



**SDGs in  
everything  
we do**

# **Phoenix Design Aid** Sustainability Report

Communication on Progress 2017-2018  
Advanced Level





Produced by Phoenix Design Aid A/S, a CO<sub>2</sub> 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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**SDGs in everything we do**

## **Phoenix Design Aid – Sustainability Report**

Communication on Progress 2017-2018 Advanced Level

**PDAid's Vision is to be recognized as the leading graphic design agency in the area of 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.**



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# SUSTAINABLE DEVELOPMENT GOALS



Photo: Groovy Graphic



## Brief description of nature of business

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**PDAid's Mission** is to be an agency, which has the competences and the flexibility to solve large and complex projects. We create contemporary 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.

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With a passion for design, we provide services for clients across the world. We specialize in project management and execution of graphic communication on various media platforms, event development and management. 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 after and has experience with working with United Nations from the beginning of the 1990s. Furthermore, he puts 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, PDAid 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, 2 EU institutions and 1 development bank. Based on our long-term partnerships, we have gained an 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/ISO 26000), CO<sub>2</sub> neutrality and, more recently, the production of printed material, following the international FSC Standard for CoC™ (Chain of Custody) Certification.

## Our project managers



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. When market and customer relations dictate it, we supplement our Danish base with local representation. We have recently established local subsidiaries in Panama and Nairobi (see pages 44, 45).

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.



**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

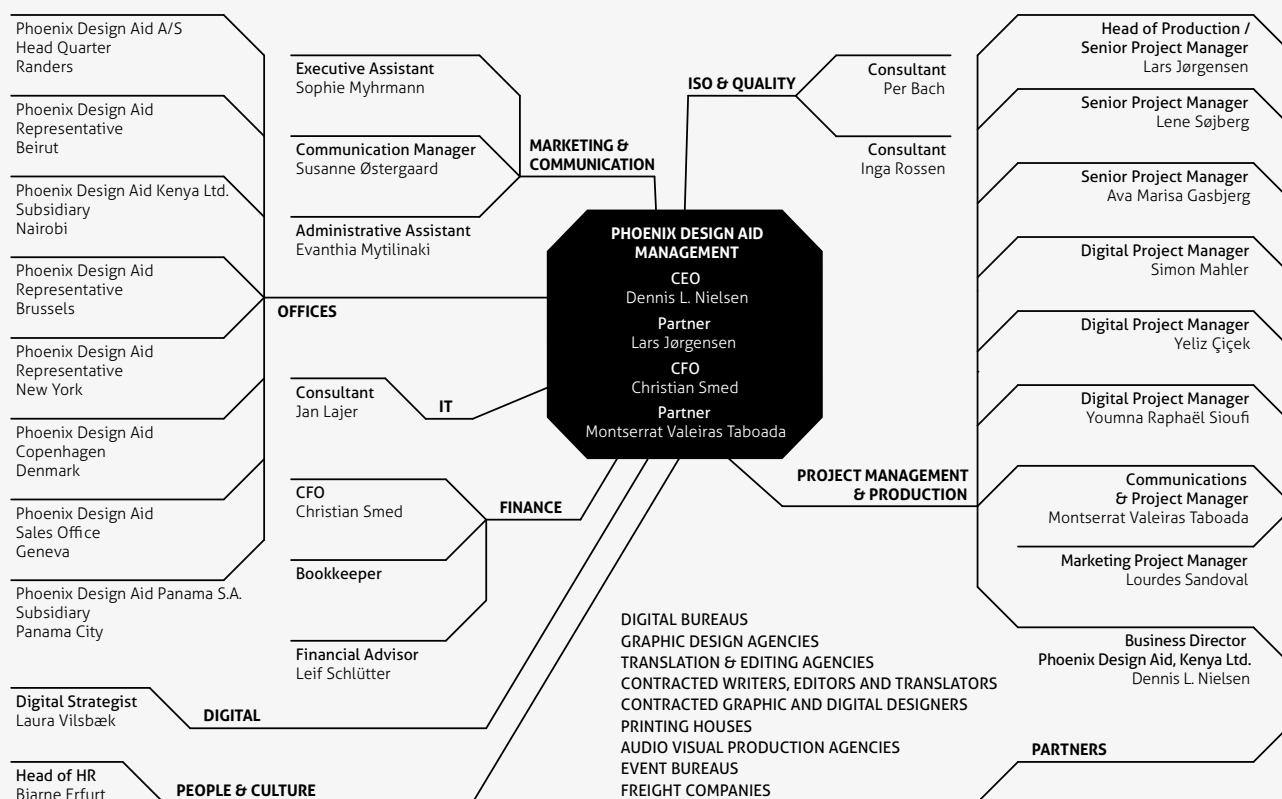
Websites incl. microsites and a wide range of CMS

Infographics, animation work and 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









Oslo  
Helsinki  
Stockholm  
Randers  
Copenhagen  
The Hague  
Brussels  
London  
Luxembourg  
Paris  
Bonn  
Vienna  
Bratislava  
Chisinau  
Geneva  
Colombella  
Istanbul  
Barcelona  
Lisbon  
Rome  
Tunis  
Ankara  
Beirut  
Amman  
Cairo  
Abu Dhabi  
Dushanbe  
Kabul  
Ulaanbaatar  
Dakar  
Freetown  
Monrovia  
Abidjan  
Libreville  
Bujumbura  
Kinshasa  
Juba  
Kampala  
Nairobi  
Addis Ababa  
Djibouti  
Dar es Salam  
Lusaka  
Harare  
Johannesburg  
Maputo  
Durban  
Antananarivo  
Yangon  
Bangkok  
Kuala Lumpur  
Hanoi

# About this Communication on Progress

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This Communication on Progress describes how PDAid supports the UN Global Compact initiative and Sustainable Development Goals (SDGs) in a way that is fully integrated into our strategy and our daily operations. This report covers the timespan September 2017 to September 2018 and was prepared in cooperation with external experts and consultants, brought in to analyze the content for inaccuracies, and to ensure that no greenwashing occurs. This PDAid Communication on Progress report is available for downloading at the PDAid website and a printed version will be distributed widely among our key stakeholders.

The report is part of the PDAid system documentation as part of 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.

## 10 years as member of UN Global Compact

In 2007, PDAid became a member of the UN Global Compact and since then, the ten principles have been the frame-of-reference in terms of operating and developing the company. Continuously, we have expanded our management of the area and not least our ambition level for contributions, which is far above what is expected. On our journey, we have developed the company so that we now, in every relevant area, work within the scopes of certified management systems. In addition, we are one of the very few comparable companies that have chosen to prepare the Communication on Progress to the UN Global Compact at the Advanced level of reporting.

## Focus on avoiding greenwashing

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 and sustainable development. In doing so, it is crucial to be aware that information conveyed in this connection must be objective. Therefore, when developing all considerable external



communication materials within the field of CSR, PDAid makes use of an impartial expert as sounding board. In this regard, websites, brochures, presentations etc. 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 unsubstantiated or misleading claims about the environmental benefits of a product, service, technology or company practice. This publication has therefore been exposed to a thorough search for greenwashing and I am happy to share the final report with you.

I hope you will enjoy the read.

