to promote respect for human rights, decent working conditions, sustainable environment initiatives within the framework of climate, and skills within environment and resources in developing countries.

Act. Decide on changes needed to improve processes.

Plan. Identify aspects and impacts by implementing goals and objectives.

Check. Assess the measurements and report results to decision makers.

Do. Implement; including training and operational control measures.

The PDAid Corporate Social Responsibility Policy

In close collaboration with employees and partners, PDAid seeks to:

Demonstrate respect for people, animals and nature in any actions undertaken.

Respect human rights and recognize labor standards wherever business is conducted (Universal Declaration of Human Rights, Guiding Principles on Human Rights and ILO Convention).

Set ambitious goals for social responsibility, environmental impact, quality and safety.

Comply with laws and regulations in all countries in which business is conducted.

Inform, involve, engage and provide ownership for the company's policy.

Support for fulfillment of the UN SDGs.

Since we received our first CSR certificate, our CSR policy has undergone continuous development over the years. We constantly adapt our approach to business development, standard requirements and stakeholders' focus areas. CEO, Dennis Lundoe Nielsen, is in charge of our CSR policy, incorporating input from employees, external stakeholders and external consultants/experts. Thus, our CSR policy is considered a part of PDAid's "DNA". As such it is executed throughout the value chain by the means of dialogue and contract renewals.

We have presented our guidelines in a Code of Conduct, intended to function as the primary communication tool for work conducted with stakeholders. It is fundamental to all our work regarding processes of due diligence. The PDAid Code of Conduct is available for download online.

Due Diligence and basic structure of the integrated management system

PDAid's management of CSR initiatives is consistent and thorough, thus fulfilling the requirements of the standards on which it is based. Ongoing due diligence processes address issues such as respect for human rights, working conditions and environmental issues, anti-corruption and several other conditions. As known from the structure of management systems, a so-called PDCA methodology is adopted to ensure effective management and continuous improvement:

Decide on changes needed to improve processes.

Identify aspects and impacts by implementing goals and objectives.

Assess the measurements, and report results to decision makers.

Implement, including training and operational control measures.

Working Conditions

- Terms of employment
- Working conditions and social protection
- Social dialogue
- Health and safety at work
- Development opportunities at work

Human Rights

- Civil and political rights
- Economic, social and cultural rights
- Discrimination and exposed groups
- Complaint management and avoidance of accomplice
- Situations of risks regarding human rights
- Fundamental employee rights

Organisational Management

- Dialogue with stakeholders
- Management's composition and organization
- Risk management and due diligence
- Decision-making processes and structures

Good Business Practices

- Anti-corruption
- Responsible participation in politics
- Fair competition
- Promoting social responsibility in the value chain
- Respect for property rights

Environment

- Prevention of pollution and promotion of cleaner technology
- Sustainable use of resources
- Fight against and adjustments regarding climate changes
- Protection and re-establishment of the nature
- Animal welfare

Community Involvement and Development

- Supporting, promoting and raising awareness of commendable initiatives
- Sharing knowledge and practices
- Encouraging stakeholders and partners to take part in these initiatives

Consumer Conditions

- Responsible marketing, information and contractual terms
- Protection of consumers' health and safety
- Sustainable consumption
- Customer support and complaint management
- Protection of consumer information and privacy
- Access to basic benefits
- Education for conscious consumers

PDAid's action plans for the different areas, covered by the management system, function as a cornerstone. These plans are incorporated in this report under the relevant section.

A thorough risk assessment is carried out upon launching new types of projects or collaborations. Here, significance, risks and potential threats/damaging effects are assessed for a wide range of topics based on a standardized methodology and toolbox.

< Assessments are made for the following topics

Our CSR group, represented by the CSR Coordinator, CEO and external consultants, carries out the risk assessment. Relevant employees and external stakeholders are involved in risk assessment to the extent that it enriches the process. For subjects that are relevant for risk management, the group evaluates whether existing procedures and action plans are sufficient in avoiding risks or whether to take further action – typically as additions within the system manual, which is available to and discussed with all employees.

Due diligence is generally a process coordinated by the CSR coordinator. Meanwhile, all employees have an explicit responsibility to comply with the procedures and instructions listed in the PDAid Management Handbook.

Similarly, PDAid determines a number of mechanisms to monitor the management system efficiency and prevent adverse incidents:

Every member of staff has defined responsibility for complying with the manual and reporting on adverse incidents

Establishment of a well-run system for the treatment of deviations from the manual

The CSR coordinator follows up on deviations, action plans and incidents that may give rise to risk reassessment

Incidents are reported directly to the CEO

An annual internal audit of all system components is carried out by external consultants to obtain maximum benefit from its audit results and recommendations

CEO annually undertakes a thorough analysis of the effectiveness of the system and follows up on action plans and goals of the company. New goals and action plans are determined, based on management evaluation.

Once a year, the auditing authority 'DNV GL' carries out a periodic or re-certification audit of the integrated management system. PDAid's ability to meet standard requirements for risk assessment, management, resources, communication, etc. are reported.

Should any of the subjects above be found to threaten respect for human rights, working conditions, environmental conditions, or anti-corruption, the incident will be resolved immediately. As a result, negative effects are minimized.

Commendable initiatives:

New Quality Based Survey among clients and suppliers.

Project evaluations are significant in terms of maintaining knowledge.

IT attacks in 2016 were handled well.

Continued focus on the correlation between work and resources.

Extension to methodology and scheme for CSR risk assessment to include risk assessments according to the new standards.

Thorough GAP analysis completed.

PDAid's six recent audits:

	Audit type	Deviations	Observations
2017 June 17	Periodic audit	0	4
2016 April 14	Re-certification audit	0	2
2015 August 27	Periodic audit	0	2
2014 September 18	Periodic audit	0	4
2013 March 6	Re-certification audit	0	3
2012 September 17	Periodic audit	0	1

PDAid considers its system all-embracing and robust, which is supported by the evaluations and conclusions drawn by DNV-GL.

The Norwegian business assurance agency, DNV-GL, sent PDAid a Management Report after their periodic audit in June 2017. The report specifies the management conclusion beyond focus areas. Conclusions pertain to PDAid's performance within the auditing period, including commendable initiatives and observations. The column "Observations" refers to conditions to which DNV-GL suggests further improvement. PDAid has implemented the vast majority of these observations, although the company is not obligated to do so.

Based on the periodic audit in June 2017, Lead Auditor Jens H. Oestergaard noted several creditable initiatives:

Jens Oestergaard mentions that PDAid's two *"IT attacks in 2017 were handled well, and solid improvements have been made"*, referring to attacks on the IT structure and major initiatives that have been taken, including the outcome of the first Deloitte "hacker" report, revealing potential breaches. The Lead Auditor continues: *"the methodology and scheme for CSR risk assessment have been adapted to include the risk assessments according to the new standards"*. Furthermore, he considered the GAP analysis in relation to the new versions of ISO 9001 and ISO 14001 to be adequate and having reached appropriate conclusions.



Company management completed the assessment scheme in May 2017.

Assessment of stakeholder's potential influence on PDAid:

	PDAid's influence			Reputation/ profiling	Deliveries/quality	Economic situation	Final score
	Small	Medium	Large				
Partners							
Scanprint			X	■	■	■	■
Strait Air	X			■	■	■	■
Ambiente	X			■	■	■	■
Toptryk Grafisk		X		■	■	■	■
Language Wire	X			■	■	■	■
Arab Printing Press			X	■	■	■	■
Ehrhorn Hummerston	X			■	■	■	■
Kontrapunkt	X			■	■	■	■
Hjortlund Medier	X			■	■	■	■
bärmann + laursen	X			■	■	■	■
FFW Agency	X			■	■	■	■
Johnsen	X			■	■	■	■
Orange Medians	X			■	■	■	■
Lighthouse	X			■	■	■	■
We are AM	X			■	■	■	■
Creative Coders	X			■	■	■	■
Digital by Innovation Lab	X			■	■	■	■
Manao Software	X			■	■	■	■
Authorities							
Randers kommune	X			■	■	■	■
UN Global Compact	X			■	■	■	■
Arbejdstilsynet	X			■	■	■	■
DNV	X			■	■	■	■
Clients							
UN Environment	X			■	■	■	■
UNDP	X			■	■	■	■
AFDB	X			■	■	■	■
UN WOMEN	X			■	■	■	■
UNAIDS	X			■	■	■	■
UNFPA	X			■	■	■	■
UNFCCC	X			■	■	■	■
UNICEF	X			■	■	■	■
Organizations/NGO's							
Kilimanjaro Initiative			X	■	■	■	■
StateofGreen	X			■	■	■	■
Co2 Fokus Norway	X			■	■	■	■
Climate Neutral Network		X		■	■	■	■
Climate Change signatories		X		■	■	■	■
World's Best News	X			■	■	■	■
Rotary		X		■	■	■	■
Design denmark	X			■	■	■	■
Aarhus University	X			■	■	■	■
Talentspejderne	X			■	■	■	■

Major stakeholders are marked in **bold** writing.

■ Low or no influence ■ Some influence ■ High influence



Involvement from CEO and the Board of Directors

Since the establishment of PDAid, Dennis Lundoe Nielsen has been the company's CEO. Dennis has a strong personal commitment to sustainability and CSR, and has for several years publicly advocated for sustainable business management through the support of the UN Global Compact and other sustainability programs. Because of his efforts, a number of partners and suppliers have joined the program. Most recently, PDAid has assisted the Danish design association, Design Denmark, in joining the UN Global Compact. At the same time, Mr Nielsen works in close collaboration with local businesses, the graphic industry and Danish educational institutions to promote sustainability and CSR.

PDAid enjoys excellent support from a professional and experienced team of advisors consisting of legal, financial, CSR and management consultants – all with impressive business knowledge. Alongside company management, the team of advisors assumes responsibility and supervision of PDAid's long-term corporate sustainability strategy and performance.

