



A Weber Shandwick Affiliate Company

**WEBER SHANDWICK**

**Represent Communications**  
**UN Global Compact**  
**Communication on Progress**  
**Year: 2018**

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## ABOUT THE COMPANY

Represent Communication is an integrated communications agency in Serbia and the Balkans region. For the past 17 years, Represent Communications has gained experience in working with prestigious clients who run business in different areas. We are a team of 62 dedicated and talented professionals who provide services for 60 clients across four markets – Serbia, Montenegro, Macedonia and Bosnia and Herzegovina. We are a Weber Shandwick global network affiliate and part of Interpublic Group.

## COMPANY'S CORE VALUES:

1. **QUALITY AND EXPERIENCE**
2. **TALENT HUB**
3. **COURAGE**
4. **TEAM DEDICATION**
5. **OPTIMISM**

## COMMITMENT STATEMENT BY MANAGING DIRECTOR

It is our pleasure and privilege to be among the companies that for years now follow the UN Global Compact principles and develop employee culture based on these firm values.

The Agency has managed to stay strong, build additional capacities, and remain focused on the principles we've agreed to respect.

In the past period, we have additionally contributed to fulfilling these principles and joined many additional activities which promote mainly environmental and labour principles, reflecting our everyday work.

We are pleased to be part of this project and we will continue to respect and promote the principles we adopted, bearing in mind their exceptional importance.

Sincerely,

A handwritten signature in blue ink, appearing to read "Borislav Miljanović", is written over a circular blue stamp. The stamp contains the text "REPRESENT COMMUNICATIONS" and "2000".

Borislav Miljanović, CEO Represent Communications

## **OUR APPROACH TO THE TEN PRINCIPLES**

### **Human Rights**

#### **Assessment, policy and goals**

Represent Communications supports the Universal Declaration of Human Rights and is committed to developing a particular organizational culture which implements a policy to support the Declaration. Our Company's goal is to motivate our employees and partners to participate and actively respond to human rights related concerns aiming to secure dignity and equality for all.

#### **Implementation**

*Our company has taken the following measures in order to actively respond to the issues related to human rights:*

- We have continued to collect hygienic products, food and clothes for the imigrants, migrating from different countries.
- We have continued with the support of children's shelter in various activities throughout the year
- We have provided support and collaborated in the National kitchens project, aiming to delever food for all in need and build a central kitchen where homeless can dine.
- Part of our employees have continued to sign organ Donor cards, and set an example and encouraged others to do so in the future.
- The company's employees have participated as educators and trainees at Universities and different digital and PR conferences

#### **Measurement of outcomes**

We monitor and measure the progress of social entrepreneurs we are helping through the mentoring program. Also, we have a system in place that encourages our employees to report if they recognise any human rights issue. We also have annual (and six month) evaluations as a tool for employees to report on human rights violations. Our Human Resources Department regularly documents and keeps track of grievances issues in this area.

## **Labour principles**

### **Assessment, policy and goals**

Our company obtains written documents which clearly state and identify employees' rights, responsibilities and benefits. We also have a functioning system in place and a separate e-mail address where employees can report on violation of any labour rights and principles.

### **Implementation**

We are committed to using number of tools to ensure appropriate reporting on violation of labour principles. The tools that we use in that sense are open doors and regular meetings.

We systematically invest in our employees and contribute to their continual education through: organization of educational trainings, team buildings, and personal development plans. Our company has continued with its trainee program where one-half of our trainees get hired after the program completion.

We have streanghtened our internal communication resources, and have continued to build capacity and invested in knowledge sharing throughout our offices in the region.

The Agency is still implementing employee-related educational project, focused on improving know-how skills and informing them on the most important UN Global Compact principles.

Represent Communications offices in Sarajevo have received and LGBTIQ Equality index award for labour rights, with the support of UN women offices in Bosnia and Herzegovina.

We have implemented a series of educational employee trainings in regard to first aid and fire protection.

Our CEO is actively present in participating in government and non-governmental dialogue regarding gender equality and equal treatment of women in their working environment.

### **Measurement**

Our HR Department regularly documents employees' reports on violation of labour principles. A constant upgrade of policies regarding labour principles most adequately demonstrates the improvement in this field.

## **Environment**

### **Assessment, policy and goals**

We continue to reduce the environmental impact of our business by educating our employees and motivating them to act environmentally friendly in and outside the offices where we perform our daily activities.

### **Implementation**

#### **Activities within our company**

We are continuously encouraging our employees to recycle paper, plastic and cardboard and to that end we have placed several recycling boxes in our offices. Our policy is to use energy-saving light bulbs in the entire building.

As a socially responsible company, the Agency is still actively participating in raising and recycling cans within the "Can by Can" Project of the Foundation for Can Recycling "Recan" and recycling corks.

#### **Activities outside our company**

Our company has participated in many environmentally oriented actions together with its clients.

We have participated in the organization and communication of Danube Eco parks – where we are raising awareness on maintaining Danube river ecosystems and saving water for the future.

We have also built communication and supported SEPEN, environmental protection and packaging association, that has various initiatives around these topics.

We are still taking part in „Our Belgrade" movement that gathers many socially responsible companies around different voluntary activities. Among those are environmentally friendly initiatives.

### **Measurement**

Represent Communications keeps record of employees who participate in environmental actions, encouraging and stimulating them to continue with these activities. The company also tracks the progress on recycled materials and compares the progress with previous periods.

## **Anti-Corruption**

### **Assessment, policy and goals**

As a member of the Serbian Public Relations Association, the Agency and its employees are obliged to respect and act in accordance with the Ethical Code proclaimed by this Association. The Code identifies concrete violations in the mentioned area of work and emphasises fraud, harmful damage to reputation and disclosure of protected information as key violations.

Our employees are members of UN Global agreement Anti-corruption working group through which we actively participate and strive to enable citizens and partners to take part in a more active dialog on corruption.

### **Implementation**

As a member of the Serbian Public Relations Association, Represent Communications continually and actively engaging in improving ethical and anti-corruption standards.

### **Measurement**

If the Ethical Code proclaimed by the Serbian Public Relations Association is violated, the members will appear in front of the Society's Court of Honour and suffer pre-defined consequences. Our company also has a system in place where violations regarding anti-corruption can be reported and registered.