**Dennis Lundoe Nielsen**  
CEO

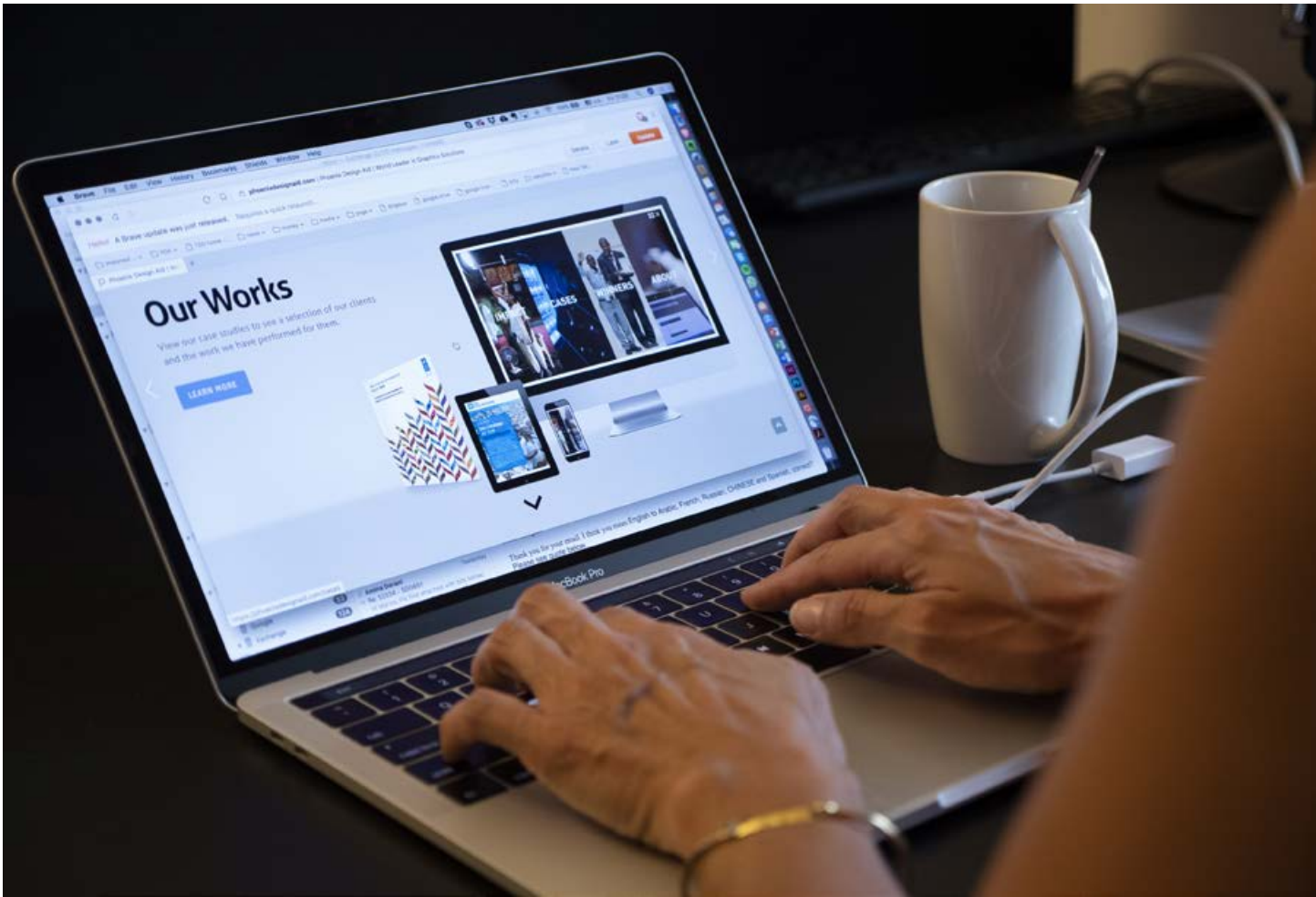


Photo: Groovy Graphic



### Statement of continued support of the UN Global Compact

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.

# The Sustainable Development Goals and Phoenix Design Aid

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## SUSTAINABLE DEVELOPMENT GOALS



**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.**

## SDG Hall of Fame

Working with sustainability has always been a natural part of PDAid's identity and strategies. Since we submitted our first CoP in 2012, we have been involved in several projects and initiatives that can be connected to the 17 SDGs. This is something we are proud of and we have taken the liberty of collecting them in what we call our "Hall of Fame". The activities supported in this reporting period are illustrated on the next page.

Initiatives	Years	SDGs				
Sauti Kuu Foundation	2017	1	4	10	17	
European People’s Forum	2017	10	16			
UNFCU Africa Golf Project	2017	3	17			
Culture Guide	2016	4	10	11	16	
Danish Business Network in Kenya	2016	8	11	17		
Randers Regnskøvs Naturfond	2016	14	15			
PDAid Foundation	2015-2017	1	4	5	17	
Kilimanjaro Initiative	2014-2017	1	3	5	10	11
Skolehjælpen (School Aid)	2016-2017	4				
Kastalia	2016-2017	4				
Talent Scouts	2015	4	10			
Fundraising campaign ‘Hjælp Nu!’ [Help Now!]	2015	1	2	3		
Be My Eyes	2015	3	10	11		
UNFCCC's The Norte III-B Landfill Gas Project, Argentina	2014	13				
Nelson Mandela Library Project	2013-2014, 2016-2017	4	10			
PRME LEADERS+20 Competition	2012	4	8			
Climate Change	2011-2017	13				
Foundation for the Global Compact	2011-2017	17				
World’s Best News	2011-2017	17				
Team Rynkeby Cycling	2011	3				
ArtDoors	2011	13	15			
Support to Sheldrick Wildlife Trust in Nairobi	2011	15				
UNICEF in collaboration with Randers Municipality	2011	6	17			
Arab Printing Press joining UN Global Compact	2015	17				

## PDAid's on-going support of the SDGs

Below, we show an overview of which SDGs we in particular focus on and of the major activities we carry out as tangible support of the SDGs. Later in this CoP, we will elaborate on these initiatives and illustrate how Phoenix Design Aid is operating with respect for the issues of human rights, labor, environment and anticorruption and with social responsibility to the extent possible.



**We have managed the PDAid Foundation since 2014 with the aim to improve local conditions for young talent in developing countries.** Through a structured and global support program, the Foundation provides a mentoring program as well as financial and practical support. Furthermore, the Foundation ensures education for young women.



**We constantly strive to reduce the carbon footprint associated with our business.** We reduce our own CO<sub>2</sub> and neutralize the remaining. As part of our global service, we offer advice to our clients in choosing sustainable products and methods of communication. Currently, we are using our experience with our "Paper Guide" to develop a second edition of this publication for inspiring our clients and partners to choose environmentally correct products.



**We support NGOs within education, reduction of inequality and combating poverty. We offer financial aid and communication competencies to our international network.** The list of aid projects is long, but we want to emphasize our support for the Nelson Mandela Bangles Project, Sauti Kuu Foundation, and to the Kilimanjaro Initiative ([www.kiworld.org](http://www.kiworld.org)).

### PDAid has chosen to focus on these SDGs in particular because:

- as an international communication agency, we have a deep, professional understanding of communication products to be directly employed to improve education and information activities. In this area, we can effectively make a difference.
- we do not want our company to wastefully affect the environment and climate. Therefore, we work on minimizing our imprints and on influencing our customers and business partners to act likewise.
- we want to support the progress in the developing countries of the world by employing staff locally and by supporting concrete and productive activities and organizations in these countries and regions. Typically, this will be executed through support of education.



**We support local community development in East Africa** through communication assistance to NGO's and the establishment of local employment wherever possible. Recently, we have established a subsidiary in Kenya ([www.kenya.phoenixdesignaid.com](http://www.kenya.phoenixdesignaid.com)).



## Activities supported during the reporting period

In the next sections, we will describe how we have worked concretely and committedly with projects and supported development through XX selected cases from the past year. The second part of this section contains a complete list of activities supported during the reporting period as well as details of scheduled activities for the coming year, accompanied by a list of goals.

### PDAid supporting the SDGs

Sauti Kuu Foundation Documentary Film	1	4	10	17
Status of the PDAid Foundation	1	4	5	17
Using our influence to promote sustainability and CSR	4	17		
Promoting healthy working environment	3	8	13	17
Arab Printing Press	12	13	17	



Market day in Marangu, Tanzania.



## Sauti Kuu Foundation Documentary Film



During the summer of 2018, the collaboration between PDAid's PDAid Foundation and Sauti Kuu Foundation, both sharing the vision of strengthening local communities in East Africa, resulted in the production of an inspirational documentary. The film tells the story of how Sauti Kuu teaches children and young people in rural Kenya how to be self-reliant by farming and working the land, incorporating traditional knowledge and farming skills to educate and inform of the many possibilities using locally available resources.

The partnership between Sauti Kuu and PDAid Foundation started in 2015 when Dennis Lundoe Nielsen met Dr. Auma Obama, Founder and Director of the Sauti Kuu Foundation, through the Kilimanjaro Initiative Foundation. Dennis Lundoe Nielsen explains how their fundamental beliefs match. Dennis Lundoe Nielsen says:

*"We believe that growth, democracy, and human rights in underprivileged communities must be strengthened from within in order to create and ensure ongoing and viable improvements. An efficient way of achieving this is through a structured program that promotes self-reliance, commitment and proactive behavior. Similarly, Sauti Kuu promotes and enables children and youth to*

*be part of the decision-making process and take control of their own lives. You Are Your Future! That is the message conveyed and the thinking that lies behind all Sauti Kuu projects".*

### Purpose-driven production

To Dennis Lundoe Nielsen, it is obvious that the visions of the two foundations are very similar even though their realizations vary. Sauti Kuu's way of working is very hands-on and has a large focus on practical skills. Dennis immediately saw the great potential of this methodology and decided, without hesitation, to support the Sauti Kuu Foundation; he had the idea to produce a film for Dr. Auma Obama, to help spread the word:

*"I was inspired by Dr. Auma Obama's energy and spirit as well as the purpose driving Sauti Kuu to produce the film. The project Sauti Kuu is an inspiration to everyone working with rural communities in Africa, often marked by great poverty. Phoenix Design Aid's contribution is a film that tells the story of all the benefits, tangible results, and pride that comes from teaching young people how to live while caring for nature,"* Dennis Lundoe Nielsen says.