Stakeholder involvement

The DS 49001 certification requires that PDAid influence business partners and encourage them to think and act in compliance with the principles of CSR.

We recognize the importance of bringing our experience to bear on stakeholders and of promoting a collaborative partnership approach to ensure involvement, dedication and attention from all parties involved.

Our team of employees act as internal stakeholders, engaged in dialogue with management on risk assessments, necessary or suggested changes and amendments to the company handbook, including other relevant information. The chart below gives an overview of key stakeholders including our assessment of stakeholders' potential influence on the company.

Assessment and selection of major stakeholders

At PDAid, we encourage trade among Danish businesses and the UN, hoping to contribute to improved product quality, continuous job creation and environmental improvement in the third world. In addition, we aim to influence key stakeholders to integrate and promote CSR.

The CEO informs stakeholders (customers, suppliers and partners) of our management system, including our approach to CSR, quality, working environment and climate. Typically, he will share information during meeting presentation and handouts such as profile brochures, company Code of Conduct and Communication on Progress.



Benta

... grew up in the slums, where many traumatizing things happen to her at a very young age. She concentrated fully on taking care of her siblings and never took the time to consider her situation.

"Dennis and everyone else involved in the drafting of the mentoring program will never understand just how much it means to me and how much I needed someone else to lean on for a change. It turned out that I needed a mentor more than I could possibly imagine or admit to myself. I thought that I would just open up to a total stranger and at the end of the day I would still have the same problems without any solution offered. I was wrong. I have discovered things about myself that I did not even know existed. I am more confident. I know what I want. Most importantly, my future looks brighter than anything I have ever experienced before."

Benedetta Mbeneka



Read more about mentees and mentors' experience on pages 44.

Second year of PDAid Foundation

The past two years since the launch of the PDAid Foundation have been amazing, educational, and life affirming. We will take you through the journey of the foundation's two very first mentees, John Senteu Letite (John) and Benedetta Mbeneka (Benta). When they first enrolled, it was clear that limited opportunities and means had prevented them from making full use of their skills and obvious potential.

Building on the collaboration between the Kenyan NGO Kilimanjaro Initiative and the PDAid Foundation, John and Benta both received support and resources necessary for them to start their educational journeys. By March 2017, they met up with their Danish mentors as they joined the mentoring program.

John

... also speaks of a brighter future and positive outlook due to his enrollment in the mentoring program.

"The mentoring program has helped me believe in a brighter future. The wise counseling and professional guidance given to me by my mentor helped me develop my business skills, which will help me to contribute to my future job quickly and effectively. The whole program also taught me the importance of socializing and meeting people. Most importantly, I learnt the importance of NEVER GIVING UP. The entire mentoring program was amazing."

John Senteu Letite

Current corporate development initiatives



About Journalist, Sofie Rud

Sofie Rud is an experienced media and communications professional with 25 years of hands on experience from both Scandinavia and the US.

She holds a master's degree in journalism. Rud also has solid experience as an adviser on strategic communications and PR in both the public and private sector.

She lives and works in New York as a contributor for the Danish equivalent to WSJ, Borsen. Before that she held a number of positions in Danish media corporations like TV2, DR, Berlingske Tidende, metroXpress.

In an attempt to work beyond traditional business boundaries, we base our strategic direction on input from the markets in which we operate - and we do so in close dialogue with our portfolio of international clients.

Because of our determination and intention to develop our business and services, a number of focus areas have presented themselves within the reporting period. These focus areas have triggered both business development initiatives and strategic considerations.

Service management and new partnerships

CLIENT SURVEY 2016-17

We conduct quality-based client surveys every three years. Conclusions pinpoint issues of major importance/concern to our clients. By directing our attention toward potential areas of improvement, we are able to align our services with client expectations.

Journalist and Founder at Rud Relations, Sofie Rud, conducted client interviews on the behalf of PDAid over the first two months of 2017. The overall response from our clients turned out to be predominantly positive:

- Great knowledge of specifications and requirements specific to the UN system
- High level of due diligence
- Clear communication
- High-quality work

Clients mention the importance of knowing the specifications and requirements of the UN-system, giving credit to the significant amount of time and effort that PDAid project managers invest in understanding the UN-system. In addition, clients commend that PDAid qualifies for long-term agreements in the UN-system, pinpointing the importance of the focus and hard work within the fields of CSR and sustainability.

Client references

“Our experience with Phoenix Design Aid has been extremely positive, and in addition to being a trusted partner of ECA, Phoenix Design Aid is in fact also a well-reputed company among our fellow UN agencies.”

Demba Diarra, Chief of Publications and Documentation Section, UNECA

Clients also commend our high level of due diligence. They express that they feel very safe working with us and consider us a reliable supplier. Finally, clients point out the fact that it is easy to get a hold of staff, including that they regard the time difference an advantage because it creates a high sense of effectiveness –mainly because tasks are conducted while it is night-time for the client.

Clients associate PDAid with clear communication, knowledgeable staff and an ability to demonstrate an in-depth understanding of client needs. They find it easy to come forward with complaints and commend our ability to take responsibility in case of a mistake. This is something that creates a high level of confidence in PDAid.

Some clients have a problem with the way PDAid describes infographics. We have therefore worked on including a better definition into our catalogues, enabling non-design experts to grasp the difference between simple and more advanced infographics. We are confident this will avoid surprises in the areas of budgeting and invoicing.

Clients focus on getting state of the art material that conveys innovative and creative solutions. They look to get things done at the best price at the highest quality. Price, quality and reliability are equally important. Clients are very satisfied with the quality of work. They express trust in PDAid's competencies and therefore the style and design-solutions provided by us.

The total output, including points for improvement, are addressed in detail through our Management System. All points highlighted in the client analysis are subject to scrutiny and

discussion among PDAid staff. Actions are then held up against PDAid values, listed in the management handbook, allowing us to determine whether practical everyday actions correspond to company values.

NEW ERP SYSTEM

As part of our continuous development, we constantly improve our own infrastructure. We have reached our goal of implementing a new ERP system, which assists the company in organizing a database of projects, CSR and client information in the most efficient way. The system enhances PDAid's flexibility and reaction time in correspondence with clients and suppliers,

“We are fully satisfied with the company's performance and we can recommend Phoenix Design Aid as a reliable, high quality partner for digital projects.”

Hans Moller-Sorensen, Chief Procurement, UNFCCC Bonn

"The inherent advantage of working with Phoenix Design Aid is the fact that the entire production cycle is handled professionally and swiftly. The company's response time is short, and its ability to meet deadlines is exemplary."

Adam Rogers, Senior Communication Advisor for Public and Private Sector Engagement, UNDP Geneva

thus improving communication of CSR values. Through this improved system, staff can access overviews of business metrics, gather detailed information of transactions and customer records, and stay up to date with business operations.

ENHANCED IT SECURITY

We have been the victim of two viruses/ransomware attacks during the reporting period. Such attacks result in high costs and administrative challenges. The company's IT security is thus more important than ever.

Earlier, physical threat to the company's premises, or a fire in the same area, was the greatest risk. The threat picture has changed significantly in recent years: IT criminals have found that hacking and the introduction of ransomware can be a lucrative "Business". Online ransomware attacks can be engineered for as little as USD 35. In some countries, one will find office buildings that house companies that charge ransomware depreciation charges and develop the kind of codes, which a common IT-user risks downloading via a website or via a simple click on an email attachment. From the outside, these companies look like ordinary 9 to 5 workplaces.

At PDAid, we need to pay close attention to these threats, when working with IT equipment, as our actions can have catastrophic consequences on servers, files, mails, etc. We can acquire the most advanced equipment that money can buy and will thereby minimize some of the damage when/if a threat is activated. However, we can not prevent the damage from happening.

A famous hacker once captured how we, as users, make up the weakest part of IT security.

"Businesses spend millions of dollars on firewalls, encryption and secure access devices, and it's a waste of money. Because none of these measures ensure the weakest part of IT security"

Notwithstanding this reality, we have introduced a number of initiatives that will improve IT security in the best possible way for the benefit of ourselves and our clients and partners.

- Increased IT security level through external security analysis
- A clear picture of the security level through regular technical safety tests and vulnerability analyses
- Reduce the risk of having our external infrastructure compromised or manipulated

We enjoy sharing our experience in the field, including the solutions and initiatives, we have put in place to enhance IT security in the best possible way.

LTAs & CONTRACTS 2016-17

During the reporting period, PDAid has established several new partnerships with UN agencies and other organizations. Succeeding with digital assignments has been a primary focus, and several projects have been well executed.



ILO / UNDP / UNHCR, Decent Jobs for Youth case studies

AfDB Group, Annual Report 2016

WHO / UNICEF, JMP Progress on drinking water, sanitation and hygiene: 2017

UNDP Youth GPS

UNHCR Global Trends 2016

PDAid is currently the holder of 20 Long Term Agreements (LTAs): 18 UNs, 1 EU agency and 1 Development Bank. LTAs added during the reporting period include UNECA, UNOPS-SUN, UNEP, and the Publications Office of the European Union (OP). Existing LTAs cover the provision of writing, copy-editing and translation services, digital design and print design services, printing services, and other services such as infographic design and typesetting. These contracts are of a substantial value and are expected to produce additional work for PDAid in the long term. During the reporting period, several organizations have chosen PDAid as their preferred provider through piggybacking onto LTA contracts.

In addition, PDAid has won a broad range of major contracts during the reporting period, including:

UNDP: Branding of UNDP HDR 2016, including cover design, marketing collaterals for print, web and SoMe and report presentation video for the global launch event in Stockholm

UNDP Africa: Design, layout and print of UNDP Africa HDR Report 2016

UNDP LAC: Design, layout and print of Latin-American and Caribbean HDR Report 2016

SUN Movement: Web development, graphic design, publication and information management systems company for special projects of the Scaling Up Nutrition Movement Secretariat.

