

Corporate Social Responsibility Report 2017

Siteimprove

siteimprove.com



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Letter from the CEO

2017 was a big year for Siteimprove™ as we continued our growth journey and expanded our Corporate Social Responsibility efforts. We welcomed 245 new colleagues across our nine offices, and we increased our customer base to more than 6,000 clients who have joined us in our mission to make the web a better place. 2017 was also the year we decided to adjust the CSR reporting period so it follows the calendar year and aligns with our annual report.

We made great strides in 2017, especially in regards to CSR, where we sharpened our focus and took on more responsibility as a global actor in the fight for an inclusive World Wide Web. Organizing and hosting our biggest accessibility event to date was the highlight of the CSR year at Siteimprove as we celebrated Global Accessibility Awareness Day (GAAD) in Copenhagen on May 18. We organized a huge not-for-profit outdoor event where a number of great guest speakers and experts donated their time to come along and educate and inspire the audience. It was a fantastic day and helped raise much needed awareness about digital accessibility. Members of the public, Siteimprove employees from around the world, and

web professionals heard from great minds such as Sir Tim Berners-Lee, inventor of the World Wide Web, and Jennison Asuncion, co-founder of GAAD.

We've been part of the UN Global Compact since 2010, and in 2017 we took our CSR commitments a step further. We committed to the Sustainable Development Goals (SDGs), the UN's 2030 Agenda, and we've identified the areas where we can have the greatest impact. The work that we do to increase awareness about digital accessibility and make the web more inclusive ties in well with goals 4 and 10 regarding quality education and reducing inequalities. We're also working with goal 17 by partnering for the goals, because we will only achieve these goals by working together across industries and sectors. Becoming a member of the World Wide Web Consortium (W3C) and participating in the WAI-Tools Project, which is part of the European Commission's Horizon 2020 Programme, are good examples of the partnerships we engage in as part of our work to achieve the SDGs.

We continue to have a strong focus on our employees' satisfaction, and with all the new faces joining us, we

work hard to integrate them and make sure that they feel at home at Siteimprove. I'm very happy to report that both Great Place to Work® and the *Star Tribune* found high employee satisfaction levels to amongst our offices for the third year in a row. In both surveys we ranked among the top workplaces, and we even improved compared to last year.

I hope you enjoy reading about our CSR work and our contributions to the SDGs in this year's report. May it inspire you to take action yourself and join us in our mission for a better web for all.



Morten Ersbøll Ebbesen,
Chief Executive Officer



Who We Are

3.1 Truly Global, Truly Local



520 employees



40 nationalities



Founded in 2003



Amsterdam



Berlin



Copenhagen



London



Minneapolis



Oslo



Sydney



Toronto



Vienna



Plain and simple, we love what we do. Our latest employee surveys around the globe revealed that our employees feel passionate about their work every single day.

We are a people-centric company driven by the desire to help customers make the most of their digital presence, while providing the knowledge and tools they need to help make the internet a better, more inclusive place for all.

As the digital world becomes increasingly complex, it's more important than ever for organizations to maintain an error-free, consistent, up-to-date, and accessible digital presence. Our intelligent automation software and best-in-class customer support have helped more than 6,000 organizations worldwide transform the way they manage and deliver their digital presence.

3.2 Our Core Values



Passionate to Succeed

We are ambitious, driven by achievement, and are motivated by challenges. Together, we recognize and celebrate the success of both the company and the individual.



People-Centric

We foster an environment of mutual respect and trust where we learn and grow from our mistakes. We strive to the best we can be and inspire each other to develop and succeed.



Customer-Focused

We are symbiotic with our customers. Their success is ours. We bring in individual perspectives, experiences, and professional knowledge to create value for all of them.



Embracing and Driving Change

We thrive on change and seize opportunities to be industry pioneers. We are agile and curious, always ready to take smart risks that help the business evolve.

3.3 Our Mission

Siteimprove's mission is to make a better web for all. Our team remains dedicated to that mission while also developing new and innovative ways to streamline the creation and management of a reliable, accessible digital presence. Our mission permeates everything we do: It's evident in the product solutions we build, the support we offer, and the services and education we provide. It's also apparent through our commitment to the United Nations Global Compact and the Sustainable Development Goals, where we focus on increasing equality on the web.

3.4 Siteimprove's Products

We challenge each other and ourselves to think outside the box every day. At Siteimprove, we collaborate across departments and borders to innovate and improve our tools, and experiment with new processes to make our products and services even stronger. Our primary product is the Siteimprove Intelligence Platform, which provides content and analytics insights that help organizations connect their digital strategy to larger goals.

The intuitive, gamified dashboard centers around our recently developed Digital Certainty Index™ and allows organizations to streamline the content creation process to more effectively manage the quality, credibility, and impact of online content.

With our easy-to-use analytics features, teams can measure and track visitor behavior in order to make more informed decisions about site structure and content strategy. Organizations can also define and report on relevant KPIs and use real-time data to visualize the effectiveness of their digital presence. In addition to our products themselves, we provide an unparalleled customer experience through our services and personalized customer support. With tiered support plans that offer customers the right level of support when they need it, Siteimprove is a comprehensive way for organizations to manage and deliver their digital presence exactly as intended.