Dr. Auma Obama and Sauti Kuu children and youth at the Foundation, in Alego Kenya (© Vibeke Muasya).



Pictures from the Sauti Kuu Documentary Film (© Vibeke Muasya).





Sauti Kuu children learning about crops and farming.

## A story of inspiration and pursuit of the SDGs

On 16 July 2018, the film was screened at the inauguration of Sauti Kuu's Sports, Resource and Vocational Centre in Alego, Kenya which Dennis Lundoe Nielsen was attending as one of the guests at this event. The official opening of the Centre was presided over by H. E. Barack Obama, the 44th President of the United States, Mama Sarah Obama, the grandmother to the President, and Dr. Auma Obama. But, before this grand premiere, a lot of hard work and dedication went into the project.

Danish multi-award-winning filmmaker Vibeke Muasya directed the film and succeeded, in collaboration with Phoenix Design Aid and Dr. Auma Obama, to successfully, elegantly and precisely tell the story of Sauti Kuu. Dr. Auma Obama explains:

*"The film does a great job of explaining the work and purpose of my Foundation, Sauti Kuu ('Powerful Voices' in Kiswahili). The launch on July 16th at the inauguration of the Foundation's Barack Hussein Obama Sr. Centre for Knowledge, Learning and Excellence, in Alego Kenya, was a huge success."*

The film tells the story of Sauti Kuu's model for development and growth called SEG, short for Sustainable Economic Growth, a model that works to enable children and young people



These are the SDGs touched on especially in the documentary film

to improve their lives by using locally available resources. Furthermore, it shows how Sauti Kuu creates a space that gives the youth realistic options, alternatives and a perspective for a better future. Dr. Obama continues:

*"I am proud to be able to show and share this film. I am grateful that Phoenix Design Aid took on this project and I am thankful to Dennis Nielsen and the team behind him for believing in my vision."*

One of the objectives of the film is to spread the word about farming, but it is also noticeable how the film touches on several of the 17 Sustainable Development Goals, foremost the four goals: responsible consumption (#12), life on land (#15), no poverty (#1) and reduced inequalities (#10).





Pictures from the Sauti Kuu Documentary Film (© Vibeke Muasya).

## Synergies between foundations improve local environments in developing countries

Taking up a project like this film, backs up Phoenix Design Aid's focus on the SDG's 1, 4, 10 and 17 as the film educates to reduce poverty and inequalities through partnering up with organizations and NGO's working for the same goals and visions.

To succeed with the ambitious vision of providing young Africans with a better perspective for the future, and enable them to be part of the decision-making process, it is necessary to have a strong local network. The cooperation between like-minded organizations, persons and NGOs is vital. The Sauti Kuu Foundation, Kilimanjaro Initiative and PDAid Foundation have achieved that. They have a shared purpose of improving local conditions in disadvantaged communities through local initiatives.

Sauti Kuu does so by providing a platform for young people to realize their full potential to live responsible and financially independent lives by learning farming skills. PDAid Foundation focuses on talent development through a structured and global support program. And finally, the Kilimanjaro Initiative, an NGO working in East Africa led by Tim Challen, provides young people with opportunities and encourages them to believe in themselves, despite all odds, and to take on constructive roles in their communities.

One of Kilimanjaro Initiative's largest activities is the yearly climb of Mount Kilimanjaro, organized jointly for disadvantaged youth and business leaders. It was on one of these trips that Dennis Lundoe Nielsen first met Dr. Auma Obama. The collaboration of the three Foundations and the release of the Sauti Kuu documentary film express the desire of all three to inspire and improve living conditions all over Africa.



## PDAid Foundation: Status of the mentoring program and activities within the Foundation



Since 2014, we have actively supported the PDAid Foundation and this year was no exception. During the reporting period, a reorganization of the Foundation was initiated, a new mentee was enrolled in the program and Mt. Kilimanjaro was climbed once again.

### Reorganizing PDAid Foundation

PDAid continues to support the successful initiative PDAid Foundation, and we are pleased to be working with the continued success of the support program. In the reporting period, an internal reorganization of the Foundation and its advisory board has been started and the focus has been to secure the future success of the mentoring program. With the reorganization, PDAid Foundation will soon be able to engage in fundraising and thereby, the support program will be able to grow further.

### Welcoming a new mentee

PDAid has also funded the enrollment of a new mentee into the mentoring program. Dennis Lundoe Nielsen explains:

*"Sharon Wambui is simply a perfect match for the program of PDAid Foundation, and we look forward to following her journey."*

Sharon Wambui began her journey exactly like previous mentees of the PDAid Foundation, when Timothy Challen, the founder of Kenyan NGO Kilimanjaro Initiative, encouraged her to join a youth group on the annual climb to the summit of Mount Kilimanjaro, which she accomplished. In this trip in March, she showed a great potential and was officially accepted by PDAid Foundation in July 2018.

Sharon is 18 years old and was born and raised in Kibera, a slum area of Nairobi. From Sharon's point of view, the most challenging part of her life has been poverty and lack of school fees. These two are comparable to SDGs 1 and 4 and by enrolling Sharon in the PDAid mentoring program, she will have the opportunity to find her path through education and through conversations with her mentor. Sharon explains her dream in a few words by simply stating *"I want to be a youth leader in my area."* This statement goes hand-in-hand with the mission of PDAid Foundation to focus on developing talent to improve conditions in disadvantaged communities by supporting local resources.

### The mentoring program

Sharon will be enrolled in the mentor program which was designed by PDAid Foundation 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. The program

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## PDAid Foundation

### Background

Launched in February 2015 by CEO of Phoenix Design Aid, Dennis Lundoe 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](http://www.pdaidfoundation.org)

consists of twelve meetings, and at these meeting, the mentor represents an adult go-to-person with whom the mentee 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 he/she realizes 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 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 for them to choose the ideal direction for their future.

### Kilimanjaro climb 2018

Each year, KI organizes a climb to Africa's highest summit as a way to raise awareness of 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. This year, Dennis took part in the climb for the third time since 2014 and for the first time, he was not able to reach the summit with the rest of the group due to health issues and extreme weather conditions. However, he did have time to meet Sharon and establish a good contact and talk to her about the details of the Foundation's program in which Sharon will now begin her journey. And this journey is one everyone in PDAid and the Foundation looks forward to follow very closely.



Left in the picture, you see PDAid Foundation's new mentee, Sharon Wambui. On the right is Judy from Kilimanjaro Initiative who is Sharon's focal point in Nairobi. Sharon received a new laptop allowing her to be in contact with her mentor.



During this year's climb, deep breaths were taken. Peaceful stretches gave rise to new energy when the guides, Sami, David and Maui took a break 4,300 metres above sea level to do yoga.



## Talent Scouts

### Background

Talentspejderne (Talent Scouts) is a Danish humanitarian organization. The organization is non-profit, non-political and non-religious. Through their mentor program prepared in collaboration with leading learning experts, The Talent Scouts offers support for young, Danish people in the age 12-15 years.

<http://talentspejderne.dk>

**The mentor program, developed with the guidance of the Talent Scouts, consists of 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 your Learning Styles (test)							■	■	■			■
Select school/education			■	■	■							■
Letter to the Foundation											■	■





## Using our influence to promote sustainability and CSR

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.

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](http://www.stateofgreen.com) and [www.danishresponsibility.dk](http://www.danishresponsibility.dk)



### SDG film produced by PDAid

One of the most significant projects from 2018 in terms of promoting sustainability was to put our animated SDG film freely at the disposal for all our partners.

The story of the film started when a visit at UNDP inspired Dennis Lundoe Nielsen to animate the 17 SDGs. UNDP educates youth in the SDGs and to keep the interest of the children and young people, great potential was seen in developing a film as a tool for this.

In the film, the 17 SDGs are presented and the animation is accompanied by music varying in volume and speed, making sure that the interest is kept throughout the film. Besides the original idea for usage in educational settings as by UN City

Copenhagen, the film can be used as a tool for attracting attention at exhibitions and other events. Imagination is the only limit when it comes to setting the boundaries for using the film.

The film premiered in May 2018 when Dennis Lundoe Nielsen visited UN City Copenhagen and had the chance of showing the film and sharing it with our partners there. After the premiere, we shared the film on our Social Media for everyone to download and use wherever people thought it would be appropriate. In total it has been shared with more than 300,000 people.

