

COMMUNICATION ON ENGAGEMENT



CSR GREENLAND October 2017 - October 2019





Dear reader,

It is my pleasure to present the third Communication on Engagement (CoE) from CSR Greenland to the UN Global Compact covering the period of October 2017 to December 2019.

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

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

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

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

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



Brian Buus Pedersen

Chair, CSR Greenland



1. Background and introduction

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

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

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

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

Members

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

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



Organization and governance

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

Current board members:

Brian Buus Pedersen (Chairman),	CEO of Greenland Business
Martin Kviesgaard (Vice Chairman),	CEO of the Bank of Greenland
Anette Lings,	CEO of Hotel Sisimiut
Dora Drechsel,	CEO of Kalaallit Forsikring
Henrik Leth,	Chairman of Polar Seafood
Julia Pars,	CEO of Visit Greenland
Claus Pedersen-Aagaard,	CEO of Nukissiorfit
Mikael Thinghuus,	CEO of Royal Greenland
Susanne Christensen,	CEO of Brugseni
Jacob Nitter Sørensen,	CEO of Air Greenland

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

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

2. Core activities 2017 - 2019

In the following section, we have highlighted our activities related to the UNGC. We also introduce our work within the prioritised four strategic focus areas:

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

It is not a comprehensive overview of all of CSR Greenland’s work and activities. A more complete overview of CSR Greenland activities during the period can be read in our annual reports available on www.csr.gl.

2.1. Activities related to the UNGC

Engaging in UNGC networks

In conjunction with Greenland Business Association, CSR Greenland has been the National Contact Point for the UNGC Nordic Network.

CSR Greenland attended the UNGC Nordic Network meeting in Copenhagen in 2018 and in Helsinki in 2019. Greenland expects to host the Nordic Network meeting in 2021.



Engaging companies in UNGC related issues

A core activity for CSR Greenland is to host and facilitate networks to allow members to learn about CSR, SDG and share experiences, challenges and best practices. Our network of companies meet several times a year in connection with the CSR Greenland activity programme.

In the reporting period, CSR Greenland have hosted several sessions for members focusing on the SDGs, responsible procurement, strategic health management, education, environment and much more.

CSR & SDG Accelerator class for businesses



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

A few examples from the reporting period include:

- Course on responsible procurement (2018)
- Baseline study on Circular Economy (2018)
- Environment, annual clean-up day (annual)
- Conference on Sustainable Development Goals (2018)
- Health Ambassador training (2017-2019)
- CSR & SDG Accelerator class for businesses (2019-2020)
- Morning meetings, courses and seminars on the SDG for various stakeholders (yearly)
- QAQISA education programme (2019-2021)

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



Conference on Sustainable Development Goals, Nuuk, August 15, 2018

Engaging other stakeholders in UNGC related issues

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

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

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

CSR Award to a company from Greenland

Global Compact Network Denmark and FSR/ Danish Auditors assigned Bank of Greenland the prize for best CSR report in the category of SME in 2019.

Bank of Greenland won the prize for doing an appreciative effort on topics like;

- Financial understanding
- Accessibility
- Social and voluntary engagement



On behalf of The Bank of Greenland Yvonne Kyed, the Deputy Head of Nuuk Department and employee representative in the banks Board of Directors, received the CSR Award in Denmark.

Bank of Greenland launched in 2014 the online learning universe www.qassit.gl with supporting learning material for students in grade eight to tenth in the primary school. The learning universe learns the youth how to manage expenses, monthly budgets and savings. The Bank of Greenland has since been working on implementation of the concept for students all over Greenland.

Accessibility is another of the core activities in the bank, and regards giving customers' good service even though the Bank do not have a local office where the customers resides.

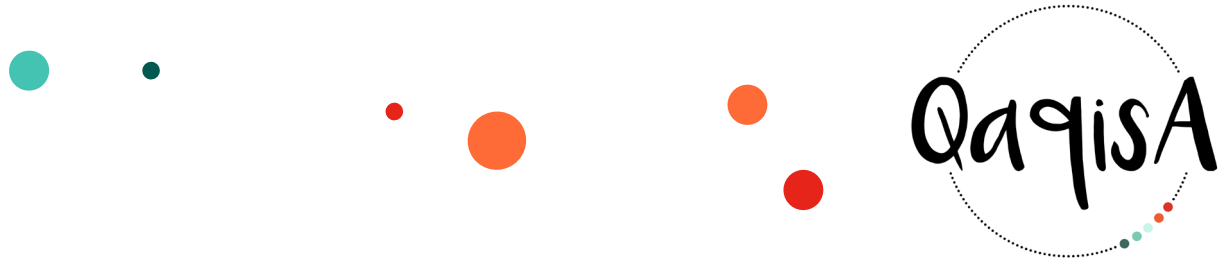
Social and voluntary engagement regards giving the 230 employees in the Bank of Greenland possibility for assisting, supporting and do voluntary engagement in NGO's and local projects. The Bank devotes over 2,000 working hours to the purpose pr. year.