3.5 Our Customers

Our customer base of 6,000 organizations (and counting) derives from a wide variety of industries, including higher education, finance, government, Fortune 500, healthcare, retail, nonprofit, and more. Nine international offices serve 29 markets across four continents, and deliver unparalleled services in 13 languages. The Siteimprove Intelligence Platform and our services are adaptable to organizations big and small, from innovative startup companies to educational institutions of all sizes, and corporations such as Audi, Land o' Lakes, Microsoft, and Oxford University Press.

The background image shows two individuals at a Siteimprove event. On the left, a man with glasses and a beard, identified as Jacob Bjerrehuus from Copenhagen, is wearing a Siteimprove lanyard and a badge. On the right, a woman is also wearing a Siteimprove lanyard. The entire image has a teal color overlay.

4. Siteimprove and the Sustainable Development Goals

SUSTAINABLE DEVELOPMENT GOALS

In 2015, the United Nations agreed to 17 global Sustainable Development Goals (SDGs) to be achieved by 2030, and we are strong supporters. We believe Siteimprove is uniquely positioned to contribute to the SDGs within digital human rights, and we're focusing on three specific goals where we can make the biggest impact, as they align with our core business and area of expertise.



4.1 Goal 4: Quality Education

Ensuring inclusive and equitable quality education and promoting lifelong learning opportunities for all

- We are committed to providing equitable, quality education for all. We want to provide everyone with access to the skills they need to improve the accessibility of their websites. To do so, we introduced the [Siteimprove Academy](#) in 2017 and made our [Must-Have Accessibility Handbook](#) free to access, while also launching our freely available Accessibility Hub.
- Increasing awareness of the importance of digital accessibility has become an important social responsibility concern for Siteimprove. We regularly organize events to increase awareness, and every year we contribute to [Global Accessibility Awareness Day \(GAAD\)](#). In 2017, we organized a huge not-for-profit outdoor event in Copenhagen to mark GAAD, and we are planning

several events for 2018 to foster understanding of digital accessibility and to get people talking, thinking, and learning. We create and share content on digital accessibility on our website and social media to expand our reach and spread the word about the need and benefits of having an inclusive digital presence.

- Education, and higher education in particular, is one of Siteimprove's main customer segments. With our tools, support, and expertise, schools, colleges, and universities are equipped to make their information and services available to users with disabilities, which is one way of ensuring quality education for a larger part of society.



4.2 Goal 10: Reducing Inequalities

Empowering and promoting the social, economic, and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, economic, or other status

- We believe that accessing and utilizing websites is a fundamental right. Our objective is to use our technology to make a genuine difference, and we want to give everyone the tools they need to contribute to the change.
- We have developed and innovated our Siteimprove Accessibility software tool for more than 10 years to help organizations remove digital barriers from their websites. In 2017 we took a crucial step towards enabling as many people as possible to utilize our innovation.

With the aim of overcoming availability and affordability of accessibility tools, we released the free Siteimprove Accessibility Checker for Google Chrome. The Chrome extension empowers users to detect, understand, and fix accessibility issues on their websites, and it is currently utilized by more than 25,000 people around the world and is downloaded by 1,000 new users each month.



4.3 Goal 17: Partnerships for the Goals

Encouraging and promoting effective public, public-private, and civil society partnerships, building on the experience and resourcing strategies of partnerships

Our contribution

- We believe that reducing the digital divide can only be achieved by the joint efforts of multiple stakeholders. Strategies and policies jointly defined by governments, industry, and civil society have far-reaching effects on closing the digital gap and overcoming the lack of instruments and skills.
- We are committed to bringing together key stakeholders to understand the issues, find solutions, and collaborate to deliver change.
- In 2017 we hosted and participated in several panel discussions to encourage positive dialogue among policy makers, civil society, and standards organizations, including our participation in the 10th Session of the UN Convention for the Rights of People with Disabilities (UN COPS 10).
- We are one of the participants of WAI-Tools, a collaborative project to innovate accessibility testing alongside a consortium of key players in the accessibility industry, national authorities, and the World Wide Web Consortium (W3C)
- We will continue to encourage governments at all levels around the world to promote the digital inclusion of persons with disabilities by adopting effective policies and international accessibility standards.





5. Accessibility State of the Globe - 2018

At Siteimprove, we want to publish a status on the accessibility levels of public and private websites around the globe to better highlight the digital accessibility challenges society faces today. We aspire to publish this status once a year through our CSR reports and hope to witness increasing accessibility levels going forward. By improving the level of accessibility on websites around the world, we can all contribute to making the web a better place for all.

Methodology

The Accessibility State of the Globe measures how accessible websites are in the markets where Siteimprove operates.

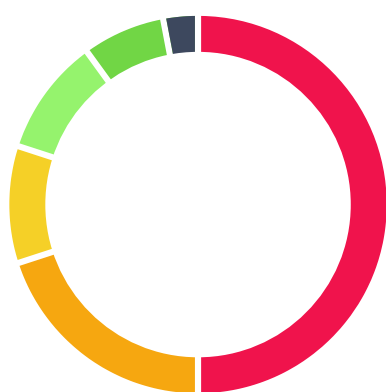
The private sector's Accessibility Score is the average of the 100 most visited pages of the 100 biggest

companies* in each market. The public sector consists of local councils, governments, and agencies that have been added manually to Siteimprove's system over the years. All data have been collected in Q1 of 2018. Siteimprove customers have not been included in these statistics.