Reactions to the SDG film have been extremely positive and many of our partners have shared and used the film. As an example, Henrik Petersen from the Danish Embassy in Nairobi used the film at an event in the beginning of June. He explains:



The SDG film was used as an inspirational tool at the conference series "Export Steps" with the theme "Unlocking the potential within the SDGs". The conference was arranged by the trade councils at the Danish Embassies in Sub-Saharan Africa and held in four Danish cities in August 2018.

Year	Meetings
2017-18	114
2016-17	93
2015-16	94
2014-15	120
2013-14	118



*"The SDG-animation was shown to 400 guests at the Danish Constitution Day celebration in Nairobi in June 2018, which was a great opportunity to promote the global goals to the Danish and international attendants, who found the presentation very inspiring."*

We hope that the animation will spread even further and that it will enhance the awareness of the SDGs all over the world. The film is accessible for everyone at this link: <https://phoenixdesignaid.com/sdg>

The table above provides an overview of PDAid's level of activity in communicating CSR to business contacts and clients. PDAid communicated CSR to at least 114 international contacts from all over world.

## Goals

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



## Influencing partners to prioritize sustainability: Arab Printing Press and UN Global Compact

Arab Printing Press (APP), who PDAid initiated cooperation with in 2010, has continued in its work to focus on sustainability issues. Since 2015, when APP joined the UN Global Compact, we have read their CoPs with great interest and we acknowledge their impressive results in preserving natural resources and minimize pollution, and we take pride in having positively influenced them to moving in this direction. This year, we have proudly followed APP's impressive results in terms of reducing CO<sub>2</sub>.

Initially, cooperation involved production of a number of printed matters, among these the 46664 Bangle book – a limited-edition coffee table book intended to raise awareness of the story of Nelson Mandela and the fight against AIDS/HIV. The book was sponsored by PDAid.

Common ground was established between PDAid and APP, and a cooperative agreement was signed in July 2012. From day one, dialogue between PDAid and APP on matters relating to CSR has been strong and on-going. PDAid takes pride in sharing experience concerning CSR issues with stakeholders and strongly urges collaborative partners to pursue opportunities of certification as well as activities that enable them to contribute to sustainable development.

APP is certified in the field of quality under ISO 9001. During collaboration with APP, PDAid has strongly encouraged the pursuit of further certification. APP is now FSC (Forest

Stewardship Council) certified, which illustrates that the print facility actively promotes sustainable forestry. APP also obtained an environmental certification under ISO 14001 in September 2014. Similarly, the print facility is seeking to become a CO<sub>2</sub> neutral company, and considerations of a CSR certification are being investigated and pursued.

In May 2015, APP reached its goal of joining the UN Global Compact and it has been issuing annual CoP reports since then. In the most recent CoP, APP's environmental principles are stated:

**Complying fully with environmental laws** and regulations and other requirements.

**Considering environmental factors** when making planning, purchasing, and operating decisions.

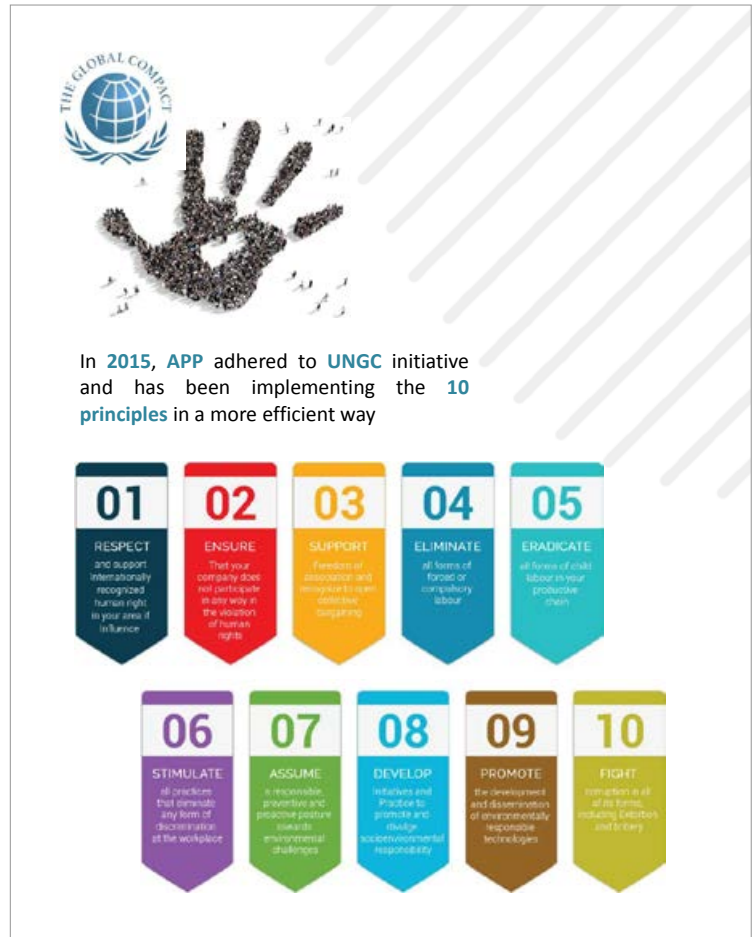
**Seeking to prevent pollution** before the product is produced, reducing the amount of waste at our facilities, and supporting pollution prevention measures by our customers and suppliers.

**Using energy efficiently** throughout our operations, re-using and recycling whenever possible, and using environmentally friendly materials.

**Working cooperatively** with others to achieve optimum environmental objectives.



From APPs Communication on Progress 2017.



Moreover, APP presents impressive results from having installed a new solar system. By doing so, they show yearly emission savings of 118 t CO<sub>2</sub>. Throughout their CoP, which is an interesting read, they account for how their initiatives helped preserve natural resources, for example through a reduction of the consumption of the non-renewable resource electricity. Moreover, they have minimized pollution. As a future project, they refer to the possibility of installing a central chiller solution for space and process cooling which will save 300 t CO<sub>2</sub> on a yearly basis.

From PDAid, we congratulate APP on the amazing results and we are happy that SDGs number 7, 9 and 13 has been supported by APP. Additionally, we are very proud that our partnership with APP pushed them in this direction and thereby this case shows the importance of SDG number 17: partnership for the goals.



## Promoting healthy working environment



In most organizations, the employees count as one of the biggest and most important resources. In PDAid this is most certainly the case. Therefore, we do our best to safeguard the employees' well-being. Through collaboration with Pureclean.eu, various tests related to the physical working environment have been carried out in the last three years. The objective has been to improve the indoor climate and this year we received the best test results so far.

During the reporting period, Pureclean.eu has run tests of surfaces and indoor climate in every room at PDAid HQ. First, it was proved that the air is now cleaner than in previous tests, even though all parameters related to this were already below the recommended levels. Second, the test also showed that the presence of microorganisms in the rooms is at a minimum. In conclusion, the test found the rooms and the hygiene at PDAid to be generally at top quality and globally at a unique level.

The explanation for these remarkable results in this reporting period is found in the application of the newest and most revolutionary products in several areas. These products have ensured high levels of both cleaning and hygiene. More than 80% of all diseases are transmitted via hands, and therefore hand hygiene has been a crucial factor in this test period in the PDAid HQ premises. Welcoming visitors from all over the

world as part of our business brings with it an increased risk of contamination of global microorganisms. For hand hygiene, the product Q-Shield Skin care is used. It lasts 24 hours and cannot be washed off, ensuring that the users constantly have a low number of microorganisms on their hands, thereby minimizing the transmission of diseases. During this reporting and test period, PDAid has had a low absenteeism and we expect to bring it down further in the next reporting period.

The hygiene is also dependent on the quality of the cleaning, and therefore we made upgrades to the most recent technology and products in this area ensuring that all surfaces are both cleaned and disinfected in every cleaning process. Furthermore, all surfaces in the PDAid HQ have been coated with Q-Shield Surface Care, an effective and long-lasting product for protection and disinfection of the surfaces. By using this product, also the air is cleansed of unwanted organisms. Possible bad smell will also be eliminated.

By making this effort related to indoor climate, PDAid is ready to receive guests and clients from all over the world at the same time as we are able to protect both personnel and visitors from all over the world and making sure all parties stay healthy.

More info: <http://www.pureclean.eu>





## List of activities supported in the reporting period

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. In the reporting period, we have allocated USD 65,000 to CSR activities, such as support of SDGs, as seen in the previous cases.

