

COMMUNICATION ON ENGAGEMENT



CSR GREENLAND October 2015 - October 2017





Dear reader,

It is my pleasure to present the second Communication on Engagement (CoE) from CSR Greenland to the UN Global Compact covering the period of October 2015 to October 2017.

This year, we have included a brief background describing the organisation and our main activities and results. A more detailed account of specific activities can be found in our annual reports, which can be downloaded from our website www.csr.gl.

CSR Greenland was established in 2010, and remain one of the most successful business initiatives in Greenland with more than 50 members and several partnerships including many more partners. In particular, our close collaboration with Greenland Business Association ensures a significant reach of our activities.

From the outset, we have embedded the UN Global Compact principles in our work. They have been part of our communication and training of member companies and other stakeholders, and the foundation for our activities.

Since 2012, we have been the Greenlandic contact point for the UNGC Nordic Network, a responsibility that we share with Greenland Business Association. We will continue to support the UN Global Compact principles going forward, and engage with and support the UNGC in our work.

Since the launch of the UN Sustainable Development Goals in 2015, CSR Greenland has actively worked to promote the goals among members and partners in Greenland. Agenda 2030 is highly relevant for Greenland and we are striving to ensure that this becomes a common agenda and collaboration platform across business, government and civil society. This work will continue and intensify over the coming years.



Enjoy the reading,

Brian Buus Pedersen

Chair, CSR Greenland



1. Background and introduction

CSR Greenland was launched in October 2010 after several months of preparation and stakeholder engagement meetings. The organization was initiated by leading Greenlandic companies, along with Greenland Business, first and foremost to further a positive social and economic development in Greenland, and secondly to help companies manage risks, and not least to seize growth opportunities inherent in a strategic approach to CSR. At the time, Greenland was facing significant challenges in respect to social and economic development, making it relevant and timely that all stakeholders work together to improve conditions and work together towards a shared goal of sustainable development. In this respect, the core foundation of CSR Greenland rests on the idea of creating shared value for society and business.

Based on our Articles of Association, CSR Greenland works with the UN Global Compact Principles at its core and focuses on the following themes:

- Environment and climate change
- Health and wellbeing
- Education and competence development
- Inclusion and diversity
- Social issues focusing on children and youth
- Anticorruption and transparency

The organization's vision is to play a role in creating a social, economic and environmentally sustainable development in Greenland through a focus on the social responsibilities of companies and through innovative partnerships between the public and private sectors and civil society.

Members

Today, CSR Greenland has more than 50 members across sectors, representing a broad section of Greenlandic business life. An updated membership list can be found on our website www.csr.gl. The organization is a business led initiative, but has increasingly engaged non-business members on a continuous basis both generally and on specific issues through partnerships and collaboration. In particular, we have expanded our collaboration and partnerships with the public sector in the reporting period.

Seven Greenlandic companies and organizations have signed the UN Global Compact principles, namely the Bank of Greenland, Air Greenland, Royal Arctic Line, TELE Greenland, Greenland Business Association, Transparency International Greenland and CSR Greenland. Most are also members of the UN Global Compact Nordic Network, and going forward, all signatories from Greenland have the opportunity to join the newly established UN Global Compact Network Denmark.

Organization and governance

Our Annual General Meeting takes place every year in March. Here, members elect a board consisting of up to ten CEOs of the member companies. The board then appoints a chairperson and a deputy chairperson. The board members are elected for a period of two years. The board meets 4-5 times a year in Nuuk. The work of this board is unpaid.

Currently, the Board consists of:

Brian Buus Pedersen (Chairman), CEO of Greenland Business

Martin Kviesgaard (Vice Chairman), CEO of the Bank of Greenland

Anette Lings, CEO of Hotel Sisimiut

Dora Drechsel, CEO of Kalaallit Forsikring Greenland

Henrik Leth, Chairman of Polar Seafood

Julia Pars, CEO of Visit Greenland

Michael Pedersen, CEO of Nukissiorfiit

Mikael Thinghuus, CEO of Royal Greenland

Susanne Christensen, CEO of Brugseni Greenland

The day-to-day operations are managed to by a small secretariat. In the reporting period, we have been able to expand the secretariat with more relevant competencies such as Greenlandic language proficiency, social media expertise and communication skills. The task of the secretariat is to implement the strategy set out by the Board and carry out daily activities.

Hence, the secretariat manages and facilitates networks, seminars, courses and conferences for member companies as well as other stakeholders, supports and manages partnerships and projects between companies, public authorities and civil society, supports the member companies' reporting and communication regarding CSR and communicates and shares knowledge about CSR.



2. Core activities 2015 - 2017

In the following section, we have highlighted our activities related to the UNGC.

We also introduce our work within the prioritised four strategic focus areas:

- Environment and Climate Change
- Education
- Health and well-being
- Responsible procurement

It is not a comprehensive overview of all of CSR Greenland's work and activities. A more complete overview of our activities can be found in our annual reports available on csr.gl.