The Accessibility Score is a measure of how well a site meets the standards set out in WCAG (Web Content Accessibility Guidelines) 2.0. A site's final Accessibility Score is determined by the number of success criteria a site fulfills under the three WCAG conformance levels (A, AA, AAA).

*According to Dun & Bradstreet

Results



- **World class:** 97-100
- **Very good:** 91-96
- **Good:** 81-90
- **Medium:** 71-80
- **Poor:** 51-70
- **Very poor:** 0-50



Public Organizations

Country	Average Accessibility Score
Norway	70
United Kingdom	69
Spain	68
Italy	68
Switzerland	67
United States	65
Sweden	65
Netherlands	64
Australia	63
Austria	63
Belgium	63
Germany	63
Iceland	63
Denmark	62
Finland	62
France	61
Total	65

Private Organizations

Country	Average Accessibility Score
Germany	75
Sweden	75
Netherlands	73
Austria	73
Denmark	73
Finland	73
France	72
Spain	72
Australia	72
Norway	71
United States	71
Switzerland	68
Japan	67
Belgium	66
United Kingdom	66
Italy	64
Total	71



2018: The private sector is currently doing better than the public sector in all markets except in the United Kingdom and Italy. The public sector in general exhibits a poor level of accessibility, which leaves much room for improvement. Only one public organization was found to have a world class level of accessibility. In the private sector, the majority of countries experience a medium level of accessibility. Only one private organization was found to have a world class level of accessibility.



6. Human Rights



Spreading the Word and Providing Tools for a Better World Wide Web

6.1 Global Compact Principles 1-2:

The company should

1. Support and respect the protection of intentionally declared human rights
2. Ensure that the company does not contribute to the violation of human rights

At Siteimprove, we believe that accessing the internet is a human right. No one should be excluded online irrespective of age, sex, disability, race, ethnicity, origin, religion, economic, or other status, which is why Siteimprove works actively to put digital accessibility on the public as well as the private agenda. Creating awareness of the need for an inclusive web is a key focus area at Siteimprove, and in 2017 we held several web accessibility conferences around the world and successfully launched our Accessibility Hub with content on how to make your digital presence more accessible. Read about our efforts within digital human rights and learn how we contribute to a better and more inclusive World Wide Web.

society cause disabilities, and inaccessible information is one of these barriers. Making information accessible and removing technological barriers are among Siteimprove's key contributions to human rights and to the Sustainable Development Goals.

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

One way in which we do this is by hosting various conferences and informative networking events all over the world that focus on digital accessibility, explaining what and why it's important, and giving practical advice on how to implement it. Such events tie in well with our commitment to SDG number 4, Quality Education, and 10, Reducing Inequalities. By educating professionals in the public and private sector about how and why to practice digital accessibility, they can implement and pass on these learnings to others, ultimately resulting in more accessible websites around the globe and reduced inequalities in society.

In 2017, we organized the following activities with digital accessibility at the very top of the agenda:

- o **Webinar: Section 508 Refresh: Now What?** – Online – February 7

The free webinar revolved around the U.S. legislation known as Section 508, which is aimed at federal agencies. Our webinar answered key questions about



6.2 SDGs and Human Rights

The United Nations Convention on the Rights

of Persons With Disabilities (CRPD) views disabilities as the result of the interaction between people with impairments and the attitudinal and environmental barriers in society. Factors that hinder people's full and effective participation on an equal basis with others in

what the legislation means for businesses and how they could become accessible and comply with Section 508 by January 2018. In addition, a “Section 508 Checklist” was made freely available on our website.

- **Webinar: How does the Section 508 refresh impact your local government website redesign?** – Online – March 23

Another free webinar about Section 508, this time in collaboration with Vision Internet and aimed at local governments to make sure they were prepared to comply with Section 508 by January 2018.

- **Global Accessibility Awareness Day (GAAD)** – Copenhagen, Denmark – May 18

Our contribution to GAAD was an outdoor, free-to-attend festival with great talks, activities, and entertainment about accessibility, all in central Copenhagen.

- **Webinar: Back-to-School: Improving School Website Accessibility** – Online – August 30

The free webinar was organized with SchoolMessenger® and was aimed at K-12 schools in the United States with the purpose of giving schools assistance with making and keeping their websites accessible.

- **Web Accessibility Live – Amsterdam, Netherlands** – September 26

We organized a full day with accessibility on the agenda in Amsterdam, where we discussed the latest EU Web Accessibility Directive and facilitated a panel debate followed by break-out sessions. The purpose was to inform the public and private sectors in the Netherlands

about the need for accessibility online, and we provided them with tools to start improving immediately.

- **Mandatory Internal Accessibility Training – Copenhagen, Denmark** – December 8

In December, our entire development department of 80+ people underwent accessibility training to improve the accessibility of the coding we do in-house and make the SIP accessibility. Change starts from within, so since we want others to be digitally accessible, our product must be too.



Partnerships

Partnering with other organizations is also a means to achieve the Sustainable Development Goals, and goal number 17 specifically calls for partnerships across sectors. In July, SchoolMessenger launched the Accessibility Resource Center, a web-based collection of free materials and tools designed to help school districts improve their understanding of web accessibility and improve the accessibility of their schools' websites. Siteimprove is a key contributor to the resource center, partnering with West Corporation, the provider of SchoolMessenger solutions.