UN Volunteers: Report package, copyediting, design, e-design, print, and translation of the Annual Report 2016.

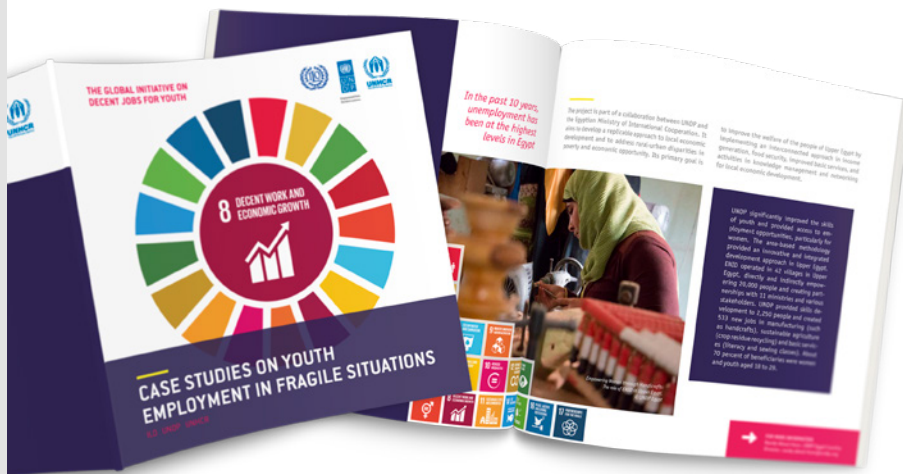
African Development Bank: Design, layout, print, binding, and distribution of the Annual Report 2016

UNFCCC: Design and production of UNFCCC Booth for COP22 in Marrakech, Morocco

UNDP Panama: Editing, design, layout, print and delivery of 500 years of Panama book

For more information, including online portfolio for references, please visit the company website at www.phoenixdesignaid.com.

PDAid utilizes every occasion in its general marketing to spread the word about the opportunities and benefits for SMEs working systematically and devotedly with CSR. In doing so, it is crucial to be aware that information conveyed in this connection must be objective. Therefore, PDAid makes use of an impartial expert as sounding board, when developing all considerable external communication materials within the field of CSR. This being e.g. websites, brochures and presentations, which in this regard will be inspected in order to counteract any form of greenwashing or other inaccurate form of CSR communication. Greenwashing is broadly defined as the practice of making an unsubstantiated or misleading claim about the environmental benefits of a product, service, and technology or company practice.





UNCCD website

Zayed Future Energy Prize presentation site

UNICEF Website for Gavi Immunization Supply Chain Strategy

UNV Annual Report 2016

TT:CLEAR Website for UNFCCC

UNFCCC CGE e-Network: Virtual workspace

Embracing the digital age

Supporting a client base of global organizations with people and partners all over the world, digital services is a given for PDAid. Internally, we need digital means of communication and platforms to work efficiently with our partners and colleagues all over the world. In relation to our clients, we need to supply them with high-end digital products and services that help them connect to all stakeholders and audiences, conveying powerful messages, tools and knowledge on how to make the world a better place.

Digital means simply provides the most efficient, accessible and personalized way of communication in the world we live in.

We always work from a strategic perspective, approaching any project with an ambition to match our clients' business needs with a user perspective, making sure that our clients get the very best means of connecting, involving and communicating with their audiences.

Our employees and partners are some the best within their field of work. Through a very elaborate network of partners, we specialize in all areas where digital technology is applicable, covering strategy, concept, UX & IA, design, implementation, programming, content creation, marketing, support and hosting. As a result, we are always on the lookout for new technologies and new talent that can help us fulfill our clients' needs and aspirations.

At the heart of our organization, we have a team of highly skilled program and project managers, who make sure that everything is delivered on time and on target.

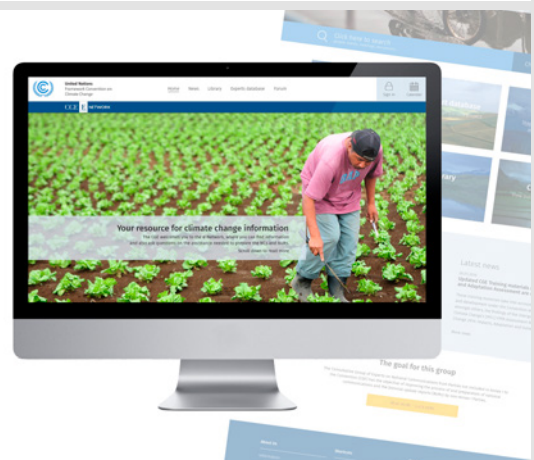
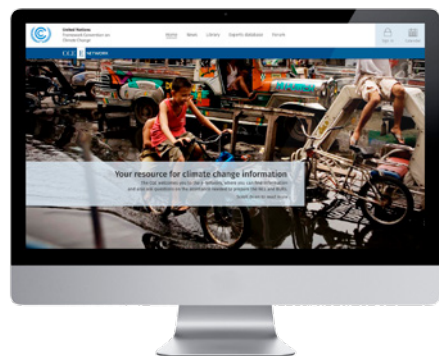
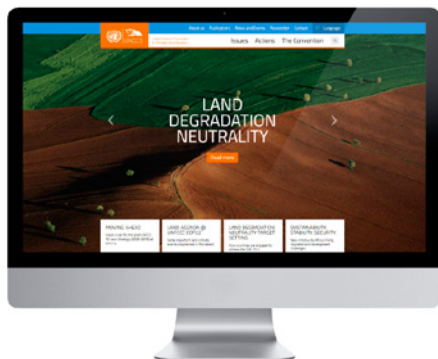
The specific products and services delivered within the digital technology are all kinds of web and mobile applications and websites incl. microsites, a wide range of CMS, as well as content (text, images, and film), animation work and explainers. Finally, yet importantly, we help market the digital products and services via content strategy and creation, as well as digital channels such as SoMe, SEO and SEM.

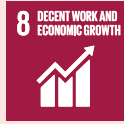
NEW PDAid Website

We are in the business of making and re-designing websites for our clients. After reviewing the usability of our own website, we took on the task of re-designing it.

Our previous website was showing its age and needed an update. So many things have changed at PDAid, since last time we re-designed it. Technologies have updated, our company has grown, the projects we work on are increasingly in the digital field, and our expertise has grown.

The new PDAid website communicates a more accurate presentation of the company that we have become. Based on our portfolio, we illustrate a wide range of our competencies, believing this will be an advantage for clients visiting our website and a useful tool when we introduce ourselves to potential clients.





CASE: Nairobi subsidiary

PDAid launches a graphic design agency in Nairobi.

NAIROBI CITY COUNTY
UNIFIED BUSINESS PERMIT

UNIFIED PERMIT FOR THE YEAR
2017

Nairobi City County grants this business permit to

Applicant/Business/Commercial Name
PHOENIX DESIGN AID KENYA LTD

Business ID
1442887

Pin Number

To Engage in the Activity/Business/Profession or Occupation of
Other professional and technical services with 1 computer / 1 machine

Activity Code
695

PRINTING SERVICES

Having Paid a Business Permit Fee of Ksh
14,500.00

Amount in words: "FOURTEEN THOUSAND, FIVE HUNDRED"

Business under this permit shall exclusively be conducted at the address as indicated below

P.O. Box Pin No 1/204

Road Street GALANA ROAD

Building 0 Floor 0 Door/Stand No. 0

Date of Issue 2017-09-15 14:58:01

This permit is for:
Trade License
Fire Permit License

Notice: It is an offence to give false information. Granting this permit does not exempt the business identified above from complying with the current regulations on health and safety as established by the Government of Kenya and Nairobi City County

The establishment of Phoenix Design Aid Kenya Ltd causes a sensation among local clients, who have long sought our local presence. Management emphasizes the sharing of Danish know-how, focus on environment and climate, and local job creation through what will become Africa's most certified design agency within graphic design and communication.

Management is thrilled about the launch in Nairobi, attributing it to excellent collaboration between the PDAid staff and a local partner and investor. Dennis Lundoe Nielsen is CEO of the newly established company, expecting it to welcome clients by June 2017.

"We have made it this far due to exceptional efforts from Phoenix Design Aid management and local forces in Nairobi, as well as a visionary approach to the task. We have come far in a very short time, and I am excited that we are finally ready to launch our business in Nairobi and start creating local jobs," states CEO Dennis Lundoe Nielsen.

Diligence and high quality, combined with technical expertise and sublime client service, are all the competencies and values that make up the building blocks of Kenya's leading design agency in project management and graphic communication on various platforms, as well as event development and management. The company's services are targeted niche markets and are especially distinguished because of their strong environmental profile. Like the parent company, Phoenix Design Aid Kenya Ltd. is certified in Social Responsibility (DS 49001), Quality (ISO 9001), Environment (ISO 14001), Health and Safety Management (OHSAS 18001), FSC CoCTM and CO₂ neutrality.

The Danish parent company headquartered in Randers has for years worked with organizations, relief agencies and NGOs in Kenya. With steadily increasing activity and the expansion of an impressive customer base in Kenya, the launch of the Nairobi company had been on the drawing board for two years. As CEO to Phoenix Design Aid Kenya Ltd., Dennis expresses his excitement about the business launch.

"Coping with the growing demand for complex solutions within graphic design and communication requires a local presence. During a period of two years, we have been working hard on spreading the wings of our Kenya-based business, and I am very excited to welcome both current and future clients. In the same way, I am proud to be contributing to the distribution of Danish know-how and local job creation through a company absorbed in issues concerning climate and environment," says CEO Dennis Lundoe Nielsen.