2.1. Activities related to the UNGC

Engaging in UNGC networks

In conjunction with Greenland Business Association, CSR Greenland has been the National Contact Point for the UNGC Nordic Network. Our Director is a member of the Steering Committee of the Nordic Network. Thus, we follow UNGC related activities closely and provide regular inputs for how to promote the UNGC principles in the Nordic context.

CSR Greenland also plans and hosts network meetings for the Nordic Network. In 2016, we hosted the network meeting held in Ilulissat, Greenland focusing on partnerships for Agenda 2030. The meeting attracted more than 100 UN Global Compact signatories from the Nordic region and received very positive feedback from the delegates. Greenland will host the next Nordic Network meeting in 2021.



Partnerships for Sustainability, Nordic Network Meeting, Ilulissat, Greenland. April 19 – 20, 2016.



Engaging companies in UNGC related issues

A core activity for CSR Greenland is to host and facilitate networks to allow members to learn about CSR and share experiences, challenges and best practices. Our network of companies meet 5-6 times a year at CSR director level and twice at CEO level to learn about and discuss relevant CSR issues. The network is important forums for engaging companies in UNGC related issues.



In the reporting period, we have hosted several sessions for members focusing on the SDGs, responsible procurement, strategic health management and much more. For example, sustainability expert Alan AtKisson spoke at a large meeting for top management in private and public sectors in Nuuk on the role of the SDGs for companies.

Director of the BANK of Greenland Martin Kviesgaard, Senior Sustainability Advisor Alan AtKisson The AtKisson Group and Director of CSR Greenland Lotte Frank Kirkegaard.

In addition to network meetings, CSR Greenland regularly engages companies in seminars, courses and events for member as well as non-member companies.

A few examples from the reporting period include:

- Conference on responsible procurement (2015)
- Conference on Circular Economy (2016)
- Seminars on responsible procurement (2016 and 2017)
- Master Class in CSR in a Greenlandic and Scandinavian context (2017)
- Health Ambassador training (2017)
- Seminars on the SDG for various stakeholders

CSR Greenland also offers companies one-on-one meetings and management workshops to facilitate the companies' work with CSR related themes. By helping companies identify material issues and streamline their sustainability work, CSR Greenland helps to ensure relevance and integration into the business.

Engaging other stakeholders in UNGC related issues

One of the key goals of CSR Greenland has been to promote the idea of shared value and shape the agenda of strategic CSR. In doing this, we have engaged with a broad range of stakeholders, including public institutions, local civil society organizations, media, international companies, etc.



It is particularly our elaborate collaboration with Transparency International Greenland, focusing on anti-corruption and transparency, and with Greenland Business Association.

Aviaja Skifte Lynge, Danish Cancer Society Nuuk, Workshop on the SDGs with the local civil society organisations in collaboration with Transparency International Greenland, Nuuk



To engage decision makers in government and municipalities, CSR Greenland invite key politicians in government and municipalities level as well as member companies to discuss how to work together to facilitate a positive social and environmental development in Greenland.

Facilitating reporting

CSR Greenland regularly encourages member companies to report on their CSR related activities in a systematic and structured way. At least once a year, we conduct reporting training for member companies to ensure they have the relevant tools.

For the first time in June 2017, CSR Greenland hosted a certified Global Reporting Initiative (GRI) training for local companies. The training attracted around 20 companies.

Partnerships around corporate sustainability

Partnerships across sectors focusing on sustainability is one of the core focus areas of CSR Greenland, which align with the idea that all stakeholders need to work together to facilitate the social and economic development of Greenland. Since 2015, our focus has increasingly been on the Sustainable Development Goals (SDGs) as a main agenda.



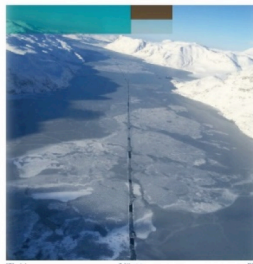
2.2. CSR Greenland four strategic focus areas

In the reporting period, we have initiated and managed a number of projects related to our four strategic focus areas that all supports corporate sustainability and the SDGs. Kindly see below for a short description of these.

ENVIRONMENT AND CLIMATE CHANGE

Project: Clean Greenland – Green Companies (2013 – November 2016)

Opnendag 8. oktober og den strategiske udfordring
Clean Greenland - Green Companies



Focus: Improving environmental management in local companies and raising general environmental awareness in Greenland

Partners: Department of the Environment, Greenland and WWF and six Greenlandic companies (Air Greenland, Royal Arctic Line, Brugseni, Bank of Greenland, Permagreen and Nuup Bussii).

Description and key results:

The project goal is to contribute to reducing the environmental impact from the participating Greenlandic companies by building capacity to handle environmental issues in the companies, especially systematizing the environmental effort by implementing an environmental management system of command adapted to each single company.

At the same time, the project aided the participating companies in communicating the results of their efforts to staff, customers, authorities, media and other stakeholders. From a somewhat larger perspective, the intention is for the participating companies to become trendsetters, and thereby influence the attitude that other companies and the Greenlandic society in general have when it comes to environmental challenges. Publications summarizing project results can be downloaded at www.csr.gl (midway report and final report).