Siteimprove has joined the [World Wide Web Consortium \(W3C\)](#), the leading group of organizations, thought leaders, and community members developing international web standards. As the organizing body behind the global Web Content Accessibility Guidelines (WCAG 2.0), W3C focuses heavily on digital accessibility. These guidelines have become the baseline for internet regulations around the world, including in the European Union, the United States, and

Australia. Siteimprove is honored to join other global organizations in this initiative and work together with W3C and its members to build a web that is data-rich, inclusive, and trustworthy.

On its quest to make the web a better place for all, Siteimprove is also a member of the [International Association of Accessibility Professionals](#) and Denmark's Design for Alle, a branch of [Design for All Europe](#), an organization working toward an inclusive Europe for everyone. Siteimprove participates in the [Danish Standards IT Accessibility Committee](#) and [UNINFO eAccessibility Commission](#) for the development of standards that are instrumental in facilitating access to the web.

6.3 Siteimprove's Google Chrome Accessibility Checker

In February 2017, Siteimprove launched the Siteimprove Accessibility Checker, a free extension for Google Chrome. The free browser extension is available for anyone, with or without a Siteimprove subscription, and it enables users to check individual pages for compliance issues. More than 25,000 people have downloaded the extension, which is helping increase equality on the web, since everyone now has the ability to identify and fix accessibility issues on their websites. The extension is yet another step in Siteimprove's fight for making the web more accessible for everyone.

6.4 Personal Data Protection

At Siteimprove, we believe that people have the right to better online privacy. We're fully focused on complying with the European Union's General Data Protection Regulation (GDPR) in order to respect the privacy of our employees and customers. We also offer solutions that assist our customers in their GDPR compliance process.

GDPR Compliance

Siteimprove is committed to GDPR compliance in both its own internal processing of personal data as well as customer-use of the Siteimprove Intelligence Platform. These compliance efforts have direct executive-team oversight and are implemented by the Siteimprove

Legal, Information Security, and IT departments.

Siteimprove's approach toward GDPR compliance includes, but is not limited to, the technical and organizational measures below:

- Transparency in the processing of data and the sub-processors used
- Offering customers a Data Processing Agreement to assist them in meeting their GDPR obligations
- Implementing principles of privacy by default and privacy by design into the development process
- Enhancing our infrastructure to implement encryption of data-at-rest and increased access controls
- Conducting awareness sessions on what personal data is and how it should be treated
- Regularly auditing individual departments to verify adherence to and identify any new personal data business processes and personal data flows
- Increasing vendor security requirements in both vetting processes as well as contracts

For our customers, Siteimprove processes personal data when a customer signs up and uses the Siteimprove Intelligence Platform. To be transparent and assist prospective and current customers in understanding how Siteimprove addresses GDPR obligations, we developed an FAQ, [which can be found on our website](#).

Helping Organizations Comply With GDPR

In 2017, we launched our GDPR module, a proactive measure in regard to the new General Data Protection Regulation (GDPR), which goes into effect on May 25, 2018. Our new module aims to help organizations prepare for certain requirements of the new regulation, specifically in relation to personal data on websites. Given the increased data protection that GDPR entails,

businesses need to start preparing now to be GDPR-compliant as soon as the regulation takes effect and beyond. Getting an overview of the personal data that organizations have on their websites is the first step.

Share Without Being Tracked

Siteimprove has a reputation for safeguarding our customers' data, and we want to promote social engagement without compromising visitors' privacy. That's the idea behind our new Share Widget, a product that offers social engagement while protecting personal data.

The Share Widget does not collect data from users or their visitors and does not sell visitor data to third parties. This distinguishes us from other content-sharing widget services, which add data-collecting cookies to re-sell to advertisers.

Recently, alarms have been raised—particularly in the public sector—that content-sharing services are selling data to third parties. With our newest product, customers can safely implement a share widget that respects privacy.

Your Data Is Yours

Siteimprove processes data for all our clients through the Siteimprove Intelligence Platform. In addition to complying with data privacy regulations, it's Siteimprove policy not to sell our clients' data to third parties. Our clients own their data, and we ensure that their data is kept safe and not shared with other entities, commercial or otherwise.



6.6 Siteimprove celebrates biggest **Global Accessibility Awareness Day** in Copenhagen to date!



Since 2012, Siteimprove has been a strong supporter of Global Accessibility Awareness Day (GAAD), an annual advocacy day that aims to get people talking, thinking, and learning about digital accessibility and people with different disabilities. The global event occurs annually on the third Thursday of May.

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

Never wanting to rest on its laurels, Siteimprove pushed itself to contribute to this day in an even bigger and more educational way. In 2017, world-famous inventor of the World Wide Web, Sir Tim Berners-Lee, along with respected accessibility experts from around the world, gathered in Copenhagen, Denmark, to celebrate the sixth annual Global Accessibility Awareness Day (GAAD).

The well-attended, not-for-profit event took place in central Copenhagen on a 16,000m² man-made island. Hosted by Siteimprove, the free event was enjoyed by over 1,000 members of the public, as well as close-knit members of the global accessibility community and Siteimprove employees from the company's nine global offices.

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

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

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

Veterans in Motion (VIM), a charity association initiated by a group of injured veterans, also participated in the day. VIM's purpose is to utilize activities and experiences to promote personal qualities of wounded veterans and corresponding injured persons as steps toward their unfolding as whole people. They set up an exercise field where they demonstrated the activities





they do to strengthen their physical form, and also competed against participants in a series of fun exercise contests.