The activities of the Nairobi business build on a foundation of cooperation with several international and national organizations, relief organizations, NGOs, the Kenyan government, and public authorities. Skilled employees are ready to receive clients and manage their projects. A local manager has been appointed to the office in Nairobi, which is responsible for managing all types of visual design and dissemination tasks, including a wide range of total solutions in the areas of design, layout, translation, printing and implementation of digital services.



CASE: Panama Office



PDAid considers Latin and South America a large and interesting market.

During the reporting period, it all came together as PDAid launched its first office in Panama, enabling us to provide local service and support to our Latin and South American clients.

During the first half of 2017, management employed Communications and Project Manager, Montserrat Valeiras to manage the Panama office. Montserrat is the perfect match to PDAid. She possesses a good knowledge of the UN system, lives in Panama City, and speaks Spanish fluently. Her professional role is to challenge our clients' graphical and digital behavior and manage their projects from start to finish.

Montserrat works in close collaboration with management in Denmark and external partners, i.e. designers and developers from around the world.



- Clients
- Phoenix Design Aid/representatives



PDAid sets equally high standards for suppliers and partners all over the world, as it does for itself. Therefore, a Code of Conduct and programs for monitoring and following up on the company's most important suppliers have been established.

Extract of PDAid Code of Conduct

Open and honest dialogue with partners on CSR-related issues is required – also when there are issues that have to be resolved.

Neither corruption nor fraudulent activities are accepted.

No engagement with organizations or companies that cannot comply with applicable legislation and human rights conventions.

Long-term and mutually fruitful partnerships are preferred.

Suppliers and partners are expected to comply with applicable legislation and international standards for best business practices.

Preferably, suppliers and partners have a proven CSR record of accomplishment, which may include:

- CSR, environmental, labour or climate certification.
- Adherence to the UN Global Compact initiative.
- Specific improvements in the CSR area.
- Environmental labeling of products or services, e.g. FSC CoC, Nordic or European eco-labels

Subcontractors' performances within CSR are assessed on an on-going basis through open and appreciative dialogue.

Primary partners are provided with inspiration and expertise concerning CSR, thus encouraging continued sustainable development.

All stakeholders are encouraged to work with CSR and take part in CSR-related networks such as the UNEP Climate Neutral Network.

1

Incorporation of Code of Conduct requirements in cooperation agreements and suppliers' standard contracts

This is an on-going process that has been underway since mid-2012. PDAid incorporates the requirements in a smooth manner when existing contracts expire or new ones are settled. As of April 2013, the company has introduced Code of Conduct requirements in all present contracts.

The control and development program is divided into the following parameters:

2

Dialogue with partners and suppliers concerning the Code of Conduct

The Code of Conduct is available in a printed version and for download from the website. It has proven to be a useful and debate-generating communication tool. PDAid's partnership and principle approach rouses interest, as well as the company's ability and willingness to share knowledge and contribute to increased awareness of sustainability and CSR.

As of the most recent supplier assessment of 2016-17, 16 of PDAid's closest suppliers have formally acknowledged that they adhere to the guidelines appearing in the PDAid Code of Conduct. These include Scanprint A/S / Stibo Printing Solutions, Toptryk Grafisk ApS, Arab Printing Press Sal, Ambiente A/S, Strait Air, Hjortlund Medier, Kontrapunkt, Johnsen Graphic Solutions, bärman+laursen, FFW Agency, Orange Medians, Lighthouse Group Aps, We are AM, Creative Coders, Digital by Innovation Lab ApS, and Manao Software.

3

Supplier assessment

As a part of PDAid's system activities, the company performs a continuous screening of new partners and a routine annual screening of key suppliers.

Criteria for positive assessment of suppliers' social responsibility:

- Certification of DS 49001 or equivalent.
- Membership of the Global Compact program.
- Certifications in areas that have a positive impact – for example environment, EMAS, climate or working environment.
- Ability to provide eco-labeled goods or services, for example Nordic Eco label or EU Eco label.
- Absence of bad publicity or reputation in key CSR issues may harm PDAid's reputation as a socially responsible company.

Steps in evaluation process

The System Coordinator is responsible for the assessment of major suppliers through e.g. research, telephone interviews and supplier visits. From this documentation, a recommendation is developed for the CEO to present a decision that takes into account his personal knowledge of the supplier. Finally, the CEO and the System Coordinator conclude whether to initiate any changes.

Recommendations based on our supplier evaluation are communicated to our partner and an agreement is made in which appropriate actions are determined – all of which are to be carried out before the next assessment is made. Where it is considered appropriate to determine a possible cooperation, screening is always supplemented with visits to the supplier. However, this has not yet been necessary.

Processes for remedial action

Despite solid implementation of due diligence, complaint/grievance issues may present themselves. United Nations Guiding Principles on Business and Human Rights require that companies have processes in place for dealing with complaints as well as for implementing remedial measures. For these processes to be effective, the following specifications are set. This description is also included in the manual for the voluntary guidance standard ISO 26000 (DS 49001 – the Danish standard for Social Responsibility and Human Rights).

Legitimate:

This includes clear, open, transparent and sufficiently independent management structures, ensuring that no parties can prevent a fair trial during an appeal process.

Available:

It should be made public that repair mechanisms exist, and there should be an appropriate assistance offered to the wronged parties if access to the mechanisms can be hindered by e.g. language, illiteracy, lack of insight or financing, physical distance, disability or fear of reprisals.

Foreseeable:

There should be clear and written procedures, a clear period for each stage of complaint and clarity in terms of the types of processes and results, which can be provided as well as those that cannot be provided, and a way to monitor the implementation of each result.

Fair:

Wronged parties should have access to the sources of information, advice and expertise that are necessary to engage in a fair appeal process. Processes should be in accordance with internationally recognized standards for human rights with regard to outcomes and remedies.

Clear and transparent:

Although confidentiality is sometimes appropriate, the process and the result should be sufficiently open to public scrutiny and should balance the public interest properly.

Dialogue and meditation:

The process should aim for solutions to be agreed in reciprocity through the involvement of the parties.

If conviction is desired, the parties should seek this through separate, independent entities.



PDAid fully complies with these rules. In addition, we wish to make the process even more distinct, and have made contact with the Mediation and Complaints-Handling Institution for Responsible Business Conduct in Denmark, responsible for raising awareness of what responsible business conduct entails. This gives us the possibility of involving a separate and independent body in any future complaints process. We receive client issues with great seriousness, especially those relating to CSR activities such as respect for human rights.

We are convinced that a dialogue-based approach offers a common understanding of the issue at hand. This will be our initial approach in attempt to solve potential complaint/grievance issues. In case we do not succeed through dialogue, the Danish Mediation and Complaints-Handling Institution will be involved as a separate and independent body in any complaints process. In addition, we have published guidelines for appeals. Please visit the website of the Danish Mediation and Complaints-Handling Institution: www.businessconduct.dk.

The process of facilitating redress has been simplified to the benefit of clients. PDAid has not received any complaints or unfavorable comments regarding human rights and relating activities during the present reporting period.

Respect for human rights

Respect for human rights is a cornerstone in our values and policies. We are determined to refuse cooperation with stakeholders who do not comply with our requirements. Clients are very much engaged in the field human rights, and we strongly encourages both suppliers and business partners to support the UN Global Compact.



Focus Areas and Compliance

We regularly assess risks of disrespect for human rights in internal operations and among stakeholders through our due diligence processes. There have been no adverse events identified internally or within the supply chain during the reporting period. As a global player, we employ people from a variety of regions with diverse ethnic, religious and cultural backgrounds. We seek to overcome cultural barriers and place heavy emphasis on respecting human rights and non-discrimination. This focus translates partly into a zero tolerance policy towards discrimination and harassment, and partly into ongoing education and training of staff towards a broad mind-set and respectful communication.

Being an international company with global partnerships, we have established a specific and non-tolerant focus on child labor and other compulsory-like conditions - as described in the UN Global Compact principles. We make sure to monitor this through supply chain management and assessment. Besides placing demands on our own compliance with human rights, we offer other companies our guidance and support on the matter.



Our goals are subject to on-going evaluations, ensuring we do not infringe on human rights.



Beyond Compliance

Over the years, we have successfully influenced our stakeholders to implement programs of social responsibility. Furthermore, we have communicated about various UN-based organizations' initiatives, in support of their missions and messages. Our communication occurs through network meetings, our company website, company publications and through international press media.

We maintain a CSR log into which all types of CSR activities are logged. Besides, we log all sales meetings and activities.

The following points present an overview of core results, which have been achieved during the reporting period:

- The Mentoring Program, prepared to support the PDAid Foundation mission, was launched.
- PDAid opened offices in Nairobi and Panama City.
- CEO Dennis Lundoe Nielsen was appointed ambassador to the city of Randers, enabling him to promote CSR and share his knowledge about CSR practice.

- PDAid continues to collaborate with educational institutions about knowledge sharing, CSR approaches, and engaging students – tomorrow's leaders - in putting CSR into practice.
- PDAid continues to support the State of Green program, promoting sustainable management and striving to shape the leaders of tomorrow to incorporate human rights and sustainability into their core values.
- PDAid has made its resources available to students asking to utilize its CSR efforts and conditions as a case study in their (undergraduate) curriculum.
- PDAid continues to support the Kilimanjaro Initiative – an initiative created to raise awareness of and funds for development projects in East Africa.

Goals

- Expand cooperation with Danish higher educational institutions to further share PDAid's knowledge on CSR.
- Focus on suppliers in the year to come, including engaging in further dialogue with stakeholders, on human rights issues. This will bring PDAid closer to fully assessing, understanding, and acting on the human rights impacts on the supply chain
- Further developing the PDAid Foundation:

Take in several new mentees during the first quarter of 2018

Seek further collaboration with private and public sponsors, relevant organizations and NGOs in order to locate suitable talents, sponsors and mentors – the latter primarily from the private business world.