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

## Selected CSR and SDG activities supported in the reporting period:

PDAid Foundation	1	4	5	17	
Sauti Kuu Foundation	1	4	10	17	
Kilimanjaro Initiative	1	3	5	10	11
World’s Best News	17				
UNFCU Africa Golf Project	3	17			
Climate Change	13				
Foundation for the Global Compact	17				
Nelson Mandela Library Project	4	10			
European People’s Forum	10	16			
Skolehjælpen (School Aid)	4				
Kastalia	4				
Kronjyllands Erhvervsklub (business network in the local area of Randers)	8	9	16	17	
Team Rynkeby Cycling	3				
Harridslev Rideskole	3	4			
Rotary	9	16	17		
Christmas help	1	10			
Randers City Blues Festival					
Telling the story of PDAid’s pioneer Phønix-Trykkeriet: <a href="http://www.phønix-trykkeriet-aarhus.dk">www.phønix-trykkeriet-aarhus.dk</a>	9	12			



## Future activities

We are determined to develop our CSR and SDG approach continuously and we are motivated to find new ways to incorporate the SDGs in our activities. Therefore, we want to share a few ideas for the coming year in terms of initiatives we want to participate in and promote in the PDAid organization.



### Collaboration with "Design denmark"

In 2016, we reported on how Dennis Lundoe Nielsen's engagement in the board of the Danish alliance, Design denmark (Dd), had led to Dd's decision to join the UN Global Compact. Unfortunately, internal restructuring in Dd meant that this was never completed. Everything is prepared for Dd and interviews and workshops have been carried out and therefore we are pleased to announce that collaboration between PDAid and Dd was taken up again during the summer of 2018. We look forward to assisting Dd in becoming an official member of the UN Global Compact. According to Dd, the time frame for this project is around this year's Christmas, and therefore we expect to report positively on this new membership and collaboration in next year's CoP.

### Promote safety and security for Phoenix Design Aid employees and their families

A new collaboration is underway between PDAid and Goodyear Dunlop Tires Denmark. To prevent road accidents, we want to supply all employees with the safest tires in the market – both in winter and in summer. The tires furthermore have a particularly good grip on wet roads, reducing the braking distance. This

means that individual tire solutions for all staff promote road security everywhere, supporting SDG 3. Moreover, by changing to the highest rated tires, SDG 12 and 13 will be supported, as the highest rated tires provide lower fuel consumption compared to the lowest rated ones, equal to 14.28 kg. CO<sub>2</sub> per 1000 km.

## Goals

- Continued support of the PDAid Foundation
- Continued support of the Kilimanjaro Initiative
- Continued support of the Sauti Kuu Foundation
- 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"



## 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
- 

## Working Conditions

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

## 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

## 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
- 

## Good Business Practices

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

## Organisational Management

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

# The PDAid approach to sustainability and CSR- certification and management system

At PDAid, we have a clear strategic intent to base our operations on core values, and to 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.

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. In the appendix to this CoP, information on how we work with sustainability in our everyday work life is included and we have also elaborated on due diligence and the basic structure of the integrated management system.

## 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. 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 sustainability-related 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.).

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.



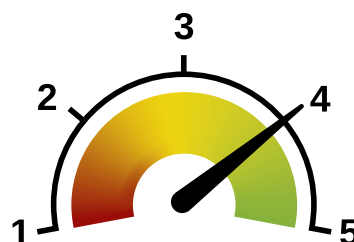


# The PDAid

## Corporate Social Responsibility Policy

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With this figure, our certification body, DNV-GL, evaluated the management of risks and opportunities within every area of business. DNV-GL placed PDAid on a four out of five in the scale from 1 (low) to 5 (high). This equals a rank on 80 % which we consider to be satisfying, but we are always working on new initiatives to improve.



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** fulfillment of the UN SDGs.

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 means of dialogue and contract renewals.

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 2018. 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" in the following table refers to areas in which DNV-GL suggests further improvement. PDAid has implemented the vast majority of these observations, although the company is under no obligation to do so.

On the 15th of June 2018, DNV-GL also noted the following commendable initiatives:

- Our approach to establishing new companies according to a defined procedure that takes into account a wide range of conditions.
- The collaboration with customers and the quality of the tasks.
- Establishment and testing of the mentor program in the PDAid Foundation.
- Our continuous work for further improvement of IT security.
- Our focused efforts of disseminating knowledge of UN's Sustainable Development Goals.
- FSC guidelines have been produced and ensure the correct use of FSC labels.

	Audit type	Deviations	Observations
2018 June 15	Periodic audit	0	3
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



## 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 provides supervision of PDAid's long-term corporate sustainability strategy and performance.

## Stakeholder involvement

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 and the SDGs.

The CEO informs stakeholders 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.

The DS 49001/ISO 26000 certification requires that PDAid influences business partners and encourages 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 of stakeholder's potential influence on PDAid

Company management completed the assessment scheme in May 2018

	PDAid's influence			Reputation/ profiling	Deliveries/quality	Economic situation	Final score
	Small	Medium	Large				
Partners							
Stibo	X			■	■	■	■
Strait Air			X	■	■	■	■
Ambiente	X			■	■	■	■
Toptryk Grafisk			X	■	■	■	■
Language Wire	X			■	■	■	■
Arab Printing Press			X	■	■	■	■
Hjortlund Medier	X			■	■	■	■
Johnsen			X	■	■	■	■
Orange Medians	X			■	■	■	■
Lighthouse	X			■	■	■	■
We are AM			X	■	■	■	■
Creative Coders	X			■	■	■	■
Digital by Innovation Lab	X			■	■	■	■
Flipside			X	■	■	■	■
Designtit	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			■	■	■	■
Co <sub>2</sub> Fokus Norway	X			■	■	■	■
Climate Change signatories		X		■	■	■	■
World's Best News	X			■	■	■	■
Rotary		X		■	■	■	■
Design denmark	X			■	■	■	■
Aarhus University	X			■	■	■	■
Sauti Kuu			X	■	■	■	■
Talentspejderne		X		■	■	■	■

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

■ Low or no influence ■ Some influence ■ High influence

This year, we decided to incorporate the section "Corporate news" to elaborate on the markets we operate in and explain various aspects of our strategic directions and ways of working. Furthermore, this allows us to elaborate on some of the partnerships that add value to PDAid.

### Hacker/ransomware attacks with immense consequences

An explanation of the result presented in the table on the next page is found in the ransomware attacks we described in last year's CoP. We explained how such attacks result in high costs and administrative challenges, but it turns out that we had no idea how much these attacks would end up affecting PDAid financially.

We coped well with the first of the two attacks as it did not cause damage to any files but it did cost in terms of time spent to deal with it. This meant that daily tasks were given a lower priority and therefore bids and tenders were not produced and sent as usual.

But it was the second attack that really hit us. Even though we had a solid system, ransomware attackers still succeeded in causing harm to PDAid. We refused to pay the ransom and this led to the deletion of thousands of files from the servers. In total, the attacks affected the turnover negatively, both directly and indirectly, with an estimated total cost of more than DKK 3,000,000.

Due to this incident, IT security will always be one of our highest priorities. Hacking and ransomware attacks are threats that we need to deal with and we continuously pay close attention to these, when working with IT equipment, as we know that 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 if a threat is activated. But we cannot totally prevent the damage from happening.



Our server installation placed in the head quarter in Randers (photo: Groovy Graphic).

As reported last year, we have introduced a number of initiatives to improve IT security in the best possible way and for the benefit of our clients and our partners. These initiatives are highly prioritized and on an on-going basis we:

- have external security analyses carried out to maintain an increased IT security level
- carry out regular technical safety tests and vulnerability analyzes to have a clear picture of the security
- reduce the risk of having our external infrastructure compromised or manipulated

In addition to this, we are considering to implement external hosting to increase the security and save expenses on internal hosting and IT-tasks related to this.

As a positive consequence of this attack, we would like to draw attention to the fact that we have now improved our IT systems, which both our clients and partners will benefit from. Their data is in safe hands with us and we do everything we possibly can to prevent something like these attacks from happening again. We strongly want to emphasize that this attack did not cause any harm or damage to any clients and that we still, despite the setback, are able to deliver quality products on time.

Even though a bad result is something no one wishes for, we appreciate to be able to share our experience in the field, including the solutions and initiatives, we have put in place to enhance IT security in the best possible way.