Siteimprove's employees who work with an accessibility focus also had a small tent that day, where they highlighted how Siteimprove's services can help those working with the web to better identify digital accessibility issues, as well as demonstrated different empathy exercises such as Parkinson's gloves.

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

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



Directorate-General for Public Administration at the Dutch Ministry of the Interior and Kingdom Relations.



6.6 Siteimprove's Human Rights Goals

Human Rights	Goals achieved 2017	Goals for 2018
<p>Contribute to making the web better and more inclusive for all</p> 	<p>We improved our Accessibility service by adding new checks and fuller descriptions, making it even easier to improve your digital accessibility. Furthermore, we launched our free Accessibility Checker extension for Google Chrome. Now everyone can check a page for accessibility issues free of charge. In its first year, it has been downloaded by 25,000 users.</p> <p>We hosted a number of accessibility conferences and events around the world, including Global Accessibility Awareness Day in Copenhagen and Web Accessibility Live in Amsterdam.</p> <p>We expanded our accessibility team by hiring the best accessibility experts for roles within development, training, and consultancy in the company.</p>	<p>Continue development of the Siteimprove Accessibility tools to equip private and public web teams with the right tools to increase the accessibility of their organization's website.</p> <p>Continue our support for Global Accessibility Awareness Day in 2018. GAAD and Siteimprove have a common goal, and we will continue to support GAAD in the fight for a more inclusive World Wide Web.</p>
<p>Provide free consulting and education</p> 	<p>The team of accessibility experts provided consulting and education within digital accessibility for employees and customers, as well as for the general public.</p> <p>We continued raising awareness and educating about accessibility through blog posts, social media, webinars, meetups for tech professionals, and speeches at conferences.</p> <p>We launched the Siteimprove Accessibility Hub on our website which features resources on digital accessibility for all visitors to access.</p>	<p>Continue to offer expert consultancy and education within accessibility and to Siteimprove employees, customers, the general public, and beyond.</p> <p>Continue offering educational material on web accessibility on Siteimprove's Accessibility Hub.</p> <p>Engage our employees in a volunteering program with the purpose of raising awareness of accessibility among youth and students.</p>

Human Rights

Goals achieved 2017

Goals for 2018

Form partnerships within accessibility



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

We will continue to look for partnerships in the public as well as private sector that can support our mission of making the web more inclusive to all.

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

We participated in the 10th Session of the UN Convention for the Rights of People with Disabilities (UN COPS 10), emphasizing the need for more dialogue between public and private sectors to ensure no one is left behind in the pursuit of a more accessible world.

We're taking part in the WAI-Tools Project alongside W3C, public entities, and research institutions. The project is part of the European Commission's Horizon 2020 Programme with the goal of developing accessibility innovations to enhance the field of web accessibility as a whole.

We're a key contributor to the SchoolMessenger Accessibility Resource Center, partnering with West Corporation, the provider of SchoolMessenger solutions.



7. Labor Rights

7.1 Global Compact Principles 3-6

The company should:

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

7.2 Employee Satisfaction

Our employees are our biggest asset, and their happiness determines our success. In 2017, we continued to work hard to create a safe and healthy workplace that nurtures professional growth and employee satisfaction. To keep track of these metrics and to identify areas of improvement, we continue to run employee surveys in collaboration with external experts. We're extremely proud to announce that once again in 2017, we were officially recognized as a top workplace by Great Place to Work® and *Star Tribune*.

Great Place to Work Across the Globe

Great Place to Work® is a global research and consulting firm that we've been collaborating with for the past three years, and we ran the annual employee satisfaction survey in September 2017. All six European offices and our Sydney office were included in the process, and we're happy to see that we're improving across the globe. Our Copenhagen headquarters took a big step forward in the midsize companies category, moving from number 34 in 2016 to number 22 in 2017. For the third year running we were also included in the top 10 best workplaces in the IT industry in Denmark.

We're very pleased with our progress, as we improved by 3 % overall compared to 2016. Last year, the survey indicated that the management communication was one area that needed improvement. As the table shows, we've managed to improve within that area. Improving internal communications was a priority during the course of 2017, exemplified by the hire of a global internal communications specialist and several initiatives with the purpose of creating transparency, clearer expectations, and better cohesion.

Greatest Improvements Since 2016

Statement	Improvement from 2016
Managers avoid favoritism.	+11%
Management keeps me informed about important issues and changes.	+10%
Management delivers on its promises.	+9%
Management hires people who fit in well here.	+8%
I am offered training or development to further myself professionally.	+7%
I feel good about the ways we contribute to the community.	+8%

By interpreting our highest scoring statements from the Great Place to Work® results, our employees express that:

- We think management is approachable, open, and honest
- We think Siteimprove is a physically and mentally healthy place to work
- We think everyone is treated fairly regardless of age, race, sex, sexual orientation, or disability
- We are proud to work here and have a strong team spirit
- We think Siteimprove is a fun, friendly, and welcoming place to work

A Top Work Place in Minnesota

In March, Siteimprove's North American Headquarters was named Breakout Business of the Year by the Minneapolis Regional Chamber of Commerce. The Chamber noted Siteimprove's commitment to caring for its employees, which was reinforced by the company being recognized as a top workplace by *Star Tribune*. In a survey produced by the consultancy firm WorkplaceDynamics for *Star Tribune*, Siteimprove's Minneapolis office was ranked among the 150 best workplaces in the state of Minnesota. Siteimprove was ranked as the 35th best workplace among mid-size companies in Minnesota.