Partnerships around corporate sustainability

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

2.2. CSR Greenland's four strategic focus areas

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



EDUCATION

Project: 'QAQISA - More educated youth'

CSR Greenland concluded the project 'Companies visiting schools – schools visiting companies' in 2017. CSR Greenland published an all-round guidance in 2018, and prolonged the project for the period 2019-2021. QAQISA is the name in the new project period. CSR Greenland coordinates the implementation of QAQISA for students in eighth, ninth and tenth grade at the primary schools.

CSR Greenland introduce the QAQISA concept at start-up workshops and a follow-up workshop for local participants.

Attendees in tenth grade conducts evaluation of the QAQISA project.

CSR Greenland is developing QAQISA for a digital universe, where the local participants easily can find, use and exchange knowledge, experiences etc. among each other, but do also share knowledge and material with upcoming users.

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

Partners: Local partners are the school department at the municipality, local businesses, the primary school and members of the school board.



Description and key results: The target group is around 2,000 students during the project period. The goal is to motivate these students to stay in the educational system after primary school, through an intensified co-operation between the school and the surrounding business community.

You find material about QAQISA on www.csr.gl.



HEALTH AND WEEL-BEING

Project: Healthy work places (2017-2019)

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

Focus: Partnership based on a three-year health project (2017-2019) to raise the public health by creating Healthy Work Places

Partners: Ministry of Health, Greenland Sports Federation and CSR Greenland.

Description and key results: 44 private companies and public organisations attended three seminars in the project period with following themes; introduction to planning programme for the workplace, designing office-workout and diet programmes, as well as mental health programme (Act-Belong-Commit programme).

Eighty-five employees from forty-four private companies and public organisations attended the three-year programme. During the programme The National Institute of Public Health's research on the health of Greenland's population (SIF) conducted surveys among the participants. The report points out several recommendations for the companies to continue the work regarding the wellbeing and health among their employees.



Health Ambassador Training, Sisimiut, September 25-26, 2019

ENVIRONMENT

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

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

Focus: Mapping opportunities and implementing circular economy in Greenland

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

Description and key results: The project “Green transition and Circular Economy in Greenland” aims to map opportunities relating to the implementation of circular economy thinking and business models in Greenland focusing on three sectors. An Advisory Board established, tasked with preparing a set of recommendations for the Business and the Government of Greenland focusing on how to design and implement circular economy through the business models, political framework and circular economy thinking. A baseline study for internal use was conducted in 2018. A conference and a workshop held in 2019. Recommendations framed focusing on industry of fishery and the building and construction industry. Both industries has obvious benefits regarding initiatives in circular economy.



Project: Saligaatsoq (2011 - ongoing)

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

Focus: Partnership-based environmental projects and knowledge sharing.

Partners: More than 50 companies, the Government and the 5 municipalities.

Employees from Royal Greenland cleaning-up area around the harbour.



Description and key results: The project has grown since start and achieved 17 participating towns and 8-10 settlements in 2019. CSR Greenland formed a guidance for Saligaatsoq. Cross sector knowledge sharing group with the purpose of building bridge between the sectors by sharing their knowledge as well as discussing various environmental issues, challenges, possibilities and new ideas for collaboration across sectors. Participant can easily follow the progress and updates on the Saligaatsoq Facebook page.

RESPONSIBLE PROCUREMENT

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

CSR Greenland co-hosted In November 2015 a conference together with Transparency International Greenland with the title 'Is cheapest always best?' focusing on responsible procurement in Greenland. Based on the great interest at the conference, CSR Greenland launched a 3-year project to deep-dive into the three issues.

Focus: CSR demands in procurement, transparency in public procurement and the economic and social benefits of local procurement.

Partners: Greenland Business Association, Transparency International Greenland and CSR Greenland.

Description and key results: During the project period an Advisory Board with representatives from the Self-government, Sermersooq Municipality and several larger companies was engaged, written articles published, courses and morning meeting held with partners. The project concluded a set of recommendations on the topic in August 2017, which can be found at www.csr.gl.

Representatives from 20 organizations discussing the recommendations on the responsible procurement seminar.



3. Plans for 2020 - 2021

The Board of CSR Greenland has defined a new strategy for CSR Greenland for the coming years. This will probably include prioritized focus on education, environment and health. Several projects will extend either into the next reporting period, as part of the current project period or as next phases. CSR Greenland are anticipating increasing focus on the SDGs even further, including training, seminars and events relating to the Global Goals.

PIUJUAANNARTISSUMIK INERIARTORNISSAQ NUNANIT TAMALAANIT ANGUNJARNEQARPOQ



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

3. Final remarks

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

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