CASE:

PDAid Foundation Successful Mentoring Program

PDAid Foundation / Background

Launched in February 2015 by CEO of Phoenix Design Aid, Dennis Nielsen, and his wife Pia Nielsen with the support of the Kilimanjaro Initiative (NGO) headquartered in Kenya.

Through education, financial means, personal communication and mentorships, the foundation supports talented, young individuals from disadvantaged communities in becoming positive change agents within corporate and societal management.

www.pdaidfoundation.org



Photo: PDAid Foundation's first two participants/mentees Benta Mbeneka & John Senteu are awarded their certificates for participation in the PDAid Foundation Support and Mentoring Program in Nairobi, Kenya.

We continue to support the successful initiative PDAid Foundation, and we are pleased to witness the continued success of the support program. Kenyan mentees, John and Benta, were the first participants to enroll in the "PDAid Foundation journey". Since their participation at the launch event in 2015, they have developed further than they would have ever imagined possible. Today, they know they will never return to the living conditions they left behind two years ago.

The mentees of the PDAid Foundation, John and Benta, began their journey when Timothy Challen, the founder of a Kenyan NGO Kilimanjaro Initiative (KI), encouraged them both to join a youth group on a climb to the summit of Mount Kilimanjaro.

Every year, KI organizes a climb to Africa's highest summit as a way to raise awareness on social issues that affect young women and men in underserved communities in East Africa and throughout the world. Other participants include youth leaders, members of civil society, UN officials, Public Sector Reps and company CEOs.

An important meeting

During the 2014 climb, John met Danish CEO, Dennis Nielsen, and his wife Pia Nielsen. After digesting his rather stirring life story, Dennis and Pia knew they had to do something to help. Hugely inspired by John and Benta's story, they established the PDAid Foundation on their return to Denmark. In just one year, the PDAid Foundation launch event took place in Nairobi, with John and Benta announced as the first two participants.

Benta describes how her "...beautiful journey with the PDAid Foundation began".

"I was in a youth group called Youth without Walls. Through this group, which is part of KI's many groups, I got to meet Timothy Challen who encouraged me to go climb Mount Kilimanjaro in 2015 after I had shared my life story with him and all the challenges I faced growing up and as a young woman living in the slums - and that's where it all began."

With the guidance of the Talent Scouts, the program has been narrowed down to 12 meetings.

Activity/meeting	1	2	3	4	5	6	7	8	9	10	11	12
Sign agreement	■											
Find your intelligences (test)	■	■										■
24 questions	■	■	■	■	■	■	■	■	■			■
Strength of Character (test)		■										■
Strength of Character (map)	■		■	■	■	■	■	■	■	■	■	■
Resources in your network										■		■
Letter of appreciation							■	■				■
Success story					■							■
Identification of values				■								■
Diet, exercise and sleep		■			■			■			■	■
Good deeds (task)			■	■							■	■
Positive experiences			■	■								■
Identify you Learning Styles (test)							■	■	■			■
Select school/education			■	■	■							■
Letter to the foundation											■	■

»Timothy introduced me to Dennis with whom we had breakfast. He told me all about his plans for starting a foundation, which he was to launch during the "fight for your neighbor" event and that he wanted me to be a part of it together with John Senteu.«

Shortly after their enrollment, John was accepted at the Kenya Institute of Management and Benta to the Kenya Association of Professional Counselors. They have both risen to the occasion and keep thriving in their positions as students.

A successful mentoring program

While economic support, education and personal guidance were focal points during the first year, the Foundation team proceeded to work on the development of a mentoring program tailored to accommodate talented young peoples' needs for self-belief and a better future.

The mentoring program was designed in collaboration with the Danish non-profit organization, Talent Scouts, with an objective to train mentors and equip them with the necessary tools to help build self-confidence among the mentees enrolled. As such, all

mentors are trained in the program prior to their participation and receive a certificate as proof that they are trained to fulfill the role of mentors.

Mentoring and guidance

Throughout the twelve meetings, the mentor represent an adult go-to-person with whom mentees may speak openly concerning personal challenges and plans for the future. As mentors and mentees familiarize themselves with one another, they can begin to explore mentees' personal skills and strengths. Through the appliance of online tests, mentors establish mentees' learning styles, skills and strengths of character. Test results are regularly applied and discussed during the meetings.

Bringing mentee's practical and personal abilities out in the open is key to improve mentees' self-image, self-knowledge and self-belief. Once mentees realize that, in fact, they possess valuable, personal abilities and talents, the mentor will step in to help prepare him/her for educational readiness. Mentors will thus encourage and support mentees in engaging in educational and community activities, which narrows down the purpose



The 12 meetings, fall in six phases.

Meeting	Phase	Description
0	Commitment	Establishing mutual understanding of the purpose of the program and mentor's role in assisting mentee in exploring his/her talents and abilities.
0-6	Clarification	Narrowing down the personality and strengths of the mentee as well as his/her life situation.
6-8	Trust	Getting to know each other and establishing a "friendship", which is important for mentee in order to open up and reveal where "the shoe pinches".
8	Learning	Challenging mentee on the strengths of character in which he/she has a low score and working with the areas in which mentee experiences challenges.
8-11	Maturing	Providing mentee with more and more accountability for learning, growing and improving life in general.
10-12	Termination	Evaluating and preparing mentee for the termination of the mentoring program.

John 2017

Name: John Senteu Letite

Age: 25 years

Origin: Kenya

Occupation: Student

"The whole program also taught me the importance of socializing and meeting people. Most importantly, I learnt the importance of NEVER GIVING UP."



of the program – namely to help the group of young talent in discovering and cultivating their talents and ultimately offering them the guidance and support necessary to choose the ideal direction for their future.

As a natural conclusion to the process, mentees will receive a certificate as proof that they have completed the mentoring program. The certificate serves as a reminder of everything they have learnt about themselves and their ability to take charge of their own future.

At the beginning of 2017, the Foundation enrolled an additional three talented youth from disadvantaged communities. At the same time, the mentoring program came into place and within the first months, five expectant mentors finished their mentor training.

Geldolph Everts is the head mentor coordinator and trains the mentors who volunteer to join the corps of foundation mentors.

From victim to go-getter

John and Benta grew up in poor living conditions, leaving them with equally poor-looking prospects for life. It is safe to say that it has been a life-changing journey for the PDAid Foundation's first two participants.

Benta grew up in the slums, where she had a great deal of traumatizing things happen to her at a very young age. She managed to bury herself in taking care of her siblings and never took the time to consider her situation.

"Dennis and everyone else involved in the drafting of the mentoring program will never understand just how much it means to me and how much I needed someone else to lean on for a change. It turned out that I needed a mentor more than I could possibly imagine or admit to myself. I thought that I would just open up to a total stranger and at the end of the day I would still have the same problems without any solution offered. I was wrong. I have discovered things about myself that I did not even know existed. I am more confident. I know what I want. Most importantly, my future looks brighter than anything I have ever experienced before."

John also speaks of a brighter future and positive outlook due to his enrollment in the mentoring program.

"The mentoring program has helped me believe in a brighter future. The wise counseling and professional guidance given to me by my mentor helped me develop my business skills, which will help me to contribute to my future job quickly and effectively. The whole program also taught me the importance of socializing and meeting people. Most importantly, I learnt the importance of NEVER GIVING UP. The entire mentoring program was amazing."

Benta 2017

Name: Benedetta Mbeneka

Age: 27 years

Origin: Kenya

Occupation: Student

"I have discovered things about myself that I did not even know existed. I am more confident. I know what I want."



Further information

PDAid Foundation www.pdaidfoundation.org

Kilimanjaro Initiative www.kiworld.org

PDAid Foundation Film www.pdaidfoundation.org/about-us/film

UNFCU www.unfcu.org

Lars Frost, who has been John's mentor throughout the entire program, sums up his experience:

"It has been an exceptional experience for me to witness how John has developed, both personally and professionally. Even though we had to overcome small hurdles such as the language barrier, cultural differences and an unstable Internet connection, John and I both agree that we have a great connection and shared an amazing journey together."

Peninna Rissgaard is a coach, facilitator in learning philosophy, lecturer, teacher and one of the Foundation's mentors. She explains the process Benta has gone through during their 12 meetings.

"The paradigm shift from victim to empowered individual gives mentees an aura of self-confidence and appetite for life. From being stuck in the past and all the bad experiences affiliated with the past, mentees develop a new version of themselves - something like an upgrade. This upgrade opens the eyes of the mentee to new possibilities and a world where everything is possible. If you can think it, you can do it!"

Peninna elaborates on the effectiveness of the mentoring program, expressing her hopes for its future distribution. "This program is so effective that it might be possible to let the mentees, who have the will and qualities to give back in their

local community, be future mentors themselves. Young people from all over the world could benefit from this program. I see a huge potential for implementation in schools in the near future. I sincerely hope that this will happen. The sooner the better."

As the founder and originator of the PDAid Foundation, Dennis Nielsen is grateful and excited to have received a positive response from both mentors and mentees.

"It pleases me to see how well the mentoring program and the mentors have performed. We should all be very proud that we are able to provide our group of talented youth with such a uniquely designed program. It is simply incomparable to anything we have been able to accomplish".

The support program, which has been developed in close collaboration with the Chief Secretary

Tom Petersen from the Danish NGO Talent Scouts and with the continued input from KI, continues to succeed in accommodating talented young peoples' need for self-belief and a better future. On top of that, the mentoring program received the European Mentor Certification.