"We are humbled by this wonderful recognition from the Minneapolis Regional Chamber of Commerce. It reinforces not just the innovative actions we've taken to grow our business but also our vision for workplace culture and community investment."

– **Torben Rytte**, CEO of Siteimprove Inc.

Professional Development

We strongly believe in providing leadership training throughout the organization. Our mandatory leadership development program is the Leadership Exploration and Development (LEAD) Academy for employees in managerial positions. The LEAD Academy consists of three modules, lasting two days each, with group work and four individual coaching sessions in between.

The academy leads to sustainable development of managers through 360 degree coworker feedback and data, and creates awareness of good leadership. The academy provides participants with practical tools that can be used in everyday challenges. We believe skilled and highly performing managers lead to highly performing teams, and bringing managers together creates synergy between departments.

After a successful pilot project in our Copenhagen office, the LEAD Academy has now been rolled out in all Siteimprove offices.



"I have no doubt that the LEAD Academy is worth it. The investment comes back tenfold. I can use what I've learned about myself in the LEAD Academy to become the leader that I want to be, and that Siteimprove wants me to be."

– **Brian Lundkvist**, Head of Support, International

To further professionalize and strengthen professional development in the organization, we have implemented a more formalized process for individual performance reviews and personal development plans, which each employee will have with their manager once a year.

Employee Involvement

In our Copenhagen office, a working environment organization has been established, consisting of four employee-elected representatives and the Chief Operating Officer, who has the authority to approve all matters raised at work environment committee meetings. In the past year, they surveyed the office to analyze the general working conditions and identify areas for improvement. Following the survey, the working environment representatives arranged for a physiotherapist to come by the office and help employees with their ergonomic conditions. They are also focusing on room temperature, sound, and air quality in the office. Furthermore, they are planning a first aid course and looking into the possibility of getting defibrillators at the office.

On the CSR front, we have CSR representatives in all our offices, who coordinate our local, grassroots-level CSR initiatives that complement our larger, global activities. These activities can include volunteering during work hours, donating to a good cause, or arranging other activities that promote digital accessibility. In Berlin,

for instance, our team spent a couple of hours walking around the city to map accessible public places by using the app Wheelmap, helping wheelchair users identify places where they can eat, use the restroom, visit exhibitions, shop, etc.

In December 2017, we organized two stress management seminars in collaboration with an external consultant from PP Clinic. Employees were encouraged to take the time during their work day to attend the seminars where we focused on stress awareness, including what stress actually is, how to prevent it, and how to recognize stress symptoms in yourself and in your coworkers. The aim is to improve the overall health of our employees and eradicate stress-related illnesses from the workplace.

and open work environment where you always have the opportunity to learn about and from other cultures than your own.

All 36 nationalities are represented at our Copenhagen headquarters, and as part of our retaining and integration efforts, we started offering Danish classes to our employees in 2017. In collaboration with the language school IA Sprog, we organized Danish language lessons of different levels to our employees with the goal of helping them to feel at home in Denmark. It has been well received, and even though learning Danish is hard work, our employees appreciate that they're doing it with their colleagues at the office instead of at an external school.

7.3 Diversity and Anti-Discrimination Equal Opportunities

Siteimprove is an Equal Opportunity Employer. We preach inclusion externally in our efforts to make the web a better place, and we find it only natural not to discriminate in our hiring process or in the way we treat employees. We're very focused on fostering a workplace culture where everyone is included and treated fairly and equally, and we take pride in being a workplace for people of all abilities. We encourage minorities, women, disabled individuals, and veterans to apply for our jobs worldwide.



Diversity and Inclusion

Diversity is one of the key strengths at Siteimprove, as our employees come from all over the world, and bring all sorts of backgrounds, valuable knowledge, and experiences to our company. By the end of 2017, our nine offices around the world included Siteimprovers from 36 different countries, resulting in a very dynamic

At Siteimprove in 2017, we had a dedicated team working with education and awareness of the importance of an open environment that supports and respects diversity. The Siteimprove Diversity and Inclusion Group was an employee-led team in Minneapolis that organized activities that offered cultural learnings and fostered openness and inclusion. The supportive and responsive team ensured that we

recognize and support diverse talent internally and externally.

In August 2017, we initiated our partnership with the community Women in Tech, who we are now working with to promote diversity within the IT and technology industry. Together, we hope to inspire women to pursue a career in an industry that is traditionally dominated by men. We support Women in Tech through a sponsorship agreement, and our goal is to show that the IT and tech industry is a great place to work for women as well as men.