## Ownership

Profit and loss account	2014 DKK'000	2015 DKK'000	2016 DKK'000	2017 DKK'000	Q1+2/2018 DKK'000
Net turnover	20,398	32,025	26,154	21,208	13,735
Gross profit	5,346	7,055	6,498	3,658	3,384
Staff expense	-4,894	-5,888	-5,826	-5,546	-2,598
Depreciation	-109	-149	-132	-142	-101
Net financial items	241	-156	-9	-229	-59
	<b>584</b>	<b>862</b>	<b>531</b>	<b>-2,259</b>	<b>626</b>
Corporate tax	-146	-198	-140	-477	-138
	<b>438</b>	<b>664</b>	<b>391</b>	<b>-1,782*</b>	<b>488</b>

Illustrated above is the summary of the financial statement for PDAid's total company structure for the years 2014-2017 as well as for the first two quarters of 2018.

### 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

\* See page 41 for explanation.





PDAid is currently in the product development phase with these paper clips produced from recycled plastic. We expect to launch the products in the beginning of 2019 (photo: Groovy Graphic).

## Update on PDAid Offices

We invite readers to enjoy selected stories from the three established Phoenix offices. Read how the headquarter sets the direction and explore the progress in the subsidiaries in Nairobi and Panama.

### Randers headquarter

When something like a hacker attack hits unexpectedly, it is necessary to start fighting for making the right decisions, both strategically and tactically. And these decisions are made from the HQ in Randers. Strategically, it was decided to proceed with the expansion and development of the subsidiaries that you can read about in the following pages. The management of these offices is handled from Randers, from where the direction is also set on how to deal with bids, tenders and partners. Moreover, the

maintenance of our CSR strategy and approach is also handled in Randers and the staff in Randers are responsible for making sure that all staff in the other offices receive the proper training and guidance on this topic. Additionally, product development also takes place in Randers and this year we produced both SDG cubes and SDG pins, and we are currently working on SDG paper clips made from reusable resources.

In the reporting period, the personnel situation in Randers has also changed somewhat compared to the organizing of PDAid earlier, and one of the reasons for this is found within our ambition of hiring local people in the subsidiaries. Therefore, there has been a decline in administrative positions in Randers. But, in the next reporting period we expect to further improve organizing ourselves in all offices, including Randers, where we believe the demand for digital services will be visible in terms of hiring new staff with this as their area of expertise.



## Panama subsidiary

Even though 2017 turned out to be very challenging in some aspects, other aspects were positive and added new opportunities. Another positive story is found in Panama where the strategic decision of developing the subsidiary, despite some difficulties, proved to be solid. The office in Panama is now officially registered as Phoenix Design Aid Panama S.A. In the local Panama office, three employees are hired, two working full time and one part-time.

Montserrat Valeiras Taboada, senior project manager in PDAid Panama, will continue to challenge our clients' graphical and digital behavior while managing clients' 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. 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 PDAid Panama. In Panama, we are determined to stand out because of our strong environmental profile. Like the parent company, Phoenix Design Aid Panama S.A. is certified in Social



Lourdes Sandoval started as project manager in PDAid Panama in the summer 2018.

Responsibility (DS 49001/ISO 26000), Quality (ISO 9001), Environment (ISO 14001), Health and Safety Management (OHSAS 18001), FSC CoCTM and CO<sub>2</sub> neutrality.

PDAid considers Latin and South America a large and lucrative market. During the reporting period, we have worked with various projects in the region and we have especially focused on providing services in connection with event and exhibition developing and management. Additionally, other projects involve our core services: digital, websites, videos, animations, design, printing, translation, illustrations, infographics and communication strategies.



Our Project Manager Montserrat Valeiras Taboada in our temporary office in Panama. Soon, we take over the new office rooms located in City of Knowledge where many UN agencies also have their office.



## Kenya subsidiary

Last year, PDAid launched a graphic design agency in Nairobi. As with the subsidiary in Panama, PDAid management emphasized the objectives of sharing Danish know-how, focusing on environment and climate, and local job creation. By ensuring compliance with the PDAid management system, the subsidiary in Nairobi will become Africa's most certified design agency in the area of graphic design and communication.

### PDAid personnel in PDAid Kenya

During the reporting period, organizing the personnel in the Nairobi office has been at the top of the list for management and recently a new model was agreed on. Management decided to hire a new local senior project manager to be in charge of the daily operations, but also to be collaborating



CEO, Dennis Lundoe Nielsen and managing director for Epsilon Publishers Ltd., Mumbi Gichuhi signed the collaboration agreement in June 2018.

closely with management in Denmark. The senior project manager will be 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. Currently, we are looking for the right person and expect to finalize interviews soon and sign a contract.

#### **PDAid Kenya and partnerships**

As in the other countries of operation, PDAid is dependent on strong partnerships and collaborations. Therefore, it is a great pleasure to be able to share that during the reporting period, we entered into a new important partnership with Epsilon Publishers, and we see great potential in working with them as our local partners as this fulfills our ambition of creating local jobs. This partnership has already resulted in concrete projects, and we look very much forward to see what this partnership brings to the company during the next reporting period.

Epsilon Publishing sees great potential in this partnership too, which was clear from the announcement by managing director, Mumbi Gichuhi:

*"We are proud to announce the signing of our partnership with Phoenix Design Aid. Phoenix Design Aid is a first-class design and communication agency. The company, which is based in Denmark, and has an office in Nairobi, and representative offices around the world, delivers contemporary and innovative designs by focusing on the needs of the client and delivering on them expeditiously.*

*The basis for our partnership is that we are always looking for innovative ways to serve our clients better. This as we strive to deliver on our promise to our clients as envisaged in our core values, that we act with integrity; we take responsibility for quality; we deliver excellence. These are shared values in both our organisations. Moreover, we are committed to operate responsibly and to advance societal goals in tandem with the UN Sustainable Development Goals.*

*Our partnership will see us collaborate on doing different publications for our respective clients, thereby adding value to the whole process in terms of expertise and experience. The partnership will also contribute to the long-term sustainability of the two businesses by way of identifying different areas for partnership."*





**"I am so happy to be working with PDAid, and their highly motivated and professional team members. PDAid is a great role model in the countless ways that they incorporate, and seek to promote, the UN Sustainable Development Goals."**

**Louise Harpøth**, Commercial Adviser, Consulate General of Denmark of New York



## Interesting partnerships

PDAid collaborates with partners in various areas and in this reporting period, there is especially one type of partner we wish to present; namely the Ministry of Foreign Affairs of Denmark.

Thanks to a partnership with the Ministry of Foreign Affairs of Denmark established by Dennis Lundoe Nielsen in 1993, PDAid has been able to strengthen existing partnerships with clients and build new relationships and business partners globally. For the past few years, PDAid's main Ministry of Foreign Affairs partnerships have been with the Trade Councils in Nairobi and in New York.

The longstanding and successful relationship with the Consulate General of Denmark in New York has meant financial growth for PDAid, through an increase in the number of projects which PDAid has been awarded by the United Nations and partner organizations. Commercial Adviser, Louise Harpøth, acts as a

permanent resource of PDAid by meeting with stakeholders and prospective clients in New York on a regular basis and thus manages the partnership opportunities for PDAid. Two of the main clients, which Louise has been focused on for 2018, have been CBD in Montréal and UNDP in New York. Louise has worked closely on those projects, in the initial phase, in order to help the team secure the contracts, and get off to a great start with development of the designing and implementing phases.

Louise Harpøth says: *"I am so happy to be working with PDAid, and their highly motivated and professional team members. PDAid is a great role model in the countless ways that they incorporate, and seek to promote, the UN Sustainable Development Goals."*

Through the relationship with the Trade Council in Nairobi, PDAid was able to reach out to 141 Kenyan companies who are all part of the UN Global Compact. Henrik Petersen, Commercial Counsellor at the Danish Embassy in Nairobi, initiated this project, which gave us a unique opportunity to establish contact with many local companies. Eight of these companies addressed PDAid directly to discover opportunities for collaborations in terms of meetings, feedback and actual joint venture discussions. One of these companies was Epsilon Publishers mentioned on page 45 and we expect to sign another collaboration agreement, during the next reporting period, with one of the largest event offices in Kenya.

## New corporate initiatives

In connection with the introduction of the Corporate News section, we also wish to share some of the initiatives we will be working on in the near future in order to be able to follow up on these in next year's CoP.



### Client, supplier and employee survey

Within the next year, we wish to carry out a thorough survey of three very important stakeholder groups; namely clients, suppliers and employees. Only by carrying out qualitative surveys of each group, we will be able to continuously meet their expectations. Last year, we shared in our CoP the result of our client survey and this year's supplier survey is mentioned in the appendix. Next year, we will be adding a third dimension to this survey when the employees in the different PDAid offices will take part in a qualitative survey too.