	2013	2014	2015	2016
Scope 1 – heating	7.8 ton CO ₂	0.1 ton CO ₂	0.1 ton CO ₂	0.1 ton CO ₂
Scope 2 – electricity	6.5 ton CO ₂	6.8 ton CO ₂	3.8 ton CO ₂	5.6 ton CO ₂
Scope 3 – travel	11.5 ton CO ₂	22.7 ton CO ₂	15.2 ton CO ₂	38,7 ton CO ₂
Total tons CO ₂	25.8 ton CO ₂	29.6 ton CO ₂	19.1 ton CO ₂	44.4 ton CO ₂
Turnover DKK'000	30,375	20,390	32,024	26,154

Improving the environment and climate



Focus areas and compliance

PDAid focuses strongly on environmental and climatic conditions. We take responsibility for our own impact, place demands on our suppliers' operations and products, while we motivate customers to make environmentally and climate-friendly product choices. Our approach to environment and climate issues is strongly guided by the ISO 14001 standard. We have not encountered any adverse events within these areas during the reporting period.

Our essential environmental impact revolves around CO₂ emissions, primarily from travelling, while office electricity and heat consumption play a minor role. Our 2016 CO₂ accounts are presented below.

The energy and climate accounting for PDAid show a total emissions increase of 25,3 ton CO₂ from 2015 to 2016. This is mainly due to increase in air travel, particularly intercontinental travel. We remain focused on reducing CO₂ emissions and replace international face-to-face business meetings with digital conference meetings whenever possible. Being a low-carbon company is of key importance to our environmental positioning. Therefore, we purchase UN-issued emission credits. By neutralizing all of our CO₂ emissions, we have achieved a CO₂ Focus certification. The company website is CO₂ neutral as well.

Market and product development

We experience a continued increase in requests for proposals on digital solutions. We embrace the digital age and take both the environment and climate into consideration throughout our work. Digital solutions, as opposed to printed matters, have less impact on the environment, where some of the most significant factors are:

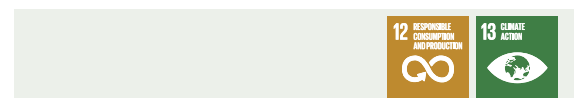
- No need for paper pulp
- Reduce in energy consumption and risk of pollution from paper manufacturing
- Considerable reduction in consumption from distribution

In most cases, clients reach a larger share of their target segments when utilizing digital solutions. It is evident that market development has affected us. Digital is a growing trend, and there is an increase in the number of digital projects. However, clients will continue to demand traditional paper-based solutions. Therefore, we have developed the Paper Guide on how to choose eco-friendly paper qualities. The Paper Guide will be handed out to approximately 40 clients throughout year 2017 and 2018.

Beyond Compliance

Activities and achievements during the reporting period:

- PDAid has increased its use of video-conferencing equipment as an alternative to external meetings requiring travel.
- PDAid had a successful FSC CoC (Chain of Custody) audit – the first audit since the company received its FAC CoC certificate last year. The certificate allows us to produce printed material following the international FSC Standard for CoC Certification with the trademark license (FSC-C130488).
- PDAid continues to distribute the Paper Guide, offering clients the best possible advice on environmental paper qualities.



Goals

- The Paper Guide will be distributed and presented to at least 50 clients throughout 2017-2018, all of which will receive how-to-apply-guidance regarding relevant projects.





CASE:

Successful FSC CoC audit 2017

PDAid had a successful first audit, since the Norwegian business assurance provider, DNV GL, found us to conform to the international FSC Standard for Chain of Custody Certification.

As one of the first communications agencies, PDAid holds a certificate for the production of printed material following the international FSC Standard for CoC Certification with the trademark license FSC-C130488.

Through the FSC CoC management systems, PDAid effectively controls its processing system, while demonstrating to clients the origin of the material used in paper products. Suppliers and partners who contribute to the production of FSC printed matters must equally hold a FSC certification to apply the FSC label.

The enrollment in the CoC for FSC Certified Products is an important step forward for PDAid as it ensures our partners and clients that paper products, purchased from us, originate from environmentally responsible, socially equitable, and economically viable forests. In other words, the FSC certification provides a credible guarantee to clients that products, sold with our FSC certificate code, originate from well-managed forests, controlled sources, reclaimed materials, or a mixture of these.

About FSC

FSC stands for Forest and Stewardship Council®. It is a global, not-for-profit organization dedicated to the promotion of responsible forest management worldwide. FSC enables businesses and consumers to make informed choices about the forest products they buy, and create positive change by engaging the power of market dynamics.

FSC Chain of Custody is an information trail about the path taken by products from the forest or, in the case of recycled materials, from the reclamation site to the consumer, including each stage of processing, transformation, manufacturing, and distribution where progress to the next stage of the supply chain involves a change of ownership.

Improving the working environment

Focus areas and compliance

We employ highly skilled members of staff; they are our greatest asset, and we want to take good care of them. We do so by including the requirements of the international safety standard OHSAS 18001 in our integrated management system. Requirements are regularly complemented with a risk assessment of e.g. workload. Our focuses on employee well-being and health translates into a number of initiatives.

Activities and achievements during the reporting period:

- Low absenteeism
- No work-related accidents
- Fresh fruit scheme for employees at PDAid HQ
- PureClean.eu surface treatment for improved indoor climate

Beyond compliance

PDAid received an evaluation of the indoor climate at the Randers HQ carried out by our partner, Pure Clean.eu, performing surface treatments.

During the reporting period, PureClean.eu has conducted indoor climate measurements through a special monitoring system - so-called foobots - placed in facilities at the PDAid HQ. PureClean.eu specializes in indoor climate improvement through the appliance of a surface treatment product, which effectively eliminates viruses, bacteria and mold-growths of up to 99.99999% within minutes. The product is active around the clock and lasts for 6-12 months, depending on the environmental impact subjected to the surface. The product interferes with the build-up of biofilm. ECA water breaks down the biofilm, while treatment to surfaces virtually eliminates the possibility of building biofilm. Treated surfaces are hydrophobic, saving cleaning time with a greatly reduced consumption of chemicals.

Measurements conducted in the 2015-16 COP revealed improvements to the indoor climate – particularly at times when many people use the office facilities. PureClean.eu applied a surface treatment (DeepClean) in the first half of September 2016 and measurements conducted only three weeks later, revealed a positive effect on the indoor climate.

In order to document the effects of surface treatments conducted at PDAid HQ during the reporting period, foobots have constantly monitored relevant indicators of air quality. As such, PureClean.eu measured the indoor climate through five different factors:

- Global index
- VOC = Volatile Organic Compounds
- PM2.5 = Particles below 2.5 microns
- CO₂ = Carbon Dioxide
- Temperature
- Humidity

Measurements are conducted in six different rooms:

- Open space office
- CEO's office
- Company library
- Server/print room
- Reception
- Meeting room

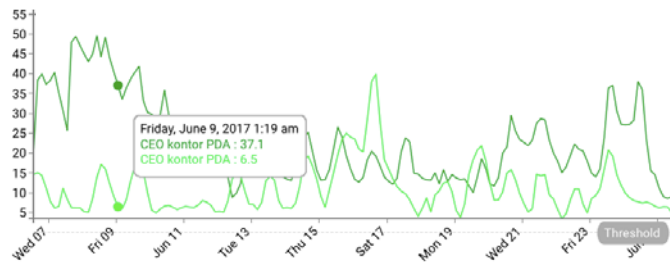
During the reporting period, PureClean.eu tested to see the effects of a new product based on Tea Tree Oil, Kanberra Gel. The Kanberra Gel works as a supplement to the long-term surface treatment, as it too cleans the air and improves the indoor climate.

The agent released from the gel settles on all surfaces where it kills micro-organisms, fragrance molecules and other unwanted substances. Once the product was set up in PDAid's premises, measurements revealed lower levels on average. Measurements already show figures below the recommended maximum levels, but there is no doubt that as low levels as possible minimize the harmful effects that unwanted substances might have on staff health.

Within the coming period, surface cleaning will be monitored to optimize all conditions that may improve the indoor climate and tailor solutions to the various challenges.

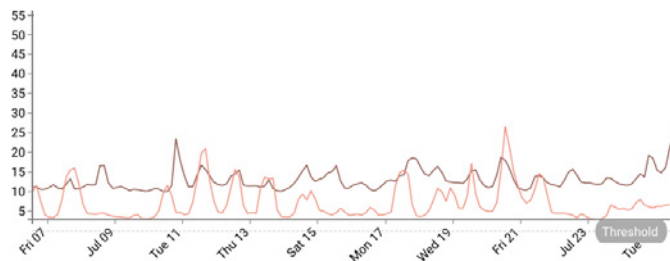
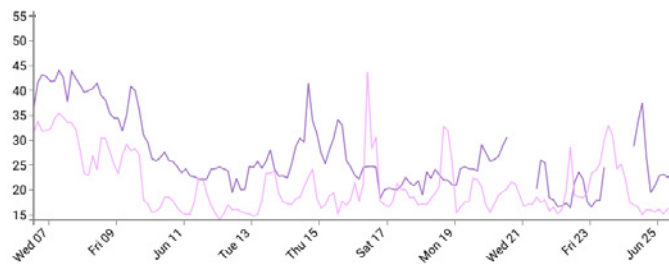
Goals

- Continued cleaning of PDAid HQ applying PureClean.eu surface treatment for improved indoor climate
- Further strengthening of digital competencies and processes



Corner Office — June 2017
— June 2016

— June 2017 **Server/
Copy Room**
— June 2016



Reception — July 2017
— July 2016

Graphs display that average levels are significantly lower after treatment of the rooms. Therefore, measurements of the overall indoor climate reveal a significant reduction in harmful levels and significant improvements in the overall indoor climate.



Using our influence to promote sustainability and CSR

Focus areas and compliance

Sharing knowledge and practices in relation to our CSR and certifications, allows us to collaborate closely with players, who may contribute to and challenge our CSR activities. This allows us to develop and improve our strategic direction.

We encourage partners to improve their way of doing business and readily place our expertise at their disposal.