Living by the Code

2017 was also the year where our Code of Conduct took center stage. It was a priority to ensure that all employees and new hires were introduced to the policies in the Code of Conduct and were made aware of the process if they experience any violations. Now, the Code of Conduct is an integral part of Siteimprove. Our Code of Conduct includes the following policy for equal opportunities and a safe and inclusive workplace across all our offices:

People Are Our Greatest Resource

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

- It is the policy, practice, and desire of Siteimprove to provide employment opportunities to all qualified persons on an equal basis. Siteimprove will not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender identity, national origin, ethnicity, age, sexual orientation, disability, marital status, veteran status, or any other characteristic protected by law in any of the terms or conditions of employment.
- Siteimprove does not use child labor. Child labor is defined as employing any person younger than the minimum age allowed by law in the jurisdiction in question. However, in no event will we knowingly employ anyone younger than sixteen (16) years of age.
- Siteimprove maintains an inclusive work environment and achieves excellence by attracting and retaining people of all backgrounds in our workforce.
- Siteimprove prohibits sexual or any other kind of harassment by any person in the workplace or while conducting Siteimprove business.
- Siteimprove strives to eliminate potential hazards from the workplace and to comply with all applicable occupational safety and health laws and standards.
- Siteimprove helps maintain a safe, healthy, and productive work environment for all Siteimprove employees by:
 - prohibiting the possession, use, sale, or transfer of illegal drugs or drug paraphernalia on Siteimprove property or time;
 - prohibiting the conduct of Siteimprove business while under the influence of alcohol;
 - prohibiting any acts that could be perceived as violent, threatening, degrading or intimidating; and
 - requiring that any instance of drug or alcohol abuse, violence, or unlawful weapons possession be reported to management immediately.

7.4 Siteimprove's Labor Rights Goals

Labor Rights	Goals achieved 2017	Goals for 2018
Ensure a healthy environment for all Siteimprove employees	<p>Siteimprove was officially recognized as a great workplace in 2017 by Great Place to Work®, being ranked as number 8 among IT companies in Denmark.</p> <p>Siteimprove was officially recognized as a great workplace in 2017 by <i>Star Tribune</i>, being ranked as number 35 among mid-size companies in Minnesota.</p> <p>We established working environment committees in our offices to look after our employees' best interest and improve our working environment.</p> <p>We continued to facilitate a healthy lifestyle, offering gym membership discounts, on-site gym facilities, and healthy food at the office, while engaging in social activities that encourage exercise.</p>	<p>Continue our focus on creating a healthy and inspiring working environment for all Siteimprovers. We will track our progress with yet another Great Place to Work® assessment amongst all Siteimprove employees in the fall of 2018.</p> <p>The working environment committees will organize courses and identify ways to improve our offices.</p> <p>We will re-introduce our Fitimprove initiative, a month full of fun and exercise in order to get healthier and improve our team spirit.</p>
Ensure that employees, and applicants, have equal opportunities	<p>After rolling out our Code of Conduct in May 2017, we have made it an integrated part of the employee mindset.</p> <p>We continue to hire employees based on their skills and do not discriminate against any applicant for employment because of race, color, religion, sex, gender identity, national origin, ethnicity, age, sexual orientation, disability, marital status, veteran status, or any other characteristic protected by law in any of the terms or conditions of employment.</p> <p>We launched a partnership with the community <u>Women in Tech</u>. Together we work to inspire women to pursue a career in tech and help them succeed in the industry.</p>	<p>Continue to provide equal rights to all employees and applicants.</p> <p>Increase awareness about Siteimprove as a workplace for everyone and appeal to a diverse group of candidates.</p> <p>Contribute to more diversity in the IT and tech industry.</p>

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

Continue our focus on the well-being and satisfaction of our employees

We have strengthened our focus on internal communications and transparency. The monthly staff meetings in Siteimprove's headquarters are recorded and distributed to all Siteimprove offices.

We have improved our onboarding process by putting a clear process in place to make all new employees feel at home here as quickly as possible. Our onboarding is continuously optimized based on employee feedback.

We have introduced a leadership development program to improve the opportunities for professional development in the company.

Continue to improve communications and transparency internally by introducing new and clearer communication channels and involving employees.

Continue to improve our onboarding, align it across the company, and track employees' satisfaction with the onboarding process.

A non-discriminatory bonus plan

Each and every Siteimprover contributes to the success and rapid growth of the company. For that reason, every full- and part-time employee hired before 2017 was eligible to receive the 2017 company bonus based on the company's 2016 results.

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





8. Environment

8.1 Global Compact Principles 7-9:

The company should

7. Support a precautionary approach to environmental challenges
8. Take initiatives to promote increased environmental responsibilities
9. Encourage the development and dispersion of environmentally friendly technologies

8.2 Siteimprove's Environmental Policy

The Environmental Policy applies to all Siteimprove branch offices and defines the overall environmental work within the company. The policy is directly related to the principles of the Global Compact and to live up to the principles we take the following actions:

We **exercise caution** in relation to environmental challenges by:

- Striving to be among the most environmentally conscious businesses in our industry
- Ensuring that all our providers and suppliers demonstrate environmental consciousness
- Ensuring that our internal processes are environmentally compatible

We take steps to **promote environmental responsibility** by:

- Increasing the engagement and environmental consciousness among employees
- Ensuring that our facilities comply with the highest environmental standards

We support the **development and growth of environmentally friendly initiatives** by:

- Ensuring that materials from end-of-life products

to an increasing extent can be recycled, or that they can be disposed in an environmentally safe manner

- Cooperating with authorities on the establishment/running of facilities when new legislation takes effect or better technology becomes available

8.3 Minimizing Our Carbon Footprint

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

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

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

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

8.4 Recycling and Reducing Waste

Employees are aware of the importance of recycling and successfully use dedicated bins for collecting paper, cans, and bottles in order for it to be recycled.