### PDAid office in New York

As seen from the previous section on partnerships, there has been an increase in the number of projects in New York. Therefore, it is on the agenda for PDAid to establish an office in New York with more than the function of representatives of PDAid. Establishing the offices in Nairobi and Panama has given us experience with opening offices away from the HQ, and the model for the establishment of an office in New York is ready and will become a reality once the resources needed for that undertaking are available. We expect that important steps in this process will be taken during the next reporting period and we hope to establish a New York subsidiary as soon as possible.





## Performances in important focus areas

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A very happy KI Climb participant has just accomplished something big.

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



### 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 of human rights and we strongly encourage 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 assessments. Besides placing demands on our own compliance with human rights, we offer other companies our guidance and support on the matter.



The youth preparing for the KI Climb in training camp.



## 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. Additionally, we log all sales meetings and activities.

### The following points present an overview of core results achieved during the reporting period:

- The Mentoring Program, supporting the PDAid Foundation mission, continued with success.
- PDAid employed new staff in the office in Panama and established new partnerships in Nairobi.
- As an ambassador to the city of Randers, CEO Dennis Lundoe Nielsen has been able 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 and the SDGs 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.

## Goals

- Further developing the PDAid Foundation:
  - Take in several new mentees during the first quarter of 2019
  - 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.

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

## Process 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. PDAid wholly meets the requirements of UN Global Compact, and the description of this process is found in the Appendix.

	2014	2015	2016	2017
Heating	0.1 ton CO <sub>2</sub>	0.1 ton CO <sub>2</sub>	0.1 ton CO <sub>2</sub>	0.4 ton CO <sub>2</sub>
Electricity	5.5 ton CO <sub>2</sub>	3.8 ton CO <sub>2</sub>	5.6 ton CO <sub>2</sub>	4.6 ton CO <sub>2</sub>
Travel	22.5 ton CO <sub>2</sub>	14.9 ton CO <sub>2</sub>	45.8 ton CO <sub>2</sub>	32 ton CO <sub>2</sub>
Waste	0.2 ton CO <sub>2</sub>	0.2 ton CO <sub>2</sub>	0.9 ton CO <sub>2</sub>	0.9 ton CO <sub>2</sub>
<b>Total tons CO<sub>2</sub></b>	<b>28.3 ton CO<sub>2</sub></b>	<b>19.1 ton CO<sub>2</sub></b>	<b>52.4 ton CO<sub>2</sub></b>	<b>38.0 ton CO<sub>2</sub></b>



CO<sub>2</sub>  
Neutral  
Certified  
Company



## 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 CO<sub>2</sub> emissions, primarily from travelling, while office electricity and heat consumption play a minor role together with waste treatment. Our 2017 CO<sub>2</sub> accounts are presented above.

The energy and climate accounting for PDAid shows a total emissions decrease of 14.4 ton CO<sub>2</sub> from 2016 to 2017. This positive development mainly happened due to a decrease in air travel, particularly intercontinental travel. We remain focused on reducing CO<sub>2</sub> 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 CO<sub>2</sub> emissions, we have achieved a CO<sub>2</sub> Focus certification. The company website is CO<sub>2</sub> 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 will continue to use our inhouse-developed Paper Guide on how to choose eco-friendly paper qualities. We are currently working on an updated version of The Paper Guide which will be printed on the newest and most eco-friendly paper available. The new version of the Paper Guide will be handed out to approximately 50 clients throughout year 2018 and 2019.

## Beyond Compliance

As holder of a trademark license (FSC-C130488), PDAid provides a credible guarantee to clients that products, sold with this license, 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.

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### Activities and achievements during the reporting period:

- PDAid has increased its use of video-conferencing equipment as an alternative to internal and external meetings and travel.
- PDAid had a successful FSC CoC (Chain of Custody) audit – the second audit since the company received its FSC CoC certificate two years ago. 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

- To distribute and present the improved version of The Paper Guide to at least 50 clients throughout 2018-2019, all of which will receive how-to-apply-guidance regarding relevant projects.
- To increase the use of video-conferencing equipment.
- To arrange for a garbage collection day in Kenya, during the next reporting period, to neutralize the plastic used in our SDG clips (mentioned on page 43).







Production meeting between CEO Dennis Lundoe Nielsen, Senior Project Manager Lene Søjberg and author Adam Rogers with his son, Sage (photo: Groovy Graphic).



## 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 focus on employee well-being and health translates into a number of initiatives.

### Beyond Compliance

All members of staff in the PDAid HQ are provided with health insurance from day one. Thus, we make sure that our staff are covered in terms of receiving fast and professional treatment and recovery possibilities should they experience health issues.

Furthermore, PDAid HQ still applies PureClean.eu surface treatment for improved indoor climate as was seen in the case on page 32.

### Activities and achievements during the reporting period:

- Low absenteeism
- No work-related accidents
- Fresh Fruit Scheme for employees at PDAid HQ

### Goals

- Continued cleaning of PDAid HQ applying PureClean.eu surface treatment for improved indoor climate
- Further strengthening of digital competencies and processes and generally to optimize internal communications.
- To arrange a Company Day to physically introduce as many PDAid staff as possible to each other and strengthen the collegial bonds and enhance the understanding of the Phoenix value system.
- Make sure that all PDAid staff are covered by health insurance.
- Introduce Fresh Fruit Scheme in all PDAid offices.





## Anti-corruption and ethical business practice

### Focus areas and compliance

PDAid works globally and encounters 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/ISO 26000, 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 existing and new suppliers and partners, and the integration of requirements and attitudes in all contracts with major suppliers will continue.

### Beyond compliance

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

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.

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 and, naturally, one of our focus areas.



The Code of Conduct comprises PDAids guidelines for CSR



### 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.

# LTAs and Contracts

## 2017-18



Head of Production and Senior Project Manager, Lars Jørgensen (photo: Groovy Graphic).

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

PDAid is currently the holder of 21 Long Term Agreements (LTAs): 18 UNs, 2 EU institutions and 1 Development Bank. Existing LTAs cover the provision of creative communication services, 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.

<p><b>phoenix designaid</b> graphic services for global development</p> <p><b>Long term agreement reference list</b> 15 SEPTEMBER 2018</p> <p>Please have a look at the following reference list which shows some of the Long Term Agreements (LTAs) we hold at the present time – including the services provided and name of organization.</p> <p>Some of our existing LTAs are available to be utilized in terms of piggybacking by other UN organizations who can benefit from already established pricing arrangements for goods and services.</p> <p><b>ONLINE PORTFOLIO FOR GENERAL REFERENCES</b> You can download a wide range of samples from our portfolio on: <a href="http://www.phoenixdesignaid.com/cases">http://www.phoenixdesignaid.com/cases</a></p> <p><b>Creative communication services</b></p>		
<p><b>UNFCCC</b> UN Campus Platz der Vereinten Nationen 1 53113 Bonn Germany</p> <p>For contact details of focal points, please contact us at <a href="mailto:info@phoenixdesignaid.com">info@phoenixdesignaid.com</a>.</p>	<p>LTA for creative communication services</p> <p>Contract no. UNFCCC C100-17</p> <p>Duration: 2017-2020</p>	<p>Creative communication services, e.g. digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.</p>
<p><b>UN Women</b> 220 East 42nd Street, DNB-1876 New York, NY 10017 USA</p> <p>For contact details of focal points, please contact us at <a href="mailto:info@phoenixdesignaid.com">info@phoenixdesignaid.com</a>.</p>	<p>LTA for creative communication services</p> <p>Piggyback contract on UNFCCC LTA no. UNFCCC C100-17</p> <p>Duration: 2018-2020</p>	<p>Creative communication services, e.g. digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.</p>
<p><b>UN Environment</b> Office for Latin America and the Caribbean Ciudad del Saber, Clayton, Rep. de Panamá</p> <p>For contact details of focal points, please contact us at <a href="mailto:info@phoenixdesignaid.com">info@phoenixdesignaid.com</a>.</p>	<p>LTA for creative communication services</p> <p>Contract no. UNWME/CIAR/BENTE_LAC/2018/052</p> <p>Piggyback contract on UNFCCC LTA no. UNFCCC C100-17</p> <p>Duration: 2018-2020</p>	<p>Creative communication services, e.g. digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.</p>

In this reporting period, PDAid has won a broad range of LTAs and major contracts, including:

<b>LTAs</b>	<b>Covering</b>
<b>UNFCCC</b>	Creative communication services, e.g. digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.
<b>UN Women/UNFCCC</b>	Creative communication services, e.g. digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.
<b>UN Environment Panama/UNFCCC</b>	Creative communication services, e.g. digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.
<b>UNDP Panama/UNFCCC</b>	Creative communication services, e.g. digital communication, websites and social media services, print design and brand development, exhibitions and booths and other visibility materials, prepress, printing and production.
<b>UNECA</b>	Graphic Design, Layout & Printing Services – e.g. Design of Publications incl. Cover Design, Infographics, Graphs/ Charts/Tables, Brochures, incl. printing etc.
<b>UN Environment Nairobi/UNECA</b>	Graphic Design, Layout & Printing Services – e.g. Design of Publications incl. Cover Design, Infographics, Graphs/ Charts/Tables, Brochures, incl. printing etc.
<b>UN Environment Montreal/CBD/UNECA</b>	Web Design services
<b>IFAD/UNECA</b>	Design development, layout, formatting and artwork finalization for print and digital materials and communications materials.
<b>European Investment Bank</b>	Layout and printing of books and reports, etc.