CSR in an educational context

PDAid takes pride in sharing CSR related knowledge and experiences with educational institutions, students and other stakeholders working within the field of corporate social responsibility.

PDAid participates in a variety of networks, round table discussions and conferences, sharing knowledge and experience on the subjects. For example, we share our knowledge within the field on www.stateofgreen.com and www.danishresponsibility.dk, and we have contributed to debate meeting arranged by Transparency International Denmark.

During the reporting period, PDAid contributed to a study conducted by Aalborg University, concerning environmental management in Danish companies. 277 companies contributed to the study with an aim to inspire future work on environmental management.

Finally, we contributed to the storybook 'Fairy Tales for a Fairer World', which has been conceptualized, written and designed as a creative outreach effort of the Perception Change Project of the UN Office in Geneva. As such, the book aims to engage readers of all ages in the discovery of the 17 Sustainable Development Goals (SDGs) through a collection of worldwide tales. The tales work together and highlight some of the global challenges humanity faces today, such as hunger, human rights, discrimination, education, women empowerment, migration and climate change. The well-known stories, therefore, do not follow the traditional route; rather they are adapted to fit into the modern-day framework.

"Fairy Tales for a Fairer World" is the product of a multidisciplinary and international team. Carolina Rodriguez is Head of the International Geneva Perception Change Project. She came up with the concept for the book and acts as designer and coauthor. Carolina clarifies the creative thoughts that preceded the creative concept.

"The idea behind the book was firstly to find a creative and novel way of explaining what the SDGs are through well-known stories from around the world. The stories have all been strung together into a single narrative but they each have multiple entry points that link up with different development issues. It has been designed as a transmedia project, so readers can scan the book and join online conversations with other readers, fairy tale characters and experts from the UN, NGOs and academia."



The physical book is linked with a website (www.sdgstories.com) that has curated conversations between experts, the characters, goodwill ambassadors and the readers themselves. To discuss the different topics presented in the book, readers are invited to scan the QR-Code presented on the back cover and join the conversation.

Year	Meetings
2016-17	93
2015-16	94
2014-15	120
2013-14	118

Beyond compliance

The table above provides an overview of PDAid's level of activity within communicating CSR to business contacts and clients. PDAid communicated CSR to at least 90 international contacts from all over world, including New York, Panama, Nairobi, Brussels, and Lebanon.

During the reporting period PDAid has been busy securing the Danish design alliance, Design denmark's (Dd) commitment to the UN Global Compact, while at the same time developing an ambitious communications project targeted at Dd's extensive membership.

Goals

PDAid will continue making its resources available to educational institutions, partners, clients, networks, and alliances. Furthermore, we will keep actively communicating CSR and sustainable business to professional contacts and clients around the globe, including our experience with and knowledge of the UN SDGs.



CASE:

Debating Point on Anti-corruption – Transparency International Denmark

In support of the fight against corruption, PDAid is a member of the national association Transparency International Denmark.

About Transparency International

Transparency International Denmark is the Danish branch of the global partisan, independent NGO, Transparency International (TI), whose overall purpose is to combat corruption and bribery worldwide. The TI headquarter is located in Berlin and there are currently 90 national departments.

TI works to promote reforms together with other international organizations to increase public awareness and support for the work against corruption and increasing transparency in international transactions. Through national departments, TI authorities put pressure to implement effective legislation and policies against corruption.

TI Denmark works to prevent corruption in Denmark and regularly organizes various public events as well as participating actively in the public debate.



Through our membership, we enhance our discouragement of corruption and underline our desire to take active part in efforts that heighten the integrity of Danish society and business.

We find it critical to ensure implementation of values pertaining to anti-corruption and transparent business operations – both internally and amongst stakeholders. We deliberate anti-corruption through our CSR standard (DS-49001), and our current external certifications and audits within the area have not resulted in any negative observations connected to corruption-related events or ambiguity of copyrights.

Promoting transparency is an integral part of our CSR efforts, and we actively endorse the fight against corruption through promotion of both the United Nations Global Compact initiative and the UN Millennium development goals. As a member of Transparency International Denmark, we will take part in networks and participate in relevant events, international presentations, workshops and conferences, providing access to exchange of experiences.

In January 2017, CEO, Dennis Lundoe Nielsen was invited to contribute to a debate meeting on the new standard for anti-corruption, organized by Transparency International Denmark. Dennis made a presentation on PDAid's efforts to minimize corruption. His contribution to the debate was given a good

reception. Birgitte B. Nielsen, Organizer and Board Member of Transparency International Denmark, described Dennis' contribution as refreshingly hands on and inspiring.

"As Board Member of Transparency International Denmark, I organized a debate meeting on the new international standard for anti-corruption, which took place at the Confederation of Danish Enterprise in Copenhagen on January 11, 2017.

I approached CEO at Phoenix Design Aid, Dennis Nielsen, prior to the meeting, enquiring him to contribute to the debate with a short presentation on Phoenix Design Aid's efforts to minimize corruption. Fortunately, Dennis accepted my request and made an instructive presentation, illustrating important approaches taken at Phoenix Design Aid in support of the company's work and efforts to minimize corruption.

Dennis' contribution to the debate was refreshingly hands-on. He presented Phoenix Design Aid's instruments of implementing CSR activities in a very straightforward and inspiring fashion. The audience of 50 attendees from the private and public sector, Danish industry, institutes and NGOs acknowledged Dennis' presentation with in-depth questions and comments. I am delighted that Dennis took the time to share his company's management of CSR activities, and feel confident that it will inspire others to work systematically with such issues".

CASE: License to communicate CSR to local businesses



CEO, Dennis Lundø Nielsen, was appointed ambassador to the city of Randers, Denmark, during an extraordinary event led by City Mayor, Claus Omann Jensen, in February 2017.

Dennis is humbled and proud to receive the appointment, and will do his utmost to fulfill his role as a passionate advocate of Randers and its environs.

Dennis is a life-long citizen of Randers – the city in which he was born and raised, and in which he chose to found and situate his business. As such, he has always lived out the role as a proud advocate of Randers, which makes it easy for him to fulfill his new role as ambassador to the city.

"Every time we win large-scale contracts with international UN agencies, it sends the message that SMEs can make it big, if they work targeted. I am proud that we create work for local designers and graphic artists, while helping to put Randers on the map. It

proves that Randers is a place where the talents are great and companies skilled. That is what I wish to convey to the outside world," says Dennis Lundø Nielsen.

Dennis will utilize his newly required license to speak by communicating the benefits of social responsibility efforts to local businesses.

Everyone enrolled in the corps of ambassadors has agreed to promote Randers as a vibrant city surrounded by equally divine areas. Along with the appointment, the ambassadors have all been equipped with various material, including the book "Love it or leave it – Randers roundtrip" describing Pie Lerche's charming declaration of love to Randers and its people; pins with the inscription "Randers"; and a bunch of material, including a film on the new city brand, photos, logos and design templates. Dennis has happily continued advocating the greatness of Randers and its environs in his new role as ambassador.

Anti-corruption and unethical business practice

Focus areas and compliance

PDAid works globally and meets different approaches to ethical business operations. Therefore, we focus on ensuring that our values on anticorruption, credible, and transparent business operations are implemented - both internally and among stakeholders. We do not tolerate corruption or corruption-like conditions and demand clarity on the issue of copyright.

There have been no reports of corruption-related events or ambiguity of copyright in the period, and no suspicion thereof has been detected.

Anti-corruption is an issue, which is discussed in the CSR standard DS-49001, and our current external certifications and audits in this area have not resulted in any negative observations.

Our company Code of Conduct will continue to form the foundation for collaboration with new and existing suppliers and partners, and the integration of requirements and attitudes in all contracts with major suppliers will continue.

Beyond compliance

During the reporting period, PDAid became a member of the Transparency International Denmark, supporting the fight against corruption. PDAid strongly discourages corruption and wishes to take active part in efforts to enhance the integrity of Danish society and business. Promoting transparency is an integral part of our CSR efforts.

Actively fighting corruption is part of both the United Nations Global Compact initiative and the UN Sustainable Development Goals. Moreover, we take part in Transparency International Denmark networks, and we participate in relevant events, providing access to exchange of experience, international presentations, workshops, debates and conferences. For more information on our approach to knowledge sharing, please have a look at the case "Debating Point on Anti-corruption – Transparency International Denmark" on page 59.



**The Code of Conduct comprises
PDAids guidelines for CSR**

About Transparency International

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TI Denmark works to prevent corruption in Denmark and regularly organizes various public events as well as participating actively in the public debate.

Year	No. of Projects	Projects	Annual cost
2017	12	<ul style="list-style-type: none"> • PDAid Foundation • Kilimanjaro Initiative • UNFCU Africa Golf Project • Climate Change • Foundation for the Global Compact • Nelson Mandela Library Project • European People's Forum • Sauti Kuu Foundation • Skolehjælpen (School Aid) • Katalia • Harridslev rideskole • Skolestuen • Rotary Denmark 	\$64,000
2016	12	<ul style="list-style-type: none"> • PDAid Foundation • Kilimanjaro Initiative • World's Best News • Climate Change • Foundation for the Global Compact • Nelson Mandela Library Project • Skolehjælpen (School Aid) • Randers Regnskøvs Naturfond • Culture Guide • Danish Business Network in Kenya • Katalia • Mandela Project 	\$51,400
2015	8	<ul style="list-style-type: none"> • PDAid Foundation • Kilimanjaro Initiative • Talent Scouts • 'Hjælp nu!' • Be My Eyes • World's Best News • Climate Change • Foundation for the Global Compact 	\$28,800
2014	6	<ul style="list-style-type: none"> • Kilimanjaro Initiative • UNFCCC's The Norte III-B Landfill Gas Project, Argentina • World's Best News • Climate Change • Mandela Bangles Project • Foundation for the Global Compact 	\$9,800
2013	4	<ul style="list-style-type: none"> • Mandela Bangles Project • World's Best News • Climate Change • Foundation for the Global Compact 	\$28,700
2012	5	<ul style="list-style-type: none"> • PRME LEADERS+20 Competition • Defibrillator project "Kunsten at redde liv" • World's Best News • Climate Change • Foundation for the Global Compact 	\$9,800
2011	7	<ul style="list-style-type: none"> • UNICEF in collaboration with Randers Municipality • World's Best News • Team Rynkeby Cycling • ArtDoors • Support to The Sheldrick Wildlife Trust in Nairobi, Kenya • Climate Change • Foundation for the Global Compact 	\$11,200

Supporting sustainability and local involvement



PDAid respects its clients, employees and the world surrounding them. Respect places demands on all companies to think and act responsibly.