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



8.5 Siteimprove's Environment Goals

Environment	Goals achieved 2017	Goals for 2018
Use environmentally responsible suppliers	We continued our collaboration with environmentally responsible data centers.	We will continue our collaboration with green primary suppliers.
Encourage and practice environmental consciousness internally	<p>We included our environmental policy in our Employee Handbook.</p> <p>We continue to improve our efforts within recycling both internally at our offices and externally at events. In 2017, we have been focusing on eliminating waste and encouraging recycling at our events.</p>	We will continue to encourage employees and external stakeholders to consider the environment in their activities and their use of resources.

9. Anti-Corruption

9.1 Global Compact Principle 10

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

9.2 Corruption Risks and the Code of Conduct

Despite working in a low-risk market, we have implemented a company-wide code of conduct, a document addressing the issues of bribery and corruption. Reading and complying with the document is mandatory for all Siteimprove employees as our global Code of Conduct describes what Siteimprove employees can and cannot do when they deal with suppliers and customers.

In the corporate Code of Conduct, the section “Building Business Relationships” states that “Honest dealing with customers and suppliers is essential to Siteimprove’s relationships. Giving or receiving any kickbacks, bribes, or similar payments of any sort is prohibited.” Furthermore, it informs employees of their responsibility in their dealings with government employees, to whom they are not allowed to offer any gifts, gratuity, or things of value, unless pre-approved by the legal department.

As a global company, Siteimprove follows the strictest ethical and business standards of behavior, regardless of the leniency of local standards. Complying with the Code of Conduct is based on the use of good judgment and seeking guidance when questions arise. If employees are in doubt about anything related to corruption and bribery, they are encouraged to contact the legal department, who has the ability to advise on the correct course of action. If employees witness any breaches or suspect violations of the company-wide Code of Conduct, they must contact the legal department or reach out to Human Resources. The consequence of violating the Code of Conduct can be a warning, or termination.

Finally, Siteimprove always advises vendors of the requirement to adhere to the Code of Conduct when working with us. If vendors fail to comply, they face the possibility of losing our business. Siteimprove also respects and adheres to customer and supplier policies to the extent that they do not contradict our own policies.



9.3 Siteimprove's Anti-Corruption Goals

Anti-corruption

Goals achieved 2017

Goals for 2018

Prevent all forms of bribery and corruption in the company

We introduced the Code of Conduct, which includes rules for business behavior and our guide to building business relationships. All employees and vendors are made aware of our Code of Conduct.

Continue our integration of the Code of Conduct in the mindset of all employees and continue doing business free of corruption.

10. Local Siteimprove Initiatives



10.1 Berlin

Mapping the Accessibility of Berlin – July

Our team in Berlin conducted a “mapping” of their city using [WheelMap](#), an interactive online map where users can tag public places as wheelchair accessible or inaccessible. We managed to mark 160 places in the vicinity of our office, including restaurants, public bathrooms, shops, and attractions. It was not only a great teambuilding activity, but was also an opportunity to promote and understand accessibility better amongst the team and the community.

10.2 Minneapolis

Staff Provide Vision Guide Services at Local Art Museum – July

On July 14, 2017, 60 Siteimprovers from our Minneapolis office provided vision guidance services to the clients of a local blind services agency, Vision Loss Resources (VLR). After picnicking, Siteimprove staff escorted VLR clients on guided tours of the Walker Art Center and its renovated sculpture garden. Tour staff and admissions were generously donated by the Walker Art Center for the event. For over a century, VLR has been the largest provider of services to the Minnesota low-vision community. Since 2000, they have provided 14,000 people with services like in-home visits, counseling, teaching independent living skills, and support to families and caregivers.

Halloween with AccessAbility – October

Last Halloween, the Siteimprove CSR team teamed up with AccessAbility, a local organization that helps persons with disabilities foster interviewing skills, find jobs, and attend fun events like the Haunted Halloween Casino at the Minneapolis office. People came to the Minneapolis office to celebrate and try their hands at casino games, enjoy spooky punch, and treats. Even the blackjack dealer made sure that no participants walked away empty handed! Both Siteimprovers and the folks from AccessAbility loved the event and ended the night full of treats...and only a few tricks.



Goodwill Clothing Drive – November

Over the course of one week, more than 60 Siteimprovers donated a total of 5,207 items to Goodwill. We posted sign-up sheets for those who wanted to participate in the drive, and then broke them up into randomized teams. Starting Monday, November 13, Siteimprovers were able to donate items into designated team bins until the morning of Friday, November 17. Throughout the week, staff counted items and kept running tallies for a little bit of friendly competition. By the end of the week, over 5,000 items were donated, and a Goodwill truck came to pick up the filled bins.



10.3 Toronto
Meals for Youth with The Yonge Street Mission – September

In September, our Siteimprovers in Toronto took time out of their day to help out the staff of The Yonge Street Mission, a charity that provides help, support, and encouragement to Toronto’s most vulnerable. They provide compassionate and non-judgmental programs free of charge to homeless and street-involved youth between 16 and 24 years of age. On the day, we helped prepare and serve warm nutritious meals for 80-100 less-fortunate youth.





COMMUNICATION ON
PROGRESS

This is our **Communication on Progress**
in implementing the principles of the
United Nations Global Compact and
supporting broader UN goals.

We welcome feedback on its contents.

 **Siteimprove**