The project concluded with a large conference in Nuuk in November 2016, attracting almost 100 leaders from business, the public sector and civil society to a full day discussion of project results and new opportunities for working with environmental issues from a common platform.



**Project: Green Transition and Circular Economy in Greenland
(November 2016 – ongoing).**

Focus: Mapping opportunities and implementing circular economy in Greenland

Partners: Sermersooq Municipality, Bank of Greenland, Inuplan and Nukissiorfiit

Description and key results:

CSR Greenland launched the project at a large conference focusing on Circular Economy in Greenland organised by CSR Greenland in November 2016. Here, almost 100 participants gained inspiration from international speakers from the Royal Institute of Technology in Sweden and the Ellen MacArthur Foundation, as well as from local business experimenting with circular economy.

The project “Green transition and Circular Economy in Greenland” aims to map opportunities relating to the implementation of circular economy thinking and business models in Greenland focusing on three sectors. An Advisory Board has been established, tasked with preparing a set of recommendations for the Business and the Government of Greenland focusing on how to design and implement circular economy through the business models, political framework and circular economy thinking. A first step is to conduct a mapping to understand the economic and environmental potential.

Project: Saligaatsoq (2011 - ongoing).



Focus: Partnership-based environmental projects and knowledge sharing.

Partners: More than 50 companies, the Government and the four municipalities.

Description and key results:

The initiative covers an annual clean-up day. The clean-up day started out in the spring of 2011 as a joint clean-up day in Nuuk, where employees from a number of companies collected large amounts of waste from the city's recreational areas, ditches, roads and sites after the snow melted. After a massive effort to make it a national clean-up day, the project has spread to several cities outside Nuuk and is now combined with various environmentally focused campaigns aimed at behavioural change both in work places and in the public sphere.

The project has grown and in 2012, CSR Greenland formed a cross sector knowledge sharing group with the purpose of building bridge between the sectors by sharing their knowledge as well as discussing various environmental issues, challenges, possibilities and new ideas for collaboration across sectors.

EDUCATION

Project: 'Companies visiting schools – schools visiting companies' (2015 – 2017) .



Focus: Inspire and motivate primary school students to pursue an education directly after graduation from primary school.

Partners: Greenlandic businesses, four schools, the teachers' union IMAK and the municipalities of Qeqqata and Sermersooq

Description and key results:

The target group is the oldest students at four selected primary schools. The goal is to motivate these students to stay in the educational system after primary school, through an intensified co-operation between the school and the surrounding business community.

In cooperation between schools and businesses locally, 4 schools have implemented the project with the purpose of enabling students to make qualified education choices, motivate more graduates to continue in the education system directly after graduating from primary school, give them insight into their own resources, increase their ambitions and knowledge about the opportunities offered by a qualifying education.

The project concludes in 2017 with a project completion report that you find on our website csr.gl. CSR Greenland is currently planning the next phase of the project.

HEALTH AND WELL-BEING

Project: Healthy work places:

Focus: Partnership based on a three year health project to raise the public health by creating Healthy Work Places

Partners: Ministry of Health, Greenland Sports Federation, 20 private companies and public organisations.



Health Ambassador Training, Sisimiut, September 18-19, 2017



Description and key results: The target group is employees in mainly private sector companies. The project goal is to raise the public health in Greenland by educating 'health ambassadors', providing ongoing support, training and health accounts on their progress over a three year period.

RESPONSIBLE PROCUREMENT

Project: Forum for Responsible Procurement in Greenland (2015 – 2018).



In November 2015, CSR Greenland co-hosted a conference together with Transparency International Greenland with the title “Is cheapest always best?” focusing on responsible procurement in Greenland. The conference touched on issues such as CSR demands in procurement, transparency in public procurement and the economic and social benefits of local procurement.

Based on the great interest at the conference, CSR Greenland has launched a 3-year project to deep-dive into the three issues. In 2016 – 2017, the focus has been on benefits of local procurement. During the project period, we have engaged an Advisory Board with representatives from the Self-government, Sermersooq Municipality and several larger companies. The project concluded a set of recommendations on the topic in August 2017, which can be found at csr.gl.

3. Plans for 2017 - 2019

For the next couple of years, the Board of CSR Greenland has decided to continue the prioritized focus on education, environment, health and public procurement. Several of our projects will extend into the next reporting period, either as part of the current project period or as next phases. We are anticipating increasing our focus on the SDGs even further, including training, seminars and events relating to the Global Goals.

PIUJUAANNARTITSISUMIK INERIARTORNISSAQ NUNANIT TAMALAANIT ANGUNIARNEQARPOQ



The SDGs have been translated into Greenlandic and recognised by the UN as the 7th official language

3. Final remarks

CSR Greenland regularly communicate and report on our activities to stakeholders and members through our website www.csr.gl, social media (LinkedIn and Facebook) and through monthly newsletters. Kindly feel free to follow us on any of these channels.

If you have any questions or comments, kindly contact us at csr@csr.gl