The task of supporting, promoting and raising awareness of commendable initiatives and projects is a matter of great importance to PDAid. We strive to select support-worthy causes that are a natural extension of our core competencies and values. On an annual basis, we allocate \$64,000 to CSR activities.

We provide support in the form of knowhow, publicity and financial means, including:

- Communication and marketing
- Graphic design, layout and production
- Use of the network within the United Nations and organizations that support and promote human rights, environment/ climate, working conditions and anti-corruption
- International trade and relationship-building
- Project management

This philosophy allows the company to offer its support most effectively, whilst allowing organizations, projects and initiatives the opportunity to derive from this support the best possible benefits.



We convey this
message through
our:
Website
E-mail signatures
Communication
and sales material
Documents

Goals

- Continued support of the PDAid Foundation
- Continued support of the Kilimanjaro Initiative
- Continued support of World's Best News under the auspices of UNDP
- Continued collaboration with the Talent Scouts and the Kilimanjaro Initiative in order to keep developing the mentoring program.
- Continued annual contribution to the Foundation for the Global Compact
- Continued collaboration with the Danish design association, Design Denmark
- PDAid will continue to take part in the WIN network
- Continued support to the UNFCU

PDAid Foundation

We actively support the PDAid Foundation. Through education, financial means, personal communication and mentorships, the foundation supports talented young individuals from disadvantaged communities in becoming positive change agents within corporate and societal management. Financial support cannot stand alone, as the segment of young people enrolled in the foundation must experience first-hand mentorship from adult leaders and role models. For more information on the PDAid Foundation, please turn to page 44-50.



World's Best News under the auspices of UNDP

We support 'The World's Best News' – a Danish campaign set up by the UN, DANIDA with the support from more than 100 Danish aid organizations. We do so with the purpose to inform about the big progress made in developing countries. Numerous challenges remain. However, we are constantly making progress towards ending extreme poverty. With our support to this initiative, we promote the message that multi-national development aid is both necessary and beneficial, while informing people of the positive progress in developing countries.



UNFCU Africa Golf Project

We support the UNFCU Africa Golf Project, putting forward the notion that golf is potentially the most useful sporting tool for development in an urban environment in Kenya. It offers a unique platform that can actually bridge social divides and engage both benefactors and beneficiaries unlike any activity.

Sport is a very effective tool for development. It can engage, motivate and mentor a large number of young persons. In Kenya, and in Africa at large, there are a number of sport development programs that assist children and youth in one way or another. During the reporting period, PDAid delivered two logo designs to this commendable project.

Activities supported during the reporting period



Nelson Mandela Library Project

We provide both economic and communication and design support to the Nelson Mandela Library Project, giving South African children the chance to learn how to read, enabling them to become self-supporting and independent individuals. The Nelson Mandela Library Project transforms freight containers into libraries with a long service life.



The Kilimanjaro initiative

PDAid continues to support the Kenyan NGO, Kilimanjaro Initiative (KI). Through our support, we wish to demonstrate the importance of involvement in local communities along with development issues, while enhancing the quality of assistance to those in need. We hope to raise further awareness of KI by promoting its cause and activities through our communication. To learn more about the recent PDAid Kilimanjaro experience, we encourage you to visit our website to view our short film, displaying details concerning the purpose of the climb as well as the KI concept. It is our sincere hope that our attempts to raise awareness of KI will allow us to assist them in obtaining noticeable benefits with far-reaching consequences.



CASE:

Marketing and Design materials for the EPF



Europe's People's Forum (EPF)

EPF is a new non-profit organization that aims to engage Europe's 500 million citizens and particular the youth in the future development of the European Union.

During the reporting period, PDAid conducted a range of design and marketing tasks for the non-profit organization Europe's People's Forum, including communications and promotional advice.

Europe's People's Forum (EPF) aims to give European citizens a voice by letting them formulate visions and policy proposals across the 27 member states and by advocating for them at a forum with European and national politicians and civil servants. As such, the ambition of the organization is that the forum will constitute Europe's people's counterpart to the World Economic Forum in Davos.

Secretary General at Europe's People's Forum, Bent Noerby Bonde, expresses his appreciation of the support offered by PDAid.

"For us it has been very important and fruitful that Phoenix Design Aid has offered to help us with a very professional design and layout of our website, letter headings, emails, business cards and many other things. It has proven to mean a lot for the reception when we contact civil society organisations, European institutions and citizens all over Europe. We are very grateful for this."

The Europe's People's Forum aims to strengthen European democracy and engage the people and media in a debate of strategies and visions for the future EU together with other national European initiatives.



CASE:

Sauti Kuu Foundation Film

PDAid is presently in post-production phase on our first short documentary film, directed and produced by internationally acclaimed film director and producer, Vibeke Muasya.

The film touches several of the 17 Sustainable Development Goals – mainly #12 responsible consumption #15 life on land #1 no poverty #10 reduced inequalities.

Vibeke Muasya follows a group of Kenyan underprivileged children in the rural Kogelo region in western Kenya. Through the dynamic work of the NGO Sauti Kuu Foundation, Dr. Auma Obama and her staff teach the children how to live off the land available to them. The motto of the Sayti Kuu Foundation is: "Use what you have, to get what you want".

The children learn to respect the unpopular vocation of farming the land. In Kogelo, farming chores are applied as a punishment in public schools. In Sauti Kuu the children aged 4 to 25 learn about nutrition and sustainable farming, while learning how to handle crops, store crops and sell in small scale business through the local markets. The children build up a sense of pride and honor in being brought back to the rural vocational skills, focused on growing the fertile land.



Photo: Vibeke Muasya

In the film, we follow a 12-year-old boy from the Sauti Kuu Foundation Learning Program. We are brought back to his rural home, where he tends to the crops, which he has learned to grow. Finally, we see him at the market, earning his first money from crops he grew, harvested and stored. The film touches on nutrition, child education, sustainable, small-scale economy, and environmentally sustainable farming, including water catchment and pesticide control. The short documentary will have its premiere late in 2017.

About Sauti Kuu Foundation – Powerful Voices

Sauti Kuu's goal is to create a platform for disadvantaged children and young people worldwide, allowing them to uncover their strengths and realize their full potential to live independent successful lives.

Their aim is to help children and young people, in particular those from rural communities and urban slums, in discovering the strength of their own voices and the power inside them, which they can use in positively changing their lives.

Sauti Kuu works together with the children and their families to develop sustainable, socio-economic structures that will guarantee financial independence.



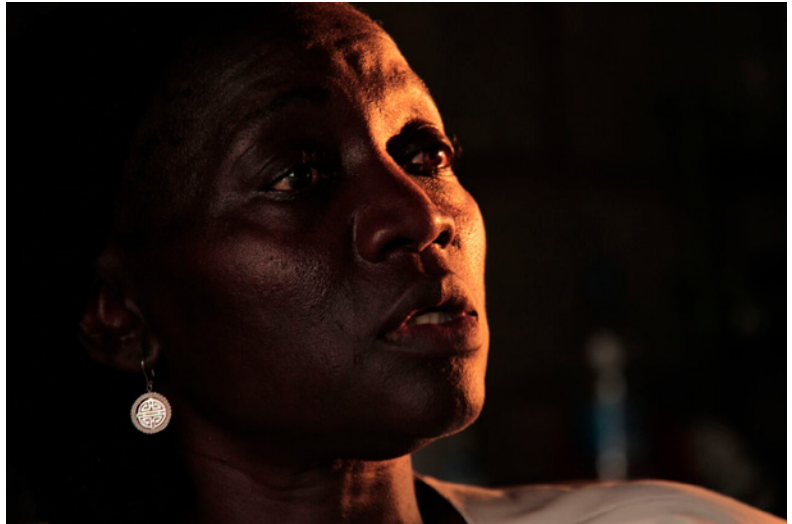


Photo: Eddy Mokaya

About Vibeke Muasya

Vibeke is writer, director and producer with an enviable record of accomplishments and awards. Her work history includes voice-over, film, music, theater and television.

Vibeke, originally a professional dancer and choreographer, turned screenwriter and award-winning film director with her 1999 film "The Tulip Night". 18 international awards and 9 films later she formed her own company Muasya Media in 2016.

Having lived in Kenya, Denmark and the US, Vibeke has a wide range of creative connections and a world of experience to pull from.

About Dr. Auma Obama¹

Auma is the Founder and Director of the Sauti Kuu Foundation.

Auma founded the foundation with a goal to create sustainable economic independence through the assistance of children, adolescents and families with the discovery, development and targeted use of their own resources and potentials.

She was born and raised in Kenya. She studied in Germany and completed her master's degree at the University of Heidelberg, followed by a successfully completed degree program at the German Film and Television Academy in Berlin and received a doctoral degree from the University of Bayreuth at the same time.

For several years, Dr. Obama lived and worked in Germany and the UK before returning to Kenya, where she worked for the aid organization CARE International. An important part of her work there was the establishment and coordination of the network 'Sport for Social Change'.



The PDAid HQ in Randers, Denmark.

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