As an example, we would like to zoom in on the contract with UNDP Panama and explain what such a contract can result in in terms of projects. The contract covers creative communication services, and in August, this resulted in a project within the categories exhibition & events, merchandise & promotion and video, animations & explainers.

## Case study:

# "Rumba hacia los 500"

The 500th Anniversary of the Foundation of Panama City

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In August 2019, the 500th anniversary of the Foundation of Panama City will be celebrated. With the purpose of preparing, coordinating and executing the commemorative activities taking place at this anniversary, the Municipal Council of Panama created the "Commission of the 500 years of the Foundation of the City of Panama" which has the support of UNDP as a strategic partner in the implementation of its activities and project. For the client, UNDP, we worked on an artistic event with musical and cultural shows to celebrate the 499th anniversary of Panama City, under the name "Rumba hacia los 500", in August 2018 as preparation for the big event next year. From the project, we want to highlight the following performances:

- Hiring artists and hosts for the ceremony.
- Infrastructure: platform, sound system and backline, lighting system, artists riders, artists' dressing room, furniture, portable toilets, access structures, support material and video material.
- Services: private security, DJ service, volunteer's travel expenses, assembly and disassembly.
- Merchandising: umbrellas, raincoats and t-shirts.
- Promotional material: jingle, radio spot, television spot and newspaper ads.

For more information, including online portfolio for references, please visit the company website at <https://phoenixdesignaid.com/case/undp-panama-rumba-hacia-los-500>



Next year, the 500th anniversary for the city of Panama will be celebrated. Until then, various events and projects take place to as preparation.





**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



**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



**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

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## Publications/exhibitions

### UNV

Annual Report 2017



### AfDB Group

Annual Report 2017



### UN AIDS

Guidance note on  
Social Protection



For more information, please visit the company website at <https://phoenixdesignaid.com/cases>

#### UNV Annual Report 2017

<https://phoenixdesignaid.com/case/un-volunteers-annual-report-2017>

#### AfDB Group Annual Report 2017

<https://phoenixdesignaid.com/case/afdb-annual-report-2017>

#### UN AIDS Guidance note on Social Protection

<https://phoenixdesignaid.com/case/unaid-social-protection>

#### Timor-Leste National Human Development Report 2018

<https://phoenixdesignaid.com/case/undp-timor-leste-national-hdr-2018>

#### UN Environment BreatheLife exhibition

<https://phoenixdesignaid.com/case/un-environment-breathelife-exhibition>

## Timor-Leste

National Human  
Development Report  
2018



## UN Environment

BreatheLife exhibition



# Embracing the digital age

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## UN Climate Change Online Annual Report

<https://phoenixdesignaid.com/case/un-climate-change-annual-report-2017>

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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.

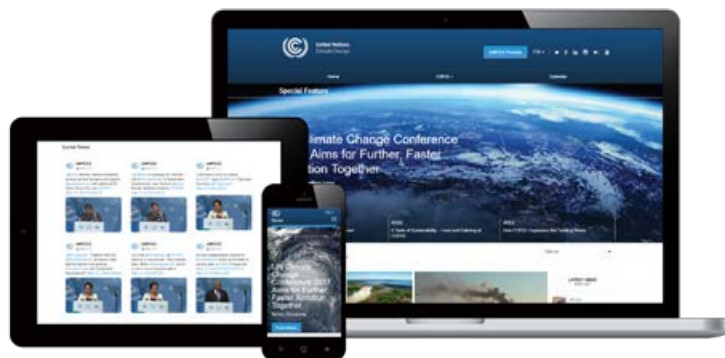
We always work from a strategic perspective, approaching any project with an ambition to match our clients' business needs with a user perspective, making sure that our clients get the very best means of connecting, involving and communicating with their audiences.

Our employees and partners are some of 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 Social Media, SEO and SEM.





### UNFCCC website COP23

<https://phoenixdesignaid.com/case/unfccc-website-cop23>



### IAP Online Annual Report 2017

<https://phoenixdesignaid.com/case/iap-online-annual-report-2017>



### International IDEA – The Global State of Democracy Indices Website

<https://phoenixdesignaid.com/case/international-idea-global-state-democracy-indices-website>



### SUN Movement, maintaining and optimizing website

<https://phoenixdesignaid.com/case/sun-movement-maintaining-and-optimizing-website>

# Appendix



## Due diligence

All employees have an explicit responsibility to comply with the procedures and instructions listed in the PDAid Management Handbook.

All major suppliers and contractors must comply with our Code of Conduct, which is fundamental to all our work regarding processes of due diligence. The PDAid Code of Conduct is available for download online.

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

- Every member of staff has a 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.
- We follow 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.
- The 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.

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.

## How we work with sustainability every day


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.

## Basic structure of the integrated management system

PDAid's management 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.

## Risk assessment

Our CSR group, represented by the CSR Coordinator, the CEO and external consultants, carries out the risk assessment. Relevant employees and external stakeholders are involved in risk assessment process. For subjects that are relevant for risk management, we evaluate 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 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

## Value chain

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.



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

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# 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 entered into. As of April 2013, the company has introduced Code of Conduct requirements in all present contracts.

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# 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 2017-18, 12 of PDAid's closest suppliers have formally acknowledged that they adhere to the guidelines appearing in the PDAid Code of Conduct. These include Stibo Graphic A/S, Toptryk Grafisk ApS, Arab Printing Press Sal, Ambiente A/S, Strait Air Transport A/S, Hjortlund Medier, Johnsen Graphic Solutions A/S, Lighthouse Group Aps, We are AM, Creative Coders, Digital by Innovation Lab ApS, and Designit A/S.

# 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 that could 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 partners 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

For the processes in place for dealing with complaints as well as for implementing remedial measures 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 part of the process 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.



Chief Guide, Eliah, lead the way and helped the team of climbers to reach the summit of Mt. Kilimanjaro.

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 consider 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 the 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 at [www.businessconduct.dk](http://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.

# We support

## pdaidfoundation



### PDAid Foundation

We initiated our support of the PDAid Foundation in 2015. The PDAid Foundation 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 PDAid Foundation supports talented youth in becoming agents of positive change in future corporate and societal management. Financial support cannot stand alone, as young people must experience first-hand mentoring from adult role models.

For more information, visit <http://pdaidfoundation.org>



### Kilimanjaro Initiative

We began supporting the Kilimanjaro Initiative (KI) in 2014, when CEO, Dennis Lundoe Nielsen, took part in his first Kilimanjaro Climb initiated by KI. The annual climbs raise funds for development projects in East Africa, bringing attention to the role of youth as agents of positive change in their local communities. We salute the commendable initiative and urge others to offer their support.

For more information, visit <http://kiworld.org>



### Sauti Kuu Foundation

We support the work of Sauti Kuu Foundation. 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 and successful lives.

For more information, visit <https://sautikuufoundation.org>





### Transparency International Denmark

We support the fight against corruption through our membership of the national association, Transparency International Denmark. The membership enhances our discouragement of corruption and underlines our desire to take active part in efforts to heighten the integrity of Danish society and business.

For more information, visit <https://transparency.org>



### "World's Best News"

We support The World's Best News – a Danish campaign formed by the UN, DANIDA and more than 100 Danish aid organizations. World's Best News intends to inform about the huge progress made in developing countries. Challenges remain, but we are one step closer to ending extreme poverty.

For more information, visit <https://worldsbestnews.org>



### Skolehjælpen/School Aid

We support the local project "Skolehjælpen" (School Aid). Skolehjælpen is an educational facility for local students, developed by the local Rotary Club through the organization's youth club, Rotaract. The initiative helps children keep up at school by offering tutoring and homework assistance.



### Nelson Mandela Library Project

We support the non-profit Nelson Mandela Library Project, which gives South African children the opportunity to learn to read and eventually help them become self-supporting and independent individuals. The Nelson Mandela Library Project transforms freight containers into libraries with a long service life.

For more information, visit <https://www.nelsonmandelalibraryproject.com>



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